

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

MARCH 1956

75 CENTS

WHAT
is new in products

▪
HOW
to use them today



↑ Price and style setter: \$14,000

SEE BLUEPRINTS, PAGE 101 ▶

NuTone "IN-BUILT"

Mixer · Blender · Sharpener · Juicer



STAINLESS STEEL PLATE
FLUSH WITH COUNTER

*One Power Unit
Does Everything*

Most Exciting Kitchen Appliance in 20 Years!

EASY TO INSTALL IN ANY KITCHEN COUNTER TOP

No need to waste valuable cabinet space for storage of separate motor units for many other kitchen appliances. NuTone's single, powerful "In-Built" Food Center does everything — It's recessed completely out of sight, leaving the kitchen counter top smooth and tidy.

The NuTone "In-Built" can be installed over a drawer, or cabinet fillers, or "dead" corners, above a door type cabinet and in other spaces.

U. S. & FOREIGN PATENTS PENDING

IT'S A LARGE MIXER — with a motor driven bowl — full 3½ quart size. Precision fit of single beater mixes better than 2 or 3 beaters.

IT'S A FOOD BLENDER — with 6 speeds, instead of 1 or 2. Stainless steel blades, sealed in for safety. Light weight plastic container.

IT'S A KNIFE SHARPENER — with flexible sharpening discs. No solid stone to destroy knife temper. Removable cap catches grit.

IT'S A FRUIT JUICER — holds enough juice to fill ten 4-ounce glasses.



HERE ARE MORE NUTONE "IN-BUILTS" FOR YOUR HOMES!



EXHAUST FANS
FOR FRESH CLEAN AIR IN
KITCHENS AND BATHROOMS



RANGE HOODS
FOR GOOD VENTILATION
AND SPARKLING BEAUTY



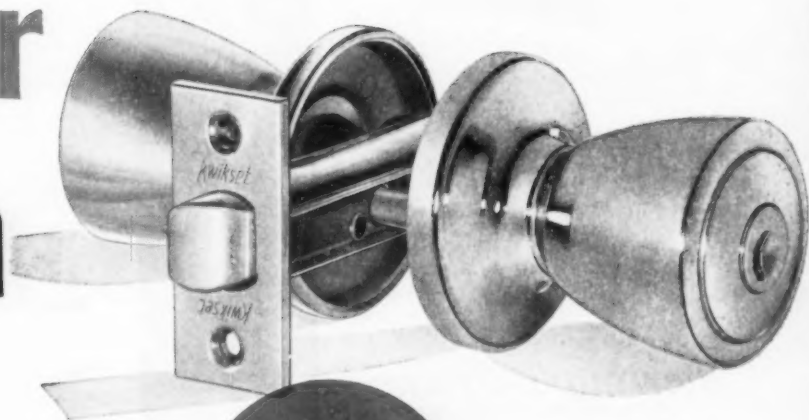
DOOR CHIMES
"CHEERFUL EARFUL" AT THE DOOR
IN TUNE WITH MODERN TREND



CEILING HEATERS
THE WORLD'S SAFEST HEATERS
FOR "TOASTY-WARM" BATHROOMS

FREE SEND FOR CATALOGS NUTONE, INC., Dept. AB-3 Cincinnati 27, Ohio

introducing Kwikset's new Bel Air design



The dependable performance long associated with Kwikset "400" line locksets is now available in Kwikset's modern BEL AIR design . . . a dramatic achievement in lockset styling. The BEL AIR design can now be ordered in all popular functions and finishes.

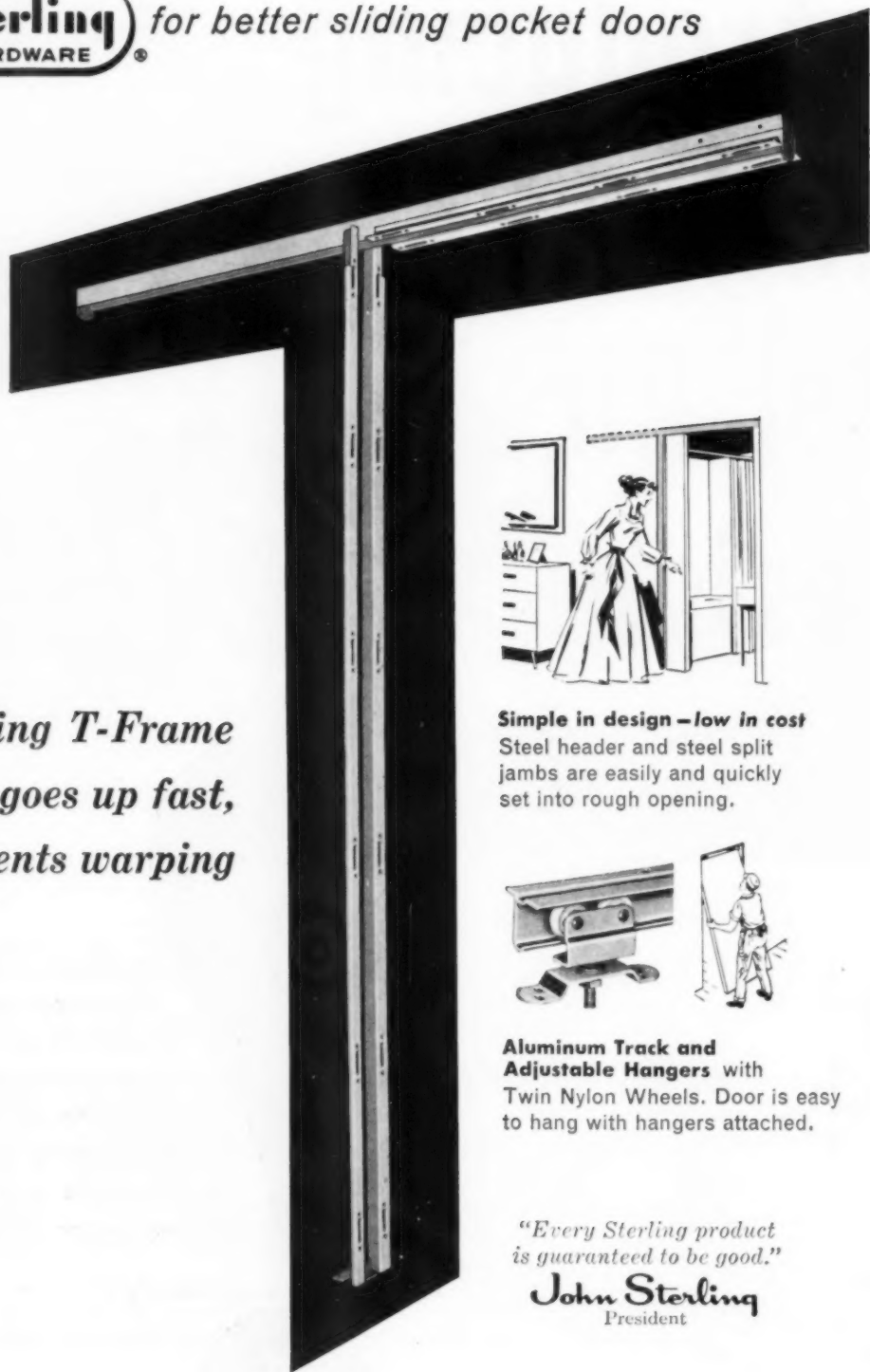
Quality locks for budget building



Kwikset Sales and Service Company, Anaheim, California



for better sliding pocket doors

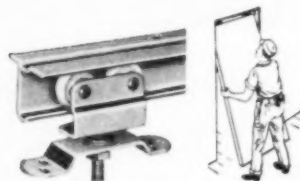


*Sterling T-Frame
goes up fast,
prevents warping*



Simple in design — low in cost

Steel header and steel split
jamb are easily and quickly
set into rough opening.



**Aluminum Track and
Adjustable Hangers** with
Twin Nylon Wheels. Door is easy
to hang with hangers attached.

*"Every Sterling product
is guaranteed to be good."*

John Sterling
President

See our catalog in Sweet's or write for complete details today

STERLING HARDWARE MANUFACTURING CO. • CHICAGO 18, ILLINOIS

The Opportunity Page

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

For do-it-yourselfers

Need a new angle for your do-it-yourself service? Then try this. Put up a shell and interior partitions, lay sub-flooring and roofing, install weather-stripped windows—and let the customer do the rest. But give him a detailed instruction manual so he won't go wrong. And have a specially trained crew to lend a hand. You can also supply him with special drywall and woodwork package. The Main Lumber and Millwork Co., which started this idea in Wayne, Pa., also offers a plumbing and heating package. Or is that too much?

Free rental?

If your model home needs that "lived-in" look to sell it, let your sales manager live in it. That's the advice of F. M. Knight Realty Co. of Indianapolis. The firm has installed sales manager Charles Hall in the model home, which is open all hours on week ends and by appointment on week days. Sales are up 32%.

Welcome home

The return of the thirty year mortgage by FHA and VA means that the government has decided housing has slowed down enough. If you have loans contracted for after last July thirtieth but not yet closed, get a move on! You can stretch those twenty-five years out to thirty. The anti-inflationary pressure isn't completely off yet, though. The two per cent extra down payment added last summer is still with us . . . for the time being.

Watch those roads

Those in the know in Washington predict that federal super-highways will

get the go-ahead from Congress this year. Take a look around and make sure that you know all the road plans for your area; you might find an opportunity in light commercial construction, and you might save yourself the grief of finding a six lane highway running through your next project.

Make 'em bigger

According to FHA's Cy Sweet, studies show that there are two million GI houses whose families are growing out of them. Sounds like a chance to get into the busines of adding extra rooms. And remember, the publicity that will come from Operation Home Improvement will be a big boost to this kind or remodeling.

Trade-ins: getting warmer

A recent check by a Long Island, N.Y., builder showed that almost two-thirds of the visitors to his development were already home owners. Give them a chance to trade in these old houses on your new model, and you may create a flock of new customers. Make sure your models have enough sales features to lure the buyer out of his present lair, and above all, check with local real estate firms before taking in trade-ins.

Big screen merchandising

Builders who are feeling the pinch and are looking for new merchandising gimmicks should look at January's *Television Age*. There's an article in it in which several builders credit TV with giving their sales a terrific boost. It's a great saver of shoe leather. A TV plug can reach out and lead a prospect through a model house without his ever leaving his living room. Also, a lot of people who never read the newspaper real estate ads can be reached.

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.

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"Color-Accent"

**A NEW FASHION FEATURE
FOR THE ENTRANCE OF EACH HOME**



Continental design open-back escutcheon, 11" x 8". Colored background is paint applied to door. Shown with Saturn design lock.

Manhattan design open-back escutcheon, 8" x 4 1/4". Colored background is paint applied to door. Shown with Tulip design lock.

The modern accent's on color . . . and now with Schlage's new open-back lock escutcheons you can give the entrance of your homes a personalized "Color-Accent" as current as today's colorful interiors. Behind the rectangular symmetry of the Manhattan or the circular simplicity of the Continental, an infinite variety of colors can be used to contribute to the individuality of the home behind the door.

Free to select from thousands of paints, you can combine striking lock designs with attractive colors to help give your homes fashionable variety — or you can achieve entirely different effects by using these distinctive designs on natural or solid color doors. Low in cost, yet rich in appearance, the new open-back escutcheons (available in brass, bronze or aluminum) can be combined with a wide assortment of original Schlage lock designs to lend further decorative versatility to your doorways. From Schlage, the originators of the cylindrical lock, comes another original

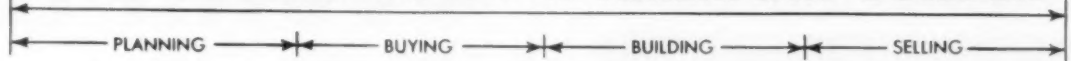
. . . "Color-Accent" locks!

Send for New "Lock Fashions" Brochure #651 -Y-3. For illustrated applications of the new "Color-Accent" concept, attractive suggestions in doorway decoration, and complete information on Schlage residential lock and escutcheon designs, write today for this handsome 4-color, 12-page brochure . . . or consult your local hardware supplier.

SCHLAGE

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Address all correspondence to San Francisco

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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 G. 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, \$3.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. 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 1956 with all rights reserved. SIMMONS-BOARDMAN PUBLISHING CORP.

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now your top value...

OLYMPIC

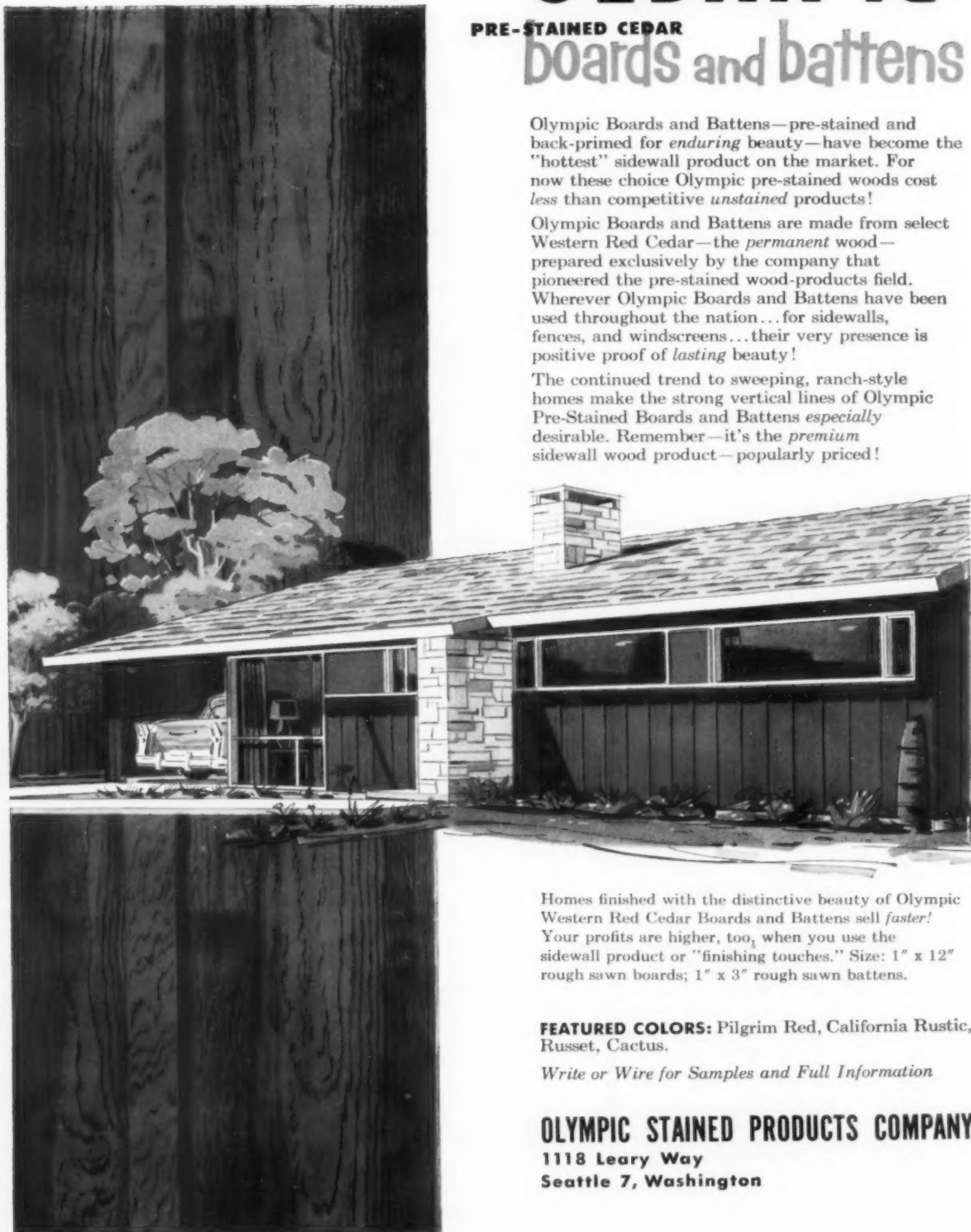
PRE-STAINED CEDAR

boards and battens

Olympic Boards and Battens—pre-stained and back-primed for *enduring* beauty—have become the "hottest" sidewall product on the market. For now these choice Olympic pre-stained woods cost less than competitive *unstained* products!

Olympic Boards and Battens are made from select Western Red Cedar—the *permanent* wood—prepared exclusively by the company that pioneered the pre-stained wood-products field. Wherever Olympic Boards and Battens have been used throughout the nation...for sidewalls, fences, and windscreens...their very presence is positive proof of *lasting* beauty!

The continued trend to sweeping, ranch-style homes make the strong vertical lines of Olympic Pre-Stained Boards and Battens *especially* desirable. Remember—it's the *premium* sidewall wood product—popularly priced!



Homes finished with the distinctive beauty of Olympic Western Red Cedar Boards and Battens sell *faster*! Your profits are higher, too, when you use the sidewall product or "finishing touches." Size: 1" x 12" rough sawn boards; 1" x 3" rough sawn battens.

FEATURED COLORS: Pilgrim Red, California Rustic, Russet, Cactus.

Write or Wire for Samples and Full Information

OLYMPIC STAINED PRODUCTS COMPANY

1118 Leary Way
Seattle 7, Washington

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PUT YOUR BEST FOOT FORWARD

Install

Capitol DOORS

on the homes you build

For:

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QUALITY

BEAUTY

Capitol Aluminum Combination Doors give the homes you build that extra buy-appeal . . . appeal that helps you sell your homes to today's "harder-to-sell" home buyer. Capitol Doors are products of the world's largest exclusive manufacturer of aluminum combination doors . . . in a complete range of models to suit every style of architecture.

Capitol Doors feature outstanding beauty and quality your customer can see at once, here's sales appeal he can see from the sidewalk . . . before he enters the house. That's why Capitol Doors sell on sight . . . make every home more attractive and easier to sell.

Send for complete information on Capitol Doors today. They're engineered for permanent, trouble-free installation, produced to give the homes you build that extra eye-appeal at the lowest possible price.

DETACHMENT OR A REFUND OF MONEY
**Guaranteed by
Good Housekeeping**
IF NOT AS ADVERTISED THEREIN



Capitol World's Largest Manufacturer
of Quality-Tested Aluminum Combination Doors.

MAIL THIS COUPON TODAY

CAPITOL PRODUCTS CORPORATION

Mechanicsburg 24, Pennsylvania

May I have complete information and details on how Capitol Doors can make the homes I build easier to sell.

Name

Company

Address

City State

Impact

To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

Tickler

I noticed an item in the January issue of American Builder concerning competition between the automobile people and home builders. Enclosed is a kick-off ad in an educational campaign we are undertaking. We want to get across to prospects that they should buy the home first and then the car.

—Conrad "Pat" Harness, Houston Home Builders Association.

The ad, a striking full page dated Dec. 25, 1955, is entitled, "There aint no Santa Claus, a Christmas Story written by Thoughtless Parents," and points out what happens when even a large-income family has too many credit commitments. "Buy your new home first, when you can qualify credit-wise." More about this ad in a forthcoming article on merchandising.

Eager to Please

One feature not currently in your magazine which I believe would be of invaluable assistance to your readers would be a regular section devoted to costs . . . for example, square foot and cubic foot costs in construction as a whole and for component parts, such as for framing, electric, heating, etc.

—M. H. Felsen, Kingston, N. Y.

Look for a series of articles on estimating, from foundation to ridge, beginning in May.

Small World Department

Dear Mr. Gavin: You will recall we met on the Broadway Limited Nov. 15 Chicago to N. Y. That conversation recalled to me that I built my home in 1941 from the residence shown on the cover of American Builder for Dec. 1940.

I am pleased to enclose the magazine. There is a more complete description of the dwelling on page 30. Architect Kronfeld, mentioned there, gave me a set of plans which included a furnace room, and from there on I was in business.

—Daniel W. Murphy, West Islip, N. Y.

The original pictures were of the Villard Hill development in Dobbs Ferry, N.Y., and the photographer was none other than our present Executive editor, J. B. Mason, then Eastern editor.

Incidentally, page 21 of that same issue is an editorial welcoming the new NAHB. "Readers of American Builder need hardly be told that this publication has repeatedly urged the formation of such an association; and now it urges all residential builders to give it their support and membership."

Mutual Admiration Society

WOW!! Whatever else we have to say will be superfluous in commenting on your magnificent February cover and the "Blueprint" article featuring our Annanwood project. Beyond your generous flattery is an acute and timely observation of probably the most significant movement in homebuilding today. Also . . . superb coverage of the subject of prefabrication.

—Robert H. Anderson, Annandale, Va.

But the treatment was a due recognition of "an acute and timely" handling of customized prefabs.

Yes and No

. . . the house plans shown seem to follow on modern type and ignore colonial and Cape Cods.

—Jerome K. Rosenthal, Mamaroneck Lumber Co., N. Y.

We must confess that our definition of "modern" is not as strict as yours. We have tried to present in the Northern edition what builders have

told us are salable contemporary houses. We simply do not get leads on pure colonial or Cape Cod houses to any great extent today. If any of your customers should be building superior "traditional" houses, let us know and our architectural editor will be there quick.

Catching On

I think you are doing a wise thing in raising the ante for "How to Do It" items. No builder is going to pass on a pet money-maker for less.

We builders are interested in a different method, tried out by a builder, of doing an operation faster, or using less material.

—John Mack, Elmira, N. Y.

A good statement of our aim.

A Vote of Thanks

Dear Gary Winter: This is just a note to express to you on behalf of all of us here at the Washington office of NAHB our sincere appreciation for the outstanding job you did in editing the Convention issues of the American Builder Daily. We know what a really tough operation you had to conduct and you and all of your good cohorts are to be heartily congratulated . . .

—John M. Dickerman, Executive Director, NAHB.

For the Record

I have just read through the "SCR brick" story in the February American Builder and I am still a little dazzled. It is a beautiful job and a real credit. . . . The painstaking attention to small details is apparent all through the feature. I think it will stimulate a lot of builders into thinking about "SCR brick" this season. Better than that, it will make them want to use it.

—Len Kirsten, Structural Clay Products Institute.

"Stimulate thinking"—that's our main function.

Metals are the Best Insulators

Against Heat, Cold, and Vapor in Building Spaces

The surfaces of ordinary IRON have about 4 times the reflectivity against heat rays that the surfaces of asbestos, asphalt, paper, brick, plaster, wood and other ordinary building materials have. Brass, gold, silver and ALUMINUM surfaces have about TEN TIMES the reflectivity against heat rays that these non-metallic materials have. Aluminum surfaces, for example, have a 97% reflectivity for RADIATION, whereas the surfaces of most building materials have a reflectivity of only 10%.

RADIATION (heat rays) is responsible for about 65% to 80% of all heat flow sideways in building spaces; 55% to 75% upwards; and 93% downwards.

Air space has low density, therefore heat flow by CONDUCTION through the spaces inside building walls, roofs, attics or floors is slight. CONVECTION can account for 15% to 30% of the heat flow sideways in such spaces, and up to 45% upwards. There is NO convection downwards.

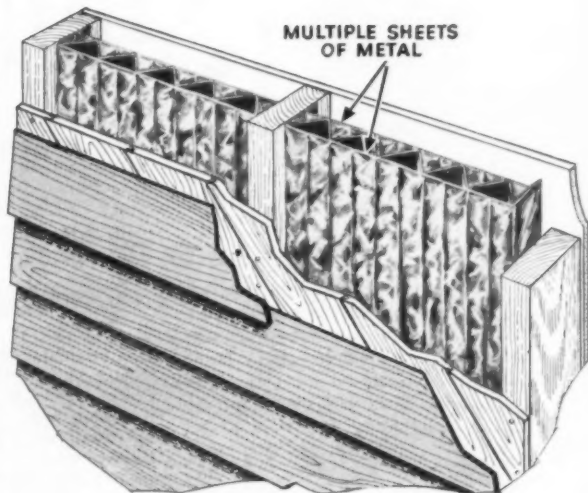
AN EXCELLENT HEAT AND VAPOR BARRIER

Multiple sheets of metal, spaced apart, make an excellent barrier to heat and vapor flow in any direction. Prefabricated Multiple Aluminum is installed in one simple operation. Tough metallic sheets are automatically expanded so as to form alternating layers of aluminum, fiber and low density reflective air spaces. The fibrous and metallic sheets retard inner and outer convection.

Its continuous metal sheets, up to 750 feet long, have almost zero permeability to water vapor. Infiltration under flat stapled flanges is slight. Condensation formation on or within this type of insulation is minimized by its scientific construction. More than 300 million square feet are in use today.

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

*Patent applied for.



FREE! RADIATION TABLE AND ASHAE BOOKLET

A very interesting and useful "Radiation Table" listing the Emissivity, Absorptivity, and Reflectivity of a long list of materials has been prepared by Alexander Schwartz, president of Infra Insulation, Inc. It is yours for the asking.

Also yours for the asking is a discussion of how and why aluminum insulates, even under extreme conditions. It will be found in the booklet, *Thermal Test Coefficients of Aluminum Insulation for Buildings*, published by the American Society of Heating & Air-Conditioning Engineers. A free copy and samples of the new insulation sent by us on request.

**COST OF EDGE-TO-EDGE INFRA
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between wood joists,
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The Building Outlook

SMALL TALK

MAGIC KITCHENS

When building tomorrow's kitchen, chances are you'll include futuristic work-savers like a device that washes dishes with sound waves; an electric range that cooks without getting hot. These are among experimental models in GM Frigidaire division's "Kitchen of Tomorrow."

VAPOR BARRIER RULES

Look for new FHA minimum property requirements covering use of vapor barrier material after Building Research Advisory Board publicizes results of current tests.

NEW KIND OF BUYER

Are families with a wanderlust your market of the future? Demountable homes—quickly and inexpensively dismantled—were recently demonstrated by Small Homes Council at University of Illinois.

HIGHER PRICED HOMES

Still worrying about pricing yourself out of the mass market? You're in the same boat as a lot of others. Government survey shows plans for homes costing \$10,000 or less being cut much more than higher-cost houses. But, rising average income, continued deterioration of older housing will keep need for new units on high level for many years.

CUSHIONED BATHING

"Rock-a-bye baby, in a bathtub." Impossible? No, says Jay Doblin, director of the Institute of Design at Illinois Tech., who sees bathtubs of tomorrow molded in one piece from plastic, smooth on the outside, but upholstered with foam vinyl for comfort underneath.

NORTHERN EDITION

NEW STRINGENT BUILDING CODES may be facing you if you've been building your homes first, then installing roads and other improvements. Builders in the Huntington, L. I., area have been confronted with new regulations under which many items, previously held off until homes were under way or built, now must be installed first. Essential requirement of new regulation is that road foundations and curbing must be installed before homes get under way.

ADDITIONAL MORTGAGE MONEY is available in the \$2,500,000,000 by which pension funds are increasing every year says William J. Levitt. This sum, he estimates, could finance about 300,000 houses in the \$10,000 price bracket—an investment which would mean "the difference between having a healthy building program and an anemic one that will always be ten years behind the times."

STEPPED UP SPENDING by big business will insure continuing boom for at least another year, top economists predict. This should mean more and better-paying jobs for prospective home buyers—with a bigger demand for higher-priced homes.

TAP A BROADER MARKET—middle and low-income housing—and the industry could absorb a minimum of 1,500,000 new starts each year. So says Sen. John Sparkman (Ala.) Also on tap may be a massive assault on the housing market by prefabricators. Giant prefabber James R. Price (National Homes) sees it "invading housing markets too small to support mass-type building."

NO DECLINE IN SIGHT for new homes market is foretold by fact that older houses are deteriorating at increasing rate (estimates call for about 1,000,000 to degenerate to slum level in 1956); many will have to be replaced due to fire, flood, etc.; 750,000 will be needed to meet demand made by new family formations.

COORDINATION AND STANDARDIZATION of dimensions for materials and equipment used in home building may result in the first successful attempt to stem rising building costs. At least that's the goal of cooperative effort by NAHB and Producers' Council, Inc. whose initial project is standardization of door and window openings.

Check these profit-making features!
NEW! THOR POWER TROWEL

Does a better, safer job with less crew time!

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- ✓ Blade tilt for floating or finishing work adjustable by large wheel operated by hand or foot . . . no time-consuming blade changes
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- ✓ Drive connection is at blade center . . . for best efficiency and balance
- ✓ 29" guard diameter permits access through standard doors, into basements, etc.
- ✓ 3/4" tubular, one piece frame . . . extremely durable

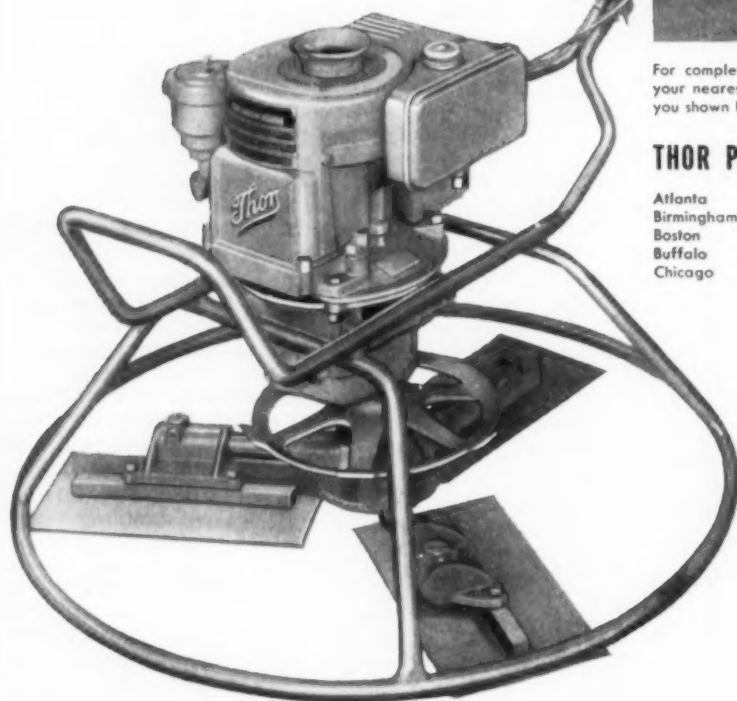


For complete specifications, demonstration and price . . . contact your nearest Thor distributor or the Thor branch in the city nearest you shown below.

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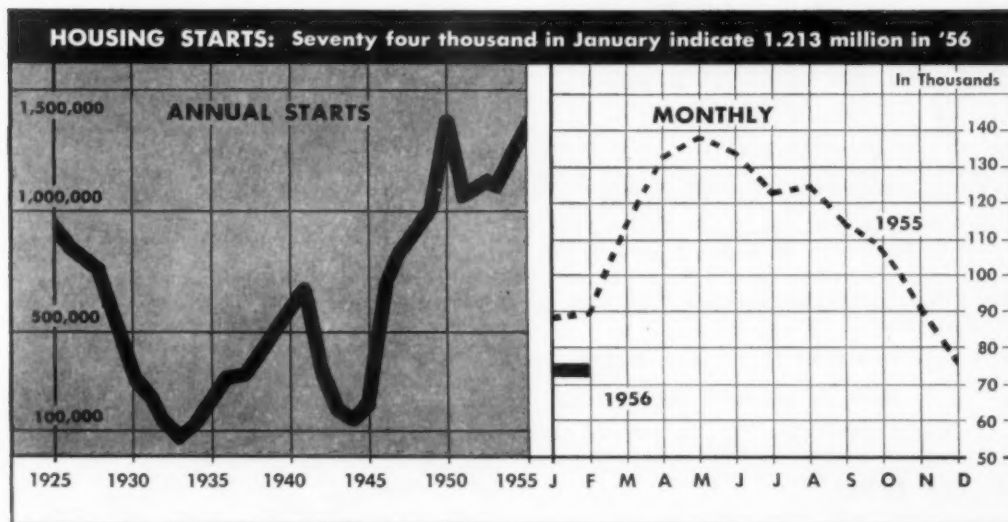
Export Division, New York City



Pulse of building

WHAT'S HAPPENED

WHAT'S AHEAD



Interpretation:

Preliminary BLS data suggests seasonal February upswing. Holdover VA-FHA Commitments, credit easing, continuing demand may prevent widely predicted drop in first-quarter housing starts.

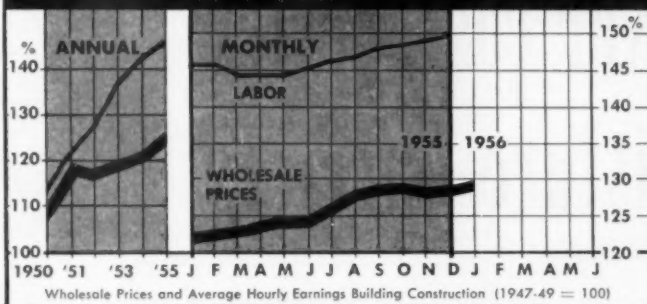
15 LEADING HOME BUILDING AREAS

Area	1955	% Change
Los Angeles	93,313	+10
New York	85,486	+ 5
Chicago	54,263	+30
Detroit	36,282	*1
San Francisco	28,601	+20
Washington	20,159	+ 1
Miami	14,408	+ 7
Cleveland	14,287	+26
Baltimore	13,136	+ 1
Denver	11,530	+12
Atlanta	10,326	*1
Boston	10,109	+13
Buffalo	9,989	+27
San Diego	9,749	+17
Seattle	8,893	+ 9

*1 Less than one-half of 1 percent

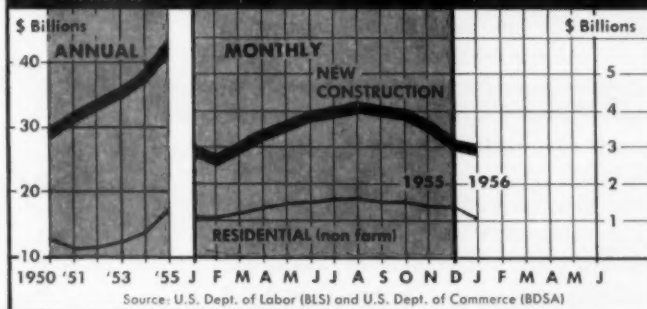
1. January non-farm starts, among highest January figures in post-war period, point to bigger yearly total than estimated.

BUILDING COSTS: Upward trend continues



2. January's wholesale price of 129.3%—3.8% above annual 1955 wholesale price—is indicative of forecasted continued rise.

CONSTRUCTION ACTIVITY in January: A new record.



3. Construction activity at start of 1956 set record level of \$2,849,000,000, of which \$1,097,000,000 was new residential.



To form a moisture-vapor barrier under a concrete slab foundation, polyethylene film is laid over a bed of sand for protection against sharp objects.



Strips of polyethylene are lapped about 6 inches, and base overlaps are secured to the wall with asphalt. Steel mesh is laid over the polyethylene, and concrete then poured in the usual way to form the slab.

How to use polyethylene film for

Lower cost, better moisture barriers

Builders have hardly begun to take advantage of film made of BAKELITE Brand Polyethylene for a variety of construction jobs. Polyethylene film is so very light in weight, flexible even in extreme cold, low in cost and installation time, and strong (in addition to being unaffected by lime and other chemicals) that it is ideal for waterproofing under showers, indoor planters . . . for air and dust barriers for walls and subflooring . . . for covering and protecting materials and equipment from weather out on the job . . . and other applications.

"Visqueen" film made of BAKELITE Polyethylene comes in rolls up to 32 ft. wide and in a variety of thicknesses. It is easily cut, stapled, or heat sealed. See your building supply dealer. Or write Dept. NG-5.



Pipes and electrical outlets protruding through holes cut in the strips are wrapped tightly in small sheets of film. They are sealed around the outlets and to the main barrier with tape before the mesh is laid down. This application was developed by **The Visking Corporation**, Terre Haute, Indiana.

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2. **CHOICE SELECTED HOMES**—82 designs featuring 12 new split-levels. Various sizes, 2 and 3 bedrooms. 32 in full color50c
3. **HOMES IN BRICK**—114 designs of medium and large homes. Includes color section of ranch styles in brick, stone and frame . . \$1.00
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6. **SUNSHINE HOMES**—62 appealing designs, pleasantly styled, 2 and 3 bedroom sizes. Many without basements50c
7. **AMERICA'S BEST**—2nd edition. Over 120 outstanding designs. All styles 2 and 3 bedroom. 64 in full color50c
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17. **BLUE RIBBON HOMES**—One of our most popular books—2nd edition. 107 designs. 32 in full color50c
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say Eugene Farrow and Philip Kallenberg, builders of Selden Country Estates in Selden, Long Island. "Flexivent's top quality and low cost allowed us to give home-buyers added light and ventilation. We're sure this is one of the reasons our development sold so fast."



"Flexivents increased our sales,"

says Milton Fox, builder of Brentwood Oaks, Brentwood L. I. "The use of pre-packaged and assembled window units of Flexivent's prime quality has increased our sales and aided in cutting our construction costs."

These Long Island builders say... "Flexivents® big

Across the country men who build homes for sale rank Andersen Flexivent window units tops. They like the quality wood construction, low cost, versatility, sales appeal. Look into the advantages offered by Flexivent for the next project you plan or build. You can get more information from your lumber and millwork dealer, Sweet's Files, or by writing Andersen. WINDOWWALLS are available throughout the country including the Pacific Coast.



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"The Flexivent sells itself," says Don Axinn of Axinn & Sons Lumber Co., Queens Village, L.I. "Our window sales have doubled because of Flexivent's ease of handling, versatility, tremendous consumer appeal. It's a prime favorite with our project builder customers."

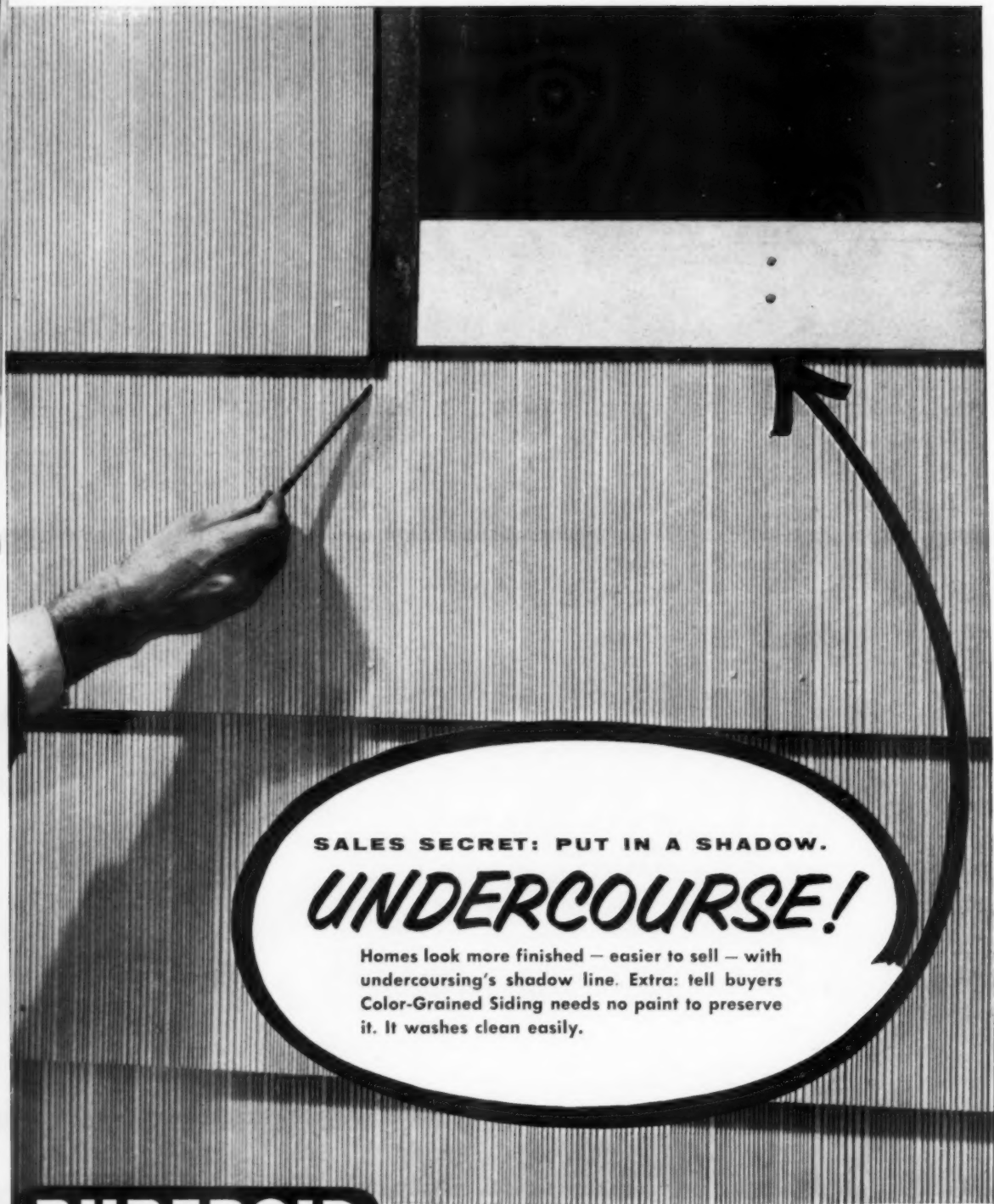


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PRESSTIME ROUNDUP

\$300 to \$500 per house for schools? . . .

The tendency of local government bodies to saddle more and more of the cost of community facilities on the home builder is gaining ground fast: many municipalities now insist that builders "contribute" \$300 to \$500 per new house to a school fund.

This policy of making the home builder the scapegoat for the nation's failure to provide schools has aroused loud protests from local building associations. But, although they have secured opinions from attorney generals of two key states (Illinois and California) that such action is unconstitutional, most of the communities involved are continuing the practice and others are contemplating adoption of similar moves.

Park Ridge, Ill., Chicago northwest suburb, was a leader in starting this movement early last year. Upon request of the Chicago Metropolitan HBA, the state attorney general ruled that, in his opinion, the city had no power to enforce such an ordinance (See American Builder, August 1955, page 17).

Meanwhile, \$300 per house demands were made in other northwest suburbs, and permits were usually not issued until the builder or owner "kicked in." One of the smaller towns, Palatine, reported late last year that "contributions" then neared \$100,000.

Bay area communities in California have been insisting on either a payment to a school fund or dedication of land for school purposes. This is continuing, although John Hennessy, executive vice president of the Associated Home Builders of the Greater Eastbay, reports the state attorney general has ruled it illegal.

In St. Clair Shores, Mich., near Detroit, building permits were held up for a while, after which the mayor announced a fee of \$1,000 to support new school building. This was soon cut to \$500 and again to something a little over \$100.

Spearheaded by Middletown Township, several New Jersey localities have hopped on the "tax-the-builder" bandwagon. Concurrently with approval of their subdivision maps, the town planning board an-

nounced last December that three developers had agreed to contribute \$300 per house for schools. With 256 lots in the projects, that meant \$76,800. The board stressed that the contributions were "voluntary," yet since then, other builders point out that approval of their tracts are held up until they offer a similar "voluntary" contribution.

New York metropolitan area builders are now being threatened with a dose of the same medicine—at \$500 per. Tappan, small Rockland County village where hundreds of new homes are planned, served notice by asking the State Department of Education if such a ruling would be legal, and adding that if it received a negative answer it would seek to have the legislature legalize it. Last January, Plainview, L. I., another active center for development builders, reported plans to invoke the \$500 assessment. At the same time, a newspaper chain serving populous Westchester County published a strongly worded editorial: "Let the New Homes Help Pay for the New Schools."

. . . here's how builders fight back

That home builders are responsible for the serious school situation is vigorously denied by executive officers of local associations in reply to an American Builder cross-country telegraphic poll. The problem, they agree, calls for an intensive study to bring understanding to the public, an undertaking in which builders should take an active part.

Rockland County HBA, said James R. Moody, executive secretary, "is not in agreement with discriminatory assessments on new homes because it (the practice) is illegal and morally unsound." Builders are extremely conscious of inadequate school facilities in most areas, he added, "due to lack of school construction during the depression and

World War II, greatly increased birth rate, rapid urbanization of heretofore rural areas and, in many cases, poor planning on a local level. Responsibility must also lie with the public for having failed to recognize future school needs and having refused to raise the necessary revenues in the past."

Some Southern California communities are imposing \$25 or \$50 assessments for recreation areas and some require dedication of land for school sites. George O. Prussell, executive vice president of the Home Builders Institute, Los Angeles, reports the builders oppose the assessment practice but are generally willing to sell land if school boards will pay the improved assessed valuation.

A New Jersey building official complained that some towns are taxing builders in other ways, such as building permit fees, which used to start at \$5 per \$1,000 of valuation, raised to \$25 or \$30 per \$1,000. Coupled with higher assessments, he pointed out, this would boost permit cost up to \$500 a house.

"It is not housing that makes education necessary, it is the youngsters," reports the HBA of Westchester County, N. Y. "Housing is one aspect of taking care of them; schools are another. Housing is a direct result of population growth, not the cause of it. . . . One sure way not to solve the problem is to discourage building homes for . . . our middle-income families."

Builders answer the challenge to increase school facilities

Home builder groups, queried by the American Builder telegraphic survey on the school facilities problem, feel that since they did not cause the recent surge in the population of school-age children, they alone are not responsible to meet the situation. Yet all are anxious to work with their local municipal and school officials toward an effective solution. Some believe they have found it.

After meeting with state and city school superintendents and the school construction director of the Federal Office of Education, Detroit area builders reported these findings:

- Discriminating assessments on certain groups are not the answer in financing community facilities.
- A larger tax base is needed.
- Municipalities should have other taxes than real estate.
- School districts should be combined.
- Assessment practices need to be more realistic.
- Federal government should appropriate school construction funds.

This is similar to the "metropolitan district plan" which Earl W. Smith, former NAHB president, recently endorsed personally as probably the best answer. Such a plan is now in effect for the Toronto, Canada, metropolitan area.

Adoption of this plan on a state-wide, rather than metropolitan area-wide, basis, is held by the New Jersey HBA as "the one remaining practical solution" for its state. The association would have the governing body for the plan empowered to assess industry with uniform assessments for school costs. The assessments would be based not only on real and personal property, but also in proportion to number of employees, "levied fairly with consideration to the burden which the industry has placed upon its immediate community and the communities housing its employees.

"The cry of losing home rule heard so often (from) local politicians will be completely satisfied by administrative and policy-making decisions at the local level, with overall financial management in the hands of a single state authority. . .

It is not intended that non-industrial real estate and personal property be eliminated from carrying its share of school taxes, but is meant to redistribute tax money in order to assist the communities where the employees of these great industrial areas live and create the additional needs for their children."

George A. Frank, executive vice president, HBA of Westchester County, N. Y., urged that builders recognize a need to work with all community groups and form a county-wide "fact finding" committee. He said:

"The major contribution which the home builder should and must make is as a citizen interested in developing appropriate public machinery and equitable financial methods. He must assume this responsibility to develop such administrative and fiscal machinery. It is not his responsibility to behave as if he were that machinery."

Frederick C. Kracke, executive vice president, General Contractors Assn., Contra Costa County, Calif., suggested a fuller use of present facilities as a solution, with consideration given to staggered vacation periods; also "why couldn't schools (in non-farming areas) run most of the summer?"



DISTINGUISHED service award of the National Assn. of Home Builders being presented to Ed Gavin, editor of American Builder, by Earl W. Smith, retiring president, at a convention session. The plaque was the first of its kind ever awarded to a non-builder member.

'55 peak seen tops until '60s

Surveys in representative cities across the nation indicate that the record of approximately 1,330,000 starts last year will not be topped before 1960 and that volume will be cut back about 7 per cent this year.

The findings were announced at a mid-January press conference after a two-day closed round-table discussion at the National Housing Center in Washington, attended by 31 builder members and several federal housing and financial officials.

Reports on 24 metropolitan areas indicated that none anticipated that 1956 would outdo last year in housing volume, though Salt Lake City, St. Louis, Rochester, N. Y., Camden, N. J., Dayton, Ohio and San Diego, Calif., expected to equal it. Largest drop was forecast at Seattle, about 40 per cent, while Memphis looks for a cut of 25 per cent.

By show of hands, builders at the press conference indicated total volume this year would range between 1,100,000 and 1,200,000 units. Only two of those present indicated they planned to engage in "Operation Home Improvement."

A majority expected further easing of mortgage credit within the first six months, but indicated it would have to come by the end of March to do much good. Any help from the recent return of the 30-year loan limit, it was pointed out, would depend largely on the size of discounts demanded for such loans.

Some builders indirectly emphasized the growing importance of trade-in selling. Where over-building exists, they said, it is due to financing difficulties, where most buyers have old homes which they must finance first.

Haverstick names top problems facing builders

Taking office as president of the National Assn. of Home Builders, Joseph B. Haverstick of Dayton, Ohio, called community facilities and "excess standards" imposed by local municipalities the biggest problems ahead. Among NAHB's first steps, he said, will be to add a community facilities specialist to its staff, and to work closely with FHA on standards.

1956 STANDARD BEARERS: (from left) George S. Goodyear, first vice president; Joseph B. Haverstick, president; Nels Severin, second vice president; (rear) Martin L. Bartling, Jr., secretary; Carl T. Mitnick, treasurer.



DICKERMAN'S COLUMN

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

Housing costs will fluctuate with economy

In a column which appeared on these pages in recent weeks I predicted, among other things, that housing prices would edge upward again this year. I am not happy about the prospect, and I know of no builder member of NAHB who is. For, every price rise, however well justified, narrows the market and excludes more and more members of the modest income group from the privilege and satisfaction of owning their own homes.



Dickerman

Yet facts must be faced, even though displeasing, and the facts about housing prices are such that no prudent builder—or potential home buyer—can afford to ignore them.

Housing prices over any extended period will move in the same general direction as the rest of the economy, although there will, of course, be fluctuations for relatively short periods. The general economy is moving, not in the direction of lower prices, but of higher prices, and no reversal of this trend should be expected in the foreseeable future.

Some of the factors involved in this upward price movement are:

- size of the national debt.
- size of the federal government (and, parenthetically, size and functions of the state and local governments).

- taxation necessary to carry both debt and government.
- international obligations, both military and economic, resulting from the East-West tension.
- labor union contracts.
- social security, pension plans and similar programs, both government and private.
- Influence of the various pressure groups and the political response.

It is obvious that these factors will be present throughout 1956 and can only be offset in part by either increasing productivity or a business recession. Neither appears in the cards for the remainder of the year.

Shortages of productive capacity in such basic items as steel, cement, copper and aluminum, together with rising transportation costs, also will be influential in maintaining present price levels or, more than likely, inching them upward.

Land cost primary factor

As if these were not enough, builders are directly and intimately confronted with two other basic cost factors—land and money. Both are expensive and getting more so.

Builders attending an economic round-table at the new National Housing Center earlier this year reported that raw land costs have more than doubled in the past two years. The end is not yet in sight. As the population continues to move further and further out from the central

cities, expensive community facilities are required and, unfortunately, land speculation is ever-present. I fully believe that land prices will be the largest single element in cost increases in home building during the year.

This is not to overlook the tightness of the money supply and the effect it has on housing costs in the form of higher discounts required of the builder, less favorable terms, and less ability to bargain with mortgage lenders. I am one who believes that adequate mortgage money will be available this year for a high level of home building—but at a price.

Savings can be effected

Now what does all of this mean for the home builder? It means he is going to have to improve the efficiency of his operations even more than he has in the past. He is going to have to reduce costs in every possible way without impairing the quality of his product. He is going to have to have sound business management in his operations. He is going to have to do a realistic job of merchandising his product.

With competition becoming keener there will, of course, be mortalities within the industry. America, however, has become great because of competitive free enterprise and I am confident that the home building industry, despite its problems, will overcome the adversities and continue to prosper.

Lumber convention off to fast start

Manufacturers' interest in the third annual Building Products Exposition of the National Retail Lumber Dealers Assn. is shown in reports that one-fourth of all listed exhibit space had been reserved within six days after the brochure announcing plans was mailed. The exposition will be held in Chicago's International Amphitheater, December 10-13.

H. R. Northup, executive vice-president of the association, in a letter accompanying the brochure, said: "Again . . . theme of this year's exposition will be Products in Action and our industry will place major emphasis upon the problems relating to modern distribution practices, up-to-date merchandising, and marketing and selling techniques,



LOOKING OVER OHI POSTERS after "kick-off" luncheon for Operation Home Improvement in Washington, D.C., are Postmaster General Arthur J. Summerfield and Robert P. Gerholz, NAHB past president.

based on the philosophy that the potential markets for building materials are inexhaustible if we as an industry can keep abreast of our selling competition."

Watson Malone III, past president, has been appointed chairman of the association's committee on merchan-

dising and education in addition to serving as clinic chairman for the exposition, according to NRLDA president R. A. Schaub.

United Exposition Co., Chicago, is making arrangements for the exhibitors, through Martin C. Dwyer, NRLDA exposition director.

DEALER'S VIEWPOINT

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

Cash in on promotional force of OHI

Retail lumber dealers who are determined to make the most out of Operation Home Improvement this year will find that their national association has given them a wealth of helpful material during recent years—and more is coming.

OHI has so much promotional force back of it, in the form of manufacturer advertising, consumer magazine publicity, and local community appeal, not to mention building industry emphasis, that a real effort to cash in should bring rich returns in the form of extra sales and profits.

The NRLDA's dealer training manual is a made-to-order program for training dealer's salesmen to do a better job of selling home improvements to the home owner. It tells the dealer how to conduct group training meetings in the yard and tells the individual employee how to go about studying his job for himself.



Northup

Our dealer operating guide and building products dealer data book serve as the text materials for the training programs. They also serve as guides for the dealer who wants to conduct an aggressive campaign to develop a stronger home improvement business.

Step-by-step descriptions

One dealer operating guide chapter, especially designed for this purpose, is entitled "How to Operate a Home Improvement Service." This chapter describes every important step in setting up and operating the sort of service that appeals to customers; it tells how to promote the service and how to develop leads.

The NRLDA merchandising calendar, published in the dealer operating guide, suggests the kinds of home improvement work that have the greatest seasonal appeal each month of the year and gives twenty rules of good merchandising, all of which apply directly to selling home improvement jobs.

Elsewhere are four chapters on

salesmanship and one on sales management, three on advertising, one on merchandising and another on display, two on financing the customer and extending credit, a chapter on frame construction and another on estimating.

Product chapters of the dealer operating guide and product sheets in the data book give salesmen a wide range of information on the principal products used in home modernization.

Plan workshop programs

On the top of this fund of practical information there is NRLDA's brochure telling dealers how to cash in on OHI, which emphasizes the importance of organizing a local OHI in each community. In addition, NRLDA is preparing several new management workshop programs that will tie in directly with OHI.

All of this material adds up to an invaluable package for dealers who want to get their full share of the great volume of extra sales that OHI is sure to generate.

L. I. builders hit by town planners

Home projects valued at more than \$15,000,000 are stalled in the town of Huntington, N. Y., because the township's planning board has just decreed it will grant no building permit to a builder until he has completed all improvements in his tract, including paving of streets at least 34 feet wide and finished curbs.

Another reason why more than 30 developers have suddenly halted operations in this center of Long Island housing activity is a charge by the builders affected that the town engineer has been given authority not only to tell them how they must build their houses but also to dictate the brand of materials and equipment to be used.

Long Island Home Builders Institute is reported planning a test case in court in an attempt to have the newly revised rules declared unconstitutional.

More 'Homes of Safety'

The "homes of safety" program co-sponsored by Greater Cleveland Safety Council and the Cleveland Press the past two years, will have the active support of the HBA of Greater Cleveland this year.

While one new home served to demonstrate safety in the past, Joseph Siegler, association public relations chairman, reports that his firm and several others will participate this year by adapting their production houses to a list of 64 safety requirements drawn up by the 1956 homes of safety committee. Each home to be opened for the May program will, on passing committee inspection, be permitted to display a green cross plaque by the Press and a green cross flag by the local safety council.

Housing up to Government

Roy Wenzlick, St. Louis real estate and business analyst who is a regular speaker at Northeastern Retail Lumbermen Assn. conventions in New York, shifted from chart analysis to politics for this year's housing prophecy. Pointing out that all government housing agencies have let it be known that they intend to keep residential building above 1,200,000 units per year, he said:

"This being an election year, and with the housing shortages that still exist in some parts of the country, I think it entirely possible that construction volume can be held at least to this level."

The seven-state organization chose Jay LeFevre of New Paltz, N. Y., to succeed Arthur Clifford as president; Joseph E. Hollingsworth of Lowell, Mass., Duncan S. Briggs of Oneonta, N. Y., Edward E. Fox of Portland, Me., and Elmer S. White, Glens Falls, N. Y., vice presidents.

Luther H. Schmoyer of Boyertown, Pa., has been named president of the Middle Atlantic Lumbermen Assn.

Chicago elects father and son

For the first time, the Chicago Metropolitan Home Builders Assn. has chosen a father and son team to head its senior and junior organizations. Irvin A. Blietz has succeeded George Arquilla as president of the parent organization, while Bruce Blietz has become president of its affiliate, the Young Builders Council, succeeding Ralph Smykal. CHMBA also reelected Thomas Breen and Martin H. Braun as vice presidents.

Rodney M. Lockwood, former NAHB president, has been named to head the Builders Assn. of Metropolitan Detroit. Lockwood and his first vice president, Sam Hechtman, are lawyers as well as home builders. . . . Don Scholz, Toledo builder and manufacturer of prefab homes, has succeeded Fred P. Kuehn as leader of the Toledo Assn. of Home Builders, with Kenneth Cutcher and Fred W. Bostleman as vice presi-



Irvin A. Blietz



Bruce Blietz



Lockwood



Scholz



Viola



Alexander

dents; R. G. Dunbar, secretary and George E. Moor, treasurer. . . .

The 1956 slate for HBA of Indiana reads: Charles L. Bartel, Muncie, president; Ralph Aldrich, Kokomo; Clarence Baldwin, Hammond and Robert Meyers, Evansville, vice presidents; Royal G. Metcalfe, Fort Wayne, secretary, L. M. Hershberger, Crawfordsville, treasurer.

New England Council of Home Builders returned Anthony Viola, Providence, as president, then named Milton A. Thompson, Worcester, Mass., and Robert Gamache, Manchester, N. H., vice presidents; Frederick Berard, Springfield, Mass., treasurer, and Ernest Steiner, Bridgeport, Conn., secretary. . . . Largest unit in the council, HBA of Hartford County, Conn., elected Rocco Alexander to succeed H. R. Fenton as president; Clyde C. Carter and Douglas R. Johnson, vice presidents; Leonard Abrahamson, secretary; A. E. Hanbury, treasurer.

Associated Builders of Greater New York has named Harry Waxman president; Philip Geller, David Halpern, Samuel Lefrak, Jesse Segal, Alvin E. Orlian and John J. Hegarty, vice presidents; Melvin Mitchell, secretary.

LUMBERMEN'S CHOICE



Jay LeFevre, New Paltz, N. Y., lumber dealer and a former Congressman, elected 1956 president of Northeastern Retail Lumbermen Assn.

FIRST IN REMOVABLE WINDOWS



The Leading Removable Wood Window



PRESS LEFT—depress the springs which also insure a weather-snug fit.



LIFT OUT—removable wood sash speed up installation—improve liveability.



WASH OR PAINT—easily and safely—a real plus for builder, dealer and owner.



Builders and dealers continue to increase the R. O. W window leadership. Year after year they are proving that the warmth of wood, quality construction, and the exclusive R. O. W take-out mechanism sell homes faster and keep them sold longer.

R.O.W SALES COMPANY • 1320 ACADEMY AVENUE • FERNDAL 20, MICHIGAN

FIRST WITH AUTOMATIC BALANCE

Now
Available



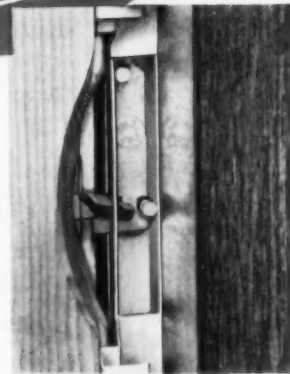
R.O.W and LIF-T-LOX are the registered trade-marks of the R.O.W Sales Company



SELF-CONTAINED—no hooks, tapes or screws to unfasten—just lift sash out.



AUTOMATIC—balance locks in channel automatically upon sash removal.



EFFICIENT—re-engages when sash is replaced and raised or lowered.



R. O. W windows have long been out in front with the removable feature. Now they increase the lead with the revolutionary LIF-T-LOX balance. This insures new ease of operation but *does not interfere* with the lift out feature.

R.O.W SALES COMPANY • 1320 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

MARCH 1956

25



GARAGE DOUBLES as porch or breezeway in summer, has screen over all openings. Garden and lawn tools are also kept here in special closets. House has authentic colonial trim around door and windows, both inside and out.



BASEMENT IS PANELED, was put in after house was built at added cost of \$600. Area actually serves as a downstairs family room. Underwood believes in the best: #1 Douglas fir joists and rafters and #1 white fir studs in walls.

**“The answer to labor costs is to have only good men
and to have everything ready for them.”**

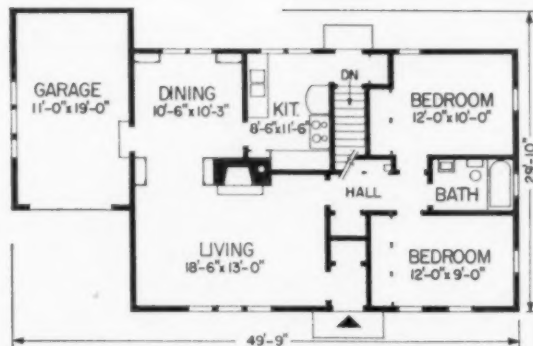
Labor: key to building colonials

Builder Francis Underwood of Rochester, Minn., likes to build colonials. He does 'em small or large—and always with good craftsmanship and simple but extensive detailing.

Underwood says his hand-picked crew of eight carpenters “take great pride in their work and never have to be watched. They know exactly what to do and when to do it.”

Every stick of trim that these men put into this house is ponderosa pine. All doors, moldings and built-ins are western pine. Even the vertical boards and battens of the garage are pine. Only the siding and shakes are cedar.

Underwood builds this house, exclusive of lot for \$16,000. It's a pretty fair figure when you consider the 1,250 square feet of space includes basement and many built-ins.



AMOUNT OF STORAGE SPACE and fine detailing in this house more than offset its price, as do extra large closets in vestibule, central hall and rear entry—all job-built.

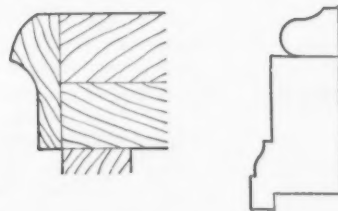
the MONTH for March



PANELING PREDOMINATES in living and dining areas. Even beams over passageway between two areas are paneled. But woodwork is simplified wherever possible. For example, bookcase doors are trimmed with inexpensive half-round.



MARCH 1956



FIREPLACE SURROUND, bookcase molding and mantel paneling details are typical of what Underwood puts in his houses. He simplifies, but not to the point where he sacrifices quality.

ANTIQUE EFFECT carries out colonial theme to its logical conclusion. Effect is gained by glazing enamel with standard oil toners—raw sienna, raw umber and burnt umber. Flooring in house is Bruce Ranch Plank throughout.

Here's what to do about

Most of the big problems ahead—and their solutions—were covered by top experts at NAHB's recent Chicago convention

HERE'S WHAT HAPPENED

FINANCING . . . Senator John Sparkman (Ala.) observed that money market should be a means toward achieving human objectives, not an end within itself. He charged that last year's Federal Reserve action "had a disproportionately severe effect on the housing industry," warned that so long as availability of credit controls the amount of home building, "the 1955 situation" will be repeated. . . . Ex-Mortgage Bankers Assn. head William A. Clarke declared that, due to inflexible interest rates, a builder can adjust to market changes only by the discount route. . . . Fannie Mae (FNMA) declared first dividend indicating more secondary market action.

BUSINESS PROSPECTS . . . HHFA Administrator Albert M. Cole announced he had raised his estimate of 1956 housing starts by 100,000 units to 1,300,000 for several compelling reasons: basic facts of expanding economy, inflation slowdown, VA-FHA resumption of 30-year mortgages and the fast-expanding population. Three top economists saw continued good business for six months, longer if business investment and inventory buildup keeps in line.

DESIGN . . . There's lots of room for reducing the number of sizes in which a part must be made, said William Gillette, Producers' Council president. . . . A. Quincy Jones, Los Angeles architect, displayed color slides of kitchens from conventional U-type to that with island counter and window wall.

VOLUME SALES . . . Large development builders reported using advertising agencies to good advantage, but many found fault with furnished models because local furniture stores had tendency to overload homes with too many items. Pre-selling practice was seen still strong but care in the use of sales "gimmicks" was urged.

HERE'S WHAT TO DO ABOUT IT

Support formation of nationwide mortgage market to finance privately our over-expanding housing activities; examine pension and trust funds as possible new financing source; watch for Congress to extend VA loan guaranty program, now slated to end in 1957; also for housing provision to provide private and public aid for elderly persons. . . . Said Clarke: "You ought to have a flexible interest rate. A home buyer should have to pay the going rate at the time he buys a house." . . . Where established financial facilities are inadequate, FNMA special assistance functions may help out. J. Stanley Baughmann, president, reminded.

Build more homes in \$10,000 to \$12,000 bracket this year, urged Thomas J. Sweeney, VA loan guaranty director. And, from John Dickerman, NAHB executive director: "Keep your eye on economic trends and government fiscal policies. . . . Learn to anticipate fiscal policy moves. We all realize that our ability to do business wherever we may be depends directly on policies and actions of the monetary managers in Washington."

Urge builder and manufacturer groups get together on basic dimension to help realize substantial savings which can be provided by standardization and simplification of component parts. . . . Kitchen with island counter won overwhelming approval at design panel.

Switch to an agency may benefit sales and get you more newspaper publicity. Some builders arranged bank loans to buy furniture, then sold models furnished; others preferred to use only rugs, draperies and kitchen appliances in models. Consult VA before trying a "gimmick;" it has taken a dim view of the practice.

the top ten topics of 1956

HERE'S WHAT HAPPENED

1-TO-20 BUILDERS . . . There's a lot of money in custom contracting, plus a lot of headaches. To cut down on the latter, Dave Augustus, Indianapolis, listed his four keys to successful custom contracting: good design, a good superintendent, a tight, signed contract and a 5x9-inch pad with which to obtain the customer's signature on all changes.

MERCHANDISING . . . When you're not sure what the customer wants, that's the time to do market research, said William O'Dell, president, Market Facts, Inc., Chicago. . . . Methods of W. P. "Bill" Atkinson, former NAHB president, were given "This Is Your Life" treatment. . . . NAHB announced a three-day intensive merchandising study would be held March 27-29 in the National Housing Center, Washington, D. C.

PUBLIC RELATIONS . . . One definition described it as "finding out what the people like and doing more of it; finding out what they don't like and doing less of it." Leroy Tabbert, Chicago Daily News advertising executive, tabbed National Home Week as still a "relatively untapped home builder source of good will."

WINDOW DRESSING . . . Combination of better lighting, color and decoration was considered as having been elevated to major status in the industry.

TRADE-INS . . . "If you don't get into trade-ins, you're going to fall behind the competition," said Mal Sherman, Baltimore. If you do adopt a plan, added Leland Lee Jr., Dallas, you should learn the real estate field. Where to get the money to begin is the major problem, according to Irving Rose, Detroit.

FHA STANDARDS . . . Commissioner Mason said FHA should not bar way of progress but cannot permit experimentation of new materials at expense and risk of home owners. "The only entrance requirement is proven merit, with the accent on the proven."

HERE'S WHAT TO DO ABOUT IT

Change orders should be signed by customer, shown him when money is due. Augustus recommended: "Keep your men on the job shaved and spruced up. Give 'em uniforms and use a cleaning service. Make sure your name is on them. Put your name on your wheelbarrow. Buy some electric tools; paint all with the same bright color. People notice these things."

Research should come from actual, not would-be, occupants of houses. . . . Atkinson axioms: "Know the facts and do something about them; don't be in too great a hurry to make a sale, because people like to take their time in making this all-important decision; be very careful in selecting a slogan or brand name." . . . Said another ex-NAHB head, Edward R. Carr: "Don't be fooled by acreage price; figure out final lot costs."

Join the movement to make National Home Week the biggest promotion in American business. Show the public that the home building business is for everyone. And, said John I. Hennessy, retiring president, Executive Officers Council: "Get the home back in the home show; there's too much emphasis on 'gimmicks'."

Call in experts—on lighting to avoid the "being in Grand Central Station" feeling, on decoration to show preliminary color scheme. Avoid clashing colors or accenting a particular area.

Trade only those homes valued at two-thirds or less than the new home, said Lee. Methods to minimize your equity noted by Rose: assume existing mortgage, give purchaser no more money than needed for down payment, make him wait stipulated time for additional money, use FHA or get a temporary loan.

Someone must establish standards for these new products to meet, Mason declared, but as yet "we've found no plan that is ideal. . . . It is no secret that FHA is seeking an appropriation to handle this unprecedented situation."

HERE'S WHAT HAPPENED

REMODELING . . . Rehabilitation Committee decided NAHB members have a responsibility to the public and themselves as "rebuilders," also that remodeling can be profitable. Acting Chairman Mort Saber disclosed American Builder's forthcoming report on civic as well as individual builder programs to be presented as a handbook on organizational procedures at local level.

AIR CONDITIONING . . . Doubts that air conditioning maintenance costs are within the reach of most home owners were dispelled by Ned Cole, director of NAHB's "Air Conditioned Village" at Austin, Texas. After a year's operation, he said that average cost of electricity and gas in the 21 houses tested was \$112.93, or \$9.41 per month. Due to wide scope of the project, full report was not ready, will be announced later.

PREFABRICATION . . . By spreading out costs over hundreds of houses, manufacturers can afford to spend much more for good design than most conventional builders. Good engineering usually found in modern prefabs makes possible better and more open planning, with consequent ease of good decorating.

CONSTRUCTION TIPS . . . Builders Andy Place, South Bend, Ind., and Tedd Pratt, Detroit, demonstrated how to build a complete house in one day, using a five-man crew. . . . Stanley Sudarth of Purdue's Wood Research Laboratory, demonstrated load-bearing potentials of glued and nailed trusses.

SHOPPING CENTERS . . . Importance of market analysis was stressed. "If you don't want to spend the money for a survey, you've no business starting a center," pointed out J. W. York, Raleigh, N. C.

INDUSTRIAL DISTRICT . . . "We have built our cities like Topsy" in the rush to accommodate the backlog of homeseekers," said Walter S. Schmidt, Cincinnati. "Now, the builder should see that the community can also support itself."

VANDALISM . . . HBA of Northern New Jersey, said Fred Brunetti, president, slashed price from \$75 to three or four dollars a house. As result of campaign, "we reaped a good deal of favorable publicity in the local press and we think we are reaching and teaching the children."

HERE'S WHAT TO DO ABOUT IT

Get your local association to create a "remodeling arm" which will work to cut through the red tape surrounding the financing, planning and merchandising. Tie in with this year's promotional barrage on remodeling (OHI) and rehabilitation (ACTION). Study American Builder remodeling roundups scheduled for May and July issues.

Realize that air conditioning will not by itself sell houses or correct effects of poor planning, but is still something to be added as a factor of extra comfort. National Warm Air Heating & Air Conditioning Assn. recommended water-cooled units for hot-dry climates, units with cooling tower or air-cooled condenser for hot-humid areas; units with air-cooled condenser for humid but not so hot climates.

Consider the opinion of James R. Pearson, mortgage loan head of the National City Bank of Evansville, Ind., an area where prefabs predominate; high public acceptance, good design and excellence and uniformity of prefab construction all make loans on these houses good risks from a banking point of view.

For a fast job, use a trained crew, normal dimensioned lumber and pre-assembled sections; have an accurate basic layout. . . . Nailed truss collapsed, glued truss held, when Sudarth suspended his 200 pounds on them. He jumped on latter several times before it gave way.

Sound mortgage depends mainly on good location and satisfied tenants; plus a conservative market analysis; evidence that tenant spaces are small enough to justify the rent, anticipate growth.

Get cooperation of community in zoning attractive and practical sites, advised Douglas P. Wells, Chicago Clearing House District: "Choose site, considering utilities and checking soil to depth of 25 to 30 feet for the strength of its structure, plan wide streets, attractive exterior design."

Hand out good-will message in vicinity of your projects, have salesmen go from door to door asking people to keep their children away from the developments, invite school superintendents to tie-in with poster and teacher-talk campaign.

HERE'S WHAT HAPPENED

PUBLIC HOUSING . . . The country is gradually pulling away from its goal of more houses for low-income families, said Alan Brockbank, former NAHB president. "Our argument with public housing is not on the basis of need, but on the method of attaining this need."

PLASTICS . . . Last year, 3½ million pounds were used, 1½ billion pounds of it going into coatings for lumber. Much wider use in building field awaits field testing, greater acceptance by building codes and the problem of reducing costs.

COMMUNITY FACILITIES . . . Broad problem has builders "caught in the middle," is most serious problem they face, said Earl W. Smith, 1955 NAHB president, with "beefed-up" requirements boosting costs to a point where big segment of potential market has been left behind. Frank C. Moore, president, Government Affairs Foundation, termed the successful builder a "first-class co-operator" whose help is essential because he has a great stake in municipal problems.

HERE'S WHAT TO DO ABOUT IT

To keep up "a running fight on public housing, builders have got to devise a positive plan." Brockbank pointed out. "We hoped the 1954 Rehabilitation Act would take care of low-income families, but with red tape and everything, it got held up."

Watch for new forms of plastics to appear soon as builders' hardware and accessories, also as pipe insulation. Use of plastic pipe is expected to quadruple during the next three years.

Convince the public of the nature and seriousness of the problem. While NAHB is not endorsing a metropolitan government plan such as Toronto's in Canada, Smith said he felt personally that such a solution is inevitable to provide essential amenities required by central cities and its satellites. . . . Said Moore: "Understanding is necessary on all levels to integrate data into combined action. Everything points to a need for closer co-operation of city and surrounding areas."

QUOTES FROM WASHINGTON:

"There are 80,000 apprentices a year currently in training in the construction industry. . . . At least 300,000 a year are needed to replace the skilled workers lost to the industry. . . . Every local NAHB association should participate in training craftsmen."

—JAMES P. MITCHELL, SECRETARY OF LABOR.

"The stimulation needed by the housing market and the nation is a lower-priced house. . . . The present level of building will be dwarfed by comparison."

—SENATOR JOHN J. SPARKMAN,
SENATE BANKING AND CURRENCY COMMITTEE.

"There is no doubt that there will be ample and sufficient home building credits to carry on a full-scale housing program in 1956. . . . We cannot and will not stabilize our economy by stand-by controls."

—REPRESENTATIVE JESSE P. WOLCOTT,
HOUSE BANKING AND CURRENCY COMMITTEE.

"There are millions of American families who would like to live in better homes. With continued prosperity and a rising rate of economic productivity, they will be able to translate their desire into action."

—ALBERT M. COLE, ADMINISTRATOR, HHFA.

"With the active co-operation of the industry, FNMA will become increasingly useful in the field of housing finance."

—J. STANLEY BAUGHMAN, PRESIDENT, FNMA.

Built to take it!



10 SPEEDS FORWARD
WITH **TA**

...The **NEW INTERNATIONAL®** **300 UTILITY TRACTOR**

Up to 1,000 pounds more built-in weight for push and pull-power keeps you moving dirt where lighter weight tractors slip and stall. With optional Torque Amplifier drive you get *two* speeds in each gear—you boost pull-power up to 45 per cent

on the go without touching clutch, throttle or gear shift!

Your IH Dealer will demonstrate—see **WHY** the new International 300 Utility outworks them all! Look in the classified directory . . . phone him today.



See Your

INTERNATIONAL HARVESTER DEALER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors
... Motor Trucks . . . Crawler Tractors and Power Units—General Office, Chicago 1, Illinois.

SPEED UP

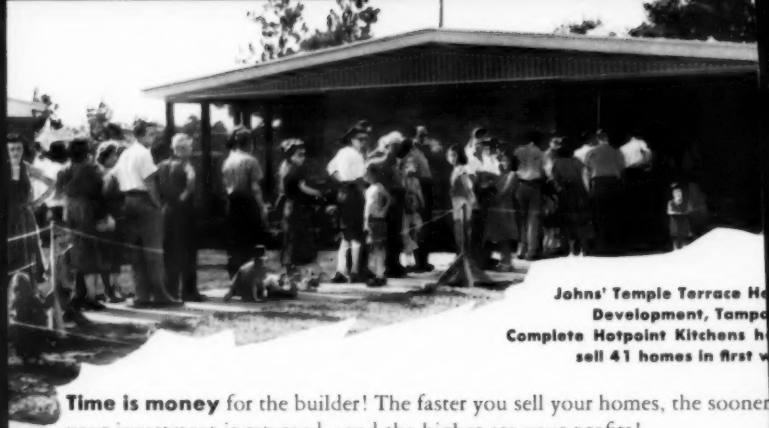
**your home
sales with**

Hotpoint

kitchens

in

1956!



Johns' Temple Terrace Home Development, Tampa
Complete Hotpoint Kitchens help
sell 41 homes in first week

Time is money for the builder! The faster you sell your homes, the sooner your investment is returned—and the higher are your profits!

To help win immediate buyer approval, more and more builders are capitalizing on the powerful sales appeal of famous Hotpoint Kitchens.

The reason is simple. Your prospects know that the Hotpoint name means the **BEST**... in quality... in dependability... in beauty... and in **exclusive** automatic features. The **HOTPOINT NAME** enjoys immediate recognition through fine performance, as well as national magazine advertising and the "Ozzie and Harriet" television show.

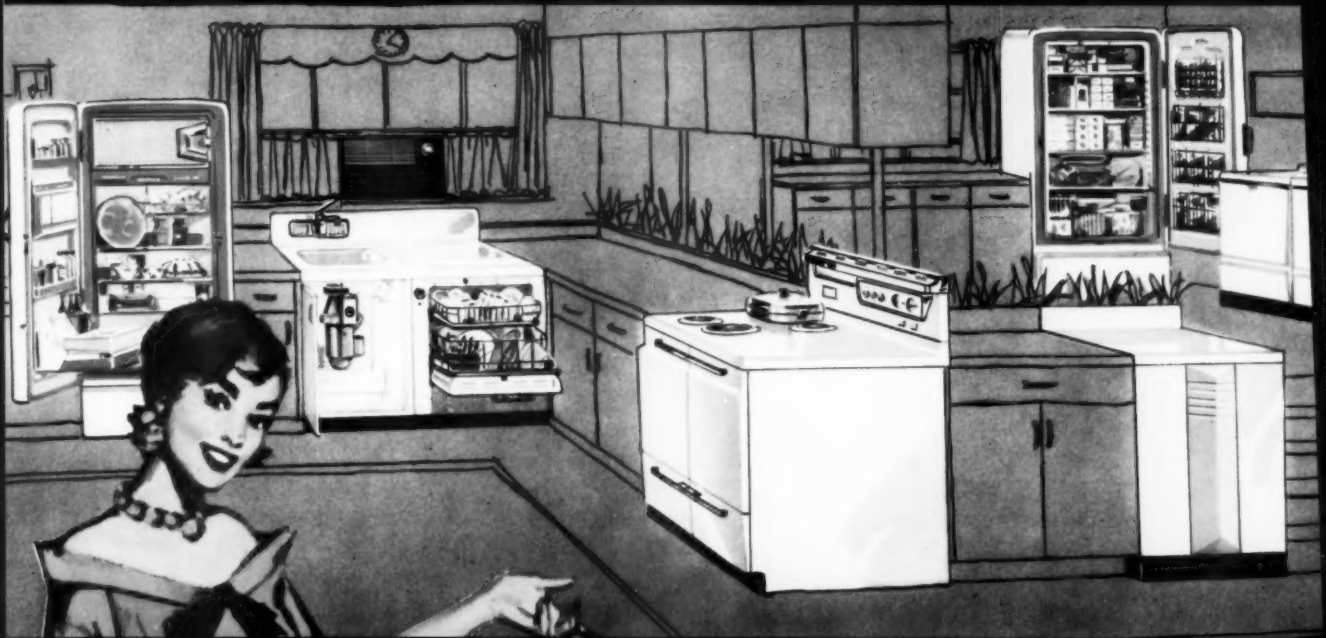
Hotpoint popularity can work for you—as it did for Paulsen Brothers, Long Island. Complete Hotpoint Kitchens helped sell 54 of their Chapel Hill homes (priced at \$11,990) in the first weekend offered!

