

American Builder

OPPORTUNITY FOR DECEMBER 1957

Prize winners
in American
Builder's
HIDDEN-VALUES
contest

★★ A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 75c



IDEAS FOR 1958:

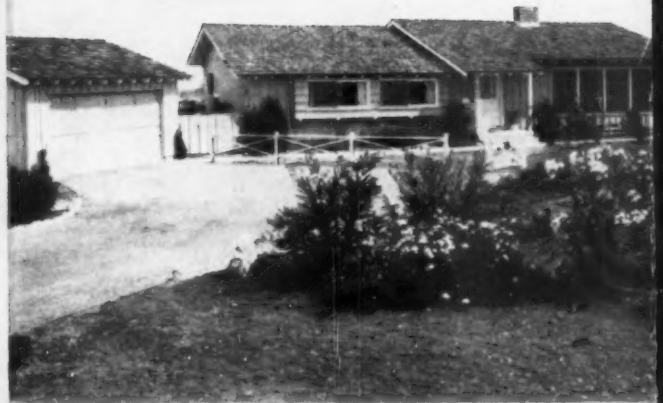
America's 30 top model homes

AMERICAN
BUILDER
AWARD

PROPERTY MANAGEMENT CORP. SAYS...

NuTone BUILT-IN FOOD CENTER *is a MUST*

IT'S A COMBINATION FOOD MIXER — MEAT GRINDER
— BLENDER — SHARPENER — JUICER . . . ALL BUILT-IN!



1. Built-In Motor



2. Meat Grinder



3. Food Blender



4. Sharpener



5. Large Mixer



6. Fruit Juicer



... Read what this West Coast representative of 9 important home-building organizations says about Nutone Built-Ins.

“ Homes carefully planned to meet the present day requirements of buyers in medium price range must include the latest in kitchen conveniences. The NuTone BUILT-IN Food Center is a MUST in this regard.

From the medium price homes in our Park Majestic to the higher price luxury homes in Large Vista and El Prado Estates, NuTone BUILT-INS have all been important factors in the sales appeal to buyers.

”

Property Management Corporation

Homer W. Bale President



Illustrated at top is one of the P M C best Selling Homes.

PMC Kitchen with NuTone Food Center in counter.

NuTone

FREE Catalogs and Installation Data Write to
NUTONE INC. Dept. AB12, Cincinnati 27, Ohio

There's quite a story behind it!



**CLOUD KILN-DRYING
PROTECTS BUILDERS**

*...it's especially important right now—
so insist on the "Safety-First" brand!*

CLOUD'S
Lockwood
OAK FLOORING

The long-range values of effective kiln-drying are well-recognized, but oak flooring that has not been properly kiln-dried and tempered can cause BIG, IMMEDIATE problems.

How about those new homes you builders have recently turned over to their new owners? Now that these houses are occupied and being heated, are you having complaints due to floors shrinking, buckling or cupping?

You eliminate these problems created by heat and humidity factors together with poor kiln-drying by installing Lockwood Brand Oak Flooring. Lockwood measures 2 1/4" when delivered and laid, and it positively stays 2 1/4" under normal conditions.

Cloud has perfected highly technical equipment which is operated by skilled personnel, to guarantee "safety-first" kiln-drying and tempering.

Scientific controls and alert supervision of Cloud's compartment, cross circulation, fan-type kilns make Lockwood Brand the oak flooring that doesn't shrink, warp, buckle or cup.

You save waste in time and materials, avoid damaging ill-will, and eliminate aggravating, costly adjustments by insisting upon Cloud's Lockwood Brand Oak Flooring for every installation.

P. S. to Building Material Dealers: Improperly kiln-dried oak flooring may warp and shrink even in the warehouse. This is another "safety first" reason favoring Cloud's Lockwood Brand Oak Flooring.

CLOUD

OAK FLOORING CO.

SPRINGFIELD, MISSOURI

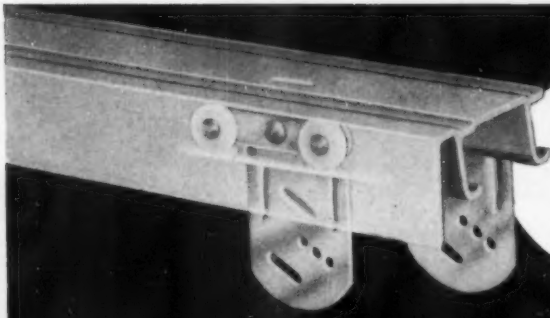
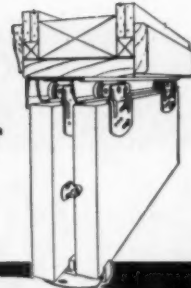
SEE YOUR LOCAL DEALER

**QUALITY OAK FLOORING
SINCE 1926**





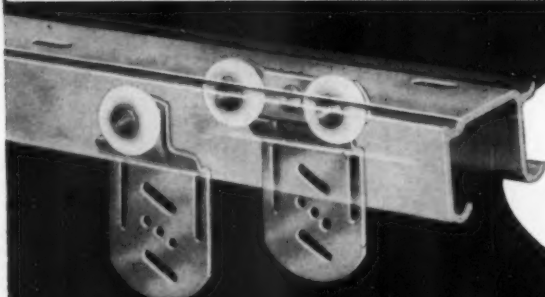
QUICKER, EASIER
and all ways better
FOR ALL SLIDING DOORS



600 SERIES

FIRST and only packaged sets with all these better features

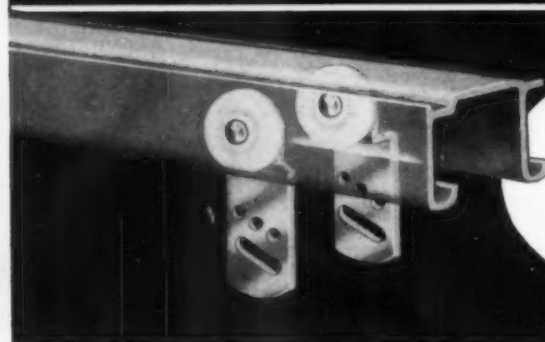
- Aluminum track with built-in fascia . . . etched and anodized. Fits standard head jamb. 1½" headroom. Doors can be hung after hangers are attached.
- Twin nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



700 SERIES

Similar to 600 Series except track does not have built-in fascia or anodized finish

- Aluminum track . . . fits standard head jamb. 1½" headroom. Doors can be hung after hangers are attached.
- Twin or single 1" nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



NEW! "THRIFTEE PAK" SET

FIRST and only set for BOTH 3/4" or 1-3/8" doors with all these features

- Aluminum track, 1½" headroom. Doors can be hung with hangers attached.
- Big 1" nylon wheels. One piece, husky steel hangers with slotted screw hole for easier plumbing of doors.
- Nylon and steel door guide uses two screws.

low as \$5.50 list

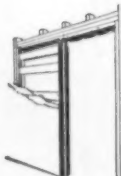


CONSTANT IMPROVEMENTS KEEP STERLING AHEAD OF COMPETITION — HERE ARE OTHER

FIRSTS FROM STERLING—



1058 Sliding Door Lock



1200 Pocket Door T-Frame



883 Pocket Door Pull



863 - 865 - 867 Surface Mounted Door Pulls

885 Door Cushion



878 Guide Strip



WRITE FOR OUR 24 PAGE CATALOG

See our Catalog in Sweets' Architectural or Light Construction Files

John Sterling Corporation

RICHMOND, ILLINOIS
(McHENRY COUNTY)

FORMERLY STERLING HARDWARE MFG. CO. OF CHICAGO

AMERICAN BUILDER

The Opportunity Page

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

New loan plan proposed

Private fund pools to buy insured mortgages for the relocation of low-income families is the basis of a plan proposed by Eugene P. Conser, executive vice president, NAREB. The plan would be patterned after a Connecticut law which permits banks and insurance companies to create jointly an industrial development fund for loans to desirable industries whose credit standing prohibits usual bank financing. A similar low-cost housing fund in each community, he said, might allow placing many families in homes "they can buy rather than become tenants of the government. Thus, FNMA could be removed from the picture, the conservation and redevelopment of our cities and towns could progress, and the government could be eliminated from the direct ownership and operation of housing."

A full-grown trend

"Two-car families are growing at a rate of 500,000 a year and it appears inevitable that the two-car garage will become an accepted standard for new suburban homes." That prediction from Alan G. Rude, president, Universal C.I.T. Credit Corp., should set you to considering the double garage as a necessary part of your new homes. According to Rude, the house with a two-car garage moves faster on resale and is a much better investment for the home buyer, too, because in many sections of the country it is coming to be regarded as a "must."

Good public relations

A "court of appeals" at which home buyers and builders can iron out disputes is a new service of the HBA of Schenectady. Henry Buerker, chairman of the association's arbitration committee, said the aim of the service is to "demonstrate to the home-buying public that when they deal with a bonafide member of this association they will receive the same equity that they have the right to expect from any business or businessman."

Home improvement—a new name



If you took part in the OHI campaign—or wished you had—you'll be glad to know that the campaign has been extended on a permanent basis. It has a brand new name—Home Improvement Council

—and a totally new approach to home improvement. Under the new setup, the program will be aimed directly at the consumer, urging him to start immediately on the improvement project he needs. And, remodeling and home improvement more than ever will be a multi-billion dollar annual bonanza for you to cut a slice of. (See AMERICAN BUILDER'S November Forecast story.)

Enthusiasm—key to sales

Slow sales are often the fault of poor salesmen. Here's some good advice on selling houses from Edwin A. Kramer, president, San Antonio Real Estate Board. "Enthusiasm is catching, just like the measles. Indifference and lack of enthusiasm are also catching. If the human race would court 'our intended' as we court a house and a prospect—from whence come our commissions—there would be few marriages."

Manufacturer's aid to builders

A new service to home builders has been established by the United States Plywood Corp. The service, whose aim is "to assist home builders in using modern materials more effectively," is under the direction of Francis B. Peckham, who has been directing the company's architect's service department. Builders who wish information about new materials and techniques should contact their local U.S. Plywood representative.

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.
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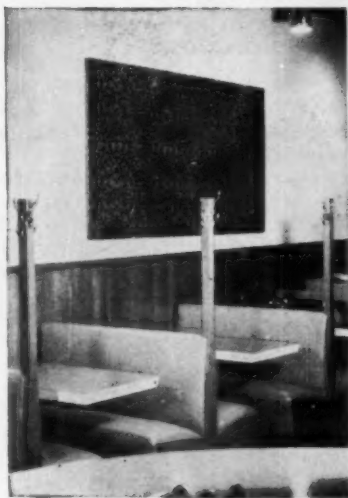
**Add long-wearing glamour to walls and
furniture with KOROSEAL**

B.F. Goodrich

SMART decorators and business owners look to Koroseal flexible material to provide beauty and minimize maintenance problems. The wide variety of patterns and colors give you the range needed to successfully and tastefully decorate in any period or motif. And many of the patterns come in two weights, a light weight for wall covering and a heavier material with an elastic back for upholstery.

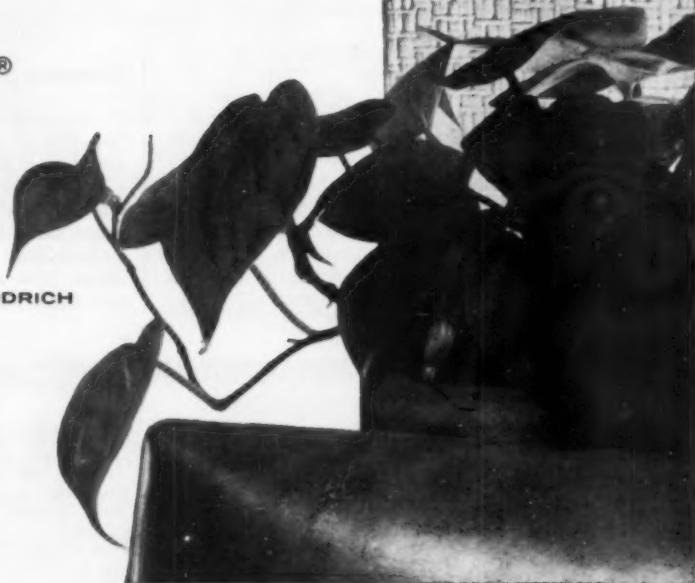
Koroseal vinyl material takes the abuse that destroys and defaces many other materials. Easy to apply and work, easy to maintain, and easy on the eyes, Koroseal makes every interior beautiful—stays new looking for years.

Next job you have, look to B.F. Goodrich to supply the answers for your wall covering and upholstery problems. We will be happy to send you Koroseal swatches. Drop a card to *B.F. Goodrich Industrial Products Company, Dept. B-12, Marietta, Ohio.*

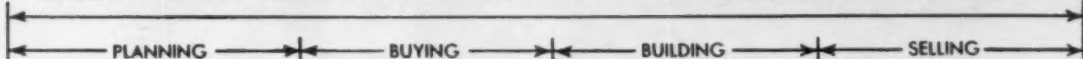


The Southern Restaurant in New York, used White Bali on the walls and Vegas Cantaloupe in the booths. Just one example of the many and interesting variations that can be accomplished with Koroseal.

Koroseal[®]
UPHOLSTERY MATERIAL
AND WALL COVERING BY B. F. GOODRICH



"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



Reader's Guide

December 1957

The Opportunity Page	3
Reader's Guide	5
Reader's Guide to Advertising	7
Impact	9
The Building Outlook	11
Pulse of Building	13
Tomorrow's House	15

News

Editorial: We must raise our housing sights .	19
News feature: U. S. A.'s top housing economists say: "Your sights are set too low" ..	20
News feature: 1958's major problems	22
Dickerman's column	24
Northup's column	26
News of your region	27

Merchandising

How "Flair" merchandises "Hidden Values" .	74
58 winners and what they won for "Hidden-Values" merchandising	76
Market research: How to profit from it in your town	96

Buying Guide

Buyers want more focus on kitchen planning	100
TV wiring adds a lot of "Hidden Value"	106

Top Model Houses

These experts judged America's "top model" houses	55
The judges' verdict: best models in the U. S. A. today	56
They highlight "Hidden Values" to sell this house faster	58
They've got 24 ideas to put "Flair" into your merchandising	60
5 reasons why the judges chose this \$11,850 best seller	62
Its plan made this house a winner	64
This house scores on good looks, price and a world of space	65
Here are the 28 Award of Merit houses ...	68-73

"Hidden-Values" Contest

How "Flair" points up the "Hidden Values" under its roof	74
58 winners and what they won	76-84

Features

This concrete-block house ties good design to an \$8,750 price tag	86
Commercial building: Why this block-and-beam deck saves building time	95
Market research: How to profit from it in your town	96
Eighteen new ways to build fences	150

Houses and Plans

Tomorrow's House	15
Regional House	30
Blueprint House for December	86
34 top model houses	56-73

Commercial Building

Why this block-and-beam deck saves building time	95
--	----

Land Planning

Earth-moving buying guide: Versatility—the key to economy in all sizes of equipment ..	138
--	-----

Departments

The Payoff Departments	105
New Products	106
Supermarket for builders: new-products card	108
Catalogs	134
Land Planning	138
How To Do It Better	148
Eighteen new ways to build fences	150
Ask The Experts	154
Convention Calendar	156
Technical Guide: 5 ways to give better support to masonry veneer	162
Better Detail of the Month: A cast cylindrical foundation supports an unusual fireplace	164
The Month Ahead	178

READER'S GUIDE TO ADVERTISING ON PAGE 7

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A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION



On new tract site, Mr. Byrnes (left) discusses telephone service with Mr. Charles Wirtle of Cincinnati and Suburban Bell Telephone Company

"Concealed telephone wiring helps me stay on top of the market"

— says Mr. Chas. F. Byrnes, Builder, of Cincinnati, Ohio

"I believe in getting the newest features into my homes," says Mr. Byrnes. "One of those features is concealed telephone wiring. It helps me stay on top of the market.

"Telephone outlets are a definite sales point. They're one of the first things we emphasize when talking with customers. Also, we mention concealed wiring and multiple outlets in our advertising, because we know they're conveniences

that people are looking for. I wouldn't think of building a house today that didn't have telephone facilities built into it."

• • •

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together
BELL TELEPHONE SYSTEM



AMERICAN BUILDER

Advertising

"The better you buy—the better you build—the better you sell" ©

A

Adrian Peerless, Inc. 177
 Ajax Hardware Sales Company 175
 Allied Chemical & Dye Corporation, Solvay
 Process Division 158
 Aluminum Company of America 46, 47
 American Builder 172-174, 176
 American Standard Air Conditioning
 Division 48
 American Telephone & Telegraph Co. 6, 117

B

Badger Machine Company 136
 Bennett-Ireland Inc. 149
 Besser Company 43
 Bessler Disappearing Stairway Co. 136
 Bethlehem Steel Company 111
 Better Homes & Gardens 126
 Black & Decker Mfg. Co., The 128
 Bostwick Steel Lath Company, The 128

C

Carpet Institute, Inc. 122
 Cauchotex Industries, Inc. 176
 Chevrolet Division of General Motors 12
 Cloud Oak Flooring Co. 1
 Colonial Products Co., Yorktowne Kitchens
 Committee on Steel Pipe Research 130
 Crossett Lumber Company 116
 Crown Zellerbach 136

D

Davis Products, Inc. 170
 Disston, Henry, Division, H. K. Porter
 Company, Inc. 175
 Dodge Division, Chrysler Corp. 53, 54
 Dodge Reports 169
 Douglas Fir Plywood Association .. 118, 119, 121
 Dow Chemical Company, The 125

E

Elastizell Corporation of America 177
 Eljer Division of The Murray Corporation
 of America 165

F

Flint & Walling Manufacturing Co., Inc. 120
 Flintkote Company, The, Building
 Materials Division 113
 Foley Mfg. Co. 176
 Follansbee Steel Corporation 40
 Ford Motor Company, Tractor &
 Implement Division 143-146
 *Forest Fiber Products Company 32-D

G

General Electric Company 147
 Goldblatt Tool Company 160
 Gold Seal Division, Congoleum-Nairn,
 Inc. Cover 3
 Goodrich, B. F., Industrial Products
 Company 4
 Grand Haven Stamped Products Co. 168
 Grant Pulley and Hardware Corporation .. 159
 Griffin Manufacturing Co. 177

H

Hope's Windows, Inc. 156

*Appears in Western editions only.

I

Infra Insulation, Inc. 10
 Insto-Gas Corporation 160
 Insulte Division, Minnesota and Ontario
 Paper Company 38, 39
 International Harvester Company 137

J

Jones & Laughlin Steel Corporation 8, 133

K

Keystone Steel & Wire Company 49-52
 Koppers Co., Inc. 114

L

Larsen Products Corporation 168
 Leviton Mfg. Co. 110
 Louisville Cement Company 129
 Lufkin Rule Co., The 124

M

Macklanburg-Duncan Co. 44, 45
 Mall Tool Company, Division of Remington
 Arms Company, Inc. 41
 Marlite Division of Masonite Corporation
 Masonite Corporation 161
 Minnesota and Ontario Paper Company,
 Insulte Division 38, 39
 Mississippi Glass Company 134
 Mosley Electronics, Inc. 128
 Mueller Climatrol 85
 Muller Machinery Company, Inc. 175
 Myers & Bro. Co., F. E., The 142

N

National Clay Pipe Manufacturers, Inc. .. 42
 National Concrete Masonry Association .. 157
 National Lock Company 93
 National Manufacturing Company Cover 4
 National Oak Flooring Manufacturers'
 Association 99
 Nordahl Manufacturing Co. 177
 NuTone, Inc. Cover 2

O

Olin Film Division 94
 Overhead Door Corporation 122, 123
 Owens Illinois Glass Block, Kimble Glass
 Company, subsidiary of 167

P

Pacific Lumber Company, The 155
 *Pacific Telephone 32-F
 *Pioneer 32-G
 Pittsburgh Plate Glass Company 102, 103
 *Plywood Service, Inc. 32-E
 Pootatuck Corp. 160
 Porter, H. K., Company, Inc., Henry
 Disston Division 175

R

Ready Hung Door Corporation 176
 Remington Arms Co., Inc. 166

Revere Copper & Brass Incorporated 18
 Richmond Plumbing Fixtures Division 28
 Roddis Plywood Corporation 33
 Rowe Manufacturing Company 14
 R. O. W. Sales Company 16, 17

S

Scholz Homes, Inc. 34-37
 Shawnee Manufacturing Company, Inc. .. 142
 Simpson Logging Company 131
 Solvay Process Division, Allied Chemical
 & Dye Corporation 158
 Sonoco Products Company 116
 Sterling Corporation, John 2
 Symons Clamp & Mfg. Co. 168
 Syntron Company 124

T

Thermo-Rite Manufacturing Co. 136
 *Thompson Co., Inc., E. A. 32-H
 Thrush & Company, H. A. 115

U

Universal Pulleys Company 176

W

Wagner Manufacturing Company 177
 Western Metal Specialty Division Western
 Industries, Inc. 170
 Western Pine Association 32
 Weyerhaeuser Sales Company 171
 Woodall Industries Inc. 104

Y

Yorktowne Kitchens, Colonial Products Co. 130

Z

Zegers, Incorporated 127

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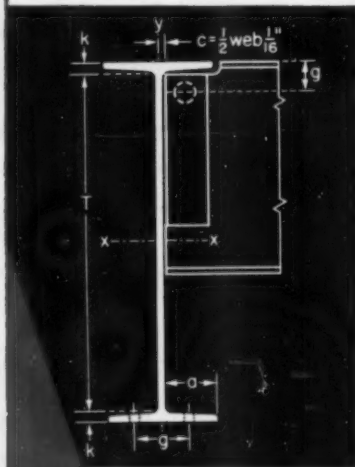
NEW 14" LIGHT BEAM

with 4" flange

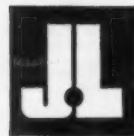
Jones & Laughlin is now producing a 14", 17.2 lb. light beam. The new light weight hot rolled section, with a 4" flange, was developed by J&L structural engineers to meet the need for an additional light weight section in the design of apartments, schools, hospitals, shopping centers, parking garages, industrial and commercial buildings.

The new 14" light beam can be furnished in regular carbon or high tensile grades. For properties and design data on this new section, we suggest you refer to the American Institute of Steel Construction Manual.

Consult your J&L district sales office concerning availability of this new light beam, or write direct to Jones & Laughlin Steel Corporation, 3 Gateway Center, Pittsburgh 30, Pa.



Properties for Designing		Properties for Detailing	
Nominal size	14 x 4 in.	Nominal size	14 x 4 in.
Weight per foot	17.2 lb.	Weight per foot	17.2 lb.
Area	5.05 in. ²	Depth	14 in.
Depth	14.0 in.	Flange—Width	4 in.
Flange—Width	4.0 in.	Mean thickness	1/4 in.
Mean thickness	.272 in.	Web—Thickness	3/16 in.
Web thickness	.210 in.	Half thickness	1/8 in.
Axis X-X—I	147.3 in. ⁴	Distance—a	1 7/8 in.
S	21.0 in. ³	T	12 1/8 in.
r	5.40 in.	k	9 1/16 in.
Axis Y-Y—I	2.65 in. ⁴	g ₁	1 3/4 in.
S	1.32 in. ³	c	3/16 in.
r	.72 in.	Max. flange rivet	3/8 in.
		Usual gage—g	2 1/4 in.



Jones & Laughlin
STEEL ... a great name in steel

To The Editors:

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

Hidden values drive is boon

Sirs: We certainly wish to compliment you on a very fine editorial program involving "hidden values" which should be a decided boon to suppliers, builders, and ultimate home owners. It certainly has been a long-needed approach for proper merchandising in the building industry and we are very happy to see a magazine such as AMERICAN BUILDER carry the ball on such an important undertaking.

—Thomas P. Koebel
Zegers Inc.
Chicago, Ill.

F.Y.I.

Sirs: I think your policy to present each executive officer with a complimentary copy of the AMERICAN BUILDER each month is commendable.

There is no doubt that the executive officers will find it of great value in better understanding all facets of the industry problems.

—Lawrence W. Nelson, Exec. V.P.
Minneapolis Home Builders Assn.
Minneapolis, Minn.

Sirs: Many thanks for your very kind offer to send AMERICAN BUILDER to NAHB executive officers. Around here we regard the AMERICAN BUILDER as the bible of the industry.

—J. H. Immler, Executive Secy.
Home Builders Assn. of Stark County Inc.
Canton, Ohio

● As another service to the industry, we are sending complimentary copies of AMERICAN BUILDER each month to regional executives of the National Assn. of Home Builders.

The two letters above are typical of the many received from these key men and women.

Advertising and brand names

Sirs: My compliments on your very fine feature on outdoor advertising ("How They Use Road Signs to Sell Houses," Oct., p. 72). You gave your readers a very factual and comprehensive explanation, and in my opinion you chose some excellent examples of specific campaigns.

We are reprinting this article and will send a copy to all of the approximately 700 outdoor advertising companies that are members of our association.

—Ralph Glockler, manager
Local Business Develop. Dept.
Outdoor Advertising Assn. of America Inc.
Chicago, Ill.

Sirs: Your article is excellent and we certainly appreciate the boost given outdoor advertising.

—H. E. Schallon
Uhler and Co.
Dallas, Tex.

Sirs: The August 16 issue of

Printers' Ink carried a blurb reporting on a survey in your August issue. This survey was done among home builders and . . . went into quite a bit of detail on the promotion of brand-name products by builders in local advertising.

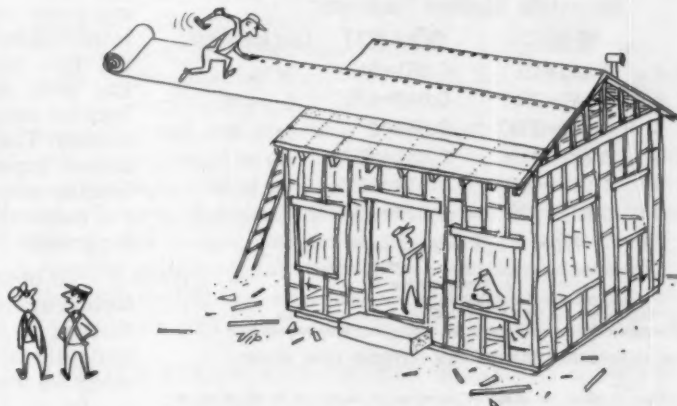
I am wondering if you could send us a copy of this survey. It sounds interesting.

—Robert J. Tiernan, manager
Sales Promotion & Merchandising
Better Homes & Gardens
Des Moines, Iowa

Sirs: I am a custom home builder, building about 20 homes per year. I develop sections of land with the idea of no two homes being the same.

I do very little advertising and I am the only one who sells homes giving my customers personal contact. I design all the homes and build them. I use top-name brands of merchandise. I watch your magazine regularly and when I see something in it that I'd like to get more information about, I send a letter and have got good results.

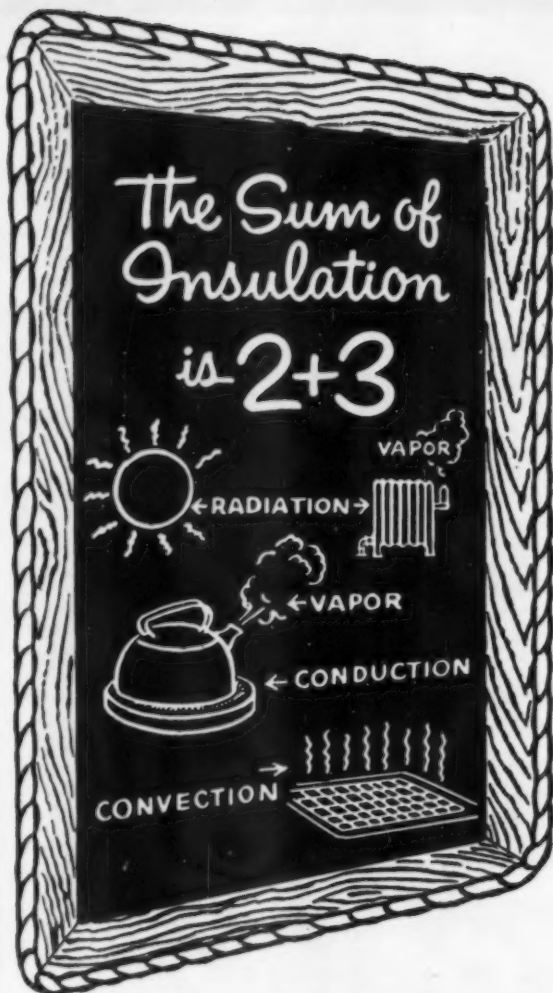
—Arthur M. Goebelt
Lincolnwood, Ill.



"He's used to much bigger roofing jobs."

(By Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

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



7 FIVE-WAY protection is required of an insulation against (1) CONDENSATION, (2) VAPOR FLOW, as well as against Heat Flow by (3) RADIATION, (4) CONDUCTION, (5) CONVECTION.

An empty air space is a good insulator against heat flow by Conduction because of its low density. But air does not prevent heat flow by Radiation and Convection. Of all heat transferred through structural spaces, about 50% to 93% is by Radiation, depending on direction of heat flow. All but about 7% of the rest is Convection. The surfaces of scientific multiple aluminum have a high 97% reflectivity for heat rays; a low 3% absorptivity and emissivity. Its layers of aluminum drastically retard Convection. Conduction is slight through its preponderant low density air spaces.

Scientific multiple aluminum insulation is long and continuous and almost completely impervious to water vapor. Vapor infiltration under its flat, stapled flanges is slight.

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

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

Some very interesting heat flow tests in roofs and walls with aluminum insulations, at Massachusetts Institute of Technology and Pennsylvania State College Engineering Experiment Station, including exposure of aluminum foil over a period of 10 years to fumes, dust, salt sea air and even spray, are described in a booklet, "Thermal Test Coefficients of Aluminum Insulation for Buildings." Use coupon for free copy.

THERMAL VALUES*, INFRA PARALLEL INSULATIONS
Non-metallic Insulation Equivalents†

	UP-HEAT	DOWN-HEAT	Cost Installed‡
TYPE 2	C.195=1½"	C.061=5½"	5¢ sq. ft.
TYPE 3	C.142=2½"	C.049=6¾"	6¢ sq. ft.
TYPE 4	C.105=3½"	C.068=8"	8¢ sq. ft.
TYPE 5	C.081=4"	C.034=9½"	10¢ sq. ft.
TYPE 6	C.068=4½"	C.034=9½"	11¢ sq. ft.
TYPE 9	C.043=7¾"	C.029=11¼"	16¢ sq. ft.

Types 1, 7, 8 also available

*Determined by method of National Bureau of Standards in H.M.F.A. Research Paper 32.

†Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-I-321b; HH-I-585; HH-I-521c; HH-I-551a.

‡Approximate cost, material and labor, new construction betweenwood joists.

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 Infra Insulation, Inc., 525 B'way, N. Y., Dept. B-12

Send booklet, "Thermal Test" Infra samples

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FIRM _____

KIND OF BUSINESS _____

ADDRESS _____

The Building Outlook

SMALL TALK

A REAL SLEEPER

A virtual revolution in home architecture and prefabricated houses is on the way that will include even beds as part of mortgages. That's the prediction of Jay Doblin, director, Institute of Design, Illinois Institute of Technology. The time is coming, he believes, when an entire home will be manufactured in a plant and will come equipped with wall and floor coverings and furniture.

POTENTIAL MARKET

Future urban renewal work will give builders a top-notch opportunity to provide homes for families who are forced to move from housing razed in "renewal" areas. Particularly, these potential home buyers are good bets to buy houses you take in trade.

CONSTRUCTION STANDARDS

Some revisions of certain FHA construction standards may be in the works after studies are completed by the Building Research Advisory Board of the National Academy of Sciences on the following subjects: amount of preservative treated lumber necessary for effective termite control; properties of materials used in warm air heating and air conditioning ducts; and acceptability of materials used in house sewer pipe construction. Regarding slab-on-ground construction, BRAB will study effectiveness of concrete waterproofing agents; the need for a moisture barrier; and structural problems and standards for soundness.

FACT OR FICTION?

All the talk about the resurging popularity of two-story houses seems to be just talk. A recent U.S. Savings and Loan League report showed that only 4% of today's new homes are two-story.

FINANCING PROBLEMS UNDER FHA, even with the new terms, probably will be with the industry for some time. Lenders are hesitating to make many loans with the new minimum down payments, according to the latest quarterly survey of mortgage markets conducted by the National Assn. of Real Estate Boards. This bears out results of an AMERICAN BUILDER survey. (See page 22.) Some of the regional comments received by NAREB: West, "Controlled discounts have dried up FHA money." "FHA loans very selective and dependent in most cases upon 10 to 20 per cent down and 15- to 20-year terms. . . ."

INTEREST RATES ON CONVENTIONAL LOANS, according to the NAREB report, moved upward in the third quarter of the year "in response to continuing demand and intensified competition from other borrowers." Survey reports indicated that the supply of funds for conventional loans on new houses "continued to be satisfactory," with 87 per cent of the U. S. reporting "ample" or "moderate."

HELP MAY BE COMING FROM FHA to bring the housing industry and lenders relief from some of their knottiest problems. Edwin G. Callahan, head of FHA's legal division in Washington, revealed that the agency is discussing proposed legislation that would raise the government limit on insured loans to \$25,000 or \$30,000. Another proposal under discussion, he said, is FHA insurance on capital loans for water and sewerage systems in small home developments. Also under test, he reported, is a "Small Town" program. Currently being tested in seven selected areas, the plan will allow local lenders in more remote communities to handle much of the inspections and red tape usually handled in FHA regional offices. Another topic under discussion: setting up of high-cost areas in creating housing for the elderly. If some of these suggestions gain approval of HHFA and the Budget Bureau, Callahan said, they "probably then will go before Congress for inclusion in the next housing bill."

DESPITE FINANCING PROBLEMS, there's a definite need for 1,100,000 starts in 1958. (See AMERICAN BUILDER's 1958 Forecast, November.) Buyer interest, as evidenced during National Home Week, showed that the public is still definitely "house-hungry," and anxious to buy. In Pittsburgh, for example, sales attributed to NHW were anticipated to be over \$4,000,000.



NEW 1958 CHEVROLET TRUCKS WITH NEW HUSTLE! NEW MUSCLE! NEW STYLE!

*Just look at all they offer
that's new and better... and
you'll see why these new Chevies
are the fleetest, sturdiest,
handsomest dollar-savers yet!
Meet Chevrolet for '58!*

NEW LIGHT-DUTY APACHES

Thrifty Apaches offer three new Step-Vans complete with walk-in bodies. With high-capacity panels, pickups and four-wheel drive models, this expanded light-duty lineup has a dollar-saving answer to your delivery chores.

NEW MEDIUM-DUTY VIKINGS

Hardy Vikings roll in with nine brand-new models, offering new cab-to-rear-axle dimensions for improved semi-trailer, dump, stake and van-type operations. Options available boost GVW ratings all the way to 21,000 lbs.

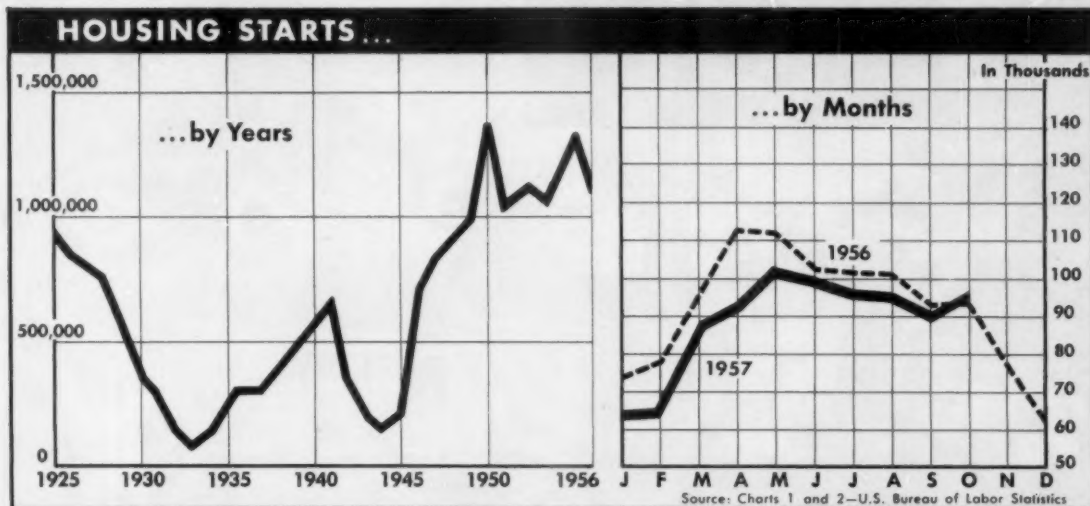
FAMOUS 6's OR SHORT-STROKE V8's

The engine lineup is full of new pep and power—whether you choose a 6 famous for economy or a high-compression V8. Look over Task-Force 58 at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



SEE THE LATEST EDITIONS OF THE "BIG WHEEL" IN TRUCKS — 1958 CHEVROLET TASK-FORCE TRUCKS

Pulse of Building



Interpretations:

Increases, chiefly for residential building, highway construction and public utility expansion, are expected to raise new construction expenditures next year to a record \$49.6 billion, 5% above the anticipated \$47.2 billion for 1957, according to joint Labor-Commerce estimates. Adjusted for price changes, this should make 1958 second only to 1955 in the physical volume of work put in place. It is anticipated that 1958 housing starts probably will include the largest percentage of apartments since 1949.

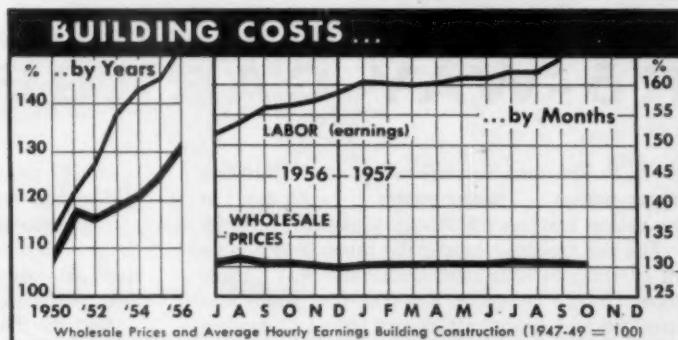
15 LEADING HOME BUILDING AREAS

Dwelling units in Metropolitan areas during the first seven months of 1957. (BLS)*

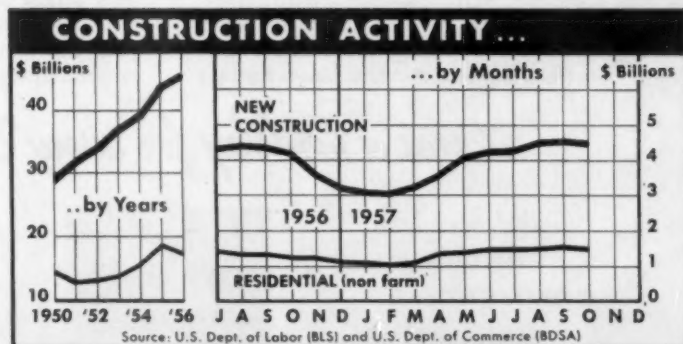
	Units	% Change Jan.-July 1956-57
Los Angeles	50,727	-11
New York	34,849	-27
Chicago	26,216	-19
Detroit	14,850	-27
Miami	11,961	+17
Philadelphia	11,153	-33
San Francisco	10,485	-27
San Diego	9,192	+23
Baltimore	8,727	+16
Washington	8,345	-22
Cleveland	6,807	-16
Phoenix	6,424	+29
Milwaukee	5,508	+3
Atlanta	4,739	-23
Seattle	4,681	+3

* Based on building permit reports and of estimate of units started in non-permit issuing parts of these areas.

1 RISING 5,000 OVER SEPTEMBER, October's 95,000 starts brought the seasonally adjusted annual rate to over 1,000,000 units for the 6th successive month. Indications are that '57 starts will be about 1,040,000.

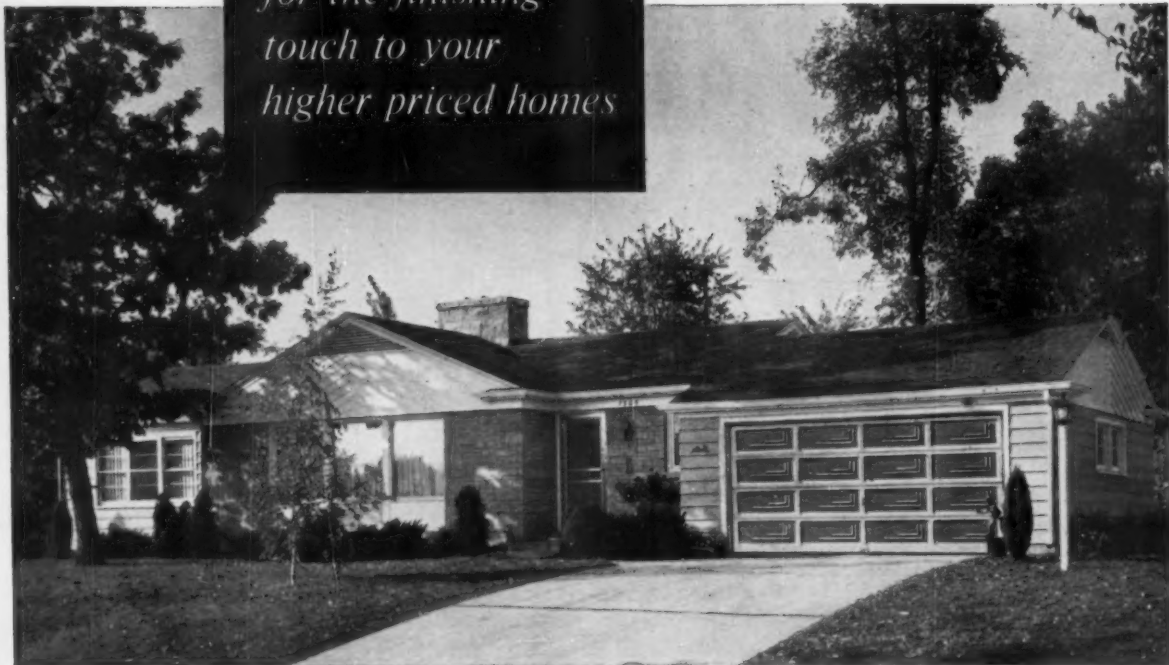


2 MORE DECLINES, chiefly for Douglas fir and copper products, caused material prices to edge off again in October—to the lowest level since Feb., 1956. Average hourly earnings have been rising since mid-summer.



3 AN OCTOBER RECORD of \$4.5 billion for new construction continued the summer-fall uptrend (seasonally adjusted), chiefly in residential and highway building. Private plant expansion has been falling off.

*for the finishing
touch to your
higher priced homes*



RO-WAY GARAGE DOORS

If you're like most builders today, you're building bigger homes . . . better homes . . . with more of the deluxe features most buyers want.

For the finishing touch, the touch that adds a lot of value at little cost, install RO-WAY garage doors. In the complete RO-WAY line you'll find standard and special styles and sizes . . . models for virtually every headroom requirement . . . more than 40 decorative panel designs for individualized custom appearance.

And back of all this beauty is unmatched RO-WAY quality. Selected kiln-dried lumber. Precision-fit millwork. Mortise and tenon joints both glued and steel-pinned. Rabbeted sections. Taper-Tite track and Seal-A-Matic hinges for easy

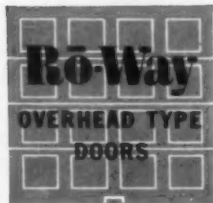
opening, weather-tight closing. Quiet, smooth-gliding ball bearing track rollers. Power-Metered springs individually balanced to the weight of the door. And all hardware *doubly* protected against rust and corrosion—both Parkerized and painted after fabrication.

And for the last word in convenience, include a specially designed, completely dependable RO-WAY electric operator with either push-button or remote radio control.

That's RO-WAY—the quality designed, quality built garage door that adds the finishing touch to your homes for lasting owner satisfaction. Call in your experienced, helpful RO-WAY distributor, or write to Rowe for full details.

there's a Ro-Way for every Doorway!

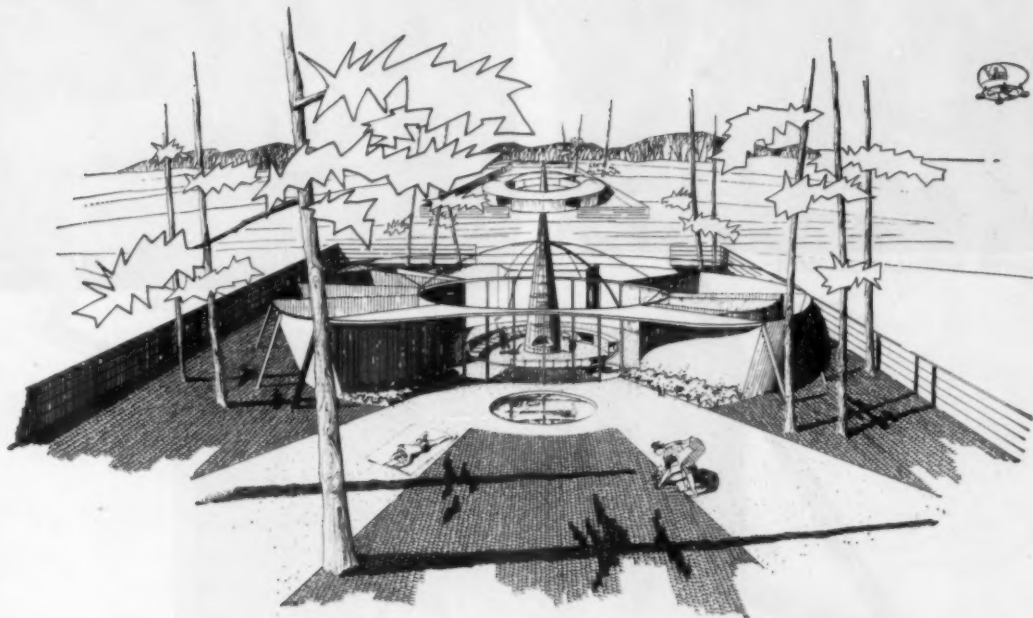
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IN SWEET'S
ARCHITECTURAL
FILE
OR WRITE FOR COPY

ROWE MANUFACTURING COMPANY • 790 HOLTON STREET • GALESBURG, ILLINOIS

Tomorrow's House

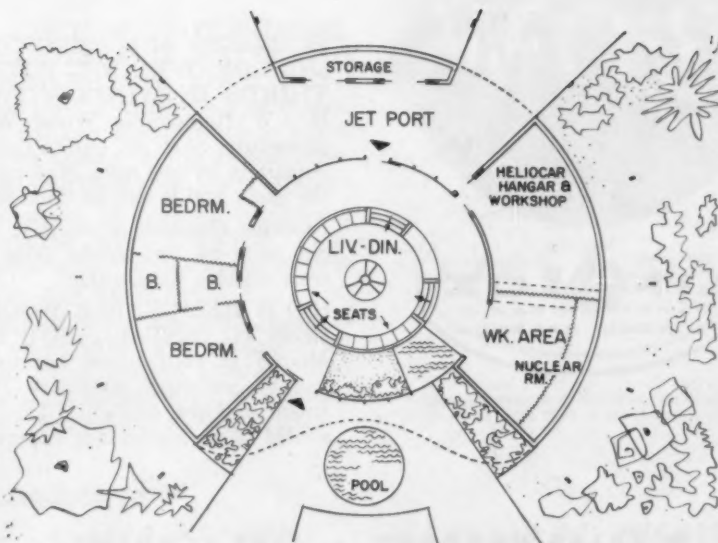


**Tomorrow's half a century away for this circular house
which will make use of tinted plastic dome**

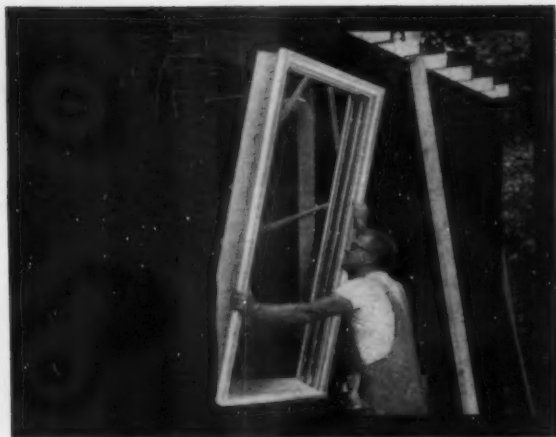
Architect Joe Voska, Jr., of Chicago, came up with this futuristic conception of tomorrow's living while working on his master's degree at the University of Illinois.

Although the basic floor plan resembles many circular houses already built, the house is keyed to ideas which Voska envisions for the 1960's.

Among these inspired notions is a nuclear center where mother will dispense with bedmaking, washing, cleaning, food preparation and cooking—all at the touch of a button. As the plan indicates, space is also allotted for one's futuramic auto plus the family "heliocar" (a nuclear age helicopter). A nod to the prosaic past is made with cone-shaped fireplace at the circle's center.



KEEP COST DOWN



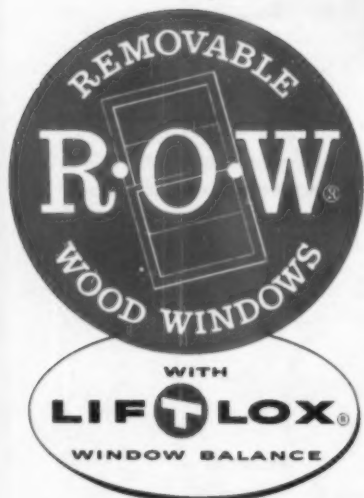
LOWER INSTALLATION COST



LOWER PAINT AND TRIM COST



MORE ORIGINAL VALUE



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

BUILDERS ARE REPORTING INSTALLATION SAVINGS OF OVER 50% WITH R·O·W WINDOWS—TWO THIRDS IN WINDOW PAINTING LABOR. Installing R·O·W Removable Wood Windows is a fast and simple procedure. Sash lift out to lighten the unit for easy handling—usually by one man. Nailing goes much faster, too, without the sash, and it can be done from inside the house.

Painting the sash separately, as a production operation, can cut time by two-thirds, plus eliminating the delays of one crew waiting for another.

R·O·W REMOVABLE WOOD WINDOWS COST MUCH LESS TO INSTALL, BUT THEY ARE WORTH MUCH MORE in your house because the extra value features of quality millwork, exclusive R·O·W Spring-Pressure Mechanism and the efficient LIF-T-LOX Balance can be *demonstrated* as clear points of superiority.

See your local lumber dealer or write

R·O·W SALES COMPANY • 1369 ACADEMY • FERNDAL 20, MICHIGAN

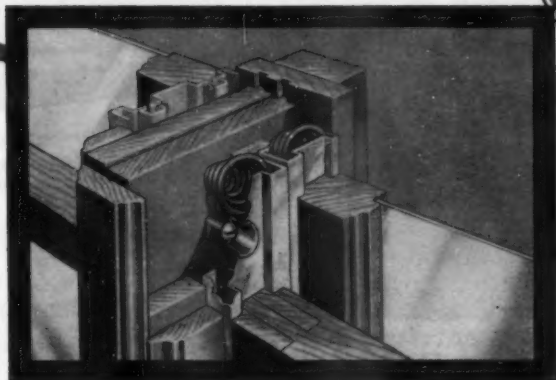
KEEP · QUALITY UP



BEAUTIFUL WARM WOOD



REMOVABLE AND BALANCED

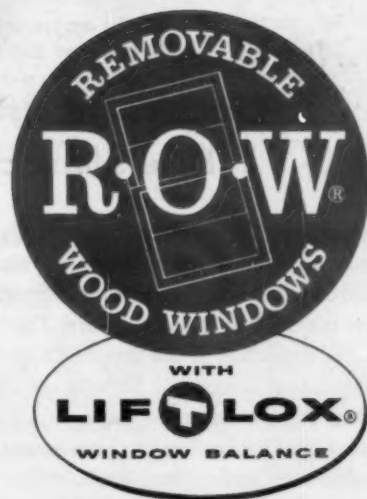


BETTER WEATHER PROTECTION

YOUR REPUTATION AS A BUILDER DEPENDS ON THE QUALITY OF PRODUCTS AND MATERIALS YOU USE. SATISFIED OWNERS ARE YOUR BEST SALESMEN. Unhappy owners usually attribute poor design or planning to "the architect," without considering how much the original plans may have been altered. Many owners overlook all but the most glaring examples of poor workmanship.

But a window that sticks or rattles or leaks air or collects condensation—that's something else—THAT'S THE BUILDER'S FAULT. And even after the fourth resale, new owners manage to find out who built the house.

The natural insulating quality of wood windows prevents condensation—keeps homes winter-warm and summer-cool. Spring-pressure R·O·W construction insures freedom from leaks and rattles and permits instant sash removal for cleaning or painting. With LIF-T-LOX, they are beautifully balanced.



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REVERE COPPER WATER TUBE

The "hidden Value"
that pays off triple



- 1 ... for Radiant Panel Heating Systems
- 2 ... for Plumbing Lines, Waste Lines and Vent Stacks
- 3 ... for Hot Water Storage Tanks and Heaters
- 4 ... for Snow Melting
- 5 ... for Lawn Sprinkler Systems
- 6 ... for Swimming Pools

THERE'S ALSO "HIDDEN VALUE" IN REVERE SHEET COPPER

- 7 ... for Base, Cap, Chimney, Window, Valley and Vent Stack Flashing
- 8 ... for Gutters and Downspouts
- 9 ... for Fascia Gravel Stop
- 10 ... for Exposed Window Boxes

... Installs faster

... Costs less to install

... Buyers have confidence in Copper

If your homes have full cellars, prospects can be shown the "hidden value" of Revere Copper Water Tube. But if you build on a slab, either with or without radiant panel heating, there is very little exposed piping. That's when it becomes doubly important to use Revere Copper Water Tube.

For copper is accepted, without question, as the ultimate in building materials, by those who have the say on the financing of the houses you plan as well as by the ultimate home owner. In fact, builders have found copper a strong point in selling their homes.

And, of course, the important thing to you is that copper water tube costs less to install . . . can be installed faster, whether it be in the form of radiant panel heating, water lines, drainage and waste lines, vent stacks or air-conditioning lines. That's not what we say, it's what contractors,

who do the installation, and builders, tell us!

One of the members of Revere's Technical Advisory Service will be glad to talk with you regarding the many merits of using copper water tube and drainage tube, as well as Revere Sheet Copper for flashings, gutters and downspouts.

REVERE COPPER AND BRASS INCORPORATED

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Mills: Rome, N. Y.; Baltimore, Md.; Chicago, Clinton and Joliet, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Brooklyn, N. Y.; Newport, Ark.; Ft. Calhoun, Neb. Sales Offices in Principal Cities, Distributors Everywhere.



We must raise our housing sights to maintain a high U. S. standard of living

With most of the forecasts for 1958 now in, it appears that once again the building industry is headed for a "million-house year." To the tight-money men of the Administration and to some bankers and businessmen, this may seem adequate. But to American Builder's editors (and to informed housing economists) such a program is not adequate—it is a disgrace and an outrage. We should be building many more houses to keep abreast of the housing need created by this nation's population growth, new families, demolitions, and obsolescence. The building industry will not be making progress in 1958 with such a lean program; it will not even be standing still; it will be retreating.

1,000,000 homes a year is not a boom— it's automatic, and nothing to boast about

Back in 1925—over thirty years ago—we had a housing boom that reached a peak of close to a million units. Since then our population has increased 55 million while our national productivity, as measured by the gross national product, has quadrupled. But the idea that a million starts a year constitutes a boom still persists. Actually, a million starts in 1958 will not be enough to keep up with new family formations (1,200,000) and demolitions (300,000) alone. In 1958 another million and a half newly-married couples will be out looking for places to live. They will have a rough time finding them.

It's the non-automatic second million starts that call for vision and action

Clearly something is lacking in our efforts as an industry to demonstrate the need for a sharply stepped-up home-building program. Top Administration advisors still seem to regard any increase above a million with distrust. Influential persons apparently agree. Yet vacancies are at dangerously low levels. There is no tangible evidence of overbuilding. Millions of Americans want and can afford new homes. Building should be stepped up to 1½ million starts a year by 1960 and 2 million by 1970. To throw more light on this subject, American Builder has brought together a group of top housing economists and asked their opinions. A first report on their discussion follows.—The EDITORS

Turn the page to hear what economists say ►

USA's top housing economists say:



Herman B. Byer
Asst. Commissioner, Bureau of Labor Statistics

"We have nothing to worry about even if we build 1.5 million houses. We have the labor force and materials."



