


**American Builder**

*Dec.*  
*1960*

Special Report: Framing for the "New Look"

Remodeling To Take Up Winter Slack



At least twice a day,

# Berry's anti-sway feature

*protects your reputation  
as a quality builder*

**Along with features like climate-proof weather seal • adjustable track hangers • diamond grid construction • safety lock tracks • rugged lifting arm • Paintlok-steel that won't swell, shrink, check, peel, rust**

And only the Berry steel garage door offers you all these features to maintain the name you've established. At least twice a day, when the customer opens the door and when he closes it, your high standards are revealed. The anti-sway feature, for instance, eliminates binding at the jambs. It assures that the door will open — at a nudge, every time, in all kinds of weather. And Berry's quality cuts down those costly and annoying callbacks. What's more, the world's largest manufacturer of residential garage doors makes the price right and installation easy. Choose from one-piece and sectional models. Window lites optional. See your distributor or write: Berry Door Corp., 2400 E. Lincoln, Birmingham, Michigan. In Canada: Berry Door Co., Limited, Wingham, Ontario.



*... full five-year  
guarantee*



# Built-In Food Center!

## For Better Selling in 1961



The Kitchen helps  
**SELL** the Home

...and NuTone Food-Center  
helps **SELL** the Kitchen

TALK ABOUT CONVENIENCE . . . here's a great selling point for your kitchen. NuTone's Food Center saves counter space and money too. No tangled cords . . . no storage problem.

— SEE NEXT PAGE →



# Built-In Barbecue

## For Better Selling in 1961



NuTone's Barbecue with Rotisserie . . . Electric and Charcoal models

The Kitchen helps  
**SELL** the Home

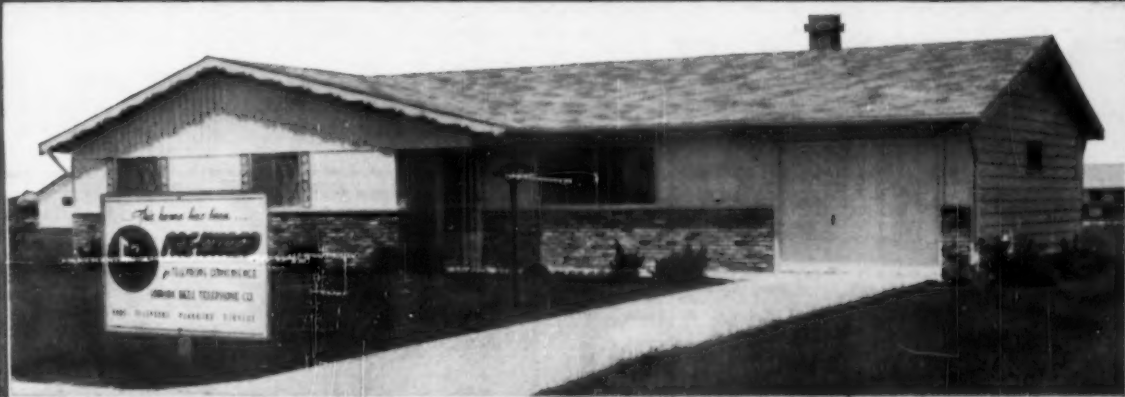
See  
Other  
Side



...and NuTone Barbecue  
helps **SELL** the Kitchen

GIVE THEM GLAMOUR . . . in your family room or kitchen!  
And that's exactly what NuTone's Barbecue does. It brings  
outdoor cooking fun . . . indoors. Fits into any standard cabinet.

Write for Free Catalogs . . . NUTONE, Inc., Dept 12 Cincinnati 27, Ohio



## "Concealed telephone wiring is a profitable investment"

SAYS CHARLES L. BARTEL OF THE BAR-TEL COMPANY, MUNCIE, INDIANA

"The cost is insignificant compared to the convenience and satisfaction to the homeowner," says Mr. Bartel. "We've pioneered in the use of built-in telephone wiring, and we know what we're talking about. We're going to continue using it in all our homes."

Mr. Bartel, a progressive and imaginative builder, has built over 1000 homes since founding the Bar-Tel Company 22 years ago. His current project is a 133-acre tract of homes in Muncie that range from \$14,500 to \$40,000. Bar-Tel homes are equipped with such attractions as vaulted ceilings, eight-foot doors, movable walls, marble entrances and, of course, telephone outlets.

"Our slogan is 'You see it first in a Bar-Tel home,'" says Mr. Bartel. "The things you see in our home, you'll see everywhere else tomorrow. We've pioneered in cement slab floors, dry walls, aluminum siding and, more recently, concealed telephone wiring. Concealed wiring is the modern way to telephone-plan a home. And it certainly is a helpful sales feature."



Telephone man J. D. Douglas (left) checks telephone outlets with builder Charles Bartel.



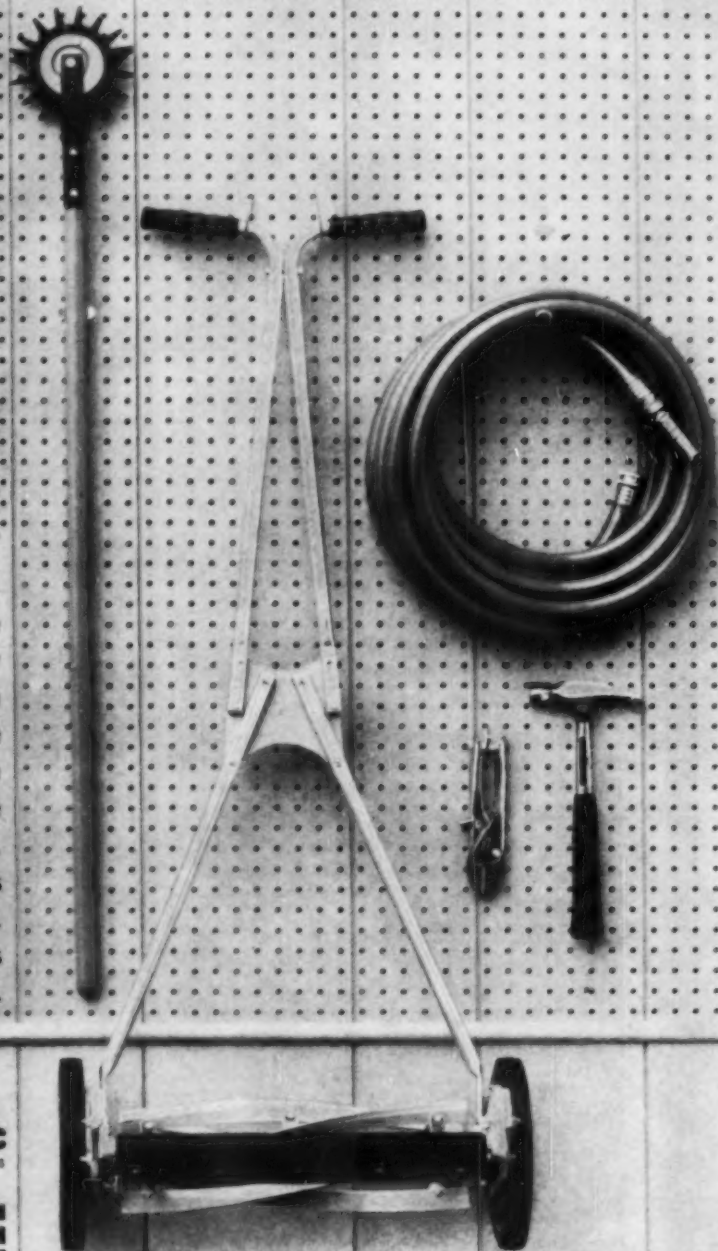
*Your local Telephone Business Office will gladly help you telephone-plan your homes. For details on home telephone installations, see Sweet's Light Construction File, 11c/Be. For commercial installations, Sweet's Architectural File, 34a/Be.*

**BELL TELEPHONE SYSTEM**



# NEW GARAGE LINER!!!

WITH THE WAINSCOT RIGHT ON IT  
ADDS EXTRA STORAGE, EXTRA SELL!  
Convert waste space into storage  
space this low-cost way. G-P's new  
heavy-duty storage hardboard can  
provide 100 square feet of storage  
for under \$20.00. Big G-P news—the  
wainscot is part of the panel! The  
finished look takes no extra labor.  
To make installation even easier, it's  
factory-finished so it needs no paint.  
1/4" thick, 4'x8' V-grooved panels  
perforated down to wainscot height.



**GEORGIA-PACIFIC**  
Plywood • Lumber • Redwood • Hardboard • Pulp • Paper • Chemicals

Georgia-Pacific, Equitable Bldg., Portland  
4, Ore. Please send sample of your new  
Garage Liner and information on the com-  
plete line of Georgia-Pacific hardboards.

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

county \_\_\_\_\_

state \_\_\_\_\_

# OPPORTUNITY

## A Message to John F. Kennedy

**T**HE DECLINE in home building that has taken place in 1960 is of such serious proportions as to call for early and vigorous action by the new President and by Congress.

At the cost of countless man hours of jobs housing has entered an unnecessary and uncalled-for recession. It is unnecessary because new and better homes are widely needed, the public has the will and the money to buy, and the building industry is well organized to produce.

But home building has been stopped by a confusing blockade of monetary and legislative actions. Most damaging has been a financing system that, in times of greatest need, levies outrageous discounts and financing charges on houses. These often run as high as \$1,000 on a \$15,000 house.

Such charges have so increased the cost of homes that hundreds of thousands of buyers have been forced out of the market. The public, and our economy, are suffering now as a result.

In an editorial, "A Message on Housing Americans," addressed to the Congress last July, American Builder pointed out the actions needed to put home building into high gear and, eventually, produce the 2,000,000 homes a year this country needs. We want to reaffirm some of them at this time:

**1. Leadership.** A vigorous national and fiscal policy aimed to stimulate rather than retard our vast building enterprise system. We believe the new Congress would act quickly to support a program aimed at producing 2,000,000 homes a year.

**2. A Central Mortgage Reserve Facility.** Bills have already been introduced to both

houses of Congress transforming the Federal National Mortgage Association into a truly effective Central Mortgage bank. Such a facility would make the mortgage structure of the country more fluid, would even out the "tight money" spots, would attract vast new investments from pension and trust fund sources.

**3. Secondary market for conventional loans.** Legislation is also awaiting action on a bill to authorize a new Home Mortgage Corporation within the Federal Home Loan Bank system which could purchase conventional Savings and Loan mortgages. This is another move to stabilize the mortgage market and bring in additional private funds for home building.

**4. Give FHA the funds and the staff** and the additional authority it needs to function efficiently.

**5. Provide the simple legislative steps** needed to encourage financing of small apartment units, old age housing, and low cost homes.

**6. Extend Urban renewal and community** facilities legislation to permit builder enterprise to do the job that's needed.

Housing legislation of the past few years has been piecemeal and hap-hazard. The need today is great. In fact, not since the founding of FHA 26 years ago under Franklin D. Roosevelt has there been such a golden opportunity for sound, long range housing legislation. And like FHA, such legislation would be a powerful contributor to the national prosperity and welfare.

Joseph B. Mason  
Editor

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builders Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.

Address all subscriptions and correspondence concerning them to: Subscription Department, American Builder, Emmett St., Bristol, Conn. Changes of address should reach us three

weeks in advance of next issue date. Send old address with the new enclosing if possible your address label. The Post Office will not forward copies unless you provide extra postage. Duplicate copies cannot be sent.

Circulation Department: R. C. Van Ness, Director of Circulation, 30 Church St., New York 7, N.Y. Postmaster: send Form 3579 to Emmett St., Bristol, Conn.

Published monthly by Simmons-Boardman

Publishing Corporation, Emmett St., Bristol, Connecticut. Editorial and Executive Offices, 30 Church Street, New York 7, New York. Subscription price: United States, Possessions and Canada, 1 year, \$2.50; 3 years, \$7.00. Foreign countries: 1 year, \$12.00; 3 years, \$25.00. Single copies 75 cents; April issue, \$2.00. Second-class postage paid at the Post Office at Bristol, Conn. Copyright 1960 by SIMMONS-BOARDMAN PUBLISHING CORP. All rights reserved.

THE MAGNIFICENT NEW

LOW  
COST



# MATADOR

BY INLAND HOMES



**Dominate the \$10,000 home market**

(INCLUDING LOT)

(of the \$11,000 market including bath and a-half, garage and lot)

## MATADOR FEATURES THAT ASSURE VOLUME SALES

12 distinctive **Matador** designs by the industry's top designers: Colonial, Contemporary, Ranch, French Provincial and Swiss Chalet. Choice of slab, crawl space, or full basement. Single car garage available.

Over 1,000 sq. ft. with outstanding traffic pattern.

Unique family area and spacious kitchen, 3 roomy bedrooms, and a large living room.

1½-baths or 1-bath and walk-in closet in basement and garage floor plans.

Plenty of storage space. Big closet in every bedroom, guest and linen closets, handsome birch wood kitchen cabinets.

2" x 4" construction throughout. Cedar shakes factory applied, double coursed. Horizontal siding also available, or sheathing only for brick.

Finest brand name materials and unexcelled craftsmanship throughout.

### MODEL HOME FINANCING AT NO COST

Inland Mortgage Corporation will supply complete construction financing for a Model Home in your subdivision . . . at no cost to builder-dealers.

Contact Inland Homes today! Write, wire or phone (PR 3-7550). Neal B. Welch, Jr., Vice President-Sales, Department A-12, Piqua, Ohio.

# INLAND HOMES



INLAND HOMES CORPORATION Executive Offices: Piqua, Ohio  
Plants in Piqua, Ohio; Hanover, Pa.; Clinton, Iowa

MANUFACTURER OF AMERICA'S FINEST HOMES



# Nobody covers American Building like **American Builder**



**December 1960**

**New Ways with Wood Framing**—Here's special report on four new design concepts and the different techniques required to frame them .....38

**Remodeling to Take up Winter Slack**—America's biggest speculative remodeler, Peter Turchon of Boston, tells you how to get into the profitable buy-fix-sell business .....45

**Fresh Approaches that Build Sales**—Although most housing markets were off, AMERICAN BUILDER's editors found at least one builder in each market who was enjoying record sales. Here's how two were doing it .....48

**Blueprint House of the Month**—This is a house designed to meet the tastes and wants of buyers spelled out in a survey conducted by the home builders of Charlotte .....52

**Is Central Air Conditioning a Must?**—A quick summary on the growing popularity of residential air conditioning with tips on how to include it in your next house .....60

**Concrete Slabs for Soupy Soils**—South Texas builders plagued by shifting soils developed a floating foundation that will compete with conventional slabs in cost .....64

**Quality Model Home Contest Winners**—These are the 39 builders who built 1960's best quality model homes as selected by AMERICAN BUILDER's panel of judges .....65

Opportunity	5	Selected Regional House	16	Technical Guide	108
What's New	9	New Products	77	Advertiser's Index	111
Tomorrow's House	11	Land Planning	98	Month Ahead	112
Regional News	14	Building With Brains	105		

**EDITOR: JOSEPH B. MASON**

**Managing Editor: Richard Bullock** ..... **Special Features Director: William F. Koelling**

Senior Editors: Andrew Succi, Richard Nunn . . . Associate Editors: Peter Cooper, Jack Fairlie, Sally Anne Gassert, Lawrence Laub, Arthur Maher, William C. Rodd, Patrick Sheehan, Walter J. Taft . . . Contributing Editor: Jackson Hand . . . Art Director: Russell F. Ryssam . . . Assistant Art Director: Robert Gorlin . . . Production Editor: Eleonore B. Wright . . . Production Director: M. J. Figa, Jr. . . . Research: J. W. Milliken . . . Associate Publisher: Bayne A. Sparks . . . Publisher: Arthur J. McGinnis.

Editorial office including April Buyers Guide issue: 30 Church St., New York 7, N.Y.

Regional editorial bureaus: **Midwest**—Jack Fairlie, 79 West Monroe, Chicago 3, Ill. **West Coast**—William C. Rodd, 1336 Wilshire Blvd., Los Angeles 17, Calif. **Washington**—Walter J. Taft, 1081 National Press Building, Washington 4, D.C.

American Builder is published by the SIMMONS-BOARDMAN PUBLISHING CORPORATION, Emmett St., Bristol, Conn., with editorial and executive offices at 30 Church St., New York 7, N.Y. James G. Lyne, Chairman of the Board; Arthur J. McGinnis, President and Treasurer; Duane C. Salisbury, Executive Vice President and Advertising Sales Director; George A. Dusenbury, Vice President and Editorial and Promotion Director; Robert C. Van Ness,

Vice President and Circulation Director; George Hutchings, Regional Vice President; Michael J. Figa, Jr., Vice President and Production Director; Bayne A. Sparks, Vice President and Associate Publisher; Jack Wyatt, Vice President. The editors of American Builder are not responsible for unsolicited manuscripts sent to them. Manuscripts an author wishes to have returned must be accompanied by a stamped, self-addressed envelope.



## New! Biggest capacity 10" saw made

SKILSAW Super Duty Model has full 3 $\frac{3}{4}$ " depth of cut!

If you don't think there's a big difference in saw capacities, try cutting 4-inch dressed lumber with any other 10-inch saw. The 860, with full 3 $\frac{3}{4}$ -inch depth of cut, does it with blade to spare.

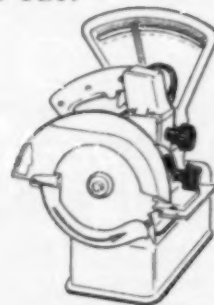
This super-duty, high speed saw is not only rugged as they come, it's the lightest 10" saw made. Super safe, too, because of Skil's "Floating" Guards\*. Both lower and upper guard automatically adjust to cover blade at every cutting depth. Vari-torque clutch protects against kickbacks.

Ask your Skil distributor for a demonstration. Look under "Tools-Electric" in the Yellow Pages. Or write: Skil Corporation, 5033 Elston Avenue, Chicago 30, Illinois, Dept. 106L

\*Patents applied for



...and SKILSAW POWER TOOLS



25% lighter—only 17 $\frac{1}{2}$  lbs.

# WHAT'S NEW *and what to do about it*

## **Housing's leaders see bright year ahead**

A post election spot check of building industry leaders indicates the majority predict better business for homebuilders. One observer pointed out that there are a dozen pieces of helpful legislation already drawn and awaiting a nod from the new president. They range from ones calling for lower down payments, and higher mortgages for FHA, to legislation establishing a New Central Mortgage Bank. Members of Congress have repeatedly shown they are willing and anxious to back legislation to stimulate building of homes—especially in such needed areas as low cost houses, old age housing and small apartment buildings.

**In light of the new optimism, reevaluate your plans for '61. But don't let yourself be over-committed. By the end of '61's first quarter, signs of a strong or weak building year should be clear.**

## **New growth for cities?**

Nationally known Realtor C. Armel Nutter, of Camden, N.J. reports "tide of industrial development is turning back to the city. Industrial growth of the 60's will concentrate mainly in American urban areas as businessmen undergo agonizing re-appraisal of past movement to outlying plant sites." New action in urban renewal and rehabilitation also is spurring the trend.

**This movement can spell new opportunities for you. Possibilities: speculative purchase, remodeling and sale of city houses; close-in small apartments; tie-ins with urban renewal programs.**

## **Remodeling gains in stature**

Recognition of residential remodeling's vast potential comes from many quarters. Last month, the National Assn. of Homebuilders approved a new permanent Home Improvement Committee. Successful remodeler Herb Richheimer has launched a school in Long Island to teach fundamentals of the business. A Johns-Manville spokesman says firm's remodeling-product sales are up 16% over last year, will account for 50% of company's total. And a recent survey indicated that Americans now spend \$2 fixing houses for every \$3 spent for new housing.

**It's an accelerating market, growing at a rate of \$1,000,000,000 a year. There's plenty of room for newcomers—especially builders who will approach it as a business, not as a part-time craft.**

## **Upsurge in farm building reported**

Lots of talk has centered around the farmer's plight, but little notice has been given to a recent report on the growing farm building market. Trends to bigger farms, mechanization, have created demands for better and more specialized buildings. Last year, for instance, \$2,400,000,000 was spent on new farm buildings—an increase of 11% over the previous year.

**If you're interested check your lumber dealer and your county farm agent for leads. Contact the Dept. of Agriculture in Washington and land grant colleges for data on new types of farm buildings. These are no longer farmers' do-it-yourself jobs; they need professional builders.**

## **Modular construction could save \$1,000,000,000 per year.**

At American Standards Ass'n meeting one speaker reported the construction industry could save \$1,000,000,000 a year by adopting principles of modular measure. For instance, one builder cited claimed savings of \$300-400 per house of 1,000 sq. ft. by using storage walls fabricated to modular coordinates in place of stud walls. Another builder cut estimating by 33% with modular drawings. Another trimmed labor costs by 10 to 15%.

# the house that less "jack" built!

There was once a very smart builder. Though every dollar counted with him, he knew that the quality of materials he used had to be above reproach if he was going to sell homes and build his reputation too. So he wisely insisted that his flooring contractor use Kentile® Floors. He knew that Kentile gave him and his home buyers the very best for the money. He knew that Kentile Floors had the smoothest surfaces, the finest, clearest colors . . . the most uniform distribution of marbleization or pattern. He knew that whenever he put Kentile Floors in any of his homes, it meant virtually no "call-backs." Above all he knew that Kentile Floors, through intensive national advertising, were a symbol of quality to new home prospects. That helped his selling. It'll help yours, too!

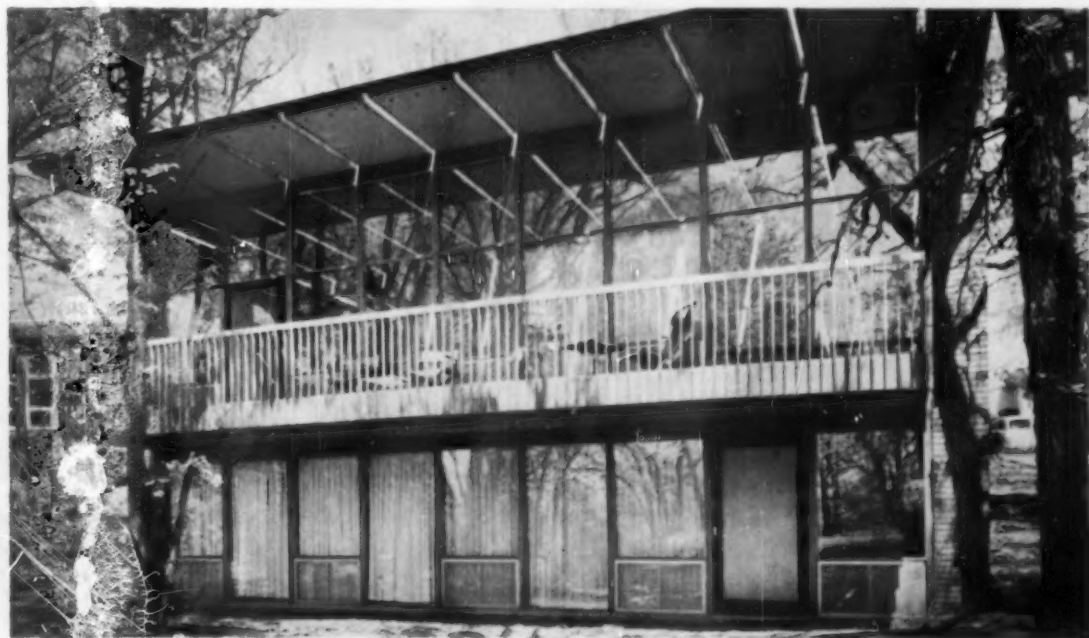
Kentile advertising like this appears in LIFE, LOOK, SATURDAY EVENING POST, 17 other leading National magazines and 323 Sunday Magazine Sections.

It's easy to give your homes a custom-flooring look. Over 200 colors, thousands of designs to choose from in Solid Vinyl, Vinyl Asbestos, Rubber, Cork and Asphalt Tile. Kentile, Inc., Brooklyn 15, N. Y.



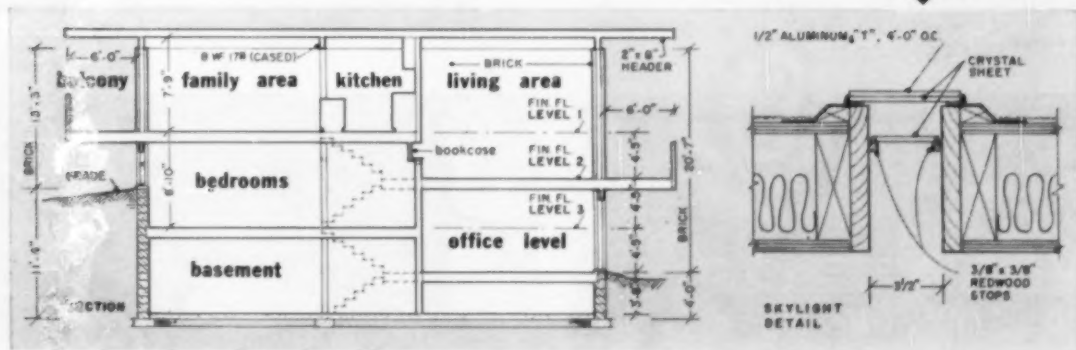
## KENTILE FLOORS

# TOMORROW'S HOUSE



**INDOOR-OUTDOOR** theme is carried out by large glass areas, a balcony that's really an extension of the living areas inside, plus roof skylights.

WHAT  
↑  
HOW



**FIVE-LEVEL** cross section creates spacious, open living and family areas. Note how top two levels extend outward to form front and rear balconies.

**DOUBLE-GLAZED** skylights separate roof's stressed skin panels.

## Skylights, panels key new roof concept

**T**his house typifies a new trend in custom home building—the inclusion of skylights. But it's unusual in that its skylights stretch 40 ft. across the 2,080

sq. ft. plywood-paneled roof. Minneapolis architect, James E. Stageberg designed the roof with 33 stressed skin panels that are applied in 11 courses. Sky-

lights separate the courses, admit ribbons of light to the home's upper levels. They're installed in 4 ft. modules, and rest in glazing tape and mastic.

# "We'll fully air condition 5



**1** "This wall frame was set by the general contractor when he put in the foundation. It saves the cost and expense of setting forms and pouring a concrete slab. The rear cover plate seals the opening . . . lets buyers who don't want air conditioning right away add it inexpensively at a later date. Frees builders from income restrictions of local lending institutions, yet lets them promote whole-house air conditioning."



**2** "The entire FlexHermetic Air Conditioner—furnace-top 'A' coil . . . outdoor compressor section . . . and interconnecting hermetic line, all factory charged and sealed—is slid through the wall frame just as it comes from the shipping carton. Then it's simply bolted onto the steel wall frame, which has a built-in rubber gasket to assure a good seal. Available in 2 and 3 HP models."



**5** "The 'A' coil slides right into the furnace-top plenum—and the whole job is done. You can see why any heating contractor can do the entire job without costly, time-consuming hermetic work at the site. The furnace?—it's Fedders' FlexAire with a multi-speed blower that automatically delivers the right cfm needed for heating and for cooling."



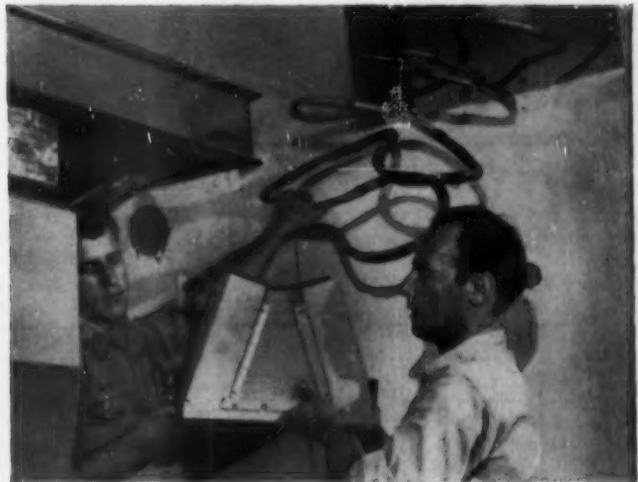
**6** "Look! No outdoor wiring . . . no outdoor disconnect switch . . . no outdoor junction boxes. If you've ever checked local building codes on outdoor wiring, you'll know how much you save on electrical sub costs alone. Of course, servicing and maintenance can all be done from inside the basement, too. Pretty slick trick for a remote air conditioner, don't you agree?"

# homes before quitting time tonight

that's one reason Fedders FlexHermetic air conditions new homes for 50¢ per sq. ft. installed!"



**3** "The rest of this remote air conditioning installation is done indoors. In the basement, we remove the shipping braces in minutes to free the 'A' coil and the flexible hermetic line. In slab homes, this would be done in a utility room with the outdoor section and wall frame out of the way under the eaves—goes into any kind of wall—brick...studding...what have you."



**4** "My partner then carries the 'A' coil while I unfold as much of the flexible hermetic line as required. It permits up to 23 feet of travel, so there's no home too big. The flexible line is armored so there's no danger of kinking. This takes only minutes . . . instead of hours we used to spend bending and brazing hermetic lines and charging the system with refrigerant."

## Fast installation is only one way FlexHermetic lets you promote whole-house air conditioning in tract homes

Installation savings of up to 80% are bound to slash air conditioning costs significantly. But that isn't the only way Fedders FlexHermetic fits whole-house air conditioning into average-income tract budgets.

Because all the critical installation procedures are performed under rigid factory controls, many of the costly accessories required for conventional installation in makeshift on-the-site conditions can be dispensed with. So you save substantially on equipment costs as well as installation.

You'll never lose a sale because of FHA income requirements either, even where buyers cannot "afford" whole-house air conditioning under local formulas. Sell your new homes to prospects who do not qualify with only the steel wall frame installed . . . and finance the low-cost equipment and one-hour installation by conventional means.

Why wait? Now you can go all out in promoting the most-wanted of all new home features—whole-house air conditioning. Ask your heating contractor to quote Fedders FlexHermetic on those new homes today.

# FEDDERS

## F·L·E·X·H·E·R·M·E·T·I·C

### UNIFIED REMOTE CENTRAL AIR CONDITIONER

Central Air Conditioning Div., Dept. AB-12  
Fedders Corporation, Maspeth 78, New York

Please send information and specifications about Fedders FlexHermetic Air Conditioners ; Fedders FlexAire Furnaces ; Have a Representative call .

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

(City)

(County)

(State)

## Home is now No. 1 status symbol in U.S.

**A**MERICANS are now using an attractive home, rather than a shiny new automobile to impress their friends. This observation was made by 53% of the real estate brokers polled in all parts of the nation by Previews, Inc.

People are spending more money on homes (83% of the brokers agreed), and they want, in return,

not only a showplace but more comfort and convenience, too. Comfort and convenience were translated into such things as family rooms, two-car garages, landscaping, and even smaller items like silent mercury light switches and automatic garage door openers.

Air-conditioning and swimming pools are two more important

items, the brokers found. Their popularity is linked to the rise in entertainment features and stay-at-home use of the house. "The home buyer knows more," the real estate men agreed. Sometimes he's better informed than the man trying to sell the house. An obvious answer to that observation: better-trained salesmen on the job.

### Land prices have reached their peak in San Diego; boom slows

The spectacular rise in the price of land appears to be at an end in San Diego. According to Henry B. Cramer, chairman of the Incentive Taxation Committee of California, land prices have reached a record high and are liable to go down from here on in.

"Anyone buying land now—for speculation—does so at considerable risk," he stated. "Up until now there has been little risk; land prices have been rising for 25 years."

Cramer predicted no spectacular crash in land prices. He said prices had now reached a plateau beyond which they would advance little for the present, if at all. For builders, he advised, the time to buy is always now. "Builders are generally not speculators, they are interested in putting land to use. But for those who like to buy low and sell high without improving, the land business in 1961 is not for them."

### Building may stick in FHA budget mire

When home building does start its revival it may be choked off by seriously understaffed FHA offices.

This warning was issued by the Midwest's Advance Mortgage Corp., Detroit. Said the firm's vice-president, Leslie Rose, "In most Midwest FHA offices prompt service is becoming a problem. If housing starts do pick up, these understaffed offices are not going to be able to handle the load."

Rose blamed budget limitations set by the rewritten housing act for creating what threatens to become

a critical slowdown in mortgage processings. He pointed out since the FHA must now stay strictly within its operating budget, it could no longer, during rush periods, approve the hiring of independent appraisers to handle overflow requests.

In the Midwest, Rose explained, "this already has created long delays on processing of loans. If the housing market picks up, it is going to create an almost intolerable bottleneck."

### \$75,000 spur to home buying is promised by manufacturers

Building product manufacturers have agreed to match \$75,000 promised by builders with another \$75,000, creating a \$150,000 "start" for an industrywide program designed to spur the sale of more houses.

The promise of action came at the Fall Meeting of the National Association of Home Builders held in New Orleans last month.

NAHB builder-members and the Manufacturers Committee of the Housing Industry joined to create a new program: The Home Building Industry National Marketing Program. Its aim: to boost the housing market by 250,000 new-home sales a year.

Phase One (on which the \$150,000 will be spent) will be motivation research to determine consumer buying habits and attitudes. From this study, creative appeals will be developed.

Phase Two: a marketing test program to test the effectiveness of these appeals.

Phase Three: a national selling campaign based on the results of Phases One and Two.

### 7,200,000 bathrooms waiting to be remodeled

The remodeling potential for 1961 is looking up, according to the Plumbing, Heating, Cooling Information Bureau. A recently released report by the group estimates the number of bathrooms needing remodeling at 7,200,000. In addition they figure that during next year, there will be 6,000,000 kitchens to be updated; 3,000,000 laundries to modernize; 4,500,000 heating systems due for remodeling and 20,000,000 cooling systems to be revamped.

In the 20-year-and-older house the bathroom and kitchen are a natural for remodeling, the bureau noted. First floor lavatories or powder rooms are almost equally a "must" for such homes.

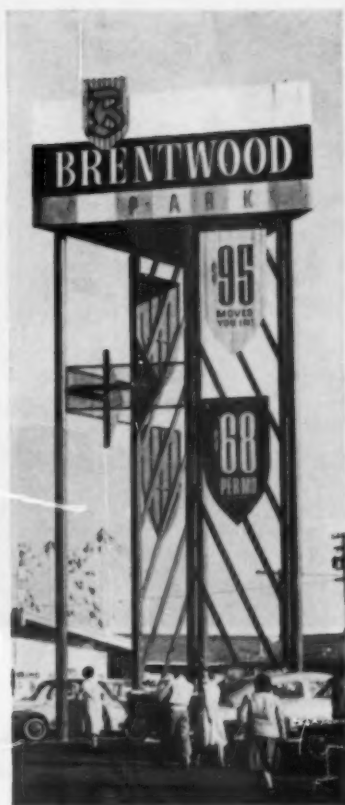
### Urban renewal: how it works; how to get into it; its opportunities

Two booklets concerning the ins, outs and opportunities of urban renewal programs have recently been made available by Washington.

**PROGRAM FOR COMMUNITY IMPROVEMENT** is a 46-page booklet which explains, in diagrams and text what a community improvement program is, and how your community can prepare and carry out such a program. Cost: 40¢, from Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.

**PROJECT PLANNING** and how to select consultants . . . a ten-page technical guide on urban renewal. Cost: 25¢, Superintendent of Documents, Washington 25, D.C.

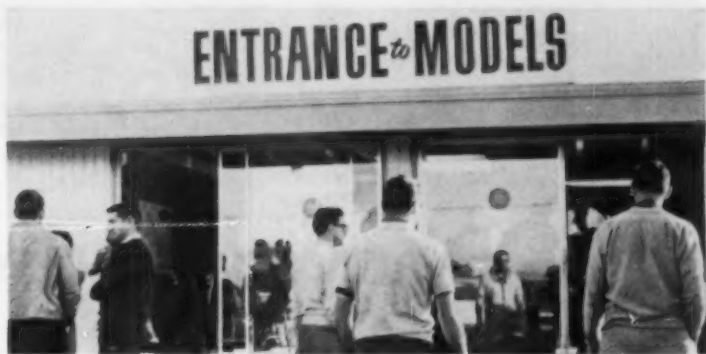




**SUPERSTRUCTURE SIGN** . . . you can't possibly miss the entrance to Brentwood. It's preceded along approaching routes by smaller signs.