According to Paulsen Brothers, "The kitchen is the ideal showcase for quality in a home. That's why we chose Hotpoint Colortone Appliances. The sales record shows it was a wise choice."



Hotpoint's complete line offers a kitchen combination for **any** home—**regardless of its style or price tag!** Hotpoint Appliances, of course, can be included in VA and FHA mortgages.

Refrigerators* • Disposals* • Air Conditioners • Dishwashers* • Ranges* • Water Heaters • Food Freezers • Automatic Washers* and Clothes Dryers* • Customline



*Available in famous Hotpoint **Colortones**



Now you can put the Built-In sell of
Hotpoint "Living-Room" Kitchens
 in homes in All Price Ranges!

Hotpoint

"Living-Room" Kitchens
 are what the 1956
 home buyer wants!

It's a fact that this year's prospects are looking for kitchens that are as warm and friendly and beautiful as the other "living" areas in the home—kitchens for living in and entertaining in, as well as kitchens that offer the very latest in work-saving convenience.

Cash in on this demand by including "Living-Room" Kitchens with Hotpoint built-ins in your home. In the tighter 1956 home market, your Hotpoint "Living-Room" Kitchen will be your biggest sales feature—the one that makes prospects choose your homes over those of a competitor.

These glamour rooms will sell your homes faster—bring you speedier returns on your investment—and higher profits per home! When you build in Hotpoint—you build in sell!

- **Widest variety of Models, Prices and Finishes—** Whether you build luxury homes or modest homes, you'll find the right combination of Built-Ins among Hotpoint's complete selection of models—in 5 beautiful colors and gleaming stainless finish.

PLUS

- **Maximum ease of installation** — Hotpoint Built-Ins are specially engineered to save you time, labor, and money.
- **Enthusiastic public demand for a famous brand name known as the "Finest."** Hotpoint's superior features and quality are sold to your prospects by powerful advertising—and proved by the outstanding performance of Hotpoint Appliances in millions of American homes. When prospects see Hotpoint Appliances in your houses, they know they're getting a well-built, well-equipped home.

look to **Hotpoint**

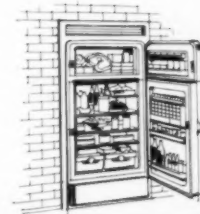


• **Hotpoint Built-In Super Oven**—Big enough to cook meal for 24 people! Rota Grill for barbecue treats. Eye level controls include automatic timing clock and electrical time measure. Lower cost non-automatic model and de luxe double oven model also available.

• **Hotpoint Built-In Surface Cooking Units**—Feature Super "2600" Calrod® unit that cooks faster than *any* other gas or electric unit. Available in 2-unit sections with remote-control, color-lighted pushbuttons, and 4-unit section with self-contained, rotary switches. Plug-In French Fryer, Griddle also available.

• **Hotpoint Built-In Refrigerator-Freezer**—Combines the beauty of a built-in with the convenience and big capacity (12 cu. ft.) of a free-standing unit. Less expensive to buy and install than other built-ins. Lower-cost, one-door models also available.

• **Hotpoint Built-In 24-Inch Dishwasher**—At the touch of a button—automatic pre-rinsing. Spot-Less Washing, with fresh detergent in each of 2 washes. Spot-Less Rinsing, with super wetting agent in final rinse to prevent spotting. Spot-Less Drying to a gleaming sparkle. 2 models.



In 1956, let Hotpoint "Living-Room" Kitchens speed up profitable home sales for you. You'll be surprised how little it costs to take advantage of the sales appeal of America's quality line of built-ins.

Hotpoint Built-Ins can be included in VA and FHA mortgages, so you can offer a complete Hotpoint kitchen to your prospects for only a few dollars a month.

Get the details from your Hotpoint Distributor's Builder Specialist soon!

for the finest—first!

Exclusive

Hotpoint SPOT-LESS DISHWASHING

**Outmodes All Other Methods—
HELPS SELL HOMES FASTER!**

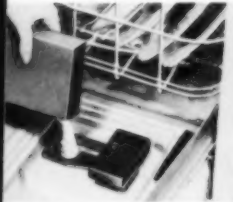


Every prospective home buyer wants this greatest of all dishwashers! Women are sold on the superiority of the Hotpoint Dishwasher—and they'll recognize it as a symbol of your home's high quality. And remember, there are more Hotpoint Dishwashers in use than any other brand!

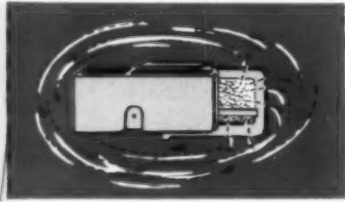
- NEW 24" WIDTH
 - NEW PUSHBUTTON CONVENIENCE
- Same large capacity
Racks roll out separately
Hold service for 8

Shes Sparkle... Glasses Glean... Silver Glistens... The Result of 2 Exclusive Hotpoint Features

TWO COMPLETE 5-MINUTE WASHES with fresh detergent each time



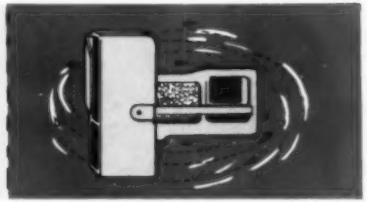
Equal amount of detergent poured into both cups of Hotpoint's Automatic Dual-Detergent dispenser.



Then the tank-type cover is cocked to seal one of the cups. During first wash, the detergent in first cup mixes with the swirling water.



Meanwhile, water collects in both tanks. At the end of the first wash, it automatically drains out through a small hole in one of them.



Weight of water in other tank causes cover to flip down, exposing fresh detergent for second complete wash—a Hotpoint exclusive!

TWO THOROUGH RINSES...with super wetting agent in final Spot-Less rinse



Everything is rinsed twice—and "Rinse-Dry," a super-wetting agent, is automatically injected in the final rinse.



RESULTS AFTER ORDINARY RINSING **AFTER HOTPOINT SPOT-LESS RINSING**

Just compare the actual results! "Rinse-Dry" breaks the surface tension of the water, so drops cannot form to dry and leave spots.

Hotpoint Spot-Less dishwashing—the automatic result of Spot-Less Washing, Spot-Less Rinsing, and Spot-Less electric-heat drying!

Available in
**5 COLORTONES,
COPPERTONE,
AND
CUSTOMLINE**
(Satin Chrome Finish)
Hotpoint Dishwashers can be included in VA and FHA mortgages. Write Hotpoint, or call your Hotpoint Distributor.

Look to **Hotpoint** for the finest—first!



Notice all the on-the-job uses for VISQUEEN film at Braun Builders present site in Saginaw.

VISQUEEN film under slabs reduces labor costs 50% for Saginaw builder



VISQUEEN film is best permanent moisture barrier under concrete slabs or floors. Wide widths and light weight mean low laying costs.



Use VISQUEEN film as a moisture vapor barrier to keep water out of stud walls. Eliminates paint peeling and prevents rot.



You can't get a better curing blanket for concrete than VISQUEEN. Use it on floors, aprons, paving, roads.

Bob Braun of Braun Builders, Saginaw, is finding more and more ways to get greater on-the-job savings with VISQUEEN film. Here's what he has to say: "VISQUEEN film is not only the best permanent moisture barrier we have found, it is also the most economical to use. My men can lay it easier and faster. Saves up to 50% of our former labor costs. But what's more, we use it to cover expensive face brick stacked at the job and also as a temporary closure to protect men

working inside. You just can't beat VISQUEEN film for on-the-job versatility. Does so many jobs, I'm amazed it costs so little."

Only VISQUEEN film is available in widths to 32 feet.

For details, clip coupon, attach to your letterhead and mail.

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.

look for this name
on the selvage!

VisQueen[®]

World's largest producers of
Polyethylene sheeting and tubing

VisQueen[®]

film... a product of

THE VISKING CORPORATION

Plastics Division, Terre Haute, Indiana

IN CANADA:

VISKING LIMITED • LINDSAY, ONTARIO

IN ENGLAND:

BRITISH VISQUEEN LIMITED • STEVENAGE

The Visking Corporation
Box AB3-1410, Plastics Division
Terre Haute, Indiana

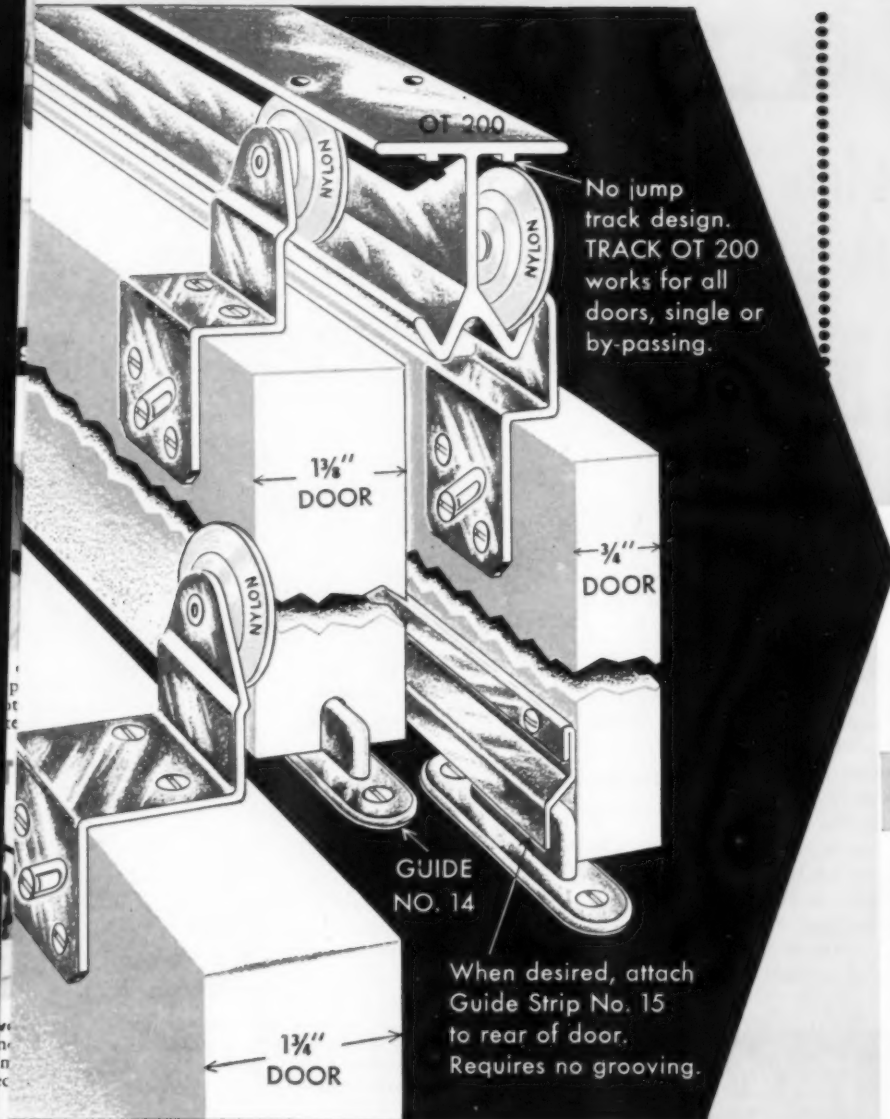
Name _____

Title _____

Products _____



These important Sliding Door



NEW HANGERS FOR 1 3/4" DOORS

Note: Two holes in hanger top for additional strength in mounting.



ACCESSORIES



GUIDE
NO. 14



GUIDE
NO. 13



MACKLANBURG-DUNCAN CO.

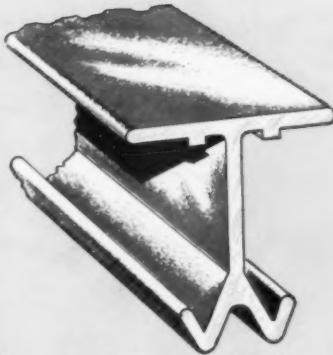
BOX 1197 — OKLAHOMA CITY 1, OKLAHOMA

NEW Improvements make Hardware greater than ever!



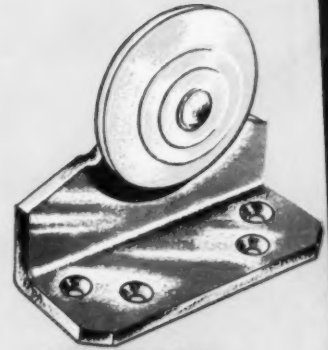
NEW WIDER HANGERS

- ★ Less Headroom
- ★ Easier Adjusting
- ★ Twice as strong



ONE TRACK FOR ALL DOORS

By-passing or single
From $\frac{3}{8}$ " to $1\frac{3}{4}$ " thick



WALLPOCKET HANGER TH2

For top mounting
on doors.

Completely Packaged Hardware
for $\frac{3}{4}$ ", 1", $1\frac{1}{8}$ ", $1\frac{3}{8}$ ", and $1\frac{3}{4}$ " Doors
Also Wall Pocket Hardware

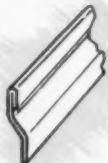
*Note: Guides No. 13 and 14 are packaged with M-D Sliding Door Hardware. Other accessories optional. May be ordered separately.



GUIDE
NO. 12



ROUND
OR OVAL
DOOR PULL



GUIDE STRIP
NO. 15



FACIA STRIP
FM-300



FLOOR TYPE Sliding Door HARDWARE

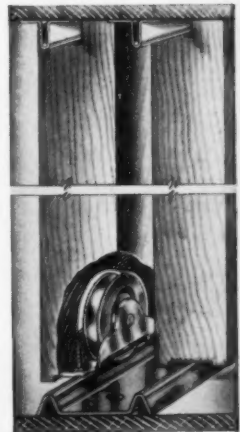


Two silently operating
Sheaves. No. SW-1 is $2\frac{3}{4}$ "
long by $1\frac{5}{16}$ " high. No.
SW-2 is $2\frac{1}{2}$ " long by 1"
high.



STYLE A TRACK

Brass, Alacrome or Stain-
less Steel, 1" wide. 4 other
styles available in single or
double track from $\frac{5}{16}$ "
to $1\frac{1}{8}$ " wide.



BUILDERS

Sold by all Hardware,
Lumber and Building
Supply Dealers.

DEALERS

ORDER TODAY — your
order will receive prompt
shipment.

WON'T LEAK!



Joints of Chase® Copper Water Tube and Chase® Solder-Joint Fittings mean a radiant heating job that lasts longer!

Because they're strong *solder joints*, the connections you make with Chase Copper Solder-Joint Fittings stay leak-proof *for good!*

And because Chase Copper Water Tube comes in long lengths of 60 to 100 feet, *fewer fittings* are required,

installation is faster and easier!

Together, Chase Copper Water Tube and Chase Solder-Joint Fittings mean a *quality* radiant heating installation that will protect your reputation for good work! Both are available from your Chase Wholesaler.

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	

WHEN YOU SEE THIS KIND OF WORKMANSHIP,
EXPECT TROUBLE...



GOOD workmanship is one of the most important factors in preventing leaky brick walls.

Good workmanship includes filling the bed joints and head joints—wetting the brick—and backplastering the face brick.

Expect trouble when mortar is dabbed only on the corners of the brick, even when the head joint is slushed.

Because it is so workable, Brixment makes it easy for the bricklayer to use

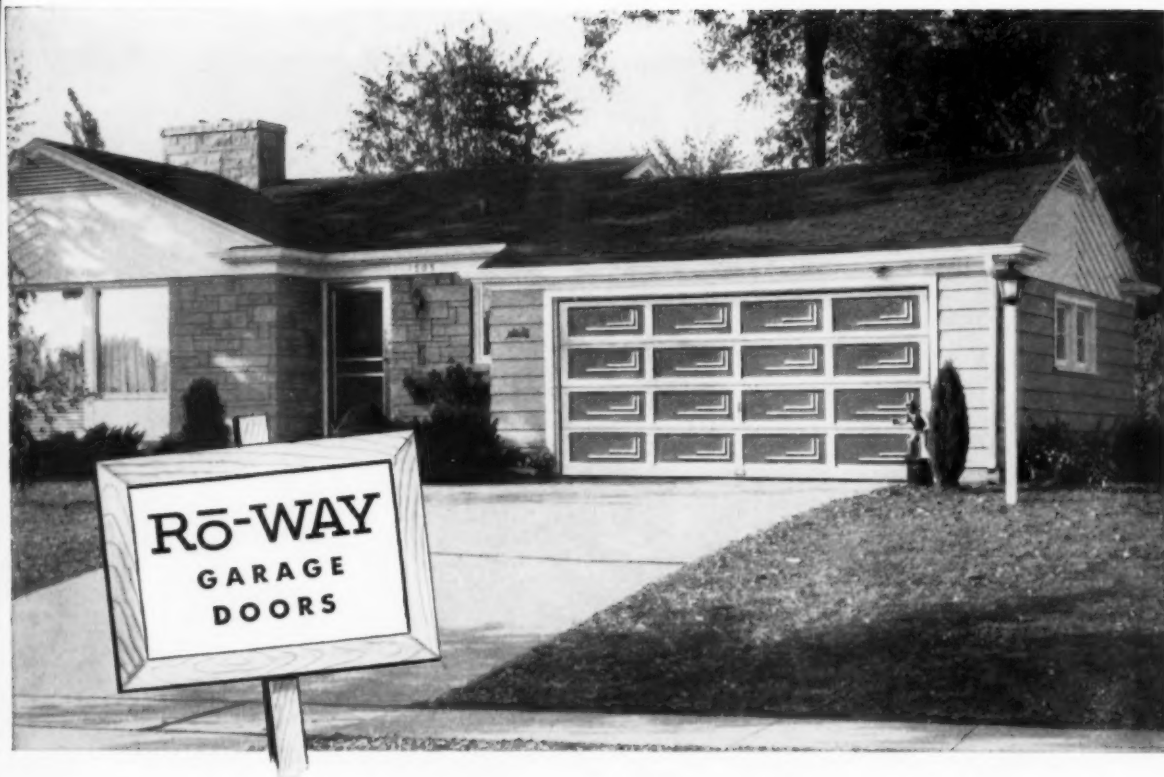
enough mortar to completely fill the joints, and still lay the brick easily and accurately to the line.

Brixment mortar has greater plasticity, higher water-retaining capacity and

bonding quality, greater resistance to freezing and thawing, and freedom from efflorescence. Because of this *combination* of advantages, Brixment is the leading masonry cement on the market.

BRIXMENT

LOUISVILLE CEMENT COMPANY, Incorporated, LOUISVILLE, KENTUCKY



Invite Inspection . . . Help Sell the Home

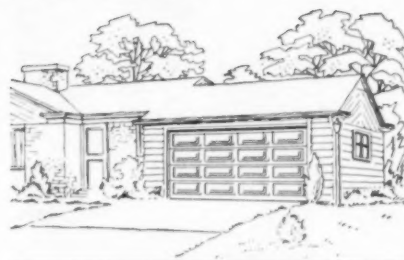
Two favorable impressions are better than one. And that's how Ro-Way garage doors can help you sell homes.

First, Ro-Way doors invite inspection of your entire property. Their clean, persuasive styling complements any architecture. Creates eye-catching interest. Attracts more than a fair share of home-buying prospects.

And when you're closing the sale, Ro-Way's smooth, quiet performance helps out again. Here's easy action up or down—from a perfectly balanced overhead type door you open or close with little effort. Favorable impression No. 2.

We could go on. There's Taper-Tite track and Seal-A-Matic hinges for weather-tight protection. Mortise and tenon joints both glued and steel doweled for extra strength and long life. And exclusive Ro-Way hardware, both Parkerized and painted to prevent rust and stain.

These quality features please home buyers, let them know you haven't skimped . . . *anywhere*. See your Ro-Way distributor now. Or write direct for free literature. You'll like our line.



Only a Garage Offers:

- COMPLETE PROTECTION
- EXTRA STORAGE SPACE
- FINISHED APPEARANCE
- AN 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.

766 HOLTON ST., GALESBURG, ILLINOIS



Built-In Oven and Surface Elements Courtesy NATIONAL STOVE

So you think you've seen

KITCHEN CABINETS?



You've never seen anything like these. It's the first showing of NATIONAL KITCHENS' magnificent new line. New designs, new colors, new materials, new treatments. Brilliant new effects in walnut-finish wood with sparkling sliding doors of non-warping LUSTERITE®* in your choice of Dawn Yellow, Isle Green, Crystal White, Tropic Coral.

You've just got to write for our brand new brochure and marvel at the full color photograph of the most en-

chanting kitchen ever designed to help you sell a house. Can you afford it? Of course! The prices are as down-to-earth as the kitchens are heavenly.

All counter work surfaces are available in Formica in a complete range of color and pattern selections. Installation? A breeze! The cabinets combine easily and swiftly and can be serviced with little effort.

Save time; save money; *make* money. Builders—this is *your* line.

Don't forget to write for color brochure NOW!

National Kitchens

151 Avenue A, Bayonne, New Jersey • HEMlock 6-8200

For Built-In Ovens, write NATIONAL STOVE • For Bathroom Vanities, write NATIONAL VANITY • Bayonne, N. J.

Manufacturers Representatives: Some select territories still open. Write.

*Corrugated fiber glass panels with textured crinkle finish.

**Here's exciting new variety
for the bathrooms you install!**

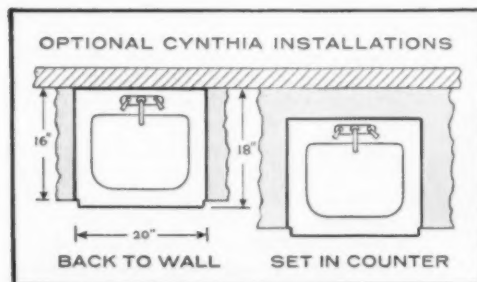


New **ELJER** Cynthia can be installed in any counter...16 inches or deeper

Eljer's graceful Cynthia lavatory meets every design need for countertop installations. Mount it back to the wall in a 16-inch-deep counter. Or set it in a deeper countertop . . . and trim with a U-shaped rim.

The Cynthia is made of vitreous china. It is noncorrosive and will resist the effects of all ordinary acids. It is available in white or six lovely pastel shades . . . and color-matched to other fixtures in the popular Eljer line. Features concealed front overflow and integral soap dishes.

See your plumbing contractor for full information. Or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.



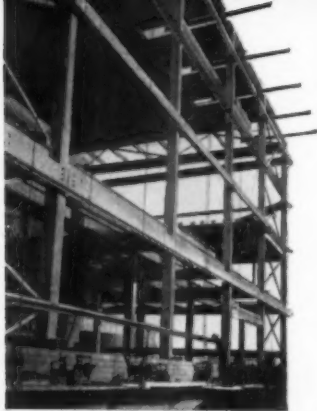
ELJER
DIVISION OF THE **MURRAY** CORPORATION OF AMERICA

THE ONLY NAME YOU NEED TO KNOW IN PLUMBING FIXTURES



1. BUILDING . . . to help you build

In just a few months, Armstrong Cork Company's new plant in Macon, Georgia, begins production. This means an increased supply of Armstrong Building Products to help you build faster, easier, and more profitably. Every product manufactured in the new plant adds extra value and sales features to the contemporary homes you build. For a close-up story on one of these modern materials—Temlok Roof Deck—turn the page.



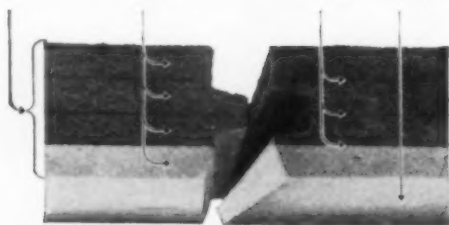
2. TEMLOK ROOF DECK AVAILABLE FOR THIS YEAR'S BUILDING

With Temlok Roof Deck off the "scarce" list, you can make plans now to use this cost-cutting modern material. Temlok Roof Deck needs only beams to support it and built-up roofing to weatherproof it. It completely eliminates roofing boards, rigid roof insulation, roofing paper, and ceiling finish . . . and also much of the cutting and fitting that conventional materials require.



3. BIG SAVINGS IN CONSTRUCTION WITH 4-IN-1 BUILDING MATERIAL

1. Strong roof deck
2. Efficient insulation
3. Effective vapor barriers
4. Factory-finished ceiling



Four men can cover a 30' x 40' roof in 7 hours with Temlok Roof Deck, compared to 14 hours with conventional materials. The resultant savings run as high as \$250 per house.

Each time a carpenter installs a 2' x 8' piece of Temlok Roof Deck, he's actually installing (1) 16 sq. ft. of sturdy roof deck . . . (2) 16 sq. ft. of roof insulation . . . (3) 16 sq. ft. of vapor barrier . . . and (4) 16 sq. ft. of finished ceiling. He's making this entire installation with one easy-to-handle material . . . in one fast operation.



4. GET A FINISHED CEILING AT NO EXTRA COST

As your men install Temlok Roof Deck from above, a completed exposed beam ceiling is created for the room below. No additional finishing is needed. The underside of Temlok has two coats of light ivory paint, factory applied to interior face. Besides giving your homes a distinctive open beam effect, Temlok is a ceiling that never cracks, eliminates call-back repairs.



5. TEMLOK ROOF DECK GIVES YOUR HOMES NEW SALES APPEAL—INSIDE AND OUT

For free booklet that shows you how Temlok Roof Deck cuts costs while adding value, write Armstrong Cork Company, 3703 Rider Ave., Lancaster, Pa.



Flat and low-pitched roofs are growing in popularity. You can show prospects that Temlok Roof Deck offers the benefits of contemporary styling. Open beam ceilings appeal to modern and traditional tastes alike. And Temlok's efficient insulation will impress every prospect.

Plan your 1956 homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck • Temlok Sheathing • Temlok Tile • Cushiontone® Ceilings



**For Permanent, Economical
Sewers and Drains**

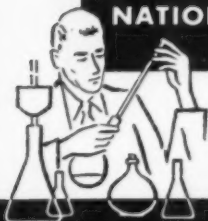
INDUSTRY CHOOSES CLAY PIPE

FAIRCHILD ENGINE DIVISION installed more than 23,000 feet of Vitrified Clay Pipe sewers and drains recently to serve the company's new \$5 million plant at Deer Park, N.Y. The lines will carry many types of industrial wastes, including hard-to-handle process drainings from machines in the plant.

Like thousands of other manufacturing companies over the country, Fairchild is building for the future. You can see the foresight of this planning in the choice of Vitrified Clay Pipe for sewerage and drainage lines. Corrosive industrial waste can't affect it. Acid sewer conditions can't disintegrate it. Time can't weaken it. Clay Pipe is the one sewerage material that *never wears out*. For permanent sewers and drains—at lowest cost per year of service—always specify Vitrified Clay Pipe. It's guaranteed for 50 years.



DESIGNED AND CONSTRUCTED by the
Austin Company. Job Superintendent:
Walter Michaelson



NATIONAL CLAY PIPE MANUFACTURERS, INC.

1820 N. Street, N.W., Washington 6, D. C.

206 Connally Bldg., Atlanta 3, Ga.
100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.
703 Ninth & Hill Bldg., Los Angeles 15, Calif.
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio

Vitrified

CLAY



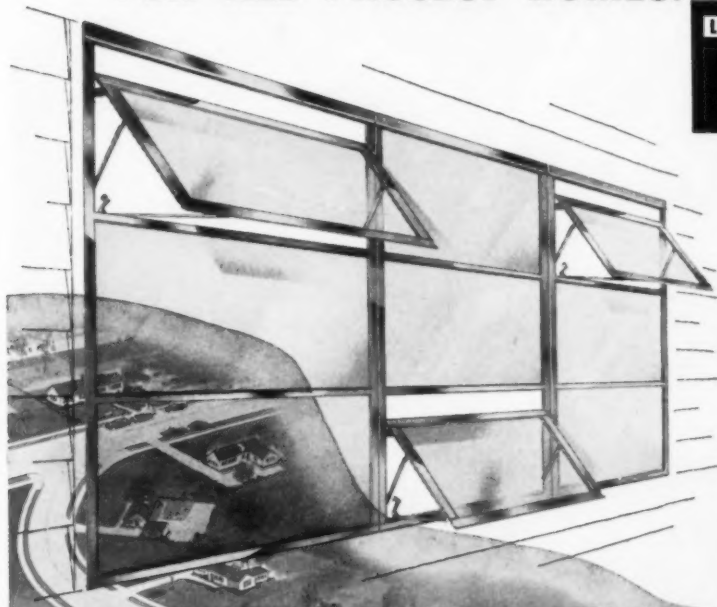
PIPE

C-1055-1

Progress in Public Health - Through Clay Pipe Research

LUDMAN *Leads in window engineering*

**WITH 3 QUALITY WINDOWS
FOR ALL PROJECT HOMES!**



**FULL WEATHERSTRIPPING ROTO-TYPE
OPERATOR SMART, MODERN APPEARANCE
At A Price Within The Reach of EVERY Project Builder**

LUDMAN *Housing Window*

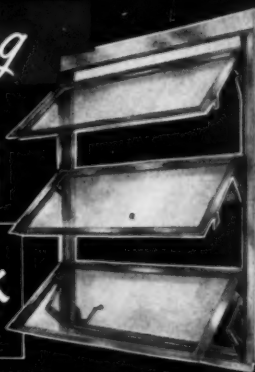
Here's a type of window that's sweeping the country in major building developments. Now, LUDMAN Engineering Research has established new quality standards Completely Vinyl Weatherstripped to make it the tightest-closing Housing Window with beautiful Under-Screen Roto-Type Operator to make it the easiest to operate with handsome, substantial sections for smart, modern appearance designed to make it easiest to install.

Unlimited combinations are available, with any desired venting arrangement. Although designed for lowest-priced housing, this quality window has features that make it desirable even in the best homes. The coupon will bring you all the facts about this window.

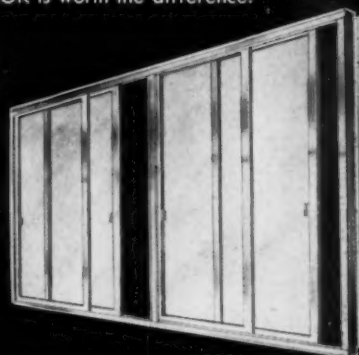
SEND FOR FREE FOLDER TODAY

LUDMAN *Corporation*

LUDMAN
Auto-lok
WINDOWS



For the builder who wants to add proved sales-appeal by providing an awning window with 100% ventilation and an exclusive night vent, the famous AUTO-LOK recognized everywhere as the finest known as the tightest-closing window ever made adds the "Quality-Look" and consumer acceptance. Successful Project Builders from Coast to Coast have learned that AUTO-LOK is worth the difference!



Another LUDMAN Contract-Closer the new Aluminum All-Weather Sliding Glass Doors engineered by LUDMAN with the builder in mind. Easiest to install no adjustment required smartest appearance exclusive separate sub-sill prevents damage during construction and many other exclusive features. Investigate the cost of using LUDMAN'S finest quality Sliding Glass Doors. You'll be amazed at how much sales-appeal you'll add to your house sales-appeal that adds value out of all proportion to the slight extra cost.

Ludman Corporation, North Miami, Fla.—Dept. AB-2

Please send me full information on:

Auto-Lok Windows. All-Weather Sliding Glass Doors. The new Housing Window.

Name

Firm

Street

City Zone State



NEW!
for the FORDSON MAJOR DIESEL

New Ford F.M.D. Industrial Loader has "step-on" design, gives you $\frac{1}{2}$ cu. yd. bucket capacity . . . double-action lift cylinders for down crowd . . . 2000 lbs. maximum load capacity at full lift . . . over two tons of break-away lift capacity . . . 11'10" maximum lift, 32" bucket reach. Bucket tilt back holds full capacity loads, and parallel linkage of lift arms keeps bucket approximately level at any lift height. See this high production, fuel-thrifty team in action on your own job!



LOAD A YARD A MINUTE!

NEW FORD step-on INDUSTRIAL LOADERS for Ford Tractors

Job-proved on applications like your own! Ford's new "Step-on" Industrial Loaders are *all new*, yet they've been field-tested throughout the country by users like yourself, on jobs like your own. You can specify new Ford Industrial Loaders with confidence.

Ample capacity for a wide range of jobs! Ford's new "Step-on" Industrial Loaders are rated at 1000 pounds load capacity at dumping height. They give you over a ton of break-away lift capacity for work in hard or frozen ground.

A selection of job-fitting attachments! You can turn Ford Tractor power into more profit with a quick-attaching $\frac{1}{3}$ cu. yd. material bucket, $\frac{5}{8}$ cu. yd. light material bucket and fork. Dozer blade and crane to be available soon. There's also a choice of single- or double-acting lift cylinders to fit your individual job requirements.

Compare them with any loaders in their class! Check ease of handling . . . better weight distribution means easier steering with Ford. Check ease of operation . . . Ford Loader controls are mounted close at hand for faster, easier operation. Check operator safety . . . Ford bucket design reduces danger of falling material. Check all these advantages and more by contacting your nearby Ford Tractor and Equipment Dealer. Call him now, or write to:



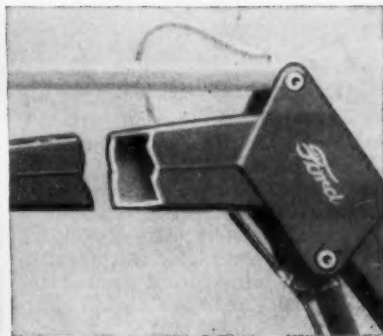
**TRACTOR AND IMPLEMENT DIVISION
FORD MOTOR COMPANY
Birmingham, Michigan**



CONVENIENT "STEP-ON" DESIGN—Easier than getting into your own car! Open design and wide, low step plates save operator time and effort. A real convenience and safety feature.



HIGH LIFT AND LONG REACH speed loading of high-bodied trucks. Lift is 10'10" from ground to bucket bottom. Reach is 26" from tractor bumper to bucket lip at full height.



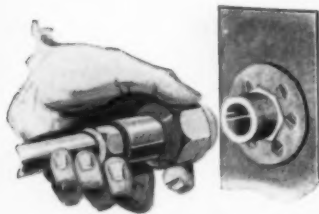
RUGGED BOX FRAME CONSTRUCTION Built to stand up under the abuse of shock loading from stockpiles. Dependable service. Less dead weight . . . more payload per pound of loader.

Revolutionary Rheemaire — that cuts operating up to 95% more



Field Tested

Units were installed last summer in all types and size homes in the hottest sections of the country. All of the units performed perfectly—through some of the longest heat waves in history.



No Refrigeration Mechanic Needed!

All refrigerant line connections in the new Rheemaire unit are equipped with new quick connect fittings. No flare connections, no evacuating or charging the system. Any qualified heating contractor can install it—no refrigeration mechanic needed. Can be installed in less time—at lower cost.

This is big news—big news for home buyers—and even bigger news for builders from coast to coast. For now from Rheem comes the answer to profitable, practical home air conditioning. From Rheem comes a unit that answers every objection to units already on the market—it costs less to buy, less to install, much less to operate, meets all FHA requirements, takes up no usable space in the house, eliminates the noise problem. Just imagine this—competitive home air conditioners on the market cost 50% more to operate than this amazing new unit!

Designed for homes with forced air heat—but adaptable to others—the new Rheem Home Air Conditioner cuts the cost of cooling and almost doubles compressor capacity with a patented, practical, workable way to cool the condenser with a combination of air and water—without costly recirculating system (actually uses much less water than a cooling tower). Easily installed in one- or two-story homes—with or without basement. Just think of the profit possibilities—you can offer home buyers a completely air-conditioned home at a much lower price than ever before—air conditioning that costs less to operate than any other central-system unit.

The new Rheem Home Air Conditioner is ready now. It's been tested and performance-proved by the finest air conditioning engineers, technicians, and consultants in the country. Every unit is performance-bonded for \$1000. So write to Rheem—right away—for free booklet and complete facts about this amazing new air conditioner. You'll find out what the new Rheemaire can mean for you.

You can rely on



**RHEEM
MANUFACTURING
COMPANY**

Seattle • Houston • Chicago • South Gate, California • Sparrow's Point, Maryland

a new home air conditioner costs almost in half!

cooling capacity per compressor h.p.



PERFORMANCE BONDED FOR \$1000

Here's complete protection—and positive proof—that the revolutionary new Rheemaire is fully perfected and thoroughly dependable. So carefully have these new units been tested that Rheem guarantees payment of \$1000 if the Rheemaire doesn't operate satisfactorily at its rated capacity in any home. It's the only guarantee of its kind that you can offer prospective buyers of air-conditioned homes.

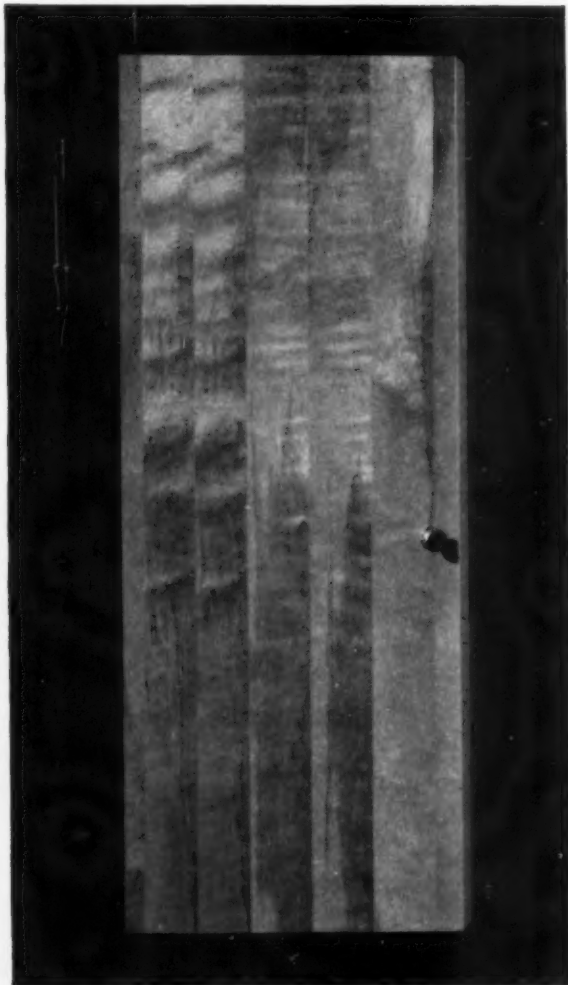
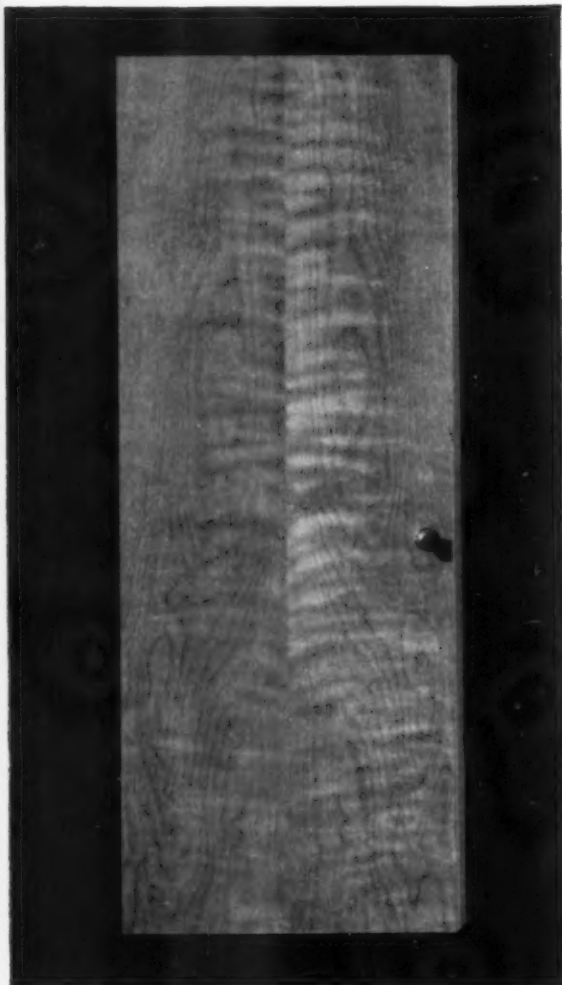
**FREE
BOOKLET**

Write to Rheem on your company letterhead for full information about the amazing new Rheemaire. You'll receive an illustrated booklet with all the facts about this new home air conditioner.

Write to Rheem Manufacturing Company,
7600 S. Kedzie, Chicago 29, Illinois. Dept.
AB-3.

YES ...this is a
Curtis New Londoner

NO ...this door
never got by!



These two photographs will quickly show you why Curtis New Londoner hollow-core flush doors have a special beauty which has earned them the epithet "Pictures in Wood."

The New Londoner door at the left has the matched grain pattern—the carefully selected "figure"—which makes these doors famous.

The door at the right is a reject and cannot be called "New Londoner."

Curtis New Londoner doors are as good as they are beautiful. Rigid torture tests—and experience of more than 5,000,000 installations—prove that these doors stay flat—perfectly aligned—regardless of use, weather, or temperature changes.

Curtis New Londoner hollow-core flush doors and all Curtis Woodwork are sold by leading lumber dealers. They are made in several woods and in most stock sizes. For literature and name of nearest dealer, write Curtis Companies Service Bureau, Clinton, Iowa.



CURTIS
NEW LONDONER
HOLLOW-CORE
FLUSH DOORS

CURTIS
WOODWORK
heart of the home

Here are
19 REASONS
 why these new 1956
AMF De Walt 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.

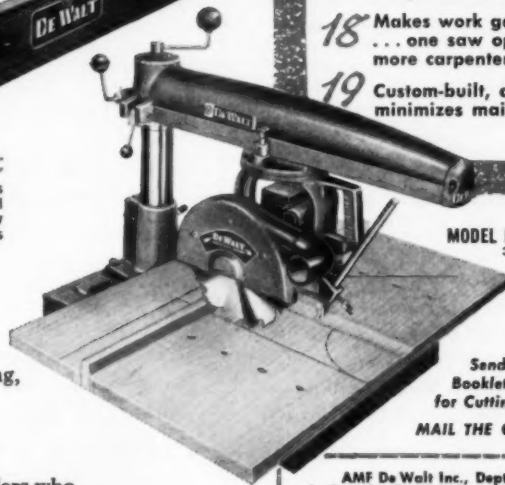
Join the thousands of builders who have found an AMF DeWalt the *one modern, cost-saving* way to cut and finish lumber, in the shop or on the job.



MARCH 1956

The modern, versatile, job-proved De Walt Power Saw...

- 1 Does everything on the job, from framing to finishing.
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- 3 Instantly adjusts for any cut you want.
- 4 Gives machine-tool accuracy on all cuts—makes fitting easier, faster, finer.
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- 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.

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safeguards our reputation
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says Mr. Edward F. Fischer, of Fischer & Frichtel, Inc., St. Louis, Missouri, builder of the Barrett Brae Homes, above, and thousands of other development homes in the Kansas City and St. Louis areas. Fischer & Frichtel homes are currently featured at Washington's National Housing Center. *Plastering Contractor:* Douglas C. Raynor, Robertson, Mo.; *Lathing Contractor:* T. F. Mitchell, Overland, Mo.



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of construction has been a real sales tool for us."

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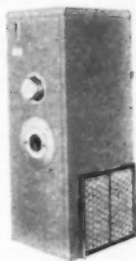
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**"NO OTHER feature
has greater PROSPECT
influence than recognized
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**OIL - FIRED
MODELS**

A complete line of warm air units for every type of installation delivering from 75,000 to 250,000 B. T. U.'s at the bonnet. All models equipped with high pressure burners to burn No. 2 fuel oil.



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10 YEAR WARRANTY**

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Home-owners know Kaustine Furnaces by their reputation for dependable, trouble-free, economical operation and long years of service.

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Kaustline

TOPS IN QUALITY

There is a Kaustine Furnace or Winter Air Conditioner for every type of home



"I know the
windows helped
clinch the sale..."

REYNOLDS ALUMINUM WINDOWS

The builder quoted here is one of many who acclaim Reynolds Casement Window as "best on the market". And Reynolds Traverse (sliding) Window is fast climbing toward comparable rank, while a sensational new Reynolds Awning Window will vie with them both for honors. An improved Double-Hung Window, also Basement and Utility Windows complete the line.

What home buyers see first in these windows is attractive lines, high "satin-

ALVIN C. YOUNG
Builder
6855 CONVENT BOULEVARD
SYLVANIA, OHIO

Reynolds Metals Company
Window Division
Louisville, Kentucky

Gentlemen:

I believe you will be interested in learning about my experience with your aluminum casement windows. We have used them extensively in all homes we have built in the last three years. In my opinion they are the best casements on the market.

For example, in 1954 we constructed nearly 100 homes in the Toledo area. They were in the \$18,000 to \$30,000 price range--and Reynolds Aluminum Casements were important features of every one. The homes all sold fast, and I know that the aluminum windows helped clinch the sale in many cases.

Also, we are at present doing a full scale advertising and promotional job on a modern home of our own design. We call it "The House of Enchantment", and we place special emphasis on its top quality features. We find that the use of Reynolds Aluminum Casements help us present a convincing story of quality construction throughout.

Buyers are always impressed with the beauty of aluminum. They like the easy operation and lack of maintenance. Another favorable factor is that every home buyer is familiar with Reynolds Aluminum Windows. Your advertising has done an excellent job of building buyer acceptance which makes it so worth while for our salesmen to point out the windows to every prospect. Actually buyer acceptance makes our selling job easier.

Our policy is to build the best possible houses in our price range. We believe that top quality materials throughout mean buyer satisfaction and quick turnover. That's why our choice will continue to be Reynolds Aluminum Casement Windows.

Sincerely yours,
Alvin C. Young
Alvin C. Young

ACV:dg

ized" finish, smooth operation. And your expert inspection will reveal many superior design features. Casements have flash-welded corners, watertight lip, continuous drip rail at transom bar. Traverse windows have positive locking, neoprene weatherstripping and an exclusive double sill. For complete catalog, plus details of the new Awning Window, write to... **Reynolds Metals Company, Window Division, 2003 South Ninth Street, Louisville 1, Kentucky.**



REYNOLDS ALUMINUM

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NATIONAL LOCK *set*

Patent Applied For

...quickly installed



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It's...**

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Only 7 simple steps are required to install NATIONAL LOCKset. Such special features as easy slot-engagement of lock and latch . . . clamp plate assembly with key-slot design . . . snap-on rose . . . positive spring-retaining pin to hold knob . . . save installation time at every step. And, too, National Lock's complete line of installation aids, including special boring jig, bit and mortise marker, cut on-the-job overhead that every builder appreciates. • Remember, NATIONAL LOCKset's *distinctive styling, precision engineering, troublefree performance* and *fast, easy installation* are vital sales points that are striking home with builders, architects and owners from coast to coast.

**Order It With
Confidence**

**Specify It
With Pride**



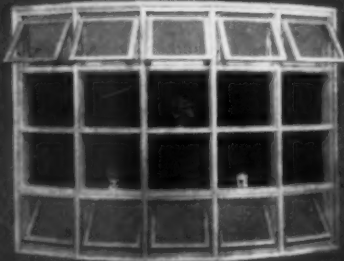
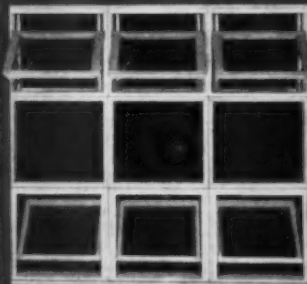
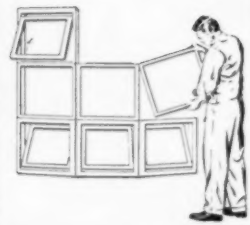
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NOW... for the first time it is possible to select **EXACTLY** the type of window you require with

Woodco SECTIONAL Windows

for the Beautiful point-of-view...

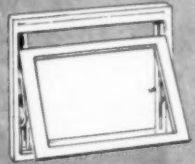
SINGLE LIGHT UNITS that permit any desired window arrangement ...easily, quickly



If you desire the dramatic sweep of a straight Woodco **HOMESTEADER** panel type window, then select

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BASIC AWNING ROTOR-OPERATED

GLAZED WITH DOUBLE-STRENGTH "A" QUALITY GLASS
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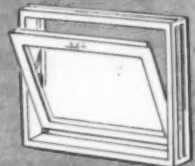


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"WAGNER BUILT" MEANS "BETTER BUILT" FOR OVER 105 YEARS

When interior styles change

will your homes be selling you?

Installing Milcor Casing Bead is one way to make sure they do

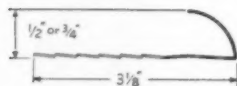
Interiors with Milcor Casing Bead will be good design for years to come. Owners will always appreciate the simple beauty that harmonizes with modern interior decoration. They like the feeling of spaciousness that Milcor Casing Bead gives to a room. Women are particularly attracted to it because it is easy to dust and keep clean.

Remember that Milcor Casing Bead is an integral part of the plaster construction — tied into the plaster by expanded-metal flanges.

The house you sell today builds your reputation tomorrow — and brings new prospects your way, as the happy home-owner tells his friends about "our builder."

Milcor Catalog No. 254 is available upon request.

MILCOR[®] Casing Bead



Cross section of Milcor No. 4 expansion casing bead.



Milcor Casing Bead is available in a variety of styles — in solid and expansion types. Shown is Milcor No. 4 Expansion Casing Bead.



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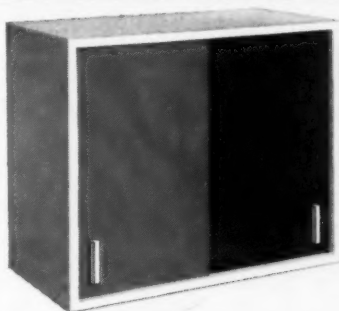
COLOR! STAINLESS STEEL! FLEXIBILITY!



*Nothing, no nothing sells homes
like Tracy Kitchens!*



SATINY STAINLESS STEEL SINKS—how the women love them! These lifetime Tracy sinks put the “deluxe” stamp on your kitchen. Join the big decorator swing to stainless steel! Sizes to fit every kitchen. Underbase cabinets in white or Tracy Contemporary Colors.*



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**All this . . . and color, too! The full Tracy Line is available in white and Tracy Contemporary Colors—Turquoise, Pink and Yellow.*

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

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

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CITY _____ STATE _____



▲ *Strikingly Beautiful, V-Grooved Red Gum . . . excitingly figured in rich natural tones, this elegant hardwood is available for the first time in a prefinished paneling . . . at retail about 48¢ a sq. ft.*



◀ *Mellow, Satiny V-Grooved Birch . . . a soft, warm, satiny finish high lights the fine graining and natural growth characteristics of this classic all-hardwood panel . . . at retail about 54¢ a sq. ft.*

▶ *Lovely, Blond, Random Width Savannah Oak . . . a complete wall in a package. Pre-finished plywood planks in soft blond or honeytone. Carton includes clips and furring strips for exclusive easy application method. Matched mouldings and trim available. **Blond at retail about 59¢ a sq. ft. Honeytone at retail about 54¢ a sq. ft.***



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the dramatic styling of

G-P PREFINISHED HARDWOOD PANELING

add EXTRA VALUE to your homes . . . at low cost

For generations the warm richness of wood wall paneling has been the dream and desire of thousands, but the realization of only a few. Now . . . Georgia-Pacific makes it possible for you to include the extra value, the elegance and charm of genuine hardwood wall paneling in your homes at low cost. This magnificent prefinished paneling gives you a tremendous *sales plus*. It creates a background of beauty that nearly everyone loves. Look over these cost and sales advantages and see for yourself what a sales sensation Georgia-Pacific Hardwood Paneling can be for you.

- Completely prefinished and ready to install—*no further finishing or waxing required.*
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- Budget-priced all-hardwood panels.
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WHETHER YOU WANT TONE OR TEXTURE, COLOR OR STAIN

. . . Georgia-Pacific has a paneling to suit your needs. Other G-P panelings include:

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G-P Striated Plywood—a beautiful high light and shadow pattern of deep-cut striations produce brilliant styling effects in either vertical or horizontal designs.

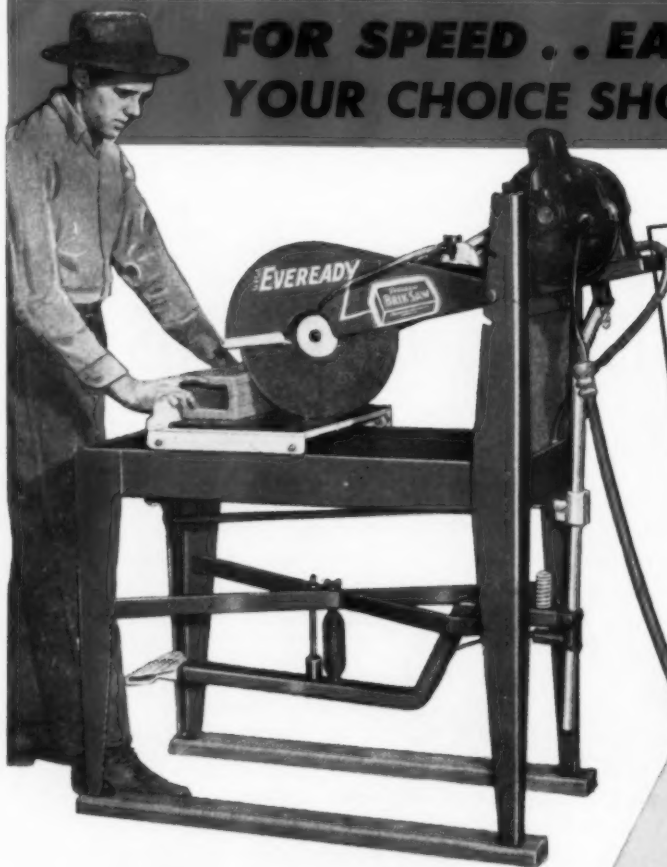
SEND FOR FREE LITERATURE

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270 Park Avenue, New York 17, N. Y.

Please send me specification and sales literature on G-P Prefinished Hardwood Paneling.
I am interested in . . . Red Gum . . . Birch . . . Savannah Oak

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**FOR SPEED .. EASE .. PROFIT ..
YOUR CHOICE SHOULD ALWAYS BE ..**



**EVEREADY
BRIKSAW
DRY OR WET**

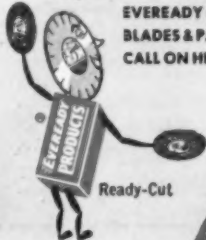
● Eveready BrikSaw's Exclusive Labor-Saving Features Mean more job profits. The simple, practical design allows High Production—Low Cutting Costs—Practically no Maintenance. You Can't afford to be without an Eveready BrikSaw—Wet (dustless) or Dry. Your dealer can serve you Today From Stock—Call Him Now!

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TUFFIE 3-PLY REINFORCED BLADES—Safer, Stronger—Lower Priced—a fast cool cutting blade—virtually unbreakable—for all hard to soft materials.

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NEW-LOOK DESIGN . . . to answer your prospect's every desire! Roto-shelves, pop-up mixer cabinets, corner and island cabinets, never-binding drawers, and built-ins to house the gas or electric ovens and ranges of America's best known appliance makers.

IT COSTS NO MORE . . . to give your prospects superior Capitol Kitchens. Install Capitol Kitchens in all your new homes and make your selling job easier. And here's another plus . . . Capitol's close cooperation with architects, builders, dealers . . . everyone.

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Capitol's colorful kitchens make homes easier to sell. Women want Capitol's color, style, flexibility, built-ins. Full color advertising and publicity in top national magazines help pre-sell your prospects. Priced right for the big or small project. Quickest shipping set-up in the industry, even for custom installations. Exclusive multi-color finishes at low prices give you an important edge over competition.

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Furniture by Heywood-Wakefield. Hedrich-Blessing photo.

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Famous model
homes feature

oak floors

*Natural beauty
and lasting style make oak the
preferred floor for modern homes*



U. S. Gypsum "Research Village" Home— Floors of Oak harmonize perfectly with the modern, open planning of this split-level home designed by Architect Hugh Stubbins, Jr. and built by L. L. Frank.



House & Garden's 1955 "House of Ideas"—Designed by Architects Palmquist and Wright, built by Richard B. Pollman, this forward-looking home has lifetime Oak Floors in the living and family rooms.



Hotpoint "Living-Conditioned" Home—Luxurious appearance at moderate cost is obtained by use of Oak Floors in upper level areas of the Eastern version of this modern home. Architect Stanley Reese was the designer.



National Oak Flooring Manufacturers' Association
814 Sterick Building, Memphis 3, Tenn.



You see more and more signs like this in front of new homes and developments. They signify quality—and a growing awareness of concealed telephone wiring as a strong sales feature.

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Your Bell telephone company will be glad to help you work out concealed wiring installations. Just call your nearest business office and ask for "ARCHITECTS AND BUILDERS SERVICE."

65 ideas for selling houses faster...

MEMO FROM

Edward G. Gavin

TO: 105,790 American Builder readers

I don't mean to underestimate for a minute the value of dozens of inspirational and instructive speeches and dozens of down-to-earth panels, forums, workshop sessions and informal elbow-rubbing discussions at the 1956 NAHB Convention and Exposition.

But I do want to emphasize the product-exhibits in Chicago this year: they made the show.

They commanded a lion's share of attention for three very good reasons: (1) builders know that the continuing efforts of manufacturers to invent better building products is mainly responsible for this year's new building opportunities in better designed, planned and equipped homes and more economical construction techniques; (2) builders know that today's smartest home-merchandising patterns are based on these improved products; (3) builders know that today's smart buyer knows what's new in products and wants them in new houses.

That's why a lion's share of this issue is devoted to product-exhibits at the NAHB show and to the ideas they will give you for building faster selling houses this year and next.

Ed Gavin

... for your convenience, every idea shown on the next twelve pages is keyed to a handy reply card. Circle the numbers of ideas that appeal to you most. The card is on page 198.





PENINSULA cooking area and cabinets above are supported by slender column. This **idea** results in formation of room divider. At right, **idea** for narrow kitchen is meal bar

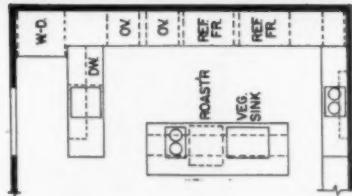
that takes little room. Built-in cooking top, oven, refrigerator by Norge (check reply card No. 3001, p. 198). Cabinets are by IXL (check reply card No. 3002, p. 198).

65 IDEAS FOR FASTER SELLING HOUSES

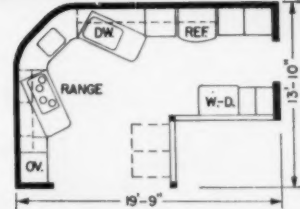
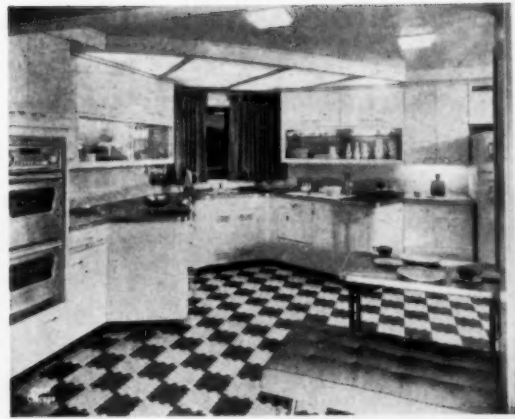
How to make a kitchen your star salesman

**The use of the newest products,
combined with clever planning,
make a kitchen sell. Here are
5 of the best for you to adapt.**

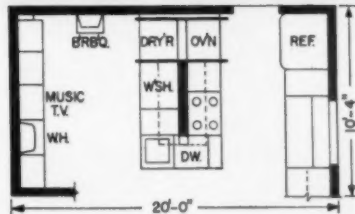
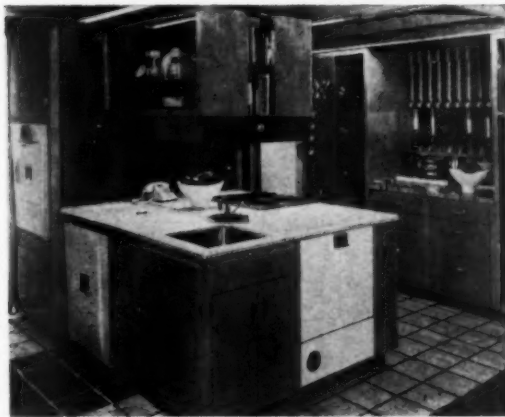
Dream kitchens—like these shown at the NAHB convention—are made to pick over for ideas. The best in product design and planning has gone into them, as you'll see for yourself on these two pages and the six that follow. Some were designed by manufacturers of kitchen equipment, others by leading magazines in cooperation with manufacturers. In all cases, they show the really important new ideas in kitchens for 1956—kitchens where buyers begin to make up their minds.



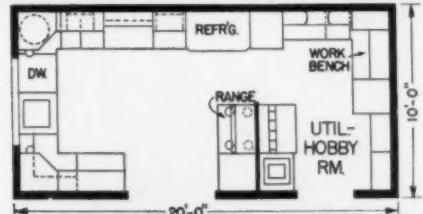
BEST IDEA of Westinghouse's kitchen is separation of kitchen duties into areas. Island cabinet is food preparation center *idea*. Another *idea* is use of 2 two-unit cooking tops at different places for varied cooking purposes. Peninsula divider is dishwashing center. Walls are Micarta. (Check card No. 3003, p. 198).



KITCHEN DESIGNED by *House and Garden* was sponsored by American Gas Association. Its best *idea* is unique way an "L"-shaped kitchen is made to work like a "U"-shaped one. Cabinets are by St. Charles (card No. 3004, p. 198); wall oven, cooking top by Gaffers & Sattler (No. 3005, p. 198); dishwasher by Kitchen Aid (No. 3006).



BEST IDEA in AGA *Living for Young Homemakers* kitchen is utility core with built-in range, oven, dishwasher, washer, dryer. Core *idea* separates room into functions as laundry, kitchen, family room. Range, oven by Preway (No. 3007, p. 198); dishwasher disposer by In-Sink-Erator (No. 3008); Mosaic tile counter tops (No. 3009).



"HANDYWOMAN'S KITCHEN" is *idea* designed by *Family Circle* to make use of part of kitchen as hobby-utility room. This *idea* puts workbench and planning desk within easy reach of cooking areas. Cabinets by Kitchen Maid (No. 3010); refrigerator by Servel (No. 3011); built-in range by Tappan (No. 3012); hood by Pryne (No. 3013).

How to build in better kitchen



WESTINGHOUSE'S IDEA kitchen is a built-in center of convenience. In foreground is built-in laundry (for more about it, see p. 84). Peninsula cabinet is built-in Westinghouse range platform. In background: new Westinghouse **idea**—2-door built-in refrigerator-freezer. (No. 3014, p. 198). Cabinets by Mutschler (No. 3015).



IDEA OF REVCO'S two separate units is that refrigerator as one unit, freezer as another, may be conveniently built in side by side, above each other or at opposite sides of kitchen. Another **idea**: refrigerator can be bought now, freezer later. Refrigerator has 8.2 cu. ft. capacity and has ice maker. (Check reply card No. 3016, p. 198).



HOTPOINT'S IDEA TREND is shown in cabinets which are narrowed to minimum, do not reach floor for less stoop, easier storage. Wall cabinets too, are narrowed for less reach. Hotpoint built-in oven is automatic with Rota-Grill, range is 4-unit surface section, dishwasher is standard 24" unit. For Hotpoint built-ins, check No. 3017.



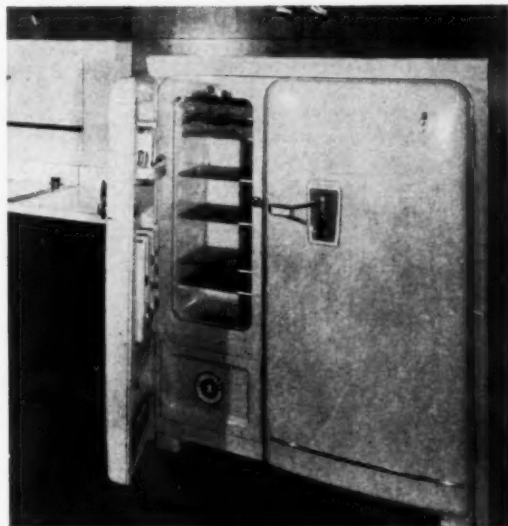
NU TONE'S NEW IDEA for better kitchen planning is their built-in "one-power unit" that does many kitchen chores. Mounted with its top surface flush with the countertop, this built-in unit has four kitchen help **ideas** in that it mixes, blends, juices and sharpens knives. At right, unit and attachments. (Check card No. 3018, p. 198).

planning

Kitchens that sell themselves—and the rest of the house—are those with new built-ins

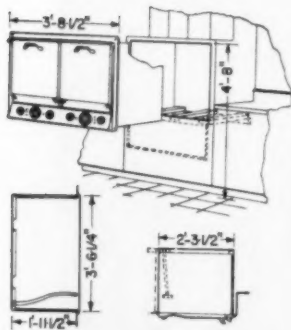


DOUBLE OVEN called "Masterpiece" is Norris-Thermador's built-in **idea** for 1956. Double oven has two 18-inch wide ovens. Unit fits 45-inch cabinet. Featured **idea** of ovens: Cool, ventilated oven doors. Below are two N-T warming ovens. For more about Norris-Thermador built-ins, check reply card No. 3019, p. 198.



KELVINATOR'S "FOODARAMA" is a built-in refrigerator **idea** available in a choice of eight colors and brushed chrome. It fits a space 48 $\frac{1}{4}$ " wide x 62" high x 21" deep. Fresh food storage capacity: 11.2 cu. ft. Frozen foods storage capacity: 4.7 cu. ft. For more about Kelvinator, check reply card No. 3020, p. 198.

WHAT \blacktriangle
 \blacktriangledown HOW



MARCH 1956

FOR MORE INFORMATION CIRCLE REPLY CARD ON P. 19f \blacktriangleright

More built-ins for better planning

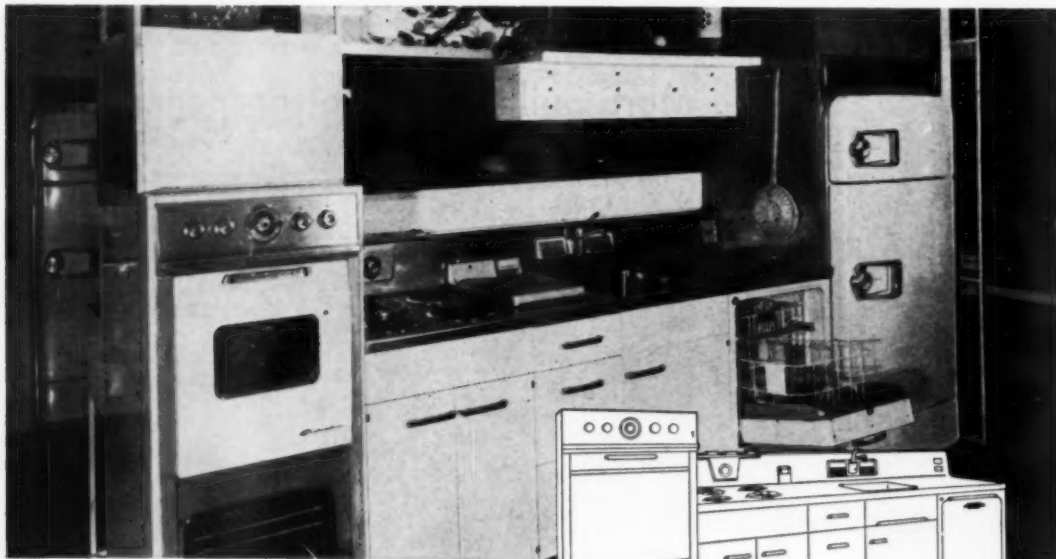
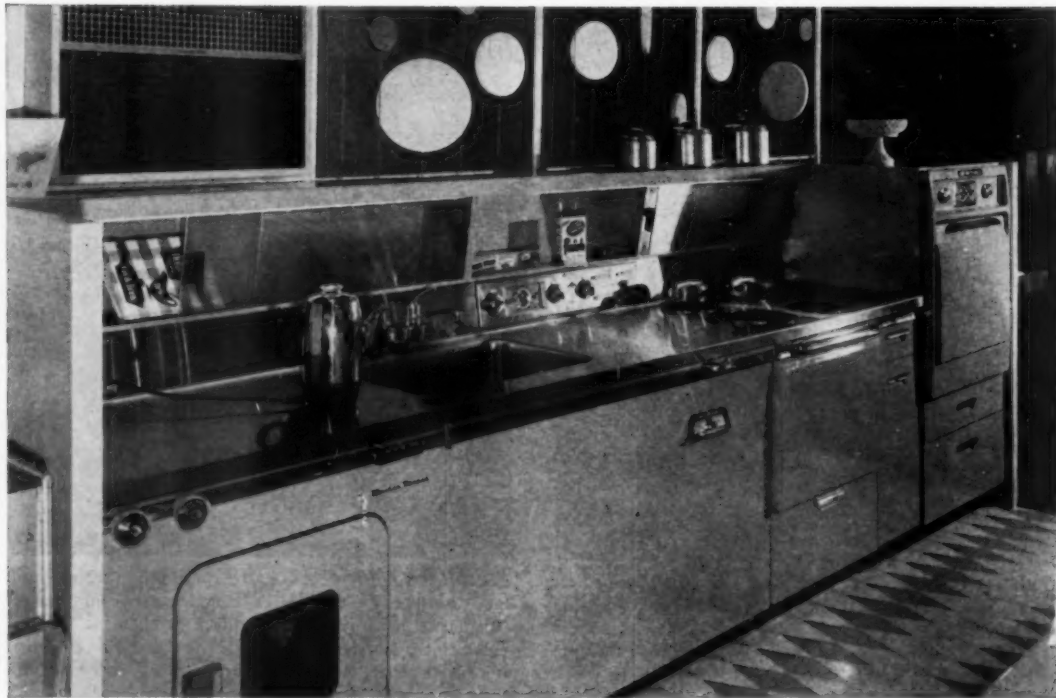


Curtis Kitchens' **idea** trend: absence of soffit creates illusion of more space. Narrow bands of wall-hung cabinets form unbroken line over appliances.

Oven, range by Roper (No. 3021, p. 198); Curtis cabinets (No. 3022); linoleum by Armstrong (check reply card No. 3023, p. 198).

MORE NEW KITCHEN IDEAS ON NEXT PAGE AND PAGES 254-255 \blacktriangleright

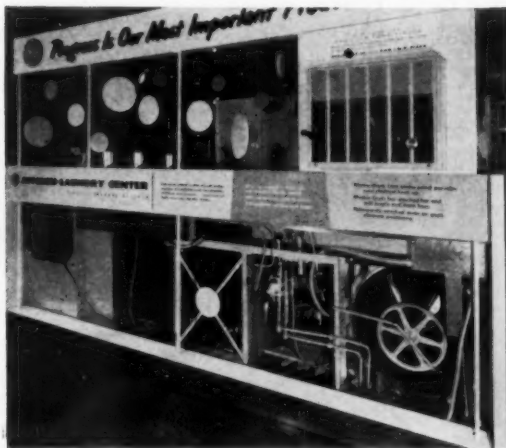
Today's new "packages" plan your



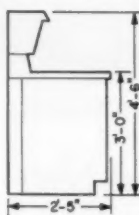
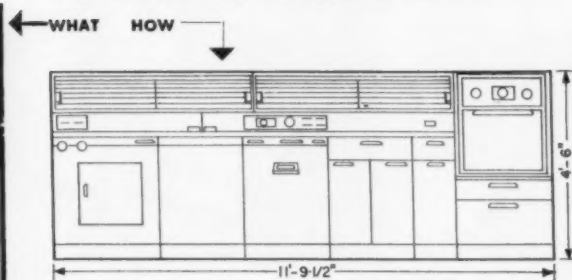
HOTPOINT'S IDEA is its complete modular kitchen in one package. "Plan Ahead Modular Kitchens" are 9' in length or 7' length. Above, 9' unit contains range, oven with individual broiler, dishwasher, disposer, does not include refrigerator. (Check reply card No. 3025, p. 198).

kitchen for you

These prefab appliance centers wrap up the whole kitchen in one compact, pre-engineered unit

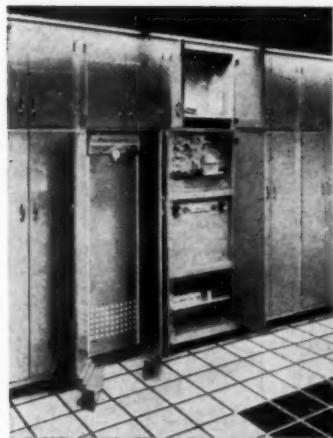


BEST IDEA in 1956 GE Kitchen Center is that it is a complete kitchen in one compact unit. Second **idea** is that it can be installed by 2 men easily, by 1 man in most cases. Third **idea** is that center saves builder about \$75 to \$135 on plumbing and wiring rough in for every kitchen and laundry appliance except refrigerator.



KITCHEN CENTER can be bought as 8'6 1/2" unit, 9'6 1/2" unit, or 11'-9 1/2" unit. **Idea:** complete unit is serviceable from front. Another **idea:** all wiring is enclosed in raceways and Greenfield flexible conduit. Only one electrical supply is required. Each appliance is wired to load center, each electrically independent. (Check reply card No. 3024, p. 198.)

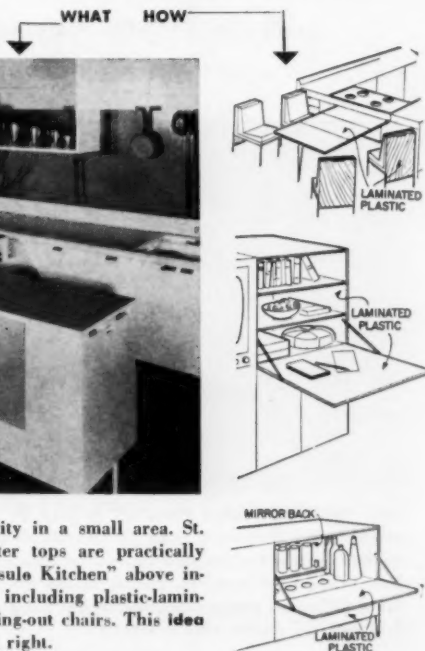
▼ Space stretchers: buy them or build them

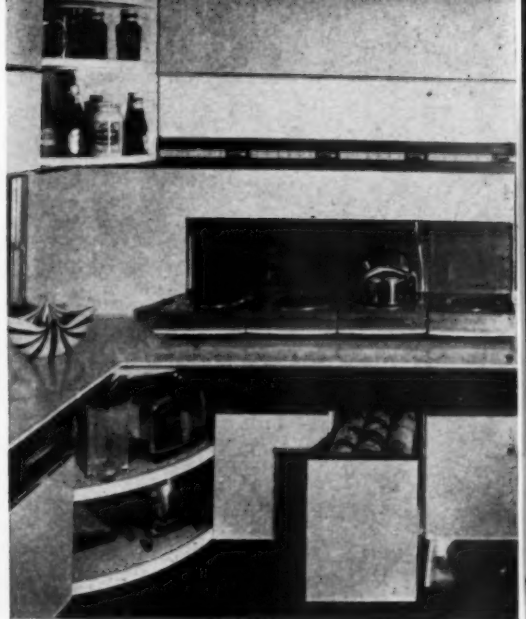
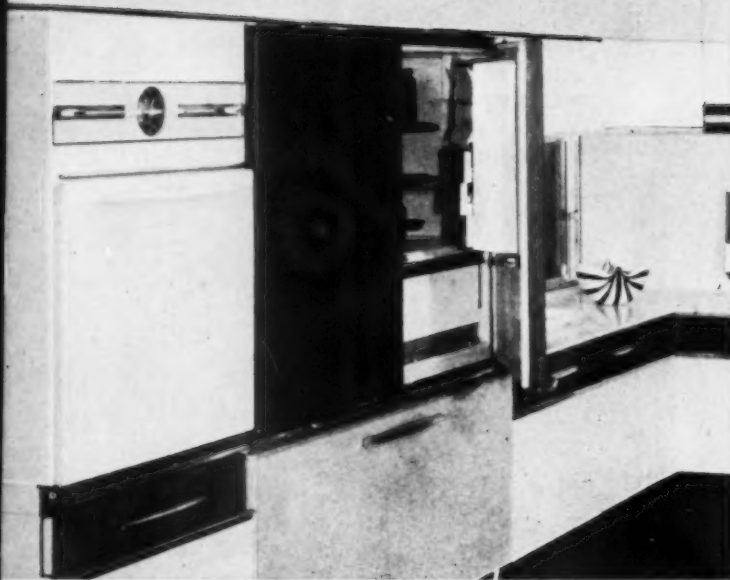


THIS KITCHEN WALL, otherwise useless, saves narrow space with Wood Metal Cabinets (No. 3026). This **idea** allows for ample storage, always needed, for TV, for Permaglas hot-water heater (reply card No. 3027).



SMALL KITCHEN, above, packs utility in a small area. St. Regis Panelyte post-formed counter tops are practically joint free (check No. 3028). "Capsulo Kitchen" above includes **ideas** for builder built-ins, including plastic-laminated surfaces on pull-out table, swing-out chairs. This **idea** and 2 others are drawn for you at right.





65 IDEAS FOR FASTER SELLING HOUSES continued

Features for the future: you'll be using

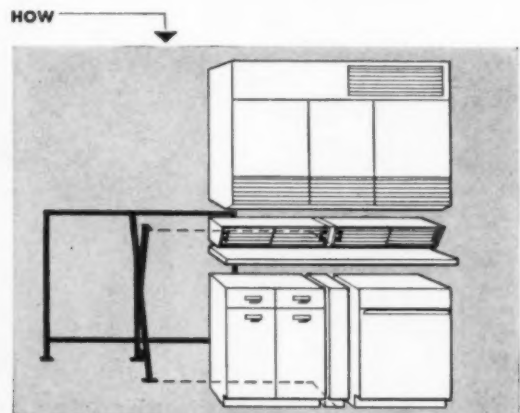
"THE FRIGIDAIRE HOLIDAY KITCHEN" shown in 3 photos above is an **idea** kitchen for the future: production of the units shown is not expected until the end of 1956. Frigidaire's **ideas** in left photo: French-door wall oven;

below it, tray storage drawer; Panoramic refrigerator; Freezo-Drawer freezer. Photo center has these **ideas**: Toe-space deep-storage drawers; Carousel corner cabinets, Fold-back range units, can storage drawer, desk. Photo at

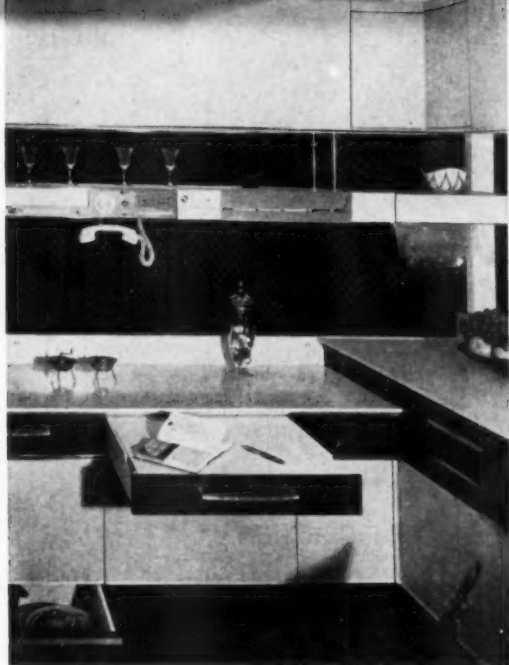
Kitchen space is premium space: these



GE's "ROLL-OUT FOOD FREEZER" is **idea** in space-saving convenience. Five cu. ft. unit fits beneath counter freeing counter space for kitchen use, is available in Mix-or-Match colors. (Check No. 3030). Above freezer, another **idea**: GE's wall refrigerator, that is not hung on wall but is set on "K" frame. (See at right.)