William H. Shaw
Manager, Business Economics Section, E. I. du Pont

"Even if housing merely maintains its share of the consumer's dollar we'll have to build well more than a million units. We just don't set our sights high enough."



Arnold E. Chase
Chief, Div. of Const. Statistics, Bureau of Labor Statistics

"Right now, mobility and migration are more important factors than family formations in appraising needs."



Albert G. Matamoros
Associate Economist, Armstrong Cork Co.

"Demand for homes is growing, but intensity of desire varies sharply with social and economic groups. Blue-collar workers are prone to put their money in cars and gadgets; white-collar workers prefer houses."

▼ "There are vast differences

Before we can set our long-term sights for the home-building industry, we'll have to decide exactly what target we're shooting at. Are we seeking merely to fill needs? Or can we—*should* we—realistically aim for a potential market that within just a few years will be far greater than most builders realize?

What is our housing need? Top economists at AMERICAN BUILDER's recent conference could not fully agree. This was the consensus:

When you talk of "needs" you talk of what people believe they must have to maintain their current (1957) living standards. When you talk of "needs" you talk of minimum housing requirements.

When you talk of "market," on the other hand, you talk of potential. You talk of opportunity.

For example, according to Labor Bureau's Arnold

▼ "1,000,000 homes a year

No big selling problem involved. Here's why:

- Migration. People are moving around, can't always find enough houses where they move to. New houses must be built there. More in some areas (especially along the coastal regions of the country and around the Great Lakes), less in others.

- Demolitions. Wear and tear, new highway construction, social and cultural progress—all take their toll

▼ The big question is: how

"Housing," said Labor's Herman Byer, "is always competing with other industries for the consumer's dollar. In the '20s a much higher proportion of this dollar was spent for housing than is spent today. Is the industry now presenting its product in the right way?"

Yes or no, no one denied the need for still better ways to tap a market that could yield perhaps a full million more sales yearly. Here are some of the targets the experts urged us to set our sights on.

- More house for less money. Said NAHB's Nat Rogg: "We've just got to find better construction techniques. Home builders don't realize it but much of their progress will come as a result of products and materials not yet invented. Builders must prepare for these now by starting to think of how to adapt them to their own methods."

Added NAHB's Ken Burrows: "Good low-cost housing will be especially important in a few years because of the make-up of the home market. That high birth rate of the '40s means there will be many young marrieds looking for houses in the '60s."

"Your sights are set too low"

between 'needs' and 'market' "

Chase, between 1958 and 1960 we'll "need" 1 million houses a year. From 1960 to 1965 we'll "need" 1.1-1.2 million houses a year. From 1965 to 1970 we'll "need" 1.3-1.4 million houses a year. *That* is "need," expressed as minimum housing requirements to maintain 1957 standards. (The economists agreed, incidentally, that even these figures were probably understated.)

But, the economists unanimously agreed, if we set our sights realistically, we must consider factors *in addition* to these that produce mere need (migration, population growth, family formations, demolitions, rising incomes). We must consider developing market factors on top of the need factors. "The question," said du Pont's Bill Shaw, "is: how can we amplify the need that people feel? How can we trade them up?" Some answers to that question are given on these pages.

will be bought"

of housing. As demolitions increase, houses will have to be replaced.

- Population growth will resume its steep climb in the '60s. More houses will be needed. Bigger houses will be needed.

These, plus rising family formations and rising incomes, will just about assure builders of the automatic purchase of a million homes a year.

many more can we sell?

- Solutions to the land problem. We have run out of cheap land. Land with facilities or that can be readily developed is very expensive. What's more, if we suddenly built a lot of houses the price of land would go up out of all proportion. There will be no big low-cost housing market until we find some way out of this land-shortage problem.

- Better merchandising. If we are building better than people realize, let's show them we are. There's something wrong with our methods if we can't persuade more should-be home buyers that our product is worth saving for.

- Closer builder-manufacturer cooperation. More imagination in producing a better package for more people more economically. And more effective tie-in merchandising.

- Closer work with money suppliers. Said Rogg: "It is squarely up to the entire industry to produce a better product, explore and exploit their markets, and then to convince those who finance their work that their work is worth the risk."

William C. Bober
Economist, Johns-Manville Corporation

"By 1965 we will see a sharp rise in the number of young home wanters as a result of the tremendous increase in the birth rate after 1941."



E. E. Ashley
Director of Statistics and Reports, HHFA

"Our housing 'needs' will depend on our goals (including our living standards: how much replacement how soon?)"



Nathaniel H. Rogg
Director, Economics Dept. NAHB

"The coming population growth won't solve all market problems. All population growth does is provide opportunity—and it will provide a great opportunity for housing in the years ahead."



Anthony J. Nesti
Chief Statistician, Natl. Electrical Mfrs. Assn.

"The experience of manufacturers of consumers durable goods certainly applies to houses: namely, U. S. families want better, more modern facilities. This creates a sizable additional market."



Builders talk about . . .

...1958's major problems . . .

- **Financing**
- **Rising costs**
- **Profit squeeze**
- **Lack of land**
- **Discounts**

A new year, but just about the same old problems. That's the way 1958 is shaping up according to most builders surveyed at press-time by AMERICAN BUILDER.

Although they definitely expect starts to be up during the coming year—anywhere from 7 to 20 per cent—builders are aware that they will still have to face the problems of tight money, rising costs, profit

squeeze, lack of land and discounts. This holds true, particularly, for the first half of 1958.

Another fact established by AMERICAN BUILDER's survey: although the new FHA terms have helped the industry somewhat, a majority of builders are experiencing difficulty in getting lenders to accept low down-payments.

Because of the problems connected with FHA loans—not the least of which are discounts—more builders look to conventional financing as the means to boost starts.

A report from Dallas by Joe F. Maberry, president of the HBA, just about summed up the nationwide situation: "Starts are now at the lowest level in several years. However, the \$25,000 to \$40,000 market is strong with conventional

financing and second liens. Starts in 1958 may be up slightly, not over 10 per cent. New FHA terms account for more lookers, but no increase in sales. Discounts are now higher than before increases in rate. The biggest problem for the industry in our area in 1958 is profit squeeze. Buyers balk at increase in costs."

The brightest note in the whole picture: most builders seem to have discarded the extremely pessimistic attitude they had a few months ago. They know they will continue to have problems, particularly during the first half of the year. But, looking ahead, the second half of '58 shows promising signs (see AMERICAN BUILDER's forecast, November) and builders are confident they'll be able to satisfy the need for 1,100,000 starts.

... and here's what these builders are saying

"For 1958, the prognosis appears to be business as usual. . . . We do not anticipate any marked increase in housing starts because new FHA terms are not influencing buyers to any degree. Financing is always the big problem in this part of the U.S. . . . Besides financing, most builders will be troubled with the problem of fending off rising costs. . . ."
—E. Price Hampson, pres., Albuquerque HBA

"It is slow here this fall. . . . Most loan companies still want 10 per cent down on FHA. We have the houses, but not the demand."
—Ralph Canine, pres., HBA of Des Moines

"Housing starts . . . should be up approximately 10 per cent . . . due to new FHA lower down payments. Financing and rising construction costs will be biggest problem. . . ."
—C. W. Kendall, pres., HBA of Palm Beach County (Fla.)

"Home building . . . should increase by next spring due to influx of Air Force Academy personnel. . . . Possible deterrent . . . might be

the decision to close Fort Carson. . . . It is difficult at this time to arrive at an estimate of starts for 1958. However, they will be about the same as 1957."
—Richard Prigmore, pres., Colorado Springs HBA

"1958 should hold its own in conventional field, but new FHA regulations have had little impact here. One of the biggest problems is overcoming adverse "tight money" publicity of past year which gives the public the impression this is not a good time to buy."
—D. D. Hutchison, pres., Houston HBA

"I believe the present picture will improve by 10 per cent by the end of this year. New FHA terms are not providing much impetus. Besides financing, we feel that mortgage bankers' refusal to accept loans on houses under 1,000 sq. ft. will be biggest problem. . . ."
—Cecil W. Woods, pres., Norman (Okla.) HBA

"We feel that starts will be up by an approximate 7 per cent in 1958. FHA terms are not currently providing great impetus. We be-

lieve it gives promise in the year ahead. Two problems, other than financing, face this industry in the year ahead: (1) to keep the cost of housing leveled off or lowered to assure more families of housing within their means; (2) to draw the industry together in cooperative methods of selling home ownership. . . ."
—W. D. Coffman, pres., Minneapolis HBA

"Expect 1958 starts to be 20 per cent higher than in 1957. Price bracket \$30,000 and over which require conventional financing terms and interest expected to be the same as 1957 with our biggest problem coming from the sale of trade-in houses."
—Raymond S. Barry, Columbus

"We feel starts in Tulsa will be down due to cut-back in GI houses and low down-payment FHA. Dollar volume should remain steady. Our biggest problems for 1958 will be financing of low-cost houses; availability of suitable lots; and getting proper cooperation from local FHA office which we don't have."
—L. R. (Andy) Latch, Tulsa

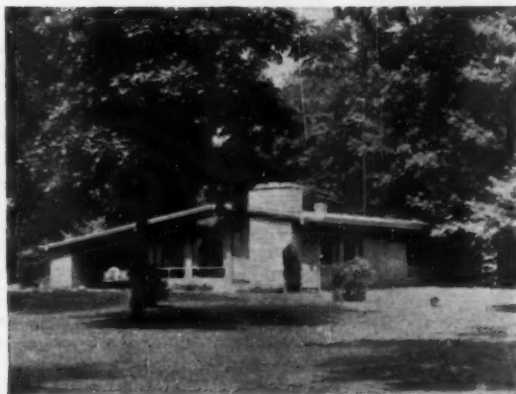


\$10,000 CHECK for scholarship fund, jointly sponsored by NAHB and AMERICAN BUILDER is presented to Michigan State University president, Dr. John A. Hannah (R) by former NAHB president Joseph Haverstick. At left is Robert Toll. Scholarship fund bears the name of AMERICAN BUILDER'S late editor, Ed Gavin.

FNMA's role in financing pre-fab homes was discussed by FNMA president, J. Stanley Baughman (R) at the fall meeting of Prefabricated Home Manufacturers Institute. At left is George Price, pres., PHMI. (Story on p. 25.)



Pictures in the news



VISITORS at the International Trade Fair at Izmir, Turkey, were treated to a trip through this three-bedroom redwood house, built by Modular Homes, Inc. Home was part of the official United States Government exhibit.



U.P. photo

LOW-COST housing recently displayed in Germany. The roof section can be purchased for \$4,000. When the buyer can afford another \$11,000, the builder will lift up the roof and install a first floor, making a complete home.

HIC outlines '58 P.R. program

A far-reaching public relations plan has been outlined by Home Improvement Council to stimulate interest in remodeling work this coming year.

Highlights of the program are:

- A \$125,000 "self-inventory" contest for homeowners through which 600,000 families are expected to submit home improve-

ment needs checklists.

- A \$125,000 "performance" contest with entrants submitting actual home improvement projects.

- Backing from consumer magazines, including assured distribution of some 15 million copies of the contest entry form, as well as merchandising and promotion efforts on behalf of contractors and dealers.

- A "saturation" promotion through newspapers in the spring with a complete special section, national advertising by HIC and related advertising by participants.



INITIAL meeting of board of directors, HIC, was addressed by the organization's chairman Fred C. Hecht.

DICKERMAN'S COLUMN

Central fund could even out loan market

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

To say there are serious gaps in the nation's banking, money and credit structure while, at the same time, acknowledging the real contribution that the Federal Reserve System has made to the nation's over-all economic stability is not contradictory. And no disservice is intended in saying there is an urgent need for a modernization of the structure—particularly as it affects the financing of residential construction—and a redefinition of objectives, responsibilities and authority of the FRB.



Dickerman

As a measure of difference between the days when the Federal Reserve was newly established and the present, the Federal debt in 1916 was \$1.2 billion *vis-a-vis* \$275 billion today. And, as events of the last three years have clearly demonstrated, debt management policies have had a major impact on interest rates and on the effectiveness of monetary policy, and on the mortgage market.

Of major concern to the home building industry, as well as a source of potential danger to the economy, are the inequities which have come about in the present management of money and credit. Today's mechanisms for management lack flexibility and selectivity. They make no allowance for the

acute sensitivity of mortgages to any changes in the capital market; or for the insensitivity of many other forms of investments—plant expansion, for example—to the changes that have been taking place in the name of fighting inflation. There is no allowance for the fact that some industries may be booming at a time when others are contracting.

There is still another element which must be considered in any appraisal of the effect of monetary policy upon home building. It is the attitude of the Federal government with regard to housing. It has been clearly demonstrated in recent years that the government, and particularly the Congress, has recognized the importance of providing better housing opportunities as a major end in itself, rather than as something to be determined solely by the play of free economic forces. This attitude has not been fully shared by the Treasury and Federal Reserve Board. The results have been disruptive to the home-building industry.

The time has come; indeed, the day is late, for the establishment of a new facility such as a Central Mortgage Bank which would meet the varied and complex requirements for the financing of residential construction. I believe such a bank is essential to the social, economic, and financial requirements of the country. Further, this facility could be established in harmony

with our free enterprise system and without violence to other areas of investment.

The advantages that would accrue from such a facility are many. It would insure compatibility between the social and economic requirements and in this context it is well to remember there will be a sharp increase both in population and in household formation during the next decade. The feast (1955) and famine (1957) years of mortgage market would be evened out and the disruptions and dislocations, prevalent under present conditions, would be removed to the advantage of buyer, builder and manufacturer.

Such a facility would offer a vehicle for bringing new funds into the mortgage market and tend to ease the discrepancies that now exist in the channeling of funds into some geographical areas. Implicit in any central mortgage facility would be authority over interest rates, which now are in a mal-adjusted state because those fixed by the government are not consonant with the demands of the market.

There now exists in the Federal National Mortgage Association an instrument which could be readily converted into a true central mortgage facility. The need for this facility is apparent. The Congress should give immediate attention to this matter when it returns to work in January.

Closer lumber dealer-builder ties urged

Closer builder-lumber dealer ties were urged during the fourth annual Building Products Exposition, sponsored by National Retail Lumber Dealers Assn. in Philadelphia.

Lumbermen attending the sessions heard speaker after speaker explain how a closer relationship between the two groups could benefit both.

Examples of the kind of cooperation that is being sought was described in detail at a session devoted to raw land development, where several dealers outlined plans they had used successfully to further building in their areas.

One of the most comprehensive of these plans was outlined by Harold E. Moser, Moser Lumber Co., Napperville, Ill.

"Our company went into land development because lots were scarce and builders were desperate," he said. "We took a dozen

builders and made land available for them. Now they're building at the rate of 200 homes a year.

"In our area we've taken the lead from the big subdividers because we:

- Use cooperative newspaper ads—the builder pays half.
- Interest subs in selling homes—this gives us extra salesmen.
- We arrange financing.

"To encourage builders to erect model homes," he added, "we give builders terms on our lots. We put up the deed for the model-home lots and expect payment when the home is sold.

"We don't dictate where builders should buy their materials, but we expect them to buy from us—and they do."

To stimulate sales during the February lull, Moser offered a free expense-paid vacation to any of his cooperating builders who sold

four houses during the month. Results: it was the best February he, or any of the builders, ever had.

One cautioning note was sounded by Moser. The plan is feasible only if there are no large developments in the area and small builders are interested in cooperating. Profits from the land development will be small, he stated, but the big profit is the long-range market created by the influx of new home owners.

New officers elected

NRLDA officers for 1958, elected during the four-day exposition, include: J. C. O'Malley, Phoenix, president; H. W. Blackstock, Seattle, first vice president; and Paul V. DeVille, Canton, Ohio, second vice president. Continuing in their present offices are H. R. Northup, executive vice president; Leslie G. Everitt, treasurer; and Edward H. Libbey, secretary.

Prefabbers told: "Future is bright"

Prefabrication offers the greatest hope of correcting the situation which finds home building at a low ebb while the nation's economy is at an all-time high, according to George E. Price, president of Prefabricated Home Manufacturers Institute.

Price, who is president of National Homes Corp., told delegates attending the fall meeting of PHMI that a prefabber can offset the effect of artificial monetary controls because of modern manufacturing methods, close cost control, aggressive merchandising, superior styling and a progressive system of financing.

He also called attention to the fact that pre-fab builders have greater assurance of obtaining necessary financing.

"This," he said, "is because we have developed a nation-wide system of mortgage financing. Even in the existing tight-money market, we have been highly successful in obtaining the financing necessary to keep our builders operating on steady and profitable programs."

Delegates attending the meeting

also were told that the outlook for pre-fab homes in 1958 is bright because the expanding industry is gaining new markets.

Conrad (Pat) Harness, PHMI's executive director, reported on surveys, which, he said, "indicate pre-fab manufacturers are holding their own despite the estimated 20 per cent drop in housing starts this year. Third quarter sales are ahead of the second, and prefabbers will sell between 90,000 and 100,000 houses this year."

Looking ahead to 1958, Harness predicted that pre-fab brand-name homes will be larger, more flexible, "eye appealing in the manner of 'magazine cover homes.'" He added that company lines have been enlarged to include more expensive models along with low-cost and medium-income housing to meet public demand.

A long-range prediction for within the next five to ten years was presented by Frederick K. Trask, Jr., New York investment banker and president of Lumber Fabricators, Inc.

Within that time, he noted, pre-

fabrication is expected to account for 50 per cent of all housing starts and represent aggregate package values of not less than \$5 billion.

He also said that the housing industry can grow into a \$25 to \$30 billion-a-year business during that period and predicted that home building will change from a highly decentralized, custom operation into a compact industry in which the dominating factor will be prefabrication.

Basing his predictions on what he termed a revolution in people's attitudes toward homes during recent years and the growing number who had to be housed, Trask declared:

"Instead of looking upon the ownership of a home as something to be achieved only after many years of careful planning and saving, the young couple today looks for a small house and lot conveniently situated with respect to employment, school and shopping centers, and acquires it with a down-payment and monthly commitments not greatly different from the purchase of a new automobile."

New products called vital to design of future roofs

Many structures now on the drawing boards can't be built with the roofing materials and techniques available today, architect Anthony Ferrara told a recent meeting of the Building Research Institute.

"Available materials can't meet the challenge of future construction," Ferrara said. "Roofs are an aesthetic part of the structure rather than just a shelter for the interior. . . ."

Ferrara called attention to the growing acceptance of plastic as a building material.

"At one time," he reminded his audience, "plastic, like any other substitute material, was distrusted because it was an imitation of other more expensive materials."

Ferrara predicted that we will eventually see colorful roofs made of plastic granules bonded together. These may be applied similarly to our present types of roofing, or possibly as panels which may be opaque or translucent, depending upon the architects' planning. Home interiors will be flooded with a soft, diffused light during daylight hours.

Ferrara's predictions were backed up by Robert P. Courtney, development engineer, Bakelite Co.

"There's a new, untouched market available for lightweight roof panels because of the predominance of one-story industrial and

commercial buildings," he said.

"We can now produce 4x8 standard panels with hardboard, metal or other types of facing. These sandwich panels contain a phenolic resin foam—the oldest synthetic plastic—which is low-cost and competitive with cellulose plastics. These thermosetting plastics are extremely stable. . . ."

"Looking into the not-so-distant future, I predict phenolic resins will have their greatest use as a core between rigid panels. . . ."

Robert N. Kennedy, plastics technical service, Dow Chemical Co., agreed that "thermoplastic foams have properties that make them highly suitable for roof insulation. They can be either molded or extruded into slabs or shapes.

"Increased use of air conditioning," he added, "calls for more, and better roof insulations and low-cost foams may be the answer to lower cooling and heating costs."

LUMBER DEALERS . . .

How lumber dealers meet today's market

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

The fact that retail lumber dealers' sales to home owners are now as large as their sales to builders and contractors (as shown by a recent survey) is supported by the fact that dealers are steadily adding new lines of consumer items and materials adapted to the do-it-yourself market.



Northup

Almost without exception, dealers continue to stock and sell their traditional items—lumber, millwork, insulation, wood siding and wood flooring. But even in the short space of three years the percentage who handle such items as builders' hardware, hand tools, ladders and lawn and garden supplies has increased sharply.

The change that has taken place in yards which once handled wood products only—lumber, wood lath, wood shingles, etc.—is shown by these figures on masonry materials taken from the survey:

- 69 per cent now handle brick.
- 79 per cent now handle cement.
- 67 per cent now handle clay pipe.
- 62 per cent now handle concrete block.
- 82 per cent now handle gypsum lath.
- 79 per cent now handle metal lath.

Other significant factors are these:

- 88 per cent now handle paint.
- 71 per cent now handle adhesives.
- 89 per cent handle glazing and caulking compounds.

Some of the more striking increases in the 3-year period are:

- The number of dealers handling vinyl floor tile has increased from 26 to 51 per cent. The number handling asphalt tile has risen from 46 to 55 per cent. The number of dealers stocking aluminum windows has risen from 46 to 65 per cent.

Equally significant are the findings on dealers' merchandising practices. The number of dealers helping customers arrange for contractor services rose from 67 to 88 per cent in the three years. The number offering to help customers arrange for financing increased from 67 to 80 per cent.

When it is remembered that a good many dealers specialize strictly in builder and contractor sales, these increases become all the more striking.

There also has been an increase of 10 per cent in the number of dealers having one or more outside salesmen—the percentage now being 48 per cent as compared with 43 per cent three years ago.

The further fact that 62 per cent of the dealers have built a new retail store or remodeled an existing store in the last five years gives additional evidence that the retail lumber industry is far from a static business—that it is keeping up with or ahead of the times, and is responsive to the needs of its customers.



HOMES on frontage road alongside San Bernardino Freeway are separated from traffic by a chain-link fence.

Home values: what happens when highways are built nearby?

If you have an opportunity to buy up land and build near a projected freeway—don't hesitate. The popular belief that residential property adjacent to highway construction depreciates a great deal in market value is far off base.

A recent three-year survey made in California proved otherwise. There is only a slight depression in house value.

Results of the study were compiled by John F. Kelly, Headquarters Right-of-Way Agent for the California Division of Highways.

According to Kelly, many prospective home owners believe that if a residence adjoins a freeway it is an unwise investment.

"Opinions of this type have grown to the point where several lending institutions have adopted definite policies limiting individual loans on homes alongside a freeway," he said.

It follows that builders would hesitate to put up housing in these areas.

In view of the huge federal highway program underway, it is important for every builder to know Kelly's conclusions—facts which you can use and pass along to prospective buyers.

- The annual trend in resale

The survey first appeared in California Highways and Public Works.

prices among subdivision homes adjoining freeways follows a pattern consistent with the price trend of comparable homes.

- Resale averaged from one to two per cent less for residences adjoining freeways, as compared with similar homes one block or more away. This indicates there is a nominal depression in market value caused by close proximity to a freeway.

However, Kelly pointed up that this slight difference can be attributed to the widespread doubt resulting from opinions that freeways have an adverse effect upon the market value of residential property. These opinions can influ-



FRONTAGE ROAD alongside the Santa Ana Freeway has higher-priced tract homes built there.

ence the bargaining procedure that usually takes place between buyers and sellers during resale transactions. This procedure normally does not occur during the initial sale of subdivision homes where there is uniformity of prices.

- Financing has become so important in the marketing of residential property that it is singularly capable of influencing value. Where equal financing is available the freeway has no influence. However, where individual refinancing of a home is subjected to prejudicial influence by a lending institution, it follows that it will have a direct influence upon the property's marketability.

- Resale statistics reveal that residences adjoining a freeway can attain a higher price range than comparable residences. However, this occurred only among those residences which were located the greatest distance from the right-of-way fence and freeway traffic.

- At the present time, nearly all residences adjoining California freeways are within tract developments. There is ample evidence that pride of ownership is as strong among residents living alongside freeways as exists among the owners of comparable homes.

Here is proof positive that highways are not detrimental to residential property.

**Award winning development -
plumbing fixtures
by **RICHMOND****

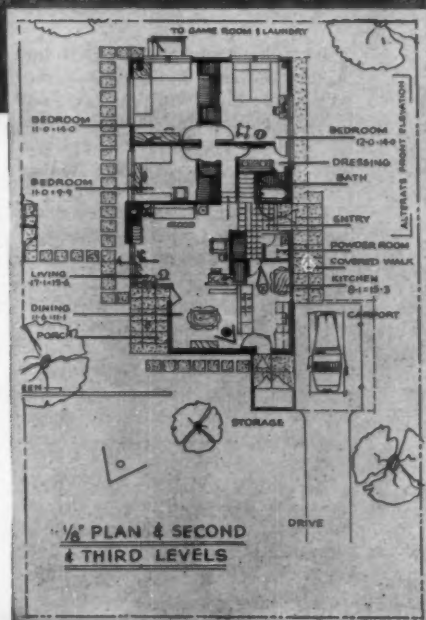


**SUMMIT PARK OF MT. WASHINGTON
BALTIMORE COUNTY, MARYLAND**



Concentration on sound planning and basic quality make Summit Park an outstanding example of modern housing. The result has been not only a special citation by civic groups—but also a record of sales success. To date 203 houses have been built—203 houses have been sold to satisfied customers. Naturally, like so many builders who put quality first, the Herbert Construction Company installed plumbing fixtures by Richmond. The same clean-line styling, sparkling colors, lasting beauty and performance have a place in your future plans. Write for complete catalog, or consult Sweet's Catalog File.

BUILDER—Herbert Construction Co. **ENGINEERS**—Whitman, Reardon & Associates
ARCHITECT—Thomas G. Jewell **SITE PLAN**—Bernard M. Willemain
PLUMBING CONTRACTOR—Joseph Sandler, Inc. **SURVEYOR**—Nathan Scherr
PLUMBING WHOLESALER—The James Robertson Manufacturing Company



TYPICAL RICHMOND FIXTURES FOR SUMMIT PARK



RICHMOND
PLUMBING FIXTURES

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16 Pearl Street, Metuchen, N. J.

The Fastest Growing Name in Plumbing Fixtures



Install Marlite in luxurious wood finishes for added sales appeal, low in-place cost

Whether it's a \$400 remodeling job or a \$40,000 new construction project, beautiful Marlite in distinctive wood finishes cuts days off completion time, adds extra sales appeal.

The melamine plastic finish of walnut, mahogany, birch, cherry and oak grains can't be duplicated on the job . . . stays like new for years with an occasional damp cloth wiping.

This tongue-and-groove paneling is applied

with adhesive over plaster, plasterboard, plywood, or existing wall surfaces. Clips speed installation; makes fitting easy.

Plan on Marlite for your next building or remodeling project—in luxurious wood finishes, distinctive marble and plain-color patterns. See your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 1203, Dover, Ohio.



that's the beauty of **Marlite®**
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

HEARTH, the symbol of the heart of the home, once more takes precedence in this Early American living room. Large brick fireplace forms "old-fashioned chimney corner" and provides inviting relaxed area.

Trading on a growing acceptance of "Early American" styles, builder O. B. Norton of Tyler, Tex., offers this adaptation designed by George Hicks. Its lesson to builders:



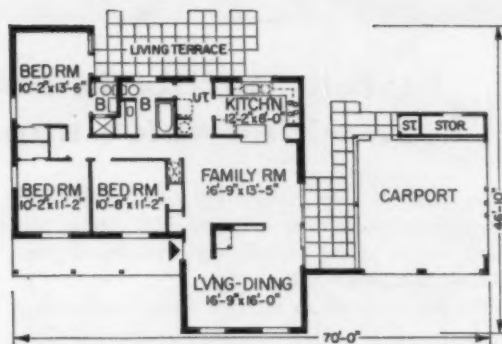
To give a house true character,

Out of California came "gingerbread" design.

A lot of people bought it "as is"—built-in birdhouses and all. Increasing numbers now like their Early American simplified.

An example of such architectural simplification, this house drew sincere praise from Tyler citizens, Tyler newspapers—and even some competitors.

In addition, builder Norton gives such prospect-pleasing planning as two full bathrooms instead of run-of-the-mill one and a half, access to the second bath from the back yard, a full terrace, and carport storage space which can be reached without walking around to the front of the house. He offers this package at \$21,500 although expense was not spared in carrying out to the most minute detail of design the true Early American atmosphere. As illustrated, there is an abundance of brick on walls and fireplace, and exposed wide beams dominate the kitchen, family room, and living room. Without disturbing this pattern, builder Norton added up-dated comforts in air conditioning, built-in equipped kitchen, cabinets—keyed to easy living in Early American style.



PROSPECT-PLEASING floor plan takes into consideration many family needs. It illustrates gracious living with the much-in-demand terrace which has a private entrance to master bedroom, two full baths, carport.

INTERESTING contrast between the heavy structure of rough hewn yellow pine beams and light corrugated plastic skylight is seen in carport and terrace. Plastic ceiling lights rear of covered terrace.

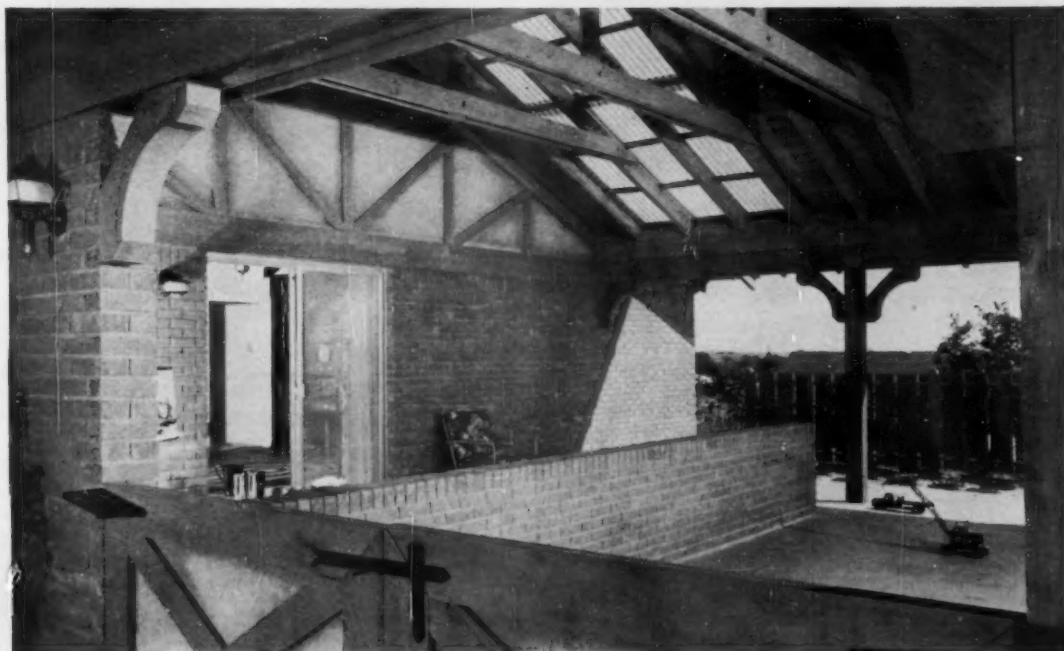
of the MONTH for December



AUTHENTIC all-the-way styling created by continuous shingled roofline (also has plastic skylight) and carport with stable doors gives this home a unified-design look.

dress it for the part

Give it a carport that follows the style—to the last beam

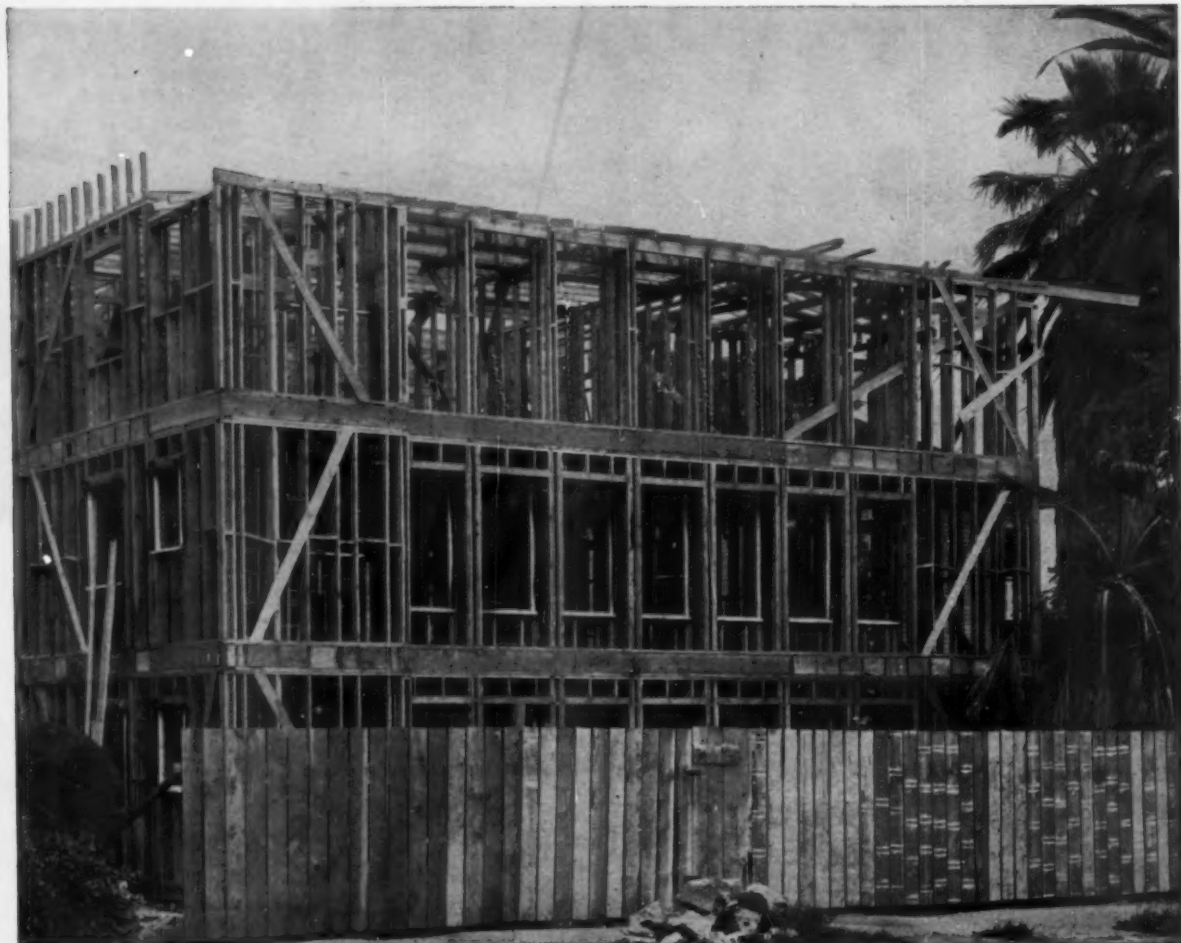


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DOUGLAS FIR'S load bearing capacity equals many mild steels. When you specify strong, durable Douglas Fir for framing you provide customers with homes and commercial structures that are built to last. For beams, posts, stringers and other structural purposes, it is manufactured in stress grades designed for ready and predeterminable use to sustain any given load. The straightness, stiffness and nail-holding power of Douglas Fir also add to its construction qualities. Dollar for dollar it provides a superior building value.

The same fine qualities that make Douglas Fir an excellent structural wood provide interior trim, mouldings and paneling of long-lasting service, with minimum maintenance plus pleasing appearance.

You can specify Douglas Fir for a variety of construction uses with complete confidence.



Write for FREE illustrated book about Douglas Fir to:
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Dept. 704-B, Yeon Building,
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Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement

**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

Western Views

By **BILL RODD**

▼ SCHOOL FOR HOME BUYERS conducted by HBI of Los Angeles recently was a rousing success. Over 500 people attended on each night and many were turned away. Due to high interest in the subject matter, the two-hour sessions ran overtime. The lectures covered what the average person should know in order to buy a house intelligently — construction, architecture, and maintenance.

▼ WESTERN PINE ASSN. told members at its semi-annual meeting in Portland that the drop in volume of business from tract operators is making it necessary to merchandise lumber directly to new home buyers to convince them of the wisdom of putting money into the house and not into gadgets.

▼ "EVERYBODY TALKS ABOUT THE WEATHER but nobody does anything about it," said Mark Twain, but then he hadn't heard of the UCLA conference on designing indoor climates, recently held in Los Angeles. Bringing together scientists, industrialists, architects and consumers, the conference stressed the necessity

for more progress in design. William A. Ray, president of General Controls Co., said the concept of introducing conditioned air through a single outlet is obsolete. Architect John Rex proposed a double shell structure as a means of eliminating ducts which waste space and create design problems.

▼ PUBLIC ACCEPTANCE OF HOME STYLES is difficult to determine in advance. Recently Sacramento, Cal., was invaded by a Bay area builder whose contemporary homes are outstandingly successful in his own locality — and by a Los Angeles builder who introduced the Hansel & Gretel type of architecture so popular in the Southland. Neither type caught on in Sacramento.

▼ "TRADE-MAKERS" is the name of an organization established in Los Angeles which is comprised of 30 high-grade real estate brokers who specialize in selling the homes taken in trade by builders. When a builder has a prospect with a trade-in he calls the organization. A broker in the prospect's neighborhood

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8522 Lorain Rd., San Gabriel, Cal.

ADVERTISING REPRESENTATIVES

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calls on the prospect. The broker, familiar with values in the area, makes an immediate appraisal. Usually the home is listed for 90 days at the owner's price with an agreement that if it is not sold the broker will buy it at his appraised price. This deal enables the broker to notify the builder at once so he can be sure of money to apply on a new-house purchase within 90 days. The big value to the builder is that even if his trade is clear across town he can be sure he is well represented by one of the 30 members of Trade-Makers.

▼ APARTMENT VACANCIES in San Francisco have sunk from 5.3% in 1955 to 0.6% this year, according to the San Francisco Examiner. In San Mateo of 1,273 FHA-insured apartments only 10 are generally vacant at present.

Western Advertisers Index

- Forest Fiber Products Co. 32D
- Pacific Telephone 32F
- Pioneer 32G
- Plywood Service, Inc. 32E
- Thompson Co., Inc., E. A. 32H



HOW PROUD CAN A MAN GET? Balch displays the Post's Blue Ribbon Citation for Wedgwood. One slogan that drew attention was, "Influential is the word for new owners of Albert Balch Blue Ribbon Homes."

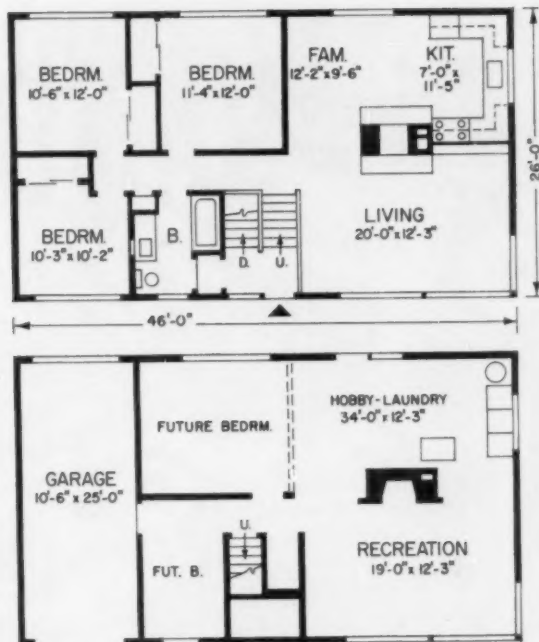


**American
Builder
SPECIAL
WESTERN
SECTION**

How to merchandise "Hidden



"HIDDEN-VALUE" BENEFITS were pointed out to Wedgwood visitors by Seattle's Mayor Clinton and Balch. Signs, an important part of the promotion, showed prospects that even unseen materials had the Post's endorsement.



BI-LEVEL HOUSE with a "split entrance" has marvelous expansion possibilities, with a fourth bedroom and second bath on the lower level. Extras that made selling easy were a two-way fireplace and a large family-room-kitchen.

A BIG HOUSE for the money, it includes lot (65x110') and landscaping, sells for \$24,250. Buyers liked its contemporary look heightened by vertical Western Red Cedar siding and a Pabco granite finished roof.

Values" with a magazine tie-in

How do you establish buyer confidence? Albert Balch, Seattle builder, has the answer to this one—with brand names. That's why he tied-in with the *Saturday Evening Post's* Blue Ribbon Home promotion during National Home Week.

The program is simple; the results good. Branded, nationally known products advertised in the magazine are used in Balch developments and each bears the magazine's Blue Ribbon Citation for quality.

Balch further capitalized on the *Post's* backing by playing up the "Hidden-Value" benefits in his houses. One development, Wedgwood, is typical: decals, posters, and placards, displayed in heavy traffic areas, showed prospects that even unseen materials in the development are national brands.

Balch, who used the program on previous occasions, knows that it draws prospects and picks up sales. As he said, "It certainly pays to tie-in with a great name like the *Saturday Evening Post*."



SILENT SALES MESSAGE: 18 prominently displayed signs pointed out "Hidden Values" and products. Wiring certificate came from electric industry.



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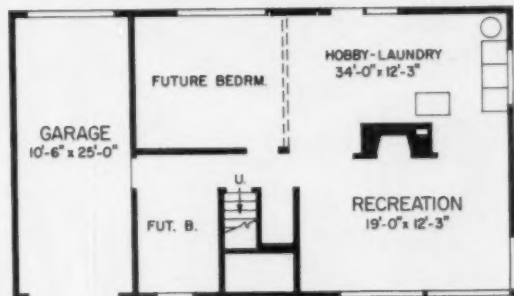
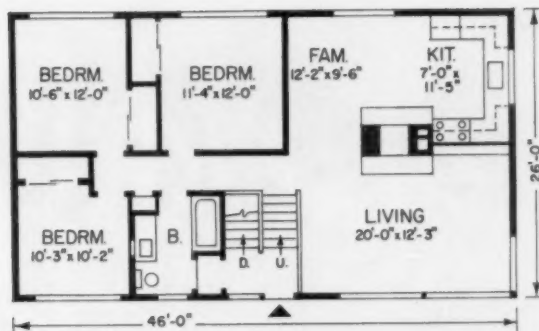


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The program is simple; the results good. Branded, nationally known products advertised in the magazine are used in Balch developments and each bears the magazine's Blue Ribbon Citation for quality.

Balch further capitalized on the *Post's* backing by playing up the "Hidden-Value" benefits in his houses. One development, Wedgwood, is typical: decals, posters, and placards, displayed in heavy traffic areas, showed prospects that even unseen materials in the development are national brands.

Balch, who used the program on previous occasions, knows that it draws prospects and picks up sales. As he said, "It certainly pays to tie-in with a great name like the *Saturday Evening Post.*"



SILENT SALES MESSAGE: 18 prominently displayed signs pointed out "Hidden Values" and products. Wiring certificate came from electric industry.

FOREST SANDALWOOD[®]

**when it's up
it's done**

**This beautiful, pre-finished wall
of new washable, platinum
colored hardboard for less
than \$25.00 (8' x 12')**



**Forest Sandalwood
recommended for**

Table Tops	Ceilings
Cupboard Doors	Soffits
Wainscoting	Drawer Bottoms
Wall Panels	Fixture Work
Wardrobe Doors	Remodeling

Sandalwood available in:

1/8", 3/16", 1/4"
Panels—4' x 4', 6', 8', 10' and 12' long
Punched—2' x 4', 4' x 4', 4' x 8'
Tongue & Groove—16" x 8' by 1/4"
Forall—1/2" & 3/4"—4' x 8'

*Sandalwood... one of a complete line
of FOREST Hardboards*

Build-in a wonderful, washable, wear-resistant wall without any finishing whatever—no sanding, priming, painting or waxing. When Sandalwood is up . . . it's done! (See your local FHA office.) Color is permanent . . . baked in. Won't wear off or chip off . . . ever! Where paint is required, one coat covers with real depth of color. Too, Sandalwood will stand up to the roughest use without chipping or marring. Sandalwood combines a smooth, wear-resistant pre-finish in beautiful platinum color with the durability and water resistance of temper-treated hardboard. If you are not yet acquainted with Forest Sandalwood, write for information brochure and name of nearest dealer.



**FOREST FIBER
PRODUCTS CO.**
Box 68 AB
Forest Grove, Oregon

"Wood in its Finest Form"

SANDALWOOD...new, light color makes ALL ordinary hardboard obsolete



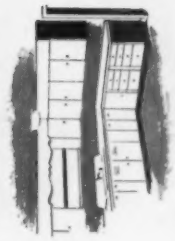
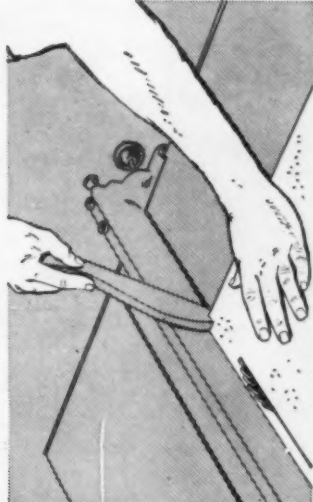
... One call for all ...

NEW!



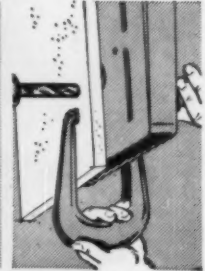
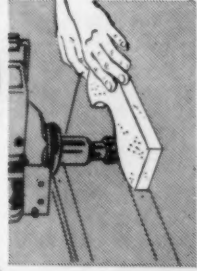
HERE IS THE GREATEST DEVELOPMENT FOR THE INDUSTRIAL WOODWORKER IN 20 YEARS!

Par-WOOD[®] A PRODUCT OF SCIENCE



NOW!

through scientific research and use of SPECIALLY DESIGNED MACHINERY...
Par-WOOD! — the greatest wood product on the market today!
Sturdier... more Durable... Tougher... Par-WOOD does not Warp, takes a fine natural Finish... is Easy to WORK and Economical in USE.
Par-WOOD is the Board with a FUTURE... YOUR future... your PROFITS!



- Economical to buy!
- Will not WARP or BUCKLE.
- SAWS to a fine edge... takes screws and perfect edge-gluing.
- Takes a FINE NATURAL FINISH.
- Takes VENEERS and PLASTIC or other laminated finishes without telegraphing.
- MAR-RESISTANT... MOISTURE-RESISTANT.
- Used for FURNITURE, CABINET WORK, SLIDING DOORS.
- Used for INTERIOR SIDINGS, PANELS, SOFFITS and CEILINGS.

Attention Bros! Sounds good—send!

MFGD. BY: **PACIFIC PLYWOOD CO.**
PAQUA DIVISION



PLYWOOD SERVICE, Inc.
EXCLUSIVE SALES AGENTS



PHONE Osborne 9-8781

TWX RS-54-U
DILLARD, OREGON

- PARTICLE BOARDS**
- Par-WOOD
- Par-TILA
- Par-TEX
- EMBOSSED PLYWOODS**
- SHANTONG
- KATCADR
- BIRCHWOOD
- HARDWOOD PLYWOODS**
- BIRCH
- LAUAN
- MANOQUARY
- PAMU PLAINA
- SOFT PLYWOODS**
- HEATHING
- INTERIOR
- SANGED
- EXTERIOR
- SANGED PANELS
- VENEERS**
- MOULDINGS**
- MANOQUARY
- FINE
- FINE
- LUMBER**
- FIR
- PINE
- REDWOOD

Dept. AD

PLYWOOD SERVICE, Inc.
P. O. BOX 78, DILLARD, OREGON

Please send further detailed information on
Par-WOOD to:

NAME _____ TITLE _____
 FIRM _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____



PARADE OF ROOMS picks up the Parade of Homes theme. Visitors to the store were able to see how the Balch model would look furnished.



UNFURNISHED KITCHEN in model was "done up right" in Standard Grunbaum's reproduction. Four signs in the room also play up the *Saturday Evening Post* backing, Westinghouse appliances.

Merchandising continued: show your prospects how to furnish

Capture a prospect's imagination and you've got a sale. Albert Balch, keenly aware that the lady of the house is always interested in seeing how a model house can be furnished, staged a tie-in promotion

with Standard-Grunbaum Dept. Store. Beside displaying signs in its windows, the store devoted one floor to furnished reproductions of the model. Visitor comments showed they liked the idea.

More on merchandising, page 32-H ▶

Built-in phone outlets build up a home's value!



... says **Charles A. Hirschman**, president of the California Pacific Construction Co., leading San Fernando Valley builders: "It would be unthinkable to build a home without concealed wiring and telephone outlets in the rooms which are used most."

No matter how you look at it, as a builder or a buyer, you want a well-built home above all. And one of the features that speaks for a "quality" home is Telephone Planning. As Mr. Hirschman says, "Telephone outlets in rooms used most, concealed wiring and color phones add much to the value of the home." You'll find them in homes like Mr. Hirschman's, built with an eye to better living and satisfied buyers in mind.



Pacific Telephone

We'll be glad to help you plan built-in telephone facilities. Just call our business office and ask for our free Architects and Builders Service.

It pays to include Telephone Planning in every home you build!



Pioneer

Sets exciting trends
for modern living!



with the first complete line of home appliances

The most exciting feature of today's new home is the built-in kitchen — and the most exciting kitchens are equipped with advance styled Pioneer appliances!

Pioneer is specified for water heating, home heating and air conditioning, too, because Pioneer appliances are more economical, more convenient and always dependable

The trend is to Pioneer, because Pioneer is first in the west with a complete line of appliances — 1 dependable source of supply, 1 reliable guarantee, 1 factory service plan.

10 DECORATOR COLORS



Pioneer

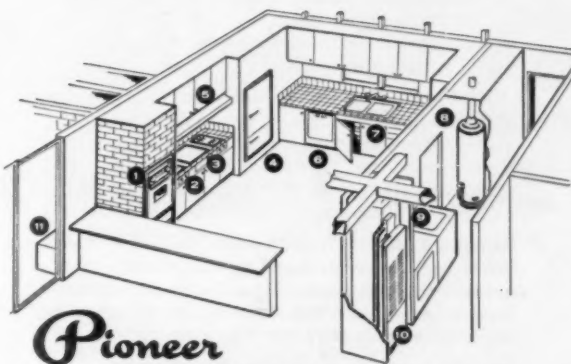
THE MOST EXCITING NAME IN HOME APPLIANCES!

3131 San Fernando Road, Los Angeles 65, California

OAKLAND • PHOENIX • SALT LAKE CITY • DENVER • CHICAGO • DALLAS • JACKSON (MISS.) • HONOLULU

DECEMBER 1957

32-G



Pioneer

APPLIANCES FOR MODERN LIVING

1. Built-in Oven and Broiler
2. Built-in Range Top
3. Built-in Griddle
4. Built-in Refrigerator-Freezer
5. Kitchen Vent Hood
6. Automatic Dishwasher
7. Garbage Disposal
8. Water Heater
9. Air Conditioning
10. Forced Air Furnace
11. Hide-A-Way Air Conditioning Compressor

the one
SOLUTION
for all these construction
problems...

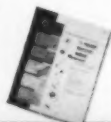


- ✓ **CRACKS IN CONCRETE SLABS AND PATIO** — Thompson's Water Seal helps prevent cracks, stains and dusting because it penetrates deep for hard water-repellent surfaces that are smooth and evenly cured.
- ✓ **SEEPAGE IN CONCRETE BLOCKS** — Thompson's Water Seal puts a deep-penetrating seal into concrete blocks to help maintain texture and color and to protect for 5 years or more against moisture seepage, leakage, stains, paint blistering and peeling.
- ✓ **JOB FOULED UP BY MOISTURE** — unlike surface-coaters, clear, colorless Thompson's Water Seal gives all porous materials a deep-penetrating seal for 5 years or more against moisture, alkalis, salt water, many organic acids — particularly valuable for door and window sections, masonry, plywood, basements, retaining walls, stucco.
- ✓ **EXTERIOR SIDING WARPS AND CRACKS** — Thompson's Water Seal penetrates deep into wood fibres — gives exposed structures protection for 5 years or more against weather and moisture that often cause warping, swelling, checking and grain-raising right on the job.

NEW BOOKLET WITH COMPLETE SPECIFICATIONS —

contains Thompson's Water Seal end-use specifications for porous materials in building and maintenance applications... and for TWS use with paints, floor hardeners and Thompson's Water-proofing Redwood Stain.

See your dealer for free copies or write to:



E. A. THOMPSON CO., INC. • WESTERN MERCHANDISE MART • SAN FRANCISCO 3, CALIFORNIA
San Francisco • Los Angeles • San Diego • Portland • Seattle • Dallas • Houston • St. Louis
St. Paul • Philadelphia • Denver • Detroit • Chicago • Cleveland • New York • Memphis

How Balch merchandises

"Hidden Values"

(Continued from page 32-F)

You are an **INFLUENTIAL**
when you invest in one of the visible quality

ALBERT BALCH **POST**
BLUE RIBBON HOMES
featuring "Influential" quality
home brand products
as advertised in the American Builder

CEDAR GROVE
Patterned after Walden, 2 model homes, 2 bedrooms plus family room. Large finished basement. \$15,000 homes — \$1,000 down. Other select 2 bedroom homes \$900 and \$750 do. Fine woodwork — \$1,000 and up. 10% down.

PRESIDENT PARK
As low as \$888.00 down on new home! PEA homes in history. 2 bedrooms, water in basement. President Park will save you thousands of dollars in permanent improvements such as city water, sewer, parking spaces, new electric pad for Lawton, swimming pool and more. \$6,500. L.A. 6164.

PANORAMA VIEW
2 Blue Ribbon Quality Homes
New Low PEA, \$15,000 homes—\$1,000 down. \$17,500 homes — \$1,000 down. **ALBERT BALCH'S NEWEST MODEL HOMES, 3-1/2 BDRM'S, ALL BATH, PANORAMA VIEW AND DELECTABLE BOWNS, 2 FIREPLACES, VIEW LOTS FOR SALE.**

WESTINGHOUSE APPLIANCES CHOSEN
These two Saturday Evening Post Blue Ribbon homes are being built in Walden, Cedar Grove, Panorama View, and President Park. They may be purchased, including four Westinghouse electric appliances including a refrigerator, electric range or broiler, and a washing machine for only \$1,200 per month for each appliance. Westinghouse appliances are chosen for their exceptional quality, freedom from rust and corrosion to give trouble-free service to the home buyer and the builder. Thousands of Balch homes have been equipped with Westinghouse appliances.

ALBERT BALCH Community Builder
3640 35th Ave. N.E. VE 5555 Phone 7900

To stage a top-level promotion Balch used advertising media: radio, signs—and to hit his market with great impact—newspapers.

The *Seattle Times*, which co-sponsored the Parade of Homes, ran a special Sunday supplement featuring the Balch promotion. At the same time, the builder ran advertisements like the one above. The ad stresses the *Post's* "Blue Ribbon" and "Influential" theme.

A new concept in home selling emerges from the *Post* plan. It helps to sell the house as a total unit of quality—the *hidden features* as well as the obvious ones. This is important in today's market—buyers are "construction and brand-name conscious."

For the room her daughter will love...**Eve Arden** chooses the simple charm of birch **Craftwall** wood paneling!



In planning her new California home, television star Eve Arden wanted a particularly charming room for her older daughter Liza. Using lovely Craftwall birch paneling she combines teen-age informality with feminine daintiness.

Crayon, nail polish, even ink in the grooves won't stain it. Craftwall wipes clean . . . needs no care.

Craftwall has that genuine hand-rubbed look—professionally pre-finished to give the most durable wood finish known. Every "plank" is hand-selected to show rich natural grain! Hardwood Craftwall for an 8'x12' wall retails as low as \$60.

The goal of most buyers today is a home that has the look of luxury. That's why more and more builders are using Craftwall wood paneling to give rooms the "custom designed" look that helps clinch the sale. One beautiful way it can be done is illustrated by this charming bedroom, paneled in golden-toned birch Craftwall and featured in *Better Homes and Gardens* and other leading magazines.

Craftwall woods are wonderfully varied. Use *Elm* or *Birch* (two kinds), *Maple*, *Cherry*, *Walnut*, *Oak*, *Mahogany* or *Knotty Pine*. They all come in 1/4" modular size panels (48"x96", 48"x84" 32"x64", 16"x96", or longer), easily installed with nails or Roddis Contact Cement.

With Craftwall there's no maintenance

problem. Its tough, smooth finish resists scuffs and stains, cleans like new with a damp cloth. No waxing is needed. And the home owner gets a written lifetime guarantee on his Craftwall from Roddis. Send the coupon below for complete Craftwall details. (In New York, visit Roddis' Rockefeller Center Showroom, 620 Fifth Ave.)