**AVENUE OF PRODUCTS** . . . again you can't miss it. Showcases display manufacturer's products, promotional pieces, building firm's awards.



**TO GET TO THE ACTUAL MODELS** you enter another "showcase" office which features house information, construction details, location maps.

## Good location, products sell houses

**C**ALIFORNIA sales competition spawns a lot of "hot merchandising" builders. These photos show just a few of the ideas used by a top-seller: Larwin Company of Beverly Hills, Cal. Builder Lawrence Weinberg

stresses his development's identity with plenty of beckoning signs (see above). Once lured to stop, his customers are hit on every side with reminders of the top products and prime locations of his houses.

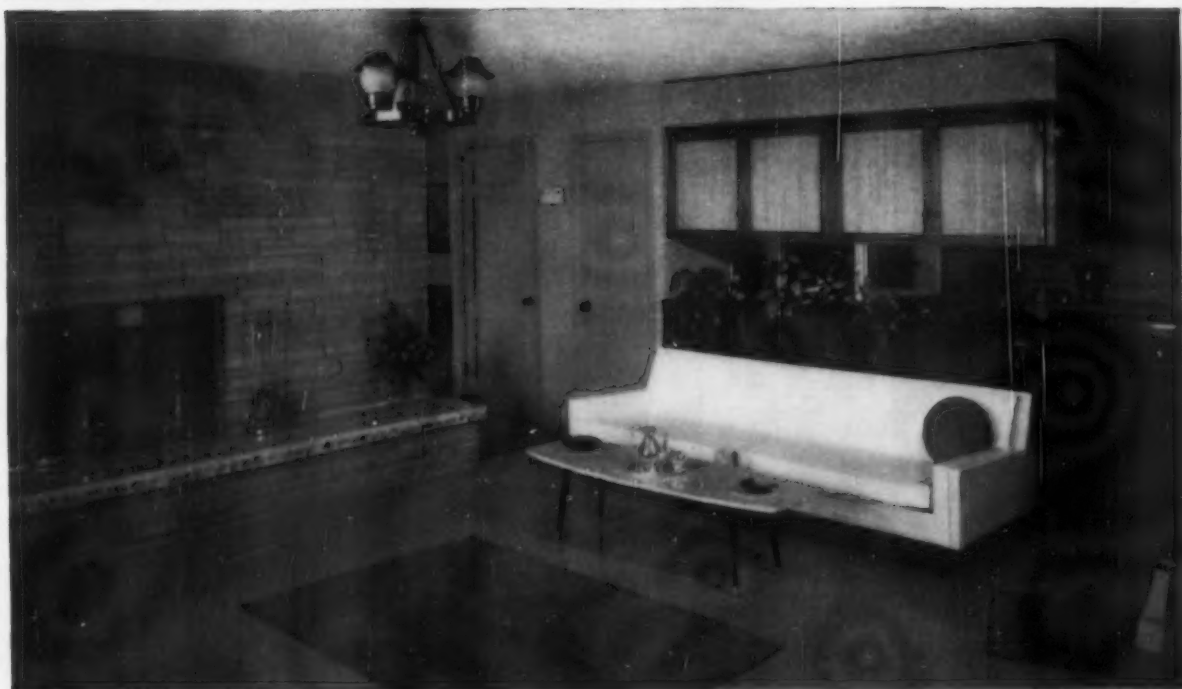


**GREAT BIG, CLEAR** map offers complete data to prospects on where they'll live, schools, stores, roads.



**ANOTHER MAP**, this time of the development plots. "Sold" buttons tell story of what's bought and what's left.

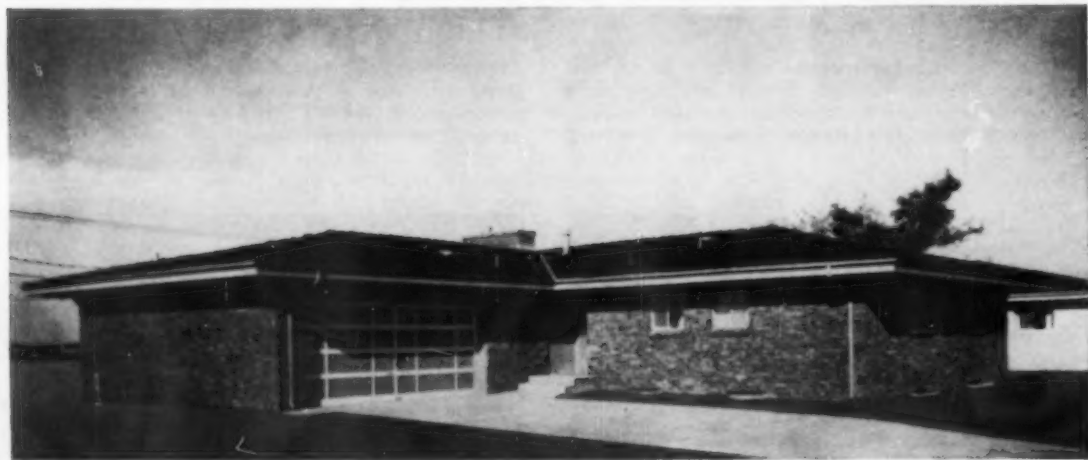
## SELECTED WESTERN HOUSE



# Denver model has sharp

**C**AREY CONSTRUCTION Co. has built subdivisions in the Denver area for several years. However, since there is always a demand for the one-of-a-kind house, J. J. Carey recently decided to stabilize his business by entering that steady market. He set

up a "Custom Homes Division" offering all the advantages of the builder's experience plus his volume buying power. Carey will build a custom house on the owner's lot (or will help him find a lot). He will make his designers available or will



**CLINKER BRICK** exterior is used on custom house. It has 1,960 sq. ft. of living space, 332 sq. ft. of patio and porch and 1,960 sq. ft. of basement. House is equipped

with Robbins vinyl floor tile, Caloric incinerator, Crane heat, hot water heater and bathroom fixtures; Owens-Corning fibreglas insulation; USG drywall.



**KITCHEN OPENS** into large family room. Notice how Bonn-a-Wood cabinets, GE textolite counter give custom touches. Oven, range are Tappan; refrigerator, Revco.

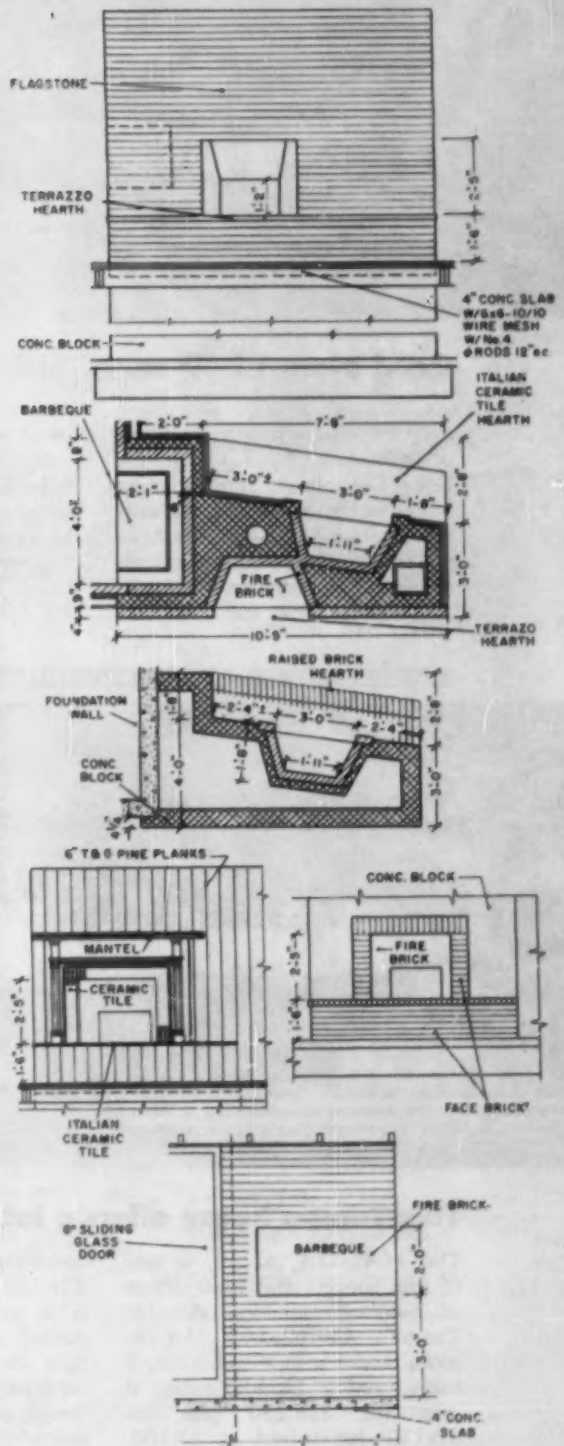
**FAMILY ROOM** showing one of three fireplaces. Floor is by Armstrong for family room and kitchen; lighting by Lightolier; dishwasher, disposer by Waste King.

# plan, details

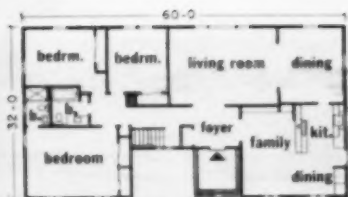
work with the buyer's architect. The house shown is an example of Carey's service. Built for \$37,500, it was sited on a \$10,000 lake-front lot, is filled with custom touches such as the luxury of three fireplaces and barbecue (see detail plate at right).



## HOUSE OF THE MONTH DETAIL PLATE



**SELECTED NORTHERN HOUSE**



**Good plan, 1,740 sq. ft. of living space sell N.J. house**

As part of a sales promotion program Bier-Higgins Builders of Allendale, N. J., built the Betsy Lee, above, at a shopping center in Paramus, N. J. An estimated 75,000 people came to see the three-bedroom two-bath house. Chief attraction for potential buyers were the diamond-

shaped windows, the shutters, its low, ground-hugging appearance.

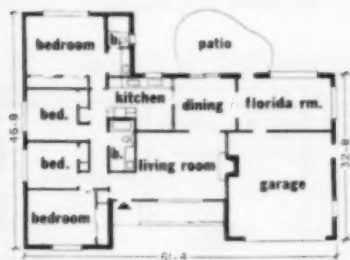
Once inside, they were equally pleased with 1,740 sq. ft. of living space and full basement, the family room and the fully-equipped kitchen. A separate dining room and U-shaped design that allows for good circu-

lation were added points.

On a hillside lot, the plan (see at right) allows for a two-car garage. The Betsy Lee sells for \$24,900 without land and \$31,900 on a 130x200-ft. completely landscaped lot.

The model home is part of proposed 55-unit development.

**SELECTED SOUTHERN HOUSE**



**This Tampa house offers a lot for the money: 8 rooms, a/c for \$21,370**

The M-42-11A, above, is one of four models that Matt Jetton of Sunstate Builders offers at Tampa's Carrollwood. An 8-room model with 4 bedrooms, 2 baths, and a Florida room, it sells for \$18,250 plus an 82x110' lot valued at \$3,100. Optional extras, including air

conditioning, bring the house to \$21,370 plus lot. Carrollwood is a model area. Streets are curbed and paved; curve gracefully through the pine-forested subdivision. There is a lake with landscaped recreation area and beach. Each model offered has several exterior variations and

each is individually color-coordinated by Jetton's right-hand woman, Betty Wild. Some lots are reserved for custom building. In this way, houses in the subdivision avoid a look-the-same appearance. Jetton's houses sell themselves. He says his best promoters are his past buyers.

# A MILESTONE IN BUILT-IN OVENS!

*Exclusive Fan-Vent\* is built into the Suburban Viscount oven.*

*Eliminates expensive cut-out for separate fan-vent installation.*



*Illustrated: Electric Viscount #F8321*

*See them demonstrated at your dealers!*

## INTERCHANGEABLE GAS AND ELECTRIC MODELS

The exciting Suburban Viscount introduces a new era in electric cooking—the biggest advance in oven-engineering since automatic controls were invented! Think what it means to you to eliminate separate installation of an oven-fan vent. Think what *this* exclusive guarantee means to your customers: (1) closed-door broiling, (2) door never gets hot, (3) none of the smoke, grease or heat gets into the kitchen. Viscount is 21" wide, fits standard 27" cabinets, features Vari-Broil Control, Flame-

MasterThermostat, Drop-Down Doors, Deluxe Rotisserie—in fact, *everything* specified for the ideal range in a nationwide poll of home economists. Ask for a demonstration of the Suburban Viscount oven and new cook-tops now on display at your dealer's. See the all-new Gold Star Viscount gas model, too — and a whole new line for every price range at the Builder's Show, space 710.



suburban® *Viscount*®

**Samuel Stamping & Enameling Co.**  
Dept. AB, Chattanooga 1, Tenn.

Please send me literature on Viscount Gas and Electric Built-In  Color Portfolio of Idea Kitchens  Please have your dealer call on me

I am an Architect  Realtor  Kitchen Remodeler  Builder (Sales Mgr.)  Builder (Chg. of Purchasing)

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

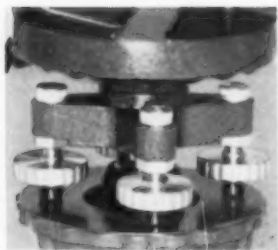
City \_\_\_\_\_ State \_\_\_\_\_

LOOK FOR SUBURBAN IN YELLOW PAGES  
AMERICA'S FINEST BUILT-IN RANGE

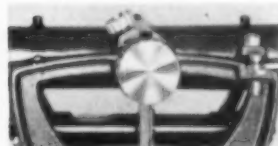
# TRIO OF "EXCLUSIVES"

FOR QUICKER MORE ACCURATE SURVEYING

NEW... Completely redesigned Dietzgen Builders' Transit-Level has three exclusive features that you should know about...



**EXCLUSIVE.** Totally enclosed leveling screws—removable and replaceable. To keep lubricant in—and the harmfully abrasive effect of dirt and dust out—leveling screws and threads are completely enclosed. They will last longer than any "open" kind. And they are removable and replaceable. When they have outlived their usefulness, just remove a cap and pull out the leveling screws and bushings. New assemblies may be purchased. Spare yourself the time and money involved in replacing an entire unit.



**EXCLUSIVE.** Side-mounted focusing knob for easier focusing. Now, the focusing of the telescope may be done without disturbing its line of sight. Located on the end of the horizontal axis of the telescope, not on the telescope itself, the focusing knob may be operated without inadvertently moving the telescope. Here is a practical feature with real convenience.



**EXCLUSIVE.** Top-mounted "rough" aiming sights for quick alignment. Because time is money on the job, the fast but reasonably accurate initial sighting by means of "rough" aiming sights is a cost-cutter. An operator can quickly and easily swing on target... lock the instrument in approximate position... and then make fine adjustments with the tangent screw.



**NEW**... tough plastic cover that fits tightly over light metal base. Large catches flip open or shut easily. Base plate threaded to hold instrument snugly and securely. A rugged case for safe carrying even with rough handling.

This rugged, two-in-one instrument can do all your surveying work from start to finish... run boundary lines, lay out foundations, find elevation differences, level up excavation, align foundation piers, determine and set grades, plumb vertical lines, walls, uprights, chimneys and poles, run sewer and drainage lines, landscape... all kinds of jobs, big and small.

And, this all-purpose instrument is exceptionally simple and easy to use... no special mathematical or technical training is needed. Each Dietzgen Transit-Level is furnished with a free, easy to understand, self-teaching instruction manual containing complete operating instructions plus practical problems of many important applications.

For an instrument for all your surveying, with ease of operation, simplicity, ruggedness and accuracy, the Dietzgen Builders' Transit-Level is unexcelled. Write or call today for complete information. Ask for Bulletin N6385-M23.



**EUGENE DIETZGEN CO.**

PRINCIPAL OFFICES: Chicago • New York  
New Orleans • San Francisco • Los Angeles • Calgary

SALES OFFICES AND DEALERS IN ALL PRINCIPAL CITIES



This toddler's room features Aristoflex-Confetti #773.

# MATICO TILE FLOORS

**add Luxury at Low Cost**

There's nothing like the extra-value of a luxury-look floor to march your prospects right to the dotted line. You'll be happy to know Matico Tile is economical . . . low in cost, inexpensive to install, with long-time carefree use. It meets all applicable Federal Specifications.

This colorful floor is one of hundreds of decorator-dreamed patterns and colors that can make your model home eye-appealing and buy-appealing. Plan your next project with the sales-plus of Matico Tile Floors.

**MASTIC TILE DIVISION**  
The RUBEROID Co.

HOUSTON, TEX. • JOLIET, ILL. • LONG BEACH, CALIF.  
NEWBURGH, N. Y.



Mastic Tile Division • The Ruberoid Co.,  
Dept. 5-12, P. O. Box 128, Vails Gate, N. Y.

Send me full information on Matico Tile Flooring.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Vinyl Tile • Rubber Tile • Asphalt Tile • Vinyl-Asbestos Tile • Plastic Wall Tile

dressy doors

# ANOTHER WAY THAT MASONITE HELPS YOU SELL HOMES

Why shouldn't doors  
be beautiful, too?

Builders now using Masonite® Dorlux® flush doors have found these handsome hardboard panels dress up homes in a way that gives them new sales appeal. And no wonder! The smooth, flat surface of Dorlux assures beautiful finishes to blend with any decor, any period of decoration.

And Dorlux is practical, too. Takes bumping and pounding, without splitting, splintering. Grainless, it won't check, either. Yet, Masonite Dorlux doors are priced at a point that will genuinely surprise you.

Ask your door supplier or your Masonite representative about Dorlux. It'll help you sell more homes: Primecote® Dorlux for longer lasting paint finishes; natural Dorlux for paint-grade flush doors. For complete literature material, write Masonite Corporation, Dept. AB-12, Box 777, Chicago 90, Ill.

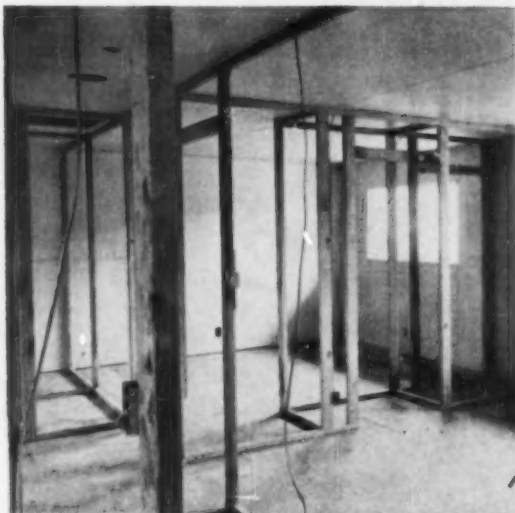
**MASONITE**   
CORPORATION

© Masonite Corporation—manufacturer of quality panel products for building and industry.





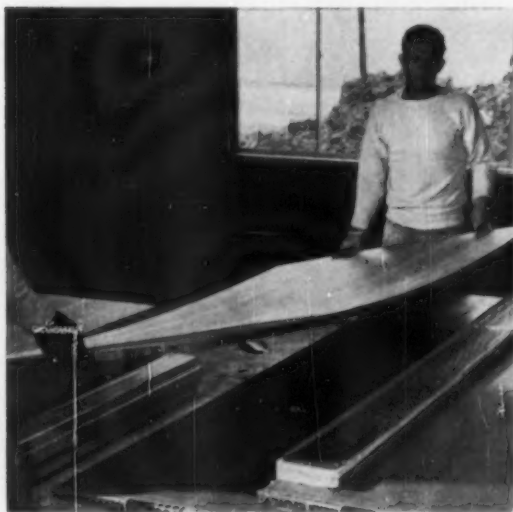
## SPECIAL WESTERN SECTION



**MINIMAL WOOD FRAMING** of 2x2's is the basis for this studless partition system. Non-load-bearing walls are formed of gypsum wallboard, save on square footage.



**SOLID GYPSUM RIBS** are laminated between sheets of Kaiser's Quilt-Lok wallboard to form wall panels. Laminating compound is spread to an eight-inch width.



**STACKING AND LAMINATING** ribs speeds on-the-job assembly system of wall panels. Job moves faster, uses less lumber due to the elimination of studding.



**FINAL STRENGTH:** insertion of flat head wood screw along edge of panel. Panels are applied to alternate sides of nailer strips, use 2x2 lumber for tracks.

## Drywall partition eliminates studding

**H**ERE'S a cost- and time-saver that also increases square footage. It's Kaiser Gypsum's new Kaiserwall—a drywall partition system that uses solid gypsum ribs laminated between wallboard panels. The system is said to give up to 30% more

rigidity than other drywall methods.

Finished Kaiserwall partition is only 2" thick. Standard 2x2 lumber is used for floor, ceiling, and sidewall tracks. Studding is replaced by gypsum ribs laminated to form panels which are

then applied to alternate sides of nailer strips. Reduced width of walls produces 18 sq. ft. more space in average house. System is designed for truss-roof construction which has no need for interior, load-bearing walls. (No. D38-W, p. 75).



\$7,000 WORTH of furnishings went into each of five models, yielded 110 sales in 3 months for Kinzie Land Company.

## Furnished-to-the-eaves models spur sales

CROWDS mean sales, according to the Kinzie Land Company, Reseda, California. To get crowds out to their subdivision, they put an average of \$7,000 in

furnishings into each of their five model homes. B. H. Mark, sales manager for Kinzie, summed it up this way: "I love to have people traipsing through the models,

because people who want to buy are impressed by busy model homes. We lost a lot of prop negligees (top right), but sold 110 homes in three months."

# Pioneer

**FASTEST MOVING PRODUCT LINE IN THE WEST**

Featuring these proven sales leaders:

RESIDENTIAL AND COMMERCIAL WATER HEATERS

SWIMMING POOL HEATERS

FORCED AIR FURNACES IN UPFLOW, COUNTERFLOW AND HORIZONTAL

GARBAGE DISPOSALS AND SAFTI WALL-VENT HEATERS

AIR CONDITIONING UNITS

WALL HEATERS AND ELECTRIC WATER HEATERS

For complete information write:

**Pioneer** MANUFACTURING CO. "since 1923" 3131 San Fernando Road, Los Angeles 65, California

Unfold a wealth of  
 buyer appeal  
 with

**ROBERTS-FOLD®**  
 Metal folding  
 wardrobe doors



**VOGUE**



**MODERNE**



**PATRICIAN**

Three styles...  
 24 standard sizes...  
 designed to provide:

- **BEAUTY** ...makes bedroom, linen and utility closets as attractive as they are necessary
- **MAXIMUM ACCESS** to storage areas ...100% opening
- **LASTING SATISFACTION** ...24-gauge formed steel cannot warp or buckle through years of use
- **FAST INSTALLATION** ...easily handled by one man
- **WHISPER-QUIET PERFORMANCE** ...fingertip pressure opens and closes doors on aluminum twin-tracks
- **VERSATILITY** ...with 24 sizes ranging from 2'0" x 6'8" to 16'0" x 8'0"
- **SMART DECOR** ...the semi-gloss prime coat finish takes all types of paint without streaking or bubbling



**WRITE TODAY**  
 FOR A.I.A. FILE NO. 101 RM

**THE ROBERTS CO.**

600 NORTH BALDWIN PARK BOULEVARD  
 CITY OF INDUSTRY · CALIFORNIA

Another quality product of The ROBERTS Co.

Quality products for Home and Industry  
 for over 20 years, including:

Zephyr Range Hoods  
 Smoothedge® Carpet Gripper • ROBERTS® Tools  
 Anchor-Weld® Adhesives • DrafStop® Weatherproofing

## TODAY'S GREATEST WINDOW VALUE...



## and HERE'S WHY!

1. **It's a new kind of sliding window**—New features, new buyer appeals, and a whole new approach to positive weather control are only a part of the story of the new RADCO window line.
2. **New easy installation features**—First time in any window—make installation quick and accurate in every type of construction—frame, post-and-beam, brick veneer, block, stone or stucco.
3. **New stronger construction**—Compare! See for yourself—there's 18% more metal in a RADCO Universal than in ordinary aluminum windows. Plus stainless steel track and two kinds of weatherstripping.
4. **The price is right!** With all its extra quality features, there's no price premium. The RADCO Universal is strictly competitive...just check for yourself.

See your Radco Dealer, or write today for new Radco literature.



**DISTRIBUTORS**  
New territories are available.  
Write for full details.

AB-4

# RADCO

## UNIVERSAL

RADCO PRODUCTS, INC., 3121 SKYWAY DRIVE, SANTA MARIA, CALIF.

## WESTERN VIEWS, by Bill Rodd

### Applies cedar siding for 8½¢ a foot

Will Chausee, Bellevue, Wash., siding applicator, puts cedar siding in place for 8½¢ a foot, which nets him the business of that area's biggest builders. Measuring, cutting and nailing a piece of siding accounts for only 40% of application labor cost, Chausee found. He uses one-man crews, to cut wasted time. A scaffold with pump-jack attachment lets the man raise himself with one foot in the stirrup while still holding his hammer in his hand.

#### WESTERN EDITOR

8522 Lorain Rd., San Gabriel, Cal.  
Atlantic 6-1842—W. C. Rodd

#### ADVERTISING SALES REPRESENTATIVES

Dallas 19, Tex.,  
3915 Lemmon Ave.  
LAKeside 1-2322—  
Joseph Sanders

San Francisco 11, Cal.,  
916 Kearny St.  
GARfield 1-7004—  
Lewis A. Vogler

Los Angeles 17, Cal.,  
1151 W. 6th St.  
HUntley 2-4000—Fred  
Klaner, Jr., David S. Clark

Portland 5, Oregon,  
Terminal Sales Bldg.  
CAlpital 7-4993—Peter W.  
Klaner, Larry Conaway

#### WESTERN ADVERTISING INDEX

Comet Manufacturing Company .....	22D
Pioneer .....	22B
Radco Products, Inc. ....	22D
Roberts Co., The .....	22C

DO-3

dial new  
dado widths  
in seconds



**YOU CAN DO IT WITH A COMET QUICK-SET DADO, DESIGNED FOR FAST, PROFESSIONAL PRECISION**

It fits any table or radial arm saw—cuts to a depth of ¾"! Dial exact widths (from ¼" to ¾"), without removing tool from the arbor. Cut perfect dados, rabbets, and ploughs with COMET balanced, \*tool steel blades. They stay sharp 5 times longer!

For true woodworking satisfaction, get a high precision COMET HOME WORKSHOP!

If not at your dealer, write direct.

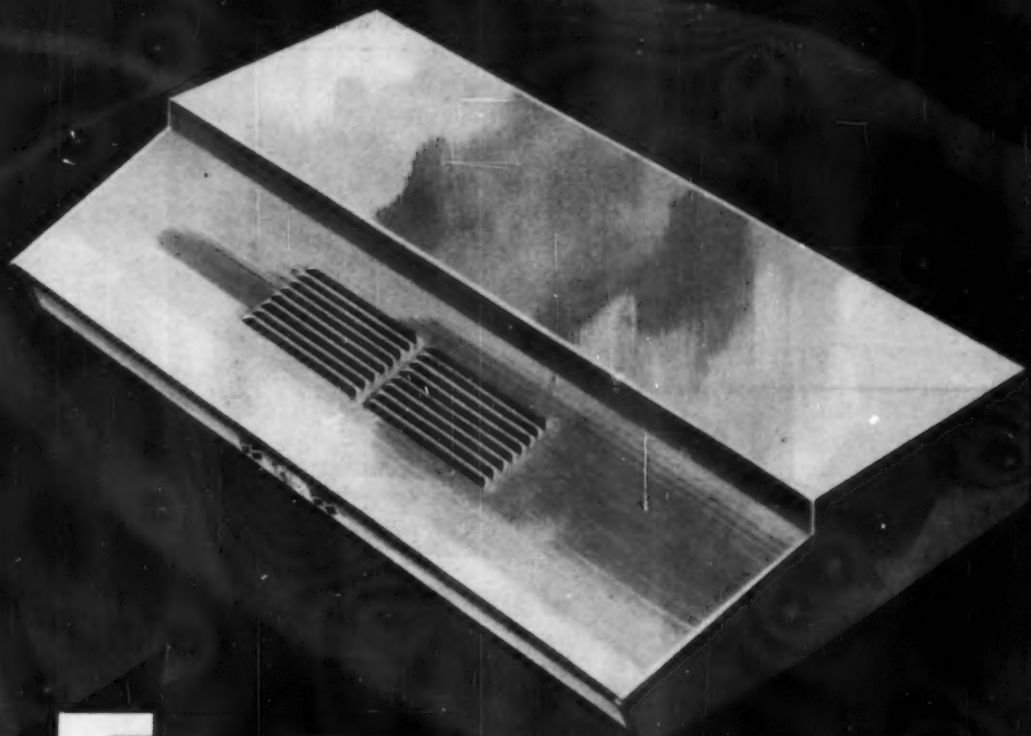
Order by return mail, prepaid.

6" QUICK-SET DADO, \$19.95. 9"

¼" 1¼" x 1" deep, \$44.95

COMET MANUFACTURING CO.  
2033 Santa Fe Av., Los Angeles 21, Cal.

# COMET



# FASCO

*introduces*

## A NEW ERA IN RANGE HOODS

At the Housewares and Builders' Shows in Chicago FASCO will usher in a new era in range hoods! FASCO'S revolutionary Series 62 Electrostatic Hood will be unveiled.

The Series 62 Electrostatic Hood features clean, smart styling and quality construction, plus unique 3-step air filtration... a brand new product with a new approach and sales appeal!

You can't afford to miss this opportunity! See FASCO'S display of the revolutionary Series 62 hood in its premiere performance at the Housewares Show (space 747-9) and Builders' Show (space 356-8). This electronic product is designed to electrify your sales!



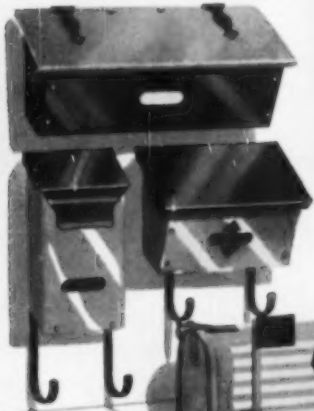
**FASCO** INDUSTRIES, INC. • Rochester 2, New York



# M-D Quality Boosts Sales .



MAIL BOXES



DOOR GRILLES



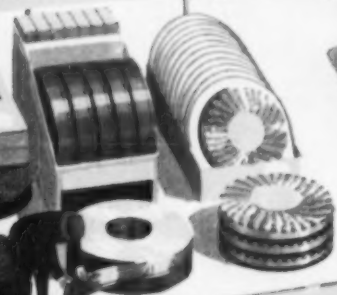
COILED SHEET STOCK



M-D ALUMINUM SIGN



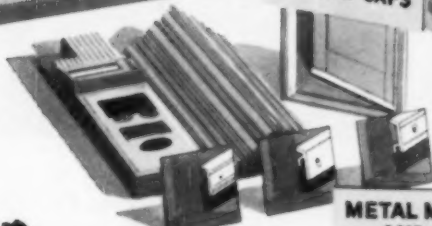
COIL WEATHER STRIP



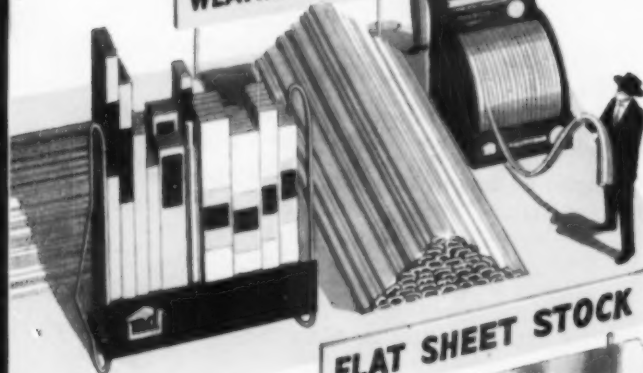
THRESHOLDS



DOOR BOTTOMS AND DRIP CAPS



DOOR & WINDOW WEATHER STRIP



METAL MOULDING AND TRIM



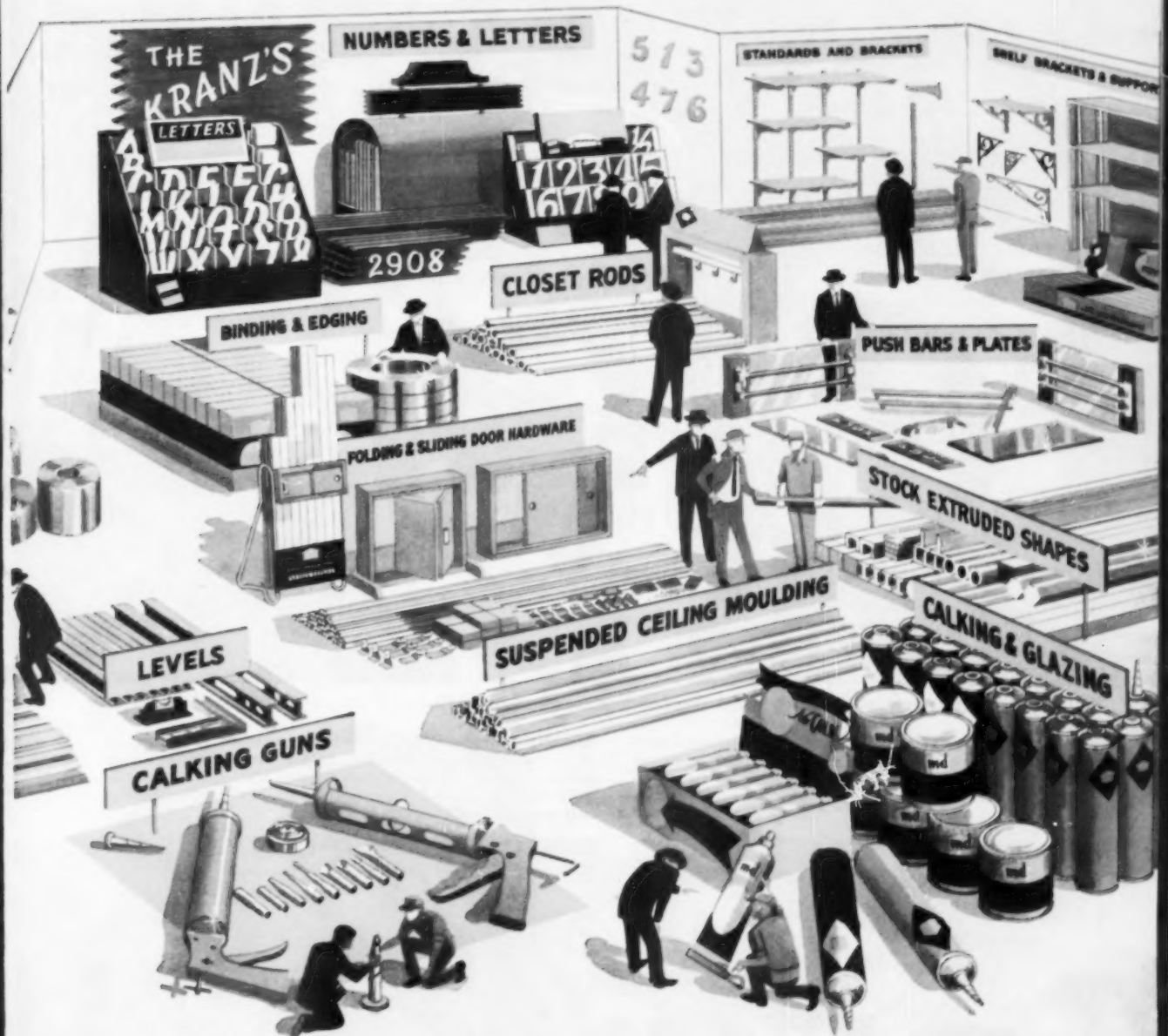
FLAT SHEET STOCK



# . . M-D Variety Builds Volume!

Here's an impressive view of Macklanburg-Duncan's ever-expanding line of building products! Each one chock-full of customer-pleasing *quality*. Each one a profit-making sales opportunity for you!