GE's FREE-STANDING UNITWALL is **idea** consisting of stack-on components that eliminate need of partition wall. Photo left, shows units as they look erected. Above drawing, shows how "K" frame **idea** takes weight of wall refrigerator to make it independent of necessity for wall. Rear of Unitwall can be finished. (Check No. 3031).



these next year

right: vegetable storage drawer **idea**, self-rinsing sink, dishwasher. Another **idea**: pull-down cabinet doors. The Holiday kitchen is a complete kitchen—a package. Its best **idea**: it is modular. Each unit measures, in wall and

This "Dream Kitchen of Tomorrow" is scheduled for production by 1957

floor dimensions, in 2-ft. multiples. Holiday kitchen units are free-standing. No walls are needed on which to hang cabinets. Units contain plumbing and wiring, require only interconnection as they are erected. (No. 3029, p. 198).

appliances save it



BUILT-IN REFRIGERATOR beneath counter is Amana's **idea** to save more counter space. (Check reply card No. 3032, page 198). Amana also has built-in freezer unit. Refrigerator, freezer units may be built in at any desired location in kitchen. Kitchen cabinets shown here are by Youngstown Kitchens. (Check No. 3033, page 198.)

Manufacturers are streamlining their products for the modern kitchen



NEW BUILT-IN ELEVATOR OVEN manufactured by Philco has custom built-in **idea** in design, but does not require being built into walls or custom surfaces. Best **idea** about oven is that it is placed beneath counter, press of button elevates oven to convenient height. When counter space is needed, it descends. (Check No. 3034.)

Better bathrooms: you build in

▼ YOU CAN BUY THESE VANITY-STORAGE UNITS



Vanities are big sales news today; you can choose from many good-looking models

←

VANITORY in this bathroom is one purchasable from Gerber Plumbing Fixtures Corp. (No. 3035). Best **idea** here is vanity fitted into alcove-like arrangement to make it look like a custom job. Walls are of plastic tile. Toilet is partly hidden by partial wall. Shower curtain, at right, can hide it completely. Clock by Herman Miller.

▼ YOU CAN BUILD THESE VANITY-STORAGE UNITS



For unusual luxury touches, you may have to build your own.

Here are some ideas for you to pick from

←

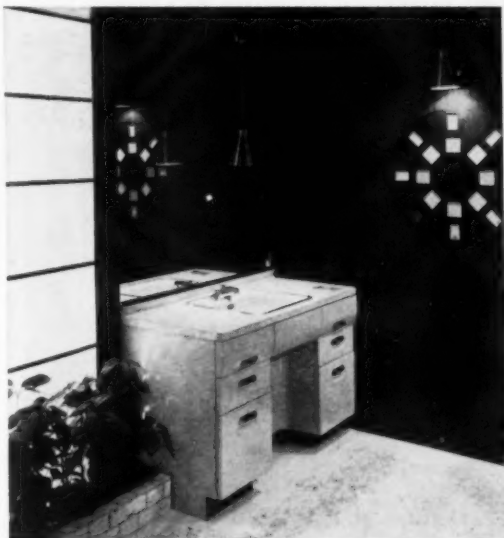
AMERICAN-STANDARD'S bathroom has unique **idea** in its custom-built vanity. Nicely designed, it complements the 36" "Symphony Lavatory" with monogrammed tap handles. (Check No. 3036). Another **idea** is that vanity is built over baseboard heating unit. Full mirror, good lighting are musts for any bath sales **idea**. Plastic "Royalton" wall tile by Church (No. 3037).

"that custom look"

Bathrooms may be getting smaller, but buyers still want more storage space



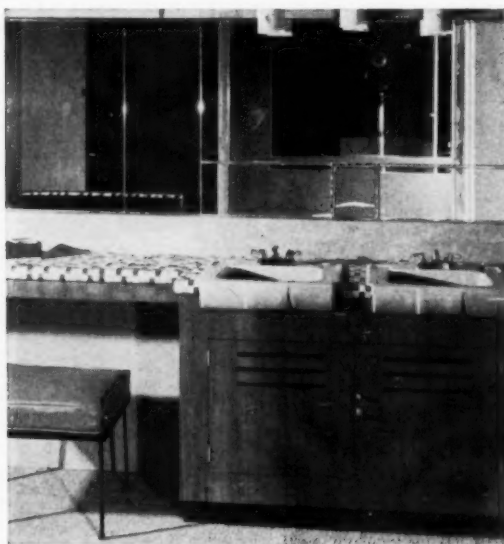
THIS UNIQUE VANITY is handsome **idea** for modern bath, has post-formed top, built-in laundry chute, disappearing make-up box, all covered in St. Regis Panelyte pink marble, custom-made for St. Regis by Formed Laminates Inc. (Check No. 3038). Another **idea**: sectional baths are easy if you use a folding door like Modernfold's (No. 3039).



BEAUTY QUEEN 48 "Lavinette" is another available bathroom vanity **idea**. Unit has Formica top, all-metal construction (with plenty of storage space that buyers want) is made by Toledo Desk & Fixture Co. (Check No. 3040). Another **idea**: full-length window (shogi-idea) of translucent glass. (For more vanities to buy, see p. 254.)



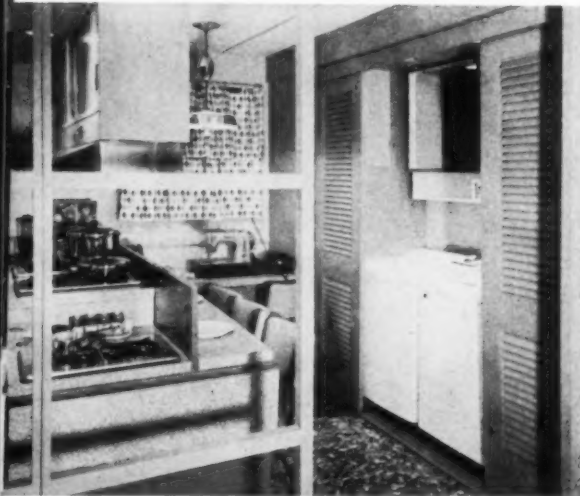
PENINSULA bath vanity **idea** seems to be nearly free-standing. Ceramic-tile-topped vanity has two Crane "Criterion" lavatories (No. 3041), each facing opposite directions. This **idea** separates bath into 2 sections. Mirrors, above, slide on tracks to expose built-in storage and medicine cabinet. Floor tile is by Robbins. (No. 3042).



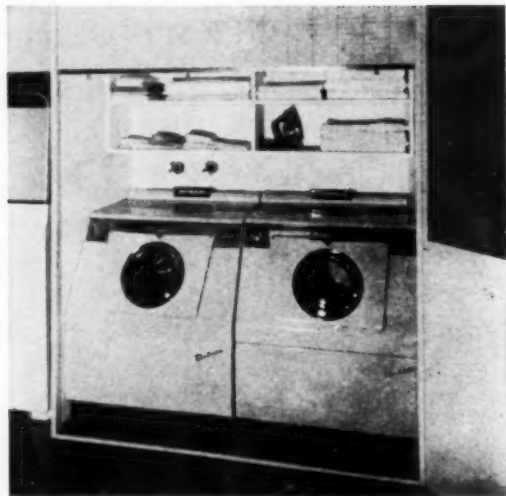
HANDSOME ARRANGEMENT of vanity and double lavatories is shown here. Counter top is of ceramic tile in browns and tans to match natural wood tones of custom-made storage unit. **Idea** of vanity at one end, lavatories at other is good arrangement of space. Each lavatory is 20x18, by Richmond Radiator Co. (Check No. 3043).

An upstairs laundry: now you see it,

THESE UNITS HIDE BEHIND SLIDING DOORS



PARENTS' MAGAZINE'S "Mother and Daughter Kitchen" conceals laundry when not in use by wood louver sliding doors. Second **idea** is use of Roper cooking tops at one level, another set at second level for daughter's use or for sit-down cooking. "Pic-a-dor" cabinets are by Tracy (No. 3044, p. 198). Washer-Dryer by Whirlpool (No. 3045).



THE LAUNDRY UNITS IN THIS KITCHEN have been placed in an alcove. The **idea** here is to conceal the units from view when they are not in use. A rolling screen door does the job of concealing the Westinghouse Laundromat and clothes dryer shown above. (For more information, check No. 3046 on Reply Card, p. 198).

BUILT-INS GIVE FLOOR SPACE A NEW LEASE ON LIFE



LAUNDRY UNITS in this **idea** kitchen designed by *Living for Young Homemakers* are built in, are not concealed. Built-in laundries are the big **idea** in appliances for 1956. At left of picture, unit in wall is Speed Queen dryer; unit built into island utility center is Speed Queen washer (No. 3049, p. 198). Cabinets are by Wood-Metal.



BEST IDEA IN WESTINGHOUSE'S built-in washer and dryer units is the fact that they are completely automatic, fit in a floor space just 25 inches wide. Vertical installations are possible either as free-standing or as built-in units. Another **idea**: these units can also be installed side by side. (For more information, check No. 3050, p. 198).

now you don't

Here are seven sound ways to locate
a laundry in a basement-less house.



ISLAND DIVIDER in *American Home* kitchen is **idea** to divide kitchen area from family room, still hide laundry. Doors that conceal Frigidaire washer, dryer and hot-water heater (Check No. 3047) are of perforated steel on walnut frames. Light fixtures are behind sliding doors at top. Those overhead cabinets are by Republic Steel. (For more information, check No. 3048).



BUILT-IN, but non-concealed, the washer and dryer units shown here have Formica countertops, an **idea** for added counter space. Washer and dryer shown are by Bendix (Check No. 3051 on p. 198), and are part of *Woman's Home Companion's* kitchen seen at the NAHB convention in the AGA exhibit. Cabinets are by Republic Steel.

HERE'S REAL LAUNDRY MAGIC:

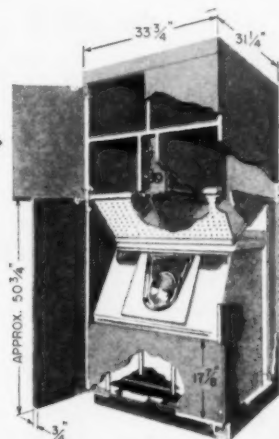
▼ A WORKING WALL



WHAT →

BOTH BUILT-IN and concealed, Westinghouse's **idea** is a handsome answer to the problem of placing a laundry in a kitchen. The Wash'n Dry Laundromat (Check No. 3052, p. 198) is completely concealed when doors are closed. Storage bin and controls are at the top.

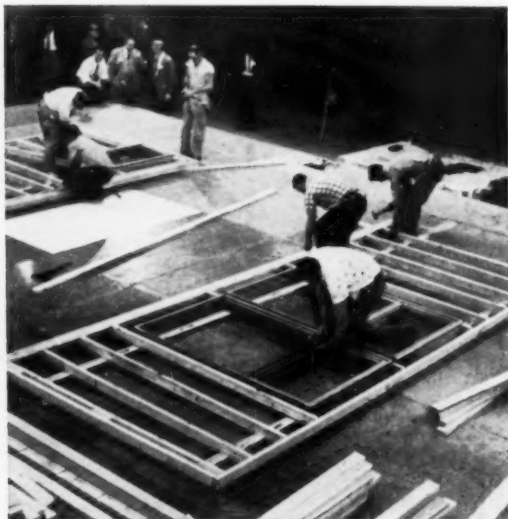
HOW →



ABOVE, DRAWING of Westinghouse's built-in Wash'n Dry Laundromat with overall dimensions. A complete laundry in itself, **idea** here illustrated fits in well with package-appliance trend and prefab **idea**. For more information, check No. 3052 on page 198.

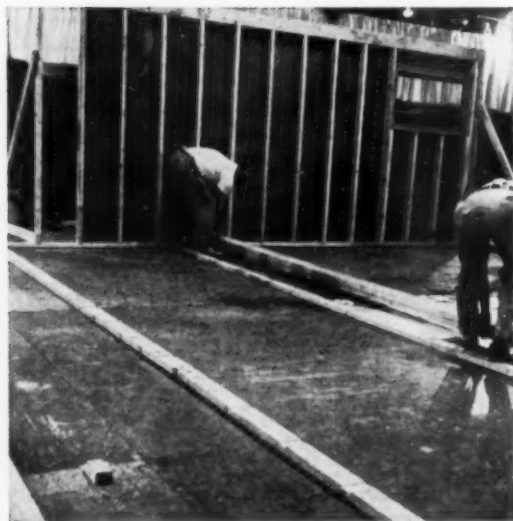


ANDY PLACE MC's from the Chicago Coliseum stage as the show house grows behind him. Institute's Ned Cole, Dick Hudson, and Ted Pratt also officiated.



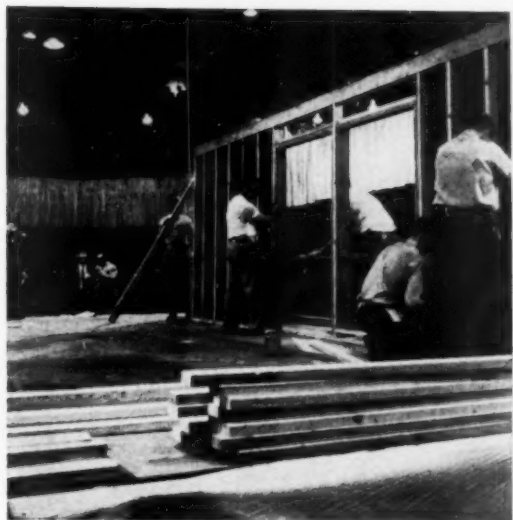
A **DEMONSTRATION**, showing how to build with component parts and pre-cut lumber, began at 10:00 A. M. on empty stage. Here first two panels go together.

1. Wall panels:



D **JIG STRIPS** for the back wall are laid. Notches are cut on 16-inch centers, ready to receive studs, which have been pre-cut to correct length.

lessons in component construction

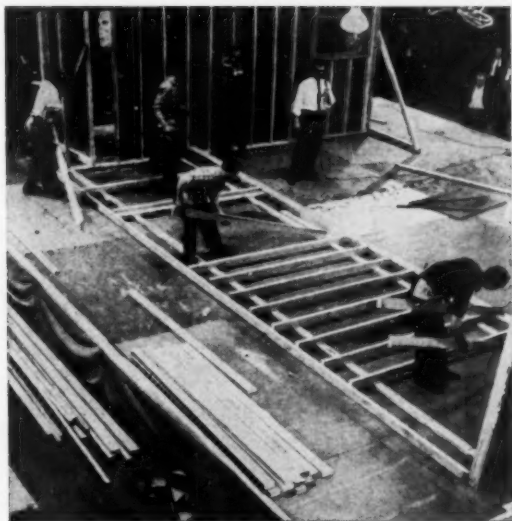


B SHEATHING APPLIED, panel is tilted up into position. Three sides of the house were built in the demonstration, and three different types of siding were used.

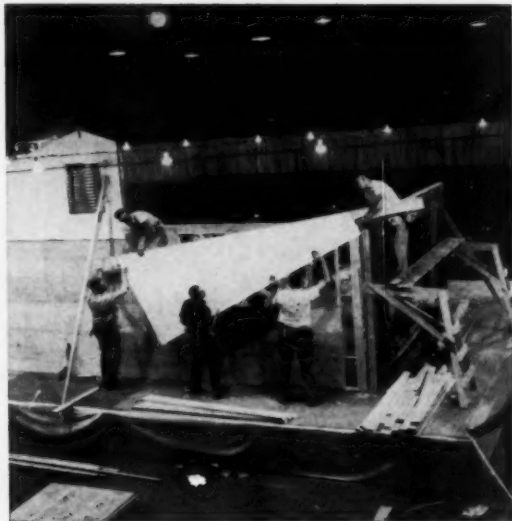


C OPPOSITE WALL PANEL has been tilted up and is held in position by scaffold horses. Window frames are nailed directly to studs, cripples eliminated.

they go up in jig time

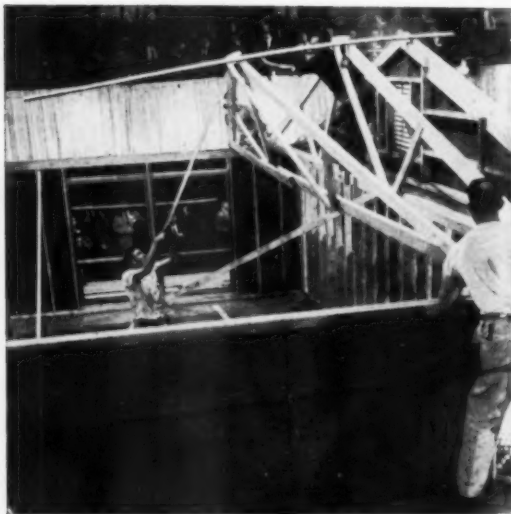


E STUDS are dropped into notches, and shoe and plate are put in place for spiking. Prebuilt plate is two 2 x 6's on edge with a plywood spacing shim between.

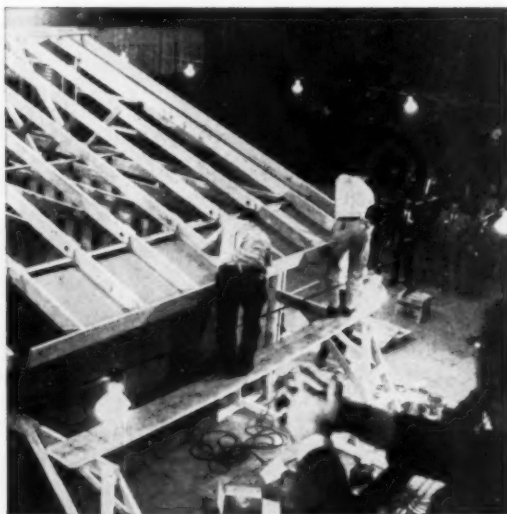


F AFTER REAR WALL is raised, pre-sided and primed gable end is sent up in two sections. Ventilating louver was also installed on the ground.

2. Roof framing: muscle-



A **ROOF TRUSSES** go on as fast as they can be lifted. They are hung upside down from the plates off to the left, moved over and swung upright as they are needed.



B **SOFFIT** is nailed onto the bottom of truss outlookers. It projects slightly beyond rafter ends, fits into a groove in the fascia board, eliminates molding.



3. Utilities: parts,

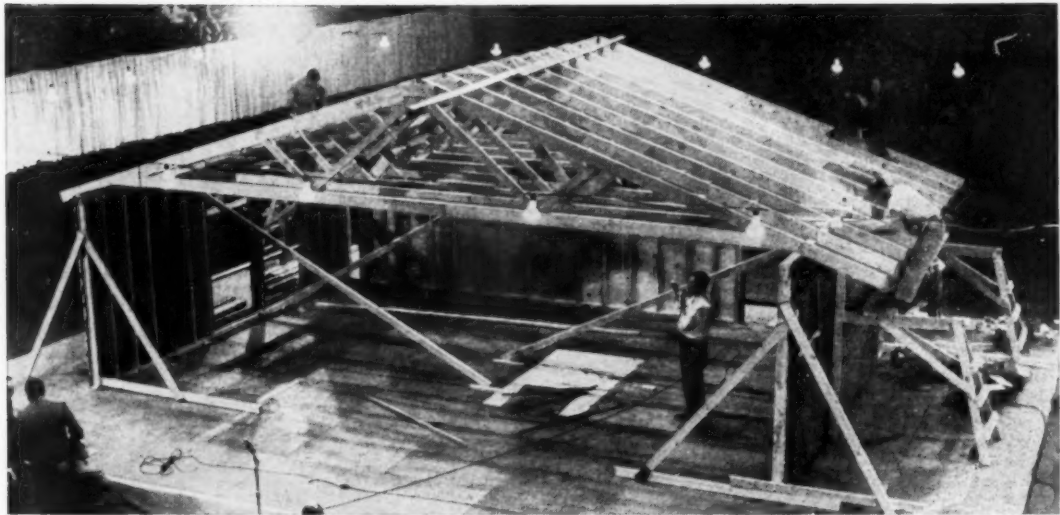


A **FURNACE** has been installed at front of house. Here a new type of duct, insulated with fiber glass, is connected to a warm air outlet in the ceiling.



B **MAST** for electrical service is run up through the overhang, meter panel is set on wall below. This is as far as the roof sheathing and shingling went.

power determines the minutes



C BY NOON, framing is complete. House was left partly open so visitors could see into it; siding was used

only on small areas to save time. Three different types of trusses were used: split ring, nailed, and glued.

not pieces



C PRE-BUILT PLUMBING TREE, mounted in 2 x 6 framing, is installed next to furnace room. Electrician is nailing outlets to the kitchen side of the panel.

BUILDERS ALSO LEARNED THESE FACTS ABOUT COMPONENT CONSTRUCTION

- It's no substitute for careful workmanship; panels and trusses must be accurately squared, positioned and leveled or advantages will be lost.
- There is no one perfect system; the one shown here is fine for a large crew, a smaller crew would be better off with smaller and lighter panels.
- Siding and sheathing should all be put on while panels are flat; if they have to be put on from scaffolding, time is lost.
- Studs, plates, shoes, and everything else possible should be accurately pre-cut before they reach the field. Hammers, not saws, are the vital tools in this type of operation.
- Builders, particularly those in the one-to-twenty class, are eager for more information on pre-built parts.



**Seattle split-level receives top regional
Award Of Merit at NAHB convention:**

How Vaughters solved

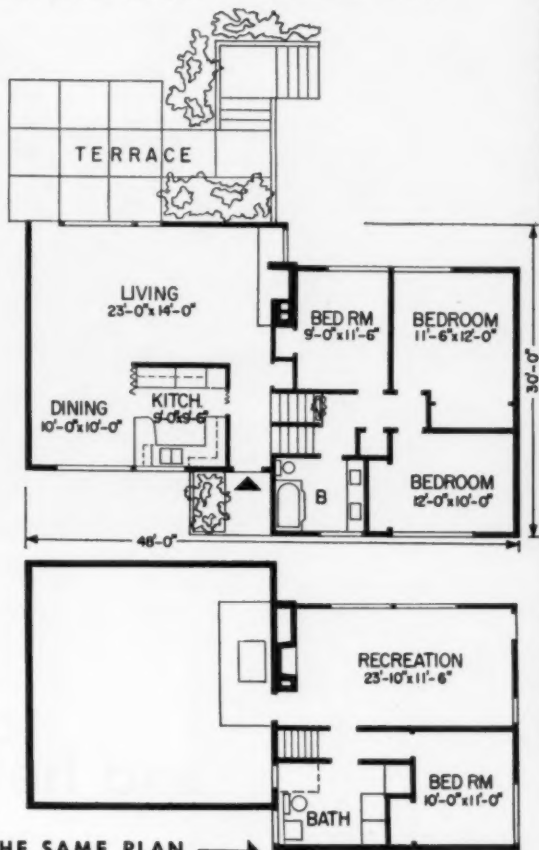
It was easy to vary this house in elevation," says E. B. Vaughters of Seattle, "by simple site-orientation and by relocating the carport from side to front or rear." As the street profile below clearly shows, this idea was so skillfully worked out that it fooled more than one observer into thinking that the houses were all built from different blueprints. Actually, of course, they are based on the same plan.

Vaughters' Seattle subdivision consists of four-bedroom split-levels having "an unembellished and straight-forward appearance," with side elevations (odd-numbered in the profile) almost as interesting as the front. Lots are 75' x 150' have an average slope of about 5' and are finish-graded to retain as much natural ground cover and undisturbed trees as possible.

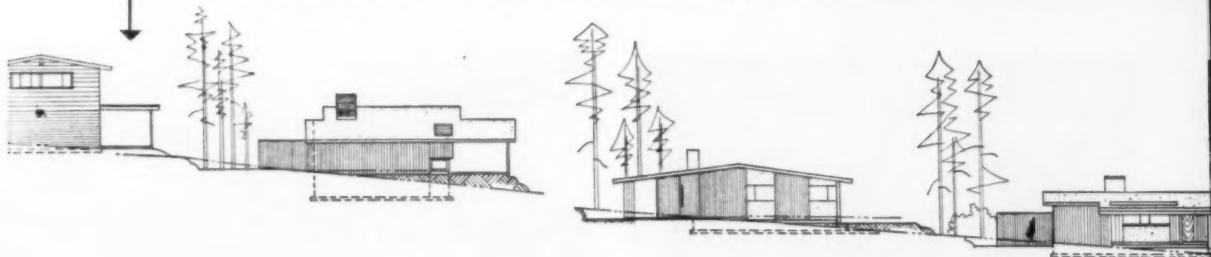


▲ **TWO-LEVEL** design has $1\frac{3}{4}$ " : 12 roof pitch, 3-ply Pabeo built-up roof with marble chip surfacing. Upper level of house stands 5 ft. above brick-walled lower level.

WHILE WINNING top NAHB honors, plan was also cited by Small Homes Council, University of Illinois. Both carpports and terraces (300 sq. ft.) were turned for variety.



SEVEN SEATTLE SPLITS—ALL FROM THE SAME PLAN →



that "look-alike" problem

"I am my own bookkeeper, stenographer, office manager, advertising agent, buyer, seller and job superintendent," says Vaughters. And yet, with a 6-8 man crew, he still manages to build from 20-40 houses a year.

As a do-it-yourself gimmick he roughs in the lower level (fourth bedroom and recreation room) and lets the owner do the finishing. In this way he is able to

deduct \$1,000 from the final sales price of \$17,500, including lot.

"We sold eleven houses from blueprints the first eleven days of January," Vaughters says. He now has enough orders to carry him through 1956.

Vaughters uses tip-up panel construction, a modular plan and simplified window-framing to erect his prize-winning houses.



In Seattle they're talking about this Mercer Island development . . .

ONE OF SEVERAL rear elevations of the house shown on the previous page. Western red cedar siding is used here. Dozer operator was obviously well briefed in preservation of trees, for the landscaping is bush.

. . . and here's how Vaughters



KITCHEN CABINETS are shop built, have mahogany plywood doors. Armstrong's Exelon serves as floor covering. Architect Fulcher's T-section is visible through kitchen window.



FRAMING consists of three 4" x 8" beams and 4" x 14" beam shown here—all on 4" x 4" posts. Rafters are 2" x 6" members on 16" centers. Walls are standard gypsum board.



ALTERNATE REAR VIEW, with concrete terrace, can also serve as front of Vaughters' house. Here vertical siding and asbestos board are used. Fascia board extends 3" above roof, has cant strip to form gutter.

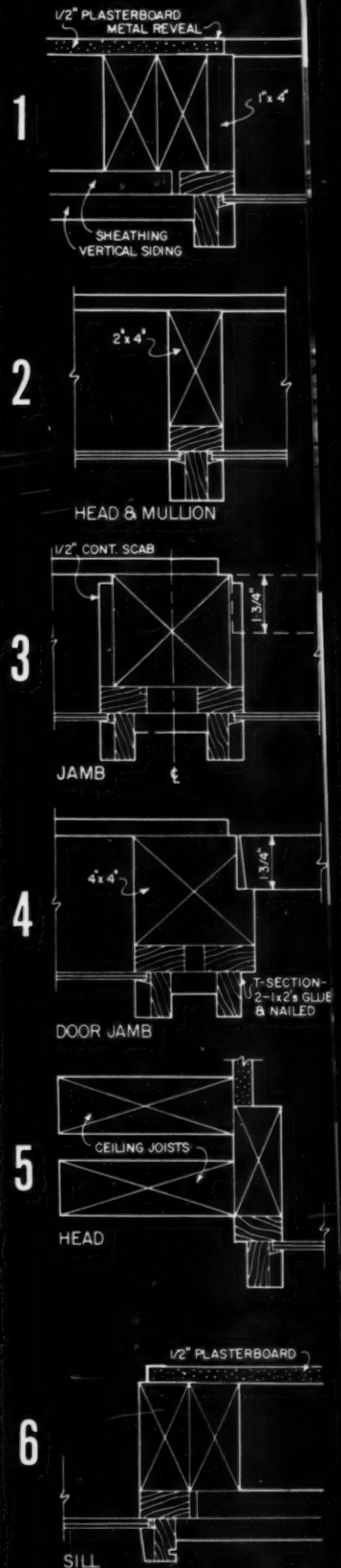
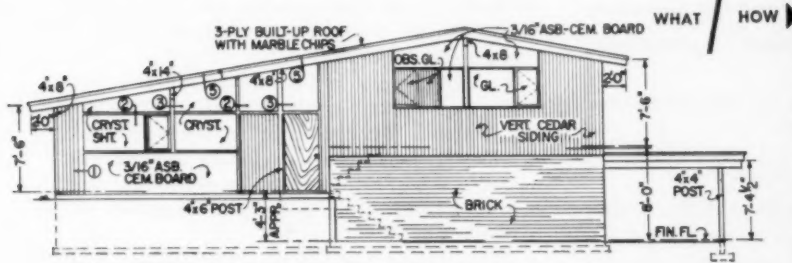
cuts millwork costs

SIMPLE SECTION OF BUILT-UP 1x2'S FITS 20-40 BUILDER'S NEEDS TO A "T"

All Vaughters' windows are fixed—except where a single casement is used. Architect Fulcher has devised a T-section of glued-and-nailed 1x2's which is face-nailed to framing members to form heads, jambs and sills, as shown at right. Glass is then fixed with $\frac{3}{8}$ " stops, making a very neat, inexpensive

section. No milling is needed except where the section is used as sill (detail 6). It's virtually a radial-saw hammer-and-nail operation from beginning to end.

Vaughters says he gets a better finish and better quality lumber than if he were to use a milled section.



"Live better . . . electrically"

Over 40,000 builders, merchants, utility men and editors gathered in 77 cities on Feb. 8 to view a closed circuit telecast opening the electrical industry's home improvement drive. Excerpts of talks follow:

"Unfortunately, most homes going up today are not planned for 1980 living"

EDWARD G. GAVIN, Editor, American Builder

In 1955 construction started on about one million, three hundred thousand new residential units. Everything points to at least a similar number of units this year, next year, and the years to come. The market for new residential units is very much like the market for any other commodity. A man needs a house or an apartment if he acquires a family and for the first time needs

more than just a room, and that's happening more and more.

By 1960 it's expected that the new household formation rate will be so large that we shall have to think in terms of constructing one million five hundred thousand new homes, each year . . . And this should continue for at least the next twenty years. Houses going up today, unless they're properly planned to handle the demands of modern living in 1980, will be "old," with little value by that time. Unfortunately, most homes going up today are not planned for 1980 living, and that's why we urge people to modernize their homes and keep them in a high state of repair.

"Antique electrical standards contribute most to obsolescence and depreciation in the home"

**JOSEPH B. HAVERSTICK, President,
National Association of Home Builders**

I've seen many future home owners start off as bewildered as you were in the beginning . . . and end up that way, simply because they did not have the proper advice and sound guidance you are getting.

We builders have long recognized the fact that antique electrical standards are the factor which contributes most to the obsolescence and depreciation in the home.

Technological improvements in the home are fundamentally powered by electricity . . . and

where inadequate wiring cannot convey it, the house must sicken and die. The difference in cost at the time of building a new house between a substantial wiring system and one which just provides for minimum essentials amounts to only a few cents a day over the period of the average mortgage.

In a recent speech, Mr. Albert M. Cole, Administrator of the Housing and Home Finance Agency, pointed out that more than half of all Americans live in "older areas." Electricity can revitalize and restore these "older areas" . . . and it is the precious ingredient which can assure perpetual youth to new construction. Believe your builder when he tells you that you can't possibly spend that money more wisely on anything which will contribute as much to the abiding comfort and utility of your home.

"Young homemakers will expect enough electricity in their homes to take care of future requirements"

**MISS MARION M. MAYER, Vice President and Executive
Editor, American Home**

Twelve million babies have come on the American scene since 1950. Babies are being born in record numbers . . . one every eight seconds.

If the birth-rate continues like this for the next five years, we can expect about thirteen million more babies by 1960.

In 1950 there were forty-three million households. In the next five years a lot of young people got married. By 1955 five million additional families are in existence. Projecting these figures to 1960, almost seven million more new families will be formed, bringing the total household requirement to fifty-five million.

These young families who are coming into



Techbuilt vacation house going up—see pages 98-99.

MARCH IS YOUR DEADLINE 

Start your vacation houses now . . .

You'll have to start building now if you want in on this summer's vacation house market. Here are some of the facts on the newest and hottest commodity in the home building industry.

THE BUYER

He's one of an increasing number of Americans who are ready and able to spend money on a major luxury. Your job is to sell him a vacation cottage instead of a bigger automobile.

THE HOUSE

It's generally small, simple, inexpensively built. One layer of plywood serves as siding and sheathing, the inside wall is unfinished. There is no heating system, plumbing and wiring are minimal.

THE MARKET

It's split into two main types: the tract house, and the custom house. The latter is usually prefabbed, often higher priced, convertible to a year-round house.

Here's how the two types are handled . . .



Location: it's

To market a whole tract of vacation houses, you need a site so wonderful that buyers forget they're crowded.



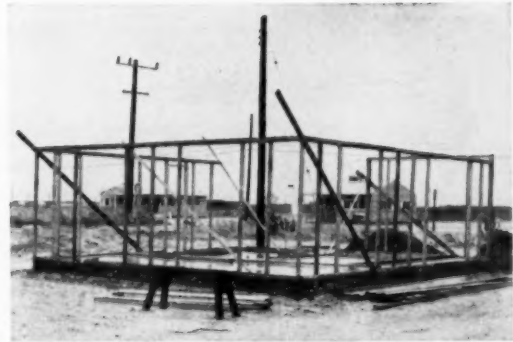
TOP, HOUSES on ocean side of peninsula. Ocean is at the left. Center, map showing Ocean City's location, only 60 miles by parkway from New York City. Bottom, on Bay side, boating channels were dug to houses' front doors.

YOUR VACATION HOUSES continued

← WHAT • • HOW ↓



HOLDING the selling price to under \$3000 takes simplicity of construction, and the sandy site helps considerably. Slab forms shown above are 2 x's set on edge. Sand also permits excellent drainage for septic tanks.



CONSTRUCTION is light—2 x 3's on two foot centers and $\frac{3}{8}$ " plywood siding. Waste must be eliminated; in laying out this house, the builders spent hours planning so that every piece cut off could be used somewhere else.

the payoff in vacation tracts

Give a family some beach to lie on and some water to boat on and they won't worry too much about how many people live around them.

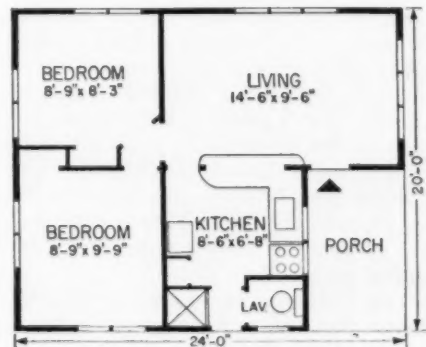
Builders Edward J. Patnaude and Fred A. C. Pearl went this theory one better in building Ocean City. This 3000-house tract sits on a sandy strip of New Jersey between Barnegat Bay and the Atlantic Ocean. To this almost perfect location they added a house for \$2995. Now, ten years later, they have sold about 2500 units, many of them higher priced than that, and they have another three or four years of building left before they run out of land.

Patnaude and Pearl began by selling the 50' by 32' lots the houses sit on, changed their minds midway, and leased the rest on a 40-year basis. Buyers now pay cash for the house (and there are an astonishing number who can), and in effect take out a mortgage on the land, which is fast becoming priceless.

PLAN of two-bedroom house. Next larger size has three bedrooms. Inside finish is held to a minimum; studs and back of plywood sheathing-siding are stained. Owners usually buy bare house, make improvements themselves.



THIS TWO-BEDROOM model is development's biggest seller. The advertising used for the development is limited to that shown on the model, and on a bigger model next to it, proving that location is biggest merchandizer.



HERE'S WHERE PREFABS FIT IN ▶



CENTER PANEL OF GABLE END is dropped into place. Modular structure is clearly shown in this picture; nine panels and two 4 x 4 posts make up the entire front of the house. Girders extend to carry porch roof.

**A vacation house designed
for a custom lot must be
flexible, low in cost,
quickly and easily erected
in any location.**



Techbuilt's typical plans for this house are on page 250.

Prefabs are naturals for

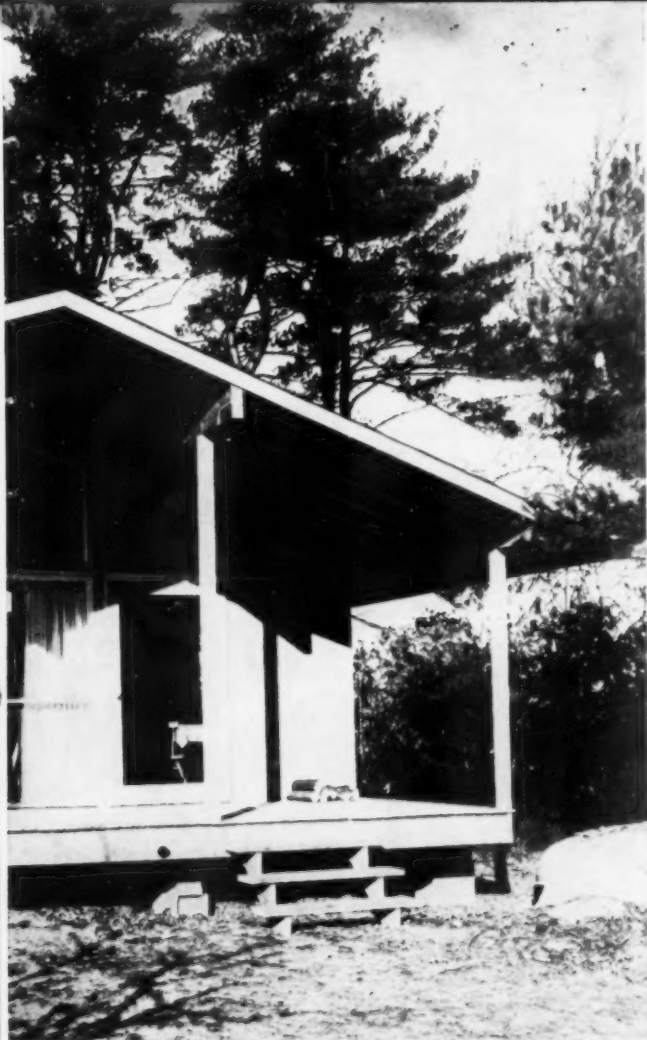
Between the vacation-tract and the custom-built summer mansion there's a vacation market that can best be called a "semi-custom market." It consists of buyers who have found a piece of land they like and want to build a relatively inexpensive vacation cottage on it. Prefabs fit the bill to perfection.

Typical of the prefabbed cottage is the Techbuilt model shown here. In design, it's similar to its big brother, the two-story Techbuilt. In construction, it's basically the same, but simpler. Here's why it fits the semi-custom market like a glove:

- **Low cost.** There aren't very many people who can afford more than four or five thousand dollars for a

vacation cottage, particularly with the present difficulties in getting good financing. This house satisfies that kind of demand. It can also be scaled upward, into higher price ranges, if the buyer wants.

- **Flexibility.** Vacation houses are built both by bachelors who want to go fishing and family men with ten children. This means that flexibility of plan is a must. The Techbuilt house, with its open post-and-beam construction, can be laid out any way the buyer wants. The basic, and smallest, unit is twenty-four feet wide by sixteen feet long, excluding the porch. Using the same width, the length can be increased indefinitely by four feet increments, mak-



FINISHED HOUSE is open and attractive. Porch could easily be screened in. Houses are generally built on piers, but crawl space or cellar also can be used, particularly if the house is to be converted later to year round use.

vacation houses

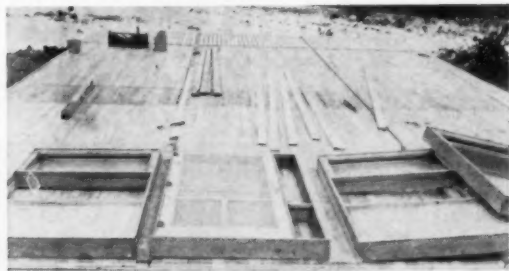
ing the job easy for builder and buyer alike.

- Ease of erection. Vacation houses are generally built in out of the way spots, often during the winter. To run an economical operation under these circumstances, a builder must cut on-site labor to a minimum, get his house under cover as quickly as possible so the weather doesn't eat up his profit. Using the Techbuilt package, plus some locally bought supplies like roof shingles, the house can be put under cover in two days by a crew of four to six men.

Another angle: The house is standard frames, 2 x 4's on sixteen inch centers, making it easy to convert it later to a year round house.

MARCH 1956

FIRST DAY, MORNING ▼



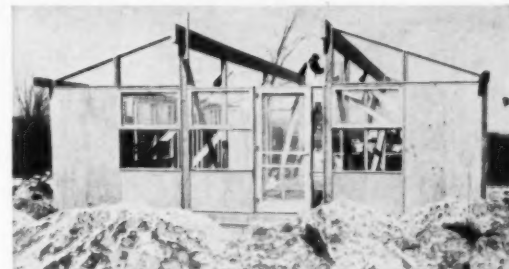
FLOOR PANELS are laid, supported by two girders on eight foot centers running the length of the house. Heavy boards at top are the porch floor. This house is built on crawl space, might just as well be built on slab.

FIRST DAY, AFTERNOON ▼



WALL PANELS are laid out on the deck, and start to go up. Panels are four feet wide, easily handled by two men, or one in a pinch. They are tacked down until all are in place, leveled, then nailed solid.

SECOND DAY, MORNING ▼



ROOF BEAMS AND PLATES are sent up and spiked in place, gable end sections installed. In this house, lower part of window panels and center gable section are solid plywood, could just as easily have been glass.

SECOND DAY, AFTERNOON ▼

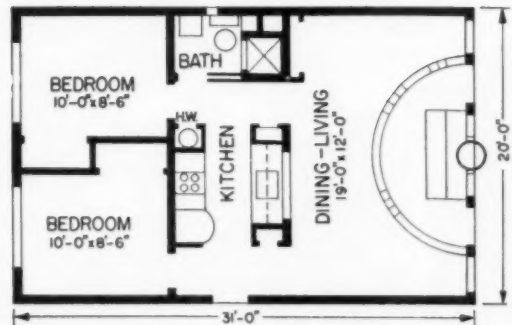
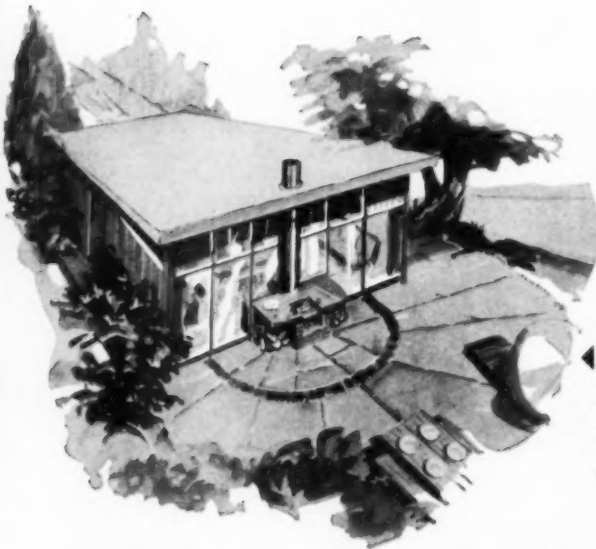


RAFTERS, PRE-CUT AND NOTCHED, are nailed on, followed by the roof sheathing. By the end of the second day, roof will be closed in and roofing paper applied, making the house tight to the weather.

AND SOME CUSTOM COTTAGE IDEAS ►

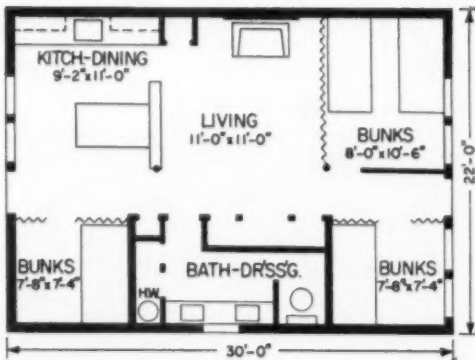
VACATION HOUSES continued

You can cut your teeth on these



FOR THE BUYER who is completely individualistic, only a custom designed and built vacation house will suffice. This one, and the two that follow, are typical of the small cottages that might fill the bill. This one is the simplest, with its easy-to-frame shed roof. Note the position of the fireplace, set to heat the large glass area.

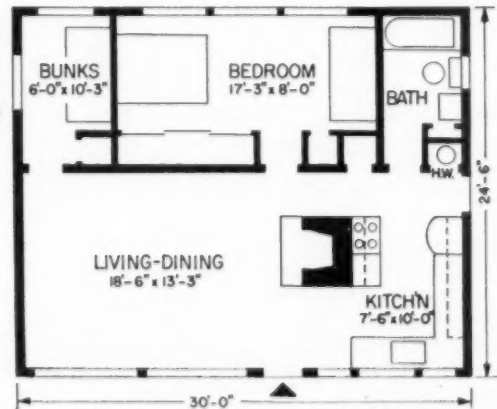
Designed by Robert Jorgensen, Edmonds, Wash.



MORE IMPORTANT than comfort in a vacation house is the space to crowd in many people if the occasion demands. This model is deceptive in its small size; with only 660 square feet, it can sleep eight people if double tiered bunks are used. During the day the curtain dividers can be pulled back, leaving one large living area.



THIS HOUSE, with its butterfly roof, would be the most difficult of the three to frame. It is also the most unusual looking. The custom builder who works in an area where vacation houses are popular should have on hand several plans like these to provide a starting point for prospective customers who aren't sure of what they want.





BALCH'S PRICE AND STYLE SETTER FOR \$14,000

It's a 1070 sq. ft. house with a "look ahead" luxury air, built
in Seattle by a man who has always led the procession.

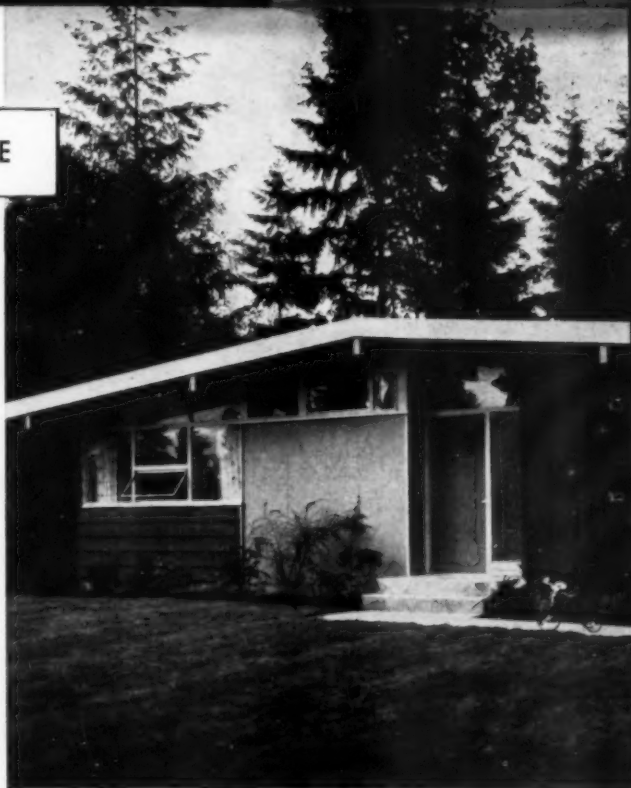
American Builder now brings you complete details and blueprints . . .





1 COST SAVER PLAN is a simple rectangle with chimney and heating plant located in exact center, providing good circulation around the center hall of house.

2 LOOK-AHEAD air is in popular new trend, with redwood, plywood and glass exterior. Long low roof line over garage makes it look big; fascia helps, too. ▶



Ten big ways to keep



AL BALCH

Al Balch of Seattle is known by friends and competitors as a man who likes to keep out ahead. He has pioneered many new types of homes, developed many successful subdivisions. This house is one of a group designed for him by architect John

Ridley, and demonstrates some of the latest thinking of both architect and builder.

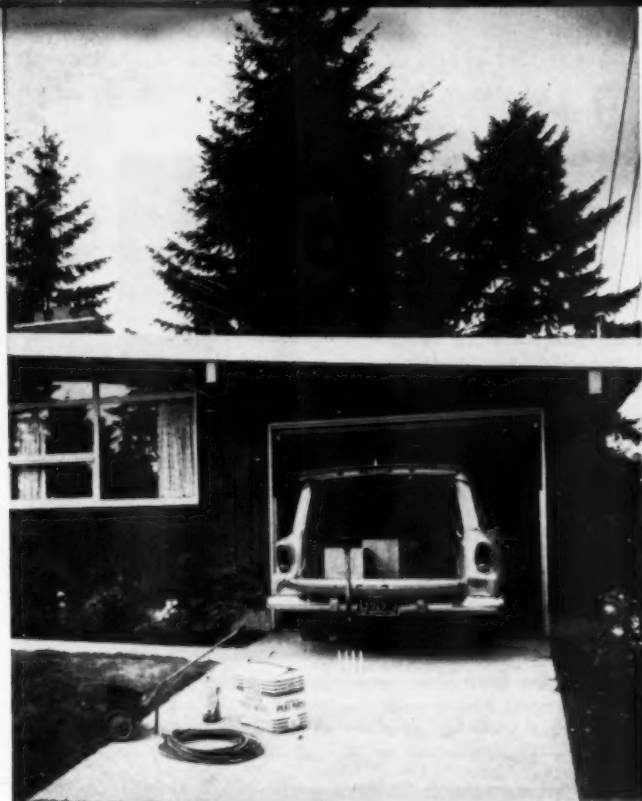
Despite a floor area of only 1070 sq. ft. (excluding garage), it looks remarkably spacious inside and out—partially because of the broad roof line. Balch sells this basic plan for from \$13,250 to \$14,000, on 100 x 150 ft. lots.

The exteriors are colorful and striking. The window placement, sloped ceiling, post and beam construction are worth noting. There's forced warm air, Minneapolis Honeywell Moduflow controls, Briggs bath fixtures, Armstrong linoleum, Hotpoint range, Nutone fan.

(For complete one-quarter inch working plans, write: American Builder Home Plans Service, 30 Church Street, New York 7, N. Y.)



4 4 x 10 BEAM through center carries wide, sloping roof-ceiling. The chimney works as both divider and unifier for the kitchen and dining areas.



3 **BIG WINDOWS**, sloping ceiling and open plan help make 19 x 12 living-dining room appear even more spacious. Handy door leads to back terrace.

your houses ahead of the game



5 **BUILT-IN** table and mahogany louver screen add to kitchen appeal. Plan gives added space, as shown in view from the kitchen to dining end of living room.



6 **FAMILY KITCHEN** is light, cheerful. The 12 x 12 ft. room includes built-in range, table, birch cabinets, laundry, 7 ft. window and door connecting to garage.

FOUR MORE REASONS, PLUS A BLUEPRINT ▶

BLUEPRINT HOUSE continued



7 **CEILING-HIGH** windows make all the rooms light and airy. This child's room is only 9 x 13, but the high sloping ceiling makes it seem much bigger.



8 **DOUBLE DUTY** rooms help sell a small house, for all the space has to work overtime. Here the 8 x 9 ft. "extra" room has television set placed in closet.



9 **THE OUTDOORS COME IN**, with this window-wall which separates living room from the back terrace. Balch recognizes trend towards indoor-outdoor living.



10 **LATEST EQUIPMENT**, as in this bathroom, is used throughout the house. Gable end window solves the problem of placement of bathroom accessories.

QUANTITY LIST OF MATERIALS

John Ridley, Architect

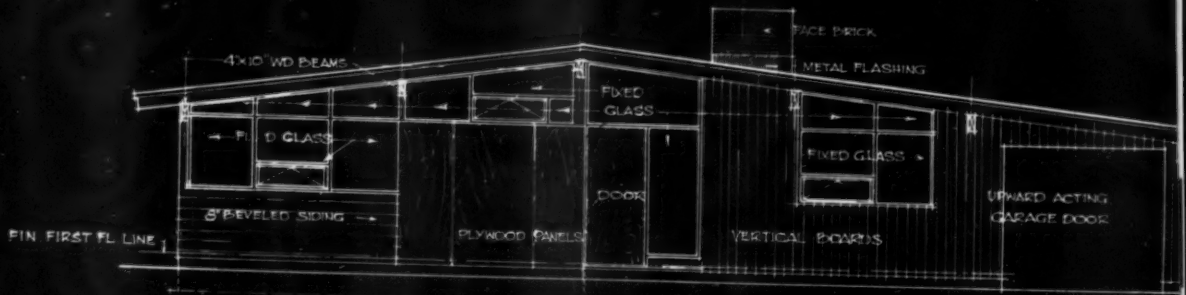
GENERAL INFORMATION

House — Type	frame
Area	1,070 sq. ft.
Cube	11,770 cu. ft.
Garage — Area	215 sq. ft.
Cube	1,935 cu. ft.
Porch — Area	21 sq. ft.

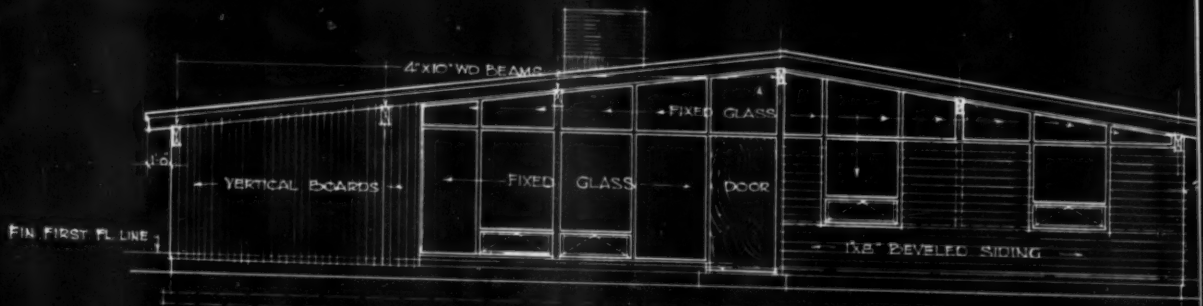
CONTINUED ON PAGE 256

**AMERICAN BUILDER
BLUEPRINT HOUSE**

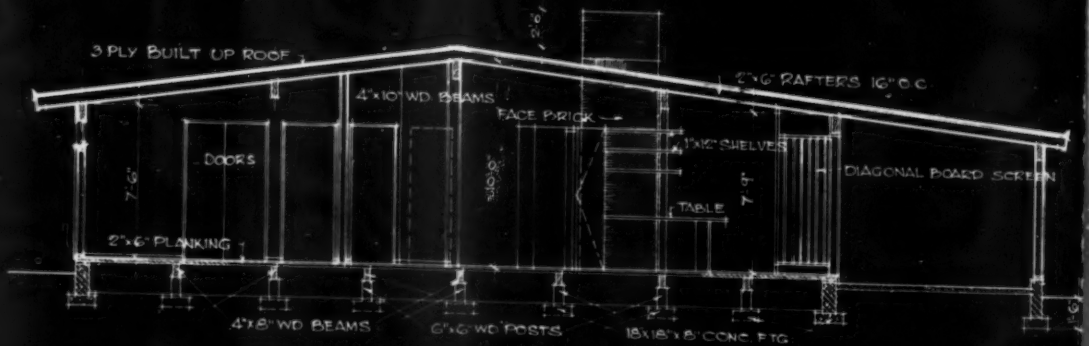
229



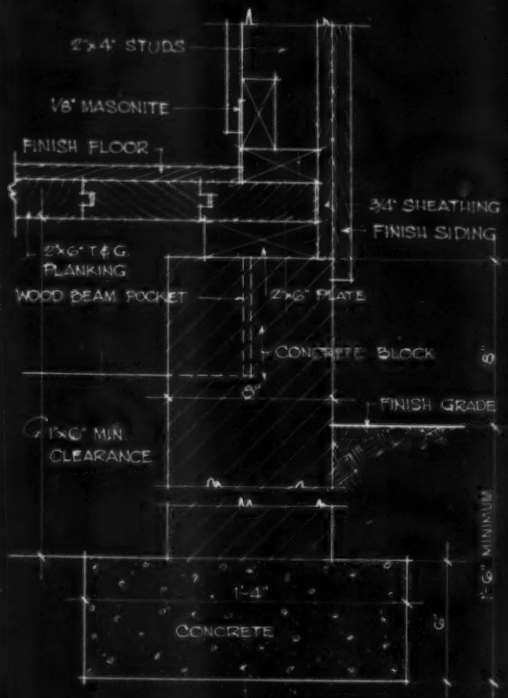
FRONT ELEVATION . . .
SCALE 1/8" = 1'-0"



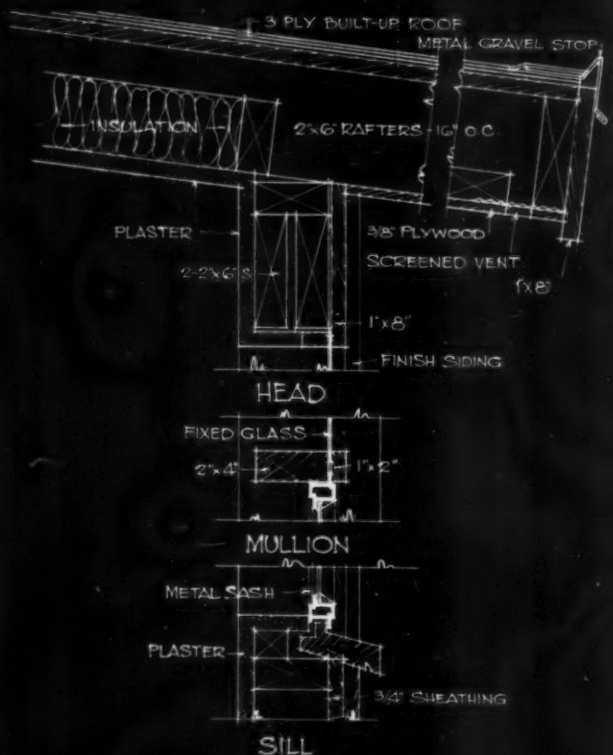
REAR ELEVATION . . .
SCALE 1/8" = 1'-0"



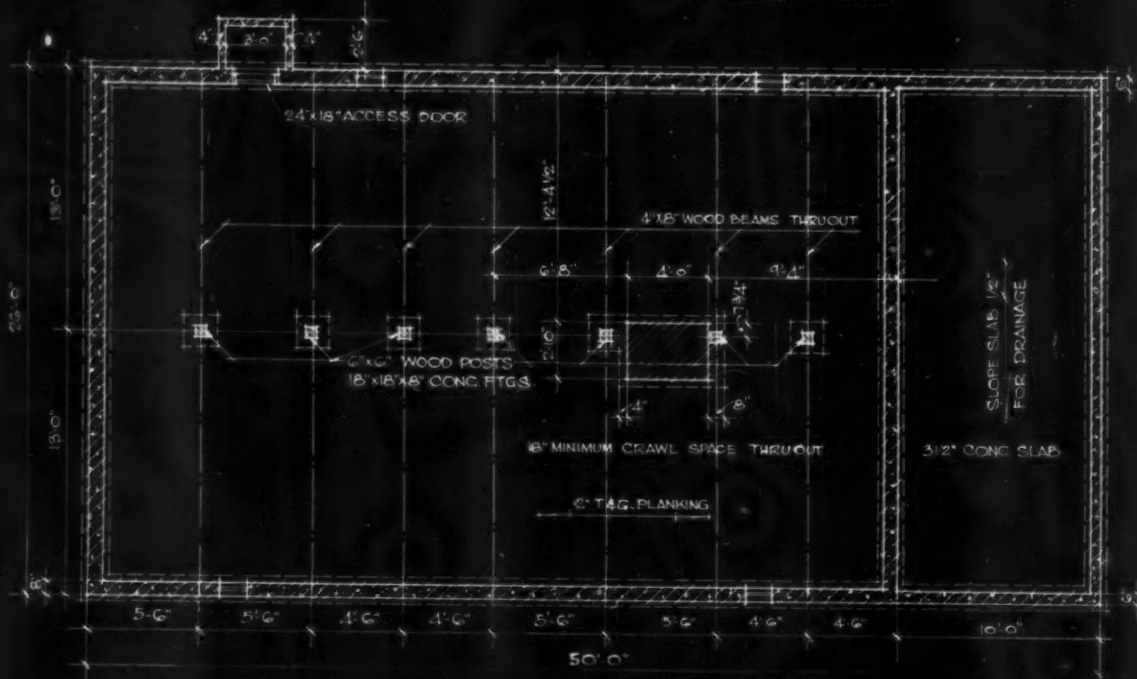
SECTION . . .
SCALE 1/8" = 1'-0"



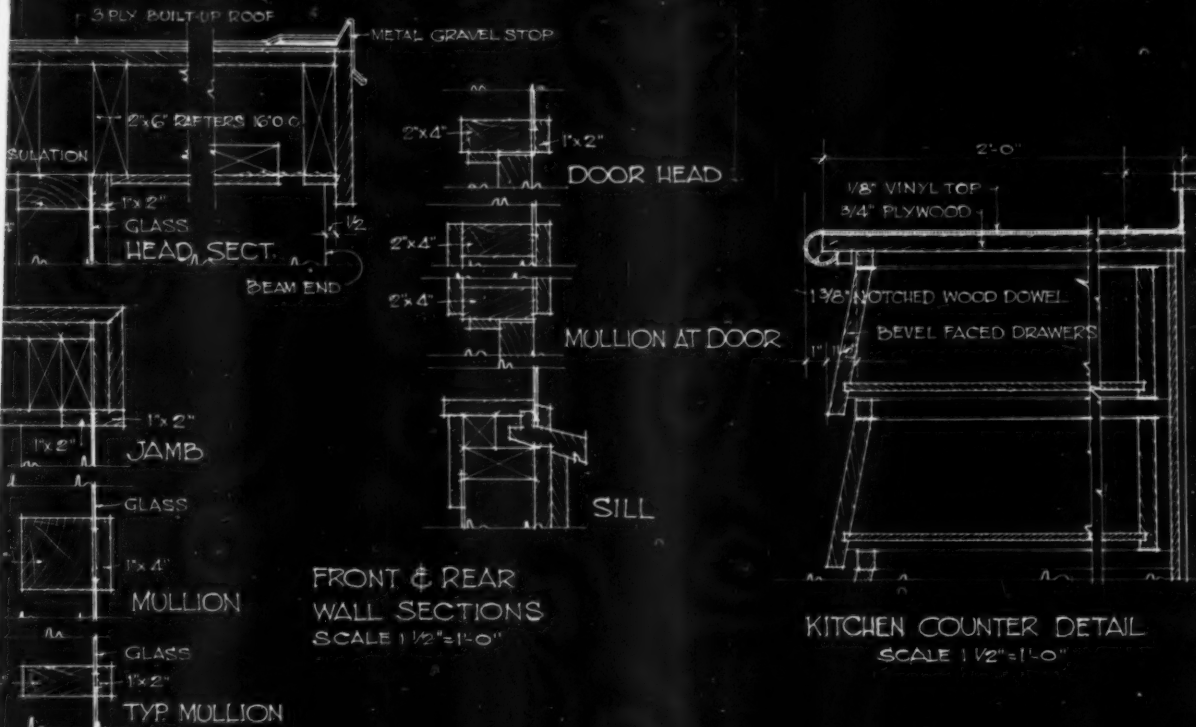
FOUNDATION DETAIL
 SCALE 1 1/2" = 1'-0"



END WALL DETAIL
 SCALE 1 1/2" = 1'-0"

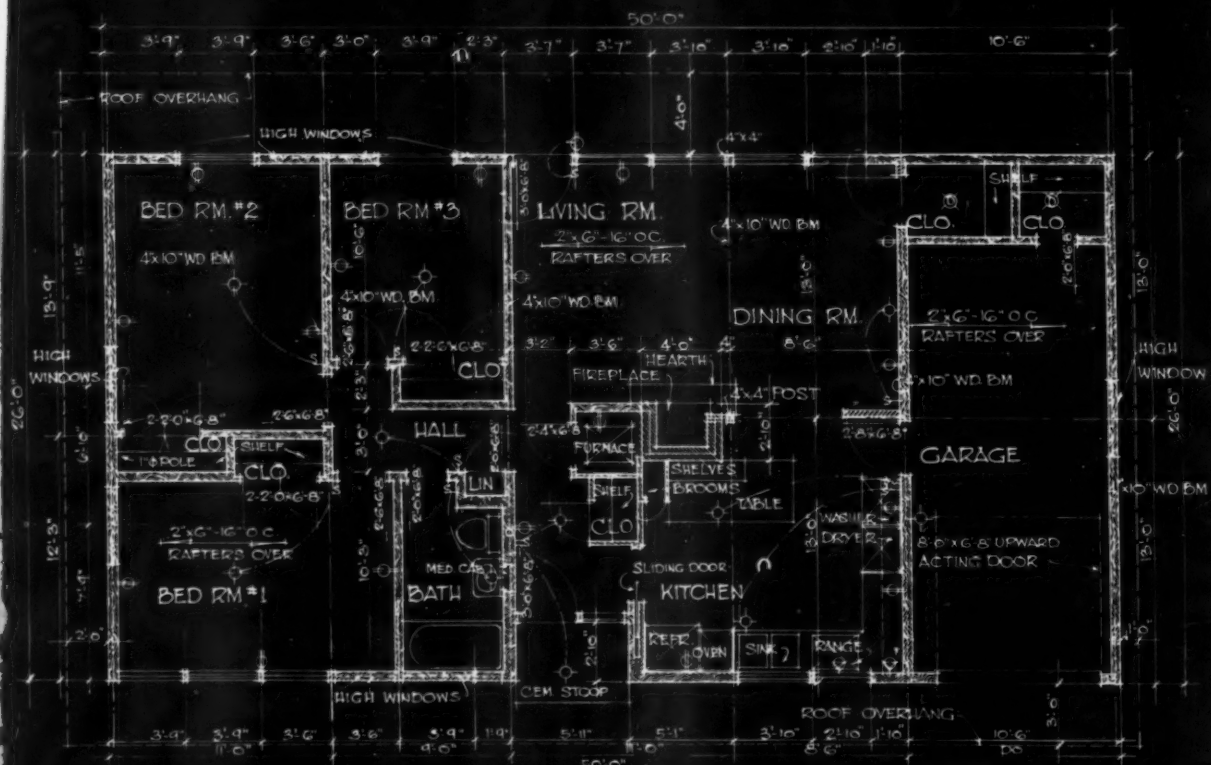


FOUNDATION PLAN
 SCALE 1/8" = 1'-0"



FRONT & REAR
WALL SECTIONS
SCALE 1/2"=1'-0"

KITCHEN COUNTER DETAIL
SCALE 1/2"=1'-0"



FIRST FLOOR PLAN
SCALE 1/8"=1'-0"

NOTE: INTERIOR DOORS 1 3/8" THICK
EXTERIOR DOORS 1 3/4" THICK

DESIGN No. A.B. 229

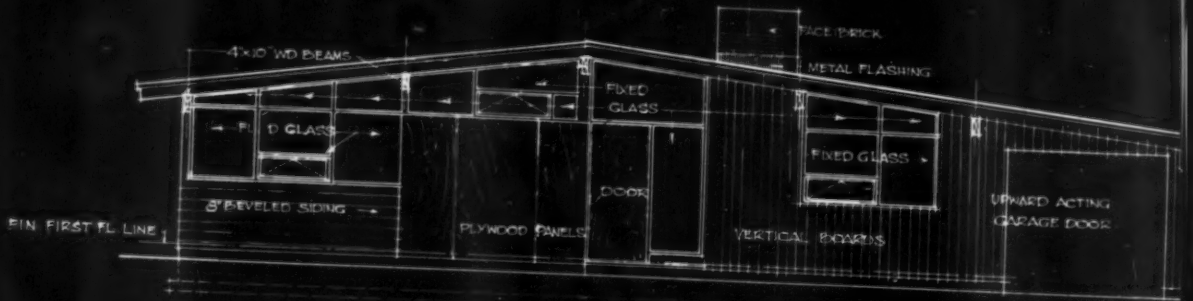
AMERICAN BUILDER BLUE PRINT SERIES

DESIGNED BY

JOHN RIDLEY
SEATTLE WASH.

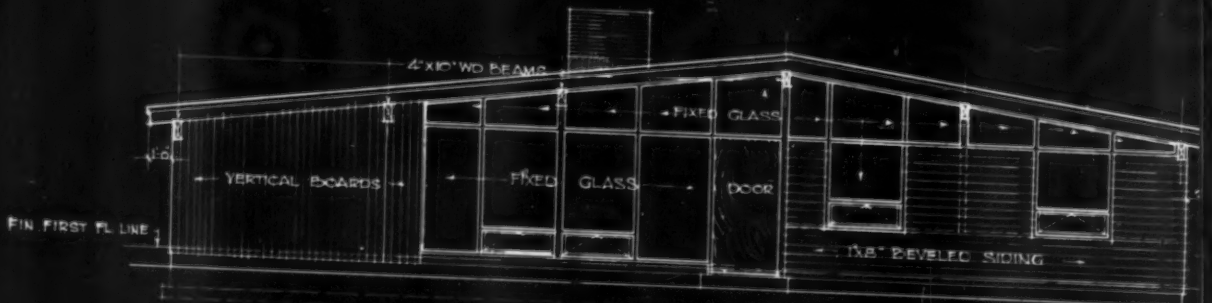
ARCHITECT

Simmons-Boardman Publ. Corp. 30 Church St. New York 7, N.Y.



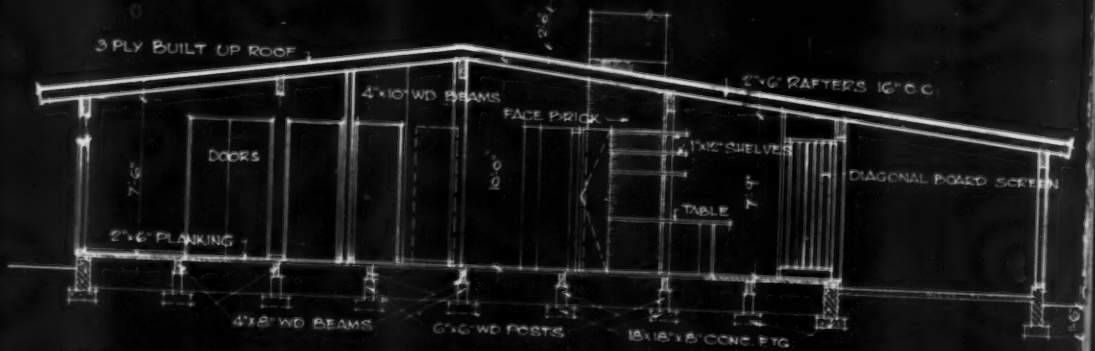
FRONT ELEVATION . . .

SCALE 1/8" = 1'-0"



REAR ELEVATION . . .

SCALE 1/8" = 1'-0"



SECTION . . .

SCALE 1/8" = 1'-0"

Lu-Re-Co looks ahead:

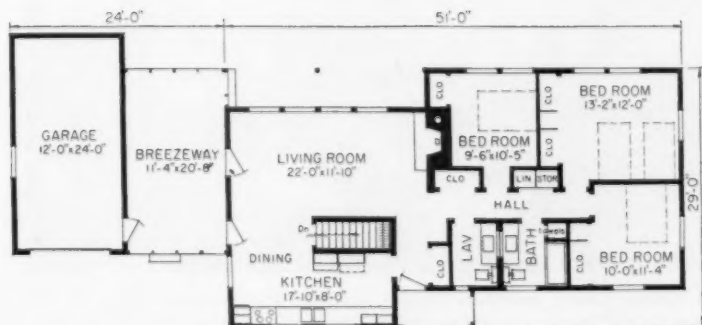
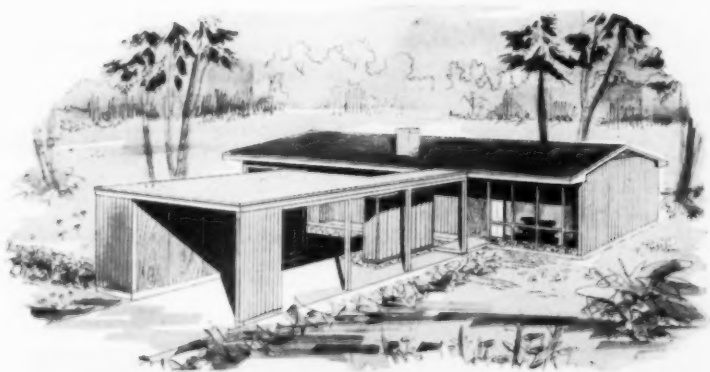


OPEN PLANNING of kitchen, dining, living and family areas shows typical Keck treatment. Absence of interior partitions cuts costs, makes for easier furniture arrangement.

DESIGN NO. W-P-15

George Fred Keck, Arch.
Chicago, Illinois

LARGE GLASS AREAS are featured in this modern house. While roof is a flat-top, it's easy adaptable to a 3:12 pitch. Covered walkway and outside storage are part of the carport.



BREEZEWAY-GARAGE combination and overall conservative appearance make this an ideal plan for many dealers-builders. House has bath and half, three bedrooms, good circulation in all areas and large living room.

LETTER TO THE EDITOR

(special delivery)

Edward G. Gavin, editor
American Builder

Dear Ed:

We see by the papers that the National Association of Home Builders has paid you the highest compliment it has ever paid the likes of an editor. And before you fire us for insubordination in printing this page without your knowledge, we'd like to ride on the coattails of NAHB and give you a citation ourselves.

In the first place, we've got to hand it to you for being the unchairboundest editor on record. The only dust on you is the dust on your chair when you're off storming up and down some far-away place in the interest of homebuilding. (Chances are you'll read this standing up, or in some airline or train.)

In the second place, we like the way you make and hold friends—the biggest and most loyal crowd of builders, lumber dealers, building manufacturers and industry leaders anyone has anywhere. The only reason why every one of our 105,790 subscribers (count 'em) doesn't know you personally is that there just aren't enough days (or nights) in the year for you to

visit every town in the U. S.

We admire the way you go into action when there's something serious threatening our industry—the way that telephone of yours keeps buzzing, day and night, until some course of action evolves. We've seen you get some mighty important programs rolling—such as National Home Week—and we know you are busier than ever right now helping get some others off the ground.

As for those speeches of yours—well, we've heard you bring dead meetings to life and heard comments on what you said for months afterward; believe us, we know what your speeches mean to builders.

That's why we especially liked Earl Smith's words when he called you, "the most able spokesman in our industry today—one of our finest friends—counselor—and supporter."

—Sincerely, The STAFF

P. S.—Amen, amen.

—ARTHUR J. MCGINNIS, publisher



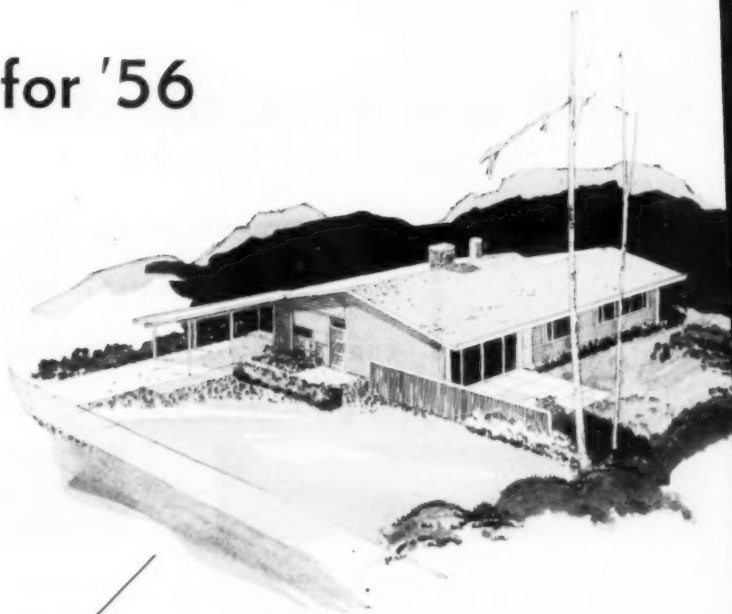
"Friend—counselor
—spokesman for the
builders of America."



ED GAVIN, Editor, American Builder, receiving Distinguished Service Award from Earl W. Smith, retiring president, National Association of Home Builders.

3 new plans for '56

TWO-BATH, 3-bedroom house by Yost has large family room opening onto a terrace. Outdoor storage acts as screen for terrace. Galley kitchen is similar to Keck design but is smaller. House is designed for a basement.



MODERN RANCH features moderately pitched roof—actually a good compromise between two other designs. Yost has specialized in ranch houses for years, has been retained by such organizations as Lu-Re-Co and West Coast Lumberman's Association.

DESIGN NO. W-P-16

L. Morgan Yost, Arch.
Kenilworth, Illinois

DESIGN NO. W-P-14

Bertram Weber, Arch.
Chicago, Illinois

LUMBER DEALERS may order plans for this house, as well as for other two houses, from Lu-Re-Co's distributor, National Plan Service, Inc., 1700 West Hubbard Street, Chicago 22, Illinois.



What are your plans for '56?

How many new houses will you build in 1956? As many as last year? More? Less? Here's what builders in your group expect 1956 to bring, according to our latest survey . . .

OF THOSE WHO BUILT ONE TO TEN HOUSES IN 1955 . . .

33% expect to build the same number of houses in 1956.

... 17%	expect to build	one	additional house in 1956.
... 13%	" " "	two	" " houses in 1956.
... 7%	" " "	three	" " " "
... 5%	" " "	four	" " " "
... 2%	" " "	five	" " " "
... 7%	" " "	six to ten	" " " "
... 5%	" " "	eleven or more	" " " "

... 11% expect some decrease in 1956.

OF THOSE WHO BUILT ELEVEN TO TWENTY-FIVE HOUSES IN 1955 . . .

25% expect to build the same number of houses in 1956.

... 5%	expect to build	one	additional house in 1956.
... 3%	" " "	two	" " houses in 1956.
... 11%	" " "	three	" " " "
... 8%	" " "	four	" " " "
... 7%	" " "	five	" " " "
... 14%	" " "	six to ten	" " " "
... 11%	" " "	eleven or more	" " " "

... 16% expect some decrease in 1956.

OF THOSE WHO BUILT TWENTY-FIVE TO FIFTY HOUSES IN 1955 . . .