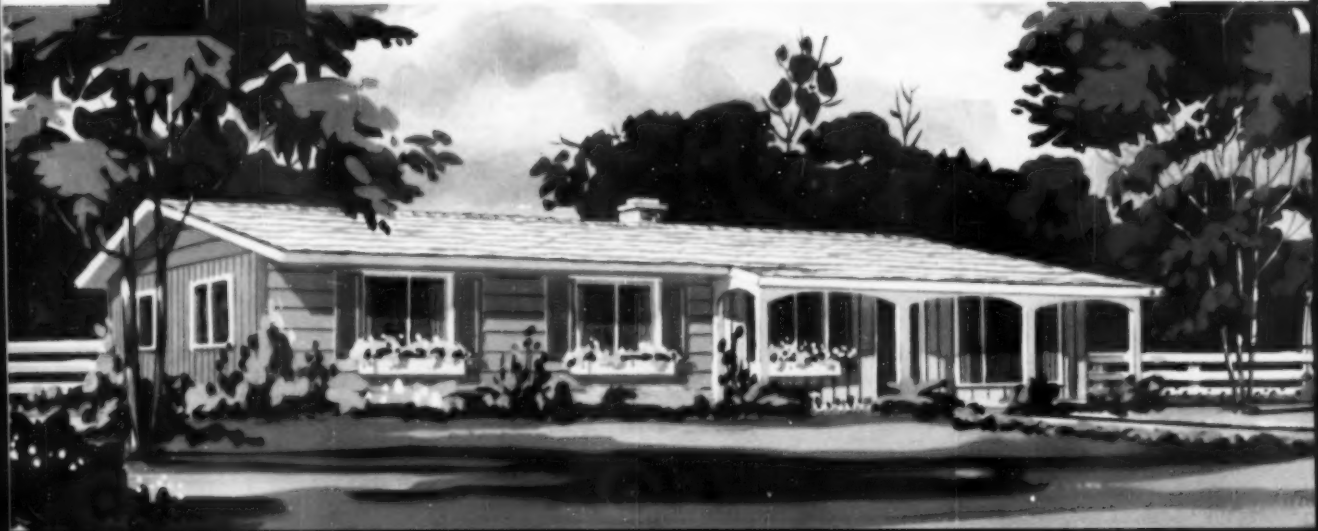
Roddis also offers custom Hardwood Paneling . . . Doors . . . Wood Finishes . . . Adhesives . . . Plywoods and Timblend



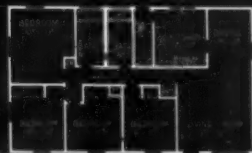
Craftwall idea and fact file on request!
Roddis Plywood Corporation,
Dept. AB-1257, Marshfield, Wisconsin
Please send me your Builders' Idea File on Craftwall wood paneling.

Name _____
Firm _____
Address _____
City _____ State _____

a new star on NORTH AMERICAN HOMES



THE 'HOLIDAY'



Basement model



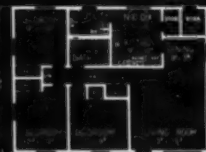
Basementless model

4 Bedrooms — 2 Baths — 1192 sq. ft.
Complete package price \$3683

Finished house price range \$9,000—11,000 [excluding land]



Basement model



Basementless model

3 Bedrooms — 1 Bath — 960 sq. ft.
Complete package price \$2952

Finished house price range \$8,000—10,000 [excluding land]

Now—designed for the **new** low cost market—that legion of America's ever-growing families who need space, more bedrooms, more baths, more play room—but at a price—with minimum down payment and minimum monthly payments.

With one objective in mind, that of providing absolutely the most house for the money on the market today—North American Homes have been designed by Don Scholz, one of America's premier designers, famed for his ability to bring the touch of beauty to designs which are coupled with the practical feel for what the buyer wants and needs.

In nearly every metropolitan area this is practically an untouched market. North American Builders operating in several major cities and using North American's recommended type of conventional financing or the new FHA terms are discovering a bonanza they could not believe existed, volume sales reminiscent of years past.

In support of these outstanding designs, North American Homes bring the most comprehensive program of assistance to builders ever assembled.

1. 100% financing for model display groups for one year.
2. Outstanding furniture and decorator package for display models at nominal rentals.
3. Layout and supervision of promotional program that has steered dozens of projects to outstanding sales records.
4. Complete construction and permanent financing.
5. Land development assistance in situations of merit.



HIGHLAND MEADOWS'
Elevation No. 1

'HOLIDAY' Elevation No. 4
For narrow lot

'HOLIDAY'
Elevation No. 3

'FIESTA' Elevation No. 3
End to street with brick planter

'HOLIDAY'
Elevation No. 2

'FIESTA'
Elevation No. 1

NORTH AMERICAN

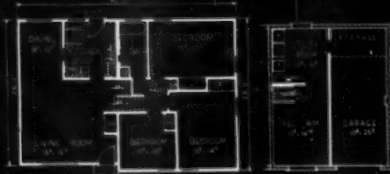
D I V I S I O N O F

the horizon...

now the **BIG** homes
for the **NEW** low cost market



THE 'HIGHLAND MEADOWS'

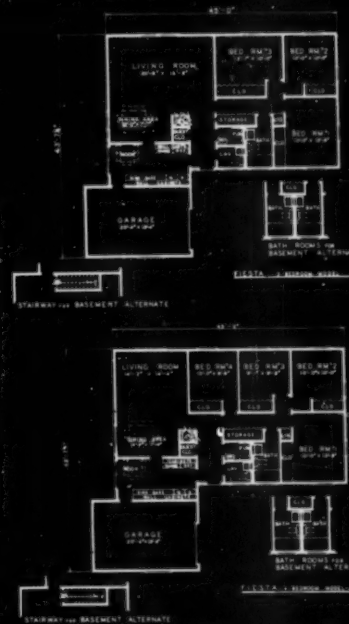


1416 sq. ft. plus garage
Complete package price \$4675
Finished house price range \$12,000-\$14,000
(excluding land)



THE 'FIESTA'

4 Bedrooms — 2 Baths — 1240 sq. ft.
Complete package price \$4730
Finished house price range \$12,000-\$14,000
(excluding land)



'HOLIDAY' Elevation No. 1

'FIESTA' Elevation No. 2

'HIGHLAND MEADOWS' Elevation No. 2

'HOLIDAY' Elevation No. 1 With brick veneer

'HOLIDAY' Elevation No. 5 For narrow lot

'FIESTA' Elevation No. 3 With brick veneer accents

HOMES

2001 N. WESTWOOD • TOLEDO, OHIO • PHONE FR 1601

S C H O L Z H O M E S I N C

NOW: SCHOLZ HOMES &

EVERYWHERE EAST OF THE ROCKIES!

wanted: SALES PERSONNEL IN THE SOUTH and WEST

In order to develop the new areas being opened by these plant facilities, Scholz Homes is adding to its outstanding sales team.

Scholz Homes is the fastest growing manufacturer in one of America's great new growth industries—now the second largest in dollar volume of sales in the nation. This growth has been fostered by its outstanding designs which are known from coast to coast through continual editorial features in the nation's leading consumer, trade and architectural magazines.

North American Homes in the low cost volume market and the Scholz luxury Colonial and Contemporary Homes in the custom field provide complete coverage of the entire building market—making every builder anywhere a potential client.

In support of these famed designs and broad product range, Scholz Homes has the most comprehensive program of assistance to its builders in the industry, embracing:

- 1—100% financing for builders' model display groups.
- 2—Furniture and decorator packages for display models at nominal rentals.
- 3—Layout and supervision of promotional program that has steered scores of projects to sales records.
- 4—Complete construction and permanent financing.
- 5—Land development assistance in situations of merit.

The phenomenal record of growth has made the Scholz Homes sales organization one of the highest paid in the industry and of an unmatched caliber and esprit de corps. This is a 12 hr. a day job in its initial stages. To young men who can meet the qualifications of previous professional selling experience, a working knowledge of the building, real estate or financing fields and the financial ability to carry themselves for the six months period required to develop a territory and income on the straight commission basis which has been responsible for the exceptional earnings records, this may well be the opportunity of a lifetime to build a future in the area of your choosing.

Call or write today:

SCHOLZ HOMES, INC.
2001 N. Westwood • Toledo 7, Ohio
Phone: FR 1601

KANSAS CITY, MISSOURI
PLANT

INDEP

"Bildrite saves money



"That extra strength really helps,"

says Ulmer. "Once the Bildrite goes on, walls stay solid and straight and plumb. Makes nice clean cuts around door and window openings. We find it's easy on the saw blades, too."

Insulite Wool cuts cooling costs.

As most of his new homes are completely air conditioned, Ulmer uses Insulite Fiberglas Wool in foil-enclosed batts to insure highest efficiency and lowest cost for cooling units.

John L. Ulmer

has had 16 years experience as a builder, and has used Insulite products for the same length of time. He does much of his own designing and moves his own cabinet shop on wheels to each job.



on any type of home"

"Yes, with Bildrite I've saved as much as 40% on labor costs," says John Ulmer of Little Rock, Ark.

In the beautiful River Ridge district of Little Rock, Arkansas, John Ulmer builds, on the average, 12 homes per year. Right now he's building custom houses ranging from \$50,000 to \$100,000.

For homes in this class, Ulmer quite naturally chooses many materials that are costly in themselves, and extremely expensive to apply. But when it comes to sheathing, he finds that economy in application goes hand in hand with finest quality.

"I wouldn't consider using anything but Bildrite," he says. "It's far and away the strongest sheathing on the market. It saws quick and clean. And we never have any trouble putting it on even if it happens to be exposed to rain. Why, I'd save money with Bildrite on *any* type home . . . \$12,000 to \$100,000."

Are you looking for ways to build your homes stronger . . . better insulated . . . with vapor permeable walls . . . and yet save 40% or more on sheathing labor costs as compared to wood? Then look to Insulite Bildrite Sheathing. For information, write us—Insulite, Minneapolis 2, Minnesota.

build better, save labor, with
INSULITE



INSULITE, made of hardy Northern wood—Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE AND BILDRITE ARE REG. T.M.'S. U.S. PAT. OFF.



**"Here's Why
I Spend a Little More and Use
Follansbee TERNE Roofs!"**



**The NEW
BERMUDA ROOF
of Follansbee Terne**

Shown above is the new, distinctive BERMUDA ROOF of Follansbee Terne. If you would like more particulars about the installation and cost of the Bermuda Roof, we will be happy to send you complete information. Other data also appears in the Architectural and Light Construction Files of Sweet's Catalog.

"You have probably noticed too that prospective home buyers aren't particularly conscious of the roof—even though the roof is one of the most important features of any house.

"Now, since I've been putting Follansbee Terne roofs on all my houses, I have something that I can merchandise. Buyers are impressed when they hear that a Follansbee Terne roof will last as long as the house stands—that Terne is fireproof, weathertight, windproof and can be painted any color, any time, to harmonize with the house exterior.

"My homes include air-conditioning and I sell the fact that a light-colored Follansbee Terne roof will reflect more of the sun's heat than any other type of roof. That means a substantial savings in air-conditioning costs for the home buyer.

"I've found that the beauty and serviceability of a Follansbee Terne roof is that added attraction that helps me sell my homes quickly."

Roofing and Sheet Metal Contractors everywhere will install Follansbee Terne Roofs.



FOLLANSBEE
STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

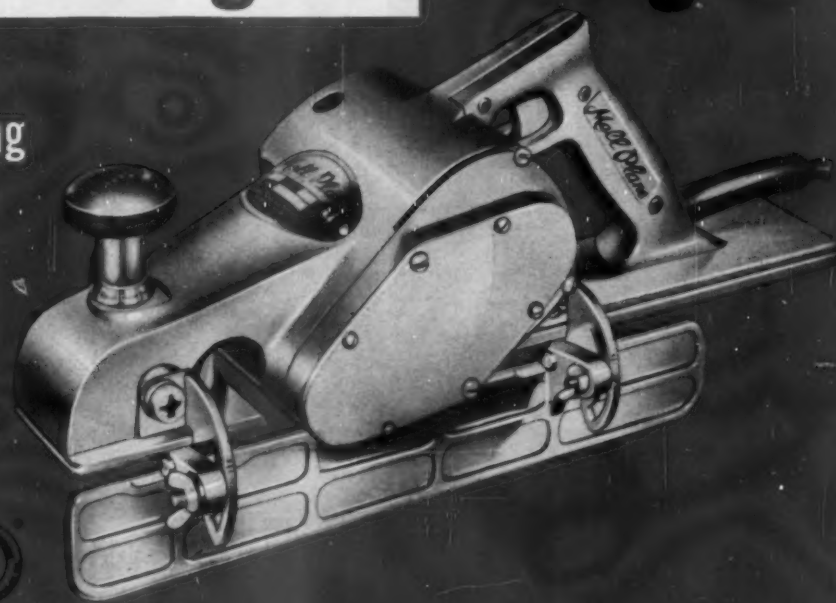
Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils

Sales Offices in Principal Cities



now, in contractor tools, too,
if it's Remington, it's right!

fast-cutting
 electric
 plane leaves
 surface
 "sanded"
 smooth!



All of these great features make the Model 3P Door and Surface Plane right for you!

- Powerful ball-bearing motor for steady work, top performance!
- Two 3-inch steel cutting knives for smooth, rapid cutting!
- Depth cut is adjustable even while working; indicator shows depth from 0 to $\frac{1}{4}$ inch!
- Bevel fence adjustable for angular work, removable for flat surface work!

- Built-in trigger switch for instant power control!
- Perfect balance for easier handling; lightweight aluminum housing!
- Silent drive transmission, sealed bearings lubricated for life for greater dependability, longer, trouble-free service!

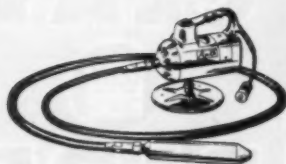
*Model 3P Door and Surface Plane. Universal motor, AC-DC, 25 to 60 cycles; 115 volts, 230 available; silent sprocket chain drive sealed in grease; 15 lbs. Comes with two extra blades, sharpening stone, steel case, 15 ft. cord, plug and ground. \$170.00**

Remington

MALL TOOL COMPANY.

Division of Remington Arms Company, Inc.,
 25000 S. Western Ave., Park Forest, Illinois

Mall®



Concrete vibrators for every construction need.



Electric hand saws for every purpose. Built for rugged use.

* Prices and specifications subject to change without notice.

This powerful fast-cutting electric plane speeds door and sash fittings and leaves large panels and sills with surfaces so smooth no sanding is required.

The rugged ball-bearing motor drives two 3-inch blades that cut up to $\frac{1}{8}$ inch deep. And the depth is adjustable even while working!

The Remington Model 3P Door and Surface Plane by Mall is built with the precision and quality that have made Remington—manufacturer of sporting firearms and ammunition—a famous name for 141 years. The 3P plane is a real "pro"—a steady, dependable worker that has won the confidence of contractors and carpenters everywhere.

For the names of nearby dealers and for a free catalog of the complete Remington line of Mall tools for construction and industry, just send the convenient coupon.

MALL TOOL COMPANY,
 Division of Remington Arms Company, Inc., Dept. M-34
 25000 S. Western Ave., Park Forest, Illinois

Please send free catalog on contractor and industrial tools.

NAME _____
 COMPANY _____
 STREET _____
 CITY _____ ZONE _____ STATE _____

SURVEY REVEALS

**MORE
BUILDERS**

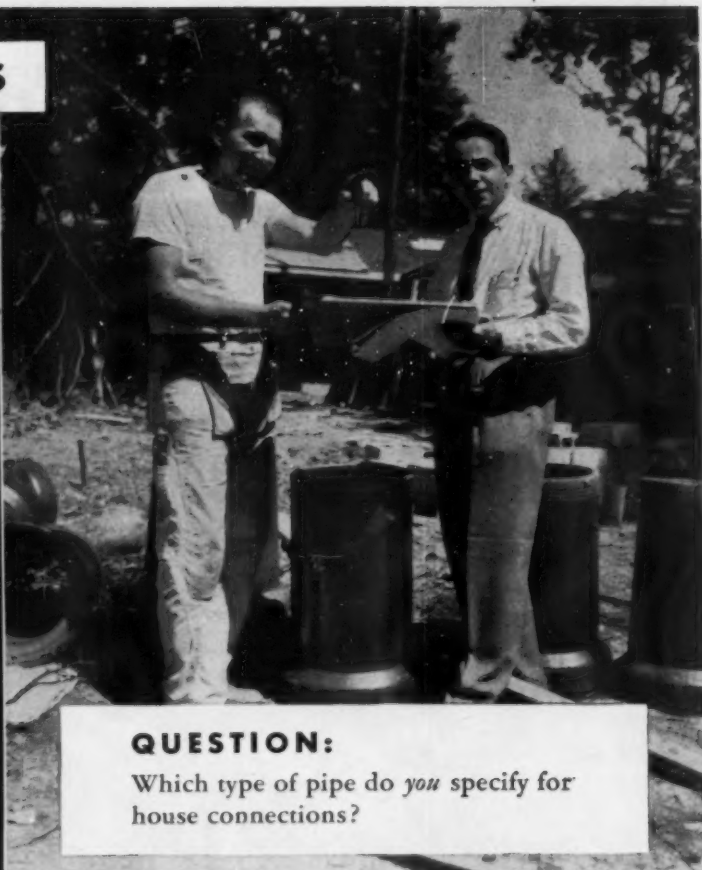
Choose

CLAY PIPE

...than *ALL* other

types

COMBINED!



QUESTION:

Which type of pipe do *you* specify for house connections?

Builders answered this question in a recent survey by giving Clay Pipe more votes than all other pipe combined!

The reasons? Builders know they have to stake their reputations on materials—and they know through experience that no other pipe matches Clay Pipe's performance and guarantee. They also like the new longer lengths of Clay

Pipe, and the new tight joints that speed laying and cut costs.

Only Clay Pipe does not corrode, rust, or crumble . . . does not turn spongy from household detergents . . . does not oval or squash out of round.

Clay Pipe is the "builder's pipe," because Clay goes in to stay!

**NATIONAL CLAY PIPE
MANUFACTURERS, INC.**

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

206 Mark 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

THE PUBLIC
KNOWS
CLAY PIPE IS BEST

Vitrified

CLAY



PIPE

C-187-4

and now it's **shadowal**
BLOCK



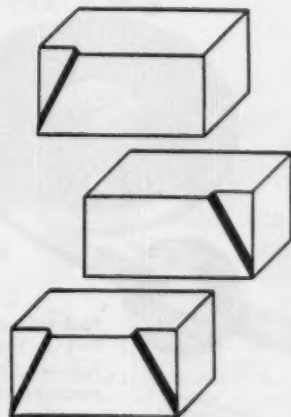
Brilliantly new in ultra-modern styling,
SHADOWAL block marks the beginning of
a new era in concrete masonry design.

You have been looking for something new and different in concrete masonry . . . something even more attractive and appealing than the new conventional units . . . here it is . . . SHADOWAL block . . . a standard modular concrete block with a pattern built into the face.

SHADOWAL block is both beautiful and versatile. The variety of patterns is limited only by the imagination of the designer. And these limitless patterns are made with just one basic SHADOWAL masonry unit. Enables you to build a beautiful masonry wall at a surprisingly low cost.

The industry is grateful to the NCMA for having originated this new and exciting block. And the Besser Company, world's leading manufacturer of concrete block machinery, welcomes the opportunity to use its experimental facilities and experienced personnel for the development of equipment to make SHADOWAL block a practical reality.

SHADOWAL block is available only from NCMA members. Ask your nearby NCMA plant for samples and literature.



BESSER Company

DEPT. 183 • ALPENA, MICHIGAN, U.S.A.

First in Concrete Block Machines





Quality Building Specialties



M-D *Nu*metal WEATHER STRIP PACKAGED DOOR & WINDOW SETS

DOOR SET WITH METAL & FELT DOOR BOTTOM
Completely packaged with all necessary strips, nails and instructions. Sets are available with or without metal and felt door bottom

DOOR SET WITH THRESHOLD & EXPOSED HOOK
Packaged door sets are also available with metal threshold and exposed hook. Sets are complete with nails, screws and instructions—ready to use, ready to sell

PACKAGED SETS FOR WINDOWS
Here again in one package is a complete weather strip set for one window. Available for all standard 28", 30", 32" and 36" double hung windows. M-D's packaged window sets save selling time cut handling costs . . . make inventory easy

SIZES AND STYLES

Door Sets in Stainless Steel or Bronze to fit 2'6" x 6'8" (30" x 80"); 2'8" x 6'8" (32" x 80");

3' x 6'8" (36" x 80"); 3' x 7' (36" x 84") available with any of following accessories: with El-S Stain. Steel & Felt bottom, with El-A Alum. & Felt bottom, with El-B Brass & Felt bottom, with

Aluminum Threshold AF-1 1/4", with Brass Threshold BF-1 1/4", with Alum Threshold AFT-3 1/2", with Alum. Threshold AFFT-3 1/2", with no door bottom Lock keeper strips in boxes of 25 or 50

M-D *Nu*-WAY WEATHER STRIP



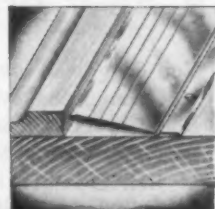
Display takes small space . . . does big job of selling!



Fast-selling because it's so easy to put on This is the "original" coil metal and wool felt weather strip. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



M-D On-GARD COIL WEATHER STRIP



The ideal coil metal weather strip which comes in handy rolls—100 ft. each in individual carton—8 sizes from 9/16" to 1 1/2" wide . . . or in 17 ft. rolls 1 1/8" in individual carton packed 12 to display. Available in stainless steel or bronze. Specify metal, width and lengths desired



MACKLANBURG-DUNCAN CO.

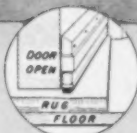
P.O. BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA

Keep Weather Out...Keep Sales Up!

M-D Nu-GARD Automatic DOOR BOTTOM



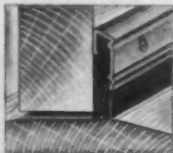
UP
automatically
to clear carpet
easily when
door opens



DOWN
snugly against
floor to seal
out drafts when
door closes

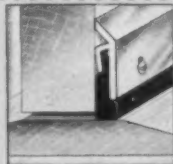


Here's the perfect door bottom for all doors. Completely solves old problem of clearing rug or floor every time door opens—felt strip automatically raises. Smartly designed and available in silvery-satin finish or anodized Albras (permanent brass color) finish on shield—neither will rust or tarnish. Packed in individual cartons for 28", 32", 36", 42" and 48" doors



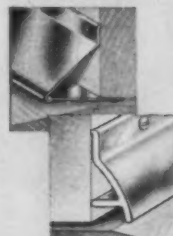
M-D Nu-metal DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths 28", 30", 32", 36", 42" and 48"—packed one dozen same length to carton. Special lengths also available.



M-D Extruded Aluminum DOOR BOTTOM

Heavy duty door bottom with extra thick wool felt. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48"



M-D DRIP CAPS

for windows and doors

Prevents rain from draining or blowing under door or wood casement windows. At left is DCB Brass or DCA Aluminum. Holes punched, nails furnished—comes in any length.

Extruded Aluminum DRIP CAPS

New, heavy duty drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48"

M-D SPEED LOADS



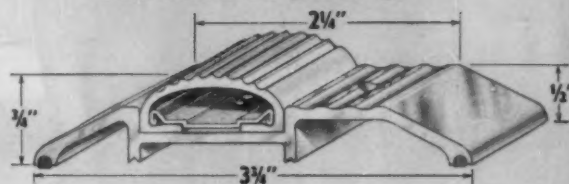
Meets
Federal
Specifications
TTC-598
(Grade 1)

24
PACK

12
PACK

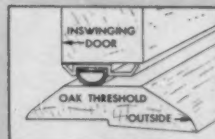
Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-White load without nozzle shipped unless specified. Freight prepaid and allowed on orders of four 24-packs (96 loads) or more. Remember to order in multiples of 12 or 24

M-D Extruded Aluminum THRESHOLDS



Now comes with vinyl calking strips on each foot

New M-D Extruded Aluminum Thresholds Nos. AP-3 3/4 and AP-118 have vinyl calking strips along the outside foot on both sides, as well as the replaceable vinyl insert on top. Also available in Anodized Albras (brass finish—never tarnishes—never needs polishing).

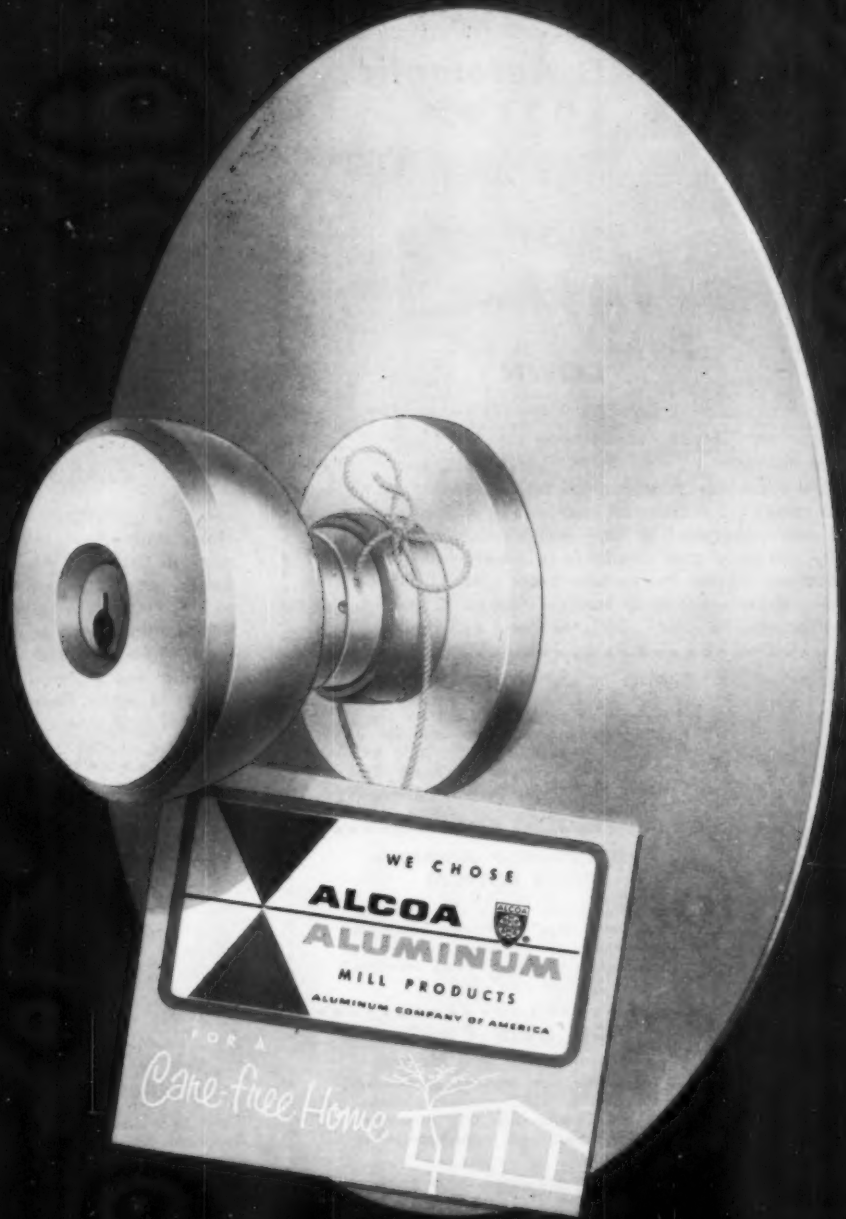


Above is application on the bottom of a door of the AP-158 Threshold.

DEALERS Order direct today.
Your order shipped promptly.

BUILDERS Sold by hardware,
lumber and building supply deal-
ers throughout the country.

Alcoa gives *Care-free* aluminum



hardware a \$1,000,000 push

anyone who has replaced a rusty hinge or polished a dingy doorknob can appreciate lasting, lustrous hardware of Alcoa® Aluminum. Hardware becomes a mark of extra quality in your homes when you choose aluminum. And when hardware is tagged with the Alcoa Care-free tag, it becomes a powerful sales tool.

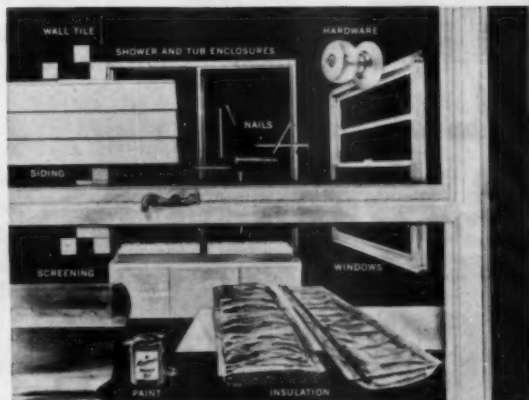
Right now, 40 million people are being presold on building products made of Alcoa Aluminum through a million dollar promotion... a tremendous schedule on television and in national magazines.

Any house you build can be more Care-free. All you do is use these heavily promoted Care-free aluminum products with the Care-free Alcoa tag. Aluminum Company of America, 1965-M Alcoa Building, Pittsburgh 19, Pa.

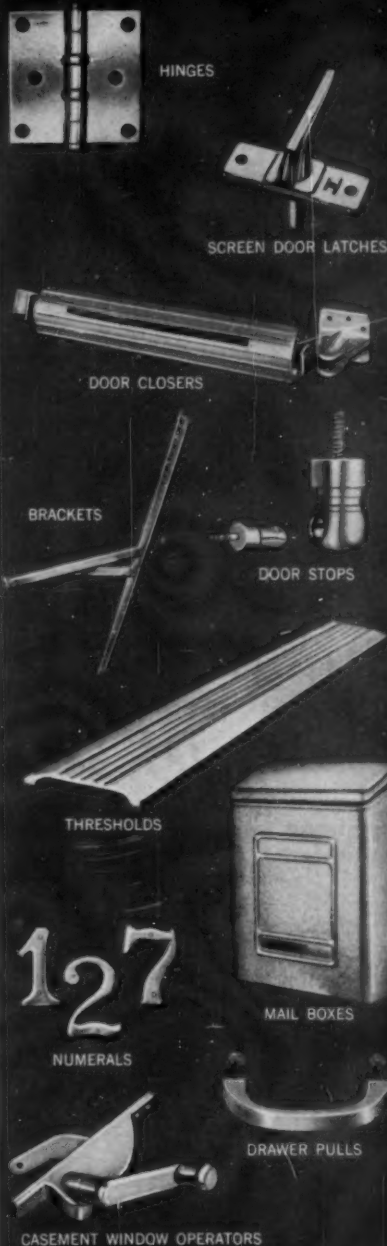
Your Guide to the Best in Aluminum Value



NEW! "ALCOA THEATRE"
Exciting Adventure, Alternate Monday Evenings



Use all these aluminum products to make your homes sell faster.



Major hardware makers have brought out their choicest designs in Care-free aluminum styled to suit any architectural motif from traditional to modern. Polishing and upkeep are eliminated. No coating to peel or blister. Corrosion resistant. Priced competitively, too.

PRICES REDUCED

*on the industry's most complete
line of warm air heating units*

A COMPLETE
Builder Promotion Service

FOR YOUR HOMES BUILT WITH

AMERICAN-Standard
YEAR-ROUND AIR CONDITIONING

Newspaper Advertising • Project Site Billboards
Tailor-Made Brochures • Model Home Display Cards
Newspaper Publicity

Don't spend a dime on any product that won't help you *sell* the house! Use American-Standard year-round air conditioning equipment and this complete, hard-hitting promotional support is yours.

Why settle for lesser brands when you can feature all the sales power, prestige and extra quality of American-Standard Furnaces at a new, irresistibly low cost?

With today's more discriminating home buyers, brand name merchandising has proved an essential sales tool. Nothing supplies quicker proof that you build quality homes than the famous brands you feature. No brand is more respected for quality and value than American-Standard. Insist that your heating and air conditioning contractor obtain complete details for you from his American-Standard Air Conditioning Distributor.

AMERICAN-Standard

AIR CONDITIONING DIVISION
ELYRIA, OHIO



Quality Protects Your Investment—AMERICAN-Standard Quality Is Available At No Extra Cost

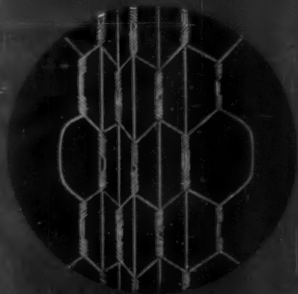
now you can almost

DOUBLE

crack resistance
of plaster corners,
new tests reveal

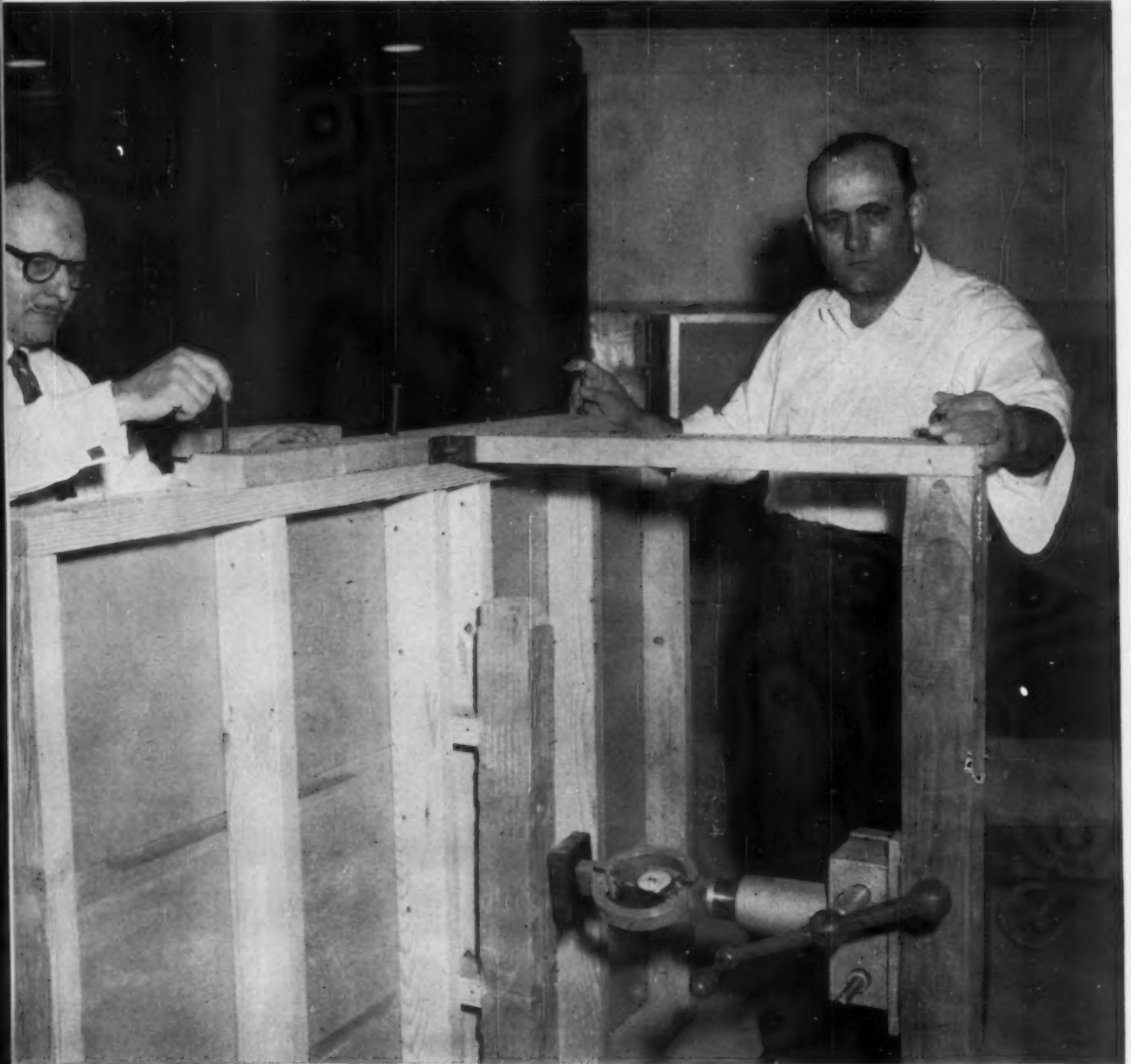
KEYCORNER

DOES IT

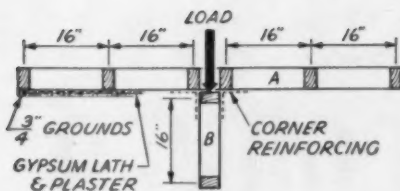


galvanized
corner lath

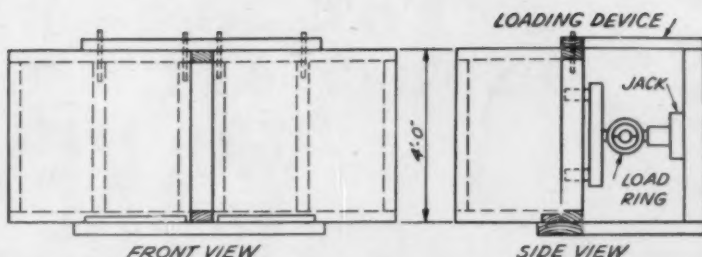
how crack resistance of plaster corners was tested



A series of tests on crack resistance of plaster corners was recently completed by Edwin L. Saxer, Professor and Chairman, Civil Engineering Department, Research Foundation, University of Toledo. Here you see the design of the test specimens, and the assembly of the testing equipment.



TOP VIEW



FRONT VIEW

SIDE VIEW

Wall section A and wall section B held together only by plaster and the embedded reinforcing fastened to the gypsum lath by a few light staples.

Test panels were built so that a measurable force could be applied to the test panel so as to produce direct stresses on the reinforced corners of the specimens.

These specimens consisted of two parts: one, a section of wall 48 inches high and approximately 70 inches long; the other, a similar section, but only 16 inches long.

The construction of the frames and studding, as well as application of gypsum lath, complied with F.H.A. recommended practices.

These two sections were aligned in the shape of a "T" and were

held together only by the plaster and the embedded corner reinforcing. The corner reinforcement was fastened to the lath by a few light staples before application of the brown coat.

At the juncture of the two sections, openings were provided so as to permit the application of loads which forced one section away from the other, thus bringing about a severe cracking tendency at the two interior corners.

Load was applied through a precision screw jack having a capacity of 10,000 pounds, and was

measured by a 6,000 pound capacity proving ring having a sensitivity of 5 pounds.

The magnitude of the load required to produce the first crack was the criterion for evaluating reinforcing. However, all tests were carried beyond this point in an effort to gain some measure of the ultimate capacity of each material. As it turned out, it was not possible to ascertain maximum strength because the specimens failed in some way first, namely pulling the gypsum lath loose from the studding.

here's what tests reveal

Based upon these tests it is concluded that KEYCORNER lath when embedded in gypsum lath and plaster angles provides better than 1½ to almost two times as much resistance to cracking than any of the other materials tested:

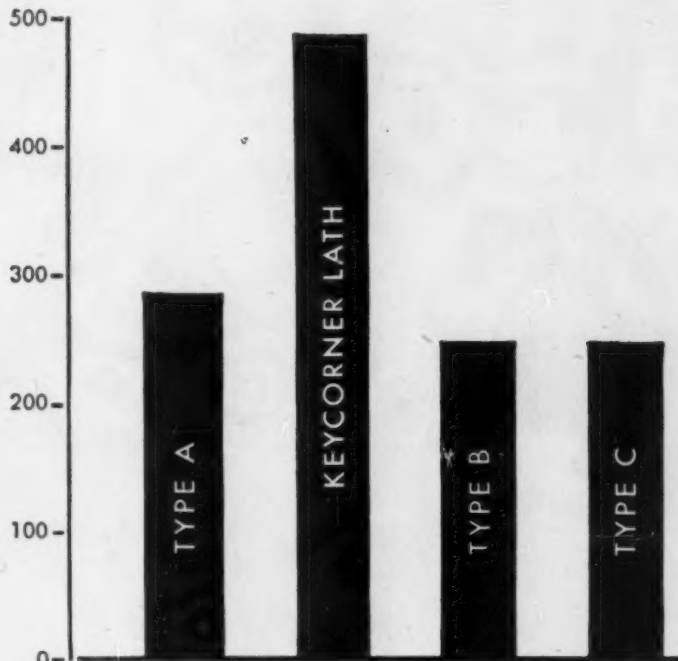
1 The results make it obvious that Keycorner imparts a strength when embedded not present in any of the other products tested.

2 The open mesh design of Keycorner does not impair the bond of the plaster to the lath.

3 The design of the welded wire product imparts only enough strength when embedded to resist cracking up to about one half the loads of the Keycorner design.

4 Reinforcing angles made from 21 ga. wire lath greatly reduce the bond strength between the plaster and the lath under the reinforcing and when embedded resist cracking up to about one half as much load as Keycorner.

5 Even though heavier and with wider flanges, the design of the 3" x 3"—2.5 pounds expanded metal lath cornerite imparts only enough strength to a gypsum lath and plaster angle to carry 59% as great loads, without cracking, as Keycorner lath.

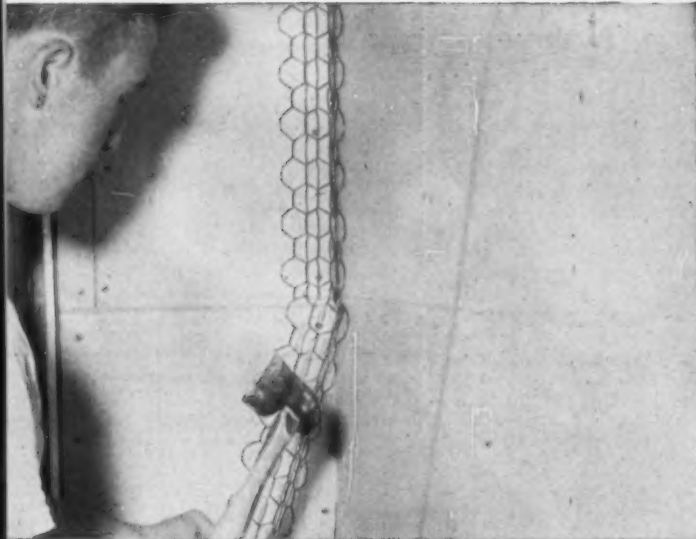


This chart records the results of KEYCORNER, plus those of the other commonly used types of reinforcement tested by Saxer. They included 3" x 3"—2.5 lb. metal lath cornerite; 2" x 2"—18 ga. welded wire cornerite; 2½ x 2½ meshes—21 ga. galvanized wire.

Load Test Data

Type	(Load Lb.) First Crack		Type	(Load Lb.) First Crack	
	1st	2nd		1st	2nd
Type A	300	275	Type B	250	250
	Average	288		Average	250
	2"x2"—19 ga. Keycorner	475		Type C	250
Average	488	Average	250		

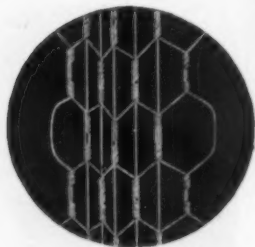
see how easy it is to get
extra crack resistance
with **KEYCORNER**



Keycorner comes in preshaped form. It is made in easy-to-handle 4-ft. lengths, or in rolls. When lengths are cut from rolls, the pieces spring into shape to fit corners.



Four-foot lengths are packed in strong cartons, 1000 ft. per carton. This assures delivery to the job in good condition. Rolls are tight and compact to stand up under normal job abuse.



Keycorner is galvanized to prevent rusting before use, as well as to prevent rust streaks in the finished wall.



Use either nails or staples with Keycorner. For use over doors or windows, or as strip lath, it can be pressed flat to provide a smooth surface for plastering.



Keycorner is precision shaped to assure proper embedment in the plaster for maximum reinforcing value. It is easy to lap without interfering with plastering.

SPECIFICATIONS

Wire gauge	2'x2'-4' lengths	Shipping wt. per package
	Lineal feet per package	
19	1000	65.5 lbs.
	4' wide x 500' rolls	
19	1000	65 lbs.



Keystone Steel & Wire Company
Department AB-127
Peoria 7, Illinois

Please send me test report on Keycorner.

Name _____

Firm _____

Business _____

Street _____

City _____ State _____

Keystone Steel & Wire Company

Peoria 7, Illinois

Keymesh • Keycorner • Keybead • Keyweld
Keystone Nails • Keystone Tie Wire
Keystone Furring Nails • Concrete Nails



**JUST
OUT!**

All-new '58 DODGE *PowerGiants*

4-WAY LEADERS OF THE LOW-PRICED 3

Now—for the first time in truck history—one make leads the low-priced three *all four ways!* And that make is DODGE—all new for 1958!

From the future comes Dodge styling — handsome, sweeping, prestige-winning lines, richly trimmed in sparkling chrome.

From 40 years of truck experience comes remarkable engineering advances . . . outstanding performance, load capacities and economy.

See these great new trucks soon. And be sure to get your Dodge dealer's special 40th-anniversary deal before you buy any other make!

- 1 FIRST IN PAYLOAD!** Advanced construction gives extra strength *without* extra weight, lets you haul up to $\frac{1}{3}$ more, cut down on trips.
- 2 FIRST IN POWER!** New 204- to 234-hp. *Power Giant* V-8's! Extra power cuts trip time, lets you pass more safely, reduces engine strain.
- 3 FIRST IN ECONOMY!** Most advanced of all V-8 truck engines. Exclusive Power-Dome combustion increases gas mileage, cuts upkeep costs.
- 4 FIRST IN STYLING!** All-new design! Deluxe chrome grille and trim . . . modern dual headlights . . . future-inspired lines . . . smart new colors.

TURN PAGE FOR FULL-LINE STORY →

There's a '58 DODGE *PowerGiant*

for every job...for every business...for every pocketbook

Low-tonnage models



Pick-up
model 100



Town Panel
model 100



Town Wagon
model 100



Forward-Control
model P300

Medium-tonnage models



Model 400
Van Body



Model 500—Stake



Four-Wheel-Drive
W500
Chassis



Model 600
Tractor

Heavy-duty models



C.O.E. model 700



Model 900—
Tractor



Model T800—
Mixer Body



Model T900—
Dump Body

CONDENSED SPECIFICATIONS

CONVENTIONAL MODELS

G.V.W. Range
4,250 lbs. to 9,000 lbs.

Engines
120-hp. 6-cylinder
204-hp. V-8

4-WHEEL-DRIVE MODELS

G.V.W. Range
5,100 lbs. to 10,000 lbs.

Engines
113- 120- 125-hp. 6-cyl.
204-hp. V-8
204-hp. V-8 (Heavy-Duty)

FORWARD-CONTROL MODELS

G.V.W. Range
6,000 lbs. to 9,000 lbs.

Engines
120-hp. 6-cylinder
204-hp. V-8

CONVENTIONAL MODELS

G.V.W. Range—11,000 lbs. to 22,000 lbs.
Engines—125- 130- 141-hp. 6-cyl.
204- (H.D.) 207-hp. V-8's

C.O.E. MODELS

G.V.W. Range—15,000 lbs. to 22,000 lbs.
Engines—204- (H.D.) 207- 218-hp. V-8's

4-WHEEL-DRIVE MODELS

G.V.W. Range—15,000 lbs. to 20,000 lbs.
Engines—130-hp. 6-cylinder
204- (H.D.) 207-hp. V-8's

SCHOOL BUS MODELS

G.V.W. Range—10,500 lbs. to 22,000 lbs.
Engines—125- 130- 141-hp. 6-cyls.
204- (H.D.) 207-hp. V-8's

FORWARD-CONTROL MODELS

G.V.W. Range—7,500 lbs. to 15,000 lbs.
Engines—120-hp. 6-cylinder
204-hp. V-8

CONVENTIONAL MODELS

G.V.W. Range
18,500 lbs. to 30,000 lbs.

Engines
218- 224- 234-hp. V-8's

C.O.E. MODELS

G.V.W. Range
18,500 lbs. to 25,000 lbs.

Engines
218-hp. V-8

TANDEM MODELS

G.V.W. Range
26,000 lbs. to 46,000 lbs.

Engines
218- 224- 234-hp. V-8's

SCHOOL BUS MODELS

G.V.W. Range
17,500 to 23,000 lbs.

Engines
218-hp. V-8



THEY'RE LOOKING for "saleability" in exterior design, plan, construction, "Hidden Values" and merchandising.



How these experts rated America's "best model" houses

Think of *best selling features* as you read about the winners in AMERICAN BUILDER's National Home Week "Best Model Home" contest on the next 18 pages.

Do so because that is what the judges kept foremost in their minds as they selected the "best" among a record number of entries. Each judge, an expert in his own field of the building industry, based his choice of the *best selling houses* on five points.

These criteria are: well-conceived exterior design; a sound floor plan; intelli-

gent, cost-saving construction techniques; use of quality materials and equipment—especially of "hidden values"; and creative merchandising.

In the photo above, the judges are (left to right, seated) J. W. Underwood, merchandising committee chmn., NAHB; Henry D. Norris, A.I.A., Atlanta, Ga.; William H. Scheick, exec. dir., Building Research Institute; George S. Goodyear, NAHB pres.; and Andrew W. Place, South Bend, Ind., builder; and standing: Joseph B. Mason, editorial director, AMERICAN BUILDER.

Here are the 34 houses they chose



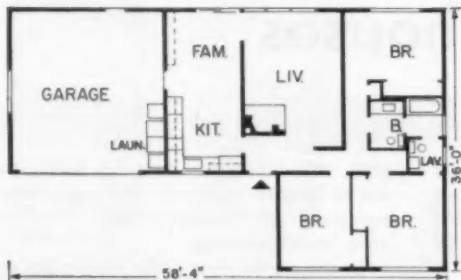
HANDSOMER than most \$12,000-range houses, the model has simple lines with shutters adding a decorative touch

at windows. Two bedrooms form one side of L-structure; king-size garage gives extra space for storage or play.



First Grand Prize:
Under \$16,000 category.
Wedgwood Homes, Inc., Beaverton, Ore.

The judges' verdict: "best model"



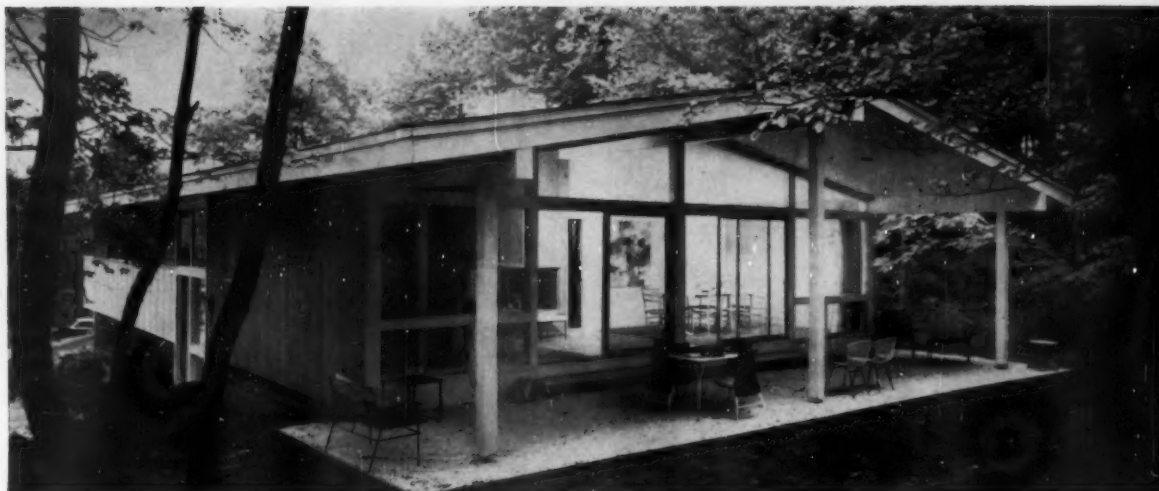
HIGHLIGHT OF PLAN is an open arrangement in the living areas that goes a long way to solving traffic circulation problems. Entry gives direct access to all areas.

More details in future issues

As top winners, these models deserve more detailed attention than space permits. Both will be shown as forthcoming-issue *Blueprint Houses*—the Wedgwood in March, the Shroder in January.

The trim little top-award winner above is a very special package. For one thing, its size is deceptive: behind its unassuming facade lies a wealth of brilliantly organized space—a factor that pleased the judges most. That, plus an ambitious merchandising program. For builder Dwight Haugen knew he had a good house and proceeded to promote it to the hilt with various sales techniques, including a whirlwind saturation TV campaign. The cost of the house: \$12,300 without land.

The other top-prize winner (opposite), built to sell for \$29,250 without land, packs a total of 2,800 square feet of living space into its two levels. Excellent site planning sets each model into the natural contours of the gently sloping land. Although it borrows freely from Western designs, the house is basically in the style of Eastern contemporary home architecture. Outstanding feature of its plan is the pleasant blending of indoors and outdoors: there are three separate outdoor areas, in the form of flying decks and balconies, that tie in directly with indoor family areas.



THE OUTDOORS plays an important role in the design of this model. Here at the rear, living and dining areas

are extended visually out onto a roofed terrace thirty-two feet long. Hilly terrain screens it from road.



First Grand Prize:

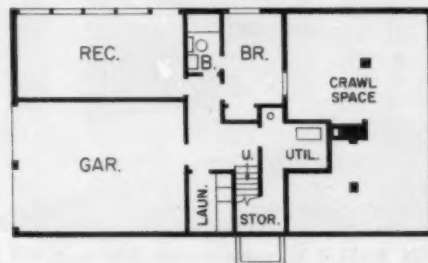
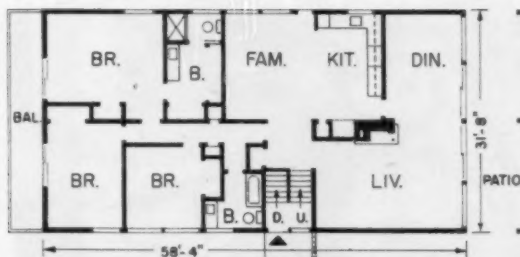
Over \$16,000 category.

Shroder Company, Pleasantville, N. Y.

homes" in the U.S.A. today



LIVING-DINING area is separated from the family-kitchen area by a paneled island that contains a dual fireplace. Wood paneling is identical to exterior siding.



ON MAIN FLOOR two bathrooms, one on each side of hall, make good insulation between sleeping and living areas. Flexible lower level provides for later expansion.

AMERICA'S TOP MODEL HOUSES, continued

HIDDEN VALUE of perimeter insulation is demonstrated on the building site by builder George C. Martin of Bollinger-Martin. While shirt-sleeved prospect listens attentively, builder Martin explains how fiber glass sheet will add to the life of slab; thus of the house.

**AMERICAN
BUILDER
AWARD**

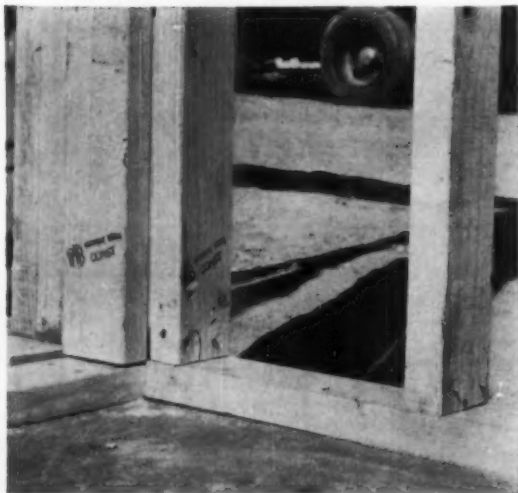
Award of Distinction:

Under \$16,000 category.

**Bollinger-Martin, Incorporated,
Louisville, Kentucky**



They highlight "hidden values";



HIDDEN VALUE of grade-marked lumber is still another item which Bollinger-Martin takes time to point out to potential customers. Significance of using this type of lumber is explained to each home-seeker who asks.

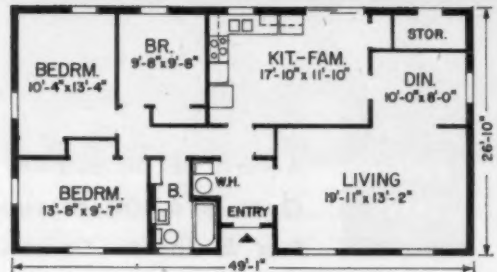


HIDDEN VALUE in steel-rod reinforced foundations (as well as steel mesh-reinforced slab) is high on the list of sales features carefully described to prospects, who are often taken to site like this, as a clincher.