Check the great *variety*! Determine *now* whether you are taking *full advantage* of this popular, nationally advertised line of M-D quality building products!



To M-D Dealers: This picture is a dramatic reminder that Macklanburg-Duncan Co. is your time-saving, "one-stop-and-shop" source of supply for the greatest variety of fast-selling, quality building products. As

you know, the Macklanburg-Duncan Direct-to-Dealer policy provides you with greater discounts, with better service . . . as well as with the highest quality merchandise at reasonable prices.

**MACKLANBURG-DUNCAN CO.** BOX 1197 • OKLAHOMA CITY 1, OKLA.

MANUFACTURERS OF QUALITY BUILDING PRODUCTS

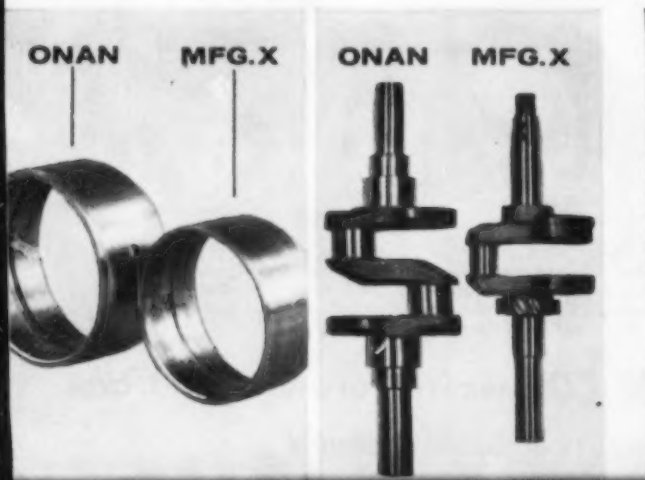
# Onan Electric full power after



Typical Onan torture test—tougher by far than normal usage—proves Onan's ability to deliver on any job.

**Generous design assures longer life**—Husky Onan has double the bearing area of many equivalent rated engines . . . plus larger, stronger crankshaft to minimize breakdown and to give you longer, trouble-free service between overhauls.

**Exactng standards govern manufacture**—Years of specialized experience and extensive testing facilities control the quality of Onan Power Plants. Over 1000 different types and sizes of plants are produced by this same, careful method at Onan.





# Plant still delivers 12,197 hour test run!

*Run equivalent of 487,888 miles...killed and started...tortured, tested, retested...Onan Test Plant #1068 still delivered full-rated power*

A grueling endurance test that lasted one year, nine months and 12 days could not stop Onan Test Plant #1068. Development engineers used this production-built unit as a testing laboratory. And after it was all over, it still generated the full rated power promised on the nameplate. Proof that Onan's exacting standards and production testing give you a power plant with long, dependable service built in.

Over 1,700 other endurance tests have been run by Onan development engineers. Here's where every design feature and part had to prove itself before it could become a part of the Onan you buy. In addition, every type and size Onan Plant

is tested under all operating conditions which affect its performance.

Hours of running in and testing under load are given every Onan before it is shipped. An independent testing laboratory retests Onan-tested Plants and certifies Onan testing methods—double assurance that every Onan will deliver its full nameplate rating. Only then does an Onan qualify for its Performance Certified Guarantee.

You buy *proven* performance when you buy an Onan Plant. See your Onan representative. You'll find his name in the telephone classified section in every major city, or write direct.

**ONLY ONAN GIVES YOU THIS CERTIFICATION**



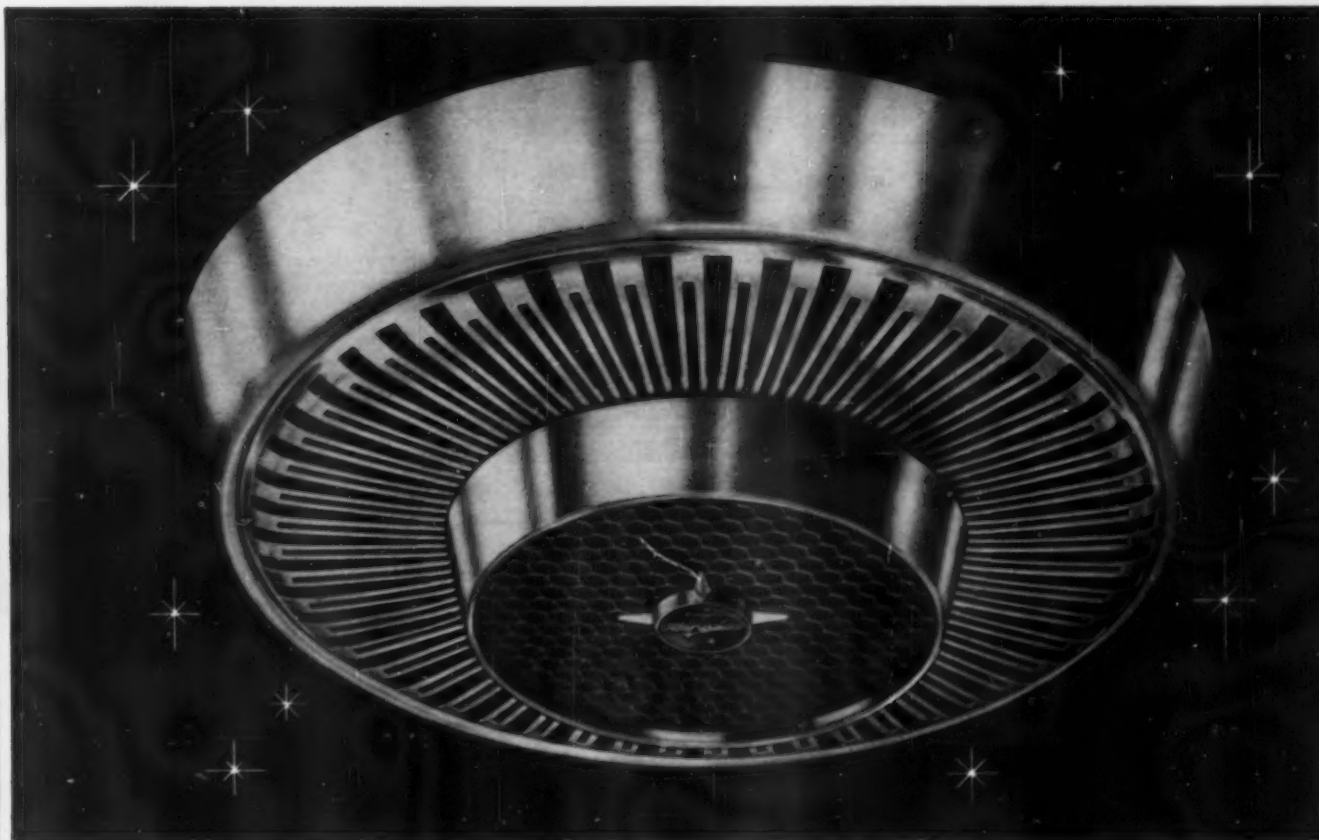
**D. W. ONAN & SONS INC., 2688 UNIVERSITY AVE. S.E., MINNEAPOLIS 14, MINN.**

*Just what I've always wanted—beauty  
styling and quality—it's the new*

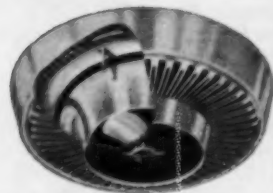


# Rangaire

## ELECTRIC Bathroom Heater



Pay attention to what the lady says, Mr. Builder. She knows what she wants . . . she won't be happy until her bathroom is just the way she wants it. The new Rangaire Electric Bathroom Heater is styled, designed and manufactured to meet her demands. The bathroom heater she wants must be an exquisite design—that's Rangaire. It must harmonize with modern bathroom fixtures—that's Rangaire, too. She wants "instant" heat—Rangaire has it with radiant forced air heating. She wants a heater with beauty that brings the "ooh's" and "ah's" of her neighbors. And Rangaire Electric Bathroom Heaters have advantages for you, too. They're flush mounted for easy installation and all necessary parts come in a single package—ready to install. Available in two models and her choice of gold anodized or mirror-finish aluminum. See your Rangaire dealer today.



For More  
Information

For complete information and free literature on the complete line of Rangaire Builder-Engineered Products write to . . .

ROBERTS MANUFACTURING CO., CLEBURNE, TEXAS

See Rangaire's New Accents for '61

VISIT US IN BOOTH 158 AT THE NAHB SHOW IN CHICAGO



**ECONOMY NEVER  
CAME IN SUCH  
A CHOICE**

# **NEW '61 FORD TRUCKS**



## **New Falcon Pickup**

**Economy never had such style!**

Meet the pickup that's priced\* as much as \$231 less than leading conventional pickups! It delivered over thirty miles per gallon in certified tests! Big six-foot box with low (25.2 in.) loading height! And now—a new 170 high-performance Six plus the 144 Economy Six engine!



## **619 new models!**

All engineered with one idea in mind... economy! New one-piece cab-body design for Styleside Pickups! New "Big Six" power for 2-tonners! New Econoline models that pack bigger loads in three feet less truck length! All at prices that give you a flying start to long-term savings. On all 1961 Ford Trucks, each part, except tires and tubes, is now warranted by your dealer against defects in material and workmanship for 12 months or 12,000 miles, whichever occurs first. The warranty does not apply, of course, to normal maintenance service or to the replacement in normal maintenance of parts such as filters, spark plugs, wiper blades and ignition points.

## **New 4-Wheel Drive Pickups**

Ford's low-priced 4 x 4 models have the getup and traction to go most anywhere... road or no road! You can choose from two modern engines—the gas-saving 135-hp Six or the 160-hp V-8 that gives extra power and smoothness with "six-like" economy.



## New "Big Six" Engine

More power for America's savingest 2-tonners

Now . . . in a new, big 262-cu. in. Six, Ford gives you the power of big displacement, the durability of heavy-duty construction, plus the gas economy of 6-cylinder design! Available early 1961. New 2-ton toughness, too, with a stronger, heavier frame . . . new riding comfort with new, smoother acting springs . . . and a rugged true-truck front suspension that can give up to twice the tire life of "soft" car-type suspensions!



## New Styleside Pickup

Leader in looks, loadspace and low costs!

Ford's 6½- and 8-foot bodies both offer greater loadspace for '61—as much as 16% more! New one-piece cab-body design on a longer wheelbase gives greater strength, new comfort! And look at these savings:

Save up to \$157 on price\*! Ford Styleside Pickups are priced below all other comparable pickups! Save up to \$219 on gas! Ford Sixes beat all leading competitive sixes in certified tests—scored up to 27% more mpg. That figures out to \$219 in 50,000 miles! Save up to \$150 on tires! In certified tests of truck suspension systems, Ford front tires lasted up to twice as long. In 50,000 miles, that can add up to \$150!

## FORD TRUCKS COST LESS

YOUR FORD DEALER'S "CERTIFIED ECONOMY BOOK" PROVES IT FOR SURE!

FORD DIVISION, *Ford Motor Company*



## New Econoline

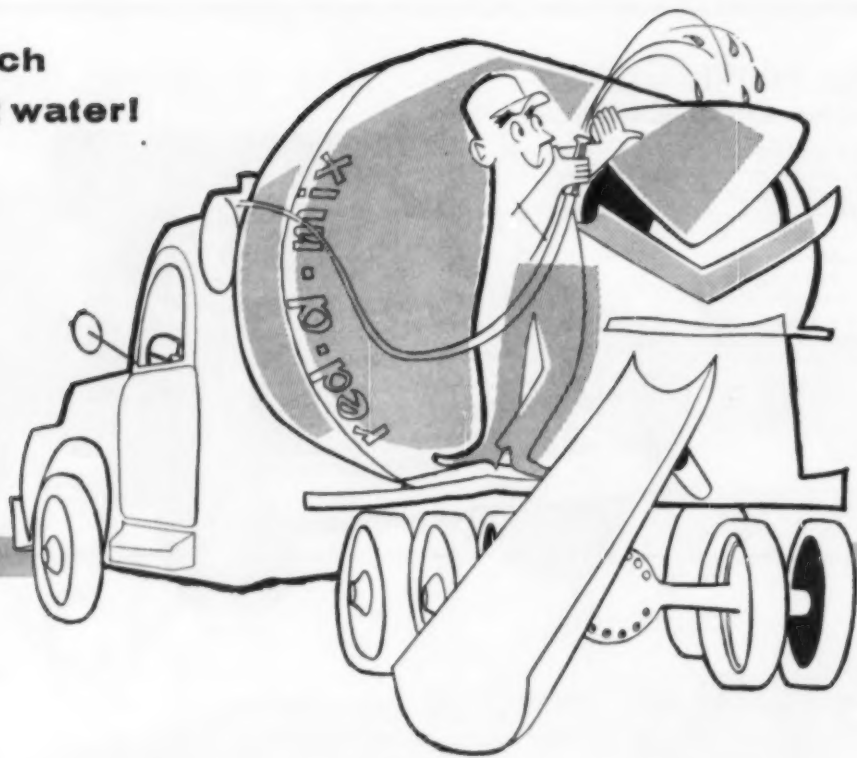
America's lowest-priced\* pickup—bar none!

Meet a revolutionary new pickup that saves more ways than any truck you've known! Modern cab-forward design pares away over a thousand pounds of dead weight, yet you get as much payload capacity as standard ½-tonners! It's three feet shorter over-all, yet there's a big 7-ft. box with 73 cubic feet of loadspace! You get lively performance in a proven Falcon Six that delivered up to 40% better gas mileage in certified tests!

\*Based on a comparison of latest available manufacturers' suggested retail delivered prices



**watch  
that water!**

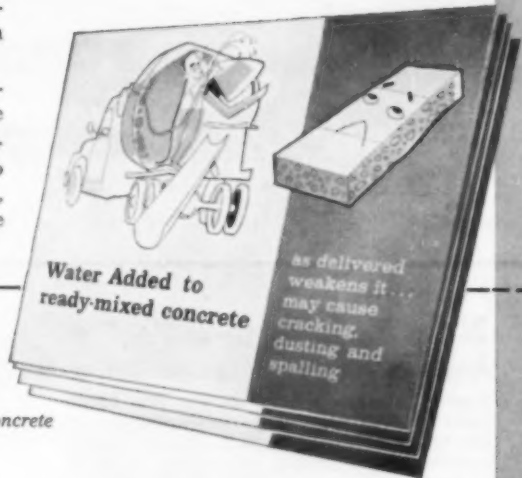


**For quality concrete . . .  
don't add extra water!**

Ready-mixed concrete is designed for the job and delivered with all the water needed. Adding more can only cause trouble—cracking, spalling, dusting.

Reminding crews of this is important to your reputation for quality work. Do it easily by displaying the special poster (pictured at right) prepared by PCA.

It's one of a set of 4 posters reminding workers to safeguard quality by protecting concrete against heat, wind and freezing. A set is yours for the asking. (Free in U.S. and Canada only.) Just send the coupon.



**FREE . . . SEND FOR YOUR POSTERS TODAY!**

**PORTLAND CEMENT ASSOCIATION**

Dept. 12-3, 33 W. Grand Ave., Chicago 10, Illinois

*A national organization to improve and extend the uses of concrete*

Please send a free set of Quality Reminder posters.  
I could also make use of ( ) additional sets.

COMPANY NAME \_\_\_\_\_

YOUR NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

**Quality Reminder posters,  
22" x 17", 3 colors.  
Sets of 4 are free.**



**A HOT NEW  
GAS LINE**



... ON ITS WAY FROM

**DELCO**

**JANUARY 2nd**



## ...and true

Potlatch lumber scores high on all standards of quality... That's because it's *100% Kiln-Dried*. Kiln-Dried lumber is stronger, straighter and more stable. Builders concerned with cost know it's easier and less expensive to use the best—and Kiln-Dried

Potlatch lumber is competitively priced. Ask your dealer about *quality-controlled* Potlatch lumber, produced from scientifically managed tree farms. Remember, when you order Potlatch lumber, *every piece is Kiln-Dried* before finishing.

**POTLATCH FORESTS, INC.**

GENERAL OFFICES, LEWISTON, IDAHO

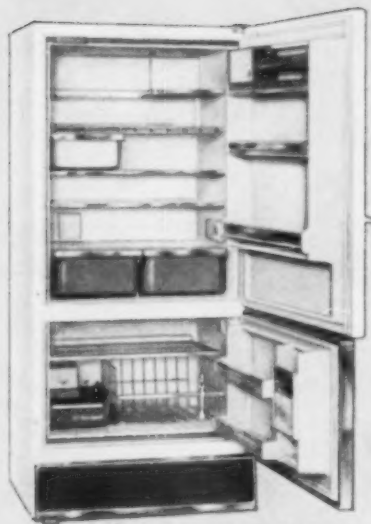


symbol  
of quality  
since 1908

SALES OFFICES: Kansas City, Mo., Elizabeth, N. J., Pittsburgh, Pa., Warren, Ark., Chicago, Ill., Lewiston, Idaho, Deer Park, Wash.



# ONE SOURCE FOR GAS *and* ELECTRIC!



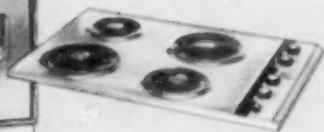
Gas or electric  
refrigerator-freezers



Electric washers  
Gas or electric dryers  
Also gas or electric  
combination  
washer-dryers



Gas or electric  
built-in ranges



Automatic dishwasher  
and food waste  
disposer



## Whatever your needs, get a package deal at a package price!

Whether you prefer gas or electric appliances, or any combination of the two . . . free-standing or built-in . . . you can now rely on one dependable source for your preference. RCA WHIRLPOOL is the *complete* line of gas and electric appliances—color coordinated and engineered for fast, easy installation. All these smartly-styled appliances are available

at thrifty volume prices and you can be assured of proper deliveries and reliable service. For complete facts . . .

### MAIL COUPON TODAY

Contract Sales Division,  
Whirlpool Corporation, St. Joseph, Michigan

AB-12

Please send me complete information on  
RCA WHIRLPOOL gas and electric appliances.

Name

Firm Name

Firm Address

City  Zone

County  State



Your family will love our family of home appliances

**RCA Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks  and RCA authorized by trademark owner Radio Corporation of America



Clean, modern styling. 48" long, 42" wide, 14" high. Six pastel colors and snowy white.



Straight apron floor line minimizes tile cutting and installation costs—back and ends flanged for wall tiling.

Distinctive beauty—generous bathing area—integral corner seat and wide rim seat . . . these are just some of the *preferred* features found in the new *Delray* square recess bath by Eljer. Nationally advertised to help *presell* your customers, the new *Delray* is currently featured in full-page, four-color ads in *House Beautiful* and *Living for Young Homemakers* magazines.

**ELJER**  
Division of The Murray Corporation of America

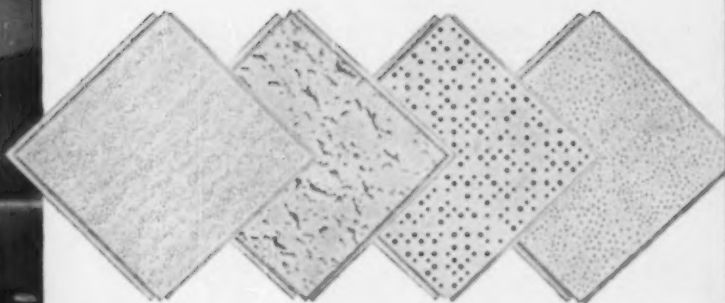
Three Gateway Center  
 Pittsburgh 22, Pa.



*Estate de luxe* siphon jet toilet is styled and color-matched to complement other fine Eljer Fixtures.



Builder: A. C. Schwotzer • Location: Pittsburgh, Pa.  
Ceiling: Celotex Fissured Hush-Tone®

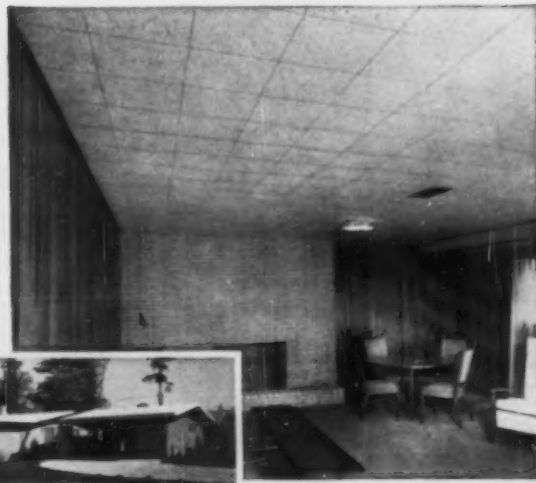


*Hush-Tone*  
**SOUND QUIETING CEILINGS**

**"HELP SELL HOMES!"**



Builder: George W. Sandquist • Location: Minneapolis, Minn. • Ceiling: Celotex Fiesta Hush-Tone®



Builder: E. G. Stassens • Location: Beaverton, Ore.  
Ceiling: Celotex Fissured Hush-Tone®

**Progressive Builders Everywhere Say:**

"The beauty of the Celotex patterns . . . the modern comfort of quiet . . . and the selling power of the well-known Celotex name. These are the big reasons why it pays to feature Ceilings by Celotex."

Backed by over a third of a century of national advertising, the Celotex name is a recognized quality extra that implies "quality-built throughout" and helps sell homes!

Shown here are just a few examples among hundreds of new homes from coast to coast in which Hush-Tone ceilings have been featured.

Hush-Tone is a registered Trade Mark for Celotex fiberboard ceiling tile

**If it's "by CELOTEX" you get QUALITY... plus!**



A national Celotex program to encourage spending for first things first.



THE CELOTEX CORPORATION  
120 SOUTH LA SALLE STREET, CHICAGO 3, ILLINOIS



Redwood 2x4s, nailed face-to-face, comprise roof deck for Hobbs Wall Lumber Co., sales office, San Francisco. Structure also has laminated walls, floors, with glue-laminated columns, beams. Designed by Architects Bolton White, Jack Hermann, building encloses 8,350 sq. ft.

# New ways with WOOD FRAMING

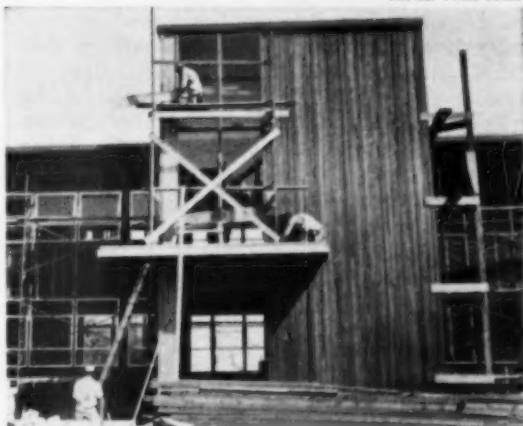
Here are four framing systems for new design trends that may give a new look to residential and light commercial construction in the coming years

In a spot check across the nation, AMERICAN BUILDER discovered a definite new trend in framing systems that may become commonplace in tomorrow's housing market. Although generally confined to architect-designed, custom-built structures at this time, the systems offer a universal application to mass residential and light commercial construction, such as banks, churches, recreation centers.

Popular with builders today are folded-plate, crib wall, and A-frame construction, plus a new roof system designed to outlast the conventional roof by at least 20 years.

Crib wall or laminated construction, pictured on these pages, simply goes together in butt joints—glued or nailed, or both. Combined with conventional framing, the system is fairly inexpensive, has many features: high strength, top insulating qualities, fire resistance, flexibility of design.

Photos: Pirkle Jones



LAMINATED 2x4's are rough-sawn, diagonal cut on front facing. Building has elevator. Total cost: \$92,000.

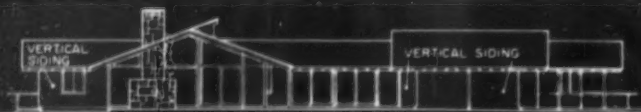
WHAT  
↔  
HOW



BUTT JOINT is used for fabricating roof, walls. As finish, some laminated walls are left exposed inside.



EXTERIOR was left unfinished; stain was applied to redwood inside. Curtain walls have aluminum windows.



**EAST ELEVATION**



**SOUTH ELEVATION**

## New roof design allows air circulation;

**A** NEW ROOF FRAMING system that acts as an umbrella over the structure is the big feature of a showcase house sponsored by the International Concatenated Order of Hoo-Hoo, Washington, D. C., Club No. 99—a fraternal order of lumbermen.

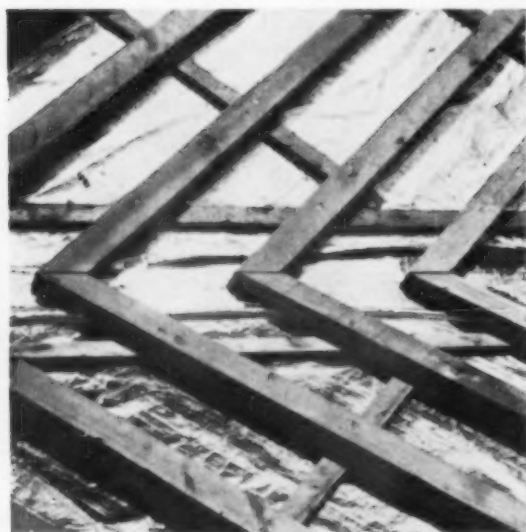
The roof is designed to allow complete air circulation throughout, and let excess water drain and evaporate from its many "channels." Tongue-and-groove 1x6's were used for sheathing, over which aluminum-surfaced, asphalt-impregnated building paper was lapped and mopped. Cedar 2x3's were nailed on 2-ft. centers across the rafters. Purlins are on 10-in. centers; the shingles or shakes are nailed to them.

The house was designed by Washington Architects Keyes, Lethbridge, Condon, A.T.A.; built by Robert Lowe. It encloses 4,500 sq. ft. to sell for about \$85,000. It has 4 bedrooms, 4 baths.

The plan called for careful joinery techniques throughout. For example, many supporting beams are specially cut and pegged; the flooring is drilled and surface fastened with wooden pegs.



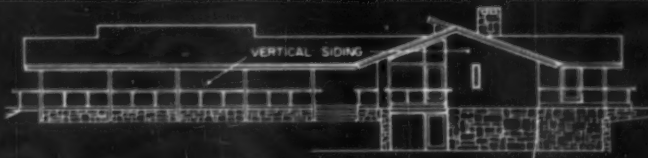
**CLERESTORY LIGHTING** is unusual feature (see above). Insulation batts go between 2x8 "rafters."



**FOR SHAKES**, purlins are nailed to wood strips. Aluminum-faced building paper was mopped to sheathing.



**FRAMING** permits air circulation between sheathing, shingles. Edge of roof above fascia is left exposed for this.

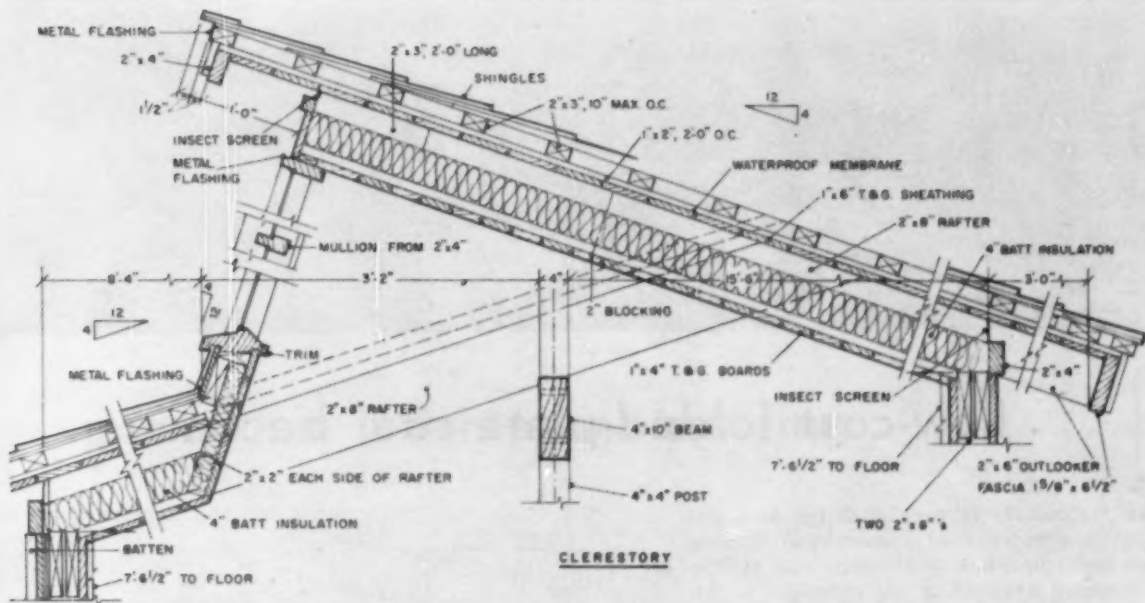


WEST ELEVATION

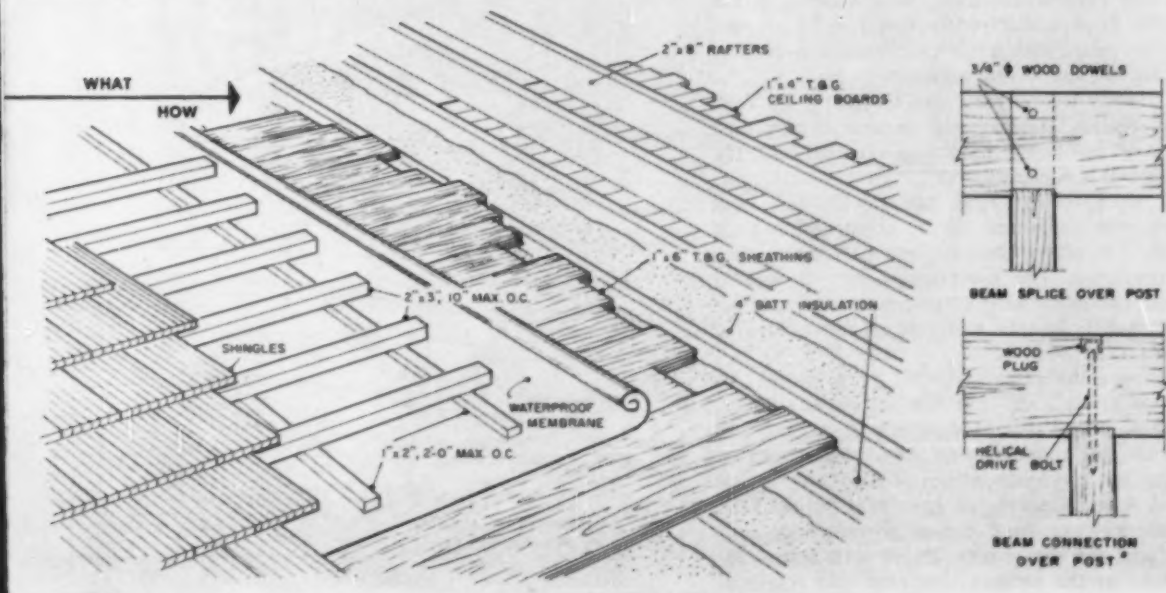


NORTH ELEVATION

## doubles life of shingles to offset cost



CLERESTORY





## Low-cost folded-plate roof becoming

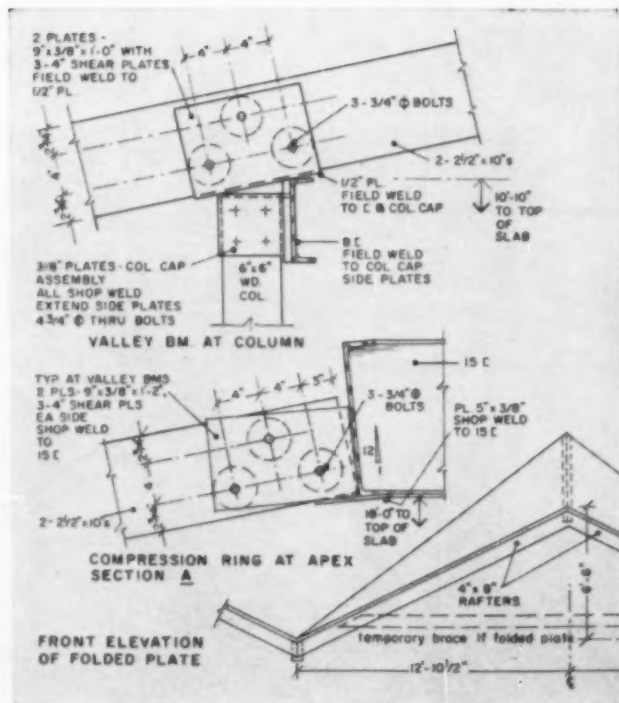
**M**ORE FLEXIBILITY of over-all design at a cost slightly cheaper than conventional framing methods highlight a new folded-plate roof system.

An excellent example of the technique is this dining hall near Sacramento, New Mexico. It has a circular fir-plywood folded-plate roof that spans 67' in the clear, with a 12' cantilevered overhang. There are no supporting columns inside.

The 10-bay folded plate was fabricated by Wallin and Wallin, Alamagordo general contractors, who set up jigs at the mountain site and built the plates one at a time.

A 4' compression ring, fitted with  $\frac{3}{8}$ " steel brackets, was supported during construction by a kingpost. The plates were set into position as they were completed. The compression ring is welded from 15" channel; the only perimeter supports required are 6x6 lumber columns at the valleys of the plates.

Skins over the plates are  $\frac{5}{8}$ " fir plywood, interior-type under roof—exterior for the cantilever. To provide positive diaphragm action, nailing was done with 10d common ring shank nails, located according to recommendations of the Douglas Fir Plywood Assn. Blocking of 2x4s runs perpendicular to interior framing 4' o.c. to provide edge nailing surfaces for the panels. Panels are bolted together and to the compression ring and columns.





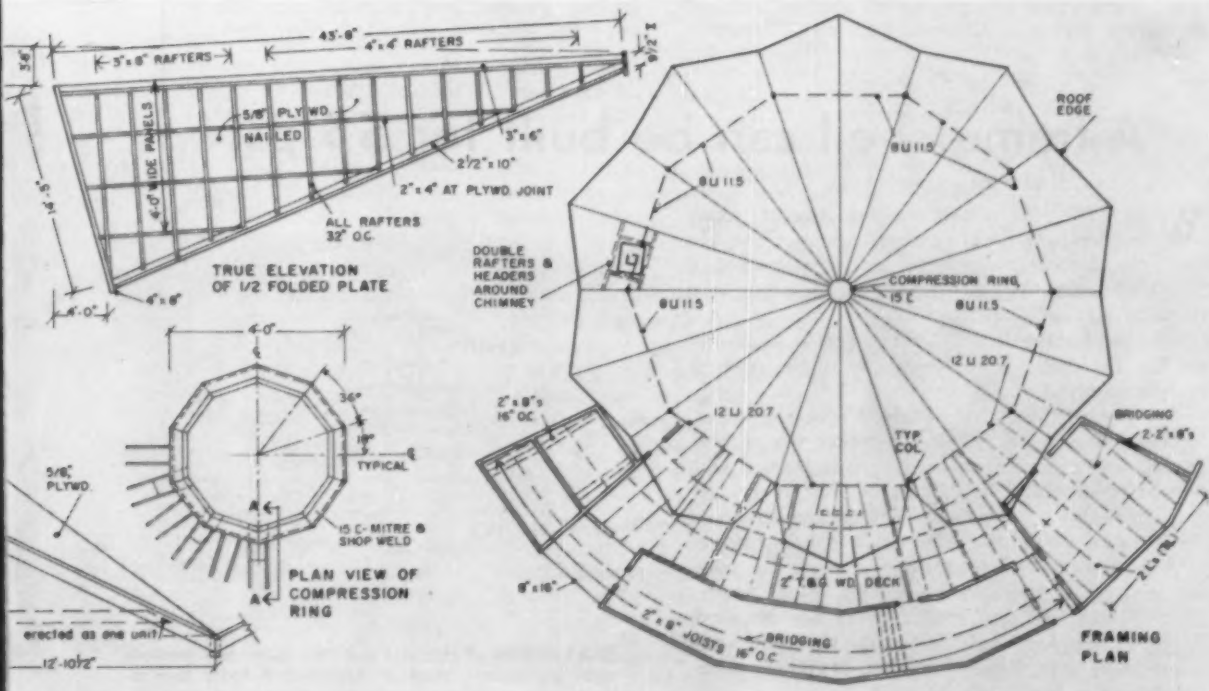


**VALLEY CHORDS** of plates are 2½x10s; chords at peaks, 3x6s; fascia boards at end of cantilever 4x8s. Pitch: 6-12. **WHAT**

**WALL HEIGHT** of hall, designed by Architects Brittle-Ginner & Assoc., Albuquerque, is 10', rising to 15' at ring.

## popular in commercial building

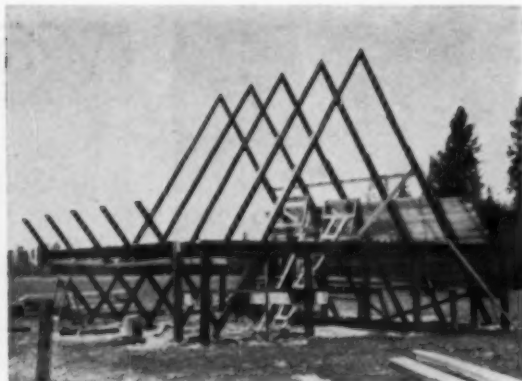
**HOW**



## SPECIAL REPORT



**FLOOR BEAMS**—double 2x10s—are spiked to poles. Beams support 2x4 outside, 2x6 inside decking. For accuracy of centers, holes are dug by augers, post-holers.