20% expect to build the same number of houses in 1956.

... 4%	expect to build	two	additional houses in 1956.
... 4%	" " "	three	" " " "
... 2%	" " "	four	" " " "
... 4%	" " "	five	" " " "
... 13%	" " "	six to ten	" " " "
... 29%	" " "	eleven or more	" " " "

... 22% expect some decrease in 1956.

OF THOSE WHO BUILT MORE THAN FIFTY HOUSES IN 1955 . . .

14% expect to build the same number of houses in 1956.

... 7%	expect to build	one to five	additional houses in 1956.
... 1%	" " "	six to ten	" " " "
... 4%	" " "	eleven to fifteen	" " " "
... 3%	" " "	sixteen to twenty	" " " "
... 11%	" " "	twenty-one to fifty	" " " "
... 13%	" " "	over fifty	additional " " " "

... 46% expect some decrease in 1956.

Builders think that 1956 may be an even better year than 1955, both in starts and in remodeling. Prospects look especially good for small and medium-sized custom builders, according to a new American Builder survey, and any decline in '56 starts will be mainly in large-volume, low-price tracts.

Survey returns were broken down by the size of the builder's 1955 business. Here are the results:

- Only 11% of the one-to-ten house builders expect to build fewer houses in 1956.
- 16% of 1955's eleven-to-twenty-five house builders expect to build fewer houses this year.
- 22% of builders in the twenty-six-to-fifty house class expect a decline this year.

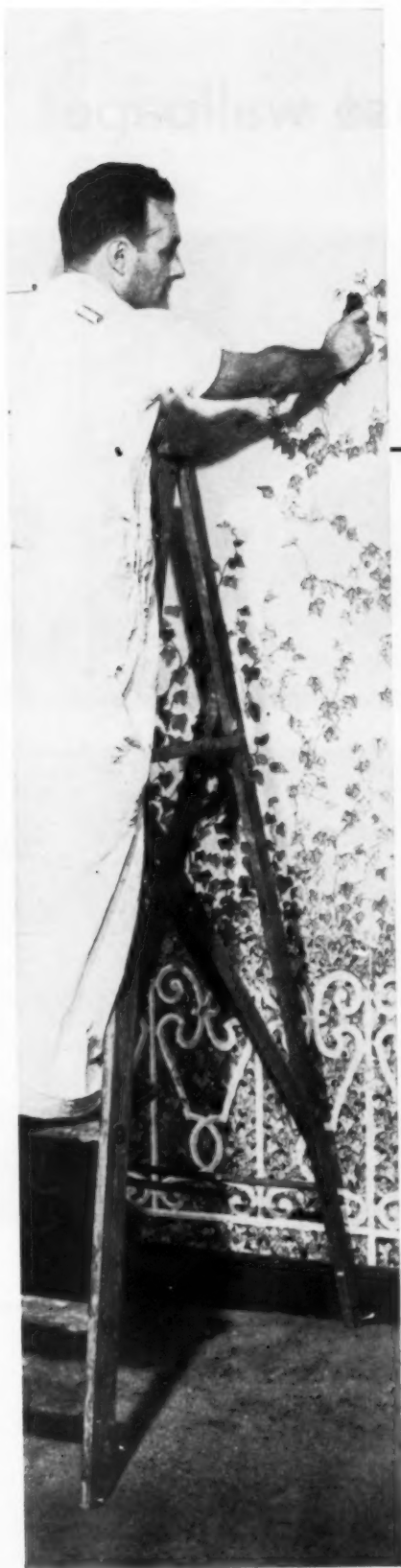
- 46% of the builders in the over-fifty class expect fewer starts in 1956.

Builders were also asked: *What is the average value (excluding land) of the one-family houses you built in 1955?* Here's what the builders said:

- The median price of a home was \$15,000.
- Less than 5% sold homes for under \$10,000.
- 23% were building houses for \$20,000 or more.
- 1% were in the \$50,000-and-up market.

In answer to a question about expected remodeling business in 1956, as compared with last year:

- 46% of the builders expect an increase in 1956.
- 45% expect remodeling business to remain steady.
- Only 9% of the builders expect a decline.



How to make wallpaper work overtime

As competition gets keener, builders rely more on custom touches. On tough battlegrounds like Long Island, where they must leave a lasting impression on a prospect who's shopping around, builders have therefore gone in heavily for wallpaper—often in every room. Elsewhere, builders have learned that even a single wall in a dinette can impress a buyer as something extra-special.

Wallcoverings in model homes are effective in other ways too. They bring a house alive and show it at its lived-in best; they also help the prospect imagine herself the actual owner of the house, and give her ideas on what more to do.

The wall covering industry is making two main bids for builder interest: with technical progress (wet-strength and scrubbable papers, plastic facings and fabrics), and with market research on color and pattern trends. Some builders' responses are charted on the next few pages.

ADVANTAGES TO THE BUILDER:

- quicker finish with dry-wall construction (there's less need for superfine taping and sanding of joints);
- less harm to walls by trades coming in to work later;
- impression of greater room size resulting from a well-chosen pattern;
- demarcation of dining and family room areas in open plan;
- rich and subtle effects obtainable with special scenes and murals in combination with model furniture.
- easy switch in color of pattern offered, to harmonize with home-buyer's furniture.

ADVANTAGES TO THE BUYER:

- opportunity for custom decoration at no extra cost, for individual wall treatment distinct from neighbors in a subdivision;
- professional decoration advice from store supplying paper;
- variety in choice for best setting-off of furniture;
- flexibility in changing individual walls without entailing full-scale redecoration.

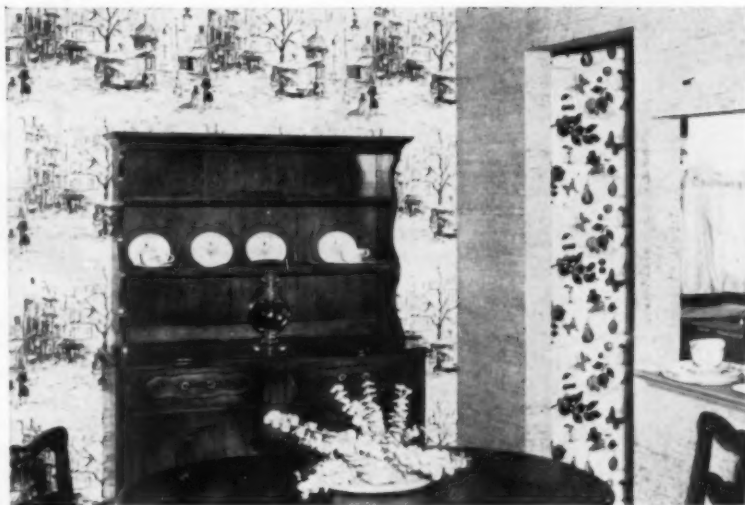
HOW BUILDERS ARE USING WALLPAPER

How builders use wallpaper



"WE USE WALLPAPER IN EVERY ROOM. FOR SMART MERCHANDISING AND FAST TURNOVER YOU CANT BEAT IT."

Lawrence Elkind calls wall coverings a must for a successful builder. This dining alcove of his Briar Point, Long Island, development has its distinct atmosphere. "Sales figures prove wallpaper makes our \$10-15,000 homes look like a million." Elkind builds about 1,000 houses a year.



"THE JUDICIOUS USE OF WALLPAPER LENDS A CERTAIN AMOUNT OF TONE AND COLOR WHICH APPEAL TO BUYERS."

Russel S. Wilkinson, Memphis builder-realtor, says ladies like to pick up both patterns and colors from wallpaper for draperies, slipcovers and rugs in bedrooms, den and dining room. In kitchens of \$11-14,000 houses, the problem space above cabinets comes alive with a dynamic pattern.



. . . MORE TIPS FROM BUILDERS ON HANDLING WALLPAPER

- "We use wallpaper as a basic guide . . . for owners with no special color plans of their own." John Colby, N. Hollywood, Calif.
- "Most of my customers go well over their allowance and buy the

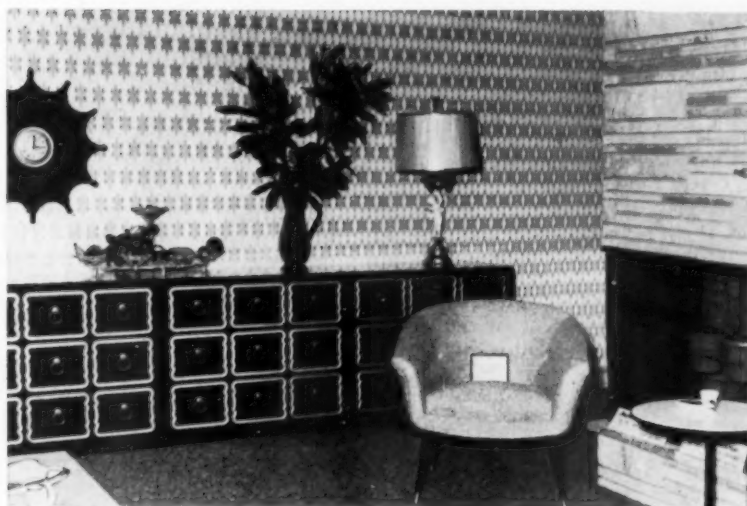
more expensive papers. Fabrics to match are also popular." Lusk Corp., Tucson, Arizona.

- "Papers lend character and help define certain double-function rooms." C. Orth, Portland, Ore.

- "Wallpaper gives fewer production problems." Madway Const., Wayne, Pa.

- "Our purchasers like the idea of making their own choice throughout house." Emanuel Spiegel, N. Y.

to make a house look "bigger"



"A SMALL HOUSE WITH BIG ROOMS IS NO JOKE WHEN PROSPECTS WANT JUST THAT. WALLPAPER IS AN ANSWER."

Harry Poushter of Syracuse finds that square rooms can be given a feeling of depth with well-chosen paper, as in this living room of his entry in last year's Parade of Homes, sold at \$38,000. Paper also helps give continuity between rooms, and customers like color and texture.



"IT COMPLETES THE LIVED-IN LOOK THAT APPEALS TO PROSPECTIVE BUYERS AND HELPS SELL HOUSES."

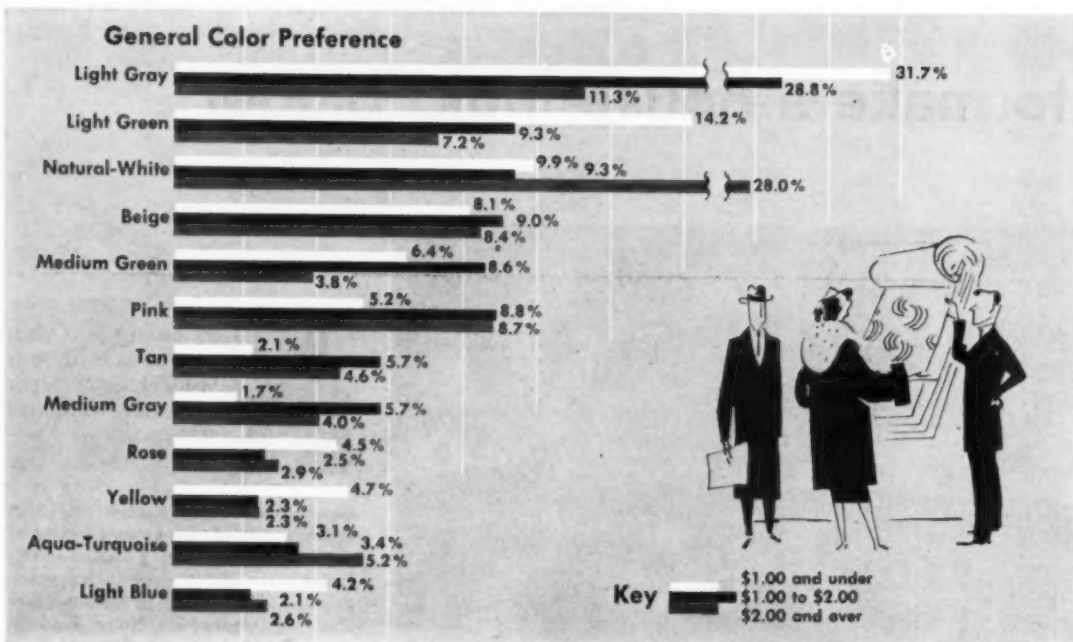
Thomas Romano offers as proof this transitional bedroom in his \$16,390 Catalina model in Birchwood City, Washington, D.C. His decorator, John Abbate, says, "Good decorative wallpapers are the most practical means for the builder to increase the value and prestige of his model home."

... TIPS FROM EXPERTS ON DECORATING TRICKS

- Patterns you can "look through" to an empty background will make a room seem larger. So will patterns which carry the eye to the corner, as the diamond design in living room above.

- Scenic views push walls back.
- In warm climates cool blues, greens and grays are better than warmer browns and yellows.
- Fabric-backed coverings now are plastic-coated for more wear

(Super Sanitas; Wall-Tex' Guard).
 • And better put a coat of sizing on bare wallboard so you can tell buyers they can remove paper later. (Wallpaper Council, 509 Madison Ave., N.Y.C., has more tips.)



Surveys give you a head start on

Builders no longer need buy blind: year-to-year-surveys show trend to light colors and texture papers at every price level

Some builders toss the whole decorating problem into a pro's lap and let him (or her) follow some deep artistic urge. But if you decorate your own model houses you'll find the chart above of some practical interest. It shows the sales percentage of the dozen most popular wallpaper ground colors, as reported by Faber Birren of American Color Trends.

The first six colors account for almost 75% of all sales, and any one of them is a safe bet for a model—provided always that you take local quirks into account (your local dealer will know). For long-term planning it's a good idea to ride the trend in color popularity. Two methods help predict a color's future: compare its present state with previous years' figures; and note how it's going in the higher price brackets (fashion "trickles down").

Look at the history of natural-white: ninth place in 1954, with 5% of total sales; fifth in 1955, with 3.9%; now third, with 9.6%. Also the chart shows it

is top seller in the expensive line, so its mass sales are expected to grow for some years.

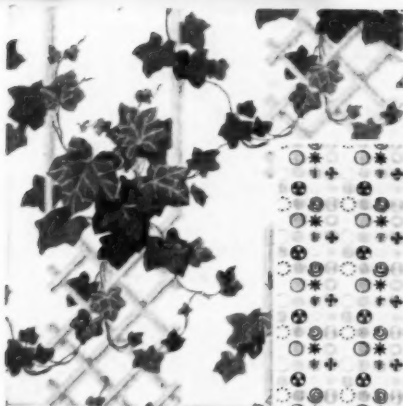
But light gray, still growing in the mass bracket (17.6% in 1954; 21.3% in 1955), has reached a saturation point and is going out in high fashion. Light green is dropping off slightly. Beige, tan, medium gray, yellow and light blue are steady. On the rise are pink, aqua-turquoise and, now hitting the mass field, gold—as a design color, not a ground.

In design, textures are leaping into prominence, from 16.7% of sales last year to 33.2% now. Simulated brick, at first in heavy white plastic, now comes in various colors with sand-textured mortar line. Other designs are embossed. Abstract monotone textures and grasscloth offer a good non-distracting background for pictures, outclassing simple paint.

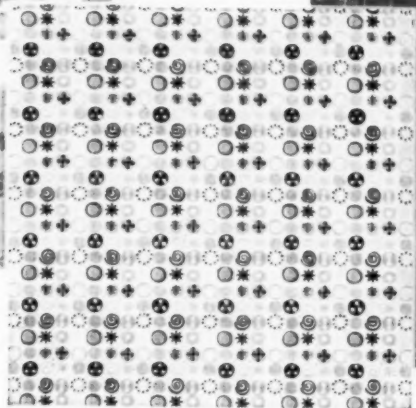
Florals are still the most popular figure, with compact patterns leading. Some new florals achieve the effect of scenics or hand prints, that is, a design without an obvious machine repeat.

A suggestion: don't skimp on your allowance for buyers who wish to choose their own paper. They'll be annoyed at the poor selection in cheap papers, and may feel cheated when the dealer tries to "trade them up" to something they like better. Also, don't use hard-to-reach \$10 paper in your model.

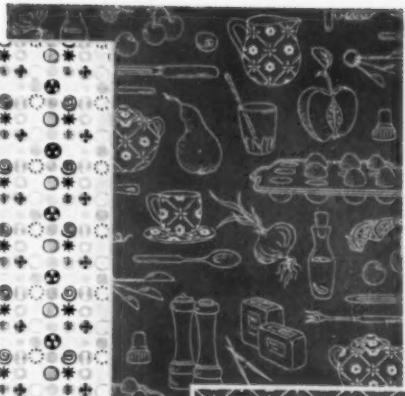
The next three pages show the types of patterns that are selling well today.



1



2



3

KITCHEN

Refreshment shines through both color and pattern of these durable kitchen papers. (1) The trellis by Prager gets good see-through effect from the popular natural-white ground. (2) The cheerful cookie-form design is in stainproof Varlar; (3) the gay utensils and (4) formal small-figure are Enterprise.



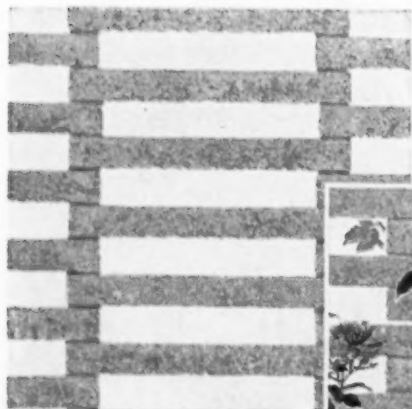
4

pattern selection

All good for the digestion, but varying with taste and the decoration of adjoining rooms: James Seeman dresses up (5) a simple Roman brick with (6) a twining of leaves; (7) York makes a delicate spray of sophisticated gold and black on an open white ground; for the formal and traditional-minded, Imperial offers (8) an old-time plantation scene.



8



5

DINING ROOM

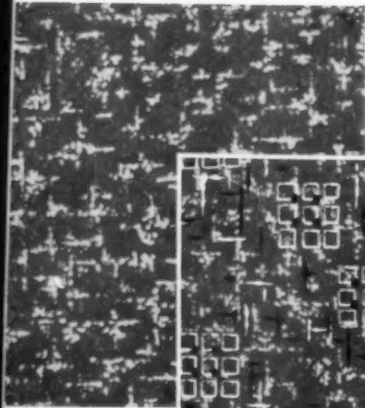
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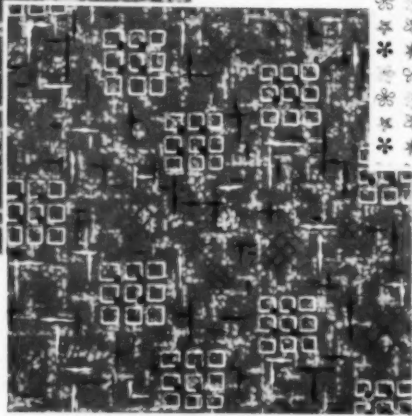
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MORE POPULAR PATTERNS ▶

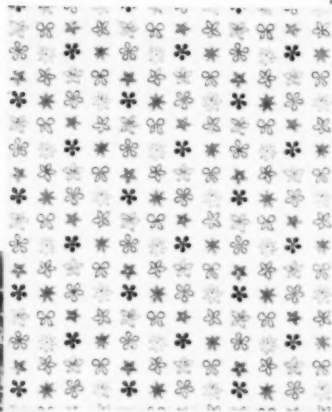
A HEAD-START ON WALLPAPER SELECTION continued



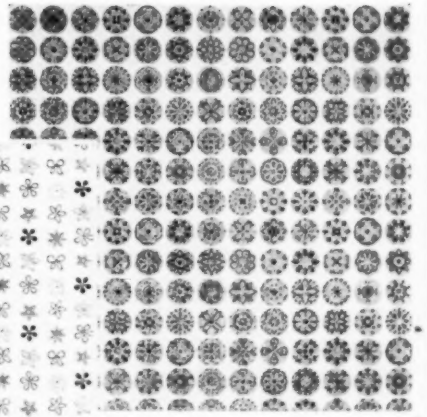
9



10



11



12

FAMILY ROOM

There are as many approaches to decorating a family room as there are uses for it: entertainment, rumpus room, den, TV lounge, office. For more quiet moods is (9) the random light gray and blue on medium gray; next is (10) a lively scattering of pink squares and black and gold (Enterprise). White is the ground for (11) a chirpy gold and black by York and (12)

17



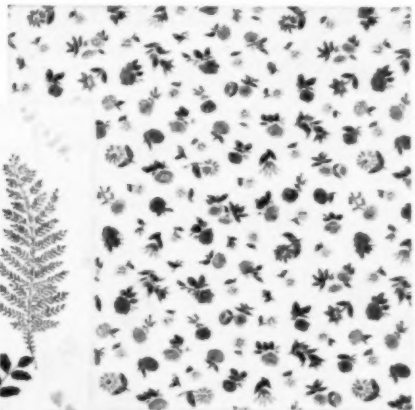
MASTER BEDROOM

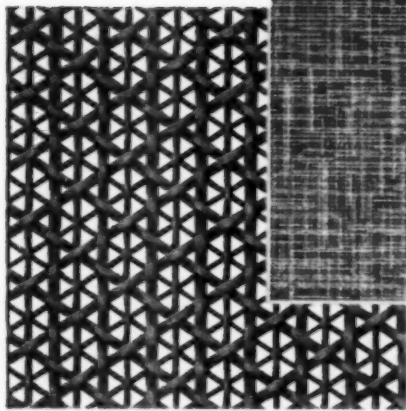
Florals grow naturally on bedroom walls. Fresh white continues a popular ground, bringing out the clean delicate coloring of (17) Strahan's sparse gold-and-blue, and (18) Imperial's light and medium green sprays. Birge's cottagy small tightly strewn buds (19) are on a quilt-textured paper.

18



19

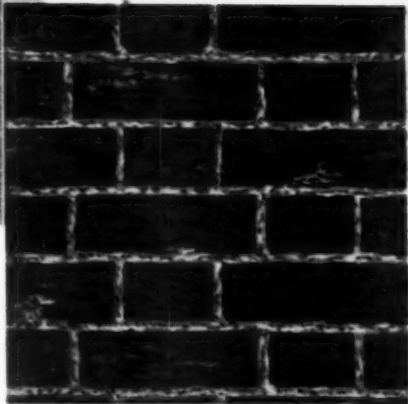




13



14



15



16

a more formal medallion by Midwest. The sharply defined green lattice (13) also has a white background for "vista" effect (United); more restrained is (14) the slate-blue ground with white and delicate gold threading, by Ronkonkoma. Good for a male's workroom are (15) a rich brick with gold mortar (United) and (16) the deceptively simple Schmitz-Horning "painted wood."

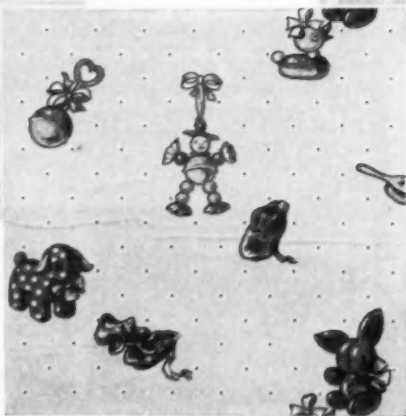


20



22

CHILD'S ROOM



21

Builders can't go far wrong in the kids' rooms, limited as they are by sex and age. Earthy tans and browns have a masculine approach in (20) the desert cowboy scene by Nancy Warren; both subject (21) and color go for either sex (Atlas); and if it's a girl the next paper can be (22) the ballet by Imperial.



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- RUGS AND BROADLOOM—LOOMWEVE*



FOR THE LOOK THAT'S YEARS AHEAD

Gold Seal
FLOORS AND WALLS

The Payoff

Departments

New Products and Catalogs.....page 159 →

New products and equipment and review of manufacturers' literature on doors and windows, construction tools, kitchens and bathrooms, etc. Reader's reply card is on page 198

How To Do It Better.....234 →

Ideas for the man on the job, offered to builders by builders: Level form tops, jig for mitering roof sheathing, etc.

Ask The Experts.....238 →

Reader queries on technical problems are analyzed: A truss designed for a 34' span, etc.

Keeping Up With The Law.....242 →

Repair and modernization programs aided by new Code of Ethics

Technical Guide.....244 →

Planning the driveway to fit the auto with detailed drawings and specifications for every make of car

Better Detail Plate.....252 →

Here's a design for a hip roof truss

The Month Ahead.....262 →

Things for builders to think about during the month of April

They're Acapulco-bound!

The winners!

Region 1



ALFRED W. HALPER
Newton Centre, Mass.

Region 2



WADE LUPE
Schenectady, N. Y.

Region 3



DANIEL T. MISTICK
Pittcairn, Pa.

Region 4



CLARENCE W. GOSNELL
Alexandria, Va.

Region 5



JOHN O. ROSS, JR.
Charlotte, N. C.

Region 6



WALTER L. TALLY
Atlanta, Ga.

Region 7



E. J. PLOTT
Canton, Ohio

Region 8



HARRY J. QUINN
La Grange, Ill.

Region 9



LEONARD W. BISANZ
St. Paul, Minn.

Region 10



CARSON E. COWHERD
Kansas City, Mo.

Region 11



FRED SWANDA
Tulsa, Okla.

Region 12



ARNOLD DEE WHITE
Salt Lake City, Utah

Region 13



H. M. SLOAN
Colorado Springs, Colo.

Region 14



EDWARD P. MILLER
Tacoma, Wash.

Region 15



ARTHUR K. EHRLICH
Burbank, California

Region 16



JACK W. RICH
W. Memphis, Ark.

Region 18



ALFRED ANDERSON, JR.
Phoenix, Ariz.

Region 19



RICHARD W. KURTH
South Pasadena, Calif.

Region 20



HENRY S. SCHWIER
Spring Lake, N. J.

"Over-100-Homes" Winners

EAST of the Miss.



STANLEY J. EDGE
Pittsburgh, Pa.

WEST of the Miss.



GEORGE M. PARDEE, JR.
Los Angeles, Calif.

Trade-in and New-Conditioning Winners



W. W. VANDERHECK
San Antonio, Texas



HORACE B. WILLIAMS
Dallas, Texas



JOSEPH F. SLAVIK
Detroit, Michigan

1955 NAHB Acapulco Derby



Winners of local association awards

*Jack B. Ailes
Lincoln, Nebraska*

*William Baker
Detroit, Michigan*

*Frank C. Barron
Austin, Texas*

*Truett A. Bishop
Dallas, Texas*

*Eugene L. Bowles
Woodbridge, Conn.*

*W. D. Coffman
Minneapolis, Minn.*

*Robert T. Coleman
Nashville, Tenn.*

*Frank S. Corbin
Springfield, Ohio*

*James D'Agostino
Tenafly, New Jersey*

*Joseph D. Dawson
Indianapolis, Indiana*

*T. E. DeMint
Taylors, S. C.*

*Mrs. N. R. Dichiana
El Paso, Texas*

*A. C. Dobermann
Sioux City, Iowa*

*Robert A. Doyle
Rockford, Illinois*

*Louis A. Feick
Muncie, Indiana*

*Frank T. Ferrigno
Wethersfield, Connecticut*

*Donald Ganser
Milwaukee, Wisconsin*

*John Hamilton
Kalamazoo, Mich.*

*Albert J. Hotze
Cincinnati, Ohio*

*G. Jack Hughes
Greenville, S. C.*

*Ted A. King
Ft. Lauderdale, Florida*

*Leonard Kohl
Fort Lee, N. J.*

*Donald S. Laird
Towson, Maryland*

*Mr. Robert Lusk
Tucson, Arizona*

*J. L. McNorrill
Tampa, Florida*

*Robert H. Meyers
Evansville, Indiana*

*Elmer V. Moss
Seattle, Washington*

*Robert Lee Myer
Malibu, California*

*J. S. Norman, Jr.
Houston, Texas*

*Charles L. Oliver
San Diego, California*

*John L. Petek
Spokane, Wash.*

*John R. Schwenger
Denver, Colorado*

*Joseph O. Shaffer
Jacksonville, Florida*

*Gerald Sklan
New York, N. Y.*

*Don Stone
San Jose, Calif.*

*Glenn Webermeier
Beloit, Wisconsin*

*James S. Wheatley
Oklahoma City, Okla.*

*Al Wulfec
Covington, Ind.*

Free fisherman's holiday at fabulous Mexican resort for 24 lucky winners and wives in Honeywell-sponsored contest

THE WINNING entries in the big 1955 NAHB Acapulco Derby have been selected.

Judges, chosen by your national NAHB Board of Directors, were Jack Maynard, Fulton Morrissey Co.; Ed Gavin, American Builder; and Ernest G. Schau, Practical Builder. They picked the 2 winners in the "more-than-100 homes" category, 19 in the "less-than-100 homes" division and the three who excelled in the Trade-in and New-Conditioning Contest.

Now the twenty-four top winners and their wives are enjoying a free Acapulco holiday. It's their reward for a top job of promoting and publicizing a model home during National Home Week or developing and merchandising a home trade-in plan.

And on this page you'll find a list of winners of local association awards. Winners were chosen by judges appointed by local association executive officers.

The contest was conducted by NAHB and sponsored by Honeywell, leader in the field of automatic controls—including Electronic Moduflow, Tap-Lite, and Fire Belle—to help maintain and promote the continued prosperity of the home building industry.

MINNEAPOLIS
Honeywell



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NEWS
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NAMES***

FOR WEST COAST LUMBER

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**MARCH 15
1956**



Orders placed under Rule #14 may be graded and stamped under that rule *for a limited period* after March 15. This is to accommodate stocks in the process of manufacture or on hand at yards or mills.

All new orders should be placed under the new rule, Rule #15, which becomes effective March 15, 1956.

If you have not received your free copy of Rule #15, write to West Coast Lumbermen's Association, 1410 S. W. Morrison, Portland 5, Oregon.

*Applies to Boards, Dimension and Timbers

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Paddock Hills

—New 1100-home St. Louis County
Development being equipped with
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Builder:
Mayer-Raisher-Mayer Construction Co.

Architect:
Robert Elkington, A.I.A.

Electrical Contractor:
E. A. Koeneman Electric Co.



Add selling power to homes like this with new Emerson-Electric ventilators

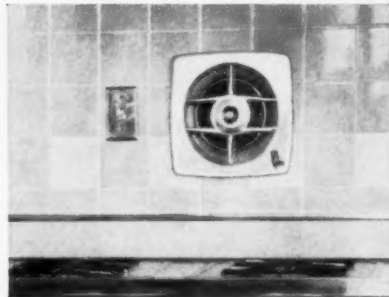
Quality, performance and lasting beauty—that's the "strong-sell" story of the new competitively priced Emerson-Electric 8-inch ACTIVE-AIR ventilator for kitchens, bathrooms, utility rooms.

Housing project developers and custom builders take advantage of the selling power of the famous Emerson-Electric 66-year reputation. They know that buyers are

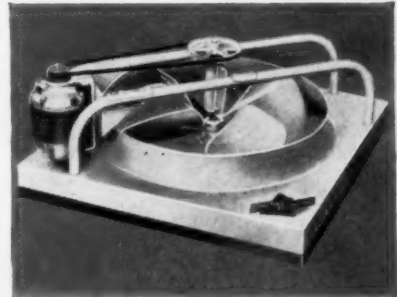
influenced by what they see—that the Emerson-Electric trademark and the 5-Year Factory-to-User Guarantee gives the installation added value.

Write for complete data on Emerson Electric ventilators and attic, ceiling and exhaust fans. Ask for Fan Bulletin No. 1020 today. THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.

Typical ceiling installation in bathroom—helps expel moisture and prevent condensation.



New Emerson-Electric 8" ACTIVE-AIR ventilator, with its mirror-finish grille, appeals to home buyers. Whisks out kitchen odors, heat, steam.



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**NOW GET ALL THE FACTS ON
AIR CONDITIONING FIRSTHAND... talk to your**



CLIMATE MAN's "see-it-yourself" demonstration kit gives you a real preview of air conditioning for any type of home you sell. Full-color transparencies show how Worthington residential units will look... how they'll fit.

And actual tests made on parts of the unit—like coils and filters—demonstrate the quality and operation of Worthington equipment. Kit proves it's easy to make Worthington air conditioning the big sales feature of your homes.

WORTHINGTON Climate Man

His unique "see-it-yourself" demonstration shows you how easy it is to air condition any home

You can't escape it! Air conditioning is the *right* sales feature for any new home.

But, before you make room for it in your plans, talk to the Worthington CLIMATE MAN. His unique demonstration will give you facts and figures that make it easy to include a Worthington residential unit in every home you build.

No matter what type of home you offer, there's a water or air-cooled Worthington unit to help you sell it faster. For limited space, the CLIMATE MAN can show you the remarkable new add-on FLEXI-COOL—that comes in sections, goes anywhere—even in a closet. And you'll learn all about Worthington's Year-Round Air Conditioner—the unit that provides summer cooling and winter heat in one compact cabinet.

Before he's finished, the CLIMATE MAN will map out an actual installation for any home you wish, showing where the Worthington unit fits . . . and how it will look. And he'll wind up the demonstration by showing you key parts that make up these dependable Worthington units.

Don't miss this demonstration. It's the quickest and most complete answer to all your air conditioning questions. Call your Worthington dealer and make an appointment today. Worthington Corporation, Air Conditioning and Refrigeration Division, Section A.6.53-AB, Harrison, N. J. A.6.53



Sectional FLEXI-COOL units fit any home—anywhere. Blower, filters and cooling section come in one package or separate units to fit requirements of any installation, air or water-cooled.



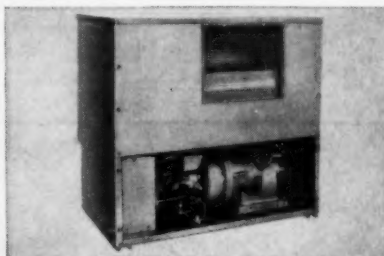
Filter test demonstration dramatizes high efficiency of Worthington viscous-type throw-away filters. Condenser coils and exterior finish are also demonstrated.



New Year-Round Air Conditioner—more compact and better looking—heats in the winter, cools in summer. Optional air conditioning slides in like a drawer, can be added at any time.



More than 5 million home owners will read about the CLIMATE MAN in the *Post*, *House and Garden* and *Business Week*. Campaign helps you sell Worthington air conditioned homes.



Air-cooled air conditioner, designed for installation where water is at a premium, is completely electric. It operates without a drop of water—and keeps hottest homes pleasantly cool.

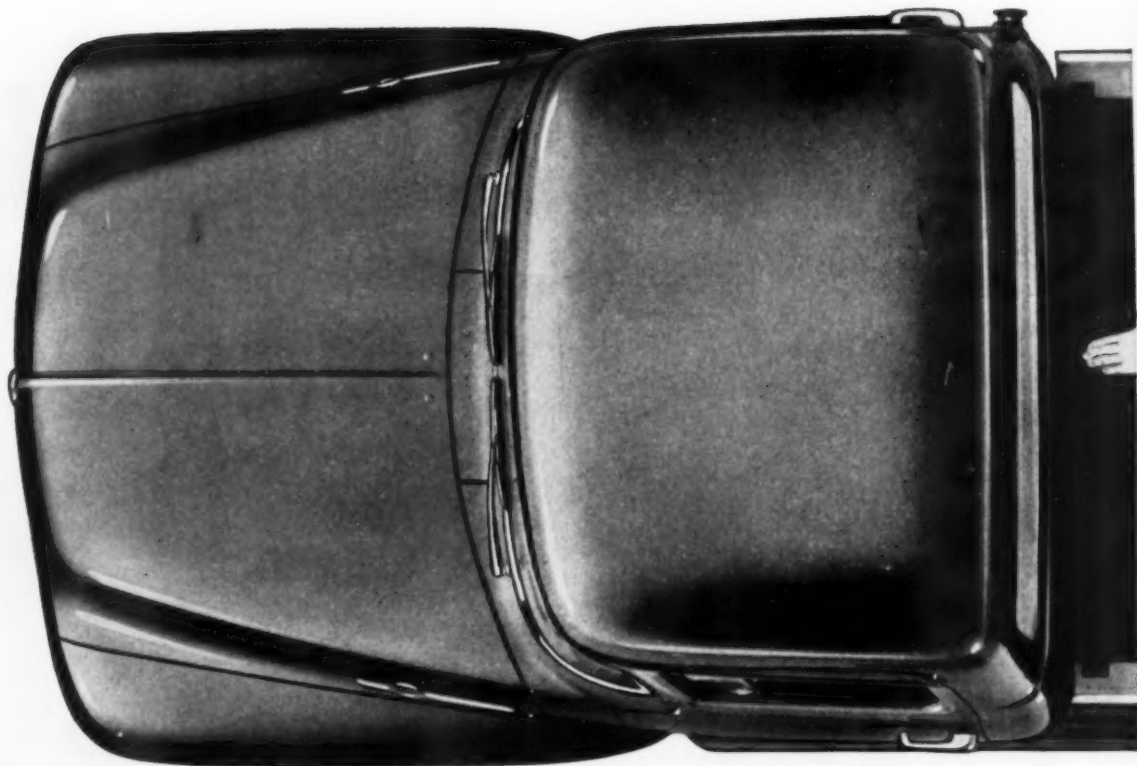
WORTHINGTON



CLIMATE ENGINEERS TO INDUSTRY, BUSINESS AND THE HOME

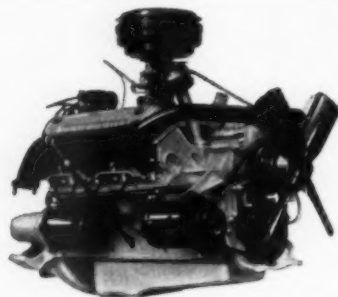


Look for the Seal of the
Worthington Climate Man



**NEW
FORD PICKUP
WITH AN**

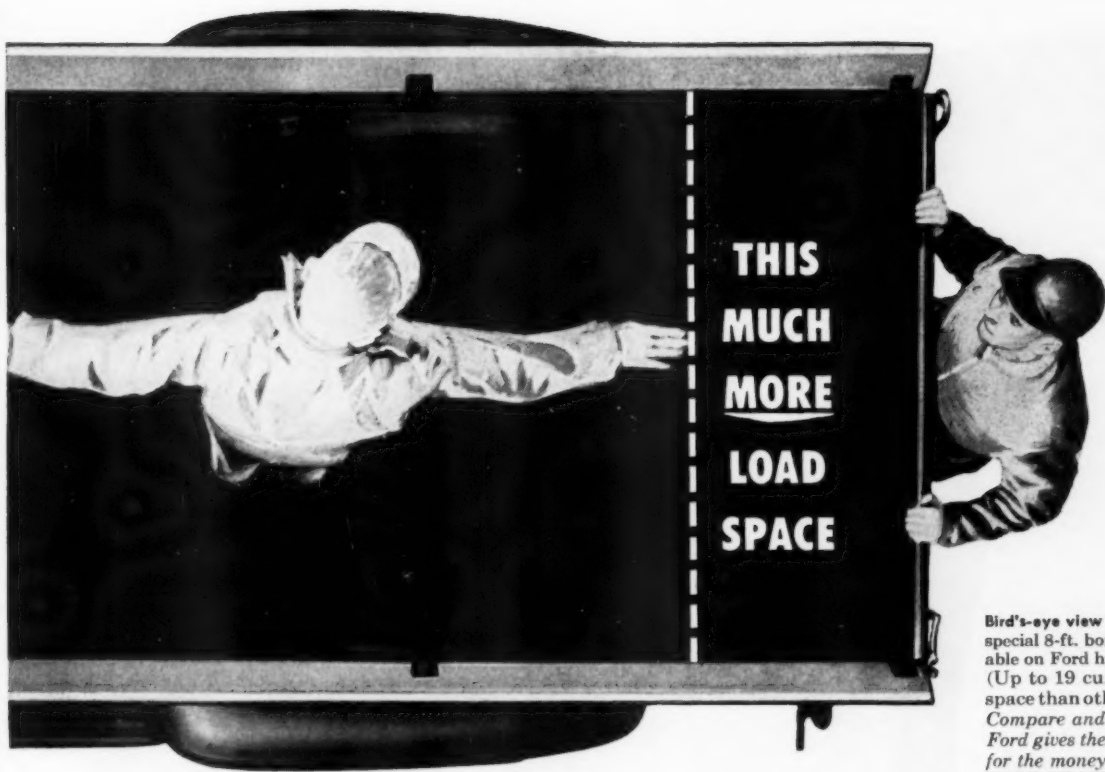
"8-foot



MOST USABLE POWER. Up to 44% more *usable power* (net horsepower) than any other comparable truck. Smooth, flexible power for easier, safer maneuvering in traffic. Choice of two Short Stroke engines—167-h.p. Y-8 or 133-h.p. Six. (Work-saving Fordomatic Drive optional at extra cost.)



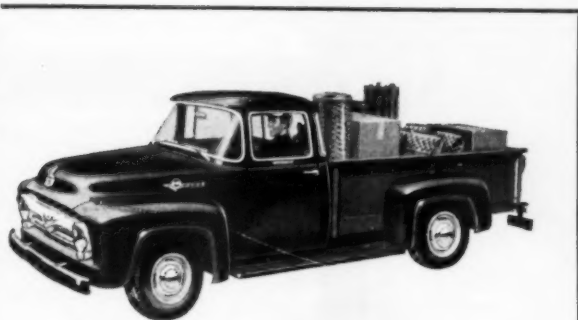
MOST SAFETY FEATURES, TOO. Only in a '56 Ford will you find the new Lifeguard steering wheel that helps protect driver from steering post, in case of accident; Lifeguard door latches that help keep doors from jarring open in a collision. Biggest brakes in 1/2-ton field.



Bird's-eye view shows special 8-ft. box available on Ford half-tonners. (Up to 19 cu. ft. more space than other pickups.) Compare and see . . . why Ford gives the most Pickup for the money in '56. **TEST DRIVE IT TODAY** at your Ford Dealer's

reach"

Ford now offers **BIGGEST** box in 1/2-ton field




MAX. GVW: 5000 LBS. 8-foot (65.4 cu. ft.) body on 118-inch wheelbase gives biggest loadspace of any half-tonner. Even Standard 6½-foot body on a 110-inch wheelbase has more capacity than most other pickups. Tubeless tires on every model, at no extra cost.

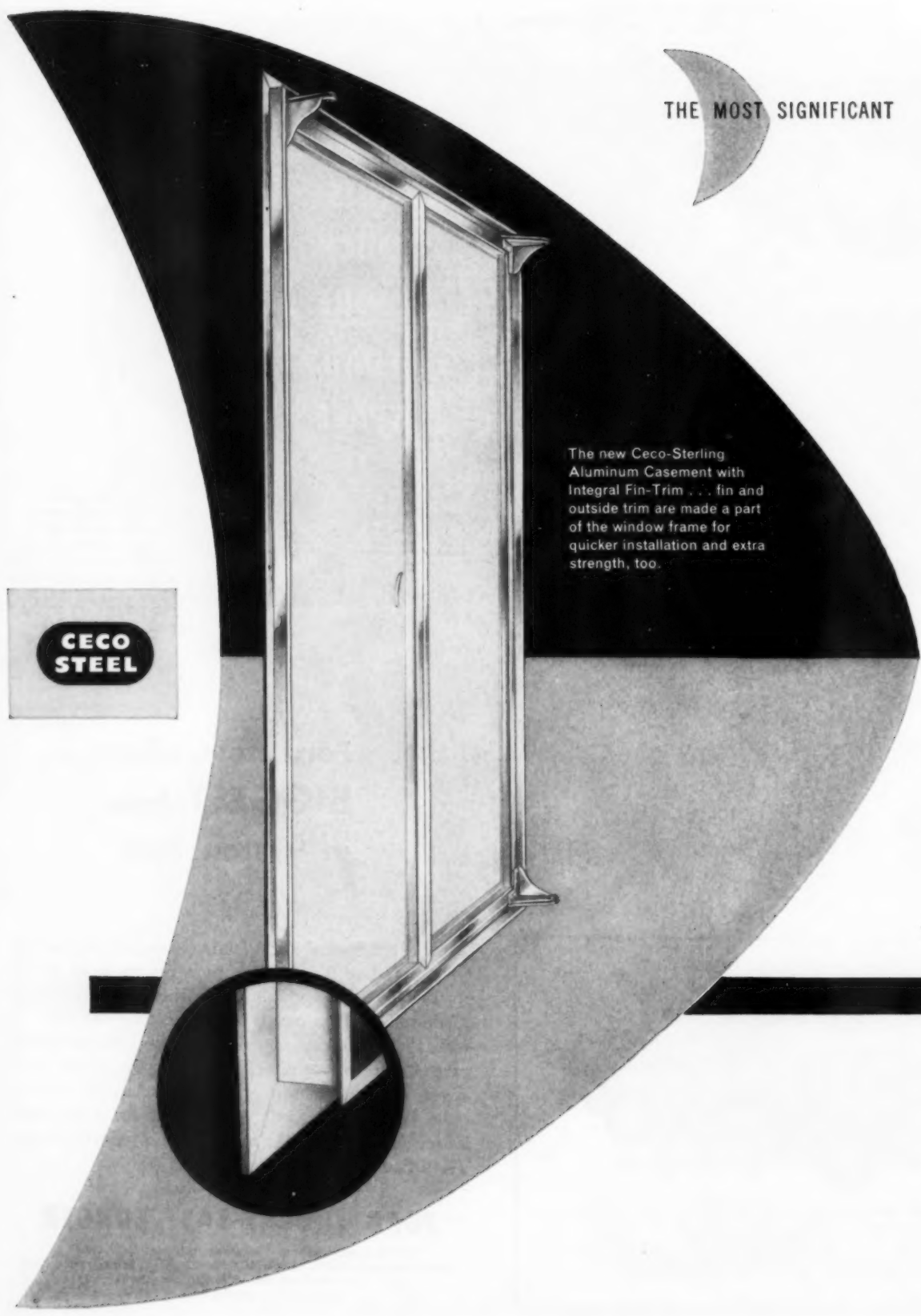
New F-100 Special 8-ft. Pickup (at slightly higher cost than Standard 6½-ft. Pickup) offers up to 19 cu. ft. more body capacity than any other half-ton pickup made today. That means more load on every trip . . . more money-making capacity every day. Other superior cargo features: slanting flareboards for extra load-space; easy operating toggle-type latches for a tight, quiet tailgate; reinforced cornerposts for a stronger, longer-lasting body. *For the most Pickup for the money Test Drive a 1956 Ford!*

FORD TRUCKS LAST LONGER

Certified by independent insurance actuaries for the ninth consecutive year! Studies of over 10,068,600 current license registrations show that Ford Trucks last up to 9.9% longer than any of the other 4 leading truck makes!



THE MOST SIGNIFICANT



The new Ceco-Sterling
Aluminum Casement with
Integral Fin-Trim . . . fin and
outside trim are made a part
of the window frame for
quicker installation and extra
strength, too.



**CECO
STEEL**

IMPROVEMENT IN WINDOW INSTALLATION SINCE THE INTRODUCTION OF CASEMENT DESIGN

NEW CECO-STERLING ALUMINUM CASEMENT WITH INTEGRAL FIN-TRIM

Product improvement is something that has the constant attention of Ceco research and engineering. Out of it comes many changes that make for better building. Once in a great while an improvement is made that has special significance. Such is the new Ceco-Sterling Casement with Integral Fin-Trim. For this new product presents an improvement equalled only by the introduction of casement design itself. Builders everywhere will want this new Ceco Window because of these advantages:

Installation costs are less than for any other window:

1. There are no fins or outside trim to attach, for at last they are built into the casement, *all in one piece*.
2. Rough openings are easy to figure—no complicated mathematics.

Saves in any kind of construction:

1. In frame construction, siding material can be easily applied up to the trim, *without other finishing*. Fin portions are punched for quick anchoring with screws or nails.

2. In veneer or masonry construction, trim can be used as a convenient masonry guide.

3. In solid masonry, fin gives ideal anchorage in standard openings.

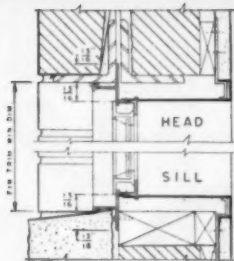
4. In stucco construction, trim is proper depth for framing.

So in the homes you build, consider using the new Ceco-Sterling Aluminum Casement with Integral Fin-Trim. You will be sure of simplified installation and savings in labor costs. This new Ceco Window is available in popular types and sizes from Ceco's nationwide network of warehouses. A special style has been designed for use with stucco construction in Western states. So wherever you are, plan now to profit by reducing window installation costs. Send coupon for particulars.

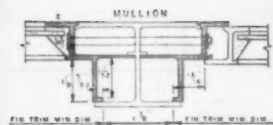
IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE

CECO STEEL PRODUCTS CORPORATION

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



Installation with Ceco's Steel Casing results in additional savings by eliminating cost of applying plaster ground, corner bead and inside trim.



Mullion detail—Shaded area shows new window frame section incorporating fin and outside trim. Mullion design has neat interior and exterior appearance . . . also saves cost of notching the stool.

CECO STEEL PRODUCTS CORPORATION

5601 West 26th Street
Chicago 50, Illinois

Gentlemen: Please send me information about the new Ceco-Sterling Casement with Integral Fin-Trim.

Name _____

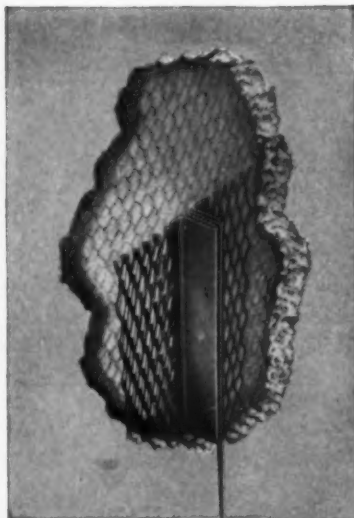
Company _____

Address _____

City _____ State _____

AB

How a Dallas Hospital* designed for crack-resistant stucco... and did it *decoratively*



Photographs show how Dallas Medical and Surgical Hospital used Penmetal expansion joint to take care of cracking from expansion, and also to give a pleasing pattern to the stucco.



In the small illustration at the left, we've stripped away the stucco, so you can see how Penmetal's unique expansion joint † was applied for *anti-crack protection*. That special ground on the joint expands and contracts with any movement of the stucco. This relieves stresses within the stucco, hence greatly reduces the threat of cracking.

But the unusual part of the job was the way the expansion aperture was handled. Decoratively patterned, it breaks the flat expanse of stucco—actually contributes to the fine appearance of the building.

In addition, the expansion joint delivered construction economies. The one piece joint and ground saved time and labor, and provided a work stop.

The Penmetal expansion joint is made of tight-coat galvanized steel. Also available in pure zinc, for use under extreme corrosive conditions.

Designing in stucco? Then remember the many benefits of specifying Penmetal's revolutionary expansion joint. Just-off-the-press folder gives details.

PENN METAL COMPANY, INC.

General Sales Office: 205 East 42nd St., New York 17, N. Y.

Plant: Parkersburg, W. Va.

District Sales Offices: Boston, New York, Philadelphia, Chicago, Detroit, St. Louis, Pittsburgh, Dallas, Seattle, San Francisco, Los Angeles

*DALLAS MEDICAL AND SURGICAL HOSPITAL

CONTRACTOR: Peterson Construction Company

ARCHITECTS: Prinz and Brooks

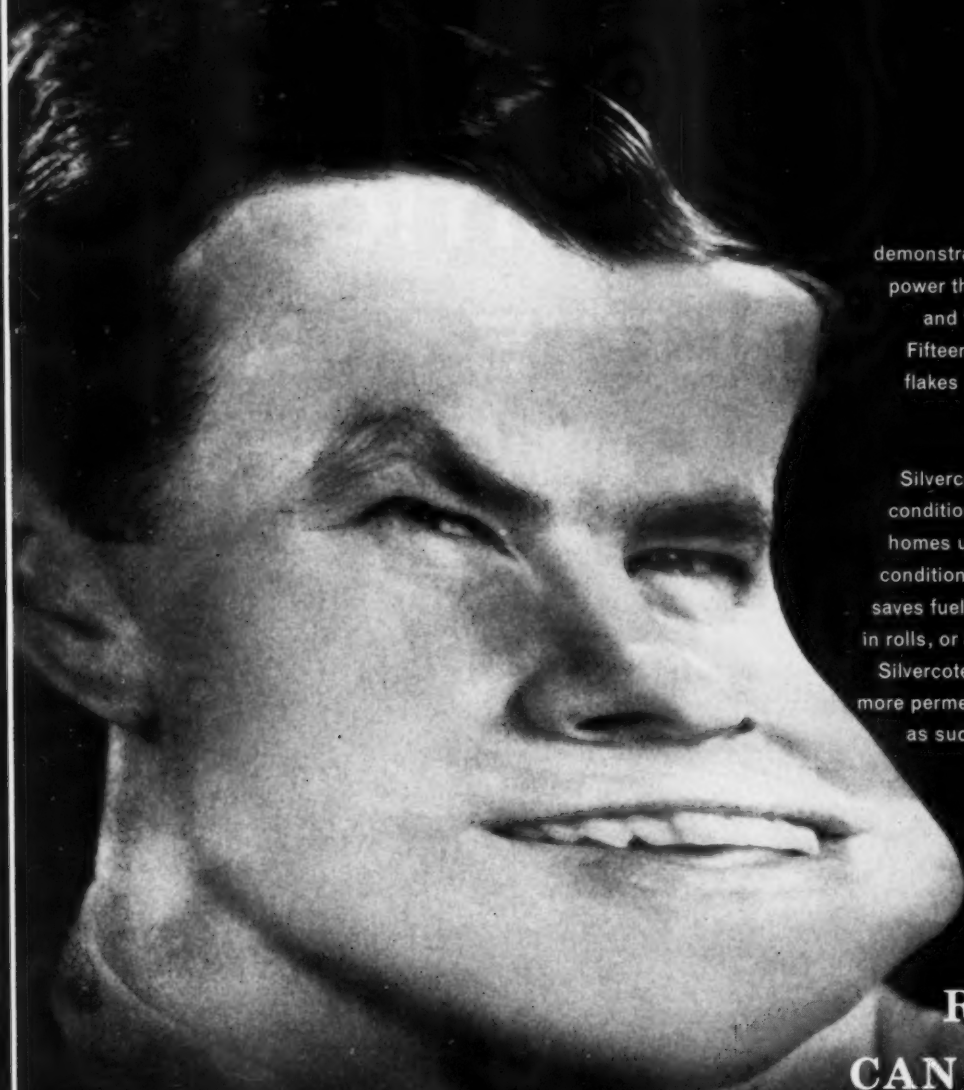
STRUCTURAL ENGINEER: Edward L. Wilson

MECHANICAL ENGINEERS: Gregerson & Gaynor



* PATENT PENDING

FM-91



Don't be fooled by light reflective demonstrations. It's heat (not light) reflective power that counts in reflective insulations—and that's what you get from Silvercote. Fifteen layers of millions of tiny aluminum flakes bonded to a heavyweight sheet give Silvercote the heat-reflective power of a million miniature mirrors.

Silvercote is a natural insulation for the air conditioning age. Properly installed it keeps homes up to 10% cooler in summer, cuts air conditioning equipment and operating costs, and saves fuel warmth in winter, too. It's available in rolls, or as a facing on brand-name blankets.

Silvercote is a "breather" sheet—many times more permeable than required for classification as such. Also available as a vapor barrier.

Write for a free sample, today—
Silvercote Products, Inc.,

161 East Erie Street, Chicago 11, Ill.

REFLECTIONS CAN FOOL YOU...

(and so can reflective insulations)

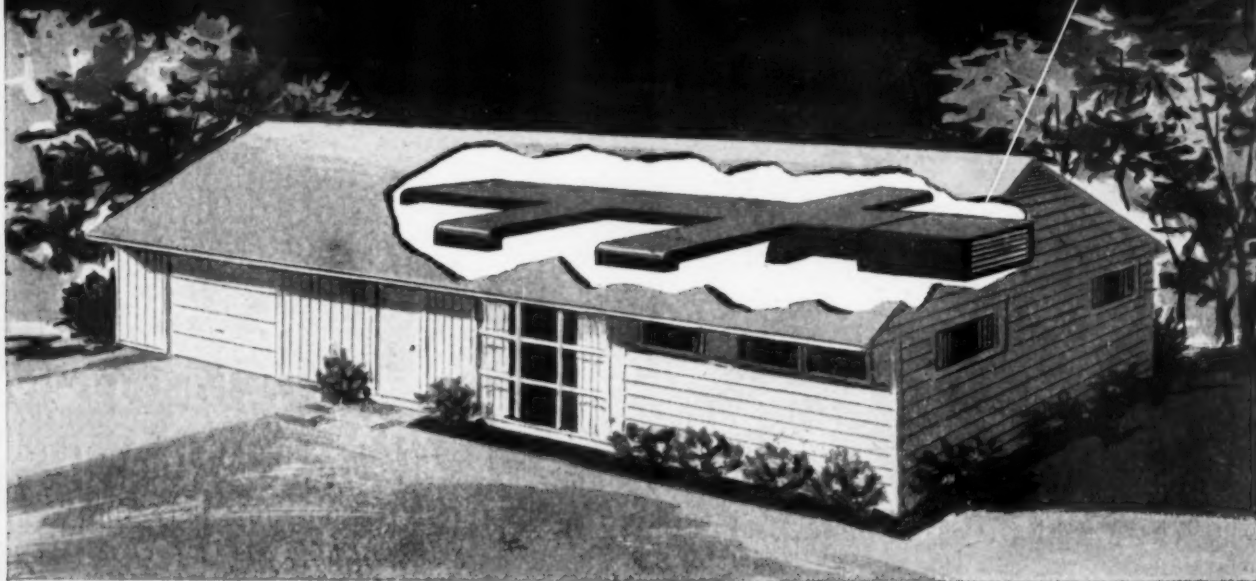
It's heat (*not light*) reflective power that counts...and

SILVERCOTE[®]

has the heat reflective power needed—especially in air conditioned homes!

Now...a Window Unit can **AIR CONDITION** **A COMPLETE HOME**

at a Fraction of the Former Cost!



**SAVES HUNDREDS
OF DOLLARS**

*over other types of
installations*

The illustration above shows a typical installation of the new Philco 2 H.P. air conditioning system. Thanks to its horizontal shape, it can be installed even where there is very little space between the ceiling and roof, and in addition in many other ways it solves problems and saves expense associated with other units with similar capacity. Facts and figures are yours for the asking, and Philco engineers will be glad to discuss with you any problem in regard either to homes already built or homes you are planning to build.

PHILCO... Leader in Air Conditioners for 19 Straight Years

Revolutionary New Super-Economy 2 H.P.

→ PHILCO

Every home buyer wants air conditioning, and now you can offer it at amazing low cost. Philco, leader of the industry for 19 straight years, brings you now a complete package that will add only pennies a day to monthly payments for any home: Compact, lightweight, window-type unit fits easily in attic, crawl space or utility room, and does not need to take up any floor space. It's *air-cooled* . . . thus it needs no water nor expensive cooling tower. Controls can be easily installed at any convenient location. Thermostat regulates temperature automatically. Single-unit system does not require magnetic starter. Single-phase wiring saves expense. And it has many other exclusive advantages . . . be sure you get the full story.

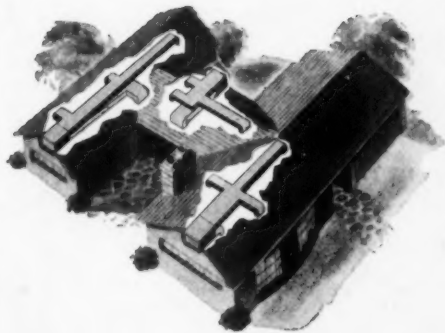
Easy to Install Glass Fiber Air Distribution System . . . NO METAL DUCTS

Philco's new 2 H.P. air conditioning system is amazingly easy to install. Pre-fabricated glass fiber air distribution system is assembled by merely folding sections into position and taping the joining edges. Material is easily cut with a sharp knife. It costs far less, yet it has many advantages over other types of installations because it is lightweight—easy to handle . . . insulation and absence of metal to metal contacts reduces noise . . . adhesive sealing eliminates tendency for air leaks caused by screw holes . . . and there's no rusting or corrosion.



Multiple Unit Plan for Larger Homes

Large homes, like the example shown here, may require two or more Philco 2 H.P. units to air condition the entire residence. There are, however, alternative plans where one unit can be used to cool the bedrooms at night and the rest of the home during the day. Philco's system is unmatched for flexibility.



Write for Free Details

PHILCO AIR CONDITIONERS, Dep't AB-3
C & Tioga Sts., Philadelphia 34, Pa.

Without obligation, please send specification pages and data about the new Philco 2 H.P. air conditioner system.

NAME _____

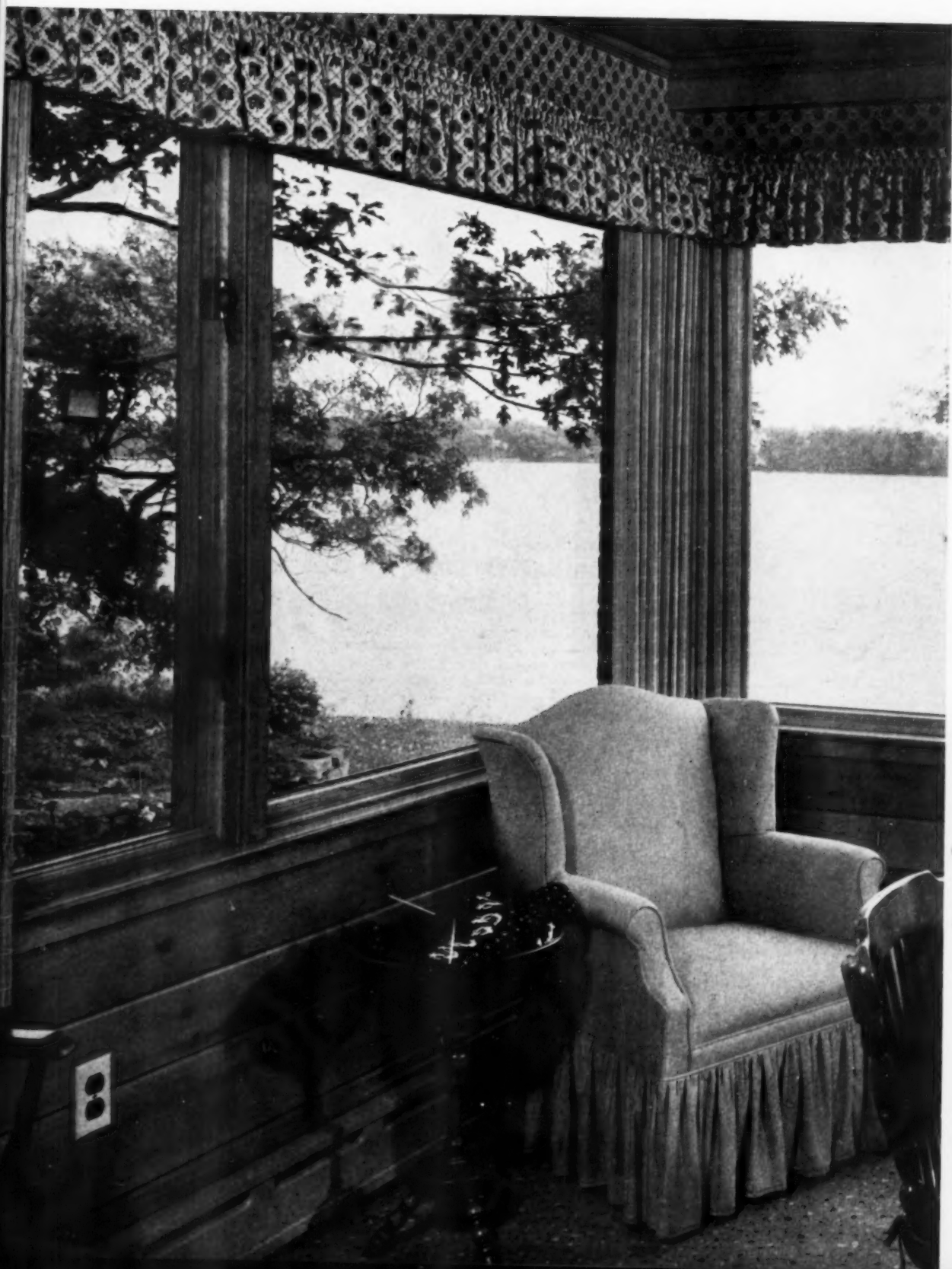
COMPANY _____

STREET _____

CITY _____ ZONE _____

COUNTY _____ STATE _____

This window beauty helps you close sales



Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION



Residence in Pontiac, Michigan, James Camp, designer

The consumer appeal that helps sell homes is built into Andersen WINDOWALLS, made of beautiful, insulating wood. See how these Andersen Casements blend with the interior, let in sunshine, open up the view. Yet like all WINDOWALLS they close tight to form a weatherproof barrier on windy, wet or wintry days.

Look into the advantages of Andersen WINDOWALLS for homes you build. See your lumber and millwork dealer, Sweet's Light Construction Files, or write to Andersen Corporation. WINDOWALLS are quickly available anywhere including Pacific Coast states.

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

CHAMPS OF EVERY



NEW 1956 CHEVROLET

WEIGHT CLASS!

CHEVROLET

New Chevrolet trucks for '56 bring you new heavies, middleweights and lightweights in eight great new series—new power and performance to save more money on your hauling job!

New Heavyweights—New Tandems! All-new heavyweights in 9 wheelbases, with maximum G.V.W. ratings up to a new high of 32,000 lbs.; G.C.W. up to 50,000 lbs.

Ultra-Modern Features! Tubeless tires, standard; High-Level ventilation and panoramic visibility; plus Concealed Safety Steps on most models.

Wider Range of Drives! There's an automatic drive in every series with new Powermatic for most middleweights and heavies; Hydra-Matic for light-duty models. Both extra-cost options. A new 5-speed transmission is standard in 9000 and 10000 series models; optional at extra cost in other heavies and most medium-duty models. New heavy-duty 5-speed is an extra-cost option in models with new Loadmaster V8.

A Modern V8 for Every Model! And introducing the completely new 322-cu.-in. Loadmaster V8, standard in new 9000 and 10000 series heavyweight models.

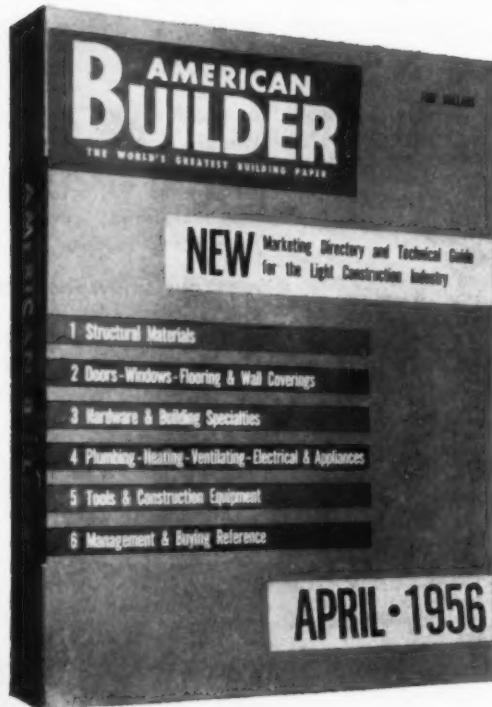
See Your Chevrolet Dealer and his new Task-Force line before you buy. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



TASK-FORCE TRUCKS

Coming next month

The **NEW American Builder Marketing Directory**
and **Technical Guide for 1956 (April Issue)!**



The **DIRECTORY**
YOU will use
ALL YEAR LONG

Another American Builder **FIRST** in the Light Construction Field. This **DIRECTORY** of **BUILDING** for **BUILDERS** proves again that . . . "Nobody covers American Building like the American Builder."

Here's why you will look to this book for facts and data to help you with your Estimating, Designing and Buying

You'll want to keep this big reference issue close by, within handy reach, for everyday use. In this comprehensive **DIRECTORY** the editors of American Builder provide you with valuable data on all the many facets of the light construction business. A veritable library of building knowledge that you will quickly recognize as worth its weight in gold to building men.

What's new and different about this **DIRECTORY**?

Between the covers of this book you will find scores of editorial data pages—in tabular and detailed drawing form—the kind of reference material you have wanted, yet never have been able to collect for yourself.

You'll find a close correlation between this editorial material and the advertising—both designed to serve you

in your work—and so completely indexed and classified that you can find the information you want with the minimum of effort.

Edited by building men, thousands of man-hours have been expended to provide a book that would be of greatest value to a builder. So, when you see the scope of coverage, and the wealth of material, you'll know it meets the needs of the American Builder audience of building men.

In addition to using this **DIRECTORY** as an authoritative source of answers to your construction problems, you will find it a market place of products and equipment—the largest single source of buying information.

You'll agree that the April **DIRECTORY** is a handy book to have around!

American Builder
1956 Directory

THE WORKBOOK OF THE BUILDING INDUSTRY

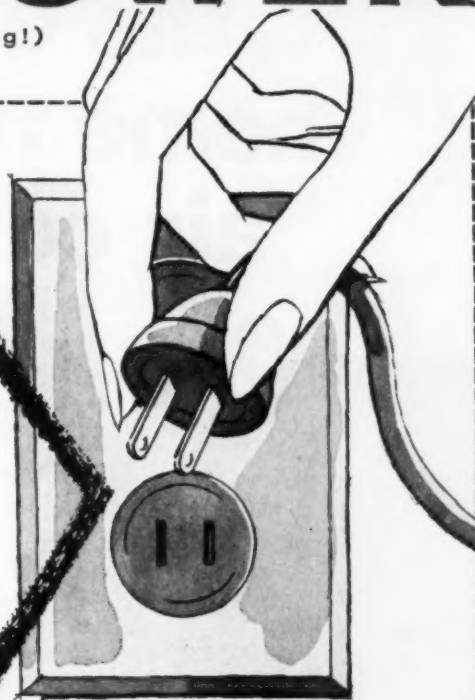
Retailers! **PLUG IN NOW** to 1956's
hottest source of

SALESPOWER

(more than 4,250,000 families strong!)

**Better Homes
& Gardens**

**1956 HOME
IMPROVEMENT
CONTEST**



**EARLY TIE-IN
ADVERTISERS**

The Aluminum Cooking Utensil Co., Inc.
American-Standard
Andersen Corporation
The Autolite Company
The Black & Decker Co.
E. L. Bruce Company
Cabin Crafts, Incorporated
The Calefax Corporation
Congoleum-Nairn, Inc.
Cribben & Sexton Company
Crosley and Bendix
Delta Power Tool
Edwards & Company, Inc.
Exco Products Company
Ejler
The Formica Company
Frigidaire
General Electric Company
Georgia-Pacific Plywood Co.
The Hobart Manufacturing Co.
Hunter-Douglas Corporation
Lenox Industries, Inc.
National Chemical Company
Newcastle Products, Inc.
John Oster Manufacturing Co.
The Reardon Company
Reynolds Metals Company
Richmond Radiator Company
The Yaupon Stove Company
Thermador Electrical Co.
Universal-Rundle Corporation
W. S. Plywood Corporation
(and many more!)

**\$25,000
in cash prizes
for homeowners!**

Through January 5, 1956, more than 2,000 dealers had written, wired or phoned us for promotional kits tying in with this great BH&G event—the biggest single source of sales excitement in the building and allied trades.

You can benefit from "plugging in" to this

vital source of salespower. BH&G offers you help in two specific ways: (1) By generating tremendous interest and enthusiasm for home-improvement among its more than 4,250,000 families; (2) By enabling you to set up your store as official Contest Headquarters with FREE BH&G promotion materials including entry forms. Many leading advertisers have already plugged in, too—see list on this page. Get your bid in early for this new business. Order your BH&G tie-in kit today, so your store can become Contest Headquarters right away!

FREE PROMOTION KIT!



HURRY! SEND COUPON TODAY!

BH&G 1956 HOME IMPROVEMENT CONTEST, AB-1
1716 Locust Street, Des Moines 3, Iowa

Please rush me your free Contest Brochure and dealer's kit, so I can make my store Headquarters for your 1956 Home Improvement Contest.

Name

Store Name

Store Address

City Zone State

(ADVERTISERS: Write on your letterhead for Contest details, or tie-in assistance, to the above address.)



This is the Heatmaster System ...the ultimate in home heating and air conditioning



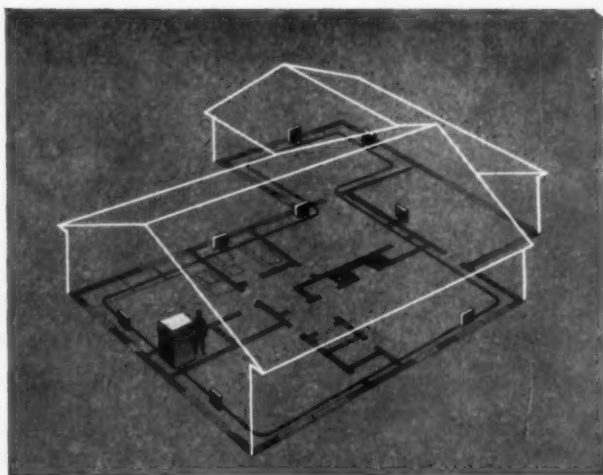
- Pre-engineered . . . new C-E Heatmaster is a ready-to-install year 'round comfort system.
- Packaged . . . standard piping and wiring materials and practices used for installation. No special equipment required.
- Easy to sell to builders . . . gives benefits no other system offers.
- Unit installs in 4-square feet of floor space . . . economical air conditioning with luxury of hot water heat; individual room control; priced to compete with any other system.
- Your opportunity: unlimited.

Here's the complete, compact C-E Heatmaster Home Heating and Air Conditioning System: efficient, gas-fired boiler unit, completely assembled with burners, circulator, controls, relays and all operating parts in place; a matching, hermetically sealed water chiller, completely assembled with compressor, evaporator, condenser and refrigeration controls in place (unit factory-charged with refrigerant); space-saving individual room convectors for heating and air conditioning through one compact convector in each room.

Here's why the Heatmaster System generates enthusiasm

The luxury and economy of hot water heat can now be combined with individual room control of heating and summer air-conditioning. Here, in this new pre-engineered, packaged system, builders and plumbers have features that simplify installation, cut costs, save time, and also appeal strongly to home buyers.

The complete "package" is ready to install for both winter heating and air-conditioning. It uses conventional piping and wiring. No special equipment or materials. Only normal plumbing skills. Room convectors fit between standard wall studs. The unit requires only four square feet of floor space.



Simple to layout — easy to install.

PERFORMANCE PROOF:

Here's what the builder, plumber, homeowner say about a typical C-E Heatmaster installation:



THE BUILDER, GEORGE CARTER, SAYS, "I RECOMMEND IT"

"This new 'wet' system costs less to install. This house would require a five-ton forced air system, but with C-E HEATMASTER only a three-ton unit was needed. That means lower operating costs, which the buyer likes. There were no complications in construction. Floor is slab, and we installed piping before slabs were laid. I recommend it."



Interior view of the comfortable living room. Note convector unit. Mr. Duckett and family moved into their C-E Heatmaster-equipped home during a 100° heat wave and quickly developed appreciation for their C-E Heatmaster system.



Exterior view of the Duckett home in Tyler, Texas. George Carter, who built this C-E Heatmaster-equipped residence, is well known for quality construction.



THE PLUMBER, VIRGIL MURRAY, SAYS, "SIMPLEST SYSTEM"

"C-E Heatmaster is the best and simplest system of home heating and cooling I know of. I recommend it. It's easier to install than a bathroom. Simply connect the piping to the package unit and the convectors in each room. About 50 manhours were required here. The whole summer-winter package is installed in a three-by-five closet."

Master Plumber Virgil Murray, who installed the plumbing in the Duckett home in Tyler, Texas, always keeps abreast of modern developments in his field.

THE OWNER, W. B. DUCKETT, SAYS, "BIG ADVANTAGES"

"This C-E Heatmaster system has proven more convenient, cleaner, more comfortable and efficient than the forced air systems I am familiar with. I consider it the most modern system I could install, based upon sounder engineering than the typical forced air system, which subjects a person to gusts and surges of hot or cold air. Individual room control makes for big advantage."



Take advantage of the many benefits C-E Heatmaster Home Heating and Air Conditioning offers by sending for more information now. Ask about the ABC Plan for builders.



HEATMASTER

HOME HEATING AND AIR CONDITIONING

the simplest way to heat and cool a home



COMBUSTION ENGINEERING INC., Home Equipment Division
971 West Main Street, Chattanooga, Tennessee





New Styrofoam insulation assures lifetime perimeter protection

7 remarkable properties pay off in permanence, performance, price!

... *An expanded plastic*

—there's no other material like it! Styrofoam® (a Dow plastic foam) is the same insulation that's proved so outstandingly effective in industrial refrigeration work. Field tests and actual use by building contractors and architects prove it's just as permanently effective, just as economical in perimeter application!

1. **HEAT WON'T READILY PENETRATE IT** . . . Styrofoam has a low "K" factor (0.25). And it stays low indefinitely.
2. **DOESN'T ABSORB WATER** . . . Because it has a non-interconnecting cellular structure. Here's the secret of its constantly low "K" factor. No exterior coatings needed, either.
3. **RESISTS ROT, MOLD, VERMIN, DETERIORATION** . . . Styrofoam has no food value so it's vermin and fungus resistant . . . won't rot, either.
4. **LIGHTEST RIGID INSULATION EVER MADE** . . . Has an average density of 1.8 lbs. per cubic foot . . . can be installed in large pieces, cutting labor costs.
5. **HIGH COMPRESSIVE STRENGTH** . . . Average strength of 3,000 lbs. per square foot. Concrete floors can be poured right over it.
6. **EASY TO HANDLE** . . . It's light, clean . . . can be cut and shaped with ordinary tools . . . easily bonded to itself and other materials.
7. **ECONOMICAL** . . . Its ease of handling cuts time and installation costs. Its constantly low insulation value brings lower fuel bills.

For further information send coupon or contact your nearest distributor of Styrofoam.

THE DOW CHEMICAL COMPANY, Midland, Michigan. The Putnam Organization, Inc., Chicago, Ill. • Seward Sales Corp., Elkhart, Ind. • Styro Products, Inc., Kansas City, Kansas • Atlantic Foam Products Co., Ipswich, Mass. • Par-Foam, Inc., Detroit, Michigan • Edwards Sales Corp., Minneapolis, Minn. • Floral Foam Products, Midland, Michigan • Styro Sales Co., New York City • William Summerhays Sons Corp., Rochester, N. Y. • G. & W. H. Carson, Inc., Plymouth Meeting, Penn. • The Emerson Co., Houston, Texas • Utah Lumber Co., Salt Lake City, Utah • S & S Sales Corp., Milwaukee, Wis. • Durofoam Insulation, Ltd., Kitchener, Ontario, Canada • Western Foam Products, Inc., Colma, Calif. • Wiley-Bayley and Co., Seattle, Wash.

Please send me further information on Styrofoam for use in perimeter applications.