STONE FACING is "big" in Kentucky, and contributes heavily to house's saleability. Clean ranch design, set-in front entrance and shutters also help to make this house move fast—the fastest-selling model in the tract.

\$12,000 (WITHOUT LAND) is an exciting price for a well-planned house like this. Entrance foyer, separate dining room, family room-kitchen combination, outdoor storage space are features that swung the judges' choice.



sell faster from this model



HIDDEN VALUES inside the finished model are spotlighted by placards like these. Message on sink tells of long-wearing copper piping throughout, and card on toilet explains the efficient sewerage system included.

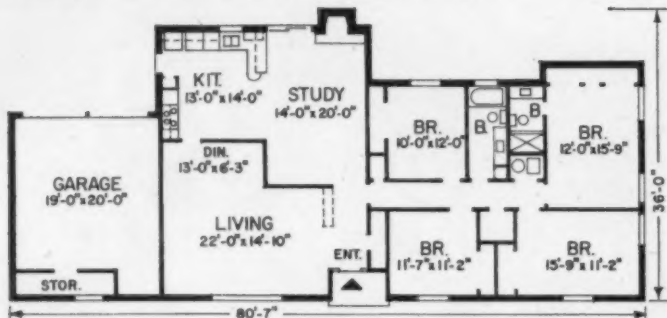
Our cover house for this month, Bollinger-Martin's ranch model, shown above, is aptly chosen. It reflects the basic interpretation of **AMERICAN BUILDER'S** Best Model Home Contest: saleability. Since its initial presentation some months ago, this model, the Fairfax, has consistently outsold all other models in the tract, according to Bollinger-Martin.

Good merchandising—including some first-rate "hidden value" promotions—went a long way toward creating sales. A notable portion of the program centers on a private swimming club of which homeowners in the development are members. The project is called "Plantation."

More to appear in February

Bollinger-Martin sold 84 houses in the first two weeks after they opened their "Plantation" subdivision. The full story on the Bollinger-Martin houses (five models in all) will appear in **AMERICAN BUILDER'S** February issue.

AMERICA'S TOP MODEL HOUSES, continued



REAR ENTRANCE to garage is a growing trend throughout the country and is one reason why this plan helped Fox & Jacobs win Award of Distinction in our contest. "Living core" idea is evidenced here with kitchen-den.



Award of Distinction:

Over \$16,000 category.

Fox & Jacobs Construction Co., Dallas, Tex.

They've got 24 ideas to put

- 1 Aim your newspaper ads directly at people for whom house is priced. F & J calls project Flair-South "for those who live with a flair."
- 2 Spend money for a lively colorful brochure which will capture attention of prospect. F & J uses 4-color covers on its pamphlet.
- 3 Consider use of teaser ads prior to breaking news of new homes. F & J made use of such ads in *all* media: papers, TV, radio, outdoor.
- 4 Make use of extraordinary media. Fox & Jacobs used taxi posters for both teaser campaign and announcement of tract's opening.
- 5 Do the unusual at the home site during opening day. Flair-South had curb-to-curb carpeting on sidewalks to spotlight quality home.
- 6 Be sure that transportation is available to the tract. F & J purchased and runs special bus to city until Dallas transit comes out.
- 7 Highlight "hidden values". One model in Flair-South was partially stripped—"an X-Ray house". See more about this on page 74.
- 8 Display the brand-name products used in the construction of the house. F & J did, and profited from effects of manufacturer ads.
- 9 Make a stage presentation of the opening. Hire pretty models, dress them in frocks which carry the theme or name of the project.
- 10 Take advantage of your home show. F & J took a booth, had special literaturé printed as hand-outs—used them later in direct mail.
- 11 Give each salesman something distinctive to wear so people will know them. F & J gave each man cufflinks engraved: "Flair-South."
- 12 Print your message on matchbooks; distribute them at your model house—at a home show. Fox & Jacobs also gave them to every supplier.



ANTIQUÉ BRICK is an overwhelming fad from Maine to Texas and along with clean lines, shutters and once-broken roof line, accounts for this house's popularity in Dallas. Excluding land, house would sell for \$20,000.

"Flair" into your promotion

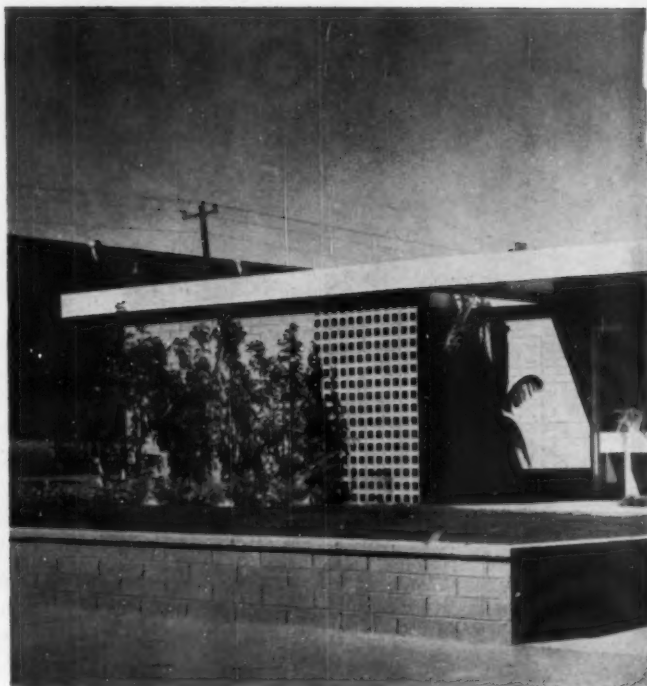
- 13** Be proud enough of your homes to leave a permanent nameplate. F & J places a metal plate, suitably engraved, on inside of closet.
- 14** Dramatize cleanliness of house prior to homebuyers' moving in. F & J gives folder shaped like glove ("the white glove" treatment).
- 15** "People who live with a flair, play bridge," F & J discovered. Thus, they printed bridge score pads with subtle ad message on cover.
- 16** Spell out points that homebuyers don't understand. F & J found confused notions on trade-ins, published A-B-C pamphlet on subject.
- 17** Show that you are building a quality house for a quantity price. F & J printed a comparison chart, urged prospects to make comparison.
- 18** Build a booth that will attract visitors streaming through your local home show. F & J used scale models, color slides, lots of light.
- 19** Follow up your initial opening with a big newspaper blast. Flair-South had an entire newspaper section devoted to it by F & J.
- 20** Don't forego institutional ads during project campaign. F & J took an ad in paper's monumental one-time section, "The Dallas Story".
- 21** Engineer your publicity on a continuing campaign. Releases constantly go out on business, civic activities of Messrs. Fox and Jacobs.
- 22** Hire a well-known (in your town) interior decorator to plan colors, furnish model homes. F & J found this most advantageous.
- 23** Have your hostesses (and, of course, your salesmen) know all the hard-sell features of your model house—then see that they sell.
- 24** Sponsor a TV show. Fox & Jacobs presents a 15-minute newscast on KRLD TV. Commercials are designed to do an institutional job.

AMERICA'S TOP MODEL HOUSES, continued

1 **GOOD LOOKS.** Flat roofs are tricky things to handle, but this one turned out beautifully. Masonry construction is typical of the area, is warmed up by the trellis, and window box under the big window.



First Award of Merit:
Under \$16,000 category.
John F. Long Home Builder, Inc.,
Phoenix, Ariz.



5 reasons why the judges made

For the second year in a row, John F. Long has produced a winner for American Builder's Best Model Homes Contest. The reason he took one of this year's top prizes is shown on these pages: an \$11,850 knockout, including land.

For this price the buyer gets 1,500 square feet of well planned floor space under a handsome and

surprisingly modern exterior, a carport, and a covered patio complete with barbecue. There may be a better value in the U. S., but we haven't seen it.

To clinch Long's prize-winning position, he presented a merchandising program of newspaper, radio, TV and outdoor advertising that would have sold the house at almost twice the price.



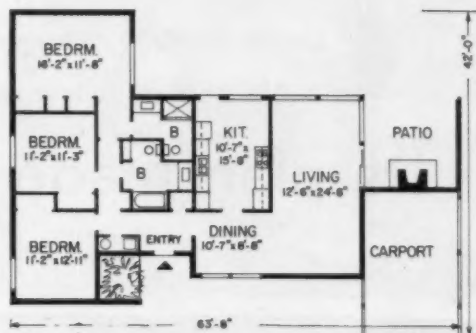
2 **MERCHANDISING.** Long uses saturation campaigns in all media: papers, radio, TV. In addition

he has ten billboards, five of them electrified, as well as this eye-catcher at the development itself.



this a winner

3 FLOOR PLAN. This is what really jolted the judges: Long offers 1,500 square feet of living space, two baths, patio and carport, all for \$11,850. Note the excellent grouping of all plumbing fixtures.



4 HIDDEN VALUES MERCHANDISING. Under this "circus tent", Long has displays of all the invisible items that boost the value of his houses. It earned a top prize in "Hidden Values" contest.

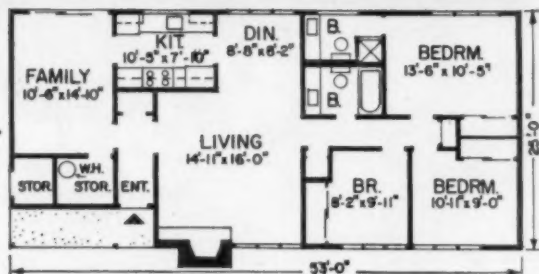


5 CONSTRUCTION TECHNIQUES. The buyer sees these only in the price, but the builder knows they're at the heart of the operation. Assembly-line techniques, power tools help pull cost below \$7 a sq. ft.



HOUSE-HIGH WINDOW and used-brick chimney form the dominant exterior touch to this \$12,500 (without land) Bell & Valdez house. Carport can serve as patio.

JUDGES BASED greatest part of their decision to award this house a prize on its unusually good plan—with two full baths, a big family room, ample storage.



First Award of Merit:
Under \$16,000 category.
Bell & Valdez, Bellevue, Wash.

Its plan made this house win



PULLMAN KITCHEN has been as steadily popular as the "U" design. Arrangement also improves circulation since it gives a second passage through living area.

The decision was so tough to make between this fine house and John Long's \$11,800 best seller (on the previous pages) that the judges did the next best thing—declared a tie for First Award of Merit in the "under \$16,000" category.

Although exterior design, construction techniques and merchandising were more than adequate, the plan of this house—called the Sunset—influenced the judges most of all. It did so because of the:

- **Family room.** This room was not only large and accessible from front or back of the house, but was positioned away from bedrooms so as not to disturb sleeping children during their parents' parties.
- **Storage.** Unique use of space at end of family room was made for both indoor and outdoor storage. Side door to outside preserves continuous design of front elevation.
- **Circulation.** Entry and bedroom halls make all rooms accessible to one another.



AMERICAN
BUILDER
AWARD

First Award of Merit:

Over \$16,000 category. Eichler Homes, Palo Alto, Cal.

This house scores on looks, price, and a world of space . . .

The glamor shot of this Eichler Home above is not out of keeping. The house *is* glamorous. And, in the West, where style trends move faster, it is proving a best seller in its class. Cost: \$22,850 including land.

Designed by architects A. Quincy Jones and Frederick Emmons, the house makes dramatic use of low-pitched roof extension for patios, terraces, entryways. As the mother and child symbolize, this is indoor-outdoor living at its finest.

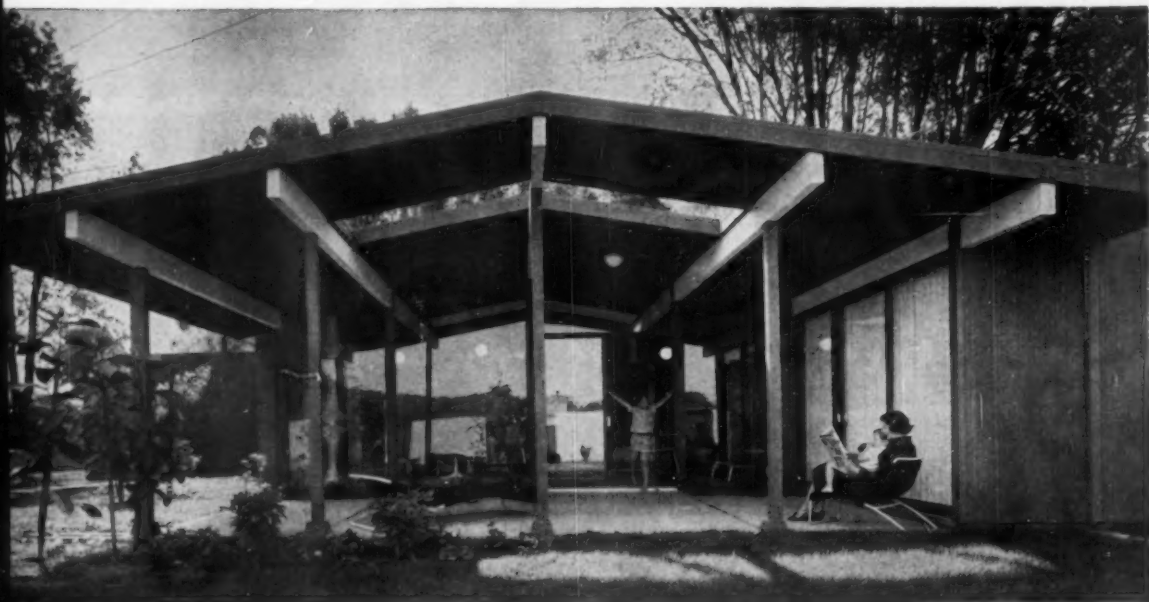
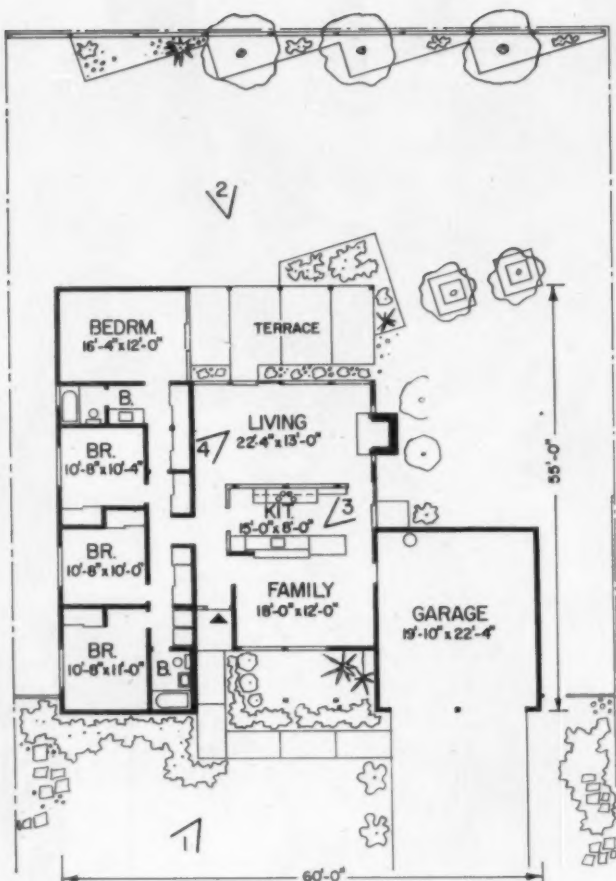
More on this Eichler Home ▶

...here's how
Eichler built space
into this plan

A constantly pressing problem of the growing American family—space—is solved by this Eichler Home in two basic ways. First, by the inclusion of a fourth bedroom and a second full bath, and second, by creating a *feeling* of elbow room with glass door links to the outside, minimum partitions on the inside.

Marked on the idea-packed plan at the right are numbers corresponding to the photos appearing on these pages. A comparison will show how both the feeling and the reality of space are achieved in the house's construction.

Price of \$22,850 also includes range, oven, disposer, and dishwasher.

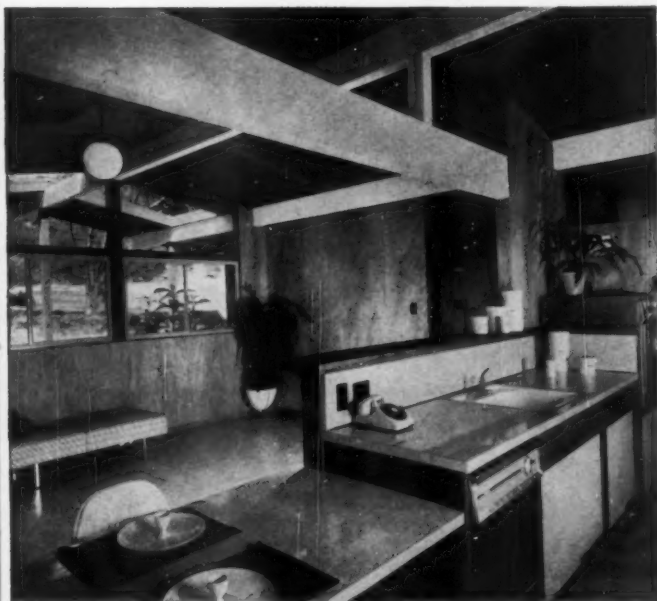


2 AS ROOF EXTENSION on front elevation made a gardened terrace, so it forms a patio at the back,

while glass doors off living room and master bedroom at the right create a strong sense of spacious living.



1 UNIQUE USE of sliding-glass doors on garage makes that space do double duty—as car-storage, or as an auxiliary playroom. House is also made to seem larger by extension of roof to form terraced entrance.



3 HIGH CEILINGS and lack of partitions between kitchen and all-purpose room again “make” space.



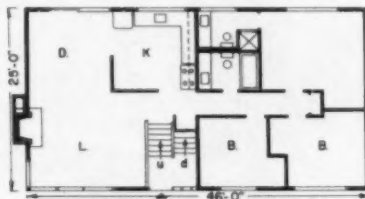
4 WHITE BEAMS naturally carry the eye from living room to patio; makes the room seem tremendous.

A quick look at twenty-eight

Here are the model-home entries the judges found worthy of Awards of Merit. Like the major winners, they were judged on exterior design, floor plan, construction techniques, quality materials and

equipment (including "Hidden Values") and merchandising. While most of them adhere to the open-plan theory in one form or another, you'll find quite a variety in elevation and surfacing materials.

1



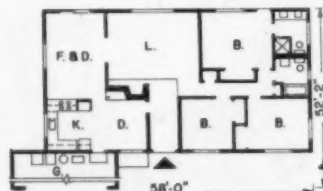
BELL & VALDEZ, Bellevue, Wash. Two-level model (upper level only shown); \$14,850.

2



LYNBAR CONST. CO., Memphis, Tenn. Three-bedroom traditional; \$13,550, with land.

3



BROWN & KAUFFMANN, INC., Palo Alto, Cal. One-level with attached garage, \$14,750.

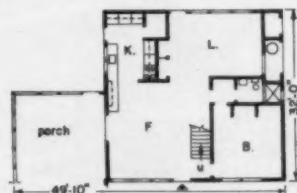
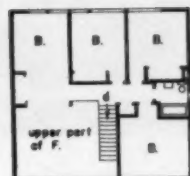
4



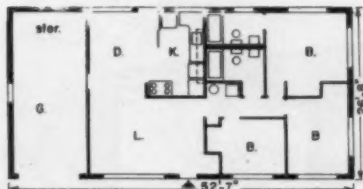
GIN-SON COMPANY, Atlantic City, N.J. Three-bedroom rancher; \$8,200.

Award-of-Merit winners

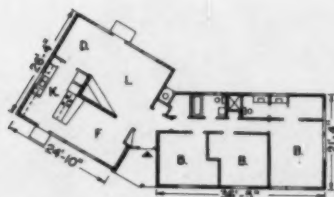
Houses were judged in two categories—under \$16,000 and \$16,000 to \$40,000, both without land. (Unless otherwise noted, prices listed do not include lot.) Many will be shown fully in future issues.



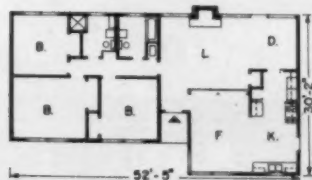
WARNER KANTER, INC., Cincinnati, Ohio.
Two-level model; \$18,000.



H. C. HUBER CONST. CO., Dayton, Ohio.
Three-bedroom brick rancher; \$9,000.



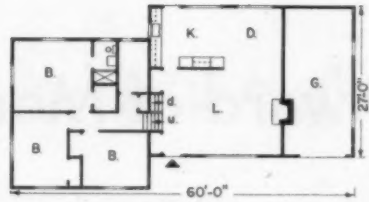
M. J. BROCK & SONS, Los Angeles, Cal.
Variable-plan model; about \$15,500.



ALDON CONST. CO., Belleflower, Cal.
Ranch model; \$17,400 with land.

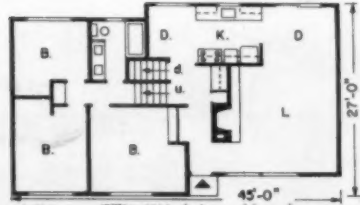
AMERICA'S TOP MODEL HOUSES, continued

9



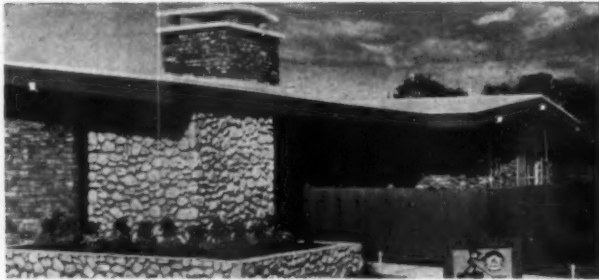
GREEN ACRES, INC., Hartford, Conn. Split-level ranch model; \$17,750 to \$19,990.

10



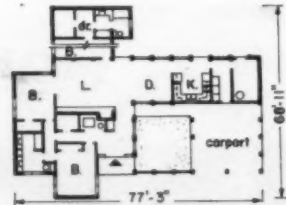
STEWART & POTTER HOMES, Lynnwood, Wash. Split-level model; \$14,950, with land.

11



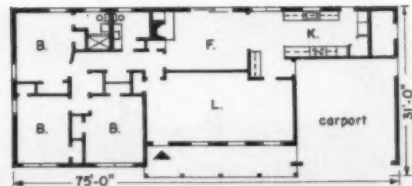
BUSBY THE BUILDER, INC., San Antonio, Tex. Three-bedroom model; \$25,000.

12



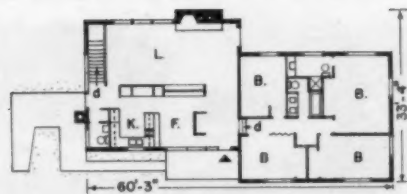
JENKINS & BROWNING, San Antonio, Tex. Single-level, three-bedroom model; \$35,825.

13



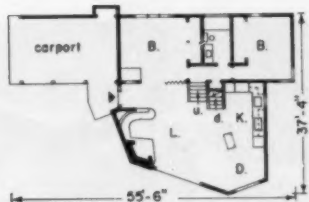
J. B. OWENS REALTY CO., Birmingham, Ala. Colonial-style model; \$24,000.

14



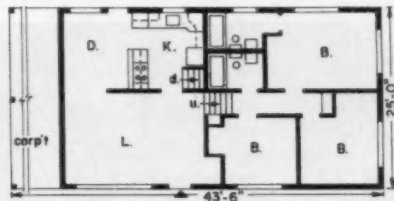
SLAVIK BUILDERS, INC., Detroit, Mich.
Variable-plan model; \$21,-23,000, with land.

15



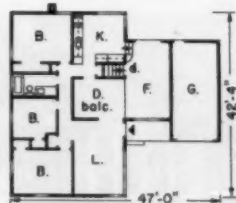
ENACO, INC., Minneapolis, Minn. Split-level
model; \$16,000.

16



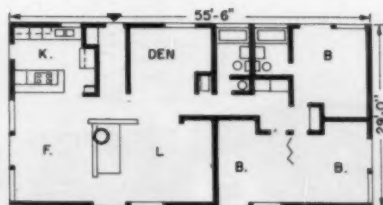
ALAN E. BROCKBANK, Salt Lake City,
Utah. Brick, split-level; \$14,500, with land.

17



ZUMMO ORGANIZATION, Islip, L.I., N.Y.
Three-bedroom rancher; \$15,390, with land.

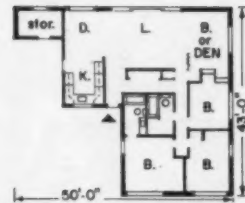
18



GARDEN HOME BUILDERS, INC., South
Gate, Cal. Three bedrooms and den; \$8,975.

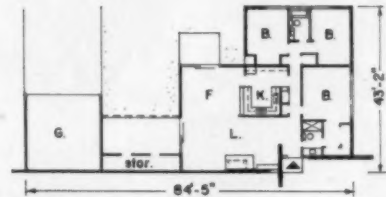
AMERICA'S TOP MODEL HOUSES, continued

19



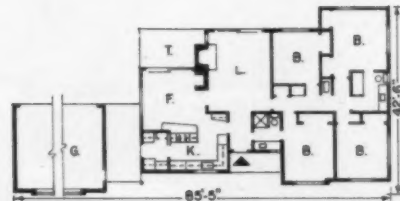
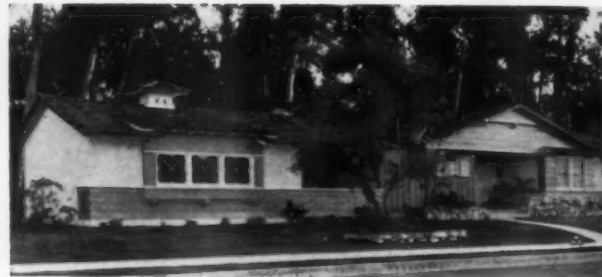
AURORA DEVELOPMENT CO., New Orleans, La. Four-bedroom brick model; \$17,550.

20



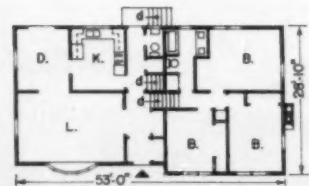
SANFORD D. ADLER, Los Angeles, Cal. Three-bedroom contemporary model; \$17,750.

21



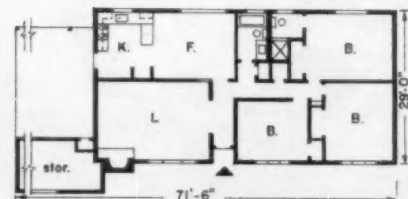
GEORGE M. HOLSTEIN & SONS, Costa Mesa, Cal. Four-bedroom model; \$19,000.

22



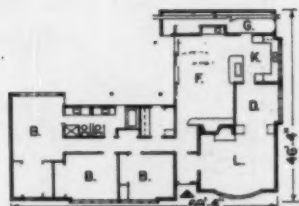
FRASER CONST. CO., Oak Park, Ill. Brick split-level model; \$31,750, with land.

23



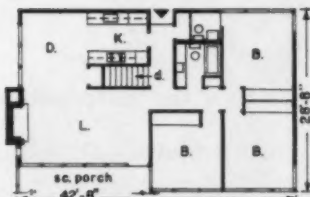
YOUNG CONST. CO., Scottsdale, Ariz. Provincial-style model; \$19,300.

24



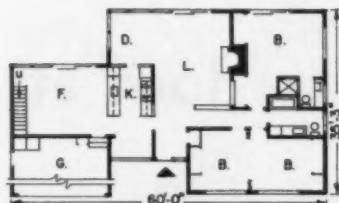
HEMSTREET HOMES CO., Portland, Ore.
Three-bedroom model; \$28,000.

25



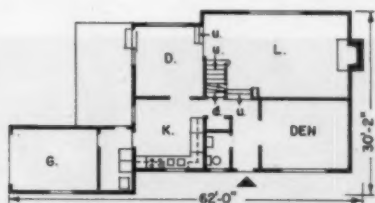
RITE-WAY BUILDERS, INC., Cedar Rapids, Iowa.
Three-bedroom model; \$24,950.

26



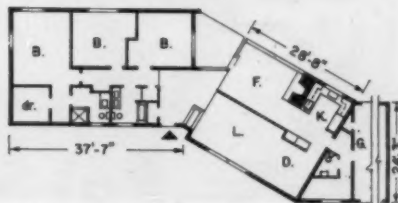
LEWIS & BRISTOW, Sacramento, Cal.
Three-bedroom, split-level; about \$27,500.

27

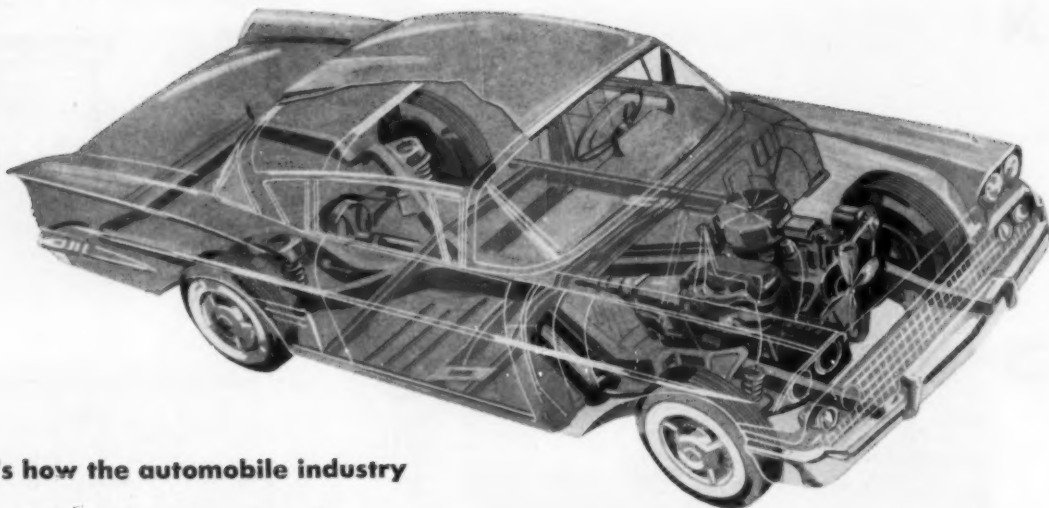


HALPER HOMES, INC., Newton Centre, Mass.
Two-level model; \$22,500, with land.

28



JOHN F. LONG HOME BUILDER, INC., Phoenix, Ariz.
\$19,550, with land.



Here's how the automobile industry has traditionally pointed up the "Hidden Values" under the hood of each new car model and here's . . .

MILLIONS OF CARS are sold in the U.S. each year (many more than Americans actually need). Why? Because the auto industry keeps its potential customers constantly aware of its advances in quality construction. Above, a cutaway of the '58 Chevrolet displays its "Hidden Values."

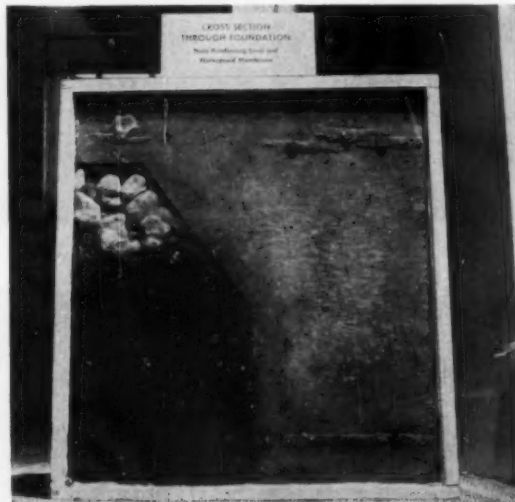
... how Flair points up

What is the buyer getting besides the house he sees? In Fox & Jacobs' "Flair" house an X-Ray model shows him down to the last brick.

The walls and floors (where probably more construction values are hidden than anywhere else) are cross-sectioned for a complete buyer's inspection.



FROM OUTSIDE IN "Hidden Values" like insulation sheathing, trusses, window calking, extra paint are shown.



FOUNDATION VALUES dramatized by this cross section showing steel reinforcing, waterproofing.



BETWEEN THE HOUSEBUYER and the outdoors . . . what is he getting? Fox & Jacobs leaves no doubt with this

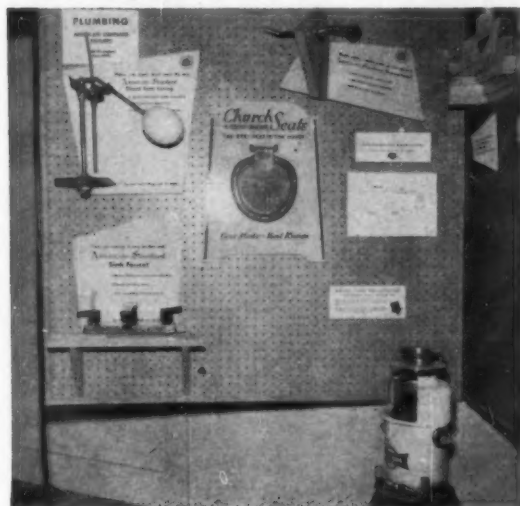
wall cutaway which demonstrates quality timber, tight framing, solid foundation, return air space, insulation.

"Hidden Values" under its roof

Then a series of panels and displays demonstrate the other important hidden parts of the house: the water system, plumbing and piping; the heating and

cooling systems; the electrical system.

Windows, drawers, countertops, locks are also similarly treated. More about Flair on page 60.



PLUMBING and water systems . . . no doubt what the buyer is getting for his money after he's seen this display.



HEATING AND COOLING system by Carrier completely shown along with operation diagrams and charts.

In American Builder's
"Hidden-Value" Contest
Here Are:

58 winners
and what
they won
for the best
merchandising
of "HIDDEN
VALUES"



FOX & JACOBS Construction Co., Dallas, Tex., took the top "Hidden-Value" merchandising award: an International Harvester truck.

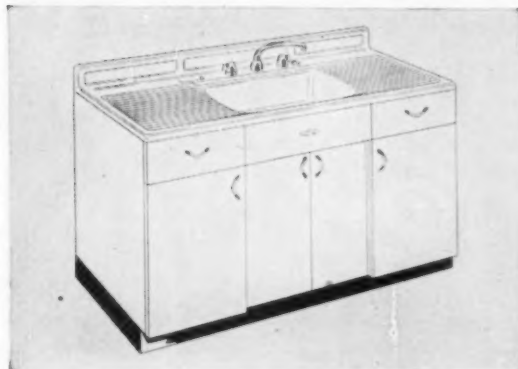
Here, and on the next seven pages, are the names of 58 building firms or builders who were judged as outstanding merchandisers of the "Hidden Values" in their houses. The winners' names appear beneath photographs of the prizes they won.

As a special feature of AMERICAN BUILDER'S Best Model Homes Contest all entries, after being screened for regular Contest awards (story starts on page 55), were judged again for the methods in which the "Hidden-Values" in them were promoted.

Detailed stories on how these prize winners promote house sales by highlighting "Hidden-Values" will appear in subsequent issues of AMERICAN BUILDER.



ELROCK CONSTRUCTION CO., Youngstown, Ohio, won this cabinet sink from Tracy Manufacturing Co. for its promotion of "Hidden-Value" merchandising. Sink has left- or right-hand bowl, stainless-steel top.



LEE CONSTRUCTION CO., Coral Gables, Fla., has been awarded Youngstown Kitchens' cabinet sink as a prize for outstanding "Hidden-Value" merchandising. The 54" standard cabinet has two drainboards.

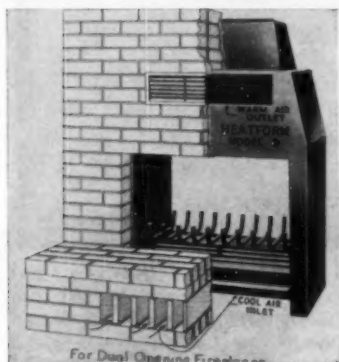
Turn for more winners and prizes ▶



BOLLINGER - MARTIN, Inc. of Louisville, Ky., wins Capitol Products' prize. It includes aluminum rolling door with screen; 5 prime slider windows, 5 combination storm-screen windows, 1 combination storm-screen door.



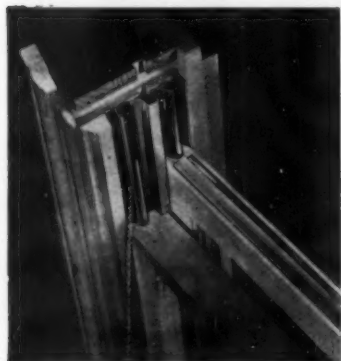
H. C. HUBER Construction Co., Dayton, Ohio, took a "Hidden-Value" merchandising prize. From Eljer Co., it received a lavatory, 5' tub and a water closet. Fixtures have brass appointments, will be given in white to winner.



JOSEPH SHAFFER CO. of Jacksonville, Fla., gets \$100 credit on Superior Fireplace's "Heatform" fireplace, plus a log rest.



PARKSIDE CONSTRUCTION Co., Westminster, Calif., gets a "Hidden-Value" award donated by Perfection Industries. Prize is gas-fired heating unit with modern cover pan, to blend with room decor. Unit has 100,000 BTU input.

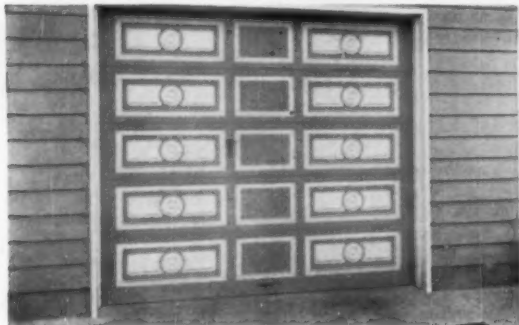


ALDON CONSTRUCTION CO., Belleflower, Calif., received a "Hidden-Value" merchandising prize . . . Zegers, Inc. "Dura-Seal" unit.



FRASER CONSTRUCTION Co., Oak Park, Ill., receives this Wcl-bilt-In oven, broiler and surface cooking unit. Welbilt Corporation donated the prize as an award for outstanding merchandising of "Hidden-Values" in a new house.

58 WINNERS AND WHAT THEY WON, continued



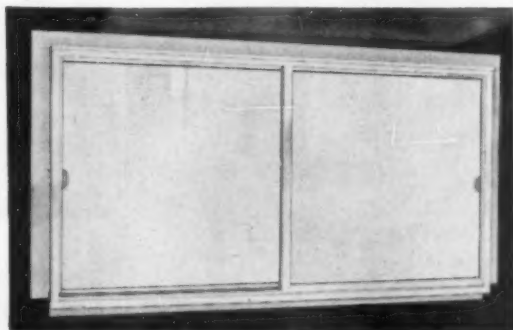
ITHACA BUILDING CO. of Moorestown, N.J., took this award for "Hidden-Value" merchandising from Ridge Door Company. Award is Regency model garage door with raised carved panels.



HALPER HOMES INC., in Newton Centre, Mass., gets a complete "Yorktowne Kitchen" donated by Colonial Products. Birch cabinets were won by firm's promotion of "Hidden-Values" in its house selling.



WIGGINS BROTHERS, Charlotte, N.C., will receive hurricane protection from Flintkote Company's award. Prize, for good merchandising of "Hidden-Values", is "Seal-Tab" shingles for a whole roof job.



EARNEST HOMES INC. of New Orleans, La., was awarded a "Hidden-Value" prize donated by Kewanee Mfg. Co. Horizontal sliding windows for one of winner's houses will go to Earnest Homes.



WARNER-KANTER INC., Cincinnati, Ohio, receives Modernfold Doors' award of shower-stall doors and Tubmaster tub enclosures for the bathrooms of one house.



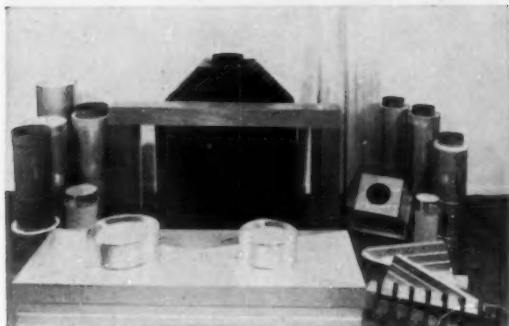
BUTTERFIELD HOMES, INC. in North Syracuse, N.Y., wins a built-in "Vacu-Flo" vacuum system. Merchandising award is given by H-P Products, Inc.



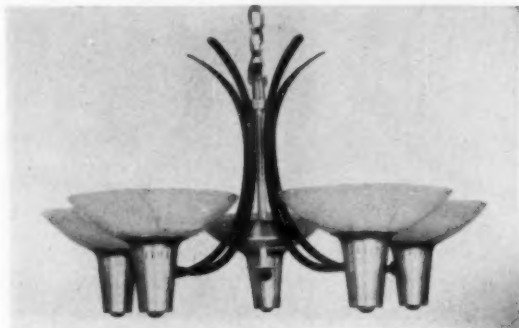
MIDLAND REALTY INC. of Madison, Wisc., receives a steel fireplace unit and steel basement entranceway. Both donated as "Hidden-Value" prizes by Heatilator, Inc.



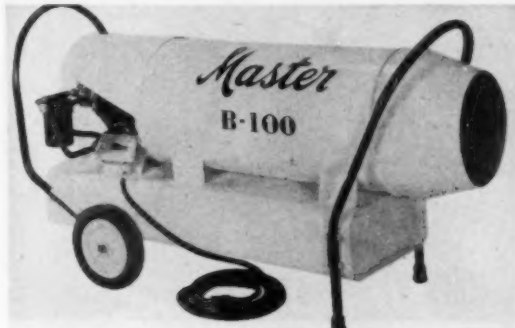
EAKIN PARTNERS LTD. in Decatur, Ill., earned a prize for "Hidden-Value" promotion from Insulite Div. of Minnesota & Ontario Paper Co. Award is 1,000 sq. ft. of "Bildrite" sheathing.



EVON REALTY CORP., Falls Church, Va., took a "Hidden-Value" prize from Modular Building Components. Prize is modular fireplace components, including fireplace unit, grate, hearth, mantle, flues, etc.



ALAN E. BROCKBANK of Salt Lake City, Utah, gets a prize for his promotion of "Hidden-Values" in house selling. From Globe Lighting Products, it's a contemporary chandelier for dining room or hall.



NEW RICHMOND CONSTRUCTION CO. of New Richmond, Wisc., is awarded this portable heater from Master Vibra or Co. Forced-air heater has capacity of 100,000 BTU's per hr. Runs 12 hrs. on one fueling.



RITE-WAY BUILDERS INC. of Cedar Rapids, Iowa, wins Rolscreen Company's prize. Pella wood folding door, 6'x6'8" will be either of pine or mahogany.



GARDEN HOME BUILDERS, INC., South Gate, Calif., took "Hidden-Value" prize of sliding-glass doors and screen, donated by Frank B. Miller Mfg. Co.



L. E. PICKARD of Pottstown, Pa., was awarded a disappearing stairway given by Precision Parts Corp. Super Deluxe attic model has hydraulic safety checks.

58 WINNERS AND WHAT THEY WON, continued



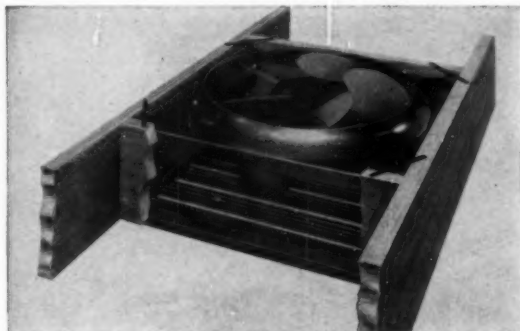
MID-STATE BUILDERS INC. of Point Pleasant, N.J., will get a "Hidden-Value" prize for house merchandising from Van-Packer. Award is a factory-built, masonry, packaged chimney.



BELL AND VALDEZ, Bellevue, Wash., is the winner of Congoleum-Nairn's contest award. Gold Seal "Berylstone" vinyl plastic floor or Gold Seal Vinylbest "Brushwood" tile floor goes to winner.



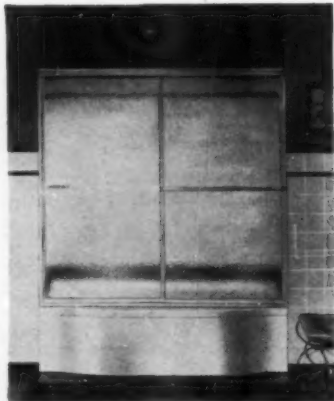
LEWIS AND BRISTOW of Sacramento, Calif., took this air conditioner from Coleman Company. "Hidden-Value" Contest prize is a 2-ton Coleman Polar-Pak, self-contained and waterless a/c.



M. J. BROCK AND SONS, Los Angeles, Calif., has been awarded a "Hidden-Value" Contest prize from Diehl Mfg. Co. Prize is "Pancake" package attic ventilator which fits between ceiling joints.



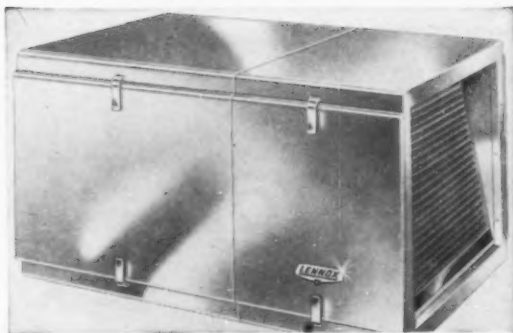
MC MURRAY AND COMPANY, West Des Moines, Iowa, will receive Tait Mfg. Co.'s submersible pump as a "Hidden-Value" prize. "Dolphin" model is from Rapidayton Div.



CARL E. BENNETT Construction Corp., Minneapolis, Minn., gets Theodore Efron tub and shower enclosures as an award for merchandising "Hidden-Values".



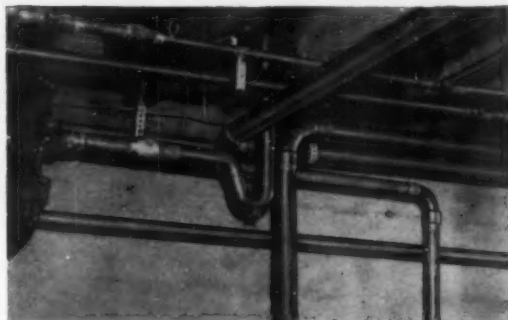
SINGING HILLS DEVELOPMENT, Dallas, Tex., has won complete hardware for a 3-bedroom home. Dexter Lock is donating this "Hidden-Value" Contest prize.



JOHN F. LONG HOME BUILDERS INC., Phoenix, Ariz., wins a new heating-cooling system from Lennox. System has indoor heat pump (shown) and outdoor compressor. Extra large for heating and cooling.



STEWART AND POTTER CONSTRUCTION CO., Lynnwood, Wash., will receive a "Hidden-Value" Contest prize from Jay Lighting Co. Prize is distinctive fixture of specially-treated brass.



ENACO, INC. in Minneapolis, Minn., has been awarded a prize from Revere Copper and Brass. Prize is complete copper water tubing for the plumbing, heating and drainage lines in one home.



MORGAN REALTY, INC. of Dayton, Ohio, will receive a contest award from Gerber Plumbing Fixtures. Prize is set of three bathroom fixtures: tub, lavatory and water closet in choice of six pastels.



YOUNG CONSTRUCTION CO. of Scottsdale, Ariz., gets "Hidden-Value" prize of packaged prefab chimney from Condensation Engineering Corporation.

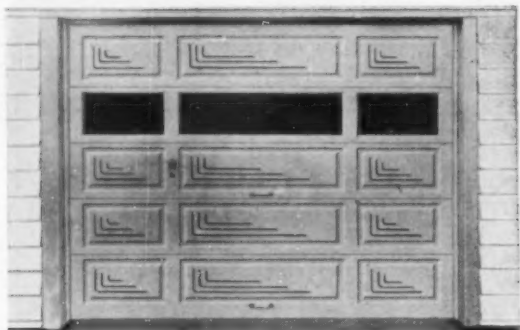


MILLSBORO CONSTRUCTION CO. in Mansfield, Ohio, is winner of Ingersoll-Humphreys' bath fixtures. Includes wall-hung closet; end-outlet tub, vanity lavatory.



CREEKMORE CONSTRUCTION CO., Tulsa, Okla., will receive an award from Chattanooga Royal Co. Prize is a charcoal brazier for patio with electric spit.

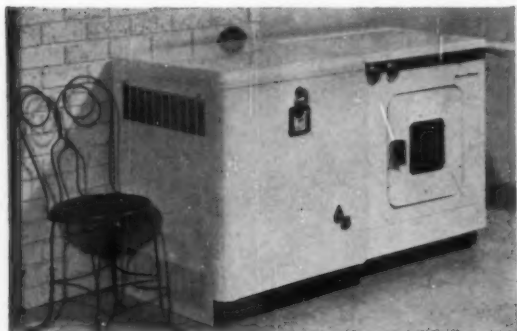
58 WINNERS AND WHAT THEY WON, continued



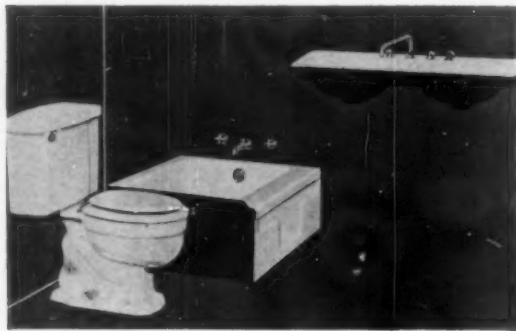
M. SANFORD ABBEY, INC., of Rochester, N. Y., has been awarded a "Hidden-Value" prize given by Calder Manufacturing Co. Award is upward-acting garage door with raised sectional panels.



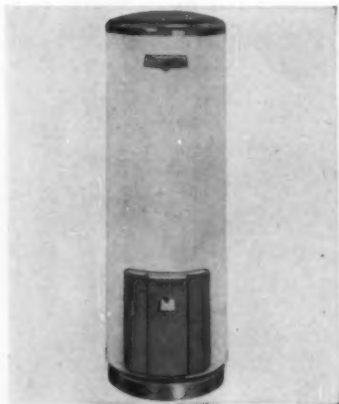
CENTURY CONSTRUCTION CO., Miami, Fla., wins Reflectal Corporation's award for its merchandising program. Prize is 2,000 sq. ft. of Alfol Reflective Insulation, Type two.



ALBERT BALCH COMMUNITY BUILDERS INC., Seattle, Wash., will receive a "Hidden-Value" Contest prize from National-U.S. Radiator. Award is Model K Packet hot-water heater.



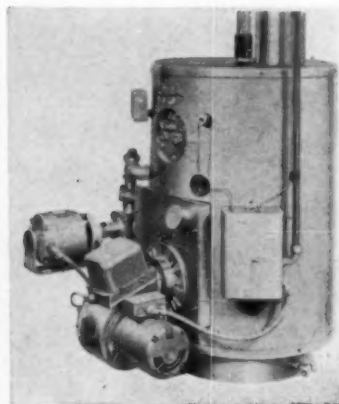
AURORA DEVELOPMENT CO. in New Orleans, La., gets Alliance Ware's contest prize of three bathroom fixtures. Includes double-bowl lavatory, recessed tub, wash down closet combination.



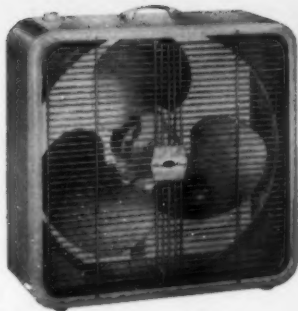
EICHLER HOMES, Palo Alto, Calif., has been awarded A. O. Smith Corporation's gas water heater. Permaglas model PGO-50 is a 50-gallon capacity unit.



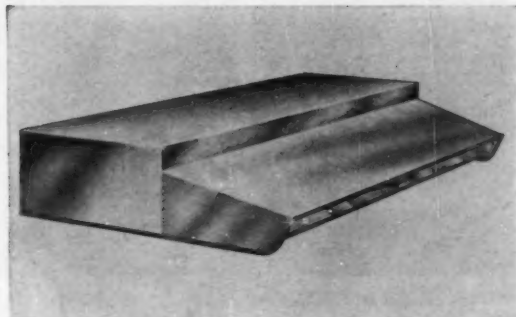
GIBRALTAR HOMES, East Anaheim, Calif., receives "Hidden-Value" Contest award of 75 bags of Zonolite insulating fill. Vermiculite insulation is lightweight, fireproof.



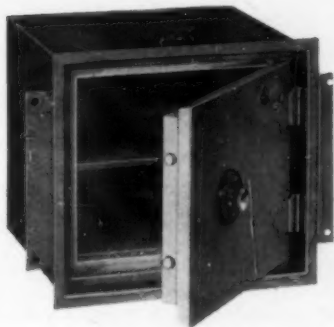
FURNEY BROTHERS Construction Corp., Minneapolis, Minn., has won a small broiler from L. O. Koven. Koven 75 comes completely packaged, wired and assembled.



GIN-SON COMPANY, Atlantic City, N.J., takes a contest prize from Berns Air King Corp. Award for "Hidden-Value" merchandising, is a three-speed window fan with extra-thin styling.



JOHN A. AYLOR of Oxon Hill, Md., has been given Fasco Industries' prize for merchandising promotion. Fasco's new Power Ventilating Hood plus a bathroom ventilator are the award.



BROWN AND KAUFFMAN, INC. of Palo Alto, Calif., will get a "Hidden-Value" prize from Meilink Steel Safe Co. Prize is two "Hercules" residential wall vaults.



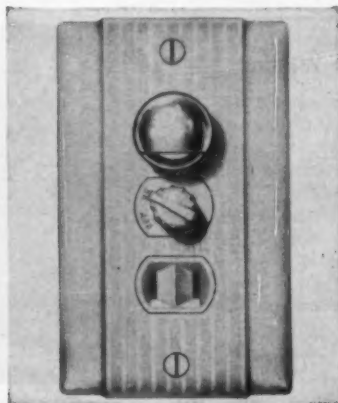
HEMSTREET HOMES CO., Portland, Ore., has been awarded prize from Superior Electric Co. . . . three "Luxtrol" units which allow graduate light control.



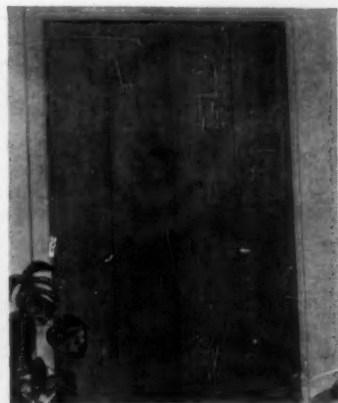
IRA EDWARDS CONSTRUCTION CO., Woodinville, Wash., has won an award from Macklanburg-Duncan Co. Includes weatherstripping, closet rods, thresholds, screen grilles.



THE SHRODER COMPANY of Pleasantville, N.Y., wins Rheem Manufacturing Company's water heater. "Holiday" model is trimmed in color; designed for kitchen or playroom.



LYNBAR CONSTRUCTION CO. of Memphis, Tenn., has been awarded a prize of Roto-Glo Quiet switches, duplex outlets and wall plates from Pass and Seymour.



GEORGE M. HOLSTEIN & SONS, Costa Mesa, Calif., has won "Hidden-Value" Contest prize from Curtis Companies. Award is Style-Trend wood folding doors.

58 WINNERS AND WHAT THEY WON, continued



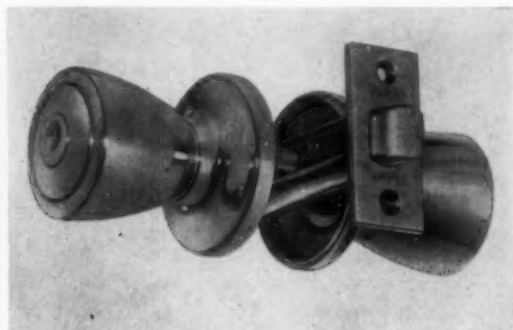
WESTCHESTER, INC., of Miami, Fla., will receive Rowe Mfg. Co.'s prize. It's a four-sectional residential Ro-Way garage door, given the firm for its merchandising of "Hidden-Values" in a house.



ZUMMO ORGANIZATION, Islip, Long Island, N.Y., gets a "Hidden-Value" Contest prize from Ruberoid Co. Award is Autoclaved clapboard siding, a combination of asbestos fiber and Portland cement.