**FOR ROOF DECKING**, poles are faced with 2x6s. Loft beams are 2x10s; dormer rafters, 2x6s; 1x6-in. V-groove siding. Structure measures 22x24 ft., with 31x30-ft. deck.



**LOFT ADDS** floor space in this cabin, which is used as golf clubhouse. For family, plan has kitchen, bathroom, living and sleeping areas, storage, built-ins, and fireplace.



**MULTIPLE WINDOW UNITS** add style with function. Fireplace (regular model) uses 420 std. brick; 100 conc. blk.; 12-ga. metal flues.

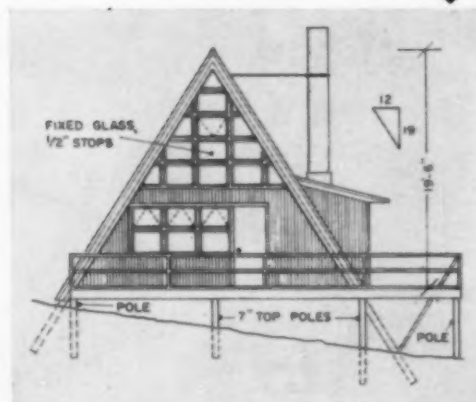
## A-frame shell can be built for \$5 psf

**WHILE IT'S NOT** a new framing concept, many builders are focusing their attention on the A-frame structure—not only as a big market in vacation cabins, but as year-round housing at a fairly small cost.

Reason for the low price tag (often under \$5 psf for the shell) is the simplicity of the framing system involved.

Designed by Architects Eddy, Carlson & James, Spokane, Wash., for J. Neils Lumber Co., Libby, Mont., the structure pictured here is framed with treated poles which are bolted together at the top. To compensate for grade variations, the length of the poles are alternated. They set 4 ft. below grade.

After they're on undisturbed ground, the poles are secured with temporary bracing. Floor beams, flooring, decking, and roof decking are installed, in that order. End wall partitions, sheathing, and siding come next. Almost any type of roofing material (shingles here) can be used.



**ELEVATION** of alternate end wall shows how window units are framed, stack is supported. Exterior and interior surfaces were clear finished. Note bench on deck.

WHAT  
↑  
↓  
HOW

# BUY 'EM, FIX 'EM, SELL 'EM

**This shrewd approach to remodeling can work for any builder. Here's how it made a fortune for Homes, Inc.'s Peter Turchon**

**P**ETER TURCHON, president of Homes, Inc., in Newton, Mass., calls his business "converting tenants to owners at a profit for all." He buys older homes, puts them in truly livable condition, then sells them to families who want better living quarters.

This, of course, sounds like the business of every builder who does remodeling as an investment. Buy 'em, fix 'em, sell 'em. With the Turchon operation, there are two basic differences.

1. Virtually every piece of real estate handled by Homes, Inc. is a duplex or triplex or better (reasons to follow).
2. Virtually every Homes, Inc., deal is aimed at low-income families.

"We used to buy old barns and make them into beautiful homes," Peter Turchon reminisces—not nostalgically. "We lost our shirts. Now we buy old duplexes and walk-ups and make them into livable homes. People who buy them are delighted. And we are not complaining."

#### Keys to Remodeling Profit

Homes, Inc. handles as many as 500 remodelings a year—has purchased as many as 122 properties in one deal—has encountered not once but a hundred

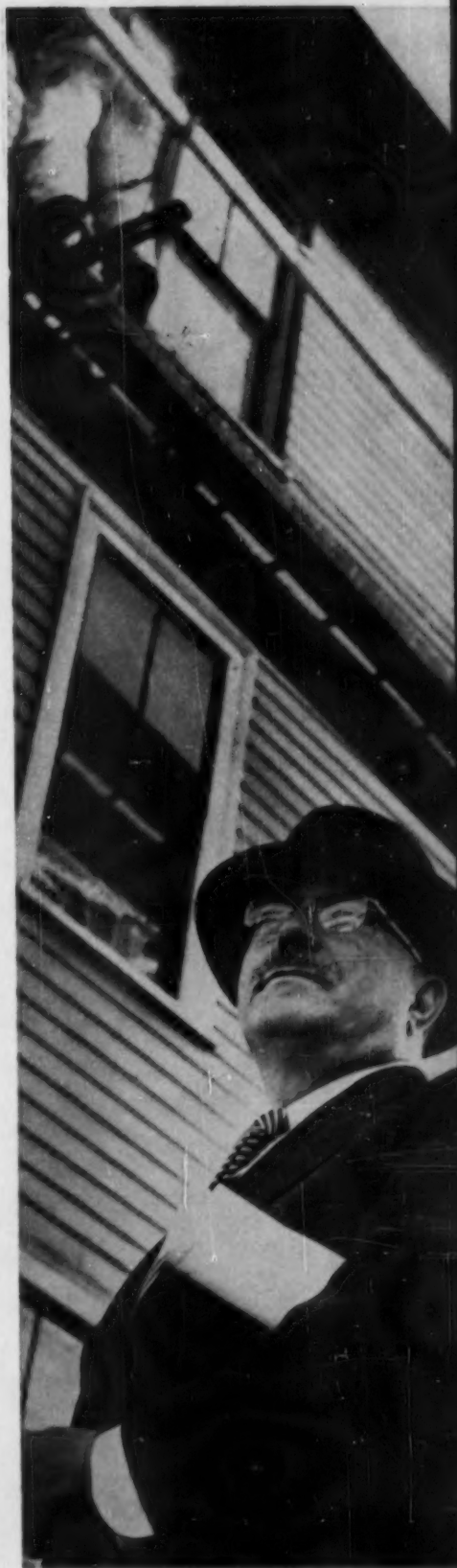
times most of the problems you'll run into in the buy-fix-sell business. Here are the fundamentals of profitable remodeling, as Turchon sees them . . .

1. *Stay in your own back yard.* You'll do best right around home, where you know values—where you know local economics—where you know neighborhoods. Homes, Inc. operates throughout the Greater Boston Area, but the men who buy homes work in their own neighborhoods. Anytime in its 34-year history that Homes, Inc., has gone outside its home ground, there have been increased problems and reduced returns.

2. *Seek to please the common people.* For the wealthy, custom remodeling works—but not investment remodeling. They demand too much—they're too hard to sell—they want extras. On the other hand, the family now living in pretty sad diggings appreciates a moderate amount of upgrading. You do something for them when you make a good, inexpensive dwelling available.

3. *Buy the neighborhood—*not the house. As an investment remodeler, you don't care which house on a street you buy. But the street must be a good one—either on the upgrade or so stable that the house you improve will

**PETER TURCHON**—many call him the Dean of American Remodelers.



## Buy the worst house on a good block . . .

start it on the upgrade. You are smarter to buy the worst house on a good street than the best house on a bad street. If you can buy two or three houses in one block (or at least close together) you can often lift yourself by your own bootstraps, improving the neighborhood and putting more sales value into your remodelings.

4. *Don't overdo it.* Improvements you make beyond a certain point do nothing except add cost to the job. They make the place harder to sell. They reduce the number of prospects because you must price it higher. They do not represent added value in the eyes of the buyer. The investment dollars that come back to you fastest are those put into improvements prospects can see when they walk into the place.

5. *Spend money inside the house.* When you deal in low prices, home buyers are more interested in the inside of the house than the outside. When neighborhoods are unelegant to begin with, there isn't much "status" in exteriors, but there is in nice interiors. Rip off a decrepit porch—toss out sagging shutters—and paint. But spend the money inside.

### Watch New Design Trends

Homes, Inc., keeps a close eye on trends in home preferences, shifting from the pullman kitchen to the family kitchen and back again, as public demand changes. Turchon watches national advertising closely making sure that the things he shows people in his homes are the same things they see in the magazines and newspapers. An example: the same wall ovens and countertop ranges you find in the newest developments are in the remodelings Turchon does—in those cases where he puts in appliances.

A great many of the "three-deckers" which Homes, Inc. buys and renovates are laid out with living room in front, dining room in the middle, kitchen in the

back—usually with a pantry or "breakfast nook" off the kitchen. The kitchen was fairly big in those old flats. Turchon reutilizes the space to give buyers a modern style of living.

### Create a New Look

The pantry or breakfast nook plus a slice of the big kitchen turns into a pullman kitchen. (If this has a tendency to look small, Turchon puts oven and range in it, with streamlined Unipot sink and perhaps a maple slicing board—all of which emphasizes the way kitchen efficiency is possible in small area as well as large.

The old kitchen becomes a full-fledged dining room.

The old dining room becomes everybody's dream: the family room.

In such an operation, Turchon may remove four or five feet of wall—and *that's all he wants to move.*

### Avoid Major Changes

"Structural changes cost you money," he points out, "usually without results that will bring in a greater return. Leave those for custom remodeling—where an owner wants them—can see how they will improve a place—and will pay for them. In an investment remodeling nobody sees it the way it was. They only see it now. And a knotty pine wainscot will pay bigger dividends than a subtle change in room arrangement."

The first step Homes, Inc., takes after a home is bought is to go through it and carry away the inevitable trash. Then all junky interior construction (odd shelves, angle-braced counters, and the like) come out. Loose wallpaper is stripped. Everything is removed that cannot be painted or papered and made to look right.

Then the renovating begins. The kitchen must always be done over. So must the bathroom. All lighting fixtures are replaced,

since nothing is more old-fashioned than old-fashioned chandeliers and wall lamps. Fallen plaster is patched. Paint and paper start the face-lifting (Turchon usually leaves the typical old "natural" wood trim natural). Floors are sanded and refinished. *Nothing you see is the same as it used to be.* It is all new looking.

But nothing mechanical or structural has been touched unless changing it is required by codes—or unless it is in actual disrepair. An old furnace which can be converted by means of oil burner remains an old furnace. Money is spent for things with greater emotional appeal. If a pipe leaks, fix it—but do nothing so needlessly costly as replacing an old-fashioned plumbing system just because it is one kind of metal and might be another. If a basement is dank, musty, dark, whitewash it. But don't get dreamy-eyed and put in a game room! You can't get the money back.

### Don't Overdo Exteriors

On the outside, you paint. Turchon is definitely opposed to putting any material over outside shingles or siding. If they are in impossible shape, replace them. Then paint.

"Remember, one new shingle stands out like a sore thumb—and makes you wonder why the other shingles aren't new," Turchon says. "Be careful of chain reaction. Never do something which will make it seem as though you should do something else. For example, replacing trim in one room makes the trim in other rooms look old-fashioned."

Homes, Inc., no less than any other builder, wants its houses to serve the customer well. Everything of a mechanical nature must be in excellent working condition. However, there is no way to circumvent the fact that an old house has an old heating system, an old electrical system and an old plumbing system.

## give it a new look . . . avoid major changes

"If they work all right, don't touch them," Turchon warns. "Many a gentle twist on a pipe that would have been good for a generation has caused a leak. Fixing that one causes another leak—and away you go. If you had left it alone, you would have presented the customer with a good plumbing system, in a house at say \$12,000. By the time you chase down the plumbing repairs caused by the first tug on that wrench (not to mention code problems) the house will have to cost \$14,000. And not one toilet will flush any better."

As mentioned earlier, virtually all of the Homes, Inc., properties are duplexes or more. Turchon has a sound reason for this.

When Turchon advertises a house (and he *does*) the big bold-face price is the *monthly payment*. Direct-mail flyers show mathematics that end up with, say, \$12 monthly net cost.

The figure comes from taking a monthly mortgage payment, subtracting the rental from the extra unit, then subtracting further the average monthly mortgage reduction.

"Pay like rent" is the major advertising slogan of Homes, Inc., and the appeal is mainly to people who normally do rent.

"In a lifetime of paying rent, you pay for three houses!" is another advertising slogan.

It is Peter Turchon's personal philosophy that no young family starting out in life can afford the luxury of a single dwelling. He, himself, started out with a double. He put his tenant's check in the bank every month. He put a similar amount in the bank to cover his own rent. Before long, there was enough for a single that wasn't a luxury, in the Peter Turchon scale of things . . . and he then collected two rents from the first double.

That landlord income seemed pretty good to Peter Turchon. It has guided him into the biggest and most successful remodeling business in the U. S.

### Get the most from your remodeling investment:

**How to buy a house to remodel**  
Forget what it looks like. You aren't going to live in it!

Four neighborhoods in search of houses. Watch legal notices for estate closings. Check real estate brokers for dogs. Investigate the place that won't sell and won't sell and won't sell, on the regular market. Tattered pages in the real estate broker's listing books (especially up front where the cheap properties are) often mean a profit opportunity for some builder.

*Figure what a nice house in that neighborhood would sell for—to a certain available and logical class of customer.*



**OLD HOUSE**, typical Homes, Inc. purchase, is run down but still sound.

Figure what it would cost to fix the place you have in mind.

Offer enough to get it—but not so much that you come out with the wrong end of the stick.

Beware of a neighborhood that is *all* junky. Beware of a neighborhood where police protection is slacking off. Beware of a property where the essentials have been allowed to run down. Beware of neighborhoods that are trending toward a homogenous nature—such as a solid religious group—or a nationality—or race. Such gatherings of groups often limit your sale to people of the same group.

Don't overlook the chance that a property in a residential area might remodel into commercial. Many builders with experience mainly in homes are reluctant to try business remodeling. Yet every piece of property in an investment-

remodeling program should be considered for its highest possible use-value.

If a street is making a comeback, don't be too nervous about paying a little more for a good remodeling opportunity. You'll accelerate the comeback, increasing the value gain of your remodeling.

#### Neglect is worth money

Drive through the streets of your town. Watch for a nice enough street with one or two badly neglected properties fairly near each other. Try to buy them, to fix up. Their neglect may mean they're cheap to buy . . . and simple neglect is cheap to repair.

#### Where the New Look Pays Off

Peter Turchon, in hundreds of remodelings-for-resale, has learned where the sparkle of brand-newness pays off most . . .

A new mail box . . . and a \$12 gilt eagle over the door. New lighting fixtures throughout the house.

New lock sets on all the doors, and a rich-looking brass lock at the front door.

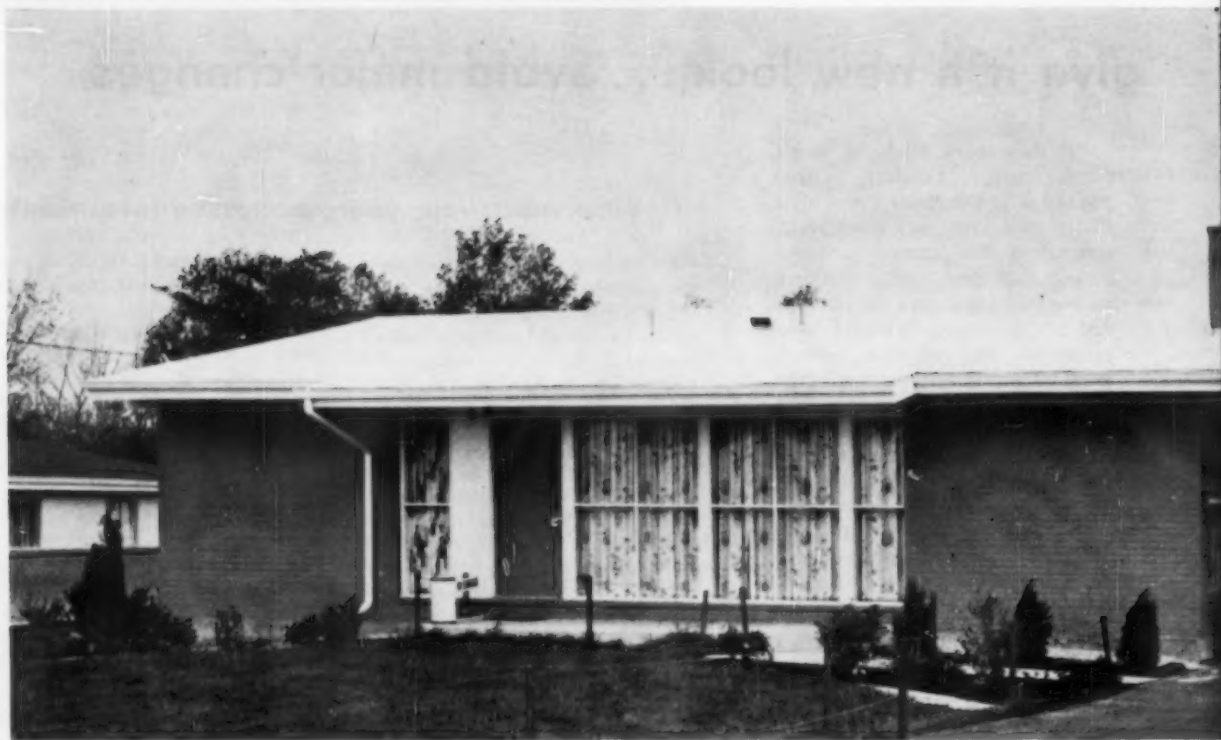
New bathtub, new toilet, new lavatory. (Side-trick: leave an old medicine cabinet there, and then let the prospect 'talk you into giving him a new one.')

New kitchen sink . . . new hard-top counters.

These things pay off in making sales easier—or in helping you to hold a price, Turchon says. But most other things you might feel like replacing will not return any profit to you. Never replace anything you can fix. Never let mechanical repairs show, if you can help it.

#### It's what's up front that counts

One of the Homes, Inc., ideas that works best is to knock off an old, beatup porch and replace it with brick steps and a concrete floor . . . with iron railings. It speaks of *quality* to the prospective buyer and makes him ready to like better what he sees inside.



## Fresh approach builds sales

**I**N WASHINGTON'S (D.C.) traditionally slow election year market, the "Cromwell" model home stands out as a sales booster. Builder Emil M. Keen says it's because the Cromwell represents a "fresh approach" to home design.

Basically the exterior look breaks away from design usually found in the Washington area. Although the use of brick is common to D. C., this house departs from the norm with big, floor-to-ceiling windows and unbroken pitched-roof line.



**LIVING ROOM** looks directly into dining room. Massive fireplace is all brick. Cathedral ceiling and spacious windows create a cheerful, airy atmosphere. Ceiling is textured and acoustically treated.



**KITCHEN** gives effect of belonging to family room yet wrought iron rail and ceiling fixture provide necessary separation. Window wall brightens kitchen and offers illumination to basement (below entrance shown).



**ZONING TECHNIQUE** is shown in floor plan. Note use of window walls to illuminate living-dining-kitchen-family areas. Bedrooms are located for privacy. Good touch is one-half bathroom off the master bedroom.

**ROOF LINE** is unbroken except for large, all-brick chimney. Space was enhanced inside the Cromwell by a cathedral-type ceiling. Expansive port at side of house doubles for car parking and patio uses.

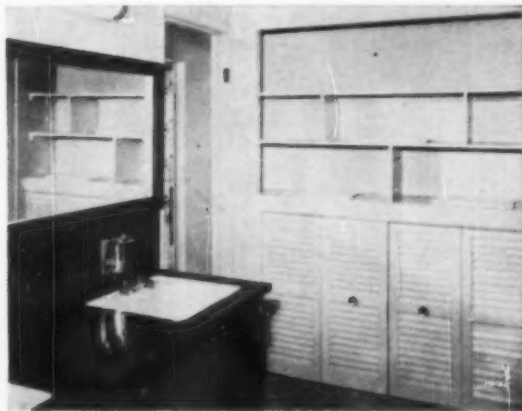
## in a slow market

The floor plan is fairly open, yet bedrooms are zoned for privacy. Clever placement of the one bathroom with dual entrances makes it convenient to all areas.

The large paved carport doubles as a covered

patio off the glass-walled family room.

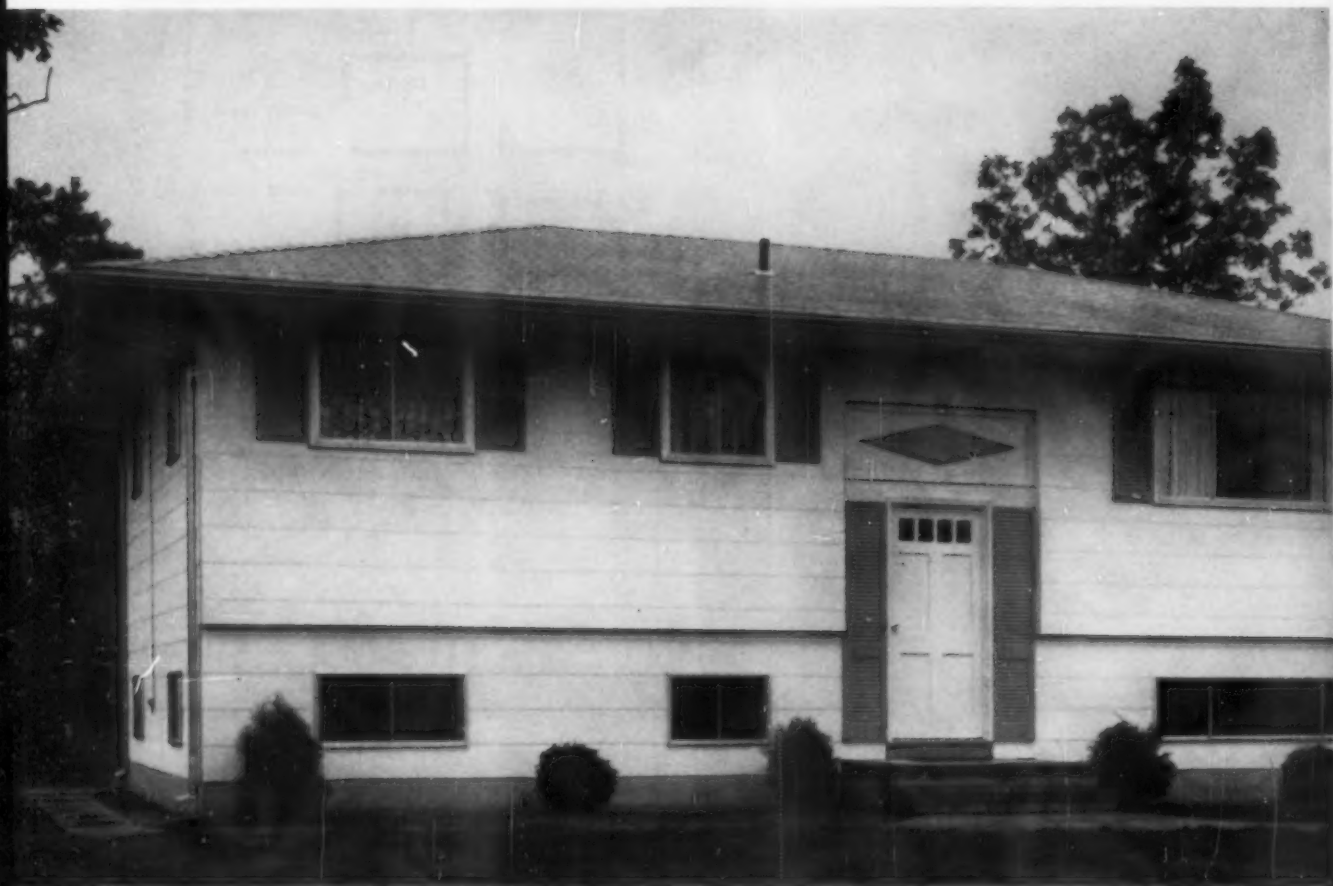
The Cromwell was built by the KMK Corp. of Baltimore. Add the prestige development title, "Dumbarton on the Potomac," and you have reasons for a fast mover in a slow market.



**MAIN BATHROOM** has two entrances, making it convenient to bedroom and living areas. Room is loaded with selling points such as double sinks with plenty of vanity space and lots of open and closed storage shelves.

### Here are five features that cracked a depressed market

- Excellent tract title, "Dumbarton on the Potomac," adds prestige to home
- Double purpose carport, large enough for car, yet set up for a patio
- Centrally placed, dual entrance bath with plenty of storage space
- Well-planned kitchen, off family room, brightened by window wall
- Built-in air conditioning, despite lower price than similar models



## 1,900 sq. ft. high ranch for

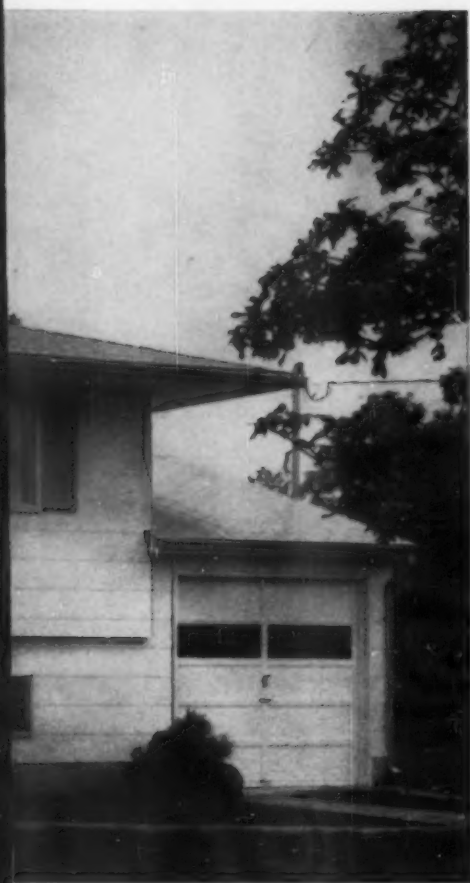
**I**T ISN'T a miracle house. It simply converts every square inch of available space into living space. Long Island builder A. Henry (Bob) Schroeder calls it the Lord Chesterfield "expansion ranch." And it offers 1,900 sq. ft. of space for only \$14,000. The house lives up to its billing. Schroeder made a torrid 37 word-of-mouth sales even before the house was opened to the public.

Basically, the house is little more than a conventional ranch with a full basement. Schroeder sets it in a crawl-space excavation on a half-acre plot. This allows him to put windows around the upper half of the foundation and convert the normal basement area into living area, which he calls a grade floor. Only basic modification in this plan becomes evident at the entrance. The door opens to a scissors-type stairway. One tier leads up to the main living area; the other runs down to what normally would have been the basement. The house continued to be a hot seller after its opening.



**BUYER FINISHES LOWER LEVEL**—Schroeder marks off a variety of partitioning possibilities in lower level of each house. He also recesses lights, pipes, and wiring to simplify buyer finishing. This cuts costs, boosts sales.

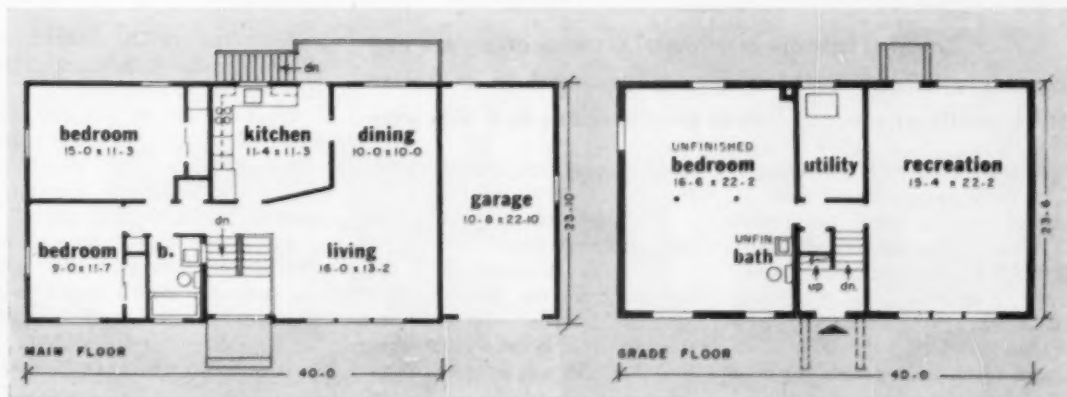




**IMPRESSIVE REAR**—Cantilevered balcony with wrought-iron railing high lights back of expansion ranch. Despite low \$14,000 price, house features many extras, such as door leading into lower living area directly under door leading into kitchen. Builder Schroeder sells garage (photo, left) as optional.

**GOOD LOOKING FRONT**—Simple act of setting house in a half-deep excavation gives expansion ranch a sense of height and massiveness. In reality, house is little more than a normal ranch with a full basement. A scissors stair at front entrance leads downstairs and upstairs.

## \$14,000 bolsters L. I. market



**UPPER LEVEL**—What normally would be a ranch house area boasts two spacious bedrooms, an all-electric kitchen, bath, and dining room that opens to cantilevered terrace at rear and into a massive living room at front.

**LOWER LEVEL**—Builder promises buyer several possibilities in lower level. But he suggests finishing the area to a bedroom and huge recreation room to tie in with boiler room, toilet, and understair storage area.



**BRICK, CLAY UNITS**, skillfully interwoven with wood, put Echo Home in luxury class without custom cost. For texture,

## Charlotte house echos ideas

**Careful interpretation of a marketing survey by an efficient builder group resulted in a house that spells out home buyer preferences in a big way**

**M**ANY BUILDERS try to second-guess prospective buyers.

But once a year, the Home Builders' Association of Charlotte, N.C., lets the buyers speak first. The result this year was called the Echo House. It is a smooth-working, modern residence that's loaded with the kind of ideas builders are always seeking.

This house was designed by Architect Claude Crosby. He sifted through ideas from 265

families that responded to the builders' survey.

Highlights of the survey findings included these:

Seven of 10 asked for a dining area in the kitchen; most wanted built-in appliances; a window over kitchen sink facing the backyard was popular.

Two-thirds of the 265 families preferred an exhaust fan in the kitchen, and they asked that laundry equipment be placed elsewhere in the house.

Nine out of 10 looked for three or more bedrooms; about half wanted a basement.

Built at a cost of \$45,000, The Echo Research Home contains about 4,600 sq. ft., which includes the basement, first floor, carport, and a deck-terrace.

The living area is planned for the smooth flow of traffic, with the bedroom section zoned away from noise. For warm-weather family living and entertaining, a deck-terrace absorbs overflow from dining and living rooms.

Architect Crosby put the family room in the basement—isolating noise from more formal living areas above.



bricks in wall are offset at intervals.



**CLAY SOLAR SCREEN** hides carport and assures terrace privacy at rear of two-level structure. Yard is equipped with hidden irrigation system. When water is on, pressure raises spray heads about 1½ in. for sprinkling.



**LOWER-LEVEL FAMILY ROOM** opens onto terrace at rear. Wrap-around deck-terrace on upper level can be reached by spiral stairs in carport. Home Builders' Association acted as its own contractor for the Echo project.

## from buyer survey



**KITCHEN-ACTIVITY AREA** features king-size cabinets and serving bar that's table height so chairs can be used instead of stools. Appliances are gas-operated.



**BRICK FIREPLACE** with marble hearth dominates living room, which is outside of traffic pattern. Sliding glass doors link room with the deck-terrace.



**OPEN DECK TERRACE** used for entertaining and as sundeck is big design feature. Spiral staircase leads to carport, living area below. Door opens to activity area.

AMERICAN BUILDER BLUEPRINT No. 280

## Outdoor living areas important, survey showed

**M**OST of the families answering the builders' questionnaire were presently living in a single family home with an average of 6 rooms: 3 bedrooms, 1½ baths.

Eight of 10 owned their home; 7 of 10 were thinking of building or buying a new home in the next few years. Four of 10 owned a lot for this. Two of 10 plan to build a split-level. The average expenditure planned for a new home was tabulated at \$20,000.

Families preferred warm air heating, with electric heat a close second. A front entry hall or foyer was requested.

Nine of 10 home buyers wanted a master bedroom large enough for comfortable chairs. But they didn't want a bedroom with a lounge area. Compartmented bathrooms lost to built-

in lavatories with ample storage.

This year's home was co-sponsored by the *Charlotte Observer*; plans are underway for next year's home, which will be opened in mid-May of 1961.

### Quality products used in this month's Blueprint House

American-Standard plumbing fixtures; Powers Regulator Co. shower mixing valve; Bilt-Well (Caradco) Casement & Super-Lift double-hung windows; Reedy-Hung Co. door units; Armstrong Cork ceiling tile; Bird's 300 architect shingles and Terribar termite and vapor barrier; Insulite lap siding; Carolina ceramic screen tile; Monroe Co. gray-range face brick; Georgia-Pacific hardwood paneling; Goldseal (Congo-leum-Nairin) vinyl floor covering; Formica cabinet tops; Harco

wood floor tile; Owens-Corning Fiberglas thermal insulation; Patio Magic sliding glass doors, Showerama shower doors (Deryl Products); RCA gas refrigerator and washer-dryer; Caloric built-in gas range; Hedge water heater; Arka all-year gas air conditioner; Whitehall kitchen cabinets; RCA Whirlpool dishwasher, Imperial disposer; Sunbeam appliance control center; Elkay stainless steel sinks.