THE DOW CHEMICAL COMPANY,
PLASTICS SALES, DEPARTMENT PL 531Y,
MIDLAND, MICHIGAN

Name _____

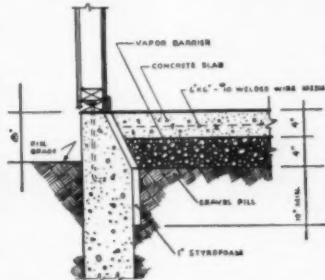
Title _____

Company _____

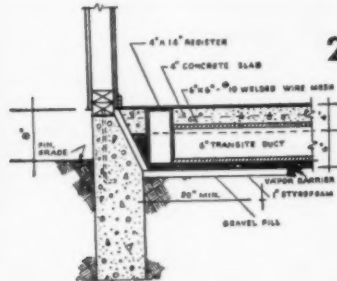
Street _____

City _____ State _____

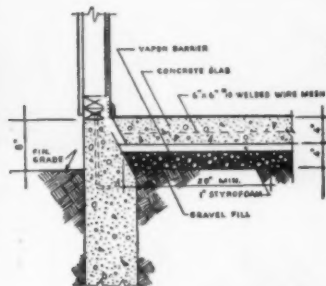
3 ways you can use Styrofoam in perimeter applications:



1. Styrofoam is being used in a vertical position for perimeter insulation. It can be adhered in place or held by back fill. Minimum F.H.A. requirements in vertical position are one to two inches thick from floor line to a depth of 12"-24" below grade line depending on climatic conditions.



2. In this perimeter heating application, Styrofoam is used both vertically above grade and horizontally from outer edge of slab on the grade. One-inch thick Styrofoam perimeter insulation in a 1'-1½" combined vertical and horizontal width is accepted by F.H.A. for perimeter, radial and radiant type slab heating systems.



3. Styrofoam used in a horizontal position for perimeter insulation. One to two inches of Styrofoam is used for a distance of 12"-24" in from perimeter, meeting F.H.A. minimum requirements in various climatic areas. Due to the strength and moisture resistance of Styrofoam, the concrete floor can be poured directly over it without compressing the Styrofoam.



you can depend on DOW PLASTICS

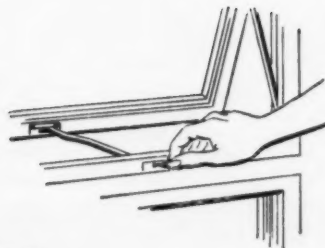




Pella

WOOD MULTI-PURPOSE WINDOWS

UNDERSCREEN OPERATOR locks in any position



A pin-and-socket device locks the sash in many positions between fully open and fully closed. The aluminum Underscreen Operator is PELLA'S exclusive way of opening and closing sash without screen interference. And it's furnished at no extra cost.

OPERATES QUIETLY

The aluminum Underscreen Operator arm slides through a solid Nylon guide for smooth, quiet operation. Guide is wear resistant...needs no lubrication.

Inside screens are inconspicuous. They save storage space because they may be left in place year 'round. Wood frame screens are included with all windows that ventilate. All-aluminum screens available at nominal extra charge.

PELLA MULTI-PURPOSE WINDOWS are low in cost, yet have these quality features and many others—like all-aluminum and stainless steel hardware and stainless steel weatherstripping, sash and frame of select western pine, toxic-treated, mortised and tenoned. Self-storing, inside "storms" available when specified. A packaged window. Completely factory assembled. See our catalog in Sweet's Architectural or Light Construction File. Representatives throughout U. S. and Canada.

Pella

WOOD MULTI-PURPOSE WINDOWS

CLIP AND MAIL TODAY

**ROLSCREEN COMPANY, Dept. H-24
PELLA, IOWA**
Please send helpful 20-page book,
"Library of Window Ideas."

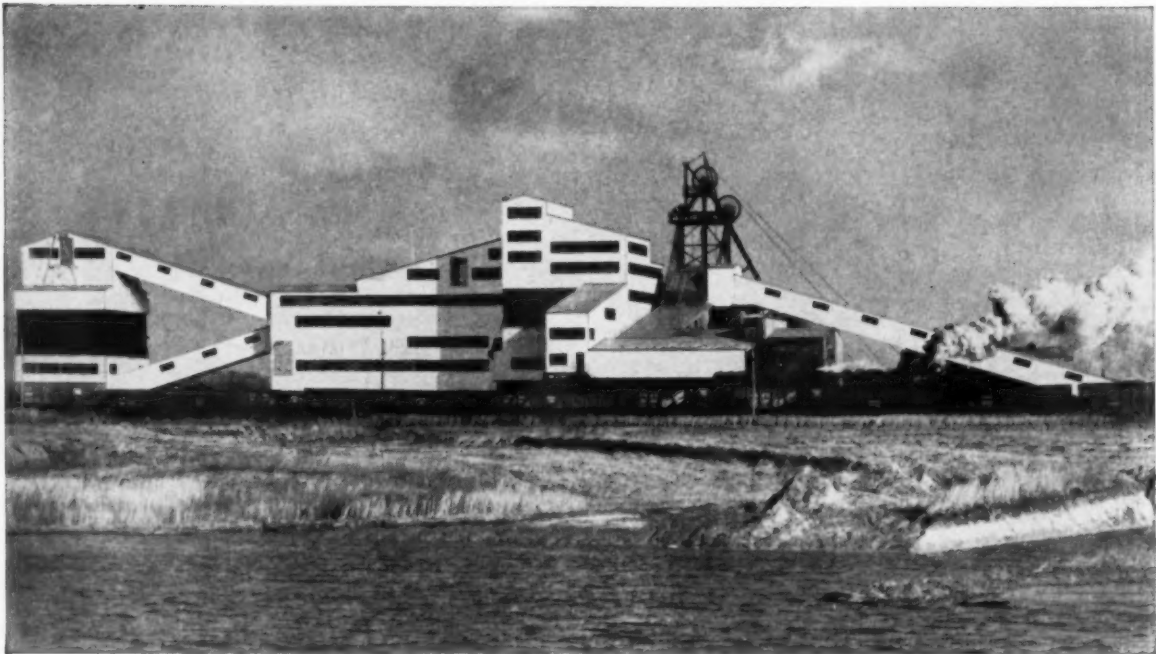
FIRM NAME

ADDRESS

CITY

ZONE STATE

ATTENTION MR.



This gleaming, modern coal preparation plant at Valier, Illinois, made of Kaiser Aluminum, was built for The Old Ben Coal Corp. by the McNally Pittsburgh Mfg. Corp., Pittsburgh, Kansas.

"No building maintenance problems with Kaiser Aluminum roofing and siding"

says Mr. J. W. MacDonald, Vice-President Engineering,
The Old Ben Coal Corp., Christopher, Illinois

"FUMES AND GASES seem to have no effect on our corrugated aluminum coal-preparation plant. It is completely rust-proof and never needs painting or any other expensive upkeep.

"That's particularly important in the coal industry where building maintenance is often a major item of cost.

"We like the way that aluminum keeps the interior cool on hot summer days.

"In our opinion, aluminum is the ideal building material for coal-processing plants. A recent contract for another preparation plant will again require provision of corrugated industrial aluminum roofing and siding."

Not only does Kaiser Aluminum Industrial Roofing provide greater protection and lower maintenance . . . it also assures *immediate savings*. Its light weight reduces transportation and handling costs. And it often requires lighter, less expensive supporting structures.

Whatever you're building—figure first in Kaiser Aluminum—for better value at lower cost! For A.I.A. File and complete information, contact any Kaiser Aluminum sales office listed in your telephone directory. Or write Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.

Kaiser Aluminum

Industrial Roofing and Siding

Light Weight—Reduces transportation costs. So easy to handle that construction is faster, lower in cost. Often permits the use of lighter, less expensive framing.

Strong—The increased depth ($\frac{7}{8}$ ") of the corrugations of Kaiser Aluminum sheet provides greater load carrying capacities over the longer spans of modern industrial construction.

Corrosion Resistance—High resistance to most industrial fumes.

Can't streak with red rust. Maintains attractive appearance indefinitely.

Low Maintenance—Never needs painting. Resists heavy winds and hail.

Cooler, Brighter Interiors—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum's high reflectivity insures extra interior light.



Give your homes

cooling luxury
at lowest cost

with a Hunter
Attic Fan

One easy-to-install unit cools entire home

You can now provide all the luxury of a cooling system that fills an entire home with refreshingly cool air—at a very low investment per house.

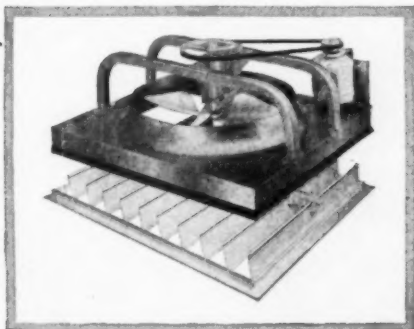
The Hunter Package Attic Fan is as efficient as it is economical. Quietly pulling in fresh, outdoor breezes as it forces out hot, sticky, inside air, the Hunter will cause room temperature to quickly drop from 10 to 20°.

Easiest of all attic fans to install, the Hunter requires no replastering, re-painting, suction box or other “extras” for installation or maintenance.

The compact fan unit rests on the

attic floor. Ideal for even low-pitched roofs, the Hunter needs only 18” to 26” attic clearance. The “flush-mounted” automatic ceiling shutter (shown above) screw-fastens over ceiling opening, fits narrow hallways. Its eggshell finish blends with all interior colors.

Guaranteed Performance: the Hunter fan unit is guaranteed for five years; motor and shutter for 1 year. Costs only a few cents a day to operate. Only \$145.00 list for the 5,000 CFM model, the Hunter is available in four sizes, with certified air deliveries to 16,000 CFM.



Write or wire today for new 1956 Hunter Catalog

Hunter Attic Fan



HUNTER FAN and VENTILATING COMPANY
381 S. Front St. • Memphis, Tenn.

Bildrite cuts 10 hours



Easy to cut, carry, place and nail. Bildrite cuts quick and clean with power saw or handsaw. One man handles large panels with ease. On Crowell homes, sheathing time is cut 60% as compared with wood.

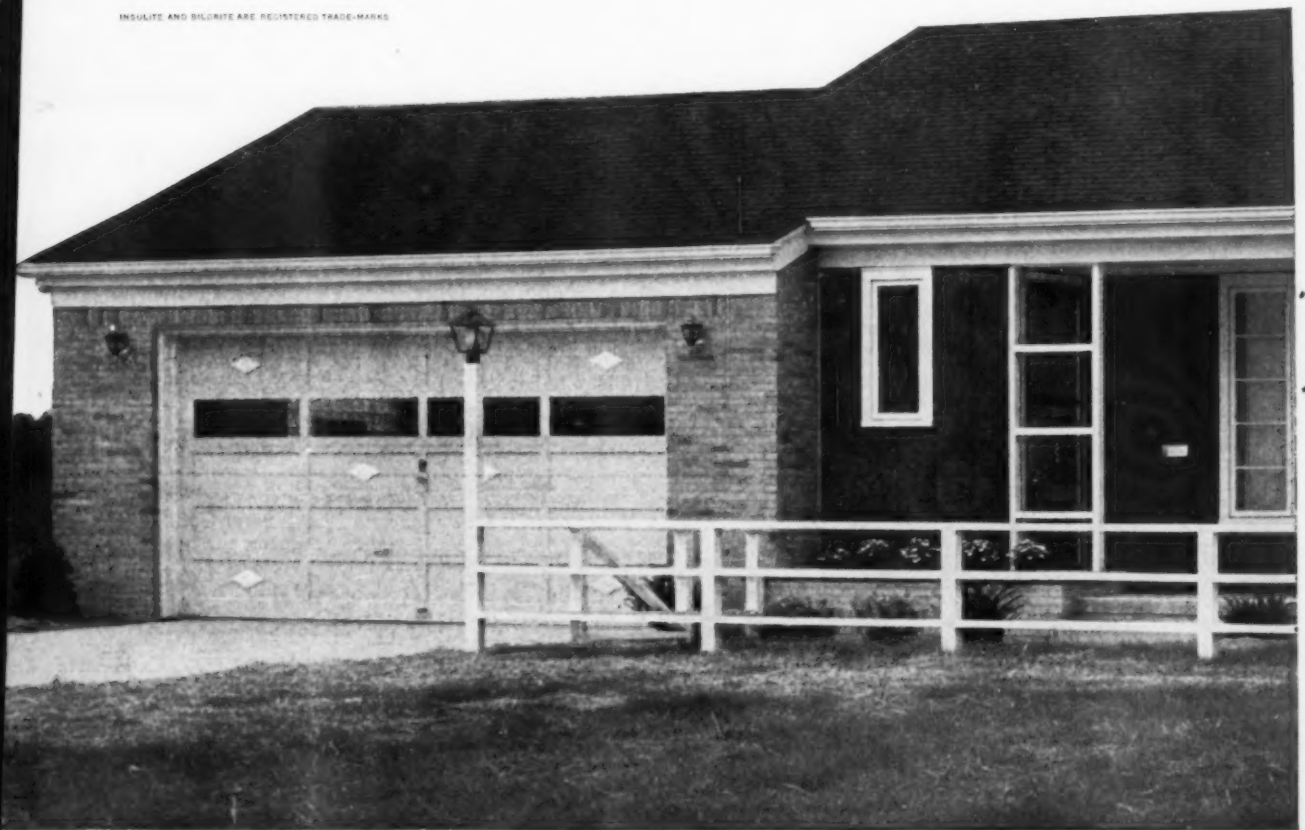
Good under any exterior finish. With brick, wood or shingles you save because felt or building paper is not needed. Bildrite is protected throughout against moisture with asphalt, yet is permeable to vapor.



INSULITE, Made of hardy Northern wood

Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE AND BILDRITE ARE REGISTERED TRADE-MARKS



work to 4...saves \$115 per home



Savings of \$38 per M in labor costs alone—E. H. Crowell reports this difference between Bildrite Sheathing and wood. "Add to this all the other economies of 4' x 8' Bildrite," says Mr. Crowell, "and the total saving on sheathing cost can easily amount to \$115 per home.

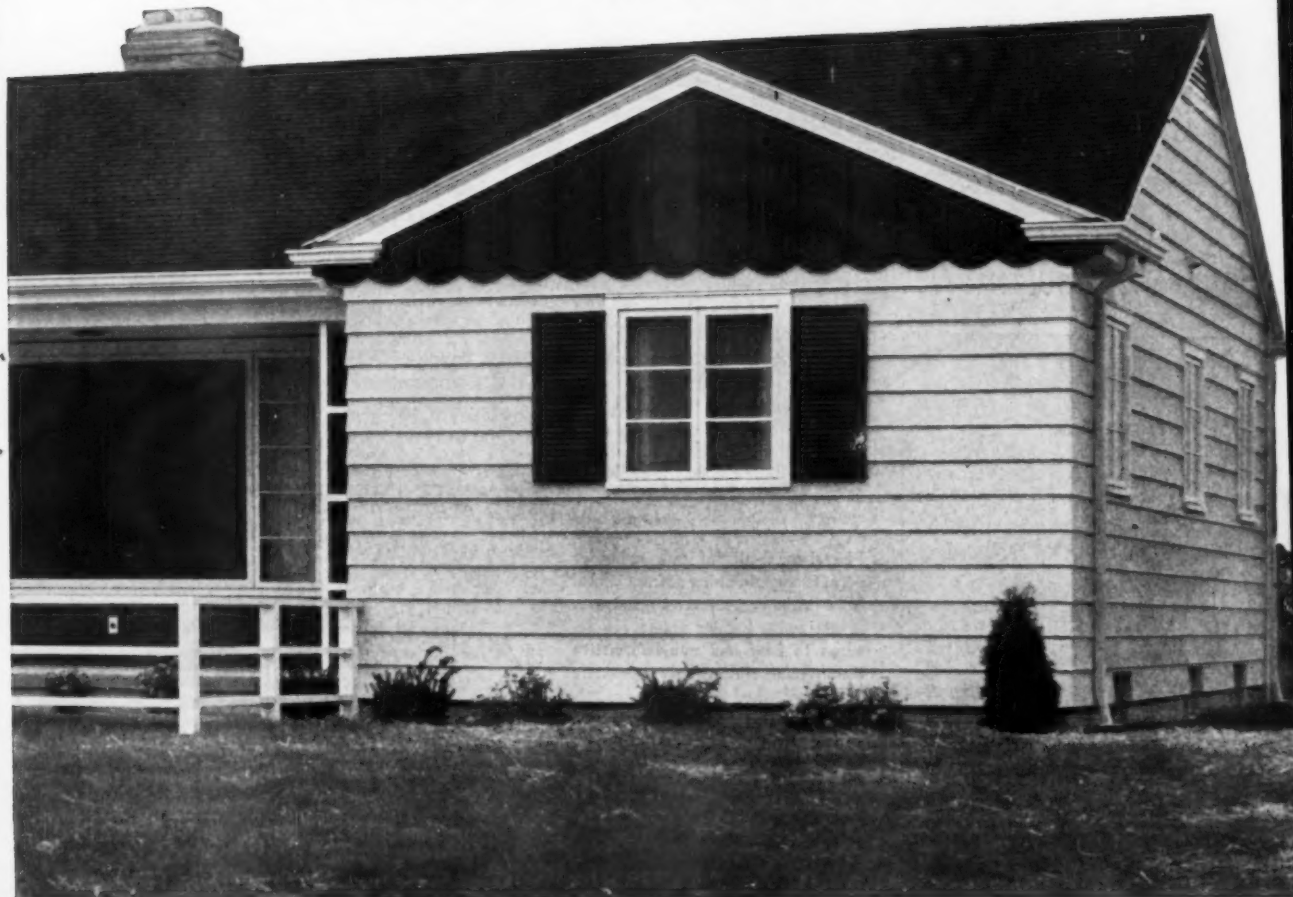
"Since the day we started in business," he says, "we've used Bildrite under both brick and wood siding. The 4' widths elim-

inate need for corner bracing. I have thoroughly checked the strength, weathertightness, and reduction of waste offered by Bildrite Sheathing; and am proud to say we are consistent users." Mr. Crowell builds 20-25 homes, like the one below, each year.

Look at the detail pictures at left. Then send for complete information, actual on-the-job pictures and construction details. Write Insulite, Minneapolis 2, Minnesota.

E. H. Crowell of Toledo, alternate director of NAHB; former president of Toledo Builders Association.

build better and save with
INSULITE



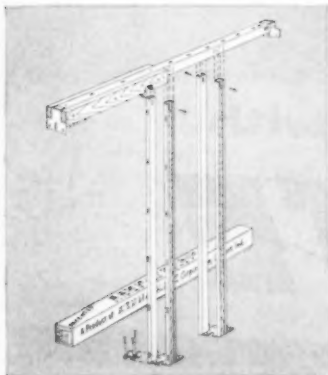
NEW

IMPROVED

PATENTED

Kennaframe[®]

SLIDING DOOR POCKET
FOR 1 1/4" DOORS

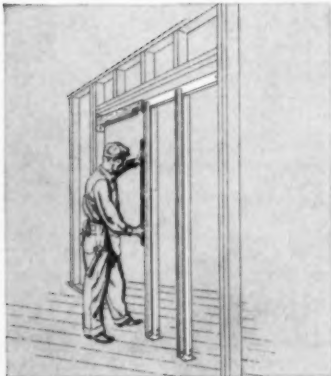


Header, with factory installed track and hangers, front and rear jacks, are rolled from the compact package and loosely assembled on the floor, using screws provided.

*installs
in minutes
to last a
housetime!*



One man raises unit into position in rough opening. Header and brackets are adjusted horizontally and lightly secured through vertical slots to studs. Header is levelled and position held by nailing securely to studs.



Pivotal connection of jacks to header permits easy plumbing of front jacks. Rear jacks are quickly aligned with front jacks. Spacer plates are secured to floor and non-deformative Kennaframe sliding door pocket is an accomplished fact.

Enjoy the modern, decorative, space saving features of sliding doors with KENNAFRAME — the improved and newly patented SLIDING DOOR POCKET. Kennaframe installs fast and easy due to its patented construction which allows independent alignment and plumbing of header and jamb members. All steel construction makes Kennaframe warp proof and consequently trouble-free. New removable track adds another great convenience feature to Kennaframe. Kennatrack's engineered hardware with center mounted hangers for even distribution of door weight over eight nylon wheels assures smooth, quiet, finger tip door operation. *Kennaframe — the name to remember in sliding door pockets.*

WRITE FOR NEW

Kennaframe[®]
FOLDER

*Today — be sure to write
for your copy of our new
Kennaframe folder. Complete
story in a nutshell.*



Kennatrack
SLIDING DOOR HARDWARE

CORPORATION, ELKHART, INDIANA

COLOR

THE THEME FOR 1956

What's the most exciting thing in home planning today? Our fresh new attitude to color, of course! And particularly in the bathrooms where color is so important to smart, attractive and salable homes.

Briggs Beautyware fixtures can make your bathrooms sparkle. And Briggs employs professional color engineering for the smartest, most attractive decor. With Beautyware Coral, for example, the soft grays, the dark contrasts — the cool blues and the touch of brilliance — will please and impress your clients and blend with any accessories.

And Beautyware fixtures all have a durable finish that stays bright and easy to clean. In every way Briggs Beautyware will reflect your good taste in colors — and quality in bath fixtures. Briggs Manufacturing Co., 300 Buhl Building, Detroit 26, Michigan.



In Beautyware Coral: New Lindsay lavatory, Marquette tub, Carlton closet



Color decorating styled by Howard Ketcham, nationally famous color engineer. Choose decorations and accessories for Beautyware coral fixtures from any of these other compatible colors.



silver gray



char gray



pale coral



powder blue



turquoise



chartreuse

BRIGGS BEAUTYWARE



Save Your Clients

These *Future* Costs

Specify Permanent

CAST IRON SOIL PIPE and Fittings

from Street Sewer to Roof Vent



FIRST cost of Cast Iron Soil Pipe and fittings may be slightly higher than non-metallic substitutes. But the small difference—only a fractional percentage of the whole investment in house and land—will be offset many times in the substantial savings in future costs and trouble for the home builder.

When you specify permanent CAST IRON SOIL PIPE and fittings, you effect all these savings for your clients through the years to come:



SAVINGS IN ROOT REAMING EXPENSE, an operation frequently required when Cast Iron Pipe is *not* used. Joints of Cast Iron Pipe are packed with oakum, caulked with molten lead—a combination that stops root penetration.



SAVINGS IN PIPE BREAKAGE COSTS—Root removal, heavy driveway pressures, ground settlement, vibration, nail or spike penetration in the walls of buildings can fracture many kinds of substitute pipe material. These cannot break or damage rugged Cast Iron Pipe because of its toughness and high structural strength.



SAVINGS IN YARD AND GARDEN RE-PLANTING, often required when pipe breaks, but never necessary when Cast Iron Pipe is used for sewer lines.



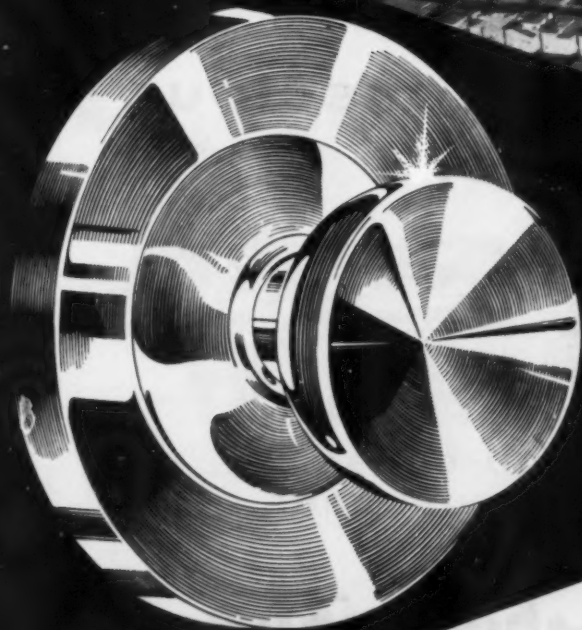
SAVINGS THROUGH LONGER SERVICE. Cast Iron Pipe will outlast any home. Its record of longevity in stacks and plumbing drainage system is unequalled by any other pipe ever made.

Make sure that your clients enjoy these money-saving, trouble-saving advantages which only permanent Cast Iron Pipe can assure.

Our Company does not manufacture Cast Iron Pipe, but supplies many of the nation's leading foundries with quality pig iron from which pipe is made.

WOODWARD IRON COMPANY

WOODWARD, ALABAMA



"900" SERIES SUNRAY

all eyes are on **WESLOCK'S**

Styling

With the addition of the brilliant new SUNRAY design, Weslock now offers two undisputed leaders in contemporary residential lockset styling.

SUNRAY is a worthy companion to the popular CONCAVE design, now the accepted standard of modern styling.

Both SUNRAY and CONCAVE designs are available in perfectly matched cabinet hardware to give a custom-styled effect throughout the home.

Both series are available in Weslock's original Black Rose® finish at no extra cost.



"500" SERIES CONCAVE

Write for further information.



WESTERN LOCK MFG. CO.

Manufacturers of Weslock Residential Locksets and Building Hardware

GENERAL OFFICES: 211 NORTH MADISON AVENUE, LOS ANGELES 4, CALIFORNIA • FACTORY: HUNTINGTON PARK, CALIFORNIA



for the
**cost-conscious
 builder**

and his brand-conscious
 customer . . .

Columbia-matic

TENSION SCREENS

CUT INSTALLATION COSTS across the board!

The Columbia-matic aluminum Tension Screen not only costs less than old fashioned types . . . it's not only heavier constructed for longer service than competitive makes . . . it also cuts builder installation costs across the board. Here's why millions are now in use from coast to coast.

- Require no template, or special tools to install.
- Installed from inside for easy access to all windows.
- Precision-made to your specifications, fit exactly without adjustment of any kind.
- Aluminum, require no painting or finishing . . . will not warp, swell or stick, rust stain your homes.
- Hardware can be preset in regular production schedule. Leave screens in cartons, safe from damage, for later installation.
- Sturdily packaged 6 of a size per fibre-board carton to protect against loss on the job or in warehousing.
- Easy to store, accurately labeled for quick identification.
- Cannot be taken down from outside . . . your protection against loss or theft on the job.
- Once installed, Columbia-matic TENSION SCREENS require no further adjustment —remaining drum-tight under all conditions . . . completely eliminate expensive "service callbacks."

CUSTOMERS RESPECT THE NAME . . . and love the performance!

Consistent, year-in-and-year-out advertising in leading national publications, plus word of mouth endorsement, have made Columbia-matic TENSION SCREENS a household word with home-buying and home-owning Americans. And like most famous brand names, Columbia-matic adds stature to the user and his project.

Equally important, the unusual quality of the Columbia-matic, its ease of use, dependability and many time, money and labor saving features are a constant reminder to your customers that he made a good purchase . . . an economical purchase . . . and a wise purchase.



LOOK FOR THIS SIGN OF SUPER SERVICE!

The sign of the **FACTORY SERVICE DEALER** for Columbia-matic TENSION SCREENS is your assurance of two important building plusses: (1) He will help you "buy right". To do this he carries a

complete stock of wanted sizes and can provide emergency service on special sizes. (2) He will help you "cut costs". An expert on builder screening needs, he will show you installation short cuts that will save you time and money.

For complete details on the Columbia-matic TENSION SCREEN, consult your Factory Service Dealer, who is your local lumber or building material dealer, or write:

THE COLUMBIA MILLS, INC., DEPT. 43, SYRACUSE 1, NEW YORK

Now you can be *Sure*



MENGEL DOORS

are

TRADE-MARKED!



NOW you can know . . . for sure—when you order Mengel Doors, *you'll get* Mengel Doors. The 'Mengel-Man' trade-mark is your assurance.

This famous symbol, in a distinctive, harmonizing wood dowel, is now built permanently into the stile of every Mengel Flush Door. Nationally advertised and recognized in Mengel *Permanized* Furniture, the 'Mengel-Man' trade-mark assures unquestioned workmanship and finest materials in Mengel Flush Doors. Assurance backed by Mengel, the world's largest maker of fine hardwood products. The 'Mengel-Man' trade-mark tells you now you're getting the quality you expect . . . when you specify Mengel Flush Doors!

Look for this symbol. It leaves no room for doubt . . . *or disappointment*. Door Department, The Mengel Company, Louisville 1, Ky.

Mengel Doors equal or exceed the requirements of
Bureau of Standards specifications CS200-55



DIALmatic

... the door closer asked for by name!

And the only one with fingertip dial regulator* that gives wonderful new ease in adjusting closing speeds of screen, combination and light interior doors. A twist of the wrist is all it takes to adjust closing speed powered by torque spring. No tools required. Exclusive mounting spacer guarantees easy correct mounting. Positive latching assured with foolproof by-pass valve. Oversize steel tube is 1 1/8" diameter, finished in metallic grey. Built and backed by the makers of Dexter® Lifetime® Locks.



CAT. NO. 80

BY DEXTER

For Screen and Combination Doors



Single Bore



Tubular

DEXTER LOCK DIVISION
Dexter Industries, Inc.

Grand Rapids, Mich.

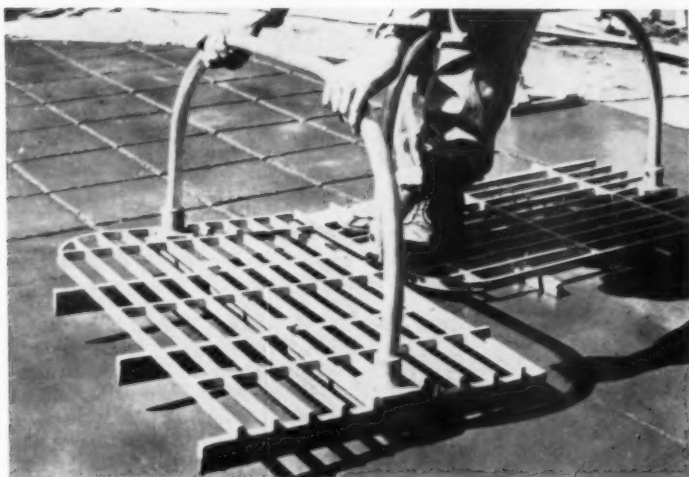
In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City

*Pat. Pending

Dexter manufactures a wide range of types and styles, all ideally suited for use with the Dexter Dialmatic door closer.

World's largest manufacturer of screen and combination door locks



BRICK PATTERN after stamping. Tools penetrate to a depth of about 1 inch.

ORNAMENTED stamping tools are used to impress design into wet concrete.

PATTERNED CONCRETE:

New tools create brick or tile textures . . .

New tools designed for the purpose of impressing fresh, colored concrete with patterned surfaces are now available. The tools are of a cast-aluminum alloy, light in weight, but strong enough to withstand heavy use and obtain required penetration.

The method of installation is simple. The manufacturer claims by using their tools any experienced

cement finisher can create either brick or tile patterns in colored concrete in about the same time that it takes to lay the usual gray slab, at only a fraction of the cost of conventional materials. The process can be used for any flat surface, is ideal for patios, swimming pool aprons, interior floors. Advantages claimed are quick-drying surfaces and the absence of any shrinkage cracks

running through the concrete slab.

Tools are available only for professional use on annual lease or daily rental, starting at \$1 per day. Regional and local franchised agencies are now being negotiated. Tools available now from Burbank-Waserman, Co., Dept. AB, 566 Commercial St., San Francisco, Calif.

Circle No. 3053 on reply card, p. 198



FINISHED brick pattern, shown above, has joints mortared for realism.



CONCRETE STEPS, shown above, were patterned, show versatility of tools.

**OTHER NEW PRODUCTS
IN THIS ISSUE**

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Floors And Walls	p. 166
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Bathrooms And Kitchens	pp. 186, 254
Catalogs	p. 193

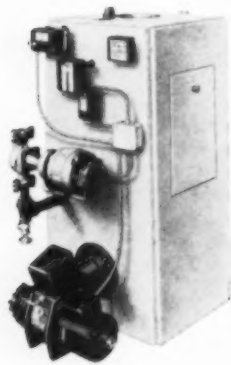
HEATING, AIR CONDITIONING, VENTILATING . . .



**One control center
for heating and cooling**

A touch of the finger shifts winter warmth to summer cooling with the dual control center "Weather-maker". Installed with the company's "Winter Weathermaker" furnace, the control panel has two lucite fingertip levers and a removable cover for decorating. A "cooling" plate mounts at the back of the panel. Separately, price approx. \$25. Carrier Corp., Dept. AB, Attn. W. Lake, Residential Sales, Syracuse, N. Y.

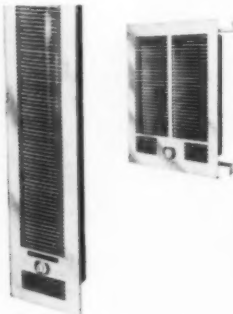
Circle No. 3054 on reply card, p. 198



**Heater is fully factory-
assembled and packaged**

The new "Pace-Pak," PP-2-W is fully factory-assembled and packaged with Burnham selected equipment, such as oil burner, controls, circulator and tankless heater. It is IBR rated at 810 sq. ft. for water. Together with the PP-1-W, rated at 565 sq. ft. for water, the two sizes will take care of the heating and domestic hot water requirements of most residential construction. Burnham Corp., Dept. AB, Boiler Div., Attn. F. R. Brophy, Irvington, N. Y.

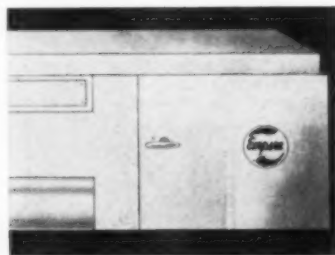
Circle No. 3055 on reply card, p. 198



**Trade-Wind Motorfans offers
radiant wall insert heaters**

Trade-Wind Motorfans, manufacturers of kitchen and small room ventilators, has entered the electrical heating field with a new line of radiant wall insert heaters. Heaters combine both radiant and convection heating, have a new simplified mounting bar assembly. Sizes: 45" high by 6 3/4" wide or 15" high by 10 1/4" wide. Built-in thermostat or "on-off" switch control. From \$13.74 to \$30.21. Trade-Wind Motorfans, Inc., Dept. AB, Attn. M. C. Phillips, 7755 Paramount Blvd., Rivera, Calif.

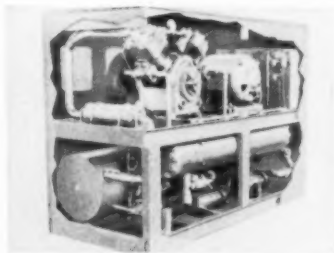
Circle No. 3056 on reply card, p. 198



**Horizontal gas furnaces have
80,000 and 100,000 Btu input**

Recently added to the Empire Stove Company's line of gas heating appliances are two new horizontal models: the H-80 with 80,000 Btu input and the H-100 with 100,000 Btu input. Each unit features the tubular honeycomb heat exchanger which is an exclusive design employed only by this company. The horizontal units are compact in design, ideal for limited space, yet produce the same amount of heat as a much larger sized unit, the manufacturer says. Empire Stove Company, Dept. AB, Belleville, Ill.

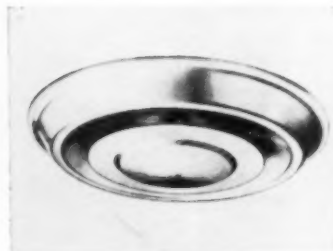
Circle No. 3057 on reply card, p. 198



**Package liquid coolers have
capacities from 7 1/2 to 50 tons**

Bell & Gossett has introduced a new line of package liquid coolers. Formerly, the company manufactured component parts of refrigeration and air conditioning systems for other makers. New liquid cooler is primarily a B&G product, not an assembly of purchased parts. Available in capacities from 7 1/2 to 50 tons, each unit is ready for operation with just basic connections. Unit shipped with a complete charge of Freon F-12 refrigerant and a completely pre-wired panel box. Prices start around \$2,900. Bell & Gossett Co., Dept. AB, Morton Grove, Ill.

Circle No. 3058 on reply card, p. 198



**Ceiling air diffuser
has greater capacity range**

Overall dimensions are reduced and contours sharpened in the restyled Kno-Draft residential ceiling air diffuser. Capacity range has been increased to more than 750 cu. ft. of air per minute with the addition of a 10 and 12-inch diffuser. Installation has been made simpler as diffuser collar now fits inside round duct instead of outside as formerly. Connor Engineering Corp., Dept. AB, 500 5th Ave., New York 36, N. Y.

Circle No. 3059 on reply card, p. 198

HARDWARE AND BUILDING SPECIALTIES . . .



**Insto-Hot Infra-Red heater
for use almost anywhere**

The Model 1420 Insto-Hot Infra-Red (Schwank Patented) heater consists of an 8-section ceramic catalyst in an aluminum reflector, with bracket that fastens directly to 20 lb. cylinder. With the Insto-Hot Adjustable Mast, the infra-red heater can be elevated to a height of 7 feet. Heaters can be either single unit or double unit. Sold through distributors in U.S. and Canada. Trade price to builders, without cylinder, \$54. Insto Gas Corp., Dept. AB, Attn. William W. Steinert, 1977 E. Woodbridge, Detroit 7, Mich.

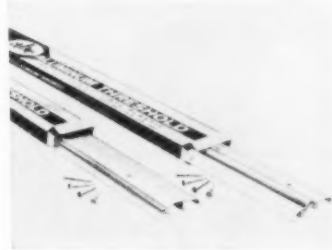
Circle No. 3060 on reply card, p. 198



**More water—more pressure
with Multi-Stage System**

Barnes jet pumps provide a water supply more than adequate for all commercial, domestic and fire protection needs, plus an additional margin for expanding requirements. A full line of Multi-Stage Water Systems is available from 3/4 hp. with top capacity of 2,700 gph. to 5 hp. models which give capacities up to 10,500 gph. Operate at well depths down to 200 feet. All models adaptable for deep or shallow wells. For complete information write to Barnes Mfg. Co., Dept. AB, Attn. P. E. Finical, Mansfield, Ohio.

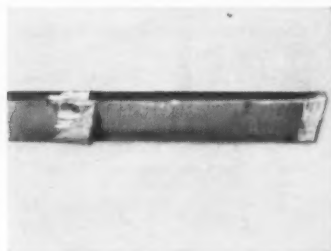
Circle No. 3062 on reply card, p. 198



**Lifetime weatherstripping in
one-piece aluminum threshold**

Made of heavy gauge aluminum, ABC thresholds are guaranteed not to rust or corrode, and to hold many times the normal human weight. The dual-purpose model is actually 2 thresholds in one with design that eliminates beveling of doors to save installation time, and provides full door-and-threshold overlap. Price is up to 50 per cent less than normal thresholds. Adams Engineering Co., Inc., Dept. AB, Attn. Robert Heady, Box 936, Little River Branch, Miami 38, Fla.

Circle No. 3064 on reply card, p. 198



**Cedarco closet lining with
aromatic red cedar**

Beautiful, low cost Cedarco closet lining, made of genuine Tennessee aromatic red cedar, gives safe, clean, guaranteed moth protection to garments. Also for lining storage space in basement or attic. It's tongue-and-grooved with matched ends, milled to an extra smooth finish, ready for immediate installation. Bundles are machine spiral wrapped, and capped at both ends for easy handling. Giles & Kendall Co., Dept AB, Huntsville, Ala.

Circle No. 3061 on reply card, p. 198



**ShurLok Tu-Tone decorator
hardware for new style**

ShurLok's new "Tu-Tone" doorknob sets with pitch black rosettes are the very latest in builder's hardware. New matching idea offers many clever opportunities for decorating effects. Available with knobs in all standard finishes, brass, bronze, chromium and aluminum. No extra cost. Immediate delivery. For more complete information on company's full hardware line write to: Metallon Products, Inc., Tegeco Div., Dept. AB, 2050 E. 48th St., Los Angeles, Calif.

Circle No. 3063 on reply card, p. 198



**More storage space with
disappearing attic stairway**

Newark Ladder & Bracket Co. offers their new, improved Hideaway disappearing attic stairway featuring finger-tip control. Stairway disappears completely into attic, leaving a finished panel on face of ceiling. Unit was designed for homes in need of additional storage space and is quality constructed and built to withstand rugged use. Comes completely assembled. Price: \$36.95. Newark Ladder & Bracket Co., Dept. AB, Attn. M. North, 1 Walnut Ave., Clark, New Jersey.

Circle No. 3065 on reply card, p. 198

TOOLS AND BUILDING EQUIPMENT . . .



High speed masonry drill

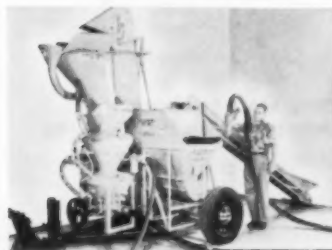
Hanmole high speed (3200 rpm) hand masonry drill features self-contained electric drill with integral water injection system for cooling. Drills holes 1/4" to 2" through reinforced concrete, glazed tile, brick, granite, other hard materials. Model A-1, 1" capacity, \$160; model A-2, 1 3/4" capacity, \$198. Molco Drilling Machines Inc., Attn. Leonard Cecil, Dept. AB, 1100 20th St., N.W., Washington 6, D.C.

Circle No. 3066 on reply card, p. 198

For laminating plastics

Trinity offers an equipment package for postforming and laminating decorative plastics. Tops can be given inside or outside radius in 3 min., surface lamination in 8 min. Package requires 220-volt power, elementary multi-purpose power tools for operation. Includes heating unit and oven, steel forming press, laminator heat blanket. \$1,295. Trinity Industries, J. Small, Dept. AB, P.O. Box 71, Redwood City, Calif.

Circle No. 3067 on reply card, p. 198



Concrete gunning rig

New portable concrete gunning rig by Airplaco combines Nucretor concrete gun; Mix-Elevator proportioning, dry mixing, elevating machine; and a sand loader. Abt. \$6,000. Air Placement Equipment Co., Attn. Ralph Cronemeyer, Dept. AB, 1009 W. 24th St., Kansas City, Mo.

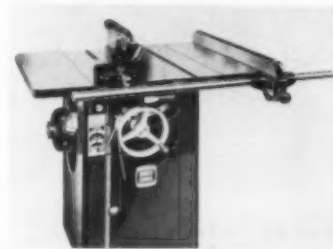
Circle No. 3068 on reply card, p. 198



TerraTrac fork lift

An improved crawler-mounted fork lift, the M-3 features greater capacity, higher lift and overhead protection for the operator. Capacity of the new lift has been increased from 3,000 to 3,500 lbs., and it is available in three heights—9 ft., 12 ft. 6 in., and 14 ft. 3 in.—plus an extension which increases the lifting height to 21 ft. Attachments available include a cement and mortar bucket, 3/4 yd. loading bucket, and a 5 ft. 4 in. angling dozer blade. American Tractor Corp., Dept. AB, Churubusco (Ft. Wayne), Ind.

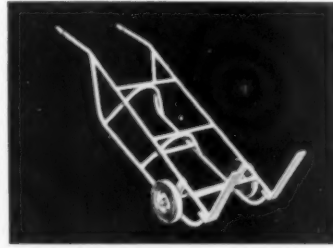
Circle No. 3069 on reply card, p. 198



Tilting-arbor 10-inch saw

This new high capacity 10" saw has unusually high capacity for commercial woodworking, pattern making. It will rip to 37" wide, and has a thickness capacity and vertical blade travel at point of use of 3 1/4". Monotrol, a single control wheel, eliminates the necessity of reaching around the saw, and saves much time when making only one or two cuts of the same kind on the same piece. List price: \$329.50. Boice-Crane Co., Dept. AB, M. H. Buehrer, 930 W. Central Ave., Toledo, Ohio.

Circle No. 3070 on reply card, p. 198



Extra heavy duty hand truck

USP's new hand truck designed for handling gypsum lath can also be put to many other handling uses. Rugged 1" tubular steel construction. U. S. Products, Dept. AB, Columbus, Ind.

Circle No. 3071 on reply card, p. 198



Easily converted fastener

Ramset's Duo Jobmaster can do 90% of usual construction fastening jobs. It may now be used for 3/8" stud or 1/4" stud with only simple barrel change. Priced at \$149.50. Ramset Fastening, Attn. C. Tryon, Dept. AB, 12117 Berea Road, Cleveland, Ohio.

Circle No. 3072 on reply card, p. 198



Hydraulic lift brick hop

This brick cart on wheels can be moved easily. Hydraulic lift hop with automatic tilt-back in 2 models: full pallet, capacity 1,500 lbs., \$260; half pallet, 1,000 lbs. capacity, \$210. American Road Equipment Co. Attn. L. F. Siemon, Dept. AB, 4302 N. 28th St., Omaha, Neb.

Circle No. 3073 on reply card, p. 198

CLIPPER Sells MORE...

Because CLIPPER Sells

QUALITY!

Clipper
MASONRY SAWS



MODEL HD

Wet or Dry Cutting

Convertible to Concrete Sawing, a Model to fit every budget, priced from \$265.

The Perfect Team...

A Clipper Masonry Saw and Clipper Blades are the best combination for the Fastest Cutting... at the Lowest Cost... with the Greatest Ease — Anytime — Anywhere. Results are unconditionally guaranteed when you use the Clipper combination. Use the Coupon to learn more of what Clipper will do on your job — OR Wire, Phone or Write for immediate Shipment on Free Trial!

CLIPPER MADE THE **FIRST**
 MASONRY SAW — CLIPPER
 STILL MAKES THE
BEST MASONRY SAW!



Mr. Clipper

**Let Your Cutting Problems
 Be Our Problems!**

● Clipper Masonry Saws and Clipper Diamond and Abrasive Blades have been the answer to masonry cutting problems for nearly 20 years. Only a Clipper Masonry Saw has these **EXCLUSIVE PATENTED** features: Select-A-Notch Height Adjustment - Pressure Equalizer Spring - Wet or Dry Pump - Water Application System - Adjust-A-Cut control feature - Positive Head Lock - Hinge Lok Blade Guard — These features provide the **ONLY** Low-Cost Efficient method of quickly and easily cutting all masonry materials. **ORDER A CLIPPER TODAY** on **FREE TRIAL** on your Job.

CLIPPER BLADES

for EVERY Job!

Blade after blade, on tile to block, Clipper Wet or Dry Abrasive, Diamond or Break-Resistant Blades, out-perform, out-cut and out-last any other blade and give you consistent profit-making performance on all masonry materials — hard — soft — porous — dense. Today Clipper Blades are still your Best Buy!



QUESTION?
 Ask Your Clipper
 Factory-Trained
 Representative —
 Only Clipper
 Gives Direct
 Factory Service

Clipper

KANSAS CITY, MO.

Better
 Mail the
 Coupon
 NOW!



● Genuine Clipper Products are Sold Only Direct, from Factory Branches in Principal Cities, Coast to Coast. Consult Your Phone Book, or Mail Coupon for Same-Day Service.

CLIPPER MANUFACTURING CO.

2808 S. Warwick • Kansas City 8, Mo. 218X

- Please send complete information on Clipper Masonry Saws.
- New Clipper Break-Resistant "Polk-A-Dot" Abrasive Blades
- Clipper Diamond Blades. Clipper Standard Abrasive Blades.
- Clipper Concrete Saws. Send Factory Representative.

NAME _____

ADDRESS _____

CITY _____ STATE _____

How to Use Scaffold Brackets



TO INSTALL window framing and siding on this home in Shaker Heights, Ohio, William F. Monroe, builder, uses safe, easy to install "Trouble Saver" Scaffold Brackets. These brackets are usually set in rows at levels of about 6 ft. Bearing on the house at three different points, each "Trouble Saver" Bracket provides maximum stability, permitting men to work faster in greater safety. Although made of strong rail steel, they are easily handled and can be installed in far less time than it takes to build a makeshift wooden scaffold. "Trouble Saver" Scaffold Brackets are available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments. THE STEEL SCAFFOLDING COMPANY, 856 HUMBOLDT ST., BROOKLYN 22, NEW YORK, TELEPHONE: EVERGREEN 3-5510. Dept. AB

AMERICAN BUILDER NEW PRODUCTS

TOOLS



Portable belt conveyor speeds on-the-job work

Mulkey's portable belt conveyor is presented as a dollar-saver for contractors and roofers. The all-steel bridge-type construction conveyor is balanced and portable, easily operated and handles a 750 lb. load. Forty foot conveyor has maximum lift of 22' at 30°, extensions easily added. Powered by either 4 hp. gasoline engine or 2 hp. electric motor. Basic 24' conveyor retails at \$1060 with 8' extension, \$135. Both FOB from factory. Sam Mulkey Co., Attn. W. E. Rye, Dept. AB, Box 270, Lee's Summit, Mo.

Circle No. 3074 on reply card, p. 198

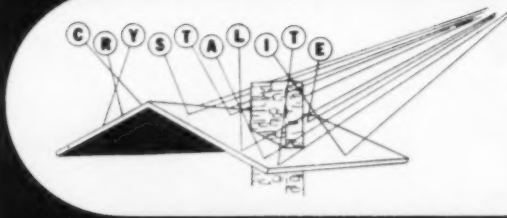
New Product Improves Built-Up Roofs

NEW BEAUTY

Sparkling white CRYSTALITE makes a beautiful roof. It blends perfectly with every color scheme and building material.

NEW LIVING COMFORT

CRYSTALITE'S high reflective properties keep out summer heat. Air conditioning is possible with far less cost.



CRYSTALITE White Roofing Aggregate

HIGH REFLECTIVITY

Write for Complete Information,
Samples and Prices

BLACK WHITE LIMESTONE CO.

FRONT AND EIGHTH STREET
QUINCY, ILLINOIS

NEW CONVENIENCE

CRYSTALITE is properly sized within bonding specifications; clean, dry and ready to use.

NEW ECONOMY

CRYSTALITE is a hard non-porous limestone marble that will not change color, crumble, or deteriorate. It is a low cost product that can be fully guaranteed.



Portable rotary compressor simplifies engine care

Worthington's "Blue Brute" 600' Compressor, designed with up-to-date engineering principles, has new easy acting clutch allowing operators to warm-up engine before cutting in compressor. Fully self-draining machine eliminates settling of oil and moisture in low areas. Compressor's cylinder arrangement gravity-drains oil and moisture during shutdowns. Net price, 600' rotary on 4 pneumatic tires, \$15,080 FOB, Holyoke, Mass. Information from W. J. Fleming, Worthington Corp., Portable Tool Div., Dept. AB, 7001 Sales St., Holyoke, Mass.

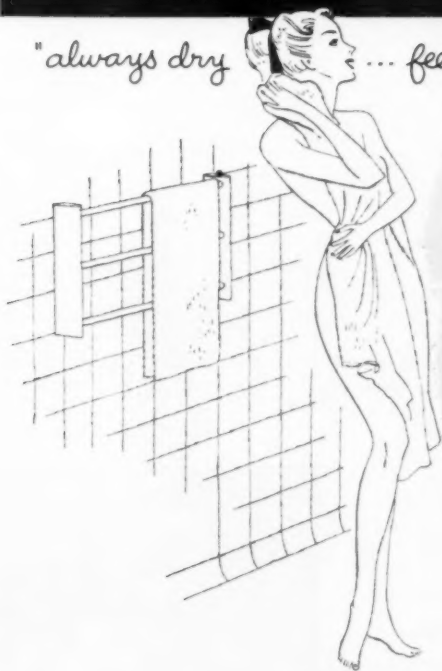
Circle No. 3075 on reply card, p. 198

Here's the
newest idea
for your
bathrooms



electric
warm-dri
towel rack

"always dry ... feels sooooo good when it's warm!"



No. 390 Red signal glows when 50 watt current is on. Bars and end brackets are heavily chromium plated on solid brass. Overall size—26" long, 13" high.

Sold by leading plumbing, tile and hardware dealers everywhere



HALL-MACK COMPANY

1380 West Washington Boulevard
Los Angeles 7, California

**HALL-MACK COMPANY • 1380 West Washington Blvd.
Los Angeles 7, California**

Please send me your FREE color brochure of new bathroom ideas.

name _____

address _____

city _____ zone _____ state _____

AB-3



"CHAMP" Forms with cross members on 24" centers, being erected for house foundation in Skokie, Illinois. Contractor, Harding Bros., Northbrook, Illinois.

New Design Lowers Form Cost

It's SYMONS New "Champ" Form

The new Symons "Champ" Form brings to the builder an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Although designed for light, commercial and residential construction, contractors report the "Champ" is equally satisfactory for use on high pours.

CONSTRUCTION FEATURES

The panel has a 2 x 4 frame with 2 x 4 cross members that lay flat against 3/4" plywood face. Cross members are placed on 12" or 24" centers depending on whether forms are to be used for residential or commercial construction. Pressure against form is transmitted directly to tie through rail plates which are located at each end of cross members and attached to frame.

INTERCHANGEABLE FEATURE

"Champ" Forms are made in the same sizes as Symons Standard Panel Forms—2 ft. wide, and 4', 6' or 8' long. Special sizes will be made to order. The hardware and ties used on Symons Standard Panel Form are also used on the "Champ" Form. This makes it possible to use Symons Standard and "Champ" Forms interchangeably.

FREE ENGINEERING SERVICE

Our engineering staff is experienced with all types of forming and will furnish complete form layouts and job cost sheets on your form work—at no charge or obligation. Our salesmen give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rentals—"Champ" Forms may be rented with purchase option—all rentals to apply on purchase price.



SYMONS CLAMP & MFG. CO.
4261 Diversey Avenue, Chicago 39, Illinois, DEPT. C-6

Please send complete information
on Symons "Champ" Forms.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

AMERICAN
BUILDER

new products. . .

FLOORS AND WALLS



Aluminum building panels now available in color

Architectural building panels made of Alcoa aluminum and in a variety of colors are now available. The colors are applied to the aluminum by an electrochemical process in which the colors are impregnated into the surface of the metal. Maintenance-free, colors will not chip, blister, rust. A weave of extruded aluminum bars and channels called "Tylgo" (shown) was designed as a gold mesh wall design by the W. S. Tyler Co., Dept. AB, 3618 Superior Ave., Cleveland 14, Ohio.

Circle No. 3076 on reply card, p. 198

Natural rubber paint has more stretch tolerance

Florply floor enamel containing true natural rubber is now being distributed by Forman, Ford and Co. Because of its exceptional stretch tolerance, Florply is superior for both indoor and outdoor use in climates which experience temperature extremes, says manufacturer. Price: \$6.50 a gallon, \$1.86 a quart. Available now from Forman Ford & Co., Dept. AB, Attn. L. A. Potter, Forman Ford & Co., 111 South 2nd St., Minneapolis Minn.

Circle No. 3077 on reply card, p. 198

Ceramic-on-steel wall tile ready in decorator colors

"Starfire" tiles, designed for use in playrooms, dens and corridors as well as kitchens and bathrooms have been developed by Bettinger Corp's Pepco Div. The ceramic-on-steel tile is strong, lightweight and versatile, comes in 11 colors, can be installed directly on dry wall construction. Standard 4 1/4" x 4 1/4" Starfile tiles cost approximately \$.48, take 8 man-hours for average bathroom installation. Pepco Division, Bettinger Corp., Dept. AB, Attn. Paul Handly, Waltham, Mass.

Circle No. 3078 on reply card, p. 198



Factory-finished paneling offers wood, style choice

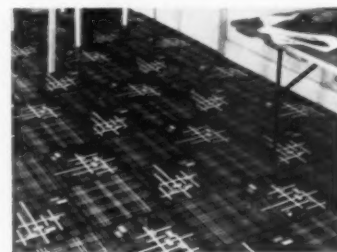
"Craftwall" panels are now offered by Roddiscraft in oak, birch, cherry, walnut, blonde limba, mahogany, maple, knotty pine and elm. Panels come V-grooved in 3 sizes, (48 x 96", 16 x 96", 32 x 64"); V-grooved, cross scored and pegged in the same sizes, and V-grooved for horizontal installation in the 32 x 64" size. About \$.59 to \$.72 per sq. ft. Roddis Plywood Corp., Dept. AB, Marshfield, Wis.

Circle No. 3079 on reply card, p. 198

Ceramic tile cement for walls and floors

Hako No. 600 Ceramic Tile Cement is unaffected by water, moisture or grouting and does not lose its binder into porous surfaces. No. 600 is packaged and ready for use, requiring no thinning or mixing. Hachmeister Inc., Dept. AB, Pittsburgh 30, Pa.

Circle No. 3080 on reply card, p. 198



Enamel surface floor coverings in new patterns

Bird & Son offers enamel surface floor coverings in new patterns. New stature in its use has been realized through smart patterns. Shown is the Bird "Scatterbox" pattern. Price in 9x12' size: supergrade, over \$15; quality grade, above \$10. Bird & Son, Attn. Ted Aber, Dept. AB, 47 Wilson St., East Walpole, Mass.

Circle No. 3081 on reply card, p. 198

Standardized USF "WOOSTER" STEEL DOORS AND FRAMES

SELECTED FOR

UNITED STATES STEEL'S

Personalized  *Coronado*
HOMES



NO FRAMES TO BUILD

NO HARDWARE MORTISING

NO FITTING OR PLANING

Engineered to the most exacting standards in the industry and manufactured on precision tooling, USF Steel Doors and Frames offer a standardized top-quality that won their selection for U. S. Steel Homes.

This engineered quality and standardized manufacturing practice assures uniformity that can't be matched by "custom" crafted doors. You profit from lower first cost . . . time-saving installation . . . and known quality that you can safely recommend and use.

Get the Facts

Write for complete Doors & Frames Catalog. Know these standards and let them work for you!

**UNITED STEEL FABRICATORS,
INCORPORATED
WOOSTER, OHIO**

Representatives: Cleveland, New York, Washington, D.C., Amarillo, Tex., Minneapolis, Seattle, Shreveport, La., Butte, Mont., Buffalo, St. Louis, Toledo, Wilmington, Del., St. Petersburg, Fla., Tucson, Denver, Manchester, N.H., Mobile, Madison, Wis., Chicago.



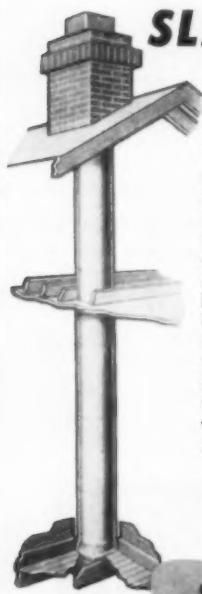
**PUT OUR EXPERIENCE
behind YOUR home
AIR CONDITIONING**



Many builders, through lack of personal experience with year-around air conditioning, hesitate to put it in their homes—but *not those who specify Majestic*. They know the full weight of Majestic's many years of "home comfort" experience stands firmly behind their ultra-modern 1956 units. In remodeling or in new construction, the contractor expects and gets all the benefits of Majestic's research and engineering.

Majestic 1956 Line IS COMPLETE

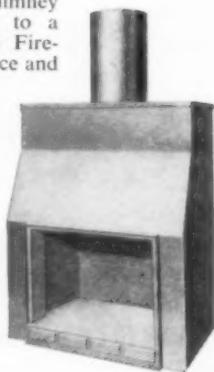
Whatever system you want—2, 3, or 5 ton self-contained water-cooled units or remote air-cooled models, in matching twin units or for add-on installations—Majestic has it in the 1956 line. For only a very few dollars, a Majestic Furnace installation can be equipped with a remote-system evaporator cabinet, ready for "the works" whenever the home owner decides on all-season air conditioning.



**SLASH Chimney and
Fireplace COSTS**

Majestic also makes the revolutionary metal Thulman Chimney that cuts erection costs to a minimum, and Thulman Fireplace, the complete fireplace and chimney that needs no masonry. Both have simulated red-brick top housings. Both are U.L.-listed for zero clearance installation in homes to two-stories high, with or without basement.

**Call your nearest
Majestic Dealer,
or write today**



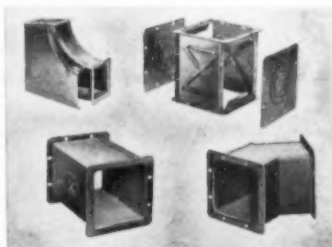
The **Majestic** Co., Inc.

433 Erie Street

Huntington, Indiana

AMERICAN BUILDER NEW PRODUCTS

LIGHTING



Flanged fittings save time

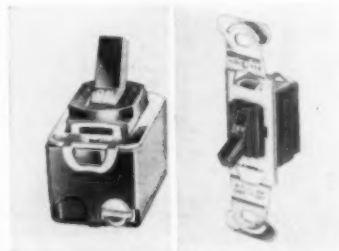
To reduce labor time and assure neater layouts, Keystone presents a line of auxiliary 8" square flanged fittings for wireways. Brake formed from heavy gauge steel, line includes a 90° elbow and pull box; junction box for T or L or cross. From \$4.25 to \$67.20. Keystone Mfg. Co., Attn. Herman Brodsky, Dept. AB, 23328 Sherwood Rd., Centerline, Mich.

Circle No. 3082 on reply card, p. 198

New 60-inch Luminares

New 5' commercial Luminaire (60-T-17), operates two 40 Watt low brightness lamps or two 90 Watt high output lamps. Modern steel fixtures have strong rolled reeded sides. Luminaire with 5° lengthwise and 45° cross-wise shielding lists at \$43.25; with 25° lengthwise and 45° crosswise shielding at \$47.50. Edwin F. Guth Co., Attn. Cliff Bright, Dept. AB, 2615 Washington St., St. Louis, Mo.

Circle No. 3083 on reply card, p. 198



Screw terminals by Quietie

Quietie's Interchangeable light switch line (left), and Junior line now available with screw terminals for conventional binding screw contacts, both in single or double pole. Interchangeable model, 120-277 volt ac, in 15 or 20 amp; Junior in 15 amp, 120 volt ac. Single pole switch, \$.80. R. N. Peck, Arrow-Hart & Hegeman Electric Co., Dept. AB, 103 Hawthorn St., Hartford 6, Conn.

Circle No. 3084 on reply card, p. 198



CARPET HELPS SELL MORE HOMES

Across the country the facts are clear: houses offered with famed Alexander Smith carpeting sell faster.

The most beautiful wall-to-wall carpeting can be included in the house mortgage for so little more a month your customer won't even feel it. Customers no longer need defer buying—you make it possible for them to enjoy superb carpeting *from the start*.

All this—and *your customer can save money too*. Wall-to-wall carpeting permits installation of excellent plywood floors instead of costly hardwood, at savings of up to \$4 a square yard.

Tell your customers this good news—show them the wide choice of carpeting they can enjoy—link your name to Alexander Smith—and lock up the sale.

start with **Alexander Smith** 

295 FIFTH AVENUE, NEW YORK 16, N. Y.

LET SKIL SLASH YOUR CUTTING COSTS

Choose From 16 Models of Portable and Radial Saws

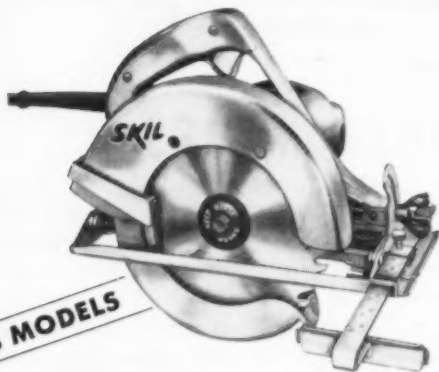
SKIL offers the most complete line of saws on the market—value-packed models for every building job from cutting thin sheathing to heavy timbers. Powered to keep cutting at top speeds where others fail—under all conditions, through all materials. Built to stand up longer under

constant, rugged use. Boost production during the busy season ahead. Save time and money—cut maintenance costs—with the right saw for *your* cutting needs. SKIL Saws are famous for peak cutting speed, power, accuracy, ease of handling! Ask your SKIL Distributor for full details.

Let SKIL Help You With Your Cutting Problems!

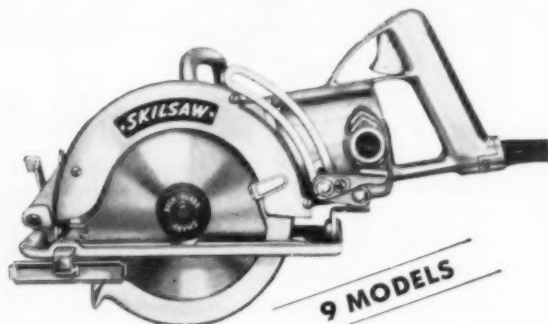
Do you cut problem materials like metals, stone or compositions?
We'll recommend the SKIL Saw and blade that best meets your needs.

Over One Million SKIL Saws in Use!



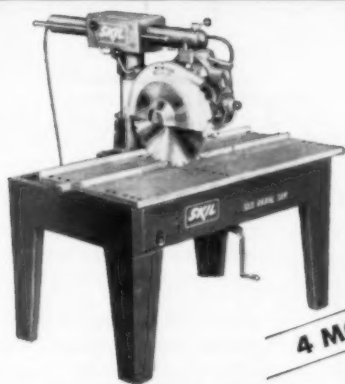
Heavy-Duty SKIL Saws

High blade speed for fast, unequalled cut-off work. Exceptionally light in weight and easy-to-handle. 3 popular-priced models in 6½", 7¼" and 8¼" blade sizes.



Super-Duty SKIL Saws

High-torque worm drive means peak power for gang-cutting, heavy ripping, tough bevel mitering, cutting metal and compositions. Lightweight, easy handling. Blade sizes 6" to 12".



4 MODELS

SKIL Radial Saws

Exclusive "Retracto-Glide" Arm gives hairline accuracy for high speed pre-cutting. Ideal for multi-unit construction. Sturdy, heavy-duty design throughout. 2 to 7½ HP models.

SKIL
PORTABLE TOOLS

Made only by SKIL Corporation,
formerly SKILSAW, Inc.
5033 Elston Avenue, Chicago 30, Illinois
1041 Dundas Street West, Toronto 9, Ontario
Factory Branches in All Leading Cities

**Ask For A SKIL Saw Demonstration and FREE Trial!
See How SKIL Can Increase Your Production This Spring!**

MAIL COUPON TODAY!

SKIL Corporation, Dept. AB-36
5033 Elston Avenue, Chicago 30, Illinois

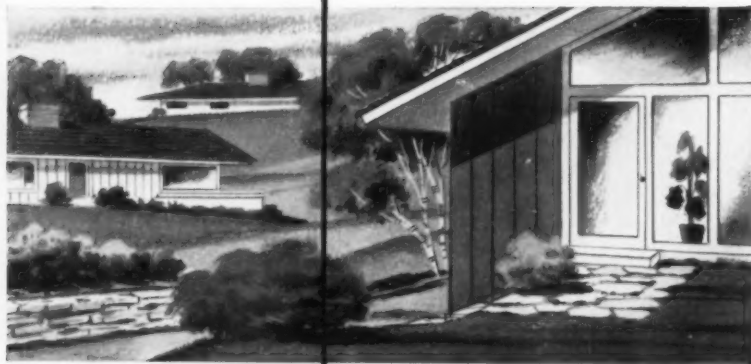
- I would like a SKIL demonstration and FREE Trial.
- Please send literature on SKIL tools.

NAME _____

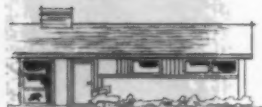
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CITY _____ ZONE _____ STATE _____

Top styling, 20% lower building cost ...



two reasons for prefabrication boom!



Prefabricated home building increased well over 200% between 1948 and 1955. In the same period, total housing starts increased only 50%.

Why the faster rate? Prefabricated homes are designed by the nation's leading architects. Their superior styling gives them extra sales appeal. Also, they cost from 10% to 20% less to build. This combination of styling and price advantage really moves homes.

Prefabricated homes are eligible for FHA and VA financing. In all price ranges, they're the answer to greater profit. Write for a list of leading home prefabricators serving your area.



GROW WITH
PREFABRICATION

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For sample copy of *PHMI* the Magazine of Prefabrication, send request on your letterhead.



AMERICAN BUILDER NEW PRODUCTS

WINDOWS, DOORS, PORCHES



Awn-O-Matic wood windows engineered for northern use

Gate City Sash and Door now offers its southern awning window in a new northern version. "Awn-O-Matic." Suitable for dry wall or plaster construction, the wood window is fully weatherstripped, has storm sash and screens. Sash will receive single glazing insulated glass or removeable storm panels. Competitively priced, window will be made in Wisconsin and distributed through jobbers East of the Mississippi. Inquiries: Gate City Awning Co., Attn. W. M. MacArthur, Dept. AB, 6699 Lincoln Ave., Chicago, Ill.

Circle No. 3085 on reply card, p. 198

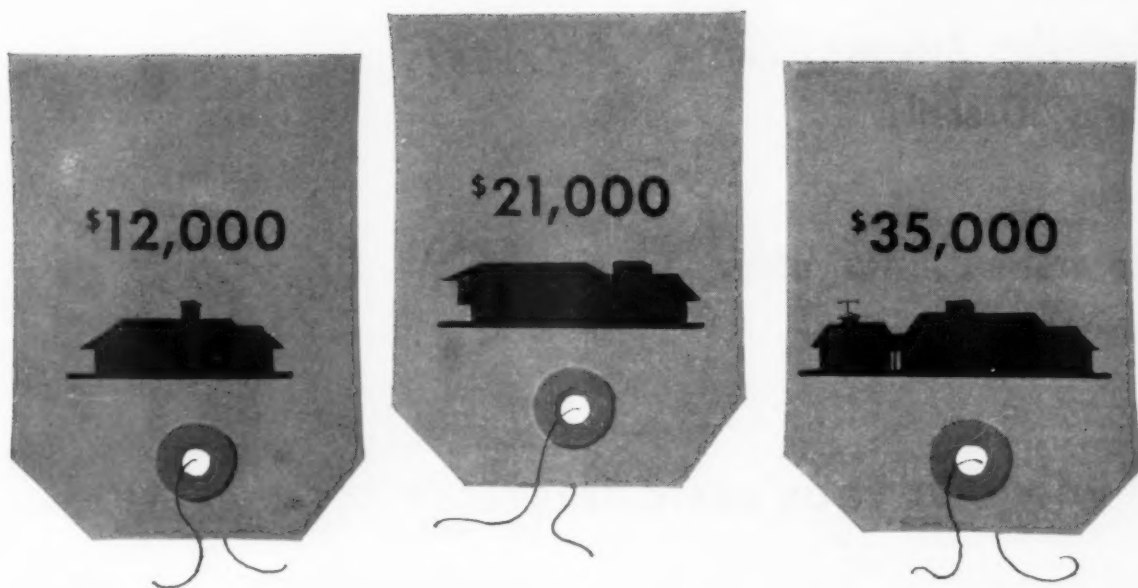


Screened porch designed to save the view

Nu-Way Metal Screens offers a screened porch featuring slim, view protecting steel frame members of unusually great strength. Frame sections are strong tubular steel $1\frac{1}{2}$ " x $\frac{1}{2}$ ", finished in gray-green primer. Doors slide smoothly on ball-bearing rollers. Screening may be plastic, bronze, aluminum or galvanized wire. Special channels, angles and fittings insure quick installation within a few hours. Information from Nu-Way Metal Screens, Dept. AB, 117 E. North 2nd Ave., Arcadia, Calif.

Circle No. 3086 on reply card, p. 198

whatever
type
of home you
build...



there's a
KENTILE, INC. FLOOR
to fit your need

If you're looking for the ideal floor to give your low-cost development homes new eye-catching sales appeal ...if you're looking for that special decorator color and style in quality flooring to give your custom-built homes extra prestige...you'll find it in the Kentile, Inc. line. Six wonderful flooring types, 10 smart styles, hundreds of colors give you tremendous scope for every flooring need. Why not consult your Kentile, Inc. Flooring Contractor now...discover how the complete choice of gauges in every flooring type may help you work amazing savings in your building budget, too. You'll find his name listed in your Classified Telephone Directory.

KENTILE, INC. America's largest manufacturer of resilient floor tile
*REG. U.S. PAT. OFF. COPYRIGHT 1956 KENTILE, INC., 59 2ND AVE., BROOKLYN 18, N. Y.
MAKERS OF KENTILE * KENCORK * KENRUBBER * KENFLEX * KENFLOR * KENROYAL



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ADJUSTMENT**

ONLY A.R.B.
HAS IT . . .

**Split-Hair Accuracy . . .
turns SO easily**

**No drafts . . . No rattles . . .
No sticking . . . Ever**

**POSITIVE
TENSION**

ONLY A.R.B.
HAS IT . . .

WHY GIVE YOUR CUSTOMERS LESS?

Double-hung or glider . . . any modular size . . . almost any architectural style.

ADJUSTABLE . . . and even proof against "paint lock."

REMOVABLE . . . quick-lift-out almost as easily as opening a door.

BALANCED . . . "Finger Lift" opening ease, even with the extra large double-hungs. (Optional at slight extra cost.)

PRICED TO SELL . . . Distributors and Dealers have sold more than one million — in just 5 years.

LUMBER DEALERS, OR



WINDOW SALES COMPANY

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Detroit 3, Michigan

ANNOUNCING

a giant stride

IN REINFORCED PLASTIC PANELS



ONLY **structoglas A**® " " acrylic resin
molded from a special new

HAS TWICE THE COLOR STABILITY

MORE THAN DOUBLE THE AVERAGE SERVICE LIFE

NEWER "MATCHED" HARMONIZING COLORS

UP TO 50% MORE INFRA-RED FILTRATION

UP TO 100% GREATER LOAD CAPACITY

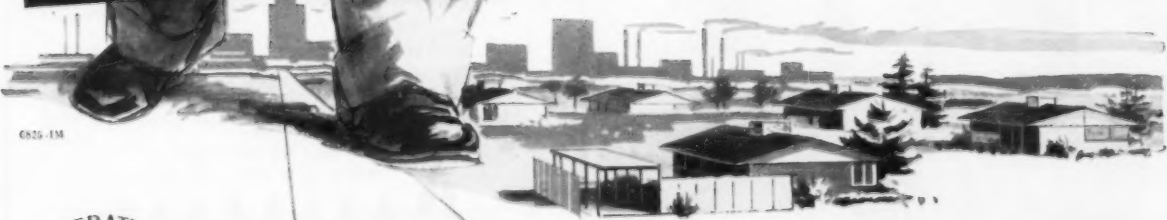
AND . . . IT DOESN'T COST ONE CENT MORE!



Structoglas now is molded exclusively from a new PARAPLEX® modified acrylic resin just developed in conjunction with ROHM & HAAS COMPANY.

Tests prove Structoglas "A" reinforced panels have more than double the weather resistance . . . 46.4% less color change . . . and support 100% more weight per square foot than panels made to accepted industry standards from light-stabilized polyester resins. Another exclusive new additive filters up to 50% more infra-red rays . . . reduces heat as well as glare of direct sunlight.

WRITE TODAY FOR BULLETIN 5L-53 FOR DETAILS.



structoglas®

division of

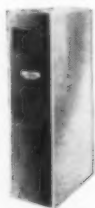
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Famous Name!



Brighten a dark spot in your new home sales picture with heating and cooling equipment every consumer recognizes — Ingersoll Conditioned Air products bearing the Borg-Warner trade mark. Every prospective buyer notices . . . and wants . . . the Ingersoll-BW trade mark, a symbol of quality and trust everywhere. When you specify Ingersoll-BW equipment, you'll be in the company of thousands of heating and air-conditioning contractors, architects, builders, dealers who are reaping more profits by selling the name Borg-Warner.



Gas and oil-fired furnaces



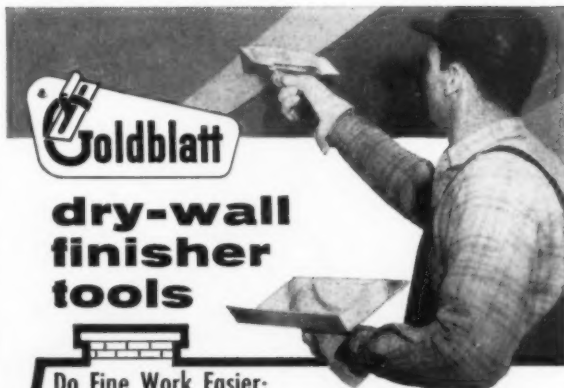
Air and water-cooled air conditioners



Airline
HOUSE HEAT

HEATING AND AIR CONDITIONING

Ingersoll
CONDITIONED AIR DIVISION
KALAMAZOO, MICHIGAN



Goldblatt
dry-wall finisher tools

Do Fine Work Easier:

Trio practically eliminates sanding of joints and nail spots. This 3-in-1 tool shears, feathers, and finishes with 3 interchangeable blades: 11" x 4" concave shearing curve; 11" x 4" straight working edge; 8" x 4" concave shearing edge. Comfortable plastic handle. Order No. Trio, complete with high carbon spring steel blades, **\$4.95**. With rust-resistant stainless steel blades, **\$5.95**.

New dry-wall hawk made of long-lasting stainless steel. Light, well balanced, easy to use. Try it and you'll never go back to a bread pan! Complete with sponge rubber callous preventer and comfortable, detachable handle. Order No. DWCH, **\$2.75**.

C.O.D., check or money order.
All Goldblatt Tools guaranteed.

FREE CATALOG—New 1956 Goldblatt Catalog of over 1,100 tools. Send name and address.

GOLDBLATT TOOL CO., Dept. TH-3
1912 Walnut St., Kansas City, Mo.



Country Club Atmosphere

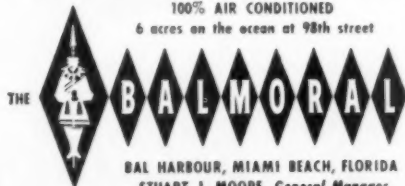


YOUR SPACIOUS PLACE IN THE SUN

"Spacious" is the word for the Balmoral. Here's room to relax, room to play, room to enjoy the intimate companionship of friends in uncrowded privacy. The pool and cabana area are over-size . . . there's 400 feet of private ocean beach and sun-bathing space galore. This is the spot for your dream vacation . . . comfortably away from congestion and crowds.

Emil Coleman and his orchestra for dinner and dancing, nightly

100% AIR CONDITIONED
6 acres on the ocean at 98th street

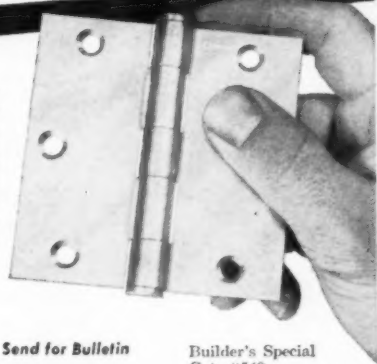


BAL HARBOUR, MIAMI BEACH, FLORIDA
STUART L. MOORE, General Manager

Write for color brochure or call our N. Y. Office: PL 5-3344

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BUTTS
 by **GRIFFIN**[®]

The builder's favorite — specially priced full-mortise butts in typical Griffin quality! Full size pins, full size knuckles, no burr joints, electroplated dull brass or bonded prime coat. Swaged to standard specs.



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 "since 1899"

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Only BESSLER has the BIG MODELS

to meet your specific needs!



FREE CATALOG AND WALL CHART

AS LOW AS

\$53⁰⁰ LIST

Generous Trade Discounts! Write for Free Catalog and Wall Chart

BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market St., Akron, Ohio

Bessler Disappearing Stairway Co., 1900-A East Market St., Akron 5, Ohio

Please send free Catalog, Wall Chart, Prices and Discounts

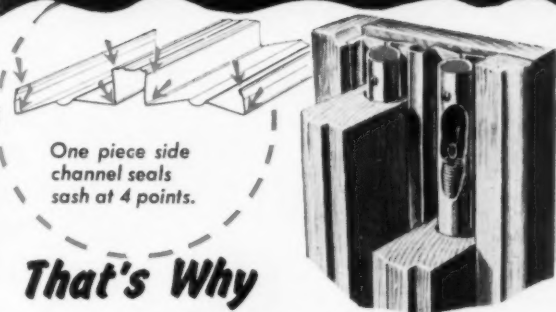
Name

Address

City Zone State

MARCH 1956

EFFICIENT
Air Conditioning
Demands the best in WEATHERSTRIPPING



One piece side channel seals sash at 4 points.