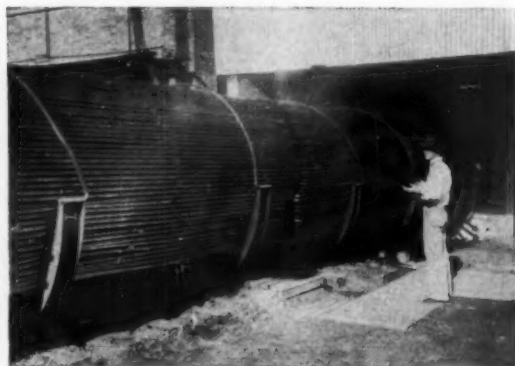
LOUIS WEEKS JR. CONSTRUCTION CO., Memphis, Tenn., will be awarded eight of these 100-watt recessed lighting fixtures. Prize is donated by Atlas Electric Product Co.



GREEN ACRES, INC. of Hartford, Conn., took a "Hidden-Value" Contest award for its house merchandising. Prize, from Kwikset Sales & Service Co., is complete set of locks, knobs, etc. for a home.

Something Extra for a Prize-Winner

WEDGWOOD HOMES INC., in Beaverton, Ore., will be awarded a prize from General Electric's Chemical and Metallurgical Division. For their outstanding merchandising program to display the "hidden-values" in their new houses, the firm will receive a fabrication job in Textolite for one complete kitchen and a bathroom in one of their houses. The laminated plastic surfacing material comes in flexible sheets which are color-keyed to harmonize with kitchen appliances, cabinets and with other surfacings. Laminated Textolite resists heat, stains and scratches. It is available in a wide variety of more than 80 patterns and colors. The winner in this case will be given a choice of General Electric Textolite which will best match the decor of his kitchen and bathroom.



CLARENCE THORNE of San Antonio, Tex., has been awarded a prize for "Hidden-Value" merchandising from Koppers Co. The prize is 5,000 board feet of pressure-treated builders' lumber or 1,000 board feet of "Wolmanized" pressure-treated framing lumber. Either delivered to job site.



Millions Listen when Cathy Climatrol Says, "This Makes it a Real Home!"

THAT'S Cathy Climatrol — symbol of success for builders who feature Mueller Climatrol. Star of our national advertising campaign — appealing to interested, able-to-buy prospects. Cathy projects a vital message. Dramatizes the fact that Mueller Climatrol comfort is one of today's biggest values for healthier, happier family living.

1957 has been Mueller Climatrol's

Centennial year... and a profitable celebration for comfort-wise builders who feature Mueller Climatrol. There's been national advertising to build instant customer-recognition of Mueller Climatrol as America's quality heating-cooling line... plus hard-hitting promotion. And, most important, Mueller Climatrol introduced a host of new units... priced right for profit.

Year-Round Comfort Sells Parade of Homes

Read the reaction of Midwest builder N. L. Fredricks whose "Parade" home featured the Mueller Climatrol combination unit:

"Sold the model opening day, with a big assist from Mueller Climatrol year-round unit. It gave us something special to offer in comfort."

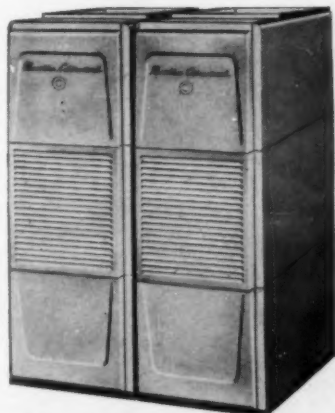
This installation — like almost half of those in the "Parade" — included heating plus provision for cooling, for little more than the cost of a heating unit alone.

GET BIG-NAME SELLING SUPPORT into your homes with Mueller Climatrol Suburbanaire® — premium quality at a popular "builder's price." Write for full details, or see your man from...

Mueller Climatrol

Division of Worthington Corporation

2021 W. Oklahoma Ave. • Milwaukee 15, Wis.



GOLDEN CENTENNIAL TWINS — the ultimate in quality year-round air conditioning... spearheading a bigger, better builder's line for '58.

... CLIMATE CONTROL FOR HEALTHFUL LIVING

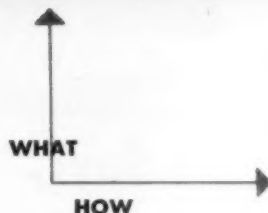
MUELLER CLIMATROL BUILDER BRIEFS...





THE LOW, clean lines of the concrete-block house suggest a life-time of beauty and permanence.

This concrete-block house ties good design to an \$8,750 price tag



AMERICAN
BUILDER
BLUEPRINT
No. 248

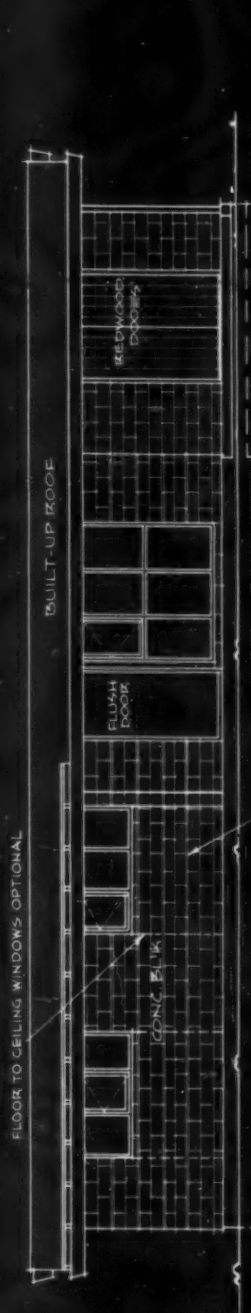


PROJECTION of sidewall, four-foot eave provides shade for the full-view floor-to-ceiling aluminum windows. Stacked bond is contrasted with typical-bond laid blocks.

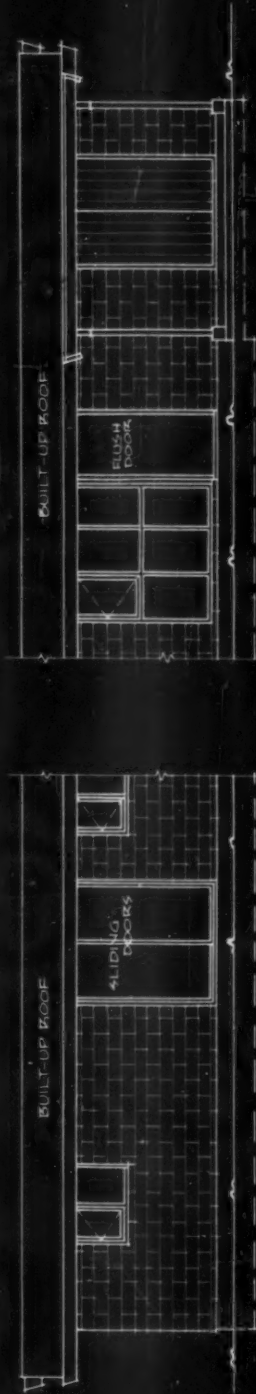
A. C. King, Fresno, Cal., has felt for some time that the nation's basic housing need lies in low-cost quality units. Predictions of 1958's market potential seem to bear out the wisdom of King and other builders like him who have spent money and effort developing a low-cost project house.

King chose reinforced lightweight block as his basic building material because it requires low maintenance, has high insulation value, withstands earth shocks.

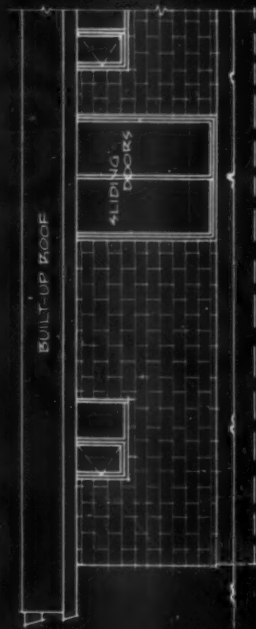
He sticks to two models with deluxe versions of each, 12 elevations and 8 color schemes. Attesting to his success, sales have been hitting two a day. In the expensive Palm Springs area his minimum price runs \$2,000 higher. Designer: D. Pravitz; Engineer: Hugh O'Neil.



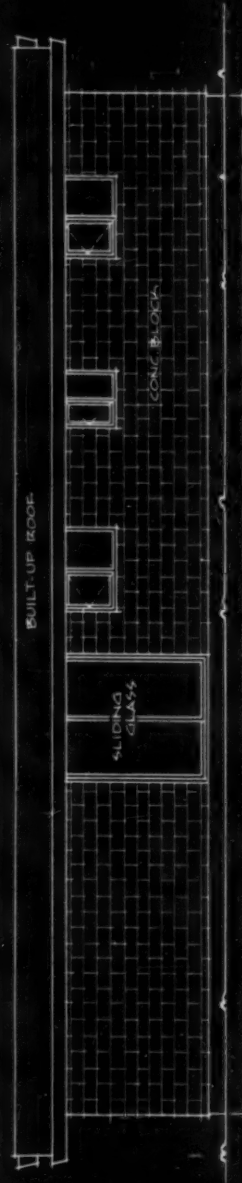
FRONT ELEVATION
SCALE 1/8" = 1'-0"



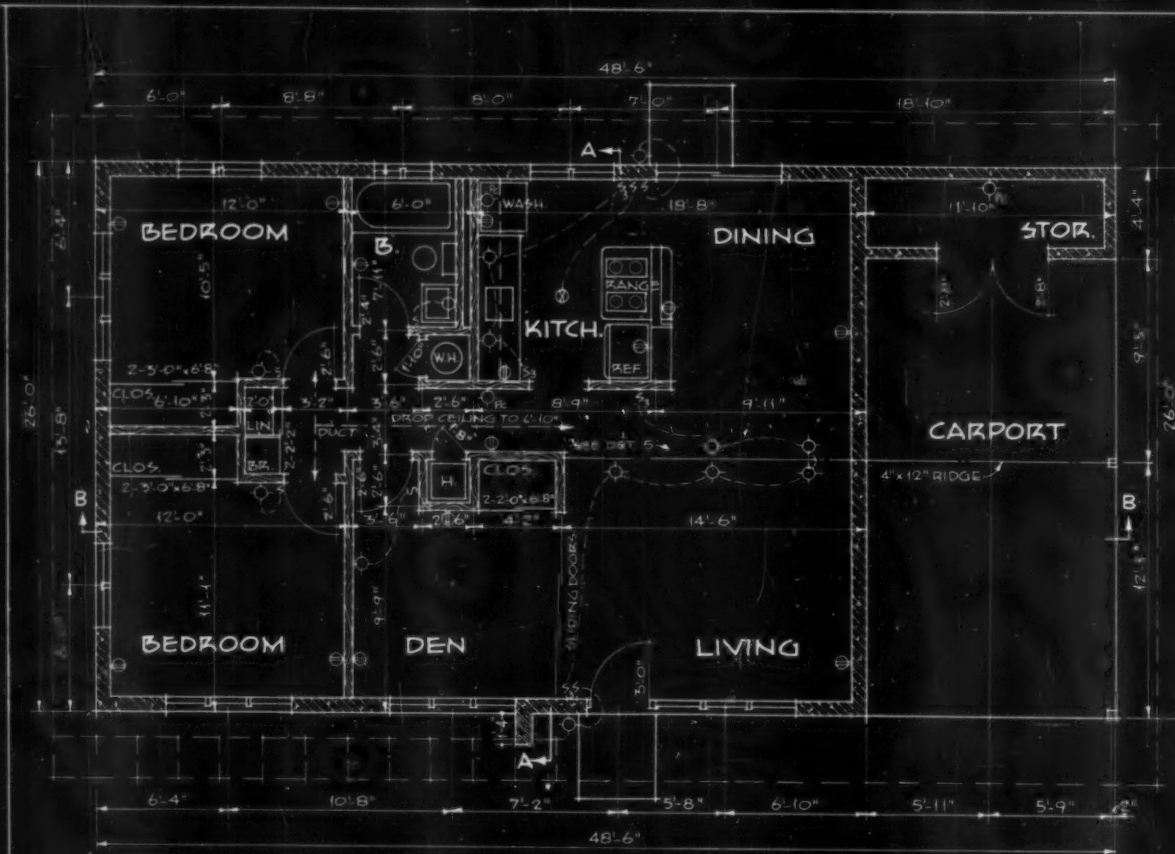
ALTERNATE FRONT
(4TH BEDROOM ADDED)
SCALE 1/8" = 1'-0"



ALTERNATE REAR
SCALE 1/8" = 1'-0"



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



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



ALTERNATE LIVING-KITCHEN
SCALE 1/8" = 1'-0"

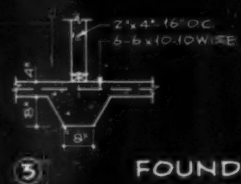
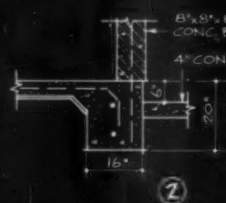
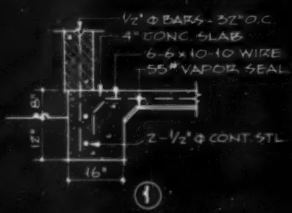


ALTERNATE 4TH BEDROOM PLAN
SCALE 1/8" = 1'-0"



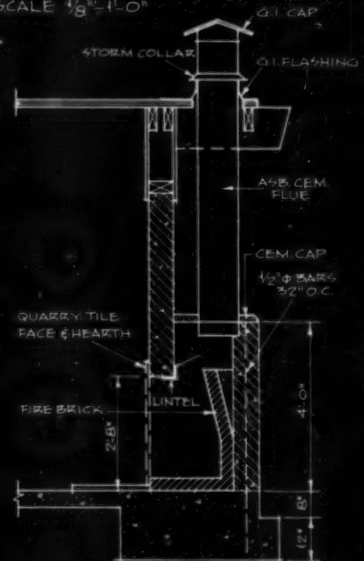
FOUNDATION PLAN

SCALE 1/8" = 1'-0"



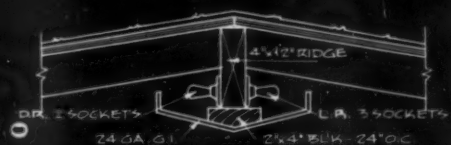
FOUNDATION DETAILS

SCALE 1/4" = 1'-0"



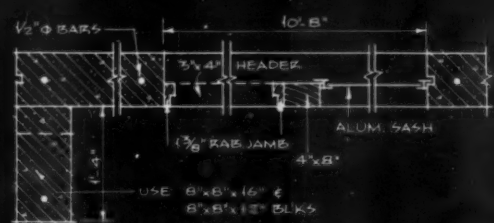
OPTIONAL FIREPLACE DETAILS

SCALE 1/4" = 1'-0"



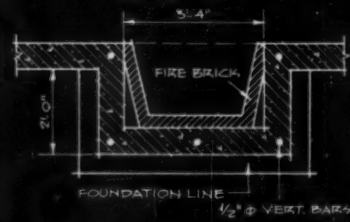
LR & DR ELECT. FIXTURES

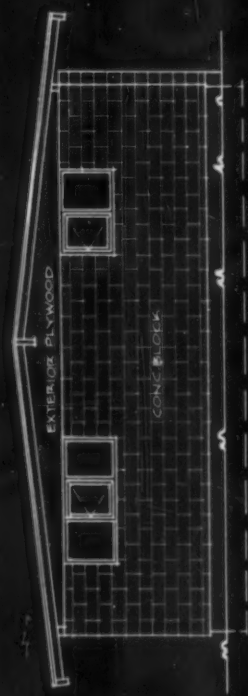
SCALE 1/2" = 1'-0"



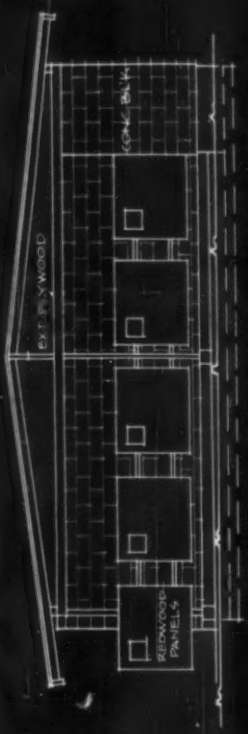
DOOR & SASH DETAIL

SCALE 1/2" = 1'-0"

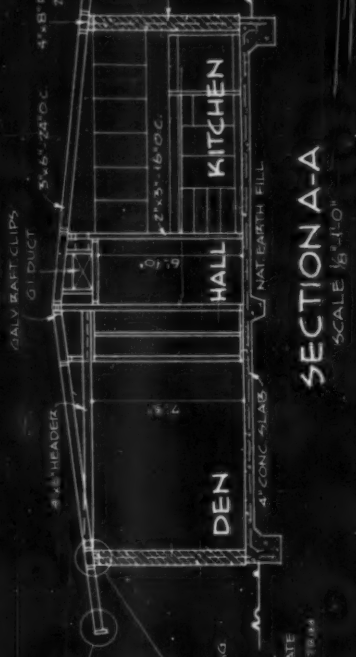
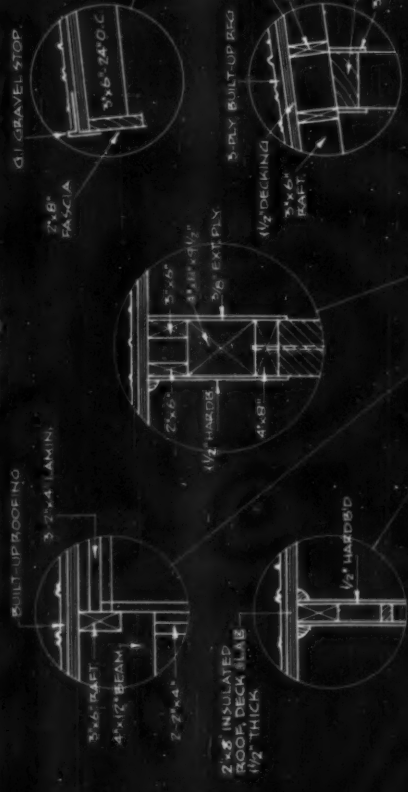




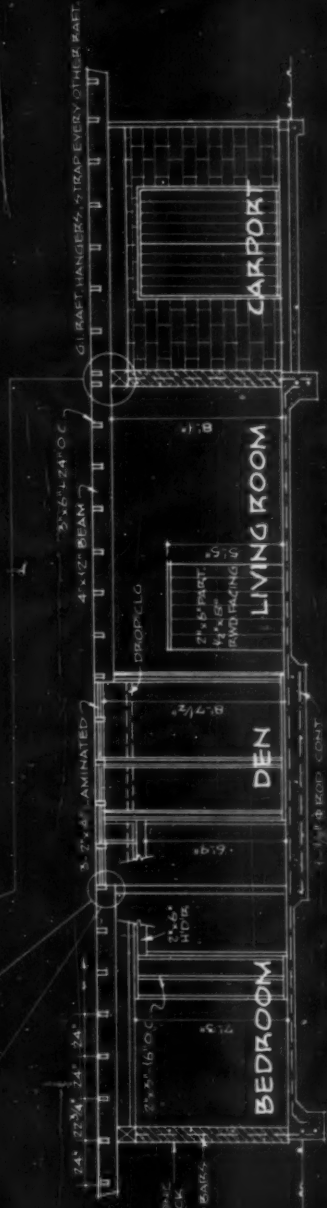
LEFT SIDE ELEVATION
SCALE 1/8" = 1'-0"



RIGHT SIDE ELEVATION
SCALE 1/8" = 1'-0"



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



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



G. E.'s 9' 6" kitchen center, 4x4' Formica breakfast bar are some of the items included in the deluxe models.

Inside: prefinished surfaces save money, save maintenance

QUANTITY MATERIALS LIST

House Area	Block	Bungalow
		1,000 sq. ft.

CONCRETE WORK

Location	Actual	Actual + 5%
Grade Beams	307 cu. ft.	
Slab 4"	420 cu. ft.	
Entry Slab 6"	16 cu. ft.	
	743 cu. ft.	780 cu. ft. or 29 cu. yds.

CONCRETE BLOCK AND ACCESSORIES

Location	Description	Amount
Slab		
Reinforcement	6-6 x 10-10 wire	1,000 sq. ft.
Wall Dowels	1/2" Diam. Bars	50 pieces
Vapor Seal	55# felt	1,000 sq. ft.
Grade Beam		
Reinforcement	1/2" Diam. Bars	260 lin. ft.
Walls	8" x 8" x 8" Concrete Block	706 sq. ft.
Walls	6" x 8" x 8" Concrete Block	161 sq. ft.
Anchor Straps	Metal	2 pieces

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Plate	4 x 8	—	160	427
Living Room Header	(2) 2 x 12	—	72	144
Rafter Blocking	2 x 6	—	220	220
Header at Bedroom	(2) 2 x 12	2/16	32	64

(Continued on page 158)



SLIDING ROOM DIVIDER at den, adds extra square feet to living area when needed. Other prefinished surfaces include: birch cabinets, hardwood paneling, insulated roof-deck ceiling, asphalt tile.

CONCRETE-BLOCK HOUSE, continued

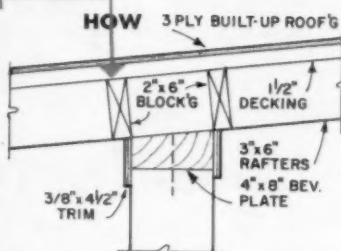


ROUGH-IN PLUMBING is completed before the slab is poured (left). Masons find light block easy to handle; King likes its low cost.

Ideal building materials and advanced construction methods: two keys to low cost



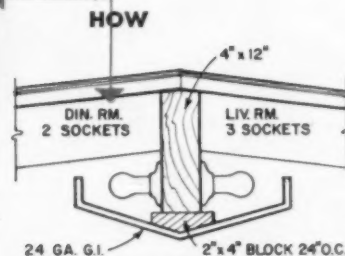
WHAT



BEVELED 4x8" acts as bond beam, top plate and header for doors and sash. No heel cut in 3x6's is needed.



WHAT



ATTRACTIVE incandescent lighting at ridge, lights living, dining area. 2x3's are used for non-bearing walls.

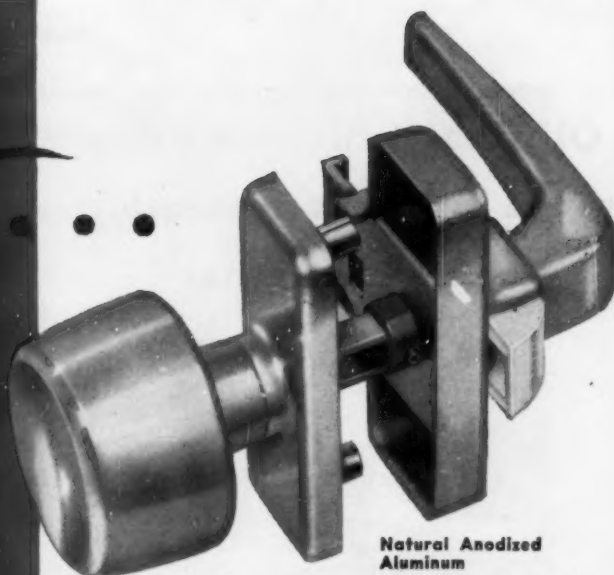
Blueprint Product List for the Month of December

Cal-lite pumice block; E-Z Block-Fin aluminum sash; Hollyview sliding-glass doors; Weslocks hardware; Flintkote roofing and decking; Yorktowne birch cabinets; Formica counters; Dunne-Edwards paints; Gen-

eral-Sentinal hot-water heater; Bestile Aluminum; tile; Utility furnace; Arctic Circle cooler; Universal-Rundle plumbing fixtures; Marvin fan; G. E. kitchen center.

New . . .

408 SCREEN and STORM DOOR LATCH



Natural Anodized
Aluminum
Brass-Color Anodized
Aluminum
Bronze-Color Anodized
Aluminum

by **National Lock**

- ***Skillfully Styled***

Doric design seamless concave knob, attractive escutcheon and lever handle.

- ***Completely Reversible***

Can be used on either right or left hand screen and storm doors.

- ***Constructed of Quality Material***

Assures long-term dependable service.

- ***Compact and Adjustable***

Requires only 1 1/2" mounting space for doors 3/4" to 1 1/8" thick.

- ***Prevents "lock-out"***

Automatically unlocks when latch bolt is depressed.

This all-new latch provides positive action. Nylon bolt assures quiet operation. Easily installed on wood or aluminum doors. Handy template and instructions are printed on flap of box. Free display demonstrator. See your supplier or write for information sheet Form 2118. Get complete details today.

**EASY TO
INSTALL**

**No Mortising
Required**



Quality Hardware . . . all from 1 source



NATIONAL LOCK COMPANY

Rockford, Illinois

Merchant Sales Division

Olin Polyethylene Film gives low-cost protection against weather

*Keeps Jobs on Schedule for
Garmer and Stiles Company*



CARL MITCHELL



RALPH HULSHIZER

Carl Mitchell and Ralph Hulshizer, job superintendents for Garmer and Stiles Company, general contractors, Des Moines, Iowa, kept their jobs on schedule through snow, sleet and freezing rain by using Olin Polyethylene film as a wind and weather break.

Carl has this to say about his experience: "It's the best thing that ever hit the building business. We used it to 'close in' a job we had at Friedman Motors when the weather turned bad. Without the use of any heat, Olin Polyethylene kept the temperature 20 degrees warmer inside."

Ralph puts it this way: "All you have to do is use it once to be sold. Besides using it as a 'wind-break,' material cover and curing blanket, I also use it to thaw ground! Here's what I mean. I couldn't start working on a Thriftway Store job because the ground was frozen solid. Then I thought of using Olin Polyethylene as a tent over the area, and put in two gas salamanders. In no time the ground softened and we could start work."

Here are some more facts about Olin Polyethylene Carl and Ralph gave us: "I'll spend only about \$700 this year on Olin Polyethylene. Compare that to the \$3,000 I spent on tarps last year."

"By using Olin Polyethylene as a 'wind-break' instead of tarps, we'll save roughly 50% in time and labor."

"Olin Polyethylene is transparent. We don't need any costly lighting."

"When you cover materials with Olin Polyethylene, the men can see what's underneath."

Olin Polyethylene is a permanent multi-use moisture barrier that will help you build better for less. For more information, mail in this coupon.

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AB-127



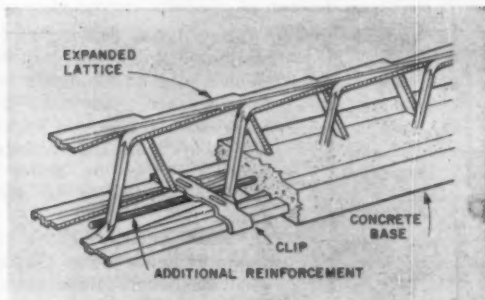
WOOD BEAMS supported by jacks, mid point under concrete blocks and Omnia planks, aid in leveling floors.

Why this block-and-beam deck saves building time

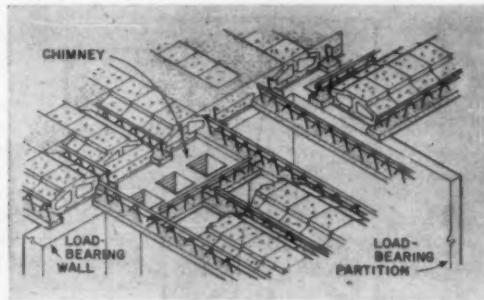
A new contender for the concrete floor and ceiling market has cropped up in the last few months and is creating a good deal of interest on the part of builders, architects and concrete-block manufacturers.

The system, called Omnia, is lightweight and flexible in its construction and assembly. There

is no extensive formwork required. No heavy lifting cranes are needed. Component parts of the system can be handled by man. Its manufacture is simple, can be (and is being) set-up in all parts of the country with little capital investment. For more data write: Omnia Construction Corp., 30 S. Broadway, Yonkers, N. Y.



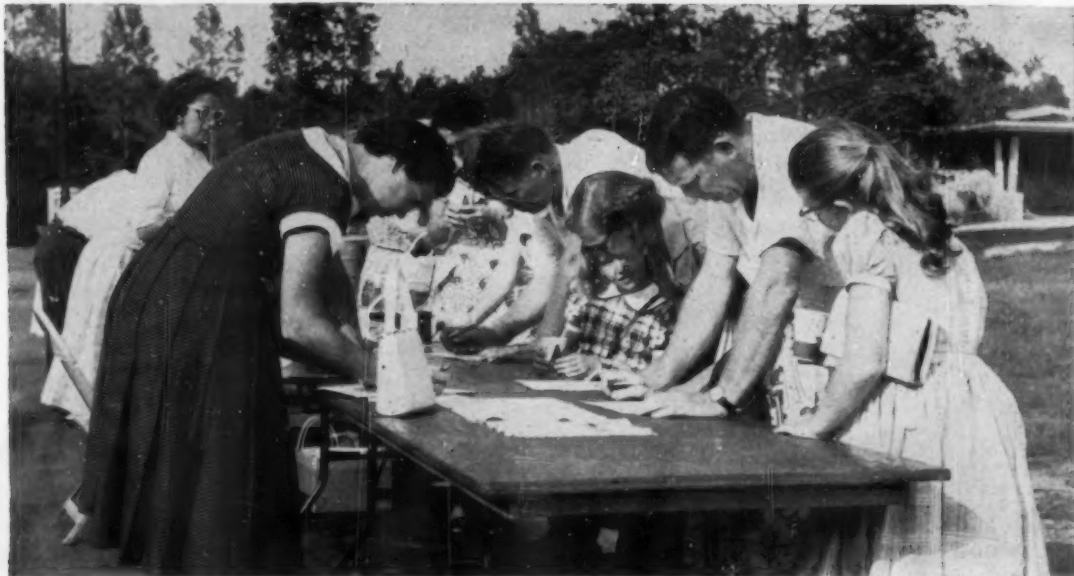
LIGHTWEIGHT PLANK is key to system. Shallow concrete base is pre-cast to expanded metal-lattice girder. Reinforcement is added as load and span require.



TYPICAL application of system shows its flexibility. The planks form the soffit for blocks. Poured concrete, together with planks, form reinforced concrete rib.

Market research: how to profit

... as Charlotte, N. C., did it:

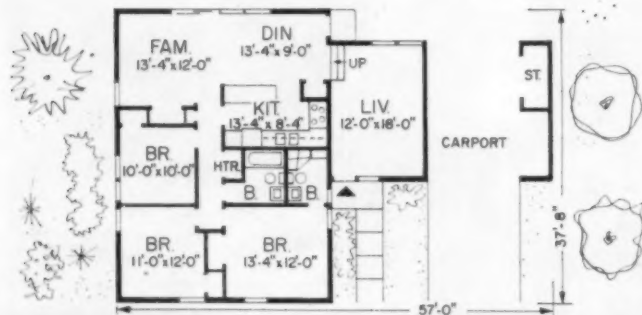


IMPRESSED by the fact that someone wanted to know their personal preferences on housing, Carolinians eagerly

divulged valuable information on Charlotte HBA forms. Over 3,000 replies were obtained, classified and studied.



DOWN PAYMENT and closing costs on this Wright Homes, Inc. prefab were awarded by builders as inducement to fill out questionnaires.



THIS WRIGHT model is called the Jupiter. It figured heavily in promotion at the Parade of Homes; drew favorable comment itself.

The men and women intent upon filling out questionnaires, above, are from Charlotte, N.C., with few exceptions. This is important to the builders in Charlotte, whose association planned, made up, distributed and catalogued the information from these questionnaires.

Why? Because the answers are from people in the market for Charlotte's 1958 houses. They represent *local* wants. The responses can be accepted by Charlotte builders as highly accurate for their area.

There is no denying that information gathered at the national level is vital to Charlotte builders. For instance, they and builders everywhere can benefit by studying the results from the recently completed Congress on Better Living (reported here on a following page).

Yet, national data—however good—is better when the country-wide trends are pinpointed at the local level. That's why the Home Builders Assn. of Charlotte was impelled to conduct its own survey in its own community. (Some de-

from it in your town . . .

tails of the survey were included in the November **AMERICAN BUILDER**, page 76).

Put in the works two years ago, the Charlotte survey was made in early September concurrent with the group's Parade of Homes.

Since the Parade was held at two sites—the first showing homes from \$12,500 to \$15,250, and the second featuring houses ranging from \$28,500 to \$45,000, a fair cross-section of Charlotte home prospects was reached.

This, plus the fact that each person completing a questionnaire was a home prospect (or he wouldn't have paid 25¢ and driven several miles to attend the Parade), prompted the Charlotte HBA to conduct the questioning during a Parade.

So as to be clear, and not so easily mislaid, questionnaires were printed on 8½x11" tagboard (a light, flexible cardboard).

Questions were worded as simply as possible to avoid any misunderstanding. To answer a question, a participant had only to make a check, or jot down a number which corresponded to one of several choices. Except for name and address, no writing was necessary for the participant.

Two or more attendants were constantly present at the tables set up for answering the questionnaires. They helped visitors, made sure replies were complete.

A key question in the survey was: "What do you think the new home you would like to own today should cost?" Ten categories from "Under \$10,000" to "Over \$40,000" were included as choices. The replies to all other questions were then linked to the price bracket which the participant chose. This screening made the answers doubly meaningful. The responses now can be used by both the low and medium-priced tract builder and the custom builder.

Typical of the questions: "Do you prefer to have the builder put in the lawn and shrubs at a cost of about \$200 rather than do the landscaping yourself?"

Builders found that an overwhelming majority wanted landscaping completed when they moved in. They noted that this held true in every price category, and was most pronounced in the \$15,000 to \$18,000 bracket.

. . . as Birmingham, Ala., plans to do it:



ALABAMA'S delegate to Congress on Better Living, Mrs. Keith Russell of Birmingham (shown here with Mc-

Call's Coordinator of Congress, Jack Bolster), will moderate regional panel at Alabama state convention.

National trends in housing preferences will be tested locally by Alabama builders and buyers

Alabama's second state home-builders' convention will devote a major part of its program to finding out what Alabama women like and don't like in their new homes. There may be an idea in this for about 100 other HBA's:

First, you get an agenda of the recent Congress on Better Living sponsored by McCall's magazine.

Second, you invite the local delegate to the Congress to help you moderate a regional panel.

Third, you ask a representative

group of women home-owners to join the panel. Suggestion: the Birmingham HBA has invited owners of houses in the last two Parades of Homes.

Program chairman Vondal Gravlee of G&H Homebuilders, Inc., Birmingham, who is also president of the state association, is enthusiastic about what the regional conference will disclose.

"We like the idea of having the women discuss new houses," Gravlee says, "and especially those that we are proudest of . . . those we have on parade during National Home Week. We think they'll provide an accurate base for constructive comment."

The program will be moderated by McCall's delegate to the national Congress on Better Living, Mrs. Keith Russell of Birmingham.

Results of Alabama regional conference, held Nov. 26 in Birmingham's Tutwiler Hotel, will appear in the January issue.

. . . here's what Birmingham will adapt from McCall's-sponsored national research ▶

Research at the national level can shape your future, too



ROUNDTABLE SESSION gets under way at Congress on Better Living. It was one of many during the three-day event in Washington, D.C., attended by 100 housewives from all corners of the United States.

What was started last year by the Housing and Home Finance Agency as a determined and somewhat revolutionary method of learning what people wanted in housing has blossomed into an accepted (and expected) event—now sponsored by *McCall's* and the Women's Housing Congress, Inc., called the Congress on Better Living.

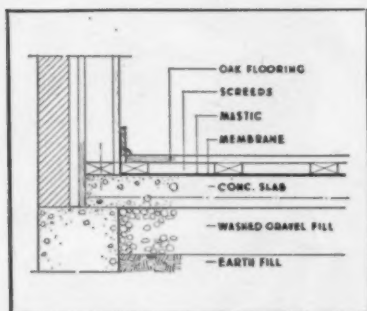
Industry sponsors of WHC include Better Heating-Cooling Council, the Copper and Brass Research Assn., the National Assn. of Plumbing Contractors, Plumbing Fixture Manufacturers Assn., and the Portland Cement Assn.

Held Oct. 9-11 at the Shoreham Hotel, Washington, D.C., the meeting drew 100 homemakers (a word wives shudder at, incidentally) from all sections of the U.S.

HERE IS WHAT THE WOMEN'S CONGRESS WANTS IN HOUSING

- ✓ More privacy was high on the list of women's wants as expressed by delegates to the Congress. This means a den or equivalent for the men, a playroom for the children, and a room set aside from the bathroom where wives can primp privately.
- ✓ And, speaking of baths, they want two, the second one preferably located off the rear door, so that the children can use it without tramping through the house (with wet muddy shoes).
- ✓ Kitchens should be bigger and better equipped. Seems the delegates want to get the kitchen back in family life as the old-time hub of household activity, since they spend much time there.
- ✓ Family room is now considered a "must" by the delegates, "and it should be off the kitchen." They also expressed a preference for a floor plan that puts the family room-kitchen combination far enough from the bedrooms.
- ✓ Garage is universally preferred—but not to house the family auto. Instead, it is used to store the garden equipment, and such paraphernalia as tricycles, bikes and baby carriages.
- ✓ Prefabs are growing in popularity with women, if the Congress is an indication. It seems that freedom of room planning permitted by prefab packages is most attractive to the ladies.
- ✓ One-story homes are runaway favorites, according to the wives. In the same breath, most delegates expressed distaste for the split-level design in its conventional form.
- ✓ More fireplaces are in order, apparently. The wives refuse to relinquish their sentimental hold on these old-time necessities, despite the fact that today's homes are, for the most part, heated quite efficiently by the furnace.
- ✓ Picture windows were voted down unless the view outside warranted it. The ladies also voiced their disapproval of small bedroom windows set high on the wall. They want to look out.
- ✓ More electrical outlets were desired—preferably about six feet apart. Fancier wall and overhead light fixtures were acclaimed. And, they considered the dishwasher the most wanted new appliance; a clothes washer the most useful.

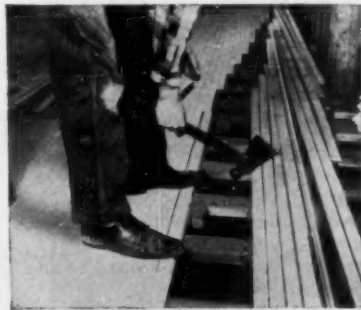
Low-cost method for installing strip oak floors over concrete slab foundations



1 Start with a well-constructed concrete slab. Use a surface moisture barrier of .15-lb. asphalt felt or polyethylene film embedded in mastic.

2 With moisture barrier in place, apply mastic to secure screeds over entire slab surface or in "rivers" along lines where screeds will be positioned.

3 For screeds, use flat, dry 2x4s in random lengths from 18" to 30". Screeds should be preservative treated to prevent rot or termite damage.



4 Lay screeds flat side down in staggered pattern on 12" centers at right angles to proposed direction of finished floor. Lap joints at least 4".

5 Leave a minimum gap of 1" between ends of screeds and baseplate around edges of room to allow for normal expansion of the finish flooring.

6 Use only tongue-and-groove and end-matched strip oak flooring. Blind nail to each screed. Stagger end joints for strength and appearance.



7 Wide baseplate along two walls is recommended to provide a good nailing surface for flooring ends, increasing rigidity of the installation.

8 Sand and finish flooring in usual manner, or use prefinished flooring. This installation method has proved successful in thousands of homes.

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► **Questioned about
kitchens, builders
and manufacturers say:**

● "Women head straight for the kitchen in a model home." . . . "If the kitchen wins approval, the rest of the house is likely to win approval, too." Consensus of opinion: the kitchen is a vital merchandising feature of the house.

● **Buyers want bigger kitchens.** Builders surveyed say they're giving them just that.

● **Space-planning** the kitchen is another buyer "must." More eating space (of the breakfast variety) is one highly-rated convenience. More builders are space-planning kitchens, according to our survey. They divide it into a food-preserving and storage area, meal preparing area, and clean-up area.

● **Open planning** for kitchens is preferred by buyers, survey results showed. Most often joined with kitchen: family room, dining, or laundry area. The old-fashioned closed-off kitchen still attracts a lot of buyers, though.

● **The kitchen "bought"** today is the one that is better lighted, better color coordinated. Advice from our survey: "Personalize your kitchens to match the rest of the house." . . . "Spend more effort on window lighting and color in the kitchen." Paint, wallpaper or wood paneling, tile, plastic laminates (in that order) rank high as wall-covering choices.

● **Laundry equipment** is preferred *outside* the kitchen area. But the kitchen is being expanded to take in other appliances, many supplied by the builder. Builders find that the garbage disposer ranks in popularity immediately after the built-in range and oven. Ventilating hoods and refrigerators are next "included" items. Extra "come-ons": indoor barbecues, intercoms, special cabinets.



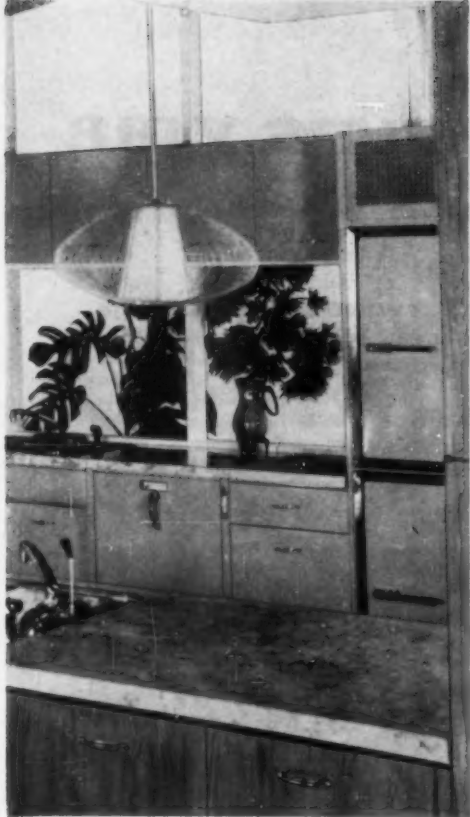
Kitchens are one of your most important sales features.

. . . buyers want more



OPEN-PLANNING effect is increased with use of "off-the-floor" type cabinets. Feeling of more space is gained by use of three 24" deep wall cabinets placed on a frame equipped with furniture-type legs. Extra light for the kitchen (as well as storage space) comes from the sliding-door pantry cabinets hung above the countertop. This steel cab-

inet wall also makes good use of space by including necessary built-ins (range and oven), as well as counter eating space. From Youngstown Kitchens. (No. D3, p. 108). Other equipment most often included with house to make it sell: garbage disposer, ventilator, refrigerator, dishwasher, clothes washer, clothes dryer, separate freezer.



INDIVIDUALIZED KITCHENS with color and personality of their own are another buyer request. Here, wallpaper, beamed ceiling, soffit shelf beam, wood cabinets do the trick. Curtis Co. (No. D2, p. 108).

◀ **BIGGER KITCHENS** that are better planned, better lighted are wanted. Planning divides kitchens into areas for: 1) food preserving (back right); 2) food preparing (left foreground); 3) cleaning up (center background). By Geneva Kitchens (No. D1, p. 108).

That's why . . .

focus on kitchen planning



SEPARATE PLACE for laundry equipment other than the kitchen is preferred by more home buyers. In foreground is Western Holly's "Kook-Center" (No. D4, p. 108). This built-in unit saves valuable kitchen space by combining gas range tops, two gas ovens, utility shelf, ventilating fan, light and a covered grill which provides a flush working surface.

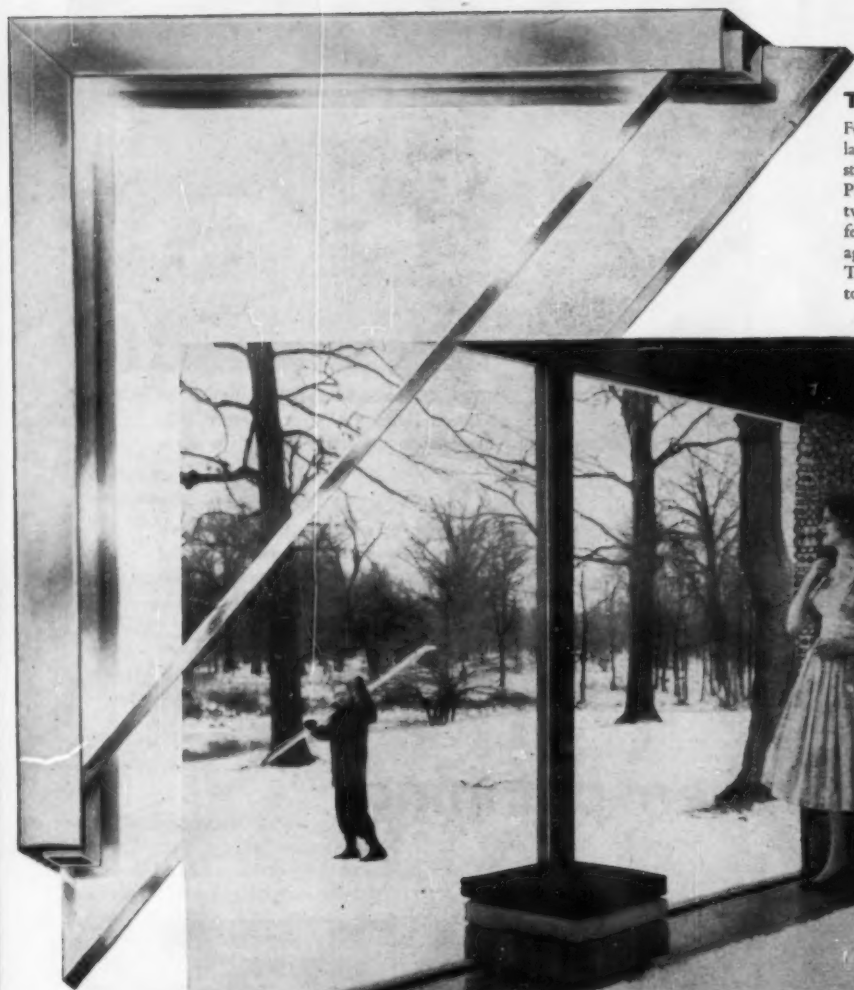


BUILT-INS are particularly popular because of the space they save in kitchen planning. Here, G.E.'s free-standing 1958 refrigerator-freezer (No. D5, p. 108) is their "Straight line" unit that fits flush against wall (back and sides), lines up with adjacent cabinets. "Magic corner" hinges permit door to be fully opened without side clearance space.



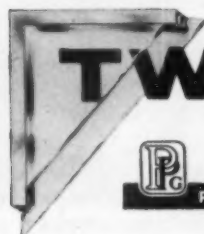
KITCHEN EXTRAS, most builders agree, are worth their weight in sales appeal. Ventilating hoods are increasingly popular with buyers. Other newer extras . . . built-in barbecue, inter-coms, special cabinets to hold bottles, trays, etc. Above, Stanthony's ventilating hood and "Electramic" broiler (No. D6, p. 108), which barbecues with ceramic refractory coals.

HOW TWINDOW[®] HELPS YOU



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



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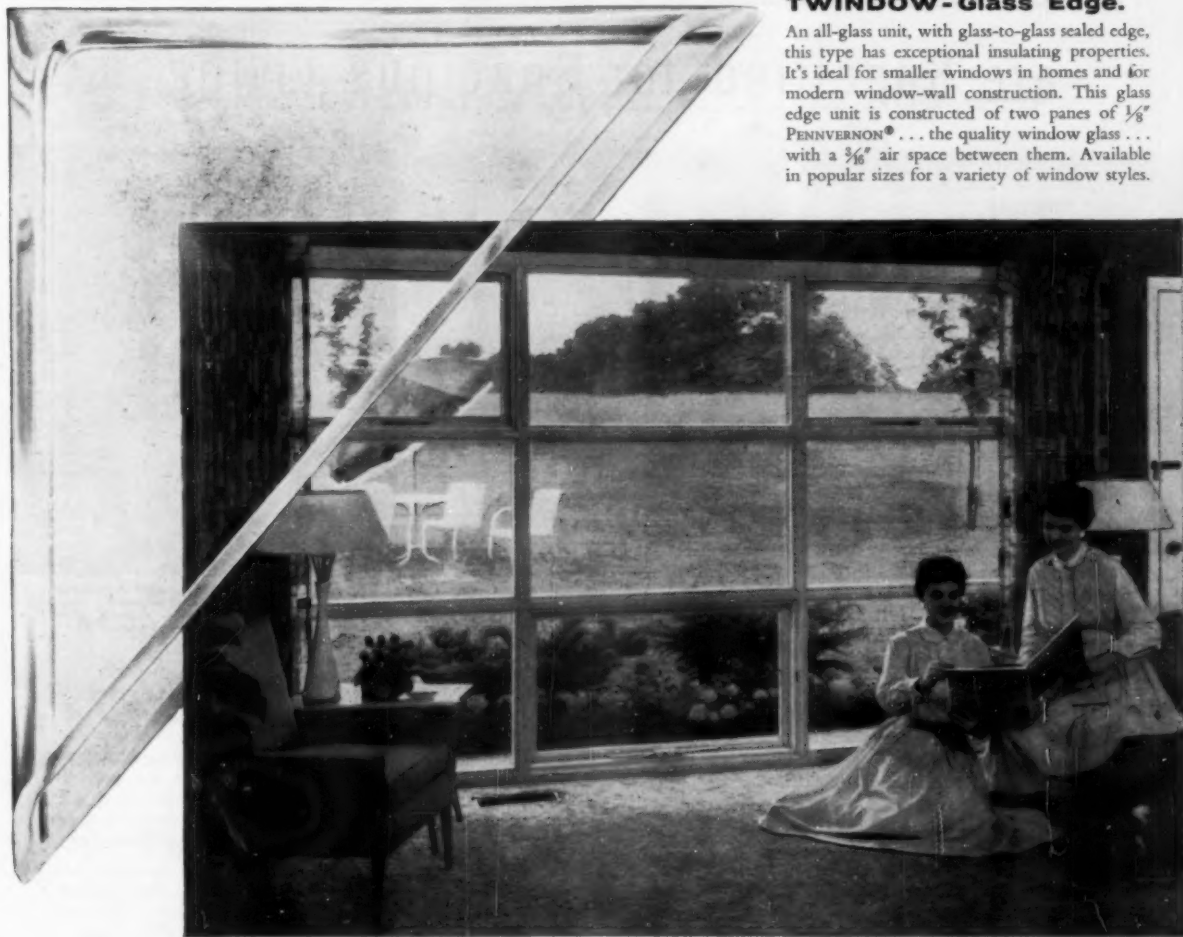
That is why builders throughout the country have found to their profit that equipping their homes with TWINDOW . . . the windowpane with

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

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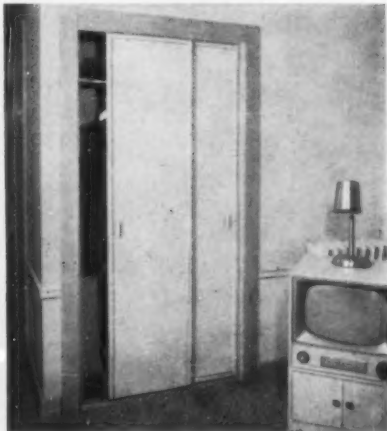
are Specified for Spacious Living



Here GLIDE-ALL Sliding Doors provide decorative panels for the generous storage areas in the bedrooms and halls of this apartment—one of hundreds in the Lake Meadows Multi-apartment project in Chicago. Architects: Skidmore Owings & Merrill. Contractors: Turner Construction Co.



A compact wardrobe unit, one of hundreds in Butterfield Hall on the campus of Michigan State University. This is a typical example of GLIDE-ALL Door installations in many University dormitories across the country. Architect: Ralph R. Calder, Detroit, Michigan.



Wherever maximum closet space in a confined area is desirable, GLIDE-ALL Doors make it practical and economical—like in this example of a remodeled guest room in the Sheraton-Lincoln Hotel, Indianapolis, Indiana.

REASONS WHY:

Provide More Storage Space Where floor space is at a premium floor-to-ceiling GLIDE-ALL Sliding Doors provide the most accessible, easy-to-use storage facilities.

Quality Appearance — Operation — Service Modern design, durable construction and smooth operation are features of GLIDE-ALL Doors that appeal to architects and builders from coast-to-coast.

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als—and the efficient production methods used in making them assures the lowest unit cost. On the job adjustment, for perfect, smooth, operation, is quick and simple and positive—an important factor where multiple installations must be efficient and trouble-free.

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The Payoff Departments

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- Land Planning.....138 →**
Versatility: the key to economy in all sizes of equipment.
- How To Do It Better148 →**
Indirect lighting-trough design costs less.
- 1958 is the year for custom extras.....150 →**
18 ways to build fences. (First in a series on how to build extras for more sales.)
- Ask The Experts.....154 →**
How to locate leaks in hot-water slab coils.
- Convention Calendar.....156 →**
Check this list for meetings you want to attend to learn what other builders are doing.
- Technical Guide162 →**
Here are 5 ways to give better support to masonry veneer.
- Better Detail of the Month.....164 →**
Cast cylindrical foundation supports an unusual fireplace.
- The Month Ahead.....178 →**
Things for builders to think about during January.

TV wiring... adds a lot of "hidden-value" at little cost

Here's a "hidden-value" product that won't remain hidden from your potential home-buyer very long. Once this system of built-in television wiring is pointed out to him, the customer, already well-versed in the ways of TV, will be quick to recognize its advantages and value.

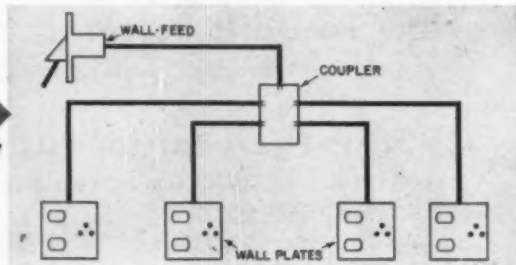
This packaged Wiring Kit from Mosley Electronics usually can be installed for less than \$30. It provides up to four attractive plug-in outlets which allow for moving the TV set around; or will operate four different sets from a single antenna. Also included in the package: 300 Ohm Line, multi-set coupler, wall-feed entrance line fasteners.

The built-in wiring can be easily installed by your electrical contractor. The actual antenna or mounting mast, however, should be left to the buyer and television technicians who have special knowledge of local TV problems. (Circle No. D7, page 108.)



WHAT

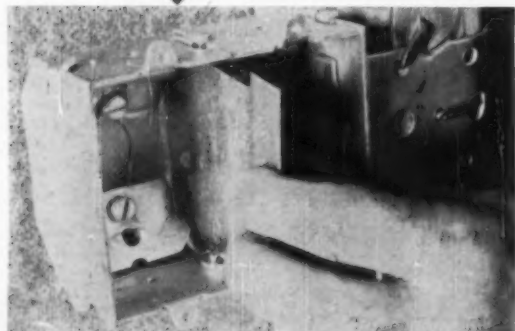
MERCHANDISING TAG to highlight "hidden-value" TV Wiring System. Also: four outlets, multi-set coupler, 300 Ohm line, lead-in entrance.



HOW

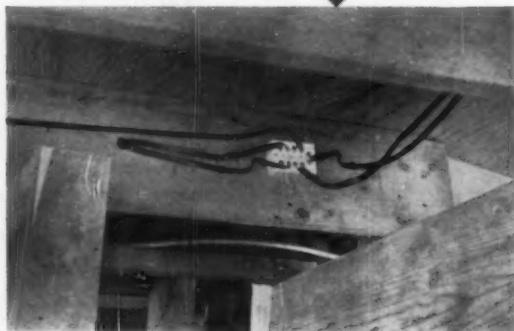
BLOCK DIAGRAM shows four wall plates covering combination AC-TV sockets. Television wiring is connected in multi-set coupler which feeds in antenna power.

HOW



OUTLETS ARE MOUNTED on standard ganged outlet boxes. The metal barrier plate complies with electrical codes, separates AC power and TV services.


HOW



MULTI-SET COUPLER installs in attic, crawl space, basement or behind plumbing access panel. Feeds antenna power equally to all outlets.