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



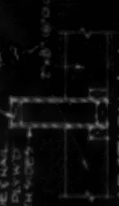
LEFT SIDE ELEVATION SCALE 1/8" = 1'-0"



PLAN OF CABLE FRAMING SCALE 1/8" = 1'-0"



SECTION B-B SCALE 3/8" = 1'-0"



SECTION A-A



SECTION AT CABLE OVERHANG SCALE 3/8" = 1'-0"



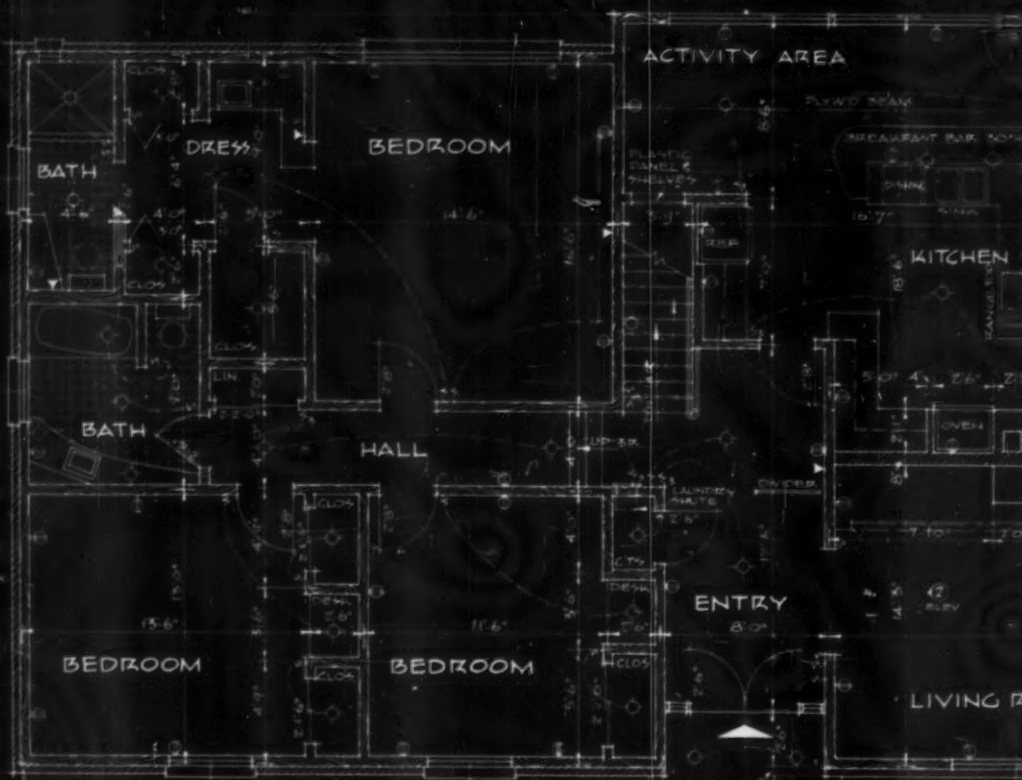
RIGHT SIDE ELEVATION SCALE 1/8" = 1'-0"



BEAM AT KITCHEN SCALE 1/8" = 1'-0"

BEAM AT TERRACE SCALE 1/8" = 1'-0"

SECTION AT CABLE OVERHANG SCALE 3/8" = 1'-0"



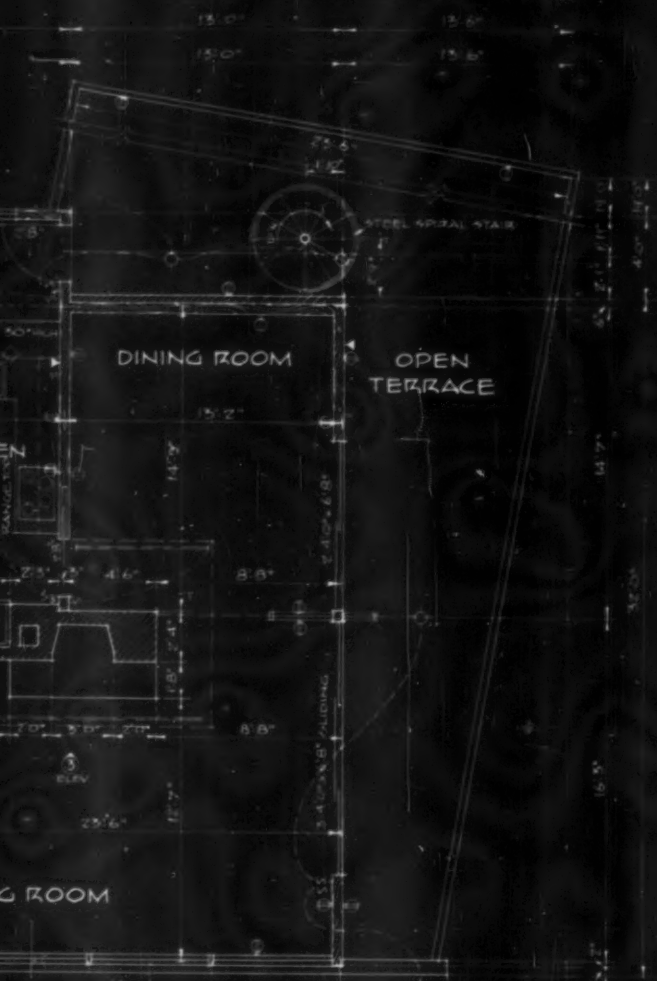
BASEMENT PLAN

SCALE 1/8" = 1'-0"

DETAILS OF TERRACE

SCALE 1/8" = 1'-0"





TYPICAL WALL SECTION  
SCALE 1/2" = 1'-0"



DETAIL OF L7 RECESSED LIGHTING  
SCALE 1/2" = 1'-0"



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



LIVING ROOM ELEVATION 1 SCALE 1/4" = 1'-0"



ELEVATION 2



LIVING ROOM SCALE 1/8" = 1'-0"

ELEVATION 3



# BLUEPRINT HOUSE



**FAMILY ROOM** on lower level features large fireplace, "half-kitchen." Range has two burners that unfold back against wall. Adjoining this room is guest bedroom, bath-

room, and utility and furnace room. Wood paneling in house has baked-on plastic finish to protect it from hard knocks, most household chemicals, hot grease.

## Here's the Echo Home estimating take-off

<b>AMERICAN BUILDER HOUSE NO. 280</b>	
L = lin. ft.	C = cu. ft.
S = sq. ft.	U = units
<b>BASEMENT AREA ONLY</b>	
FIRST FLOOR AREA ONLY	2,155 S
CARPORIT AREA ONLY	593 S
TERR. & PLATF. AREA ONLY	303 S
DECK TERRACE AREA ONLY	855 S
<b>—EARTH EXCAVATION &amp; GRADING—</b>	
Topsoil 6" Grade Exc. & Pile	6,145 S
Earth Basement Excavation	6,255 C
Earth Foundation Exc. & B'fill	865 C
Earth Pier Exc. & B'fill	280 C
Earth Retain. Wall Exc. & B'fill	215 C
Earth Hand Footing Exc. & B'fill	860 C
Exc. Mat. Surplus Removal	6,255 C
Exc. Topsoil 6" Grade Sur-fill	3,090 S
Gravel 6" Fl. & Platf. Sub-fill	2,055 S
<b>—CONCRETE CONSTRUCTION &amp; FINISH—</b>	
2500# Conc. Wall & Pier Footings	420 C
2500# Conc. Wall & Pier Footings Forms	655 S
2500# Conc. Chim. Found. & Piers	90 C
2500# Conc. Chim. Found. & Piers Forms	74 S
2500# Conc. 4" Fl. & Platf. Slab O.G.	1,205 S
2500# Conc. 4" Terr. & C.P. Slab O.G.	850 S
2500# Conc. 2" Crawlf Sp. Slab O.G.	770 S
Monolithic Floor Finish	1,915 S
Monolithic Terr., Pl. & C.P. Floor Finish	910 S
Kraft Paper Terr. Pl., Pl. & C.P. Prot. & Cur.	2,825 S
Premolded 1/2x4" Floor Expan. Joint	125 L
Viqueen Floor Isolation	935 S
Tooled Terrace Scoring	65 L
#10/6x6" Stl. Fl. & Pth. Mesh Reinforcing	2,055 S
<b>—BRICK &amp; BLOCK CONSTRUCTION &amp; VENEER—</b>	
Face Brick 4" Foundation C.B. Cav. Ven.	1,160 S
Face Brick 4" Ext. Wall C.B. Cav. Ven.	1,030 S
Face Brick 4" Rec. Wall C.B. Cav. Ven.	35 S
Face Brick 4" Retain. Wall C.B. Cav. Ven.	70 S
Face Brick 4" Fireplace C.B. Cav. Ven.	115 S
Face Brick 4" Hearth C.B. Cav. Ven.	25 S
Face Brick 4" Chimney C.B. Cav. Ven.	60 S
Face Brick 4" Int. Wall C.B. Cav. Ven.	105 S
Face Brick 4" Exterior C.B. Wall	75 S
Face Brick 4" Interior C.B. Wall	325 S
Face Brick 8" Wing C.B. Wall	80 S
Face Brick 8" Interior C.B. Wall	55 S
Face Brick 4x2" Proj. Pat. Wall	156 U
Com. Brick 4" Foundation Wall	105 S
Com. Brick 8" Foundation Wall	25 S
Com. Brick Pilasters & Piers	125 C

Com. Brick Chimney Construction	430 C
Com. Brick 4" Interior Wall	105 S
Fire Brick 4" F.P. Wall Lining	40 S
Fire Brick 4" F.P. Floor Paving	15 S
Conc. Block 12" Foundation Wall	245 S
Conc. Block 8" Interior Wall	290 S
Conc. Block 8" Furnace Enclosure	190 S
Conc. Block Wall Pilaster	7 C
Conc. Block 4" Retain. Wall Backing	70 S
Vitr. T.C. 8x12" Flue Lining	18 L
Acid & Mort. Expos. Brick Clean & Point	3,415 S
Acid & Mort. Expos. Brick Clean & Point	160 S
Quarry F.P. Hearth Paving	25 S
Clay 4" Soker Screen	200 S
Mosaic 1 Ct. Int. Wall Damp-proofing	770 S
3x3x3/16" Stl. Fireplace Lintel	15 L
Cast Iron Fireplace Throat & Damp.	2 U
<b>—LUMBER FRAMING &amp; CONSTRUCTION—</b>	
3-2x10" Fir Floor Beam	55 L
2-2x10" Fir Floor Joist	65 L
2-2x10" Fir Floor Joists Header	120 L
2-2x10" Fir Door & Wind. Lintel	75 L
2x10" Fir Valley Rafter	40 L
2x10" Fir Floor Joist	2,845 L
2x10" Fir Floor Joists Header	95 L
2-2x8" Fir Roof Rafter	85 L
2x8" Fir Roof Ridge Board	50 L
2x8" Fir Floor Joist	140 L
2x8" Fir Raft Cap	105 L
2x8" Fir Ceiling Joist	2,145 L
2-2x6" Fir Wall Plate	5 L
2-2x6" Fir Roof Ridge Board	25 L
2-2x6" Fir Roof Rafter Header	120 L
2x6" Fir Wall Sill	300 L
2x6" Fir Fascia Nailer	35 L
2x6" Fir Railing Post	65 L
2x6" Fir Wall Studs	35 L
2x6" Fir Roof Rafters	3,265 L
2-2x4" Fir Part. & Wall Plate	445 L
2x4" Fir Part. & Wall Sill	370 L
2x4" Fir Beam Cap & Plate	90 L
2x4" Fir Wall Studs	1,690 L
2x4" Fir Partition Studs	2,185 L
2x4" Fir Soffit Framing	50 L
2x4" Fir Bolted Wall Ledger	20 L
2x4" Fir 18" Beas. Struts	28 U
2x4" Fir Fascia Studs	40 L
2-2x3" Fir Partition Plate	3 L
2x3" Fir Partition Sill	3 L
2x3" Fir Partition Studs	30 L
2x3" Fir Beam Ledger	65 L

2x3" Fir Header Ledger	120 L
1x2" Fir Wall Furring	1,265 L
1x6" T & G Floor Lining	2,005 S
3/4" Plywood Roof Lining	2,980 S
3/4" Plywood Terrace Lining	805 S
3/4" Insul. Ply. Ext. Wall Lining	1,435 S
3/4" Plystore Floor Lining	265 S
3/4" Ext. Ply. Soffit Boarding	625 S
3/4" Ext. Ply. Beam & Fascia Boarding	235 S
Blanket 4" Ceiling Insulation	2,145 S
15# Felt Roof Isolation	2,980 S
15# Felt Floor Isolation	2,810 S
15# Felt Wall Isolation	1,435 S
Asphalt 210# Roof Shingles	2,980 S
<b>—METAL SHEET WORK—</b>	
16-oz. Copper 10" Chimney Flashing	25 L
16-oz. Copper 12" Valley Flashing	40 L
<b>—METAL &amp; GYP BOARD FURRING &amp; LATHING—</b>	
3.4# Metal Wall Lathing	305 S
3.4# Metal Ceiling Lathing	25 S
Gypsumboard 3/4" Ceiling Rockcloth	2,750 S
Gypsumboard 3/4" Wall Rockcloth	5,220 S
3.4# Metal Internal Cornerite	1,625 L
26-g. Metal Corner Bead	75 L
3/4" Gypboard 3/4" Furn. Ceil. Boarding	145 S
<b>—PLASTER WALL &amp; CEILING FINISH—</b>	
Gyp. Plaster 3/8" Wall 3 Coats O.R.L.	5,270 S
Gyp. Plaster 3/8" Ceiling 3 Coats O.R.L.	2,695 S
Gyp. Plaster 3/8" Soffit 3 Coats O.R.L.	55 S
Com. Plaster C.T. Scratch Coats O.L.	530 S
<b>—CERAMIC FLOOR, CER. WALL, BASE TILING—</b>	
Ceramic Floor Tiling	155 S
Ceramic Ceiling Tiling	25 S
Ceramic Wall Tiling	475 S
Ceramic 6" Core Base Tiling	65 L
<b>—ASPHALT &amp; VINYL FLOOR TILING—</b>	
Asphalt 1/2" Floor Tiling	850 S
Vinyl 1/2" Floor Tiling	265 S
<b>—OAK 25/32" FINISH FLOORING—</b>	
Oak T&G 25/32" Finish Flooring	1,380 S
Machine 3X Floor Sanding	1,380 S
Seal. & Varn. 3 Coat Floor Protection	1,380 S
<b>—WOOD EXT. &amp; INT. MILLWORK—</b>	
1 1/2" Wh. Pine 7'6x9" Entr. Dr. S.L. Tran. F&T	1 U
1 1/2" Wh. Pine 7'8x8" Flu. Ext. Door, F&T	3 U
1 1/2" Wh. Pine 4'x6" Flu. Int. Door, F&T	3 U

# Total air conditioning:

**The swing to total air conditioning continues to gain momentum. Here's why you should consider using it.**

**S**OME 200,000 NEW HOMES will be equipped with central air conditioning before the year is out. In 1952, by contrast, only 43,000 new homes included a central heating-cooling system. This rapid growth is due to two main factors—the demand for low cost residential cooling in southern states, and growing builder recognition of the impressive merchandising mileage in air conditioning.

Once limited by cost to high priced custom homes, central air conditioning is gaining acceptance through development of lower cost systems and trickle-down demand—the wishful thinking inspired in shoppers of \$30,000 homes with budgets geared to \$15,000 models.

Builders facing tough competition are always looking for an edge, and for many, total air conditioning is the answer. For instance, Fox and Jacobs designed \$15,000 homes around central air conditioning in Dallas and sold 800 of them this year. Bill Levitt is setting the Washington,

D.C. market on its ear with a \$14-\$30,000 totally air conditioned development. And Bob Scarborough finds the a/c option an unbeatable merchandising factor outside Philadelphia.

The key point is this: it's no longer a novelty to include central air conditioning in the \$15,000 price range. Central air conditioning—or at least the option for it—has proven an excellent salesman for builders in moderate price brackets.

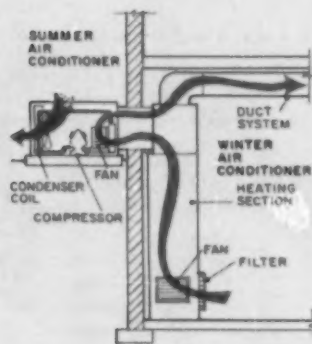
The overwhelming majority of builders are using either forced air systems (three of every four homes built). But in southern states the heat pump gets excellent play. Forced water systems find their demand, for the most part, in custom homes. Prime advantage of each of these systems is that the same distribution system is used for both heating and cooling.

On this and the following pages we outline the various systems available, suggest some design considerations, give you an idea of costs, and point out further sources of information. When you decide on a system, it is advisable that you call in a local distributor-installer for thorough heat gain-heat loss calculations for your intended totally air conditioned model homes.

## Basic systems

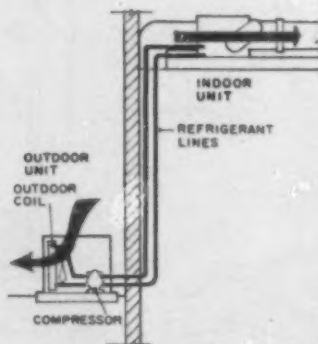
### Thru-wall forced air cooling

**T**HE MOST COMMON arrangement for residential air conditioning is a forced warm air furnace backed up against an exterior wall, with a packaged forced air cooling unit joined directly to the duct system. For cooling, inside air is passed over a cooling coil and back into the distribution ducts.



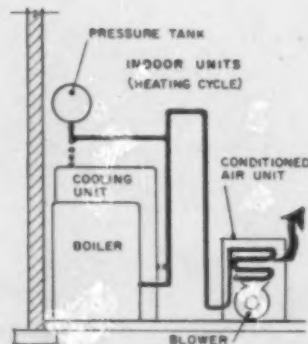
### Heat pump on heating cycle

**A** TYPICAL heat pump set-up uses a remote compressor and a coil with refrigerant lines to the indoor unit. The indoor unit contains a fan for air distribution, an air filter, and a coil for heating and cooling. Supplementary heating is effected by placing electric resistance coils in the supply air duct.



### Hydronic heating and cooling

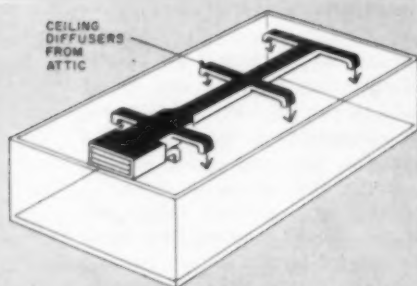
**H**YDRONIC—or forced water—systems have a definite advantage over forced air systems in that they deliver both radiant and convected heat. Previously limited by the necessity for a separate cooling system, hydronic systems are now reversible—piping hot or cold water into heating-cooling convectors.



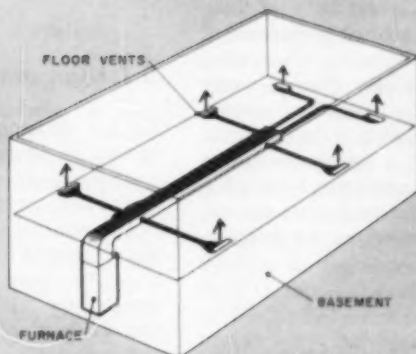
# the next must for builders?

## Distribution systems

### FORCED AIR



**ATTIC SYSTEM** uses horizontal heating-cooling system, overhead ductwork, ceiling diffusers.



**BASEMENT PERIMETER SYSTEM** uses underfloor ductwork with perimeter air diffusers.

### Typical duct systems for forced air heating-cooling

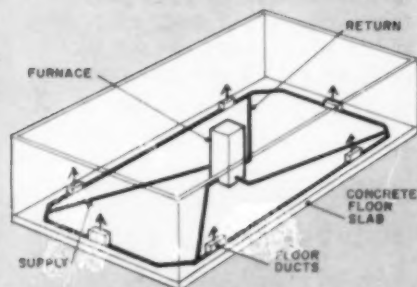
**F**ORCED-AIR heating and cooling systems adapt to a wide variety of distribution systems, giving the builder many options for equipment and duct placement. Advantages are low initial cost, minimal maintenance. They must be carefully sized for effective air distribution and recycling.

**Attic system**—Places the entire heating-cooling-distribution system in the attic. The attic system offers optimum use of ground level living space, but often dictates insulating the entire attic.

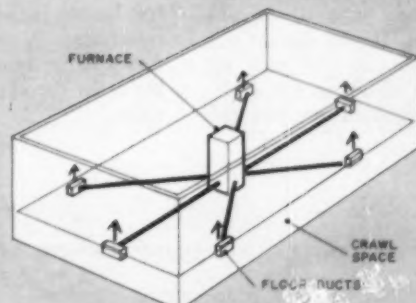
**Perimeter system in basement**—Uses a center duct with feeder branches to perimeter wall outlet ducts. System adapts readily to ground-level through-wall cooling packages.

**Perimeter loop**—Popular in slab and crawl space construction. Sheet metal tubing, even fiber tubing or concrete pipe can be used for low cost ductwork.

**Perimeter duct**—Variation of perimeter loop system uses direct flow ducts from furnace to registers, allows considerable freedom in placement of furnace.

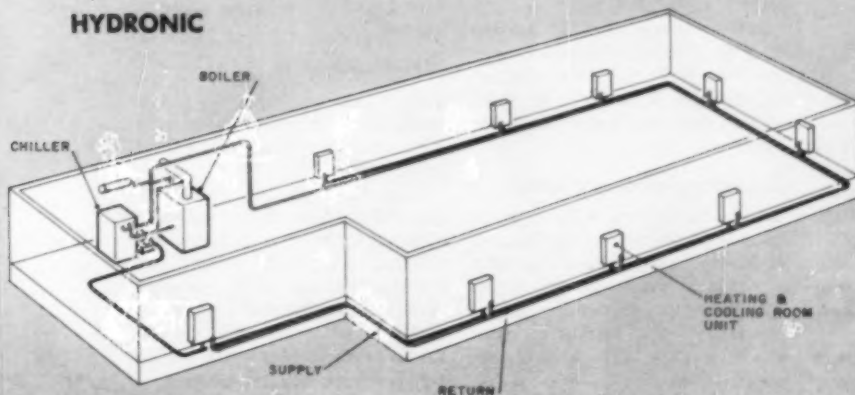


**PERIMETER LOOP SYSTEM** is common in slabs, crawl spaces; can use fiber pipe.



**PERIMETER DUCT SYSTEM** is popular—offers wide choice as to placement of heating unit.

### HYDRONIC



### Reversible hydronic system—forced water heating-cooling

**H**YDRONICS is the successor to the old reliable steam and hot water systems. It's a considerably slimmed down system, with piping reduced to copper tubing in many cases, a modestly sized boiler which doubles as a water heater, and a silent force pump. With a coupled cooling unit—or a separate cooling distribution system—it represents a real challenge to slightly less expensive forced air cooling in large custom installations.

# How to design for total air conditioning

## 1 Why provide for central air conditioning?

Status symbols come and go, but none—be it a mink coat, a large car, or cabin cruiser—has exhibited the mass appeal and the staying power of The Home. American families spend 28% of their household income on rent or mortgage payments, household furnishings, and maintenance. Currently, no status item is getting better play than air conditioning. It isn't regional play either; Cousins-Moore have done beautifully with it in Atlanta, but Castle Homes has found it a strong consumer spur in the less temperate Chicago area. Both offer it as an included item, and it puts a quality tag on their subdivisions—subdivisions where the average home cost is under \$20,000.

## 2 Planning for central air conditioning

Whether to include total air conditioning is a question dependent on indicated consumer demand in your particular area, as well as on local merchandising tactics. No other item is going to add more pull to your development. If you decide not to include it in the home, you can still pick up merchandising ammunition by allowing for addition at a later date. Design considerations are the

same in either case, providing you pick a heating-distribution system that makes the cooling addition simple and inexpensive. Basically, this implies a distribution system that is used for both heating and cooling transmission.

## 3 Design considerations

To get maximum effect out of central air conditioning in terms of operating expense and initial cost, the house should be designed around the system. Here are some suggestions to keep in mind:

**Orientation**—Basically, the long sides of the house should face north and south, in order to avoid the heat generated by the slowly rising and setting sun. This factor should play an important part in development and lot layout.

**Glass areas**—Place the emphasis on horizontal rather than vertical glass areas because horizontal glass areas are easier to shade with overhangs. Keep the glass to an absolute minimum on the east and west walls because they are exposed to the sun for longer periods and are difficult to shade with overhangs. A two foot overhang will shade effectively in summer; and in winter, when the sun is lower in the sky, it will not cut off desirable sunshine.

## The low cost of central air conditioning will surprise you

**HIGH COST** is the most popular misconception about central air conditioning systems, and builders who refute the idea by offering total a/c as a 'low-priced' option—or as an included item—consistently place themselves in an improved merchandising position.

### How much will it cost?

A good cost-to-the-buyer rule of thumb for central cooling systems is 50¢ to 70¢ per sq. ft. of house. This is in addition to the cost of the heating system—furnace, ductwork, outlets, and controls—which range from \$300 to \$800 for a typical 1200-sq. ft. builder house, depending on such variables as geographic location, unit volume, system design, and heating requirements.

Many builders use an average price of \$375 per ton for cooling

in new residential installations, assuming that one ton of capacity will cool 600 sq. ft. of floor area.

The cost of installing cooling units in existing homes will vary widely depending on what provisions were made to the basic heating distribution setup for later cooling addition.

The average cost of adding cooling to existing houses ranges between \$400 and \$500 per ton of capacity — or \$150 to \$200 more a ton than in new construction.

### The take-it-new argument

Several factors work strongly to convince buyers who are hesitant about taking the total a/c option:

• It will probably cost a good deal more to add cooling later—especially where provisions have not been made in the initial heating distribution system. Add-

later costs will average \$500 over initially included cooling.

• A cooling unit priced at \$500 will add only \$3.50 to the monthly payments on a 20-year FHA-insured mortgage.

• Total air conditioning has been proven to add more than its initial cost to the resale value of a home.

### Which system to choose?

Forced air heating-cooling systems have achieved a front running position in residential use for several reasons:

They offer a good deal of variety in regard to type of fuel—gas, oil, electricity; they use the same distribution system for heating and cooling; and offer savings in terms of initial investment and operating costs—as well as substantial maintenance advantages over buried cable or pipe heating systems.

## —installed or as an add-later option

*Exterior colors*—Dark colors absorb heat, light colors reflect it. Roofs especially should be covered with light colored materials.

### 4 Structural requirements for a/c systems

*Insulation*—With forced air or hydronic systems, the general minimum insulation standards are four full inches in the ceiling, two inches in the walls, two inches of edge insulation for slab on grade, or two inches above crawl spaces. Electric radiant heat requires 6"-4"-2" for batt and mineral insulation, or its equivalent in other materials.

Extra insulation is a low priced addition, and \$150 extra dollars spent here will quickly pay for itself in lower capacity heating-cooling equipment and in lower operating costs.

*Distribution systems*—no distribution system beats forced air ducts, either for initial cost or ability to transfer heat. Design the system for the shortest possible lengths, and insulate for quieter operation and minimum heat loss.

*Heating and cooling plants*—builders show increasing regard for close coupled systems—those where the cooling unit ties directly into the air supply duct. Fox and Jacobs use a furnace placed

inside an exterior wall with the cooling unit placed up and through the wall. The main advantage is elimination of cooling loss through long-run refrigerant piping.

### 5 Planning for later addition of cooling

The basic rule for planning for later addition of cooling—or where a/c is to be offered as an option—is to design the system as though it were to be an installed total air conditioning set-up.

The air ducts should be larger than they would be for only a heating system, since larger quantities of air are needed to cool a house than to heat it. The outlet ducts should be adjustable, since air flow is more critical in cooling than in heating.

While 100 amperes has become standard procedure for house wiring, a heavily applanched house with electrically powered cooling can use a 200 ampere system. A spare wiring circuit (about \$5 initially, up to \$100 later) is a must.

Buyers anticipating later cooling additions will appreciate a cooling coil plenum attached to the furnace. It costs only about \$20 when the duct work is being put in, and the big sheet metal enclosure is an easy-to-see, easy-to-sell item. One further provision is a water drain near the intended cooling space to carry off the condensate.

### Terms you should know

*British Thermal Unit (BTU)*—the amount of heat required to raise the temperature of one pound of water 1 degree F. (Approximately, the amount of heat generated by burning a wooden match.)

*Ton*—a measure of cooling equipment capacity. The amount of cooling provided by the melting of a ton of ice in a 24-hour period. It is equal to 12,000 BTU per hour.

*Horsepower*—in terms of air conditioning, one horsepower normally produces about 5/6 of a ton of cooling capacity in residential installations.

*Hydronics*—various techniques of heating or cooling based on the use of a piped liquid as the distributing medium.

### Try these sources for more a/c info

Trade associations and equipment manufacturers are the builder's best bets for heating-cooling-distribution information. Ask for information on the type of equipment in which you are interested, and for a list of available publications.

- American Gas Assn.  
420 Lexington Ave.  
New York 17, N. Y.
- Air Conditioning and Refrigeration Institute,  
1346 Conn. Ave., N.W.,  
Washington 6, D. C.
- Better Heating-Cooling Council  
250 Park Ave.  
New York 17, N. Y.
- National Electrical Manufacturers Assn.  
155 East 44th St.  
New York 17, N. Y.

- National Warm Air Heating & Air Cond'n Assn.,  
640 Engineers Building  
Cleveland 14, Ohio

Two reference books are available to builders with more than a passing interest in the total air conditioning picture. First, "Heating, Ventilating, Air Conditioning Guide" put out by the American Society of Heating and Ventilating Engineers, 62 Worth St., N. Y., N. Y. (\$10); second, "Warm Air Heating and Air Conditioning Library," (\$10), from the National Warm Air Heating & Air Conditioning Council, N. Y. C. "The Weather Conditioned House" by G. Conklin (\$14.95), Reinhold Publ. Co., N. Y., is another thorough treatment.

# Concrete slabs for soupy soil

**Troublesome, ever-shifting soil sparks the design for this "floating foundation" plan that competes, dollar-wise, in any market**

**T**HEY CALL IT the San Antonio Slab, to honor its birthplace. But more than Texas pride makes this an outstanding foundation method.

The San Antonio Slab: (1) permits building a house on marginal (in this case Bentonite mud) soil; and (2) at \$1 per cu.ft. it competes cost-wise with

more conventional, rigid-bearing foundations.

The foundation functions something like a soup-bowl thrown upside down over mud. The bowl literally rides a cushion of air that keeps it afloat. A series of concrete grids connecting foundation walls creates a grouping of inverted soup-bowls.



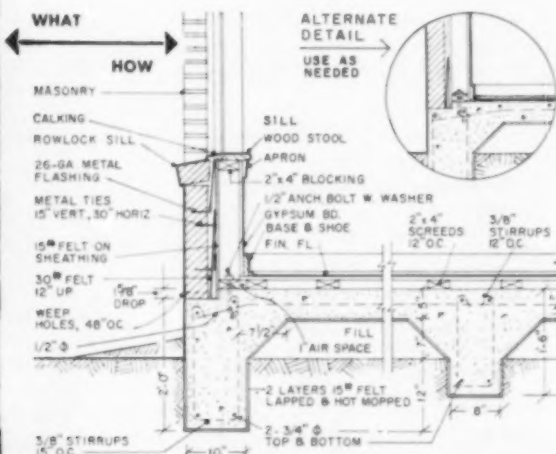
**GRIDWORK**—Trencher leaves a gridwork of concrete exterior walls and interior beams sloped to create inverted soup-bowl effect. All exposed surfaces are water-proofed with two layers of 15# felt lapped and hot mopped.



**FORMWORK**—Only a single perimeter form set on grade contains entire monolithic pour of concrete that will make up foundation. All plumbing, ducts, other fixtures are set into foundation base before concrete is placed.



**STEELWORK**—Grid and exterior wall reinforcing consists of two 1/2-in. continuous rods to top and bottom, held together by 3/8-in. round stirrups on 15-in. centers. Slab reinforcing consists of 1/2-in. bars, 12 in. o. c., b.w.



**DESIGN WORK**—Cross section shows inverted soup-bowl effect that keeps foundation afloat. Gridwork prevents lateral movement of foundation. Bolts cast into concrete anchor house while 2x4 sleepers support finished floor.



# Quality Model Homes Judges pick 39 winners from strongest field yet

**J**udges of this year's AMERICAN BUILDER Quality Model Homes Contest (see below), had to choose from the best lot of entries the magazine ever received. "Perhaps," said one judge, "that's because home sales are down, and a buyers' market has made builders more attentive to quality."

But, whatever the reason, 300 entries had to be sifted. The judges met October 13, in New York's famed Waldorf-Astoria Hotel, came up with 39 winners—35 to receive awards as AMERICAN BUILDER Quality Model Homes, one to receive a \$1,000 grand prize for Hidden Values merchandising, three

runners-up in merchandising.

Builders from the South and West (particularly the West) dominated the field of winners. Our February issue will show you why and point out what can be learned from the winners. Meanwhile, to see who built this year's best quality model homes, turn to the next page.



**E. A. LUNDBERG**, president of the Producer's Council and Director of Architectural Services, Pittsburgh Plate Glass Co.



**M. L. BARTLING**, builder, Knoxville, Tenn., president of National Association of Home Builders.



**NEIL CONNOR**, Director of Architectural Standards Division, Federal Housing Administration.



**MARTIN H. BRAUN**, successful architect-builder who builds in Westchester, Illinois, near Chicago.



**JOSEPH B. MASON**, editor of American Builder, has long experience at reporting significant trends in the U.S. housing industry.

Here are the builders who won



# Southern, western builders predominate

Here are the  
five top winners

**MARTIN L. GLEICH**, president of American Housing Guild, San Diego, Calif., was awarded First Grand Prize in Under \$15,000 category. Model: "Serenade."



**ALFRED ANDERSEN, JR.**, of Phoenix, Ariz. took First Grand Prize in the \$15,000 to \$25,000 category. Winning model: "Seville."



**THOMAS DILLON**, Thomas J. Dillon & Co., Cuyahoga Falls, Ohio won First Grand Prize in the \$25,000 to \$40,000 category. Model: "Shibui."



**GEORGE BELL** of Bell & Valdez, Bellvue, Wash., won First Award of Distinction in the Under \$15,000 category. Model: "Sherwood."



**ROBERT BROWN** of Valleybrook Builders, Toledo, Ohio, won two First Awards of Distinction. One \$15-\$25,000, one in \$25-\$40,000

## These four won special awards for merchandising of Hidden Values



**RICHARD PROWS**, head of Richard Prows, Inc., in Bountiful, Utah won the \$1000 Special Award for Quality Merchandising of Hidden Values.

Merit Awards for Merchandising went to: Walter Bollenbacher and Louis Kelton of Bollenbacher & Kelton Inc., San Diego, Calif.

Vince Mazzara of Home Insulation Company, Inc., Birmingham, Ala.

Melray La Fond of Mid-Town Home Builders Inc., Milwaukee, Wis.



Charles Fishback (left) and O. Z. Robinson, Harbor View Hills, Corona del Mar, Calif.



Sy Milgrom of Milgrom Construction Company Inc., in Clearwater, Fla.



Charles Huber, president, Huber Homes, Inc., Dayton, Columbus, Cincinnati, Ohio.



Jack Baskin of Lake Country Construction Company, Los Angeles, Calif.



Barney Morris (left), Edward Zuckerman, Grandview Bldg. Co., Beverly Hills, Calif.

# among 34 Quality Model Home winners

Here are the Award of Merit winners



Irvin J. Kahn, University City Builders Inc. of San Diego, Calif. Tropicana Model.



Leonard R. Drogin, Drogin Construction Company, San Diego, Calif.



Two Awards: Arthur Schumacher, Stoneson Development Corp., San Francisco.



Gordon S. (left) and Harold C. Shipp, G. S. Shipp & Son, Port Credit, Ontario, Canada.



David E. Edmunds of David E. Edmunds Construction Inc., Clearwater, Fla.



Lawson Ridgeway (left) and Warren Clark, Centennial Construction Co., Dallas, Tex.



Lloyd A. Denton of the Denton Development Company, San Antonio, Tex.



Two Awards: Milton Kifferstein, president, Edgewater Builders, Inc., San Diego, Calif.



Ben D. Tyler (left), H. S. Roberts, Jr., Windsor Corporation, Columbus, Georgia.



Two Awards: Bernie Young, Desert Star Homes, Young Construction, Scottsdale, Ariz.



Robert E. Dresser, R. E. Dresser Construction Co., Inc. of Medina, Ohio.



Three Awards: George E. Bell, of Bell and Valdez, Lake Hills Development, Bellevue, Wash.



Lawrence S. Richmond of Richmond Construction Corporation in Sarasota, Fla.



Jack Lanphere of Ray G. Staff Company in San Bernardino, Calif. Paisan Model.



Raymond M. Wright of Ray M. Wright, Inc., Green Island Hills, Columbus, Georgia.



Wayne Brown (left), S. H. Kauffmann, Brown & Kauffmann Inc., Palo Alto, Calif.



Alan E. Brockbank, Community Construction Co., Salt Lake City, Utah.



L. M. Halper of L. M. Halper & Company, Laurelwood, Los Angeles, Calif.



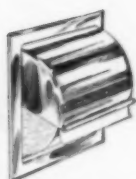
R. D. Colegrove (left) and Ray Dike of Dike and Colegrove Inc., Costa Mesa, Calif.