That's Why
more builders specify

HETTINGER'S FAMOUS

Metal Weatherstripping with

Silent Glide

Only Sash Balance That Properly Balances Windows—Stops Window Operation Noise

Triple Seal metal weatherstripping seals out drafts — winter or summer — and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your buyers plan to install air conditioning — combine Triple Seal Metal Weatherstripping and Silent Glide — the balance that goes up and down at a touch — quietly.

Box packaged for easy installation. Your dealer can also furnish you windows completely assembled and equipped with Triple Seal and Silent Glide balances.

Ask
 your dealer for full information or Write Direct.

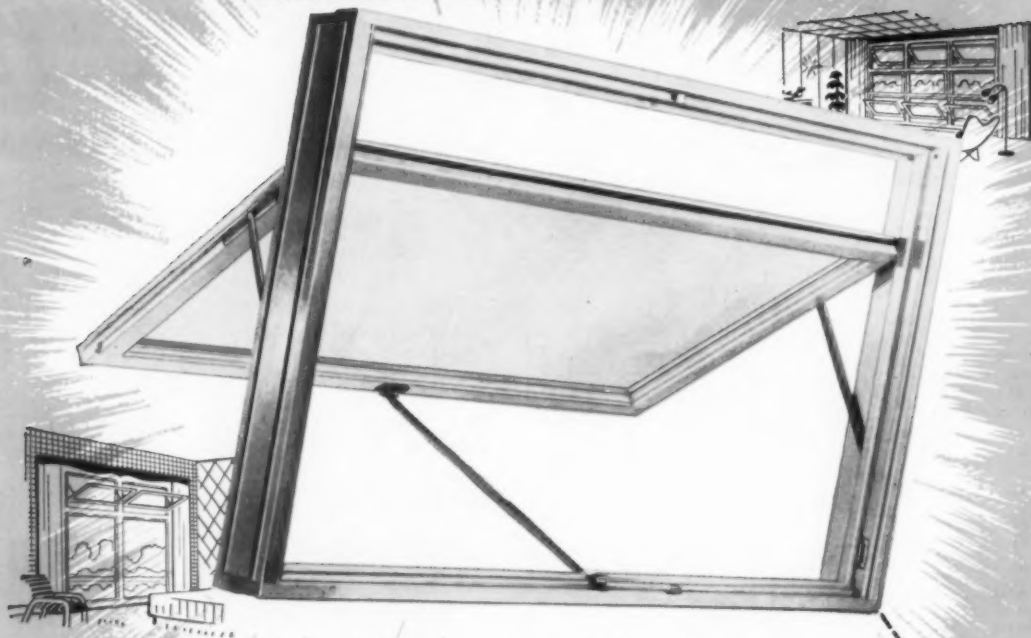


Weatherproof Products Corp.

P.O. Box 8498, K. C., Mo.

Building with new

MALT-A-VENTS

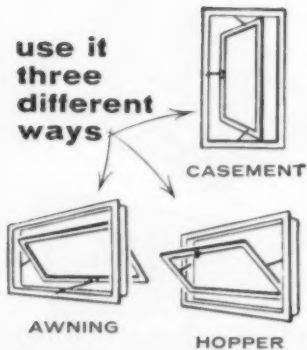


is like being a VENTriloquist... you put "BUY" in your customer's mouth!



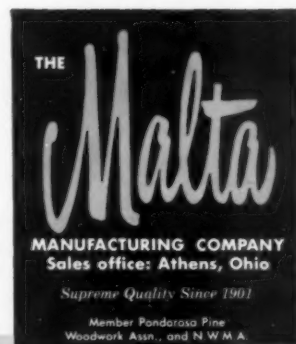
Build with new MALT-A-VENTS and you put words in your customer's mouth. Words like "beautiful" and "that's what I want". Here's beauty that blends with every type of architecture, style that adds charm you love to live with. Self aligning, the new MALT-A-VENTS easily combine into stacks, window walls or ribbon windows to achieve exciting window styles. Yes, they're the "vents" of MALTA quality built for a lifetime of convenience and service.

use it
three
different
ways



- Engineered for 3 positions—install as outswinging awning-type, inswinging hopper-type or outswinging casement window... without alterations to frame or sash.
- Full weatherstripping—metal weatherstripping contacts sash at all points... unit chemically treated to resist moisture. Four types of hardware to choose from.
- Cleans easily—glass surfaces may be quickly cleaned from the inside.

See your dealer or write for literature



Makers of MALT-A-MATIC - MALT-A-MASTER - MALT-A-GLIDE - MALT-A-VENT wood window units

WINDOWS, DOORS, PORCHES



Overhead garage doors to match any style

Graham Industries presents a garage door with a wide variety of sizes and styles "from picturesque early American to bold contemporary." Described by the manufacturer as "custom-designed", the overhead door is flush and sectional and aimed at blending with architecture of various localities. Prices comparable with conventional panel type doors. Economy "decorator" models sells in lowest price bracket. Others for commercial building. Graham Industries Inc., Attn. E. J. Sather, Dept. AB, 6901 Carnegie Ave., Cleveland, Ohio.

Circle No. 3087 on reply card, p. 198



Easily installed terrace canopy enhances home

An all-aluminum patio capitalizes on the trend to outdoor living, yet sells for less than \$150. Made of heat-deflecting interlocking aluminum panels fastened by special clips to an all-aluminum understructure. Easily assembled and mounted, comes in baked enamel finish, in choice of white, gray, green or yellow. Sizes: 8x10', 10x12', 10x14' with weight ranging from 75 to 125 lbs. and suggested prices from \$140.50 to \$212. Fawcoco Manufacturing Division, Dept. AB, 1701 Front St., Cuyahoga Falls, Ohio.

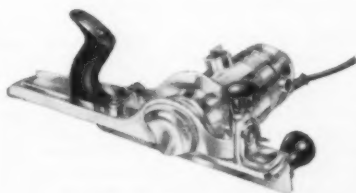
Circle No. 3088 on reply card, p. 198

STANLEY Electric Tools

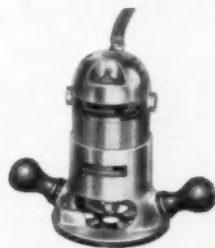


You save time and money with a shop you can carry

And the Stanley 183 Builders Kit is a shop any carpenter can carry to the job . . . to job after job where these Stanley builders tools make door hanging faster, easier and better. Take a look into this compact case and see what's in it for you!



Fit doors perfectly with new 16" Jointer Plane. Wide spiral cutter and long shoe permit planing of doors up to 2 1/8" thick. Uses same motor that powers router at 22,000 rpm.



Hang doors perfectly on hinges mortised for door and jamb with template and router. Template fits doors up to 2" thick for 2 or 3 hinges.

Look for Stanley Builders Kits at the Stanley Electric Tool distributor near you. For his name and address with a free power tool catalog, write Stanley Electric Tools, 103 Myrtle St., New Britain, Conn.

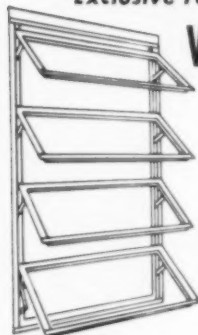
STANLEY

Ask us for
more facts about

WINDOWS by VENTO

(STEEL OR ALUMINUM)

Exclusive Features in



VENTO Aluminum Awning Windows

AUTOMATIC LOCKING... No gadgets to turn, no gimmicks to operate, nothing to get out of order.

WEATHER TIGHT... VENTO alone keeps metal to metal contact plus metal to weatherstrip.

UNLIMITED ADJUSTMENT... Unique in ability to be quickly returned to proper adjustment.

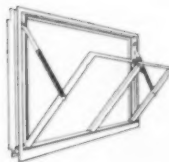
POWER PLUS OPERATOR... Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION... Nylon roller blocks at all friction points permit finger tip operation.



VENTO Steel Casement Windows

All casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame to provide greater rigidity and stronger ventilators.



VENTO Bonderized "Champion" Steel Basement Windows

Effortless operation gives any of three ventilation openings, or sash removal. Sturdy 14 gauge jamb fins for easy installation in block or poured concrete walls. An improved cam latch and slotted opening allow greater tolerance, insuring positive operation and latching under all conditions. Basement sash also made in Thrifty style in three standard sizes and in special sizes. Both Champion and Thrifty styles available in putty or puttyless glazing. For poured basement walls, window forms available for both Champion and Thrifty styles to suit individual specifications.



AMERICAN BUILDER NEW PRODUCTS

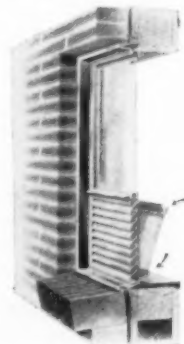
WINDOWS, DOORS, PORCHES



Matching cornice, security latch for folding doors

Matching finished cornices and a lighter door body with a teakwood insert are among the new features of the 1956 Accordofold vinyl plastic folding door. A nylon security latch has also been added. Doors operate freely and silently on self-lubricating nylon slides running on heavy-duty top track; fold to 13% of extended length in a 4½" width. Three new colors for '56 make total of 9 color choice in line. Price: \$24.90 for standard-sized door. American Bamboo Corp., Dept. AB, Attn. Lee Jacobs, 171-06 Jamaica Ave., Jamaica, N. Y.

Circle No. 3089 on reply card, p. 198



Packaged aluminum windows seal out air, water, dust

Fentron Series 110 aluminum windows now feature weatherstripping of extruded hollow neoprene, compressible to form a tight seal against air, water and dust. Illustration shows louvered window with weatherstripping (arrows) on the cover. Comes in complete ready-to-install package including frame, sash, glass and hardware; installed by nailing in rough opening. Special design adapts to any type wall construction. Fentron Industries, Dept. AB, Attn. John M. Pirak, 2801 Market St., Seattle, Washington.

Circle No. 3090 on reply card, p. 198

**VENTO
STEEL PRODUCTS
CO., INC.**

247 COLORADO STREET
BUFFALO 15, N. Y.

Please send further information on
Vento Windows as checked.

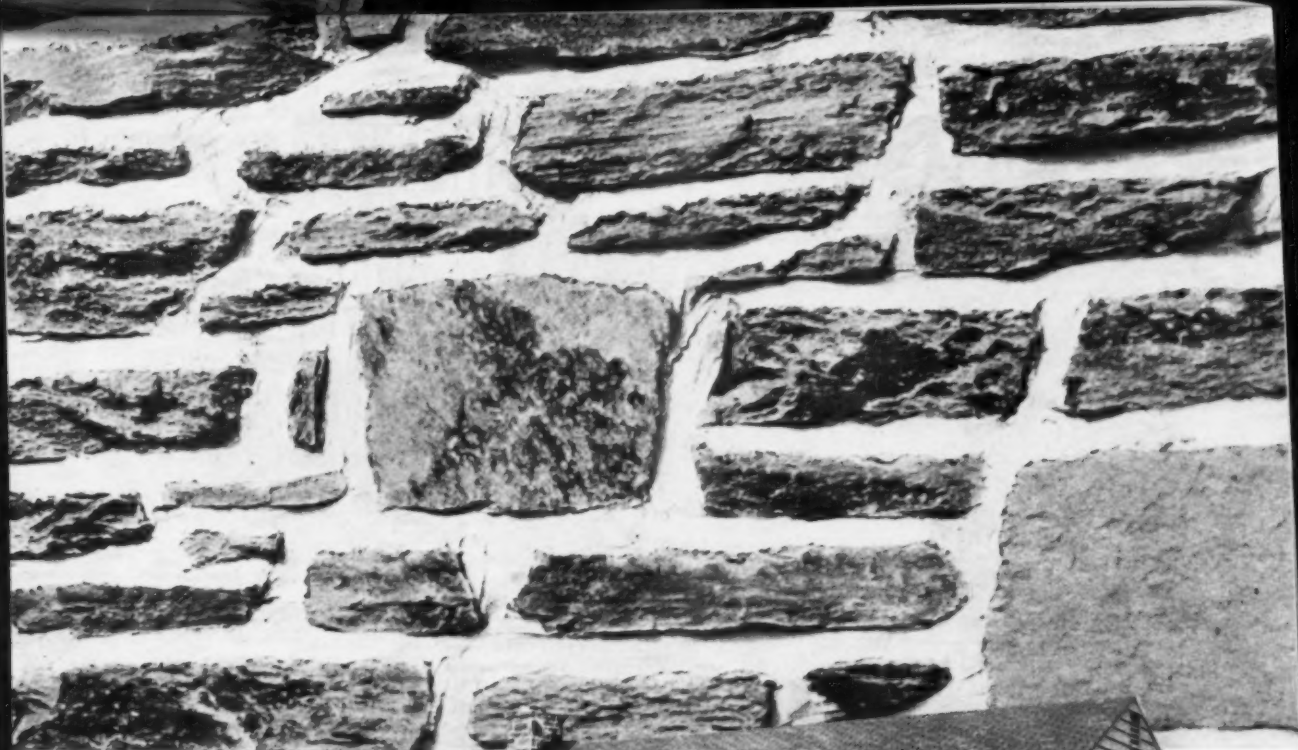
AWNING TYPE ALUMINUM STEEL BASEMENT
 INDUSTRIAL AND COMMERCIAL FORMED STEEL LINTELS
 STEEL CASEMENT UTILITY

ARE YOU A BUILDER DEALER ARCHITECT

Name

Street

City and State



Build faster, more efficiently...

There are three important reasons why Atlas Mortar Cement promotes rapid, efficient building:

BECAUSE IT SIMPLIFIES MIXING. Atlas Mortar Cement reduces number of materials you store and handle... makes it easier to mix and maintain uniform mortar batches.

BECAUSE IT HOLDS ITS WORKABILITY. Atlas Mortar mixes are buttery-smooth... retain their workability longer. They keep costs down by making the most economical use of your masons' time.

BECAUSE IT IS UNIFORM. Atlas Mortar Cement quality is carefully controlled. Every bag gives the same dependable performance.

Quality Mortar has excellent water retention... promotes careful masonry craftsmanship... encourages efficient

masonry work. Your jobs will go faster, look better, last longer... when you use Atlas Mortar Cement.

Complies with ASTM and Federal Specifications for masonry cement which now include requirements for soundness (low expansion) in autoclave.

UNIVERSAL ATLAS CEMENT COMPANY

UNITED STATES STEEL  CORPORATION SUBSIDIARY

100 PARK AVENUE, NEW YORK 17, N. Y.

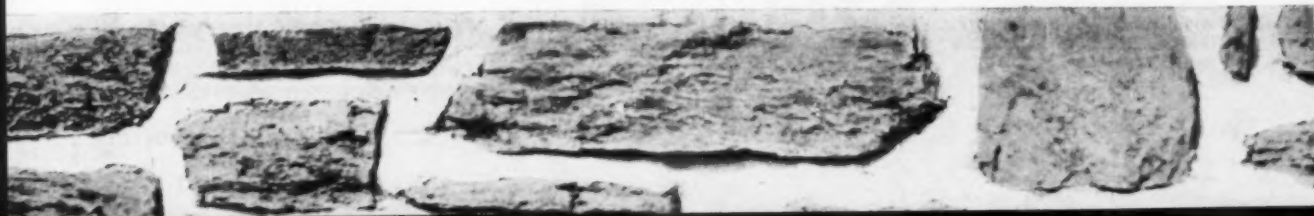
AB-M-57-B

Atlas[®] Mortar Cement

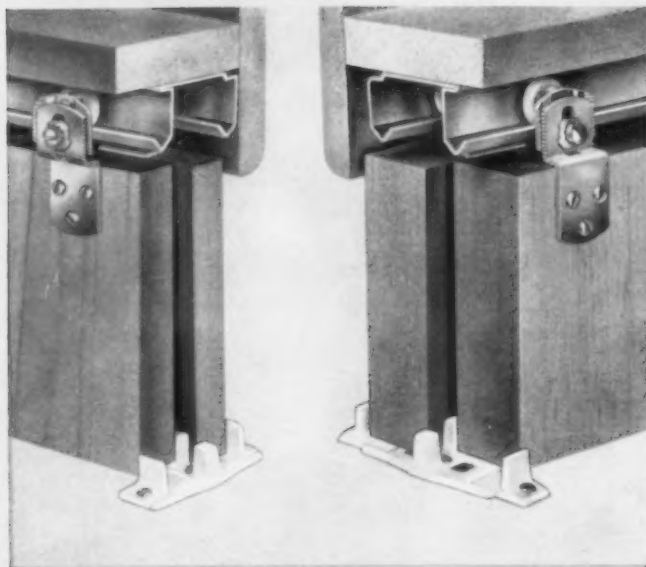
FOR BETTER MORTAR • FOR BETTER MASONRY

Offices: ALBANY • BIRMINGHAM • BOSTON • CHICAGO • DAYTON • KANSAS CITY • MILWAUKEE
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UNITED STATES STEEL HOUR - Televised alternate Wednesdays - See your newspaper for time and station.



STANLEY Hardware



All these doors slide on easy to install 2800

Stanley 2800 is the sensational new sliding door hardware that builders everywhere are acclaiming for ease of installation. They have found 2800 the perfect set for 2 and 3 by-passing doors . . . trouble-free operation at a moderate cost. Here's why:



The Unique Stanley Hanger

This hanger permits 3/8" vertical adjustment for both 3/4" and 1-3/8" doors *without loosening the three installation screws!* Once the hanger is screwed to the door it's on to stay. Positive lock-in-place adjustment is ensured by the serrations, machine screw and lockwasher of the Stanley hanger.



The Unique Stanley Floor Guide

This nylon floor guide is adjustable to fit any door thickness perfectly, and *requires only 3 screws for easy installation!* No more grooving of door bottoms.

Other Quality Features of 2800

- Low headroom needed—1-3/8"
- Doors lift on or off track without removing hangers.
- Permanently lubricated nylon rollers.

See your building supply dealer now. He has 2800 and companion sets (2804 and 2808) with built-in header trim, in stock now. Write Stanley Hardware, 103 Lake St., New Britain, Conn., for free folder G88.

STANLEY

AMERICAN BUILDER NEW PRODUCTS

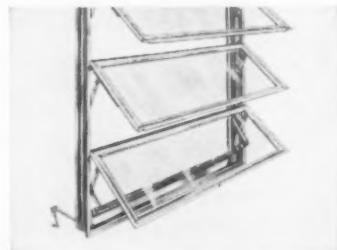
WINDOWS, DOORS, PORCHES



Aluminum walls for easy see-thru porches

StormMaster Aluminum Walls transform a porch into an additional weather-stripped, glassed-in room and in summer an air-conditioned screened-in porch. Can be combined with screen, glass, fiberglass, and aluminum panels. StormMaster aluminum walls are light in weight, yet strong and durable. They can be easily taken apart and re-assembled. Walls are also maintenance free, no painting or other upkeep required. Custom built for every particular job. Storm Sash, Inc. Dept. AB, Attn. David Schaff, 706 S. State St., Girard, Ohio.

Circle No. 3091 on reply card, p. 198



Awn-Win vent windows can be locked in any position

Factory-glazed Arnold Awn-Win Windows include all the advantages of modern aluminum awning windows with added feature of a specially engineered sealed operator locking vents in any position. Nylon bearings act as fulcrums to close vents tightly, noiselessly against full cork weatherstripping. Precision-built horizontal shaft torque actuates both sides of window simultaneously, delivers equal closing force. Arnold Products Sales Corp., Dept. AB, P.O. Box 71, Little River Station, Miami, Florida.

Circle No. 3092 on reply card, p. 198

Complete Only
\$49⁵⁰
 LESS DRILL

★ CUTS CEMENT FINISHING TIME } 1/2
 ★ USE YOUR OWN DRILL } 1/2
 SAVE

ELMO
 Aluminum
PONY TROWEL
 (PAT. PENDING)



F.O.B. Muncie, Ind.



Your 1/2" or 5/8" drill attaches easily to Pony Trowel. Same set of self-adjusting steel blades both float and finish. Gives smoother surface without tamping even under difficult weather conditions. Durably built of aluminum alloy with 20" troweling ring. Competitive in every way to engine driven trowels except price. Pays for itself in one day's operation.

1-Man Operation—
 No Experience
 Needed.


EXTRA BLADES \$2.75 set
 WIRE BRUSH ATTACHMENT AVAILABLE
 New, faster way to clean slabs.
 Slips on easily.

See Your Dealer or Order Direct!
ELMO MANUFACTURING, INC.
 DEPT. I-3, 324 W. HOWARD ST., PARKER, INDIANA

Topcraft helps you get
TOP PRICES for your homes!

TOPCRAFT VANITORIES AND MEDICINE CABINETS give your homes the PLUS that counts . . . yet, they're priced LOW. Write for literature of the complete TOPCRAFT *Royalle* line . . . SIX beautiful models, skillfully crafted of America's leading, nationally advertised laminates! State whether you're a builder, dealer, distributor, agent.

see FORMICA ad in September issue page 228 which features the beautiful Topcraft Vanitory in full color.



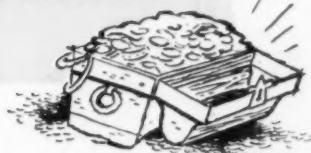
TOPCRAFT, INC.
 4207 Menlo Drive • Baltimore 15, Md.

Our products are exhibited in the NATIONAL HOUSING CENTER WASHINGTON D.C.

DUR-O-WAL

Is Your

BURIED Treasure.



Phone, wire or write Dept. 2F, today, for complete information on Dur-O-wal . . . the original steel reinforcing member designed to combat cracking of masonry walls. To add structural soundness and to preserve the beauty in the buildings you design, specify Dur-O-wal.



Dur-O-wal lies flat in the mortar bed . . . handles fast . . . saves time . . . provides crack control for every type of masonry wall.

Butt-Weld • Trussed Design

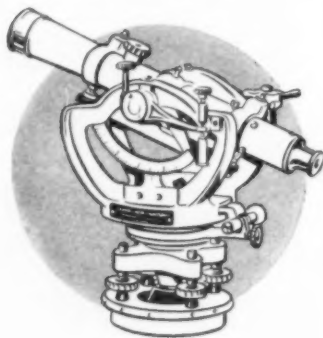
DUR-O-WAL

the Backbone of Steel
 for EVERY masonry wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N.Y. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal, Inc., 165 Utah St., TOLEDO, OHIO



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. 256
356 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 _____

AMERICAN BUILDER NEW PRODUCTS

WINDOWS, DOORS, PORCHES



Adjustable brakes for new carved overhead door

Frantz Manufacturing offers a new 5-section overhead garage door modeled especially for ranch style homes. Several carved designs available in 3 door sizes: 8x7, 9x7 and 16x7. Also featured: adjustable brakes, "Glide-o-matic" operation, zinc plated hardware. Low headroom brackets available. About \$59.95. W. L. Black, Frantz Mfg. Co., Dept. AB, Sterling, Ill.

Circle No. 3093 on reply card, p. 198

Super-clear glass block available in 12 in. squares

Owens-Illinois now offers their "super-clear" glass block in the popular 12-inch square size. Clarity claim made because manufacturing techniques developed for production of television bulb plates are used. From \$1.67-\$1.85 in carload lots. Small quantities: \$2.30-\$2.63. Owens-Illinois Glass Co., Attn. Ray S. Smolik, Dept. AB, Toledo, Ohio.

Circle No. 3094 on reply card, p. 198



Ornamental iron designs for outdoor distinction

R. G. Coffman offers a line of ornamental iron to enhance the outdoor appearance of the home as well as supply practical supports and railings. Among the items are a corner post (illustrated) at \$35.70; stock railing, \$8.00; clamp-on ornament, \$4.05; 2 brackets, \$10.70. R. G. Coffman Co., Attn. F. Hermesdorf, Dept. AB, P.O. Box 1113, Orlando, Fla.

Circle No. 3095 on reply card, p. 198

HAR-VEY



SLIDING DOOR

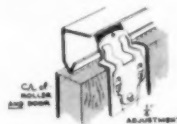
HARDWARE

Guaranteed

To be the smoothest, quietest sliding door hardware you've ever used.

DOUBLE your money back if your own test shows otherwise!

Make your own comparison test! Install Har-Vey in your next home, and see for yourself how smoothly and quietly it works. If the Har-Vey Hardware in your test home is not the smoothest, quietest sliding door hardware you've used in that price range—you get *double* your money back!



PROVEN FEATURES

like these enable us to make such a startling guarantee:

- Self-lubricating oil-ite bearings never need maintenance.
- Nylon rollers last a lifetime.
- Extruded ALUMINUM V-grooved track can't rust!

Low-cost Har-Vey Hardware saves installation time, too.



For complete details, write Dept. O-3

AMERICAN SCREEN PRODUCTS COMPANY

General Offices: 807 N.W. 20th St., Miami, Fla.
Factories: California, Texas, Illinois, Indiana, Florida



ACCURATE BALANCE

← HERE

← HERE

← HERE

THE **UNIQUE** BALANCE . . .
GIVES **ACCURATE** BALANCE
WITH **FINGER TIP** CONTROL

Homeowners prefer weather-tight windows, good-looking windows, but most of all, windows that are easy to operate. And what could be easier than this — with its Unique Balance!

Nor is that the whole story. Here are some Unique characteristics that cannot be beat:

- The Unique Balance achieves constant, accurate balance through its accelerated spiral rod which controls the increase and decrease of spring tension.
- No gadgets or devices are needed. The Unique Balance is silent, simple, foolproof, service-free for the life of the window.
- Unique Balances are contained in a seamless tube of Tenite II, which is rustproof, resistant to weather, temperature changes, moisture or oil. It will not deteriorate under normal conditions.
- The Unique Balance is quiet, smooth-
- working, and, for all practical purposes, proof against wear. Actual tests prove trouble-free operation for over 100 years. The new nylon bushing cuts friction, allowing finger tip adjustment of the window.
- The Unique Balance is used throughout the world in all types of construction. It is simple and quick to install (5 minutes per window average), adjustable to weight variations, beautifully packaged in sturdy, shelf-happy cylinders.
- Over 160,000,000 Unique Balances are now in use all over the world.

Order now through your Millwork Dealer or local Builder's Supply Dealer, or write for size chart and price list to

unique

UNIQUE BALANCE COMPANY, INC., 25 BRUCKNER BOULEVARD, NEW YORK 54, NEW YORK

NEW improved **PRECISION STAIRWAY**
STRONGER - MORE DURABLE -
EASIER TO OPERATE

**No Other Stairway
 Offers So Much**



5 Year
 written
GUARANTEE
 furnished with
 each unit

LISTED IN SWEET'S
 Approved by
 leading
ARCHITECTS,
BUILDERS, and
LENDING AGENCIES

ALSO MANUFACTURERS
 OF THE
SIMPLEX
FOLDING STAIRWAY
 Your No. 1 Profit-Maker

• Double hinges on each folding joint of the **PRECISION FOLDING STAIRWAY** make America's No. 1 Stairway stronger and more rigid than ever! Another new feature offered with the **PRECISION FOLDING STAIRWAY** is the tie rod beneath each of the steps. Hinges on the door panel have been changed to a new "free-swinging" type, allowing for easier opening and closing. Hinges are completely concealed from view when the stairway is closed.

SEVEN EXCLUSIVE FEATURES

- 1—Hydraulic Safety Checks
 - 2—Actuated by Counterweights
 - 3—Lifetime Roller Bearings
 - 4—Double Hinges on Joints—New Swinging-Type Hinge
 - 5—Insulated Door Panel
 - 6—Full Width Safety Treads
 - 7—Fits Any Ceiling Height
- Two Standard Sizes — 8'9" and 9'9"

**AMERICA'S No. 1
 STAIRWAY**

Stocked by 160 leading jobbers in the U. S. and Canada.

WRITE FOR FREE ILLUSTRATED FOLDER TO
PRECISION PARTS CORPORATION
 400 NORTH FIRST STREET • NASHVILLE 7, TENNESSEE

AMERICAN BUILDER NEW PRODUCTS

BATHROOMS, KITCHENS



National Kitchens introduces new wood cabinet line

A new line of wood kitchen cabinets with Lusterite sliding doors and Formica counter work surfaces is now available. Lusterite corrugated fiber glass panels provide non-warping sliding doors that slide easily on hardwood weber-edged tracks. The wood cabinets are finished in a walnut stain and covered with high-grade lacquer, and are available in yellow, green, white and coral. Doors can be color-keyed to more than 60 Formica colors and patterns. National Kitchens, Dept. AB, Attn. J. R. Dick, 163 Avenue A, Bayonne, N. J.

Circle No. 3096 on reply card, p. 198



New washer, dryer added to Maytag's line

The Maytag no-vent automatic electric dryer 640W is shown at left beside Maytag Model 140 all-fabric automatic washer. The new washer provides right water temperature and water action for every type of load making it all-fabric washer. The companion dryer Model 640W requires no vent. The Maytag automatic features a suds return in the Model 140S. List prices: 140, \$349.95; 140S, \$369.95; 640 dryer, \$284.95, in gas, \$309.95—special prices to builders. The Maytag Co., Dept. AB, Home Builders Div., Newton, Iowa.

Circle No. 3097 on reply card, p. 198



Photo by Hedrich-Blessing. Furniture by M. Singer & Sons.

Floor with a modern flair



Modern planning opens new vistas of decoration in today's homes. Prospective buyers, alive with clever furnishing ideas, seek harmonizing architectural features. A Bruce Block Floor, with its modern geometric pattern in oak, complements the most up-to-date interior. Blocks may be blind-nailed to

wood subfloors or laid in mastic on concrete. The famous Bruce factory-finish, baked in the wood for beauty and long life, saves time and money on every house. Bruce Blocks are also available for on-the-job finishing. Write for color booklet. See our catalog in Sweet's.

E. L. BRUCE CO., MEMPHIS 1, TENN.

Bruce Block Hardwood Floors

Naturally Beautiful



SAYS AL BALCH:

**"We have had wonderful success
with CONCRETE MASONRY homes."**



The charming community above is Albert Balch's Parkwood Development in Seattle. These economy houses won first prize in a neighborhood development contest sponsored by the National Association of Home Builders. The exterior walls are of concrete masonry with tooled horizontal joints that create interesting shadow lines. Each house has a concrete floor.



Speaking of his many developments, Al Balch said, "We have been building concrete block homes for over ten years, and have had wonderful success with them in every way. We have built concrete block homes priced from \$7,000 to \$23,500.

"We have always been a strong booster for concrete masonry. We have built over 1,000 houses with concrete block, and we have FHA commitments for one hundred sixty-three houses, of which all but twenty-two are of concrete masonry."



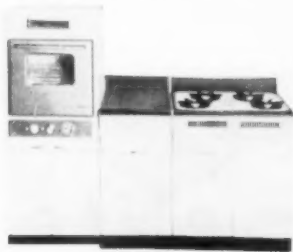
Like Al Balch, many of America's most successful builders are using concrete masonry construction. They realize its superiority, know that its versatility and beauty have real appeal to prospective buyers. And there's a marked competitive sales advantage in selling houses built of concrete masonry because they are comfortable and have unequalled resistance to moisture, decay, termites and fire. Remember, *concrete can't burn!*

Take advantage of concrete masonry's extra sales power. Write for your free copy of the helpful "Concrete Masonry Handbook." Distribution is limited to the United States and Canada.

PORTLAND CEMENT ASSOCIATION
Dept. 3-3, 33 West Grand Avenue, Chicago 10, Illinois

A national organization to improve and extend the uses of portland cement and concrete
... through scientific research and engineering field work

BATHROOMS, KITCHENS



Stiglitz offers gas ovens, ranges in stack-ons, inserts

Stiglitz gas ovens will be available as both insert and stack-on types; the stack-on is completely interchangeable with the electric stack-on in the line. The new Stiglitz Infra-Aire gas oven features separate safety pilots for broil and bake. Burners have automatic top-burner cooking control utilizing the Robertshaw Thermal Eye Control. Prices: Copper blend fully automatic oven \$275.95; four-unit cook top, \$119.95. The Stiglitz Corp., Dept. AB, 2007 Portland Ave., Louisville 3, Ky.

Circle No. 3098 on reply card, p. 198



New shower stall is leakproof, rustproof

The "Capri" shower stall is described by its manufacturers as being leakproof, rustproof, and easier to assemble and install. The receptor is of precast terrazzo in galvanized-bonderized, leakproof, heavy gauge steel frame with integral brass chrome-plated drain. Walls are of heavy gauge bonderized-galvanized Republic Electro Paintlock steel, finished in baked enamel. Sizes: 32x32x78" and 30x30x78"; price: \$79.50. Cutler Metal Products Co., Attn. Walter E. Cathell, Dept. AB, 1025 Line St., Camden, N. J.

Circle No. 3099 on reply card, p. 198



Just a squeeze sets the fastening stud in steel or concrete!

THAT'S HOW SIMPLE IT IS—a flex of the finger—to anchor fixtures securely with the Remington Stud Driver. Off goes the power load, the stud is anchored into steel or concrete—straight as an arrow. No predrilling or outside power source required!

You can set both $\frac{1}{4}$ " and $\frac{3}{8}$ " diameter studs with the Remington Stud Driver—up to 6 studs per minute either size. There are 40 different styles and lengths of Remington Studs to choose from. With this *one* tool, you can take on *every* stud-fastening job—light, medium and heavy-duty—and save time and money on every one of them! Get full details by mailing coupon below.

Remington



STUD DRIVER



Industrial Sales Division AB-3
Remington Arms Company, Inc.
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed my job and save with the Remington Stud Driver.

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

ONE MAN PLACES CONCRETE BETTER, FASTER

with

NEW Homelite Concrete Vibrator Set (HIGH-CYCLE ELECTRIC)



Homelite vibrator runs at 10,000 vpm, best speed for vibrating concrete. Motor holds speed constant, even under full load. Speed never fades.

One simple connection and you're ready to pour with the new Homelite Concrete Vibrator Set. It reduces hand labor, eliminates scaffolding and speeds placement of even the lowest slump concrete.

The high-cycle motor built into the vibrator head makes the Homelite extremely powerful and easy to use. The vibrator head has one-foot handling hose, with polarized, screw-type waterproof connection permanently installed. Any number of 7' or 10' lengths of pre-loaded polarized handling hose can be attached *in seconds*.

The high-cycle motor is protected against overheating — even if it runs out of the concrete — and the hi-cycle design eliminates brushes and commutator.

The generator will run two vibrators simultaneously, doubling the placement speed. Heavy-duty cable, available in varying lengths, lets you place the generator in any convenient spot. Only the vibrator is in contact with the concrete and no special scaffolding or cradling is ever needed.

Ask your nearest Homelite office for a free demonstration, or write for Bulletin L-816.

HOMELITE

A DIVISION OF TEXTRON AMERICAN, INC.

503 RIVERDALE AVENUE
PORT CHESTER, N. Y., U. S. A.

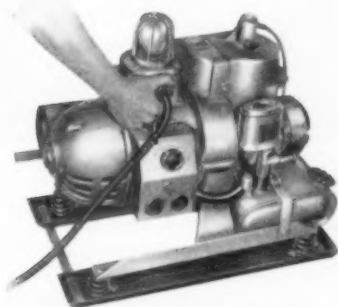
Manufacturers of Carryable Pumps, Generators, and Chain Saws

CHOOSE
from a full line of
HOMELITE
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Construction
Equipment



**SELF-PRIMING CENTRIFUGAL AND
DIAPHRAGM PUMPS**

Sizes: 1½" to 3" — capacities to 15,000
g.p.h. for dewatering and water supply.



**ELECTRIC GENERATOR SETS FOR
TOOLS AND LIGHTS**

Complete range of sizes and voltages
up to 5,000 watts.



**LIGHTWEIGHT POWERFUL ONE-MAN
CHAIN SAWS**

Complete line of saws with clearing and
brushcutter attachments for every
woodcutting job.

HOMELITE

A DIVISION OF **TEXTRON AMERICAN, INC.**
PORT CHESTER, N. Y.

AMERICAN BUILDER NEW PRODUCTS

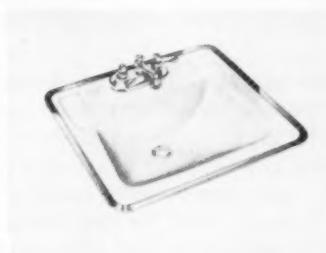
BATHROOMS, KITCHENS



**Oven cabinet accommodates
25 different built-in ovens**

This steel universal oven cabinet accommodates at least 25 different gas and electric built-in ovens. It has a 20-inch wide front opening which is easily cut out to meet specifications of a particular oven. The unit mounts on a 2-door base cabinet. Wall cabinets are available to stack on top of the unit to bring it up to 81-inch or 84-inch height. American Kitchens Div., Avco Manufacturing Corp., Dept. AB, Attn. Advertising Mgr., Connersville Ind.

Circle No. 3100 on reply card, p. 198

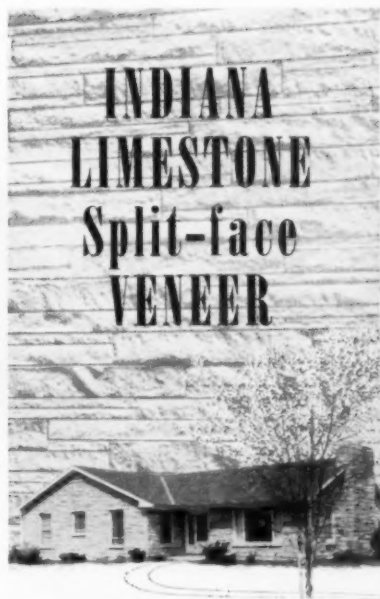


**Enameled cast iron vanity
ready for building-in**

Humphryes presents a new enameled cast iron Van-Itty lavatory especially designed for building-in the modern bathroom. In 20 in. x 18 in. size, with a 16 in. x 11¾ in. basin, the vanity comes in a variety of styles. All with large, tapered basin, well defined twin soap dishes, water-confining border at back and anti-splash rim at front with concealed overflow. Choice of coral, blue, green, sandstone, gray or white. Special satin-finish stainless steel mounting frame for counter-top installation also offered. Information from N. E. Swinehart, Humphryes Manufacturing Co., Dept. AB, Mansfield, Ohio.

Circle No. 3101 on reply card, p. 198

FOR MORE PRODUCTS, SEE P. 73, 254



**INDIANA
LIMESTONE
Split-face
VENEER**

The magnificence of real quarried Indiana Limestone Veneer is one of the best sales incentives you can build into any house. It not only adds that spark of glamor for which every prospect is looking, but it increases your profits as well. No other building material brings the builder greater return per dollar spent. No other building material gives the buyer greater value per dollar invested. And no other building material is able to add so much to your reputation now — and for the future.

Follow the lead of thousands of builders all over the country who have learned that Limestone adds Distinction to any design.

These free colorful brochures are available now:

MAIL COUPON TODAY

Indiana Limestone Institute, Dept. AB-36, Bedford, Indiana

- "INDIANA LIMESTONE — When You Build A Home"
- "INDIANA LIMESTONE — When You Build A Church"

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ADDRESS _____

BUSINESS OR PROFESSION _____

CITY _____

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INDIANA



LIMESTONE

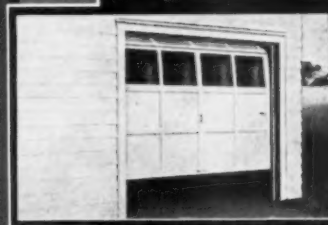
FRANTZ

"Miracle Model"* Sectional Overhead Garage Door In Two Beautiful Styles

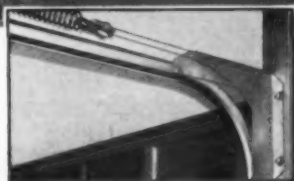


STYLE TN5-5 SECTION

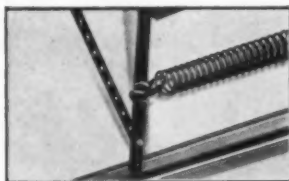
*The
Lowest
Priced
Door
of it's type
Frantz
has ever
Offered!*



STYLE TF4-4 SECTION



- **CURVED TRACK AND BRACKET** Pre-assembled —forms "keystone" for taper mounted track.



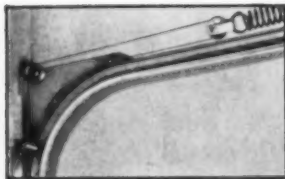
- **TRACK ANGLE SUPPORT** Provides strong, long-life anchor for track and spring.

A new high in "looks" and performance...a new low in price! That's the "Miracle Model" by Frantz, in two styles, with enough features to make it the fastest-selling sectional overhead garage door in America! Lighter in weight, the new model comes in a compact shipping container, with taper-mounted tracks that nest for easy handling and storing. Faster to install, the kiln dried door sections are pre-bored for easy assembly by anyone, and bolted for greater strength, longer life! Easy spring adjustment for feather-light opening and closing. The two styles, No. TF4, four section, and No. TN5, five section, are both available in 8' x 7' and 9' x 7' sizes. Only 6½" headroom clearance required. All newly designed, zinc-plated hardware with new type hanger rollers. Act NOW! Install, sell, feature...the new Frantz "Miracle Model"!

PHONE OR SEE YOUR FRANTZ DEALER NOW!

FRANTZ MANUFACTURING CO.
STERLING, ILLINOIS

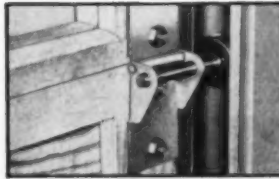
*PATENT PENDING



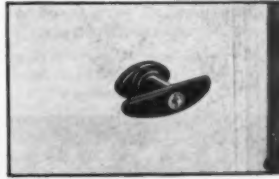
- **SHEAVES AND CABLE** Ball bearing sheaves. Aircraft quality cable.



- **POSITIVE LOCKING** Inside view of lock detail. Trouble free, crisp action.



- **HINGE HANGERS** (Graduated) Features new type roller with durable brass bearing.



- **BLACK LOCKING HANDLE** Placed in panel, either side, for greater convenience.

THE LATEST INFORMATION IS YOURS FOR THE ASKING

The catalogs of more than 20 manufacturers are listed below and on the pages that follow. You can receive the literature they offer by circling the item you want on the reply card, page 198.

WASHABLE CLOTH WALL COVERING—

The "Fab-rik-o-na" line of washable cloth wall coverings is discussed in a brochure put out by the Chandler Mfg. Co. "Fab-rik-o-na" comes in three weaves: Amerspun in 30" width—Tapestry Burlap in 36" width and Lynton in 30" width. Write for free folder, samples and color charts. The Chandler Mfg. Co., Inc., Dept. AB, East Taunton, Mass.

Circle No. 3102 on reply card, p. 198

FOAMED PLASTIC PIPE INSULATION—

A new folder describes Armstrong Armaflex, a flexible, foamed plastic pipe insulation that can be applied with remarkable speed and ease to copper tubing and iron pipe. Armaflex is made in 6' lengths, and 3/8" and 1/2" thicknesses, will withstand temperatures as low as 32 F., as high as 200 F. Armstrong Cork Co., Dept. AB, Industrial Insulations, Lancaster, Pa.

Circle No. 3103 on reply card, p. 198

PORCELAIN PANELS—A new folder by Davidson Enamel Products discusses the use of individual architectural porcelain panels for modern store fronts. Detail drawings of the porcelain panel installations are included. Davidson Enamel Products Inc., Dept. AB, 1113 E. Kibby St., Lima, Ohio.

Circle No. 3104 on reply card, p. 198

HOME WALL SAFE—Two small wall safes for installation in the home or office are featured in Remington Company's 4-page illustrated pamphlet. Herring-Hall-Marvin Safe Co., Remington Div., Dept. AB, Hamilton, Ohio.

Circle No. 3105 on reply card, p. 198

SLIDING GLASS DOORS—A folder describing Miller sliding glass doors of aluminum or steel is now available. The folder includes typical in-

stallation details and specifications. Frank B. Miller Mfg. Co., Inc., Dept. AB, 3216 Valhalla Drive, Burbank, Calif.

Circle No. 3106 on reply card, p. 198

GLASS REINFORCED WATERPROOF BUILDER PAPERS—

A 4-page folder describes the Champion Line of building papers for reflective insulation and for concealed flashing. Construction suggestions and specifications are included. Stocker Mfg. Co., Dept. AB, Netcong, N. J.

Circle No. 3107 on reply card, p. 198

SECTIONAL GARAGE DOOR—A new 4-page folder is now available describing Winfield Sectional Garage Doors with Tape-R-Track for easier operation and smoother-sealing. Commercial, residential and industrial uses are shown. Winfield Door Corp., Dept. AB, Muncy Ave., West Babylon, N. Y.

Circle No. 3108 on reply card, p. 198

PLASTIC SURFACING COLOR GUIDE

BOOK—"Color Magic With Consoweld," a 4-color, 29-page book has been designed to simplify harmonious color selection of plastic surfacing for existing or new color schemes. Featured are full-color room illustrations and 12 complimentary color charts. Consoweld Corp., Dept. AB, Wisconsin Rapids, Wis.

Circle No. 3109 on reply card, p. 198

TRANSLUCENT FIBERGLAS AWNINGS—

A 4-color brochure describing pertinent product and marketing information on Ray-O-Lite awnings is now available. It points out opportunities for new manufacturing franchises and the need for more dealerships to meet established and expanding markets. Ask for brochure M-55 (for manufacturers) or D-55 (for dealers). Ray-O-Lite Corp.

of America, Dept. AB, 316 Peachtree St., N.E., Atlanta Ga.

Circle No. 3110 on reply card, p. 198

PLYWOOD PANELING—

An 8-page booklet describing plywood paneling has just been issued. The booklet deals with application, characteristics and specifications of paneling. The booklet is available from any member of the Institute or from Architectural Woodwork Institute, Dept. AB, 332 So. Michigan Ave., Chicago 4, Ill.

Circle No. 3111 on reply card, p. 198

ELECTRIC TOOL CATALOG—A new 25-page catalog describes 52 portable electric tools and kits with over 400 accessories, including 150 pictures of tools and their uses with complete specifications and prices. Write for catalog No. 102. Porter-Cable Machine Co., Dept. AB, Syracuse 8, N. Y.

Circle No. 3112 on reply card, p. 198

SERVICE-DROP CABLE—Data on Kaiser aluminum triplex service-drop cable is found in a new 20-page booklet. It discusses the various types and sizes available from the company, tabulates cost comparisons and methods of dead-ending and connector selection. Kaiser Aluminum & Chemical Corp., Dept. AB, 1924 Broadway, Oakland 12, Calif.

Circle No. 3113 on reply card, p. 198

GLUED LAMINATED WOOD—Latest information on glued laminated wood structural members is contained in a new Rilco catalog. It offers data and construction details on use of laminated members for schools, churches, gymnasiums, residences, etc. Rilco Laminated Products, Inc., Dept. AB, 2551 First National Bank Building, St. Paul 1, Minn.

Circle No. 3114 on reply card, p. 198



**the hand that
buys the home..**

...prefers the

***r*olls sliding aluminum
window!**

Women love Horizon views . . . the
easy-to-keep-clean finish that doesn't pit, discolor or stain . . .

the super-smooth "rolls-on-nylon" action and
newly designed PUSH-BUTTON locks!

The ROLLS by Horizon is the favorite of builders, too,
for its sales winning beauty and time and money saving
installation features, including nail-on trim and built-in
grounds for plaster and stucco/siding!



by HORIZON

World's largest producer of sliding glass doors

MAIN PLANT: Glendale, Calif. • BRANCH FACTORIES: San Francisco
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45 Distributors in Key Cities
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* Key officials are licensed building contractors

HORIZON WINDOW COMPANY, INC.
Flower & Paula Sts., Dept. ABW3
Glendale 1, California

Send complete information. I am a: builder _____ architect _____
dealer _____ distributor _____

Name _____

Address _____

City _____ State _____

Copyright 1956, Horizon Window Co., Inc.

Catalogs . .

HEAT FLOW BY RADIATION—This new 48-page illustrated manual describes the complete line of Infra Insulation and its specialized uses; offers newest installation techniques, plus a simple scientific discussion of the laws of physics. Infra Insulation, Inc., Dept. AB, 525 Broadway, New York 12, N. Y.

Circle No. 3115 on reply card, p. 198

DAYCOR BATH ENCLOSURE—A new, full-color brochure describing the modern Daycor fiberglass sliding-door bath enclosure is now available. The folder illustrates how translucent qualities solve privacy need of family bathroom. Strick Plastic Corp., Dept. AB, Attn. Philip Orzeck, 31-06 38th Ave., Long Island City 1, N. Y.

Circle No. 3116 on reply card, p. 198

"THE MODERN TREND IN HOME DESIGN"—is the name of a new 6-page brochure showing how Asbestos Flexboard in board and batten construction provides an exterior wall with emphasis on vertical lines. Recommendations for painting are also given. Johns-Manville, Dept. AB, 22 East 40th St., New York 16, N. Y.

Circle No. 3117 on reply card, p. 198

"BUILD BETTER MASONRY WITH ATLAS MORTAR CEMENT"—A new 24-page illustrated booklet describing Atlas Mortar Cement is now available. Includes recommended practices, pictures of typical jobs and reference tables. Universal Atlas Cement Co., Dept. AB, 100 Park Ave., New York 17, N. Y.

Circle No. 3118 on reply card, p. 198

NEW TRAXCAVATORS—Two new Caterpillar Traxcavators, No. 955 with a 1½-yd. capacity and No. 933, 1-yd. capacity, are illustrated and explained in a 2-page pamphlet. Production features of the excavating and loading machine and specifications are included. Caterpillar Tractor Co., Dept. AB, Peoria, Ill.

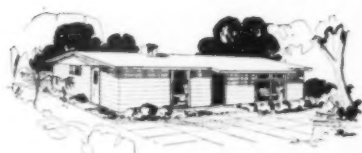
Circle No. 3119 on reply card, p. 198

MAHOGANY IDEAS—"Philippine Mahogany Idea Book" suggests a number of ideas in new construction and remodeling in a 6-page booklet. Detailed sketches on paneling, cabinet work, exterior siding and trim. Philippine Mahogany Assoc., Inc., Dept. AB, 111 West Seventh St., Los Angeles 14, Calif.

Circle No. 3120 on reply card, p. 198

Place Homes

**cured my headaches...put me
out in front of competition with...**



*Complete package, construction
and mortgage money available
through Crown Mortgage, Inc., a
subsidiary of Place Homes, Inc.*

- bigger profits!
- better quality!
- prize-winning plans!
- full-weight construction!
- a complete range of 15 plans and 45 elevations!

Free yourself of time consuming, nerve-racking, purchasing, inventory and financing problems. Assure your operation of a good profit... top quality materials... consistent prize-winning homes plus top-flight assistance in land acquisition, planning and development.

Start building more homes with your present crew! Hitch your wagon to Place Homes—the fastest growing, conventionally-built packaged home manufacturer in the industry: You'll be time and money ahead if you do!



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• Place Homes, Inc.
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• Rush all data and specifications on nationally famous Place Homes.
• Name _____
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Jaeger pays a bonus of 12 to 15 yards

With the automatic shaker hopper on the Jaeger 3 1/2 S 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.



3 1/2 S Auto-Loader
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THE JAEGER MACHINE COMPANY 521 Dublin Avenue
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Sales, Rentals, Service in over 150 Cities of United States and Canada

PUMPS • COMPRESSORS • HOIST TOWERS • LOADERS



... the perfect
sliding-prefabricated
closet doors



Also—ESCO sliding door
HARDWARE—
NOW AVAILABLE.
Purchase 3 1/2" doors in your
own area!

Top Quality ESCO hardware,
nylon ball bearing hangers and
guides, bronze hammer coated
steel door edge channels and
extruded aluminum double track
(one piece up to 16 feet long)
NOW AVAILABLE to assure you
guaranteed warp-proof and silent
trouble-free 2, 3, and 4 door
installations.

Installs in 20 to 30 Minutes—Packed
Complete in One Carton With All
Necessary Hardware.

Novoply Core with Natural Birch
Veneer Face or Plain Novoply



Write for descriptive
folder and prices

550 McNEILLY ROAD • PITTSBURGH 16, PA.
Dealers and Distributors wanted

BUILDERS MAKE MONEY WITH SAFETY "EXTRA"

Merchant builders report homes sell better when they feature Fire Hose Station, household form of the fire



hose cabinet used in major structures. "Most sales appeal I can get for \$40," says one.

Private builders and even remodeling contractors find this novel and practical product brings extra profit. "Anyone will pay \$100 for Safety," one states. "Especially in areas where it cuts insurance cost."

Fire Hose Station is a steel cabinet not much bigger than an album of phonograph records. It can be recessed between studs or simply wall-hung. Inside is 25 to 75 feet of fire-type hose on patented quick-release rack. Adjustable nozzle is locked on; valve at other end connects to standard cold water line. Door can match wall. By the leading manufacturer of Interior Fire Protection Equipment since 1887...

W. D. Allen Manufacturing Co.,
Allenco Bldg., Room 720
566 W. Lake St., Chicago 6.

Catalogs . .

WINDOW AND DOOR CATALOG—A new 124-page catalog, bulletin 1057B, of aluminum windows, steel windows, and hollow metal doors has been published. All of the newest window designs are illustrated, and section and installation details are shown. Ceco Steel Products Corp., Dept. AB, 5601 West 26th St., Chicago 50, Ill.

Circle No. 3121 on reply card, p. 198

RED CEDAR ROOF DECK—A folder describing nominal 4" x 5" solid red cedar deck is now available. Deck combines roof, ceiling and insulation in one structural member. Folder gives allowable loads, insulation values and specifications. Rileco Laminated Products, Inc., Dept. AB, 2591 First National Bank Bldg., St. Paul 1, Minn.

Circle No. 3122 on reply card, p. 198

LOOK TO "LINDE" FOR SILICONES—Four-page catalog lists various "Linde" silicones, in liquid and solid forms, in the broad categories of water repellents; oils and oil emulsions; electrical insulating resins; silicone rubber gum stock and compounds; and silicones which make excellent anti-spatter, anti-foaming materials, etc. Linde Air Products Co., Div. of Union Carbide and Carbon Corp., Dept. AB, 30 East 42nd St., New York 17, N. Y.

Circle No. 3123 on reply card, p. 198

PREFINISHED PANELING—A quick and easy installation system of G-P Savannah Oak Paneling is completely explained and illustrated in this two-color, ten-page booklet. "How to Panel." Patented process may be used over existing walls or in new construction. Georgia-Pacific Plywood Co., Dept. AB, 270 Park Ave., New York City.

Circle No. 3124 on reply card, p. 198

GLIDEOVER GARAGE DOORS—Natural redwood garage doors are featured in this colored pamphlet illustrating more than 16 Glideover designs of the Wagner Mfg. Co. In addition to the solid redwood "Beauti-Doors," a selection of ornamental doors with raised panels, rosettes and moldings, and custom designs are pictured. Wagner Mfg. Co., Dept. AB, Cedar Falls, Iowa.

Circle No. 3125 on reply card, p. 198

your guide to NEW PRODUCTS information

This post card has been designed by the American Builder to help you 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 numbers listed on the reverse side of this card. Then mail the post card to us. No postage is necessary. We will forward your requests to the manufacturer. He will send you complete data.

HERE'S REAL HELP FOR YOU



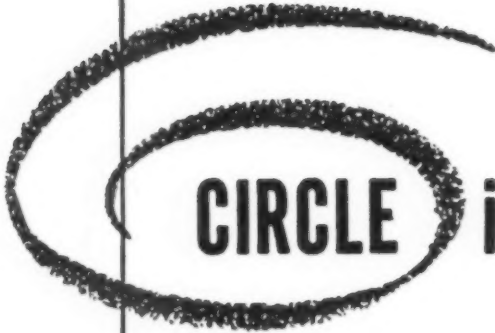
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INFORMATION SERVICE**



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CATALOGS

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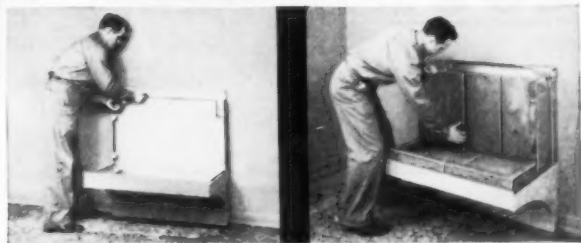
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SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW !

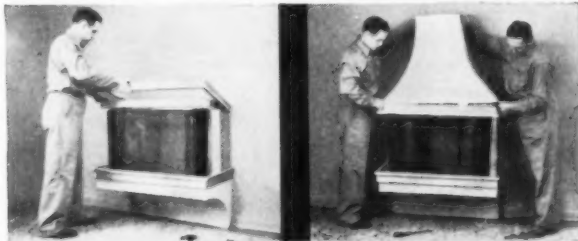
This new Prefabricated FIREPLACE

installs in 4 to 6 man-hours
...no masonry required!



1 Frame is fastened directly to studs with lag screws.

2 Hearth & firebox are formed of interlocking ceramic sections.



3 Stainless steel trim and flexible fire screen are easily installed.

4 Fireplace hood sets on hood support channel—fits tight to wall.



5 Interior chimney sections are extended through ceiling and roof.

6 Attractive exterior chimney housing completes the installation.

MAIL COUPON TODAY!...find out how easy it is to add the sales appeal of the Uni-bilt Fireplace to YOUR homes.

Add the sales appeal of this real wood-burning fireplace to your homes.

The new Uni-bilt Fireplace needs no costly masonry, no foundation, no mantel or facing. It comes complete with its own chimney and can be installed by semi-skilled workmen in 4 to 6 man-hours.

The Uni-bilt Fireplace is approved by Underwriters' Laboratories for installation directly against any wall, floor, ceiling or roof material. Installed quickly and economically in new or existing homes, it blends with any style architecture; can be painted to harmonize with any color scheme.

Uni-bilt
FIREPLACE

- Vega Industries, Inc., Uni-bilt Division
- 713 Glen Ave., Syracuse 5, N.Y.
- Send complete information on the new Uni-bilt Fireplace.
- Name.....
- Company.....
- Street.....
- City.....Zone.....State.....
- I am a:.....builder.....architect.....dealer

A whole New Market is waiting for the

Built-in Look without the Built-in Cost



With Philco's Elevator Oven, You Just Press a Button to move it up or down.



Philco Dishwasher-Sink, Sectional Refrigerator, Surface Cooking Units, Elevator Oven and Freezer.

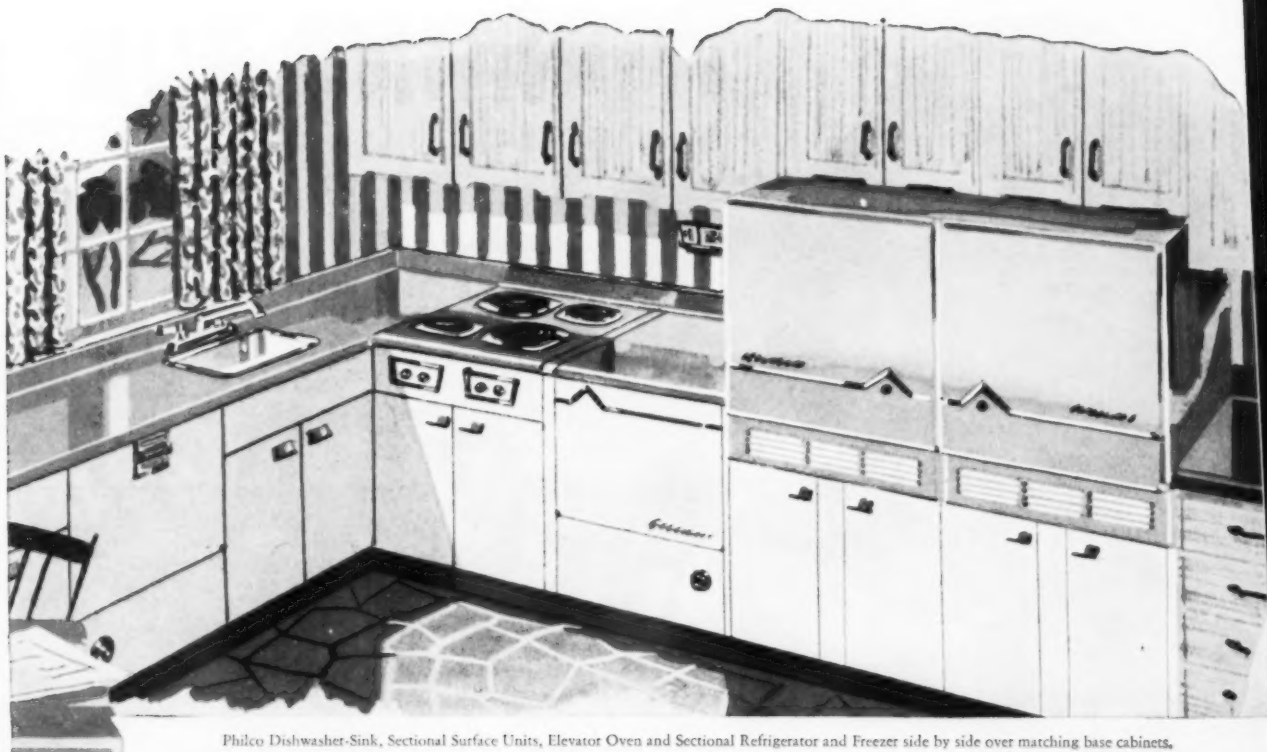
Only PHILCO Offers it to You!

You'll be hearing a lot about the "Built-in LOOK Without The Built-in COST" in the months and years to come. It's a completely new idea in appliance buying and kitchen planning . . . an idea that was pioneered by Philco to meet a real need of home-owners.

You know as well as we do that the vast majority of home-owners shy away from a *permanent* built-in kitchen installation. They do so for many reasons—cost of remodeling . . . dislike of "tearing up the kitchen" . . . the *fixed* design and lack of flexibility of permanent installations . . . the possibility of change of location or living arrangements.

It is exactly for this vast group of home-owners that Philco Custom Sectional Appliances were created. They can be placed in a kitchen *without* remodeling. They can be added to, from time to time . . . switched from one side of the kitchen to another, made to accommodate changing family ideas. They can even be moved out of one house and fitted snugly into the kitchen of another.

Thousands of home-owners who might *never* install built-in equipment of a *permanent* type will be prospects for Philco *Custom Sectional Appliances* . . . particularly because of Philco's heavy advertising and promotion.

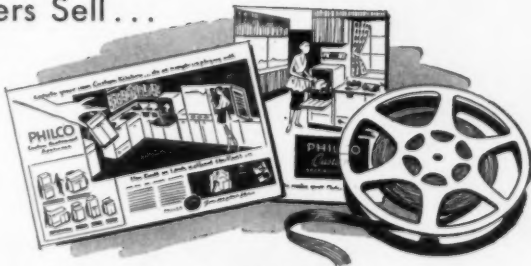


Philco Dishwasher-Sink, Sectional Surface Units, Elevator Oven and Sectional Refrigerator and Freezer side by side over matching base cabinets.

PHILCO means *Business* in the *Kitchen Business!*

How Philco helps its Dealers Sell...

These appliances are built to Philco top standards and they are *properly proportioned* for greatest efficiency and flexibility; not over 34½" high to fit under the counter when desired; not over 33½" wide to prevent the door from becoming unwieldy, and of a depth to allow it to be used with standard cabinets and counter tops.



National Magazine Advertising

Starting this month, Philco is launching a national advertising program in leading magazines to bring Philco Custom Sectional Appliances to the attention of millions of home-owners all over the country right at the time when modernization is a subject of high interest.

Sales-getting Promotional Help

Along with its national advertising, Philco makes available point-of-sale materials that can be used effectively with both *groups* and *individual* home-owners to demonstrate the flexibility and versatility of Philco Custom Sectional Appliances, and the *big savings* made possible by the use of this equipment.

If you would like more detailed information about Philco Custom Sectional Appliances, write to E. B. Bailey, Ext. 473, Philco Corporation, Phila. 34, Pa., or get in touch with the Philco Distributor in your locality.

**5,655,473 more CELOTEX
WORKING FOR**

Now! The



**“home-building salesmen”
YOU IN 1956!**

**Power of LIFE added
to the Power of ^{the} POST**

**...to make the best-advertised name
in building materials more famous than ever!**

For over a third of a century, Celotex advertising has continuously sold the home-building idea to the nation in the interests of America's builders... and *successfully*. Now Celotex *doubles* the impact of its national ad selling-force, by adding the tremendous Power of LIFE to the Power of the Post. Right now and throughout 1956 these millions of separate Celotex advertisements...

beautiful, colorful full pages in LIFE and THE SATURDAY EVENING POST... are telling the country's future home buyers a potent selling story on home building.

These far-reaching, power-packed advertising campaigns in LIFE and Post help to stimulate home ownership, thus aiding the entire building industry. This has been a constant Celotex advertising aim for 35 years!

Contact Your Celotex Dealer for Complete Information on Celotex Insulating Sheathing and other Insulation Board Products, Hardboards, Triple-Sealed Asphalt Shingles, Rock Wool Products and Celo-Rok® Gypsum Products.

Build Better... Build with Genuine

CELOTEX

REG. U.S. PAT. OFF.

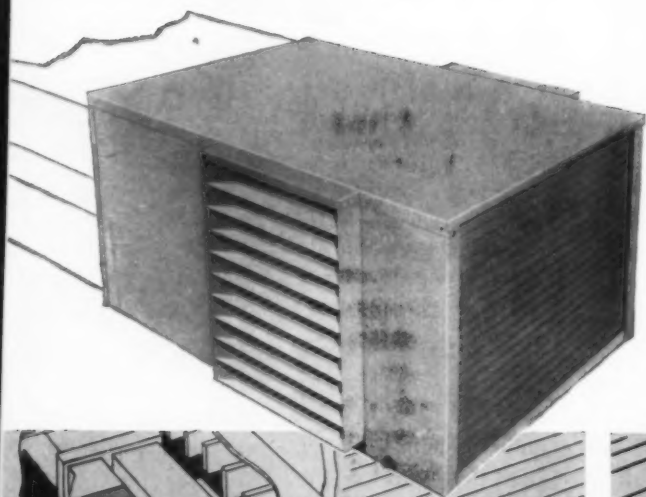
BUILDING PRODUCTS

THE CELOTEX CORPORATION, 120 S. LA SALLE STREET, CHICAGO 3, ILLINOIS

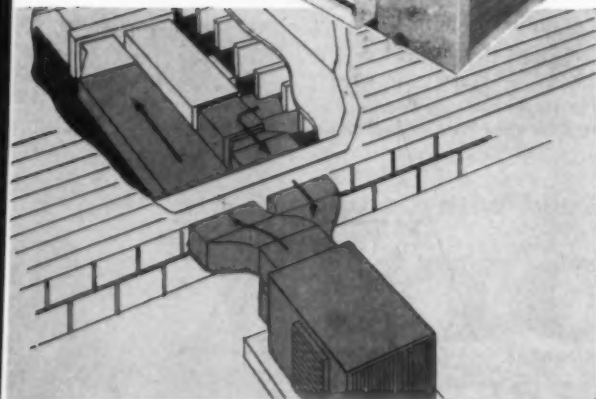
Give your prospects that magic extra!

Now... completely
air condition any home
for about the cost of heating

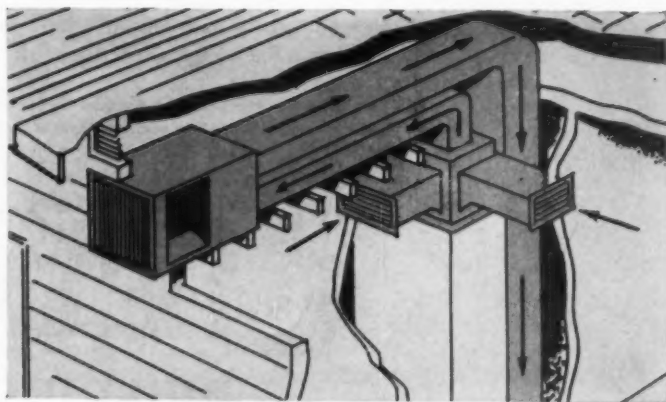
NEW LENNOX



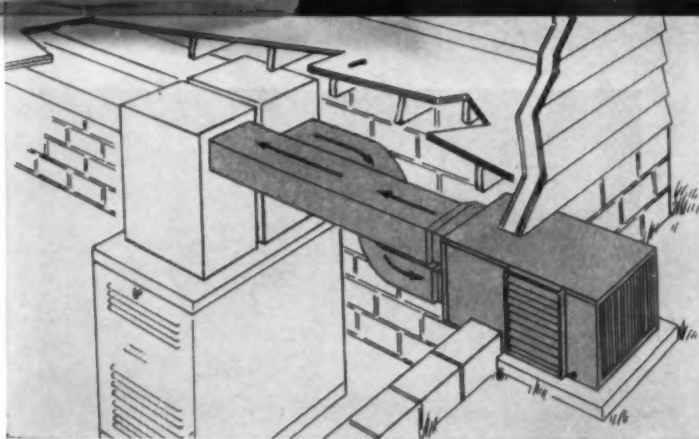
- Self-contained unit...no plumbing necessary
- Compact, 100% hermetic design, fully air-cooled
- 2, 3 and 6-ton sizes for any type installation



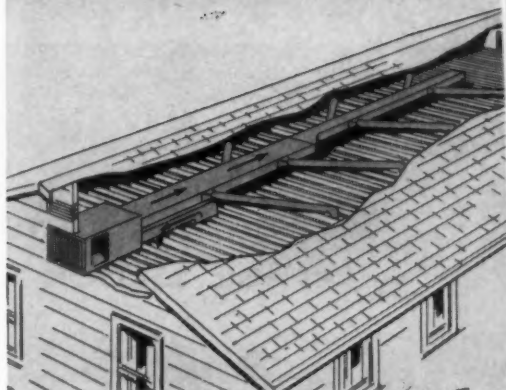
3. **OUTSIDE OF CRAWL SPACE**—Cooled air is ducted to a Lennox automatic damper in the supply plenum of a horizontal-flo furnace. Damper provides automatic changeover from heating to cooling. Return air is ducted from furnace return plenum to Stowaway. Same type of installation can be made with only condenser half of Stowaway outside.



4. **FOR CONCRETE SLAB HOME**—Just install the Lennox Stowaway in the attic, where it saves valuable floor space and cuts cooling costs (see figure 2). Cooled air is ducted to Lennox automatic damper over plenum in slab. Return air to Stowaway is ducted from top of down-flo furnace return air plenum. Gives you automatic changeover to cooling or heating.



1. IN BASEMENT WALL—Condenser half of Stowaway is projected outside of house, with evaporator half inside of basement. Keeps duct runs short, makes a neat yard installation. Ductwork can be tied into any forced warm air furnace—hi-boy or lo-boy, gas-fired or oil-fired. Uses automatic or manual damper for changeover to heating or cooling.



2. IN ATTIC WITH LOUVERS—Condenser inlet is installed flush with the building wall. Exhaust louvers are removed from the unit and installed in wall at opposite end of attic. Additional exhaust louver is installed above condenser inlet. Condenser air is discharged directly into attic. Helps ventilate attic, cuts the cooling load and operating costs up to 20%.

STOWAWAY

AIR CONDITIONER

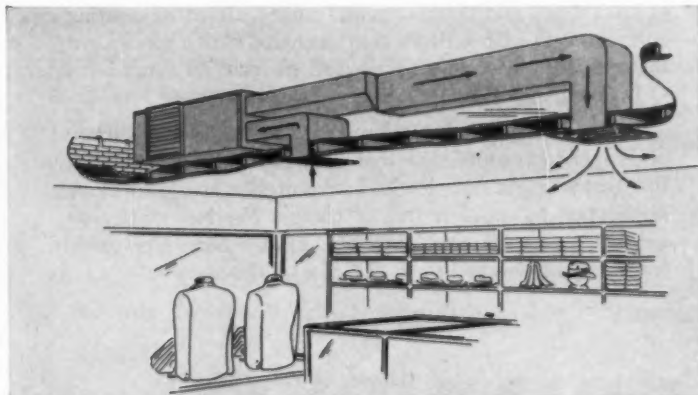
Now you can add the magic sales appeal of *central* air conditioning to any home you build. Lennox—world leader in home comfort—has developed a new kind of quality air conditioning at an amazing low cost.

No other sales feature offers prospects more desirable benefits. You know it *and they know it!* Thanks to advance engineering, the Lennox Stowaway is setting a new standard for quiet, efficient, low-cost operation, making air conditioning even more attractive to your prospects.

The exclusive new, super-quiet Lennox Power Prop delivers 25% more condenser air at 10%

less cost. Extra-large condenser provides air-cooling with less electrical power than it takes for water-cooled refrigeration with plumbing and tower. Compressors and fan motors all operate on 230V., 60 cycle, thereby simplifying wiring.

Two-stage cooling assures tailor-made comfort for up to 15% less cost than single-stage design. One compressor runs continuously for normal cooling; the other is on call for extra-hot days. And there's practically no maintenance with a Lennox Stowaway. Refrigeration circuits are 100% hermetically sealed for life! Ask your Lennox dealer-expert for complete information.



5. SMALL COMMERCIAL INSTALLATION—Here's low-cost cooling for shopping center or other small commercial buildings. Simply install Lennox Stowaway air conditioner on roof. Cooled air is ducted to large ceiling diffuser in central ceiling location. Return air is taken through ceiling grille back to Stowaway. Uses no valuable floor space.

LOOK TO LENNOX FOR ALL YOUR HEATING AND AIR CONDITIONING NEEDS

Lennox manufactures the most complete line of warm air heating and *central* air conditioning equipment in the world. All sizes and types for all fuels, for all locations. More than 5,600 trained dealer-experts are ready to take over your heating and air conditioning problems; offer planning guidance, prompt installation and service, complete merchandising programs.

It's good business to buy

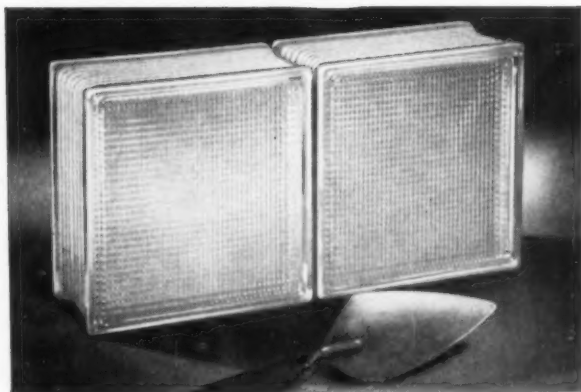
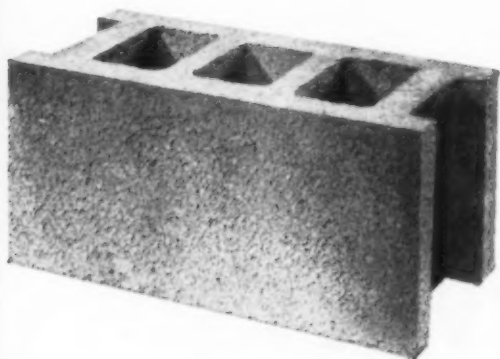
LENNOX

through 5,606 dealer-experts!

Lennox Industries, Inc., founded 1895: Marshalltown and Des Moines, Iowa; Syracuse, N. Y.; Columbus, Ohio; Ft. Worth, Texas; Los Angeles, Calif.; Salt Lake City, Utah; Decatur, Ga. In Canada: Toronto, Montreal, Calgary.

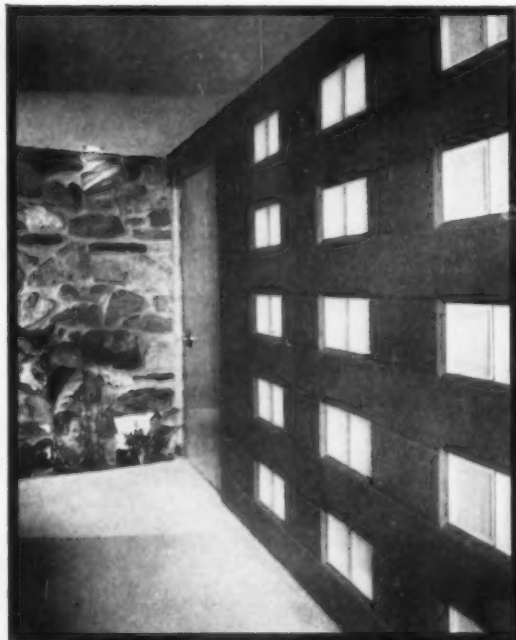


OWENS-ILLINOIS GLASS BLOCK



—AND CONCRETE BLOCK

*...building materials
that "belong" together*




Glass block and concrete block "fit." Two 8" glass block equal a standard concrete block. When you use glass block in a side wall you have no delays in construction. They go in at the same time as the concrete block.

Owens-Illinois Glass Block are handled in the same way as concrete block and modular brick—same mortar materials and similar laying technique . . . go in at the same time.

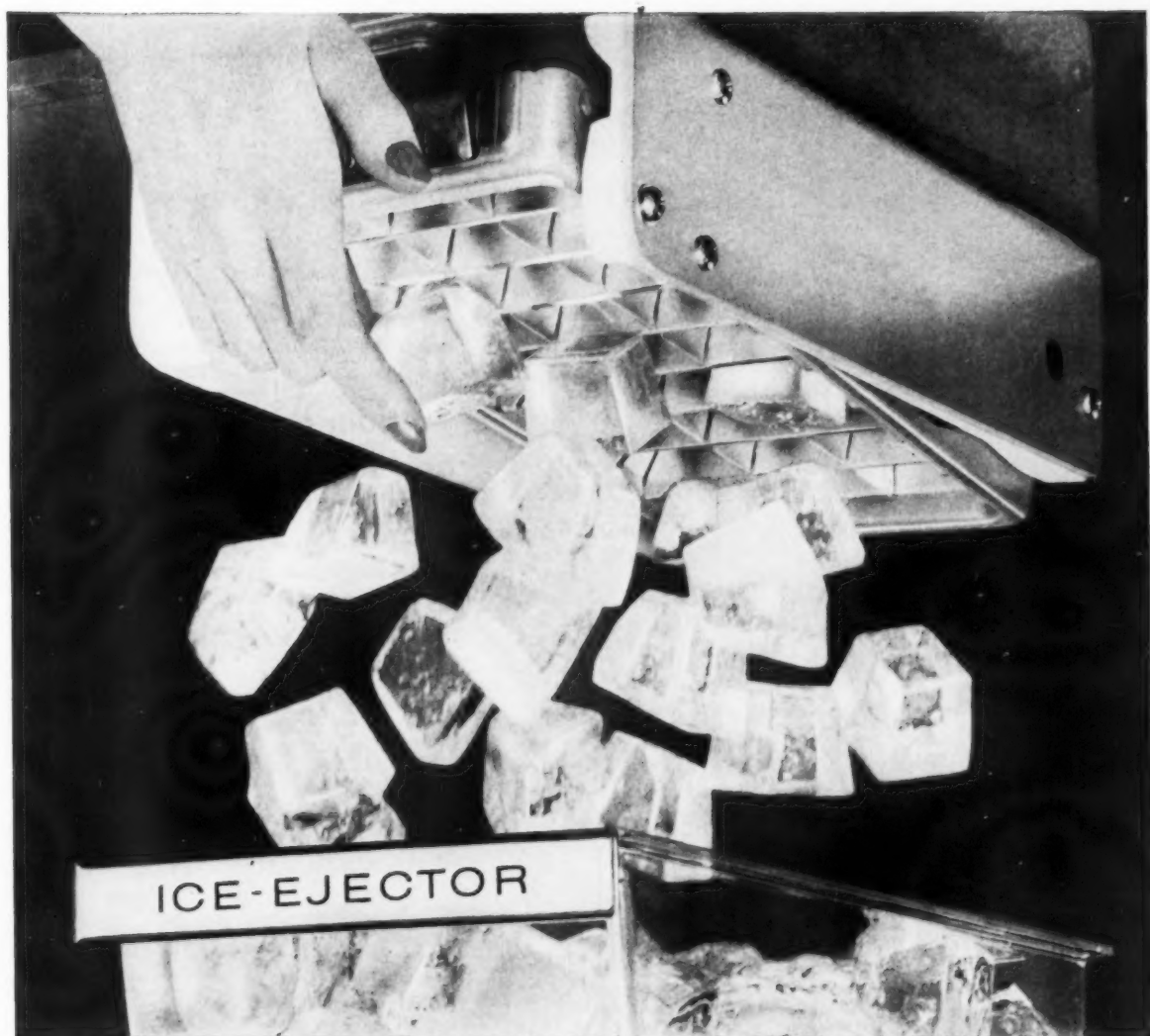
Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle. Panels can be made to fit any size opening . . . no frame is necessary. Because Owens-Illinois Glass Block have a specially designed corrugated mortar-bearing surface, you benefit from cheaper and faster masonry construction. And only Owens-Illinois Glass Block have this design feature.