You are entering the **American Builder**

Supermarket



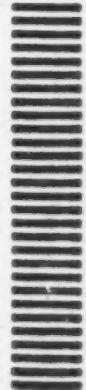
Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



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- D2 Curtis cabinets
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- D4 Western Holly Kook Center
- D5 G. E. refrigerator
- D6 Stanthony ventilator

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- D8 TECO trusses
- D9 Donn steel shade
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- D13 Husking pipe fitting
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- D15 Massey electrical outlets
- D16 Calafax shingles
- D17 Monroe veneer
- D18 Industrial Wire brackets
- D19 Plextone finish
- D20 General cabinet kitchen
- D21 Alomark faucet

- D22 Window Shade Mrs. Assn.
- D23 Darnalux kitchen nook
- D24 Fabrow window grilles
- D25 Just double sink
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- D27 Fibreboard wallboard
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- D29 Globe aluminum siding
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- D31 Ralscreen modular windows
- D32 Raygold kitchen cabinets
- D33 Emerson-Fryns ventilating hood
- D34 Sinclair bed-ups
- D35 Hobart dishwasher
- D36 Filon plastic panels
- D37 Mondial antique glass
- D38 Toledo lavatory-vanity
- D39 Malleable cooking range
- D40 Wasco Showerwall
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- D52 Case crawler

CATALOGS

- D53 Prascalite swivel lights
- D54 Southern Sash windows
- D55 Armstrong acoustical materials
- D56 Gerber plumbing fixtures
- D57 Stanley windows
- D58 Zegars weatherscaling
- D59 Kitchen Maid sketch-book
- D60 American Houses plans

- D61 Uvalde Rock tiling
- D62 Besser concrete block
- D63 Dura-Vent vent piping
- D64 Roper gas range
- D65 Metal Lath Mfg. Assn.
- D66 Alsynite panels
- D67 Insulite roof decking
- D68 Ansonite office plan
- D69 Le Roi compressor unit
- D70 Brown & Crist windows
- D71 Rittenhouse clock

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| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Finance |
| <input type="checkbox"/> Building or Planning Own Home | <input type="checkbox"/> Realty |
| <input type="checkbox"/> Architectural | <input type="checkbox"/> Organization |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Government |
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I wish to enter a subscription to American Builder for one year (\$3.50)

3 years (\$7) New Renewal

Signature _____



Trusses offer "hidden-values"

Trussed rafters can be erected in little time using spiked boathook, and Trip-L-Grip nailed in place before erection. Teco connected trussed rafters give savings in labor as well as time. Timber Engineering Co., Dept. AB, 1319 18th St., N.W., Washington 6, D. C.

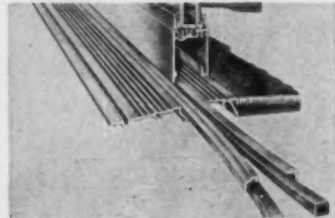
Circle No. D8 on reply card, p. 108



How to select insulation

Selecting the correct roof insulation for added "hidden value" is simplified by new slide rule based upon certified C values. Side shown determines C value needed to meet specified U value. Other side gives necessary U value. Armstrong Cork Co., Dept. AB, Lancaster, Pa.

Circle No. D11 on reply card, p. 108



Threshold assures protection

Here's more "hidden-value" protection against the elements . . . provided by "Weather Beater" threshold. Features double woven, silicone-treated wool pile plus aluminum polyvinyl chloride shield. Nudor Mfg. Corp., Dept. AB, 7326 Fulton Ave., N. Hollywood, Cal.

Circle No. D14 on reply card, p. 108



Steel studs are available

Nailable steel studs for hollow wall plaster construction have new one-piece construction. Of light, zinc-coated steel, they are easy to handle, yet rigid. Require no stud shoes or attachments. Offer "hidden-value" advantages of added strength, and economy. Donn Products, Inc., Dept. AB, 672 Bassett Rd., Westlake, Ohio.

Circle No. D9 on reply card, p. 108



"Hidden-Value" weatherseals

Two new metal weatherseal shapes used to seal sliding windows and doors against stationary or movable surfaces have been introduced. Both "U" channels are wool pile lined. One (shown) has pile on one outside leg surface; other has pile on three outside surfaces. Schlegel Mfg. Co., Dept. AB, Rochester, N.Y.

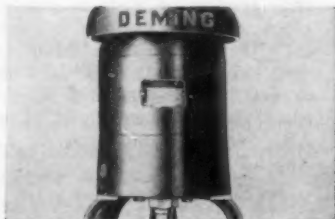
Circle No. D12 on reply card, p. 108



Give wiring flexibility

Greater flexibility in planning wiring systems is possible with new right or left surface angles, in-and-outside corner, and "T" sections. Multiple-outlet system, which adds "hidden-value" to house, now includes all elements needed for any type of wiring installation. A. H. Massey, Inc., Dept. AB, 111 Third St., Derby, Conn.

Circle No. D15 on reply card, p. 108



Delivers increased capacity

Deming has expanded its line of multi-stage shallow well centrifugal and deep well jet water systems to include new 2, 3 and 5 HP units. These "hidden-value" systems deliver increased capacity from greater well depths. The Deming Company, Department AB, Salem, Ohio.

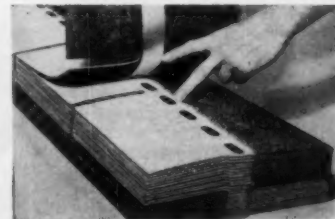
Circle No. D10 on reply card, p. 108



Two-way fitting cuts costs

Combination fitting available for all-direction pipe or tubing support. Eliminates welding, threading, and special tools. "Hidden-value" product is of lightweight aluminum alloy. Exceptionally strong, rust-proof. John A. Hosking Co., Dept. AB, 1704 Howland Ave., Cincinnati 23, Ohio.

Circle No. D13 on reply card, p. 108



Hurricane-resistant shingle

New hurricane-resistant shingle is self-sealing. Easy application design features "hidden-value" adhesive "dash-strip." Sun's heat seals adhesive to tabs, forming wind-safe bond. Aluminum foil strip prevents sticking while handling. Celotex Corp., Dept. AB, 120 S. LaSalle St., Chicago, Ill.

Circle No. D16 on reply card, p. 108

5219
Switch rating
15A - 125V-T;
8A - 250V.
Outlet rating
15A - 125V.



Your key to economy and dependability

LEVITON U-GROUND DEVICES

Yes, Leviton is your key to cost-economy because Leviton has the know-how of mass producing Wiring Devices — gained over almost half a century of manufacturing experience. Leviton knows how to keep quality at the top, and prices at the bottom.

There's no need to sacrifice quality for the sake of economy, either. Leviton has *absolute quality control* — from selected raw materials to completed product. That's your key to *dependability*.

New available: a new combination switch and U-ground outlet; a complete line of 3-wire U-ground caps and connectors; single and duplex receptacles, receptacles on covers — all in either tandem or parallel types. Duplex receptacles are also available with grounding terminals for individual outlets.

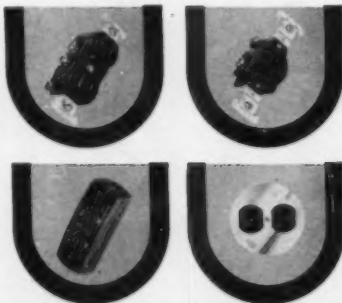
Follow the leaders! Specify **LEVITON U-GROUND WIRING DEVICES.**



rated 15A - 125V



rated 15A - 250V



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LEVITON MANUFACTURING COMPANY • BROOKLYN 22, N. Y.

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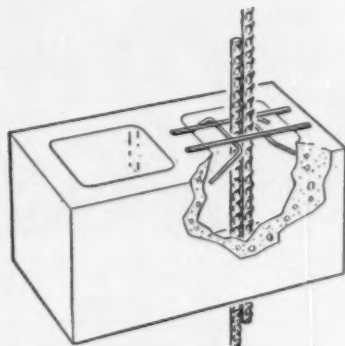
NEW PRODUCTS . . .



Coating assures safety

Durable topping for steps and floors provides tightly-bonded, resilient coating which is slip-proof. Another "hidden-value" safety product, X-L Veneer is easily trowled on, can be applied over concrete, wood, steel, tile or glass. Monroe Co., Inc., Dept. AB, 10703 Quebec Ave., Cleveland 6, Ohio.

Circle No. D17 on reply card, p. 108



Time-saver centering bracket

"Hidden-value" product keeps vertical reinforcing rods in concrete block accurately in place. Economical "Wall-Brac" saves labor and time. Versatile, flexible units add to construction's strength. Industrial Wire Products Corp., Dept. AB, 5649 Alhambra Ave., Los Angeles 2, Cal.

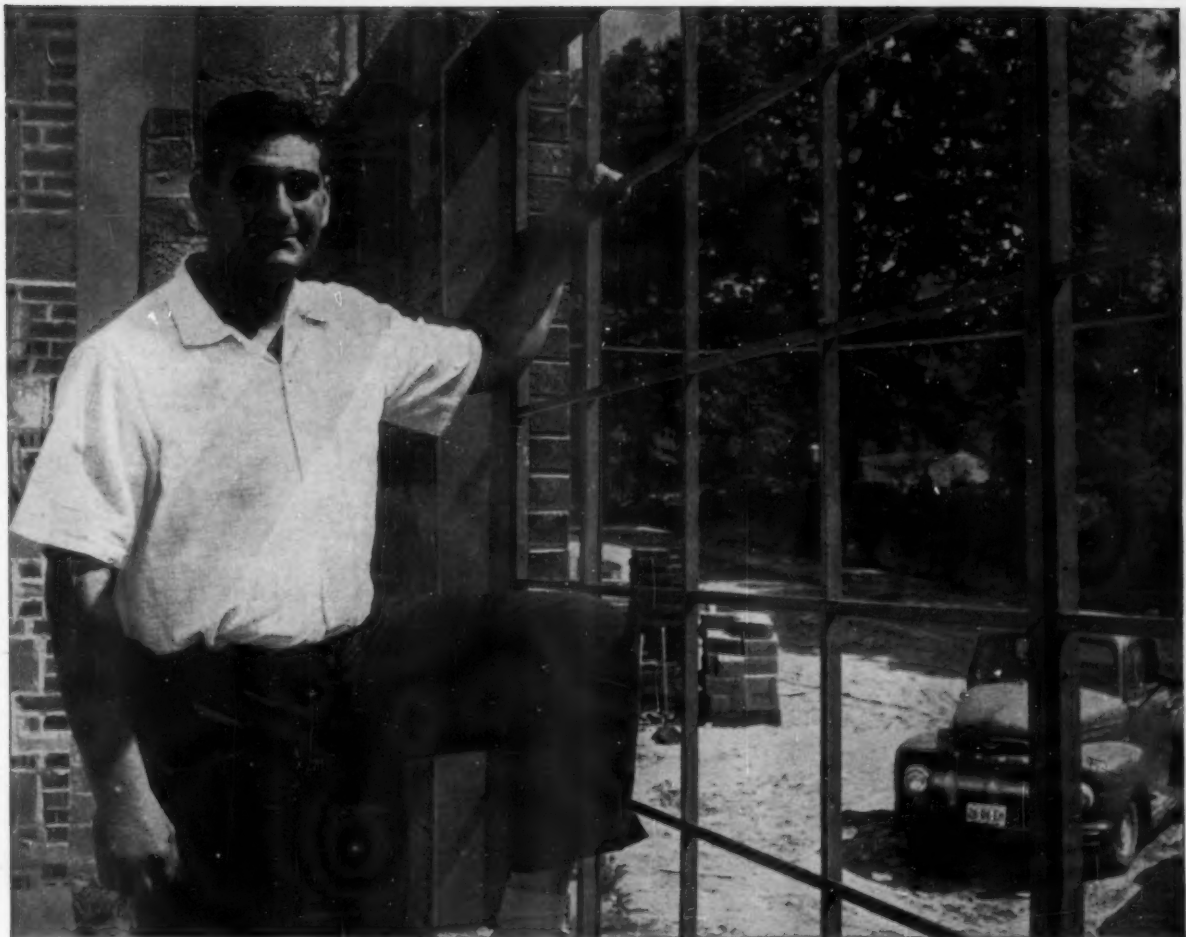
Circle No. D18 on reply card, p. 108

Finish is "hidden value" boon

Finishing masonry in less time at less cost possible with new Plexfil. Product smoothes porous masonry in one operation, serves as both filler and primer. "Hidden-value" product forms perfect undercoating for paint. Information from Plextone Corp. of America, Dept. AB, Newark, N.J.

Circle No. D19 on reply card, p. 108

AMERICAN BUILDER



"These windows can *take it*"

says Sid Naham, Maryland builder

"I've been using steel windows continuously for twenty years," reports Mr. Naham, president of Naham Construction Co., Inc., of Silver Spring, Md. "You know, windows get a lot of abuse during construction and in the home. My experience proves steel windows can take it.

"What's more, with steel sash I get the most window area for the least money. I'm using steel casement windows with inside-outside trim in my Newcastle, Adelphi Heights and Glen Haven projects."

Take it from Mr. Naham and from successful builders everywhere, your best buy is steel windows. They're easy to work with, they resist damage, and they go in fast.

Once installed, they give trouble-free service. And their clean, modern lines add greatly to the appearance of your homes, especially when the sash is painted to harmonize with your inside and outside color schemes. Available in many popular types and designs. You'd be wise to use steel windows in the next homes you build!

Bethlehem Steel Company does not manufacture steel windows, but for many years the window industry has looked to us for the specially rolled bar shapes that give steel sash its unequalled strength. See the advertisements of steel window manufacturers in this magazine, or consult Sweet's, AIA File 17b.

BETHLEHEM STEEL COMPANY
BETHLEHEM, PA.

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation. Export Distributor: Bethlehem Steel Export Corporation

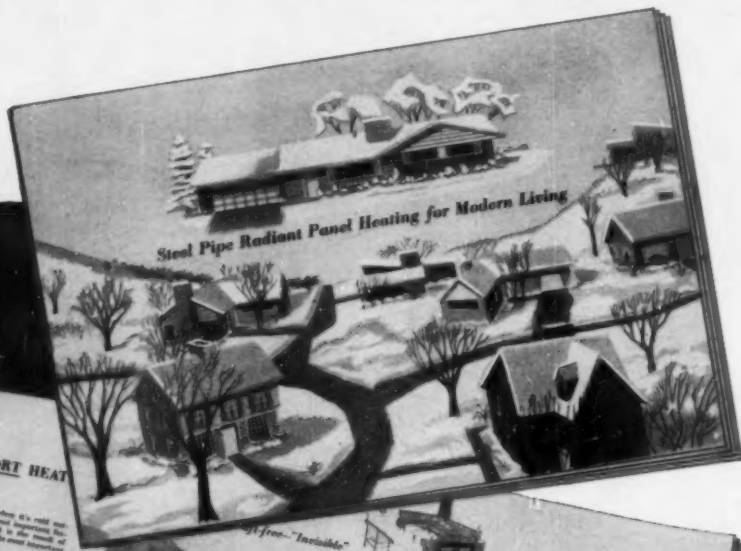
BUILD FASTER...SELL FASTER WITH

STEEL WINDOWS



For your customers who want to build or remodel

Get this
FREE NEW
Booklet



The facts about Steel Pipe
Radiant Panel Heating!

Before you build a new home or remodel an old one, you may want your customers to know how *true* radiant panel heating can benefit them . . . for then and only then can they make an intelligent selection of the type of heating system they will want to live with for the rest of their lives.

Why is steel pipe radiant panel heating true comfort heating? Why is it cleaner, draft-free, more

healthful? Why does it permit complete freedom of decoration? Why is every inch of floor and wall space usable? Why is steel pipe the best medium for heat transmission?

These and many other questions they want to know about this truly modern type of heating that everyone is discussing are answered in this new full-color non-technical booklet prepared for you to give to them.

Only Steel Pipe gives all these advantages!

- Low cost with durability
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- Formable—bends readily
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Steel Pipe
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STEEL PIPE RESEARCH

AMERICAN IRON AND STEEL INSTITUTE

150 East Forty-Second Street, New York 17, N. Y.

Cantor and Goldman express their pride in the eye-pleasing effect achieved by

FLINTKOTE Thikbut Shingles and FLINTKOTE Asbestos Siding

that helped make Fleetwood Park a

500 unit sellout in 5 months

"We give credit to the architects and designers, of course; but what people see is the Flintkote roofing and siding that set off the lines of the good looking ranch and two-story and split level houses—that make Fleetwood Park the commercial success it is today."

Those words of praise from Saul Cantor and Paul Goldman, the builders, carry a message to you . . . and to every builder, contractor and dealer who is aware of the importance of clear-through quality, a wide color range in popular tints and the outstanding *beauty* that wins plaudits from everybody.

You'll find buyers recognize FLINTKOTE quality and appreciate FLINTKOTE beauty. It pays to promote FLINTKOTE products, as featured in "BEST in the HOUSE" in Good Housekeeping.

Phone your FLINTKOTE supplier and have him show you the FLINTKOTE promotional material that helps influence prospects for your properties.

THE FLINTKOTE COMPANY, BUILDING MATERIALS DIVISION
30 Rockefeller Plaza New York 20, N. Y.

DECEMBER 1957



FLINTKOTE Thikbut 12" Strips go on in jigtime. The interesting colors harmonize with and set off the FLINTKOTE Asbestos Siding on houses in this fast-selling New Jersey development.



FLINTKOTE Asbestos Siding with Dura-Shield—Silicone finish provides "color interest" and a lifetime of protection against water and fire. The water repellent Dura-Shield silicone treatment sheds moisture like a leaf.



FLINTKOTE



... Style and Color Leader since 1901

Durethene[®] POLYETHYLENE FILM

Keeps materials
dry and workable



Many a building job shows a loss because sudden showers or heavy rains ruin costly materials and supplies. But from now on, you can eliminate the hazards of weather by using low cost Durethene polyethylene film for protective tarpaulins. This lightweight, low cost, easy-to-handle, transparent film is ideal for weather protecting lumber, cement, dry wall panels and other supplies and equipment being stored on the job site.

Durethene film tarpaulins resist tears and puncturing. They are light in weight and large tarpaulins made from it can be handled easily, often by one man.

Learn more about this versatile, flexible film with 101 uses in and around your new construction projects. Then put in a supply of Durethene film now. It is available in weights, widths, lengths to fit your needs.

Check List of USES:

- Scaffold Protection
 - Slab Vapor Barriers
 - Crawl Space Covers
 - Building Material Covers
 - Form Liners
 - Temporary Windows & Doors
 - Equipment Tarpaulins
 - Flashing
 - Air, Dust and Vapor Barriers
 - Drop Cloths
- and many others



**THIS BOOKLET
LISTS MORE**

Where and how to use versatile polyethylene film is completely covered by text and photographs. Write for your copy today.

Write:

KOPPERS COMPANY, INC.
Durethene Department
1451 Koppers Building, Pittsburgh 19, Pa.

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KOPPERS
POLYETHYLENE
FILM

D-13

NEW PRODUCTS . . .



Kitchen comes in a cabinet

Only 29" of wall space required for this complete cabinet kitchen. Has six cubic foot refrigerator, freezer, three burner cooking top plus sink. General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Cal.

Circle No. D20 on reply card, p. 108



Faucet is good mixer

With attractiveness and efficiency incorporated into design, mixing faucet is useful in both bathroom and kitchen. Single lever faucet provides hands-free convenience. Proper water temperature is preset to save time. Alamar, Dept. AB, 11460 Reading Rd., Cincinnati 41, Ohio.

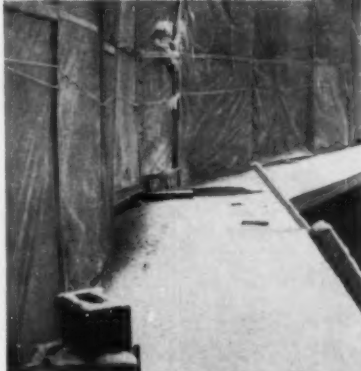
Circle No. D21 on reply card, p. 108



Shade goes down . . . or up

Low-cost window shade can be used at top or bottom. Bottom-up installation assures privacy while admitting light and air. Subtle shadow stripe adds decorative interest to window. Easy to maintain. Window Shade Mfrs. Assn., Dept. AB, 341 Madison Ave., New York 17, N.Y.

Circle No. D22 on reply card, p. 108



LOW-COST CLOSING-IN WITH TOUGH, TRANSPARENT

Durethene[®] POLYETHYLENE FILM

You can keep rain, sleet, snow, and wind from robbing you of productive working days.

Do it easily and quickly, too, by shutting out the elements from working areas with waterproof, tough, Durethene polyethylene film. This lightweight, transparent film, tacked or hung over open areas, helps keep carpentering, bricklaying, plastering and other jobs moving.

Durethene polyethylene film can help maintain schedules, keep workmen on a full day basis, protect materials and equipment when bad weather enters the scene. Lay in a supply of Durethene film now. It's available in many weights, widths and lengths.

Yours for the Asking Time and Money Saving Ideas for Using Film

Where and how to use versatile polyethylene film is completely covered by text and photographs. Write for your copy today.



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Theron Federspiel residence, Fort Wayne, Indiana



**THE
GREATEST**

Hidden Value ...

THRUSH

hot water heat

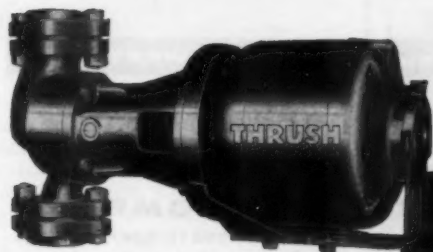


"Falling Water," Edger J. Kaufman
home at Bear Run, Pennsylvania

MAKES ANY HOME MORE DESIRABLE AND SALABLE

ONE "HIDDEN VALUE" the home buyer recognizes is Thrush Radiant Hot Water Heat. It makes the home more comfortable, more valuable . . . and costs less for fuel. It's a real feature in making the sale.

Thrush Radiant Hot Water Heat is a "must" for multi-level homes like those shown here, and the ease with which it may be zoned is another big "plus." Forced circulation plus zoning assure constant radiant heat and uniform temperatures in each zone regardless of outdoor weather changes.



THRUSH WATER CIRCULATOR

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

H. A. THRUSH & COMPANY
PERU, INDIANA



CROSSETT
Royal Oak Floors
SELL HOUSES

Because they are **FAMILY FLOORS . . .**
 and because they won't fade or wear
 away but keep their gleaming beauty for
 a lifetime. Most important, they blend
 with any decorative scheme, giving a
 feeling of warmth that cannot be
 matched by any other material. Best of
 all—**CROSSETT ROYAL OAK FLOORS**
 are economical.

May we send you complete details?

Send for your Free Booklet . . .

This booklet, "A Home Owner's Guide,"
 gives you complete information on how to
 lay, finish and maintain oak floors.
 For further data and information
 write:



Crossett **LUMBER COMPANY**
 A Division of The Crossett Company
 CROSSETT, ARKANSAS



large diameter
SONOCO
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FIBRE
DUCT

FOR COMMERCIAL INSTALLATION
 saves time
 labor and
 money!

meets and
 exceeds all

F.H.A.

criteria and test re-
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 ucts in this category

Sonoco Fibre Duct has been widely used
 by architects, builders and contractors for
 years in residential loop and radial warm
 air, slab-floor perimeter heating systems.
 Sonoco Fibre Duct, especially in the larger
 diameters up to 36" I.D., is also ideally
 suited for commercial and industrial heating
 and ventilating installations. The low initial
 cost and handling ease, due to lightweight,
 long lengths, saves money and
 installation time.

Sonoco Fibre Duct is aluminum foil lined.
 23 sizes—2" to 36" I.D., up to 50' long.
 Can be sawed to exact lengths on the job.

FREE installation manual available
 upon request.

Recreation Center,
 Stoneybrooke
 Estates, Inc.,
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 Blanchard,
 Newport News,
 Va., Architects.
 Ralph Huskey,
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See our catalog in SWEETS



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NEW PRODUCTS . . .



Nook adds glamor to kitchen

Wall-hung kitchen nook adds beauty, saves seating space in the action center of the kitchen. Features lightweight, snap-on installation, and low cost. Complete packaged units are available in two styles and many colors to fit any color scheme. Dormalux Co., Dept. AB, 50 Mechanic St., Buffalo 2, N.Y.

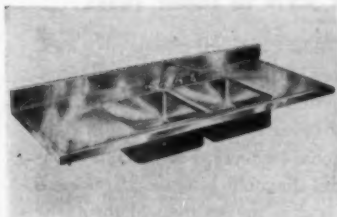
Circle No. D23 on reply card, p. 108



Decorative grilles snap-on

News on windows for builders is the insulated casement window with Snap-On decorative grille. Grille is removable for easy washing, combines grace of colonial diamond lite patterned pane with modern use of insulating glass. Fabrow Mfg. Inc., Dept. AB, 7208 Douglas Rd., Toledo, Ohio.

Circle No. D24 on reply card, p. 108



Sink features easy controls

Highly styled sink with stainless steel sink bowl, anti-splash rim and drainboard features single-action faucet for hot or cold water with slow or fast pressure. Luxury, time-saving extra, is a deck-mounted push button detergent dispenser. Just Mfg. Co., Dept. AB, King Ave., Franklin Park, Ill.

Circle No. D25 on reply card, p. 108



Robert Hunsicker and Richard Winkler

"Our Yellow Pages ad brought us the chance to bid on a million dollar contract"

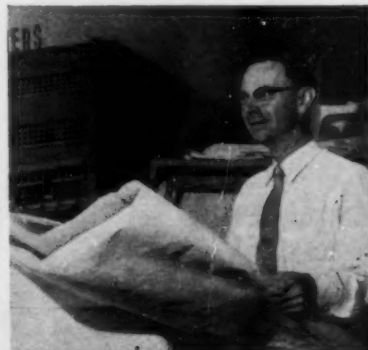
says **ROBERT HUNSICKER**
L. W. HUNSICKER CO., Allentown, Pa.

"In fact, our display ads and listings in the Yellow Pages account for a quarter to a third of our contracts. We just got a \$10,000 contract from an out-of-towner who found us through the Yellow Pages. And recently we were asked to bid on a million dollar job by a man who saw our ad in the telephone directory."

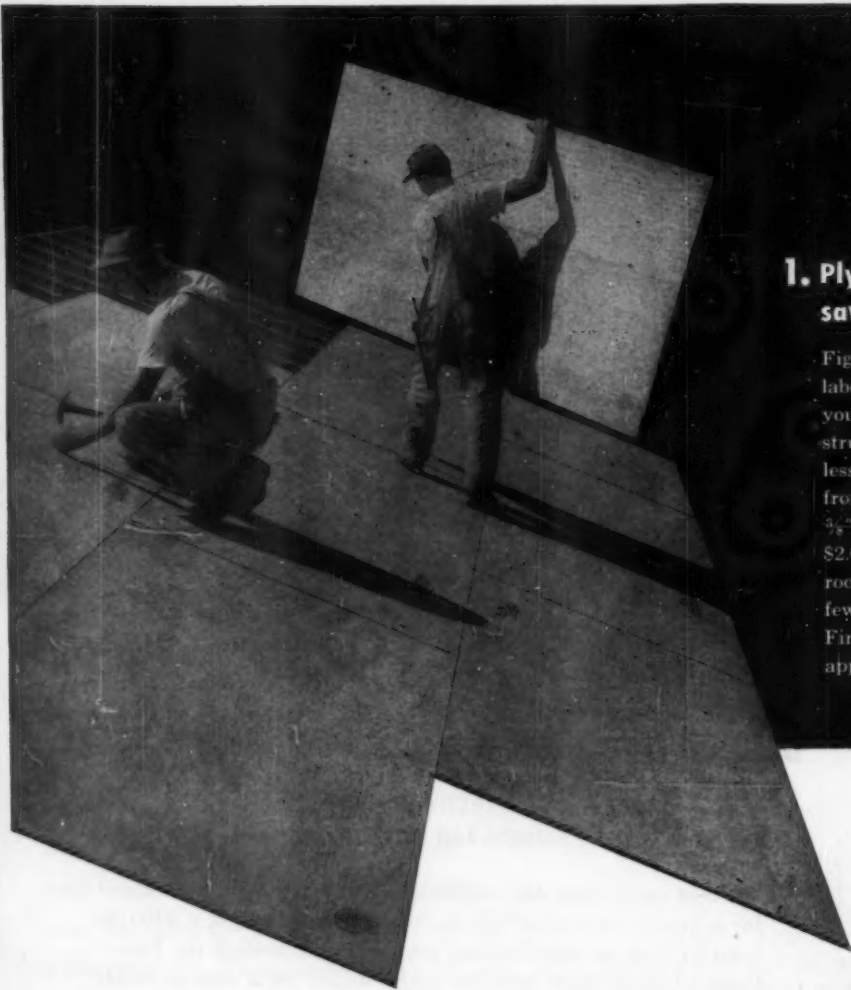
Get your share of out-of-town as well as local contracts by advertising in the Yellow Pages. Include complete sales information in your display ads and list your firm under all appropriate headings. Call your telephone business office for details.



DISPLAY ADS like this (shown here reduced) and listings in the Allentown Yellow Pages bring Hunsicker residential, industrial and commercial contracts from a 200-mile area.



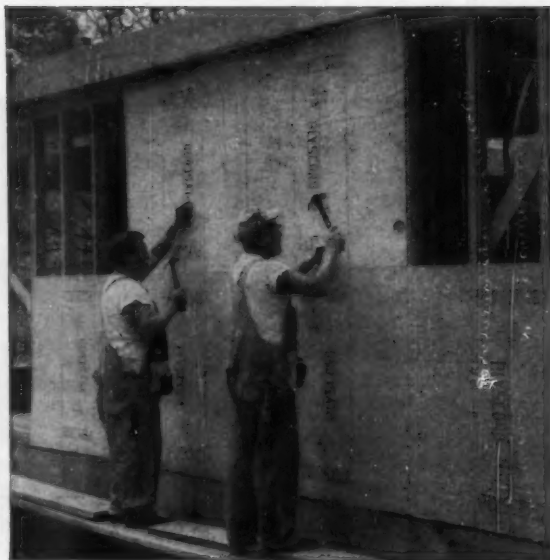
"THIS \$10,000 custom residential job came to us through our advertising in the Yellow Pages," explains Robert Hunsicker. The firm's been a Yellow Pages advertiser for 35 years.



1. PlyScord roof sheathing saves up to \$2.00 per square

Figure *all* the costs—material, time, labor, waste and nails—and you'll find you can offer your prospects the plus structural advantages of PlyScord at less net cost to you. Exact savings vary from area to area, but builders report $\frac{3}{4}$ " panels over 24" rafter spacing save \$2.00 and more per square. PlyScord roof decking goes down fast. Requires fewer nails. Stable, resists buckling. Finish roofing looks better, is easier to apply on firm, solid PlyScord decking.

For at lower



2. PlyScord wall sheathing saves 25% in labor costs

Large, light PlyScord panels save 25% and more in application time and costs. And because of its extra strength and rigidity (over twice as strong and rigid as diagonal lumber), you can omit conventional diagonal bracing. PlyScord's extra rigidity makes it ideal for shear walls in buildings with large glass areas, provides an added measure of protection in case of storm or earthquake.

FOR COMPLETE INFORMATION, specifications, design data, write for free "Plywood Construction Portfolio." (Offer good USA only.) Douglas Fir Plywood Association, Tacoma 2, Washington.

PlyScord, $\frac{3}{8}$ "-thick on 24" span, easily withstands 500 lb. concentrated load or uniform load of 30 lbs. per square foot. Construction meets FHA Minimum Property Requirements.



Two types of PlyScord are now available: Interior PlyScord (moisture-resistant glue) and PlyScord with Exterior (waterproof) glue line. Trademarks above identify panels produced under DFPA quality control program.

Tests on roof exposed two years show force of 85 lbs. required to pull cedar shingle from 5/16" PlyScord. In some tests, composition roofing was torn loose, leaving nails in plywood.



the best construction, in-place cost, specify PlyScord

3. Use inexpensive PlyScord backing for tile, hardwood

Firm, solid PlyScord backing simplifies installation of finish wall and ceiling coverings such as tile, cork, thin paneling. Plywood's strength and stiffness makes them look better with no unsightly buckling. Easy to cut, fit and fasten, fir plywood grips nails firmly so they won't work loose to mar appearance of wall or ceiling coverings.



Fir Plywood

means quality construction

for suburban
homes beyond
the water mains



**New F & W Pump Gives
40-70% More Water at Less Cost!**

● Whatever your customers' requirements, there's an F & W Water Pump to meet them exactly. All offer outstanding advantages in long-life, dependable service, low-cost operation, and minimum maintenance. Shown here are just 3 of the scores of models in the complete F & W line. The VARIJET (above) delivers 40 to 70% more water, yet reduces motor load and power consumption thanks to F&W's exclusive, patented ejector. No other pump approaches its performance for shallow well operation at normal capacities and pressures. All F & W pumps are individually tested before shipment. So . . . remember . . .

F & W Means Flowing Water by
FLINT & WALLING MANUFACTURING CO., INC.
1266 Oak Street, Kendallville, Indiana



**F & W 3-Stage
Deep Well Jet**

Delivers extra capacity. New, automatic control valve assures extra-performance.



**F & W Multi-Purpose
Jet Pump**

Change from shallow well to deep well at no extra cost, by moving jet off pump down into well.



Send for F&W Catalog
for your files



Performance-Proved Since 1866

NEW PRODUCTS . . .



Thin range takes little space

Drop-in range permits valuable kitchen space directly below the unit. Only 3" deep, self-contained unit, including controls, drops into a single counter cutout. Tennessee Stove Works, Dept. AB, Chattanooga, Tenn.

Circle No. D26 on reply card, p. 108

Wallboard handles easily

All-purpose asbestos cement wallboard can add "hidden value" to buildings. Available in utility or flexible grades for curved surfaces. Easy to handle, fire-, water-, and rot-proof. Pabco Div., Fibreboard Paper Products Corp., Dept. AB, 475 Brannon St., San Francisco 19, Cal.

Circle No. D27 on reply card, p. 108



Compactor is self-contained

Self-contained vibratory compactor, Powr-Pactor, features vibration-free engine and operator's handle. Minimizes operator fatigue, as it is designed for operating ease and efficiency. Provides variable frequency and force. Maginniss Power Tool Co., Dept. AB, 154 Distl Ave., Mansfield, Ohio

Circle No. D28 on reply card, p. 108

Aluminum siding saves time

Aluminum siding bonded to insulating board leaves no exposed nails or nailing strips when applied. Allows simple, speedy, one-man application. Eliminates costly accessories. In two colors. Globe Siding Products Co., Dept. AB, 2217 Schrage Ave., Whiting, Ind.

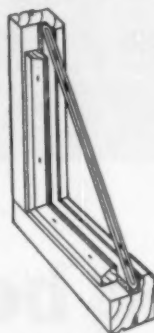
Circle No. D29 on reply card, p. 108



Easy-to-reach filter slides

The aluminum slide filter shown above is within easy reach over the range. Slides out like a drawer, is cleanable with soap and water. Available for all Trade Wind blower type ventilators for cabinet installation over a hood. Trade-Wind Motorfans, Dept. AB, 7755 Paramount Blvd., Rivera, Cal.

Circle No. D30 on reply card, p. 108



Modular windows insulated

"Twindow" insulating glass is now available in modularly-dimensioned multi-purpose windows. Specially recommended for savings of heat transfer. Offered in eight ventilating and eleven fixed sizes. Rolscreen Co., Dept. AB, Pella, Iowa.

Circle No. D31 on reply card, p. 108



Luxury unit saves space

"Dimensional Kitchens" for updated living feature cabinets with doors, drawers, of Textolite or Formica in variety of grains, patterns and colors. "Squared off" lines on cabinets provide custom look. Raygold Industries, Inc., Dept. AB, Railroad Ave., Copiague, N.Y.

Circle No. D32 on reply card, p. 108



you know you're right when you specify by DFPA* grade-trademarks

factory-inspected, laboratory-tested

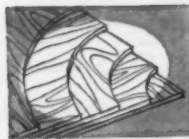
To qualify for DFPA grade-trademarks, manufacturers must pass rigid and *continuous* inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. *Use of grade-trademarks may be withdrawn if quality is not satisfactory.*

right grade, right quality for every job

DFPA grade-trademarks are specification guides to the *right* grade for a specific job. Only genuine DFPA quality-tested panels bear DFPA registered grade-trademarks. *There are imitations. Don't be misled!*

Be sure you can tell the difference.

Send for the *DFPA Quality Story*—a portfolio of grade-use data and a step-by-step description of the DFPA quality control program. Write Douglas Fir Plywood Association, Tacoma 2, Washington. (Offer good USA only)



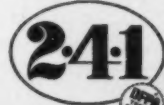
← Proper construction — inside and out



↑ Adequate strength, rigidity and stiffness



← Dependable glue-line



*DFPA stands for Douglas Fir Plywood Association, Tacoma 2, Washington—a non-profit industry organization devoted to product research, promotion and quality maintenance.



DFPA grade-trademarks mean quality

Fir Plywood



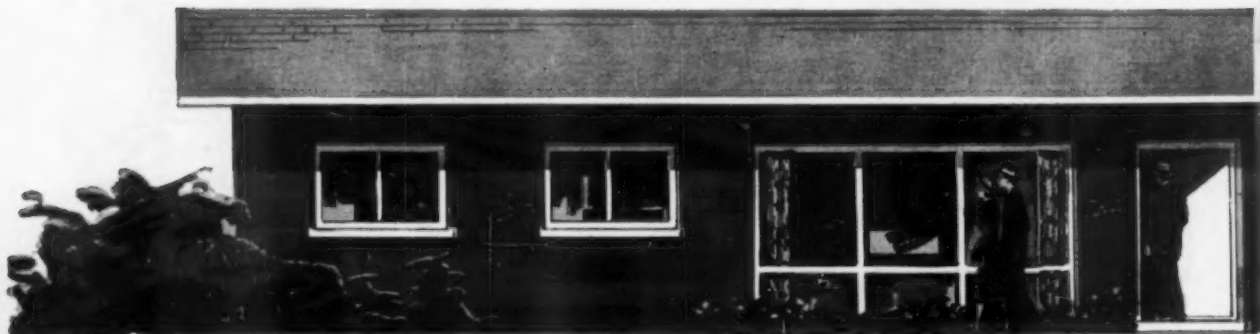
MORE BUILDERS CHOOSE

Here's how the most famous garage door helps sell your homes:

- National advertising leadership
- Dramatic demonstration of radio operator
- Sales training for builder salesmen
- Free literature and point-of-purchase aids
- Local newspaper advertising
- A written guarantee covering all materials and service

OVERHEAD DOOR CORPORATION • Hartford City, Indiana

Manufacturing Divisions: Hillside, N. J.; Nashua, N. H.; Cortland, N. Y.;
Lewistown, Pa.; Oklahoma City, Okla.; Dallas, Tex.; Portland, Ore.



THE

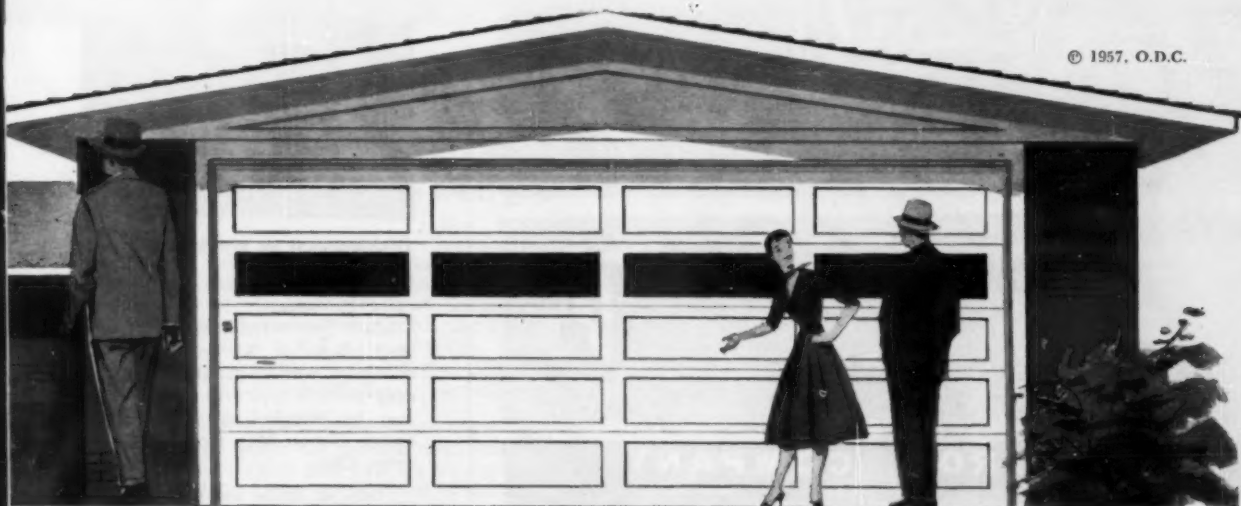
OVERHEAD DOOR

TRADE MARK

THAN ANY OTHER BRAND

...and this statement has been true for the past 36 years!

© 1957. O.D.C.

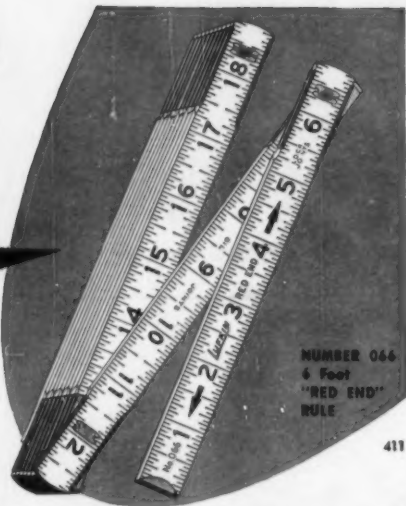


Only **LUFKIN**
"RED END"
 FOLDING
 WOOD RULES
 OFFER
 ALL THESE
 ADVANTAGES

- ✓ BRIGHT RED SEALED ENDS... YOUR GUARANTEE OF QUALITY
- ✓ PATENTED LOCK JOINTS TO ELIMINATE END PLAY
- ✓ STRONG, STRAIGHT-GRAINED HARDWOOD SECTIONS
- ✓ RUST-PROOF SOLID BRASS JOINTS AND STRIKE PLATES
- ✓ LONG-WEARING PLASTIC FINISH

You can tell by the "feel" — Lufkin "Red End" Rules are a quality product: Made from the finest of straight-grained hardwood with a snow white, easy-to-read finish; Bold black markings embedded in the wood and the entire rule coated with long-wearing clear plastic; Both edges of both sides graduated in inches to 16ths. Each joint is securely spring-locked with concealed type solid brass joints — rust-proof and smooth working. Models with folding end hook available. Graduations for carpenters, plumbers, brick masons and engineers.

BETTER MEASURE WITH **LUFKIN**



NUMBER 066
 6 Foot
 "RED END"
 RULE

411

BUY **LUFKIN**

TAPES • RULES
 PRECISION TOOLS
 from your hard-
 ware, lumber or
 tool dealer

THE LUFKIN RULE
 COMPANY

SAGINAW, MICH.
 NEW YORK CITY
 BARRIE, ONTARIO

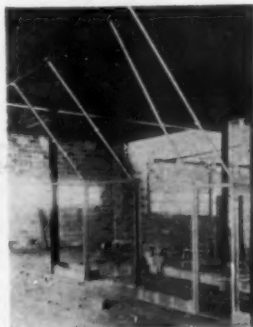
NEW PRODUCTS . . .



Tilting hood cleans easily

Newly-designed ventilating hood tilts with push button action for easy cleaning. Self-contained unit can be simply installed with duct concealed in wall . . . saving valuable cabinet space. Also features hidden fan and light units. Emerson-Pryne Co., Dept. AB, P. O. Box 698, Pomona, Cal.

Circle No. D33 on reply card, p. 108



Buck-ups are time-savers

Adjustable Buck-ups save time, are reusable, quickly set metal door frames. Eliminate cutting, fitting etc., of wooden bucks. One end is clamped to door frame, and other to stud; aligned and locked in set position. Available in two models. Sinclair Industries, Inc., Dept. AB, 1317 Kentucky Ave., St. Louis 10, Mo.

Circle No. D34 on reply card, p. 108



Dishwasher at work-top level

Modern built-in dishwasher adds extra convenience to the compact kitchen. Illustrated is Model KD-42 unit placed at work-top level to eliminate wasted motion. Provides easy column type installation. Can also be installed next to built-in ovens. Hobart Mfg. Co., Dept. AB, Troy, Ohio.

Circle No. D35 on reply card, p. 108

SYNTRON
ELECTRIC
HAMMER
DRILLS

...the only Electric Hammers available with automatic, self-rotating drill bit.

SYNTRON Electric Hammer Drills are designed for fast, easy drilling in concrete. Constructed for long, dependable service, employing the electromagnetic principle, they will maintain their efficiency day after day with a minimum of maintenance. SYNTRON'S exclusive automatic rotation of drilling bits provides ease of handling in any position. Available in sizes to meet every drilling need. Capacities from 5/8" to 2" diameter.

Builders of quality equipment for more than a Quarter-Century.

MASS CONCRETE VIBRATORS VIBRATING CONCRETE FLOATS CONCRETE FORM VIBRATORS

Write for complete catalog data — FREE

SYNTRON COMPANY
 618 Lexington Avenue Homer City, Penna.



Interior designs by John and Earline Brice.

Design for living . . . for sales
BEGIN WITH A BEAUTIFUL BACKGROUND
of plastic wall tile



Beginning with a handsome entry wall, you can extend sales-making decorative features all through your homes with plastic wall tile made of Styron®. Square tiles make the patterned wall of this entry not only beautiful, but completely practical . . . a sought-after feature in today's wonderfully livable homes. Many decorator-styled colors and versatile tile shapes, plus light weight and easy, cost-saving installation . . . all give free rein to your decorative ideas in Styron plastic tile.

The interiors you design in Styron plastic tile will live up to your finest homes, for your certified dealer can *guarantee* the quality of tile, mastic and installation. Let him help you give your homes this permanent, easy-care beauty. THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Dept. PL1560G.



IDEA! A colorful bookshelf wall in easy-to-clean Styron plastic tile brightens a small den.

YOU CAN DEPEND ON



There's nothing so powerful as an idea!



Ideas are BH&G's stock in trade. The practical, you-can-do-it sort of ideas that concern families who are eager for ways to live better. Maybe it's a wonderful dinner party menu with recipes clipped from BH&G's food pages. Or how to make room for a new Hi-Fi set. Or training Rover, the pup, to stay out of the road. Or planning a family vacation by car next summer. BH&G's readers really "live by the book" at home or away



from home. And "the book" is *Better Homes & Gardens, the family idea magazine.* The ideas in *Better Homes & Gardens* are the kind that set Mother and Dad and the kids to *buying* instead of just wishing. That's what makes BH&G unique among all other major media, and a wonderful place for advertisers to show their wares. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

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

4,350,000 COPIES MONTHLY

How Zegers promotion program helps builders sell new homes

What do these new homes have in common?

It's quality! From coast to coast, trend-setting, quality-built homes have one feature in common . . . beautiful, practical wood windows equipped with Zegers Dura-seal Metal Weatherstrip & Sash Balance . . . helping to make a new home today's best investment. Three leading builders tell you why:



LOS ANGELES

Willard Woodrow, Aldon Construction Co.: "Even in sunny California, weatherstripped windows are necessary—to seal out dust, dirt, drafts—to make air conditioning more efficient and economical. Zegers Dura-seal also makes window operation effortless . . . it rates high with our customers."



CHICAGO

John R. Lewis, Fair Elms Homes: "Dura-seal keeps Windy City weather outside, saves up to \$100 a year on fuel costs. And you can raise or lower a Dura-seal window with just one finger!"



WORCESTER

Matthew C. Ciociolo, Matty Ciociolo Builders, Inc.: "Wood windows are better . . . Dura-seal aluminum weatherstrip and spring sash balance makes them the best! Dura-seal is built to last a 'house-time'."



SEND FOR FREE BOOKLET
"What Every Home Buyer Should Know About Windows."

YES, A NEW HOME IS TODAY'S BEST INVESTMENT

. . . and Zegers Dura-seal is a hallmark of quality construction. Look for the name on the metal weatherstrip and window glass sticker.



ZEGERS, INC., 8090 South Chicago Avenue, Chicago 17, Illinois
ZEGERS *Dura-seal*

ADVERTISED IN

LIFE

Here's another ad in the powerful Zegers program that is helping builders across the nation sell new homes! This new campaign features leading builders . . . has them tell why they use Dura-seal Metal Weatherstrip & Sash Balance.

It's a BIG campaign — Life's 26 million readers will see each ad in the series.

It's a COMPLETE campaign—and much MORE! Every ad will also . . .

SHOW quality-built homes across the country that have Zegers-equipped wood windows.

QUOTE the trend-setting builders of these homes . . . tell why Dura-seal weatherstripping is important.

SELL the advantages of nationally advertised products throughout the home.

PROMOTE the purchase of a quality-built new home as today's best investment.

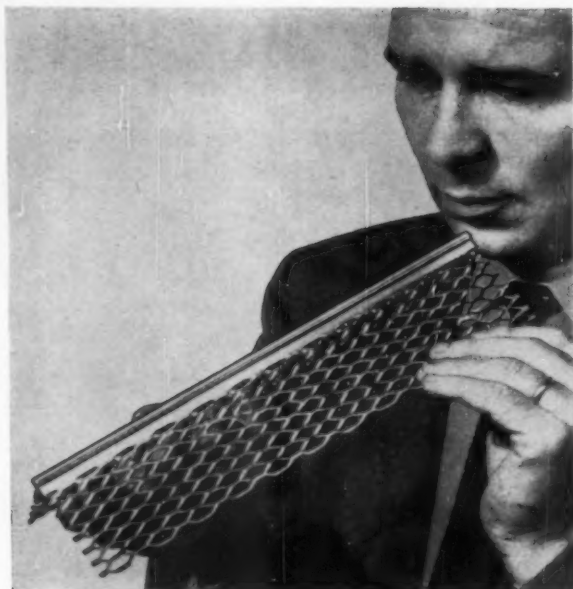
MERCHANDISING AIDS HELP CLOSE SALES

An "Advertised-in-Life" sticker on each Zegers-equipped window calls the prospect's attention to this feature . . . gives builders a strong selling point.

Builders can also obtain folders and booklets to distribute to prospects. This literature makes buyers window-conscious, helps them remember homes that feature quality construction.

Zegers Dura-Seal is the only product in its field to offer a complete consumer advertising and merchandising program. Write for information today.

Zegers, Incorporated, 8090 South Chicago Avenue, Chicago 17, Illinois.

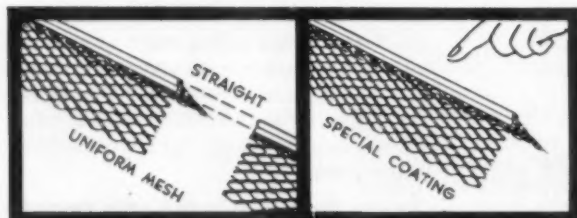


Thousands of Contractors Rely on the New Bostwick Expanded Corner Bead

As straight as a string . . . no crooked ends . . . no bows . . . that's it every time with Bostwick Expanded Corner Bead. All this is due to a brand new Bostwick expanded corner bead machine. It has electronic controls to bring you product uniformity. That's how Bostwick can give you these six time-saving features, and no call-backs for premature repairs at six cents per minute:

1. Straight end to end
2. Ends sheared square
3. Plaster key to the edge of the bead
4. Uniform width wings having same angle to the nose
5. Special non-peel galvanized coating
6. Special expanded small mesh wings

Your dealer can get Bostwick quickly if he doesn't have it in stock. You won't like a substitute as well. Want a sample? Write today.



THE BOSTWICK
STEEL LATH COMPANY
103 HEATON AVE. - NILES, OHIO

Bostwick

Put the **POWER PUNCH** back
in your *Black & Decker* tools



with
**GENUINE
FACTORY
BRANCH
SERVICE**

- ★ Free Tool Inspection
- ★ Standard B&D Guarantee

Look under "Tools-Electric" in Yellow Pages for address of your nearest **FACTORY SERVICE BRANCH**. Or write direct for address of nearest branch to:

THE BLACK & DECKER MFG. CO., Dept. S4212, Towson 4, Md.

Black & Decker
QUALITY ELECTRIC TOOLS

a **MUST...**
in every modern **HOME!**

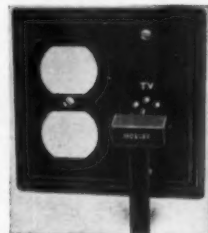
the **MOSLEY** Television Lead-in Wall Plate Socket!

Now—more than ever, **MOSLEY AC/TV Wall Plate Sockets** are a true necessity in today's modern home building!

Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home!

MOSLEY Wall Plate Sockets permit plug-in connection of TV set to antenna in several locations through-out the home. *Any room can become a TV room...*

Decor styling and low cost assure you sales appeal that will turn a prospect into a buyer!



Type AC-1PK.
List Price \$1.87

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.

- Low Cost • Easily installed to meet electrical codes • Decor styling to harmonize with existing wall plates • TV engineered for efficient performance!

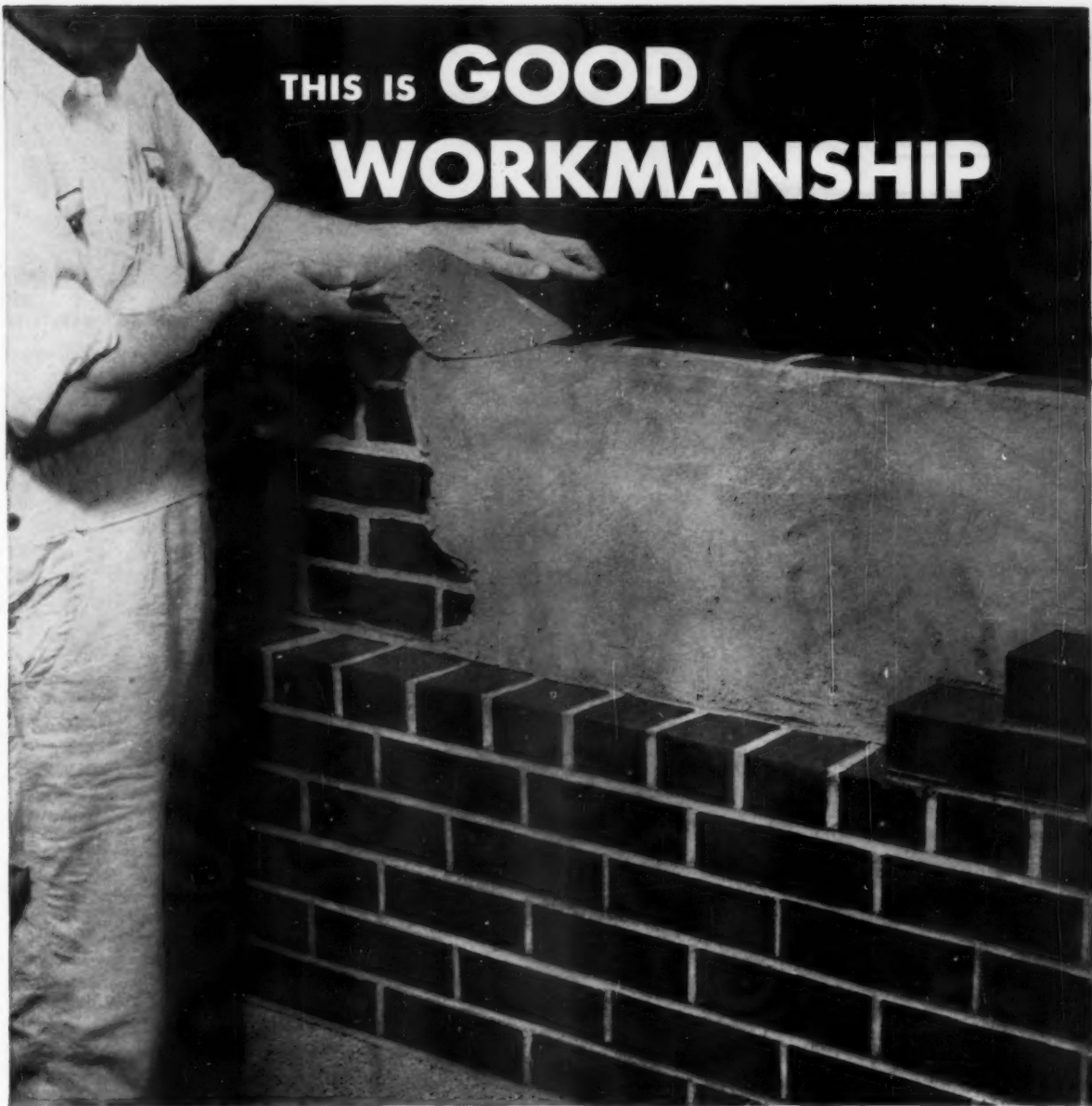
MOSLEY TV Wiring accessories are available coast-to-coast. Write for name of your nearest supplier.



32c/81
Mo.

Mosley Electronics, Inc.

8632 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI



THIS IS GOOD WORKMANSHIP

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

Good workmanship includes wetting the brick—completely filling the head and bed joints—and back-plastering the face brick before the back-up units are laid.