Edmund J. Bennett of Bennett Construction Company, Flint Hill, Bethesda, Maryland.

# HALL-MACK®

## bathroom accessories



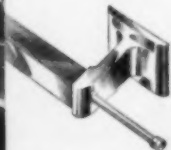
Concealed Toilet Paper Holder — revolving hood protects, covers paper.



Handsome lucite and chrome Towel Ring.



Concealed Scale — built in the wall for utmost convenience and safety.



Coronado Extendo-bar for drying nylons, lingerie.



Shower Recess Unit — handy, safe spot for shampoo bottles, etc.

## ADD THE *Touch* THAT MEANS SO MUCH

Planned for comfortable family living... Hall-Mack bathroom accessories are made for a lifetime of practical use. Their gleaming, sparkling beauty... original design and distinctive appearance provide the utmost in convenience and comfort.

When building or remodeling, specify and select Hall-Mack... with the confident knowledge that Hall-Mack is the leader in bathroom accessories. For more than 35 years Hall-Mack has been pioneering new and original ideas, and better ways to make bathroom accessories of outstanding convenience and quality... to fit every building budget. The bath you design, sell or install today — will always have the best... when you choose Hall-Mack!

Sold by leading plumbing, tile and hardware dealers everywhere

.....  
**HALL-MACK COMPANY**  
 Division of **TEXTRON INC.**

1380 W. Washington Blvd., Los Angeles 7, Calif. AB-1280

Please send your FREE color booklet of new bathroom ideas

NAME \_\_\_\_\_  
PLEASE PRINT

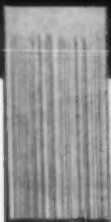
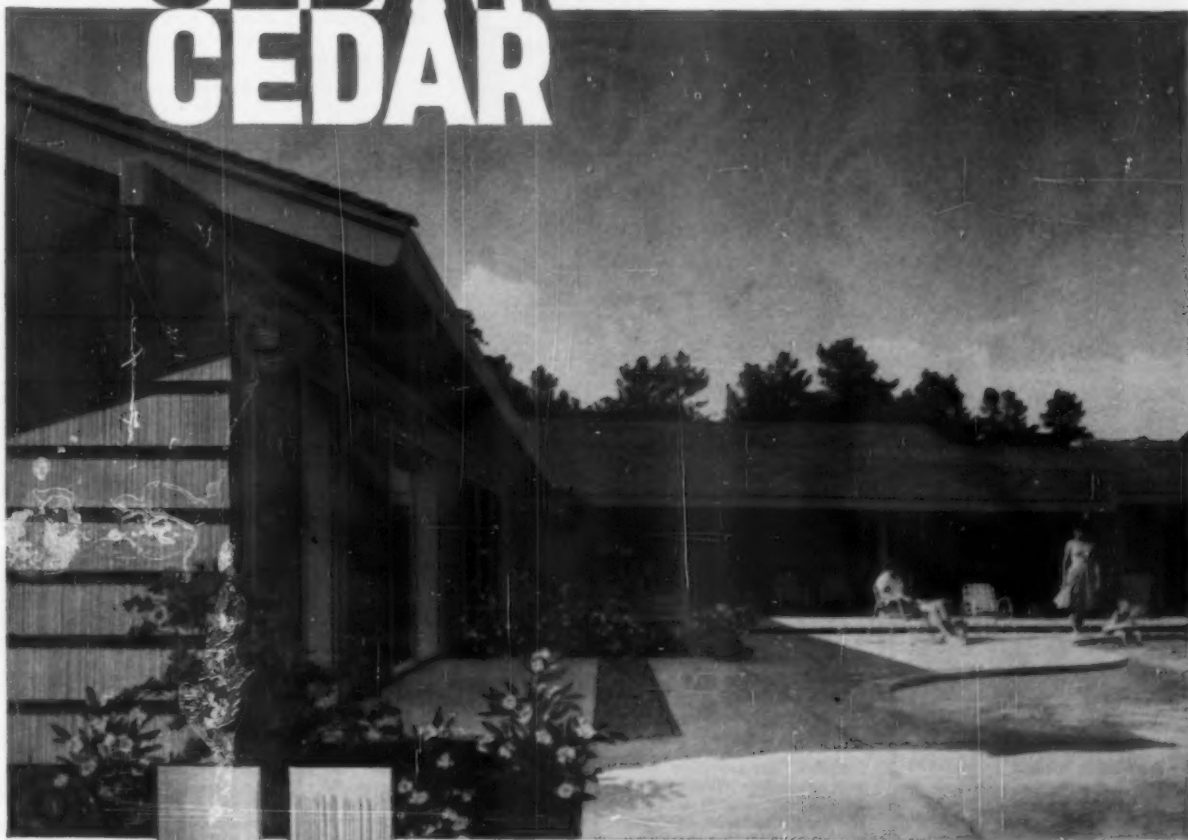
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

ADDRESS \_\_\_\_\_

*Two  
ways  
to say  
quality*

Your prospects can tell a great deal about a home—and its builder—by the level of quality they see used on the exterior. That's one of the reasons so many fine new homes feature cedar shingle roofs and cedar shake walls. Cedar says quality. Those three, long-lasting layers of cedar shingles on the roof... the unmistakable thickness of a double-coursed cedar shake wall... make a lasting impression on quality-conscious customers. This is the season to put the quality of genuine cedar on your selling team!

# CEDAR CEDAR



For complete application details, see your Sweet's File, or write...

## RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington

550 Burrard Street, Vancouver 1, B. C.

# NEW FOR '61... KitchenAid®

DISHWASHERS

Three Series... a model for every kitchen... any buyer



The **SUPERBA VariCycle** KitchenAid now says "quality home" stronger than ever. The new Superba is truly the finest dishwasher ever designed, loaded with new and traditional features that help sell kitchens, the key to most new-home sales. Capitalize on KitchenAid's reputation for quality and trouble-free service. See your distributor or write for all the facts on KitchenAid, "the dishwasher of proven quality," made by The Hobart Manufacturing Co., KitchenAid Home Dishwasher Division, Dept. KAB, Troy, Ohio. In Canada: 175 George Street, Toronto 2.



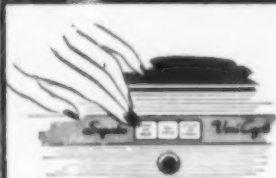
**NEW Automatic Rinsing Agent Dispenser**...for spot-free tableware, regardless of water conditions.

**NEW Automatic Dual Detergent Cup**... fill one section of cup for power pre-rinse and single wash... fill both sections for double wash.

**Dual Filter Guards**...trap food soil and prevent spray-back over dishes. Recirculated wash-and-rinse water always filter-clean.

**Exclusive Flo-Thru drying**... forces sanitized hot air over and around each piece for safe, thorough drying.

**NEW Easier installation**... built-in "U" drain tube for easier, quicker, more economical installation on pump-drain models. Double pump-out feature after final rinse.



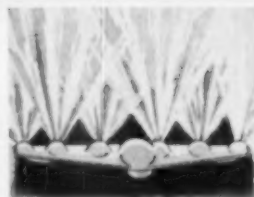
**NEW VariCycle Push-Button Selection**

Push-button controls. Rinse-and-Hold gives partial loads a short power-rinse... stores dishes until racks are full. Full Cycle gives tableware complete wash-dry action. Utility-and-Utensil Cycle gives pots and pans special treatment... helps soak away baked-on foods.



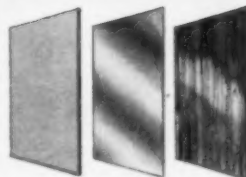
**NEW King-Size Capacity**

Individual, "load-as-you-like" racks take 12 complete NEMA standard place settings... a whole day's supply for an average family. Adjustable dividers in 2-position upper rack permit variable arrangements for big pots and pans. Heavy Plastisol coating cushions china.



**NEW Washability**

Big, blue, lifetime wash arm, with newly designed jet openings, scrubs... while others just spray or shower. "Guided Action" wash—controls and balances both water volume and velocity for the most effective washing of every piece in both upper and lower racks.



**NEW Vari-Front Panels, Including Wood**

Wide choice of finishes now includes wood, stainless steel, glowing coppers and gleaming white. You can even use plastic laminates, or change panels easily to meet customer desires. Match special woods and colors locally.

TWO OTHER NEW SERIES AVAILABLE IN MANY MODELS

**THE IMPERIAL**

King-size capacity for 12; dual wash (or choice of pre-rinse and single wash), triple rinse; wide choice of finishes with Vari-Front panels. Rinsing Agent Dispenser optional. Built-in; dishwasher-sink; convertible-portable; free-standing models.

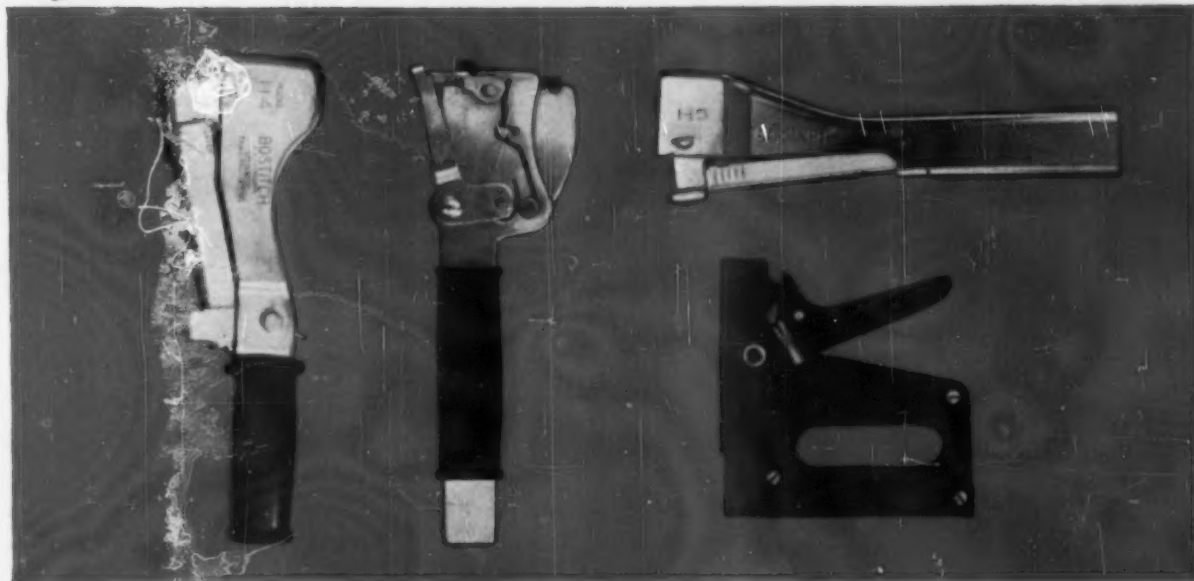


**THE CUSTOM**

KitchenAid quality with real value for the economy-minded. Variety of finishes. Same KitchenAid lifetime wash arm, Dual Filters, exclusive Flo-Thru drying. Built-in and free-standing models available.



# BOSTITCH TOOLS MEAN MORE BUSINESS



## YOU GET JOBS DONE FASTER, GET TIME FOR MORE JOBS, CUT COSTS ON THE JOB

**H4 Hammer**—heavy-duty roofing stapler. For shingling and other heavy tacking jobs. Recommended by International Conference of Building Officials. Builders say it cuts shingling time in half.

**H2B Stapling Hammer**—drives medium-weight staples fast, with little effort. Long reach, one-hand operation. Experienced builders depend on it for many tacking jobs.

**H5 Stapling Hammer**—for light tacking jobs, gives you fast fastening action. Light yet strong enough to drive staples with 3/16", 1/4", or 5/16" legs into soft materials

or wood. It's ideal for installing foil-type insulation.

**T-5 Tacker**—the standard by which all other spring tackers are compared. Operates with an easy squeeze of the hand. Small nose permits staple location as close as 1/16 inch to inside of rabbet. Also available with heavy spring for hard-to-penetrate materials.

Rugged Bostitch tools speed work on all building jobs where staples can be used. You can equip your crew with Bostitch tools before your next start. Then, see for yourself how much faster the job goes, how much time and money you save. To prove to yourself without capital investment, rent Bostitch tools for a trial. Your building supply dealer will be glad to work with you. See him soon.

*Fasten it better and faster with*

## BOSTITCH®

STAPLERS AND STAPLES

832 BRIGGS DRIVE, EAST GREENWICH, R. I.

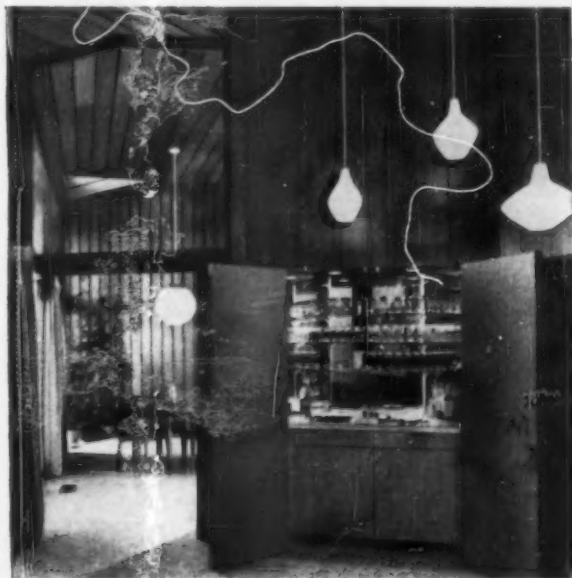


Wood walls and a beamed ceiling make a dramatic setting of easy elegance. Wood blends beautifully with any color scheme and any furniture period, makes homes readily salable.



Because wood offers the most exciting inside story

# built of WOOD means built to sell

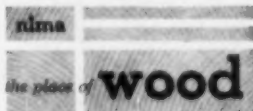


Now you see it; now you don't. This hideaway refreshment bar built in the paneled wall, plays hide-and-seek with guests and family. It's convenient when open, a decorative wall when closed.

More prospects become *customers* when you finish the inside of your houses with wood. Nothing else matches so many homebuyers' tastes. Wood paneled walls glow with warmth and charm. Wood paneled or beamed ceilings dramatize any room.

Wood interiors give your homes a look of character and value far beyond their cost . . . make prospects feel they are getting much more for their money. And they are! You can offer a wide choice of wall paneling—patterned boards, hardwood plywood, or specialty wood panels. Ceilings provide an equally wide variety. And, beams can be either solid-sawn or laminated. Wood makes the best first impression, the best lasting impression, too. Build better, sell faster with wood interiors. For more information on better homes of wood, write:

**NATIONAL LUMBER MANUFACTURERS ASSOCIATION**  
Wood Information Center, 1319 18th St., N. W., Washington 6, D. C.



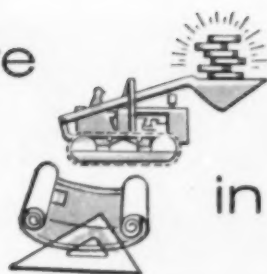
For built-in sales appeal, nothing takes the place of

**wood**



Wood beams and ceiling combine to bring a wanted character to the decor of any home. This living room-dining room combination, beautified with wood, is a showplace of excellent taste.

Want a bigger share of the new building contracts in your area?



Want to be sure you're not missing good bidding opportunities? Want a



reliable way to size up jobs...to go after the ones that will do you



most good ? You need daily



Dodge Reports !!

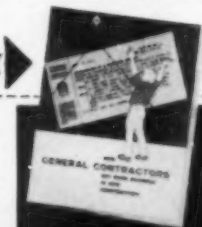


DODGE REPORTS are individual building project reports. They're mailed to you daily. You get REPORTS on just the types of building you're interested in—in the area where you do business. They tell who's going to build what and where . . . whom to see . . . when bids are wanted . . . who else is bidding . . . who gets which awards.

When you use DODGE REPORTS, you always know what's coming up. You don't depend only on invitations to bid. You concentrate on jobs you *know* will be profitable.

If you do business anywhere in the 37 Eastern states, DODGE REPORTS are for you.

SEND FOR THIS FREE BOOK



F. W. Dodge Corporation, Construction News Division  
119 West 40th Street, New York 18, N. Y., Dept. AB120

Send me the book: "How General Contractors Get More Business in New Construction" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

- House Construction     General Building  
 Engineering Projects (Heavy Construction)

Area \_\_\_\_\_  
Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Dodge Reports**

HELP  
GENERAL CONTRACTORS  
GET MORE BUSINESS

# You are now entering American Builder's Supermarket

Help yourself . . . to the latest in new products and new catalogs shown on the pages ahead. You don't have to write, just circle the numbers on one of the cards below. Then drop the card in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer and he'll send you complete data, free of charge. So . . . get out your pencil and help yourself.

Just circle the numbers at right and you'll receive the information you want FREE from the manufacturers

## American Builder Reader Service DECEMBER 1960 ★★

NEW PRODUCTS	D8	D15
D1	D9	D16
D2	D10	D17
D3	D11	D18
D4	D12	D19
D6	CATALOGS	D20
D8	D13	D21
D7	D14	D22

NAME (Please print) \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

### PLEASE CHECK YOUR FIELD OR OCCUPATION

- |                                                            |                                                   |                                             |
|------------------------------------------------------------|---------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Builder or Contractor             | <input type="checkbox"/> Architectural            | <input type="checkbox"/> Finance            |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering              | <input type="checkbox"/> Realty             |
| <input type="checkbox"/> Building or Planning Own Home     | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization       |
|                                                            | <input type="checkbox"/> Distributer              | <input type="checkbox"/> Government         |
|                                                            |                                                   | <input type="checkbox"/> Student or Teacher |

Signature \_\_\_\_\_

D23	D26	D29	D32	D35	WESTERN
D24	D27	D30	D33	D36	D38-W
D25	D28	D31	D34	D37	

## American Builder Reader Service DECEMBER 1960 ★

NEW PRODUCTS	D8	D15
D1	D9	D16
D2	D10	D17
D3	D11	D18
D4	D12	D19
D6	CATALOGS	D20
D8	D13	D21
D7	D14	D22

NAME (Please print) \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

### PLEASE CHECK YOUR FIELD OR OCCUPATION

- |                                                            |                                                   |                                             |
|------------------------------------------------------------|---------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Builder or Contractor             | <input type="checkbox"/> Architectural            | <input type="checkbox"/> Finance            |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering              | <input type="checkbox"/> Realty             |
| <input type="checkbox"/> Building or Planning Own Home     | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization       |
|                                                            | <input type="checkbox"/> Distributer              | <input type="checkbox"/> Government         |
|                                                            |                                                   | <input type="checkbox"/> Student or Teacher |

Signature \_\_\_\_\_

D23	D26	D29	D32	D35	WESTERN
D24	D27	D30	D33	D36	D38-W
D25	D28	D31	D34	D37	

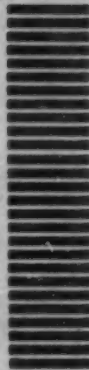
**Mail one of these postcards today  
for free information  
on new products and equipment. Service  
on cards expires after 90 days.**



**BUSINESS REPLY MAIL**  
First Class Permit No. 153, New York, N.Y.

Postage will be paid by

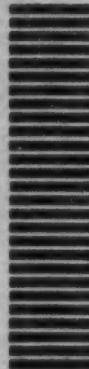
**Business Manager  
AMERICAN BUILDER  
30 Church Street  
New York 7, N. Y.**



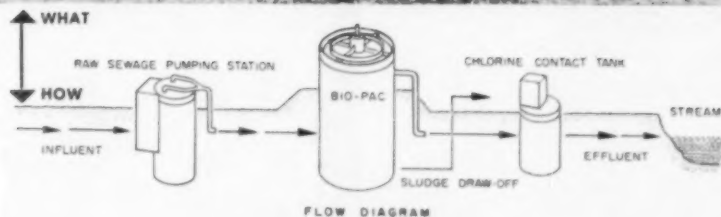
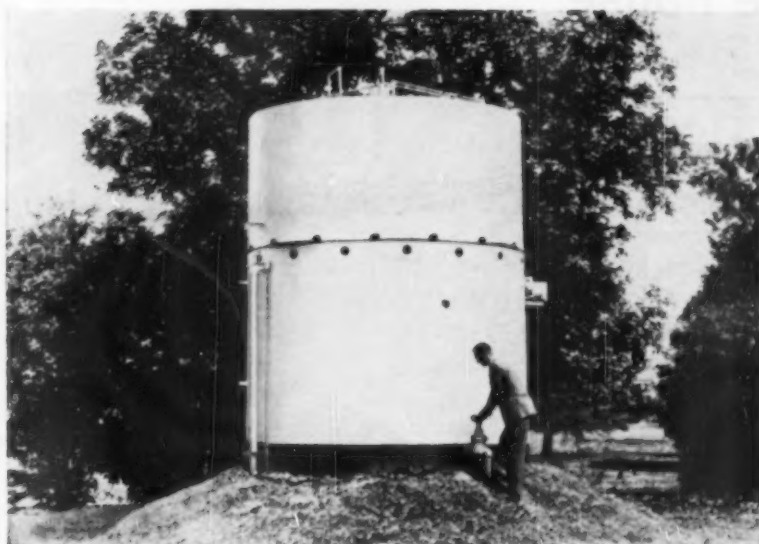
**BUSINESS REPLY MAIL**  
First Class Permit No. 153, New York, N.Y.

Postage will be paid by

**Business Manager  
AMERICAN BUILDER  
30 Church Street  
New York 7, N. Y.**



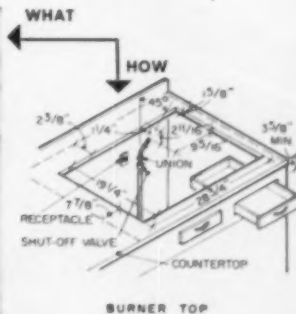
## GUIDE TO NEW PRODUCTS



### Scaled-down version of city sewage plant serves 50 to 500. Cost per person: \$60-\$240

Bio-Pac unit is main piece of a new automatic filtration sewage system. Unit can be installed with only 5½' above ground. Remainder of system

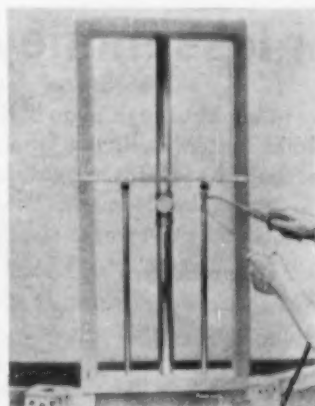
goes underground. In eight sizes, for 50 to 500 people. Diagrams, capacities, costs, from Link Belt Co. (No. D1, p. 75).



### New gas drop-in burner unit delivers a uniform, air-blanketed flame

Four-burner rangetop from RCA Whirlpool has a new, air-blanketed flame. Heat distributes evenly across entire bottom of cooking utensil. Top

has all burners sealed, rounded edges for easy cleaning. In brushed chrome, yellow, pink, or copper porcelain. (Circle No. D2, p. 75).



### Strap speeds in plumbing

Hot and cold water lines can be roughed in with savings of 1½ hrs. A perforated metal strap is nailed to studs instead of usual wooden block. Strap takes special fittings which are soldered to piping. Anaconda Brass. (No. D3, p. 75).

## WE BUY 2ND MORTGAGES LAND CONTRACTS AND TRUST DEEDS

CONVERT YOUR TIED-UP FUNDS INTO OPERATING CAPITAL BY SELLING US YOUR SECOND MORTGAGES, LAND CONTRACTS, TRUST DEEDS, ETC. WE OFFER PROMPT CONFIDENTIAL SERVICE AND PAY YOU CASH.

### MORTGAGE EXCHANGE COMPANY OF AMERICA, INC.

608 Louisville Trust Building  
Louisville 2, Kentucky  
Or Phone: JUniper 4-0511

## How to build more house for less money

Easy to say but tough to do in this day of spiraling costs. Building better housing at lower cost takes three ingredients: the right ideas, the right materials, and painstaking research and development. These are three reasons why United States Steel works closely with the home builder.

In our Monroeville, Pa., Research Center a team of research specialists constantly tackles cost problems by devising better building methods. They have the best accepted building material in the world with which to work: steel. Their ideas are fashioned in steel with fabricating equipment right on the premises, and tested "seven ways to Sunday." Under test, you'll see slim, trim steel windows with neoprene gaskets to keep the weather out, steel doors being slammed for days on end by an intricate mechanical contraption, shining new insulated steel building panels. You'll see architects and engineers hard at work over drawing boards. You'll see stacks of steel strip, sheets and sections waiting to be shaped into cost-cutting components. You'll see everything but useless gadgetry.

United States Steel works closely with the National Association of Home Builders' Research Institute. One development that you'll be hearing a lot about is a revolutionary new drywall building method that substantially cuts construction time and costs. And there are many more in the wind that mean more house for your money. Watch for them.

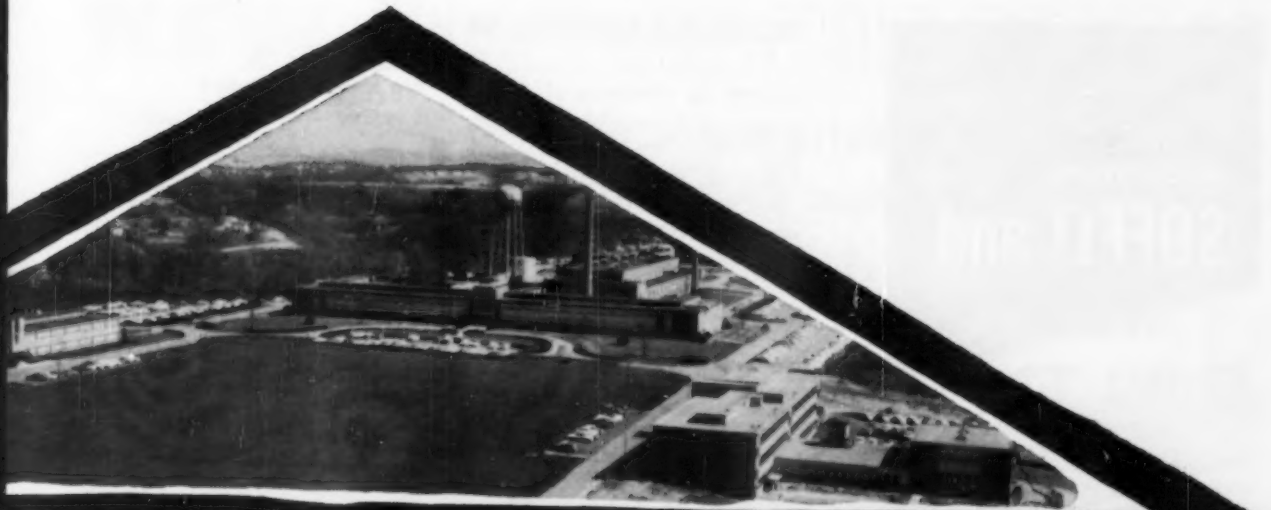
*USS is a registered trademark*

This mark tells you a product is made of modern, dependable Steel.

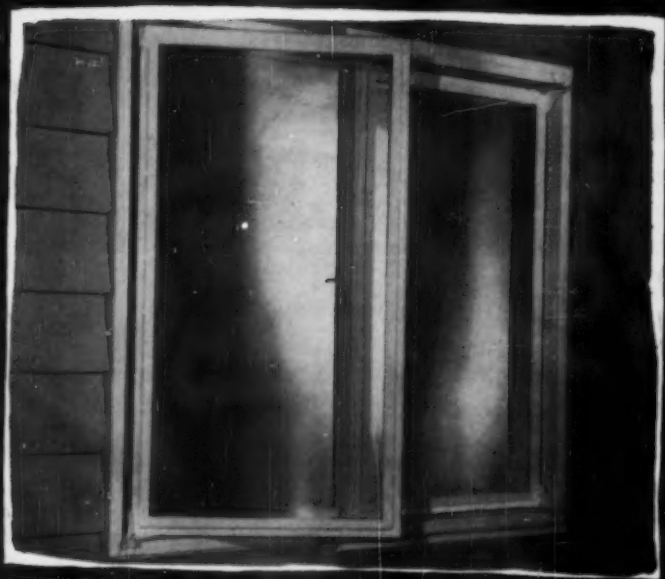
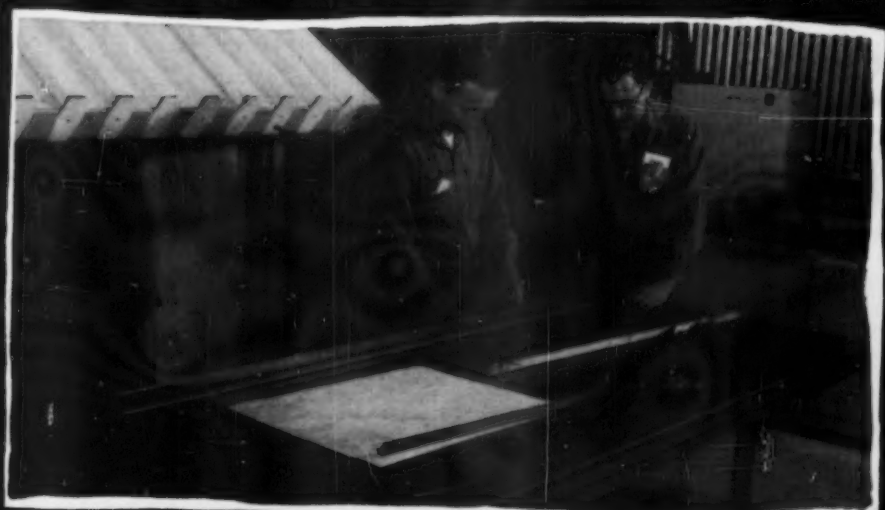


**USS** United States Steel





THE  
INDUSTRIAL



ALSCO  
ALUMINUM  
**SOFFIT and**



**FASCIA  
TRIM**

Meet FHA requirements  
for new construction.

Permanent baked enamel  
finish eliminates painting.

Back side protected with  
exclusive AlSCO GOLD BAK.

SOFFIT needs only inexpensive  
wood cross members . . . ventilated  
soffit eliminates requirements  
for gable louvers.

FASCIA available plain or  
ribbed . . . SOFFIT available  
ventilated or unventilated.

SEE OUR DISPLAY AT THE NAHB SHOW

For complete information and  
literature check the  
Yellow Pages for your nearest  
distributor . . . or write  
Dept. AB-1260

**ALSCO  
ALUMINUM**

225 S. Forge St. • Akron 8, Ohio

**NEW PRODUCTS**

**Speeds up vibrating**



New, motor-in-head concrete vibrator has 48% more amplitude, speeds up stiff concrete vibrating. Motor operates on 60-cycle, 115 volts AC or DC, goes at 12,000 to 15,000 vibrations per minute. Casing covers wires, acts as handling hose, comes in 7', 14', 25' lengths.—Stow Mfg. Co.

Circle No. D4 on reply card, p. 75

**Dries in half an hour**



Latex formulation paint dries to touch in half an hour; is good for basements, porches, patios. Goes on wood or masonry; applies over old or new paint. Finish brushes on clean-dry or damp surface, has medium gloss and requires no wax or other protection.—Texolite, from U.S. Gypsum Co.

Circle No. D5 on reply card, p. 75

**Five tools in one**



Professional capacity router converts to four full-power tools like scroll saw (above). Attachments are finishing sander, scroll saw, power plane, shaper table. Four-amp motor drives power head at 23,000 rpm. Saw requires no starting hole to cut into paneling.—Porter-Cable Machine Co.

Circle No. D6 on reply card, p. 75

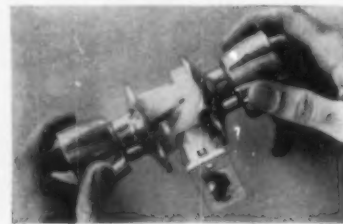
**No hangers needed**



Extruded aluminum sliding door track requires no hangers, rollers, or sheaves. Comes in complete packaged sets for 1/8", 1/4", 3/8", 1/2", 3/4" sliding panels of peg-board, Masonite, glass, or plywood. Bulk lengths are 8' and 12', including upper and lower track.—Macklanburg-Duncan Co.

Circle No. D7 on reply card, p. 75

**Can't rust or shrink**



New lockset uses Du Pont's "Zytel" nylon resin for all major internal parts. Resiliency and low-friction qualities of nylon eliminate need for lubrication. Cannot rust, is unaffected by warm, humid climates. Includes automatic compensation for door shrinkages. Comes in four finishes.—Lockwood Hardware.

Circle No. D8 on reply card, p. 75

**Looks like marble**



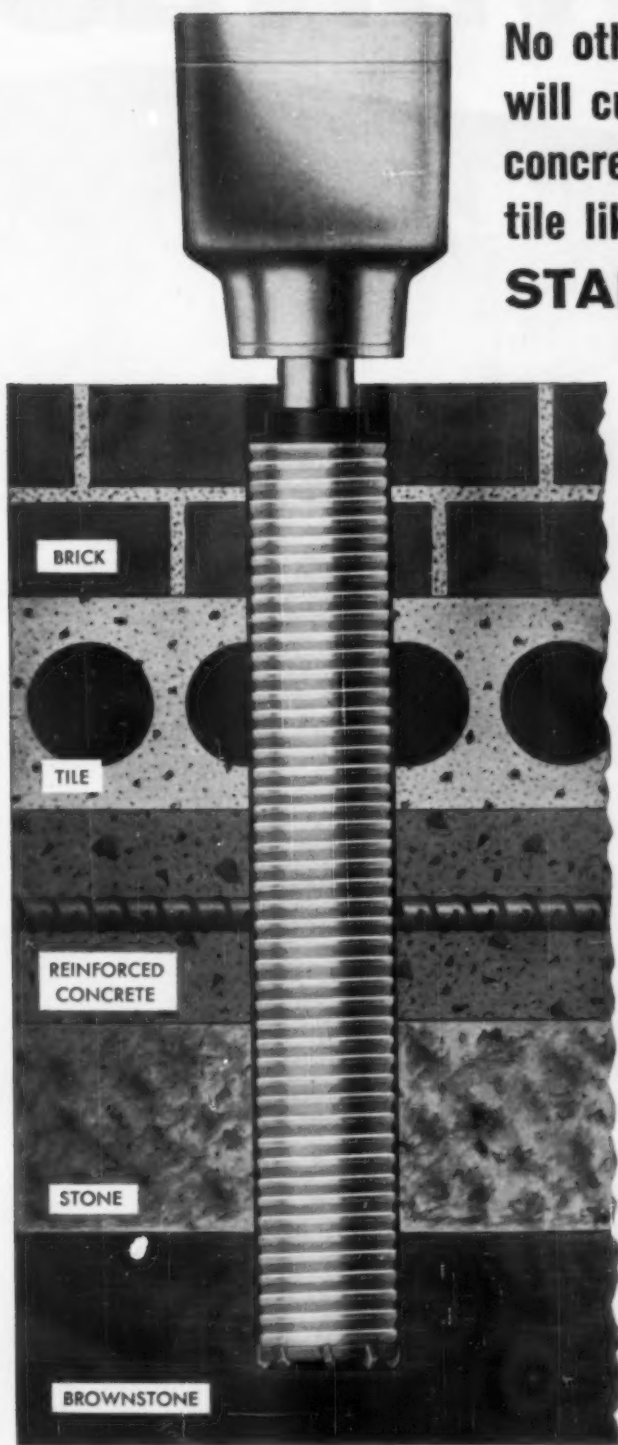
Six marble patterns make up new line of plastic-surfaced wall paneling. Polished reproductions adapt to any interior decor. Baked melamine plastic surface resists wear and stains. Cleans quickly with damp cloth. Panels are 5/32" thick, measure 4x6', 4x8'.—Marsh Wall Products, Inc.