To save you additional time and money, all mortar-bearing surfaces on O-I Glass Block are pre-coated with a special grit material for easier installation and all exterior faces have O-I's "magi-clean" finish for easy cleaning.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN  PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO



Clincher for your kitchens

Here's a prospect-stopper that isn't to be found anywhere but in a Frigidaire Refrigerator.

It's the Ice-Ejector feature of a Frigidaire Cold-Pantry — and it's proving a sensation the country over.

Merely by pushing an inverted ice tray into an ingenious rack, the cubes — instantly freed — cascade down into a sub-zero storage bin

where they keep separate, dry and intensely cold.

This is but one of many sound innovations of a Frigidaire kitchen—innovations that extend the impression of advanced design to the entire house you offer.

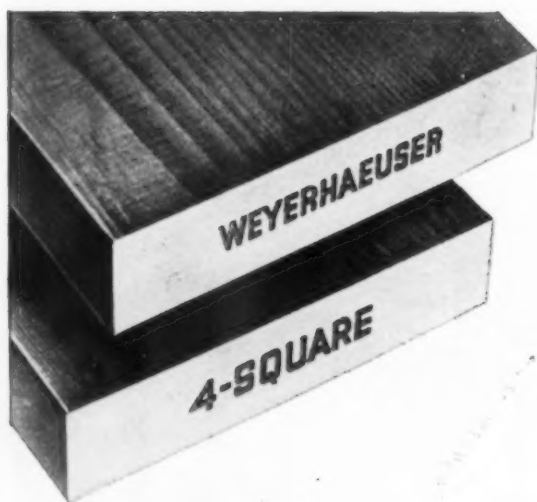
Keep this in mind when you plan your kitchens. Prospects will be hoping to see Frigidaire features there.

FRIGIDAIRE



Built and Backed
by General Motors

...the most famous name in refrigerators



Again this
brand name on
lumber offers...

More selling help

IDEAS FOR PANELING

1 It will pay you to see the colorfully illustrated paneling section in the helpful 4-Square Building Services—at the office of your Weyerhaeuser 4-Square Lumber Dealer. It illustrates how Weyerhaeuser 4-Square panelings will give your homes richness and glamour.



IDEAS FOR SIDINGS

2 Sales appeal is added to your homes with attractive Weyerhaeuser 4-Square wood sidings, shingles, and shakes. Another new colorful section in the Services illustrates how these fine products contribute to the enduring beauty of new or remodeled homes.



FENCE DESIGNS

3 Here's a new section on fences—with a special Fence Selector to show how modern fences increase the value and the charm of new or old homes. See twenty fence designs colorfully illustrated—at the office of your Weyerhaeuser 4-Square Lumber Dealer.



The expanded Weyerhaeuser 4-Square Building Services are featured in national advertising

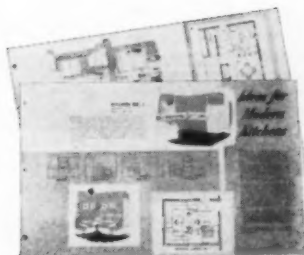
Wide national advertising in America's leading magazines features scores of professionally designed homes and farm buildings in the 4-Square Building Services. Builders using these Services are thus gaining the benefits of easier, more profitable sales. In addition to ideal plans for scores of homes and farm structures, the Services now offer builders many valuable ideas for home modernization in urban and rural areas.



for builders...

IDEAS FOR KITCHENS

4 These new kitchen ideas help builders to close new home sales and remodeling jobs. Kitchens are a natural for the rich remodeling market and for farm homes. They will interest you as well as your building prospects.



These four new product sections with new selling ideas are included in both services



Ask your Weyerhaeuser 4-Square Lumber Dealer to show you the Building Services, or write us for literature.

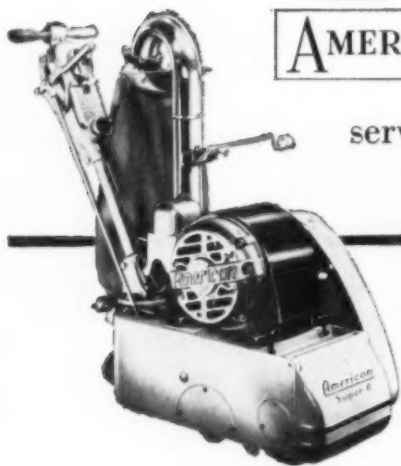


Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA

1st IN SPEED
IN PROFIT

AMERICAN SUPER 8 SANDER



serves the leading floormen
of the nation . . .

The American Super 8 leads in performance with twice the speed of Standard machines. The variable speed drum transmission and drum speed dial selector are typical ahead-of-the-times features by American engineers so you can sand any floor quickly and at a profit.



Get Ahead—
Write us today for
Machine Demonstration
... no obligation.



511 So. St. Clair St.,

Toledo 3, Ohio

NEW! ➔

AMERICAN SUPER SPEED ABRASIVE PAPER

One test will show you beyond all doubt the amazing superiority of the all-new American Super Speed . . . a paper produced on the newest and most modern making machinery in the industry. Try some Super Speed today . . . made for floor sanding by floor sanding experts. It costs no more. Send for price list and free sample sheet . . . no charge, no obligation.



PERFORMANCE PROVED PROFESSIONAL MACHINES FOR CONTRACTOR USE • WORLD-WIDE SALES AND SERVICE

Successful Builder Cuts Heating Installation Costs
with **Vulcan TRIMLINE** Baseboard

. . . improves quality, efficiency and salability!

Nat 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



Nat 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.

philippine mahogany

helps builder sell houses in
America's most competitive market



S. D. Vandruff, builder of Cinderella Homes in Anaheim, California states:

"We feel that Philippine Mahogany panelled walls contribute to the quality atmosphere of Cinderella Homes and are one of the principal reasons why our first group of 168 homes was sold out completely from the first model—with no other advertising or promotion of any kind."

"We are planning to continue with Philippine Mahogany as a basic feature in our new tract of homes."



USED FOR PANELING, SIDING
CABINETS, DOORS, TRIM
TAKES A WIDE RANGE OF
BEAUTIFUL FINISHES
AVAILABLE IN PLYWOOD
OR SOLID LUMBER
ADDS TO THE VALUE AND
APPEARANCE OF ANY HOME

Write for free literature

PHILIPPINE MAHOGANY ASSOCIATION, INC.

Dept. B, 111 West Seventh Street, Los Angeles 14, Calif.



PHILIPPINE LUMBER PRODUCERS' ASSOCIATION, INC., MANILA

Meet the Winners of the
BILT-WELL BUILDERS' CONTEST

We are happy to present the thirty top prize winners in the BILT-WELL BUILDERS' CONTEST, conducted throughout 1955.

We would like to take this opportunity to thank the over 2,000 builders who submitted entries in the contest, the very capable panel of judges and everyone else who helped make the contest such a huge success.

**NATIONAL
 GRAND PRIZE
 WINNER**

PRIZE:

26-Day, Deluxe Trip
 to Europe (for 2)



ROBERT P. GERHOLZ
 Gerholz Community Homes, Inc.
 Flint, Michigan

**EASTERN
 REGIONAL
 WINNERS**

PRIZE:

7-Day Holiday Trip to
 Bermuda (for 2)



RAY CACIOPPE
 Franklin Construction Co.
 East Orange, New Jersey



JOHN P. ERDLE
 Erdle and Graves, Inc.
 Rochester, New York

**MID-WESTERN
 REGIONAL
 WINNERS**

PRIZE:

7-Day Holiday Trip
 to Mexico (for 2)



HAROLD T. WOOD
 Harris & Wood, Contractors
 Danville, Kentucky



JOHN RUNNEBOHM
 John Runnebohm & Sons
 Shelbyville, Indiana

**WESTERN
 REGIONAL
 WINNER**

PRIZE:

7-day Holiday Trip
 to Hawaii (for 2)



VINCENT PETERSON
 Peterson Bros.
 Omaha, Nebraska

*It
 pays to put
 Nationally Advertised
BILT-WELL
 in the homes
 you build!*



Distinguished panel of judges who so capably handled the judging of the Bilt-Well Builders' Contest included: (from left to right) Mr. Wm. H. Scheick, Executive Director of the Building Research Institute; Mr. Edward Gavin, V.P. and Editor of American Builder; Mr. Carl Norcross, Executive Editor of House & Home; Mr. Martin L. Bartling, Jr., nationally known builder and National Association of Home Builders committee member and Mr. James M. Lange, Executive Editor of Practical Builder.



The BILT-WELL Line—

WINDOW UNITS. Double-hung, Awning, Casements, Basement, Storm and Screen. **CABINETS,** Kitchen, Multiple-use, Wardrobes, Storage, Vanity-Lavatory and Vinyl Counter-tops. **DOORS,** Exterior, Interior, Screens and Combination.

Twenty-Four Runner-up Top Entries...

PRIZE:
\$100 U.S. Government Savings Bonds



VICTOR A. SULLIVAN
Upstate Homes Company
Albany, New York



ROMILLY TRAVES
Cleveland, Ohio



ROBERT HUBBARD
Phoenix Heights, Inc.
Memphis, Tennessee



CARROLL E. BROCK
M. J. Brock & Sons, Inc.
Los Angeles, California



GERRIT J. HENSTRA
Ranch House Sales
Los Angeles, California



W. P. ABRAHAM
Wm. J. Abraham & Sons, Inc.
Seymour, Indiana



GUSTAV A. CASPER
Ridgewood, New Jersey



ELMER MEISS
Meiss Bros. Lumber Co.
Gridley, Illinois



WILLIAM C. BRANDT
Chas. C. Brandt & Co.
Indianapolis, Indiana



E. T. MULHERN
Barron Mulhern Contractors
Kansas City, Missouri



DARWIN P. LOWRY
Lowry Enterprises
Mission, Kansas



RUSSELL WESTPHAL
Westphal Const. Co.
Fl. Dodge, Iowa



MURRAY ZAWTSKY
Murray Const. Co.
Silver Spring, Maryland



TED K. SANDIFER
Parish Lumber & Supply Co.
Baton Rouge, Louisiana



GEORGE P. ENTREKIM
Entrekim Lumber Co.
Greenfield, Illinois



NEIL KLOMP
Klomp Bros.
Yakima, Washington



JOHN LUBER
John Luber & Son
Dubuque, Iowa



VERNON W. CARRIS
Dubuque, Iowa



VINCENT W. FORRETTE
Rapid City, South Dakota



FRANK WILLIAMS
W. A. Glenn Lumber Co. Inc.
Salem, Illinois



WM. J. B. THOMPSON
C-B Construction
Englewood, Colorado



AL DE WEESE
Ranch House Supply Corp.
Los Angeles, California



NOEL JACKSON
Noel Jackson Const. Co.
Jonesboro, Arkansas



CLOYD THOMPSON
Thompson & Adams
Grinnell, Iowa

BILT-WELL WOODWORK

manufactured by
CARR, ADAMS & COLLIER COMPANY
since 1866
Dubuque, Iowa



END 50° SLOW-UP IN SPRING CONCRETE

Save 2-4 Days with



A temperature drop from 70°F. to 50°F. will reduce the one-day strength of concrete almost 40% . . . a drop to 40° cuts strength development over 60%. This means that concrete at 50° takes two full days to equal the one-day strength of concrete at a normal 70° temperature. Proportionate losses occur at two, three and seven days.

The addition of Solvay Calcium Chloride more than offsets these concrete strength losses due to lower spring temperatures . . . and gives the additional benefits of increased workability, greater ultimate strength, and positive uniform curing.

FOR READY-MIX CONCRETE!

SOLVAY Calcium Chloride NOW in NEW 25 LB. BAG!



- Provides Positive Measurement Control!
- Easy and Handy to use!

GET ALL THE FACTS—MAIL COUPON NOW!



SOLVAY PROCESS DIVISION
ALLIED CHEMICAL & DYE CORPORATION
61 Broadway, New York 6, N.Y.

Please send me WITHOUT OBLIGATION OR COST your booklet:

- "When the temperature drops BELOW 50°F., do you know what happens to CONCRETE?"
- "The Effects of Calcium Chloride on Portland Cement."

NAME

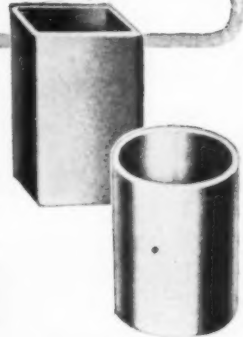
COMPANY POSITION

ADDRESS

CITY ZONE STATE

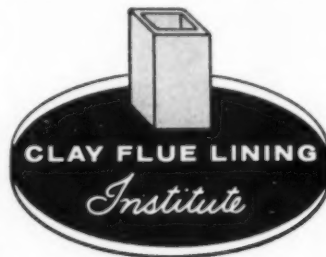
34-3

Build fire protection
into the home with
**A. S. T. M. CLAY
FLUE LINING**



Standardization on Vitrified Clay Flue Lining in homes and buildings is not surprising . . . and no accident. Clay Flue

Lining is the *only* built-in fire protection that never wears out. Acid condensation from furnace gases can't corrode it. Sudden changes in temperature can't crack it. Its smooth inner surface prevents fire-hazard soot accumulations. For the lasting safety that only good construction practices can insure, depend on Vitrified Clay Flue Lining . . . and be *sure*.



WRITE FOR free copies of these useful, informative folders:

- A Standard Ordinance for Chimney Construction
- Clay Flue Lining Bulletin
- Fireplace Ideas Folder

You Can Trust This Mark of Quality

CLAY FLUE LINING INSTITUTE

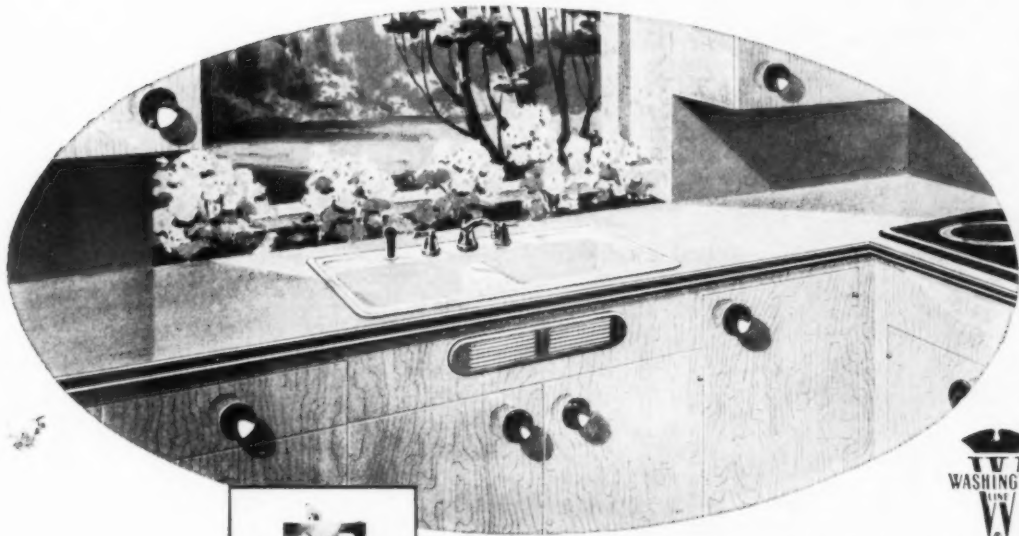
161 Ash St., Akron 8, Ohio

CONTACT AN INSTITUTE MEMBER WHEN YOU WANT THE BEST

American Vitrified Products Co. • Dee Clay Products Co. • The Evans Brick Co. • Kaul Clay Manufacturing Co. • Kopp Clay Co. • Larson Clay Pipe Co. • Malvern Flue Lining Co. • Mill Hall Clay Products Co. • Natco Corp. • Peerless Clay Corp.

FL-256-33

to get
 beauty, economy,
 and real sales appeal
 in your kitchens, use...



...washington® line

Cabinet Hardware

As installed in this kitchen it gives luxury and convenience plus a warm appealing appearance. Ease of installation saves building time and money.

Hardware shown at left, plus a selection of semi-concealed inset hinges, rubber roller friction catches, sparkling Mirrorpulls®, and other useful items round out the "Washington" Cabinet Hardware Line.



PIN HINGES FOR FLUSH DOORS



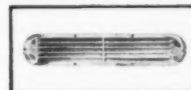
SPOTLIGHT® KNOBS FOR DOORS & DRAWERS



COMFORT GRIP® PULLS FOR CABINETS



CUPBOARD DOOR FRICTION CATCHES



METAL VENTILATING LOUVERS

WASHINGTON® LINE

Manufactured by Washington Steel Products, Inc.
 Dept. AB-3, Tacoma 2, Washington

For a catalog on "Washington" Cabinet Hardware, and other building accessories, fill out the coupon and mail to the manufacturer.

To: **Washington Steel Products, Inc.**
 Dept. AB-3, 1940 East 11th Street, Tacoma 2, Washington
 Gentlemen: Please send me catalog information on the Washington Line

NAME _____
 ADDRESS _____
 TYPE OF BUSINESS _____
 CITY _____ ZONE _____ STATE _____



Weldwood Stay-Strate Doors make a beautiful entrance and give the buyer a fine first impression of quality. Put a **Weldwood Stay-Strate Door** in your model homes—make it part of your selling talk to prospects—let them see how a good builder tackles the problem of an important home detail like doors. Be sure to make a point of the famous **Weldwood Guarantee**—which extends to the purchaser for the *life of his home*.

Now Weldwood helps you end door troubles forever!

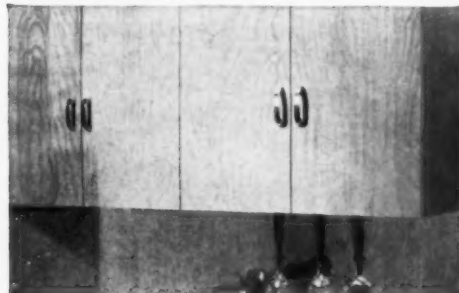
Put an end to expensive complaints and adjustments on entrance, interior, sliding, and cupboard doors



Weldwood Fire Doors are approved by Underwriters' Laboratories for Class "B" and "C" openings, keep out heat as well as fire. In one-hour fire test, door was subjected to 1700°F. on one side; temperature one foot from the other side was only 102°F.—face temperature after 30 minutes: less than 250°F.



Novoply sliding doors are available in completely pre-cut, packaged units with hardware included. Units can be joined together to make a complete wall storage unit, so popular today in all price class homes.



Birch cupboard door stock is edge-banded with solid base-wood 1½" wide along the long edges; this saves edge-banding on the job and provides a sturdy, good-looking edge. Panels are ¾" thick, from 12" to 24" wide, and from 72" to 96" long.

Impossible? Not with Weldwood doors! Take a look at the cutaway of the famous Stay-Strate® Door, below. This door is so well made, Weldwood guarantees for life!

United States Plywood Corporation guarantees, if installed properly and under normal conditions, this Weldwood "Stay-Strate" Door against warping, twisting or manufacturing defects for the LIFE OF THE INSTALLATION. If any Weldwood "Stay-Strate" Door should fail to meet these standards, said door will be replaced without charge, including all labor costs of hanging and refinishing involved.

No if's, and's or but's about *this* guarantee.

For every purpose, there's a Weldwood quality door. For example, the *Weldwood Fire Door** carries the same guarantee as the Stay-Strate Door, and has the same exclusive Weldrok incombustible core. Both superior doors have standard thickness face veneers in many beautiful hardwoods. *Sliding doors* that never bind are yours with Weldwood warp-free Novoply®. Novoply mosaic-like texture and wide variety of sizes are produced in the flattest, most stable panel ever made. *Weldwood birch cupboard door panels* have the same Novoply core to eliminate forever twisted and bowed cupboard doors. *Lumber core and hollow core doors* round out this line of ideal doors for every purpose.

Whatever your door problem, Weldwood has the answer. Send coupon for more details on these and other Weldwood doors. To see the complete line, visit any of our 87 branches in principal cities or see your lumber dealer. In Canada: Weldwood Plywood, Ltd.

U. S. PATENT NO. 2,592,050

Famous Stay-Strate Door has a core of Weldrok®—Weldwood's exclusive mineral material that's lightweight, stable and extremely strong. Stay-Strate Door also features kiln-dried stiles and rails, veneer cross-banding and standard thickness facings of beautiful hardwoods.



WIN A TRIP TO EUROPE!
In the big Weldwood Builder Contest
A 10 Day European Holiday for Two—via TWA!
Over 100 Other Prizes! Send Coupon for Details—NOW!

Weldwood® Doors

Products of

United States Plywood Corporation

Weldwood—The Best Known Name in Plywood

United States Plywood Corporation
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SEND ME your Weldwood Door Booklet. I am particularly interested in doors;

AB-3-56

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... 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. Less box and AC socket. In brown or ivory.
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"HOLDS THE DOOR WHILE YOU BORE!"



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Postpaid

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- Adjustable Non-Marring Door Clamp
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Goodbye to slipping wedges or blocks. Use when boring locks — installing hardware — cutting & fitting panels. Weatherstripping. Painting & Decorating. Guaranteed.

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Send today for your FREE copy of "On the Level," a booklet that tells and shows how to use the Levelall.

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Please send free booklet, "On the Level." Mail me 75' Deluxe LEVELALL @ \$12.95 Regular 50' model at \$9.95 Ship postpaid full price enclosed. Ship C.O.D.

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ADJUSTABLE
SHELVING

with
E-Z SHELVING
(BRACKETS & STANDARDS)

Provides These Advantages:

- (1) Helps Solve Uneven Floor Problem. Upper Shelves Adjust Level without shimming.
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FIXTURE FABRICATORS — GET THE "E-Z" STORY

NO keyholes or slots. Brackets slide up and down in Standard groove and lock at any point on Standard. Fits most shelving and fixture needs.

HANDLES ALL NORMAL DISPLAY LOADS

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No matter what your concrete forming need, there's a Gates System to handle it for you. These systems are job-tested and proved to give top quality construction at big over-all savings in time, labor and materials!

THOUSANDS OF BUILDERS RELY ON GATES
FOR QUALITY, SPEED AND ECONOMY



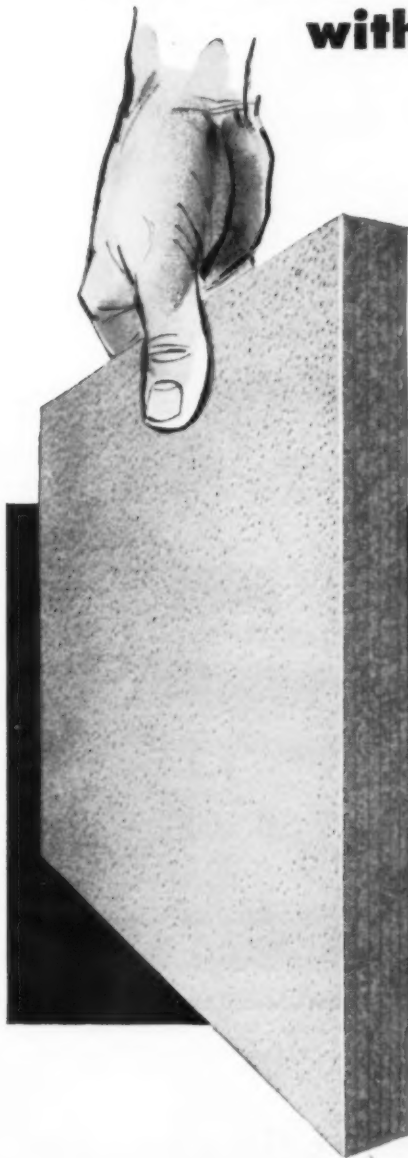
This photograph shows foundation forming with Gates Horizontal Rod Forming System. Gates Horizontal Rod Panels are versatile, lightweight and reusable. Waling is held to a minimum, and erection and stripping time is reduced, to show substantial savings and profit on every job.

For further information on Gates Systems, contact your nearest dealer, or write direct to: AB3-56

GATES & SONS, INC.
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PROJECT BUILDERS

look—no joints from corner to corner
with Upson $\frac{3}{8}$ " Strong-Bilt



1. You build better . . . faster

Full wall sizes—pre-cut to your specifications in quantities. Six times stronger than most dry-wall materials. . . . Better acoustical value. . . . Added insulation value. . . . Better painting and papering qualities. . . . Exceeds FHA and VA minimum construction requirements.

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Upson walls are permanently crackproof. . . . Proven in hundreds of thousands of homes. Let us quote on your requirements. Write or mail the coupon now!



● Full wall size $\frac{3}{8}$ " Upson Strong-Bilt is strong, durable, yet light in weight, easy to handle. Used in hundreds of thousands of homes. Also available in 4' widths.

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INTERIOR WALLS AND
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99% wood fibers laminated for great strength



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813 Upson Point, Lockport, New York

Please rush free details on full wall size
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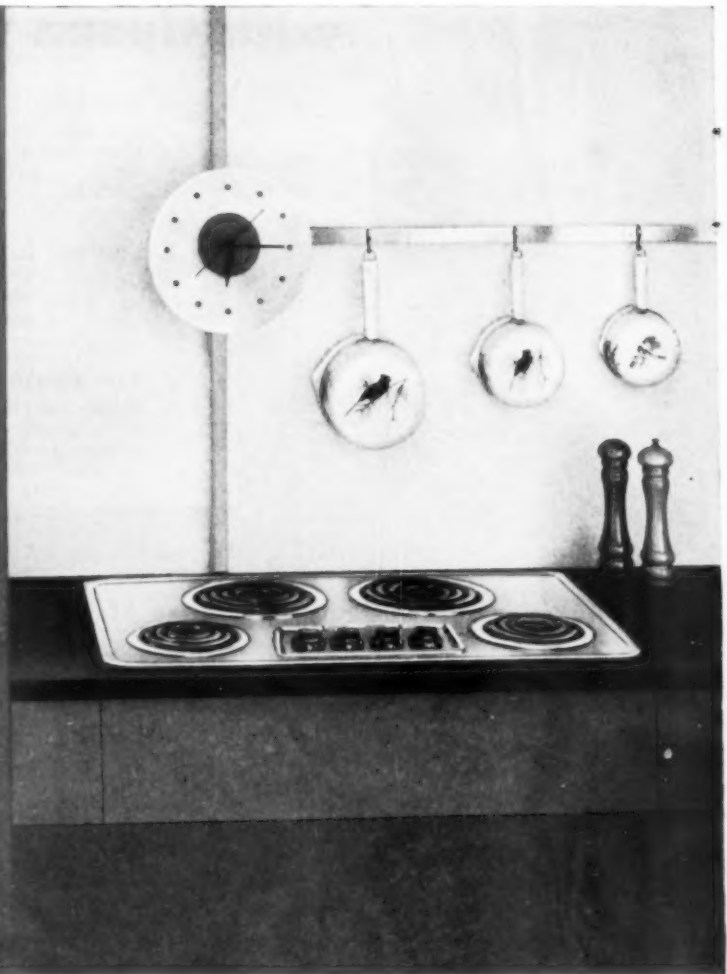
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Use New Westinghouse



DELUXE 24" OVEN—Model OJ-24: Electric Clock, Automatic Oven Timer and Minute Timer. All controls located below, out of heat zone. Miracle Seal Oven. Non-Fog Window.



DELUXE 4-UNIT PLATFORM—Model PJ: Plug-In Corox Units. Self-contained, Color Glance Control Panel, slanted for visibility. Also available: *Model PJS*: 4 standard Corox Units.

Put "Sell" in your house...with Westinghouse!

The Westinghouse Built-In Range above led the industry last year in popularity among builders. Responsible for its overwhelming acceptance were such features as its big 24" interior-width oven and its striking appearance. Now this popular range is available in additional colors, and, for those kitchens where minimum space

is a factor, Westinghouse has supplemented this range with a new 17" Oven and a variety of platform models. Why not discover how their salability and satisfaction can be *built into* your homes? For details, phone your Westinghouse Distributor today, or write direct to our Contract Sales Department.

WESTINGHOUSE ELECTRIC CORPORATION—MAJOR APPLIANCE DIVISION—MANSFIELD, OHIO

Built-In Ranges

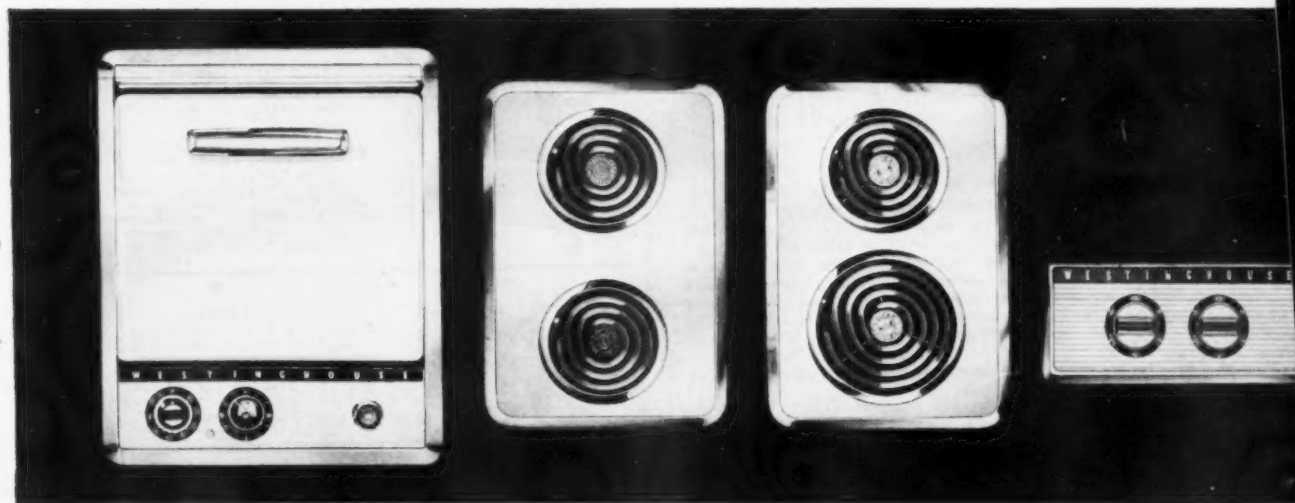
Greatest Flexibility...

Finest Features

NOW! A big, deluxe 24" Oven and standard 17" Oven

NOW! A choice of 4-unit Platforms with self-contained controls, or 2-unit Platforms with remote controls

NOW! A wide color selection of Brushed Chrome, Antique Copper, Stainless Steel and four new Westinghouse Confection Colors

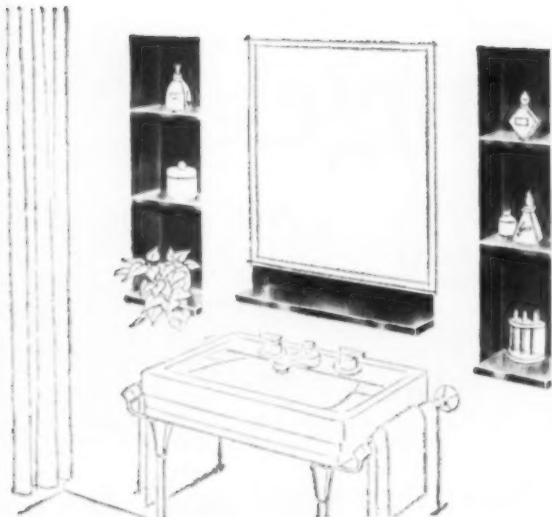


STANDARD 17" OVEN — Model OJ-17: Electric Clock and Automatic Timer. Interior Light. All controls located out of heat zone, below drop-down door.

2-UNIT PLATFORMS: Model PJ-66 has one 6" Super Corox Unit, one 6" standard unit. Model PJ-68 has one 6", one 8" standard Corox Units.

REMOTE CONTROL PANEL — For PJ-66 and PJ-68: mounts in front of cabinet, in counter top or on the wall above counter for greatest convenience.

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



Add extra beauty...extra sales appeal to the bathrooms of your homes with shelves of Carrara® Structural Glass

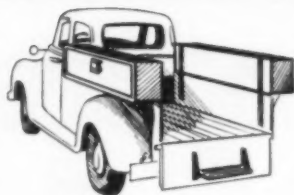
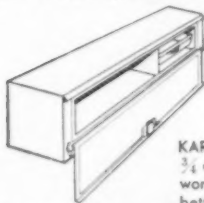
Carrara Glass is ideal for use in bathroom shelves and niche linings. Its glowing beauty will not be marred or dimmed by spilled cosmetics and hot, steamy atmospheres.



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Increase profits by keeping truck bed clear to haul more payload. Cut your costs by keeping tools organized to avoid tool damage and loss.



KARYALL COMPARTMENTS convert any 1/2, 3/4 or 1 ton pick-up truck into a handy mobile workshop. KARYALL COMPARTMENTS are better built for less money. They are built in

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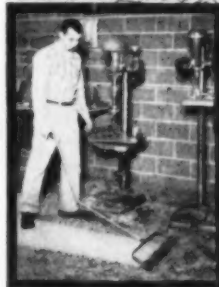
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Greater-than-ever carrying capacity—rotary action loads full 360° of magnet. More "reaching out" power—permanent magnets guaranteed forever!

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Exclusive wiper ring unloads broom instantly and effortlessly. Automatic inertia brake prevents unwanted rolling.

SAVES TIME AND MONEY! Prevents accidents! Promotes better "housekeeping"!



MODEL D-8

\$35²⁵

3 low-price models for every application.

10-DAY FREE TRIAL! Try a Magnetic Broom in your plant for 10 days at no cost or obligation. Write for details today!

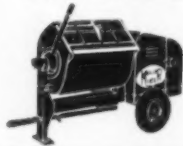
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DIVISION OF MULTIFINISH MFG. CO.

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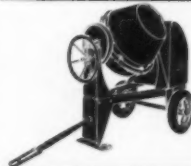
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Muller's objective—the best contractors equipment for the lowest price—is achieved by: (1) specialization, (2) careful selection of materials, (3) experienced workmanship, (4) sound distribution methods.



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Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional. \$180 to \$996 FOB Factory.



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Sizes 24", 29", 34" and 44" dia., B&S Engines. Stationary guide ring. Clutch and speed controls on handle.

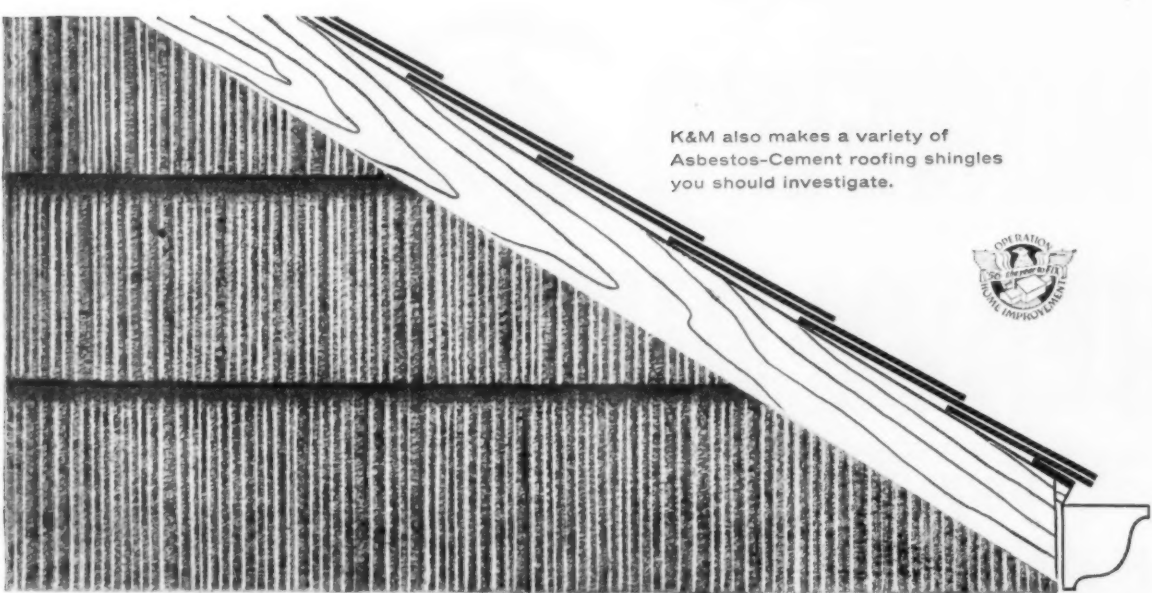
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CABLE ADDRESS—MULMIX

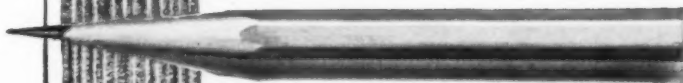


K&M also makes a variety of
Asbestos-Cement roofing shingles
you should investigate.



with K&M Nu-Grain
Siding Shingles

six colors to put the gleam
in a prospect's eye!



"We'll buy it" is a decision that can be powerfully influenced by the captivating colors of K&M Nu-Grain shingles. There's strong appeal, too, in the tasteful Nu-Grain wood-shake pattern, and in the horizontal shadow lines of the laid shingles. Shingles shown here are Nu-Grain Gray. The other five Nu-Grain colors are Brown, Green, Red, Whitetone, and Canyon Coral. Choose any of the six exciting Nu-Grain colors—or combine two for siding that lends extra value and beauty to any home.

Beauty the years can't dim.

The color of K&M Nu-Grain Shingles is there to stay—defies sun and weather. Color is actually *built* in with ceramic granules imbedded into the shingles under hydraulic pressure. Nu-Grain Shingles won't burn, rot, or corrode—in fact, they become *harder* with age—because they're made of asbestos fiber and portland cement. A special silicone treatment resists water-borne dirt which ordinarily causes streaks under sills and other trim.

Get all the facts.

Check your *Sweet's Light Construction File* or *Sweet's Architectural File* for complete details on Nu-Grain Siding Shingles. Or write directly to us.

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NEW

Black &

HEAVY-DUTY POWER

Only
\$64⁵⁰

**MORE SAW FOR YOUR MONEY
—AND WE CAN PROVE IT!**

1 *Extra capacity!* Comes with 6½" combination rip-crosscut blade. B & D KRO-BIDE blades available for every possible job requirement!

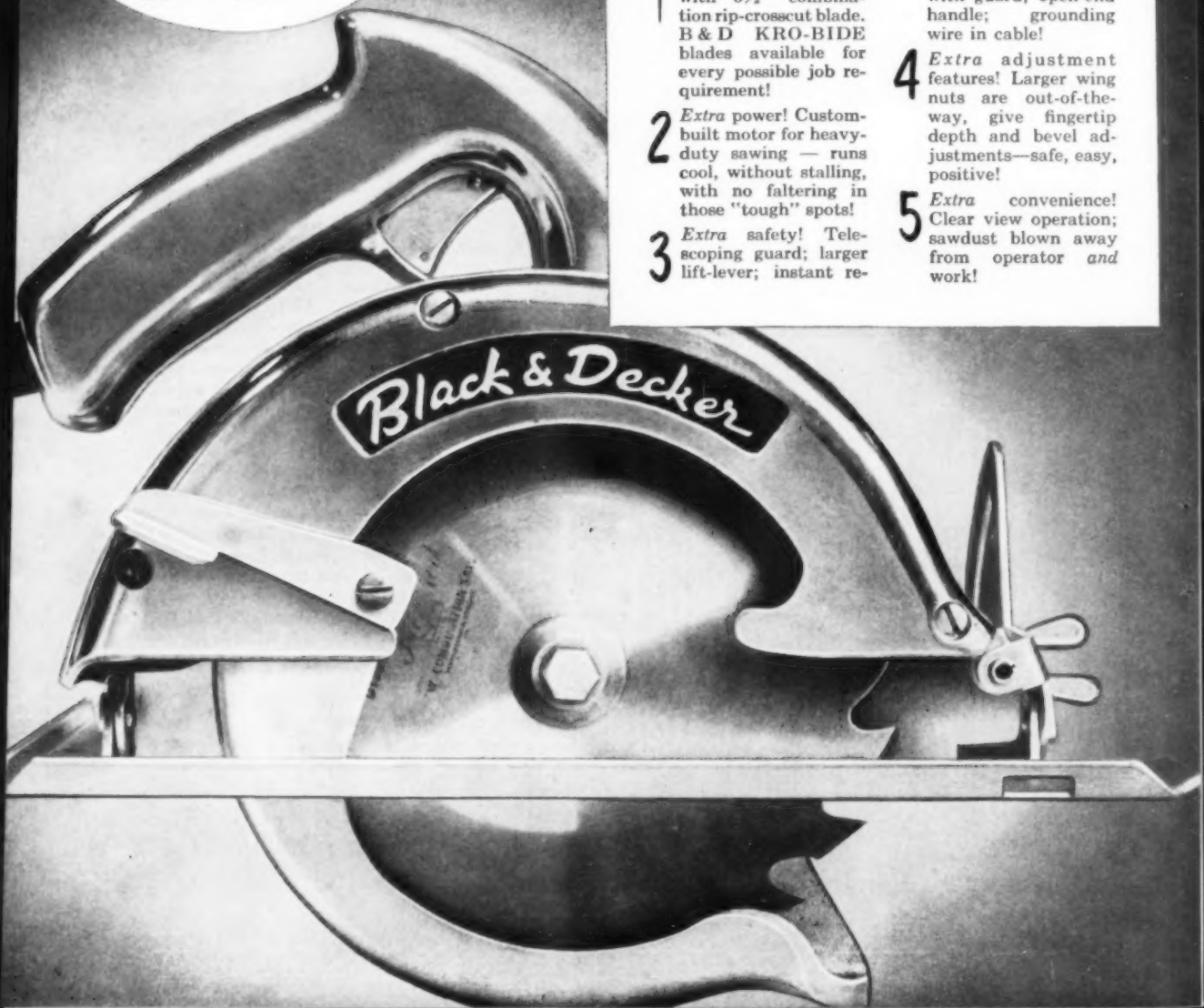
2 *Extra power!* Custom-built motor for heavy-duty sawing — runs cool, without stalling, with no faltering in those "tough" spots!

3 *Extra safety!* Telescoping guard; larger lift-lever; instant re-

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5 *Extra convenience!* Clear view operation; sawdust blown away from operator and work!



Decker® 6½" SAW

... PRICED LOW!

Races through a 2x4, even at 45° angle, with blade to spare—lots of blade for repeated sharpening!

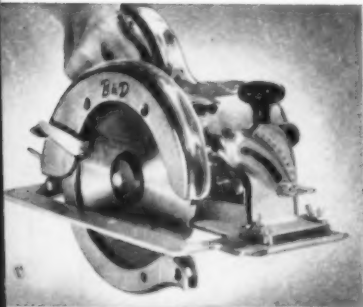
B&D power-built motor gives extra "bite"...for toughest jobs!

A rugged, power-balanced addition to the famous B&D saw line! Remember, we don't buy motors, we *build* them! Each Black & Decker motor is specially built for the job it must do—and the motor in this new 6½" heavy-duty saw is custom-built to give you *more* stamina, *more* sawing "guts" than you'll need! Priced so low that no real pro should ever be without it!

Performs on the job like famous B&D 7", 8", 9" H. D. models!

Extra capacity—makes all cuts in 2 x 10 and smaller lumber; cuts 2½" depth at 90° ... cuts 1½" at 45° ... handles practically any building material: hardwoods, Transite, ceramics, tile, etc. Unsurpassed for depth and bevel cutting—quadrant calibrated for precision adjustment; larger wing nuts; larger steel shoe and cutting guide permits safe sawing from either side!

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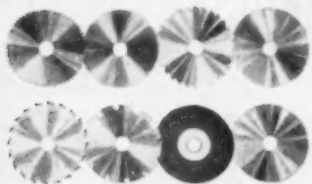


A B&D Heavy-Duty Saw for every job!

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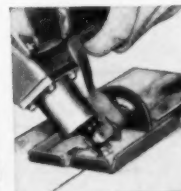
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Only **\$120.00**



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Exclusive! Fully adjustable shoe for cuts 0° to 45°—cuts up to 1½" at 45° on either side of shoe! Full line of wood and metal cutting blades available!



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This is for me!

THE MODERN BUILT-IN LOOK OF A REPUBLIC STEEL KITCHEN!

CABINETS RIGHT FROM STOCK FOR CUSTOM OVENS AND RANGES

No doubt about it—kitchens sell homes! It's the one room you furnish, and your big opportunity to clinch customers by featuring thoughtful planning and modern convenience. There are so many ways to lift this room out of the ordinary class with Republic Steel Kitchens. Cabinets of fire-resistant steel for built-in ranges and ovens. Lovely, lustrous stainless steel sinks. Range hood cabinets. Peninsula and tray cabinets, and a wide range of other special-purpose units. And all from readily available stock. In any one of the new Harmony Hues at no extra cost!

REPUBLIC STEEL MEANS SERVICE, ECONOMY

Republic Steel, the only company in the industry offering the economy of "mine to market" production, provides distinct advantages to builders. Dependable service. Planning guidance. Economical installation. Quality that eliminates expensive call-backs. Get the complete story from your Republic Steel Kitchens distributor, or use the coupon.

REPUBLIC STEEL KITCHENS *in Harmony Hues*

IN CLASSIC WHITE
LARGO YELLOW
TEMPO TURQUOISE
PRELUDE PINK



REPUBLIC STEEL KITCHENS • Builder Sales
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Send me complete information on Republic Steel Kitchens
and the name of my nearest distributor.

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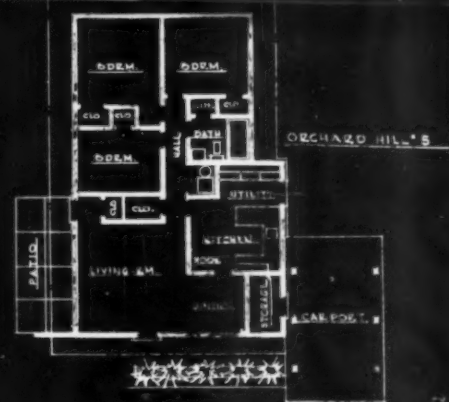
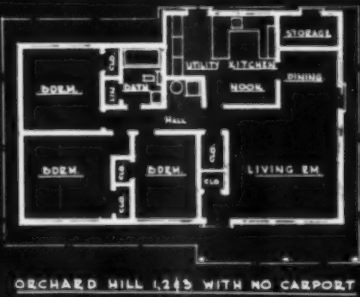
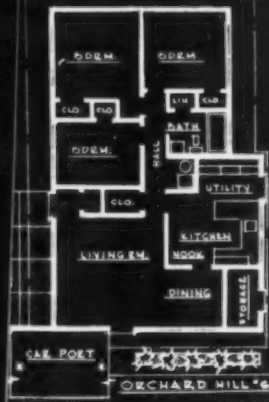
Address _____

City _____ Zone _____

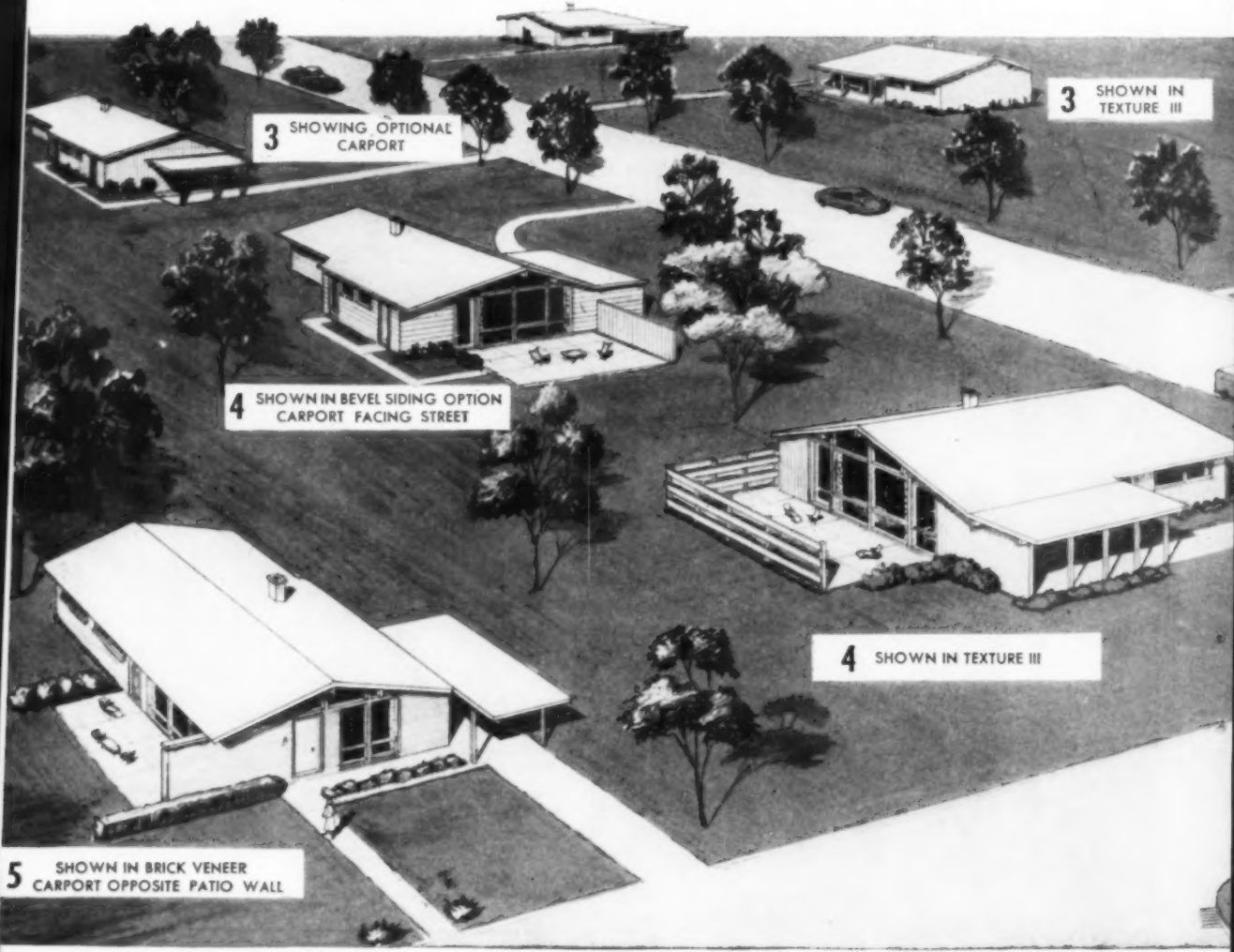
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AB-263

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 SCHOLZ HOMES SENSATIONAL NEW FULLY FABRICATED HOUSE
 COMPLETE CONSTRUCTION AND PERMANENT FINANCING PACKAGE AVAILABLE AS



3 SHOWING OPTIONAL CARPORT

3 SHOWN IN TEXTURE III

4 SHOWN IN BEVEL SIDING OPTION CARPORT FACING STREET

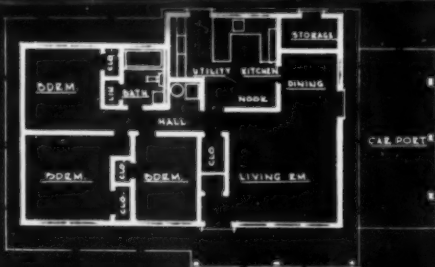
4 SHOWN IN TEXTURE III

5 SHOWN IN BRICK VENEER CARPORT OPPOSITE PATIO WALL

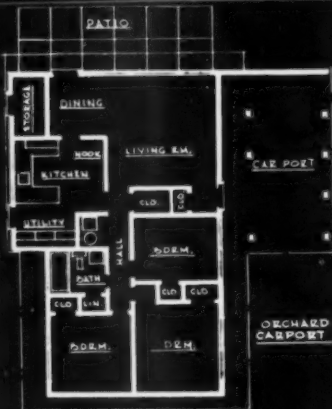
RANCH WESTERN HOMES

Division of Scholz Homes, Inc.

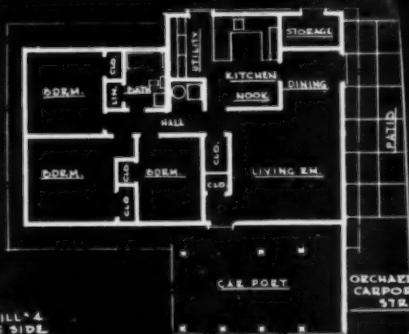
2001 N. WESTWOOD • TOLEDO 7, OHIO



ORCHARD HILL 1213 WITH CARPORT



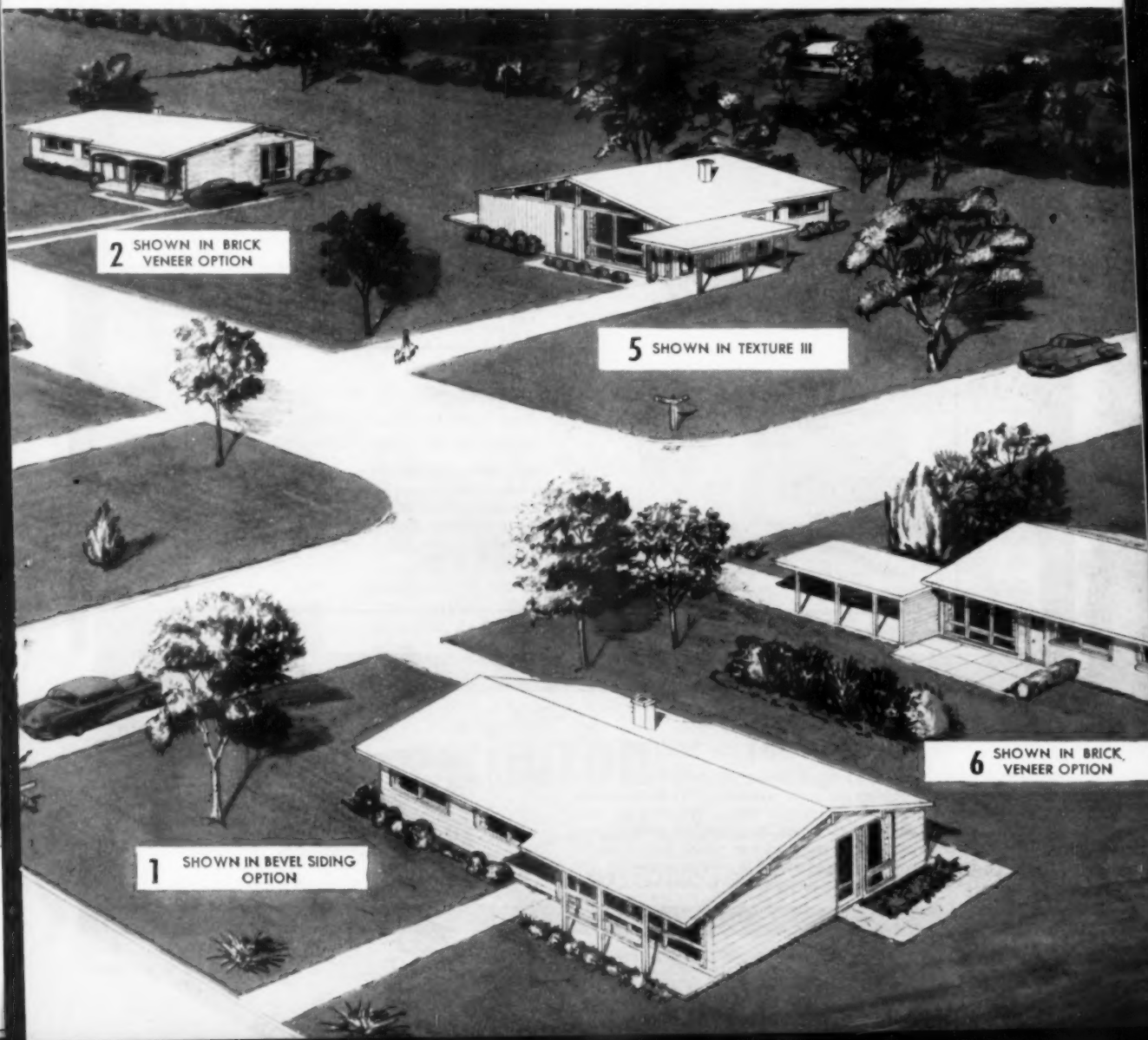
ORCHARD HILL 4 CARPORT AT SIDE



ORCHARD HILL 4 CARPORT AT SIDE

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(5 DAY ERECTION TIME) IN THE \$10,000 TO \$12,000 PRICE RANGE
 WELL AS LAND DEVELOPMENT ASSISTANCE THRU SCHOLZ HOMES ACCEPTANCE CORPORATIO



2 SHOWN IN BRICK VENEER OPTION

5 SHOWN IN TEXTURE III

6 SHOWN IN BRICK VENEER OPTION

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Here's why home "shoppers" will be RUSCO "window" shoppers, too!



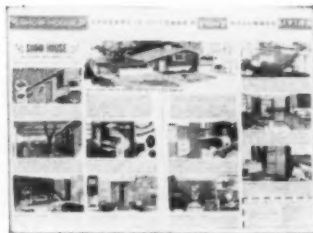
Bing will have them
"dreaming of a White Beauty"!

Bing Crosby . . . America's No. 1 Show Business Personality . . . sings for Rusco over the CBS Radio Network. And the inimitable Ken Carpenter tells Bing's tremendous audience all about the lasting good looks and exclusive features of Rusco "White Beauty" windows and doors.



National big space magazine ads . . . in color . . . show buyers how really attractive Rusco "White Beauty" homes can be!

These ads, all a part of Rusco's *biggest* national advertising schedule, show off "White Beauty" at its best. Down-to-earth copy creates a demand for the comfort and convenience of Rusco steel windows and doors.



"Show House" . . . the colorful home buyer's guide in Saturday Evening Post and Living for Young Homemakers . . .

tells everyone why it pays to *look* for Rusco "White Beauty" windows and doors. Ties them in with other famous brand name products you'll be using in your homes, too. And *only Rusco* products are in "Show House."

You sell and save . . . with RUSCO "White Beauty" windows and doors

Rusco's great array of advertising will help *you* sell more homes in '56. But you profit even more with Rusco because you buy *complete* packaged units. You *save* on time, material and installation costs. Rusco windows often cost *less installed* than the cheapest window you can buy. Available in silvertone grey, too, or natural or painted aluminum. The F. C. Russell Company, Dept. 6-AB-36, Cleveland 1, Ohio.



WINDOWS and DOORS



Handy griddle for extra cooking convenience.



Lift out the griddle—presto, an extra burner!



Griddle cover provides extra work surface.

This NEW built-in moves homes faster than ever!

Here's the "sizzle" that's helping builders everywhere sell *their* homes faster than ever before. It's the newest model Suburban built-in range with the famous Handi-Cook top and the new Duo-Cook griddle. Lift out the griddle—and presto, an extra burner at no extra cost! Beautiful, *streamlined* Suburban units come in stainless steel, exclusive lifetime porcelain "Copper-Tan" and six decorator colors. Get the full facts on this new competitively priced "wife-saver" range today.

BEST DEAL FOR BUILDERS!

FIRST with "Duo-Cook" griddle!

FIRST with eye appeal and "wife-saver" features!

FIRST with flush mounted water tight frames!

FIRST with consumer acceptance—powerful ads directing prospects to Suburban, equipped homes!

suburban

America's Finest Built-In Range

same size cabinet
opening for both
gas and electric ovens

SAMUEL STAMPING & ENAMELING CO., DEPT. AB36, Chattanooga, Tenn.
At no obligation to me, please send complete information checked below:
Suburban ELECTRIC..... GAS.....

Name

Address

City State

Good News from Westinghouse ...

LOW INTRODUCTORY PRICES TAKE NAHB



Photo of NAHB builders getting information on special Westinghouse Air Conditioning offer to builders.

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

J-80521

232

AMERICAN BUILDER

AIR CONDITIONING BUILDERS BY SURPRISE

Units with up to 20% more capacity shown to crowds at Westinghouse Exhibit

Special prices include year-round, air-cooled and water-cooled models

Chicago—hundreds of NAHB builders here heard an unprecedented offer from Westinghouse Air Conditioning. A special and significant introductory price offer was made to builders of new homes. The offer included the entire 1956 line of complete home air conditioners.

Westinghouse Vice President Bruce Henderson said that these prices—together with high-cooling-capacity and lower operating costs greatly expand a builder's opportunity to offer air conditioned homes. "Now he can profitably air condition moderate and even low-price homes." He added that the contribution air conditioning makes to successful merchandising of lower-priced homes has proven phenomenal.

Even greater savings from higher capacity of Westinghouse units

NAHB builders were told that the higher capacity of Westinghouse units together with lower prices can produce startling savings in actual application.

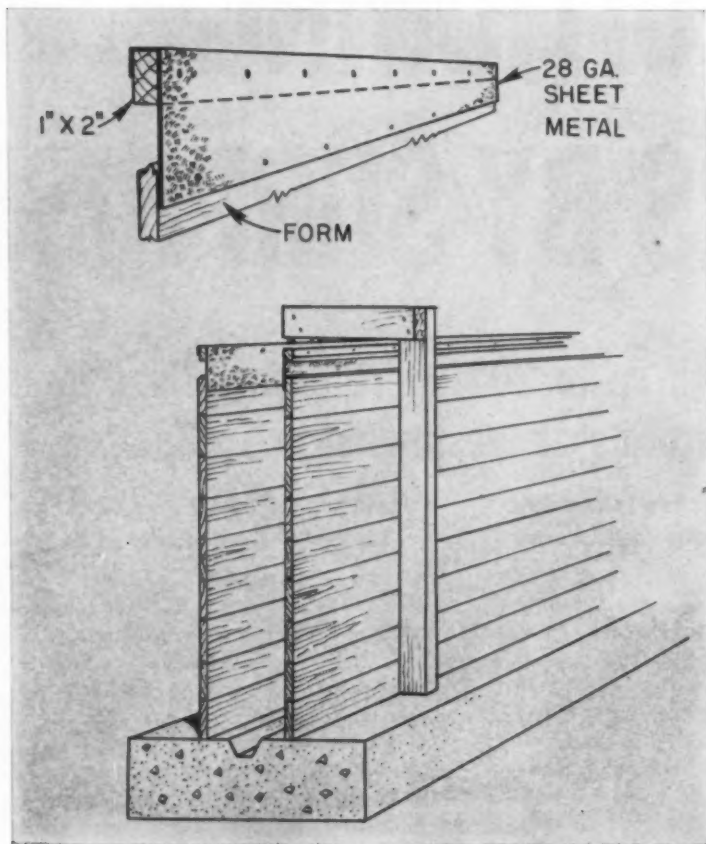
"For example, a Westinghouse 3-ton year-round unit can, in many cases, cool and heat a house where a 5-ton competitive unit might otherwise be necessary. Combine this factor with the lower Westinghouse prices and the total savings can be very significant. In many cases, the cost of the Westinghouse 3-ton unit compares favorably in price with that of competitive 2-ton models."

Westinghouse also offers builders substantial advertising support to help merchandise their homes through local newspapers.



**Send this telegram
COLLECT for
immediate action!
Call Western Union
NOW!**

WESTERN UNION <small>WESTERN UNION TELEPHONE COMPANY</small>		<small>Check the appropriate box</small> <input type="checkbox"/> Day <input type="checkbox"/> Night <input type="checkbox"/> Holiday
<small>Check the appropriate box</small> <input type="checkbox"/> Collect <input type="checkbox"/> Cash <input type="checkbox"/> Bill of Exchange <input type="checkbox"/> Bill of Lading <input type="checkbox"/> Invoice <input type="checkbox"/> Receipt <input type="checkbox"/> Other	<input type="checkbox"/> Collect <input type="checkbox"/> Cash <input type="checkbox"/> Bill of Exchange <input type="checkbox"/> Bill of Lading <input type="checkbox"/> Invoice <input type="checkbox"/> Receipt <input type="checkbox"/> Other	<small>Check the appropriate box</small> <input type="checkbox"/> Day <input type="checkbox"/> Night <input type="checkbox"/> Holiday
MR. ROBERT J. MOORE, SALES MANAGER—PACKAGED PRODUCTS WESTINGHOUSE ELECTRIC CORP., AIR CONDITIONING DIVISION, STAUNTON, VIRGINIA RUSH INFORMATION ON LOW COST WESTINGHOUSE HOME AIR CONDITIONING. I AM BUILDING _____ HOUSES YOUR NAME _____ COMPANY NAME _____ COMPANY ADDRESS _____		



Level form tops with sheet metal...

To level forms to screed line where there are variations in the height of the footings upon which the forms are placed, we use 28 gauge galvanized sheet metal as illustrated here.

The sheet metal is 6 inches wide with a 3/4-inch brake on top and turned down the same distance. A piece of 1x2 wood strip is placed in this and clamped to the stud and sheathing after form is secured with walers on the footings.

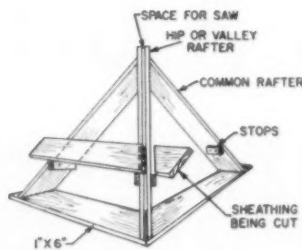
After final checking with instru-

ment, these pieces are nailed in place and the clamps removed. This permits certain form sections to be reused without reworking to meet close tolerances in the tops of the poured walls.

H. Lemaster, Carlinville, Ill.

Miters sheathing for hip and valley rafters in jig

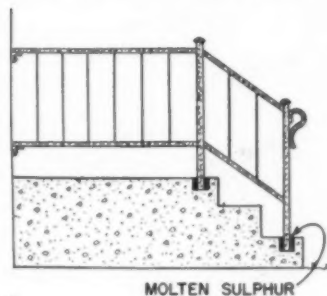
The sketch is a jig I made for mitering roof sheathing to be nailed to the hip and valley rafters. Make



the toe plates square and make the hip rafter out of two 1x6's cut according to the pitch of the roof. Allow enough space between the two 1x6's so that the saw can be worked easily. This is a simple device that makes a better cut more quickly.

S. E. Liles, Jackson, Miss.

Hot sulphur anchors iron more effectively than lead



To anchor ornamental iron in concrete, pour hot melted sulphur in the cavity around the posts. This will set up very hard, and is more effective than molten lead.

E. Widman Jr., Sioux Falls, S. D.

Clean portable sander belts with gasoline quickly

When sanding pine, fir and other resinous softwoods, the "life" of a portable sander belt is rather short. This is caused by the pitch clogging the grit that can be removed by dipping the belt in gasoline and allowing to soak from five to ten minutes. The gasoline apparently has no damaging effect on the belt itself and dries quickly when hung up.

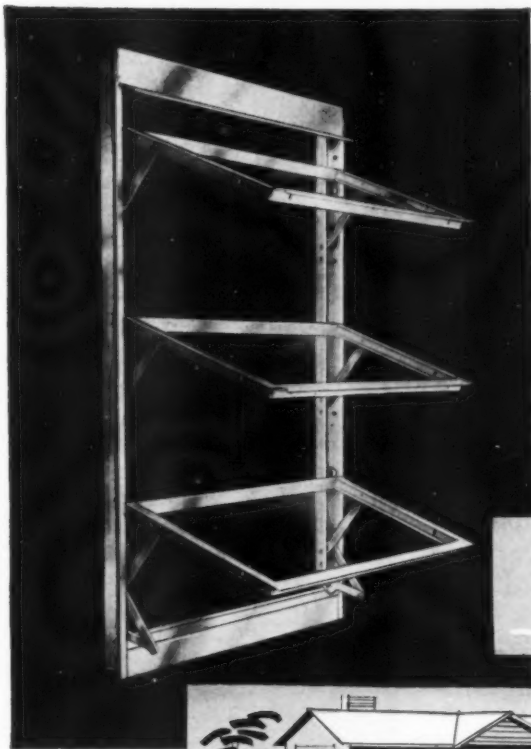
David L. Seamans, Springfield, Ore.

(Continued on page 236)

New WARE

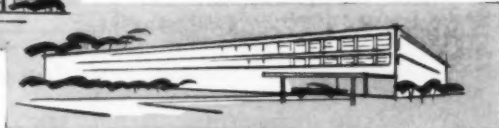
weatherstripped AWNING WINDOW

NOW COMPETITIVE IN PRICE *STILL* TOPS IN PERFORMANCE



Here's the aluminum awning window you've been waiting for—competitively priced for small-budget housing, yet precision-made by a quality manufacturer, with all the plus features your customers want.

- ★ **Completely weatherstripped** by premium vinyl locked in extruded channel, unexposed to weather
- ★ **Wide overlap** of weathering members. Minimum outside at jamba 5/16". Jamb-operated
- ★ **Easy-to-clean ventilators** have equal height and drop
- ★ **Engineered** for simple, speedy installation
- ★ **Chemically cleaned, etched and lacquered** at the factory
- ★ **Quality-Approved** by the Aluminum Window Manufacturers Association



You're assured of dependable delivery, too, through regional warehouses in Houston, Atlanta, Chicago, and Newark.

Learn how you can profit from this new Ware window—and from the full Ware line that meets all your needs. You get top merchandising and advertising support, too. Mail coupon today.

Aluminum **WARE** Windows



Ware Laboratories, Inc., 3700 N.W. 25th St., Miami, Florida

Ware Laboratories, Inc., Dept. AB-3
3700 N.W. 25th St., Miami, Florida

Please send me complete details on the new Ware awning window your complete line

Name


Street

City and State

POWERS

Service-Master

THE ALL-PURPOSE SERVICE BODY



ACCLAIMED BEST

BY BUILDING, PLUMBING AND ELECTRICAL CONTRACTORS

Sales records prove that Service-Master is used by more service men than any other body. Service-Master makes work easier . . . saves more time . . . builds greater profits!

EXTRA FEATURES!

"Freeze-free" hinges that can't bind • Concealed fenders to protect compartment walls • "Hi-La" floor for easier loading • "No-Bounce" bins to keep parts in place • "Puddle-Proof" cargo area . . . and many other "extras".



OUTLASTS SEVERAL CHASSIS
Carried in stock in all 48 states by LOCAL Distributors!

FIND OUT FOR YOURSELF Prove to yourself that Service-Master gives you more for your money. Mail this coupon for complete details and price information today.

McCABE-POWERS AUTO BODY CO.

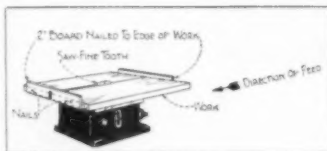
5900 N. BROADWAY • ST. LOUIS 15, MO.
625 CEDAR ST. • BERKELEY 10, CALIF.

Please send me complete details on **SERVICE-MASTER**

Name _____
Company _____
Address _____
City & State _____

NU

How to do it better . . .
(Continued from page 234)



Cuts two boards at same time for perfect butt joint

When joining two or more boards together for a large flat surface, do not cut or trim the boards separately. Nail a two-inch wood strip on both edges of the boards to be trimmed and set a fine-tooth circular saw blade so that it will cut right through the middle of the proposed joint.

Jake M. Waldner,
Bernard, Manitoba, Canada

Tips on screws and shingles

We keep a lot of iron screws in stock. They rust after a while, so we dip them in aluminum paint. We then put them in a collander to drain, then lay them out on a piece of paper to dry. Wire netting could be used in place of the collander, but I wouldn't recommend it, as it might clog too quickly.

As soon as a load of siding shingles is delivered on the job, we paint the shingle butts their final color. It is much easier to do while they are still in the bundle than it would be after they are on the house.

Edward Weary,
Chatham, N. J.

Can you do it better?

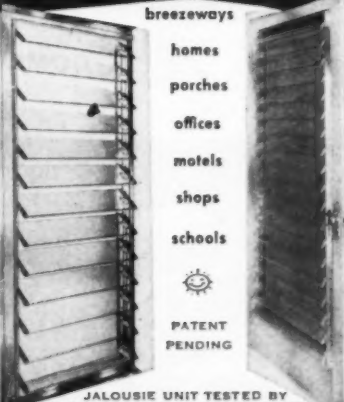
SEND US . . .

- A brief written description
- A simple sketch
- Snapshots, if possible

You are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you \$25 for your trouble. Mail contributions to: American Builder, 30 Church St., New York 7, N. Y.

Vacol

ALUMINUM JALOUSIE WINDOWS and DOORS BY ANDERSON



breezeways
homes
porches
offices
motels
shops
schools

PATENT PENDING

JALOUSIE UNIT TESTED BY PITTSBURGH TESTING LABORATORIES

Vacol

ALUMINUM GLASS SLIDING DOORS



luxury living
AT MODERATE COST

Capture the ultimate in modern design by using these doors between living room and enclosed areas or patios. They make homes look more costly, yet actually save money over conventional wall construction.

Completely weatherstripped . . . exclusive VACOL interlocking corner construction . . . rigid, long-lasting . . . slide smoothly on rollers over flat sill track, with built-in supports directly under door. Will never sag or twist . . . stainless steel automatic safety lock . . . guaranteed VACOL quality!

WE ALSO MANUFACTURE THESE FAMOUS "VACOL" PRODUCTS:

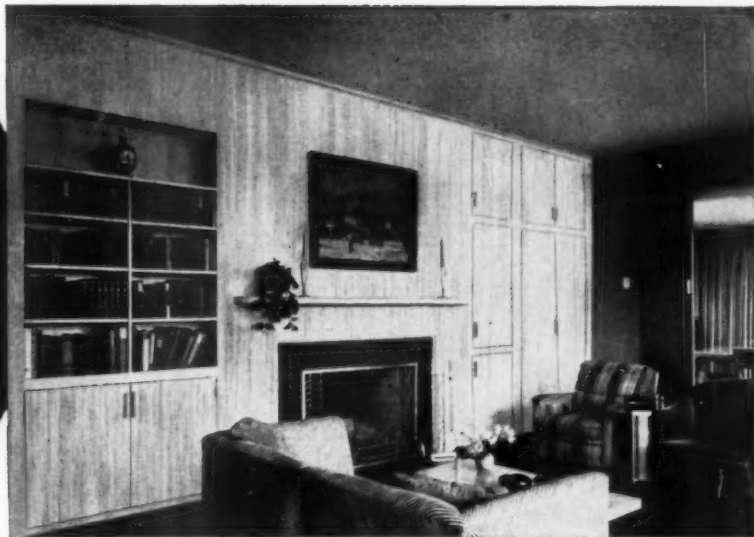
- Aluminum Triple-Track "Tilt Action" Insulating Windows
- Aluminum Combination "Picture" Doors
- Aluminum Awning Windows
- Aluminum Commercial Glass Panel Doors
- Wood Self-Storing Combination Windows
- Redwood Rim Jalousie Doors



BY ANDERSON MFG. CO., INC.

OWENSBORO, KY., BRADENTON, FLA.

NOW!
 Add the "Sell" of
 Paneled Walls
 even to low-cost
 housing!



New Weldwood® Adhesive Puts Up Plywood Panels without nails!

Slashes Costs! Speeds Sales!



BONDS INSTANTLY . . . PERMANENTLY ON CONTACT!

- * Ends nail-setting, puttying and finishing nail holes!
- * No change in plans . . . no special construction needed!
- * Install plywood panels directly to studs or furring strips!
- * Makes pre-finished plywood panels more practical than ever!

NEW WAY TO APPLY MICARTA, Etc.

Weldwood Contact Cement is also the new improved way to apply plastic surfacing materials like Micarta to kitchen counters, bathroom and powder room surfaces, etc. No clamps or presses needed! Bonds equally sure on any base.

New economies in installing . . . made possible by a revolutionary new concept in gluing . . . let you cash in on increasing trend to paneled walls! Amazing new Weldwood Contact Cement enables you to put up plywood paneling entirely without nails. Ready-to-use! In cans and drums at lumber yards, hardware and paint stores. If your dealer isn't yet stocked, write us for nearest source of supply.

MAIL COUPON TODAY

for information on this new nail-less way to apply plywood paneling!



. . . and for finishing paneled walls, use these Wizards with Wood.
WHITE FIRZITE® — for a modern "woody" pickled or blond finish. A "must" undercoater for fir plywood paint jobs.
CLEAR FIRZITE — for a smooth even finish on fir plywood stain jobs. Tames wild grain.
SATINLAC® — for a rich satiny, natural wood finish.
 (See Sweet's Catalog for specifications.)

UNITED STATES PLYWOOD CORPORATION

55 W. 44th St., N.Y. 36, N.Y.

AB-3-6-1A

- Send me information about Weldwood CONTACT Cement.
 Send information on FIRZITE and SATINLAC.

Company _____

Your Name _____

Address _____

City _____ State _____

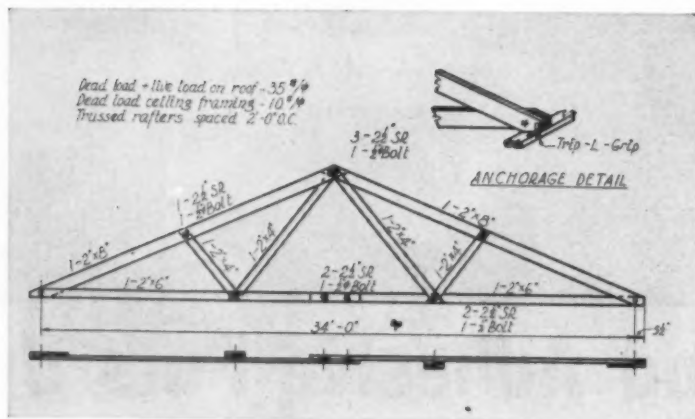
▶ Planning Framing

▶ Roofing Wiring

▶ Concrete Work Air Conditioning

▶ Heating & Plumbing Power Equipment

▶ Insulation Interior Finish



A truss designed for a 34' span . . .

QUESTION: I am planning a building, size 34'0" x 60'0" with the roof supported by trusses spanning the short dimension. I plan to use a series of 2x6 inch members for a 5-12 roof pitch. I have been told that 1 1/2 inches should be allowed at center of the trusses for sag.

A. S. D., Mokena, Ill.

ANSWER: The drawing shown above shows the completed truss and the members properly sized. A camber of 1/2 inch should be introduced into the truss at the center point through fabrication.

Geo. A. Kennedy, Struct. Eng.
Chicago, Ill.

AMERICAN BUILDER'S APRIL DIRECTORY ISSUE WILL TELL YOU MORE ABOUT TRUSS DESIGN

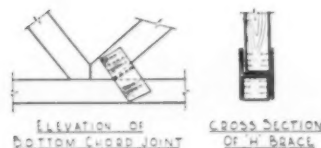
▶ Questions about truss design are among those most often received by "Ask the Experts". Next month's Directory Issue of American Builder will con-

tain a section on this subject. Included will be truss spans from 20' to 32', and pitches from 4' to 7'. Both timber lengths and lumber quality will be given.

How to use the H-brace

QUESTION: Do you know where an "H" brace may be obtained. These are used for making built-up trusses without gussets or rings. The article in the magazine had them on a 4-12 roof of a 42'0" span. Would they work on a 3-12 slope for a 30 foot span.