Expect trouble when the face brick are not parged. Even if the space between the face brick and the back-up units is slushed, it cannot be completely filled with mortar. Voids are left between the mortar and the brick, through which

water may enter, trickle down and leak to the inside of the wall.

Brixment mortar enables the brick-layer to back-plaster quickly and easily. Brixment mortar has great plasticity, high water-retaining capac-

ity and bonding quality, great 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

Beauty



*on your
sales force!*

The lasting beauty of hand-rubbed natural birch plus smooth modern styling . . . these are powerful "salesmen" that help sell homes equipped with Yorktowne Natural Birch Kitchens.

Sales trends prove increasing preference for wood kitchens . . . and here Yorktowne assumes leadership because of:

- Appearance . . . Hand-rubbed natural birch.
- Fine Furniture Construction.
- Built-in Conveniences.
- Flexibility . . . 175 models in local warehouse stocks for on-the-job delivery.

New brochure gives full information and specifications. Write for your copy today.



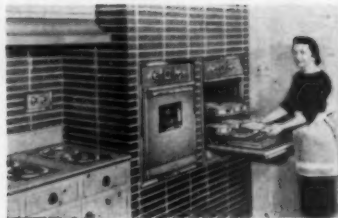
NEW PRODUCTS . . .



Plastic panels for multi-use

Pretty yet practical Filon panels, ideal for in or outdoors, are available in twenty colors which provide varying degrees of light transmission. Of reinforced Fiberglas and nylon, panels are shatterproof. Filon Plastics, Dept. AB, 2051 E. Maple Ave., El Segundo, Cal.

Circle No. D36 on reply card, p. 108



Range has "built-in" assets

Built-in Monarch range has step-saving features. Control panel is located on the back splasher in easily accessible position. Stainless steel rim seals cooking top to counter. Oven also has controls at eye-level. Malleable Iron Range Co., Dept. AB, Beaver Dam, Wis.

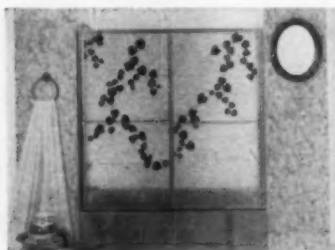
Circle No. D39 on reply card, p. 108



Use glass to decorate

Rolled glass in Lozenge Antique pattern with distinctive diamond design adds a new note to decorating. Provides better light control while assuring privacy. Available in clear or gold tints. Maximum size: 48x100". Mondial United Corp., Dept. AB, 625 Madison Ave., New York 22, N.Y.

Circle No. D37 on reply card, p. 108



Grapevines for Showerwall

Acrylite, noted for translucency and light transmission, is available in new Showerwall pattern. Wild grapevines weave against a gold threaded background for interesting bathroom decor. Thirteen shower and tub enclosures. Wasco Products, Inc., Dept. AB, Bay State Rd., Cambridge, Mass.

Circle No. D40 on reply card, p. 108



Single lavatory-vanity bar

Lavanette, a self-contained lavatory-vanity, adds convenience and beauty to bathrooms. Available in eight pastel color combinations. Steel construction top. From Toledo Desk & Fixture Co., Dept. AB, Maumee, Ohio.

Circle No. D38 on reply card, p. 108



Designed with women in mind

One feature of these modern cabinets is that careful designing and planning cuts much of the fatigue out of kitchen work. Cabinets come in a selection of over 200 patterns and sizes. I-XL Furniture Co., Dept. AB, Goshen, Ind.

Circle No. D41 on reply card, p. 108

Distinguished walls help sell homes



SIMPSON TOASTED "V" GROOVE REDWOOD PLYWOOD

This beautiful Simpson Toasted "V" Groove rift grain redwood plywood paneling can be the difference that makes the sale! It has a distinction about it that prospects like.

It is planked with toasted "V" grooves embossed at intervals of 5, 11, 7, 9, 10 and 6 inches across the width of each panel. Every second groove falls 16 inches O. C. to serve as built-in stud locators for nailing. And because the edges of these panels are beveled, joints don't show.

Toasted "V" groove paneling is low in cost, yet it adds many, many dollars to the appearance value of your homes. So for the strikingly beautiful wood that helps make homes sell on sight use Simpson Toasted "V" Groove redwood plywood paneling. Simpson Toasted "V" Groove plywood paneling is also available in fir, Philippine mahogany and knotty pine.



PLYWOOD & DOOR PRODUCTS

You can rely on Simpson for a complete line of specialty plywoods and doors, plus Acoustical, Insulating Board and Hardboard Products.

Simpson Logging Company, Sales Office,
Plywood & Doors, Room 801-B
2301 N. Columbia Blvd., Portland 17, Oregon

FREE Toasted "V" Groove Redwood sample together with Simpson's new 36-page booklet, "Manual on Finishing Plywood," which has 68 full-color finish illustrations plus decorating ideas and suggestions for the use of plywood in the home.

NAME _____

ADDRESS _____

CITY _____

PLEASE PRINT

ZONE _____

STATE _____

PD-79



"Carpet helps us sell homes 100% faster" says leading Tulsa builder

"90% of our buyers wanted carpet in their new homes. It was only common sense to include it in the price," says Jim Nuckolls, Tulsa, Oklahoma builder.

"We started in 1956 and today we sell 90% of our houses complete with carpet. Very few, if any, other builders in this area do this, so it gives us a tremendous jump on sales."

Mr. Nuckolls firmly believes in carpet as a selling tool because research proves women prefer carpet 13 to 1. But when they're buying a new house, their cash and credit are tied up. They feel they can't afford carpet. When you include carpet in the purchase price of the home, it's another reason for them to buy.

Working with local carpet retailers, you're able to offer your customers the widest possible selection of colors

and patterns — no inventory necessary, no installation problems. The customer gets her new house complete with carpet she's always wanted and you've made another sale.

Why don't you talk to your local carpet retailer about including carpet in your houses? He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet. Your local lending organizations will be able to work out — with you and your carpet retailer — the most satisfactory financing plans for you.

Find out how you can use carpet as an effective selling tool. See your local carpet retailer today, or write to the Carpet Institute, 350 Fifth Avenue, New York 1, N. Y.

Home means more with carpet on the floor • more comfort • quiet • safety • beauty • easier care

Offer carpets designed and made for the American way of life by these American manufacturers: Artloom Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes Karastan • Lees • Magee • Masland • Mohawk • Philadelphia Carpet • Roxbury • Sanford • Alexander Smith

CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.



"ARDOX" SPIRAL NAILS provide higher count per pound

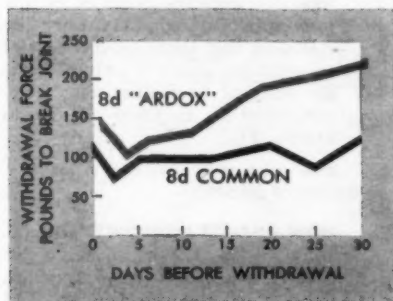
ARDOX spiral nails cost less per nail because the user gets more nails per pound. The spiral in the nail results in lower weight per nail. For example, there are approximately 4,100 more nails in a 100 lb. box of 2½ x 10½ ARDOX spiral nails than there are in a 100 lb. box of similar length common nails.

Get the facts about this superior, threaded-to-head nail, made from J&L high quality, higher carbon steel. For complete information on how

ARDOX full spiral nails can cut your costs, write to the Jones & Laughlin Steel Corporation, Dept. 439, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

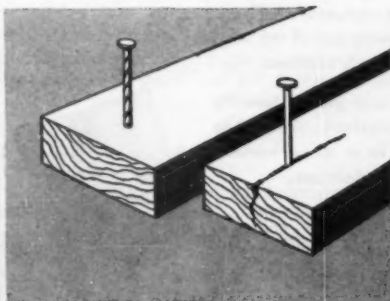


Jones & Laughlin
STEEL . . . a great name in steel



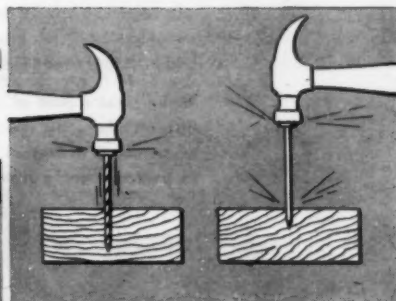
INCREASED HOLDING POWER

The ARDOX full spiral shank nail develops up to twice the holding power of equivalent common nails . . . gives you stronger, longer-lasting construction. Graph proves holding power of eight penny ARDOX nails driven into white pine, 10% moisture.



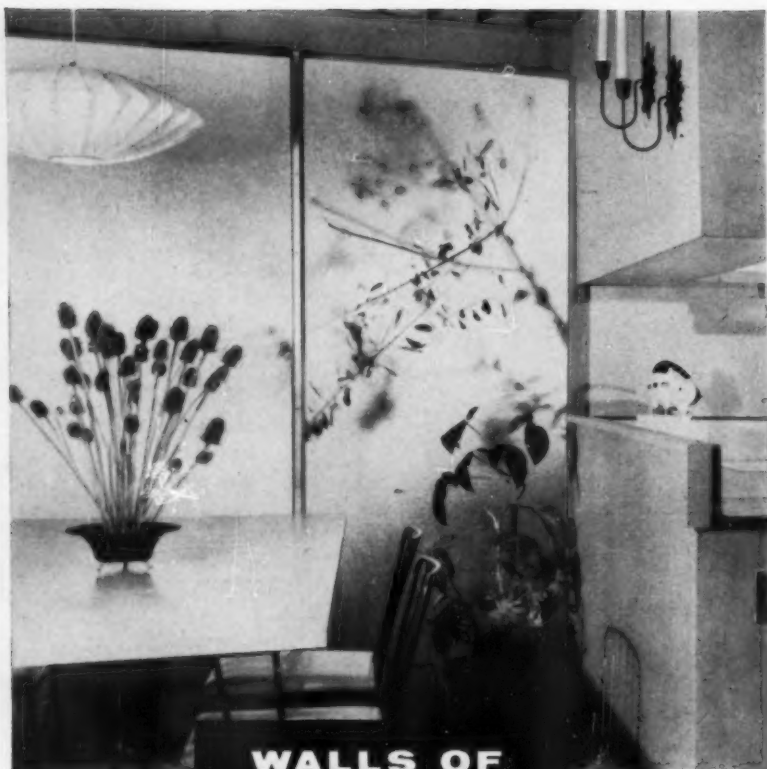
LESS SPLITTING

The ARDOX spiral nail turns like a screw when driven . . . threads its way into the wood with minimum fiber damage. The stiffer shank of the ARDOX spiral nail, with less metal bulk, greatly reduces the tendency to split.



EASIER DRIVING

Despite greater holding power, the ARDOX spiral nail actually requires less driving force. It speeds construction, reduces operator fatigue. Laboratory and field tests prove that ARDOX spiral nails are up to 30% easier to drive.



WALLS OF
Sunshine
Brighten 1957
Prize Design

Architect: Pierre Koenig
 Photo by: Julius Schulman

Trend-setting California Home
Features Translucent Glass

A partition of lovely Luxlite Glass is a high point of interest in this Merit Award House, featured in House and Home Magazine. The golden glow of flattering, diffused daylight forms a decorative backdrop for living and entertaining. Yet privacy is adequately protected. Glass was used extensively throughout the entire structure, an indication of the growing use of this versatile and beautiful material by today's architects.

Make light a part of your plans. Specify figured glass by Mississippi. Available at better distributors in a wide variety of patterns and surface finishes.

Write today for free literature.
 Address Department 34.



MISSISSIPPI
GLASS COMPANY
 88 Angelica St. • St. Louis 7, Missouri
 NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

CATALOGS . . .

SWIVEL LIGHTS, both residential and commercial, pictured in a four-page catalog from Prescolite. These swivel-type fixtures of heavy duty diecast construction shown in standard, decorator, plated or shade-style finishes. Prescolite Manufacturing Corp., Dept. AB, 2229 4th St., Berkeley 10, Cal.

Circle No. D 53 on reply card, p. 108

MODULAR AND STANDARD sizes plus glass sizes of Ualco lifetime aluminum horizontal sliding windows in a new catalog. Information on two fin series adaptable even in cedar shake and drop siding construction. Southern Sash Sales & Supply, Dept. AB, 818 20th St., Sheffield, Ala.

Circle No. D 54 on reply card, p. 108

ACOUSTICAL MATERIALS information is offered in a 22-page catalog from Armstrong. Explains how to select the proper material; discusses installation methods. Gives photos, material selection chart. Armstrong Cork Co., Dept. AB, Lancaster, Pa.

Circle No. D 55 on reply card, p. 108

PLUMBING FIXTURES MANUAL is arranged for time-saving quick reference. In 90 pages it illustrates complete line of brass fixtures, vitreous china and steel enamel ware. Gives technical features and dimensional drawings. Gerber Plumbing Fixtures, Dept. AB, 232 N. Clark St., Chicago 1, Ill.

Circle No. D 56 on reply card, p. 108

WINDOW FEATURES are given in a four-page brochure. Details the wearing, usability qualities of aluminum jalousie windows. Gives installation and specifications as well as complete detail drawings. Stanley Building Specialties Co., Dept. AB, 1890 N. E. 146th St., North Miami, Fla.

Circle No. D 57 on reply card, p. 108

HOW QUALITY WINDOWS "sell" the home buyer, subject of an eight-page booklet from Zeger, explains importance of quality windows and illustrates proper weatherstripping. Highlights Dura-seal and complete sash which snaps in and out easily. Zegers, Inc., Dept. AB, 8090 S. Chicago Ave., Chicago 17, Ill.

Circle No. D 58 on reply card, p. 108



Residence: Frank Quement. Designer and Builder: Robert L. Dodge

CreZon

*The permanent,
protective overlay
for plywood*

CreZon overlaid plywood siding is **HELPING HIM CLOSE THE SALE**

"Sold!" What single word rings more happily in a builder's ear?

Helping to close that sale is siding of CreZon overlaid plywood. Because homes with CreZon siding find a ready market . . . they look better, last longer and slash maintenance cost over the years—important sales features for today's discriminating buyers.

And siding of CreZon plywood is one "extra" that actually saves time and money in construction. Easy-to-work CreZon plywood siding goes

up in a hurry with a minimum of trim loss.

You save, too, on paint and painting time because the velvet-smooth CreZon surface requires no excessive priming and sanding. *There is no grain pattern that must be hidden!* Two coats do the job of three.

Use CreZon overlaid plywood on your next job. Discover the "extra" that actually saves you money. For technical information, see Sweet's Light Construction File 1st, Architectural File 3rd, or A.I.A. File 19-E-5.

CREZON OVERLAID PLYWOOD IS AVAILABLE UNDER VARIOUS TRADE NAMES FROM THESE LEADING MANUFACTURERS AND THEIR DISTRIBUTORS:

Diamond Lumber Company
Portland, Oregon
Georgia-Pacific Corporation
Portland, Oregon
Edward Mines Lumber Company
Chicago 2, Illinois
Mount Baker Plywood Inc.
Bellingham, Washington

Roseburg Lumber Company
Roseburg, Oregon
St. Paul and Tacoma Lumber Co.
Tacoma, Washington
United States Plywood Corp.
New York 36, New York
Walton Plywood Company
Everett, Washington

Also available in Canada through:
Canadian Western Lumber Co.
New Westminster, B. C.
MacMillan & Bloedel Ltd.
Vancouver 1, B. C.
Western Plywood Co. Ltd.
Vancouver 15, B. C.

Another quality product by



CROWN ZELLERBACH



MODEL 200 DTM 57-72 — Handles up to 30" buckets, has 200° continuous swing. New 72 GPM hydraulic system has triple tandem pump and split valve bank. Mounts on two-ton or larger truck.

YEARS AHEAD

HOPTO
DIGGER • SHOVEL • CRANE

Your **BEST** choice

...with a choice
of twelve models
to fit your
requirements!



MODEL 360-57-90 — Half-yard; 360° continuous swing. New 90 GPM hydraulic system with triple tandem pump and split valve bank. For truck or carrier mounting.

There's no need to compromise—on cost, on capacity, on job versatility—when you look to HOPTO for your equipment needs. You pick truck-mounted models like the half-yard, full-swing Model 360 or the Model 200-DTM which handles up to 30" buckets . . . available in 24 or 36 GPM or the extra heavy-duty new 72 GPM hydraulic system with triple tandem pump and split valve bank! All weather, good visibility cab is available as optional equipment. To use power you already have, there are models CTM or RTM for crawler or wheel tractor mounting, either self-powered or PTO trailer types. Or, if a completely integrated self-propelled unit fits your picture best, select the Model 185 SPR rubber-tired HOPTO or the Model 190 SPC crawler unit. All twelve models give you HOPTO's feather-touch full-hydraulic operation with a wide selection of backhoe or shovel buckets, log grapples, magnets or crane equipment.

Discover how you can cut equipment costs—right now and over the long pull—with one of these work-hungry, heavy-duty HOPTOs. Get the facts on the money-saving HOPTO that's built for you!



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WHEEL TRACTOR MOUNTED



COMPLETE TRACK UNIT

Write TODAY for complete information
on the HOPTO that's right for you!



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DEPT. 23, WINONA, MINNESOTA

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HEAT TEMPERED GLASS DOORS!

BURN WOOD, COAL OR GAS!

- RADIATES HEAT EVENLY
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- NO SPARKS
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BRAWN

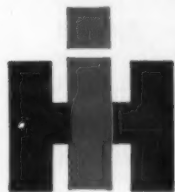
to lift

50% Bigger Loads

With up to 1,000 pounds greater built-in weight, the International® 350 Utility tractor has a rated front-end loader capacity up to 50% higher than lighter weight rigs of similar power rating. Here's *brawn* and *power* for high production . . . to help you cut unit labor costs. Equally important, traditional IH *quality* minimizes down-time . . . reduces maintenance.

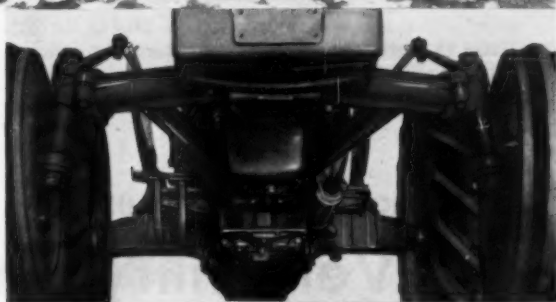
No matter where your job is located, there's one of 5,000 IH sales-service dealers located nearby.

Call your IH dealer today for a demonstration. For free catalog, write: International Harvester Co., Dept. AB-12, P. O. Box 7333, Chicago 80, Illinois.



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International Harvester Products pay for themselves in use—
Farm Tractors and Equipment . . . Twine . . . Commercial
Wheel Tractors . . . Motor Trucks . . . Construction Equipment.
General Office, Chicago 1, Illinois.



Heavy-duty front axle is one reason why the International 350 Utility tractor stands up to continuous loader work with ½ cu yd bucket taking "bites" up to ¾-ton. Greater built-in weight also increases trenching yardage with big-capacity backhoe.



Match International utility power to your job! Six International tractors on rubber give you job-matched size and capacity—whether you need 10 hp runabout power or an 8,300-pound pull. Above, International W 450 handles a 2¼ cu yd self-loading scraper or 8 cu yd elevating scraper.



RE-ATTACHMENT is about to take place between tractor and Snap-On backhoe. No tools are needed—pin can be removed and put in by hand.

THIS IS THE WAY operator would leave Snap-On-Digger to use other equipment on the tractor. Attaching can be done in 30 seconds. (No. D42, p 108).



EARTH-MOVING BUYING GUIDE

Versatility: the key to economy

For the relatively small builder, an investment in a piece of earth-moving equipment is quite likely to be the biggest single investment that builder will make in his business career.

That it will pay for itself must be taken for granted—otherwise it wouldn't have made sense to buy the machine in the first place. But it is quite possible that in many instances, and with a little judicious shopping around, the small builder can find a machine that will handle not only the job it was originally intended for, but a host of other jobs as well.

We've covered the most versatile gadget in the field—the small tractor—extensively in an October '57 story, but since it is by far the most popular machine for builders, particularly small builders, we've included it with the quick-removing backhoe above. Its manufacturer claims that it can be

unhooked in 30 seconds, leaving the tractor free for easier maneuvering, or for the attachment of other machinery. Let's hope this leads to the development of quick-releases on other tractor attachments.

The machine shown at the right would probably be bought by the larger builder who is doing land development on a big scale, not just on a lot-by-lot basis, but who is just as careful with his money, and who would be just as happy to get a lot of different machinery built into one unit. The builder who buys, say, the backhoe, can buy parts that will give him the additional services of a shovel, and a crane of varying lengths, with which he can use a concrete bucket, a clamshell, or a dragline.

Finally, a memo to manufacturers: make the most out of your machinery. The more versatile it is the better the builder will like it.



CRANE BOOM handles concrete bucket, can also swing drag-line bucket. Similar, but smaller boom can be used on the smaller machine below. Both would pay off best in big scale land development.

in all sizes of equipment



CRANE—excavator combination is this new unit by Bucyrus-Erie. The type 30-B crawler unit can be fitted

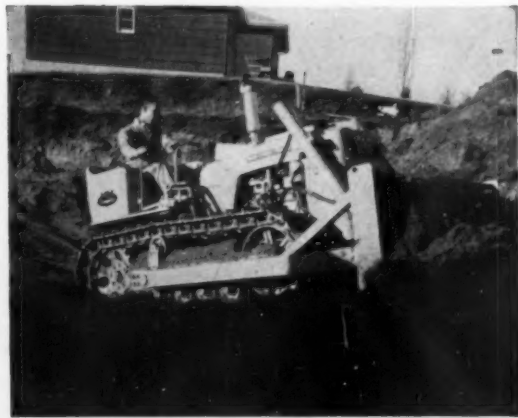
with backhoe (shown), shovel, or various types of cranes. (No. D43, p 108).



BESIDES standard attachments such as backhoe, this Le Roi "Tractair" carries its own compressed air for pneumatic tools and attachments. (No. D44, p 108).



SPECIALIST in loading is this Hough "Payloader". Big rubber tires give it speed and mobility, let it run on highways. (No. D45, p 108).



NEWCOMER in the growing field of small bulldozers is the Minneapolis-Moline "Golden Crawler" shown here. (No. D46, p 108).



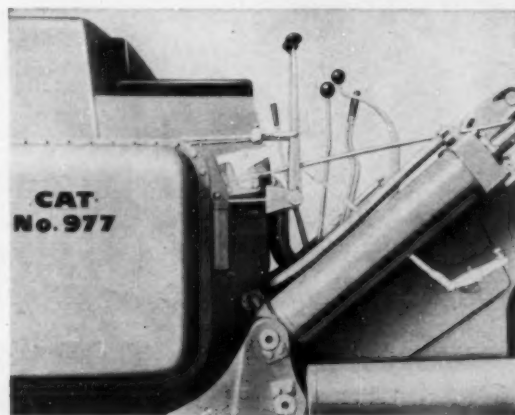
IDEAL COMBINATION for light grading and landscaping is this Ford tractor with front-end loader and adjustable rear blade. (No. D47, p 108).



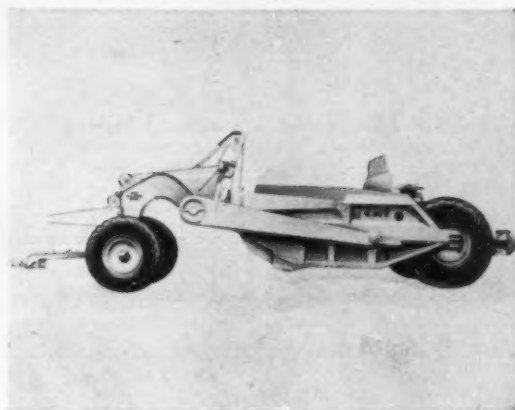
THE SMALL "CRAWLER" is becoming an increasingly popular compromise between the tractor and bulldozer. Oliver makes this one. (No. D48, p 108).



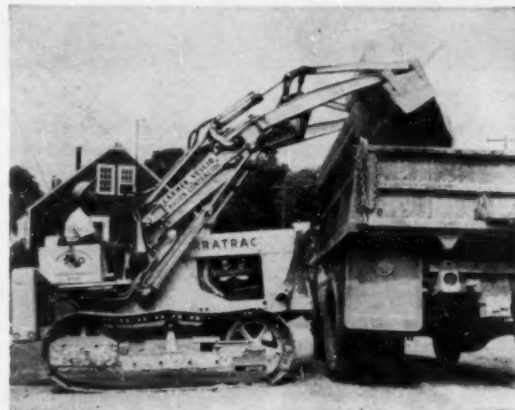
BULLDOZER BLADE as well as loader can be used on small crawlers. This is John Deere's Model 420 crawler. (No. D49, p 108).



EASIER HANDLING for the Caterpillar "Traxcavator" is provided by this automatic bucket positioner which holds bucket at set angle. (No. D50, p 108).



NEW lowbowl scraper is designed for use with the Caterpillar D 7 Bulldozer. Capacity is increased 27% over preceding models. (No. D51, p 108).



SMALL CRAWLER built by J. I. Case Co. can carry loader, dozer blade, angle dozer, hydraulic scarifier, and hydraulic backhoe. (No. D52, p 108).

DO YOU KNOW that

- ★ REACH OVER 17 FEET!
- ★ DIGGING DEPTH 10 FEET!



for as Low as **\$4,000.00***

You can buy a
**TRACTOR
LOADER,
and SHAWNEE
"D65" BACKHOE**
Complete with Bucket!

The SHAWNEE "D65" Backhoe, although low in cost, has all the quality features of the most expensive backhoes. The "D65" is equipped with double acting precision built cylinders, has replaceable bronze bushings at all moving points, all welded box frame booms, and is designed to permit easy installation or removal.

★ 6000 Pounds Digging Force at Bucket Teeth

*Price varies with different makes of tractors.

609

Manufactured by
SHAWNEE
MANUFACTURING COMPANY, INC. • 1947-JJ North Topeka Ave., Topeka, Kansas
Division of Stearns Manufacturing Company, Inc.

homes you build beyond the mains are

**EASIER TO SELL
WITH A MYERS
FOR THE WELL**



Quality-minded buyers recognize nationally advertised products as an important standard of value. In pumps and water systems, Myers is the name they know best. A long-standing, consistent program of national advertising for more than 80 years has established Myers as a quality name with more than three generations of home buyers.

This reputation for building quality products,

along with the fine reputation of local Myers dealers, is the most important reason why more and more buyers are confidently selecting houses beyond city water mains.

You can cash in on this buyer confidence in the Myers name by making certain that your new homes beyond city water mains are equipped with Myers quality pumps, water systems and conditioners.

Myers® WATER SYSTEMS
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Submersibles

FORD GIVES YOU MORE FOR '58



MORE POWER
MORE SELECTION
MORE HANDLING EASE
MORE MOBILITY
MORE ECONOMY

NEW FORDS GIVE



NEW FORD POWERMASTER

... MORE EASE OF HANDLING

Work-easy power steering is available for all Ford Tractors to give fingertip steering control even in curbed areas, on soft ground or over rough terrain. Ford's power steering* gives 90% assist — leaves just enough manual control for the operator to retain "feel" of the wheel. No steering wheel kick-back, no lost motion . . . and the sharp reduction in operator fatigue shows up dramatically in the form of increased production!

*Standard on Row Crop Models. Optional on others.

EFFORTLESS, ONE-HAND STEERING		
TRACTOR LOAD	STEERING WHEEL TORQUE—FT.-LBS.	
	Power Off	Power On
Empty Loader.	35 to 95	3 to 9
1000 lb. bucket load	100 lbs.-plus, according to terrain	5 to 9



YOU MORE POWER...

MORE SELECTION

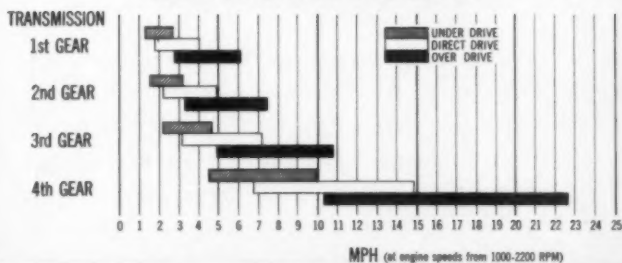


NEW FORD
WORKMASTER

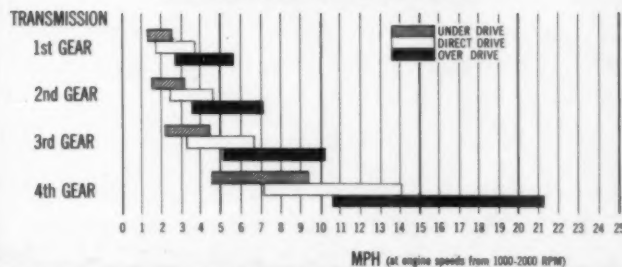
The most powerful Ford Tractors ever! There's a wide choice of new Ford All Purpose Tractors — in both the economical Workmaster series and the husky Powermaster series. Ford's new All Purpose Workmasters and Powermasters give you full range of equipment selection . . . from the Special Utility models, lowest cost work horsepower on the market, right on up through the fully equipped deluxe Model 861 Powermaster. All new Ford Tractors are available in gasoline or LP-Gas models. There's no waste investment for unneeded "frills" with the new Ford Tractors. Buy horsepower, weight and equipment to exactly fit *your* job! See your Ford Tractor and Equipment Dealer — or write Industrial Department, Tractor & Implement Division, Ford Motor Company, Birmingham, Michigan.

12-SPEED OVER-UNDER TRANSMISSION

POWERMASTER TRACTORS



WORKMASTER TRACTORS



... MORE MOBILITY

Ford's new Powermasters and Workmasters are available with choice of 4-speed or 5-speed transmissions. Four speed transmission can accommodate an "over-under" auxiliary transmission giving 12-speeds forward, 3 reverse and 3 PTO. They're your answer to any speed need from one-mile-per-hour creeping for finish grading and transplanting to more than 20 mph for fast transport.

Four-speed transmission models also accommodate a reversing transmission for work with a fork lift. All controls are simple, no high-priced "specialists" are needed to operate Ford Tractors and equipment. Any man on your job can keep the work moving on schedule!

NOW

POWER STEERING AND "LIVE" PTO



FORDSON MAJOR DIESEL

Power steering and "live" PTO are now being offered as factory options for the Fordson Major Diesel — already famous world over for fuel economy. Power steering adds still more mobility and ease of handling to the FMD, and with live PTO you can make still more use of the tractor's tremendous lugging power and versatile 6-speed transmission. Choose from four special utility and fully equipped models.

Amazing economy — Unbiased tests give dramatic proof of the FMD's amazing

economy of operation. Still further savings are offered by FMD "Special Utility" models — work horsepower at a rock bottom price for industrial jobs where no hydraulic system is needed. And the same emphasis on money-saving is also found in Ford's gasoline and LP-Gas model tractors . . . low original investment, low operating cost, low maintenance cost. More of the economy that has always been traditional with Ford! See your Ford Tractor and Equipment Dealer.

YOU SEE MORE **FORDS** BECAUSE THEY SAVE MORE MONEY!



General Electric *Thinlines* completely air condition 30 homes in Thompson Lane Park, Nashville, Tennessee.

General Electric Thinlines Help Nashville Builder Sell Houses*

"We wanted an air conditioner thin enough to fit neatly through the wall yet powerful enough to cool a whole house," says John Wilson, builder of the Thompson Lane Park Project in Nashville. "That's why we decided on General Electric *Thinlines*."

"*Thinlines* sure helped us sell houses! Better than 90% of our customers wanted them. And they could be included in the FHA or VA mortgage."

Mr. Wilson found that just one 1-hp *Thinline* (10,500 BTU's) could completely

air condition an 800-square-foot house. In his larger homes just two *Thinlines* were needed.

Consider compact, powerful *Thinlines* for your next job. They're so thin they fit easily almost anywhere—in windows or right through the wall. And there's no plumbing or ductwork needed.

Thinlines come in ½, ¾, 1 and 1½ hp models. See your General Electric Room Air Conditioner retailer for full details. General Electric Company, Appliance Park, Louisville 1, Kentucky.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



On the inside there's no unsightly overhang because the *Thinline* is only 16½ inches deep. And the *Thinline's* smart, trim styling blends neatly with any décor.



Leave an opening about 27 inches wide, 23 inches high to install General Electric *Thinline* through wall. Adapter kit makes it easy.



Slide the *Thinline* in later. Six screws make a strong and weather-tight seal.



On the outside *Thinline's* aluminum grille looks well with the building—keeps its good looks for years.

How to do it better

1 3/4" x 10" BOARD
4" 4" 1 3/8"

2 NAIL PIECES 1 & 3 TOGETHER ON FLOOR BEFORE MOUNTING TO WALL.

3 CEILING
1" x 6" BOARD FOR MOUNTING FIXTURES & TROUGH
NAIL ASSEMBLY TO WALL
PLASTER
STUD WALL

4 LIGHT FIXTURE MOUNTED TO BOARD
15" MIN.
FINISH ASSEMBLY BY NAILING FACE BD. TO BASE
MOULDING

Indirect lighting-trough design costs less

We have been so pleased with the attractive indirect lighting setup used in our new homes and even in a church that we thought other builders might profit by it.

Simplicity is the keynote since all three pieces of the trough are cut from one 10" board. The table saw is set at approximately 35 degrees and the rip fence set in place.

Piece no. 1 adds width to trough bottom and facilitates easy nailing to wall.

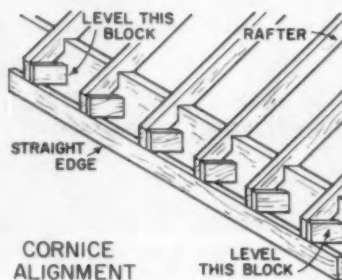
No. 2 becomes front of trough and hides fixture. The fixtures are single-strip fluorescents. The effects with this simple arrangement are no less than amazing and most satisfactory.

Eugene Landis
Ephrata, Pa.

Straightedge speeds cornice alignment

A quick and accurate method of aligning cornice blocks goes as follows: first, nail the blocks to the building following the chalk line. Next, level the blocks at the extreme ends of the straightedge. By holding the straightedge under the loose blocks they are easily nailed up to a straight line.

Richard Johnson, Portland, Conn.



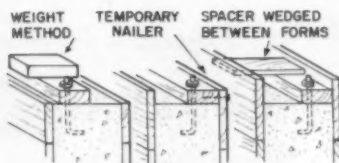
Wood ground speeds natural stone installation

In working with ledgerrock or any other type of natural stone, particularly in random pattern, the difficult job of cleaning the finished face of the stone work can be eliminated through the use of a 1/2 x 3/4" plaster grounds (preferably cedar).

The wood ground is placed flush with the outside edge of the stone face, and mortar is piled behind it and screeded level with the top of the ground. Dry portland cement sprinkled over the new mortar before the next stone is laid gives better bond and prevents "bleeding".

As each succeeding course of stone is laid, the wood ground is removed from the lower joints, leaving uniform joint thickness as well as depth, without the use of special joint rakers or "slickers". Clean-up time is also cut to a minimum.

W. D. Coffey
Rochester, N. Y.



SKETCHES SHOW SILLS LOCATED IN DIFFERENT LOCATIONS ON WALL FOR DISTINGUISHING BETWEEN FRAME CONSTRUCTION OR BRICK VENEER CONSTRUCTION.

Install your sills while concrete is soft

Sills can be put on the tops of foundations easily and quickly if done right after the concrete is poured, while it is still soft. Have sills treated with a wood preservative and with the bolts already in them.

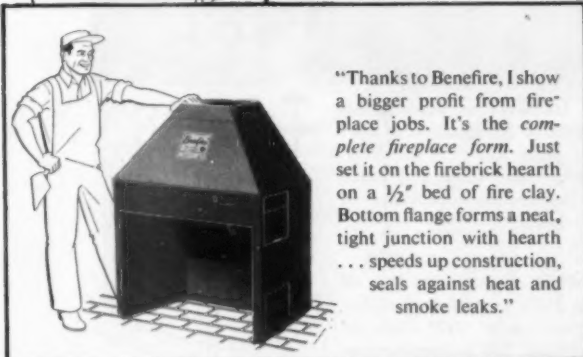
When concrete is up to grade, start setting sills on the soft mix. The bolts can be easily pushed into the soft concrete. Hold the sill onto proper grade by use of temporary nailing, weights or spacers (see drawings).

M. Markway
Jefferson City, Mo.

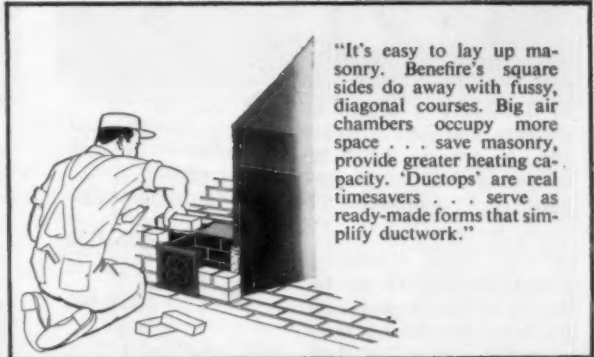


"THERE'S LESS TO DO, FROM HEARTH TO FLUE"

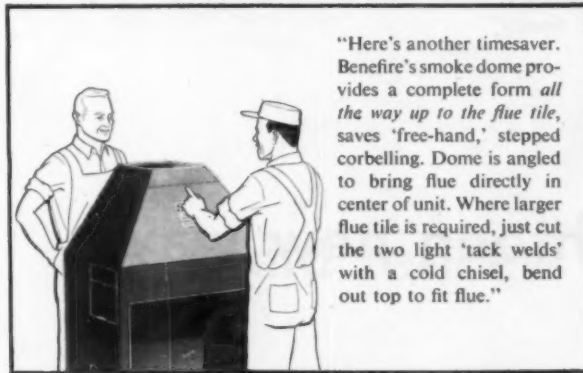
HERE'S WHY "BENEFIRE[®]" SAVES MY TIME—
CUTS FIREPLACE CONSTRUCTION COSTS



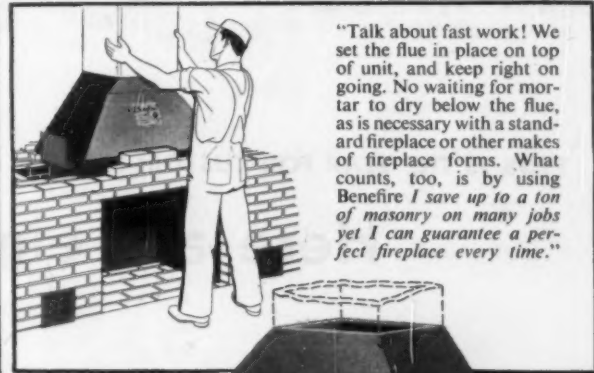
"Thanks to Benefire, I show a bigger profit from fireplace jobs. It's the complete fireplace form. Just set it on the firebrick hearth on a 1/2" bed of fire clay. Bottom flange forms a neat, tight junction with hearth . . . speeds up construction, seals against heat and smoke leaks."



"It's easy to lay up masonry. Benefire's square sides do away with fussy, diagonal courses. Big air chambers occupy more space . . . save masonry, provide greater heating capacity. 'Ductops' are real timesavers . . . serve as ready-made forms that simplify ductwork."



"Here's another timesaver. Benefire's smoke dome provides a complete form all the way up to the flue tile, saves 'free-hand,' stepped corbelling. Dome is angled to bring flue directly in center of unit. Where larger flue tile is required, just cut the two light 'tack welds' with a cold chisel, bend out top to fit flue."



"Talk about fast work! We set the flue in place on top of unit, and keep right on going. No waiting for mortar to dry below the flue, as is necessary with a standard fireplace or other makes of fireplace forms. What counts, too, is by using Benefire I save up to a ton of masonry on many jobs yet I can guarantee a perfect fireplace every time."

... and these exclusive BENEFIRE features make a hit with the homeowner

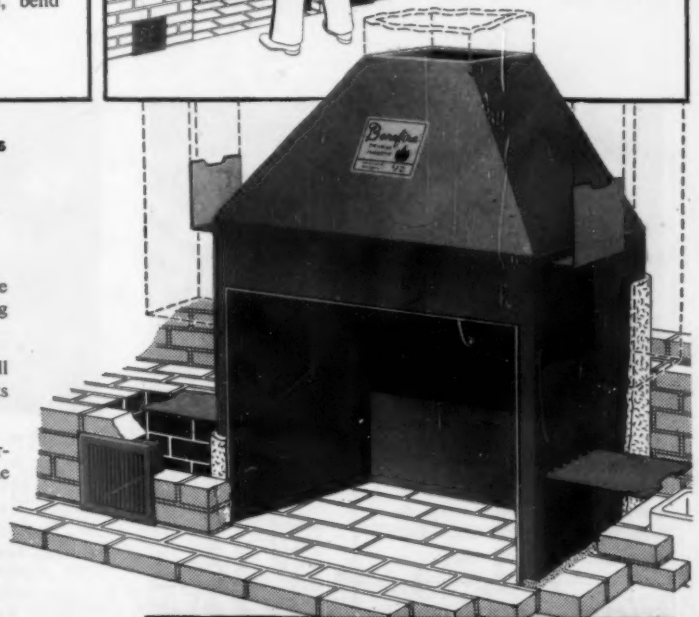
1. Tight seal flange prevents smoke leaks into room.
2. Dome design insures smoke-free draft.
3. Exclusive rotary damper controls provide just the right amount of draft to suit conditions. Nothing to get out of order.
4. New Tight-Seal Throat Damper seats tightly all around without packing . . . no annoying drafts when fireplace is not in use.
5. Depth and height of opening carefully proportioned to give broadest view of the fire and the most radiant heat.

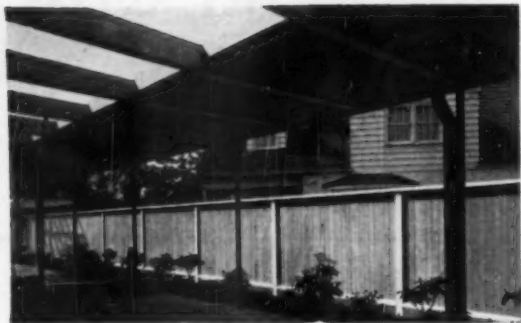


See your LOCAL BENNETT SUPPLIER

... for full details and low prices on the new Mason-Designed Benefire Unit, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc. Write to Bennett-Ireland Inc., Dept. C, Norwich, N. Y. for complete catalog.

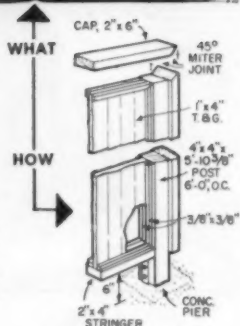
AUTHORITIES ON FIREPLACES





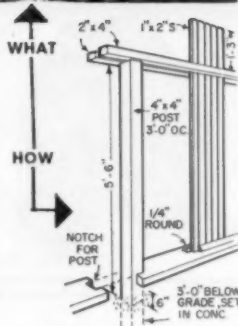
IF LENGTH is needed to enclose a long patio or an entire side-yard, this design fits the purpose well with its simplicity, easy construction.

USING CONCRETE pier for 4x4" post (see bottom right for detail), this fence is easily assembled with a 2x4" base and 1x4" t & g face. Cap runner is simply a 2x6".



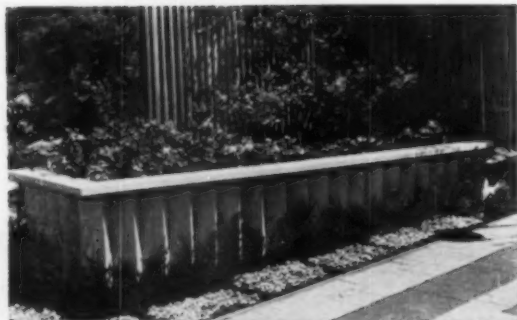
IF HEIGHT is needed, this attractive combination of slats and posts will turn the trick. Designs like these add much to the overall appearance of any house.

SIMPLE but unique use of two 2x4's as post caps makes application of 1x2" slats an easy task. 2x8 bottom stringer is needed to balance width of cap boards.



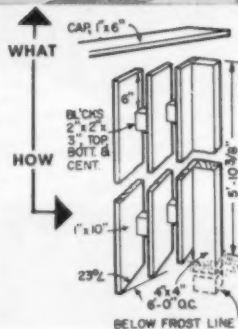
1958 IS THE YEAR FOR CUSTOM EXTRAS

Here are eighteen new ways



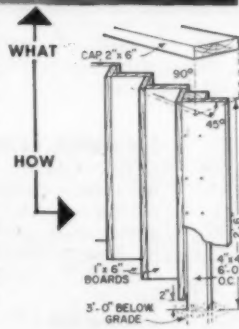
APPLICATION of good design to garden border is accomplished with a twist of the panels. When landscaping is added to house, this fence can be a potent selling aid.

SPACER BLOCKS hold 1x10" panels in place, and 1x8" cap runner draws the whole border rigid. Instead of concrete pier, treated post is driven bare below frost line.



BLEND with house appearance is achieved here with height and angled panels. Fences like this are perfect for not-so-private project housing—could turn the sale.

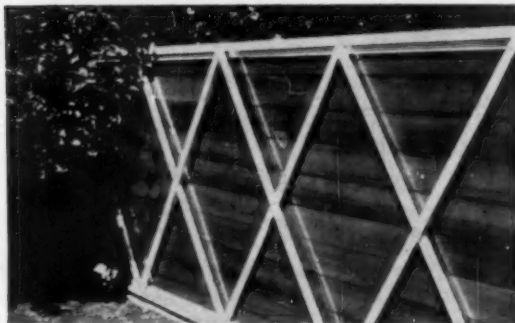
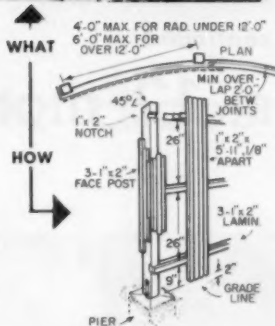
WHERE garden border, left, featured open panels, these panels were closed to provide the maximum in privacy. 2x6 cap runner steadies the unblocked panels.





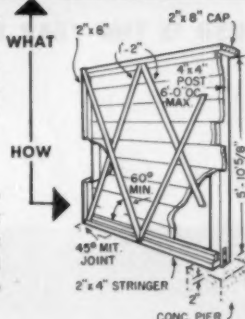
IF A CURVING patio needs to be fenced, this combination of 1x2's and posts will fill the bill. Curve creates architectural interest.

BACKING for vertical slats is three laminated 1x2's backed against 4x4" posts set at correct increments of 45-degree angle on sweep around curve.



IF PATTERN is the primary desire of the home-buyer, this effortless addition to the old-fashioned board fence makes as pleasing a picture as any on this page.

NO EFFORT is made here to cut diagonal 1x2's to fit at their intersection, since the end effect is equally as good when the strip is cut once to full-fence depth.



to build fences

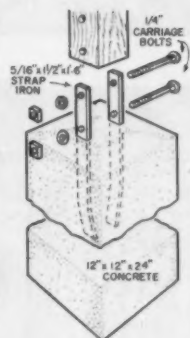
A good fence can add to a good house. It can also make a low-cost "Plain Jane" look more luxurious. The fence designs on these pages show the variety of uses to which they can be put, and suggest the unending patterns an alert builder can employ to enhance the overall appearance of his house.

In these days of an increasingly competitive building market, you can't overlook any opportunity to increase the saleability of your houses. You will have to give your customers those custom touches—those extras that will distinguish your product from that of your competitors.

This is the first of a series of articles. The series will be called "Building Custom Extras" and the basic idea of these continuing stories is to provide you with a wide choice of "extra" designs, so that whatever house you build, there should be a detail here which will fit into its plan. In the future, these articles will discuss fireplaces, patios, breezeways and other good, "extra" house features.

Simplicity of design to permit fast construction with basic materials and modular material sizes is at the core of these fences. This selection of easy-to-build "extras" was done to give the maximum in design at the minimum cost and labor.

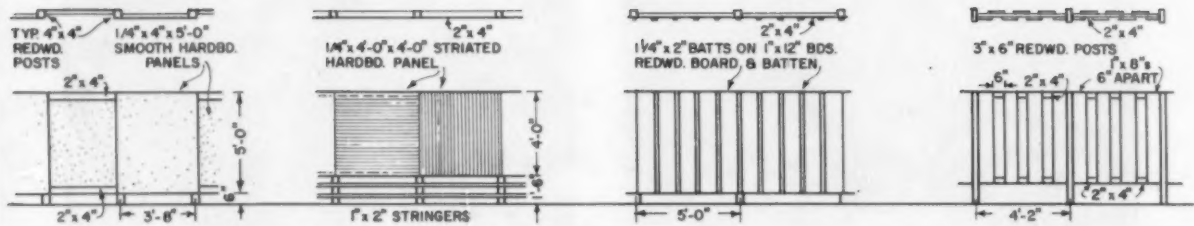
EXPLODED view of pier detail shows simplicity of its construction. Use of strap iron and bolts permits expansion and contraction to take place without cracking or splitting post. Straps are bent for strength.



PIER DETAIL

Look for the second article on custom extras in a forthcoming issue

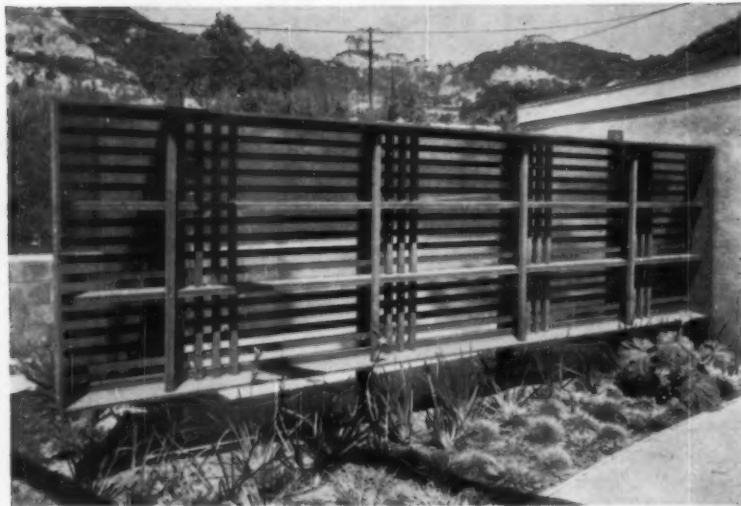
Twelve more ways to build fences ▶



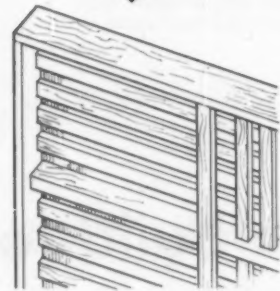
Above are eight ideas for fences each making use of various woods, plywoods and hardboard panels.

1958 IS THE YEAR FOR CUSTOM EXTRAS, continued

Fences: 12 more ideas

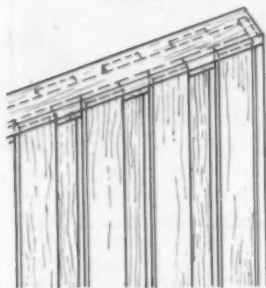


WHAT
HOW

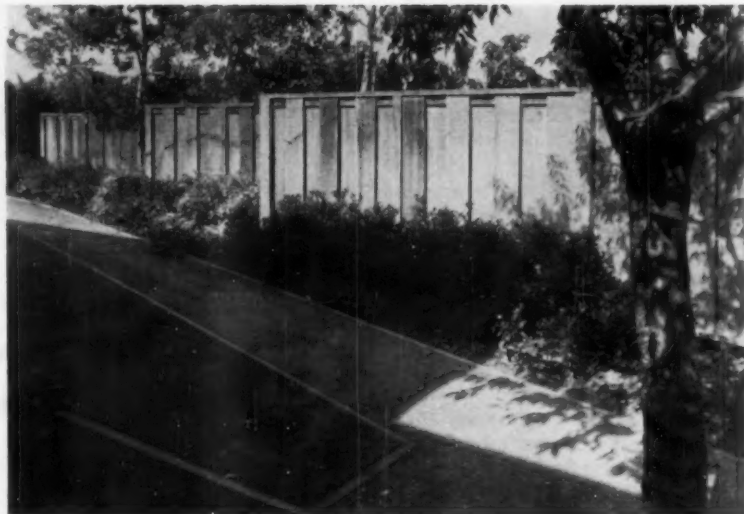


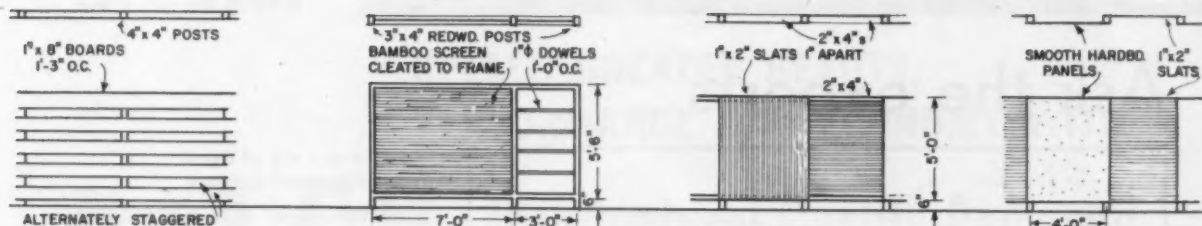
PRIVACY and decorative effect is achieved here. Fence is strung on 4x4" posts with 1x6" frame for top, bottom stringers and sides. Horizontal strips: 2x4's. Verticals: 1x2's.

WHAT
HOW



ANGLED BOARDS create this fence. Boards are narrow or wide according to scale of area to be enclosed, are generally staggered. A. Quincy Jones, Architect.





All eight of these ideas were designed by architect Ragnar C. Qvale for the Delhaven Co., builder in Los Angeles.

for you to choose from

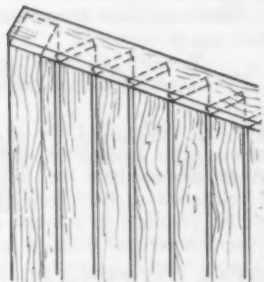


← WHAT →
→ HOW ←



CHECKER PATTERN. Frame with short 2x4" girls toe-nailed to 2x4" posts. Cover squares alternately with short 1x4" V-edge siding (shiplap or T&G). Bruce Heiser, Architect.

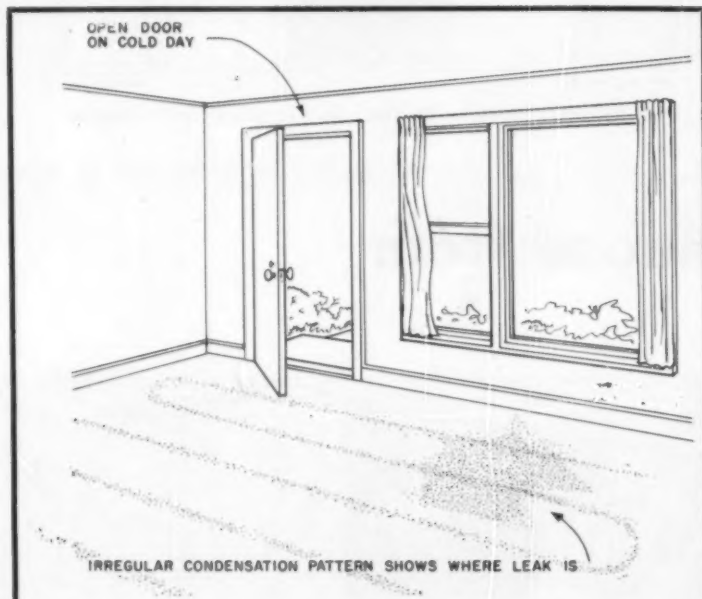
← WHAT →
→ HOW ←



VERTICAL LOUVERS. Plan angle of louvers so that "blind" side is toward public traffic. Angle of 45° is most common. Architect: Harwell Hamilton Harris.



Ask the experts . . .



How to locate leaks in hot-water slab coils

QUESTION: We would like information on the procedure necessary to find a leak in a heating system imbedded in a concrete slab.

The water loss amounts to approximately 10,000 gallons for a period of three months. There is no evidence of moisture about the building or any exterior walls.

We have tried "Stop Leak" to no avail. We have also tried to locate the leak without success. Can you suggest means other than the ones previously stated.

Savastio Construction, Inc.
Hershey, Pa.