Circle No. D9 on reply card, p. 75



# NEW BREAKTHROUGH

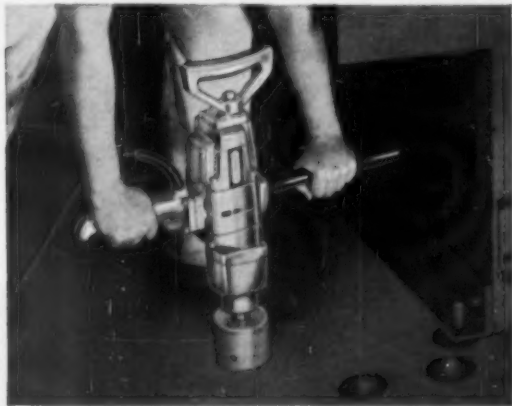
No other portable drill or hammer will cut through reinforced concrete, brick, rock, and masonry tile like this revolutionary new **STANLEY IMPACT DRILL**



Stanley's phenomenal new No. 404 IMPACT DRILL combines the best advantages of a heavy-duty electric drill and a power hammer in one compact unit which will outperform any portable drill-hammer on the market!

#### OUTSTANDING FEATURES!

- **Fast, Powerful**—All the advantages in speed and performance of a drill and hammer—yet has smooth, non-destructive action.
- **Clean, Precise Cuts**—Produces a straight, smooth, cylindrical hole without fracturing, chipping, spalling.
- **Greater Range**—More than any other drill or hammer—3/16" to 4" diameter holes.
- **Easy Handling**—Weighs only 25 lbs. No larger than standard 3/4" drill; perfect for one-man operation.



#### EXTREME ACCURACY!

Stanley's new IMPACT DRILL cuts precise openings for pipes, conduit, cables, dowels, anchors, etc. High-frequency impacts, combined with high-speed rotation, create a disintegrating action that drills any masonry material—even reinforced concrete. Delivers 16,000 to 22,000 impacts per minute. Eliminates costly compressors and heavy drilling rigs!

#### ONLY \$375 WITH METAL CARRYING CASE

See it at your industrial distributor, or write Stanley for descriptive folder on this amazing tool... latest addition to the complete line of Stanley heavy-duty Electric Tools. Address: Stanley Electric Tools, Div. of The Stanley Works, Dept. 1012, New Britain, Connecticut.

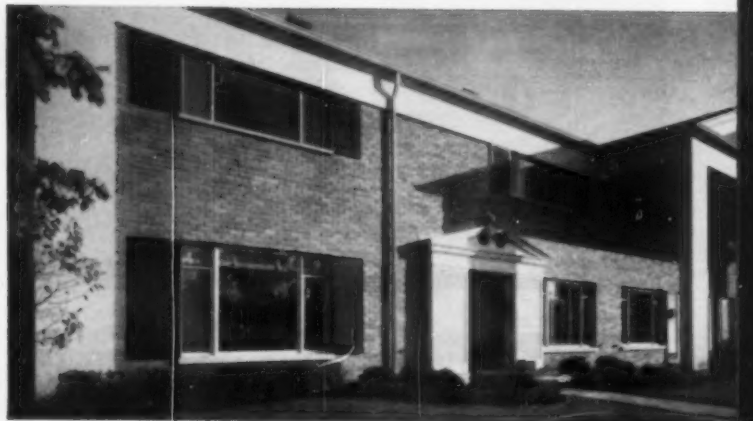
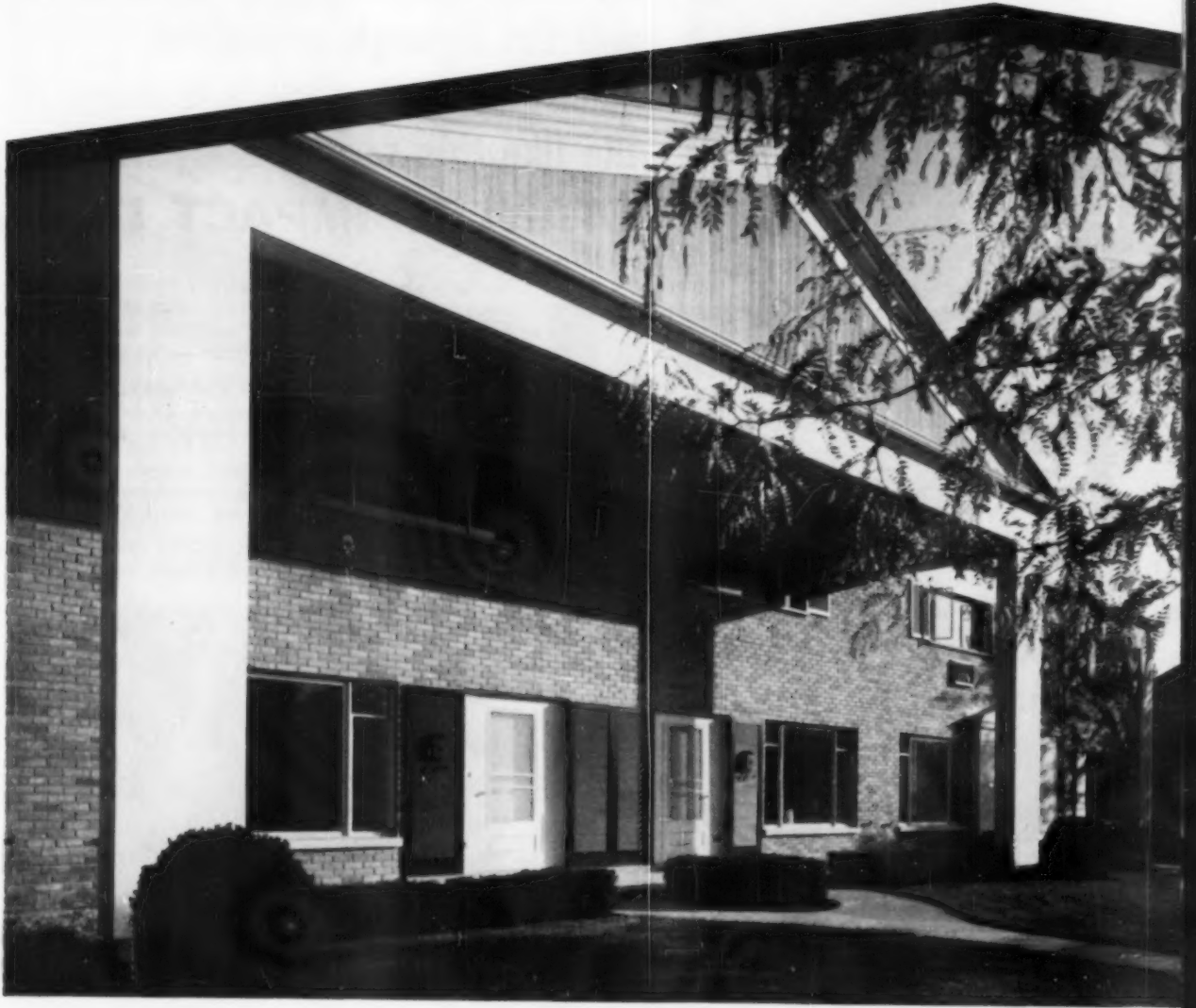
## STANLEY

REG. U.S. PAT. OFF.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY  
This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New Britain, Conn.—hand tools • electric tools • builders hardware • industrial hardware • drapery hardware • automatic door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

CANADIAN PLANTS: HAMILTON, ONTARIO AND ROKTON POND, P. Q.

# HINES



# WIDEWOOD

## THE BIG MATERIAL FOR THE BIG IMPRESSION

Hines Widewood is bigger than the logs it's made from. It consists of selected pieces of kiln-dried Ponderosa Pine precision joined and electronically glue-set to give you what you want in wood—all in one piece.

In the Irvin A. Blietz "Carriage Hill" development in Glenview, Illinois, Widewood was used for pillars and fascia in 24" to 32" widths, creating massive wood trim elements to relieve the expanses of brick in large town houses and enhance their architectural beauty.

In this application, Widewood cost the builder about \$500 less per thousand feet than custom-glued panels. It was easier to work with than plywood because its solid wood edges eliminated the problem of finishing plywood edges in the pillars and its long lengths required fewer end joints.

The built-up structure of Widewood resists the warping and cracking sometimes experienced with large pieces of ordinary lumber. It's the ideal material for fascia, counter tops, shelving, cabinets, platforms, soffits, cornices—any use where a warp-resistant, extra wide board is desirable.

Available in three grades: Common, Selected and 100% Clear. Standard sizes (4" to 12" and 18" to 24" widths) in stock in many lumber yards. Other sizes available on special order. Lengths to 24'. Widths to 52".

*"We used several sizes of Widewood for fascia and decorative columns... We couldn't have achieved the same results with any other material."*

**Bruce Blietz, vice-president of the  
Irvin A. Blietz company**

# HINES

Edward Hines Lumber Co.  
Sawmills at Hines, Westfir,  
Dee and Bates, Oregon.  
Other plants, Plywood, Westfir,  
Hardbord, Dee, Millwork, Baker  
and Hines, Oregon.  
Engineering and  
Development Division:  
Hood River, Oregon.

Edward Hines Lumber Co.

200 S. Michigan Ave., Chicago 4, Illinois

Please send me free samples and information about Hines Widewood.

Name.....

Just clip this coupon, sign your name, attach to your letterhead and send to the address above.

Dept. 13



## BUILDING PRODUCTS

For the builder whose word carries weight...

# 5 WAYS TO HELP OWNERS SAVE IN COMMERCIAL BUILDING

---

**When it comes to practical advice, the commercial builder's word carries weight... and no wonder! His suggestions can often save important money for his client... will, in fact, where he recommends these Dow Building Products. Just as important, these fine construction materials provide lasting protection... which means owner satisfaction and enhanced reputation for the builder.**

---

When your recommendations are sought on comfort insulation, you can confidently predict savings and superior insulating performance with Styrofoam®. Because Styrofoam doesn't absorb water, it's an excellent moisture barrier, and provides permanent insulating efficiency... maintains owner satisfaction and builder reputation.

The use of Styrofoam\* helps bring the cost of insulating masonry structures down. Simply bond Styrofoam to the masonry wall with portland cement mortar — then after the mortar has dried apply wet plaster, wallboard or panelling to the Styrofoam. This eliminates the

cost of furring and lathing, and gives permanent, full insulation at a cost comparable to insulated frame structures.

Styrofoam is ideal for cavity wall construction, too. It can be bonded to the interior by using portland cement mortar, or held by the wall ties. Styrofoam provides comfort and economy for heated and air-conditioned buildings.

Styrofoam cuts installation costs, too. It cuts easily with hand tools, the surface keys well to mortar and plaster; and Styrofoam weighs so little (about 2½ ounces/bd.ft.) that crews can handle it all day without fatigue. In addition, Styrofoam resists rot and fungus, and



Styrofoam can be bonded directly to masonry walls, eliminating furring and lathing.



Scorbord snaps off at convenient pre-scored intervals, saves installation time and labor.

has no food value to attract insects or rodents. In fact, lightweight Styrofoam offers owners of commercial buildings advantages at every turn—in cost, in time, and in permanent insulating efficiency.

\*Dow's registered trademark for its expanded polystyrene.

**PRE-SCORED FOR PERIMETERS.** Owners save on costs by insulating perimeters and slab floors with Scorbord®—Dow's pre-scored expanded polystyrene board that provides permanent insulation and superior vapor barrier properties. Because Scorbord doesn't absorb water vapor or moisture, it retains its insulating efficiency regardless of ground or

weather conditions. When combined with Polyfilm®, Scorbord insures a warm dry floor in slab-on-grade or crawl space construction.

Scorbord† cuts insulation costs, too, by its ease of application. The 2-foot by 8-foot boards are pre-scored at convenient intervals. Your men just snap off cleanly the width desired, without cutting. Use Scorbord for horizontal and vertical perimeter installation; for insulating slabs and for perimeter heating.

†Patent applied for

**ROOF DECK INSULATION.** Installed conventionally, Roofmate® has permanent low thermal conductivity and high moisture resistance . . . acts as its own moisture vapor barrier. Roofmate can be hot-mopped without melting or warping. Extreme light weight and ease of application mean fast, economical installation. Owners can plan on real cost savings when you recommend Roofmate!

\*Trademark

**FLEXIBLE FLASHING.** Saraloy® 400, Dow's elastic flashing material, can be formed and fitted right on the job. For even the toughest flashing conditions, you can count on Saraloy 400 to last years longer than other materials. This flexible sheet won't crack, corrode, check or peel. It is easily conformed to building contours, can be bonded permanently to any common surface . . . masonry, brick, glass, wood, tile, cement.

Saraloy 400 doesn't fail under expansion and contraction, doesn't split to permit



Roofmate provides permanently low "C" factor, high moisture resistance for built-up roofs.

water entry. It gives waterproof, weatherproof protection for years.

**CONSTRUCTION PROTECTION.** Polyfilm has a thousand protective uses in construction work. This heavy-duty plastic film stays flexible down to 70° below . . . won't crack when folded . . . resists tearing . . . won't rot.

Use Polyfilm for low-cost tarpaulins, equipment covers, temporary shelters, form liners, moisture barriers beneath slabs, for curing concrete, and a thousand other uses. The cost is low, and it's reusable.

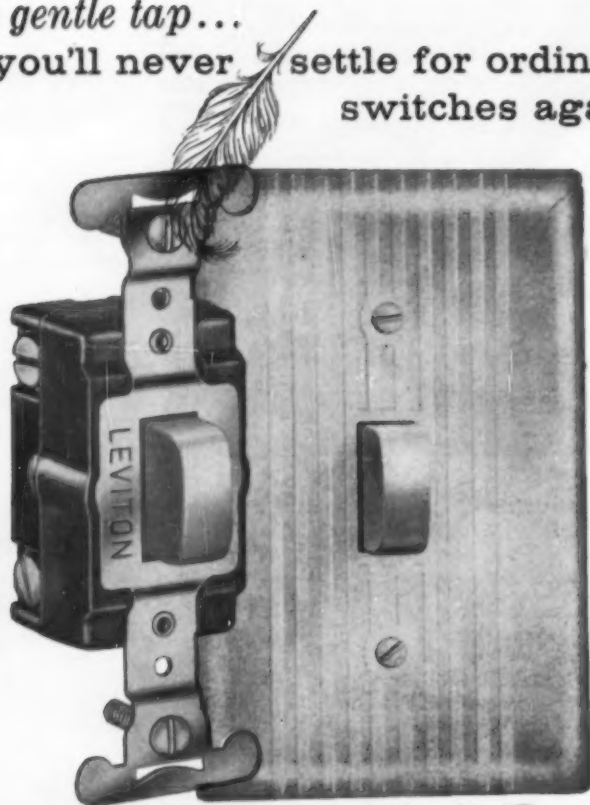


**DOW BUILDING PRODUCTS** are engineered to give long-lasting protection, with substantial cost savings for the owner. When you build using Dow Building Products you know you're providing the highest quality materials, the finest long-range performance. For more complete information on Dow Building Products, write THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. 1610D12.



**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

*a gentle tap...*  
and you'll never settle for ordinary switches again!



## LEVITON A.C. TOUCH SWITCH

Installs in any position...small enough to fit any gem box and standard wall plate...and notice that quiet, "love tap" operation! Leviton's new 15A-120-277V, AC Touch Switch is a natural for homes, schools, apartments, office buildings, hospitals, industrial plants...**anywhere!** Tap it from any position, any angle!

### CHECK THESE SPECIAL FEATURES:

**SAFE OPERATION**—install vertically, horizontally or upside down, yet a gentle tap gives positive, non-stalling action. Can't hang up...in any position. Special heavy silver contact points increase safety margin, prolong service life.

**EASY INSTALLATION**—side wired for convenience. Only 1" in depth. Large head brass terminal screws, backed out and staked, accommodate up to No. 10 conductors. Mounting screws are locked in straps ready-to-install. Interchangeable with any standard switch and wall plate.

**HIGH CAPACITY**—will accommodate high inductive loads of fluorescent systems, or full rated capacity of incandescent filament lamp loads. Take full load currents up to 80% of the switch rating for motor control.

**RUGGED CONSTRUCTION**—simplified construction and advanced design assure maximum efficiency, long life under heavy duty use. Heavy gauge steel plaster ear straps are riveted to housing for permanent assembly.

Creatively engineered and subjected to exhaustive "in-use" tests, Leviton AC Quiet Switches have proven themselves ideal for the new 4-wire electrical systems requiring switches rated at 277 volts. Available with brown or ivory button.

Listed by Underwriters' Laboratories, Inc. For complete details write to:

Your best jobs are done with...



### NEW PRODUCTS

#### Holds more food



New frostless combination refrigerator-freezer has 15 cu. ft. capacity. Holds up to 21 more food packages in bottom freezer. Eliminates defrosting. Has automatic ice cube service from ice ejector on refrigerator door. 1961 line includes 22 models.—Frigidaire.

Circle No. D10 on reply card, p. 75

#### Has reverse flange

Insulation enclosed with double thick flanges is suited for prefab or on-site tilt-up walls. Extensions of breather paper apply on cold side of framing, permit proper location of vapor barrier on warm side. Ideal for floors over crawl spaces, unheated basements.—Owens-Corning Fiberglas.

Circle No. D11 on reply card, p. 75

#### Time-saver siding

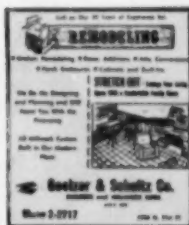


New "X" siding has extreme resistance, is factory-primed and back-sealed. Nominal 7/16" thickness presents distinctive shadow line. Two guidelines on each edge allow quick alignment for either 10½" or 11" exposure. Edges are treated identically, making reversible top and bottom.—Masonite.

Circle No. D12 on reply card, p. 75

# "One of the recent jobs we got through the Yellow Pages came to \$1400!"

says E. A. Schultz, Pres., Goelzer & Schultz Co., Milwaukee, Wis.



Display ad (shown reduced) runs under REMODELING CONTRACTORS. Call the Yellow Pages man at your Bell Telephone office to plan your program.



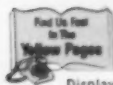
"The job was to build a porch, and I know it came in through the Yellow Pages—the customer said so!"



"Our Yellow Pages and newspaper ads work together to make people remember and call us!"



"The Yellow Pages is especially valuable in sending us Milwaukee newcomers!"



Display this emblem. It builds your business!



"Our Yellow Pages ad convinces prospects we're a reputable outfit—says we've been in business since 1899!"



## Weyerhaeuser 4-Square Lumber and Plywood make quality count in two important ways

- **Hidden Values that make homes more saleable**
- **Time, material, and labor savings in construction**

When you build with Weyerhaeuser 4-Square Lumber and Plywood, you gain a nationally accepted brand name to show your buyers—and a highly effective “hidden values” sales story. The greater inner core of strength and structural stability that results from kiln-dried framing creates all of these important features:

- Solid, yet resilient floors that will stay smooth and level
- Neat, tight joints on door and window trim, baseboards and mouldings
- Reduced danger of plaster cracking in walls or ceilings
- Tight, draft-free floors, doors, and windows for minimum heating (and air conditioning) cost
- Lower maintenance cost, year after year
- Greater durability—these same features will benefit subsequent owners, thus improve the home's re-sale value.



“Moisture meter” check is an extra quality control.

The extra quality of Weyerhaeuser 4-Square Lumber and Plywood results from three important factors: (1) selective cutting of prime trees in a variety of species from Weyerhaeuser's tree farms and timberlands, (2) extra manufacturing care and skill in modern, well-equipped mills, and (3) continuous research and product testing. Research is aimed at developing new lumber products and improved processing methods

which will help you cut labor costs, speed construction, and reduce waste. Many examples of the way Weyerhaeuser quality works for you can be cited. Scientifically controlled kiln-drying, in addition to other benefits, makes lumber lighter, easier to truck and handle. Eased edges and precisely squared full load-bearing ends improve Weyerhaeuser 4-Square Lumber still further.

Weyerhaeuser Water Repellent Treatment—frequently specified for siding and trim—provides effective moisture resistance before and after installation, thus allowing greater freedom in scheduling work. It also provides an improved paint base.



Made-to-measure NU-LOC saves time and labor.

Weyerhaeuser 4-Square NU-LOC is lumber that is made-to-measure in extra wide widths and long lengths. Ordered to exact size, it eliminates waste and costly, time-consuming on-site cutting and fitting.

Weyerhaeuser plywood for roof and sidewall sheathing, helps get framing under cover fast to provide protected storage for other materials, and permit you to keep your crews working regardless of weather.

Whether you've had problems in selling, cost control, or both, you'll find the *quality* of Weyerhaeuser 4-Square Lumber and Plywood can help you overcome them. For further information write: Weyerhaeuser Company, Dept. B-51, Tacoma Building, Tacoma 1, Washington.





## Quality: your key to faster building- and selling!

Today, quality features are more important than ever—and they become really effective when they're backed up by the Weyerhaeuser 4-Square trademark—America's best-known name in lumber! When you talk quality, you can put meaning behind it that your clients and prospects understand if you're talking the quality of Weyerhaeuser 4-Square Lumber and Plywood Products. Many of these sales points are explained on the facing page . . . probably

you can add many more from your own building and selling experience.

And remember: Weyerhaeuser 4-Square quality works for you in building as well as in selling. The right product, manufactured to precision standards, can often save time and labor costs—even material costs. The way to make sure you're taking full advantage of this fact is to talk over each job, big or small, with your Weyerhaeuser 4-Square Lumber Dealer.



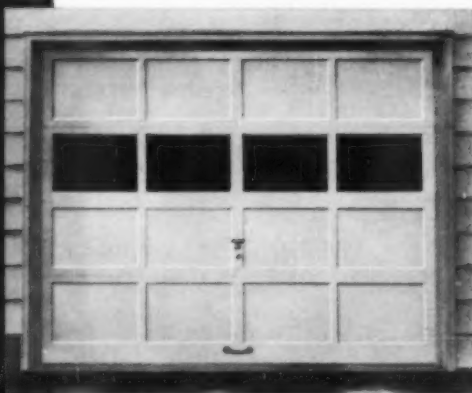
**Weyerhaeuser Company**  
Lumber and Plywood Division

**IT'S  
HERE!**

- TOP QUALITY
  - ECONOMY  
DOOR PRICE!
- the all-new

**calder**  
**BIG '44'**

4 SECTION, 4 PANEL  
OVERHEAD SECTIONAL  
GARAGE DOOR



Everything about Calder's new BIG "44" is the same top quality you have come to know and trust in Calder's complete line of "Wedge Tight" Doors. Panels, grease packed rollers and sheaves . . . all carry Calder's famous lifetime guarantee. Absolutely no compromise with quality anywhere. Available in four sizes: 8' x 6'6" • 8' x 7' • 9' x 6'6" • 9' x 7'.

FREE new Bulletin and price sheet give complete details. Write:

**calder** MANUFACTURING COMPANY, LANCASTER 12, PA.



OVER  
5,000  
BUILDERS  
ASKED  
FOR THIS  
BOOKLET  
IN '59!

## MOSLEY TV WIRING HELPS SELL HOMES

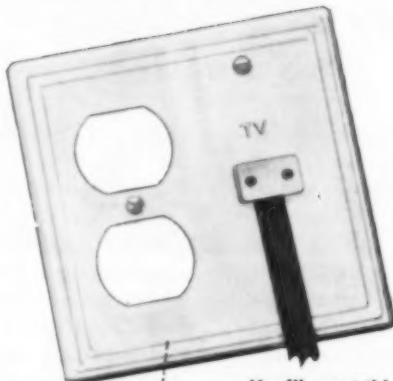
Complete packaged kits with wiring, wall plates and hardware . . . designed by Mosley electronic specialists for perfect-picture reception.

Gives each home a factory-engineered, built-in system that connects one rooftop antenna with two or four rooms. (Have a set in each room or move one around.)

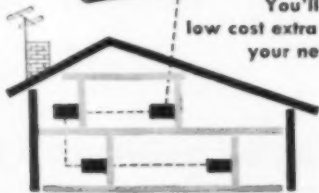
ALREADY USED IN  
THOUSANDS OF  
QUALITY HOMES  
WRITE FOR YOUR FREE BOOKLET **AN12** NOW!

**Mosley**  
*Electronics, Inc.*

4610 N. Lindbergh Blvd. • Bridgeton, Mo.



You'll want this  
low cost extra feature in  
your new homes!



### CATALOGS

**STRUCTURAL TIMBER** decking is described in full-color brochure. Includes standard patterns, assembly details, how to estimate. Also installation methods and description of grades.—Unit Structures, Inc.

Circle No. D13 on reply card, p. 75

**SEALING** and caulking compound for all purposes in industrial and electrical applications is detailed in four-page catalog. Gives characteristics of nonhardening, asbestos-based material.—Johns-Manville.

Circle No. D14 on reply card, p. 75

**WOOD SCREWS** are shown in actual size in wall chart. Illustrates machine screws in lengths from 1/4" to 6"; diameters through 3/8". Tapping screws in lengths from 1/4" to 2"; diameters through 1/4".—Southern Screw Co.

Circle No. D15 on reply card, p. 75

**INFRARED HEATERS** are covered in series of literature. Shows special uses as outdoor or indoor heating where large air movements make conventional space heating ineffective. Gives all specifications.—Fostoria Corp.

Circle No. D16 on reply card, p. 75

**DECORATING WITH GLASS** is presented in illustrated 14-page color catalog. Shows how to customize interiors, lend spaciousness to rooms. Outlines use of patterned glass panels to illuminate dark areas in rooms.—American-Saint Gobain Corp.

Circle No. D17 on reply card, p. 75

**INSULATION VALUES** for electrically heated buildings are detailed in punched technical bulletin. Chart lists watt and "U" factors of plastic foam insulation. Describes uses under built-up roofs.—Dow Chemical Co.

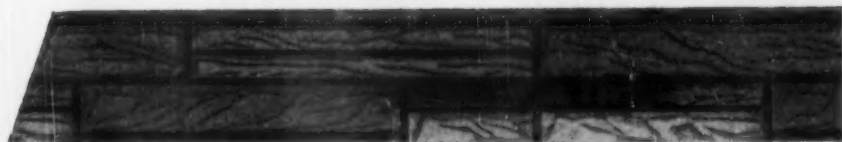
Circle No. D18 on reply card, p. 75

**REMODELING** and its promotion is covered in literature folder. Offers four-color booklets with before-and-after photos. Also advertising, promotional and many display ideas. Presents mat service.—Andersen Corp.

Circle No. D19 on reply card, p. 75

**SOCKET HEAD** cap screws are shown in colorful, punched brochure. Gives complete dimensional data for 1936 and 1960 series of fasteners. Provides separate thread length charts.—Standard Screw Co.

Circle No. D20 on reply card, p. 75



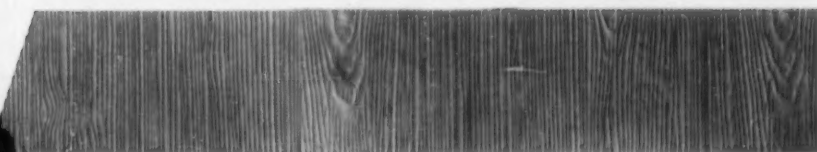
Flintkote Insulating Siding—Ledge Rock Stone Design—New Colors.



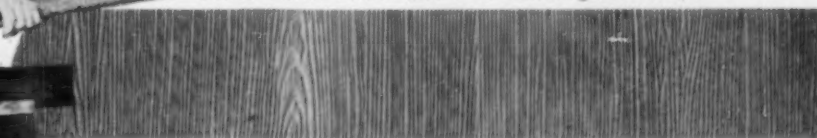
Flintkote Insulating Siding—Stri-Wood Shake Design—New Colors.



Flintkote Insulating Siding Bark Brick Design.



Flintkote Duo-Vina Asbestos Siding (12" x 24") with Double Coated Plastic Finish with color-matching accessories.



Flintkote Clapboard 32 Asbestos Siding (9 1/2" x 32") with Double Coated Plastic Finish with color-matching accessories.



Flintkote-Alcoa Aluminum Siding—4 pastels and white.



Flintkote Salesman Earl Reed says:

“Homes sell faster with Flintkote siding! Take your pick: insulating, asbestos or aluminum—we’re the only company with a full line!”

For up-to-date samples and product literature, see your Flintkote Representative. You’ll find him a great guy to work with... and he knows his stuff in building materials—especially siding. The Flintkote Company, 30 Rockefeller Plaza, New York 20, N.Y.



*America's broadest line of building materials*

## 12 Floors...90 Days



### Symons Steel-Ply Forms in 20'x8' Gang Sections

#### ... Re-Used 20 Times on 580 Unit Housing Project

McCarthy Brothers Construction Company, St. Louis, used Symons Steel-Ply Forms to gang form the Anthony W. Webbe Apartments, a public housing project in St. Louis.

Gang forming seemed obvious for this job, but quality of pour was most important. This was to be shear walls from the ground through the 12th floor. McCarthy worked with the Vernon L. Goedecke Company, St. Louis, and the Symons engineering department. Symons engineers recommended a ganged section 20' long x 8' high.

It took 25 days to pour the foundations on the 40 x 600 foot structure and approximately 90 pouring days to bring the building through the 12th floor... a total of 196,000 square feet of forming in the walls. 15,000 square feet of Symons Steel-Ply Forms were re-used approximately 20 times.

Complete housing project story available on request. Symons Steel-Ply Forms can be rented with purchase option.

#### NEW Bolt for Gang Forming



Permits the ganging of any size Symons Form with regular hardware. Now you can secure all the forms required, together in sections, move the sections in

place, insert the ties and the unit is ready for a pour.

COMPLETE INFORMATION AVAILABLE ON REQUEST

**Symons**

**SYMONS CLAMP & MFG. CO.**

4261 Diverser Ave., Dept. M-O, Chicago 39, Ill.

Warehouses Thruout the U.S.A.

MORE SAVINGS FROM SYMONS

## CATALOGS

**BUILT-IN OVENS** and range tops, gas and electric, are covered in two brochures. Pictures important features of built-ins, details dimensions and instructions for ordering.—Vesta; Athens Stove.

Circle No. D21 on reply card, p. 75

**DECORATIVE LAMINATE** surfacing material for counter tops, veneered panels, etc. Described with lots of technical drawings in a detailed 22-page brochure. Gives all U.S. Government specifications.—Panelyte; St. Regis Paper Co.

Circle No. D22 on reply card, p. 75

**PORTABLE DRILLING** tool (gasoline powered) is presented in colorful, four-page brochure. Details all components of unit. Photos show different uses in steel erection, stump removal, others.—Schnacke Mfg. Corp.

Circle No. D23 on reply card, p. 75

**SLIDING DOOR** hardware is described in an eight-page, two-color punched brochure. Cutaway photos and cross-section drawings detail many applications. Discusses different mountings. Includes drawer slides, closet rods.—Grant Pulley & Hardware Corp.

Circle No. D24 on reply card, p. 75

**WALLCOVERING** swatches are presented in new chart-brochure. Explains use of vinyl patterns bonded to steel or aluminum to make panels for commercial applications. Available in 11 colors and three wood grains.—Arvin Industries, Inc.

Circle No. D25 on reply card, p. 75

**EPOXY COMPOUNDS** and their place in new construction, maintenance and repair. Explained in loose-leaf folder. Outlines uses for bonding, patching, joint and crack sealants, resurfacing.—Sika Chemical Corp.

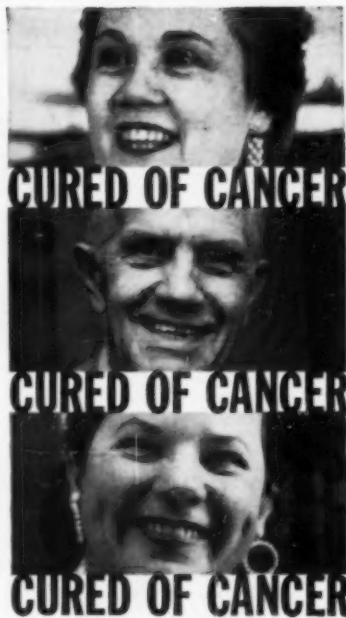
Circle No. D26 on reply card, p. 75

**HEAT COMPUTER** method figures heat loss in homes and other buildings. Charts, figures, details in two brochures. Shows wattage loss for windows, doors, walls, ceilings, floors.—Arvin Industries, Inc.

Circle No. D27 on reply card, p. 75

**WOOL INSULATION** and its installation... completely covered in 32-page booklet. Gives detailed instructions for batts, blankets, and blowing wool. Shows installed resistance standard outlining insulation performance.—National Mineral Wool Assn.

Circle No. D28 on reply card, p. 75



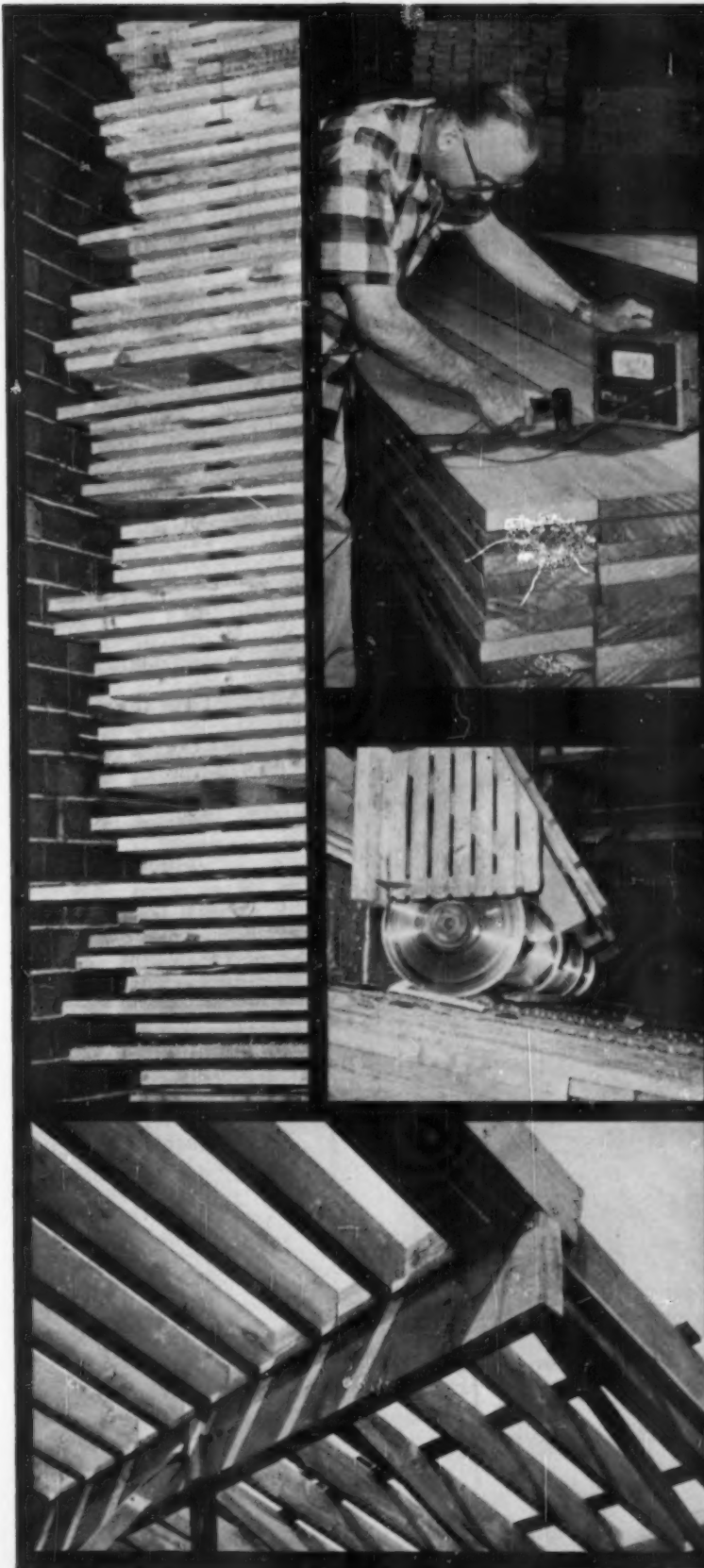
There are a million of them! Untold numbers of these men and women actually owe their lives to information they obtained from the American Cancer Society.

Fighting cancer is our business. We have all kinds of ammunition: posters; exhibits; film strips; easy-to-understand folders; hard-hitting, dramatic films.