D. V. F., Butte, Nebr.



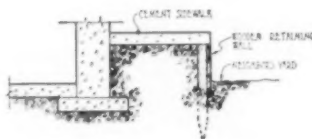
ANSWER: The "H" brace referred to is a very good idea when you want to build flat trusses with no lapped joints. The two exterior steel plates of the "H" work like two gusset plates, and in order to insure the chord and the web members of the truss against any lateral movement it is very important that the "H" be made out of heavy gauge material. These braces would be satisfactory on a 3-12 roof slope for a span of 30'0" provided there are enough holes punched in them to give a strong connection between the connecting members. You should be able to obtain these braces in your vicinity.

Geo. A. Kennedy, Struct. Eng.
Chicago, Ill.

Protecting the wood

QUESTION: Since my yard and passage sidewalk is about 18 inches higher than the adjoining neighbors yard, I am planning to build a retaining wall of wood posts and planks. Can you advise the kind of wood preservative to use.

C. L. R., Chicago, Ill.



ANSWER: It is recommended that wood members that are subject to
(Continued on page 240)



A new Master 1500 watt AC generator keeps this radial saw in continuous operation. It's lightweight, only 127 pounds.

New, lightweight generators have Briggs & Stratton and Wisconsin engines



A Complete New Line

There is a Master Portable Generator available in the type and capacity you need.

- 750 watts**—DC only, Briggs & Stratton 2 HP gas engine, only 69 lbs.
- 1500 watts**—AC or DC, Briggs & Stratton 3.35 HP gas engine, approximately 117 lbs.
- 3 KW**—AC, DC or AC Dual Voltage, Wisconsin 6.3 HP gas engine, approximately 140 lbs.
- 5 KW**—AC, DC or AC Dual Voltage, Wisconsin 14 HP gas engine, approximately 550 lbs.

Good gasoline engines, direct-connected to good generators make all 8 new Master Portable Generators real "power pushers." With a Master generator, you start your jobs on time and keep them that way. Without power, men can't work, your costs go on. Remember, you can't always rely on city power.

All Master sets are *lightweight*, rugged and easy to move about the job. Capacities run from 750 watts to 5 KW. Available in AC, DC and dual voltage. The 4-cycle Briggs & Stratton and Wisconsin engines are air-cooled, automatically governed. Service and parts for engines and generators available throughout the U.S. and Canada. Send in the coupon below for information on the size you need . . . no obligation.

MASTER

Master Vibrator Co., 239 Stanley Ave., Dayton 1, Ohio

Please send folder on Master Generators checked.

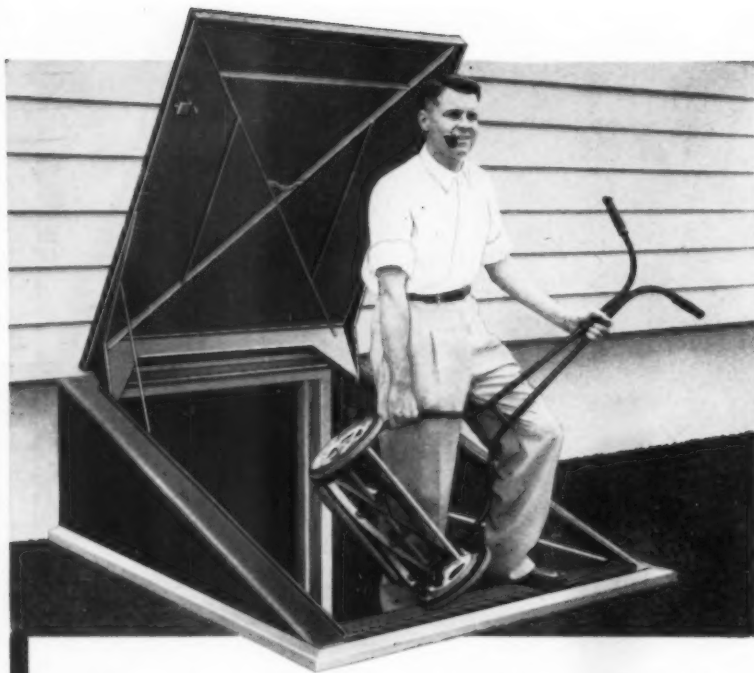
750 watts 1500 watts 3 KW 5 KW

Name _____ Phone _____

Firm _____

Street _____

City _____



Make Your Basements More Useful with SERVICE-WAY!

Home buyers want the latest conveniences that make living easier. And Service-way is one of the most desirable convenience features you can include in the homes you build. It is one of the most practical ways for the average home owner to get full use of his basement.

The Service-way provides quick and easy access to the basement from outdoors. It simplifies the problem of storing garden tools, workshop or recreational equipment. It shortens the route from laundry to clothesline . . . saves tracking dirt through the house. The wide single door swings up out of the way, locking in full open position—provides a large unobstructed opening for bulky objects.



Attractive Modern Lines. Blends with any style architecture. Becomes an integral part of the house.



Finger-Tip Operation. Double-acting springs counter-balance the door in any position.

LIFETIME OF SERVICE

The Service-way is built of heavy gauge steel, electrically welded and reinforced to last as long as the house. Overlapping flanges on frame and door assure a snug fit—keep out rain, snow and wind. Slide bolts lock the door securely from the inside. The Service-way comes fully assembled, ready to install.

Write for folder and specifications.
HEATILATOR INC.
563 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR®
SERVICE-WAY

Ask the experts . . .

(Continued from page 238)

ground contact be dipped in Penta Preservative. The wood members should be dipped in this solution for a minimum of 24 hours. For wood members not coming in contact with the soil it is recommended that they be treated with Woodlife. It will protect the wood against excessive swelling, shrinking, warping and checking.

Protection Products Mfg. Co.
Kalamazoo, Mich.

Can a roof be made a deck?

QUESTION: I have a two story house with a garage on one side with the roof level with the second floor. What kind of treatment can be applied to make the present roof so it can be walked upon.

E. R. P., Coon Rapids, Iowa

ANSWER: If the garage roof is flat and the present roof surface cemented at joints, then a canvas deck can be stretched over the entire surface. This should be applied with waterproof cement. Apply one coat of sealer and two coats of good deck paint to the surface. This should make a good wearable surface.

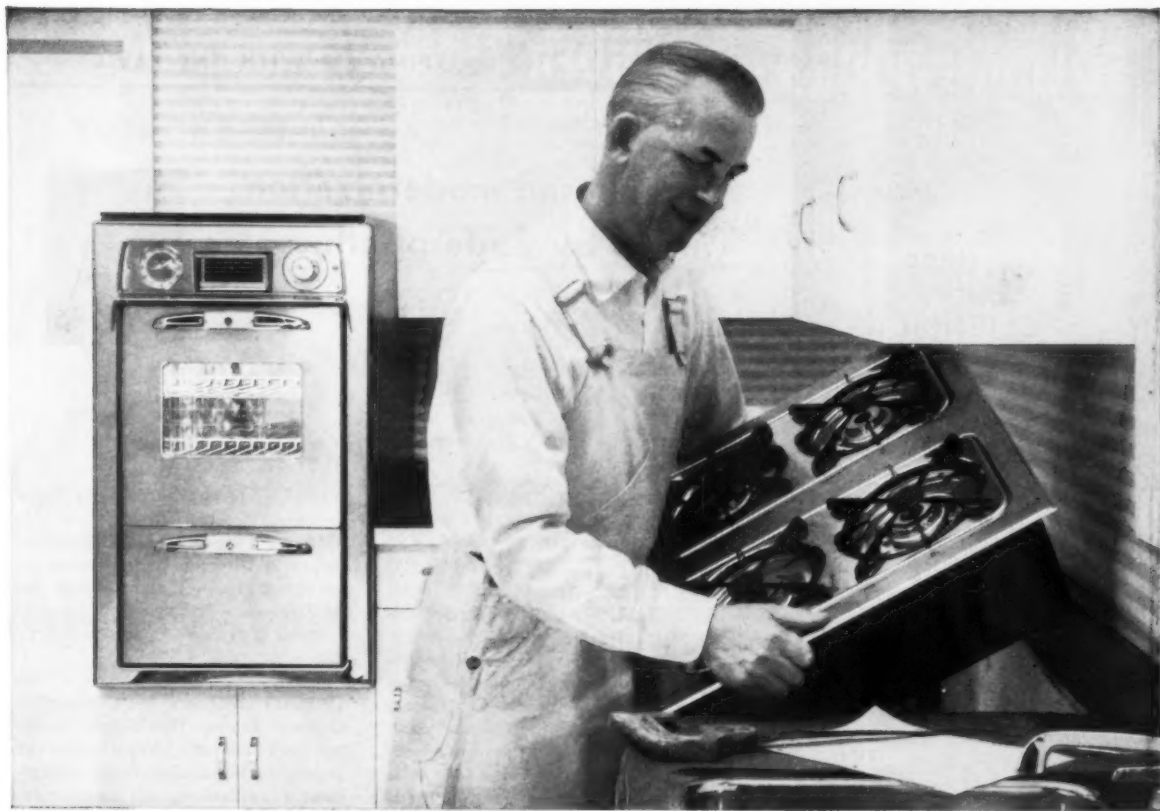
Both methods are good

QUESTION: A new house has a 36'0" shed dormer on the rear. I would prefer to use three layers of 15 lb. felt over one layer of 30 lb. felt, nailed to the surface with 3/8 in. head nails or discs. The last three layers are to be exposed 1 1/2 in. with the balance trowled with cold tar, then the next piece to follow. This roof has a one inch pitch per foot. Will the cold mastic hold up as well as the hot tar job?

M. W. D., Ardsley, N. Y.

ANSWER: A cold process roof application is just as good as a hot tar job, providing the proper materials are used, such as cold process cement to hold the various felts together.

Got a problem you can't solve? "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer. Write to "Ask the Experts," American Builder, 30 Church St., New York 7, N. Y. We'll publish as many answers as we can.



Excite your prospects with a **TAPPAN** built-in . . .
 the distinctive plus that closes your sale

Now—as easy and fast as you can complete an ordinary kitchen—you can put modern, beautiful, sales-building Tappan Built-In Ranges in your homes. New Tappan Gas Built-In ovens set on standard 24, 30 and 36-inch cabinets.

The Tappan Lusterloy cooking top shown above drops into standard 24, 30 and 36-inch cabinets. You install it in minutes. Gas top units also available in 36-inch inverted “V” arrangement or 42-inch four-in-line.

**Oven and surface units for every plan and price
 . . . loaded with self-on-sight features**

You can choose the units to fit your plan and price. Ovens in smart Lusterloy or Copperloy finishes with solid or Visualite-Window doors. Surface units to fit any kitchen plan. And all of them have the quality cooking features that have made Tappan the finest way to cook food.

**Special deal for builders!
 Call, wire or mail this coupon today**



**New Tappan Electronic Range . . .
 now available in many areas!**

Cooks food with amazing speed—without external heat. A revolution in cooking—offered first by Tappan!

Choose electric, electronic or gas . . . please every buyer

Reduce labor costs, simplify specifications. Let the top name, Tappan, help you cash in big on the built-in trend. Get complete information right away.

Dept. AB-36, The Tappan Stove Co., Mansfield, Ohio

Please send me complete information on the new Tappan gas,
 electric or electronic built-in ranges.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

I build homes

I remodel homes

FOLDING DOORS

... ARE

... MORE
BEAUTIFUL

... MORE
DURABLE

... AND
FIRE
RESISTANT

... WHEN
THEY'RE MADE OF

TOLEX
SUPPORTED VINYL

No other covering material offers such outstanding quality and features at such low cost! Produced in dozens of patterns and leather effects in a wide range of decorator colors... the perfect folding door material!

We'll send you sources!

THE GENERAL TIRE & RUBBER CO.
TEXTILEATHER Division, Toledo 3, Ohio

Send me the names of folding door makers who use TOLEX supported vinyl coverings:

Name _____

Address _____

AMERICAN
BUILDER

KEEPING UP WITH THE LAW:

Repair and modernization aided by Code of Ethics



By **JOHN F. MCCARTHY**
Attorney-at-law

With " '56 AS THE YEAR TO FIX," with OPERATION HOME IMPROVEMENT under way and with greater emphasis on the repair and modernization of homes, the recent establishment of the Home Improvement Contractors Council within Chicago Metropolitan Home Builders Association is a matter of particular interest and significance. It represents an ambitious attempt by that Association to raise the standards of that segment of the home building industry and to organize a group of reputable contractors in that field.

Owners desiring to repair or rehabilitate their homes, or to modernize or add to the same, long have experienced difficulty in obtaining any contractor at all who would undertake their work with any degree of promptness. They often have been subjected to poor workmanship, unreasonably high prices and other abusive practices. The Congressional hearings of two years ago, into practices relating to loans guaranteed by FHA under Title I of the National Housing Act, gave publicity to many of these abuses.

Chicago Metropolitan Home Builders Association, one of the largest groups associated with the National Association of Home Builders of the United States, by its organization of the Home Improvement Contractors Council, hopes to accomplish at least two things. First, it seeks to compile and bring to the attention of the public a list of reputable remodelers who will render reasonable service in that field. Also, it hopes to improve the standards of all who are engaged therein.

The members of the Home Improvement Contractors Council first must be members of the parent asso-

ciation, Chicago Metropolitan Home Builders Association, and are subject to the By-Laws and acts of the Board of Directors of the parent association. However, the Council also has its own officers and By-Laws to control and direct its members' activities.

The most significant part of the Council's By-Laws is a complete Code of Ethics. This defines in detail each member's obligations to the public, to his customers, to governmental authorities, to sub-contractors and employees and to competitors. It is by far the most comprehensive set of rules of this type in the writer's experience. They touch most of the abusive practices found in this field.

Under the Council's Code of Ethics each member pledges to the public and to his customers that he will promote integrity in advertising and salesmanship. More specifically, he agrees to refrain from offering rebates, bonuses, commissions or gifts as inducements in making sales, to encourage customers in work that is practical and structurally sound and to employ contracts which are complete, unambiguous and fair. He also agrees to adhere to starting and completion dates and to complete all jobs in a good and workmanlike manner.

The Code of Ethics binds each member to employ subcontractors of integrity and responsibility, to use order forms for them which are complete, unambiguous and fair and to pay them promptly on completion of their work. Each member further pledges that he will refrain from unfair criticism of competitors and from inducing prospective customers to break their agreements with competitors. The Code requires each member to pursue his work in conformity with all laws and governmental regulations relating thereto.

YOU OFFER
*Much
More...*

IN THE SUPERIOR
CHARACTERISTICS OF
AllianceWare
BATHTUBS

Like every progressive builder, you are always striving to offer the home owner the utmost value for his home-building dollar.

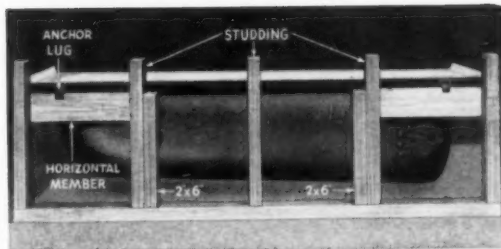
So, when it comes to bathroom fixtures, you can choose AllianceWare with the assurance that the bathrooms in the homes you build will have fixtures with many superior and exclusive advantages

AllianceWare
PORCELAIN ON STEEL

ALLIANCEWARE, INC. • Alliance, Ohio
Plants in Alliance, Ohio; Colton, California, and Kilgore, Texas.
Bathtubs • Lavatories • Closets • Sinks

**WALL-HUNG
INSTALLATION—**

Easily installed, an AllianceWare tub rests securely on its strong steel apron at the front while steel lugs welded to the back permanently anchor the tub to the wall studding. This method is patented and exclusive with AllianceWare.



**A GRAB-RAIL
FOR SAFETY—**

AllianceWare design provides a "grab rail" the full length of the tub for greater safety in entering and leaving the bath, another AllianceWare patented feature.



**LEAK-PROOF
FLANGE—**

A hidden, leak-proof flange, originated by AllianceWare, extends a full inch upward at the wall-line of the tub. Prevents leaks between tub and wall.



LIGHTER WEIGHT—

Through formed steel construction, all useless dead weight is eliminated, without any sacrifice of strength or of long life. Installation is simplified—handling is easier.



EXTRA STRENGTH—

The photograph opposite illustrates an AllianceWare tub supporting an 11,500-pound concrete block—the weight of two large elephants.



STAINPROOF COLORS—

AllianceWare acid resisting enamels withstand wear and punishment, yet are easy to clean. Uniform color harmony of five colors, as well as white, assures perfect color matching of bathtub, lavatory and water closet.



how to cut costs on concrete finishing



Powerful, new **STOW** lightweight roto-trowel gives faster, smoother finishes!

Here is a new, rugged, lightweight rotary trowel that works fast, leaves surfaces really smooth!

The G-24 Roto-Trowel weighs only 69 lbs. and because it is only 24 inches wide, can be easily carried anywhere, through doorways or down stairs . . . finishes so smoothly that hand work is no longer required. And it's so easy to use . . . you can be an expert in 15 minutes. Floats and finishes driveways, terraces, cellar floors, sidewalks, and porches. Trowel blade tilt can be controlled by the knob on the handle *while the machine is running*. A safety clutch control on the handle stops the trowels from rotating the instant the handle is released. A sturdy guard ring lets you work right up to walls and around pipes.

The Stow G-24 Roto-Trowel is low in cost, too, compared to large models. It has a 2.2 HP engine, making it the most powerful trowel in the low-priced field. As one contractor said about the G-24, "This is one of the best buys I have ever made."

Send in this coupon, if you'd like more information. We'll send you a bulletin with on-the-job pictures, specifications, and prices. Write today.



STOW MANUFACTURING CO.

142 Shear St., Binghamton, New York

Please send G-24 Roto-Trowel bulletin showing on-the-job photos, specifications, prices.

ATTENTION OF
 FIRM STREET
 CITY STATE

AMERICAN
BUILDER

Plan the driveway to fit the auto

Taking the guesswork out of driveway design is the purpose of the data on the opposite page. Too often driveways have to be widened or even rebuilt because they were not adequately planned.

One of the first things the driveway designer should attempt to do is to eliminate the hazard of backing into a street. This can be done by providing a turn-around area, which also serves as a parking space. The controlling factor, of course, in the layout of such an area is lot size.

Four typical drive layouts are shown at right. Their design is determined by the overall length of a car, its width, both sets of wheel tracks and its radius of turning. It will be noted that "effective gage" of the wheelbase is not the same as the actual gage.

In laying out clearance lines you should remember that the rear wheels of a car do not track in the same way as the front ones. If the outer radius of the drive is too sharp, the outer front wheel may run off; likewise if the inner radius is too sharp, the inner rear wheel may leave the drive.

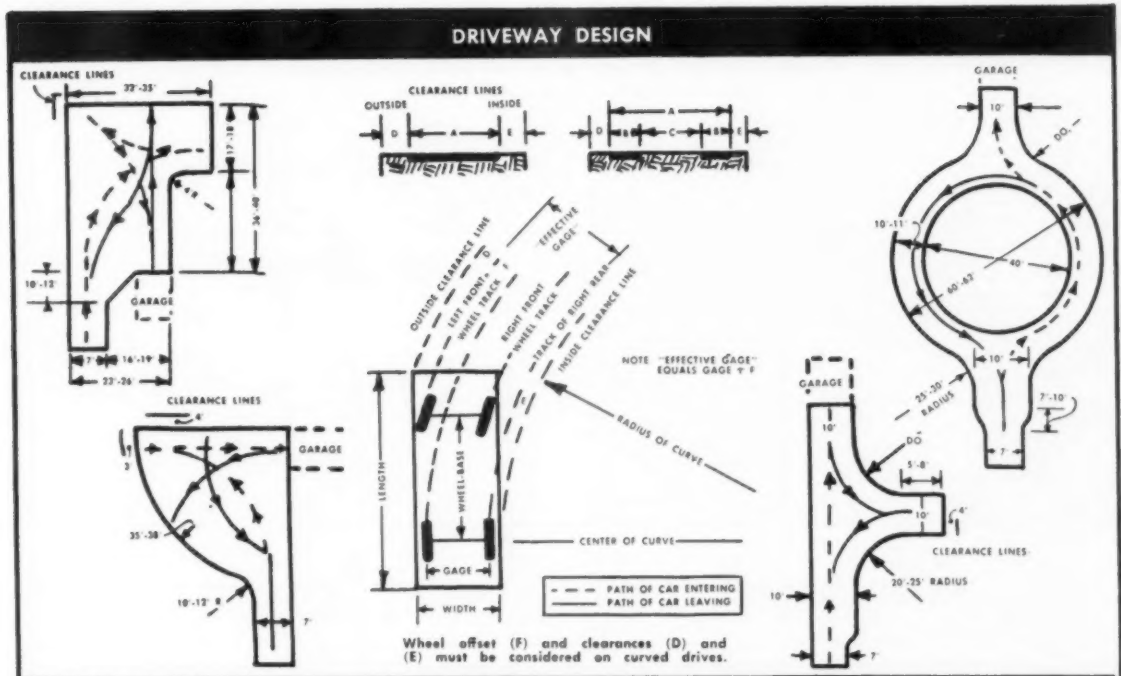
According to wheelbase lengths, driveways may be classified as to minimum, adequate or ample widths. The aim, of course, is to arrive at an "ample" width, or as close to it as possible.

Minimum outside clearances should always be checked carefully. This is especially important where walls or shrubbery border the drive.

When planning double drives, you should take 2' as the minimum safe distance between two passing cars. Single-car garages should be 5' wider than a car; double garages should be two car widths plus 5'. Again, these are minimum dimensions.

The April Marketing Directory and Technical Guide Issue will contain nearly 70 pages of these plates . . .

Technical guide . . .



RECOMMENDED DRIVEWAY WIDTHS

Widths of curved and straight drives of both ribbon and slab types.

WHEELBASE Inches	PROBABLE FRONT OVERHANG Inches	RADIUS OF CURVE Feet	MINIMUM OUTSIDE CLEARANCE (D) Inches	OFFSET DISTANCE (F) Inches	MINIMUM			ADEQUATE			AMPLE		
					RIBBON WIDTH (B) Inches	RIBBON SPACING (C) Inches	OVERALL WIDTH (A) Inches	RIBBON WIDTH (B) Inches	RIBBON SPACING (C) Inches	OVERALL WIDTH (A) Inches	RIBBON WIDTH (B) Inches	RIBBON SPACING (C) Inches	OVERALL WIDTH (A) Inches
112	29	20	17	20	44	14	102			108			114
		30	14	15	39	19	97	45	13	103			109
		40	12	12	36	22	94	42	16	100			106
		50	11	9	33	25	91	39	19	97	45	13	103
		60	11	8	32	26	90	38	20	96	44	14	102
120	29	20	17	23			105			111			117
		30	15	17	41	17	99			105			111
		40	13	13	37	21	95	43	15	101			107
		50	12	11	35	23	93	41	17	99			105
		60	11	9	33	25	91	39	19	97	45	13	103
132	29	20	18	28			110			116			122
		30	15	20	44	14	102			108			114
		40	13	16	40	18	98	46	12	104			110
		50	12	13	37	21	95	43	15	101			107
		60	11	11	35	23	93	41	17	99			105
144	32	20	33	33			115			121			127
		30	24	24			106			112			118
		40	19	19	43	15	101			107			113
		50	16	16	40	18	98	46	12	104			110
		60	13	13	37	21	95	43	15	101			107
154	33	20	37	37			119			125			131
		30	28	28			110			116			122
		40	22	22			104			110			116
		50	18	18	42	16	100			106			112
		60	15	15	39	19	97	45	13	103			109

The above table is for drives curving left. For drives curving right, add 6 in. to obtain widths and over-all surface widths

FOR STRAIGHT DRIVES

Dimensions of straight drives are the same for all lengths of wheelbase.

18	40	76	24	34	82	30	28	88
----	----	----	----	----	----	----	----	----

Ribbon widths of 46 in. are considered to be the maximum that it is practical to build; therefore, no larger widths are shown.

PASSENGER CAR DIMENSIONS					
Turning Diameter, Overall Length and Width Dimensions and Overall Height for 1956 Models					
Model	Turning Diameter		Overall Length (inches)	Overall Width (inches)	Overall Height (inches)
	Wall to Wall (feet)	Curb to Curb (feet)			
BUICK:					
Special (40)	44.0	41.6	205.1	75.5	60.4
Century (60)	44.0	41.6	205.1	75.5	59.8
Super (50)	45.5	43.0	213.6	80.0	62.5
Roadmaster (70)	45.5	43.0	213.6	80.0	62.7
CADILLAC:					
62375 (Eldorado Cpe.)	45.8	43.4	222.2	80.0	59.8
62675 (Eldorado Cvt.)	45.8	43.4	222.2	80.0	60.2
6267 (Coupe Conv.)	45.8	43.4	221.9	80.0	60.0
6219 (Sedan)	45.8	43.4	214.9	80.0	62.0
6239D (Sedan Deville)	45.8	43.4	221.9	80.0	59.7
6237 & 6237D (Coupe & Coupe Deville)	45.8	43.4	221.9	80.0	59.6
6019 (Sedan)	47.4	45.0	225.9	80.0	62.0
75 (Sedan & Sedan Imp.)	54.1	51.7	235.7	80.0	63.9
CHEVROLET					
	44.5	41.5	197.5	73.4	60.5
CHRYSLER:					
C-71 Windsor	46.5	43.7	219.9	78.8	60.6
C-72 New Yorker	46.5	43.7	221.2	81.0	60.9
C-72-300	46.5	43.7	222.7	78.8	59.4
CONTINENTAL					
	47.7	45.3	218.5	77.5	56.0
DE SOTO:					
Firedome S-23	46.3	43.7	217.9	78.3	60.6
Fireflite S-24	46.3	43.7	217.9	78.3	60.6
DODGE:					
D-62-1 Coronet	43.0	42.8	212.0	74.6	60.6
Royal & Custom Royal	43.0	42.2	212.0	74.6	60.6
FORD					
	Not Available	41.18	198.5	75.9	60.4
HUDSON:					
Wasp 6	41.8	39.2	202.25	78	61.75
Hornet 6	45.2	42.6	209.25(1)	78	62.25
Hornet V-8	45.2	42.6	209.25(1)	78	62.38
(1) 219.25 with continental tire					
IMPERIAL:					
Imperial	52.6	51.9	243.6	79.1	61.8
Crown Imperial	47.3	45.2	229.6	78.8	61.2
LINCOLN					
	49.18	45.54	222.8	79.9	60.2
MERCURY:					
Custom & Monterey	45.9	43.19	206.4	76.4	60.6
Mantclair	45.9	43.19	206.4	76.4	58.8
NASH:					
Ambassador 6	47.0	44.3	209.25(1)	78.0	62.25
Ambassador V-8	47.0	44.3	209.25(1)	78.0	62.38
Statesman	45.4	42.7	202.25	78.0	61.75
(1) 219.25 with continental tire					
NASH RAMBLER:					
Rambler	40.0	37.5	191.14(1)	71.32	58
Station Wagon	40.0	37.5	193.61	71.32	58.57
(1) 198.89 with continental tire					
OLDSMOBILE:					
88	44.7	42.0	203.29	78.62	60.5
Ninety-Eight	45.7	43.0	212.29	78.62	60.5
PACKARD:					
Clipper	46	43	214.8	78	62
Packard	48	45	218.5	78	62.3
Caribbean	48	45	218.5	78	62.3
PONTIAC:					
Pontiac	44.9	42.4	205.6	75.1	60.5
Star Chief	45.4	42.9	212.6	75.1	60.5
PLYMOUTH:					
6 cylinder	42.1	41.1	204.8	74.6	60.1
8 cylinder	42.1	40.5	204.8	74.6	60.1
STUDEBAKER:					
Champion	41.5-42.5	38.5-39.5	200.75	71.31	59.75
Flight & Golden Hawk	43-44	40-41	203.94	70.44	56.31
Pelham, Parkview, Pinehurst	41.5-42.5	38.5-39.5	196.75	71.31	61.88
Power & Sky Hawk	43-44	40-41	203.94	70.44	58.13
President & Commander	41.5-42.5	38.5-39.5	200.75	71.31	60
Classic	43-44	40-41	204.75	71.31	60
THUNDERBIRD:					
(hardtop)	Not Available	38.5	185.1	71.3	52.2
(convertible)	Not Available				52.4

YOU'LL BE PROUD TO SAY,

"I Built that Home!"



More Real Value for Your Money!

Here's What Makes
RICHMOND GREAT!

Conventional 2 x 4, 16" o.c. framing
Strong Truss Roof bearing on outer walls
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Cedar Shakes or
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Redwood Sliding Closet Doors
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#1 and Better Fir and Hemlock
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Large Selection of Elevations
for each floor plan
Large Choice of Floor Plans
in every price class
Proven and Tested Designs

QUALITY HOMES *Factory Built*
for Particular and Capable Builders

Any good builder wants to build homes worthy of his effort. He takes pride in knowing that the homes he builds and sells will give long and satisfactory service.

That's where Richmond Homes fits into the smart builder's program. All the advantages of time and money savings that prefabrication offers are yours—plus the knowledge that everything that goes into Richmond Homes is the same dimension and quality used by better builders throughout the country!

Richmond Homes are fast to erect, too. A five-man crew can have them under roof and key in less than a day! Finishing time depends on whatever schedule you prefer to set up.

All this speed and labor savings mean that you can build more homes every year without an increase in working capital. More building means a larger yearly profit to you! If you are now building conventionally, it will pay you to investigate the advantages Richmond Homes can give you!

Three Great Groups of QUALITY Homes

The Standard Line **Magic Circle Line**

Low-Cost QUALITY Homes

Medium Cost, Efficient

The NASSAU Line

Contemporary Design

WRITE BOX A

 **RICHMOND** homes • INC.
RICHMOND, INDIANA

LIVING ELECTRICALLY

Continued from page 94

being will depend upon the electrical business for their home essentials and comforts. Their standard of living will be far higher than any previous generation and they will demand more. They will not have lived through the pioneering days and evolution of electrical household equipment. They will have been born full blown into this new era. These young homemakers will expect enough electricity in their homes not only to take care of their immediate needs, but their future requirements as well. They must not meet with disappointment on the installation of their new household equipment after having put out their hard earned cash for it.

EDGAR P. SMITH, *Fortune magazine*

"The gadgets that convert electric power into work saving and entertainment . . . providing servants for virtually every American home . . . actually account for only a tiny fraction of our total national output . . . a little over one percent of the nation's gross product. This is a *critically* important one percent. Goods buying gives our economy most of its bounce. Last year was a record one for sales of virtually all appliances. It was also . . . a record year for the economy. The most avid purchasers of household appliances are people in the middle-income brackets. They will increase tremendously by 1960."

GEORGE BAIN CUMMINGS, *President, American Institute of Architects*

"The architect who insists on installing an adequate electric system becomes a better and better friend of that client throughout the life of the house."

WALTER H. DREIER, *President, United States Savings and Loan League*

"We feel that any program which improves the quality or livability of a house adds to its value and salability, and naturally increases the security of the mortgage we hold on that house. . . . We have no hesitation in granting loans to be used for modernization, new appliances, or other items contributing to better electrical living."

OLIVER F. BURNETT, *President, National Electrical Contractors Association*

"One of the conservative estimates is that 25 million homes are now at such a low level of electrical efficiency that modernization is urgently necessary for the minimum level of safety and economical operation. Home electrical modernization alone is an estimated six and a quarter billion dollars worth of work."

WALTER S. DAYTON, *Chairman, BuildAmerica Better Committee, National Association of Real Estate Boards*

"The primary function of the realtor is to assist

the homeowner to secure the kind of house that he can *afford* to own. Too often, high pressure salesmanship and over-enthusiasm combine to persuade a prospective homeowner into the acquisition of property beyond his means. . . . Nobody knows better than the realtor how electrical modernization will prevent the depreciation of your investment . . . your home.

FISCHER BLACK, *Publisher and Editor, Electrical World*

"The wiring bottleneck can block us off from expansion and growth. New homes of about a 1926 vintage were wired for 1926. They were wired to supply current to the lamps and the nineteen electrical appliances available for homes at that time. . . . But the homeowner of 1956 has over fifty-five different electrical appliances on his list of 'things to buy.' But of course if he were to put half that number in his home, fuses would pop like champagne corks."

ROBERT FEEMSTER, *Chairman, Executive Committee of Dow-Jones & Co., Inc., The Wall Street Journal*

"With the enormous population growth, this question occurs readily: Are there going to be enough jobs to go around? I think there will be. Just so long as our country continues right along the line we've been following: growth and expansion . . . more disposable income for buying things . . ."

"Let us look ahead a decade. . . . By 1966 we will have millions of people living on retirement incomes . . . a new and important segment of the buying public—the 'young-retired.' It means all those millions who, under the present trend towards lower retirement ages, will be still young enough and buoyant enough to enjoy life, and will have the money to buy the kind of living they want."

HARLEE BRANCH, *President, Edison Electric Institute*

"It is most appropriate that this week of Thomas Edison's birthday—National Electric Week—has been chosen for the launching of the dynamic concept of Live Better . . . Electrically."

THE PROMOTION

The audience at the telecast got a preview of what was in store for the American public in the way of saturation publicity. On April 12 the first of a series of full-color, double-spread advertisements will appear in leading magazines. Delightful animated television commercial spots were also shown; and Giselle McKenzie and a song-and-dance troupe presented a made-to-order tune to serve as the backbone of radio programs. Posted on columns and walls around the meeting rooms were six-foot blow-ups of a series of newspaper ads. A part of "Meet Mrs. Swenson," a movie to be shown in color at local theatres, was seen. It dramatized the impact of electricity on home life.

take a
good look at **IDAHO WHITE PINE**



one of 10 woods from the

WESTERN PINE region

Light but strong, straight-grained, soft and even-textured, light-colored Idaho White Pine is one of the few true white pines. Its dimensional stability and splendid workability make it a superior wood to recommend for fine paneling and woodwork, pattern-making, siding, all residential and light construction.

Idaho White Pine comes in 3 select, 5 common, 4 bevel siding, and 4 factory grades. You can order it in straight or mixed cars—together with other woods from the Western Pine region—from many Western Pine Association member mills!

the Western Pines

IDAHO WHITE PINE
PONDEROSA PINE
SUGAR PINE

the Associated Woods

LARCH
DOUGLAS FIR
WHITE FIR
ENGELMANN SPRUCE
INCENSE CEDAR
RED CEDAR
LOGSPOLE PINE



"IWP" is a Registered Trademark
of the Western Pine Association

get the facts
to help you sell **IDAHO WHITE PINE**

Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Building, Portland 4, Oregon

Homes with fireplaces sell faster . . . and more builders use Donley **SUCCESSFUL** fireplace plans and equipment

Recent surveys show that homes with fireplaces sell faster! And Donley is the builder's first choice for successful fireplace equipment. For over forty years, Donley has been the leader in the manufacture of metal components for successful fireplaces . . . fireplaces that when installed according to Donley plans assure trouble-free operation.

Send 75c today for the new 16th edition of Donley's "Book of Successful Fireplaces".

Containing over 300 illustrations, this new 80-page book has complete step-by-step plans for building all types of fireplaces.

Donley BROTHERS CO.
13910 Miles Ave. Cleveland 5, Ohio

6131-DB

One vacation house, many floor plans

(Continued from page 99)

These three plans are suggested by Techbuilt for their three smallest models, but there is no reason why a builder cannot make his own layout. Space is the only theoretical limitation, though for practical reasons it would be well to

stick close to these plans in the two smaller sizes. A vacation cottage should be inexpensive, hence the compact utility core in every plan. Vacation living is informal, hence the open plan. As the house gets bigger, more variation is possible.



MODEL A — 16' x 24'8"



MODEL B — 20' x 24'8"



MODEL C — 24' x 24'8"

Join the profit parade with

modern SWIMMING POOL SUPPLIES

With more than 300 million dollars scheduled for new pool construction and supplies this year, you'll profit by opening a pool department.

Modern filter systems, pool drains and fittings, ladders, vacuums, diving boards—over 100 pool products—are designed by our engineers, built by Modern craftsmen and backed by the 20-year reputation of

one of the largest, most dependable manufacturers in the pool field. Thousands of new pools will be built in 1956... millions of dollars will be spent for new equipment. Everything needed to build and maintain any size pool—including chemicals and pool paint as well as equipment, is available from a single reliable manufacturing source. Let Modern help you cash in on the booming pool business.

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Sharp's automatic square makes **ROOF FRAMING EASY!**

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Just set tool to pitch of roof and it automatically provides direct marking guide for all cuts. Gives exact figures for length of rafters.

Sharp's Framing Square is precision made of quality metals, a Journeyman's tool. Folds up into one compact unit...1 ft. long, 2 in. wide. Full money-back guarantee.

One setting gives you the marking for both plumb cut and mitre cut.

Bevel Bar automatically adjusts itself for all Mitre Cuts on Hip, Valley or Jack Rafters.

Order today direct from Sharp's Manufacturing Co. Box 332, Dept. 10, Salem, Ore.



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SHARP'S
Automatic FRAMING SQUARE

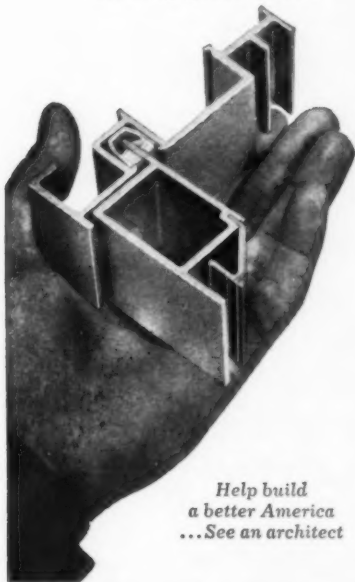
everyone talks
about the weather...

...But Arcadia solved the weather problem with Twin-Seal Wool Pile Weatherstripping — another important point of difference between Arcadia and other sliding glass doors.

On Arcadia's new custom aluminum door, shown below in a section at the latching jamb, a positive weather-seal is made by a double row of opposing wool pile weatherstrips. Wind, rain, cold and dirt are locked out tightly. Identical strips at head and interlocker, and a spring-loaded wool pile sill strip complete the four-side weatherseal. Twin-Seal Weatherstripping, fully silicoated for moisture and abrasion resistance, is easily replaced without dismantling the sliding panel.

Twin-Seal Weatherstripping is just one Arcadia point of difference you should know about. For complete details on Arcadia steel and aluminum doors, see the Yellow Pages under "DOORS, Sliding."

arcadia
sliding glass doors



Help build
a better America
...See an architect

ARCADIA METAL PRODUCTS • FULLERTON, CALIF.
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the U.S. National Member Producers' Council, Inc.,
and National Association of Home Builders.

MARCH 1956



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when One will do better?

only

Metromatic
WARM AIR FURNACES
with exclusive
BUILT-IN METRO-FIN HOT WATER
supply unit

can provide all these benefits

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- ★ Year 'round domestic HOT WATER supply.
- ★ All season air conditioning with built-in hot water supply.
- ★ One Unit money-saving installation.
- ★ One Unit compactness to save space.
- ★ One Unit operation with any fuel — oil or gas.
- ★ Dependable — long-life — trouble-free operation... available in capacities for any size home.

METROMATIC MFG. CO.
15 Winchester Street Medford, Mass.

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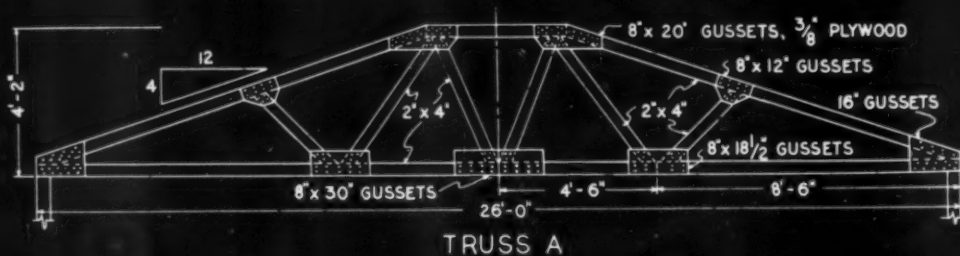
Shows complete line and low prices!

Morgan-Wightman Supply Co., Dept 22
1541 Salzman Ave., St. Louis 20, Mo.
Please send me your Catalog No. 255
Please send SUPPLEMENT to Cat. No. 255

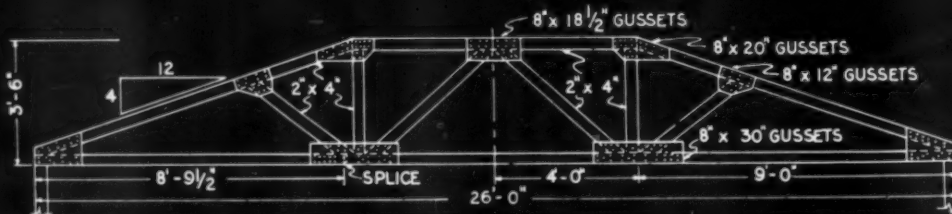
NAME _____
COMPANY _____
STREET ADDRESS _____
CITY _____ ZONE _____ STATE _____

Hip roof trusses and plywood

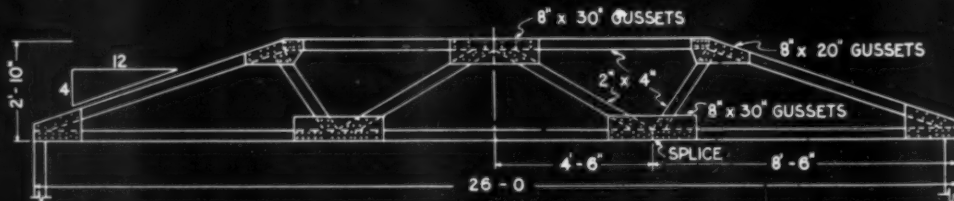
AMERICAN BUILDER'S BETTER DETAIL PLATE... NO. D-137: DESIGN FOR A HIP ROOF TRUSS



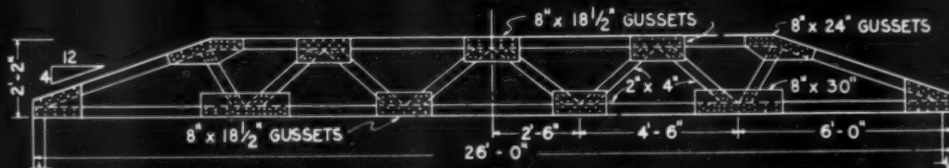
TRUSS A



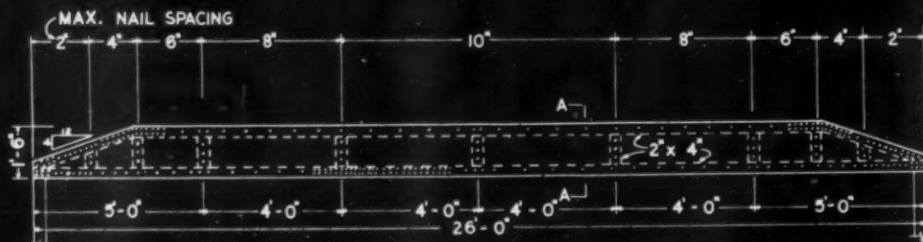
TRUSS B



TRUSS C

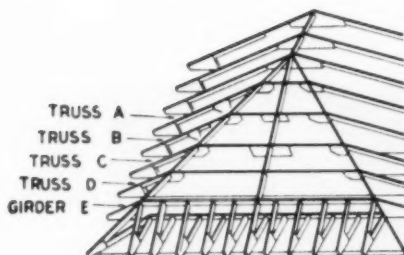


TRUSS D

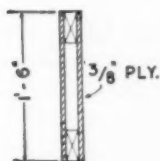


BOX GIRDER E

box girder . . .



SECTION A-A
OF
BOX
GIRDER E



While designed primarily for shop fabrication, the trusses and girder shown here may be built almost anywhere that space permits.

Design requirements for this hip roof were as follows: 26-foot length, 4:12 pitch, dead load of 10 lbs., live load of 30 lbs.—for a total load of 40 lbs. per square foot.

Above is a typical hip truss layout. Trusses "A" to "D" are hip trusses, with three 2 x 4's cut into them as shown. Where hip trusses are not required, any standard type such as the "Fink" may be used. All trusses are set on 2-foot centers.

Trusses "A" to "D" are constructed of 2 x 4's and 3/8" plywood for gusset plates. End gussets are 16" long. All nails for gussets and plywood are 10d clinched.

Lower chord of truss "A" consists of two 13-foot lengths spliced in the middle. Other splices are as shown.

As shown above, thirteen partial hip trusses are also required. Lower chords are 33 3/4" long. Trusses are first nailed to 1 x 4's and then spiked to the box girder 2'-0" o.c. Trusses may be built in two sections.

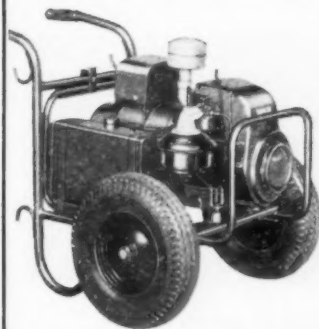
Designed by:

Expan Homes Inc.
15411 Chatfield Ave.
Cleveland 11, Ohio

MARCH 1956

KOHLER Electric Plants

Take your own power wherever the job is done—save time, expense



MODEL 2.5M25, 2500 watts,
115 volt AC. Manual starting.

Kohler Co., Kohler, Wisconsin
Established 1873



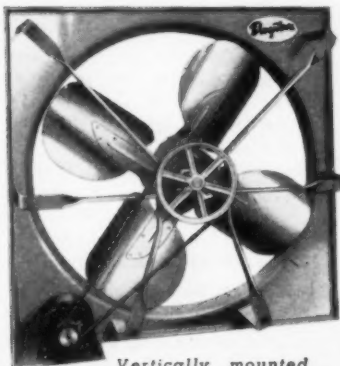
Use Kohler Electric Plants for low-cost, portable power anywhere, anytime. Eliminate expense and time-loss of temporary power line hook-ups. Operate carpenters' saws, planers, drills, grinders, vibrators, pipe threaders and cutters. Two-wheel, rubber-tired hand cart available for portable models. Sizes, 500 watts to 35 KW. Write for folder L-18.

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AIR-COOLED ENGINES • PRECISION CONTROLS

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Favored by Builders & Users



Vertically mounted type. Also made in horizontal type for ranch-type homes.

DAYTON gives you the simple, basic high-volume attic ventilating fan that can be easily adapted to any installation in new or existing attics or commercial buildings—at low cost to you.

Every Dayton Attic Fan is built to outlast the building it cools and ventilates. Made in vertical and horizontally mounted types. Panels are formed from heavy gauge steel and have extra-sturdy bearing support. Quiet, rigid steel fan blades are belt-driven. Trouble-free bearings. Powered by 1725 or 1725/1140 RPM motors to deliver from 6,020 to 18,900 CFM. Appropriate automatic Dayton shutters also available.



Your building supply dealer will furnish Dayton Attic Fans and accessories for installing them; also all fans listed in our 1956 Fan Catalog—Please ask your dealer for a copy.

DAYTON ELECTRIC MFG. CO.

SALES OFFICE: 116 S. OAKLEY BLVD., CHICAGO 12

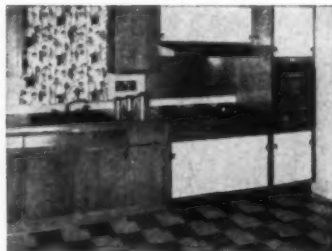
MANUFACTURERS of Dayton Fans and Blowers—Dayton Electric Motors—Teel Pumps and Water Systems—Speedaire Air Compressors

KITCHENS AND BATHROOMS . . .

Unlimited flexibility with built-in gas cooking units

Caloric offers the advantages and flexibility of a built-in gas range for new or remodeled kitchens. Compact units available with two or four top burners each with porcelain enamel top to match Caloric's built-in oven. Engineered to fit into a minimum 30" base cabinet, the unit also features drip trays to catch spill overs, rear risers between burners and wall, quick and easy installation procedure. Cabinets by Republic Steel, counter top by Mosaic Tile. Caloric Appliance Corp., Dept. AB, Topton, Pa.

Circle No. 3101-A on reply card, p. 198


Choice of gas or electric in new built-in ranges

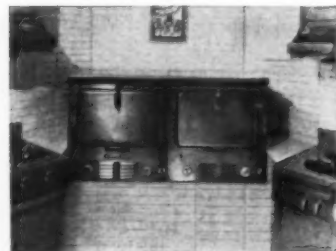
Modern Maid built-in ranges are offered in either gas or electric, 2 or 4 burner units, with matching baking oven. Choice of stainless steel or antique copper porcelain accented with wrought-iron black. Four-burner electric unit (shown above) requires only one cutout, is only three inches deep. Gas unit requires only two cutouts, and one connection has removable grates and burner bowls. Choice of two styles in oven gas or electric. All units are easy to install and service. Tennessee Stove Works, Dept. AB, Chattanooga 1, Tenn.

Circle No. 3101-C on reply card, p. 198


Instant controls featured in Crosley's custom line

The latest in cooking controls—surface units operated by instant control rather than by click or push-buttons—is offered by Crosley in a new Custom 40" Range. Unit features two full-sized ovens, four conveniently placed burners, is available in decorator color range as well as white. Company also offers a smaller 30" range which has all automatic features of 40" model except for deep well cooker. Information from Crosley Kitchens, Dept. AB, Div. of Avco Mfg. Corp., Cincinnati, Ohio.

Circle No. 3101-F on reply card, p. 198

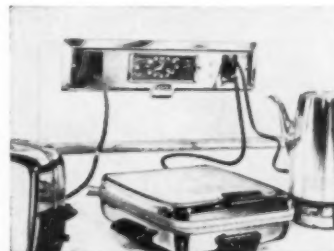

Chambers kitchen blends wood and copper

Built-in gas cooking units finished in antique copper, blend with custom-made wood cabinets and paneling in the Chambers kitchen. In-a-Top broiler unit and In-a-Wall oven both easily installed, are placed at convenient heights, providing waist-level cooking facilities and ample cabinet storage space. Ceiling exhaust fan above range top and cabinet hardware also in bronze. Chambers Ranges, Inc., Dept. AB, 2464 N. Meridian St., Indianapolis, Ind.

Circle No. 3101-B on reply card, p. 198

Cabinets shown above are by Texboro, which offers a line of cabinets, hoods, sinks and countertops. Cabinets are of natural wood combined with pastel colors or natural finishes. Further information from Texboro Cabinet Corp., Dept. AB, P.O. Box 48, Mineral Wells, Tex.

Circle No. 3101-D on reply card, p. 198


Electropanel is a new electric appliance center

The new Globe "Electropanel" is an electric appliance center that converts 220-volt current to regular 110-volt service, permitting homemakers to use four electric appliances at one time without danger of overloading circuits or blowing fuses. The compact, 17½" wide by 4¾" high unit will have a suggested retail price of \$29.95. Globe American Corp., Dept. AB, Merchandise Mart Plaza, Chicago 54, Ill.

Circle No. 3101-H on reply card, p. 198

New work-level baking, broiling, cooking built-ins

Martha Washington cooking units present a variety of new types: two and four-burner electric- or gas-surface units, electric- or gas-oven units, custom-made range hood. All designed for quick and simple built-in installation and offering the flexibility and space-saving advantages of kitchen built-ins. Gray and Dudley Co., 2300 Clifton Rd., Dept. AB, Nashville, Tenn.

Circle No. 3101-E on reply card, p. 198

KITCHENS AND BATHROOMS . . .



Natural hardwood kitchen has latest in built-ins

Northern hard maple is used extensively in Coppes Napanee Kitchens which are custom built for personal requirements. Wood units, according to the manufacturer, are preferable because of their warmth and solidity, won't rust, dent out of shape and are easy to maintain. Built-ins include peninsular base, swing-out shelves, beverage base, pull-out table and units for dishwasher, refrigerator, gas oven, television, etc. Coppes also offers a selection of hi-gloss enameled cabinets. Information from Coppes, Inc., Dept. AB, Napanee, Ind.

Circle No. 3101-P on reply card, p. 198

Hand-rubbed natural birch in Yorktowne kitchens

Lasting beauty of hand-rubbed natural birch units are featured in custom-designed Yorktowne Kitchens. More than 150 different styles and sizes of units are offered in the fine furniture line. Priced, according to the manufacturer, especially for the builder market. Units available for immediate delivery in more than 30 regional warehouses. Colonial Products Co., Dept. AB, Dallastown, Pa.

Circle No. 3101-L on reply card, p. 198

Every variety of cabinet in Scheirich's new line

Scheirich presents a complete line of kitchen cabinets done in Bronzeglow Birch. Units are sanded before and after sealing and are finished with Relvar, a synthetic resin which produces toughness, fire-resistance, alcohol resistance. Handles are die cast bronzed hardware. Information from H. J. Scheirich Co., Dept. AB, Louisville 9, Ky.

Circle No. 3101-M on reply card, p. 198



Mutschler offers adjustable, removable shelf trays

Flexibility is the keynote to Mutschler Brothers new kitchens. Changing storage requirements for kitchenware are provided for by smartly designed sliding shelf trays, adjustable for height, which slide in or out and are removable for serving convenience. Additional shelf trays may be installed or rearranged at any time and without tools. For more information Mutschler Brothers Co., Dept. AB, Napanee, Ind.

Circle No. 3101-K on reply card, p. 198



Vani-Teez unit incorporates several bathroom items

Scientifically designed, decorator-styled bathroom vanities come in two to ten foot sizes and incorporate lavatory sinks, medicine cabinet and storage space. Vani-Teez features include ventilated E-Z Out hamper, utility cabinets and cosmetic drawers. Units are surfaced with Nevamar, high pressure plastic, laminated on 7-ply hardwood plywood. Package shipped complete with lavatory bowl in place. To install, simply set to floor and wall and attach plumbing. Information from Vanity Fair Laminates, Attn. David Lear, Dept. AB, Vanity Fair Building, Scranton, Pa.

Circle No. 3101-J on reply card, p. 198



Table top refrigerator has 660 sq. in. of work surface

With the Glasco table-top refrigerator, 660 square inches of counter-height work surface are added and an extra 324 square inches of wall cabinet area are gained (usually lost with upright models). It features a 5-cubic foot storage space with three shelves and freezing space for 63 ice cubes or 10 lbs. of foods. One of its more popular features is the 1½-inch Maple cutting board, available as an accessory. Overall dimensions: 27" wide, 24½" deep, and 34½" high (with adjustable gliders). Two Glasco units may be put side by side to give 10 cubic feet of refrigerator space, plus 1,320 sq. in. of continuous work surface. Glascock Bros. Mfg. Co., Dept. AB, 1520 W. Fifth St., Muncie, Ind.

Circle No. 3101-N on reply card, p. 198

Two new lines added to bathroom vanities

National Vanity now features three bathroom vanity lines: the luxurious "Regency" and economical "Classic" added to its regular, moderately priced, "Modern line." All are decorator-styled, surfaced with Formica, with matching sliding mirror door. Formica medicine cabinets. Regency line features sliding storage doors of Lusterite and surface cosmetic boxes. Classic line features added beauty and utility at competitively low prices. National Vanity, Attn. Jack R. Dick, Dept. AB, 163 Avenue A, Bayonne, N. J.

Circle No. 3101-G on reply card, p. 198

QUANTITY LIST OF MATERIALS

(continued from page 104)

EXCAVATING

Trench for footing	175 lin. ft.
Chimney and col. footings	1 chimney and 6 col. figs.
Basement excavation	62 yds.

CEMENT WORK

Footings	310 cu. ft.
Wall	350 sq. ft. 8" concrete block
Concrete work	245 sq. ft.
Thickness	3 1/2 in.
Cement stoop	24 sq. ft.
Anchor bolts	40—1/2"x12"
Foundation vents	4—8"x16"

MASONRY

Chimney	80 cu. ft. brick
Flue lining	1—12"x12"—10'
Fireplace	1
Throat and damper	1
Lintel	1

MILLWORK

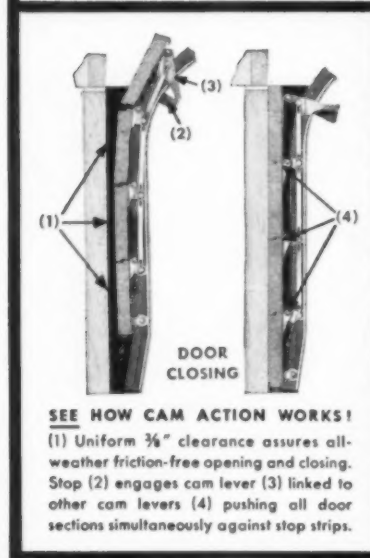
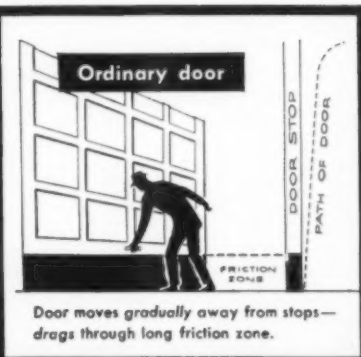
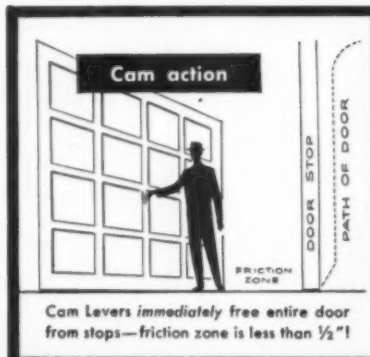
Windows—Type	fixed
Material	metal & wood
Windows glazed including trim	
Fixed glass	1—32"x15"x13"
	1—40"x22"x28"
	1—60"x12"x20"
	1—24"x39"x34"
	1—38"x34"x39"

1—43"x28"x33"
1—43"x16"x21"
1—43"x22"x27"
1—32"x12"x16"
1—66"x36"x30"
1—16"x16"
2—40"x42"
2—43"x28"
2—43"x34"
2—43"x60"
2—43"x75"
1—30"x75"
1—32"x42"
2—40"x10"x15"
2—43"x16"x11"
1—40"x21"x16"
2—43"x22"x15"
1—32"x27"x23"
1—43"x33"x28"
10—40"x12"



Barcol. OVERdoors

close tighter, yet open easier!



CAM ACTION OVERdoors close tighter because door rolls easily down with 3/8" clearance and then is pushed forward by cam levers and held firmly and evenly against door stops. No dragging... no scraping.

CAM ACTION OVERdoors open easier, at a turn of the latch handle, because extra Cam Springs at bottom pull entire door 3/8" back from stops—overhead springs then lift friction-free door upward. Friction zone is reduced, allowing wood to swell in damp weather without sticking, binding, or wedging. Call your Barber-Colman distributor (under "Doors" in phone book) or write:

Barber-Colman Company

Dept. Q63, Rockford, Illinois

Awning type	
Exterior doors—material	wood slab
	2—3'-0"x6'-8"x1 1/4"
Garage door	1—8'-0"x6'-8"
	(upward acting)
Interior doors	1—2'-8"x6'-8"
	6—2'-6"x6'-8"
	1—2'-4"x6'-8"
	8—2'-0"x6'-8"
Sliding door	2'-8"x6'-8"
Access doors	24"x18"
Special interior millwork	
work top cases	11 lin. ft.
kitchen wall cabinets	11 lin. ft.
diagonal board screen	20 sq. ft.
broom cabinet and door	1

CARPENTRY

Posts	2—4"x4"—8'-0"
	1—4"x4"—10'-0"
Beams and girders	
	1—6"x 6"—12'-0"
	7—4"x 8"—26'-0"
	6—4"x10"—32'-0"
	10—2"x 6"—18'-0"
Foundation plates	
Studding and plates	900 lin. ft.
	2"x4" plates
	112—2"x4"—8'-0"
	135—2"x4"—10'-0"
Roof rafters	42—2"x6"—22'-0"
	42—2"x6"—32'-0"
Framing lintels	2—2"x6"—18'-0"
	4—2"x6"—10'-0"
	2—2"x6"—12'-0"
	2—2"x6"—8'-0"
Sub-floor	2450 B.F.M. 2"x6" T.&G.
Roof sheathing	1900 B.F.M. 1"
Side wall sheathing	1100 B.F.M. 1"
Side wall materials	550 B.F.M. 8"
	bevel siding
	72 sq. ft. 3/4"
	extended grade paneling
	600 B.F.M. vertical board siding
Flooring	1000 sq. ft. hardwood
Soffits	500 sq. ft. 3/8" plywood
	(exterior grade)
Eaves	175 lin. ft. 1"x8" fascia
Eave vents	52 lin. ft. 4" screen wire
Roof insulation	1000 sq. ft.

SHEET METAL

Flashing	at chimney
Metal gravel stop	175 lin. ft.

ROOFING

Type	3 ply built up
Area	18 square

INTERIOR WALLS

Area to be covered	3200 sq. ft.
--------------------	--------------

How do you do it better? We want to know. See page 234



IF YOU HAVE A STAKE IN NEW CONSTRUCTION anywhere in the 37 eastern states, Dodge Reports will tell you daily what's coming up, the man to see, what the job requires, when bids are due, who gets the contracts. They give you all the information you need to sell, to plan ahead, to pick and choose the jobs you want.

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TIME—Tacks insulation—screens—cornerite—metal lath—building paper—and other tacking and fastening jobs.

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MATERIALS—No marred or torn materials. Hansen drives staples with precision, accuracy and speed. Compound leverage provides trip-hammer blows—fast as you grip.

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Manufacturers' News

Overall expenditures for building materials in 1956 will rise from six to eight per cent above 1955 levels, predicts Seymour Milstein, president of Mastic Tile Corp. of America. The increase, he said, will result from gains in office, school and shopping center construction and in record outlays for home and building modernization and alteration programs. . . . Twenty free vacation trips are offered to hardware and building supply retailers as prizes in a contest sponsored by Owens-Corning Fiberglas Corp. Contest will be based on in-store or window displays including Fiberglas screening. . . . As a special service to architectural profession, Brisk Waterproofing Co. has published a bulletin on hurricanes prepared by Dr. Jerome Spar. . . . First pilot plant for development of wood particle boards, using techniques of European manufacturers, will be built at the laboratory of Timber Engineering Co., research affiliate of National Lumber Manufacturers Assn. . . . H. Dorn Stewart, manager of contract and resilient tile sales of Armstrong Cork Co. floor division has announced a new consulting service for architects, decorators and builders to apply to institutional, commercial and mass home building fields. Consultants will work with Producers' Council and members of American Institute of Architects, American Institute of Decorators and National Assn. of Home Builders.



Van Fleet



Herbel

Delta Heating Corp. has installed the following executives: Norman M. Emslie, chief design engineer; William T. Goldsmith, marketing manager and product research director; and Thomas A. Temple, office manager. . . . Vincent Van Fleet, president of Security Company of Detroit, has been elected president of the National Combination Storm Window and Door Institute, Inc. . . . E. F. Herbel, general credit manager of Pomona Tile Manufacturing Co., has been elected to Board of Directors of Building Material Dealers' Credit Assn.

(Continued on page 260)

FINGERTIP DRAWER OPERATION



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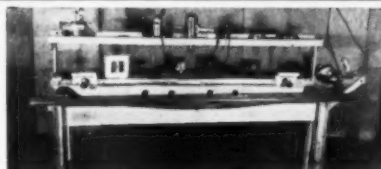
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Quick, easy to install, Roll-eez performance compares with high priced slides—yet you figure the cost in fractions! Made with perfectly molded NYLON rollers mounted on steel frames, they eliminate friction of wood-against-wood and keep drawers in alignment. Complaints, "call-backs" due to drawers sticking and binding are a thing of the past!

JUNIOR-PRO PRODUCTS CO., 118 E. Marceau St., St. Louis 11, Mo.



*Covered by Pat. & Pat. Pending.

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MANUFACTURE COMPLETE PREFITTED DOOR UNITS QUICKLY AND ECONOMICALLY

High speed trouble free assembly of wood doors, split jambs and trim both sides can now be accomplished economically with Z & K Prefit Door Manufacturing Equipment*. Machines are inexpensive and come pre-set so the first unit and every other unit will be perfect.

You can be the one in your area to offer complete precision units (exterior or interior) at an unbelievable low cost.

PREFITTED DOOR MFG. EQUIPMENT

Z & K TOOL COMPANY

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men over 45

More than six times as many men of your age will die of lung cancer this year as died in 1933. Our research scientists still don't know why.

They do know, however, that over half of those who will develop lung cancer can be saved... if they get proper treatment while the disease is still in the silent, symptomless stage. That's why we urge you to have a chest X-ray every six months no matter how well you may feel.

For more information call us or write to "Cancer", care of your local Post Office.

American Cancer Society



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Conservative estimates put the number of swimming pools to be built in '56 at 25,000 to 30,000... and many more in the years to come! This fabulous industry presents a golden profit opportunity to serious-minded contractors. Landon of California, one of the oldest and largest pool equipment manufacturers, offers a complete line, nationwide acceptance, liberal discounts, attractive literature, and a '56 national advertising program reaching a circulation of nine million! To qualify, you must own or have access to gunite or similar equipment, handle only Landon products, and operate a full-time place of business. Dealerships are open, to contractors only, in these areas: New England states, New York, Virginia, W. Virginia, N. Carolina, S. Carolina, Alabama, Mississippi, Louisiana, Iowa, Indiana, Kentucky, Arkansas, Michigan, Wisconsin, Nebraska, New Mexico. If you qualify, and want to share in the profits this business offers, write today, giving all possible references, to: Landon of California, Franchise Dept., 7240 Fulton, North Hollywood, Calif.

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Today's home buyers not only want dependable builders, but they also demand the best materials. That's why reputable builders are installing Heatilator Fireplaces in the homes they build. It's the dependable fireplace unit that has been proved for over 30 years in 3 out of 4 homes with circulating fireplaces . . . more than can be claimed by all other units combined.

5 Reasons Why The Heatilator Unit Is the Choice of Builders and Home Owners:

- 1 **Specifically Designed For Today's Homes**—The Heatilator unit has been engineered for more efficient operation and to keep pace with modern home design.
- 2 **Exclusive Pressure-Seal Damper**—Seals chimney air-tight—eliminating loss of costly winter heat and cooled air in summer.
- 3 **Rugged Construction**—Built to last a lifetime. Fully welded seams throughout. One-piece boiler plate firebox.
- 4 **Scientific Design Assures Perfect Operation**—No chance for construction errors. The Heatilator unit is scientifically designed to operate properly—will not smoke.
- 5 **Easy to Install**—Takes any size or shape flue.

Write for complete details and specifications:

HEATILATOR, INC., 623 E. Brighton Ave., Syracuse 5, N.Y.

HEATILATOR Fireplace

(Continued from page 258)

Lawrence A. Perkins has been appointed architects' representative for the greater Chicago area by Mastic Tile Corporation of America. . . Board of Directors of National Gypsum Co. has elected John W. Brown senior vice president in charge of marketing and named him a director of the company. He will be succeeded by Wade W. Hildinger as vice president of general sales. . .



Perkins



Brown

Joseph T. Sohn, vice president, Bedford Foundry and Machine Co., was elected president of Electric Overhead Crane Institute, Inc., succeeding William W. Peattie, president of Northern Engineering Works. . . W. P. Fuller Brawner, vice-president, W. P. Fuller & Co., has been upped to president, succeeding his brother, A. H. Brawner, who was elected chairman of the Board of Directors. . . William Balch succeeds Willis Rabbe as president and general manager of David White Co. of Milwaukee. . . Four executive appointments and a retirement are announced by Robertshaw-Fulton Controls Co. Woodford D. Miller, vice president and general manager of Robertshaw thermostat division, is executive vice president in charge of company's eastern operations; Frank H. Post, assistant vice president takes over Miller's old position; George Mertz has been appointed assistant to general manager of thermostat division; Freeman G. Cross, vice president, becomes general manager of Fulton sylvon division, succeeding Jean V. Giesler who is retiring, but who will continue to serve as consultant. . . Bernard J. Tyler has been upped to vice president of Albi Manufacturing Co., Inc. . . F. S. Cornell, formerly vice president and general manager of A. O. Smith Corp., has been elected executive vice president and director. . . After thirty years, Raymond L. Walsh, assistant vice president and chief engineer of Universal Atlas Cement Co., has retired but will become a consultant. Same company reports that Chester D. Rugen has been named assistant vice president, engineering, and Robert B. Jordan has been appointed chief engineer. . .

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For all types of windows and doors

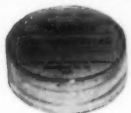
By using National Weatherstripping on the homes you build, you can give your buyers *extra value for their money*. That's because National Products make any house more weatherproof, more comfortable, and much less expensive to maintain. Yet, the added buy appeal of National Weatherstripping costs only a few dollars per house—certainly a worthwhile investment in added customer satisfaction, quicker sales, and greater profits.

PACKAGED WEATHERSTRIP



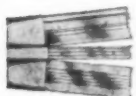
Made and stocked in sizes for all standard windows and doors, National Packaged Weatherstrip is furnished in individual cartons. Each carton contains enough prefabricated material for one window or one door, with sufficient screws and nails.

COLUMBIA SPRING WEATHERSTRIPPING



National's Columbia Spring Weatherstripping is available in either bronze or aluminum. It's furnished in 17' or 100' rolls, pre-punched and with an ample supply of nails, ready for speedy, simple installation.

NATIONAL THRESHOLDS, SILLS, SADDLES



All are supplied pre-cut to standard sizes, polished, and completely machined and individually wrapped with necessary screws and hooks. They're made of aluminum or bronze in a number of styles to suit any requirement.

LOOK TO NATIONAL FOR HIGHEST QUALITY

- Metal weatherstripping • Special rolled moldings • Linoleum binding and edging • "Tripl-Tite" aluminum siding • Porcelain enamel building panels • Porcelain enamel signs

Order from your dealer today . . .
or write for details!

Weatherstrip Division
National Metal Products Co.

2 Gateway Center
Pittsburgh, Pa.

Member: Weatherstrip Research Institute



MARCH 1956

5 BASIC FITTINGS DO IT ALL!

Make Racks, Railings, Gates,
Platforms, Car Ports . . . So
Many Items . . . BETTER,
FASTER and FOR LESS . . . with

Nu-Rail SLIP-ON FITTINGS

AN ENTIRELY NEW
METHOD OF FITTING PIPE

NO
WELDING
USE ALL
PARTS OVER
AND OVER
AGAIN!



NO THREADS
TO CUT
REDUCE COST

USE ANY I.P.S. PIPE OR TUBING . . . NO THREADING

Nu-Rail Slip-On Fittings are specially designed to facilitate a quick, easy and economical method of pipe fitting . . . a complete departure from conventional threaded fittings. Versatility of application is unlimited. Nu-Rail Fittings are available in a wide and complete range of I.P.S. from $\frac{3}{4}$ x $\frac{3}{4}$ " to 2 x 2", including reducing sizes from 1 x $\frac{3}{4}$ " to 2 x 1 $\frac{1}{2}$ ". Get acquainted with Nu-Rail NOW! Write for literature.



THE HOLLANDER MANUFACTURING CO.
3837 Spring Grove Ave. Cincinnati 23, Ohio

CLASSIFIED ADVERTISING

The Market Places for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—\$7.50 minimum for 40 words or less. 15¢ 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 $\frac{1}{4}$ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

NEW CONCRETE BLOCK MACHINE

With structure and finish in the same unit, with molded-on prefabricated joints which dispense with mortar, plaster, radiators, woodwork on doors and windows. Saves 25% on a fireproof house, 50% on building time. For more information write R. W. Steneel System Ltd., 5450 St. Joseph St., Lachine, Que., Montreal 32, Canada.

BUSINESS SERVICES

DOUBLE YOUR INCOME from your newspaper advertising by using our low cost cartoons on Home Remodeling. Mats come in One or Two Column sizes. For FREE proofs & details write

LIL-AD CARTOON ADVERTISING
Box 167, Long Beach, Calif.

MANUFACTURER'S REPRESENTATIVE

Manufacturer of Chrome Bathroom Accessories has openings for manufacturer's representatives. Most territories open. Write Box No. 257, American Builder, 30 Church St., New York 7, N.Y.



WHY DIDN'T THEY GET WINDOWS WITH CALDWELL BALANCES?!

That is a good question . . . and unfortunately, *after* the windows are installed they're stuck with them, good or bad.

It is possible, of course, that the buyer just wasn't fully aware of the difference between so-called "economy units" and good windows with Caldwell Balances. Actually, the difference in cost is small, but the difference in quality and performance is big . . . for Caldwell Sash Balances have no equal for installation facility, efficient operation, and dependable service.

THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 68-year reputation for making quality products and standing behind them.

CALDWELL SPIREX

For Residential Windows. The spiral balance that can be adjusted easily and quickly, *after* installation, for perfect balance. Operates smoothly and quietly.

CALDWELL HELIX

For Commercial and Institutional Windows. The spiral balance specifically designed for heavy sash. Drastically cuts installation time with separate attaching arm and simple locking piece.

CALDWELL TAPE BALANCES

For Residential, Commercial, and Institutional Windows. Widest range of types and sizes of tape balances made. All with high quality clock steel springs, high tensile tapes and heavy gauge housing.

For additional information or name of your Caldwell representative write to:
CALDWELL MANUFACTURING COMPANY
68-B Commercial Street, Rochester 14, N. Y.

CALDWELL
SASH BALANCES
ROCHESTER, N. Y. • JACKSON, MISS.

The Month Ahead

THAT FIRST FINE DAY

Nearly half the country's builders watch a phenomenon occur every April and yet most of them are still unprepared for it the following year: that first Spring-like day, when the roads are jammed with would-be house-buyers on their first prowl of the season. Get your models and roadsigns ready now!

HELP THEM HELP YOU

Your local Parade of Homes plan book is probably about ready to be revised for Fall-1956. You can probably do better with your advertising in 1956 if your association gets in touch with '55 advertisers and asks for suggestions.

"AWARD" HOUSES

If you're particularly proud of your first model of the year, send the plans and any other illustrative material to American Builder, 30 Church Street, New York 7. If our editorial board thinks it's a potential American Builder Award winner, we'll send an editor to cover it.

HIGH VOLTAGE

"Live Better—Electrically," the high-voltage promotion covered on page 94 of this issue, will be crackling around your ears in April and May. What's more, your customers will be asking new questions about wiring. Better start checking your house plans now against the real meaning of "adequate wiring."

WEATHER'S WITH YOU

Let April showers give your models the break they deserve: see to it that your landscaping is completed so that the big crowds in May and June will find your houses in a setting that does them justice.

Well begun is still only half done

You should be closely watching what's happening to one of the proposals to Congress in President Eisenhower's Economic Report: to raise from three to five years the length of time the government will insure loans for home-modernization. If you are planning to tie-in to Operation Home Improvement (as you should be), you should write your Congressman about the proposal no later than April 15. If Title I is to be liberalized, the gears should go into action soon: summer-through-fall is bound to be the "hot" season for remodeling inquiries.

A word about fast bucks boys

Speaking of Operation Home Improvement, it's only logical to expect your local high-pressure, fast-buck boys to move in fast. They'll want to get everything they can out of OHI while the getting's real good. As usual, they won't *give* much. Your best defense against them: organize other remodelers in your area, possibly tying-in to a local NAHB chapter, and publish a code of ethics. Then work with local dealers and banks to keep your group on top, where it belongs. Don't put it off until May: in some areas, the fast-buck boys are already in business.

What they'll be looking for

Take a spot-check in April: we'll bet that the three sure-fire developments in new housing this spring will be (1) more built-ins for kitchens, baths and storage rooms, (2) add-on air conditioning, with lower costs and easier installations, (3) more family rooms, usually part of the kitchen or an extension of it. Good way to start your spot-check: ask your first customers what they want most in a new house.

Play it safe

Be confident about 1956 as a whole, but be careful about construction plans through April: builders in some areas have been pinched by unsold homes. A good middle-of-the-road policy: test sales with a model home or two—and plenty of merchandising socko—before putting in too many foundations.



Your prospects will be asking for
the new luxury look of Formica Milano

Walls Formica Grey Milano No. 2-EM-1
 Vanity Top Pink Milano No. 4-EM-1
 Vanity Base, Brachen Maple No. 37-GP-44

When this bathroom is shown to millions of prospective new home owners, Formica pattern, Milano, will be on its way.

Milano will appear in full color ads in bathrooms and kitchens in many national magazines in the coming months. You'll want to know about it first.

Produced by Formica's exclusive Kaleidoscopic process the beautiful design never repeats itself but gives millions of different subtle color shadings in an ever-changing pattern.

Many of the leading builders of the country who saw Milano introduced at the Chicago N.A.H.B. show have already made plans to use this new Formica pattern as a promotional feature of their homes now under start.

Because their customers know and trust the Formica brand name, builders the country over use it to help create profitable sales.

DEMAND THIS CERTIFICATION

This mark certifies genuine
 REMOVE WITH SOAP AND WATER

Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.



If you would like to have plans for the Vanity unit illustrated, send to

FORMICA

4514 Spring Grove Ave.
 Cincinnati 32, Ohio

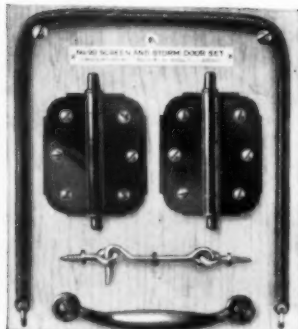
In Canada:
 Arnold Banfield & Co. Ltd.
 Oakville, Ontario

National

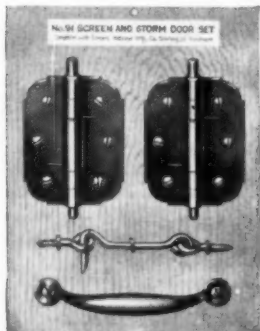
SCREEN HARDWARE

Here's a wide assortment of screen hardware designed to provide the ultimate in full protection against the intrusion of flies and insects.

The basic materials, the styles, designs and precision construction all tend to promote the efficiency and long-service life of National Screen Hardware. Spring and catch actions are simple—sure and positive and seldom require further attention following installation.



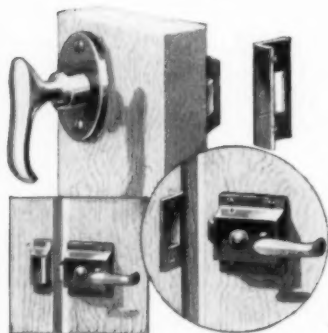
No. 90 Screen and Storm Door Set



No. 91 Screen and Storm Door Set



No. 79 Screen and Storm Sash Hanger



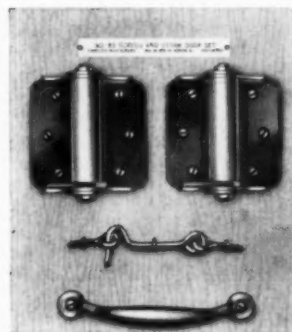
No. 95 Latch



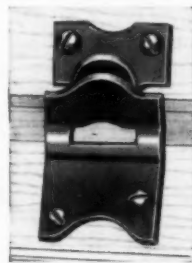
No. 86 Nois-Less Storm Sash Adjuster Set



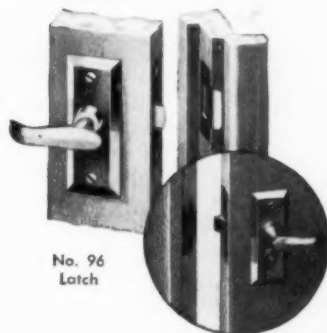
No. 97 Screen and Storm Door Set



No. 93 Screen and Storm Door Set



No. 80 Screen and Storm Sash Hanger



No. 96 Latch



No. 196 Screen Door Turnbuckle

NATIONAL MANUFACTURING COMPANY

Sterling,
Illinois