ANSWER: One method of finding leaks in the hot-water coils in the slab is to utilize condensation to show you where the leaks are. To create the conditions for condensation: keep the house cold, but in the meantime have the boiler going. When the house is good

and cold, open the valves and permit the hot water to flow through the pipes. This rapid change will cause condensation of moisture to form on the concrete, thus outlining the pattern of the heating coils. Where the leak occurs, an irregular pattern will become visible on the slab directly over the rupture in the coils.

To repair the leak, cut away the concrete and solder or weld the coils. To prevent further leaks in the system, have it checked to see if you have the proper amount of expansion joints. For example, 100' of copper water tube, subjected to 100 F change will expand or contract approximately 1 1/4" in length. If the joints are not originally built into the system something has to give.

Steinberg and Stemple
New York City
Community College

How to get rid of odor from decayed lumber

QUESTION: Two years ago I constructed a porch enclosed entirely with combination storm doors and wood. The roof decking was 1x6 T. and G. yellow pine. There is no flat ceiling on the inside. The owners sanded and shellacked the exposed rafters and the underside of the decking. The problem is odor, summer and winter, when the porch is closed. Evidently it is the shellacked roof decking.

G. E. Munsan
Clyde, N. Y.

ANSWER: It would seem that the odor is coming from the old lumber that you used. To get rid of the odor, use a can of de-humidifying crystals. These can be bought at any building supply house or any large paint store. This will absorb the moisture in the air and, at the same time, prevent the odor due to dampness.

If there is still an unpleasant odor you can get rid of it very quickly by placing some mint or pine cones in an open vase.

Steinberg and Stemple
New York City
Community College

Will blown sand reduce effect of insulation?

QUESTION: Sand up to 1/4" thick has blown through the roof louvers onto the loose rock wool ceiling insulation installed between the joists. Will this sand cut down the insulation quality of the rock wool? If so, what is the best way to restore it?

Kenneth G. Overbury
Albuquerque, N. M.

ANSWER: We doubt that the 1/4" sand covering the loose rock wool will cut down materially the insulation's resistance to heat flow. It wouldn't be practical to remove it with a vacuum cleaner because the mineral wool would be sucked up with the sand.

You are, no doubt, in the dust-bowl area. We would suggest that some provision be made to prevent sand from entering your attic when dust storms occur.

National Mineral Wool Assn.

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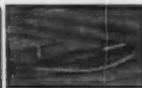


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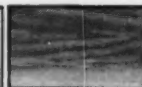


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Convention calendar . . .

Dec. 1-8: Montgomery Home Builders, 22 S. Perry, Montgomery, Ala. Parade of Homes; Buckingham Drive. Arthur E. Stewart, chairman.

Dec. 1-8: Home Builders of South Florida, Pan American Bank Bldg., Miami 32, Fla. 14th annual builders show; Dinner Key Auditorium. John S. Gassaway, managing director.

Dec. 2: Home Builders of Dallas County, 318 N. St. Paul, Dallas, Tex. Small-volume builders council; Hotel Adolphus.

Dec. 4-6: Texas Assn. of Home Builders, 814 Perry Brooks Bldg., Austin 1, Tex. Convention and trade show; Hotel Lubbock. John J. Terrell, chairman.

Dec. 5: Home Builders of Albany, 105 Colvin Avenue, Albany 5, N. Y. 10th anniversary banquet; Sheraton-Ten Eyck Hotel. D. M. Gentile, chairman.

Dec. 7: Staten Island Home Builders, 80 Bay Street, Staten Island 1, N. Y. Fourth annual dinner dance; Tavern on the Green. René Allegre, chairman.

Dec. 10: Home Builders of Kalamazoo, 609 S. Burdick St., Kalamazoo, Mich. Annual election of officers. Leonard W. Vandenberg, chairman.

Dec. 14: Home Builders of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Ladies night; Hotel Statler. Clayton W. Johnson, chairman.

Dec. 16: Home Builders of Fort Wayne, 1306 Northlawn Drive, Fort Wayne, Ind. General membership meeting. Jack Worthman, chairman.

Dec. 17: Rockland County Home Builders, Court Square Bldg., New City, N. Y. General meeting. Joseph Feld, chairman.

Dec. 18: Home Builders of South Jersey, Parkade Bldg., 518 Market St., Camden 2, N. J. Membership meeting. Harry E. Smith, chairman.

Dec. 19: General Contractors of Contra Costa County, 3462 Mt. Diablo Blvd., Lafayette, Cal. Christmas party. John M. Osmundsen, chairman.

1958

Jan. 7: Home Builders of Maryland, 7 E. Lexington St., Baltimore 2, Md. 38th annual banquet; Lord Baltimore Hotel. Guest speaker, George Goodyear, President NAHB. Jack B. Candler, chairman.

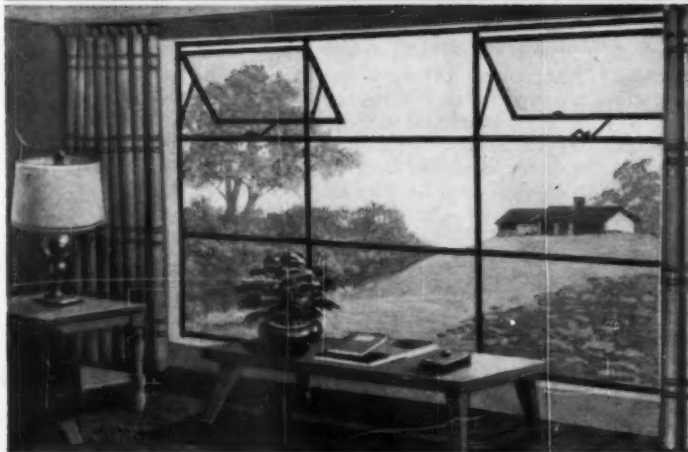
Jan. 9: Toledo Home Builders, 564 Spitzer Bldg., Toledo, Ohio. Annual banquet, Commodore Perry Hotel. George Flanner, chairman.

Feb. 8-16: Home Builders of Greater St. Louis, 215 N. Meramec Avenue, St. Louis 5, Mo. Home show; St. Louis Arena. Mel Doernhoefer, chairman.

Feb. 13-19: Home Builders of Greater Boston, 7 Water St., Boston, Mass. New England Home Show; Mechanics Bldg. Henry Sherman, chairman.

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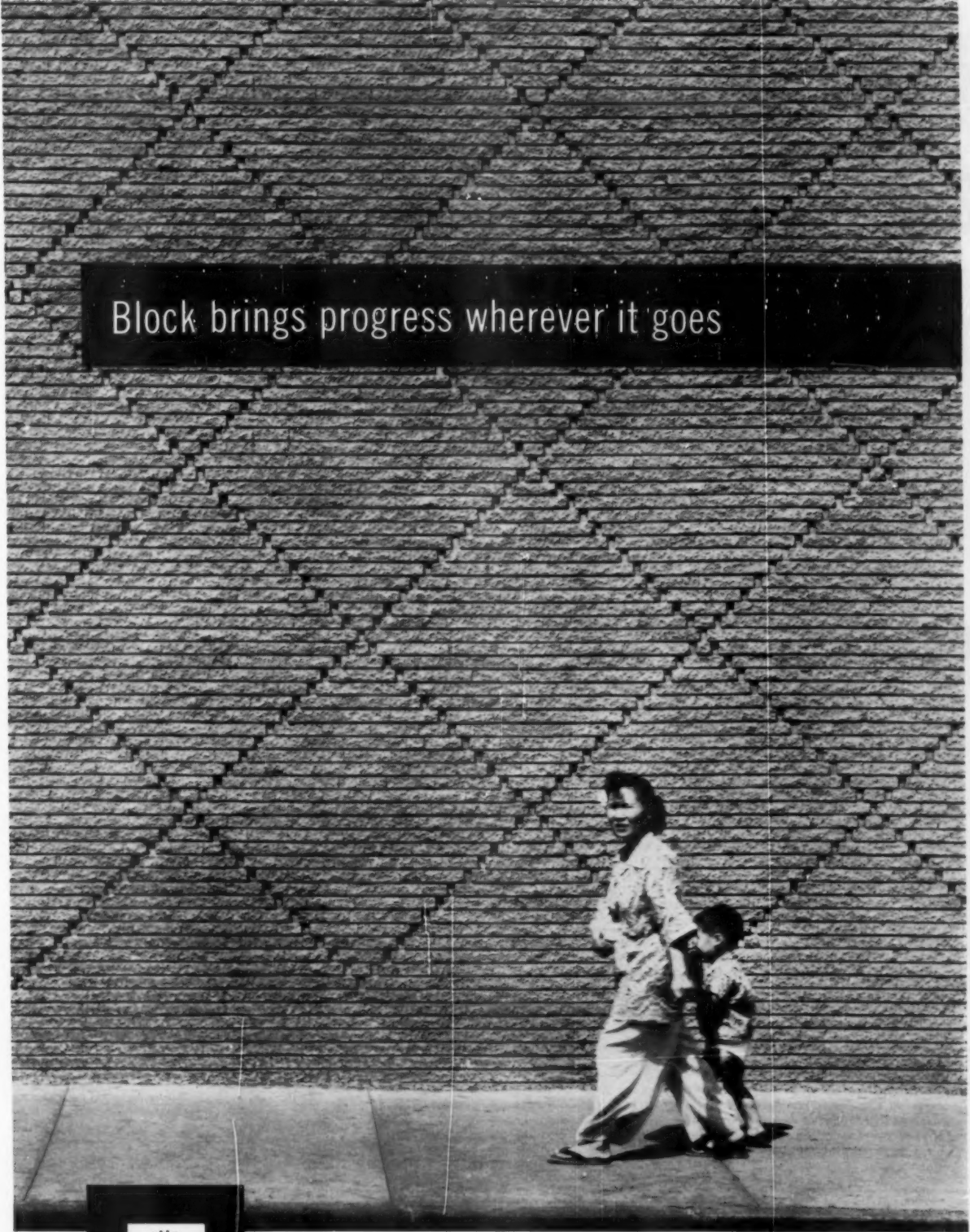
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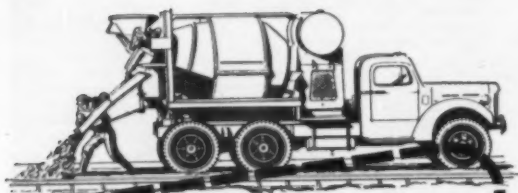
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QUANTITY MATERIALS LIST

(Continued from page 91)

Header at Den Window	(2)	2 x 6	2/14	28	28
Den Header	(2)	2 x 6	2/12	24	24
Dining Room Door Header	(2)	2 x 6	2/8	16	16
Rafters		3 x 6	54/16	864	1,296
Laminated Header	(3)	2 x 4	3/10	30	20
Fascia		2 x 8	—	108	144
Ridge Board		4 x 12	—	54	216
Blocking		2 x 4	—	50	24
Studs	(3)	2 x 4	120/8	960	640
Plates		2 x 4	—	360	240
Studs		2 x 3	5/8	40	20
Plates	(3)	2 x 3	—	15	10
Posts		4 x 4	2/8	16	22

SHEATHING & ROOFING, ETC.

Location	Description	Actual	Actual + 10%
Roof Decking	1 1/2" x 6"	1,700 sq. ft.	1,870 sq. ft.
Roofing	Built up	1,700 sq. ft.	1,870 sq. ft.
Gable Siding	Ext. Plywood	30 sq. ft.	33 sq. ft.
Gable Sheathing	1 x 6 or Plywood	30 sq. ft.	33 sq. ft.
Under Ridge	G.I. Soffit 24 ga.	37 lin. ft.	41 lin. ft.

Note: The waste factor is determined by the type of material used and the method of installation.

TILE

Location	Description	Amount
Bath Floor	Ceramic	23 sq. ft.
Bath Walls	Ceramic	104 sq. ft.
House Floors	Asphalt or Rubber	800 sq. ft.

MILLWORK

Trim Location	Description	Amount
Fascia	1 x 6	64 lin. ft.
Beam Trim	1 1/2" Hard Board	64 lin. ft.
Beam Trim	3/8" Ext. Ply	64 lin. ft.
Base	1 x 4	260 lin. ft.
Cl. Pole	1 1/2" Diam.	20 lin. ft.
Pole Sockets	Wood	2 pair
Cleats	1 x 3	30 lin. ft.
Hook Strip	1 x 4	36 lin. ft.
Shelving	1 x 12	60 lin. ft.
Moulding	3/4" quarter round	100 lin. ft.
Frieze Trim	3/8" x 4 1/2"	100 lin. ft.
Partition Covering	1/2" x 8" Redwood	24 sq. ft.
Carport	Redwood Panels	80 sq. ft.

DOOR SCHEDULE

Exterior Doors Size	Description	Amount
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
2'8" x 6'8" x 1 3/4"	Redwood	2
Interior Doors		
2'6" x 6'8" x 1 3/8"		3
2'4" x 6'8" x 1 3/8"		1
1'10" x 6'8" x 1 3/8"		1
1'8" x 6'8" x 1 3/8"		1
Sliding Doors		
3'0" x 6'8"		4
2'2" x 6'8"		2
2'0" x 6'8"		2
3'0" x 6'8"	Ext. Alum., Glass	2

Total 19

Note: All doors are to be ordered from the door schedule to include all doors, frames, trim, saddles, casing, etc.

WINDOW SCHEDULE

Size	Description	Amount
7'0" x 6'0"	Picture Window	1
6'0" x 2'6"	Wood casement	3
4'0" x 2'6"	Wood casement	3
3'0" x 2'6"	Wood casement	1

Total 8

Aprons	1 x 6	60 lin. ft.
Stools	1 x 8	60 lin. ft.

Note: All windows are to be ordered complete with frames, sash, trim, casing, mullions, etc.

KITCHEN CABINETS

Location	Size	Amount
Counter	6'6" x 3'0" x 1'0"	1
Sink Counter	7'0" x 3'0" x 2'0"	1
Sink Hangers	9'6" x 3'0" x 1'0"	1

Total 3

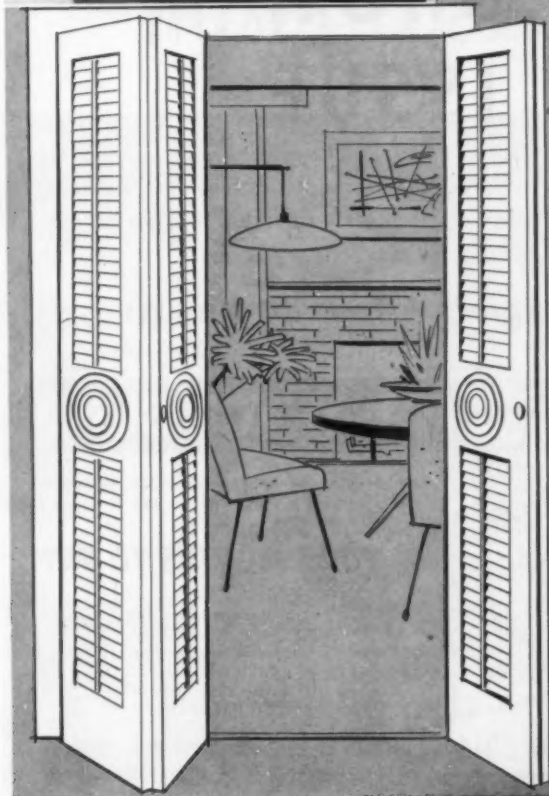
Note: All counters are to be ordered complete with plastic laminated top and back splash.

Material breakdown prepared by Joseph Steinberg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.



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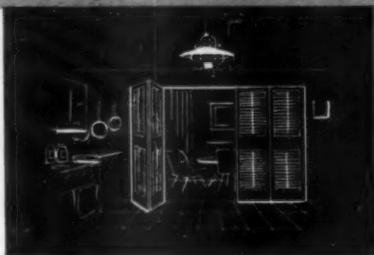
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Here are five ways support to

Probably one of the biggest facets of today's remodeling market is the application of veneers to older wood or stucco buildings.

Whether applied to stores, churches or homes, there are good reasons for the use of veneers. In many cases where veneers have been applied, the wood surfaces were in quite good condition. The veneer was added to dramatically change the lines and appearance of the building.

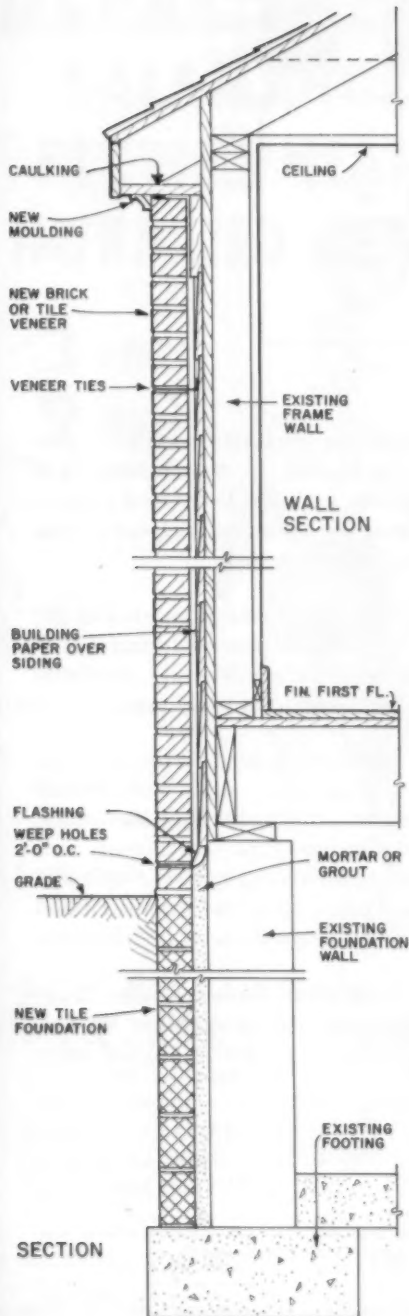
If you, as a builder, or your client are contemplating the application of a veneer, investigate the cost of application for the conventional stone, clay or concrete veneers. Installed properly, masonry veneers wear well without fading and extend the life of the building.

Applied over old frame structures, masonry veneers add to the building's structural stability. It has been said that the veneer over frame construction combines the best qualities of masonry and frame construction.

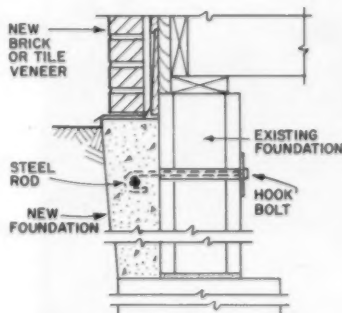
Here is what to look for in a good masonry veneer job:

1. Ample anchorage and support for the veneer backing.
2. Good construction of masonry work.
3. The maintenance of at least $\frac{3}{4}$ " air space between the veneer and existing wall.

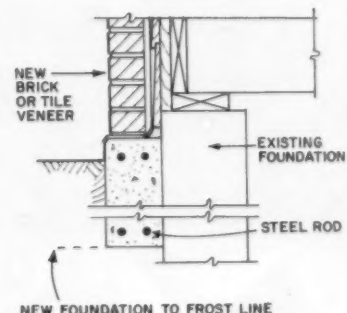
Anchoring veneer: when anchoring the masonry veneer to the existing framing, use a non-corrosive metal tie. Use one tie for every 2 sq. ft. of wall surface. Space them not more than 24" horizontally or vertically. For best anchorage of the tie to the frame wall, the tie should be nailed



1. BEST and simplest method, aside from the excavating required, is to carry the new facing down to rest on the ledge of the original footing. Note veneer ties nailed to the studs.



2. BUILDING up from the footing with reinforced concrete to grade level is also a good method. For added strength bolt reinforcing bar to top of the existing foundation as shown.



3. GRADE-ON-BEAMS on virgin earth below the frost line work well too. They can be used when it has been determined there's no footing ledge or excavating isn't desirable.

to give better masonry veneer

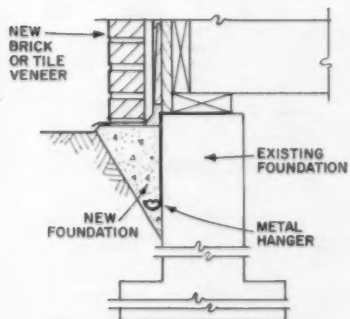
through to the studding wherever possible (drawing left).

Framing around windows, etc.: see the drawing to the right. Steel angles may also be used to carry the veneer over the top of existing porches, bays or entries. When used, the angles should follow the slope of the roof and be firmly fastened to the studs with lag bolts. Because of the increased wall-thickness, it is necessary to extend the window and door sills and to install additional moldings over the existing frames.

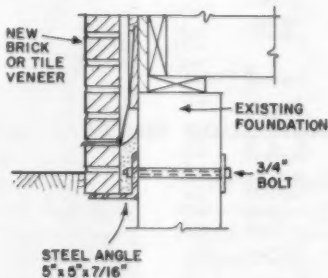
Flashing and caulking: the heads of all openings should be properly flashed, as well as the sills of all windows and the juncture of adjoining roofs with the veneer. In areas of heavy rainfall accompanied by high winds, continuous flashing should be installed at the base of the wall, just above the grade line. Weep holes should be provided at this level to permit any moisture that may penetrate the wall to drain to the outside. The use of weep holes in vertical joints over openings and under window sills is also advisable.

It is equally important that the perimeter of all windows and door openings be caulked between the wood surround and the masonry. Caulking should be used at the top of the veneer where it joins the projecting eave.

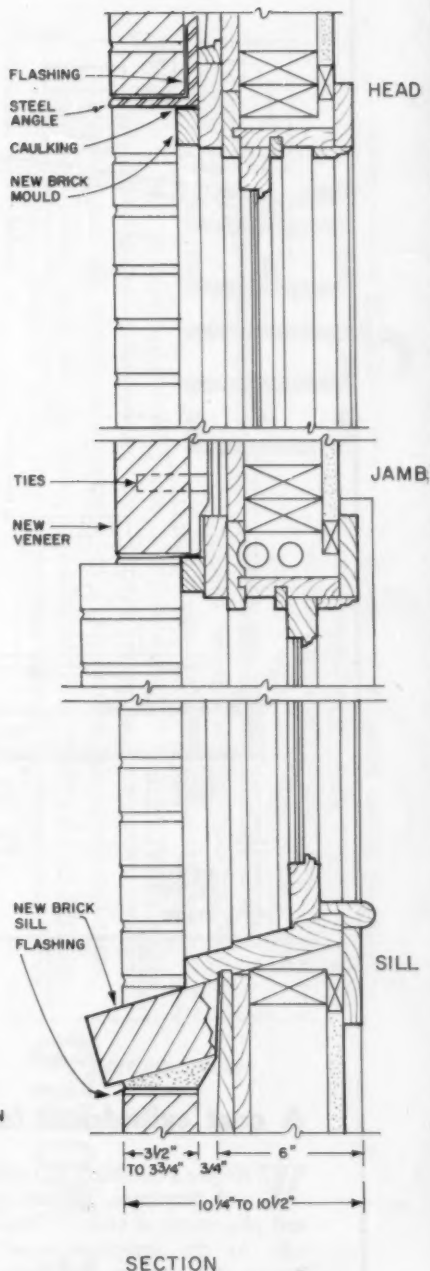
Masonry workmanship: all mortar joints should be full and tight with complete bonding of the mortar with the units. Mortar joints should be tooled as soon as the mortar reaches its initial set.



4. REINFORCED concrete haunch supported by non-corrosive hangers bolted to the top of the foundation is satisfactory for the one-story veneer wall. No excavating is necessary.

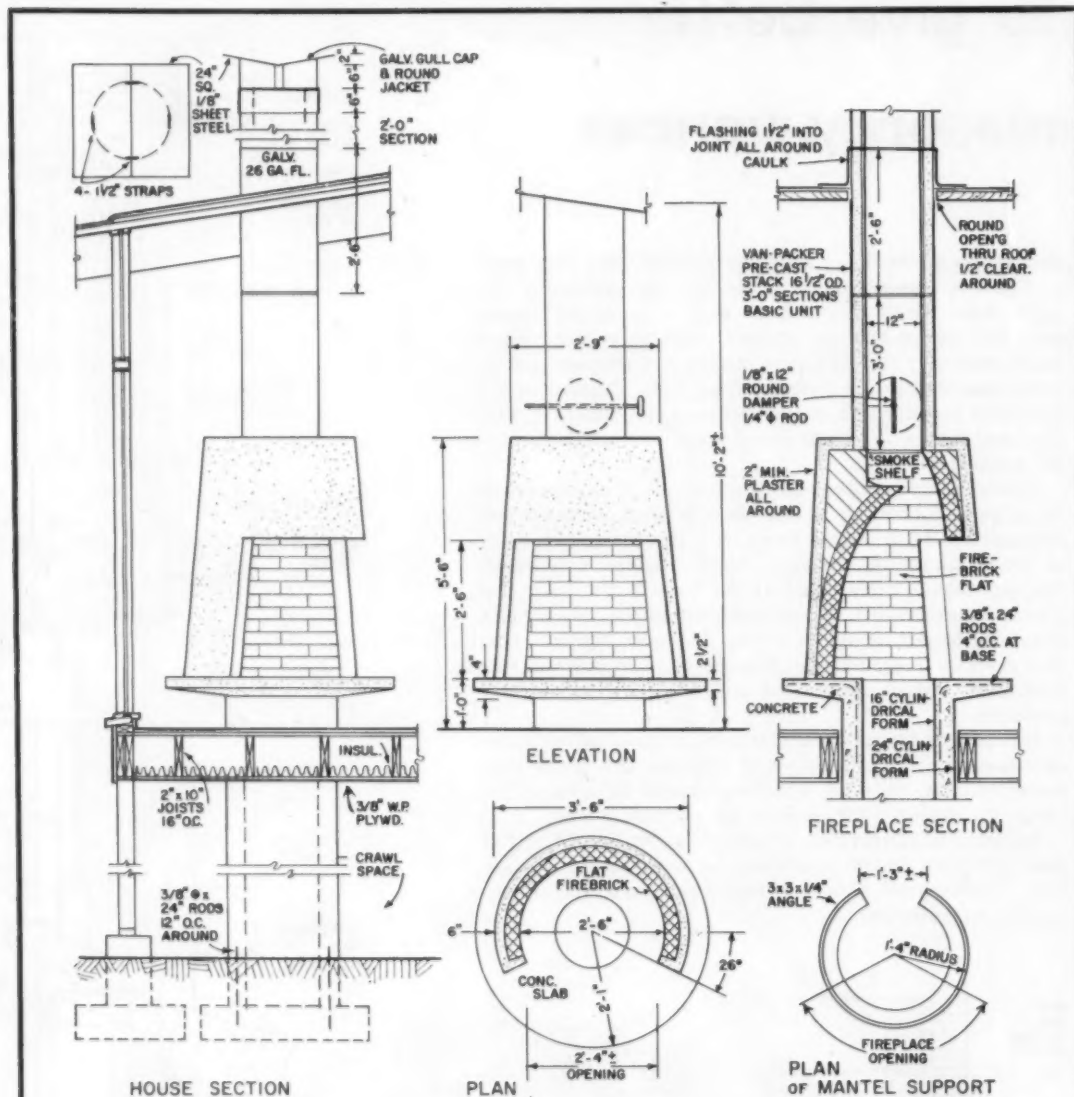


5. ANGLE IRONS are the simplest, but the least desirable support to use. Careful analysis of the loads applied to the angle must be made. Confine this method to the one-story.



AROUND the door and window openings the supporting steel angles should be firmly lag-bolted to the studding. The angles should extend into the veneer at the opening at least 4".

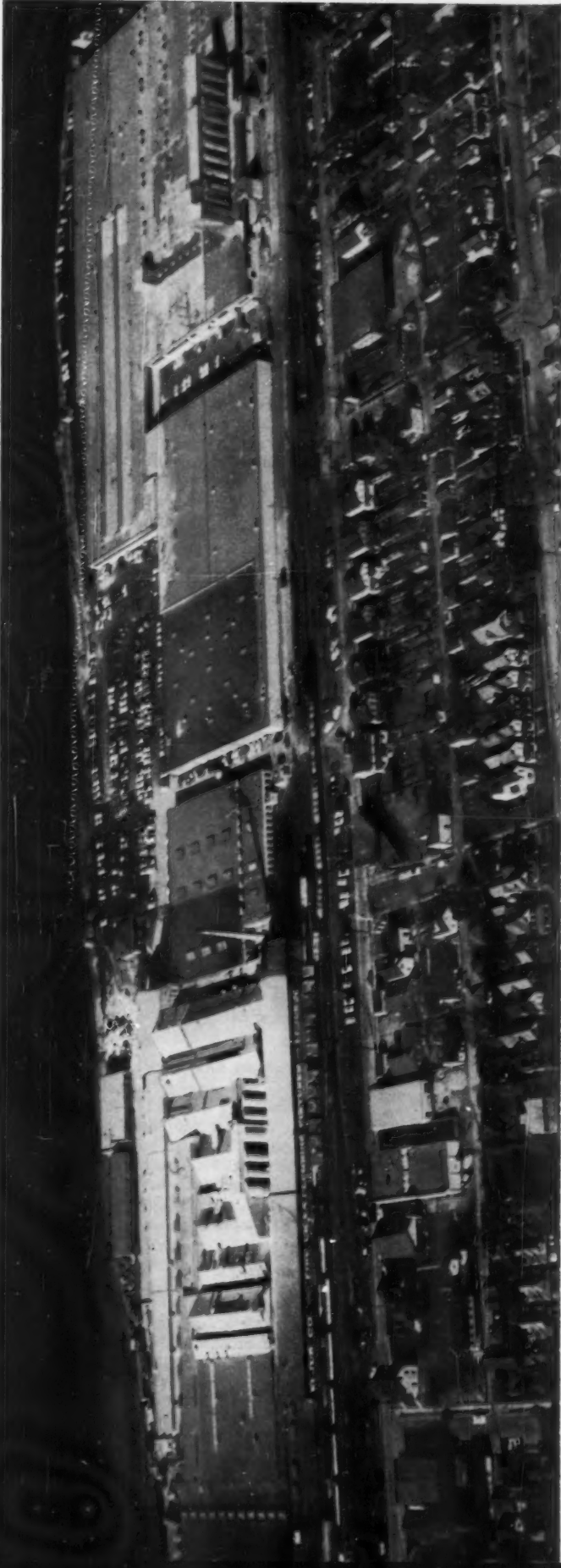
Better detail of the month



A cast cylindrical foundation supports an unusual fireplace

With the availability of packaged chimneys and fireplaces, the design, construction and placement of today's fireplace are limited only to the imagination of the designer. Earlier this year in the Better Detail of the Month we showed how a Chicago architect, Marvin Fitch, customized the outward appearance of a pre-fab fireplace. This month

we show a very unusual fireplace, in both appearance and construction, which utilizes a pre-cast stack. Designed by Seattle Architect Zema Bumgardner, the fireplace features a circular reinforced concrete foundation. Two concentric Sonotube forms were used in construction. Support for the fireplace extends up through the insulated crawl space.



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THE LARGEST AND MOST MODERN SANITARY-WARE POTTERY IN THE WORLD

Now, giant additional modern facilities at Eljer's Ford City pottery assure you maximum quality and service on all your vitreous china bathroom fixture needs. Here, in one location, skilled workmen and skillfully engineered equipment produce vast quantities of vitreous china fixtures . . . all made to the traditionally high Eljer quality standards. Contact your Eljer Plumbing Contractor now to determine how Eljer can help solve your bathroom fixture problems in vitreous

china . . . and, from three other up-to-date plants, in cast iron, formed steel and brass fittings. Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.

ELJER

DIVISION OF THE MURRAY CORPORATION OF AMERICA



NOW...

Set a 1/4" stud
in steel or
concrete with
one light tap!

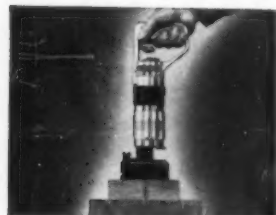
ONLY
\$39.95

NEW Remington "Mighty-Mite" STUD DRIVER

HERE'S the new handy-sized cartridge-powered Remington stud driver that handles all fastening jobs requiring a 1/4" stud. "Mighty-Mite" sets a stud a minute—with no pre-drilling or outside power required, and it's yours for only \$39.95.

"Mighty-Mite" is compact and easy to operate. Simply unscrew the upper assembly, insert the 22 caliber cartridge with the desired 1/4" stud, and you're ready to anchor wood sections or steel fixtures to concrete or steel! One light tap of a hammer or mallet on the firing pin and your stud is set firmly in place, straight as an arrow.

We have all the facts about the new Remington "Mighty-Mite" in an illustrated free booklet. Included are many applications, with pictures, of this versatile stud driver that pays for itself in just a few fastenings. Send for your copy today by mailing the coupon below.



Model 455A Remington Stud Driver—medium and heavy-duty companion tool to the low-cost "Mighty Mite."

Remington



Industrial Sales Division, Dept. 312
Remington Arms Company, Inc.
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Please send me your free booklet which shows how I can speed the job and save with the new Remington "Mighty-Mite" Stud Driver.

Name _____ Position _____

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CATALOGS...

"KITCHEN SKETCHBOOK", a 16-page catalog, is available from Kitchen Maid. Highlights a new group of idea kitchens using Triple-H kitchen line. Many sketches show a wide choice of styles. Prices given. Kitchen Maid Corp., Dept. AB, Andrews, Ind.

Circle No. D 59 on reply card, p. 108

TRADITIONAL HOMES with all the advantages of modern design and convenience in a series of pre-fab styles by American Houses. "President" series includes three-and four-bedroom houses in one-floor, split level and two-story elevations. American Houses Inc., Dept. AB, P.O. Box 239, Allentown, Pa.

Circle No. D 60 on reply card, p. 108

FLOOR TILE, of asphalt or vinyl, in marble tones, cork hues, terrazzo tones . . . all in two new 4-color catalogs from Azrock. Each catalog includes color chart of complete line, installation photos, specifications and recommended uses. From Azrock Products Div., Uvalde Rock Asphalt Co., Dept. AB, Box 531, San Antonio, Tex.

Circle No. D 61 on reply card, p. 108

FIREPROOF, RUGGED house of Vibrapac concrete block illustrated in pamphlet from Besser Co. Combined with steel and glass, Vibrapac house is described as completely fireproof, resistant to storm, heat, cold, aging. Besser Co., Dept. AB, Div. 175, Alpena, Mich.

Circle No. D 62 on reply card, p. 108

GAS-VENTING CATALOG gives complete line of vent-pipe and fittings for gas-burning devices. Dura-Vent system requires minimum space, is adaptable to any building requirement. Gives pipe selection chart plus specifications. Dura-Vent Corp., Dept. AB, 2525 El Camino Real, Redwood City, Cal.

Circle No. D 63 on reply card, p. 108

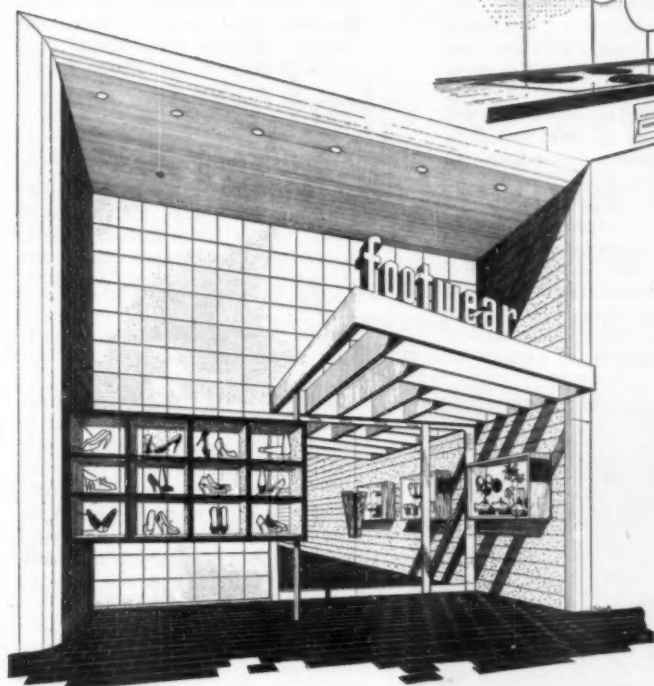
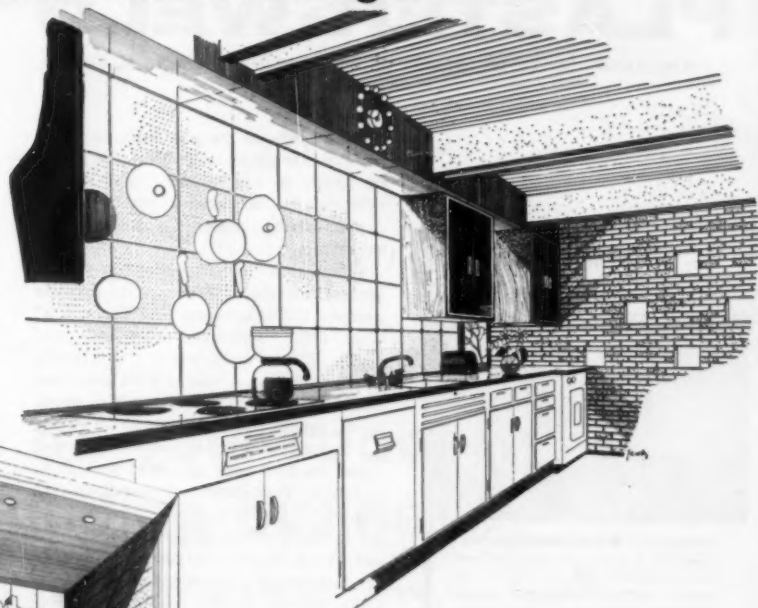
GAS RANGE FEATURE, Roast-O-Grill, is described in a colorful four-page brochure. Among cooking features described are convenience, extra cooking capacity, and automatic top burner control. George D. Roper Corp., Dept. AB, Rockford, Ill.

Circle No. D 64 on reply card, p. 108

3 ways to build DAYLIGHTING SALES MAGIC into your new buildings . . .

KITCHENS

Here's a kitchen with brightness and cheerfulness built right in. Glass block panels flood working surfaces with soft, diffused daylight; easy to clean with a damp cloth.



STORE FRONTS

Glass block is a "natural" for modernizing store fronts or in the construction of new stores. Go in at the same time—and in the same way—as modular brick and concrete block.

BATHROOMS

Gleaming panels of glass block provide plenty of diffused daylight and complete privacy. In cold weather, its high insulating efficiency keeps bathrooms warm and draft-free.



Start to plan now to use versatile Owens-Illinois Glass Block in your buildings. 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

Fast, low cost remodeling made easy by
PLASTER-WELD[®]

Permanently bonds new plaster to old . . . or to any sound surface!

Example
of
PLASTER-WELD
at Work



Ambassador Hotel, Milwaukee, Wis.
Need for new washroom caused lobby wall to be broken through. Plaster-Weld was applied to old surrounding painted wall to facilitate blending of white coat from patch over old wall. One of many applications for this versatile bonding agent. General Contractor, Kurtischenreuter Company; Plasterer, L. W. Rosin.

For as little as 2c per square foot, you can now permanently bond new plaster or cement to any surface. Think what a difference this can mean to you in the cost of remodeling, renovation or new construction!

From "One Coat Plastering" of homes, garages and club rooms . . . to finishing concrete ceilings, beams and columns of large office buildings, apartments and hotels . . . and refinishing any structurally sound surface . . . Plaster-Weld gives you an easy, job-proven way of obtaining permanent, ageless bonds that *never let go!*

Plaster-Weld is the original and patented liquid bonding agent approved by F.H.A. and New York Board of Standards and Appeals . . . so you can recommend and use it with confidence. Easy to apply . . . just like paint. For permanently bonding new concrete to old concrete, specify Weld-Crete, another Larsen product. Get fact-packed literature from your Building Supply dealer, see Sweet's File, or write direct to Larsen Products Corporation, Box 5756F, Bethesda, Md.

CATALOGS . . .

SPECS GIVEN to aid safe, permanent, yet economical construction with metal lath in a 20-page catalog. General specifications are listed for each type of Metal Lath construction and then supplemented by detailed information. Metal Lath Mfg'r's. Assn., Dept. AB, Engineers Bldg., Cleveland 14, Ohio.

Circle No. D 65 on reply card, p. 108

PRACTICAL, picturesque uses of Fiberglas panels are illustrated in a four-page, full color brochure. Complete line for patio, shower, and varied decorative applications included. Wide range of styles and colors. Alysint Co., Dept. AB, 4654 DeSoto St., San Diego 9, Cal.

Circle No. D 66 on reply card, p. 108

CEILING DESIGN with a new dimension is suggested in a 20-page catalog describing Insulite roof deck. Tables and estimating sheets to figure on roof construction costs included. Insulite, Dept. AB, Minneapolis 2, Minn.

Circle No. D 67 on reply card, p. 108

HOME OFFICE PLAN pamphlet available from Masonite Corp. to builders. Suggested layout of a private office in one's home, plus construction details, using the company's line of smooth, perforated and textured hardboards. Detail drawings, bill of materials included. Masonite Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill.

Circle No. D 68 on reply card, p. 108

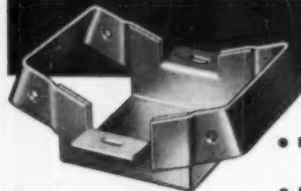
VERSATILE TRACTOR-AIR compressor unit is described in an eight-page illustrated brochure from Le Roi. Lists varied applications, cites design features and gives specifications. Le Roi Div., Westinghouse Air Brake, Dept. AB, Milwaukee 1, Wis.

Circle No. D 69 on reply card, p. 108

AWNING WINDOWS of aluminum engineered to meet the demands of modern residential, commercial and institutional building . . . from B & G. This 12-page booklet describes in detail each window type from one to 12 vents, together with information and photos. From Brown & Grist Inc., 25 Tyler Ave., Warwick, Va.

Circle No. D 70 on reply card, p. 108

Jiffy
SAWHORSE BRACKETS



- NO NAILS
- NO BOLTS
- NO SCREWS
- EASY TO CARRY
- EASY TO STORE

Now you can have a sawhorse when you want it . . . in a jiffy! All you need are Jiffy Brackets and 2x4s. Set up and knocked down instantly. Easy to move from job to job. Take little storage space when not in use. All-welded construction; stronger than 2x4s used for crossbar and legs.

Ask your hardware or building supply dealer for Jiffy Sawhorse Brackets; or, write us direct.



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Grand Haven, Mich.



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Symons furnishes the hardware and frame lumber. Price per square foot for the hardware for our "Champ" Forms is about 21¢. Plywood may be purchased from Symons or obtained locally. Complete specifications, and a folder describing how to build the forms will be sent upon request.



SYMONS CLAMP & MFG. CO.

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Chicago 39, Illinois

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NEW CONSTRUCTION TECHNIQUE PROVIDES FINEST POOL

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puts a luxurious pool
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GREATER PROFITS**

FOR CONTRACTORS & DEALERS

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Because only a three foot retaining wall is required for a full 6½ foot deep pool, the saving is tremendous! AWARD liners made of 22 gauge laminated Boltflex match the bottom contours of the most expensive pools. Maintenance cost is reduced to a minimum.

BACKED BY YEARS OF ENGINEERING EXPERIENCE

AWARD pools are produced by DAVIS PRODUCTS, INC., pioneers in low-cost vinyl-lined pools made of genuine Boltflex by a division of the General Tire and Rubber Company. Every AWARD pool liner is sold direct to you from the manufacturer, thus eliminating another costly middleman operation.

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Every AWARD pool liner carries a written guarantee of complete satisfaction against any defect. You can be a part of the big future for AWARD pool contractors and dealers. Be ready for the big future ahead. Act now! Get the facts without delay... it will pay!

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& dealer franchise availabilities!

AWARD POOL DIVISION

DAVIS PRODUCTS, INC.
1631 Tenth St., Santa Monica, California

CATALOGS . . .

COMBINATION CLOCK and door chime is both decorative and functional. Literature describes clock, its color combinations and installation details. One complete mechanism plugs easily into a wall box after construction is completed. Clock is compact, easy to read, comes in a variety of color combinations. Suitable for kitchen, den or family room. More information from Rittenhouse Co., Dept. AB, Honoeye Falls, N.Y.

Circle No. D71 on reply card, p. 108

FOR A CHARGE . . .

COVERED PATIOS, sliding glass doors, terraces, extra storage and dual plumbing, controlled traffic routing for easier housekeeping are among the many features in "New Trends in Selected Homes." Booklet gives a total of 260 floor plans as well as 11 different garage plans. All fully illustrated in an 80-page book. Price: \$1.00. Home Building Plan Service, Dept. AB, 2454 N.E. Sandy Blvd., Portland, Ore.

"**BLUEPRINT FOR SALES**," complete packaged program for new home promotion, has been revised to give builders latest merchandising material. Covers advertising, promotion, publicity, including "extras" like bathroom planning. Price: \$10.00. American-Standard, Plumbing & Heating Div., Dept. AB, 40 West 40th St., New York 18, N.Y.

FIGURING LABOR COSTS is simplified with Building Labor Calculator, accurate, rapid, reliable cost system for builders. Cost factors are not approximations but definite compiled factors. Available for free trial. Price: \$10.00. Information from Tamblin System, Dept. AB, 5732 Highland Court North, Kansas City 16, Mo.

LUMBER SELLING AID in a 24-page illustrated booklet, "What You Should Know About Lumber" gives a clear, concise rundown on the many different species and categories of softwood and hardwood lumber and answers many questions on how you can get extra value for your lumber dollar. Single copies are available for 10 cents each or in bulk for seven cents a copy. National Lumber Manufacturers Association, Dept. AB, 1319 Eighteenth Street, N.W., Washington 6, D. C.



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You'll save the price of a SIMPLEX the first year . . . Speeding up drying of plaster, paint and varnish, keeping workers more comfortable, preventing freeze-ups—keeping work moving in coldest weather.

Smokeless, sootless, the **HOT BLAST** generates an intense blue flame on a mixture of kerosene and compressed air like a blow torch. Highly efficient, lightweight, sturdy, easily portable. Completely safe. Automatic Shut-Off control stops fuel supply if flame goes out. See your Builder's Supply Dealer, or write for details and prices.

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Dept. A, 1211 N. 62nd St.,
Milwaukee 13, Wis.

vigilance

Final victory over cancer will come from the research laboratory. But there are victories today. Many cancers can be cured when detected early and treated promptly. *Vigilance* is the key to this victory.

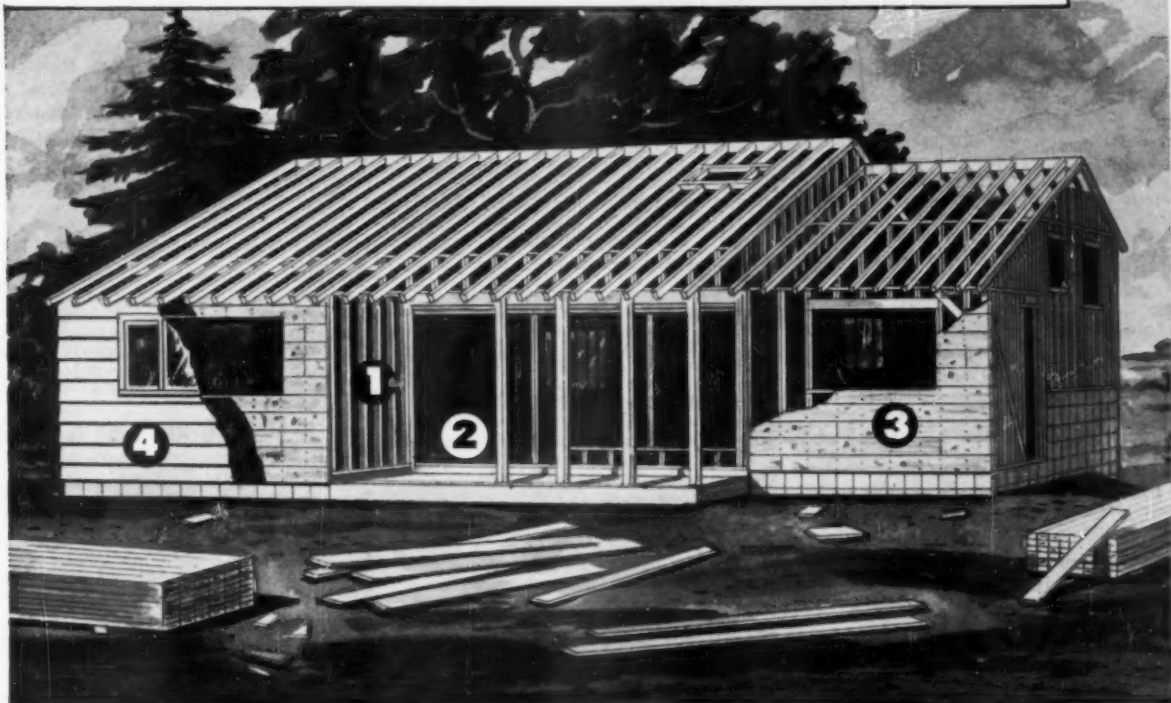
There are seven signals which might mean cancer. Vigilance in heeding them could mean victory over cancer for you.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

**AMERICAN
CANCER
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Instructions for constructing over a hundred contemporary built-ins. Pieces are included for living rooms, kitchens, playrooms, attics, and cellars. Sequence plans and illustrations. 7½ x 9½. 288 pages. 1955.
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by J. Ralph Dalzell and Gilbert Townsend

Planning and building the economical concrete block structure. 5½ x 8¼. 216 pages. 151 illus.
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The Art of Tile Setting

by Erwin W. Carls and Lyle G. Wines

Procedures in setting tile, with background of materials and tools necessary. Covers development in new tiles such as aluminum with baked enamel finish, steel, cement with terra cotta surface, plastics, and ceramic tile, with simplified methods of installing every kind. 224 pages. 129 illus.
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buying . . . building . . . selling

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Painting and Decorating Craftsman's Manual and Textbook

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A textbook in two parts: (1) arithmetical processes; (2) estimating. Problems arranged in order of difficulty, beginning with simple floor areas, followed by walls, ceilings, baseboard, openings, etc. Pocket size. 168 pages. 1948 edition. (#126) **\$2.00**

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► PLUMBING

National Plumbing Code

by V. T. Manus

Illustrative interpretation of the National Plumbing Code. Of interest to builders, master and journeyman plumbers, and others allied. 188 p. 200 illus. 1956 ed. (#131) **\$4.00**

How to Design and Install Plumbing

by A. J. Matthias Jr. and E. Smith Sr.

Study of plumbing design, installation, fixtures, drainage, sewage, water supply, and typical specifications of system in an actual house. 5 $\frac{1}{4}$ x 8 $\frac{1}{4}$. 444 pages. 406 illus. and tables. Blueprints. 3rd ed. (#133) **\$4.25**

► ELECTRIC WIRING

Interior Electric Wiring and Estimating—Residential

by Uhl, Dunlap, and Flynn

Text and workbook on house wiring and estimating. 5 $\frac{3}{4}$ x 8 $\frac{1}{4}$. 326 pages. Fully illustrated. (#135) **\$4.25**

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Acoustic Principles—Practical Application

by D. J. W. Cullum

A key to acoustic problems. Important constructional features are selected for analysis, with common acoustical faults pointed out as well as those features which have given satisfaction. Treats noise reduction, isolation, amplification, reverberation, vibration, insulation; floors, ceilings, walls, partitions, doors, windows; machinery isolation. 200 p. 1955 ed. (#139) **\$2.00**

► TEMPERATURE CONTROL

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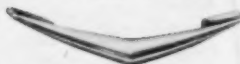
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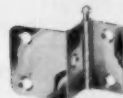
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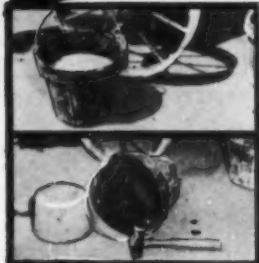
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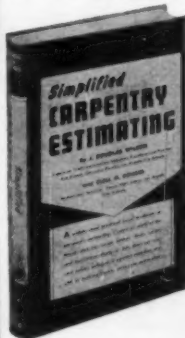
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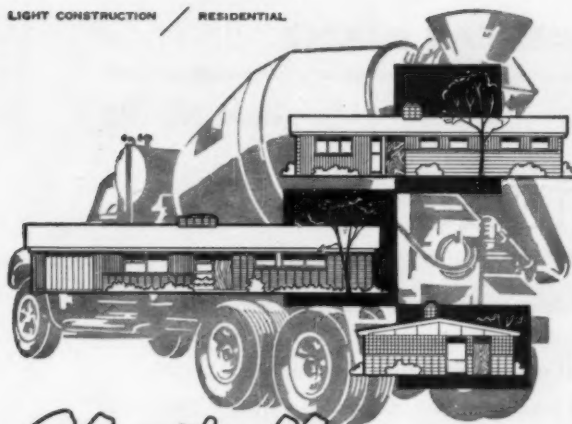
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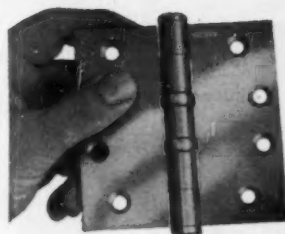
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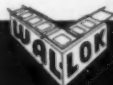
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The Month Ahead

THIS MAY HURT A LITTLE

We're fast approaching that time of year when Uncle Sam takes the big bite. Here are a few items we've gathered together from money men who have been through the mill:

1. Save every single scrap of paper that has anything to do with the money you spent in any way. In the event the Internal Revenue Department audits your return you may have to be able to account for every penny.

2. Check your return very, very carefully; you may make an honest mistake, but the IRD will look at it with a jaundiced eye, and if they make you prove out every single item, it will take time and cost you money.

3. By the same token, any time the IRD goes over your return with a fine-tooth comb, there's a good chance they'll find some little thing to catch you on; this, again, will be a nuisance and cost money. If you file an amended return, you'll get an automatic audit—another reason to be accurate the first time; and the same holds true if you ask for a refund of any overpayment. Better to have it credited against next year, if you can.

HERE'S HOW

Those who plan to attend the NAHB convention, Jan. 19-23, should register through their local associations; or, if they are not association members, write to: Paul S. Van Auken, Convention and Exposition Director, NAHB, 140 S. Dearborn, Chicago 3, Ill. The sooner you register, the better the chance of getting reservations you want.

THIS WE LIKE

From the entire staff of AMERICAN BUILDER, our best wishes for a Merry Christmas and a Happy New Year.

You'll need all the help you can get

Building a house these days is a complex business. You have to be an engineer, a business man, a mortgage man, a bookkeeper, and a few dozen other people all rolled into one if you want to be successful. You have to be able to build a house economically enough to compete with other builders, and you have to know what equipment belongs in it to make it as saleable as possible. It's a tall order.

All of this is leading up to the strongest of recommendations that you beg, borrow, or hitchhike a ride to Chicago in January for the National Assn. of Home Builders convention. There is no place or time in the country when there will be available to you such a concentrated load of information on any and all subjects remotely related to building.

Both bread and butter and glamor

For the bread-and-butter end of the business, there are panels and lectures on every phase of your business, from planning the house to closing the mortgage. Better building methods and cost-cutting ideas will be presented by the best builders in the country. The only problem you'll have is deciding which sessions to attend; you'd have to be quintuplets to get to all of them.

The other major part of the convention is, of course, the products exhibition. Almost every major manufacturer of building products will be present to show you ideas in "glamor" items, "Hidden Value" products, and the tools and materials that you use to build your houses.

In January, a convention "guide book"

The January issue of AMERICAN BUILDER will be the annual products issue, and it will serve a two-fold purpose. If you plan to go to the convention, it makes an ideal guide book to the products you especially want to see.

If you can't get to the convention, the products issue will serve as the next best thing—a guided magazine tour through the new products. But, as they say, there's no substitute for going out to the ball park and seeing the real thing. Get to Chicago if you possibly can.



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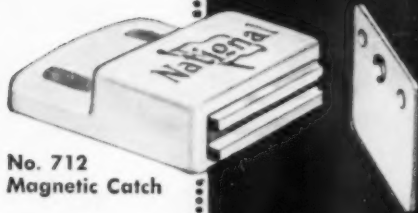


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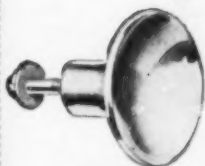
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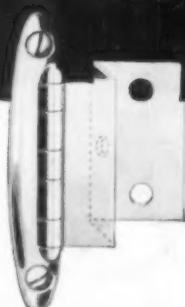
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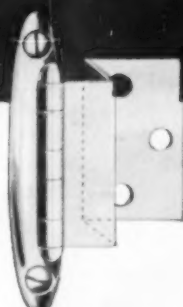
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