They're free for use in your office, your club, at your PTA meeting, your church socials, your community center. They're all designed to alert you, your family and your friends to facts about cancer which can mean the difference between life and death.

Call or write the Unit of the American Cancer Society nearest you. It's stocked with ammunition that could save your life.

**AMERICAN  
CANCER  
SOCIETY**



**Quality Control...**  
**the single standard of**  
**Western Pine Region lumber**

This inspector is using an electronic meter to double-check the moisture content level of seasoned Western Pine Region lumber . . . before shipment. This is one of the many quality control steps at Western Pine Association mills aimed at customer satisfaction.

QUALITY—reliable, dependable, constant—is the goal of Western Pine Region lumber manufacturers.

Framing and sheathing lumber is available at controlled moisture contents which meet and exceed the most rigid requirements of the building industry.

Precise milling after expert seasoning is the hallmark of Western Pine Region products—not only rugged construction lumber but also interior and exterior finish, trim and cabinet stock.

Our research laboratory constantly guides the industry in modern seasoning methods. A field staff of specialists covers the entire 12-state region, checking and advising to help mills do a top job of uniform lumber drying.

The Western Pine Association mark (WPA) stands for reliability. When you specify Western Pine Region lumber, you are ordering lumber of quality manufacture and dependable grade.



**Western Pine Association**

Yeon Bldg., Portland, Oregon

PONDEROSA PINE / IDAHO WHITE PINE / SUGAR PINE  
 DOUGLAS FIR / LARCH / WHITE FIR  
 ENGELMANN SPRUCE / LODGEPOLE PINE  
 INCENSE CEDAR / RED CEDAR / WESTERN HEMLOCK

## CATALOGS

**ROOF TRUSS** fabricators' promotional and technical assistance is carefully outlined in four-page folder. Shows how to set up production facilities, promote sales. Describes advertising, letterheads, other aids.—Timber Engineering Co.

Circle No. D29 on reply card, p. 75

**REAR BLADE** attachments for utility tractors are illustrated in two-color, four-page catalog. Includes blade

models 150, I-33, I-44 which can angle, tilt, offset, and reverse. Has section on end plates for blades.—Parsons Co.

Circle No. D30 on reply card, p. 75

**LADDERS** are excellently covered in a 24-page catalog. Shows step, single, extension types. Presents accessories such as jacks, hooks, irons, feet, trestles. Includes aluminum ladders. Gives specifications, styles, and sizes.—The Patent Scaffolding Co.

Circle No. D31 on reply card, p. 75

# Color-full NOVA Vista-Lux Panels

with Fiberglass\* reinforcement

for a wide variety of residential, commercial and industrial applications

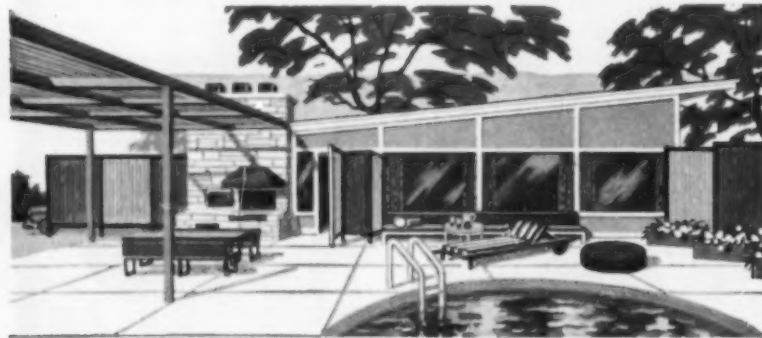
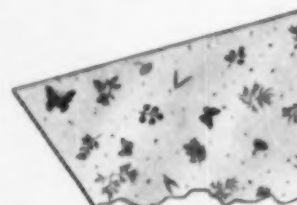
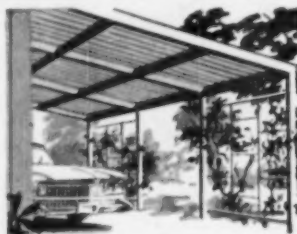
These translucent panels—used for the control of light, heat, privacy and weather—have now found as many uses in commercial and industrial construction as in residential. Their popularity is making buyers more discriminating.

Only *exclusive sales features* will determine whether you make average or big profits in this department. Nova Vista-Lux Panels have three important features of this type: **BONDED-IN COLORS**—for improved color fastness; **VISTA-GLAZE FINISH**—for extra weather resistance; **HEET-BLOX**—a special ingredient that blocks up to 92% of infra-red rays. (The percentage varies according to color used.)

Nova Vista-Lux is available with corrugations from 1½" x ½" to 4.2" x 1½"—widths from 26" to 42"—lengths from 8' to 12"—and a total of 12 colors. Also in flat sheets from 24" to 44" in width and 8' to 12' in length. The flat sheets are particularly well adapted for shatterproof, industrial glazing and skylighting. The Nova Vista-Lux line includes all necessary accessories for application.

An important new addition to our line is the flat **CRYSTALIFE** pattern—colorful and highly decorative. A wide variety of real butterflies, leaves and ferns are embedded—visible from both sides. **CRYSTALIFE** is ideal for both fixed panels and movable screens.

Use the coupon for full specifications and illustrated folders on this and other Nova Products.



## NOVA SALES

C. Trenton 3, N. J.

A wholly owned subsidiary of Homasote Company



In Canada: Homasote of Canada, Ltd., 224 Merton St., Toronto 7, Ont.

Send the literature and/or specification data checked:

- Nova Vista-Lux (Fiberglass-Reinforced) Panels  
 Nova Shakes and Shake-Panels  
 Novaproofing (for waterproofing concrete and masonry)

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE ..... M-6

**LONG ARM** radial saw is described in two-color foldout brochure. Action photos and text show operations the machine can perform. Includes specifications and order numbers.—Delta; Rockwell Co.

Circle No. D32 on reply card, p. 75

**FIRE REPORT** on wall and ceiling materials is presented in technical bulletin. Entitled "The St. Lawrence Burns," report details rate of combustion of many commonly used materials.—National Bureau for Lathing & Plastering, Inc.

Circle No. D33 on reply card, p. 75

**MEDICINE CABINET** that's surface-mounted is outlined in one-page punched brochure. Shows built-in light, sliding cabinet doors, other features. Offers details, diagrams.—General Bathroom Products Corp.

Circle No. D34 on reply card, p. 75

**SCAFFOLD PUMP** jack is subject of new literature. Describes jam-free operation, automatic position lock, mobile guard rail. Shows economy of jack in terms of working time and man-hours.—Newark Ladder & Bracket Co.

Circle No. D35 on reply card, p. 75

**REVOLVING DOORS**, swing door entrances, balanced doors are completely covered in 20-page brochure. Presents safety features, complete details of planning.—International Steel Co.

Circle No. D36 on reply card, p. 75

**CONSTRUCTION** and bulk materials-handling equipment is beautifully presented in full-color catalog. Contains descriptions and full-color illustrations of shovels, dozers, scrapers.—Clark Equipment Co.

Circle No. D37 on reply card, p. 75

### CORRECTION

"Improved Lu-Re-Co panels" (Sept., p. 148) should have pointed out:

- The basic idea behind improved panels was conceived by Arthur Tisch, Director of Technical Sales, Independent Nail & Packing Co.
- INPC sponsored the development work at VPI.
- The field tests are co-sponsored by INPC.
- Lu-Re-Co was not a sponsor, though they did work closely with VPI on the development.

# Speed-up building progress... hold down hand-labor costs



In just 5 minutes you can switch from one type of material handling job to another with Case 430 Utility Loader and multiple attachments. 430 Loader with pallet fork attachment (shown) equips you to handle roofing, brick, block, lumber and large materials.

DIGGING • LIFTING  
**HANDLE WITH CASE**  
*Utility*  
LOADING • CARRYING



**LOADER** digs and loads dirt, gravel, snow. Carries soil, materials. Backfills, grades, lifts. Buckets to 1 cu. yd.



**DOZER BLADE** backfills, grades, spreads, clears snow.



**CRANE BOOM** lifts partitions, sets forms, window units, bulky articles.



**ALL-PURPOSE BLADE** finish-grades, cuts ditches, walkways, forms terraces.



**BACKHOE** cuts trenches, footings to 10'.

**CASE 430 *Utility* Loader costs less than one man . . . yet out-works a crew of hand laborers**

Now for as little as \$96.00 per month\* you can cut your cost per home by mechanizing dirt work, bulk and building material handling with a 1000-lb. capacity Case *Utility* Loader. With this all-around handyman you'll finish building and clean-up faster, boost productivity of skilled men, cut subcontract expense. At modest extra cost, you can equip the 430 Loader with 10' backhoe and quick-change attachments for added savings on specialized tasks.

Case 430 Loader maneuvers easily, gets heaped bucketloads fast, lifts half-a-ton smoothly, dumps with 8'5" clearance for fast dump-and-go. For heavier lifts "430" has optional 1200-lb. capacity loader.

See and try a husky Case *Utility* Loader on your own work. Call or stop-in at your Case *Utility* Dealer for a free demonstration soon, or fill-in and mail coupon for complete information. Also check the big Case *Utility* line of 2000-lb. and 3500-lb. wheel and crawler loaders, backhoe-loaders and the low-cost 4000-lb. Case 430 Fork Lift.

\*Installation payment after average down payment or trade-in, complete with gasoline, 11-cu. ft. bucket, f.o.b. factory. Diesel slightly higher. Price subject to change without notice.

**J. I. CASE CO., DEPT. M-1400, Racine, Wisconsin**

Send details on Case *Utility* machines:

- |           |                                          |                                          |                                        |
|-----------|------------------------------------------|------------------------------------------|----------------------------------------|
| (wheel)   | <input type="checkbox"/> 1000-lb. Loader | <input type="checkbox"/> 2000-lb. Loader | <input type="checkbox"/> Fork Lift     |
|           | <input type="checkbox"/> 10' Backhoe     | <input type="checkbox"/> 14' Backhoe     |                                        |
| (crawler) | <input type="checkbox"/> 3500-lb. Loader | <input type="checkbox"/> Bulldozer       | <input type="checkbox"/> Angling Dozer |

NAME ..... TITLE .....

ADDRESS .....

CITY ..... STATE .....

# CASE.

J. I. CASE CO., RACINE, WIS.

CU-L-352



**McCORMICK PLACE**  
EXPOSITION CENTER, *Chicago, Ill.*

Follow the crowds to the world's newest, most glamorous exhibit area. Hear panel discussions and talks by experts on merchandising, financing, construction techniques, marketing, and research . . . everything new for home building. There'll be over 1000 display units . . . 150 more exhibitors than last year . . . *everything under one roof!* Rush your reservation! \$15 for men, \$10 for women. For advance registration and hotel reservations, contact your local NAHB association or the address below.

**NATIONAL ASSOCIATION  
OF HOME BUILDERS**

140 South Dearborn Street,  
Chicago 3, Illinois



Sell the **magic**<sup>\*</sup> of  
automatic bathroom heating  
and ventilating



*\*You'll profit by writing to:*

**PARAGON**  
ELECTRIC COMPANY  
1826 Twelfth St. • Two Rivers, Wis.



**TIME IS MONEY—CONTROL IT WITH PARAGON**



Takes  
longer  
to unpack  
than  
**INSTALL!**

THE  
*Columbia-matic*

**FABRIC DOOR**

Many builders leave the Columbia-matic Fabric Door right in the carton—the buyer installs it later—in seconds. No painting, no hanging, no hardware, no framing necessary. A real space saver. Neat folding, narrow profile, portable, reversible, washable. Lovely vinyl covering, heights to 8', widths to 4', can be hung in pairs.

For complete details write:

**THE COLUMBIA MILLS, INC.**  
368 S. WARREN STREET • SYRACUSE 1, NEW YORK





"House on stilts," Los Altos Hills, California

## NEW HOUSE HAS NO OUTSIDE WALLS

"Weather screens" of a remarkable new structural material—Phenolic Timblend—are used instead!

This remarkable "house on stilts" seems poised in the air as it juts out from its California hillside site. But it's solidly supported by a special steel framing system.

Builder, William Roth, and Architectural Firm, Johnson-Hawley & Associates, wanted a feeling of spaciousness inside too. So they dispensed with conventional outer walls. Instead they used a unique screening of weatherproof Phenolic Timblend (exclusive man-made board) that protects against wind and rain. Without adding bulkiness or excess weight.

Phenolic Timblend was chosen for other reasons too. It's exceptionally strong and dimensionally stable. Virtually warp-free. It takes and holds paint . . . beautifully. With Phenolic Timblend there's no checking, no knots, no grain raise.

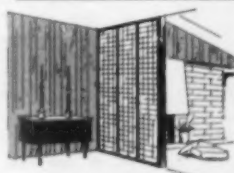
If you are interested in learning more about this amazing new wood product send for a *free* sample and our Phenolic Timblend bulletin. Write: **Weyerhaeuser Company, Roddis Division, Marshfield, Wisconsin.**



Use for siding



Cabinets, underlayment



Sculptured applications



Warp-resistant, weatherproof



**Weyerhaeuser Company**

Roddis Division

Weyerhaeuser Company, Roddis Division, Dept. AB-1260  
Marshfield, Wisconsin

Please send me a free sample and Phenolic Timblend bulletin.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# Invest In Yourself For Permanent Dividends

Books by Experts to Help You Increase Your Income—

Advance Your Business—Secure Your Future

## ACCOUNTING

**1. ACCOUNTING FOR MANAGEMENT CONTROL.** W. H. Childs. For the man who is not an accountant but must have a good knowledge of the process. This new book (published May 1960) emphasizes the *understanding* rather than the *doing*, stresses the internal or managerial function of accounting rather than the external or public function. 727 pp. \$10.

## ADMINISTRATION and MANAGEMENT

**2. FUNDAMENTALS OF PROFESSIONAL MANAGEMENT.** John G. Glover. For the man who's moving up, or wants to, this book presents the guiding principles of sound business management practice and techniques for developing managerial leadership. Includes sections on such recent developments as automation and linear programming. Clearly written in easy-to-understand language. 406 pp. \$6.50

**3. THE DEVELOPMENT OF AMERICAN INDUSTRIES.** John G. Glover and Rudolph L. Lagai. A complete survey of the role of industry in the economic growth of the U. S. Thirty-six major industries (including railroading, automobile, shipbuilding, telephone, atomic energy, etc.) are discussed, history, pioneers, sales, location, earnings, future, etc. 768 pp. \$10.

## ARCHITECTURE and DESIGN

**4. OVER THE DRAWING BOARD.** Robert Forman. A beginners introduction to architectural drawing. Many illustrations. Helpful instruction in special lettering problems, sketching, floor plans, office organization and layout, etc. 120 pp. \$2.50

**5. STAIRCASE MANUAL.** J. A. Corns. Virtually the only book in print today on the design and construction of staircases and hand rails. Numerous double tip-ins provide actual design plans. 144 pp. \$5.

**6. BOOK OF MODERN HOME DECORATION.** Lavish, full-page photographs provide visual details of room decoration schemes in a wide variety of motifs. Sections on the child's nursery, storage space and entrances are particularly noteworthy. 92 pp. \$2.95

**7. HOUSE CONSTRUCTION DETAILS.** Nelson L. Burbank, as revised by Oscar Shaftel. Now more than 170,000 sold. The most complete and authoritative guide to home construction available. 384 pp. \$5.95

**8. HOUSE CARPENTRY SIMPLIFIED.** Nelson L. Burbank, revised by Charles Phelps. The most comprehensive coverage of carpentry with hundreds and hundreds of easy-to-understand illustrations. More than 150,000 copies sold. 252 pp. \$5.95

**9. HOW TO BUILD CABINETS FOR THE MODERN KITCHEN.** R. P. Stevenson. Sales now total more than 60,000 copies. Of interest to homeowner and builder. Shows how to modernize kitchen cabinets and gives complete plans and designs. 246 pp. \$4.95

**10. HOW TO REMODEL YOUR HOME.** Compiled from AMERICAN BUILDER magazine. Tested remodeling methods. By the practical utilization of the information in this book, you can save cost on any remodeling job. Precise, illustrated detail. Many illustrations. 94 pp. \$2.95

**11. BOOK OF MODERN BATHROOMS.** Compiled from AMERICAN BUILDER magazine. This is the most complete book on the modern bathroom available today. Its coverage includes planning, design, a portfolio of outstanding bathrooms, new product utilization and technical detail plates, with special details on floor plans, cabinets, built-ins, fixtures, floors and walls, plumbing, lighting, heating and ventilating. 112 pp. \$3.95

## ESTIMATING

**12. SIMPLIFIED CARPENTRY ESTIMATING.** J. Douglas Wilson

and Clell M. Rogers. New sixth edition. How to "take-off" from a set of blueprints and specifications a bill of materials for the construction of a frame house is clearly explained in this book. Rules and short-cut methods for making accurate lists of building materials required for a house are described and completely illustrated. Simple arithmetical methods of accurately estimating all costs are given step-by-step. 304 pp. \$3.95

**13. SELLING HOUSES SUCCESSFULLY.** Alfred Gross. One of the nation's top marketing experts shows you the tested house sales techniques to pep up your marketing program. Where to get the best value for your advertising dollar. How to point out the hidden values. How to use the model house most effectively. 160 pp. \$2.95

**14. HOW TO BUILD SWIMMING POOLS.** Compiled from AMERICAN BUILDER magazine. This book offers tested ideas for pool design and construction. It will be of interest both to homeowners and to professional builders. Sections include "How to Build A Practical, Low-Cost Swimming Pool," "Builder's Crews Can Be Swimming Pool Specialists," "Here Is How To Plan," etc. Paper. 32 pp. \$1.

## STANDARD REFERENCE

**15. RICHEY'S REFERENCE HANDBOOK.** H. G. Richey. The standard references and working tool in daily use by thousands of builders, contractors, architects, building materials dealers, carpenters, and building construction foremen. A monumental volume with the answers to thousands of questions that arise in day-to-day building operation. 1640 pp. \$9.95

SIMMONS-BOARDMAN BOOKS

AB 12-60

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

Gentlemen: Please send me the books whose numbers are circled below.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Name .....

Address .....

City ..... Zone ..... State .....

Check Enclosed

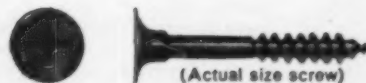
Money Order Enclosed

NO MORE NAIL "POPS"  
NO MORE SURFACE DAMAGE  
NO MORE LOOSE BOARD

## New 1<sup>1</sup>/<sub>8</sub>" USG® Drywall Screw – Type W... a new "twist" in wallboard attachment

Now, build lasting performance into your wall and ceiling construction with this new USG Drywall Screw—Type W. It's the first truly successful way to attach SHEETROCK® gypsum wallboard to wood framing.

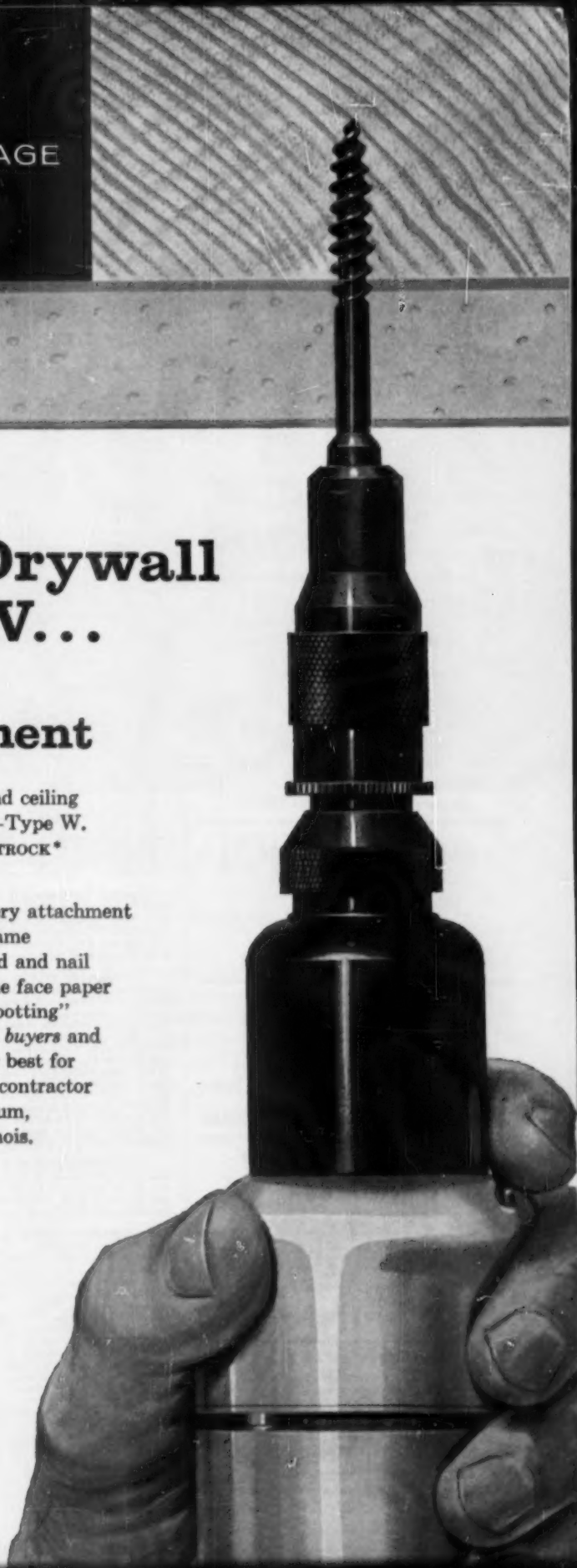
The new USG Drywall Screw—Type W does every attachment job better because it anchors the board to the frame with a permanent grip that eliminates loose board and nail "pops". The special screwhead design protects the face paper against tears and cuts, permits more effective "spotting" for greater wall beauty. The result: *more satisfied buyers and better builder reputation* with walls that look their best for a lifetime! For full details, contact your drywall contractor or U.S.G. dealer, or write to United States Gypsum, Dept. AB-09, 300 W. Adams St., Chicago 6, Illinois.



**UNITED  
STATES  
GYPSUM**

the greatest name in building

®T.M. Reg. U.S. Pat. Off.



You can't use

**SAFER  
SCAFFOLDS**

for

**BUILDING  
REMODELING  
MAINTENANCE**



**STEEL SCAFFOLDS**  
INCL. TUBE W/CLAMP



**HOIST TOWERS**



**SWING SCAFFOLDS • CATWALKS • STAGES**



**MAINTENANCE TRESTLE**



**ALL-PURPOSE SCAFFOLDS**



**SHORING EQUIPMENT**

Write for complete 24-page  
catalog . . . it's free . . .

BEET YOU UP IN THE WORLD  
**BIL-JAX INC.**  
Archbold, Ohio

**BLUEPRINT HOUSE**

(Continued from page 59)

1 3/4" Wh. Pine 3'x6'8 Flu. Int. Door, F&T	4 U
1 3/4" Wh. Pine 2'8x6'8 Flu. Int. Door, F&T	8 U
1 3/4" Wh. Pine 2'6x6'8 Flu. Int. Door, F&T	4 U
Birch Veneer 3x2x3' Base Cabinet	1 U
Birch Veneer 4'6x2'x3' Base Cabinet	1 U
Birch Veneer 4'3x2'x3' Base Cabinet	1 U
Birch Veneer 3'6x2'x3' Base Cabinet	1 U
Birch Veneer 3'6x2'x3' Sink Cabinet	1 U
Birch Veneer 3'3x2'x3' Range Cabinet	1 U
Birch Veneer 3'3x2'x3' D.W. Cabinet	1 U
Birch Veneer 10'x1'8x2'6 Bar Counter	1 U
Birch Veneer 8'x1'6x3' Sink Vanity	1 U
Birch Veneer 5x2x3' Sink Vanity	1 U
Birch Veneer 4'6x2'x3' Sink Cabinet	1 U
Birch Veneer 2'6x1'x3' Base Vanity	1 U
Birch Veneer 3'6x1'6 Wall Vanity	1 U
Birch Veneer 8'3x2'6x1' Wall Cabinet	1 U
Birch Veneer 4'3x2'6x1' Wall Cabinet	2 U
Birch Veneer 3'6x2'6x1' Wall Cabinet	1 U
Birch Veneer 3'x2'6 Wall Desk	2 U
Birch Veneer 7'6x2'x2'6 Base Stor. Cab.	1 U
Birch Veneer 7'6x2'6x1' Wl. Shelf Cabinet	1 U
Birch Veneer 1/4" Wall Boarding	465 S
Walnut 1x8" L. Corn. Fascia	35 L
2x6" Walnut 3x7" Panel Frame	1 U
Walnut 3x7" Room Divider	1 U
Trans. Flat. 3x7" Divider Panel	2 U
Hardwood 6'x1'6x4' Snack Bar	1 U
Hardwood 1 1/2"-d. Closet Pole & Supp.	45 L
White Pine 3/4" Ext. Wall Vert. Board.	395 S
White Pine 3/4" Closet Shelving	80 S
White Pine 1x6" WL & Roof Fascia	305 L
White Pine 1x8" Beam Trim	25 L
White Pine 1x4" Wall Base	605 L
White Pine 1x3" Roof Fascia	230 L
White Pine 1x3" Beam Trim	25 L
White Pine 1x3" Shelf Cleat	110 L
White Pine 1x2" Crown Molding	70 L
1/4"-rad. Pine 3/4x3/4" Base Molding	605 L
W. Pine & Mesh Ext. Wall Louver & Scm.	80 S
W. Pine & Hardwd. 14R3" Stair & Railing	1 U
W. Pine 7'x4'6 Rail Panel & Tr.	14 U
1/4" Plywd. Ven. Lt. Cornice Boarding	80 S
1/4" Perf. Hdb'd. Ceiling Boarding	885 S
Formica Countertops	135 S
1 1/4" Wd. & Glass 12'x6'8 Slid. Door, F.T. & Acc.	2 U
1 1/4" Wd. & Glass 8'x6'8 Slid. Door, F.T. & Acc.	1 U
1 1/4" Wd. & Glass 9'9x5'9 Case, Window, F.T. & Acc.	1 U
1 1/4" Wd. & Glass 7'6x5'9 Case, Window, F.T. & Acc.	3 U
1 1/4" Wd. & Glass 5'x4'8 Case, Window, F.T. & Acc.	1 U
1 1/4" Wd. & Glass 4'3x4'8 Case, Window, F.T. & Acc.	2 U
1 1/4" Wd. & Glass 3'x3'9 D.H. Window, F.T. & Acc.	2 U
1 1/4" Wd. & Glass 17'6x3' Fixed Window, F.T. & Acc.	1 U
1 1/4" Wd. & Glass 1'x5'9 Fixed Window, F.T. & Acc.	1 U
<b>—METAL ORNAMENT &amp; MISC. WORK—</b>	
Steel 5'-d.x10'6 Spir. Stair, Rail & A.	1 U
3'-d. Steel 8'6 Lilly Col. & Plates	3 U
3 1/2x3 1/2x3'16" Steel Window & Door Lintel	55 L
1 1/4" Hol. Mtl. 5'x6'8 Flush Int. Door, F&T	1 U
Alum. & Mesh 8x4" Brick Vents & Scm.	6 U
<b>—PLUMBING SYSTEM &amp; FIXTURES—</b>	
Water Serv. Connection & Piping	1 U
Sanitary Serv. Connection & Piping	1 U
Gas Serv. Connection & Piping	1 U
Gas Furnace Connection, Piping & Acc.	1 U
Hose Bibb Connection, Piping & Acc.	2 U
Lavatory Piping & Accessories	3 U
Bathtub Piping & Accessories	1 U
Water Closet Piping & Accessories	3 U
Kitchen Sink Piping & Accessories	1 U
Shower Head Piping & Accessories	3 U
Elec. H.W. Ht. Piping & Accessories	1 U
Shower Recep. Piping & Accessories	2 U
Dish Washer Piping & Accessories	1 U
Clothes Wash. Piping & Accessories	1 U
<b>—HEATING SYSTEM &amp; FIXTURES—</b>	
Gas Warm Air Furnace & Accessories	1 U
Gas Warm Air Ducts & Registers	28 U
Gas Warm Air Temp. Control Equipment	1 U
Gas Warm Air Vent Flue & Connections	1 U
<b>—ELECTRICAL SYSTEM &amp; FIXTURES—</b>	
Electric Service Connection	1 U
Electric Service Panel & Switch	1 U
Telephone Service Connection	1 U
H.W. Heater Connection & Wiring	1 U
Gas Furnace Connection & Wiring	1 U
Oven Connection & Wiring	1 U
Exhaust Fan Connection & Wiring	1 U
Range Connection & Wiring	1 U
Dryer Connection & Wiring	1 U
Single Sw. Outlets & Wiring	33 U
3-Way Switch Outlets & Wiring	9 U
Convenience Outlets & Wiring	49 U
Telephone Outlets & Wiring	6 U
Television Antenna & Wiring	1 U
Entry P. But. Chime & Wiring	3 U
Ceiling Fixtures & Bulbs	27 U
Wall Fixtures & Bulbs	3 U
Ext. Weather. Fixtures & Bulbs	7 U
Ext. Weather. Outlet & Wiring	5 U
Fluorescent Fixtures & Tubes	32 U

**THE FIRST LOW COST PLANER-MOLDER**



from \$289<sup>50</sup>

The New Belsaw 910 turns rough lumber into all popular Millwork Patterns.

Now a production machine that PLANES, MOLDS and SAWS in one continuous power feed operation. A versatile money-maker for your shop.

The Belsaw 910 face molds up to 11 inch wide stock or edge molds to 6 inches wide—planes stock 12 1/4 inches wide by 6 inches thick. Saws 2 1/4 inches thick. Power feeds 22 feet a minute with 3 or 5 H.P. motor.

Delivered on easy payment plan with full money back guarantee.

Find out today how the 910 can provide extra production and more profits for your company.

Send for Complete Facts Today

**BELSAW MACHINERY CO.**

9081 Field Bldg., Kansas City 11, Mo.

**FOR ACCURATE Measurement**

It's So Easy to measure with a Rolatape . . . and you save time on every measuring job. You can have precision accuracy to a fraction of an inch in less time than pace-off "guesstimates." No tapes to wind, no helper required.

**Records 100,000 feet** automatically and the accumulated total is always in full view.

**Shows Inches and Fractions.** Wheel is calibrated in inches and fractions for quick, easy reading.

**Shows Tenths of a foot.** Wheel is calibrated in tenths on reverse side for engineers.

See your equipment dealer of Rolatape Models to suit your needs. information today!

Rolatape, Inc., 1741 14th St., Santa Monica 4, California.



**Measuring Wheels**



# IH tough and Diesel too!

*... 47 horsepower\* on wheels or tracks*

Now you can have Diesel engine lugging ability and fuel economy in a new size and price range. On wheels, it's the International® 340 Industrial tractor . . . on tracks, it's the TD-340, both with 47 maximum engine horsepower.

The husky D-166 engine is the 4-cylinder counterpart of the 6-cylinder D-236—an engine with an outstanding record for operating economy and reli-

ability. Four-cycle design gives a steady flow of won't quit, hang-onto-the-load power.

Heavy-duty engine construction plus built-in tractor brawn assure you a powerhouse on wheels or tracks that will give years of rugged, dependable service. You'll enjoy do-more performance entirely new to the industrial tractor field.

\*Maximum engine horsepower corrected to standard conditions.

## **Big cash bonus for trading now!**

**It will pay you to be an Early Trader!** See your International Tractor Dealer **NOW**. For a limited time you can get a *cash* payment at the rate of 6% on any trade-in and/or cash payment you make. You earn this bonus, payable *immediately in cash*, on any purchase totaling \$500 or more. Your IH Dealer makes this offer so that he will have plenty of time to recondition your trade-in . . . See him **NOW!**



## **INTERNATIONAL HARVESTER**

## LAND PLANNING



**BRAINSTORMING** by land planning specialists is designed to make optimum use of hard-to-develop sites acquired by Northern Properties inside suburban fringe.



**TOWN BOARD PRESENTATION** is a strong argument for well-integrated development company. They bring a completed plan, back it with opinions of known experts.

# Land developers minimize

**Land companies—which sell ready-to-go plots to homebuilders—are taking the risk out of predevelopment. Here's how one company does it:**

**N**ORTHERN PROPERTIES, Inc., White Plains, N.Y., develops land passed over in the rush to suburbia. Its planning specialists make the most out of unusual parcels, sell the community to town planning boards, turn the developed lots over to local homebuilders.

From the homebuilder's point of view, it's a can't-lose proposition. He goes into a planned community knowing his land costs exactly, taking advantage of the natural architectural differentiation that results from having several builders working in a single subdivision.

He has avoided the to-be-expected hassle with overcautious town planning officials, will be building in an already established community, perhaps twenty miles inside the suburban fringe. The subdivision layout is virtually bound to be superior to anything he might have dreamed up, and he hasn't sunk working capital in risk-laden land development.

### How the operation works

NPI operates in two areas—the inner and outer fringe—suburbia and exurbia. Close in, they seek out passed-over land; further out they pick up large

tracts which they will turn into completely planned communities. The smaller developments, in existing communities, serve a dual purpose: cash flow for the more ambitious projects, and reputation building for their entire operation.

Their operation works something like this:

- The site is subjected to extensive brainstorming at the home office, with a view toward getting the optimum out of the area in terms of zoning, siting, traffic flow.

- The preliminary layout is presented to the town planning officials—by an array of planning and engineering "names" that would be difficult for the average builder to command.

- When approval is received, contracts for clearing and devel-



**CLEARING OPERATIONS** are closely supervised to preserve specimen trees and natural terrain, while avoiding blitzkrieg development look. Before builders start on home

sites, fully paved roads, utility lines, sewage and drainage systems will be installed. Builder starts on a graded site, with service laterals installed as far as curb.

## your predevelopment risks

oping are let, and NPI starts looking around for builders.

### **Convincing local planners**

Northern Properties' concept of operation is no accident. Jerry Lloyd—whose land-planning aptitude is based on an engineering background—heads the operation, consistently propounds advanced land-planning concepts to builders and land-planning officials all over the area. His two pet techniques, density and cluster zoning, are moving toward acceptance in New York's metropolitan suburbs. Lloyd put his concepts this way: "The thing that has soured local planning officials on builder developments is the insufficiently planned building that followed WW II. Many areas were down-graded architecturally, and community facili-

ties problems were created—some still unsolved.

"Local officials generally overreacted—instituting restrictive and large-lot zoning, to keep the problems from arising again. Their action forestalled the problems, but did not solve them. Growth was slowed, or even stopped, and development and building costs rose sharply.

### **Main problem: restrictive planning**

"The tragedy here is that restrictive zoning—and puddle jumping by price-conscious builders—has forced building operations to move further and further out. New York's commuters are now traveling 100 miles or more a day to and from work. Yet, land may be had closer in, if it can be made usable

through reasonable and progressive zoning.

"We have found that the planned community sale can be made if the facts are presented and explained. Towns have begun to discover that a subdivision of moderate-size lots—with provision for open space and provision of all utilities—is vastly preferable to large, tract-style developments.

"Particularly in areas of metropolitan growth, they have begun to realize that people must be provided with municipal facilities sooner or later.

"And most important, they are coming to the realization that a developer permitted to operate within reasonable standards actually provides the town with community facilities at no cost to the townspeople."

# SAFWAY

## LOW-COST 4 BY 4 STEEL SCAFFOLDING

fits all your needs for  
residential, commercial and  
light industrial construction



### 4-BY-4 SCAFFOLD ADVANTAGES

- Used safely for work to 40 ft. high.
- Waist-level material platforms speed work.
- 4-ft. and 6-ft. high frames have built-in climbing ladder.
- Accessories to fit every job requirement.
- Parts are easy to handle, erect, transport and store.

Sold and rented everywhere

SAFWAY

SAFWAY STEEL PRODUCTS, INC., 6228 W. STATE ST., MILWAUKEE 13, WIS.

WRITE  
FOR  
BULLETIN

612E



## COMBINATION SAWS can now be filed automatically with the New Model 200 FOLEY Automatic SAW FILER



This is the FIRST and ONLY machine which will file the so-called "combination" (rip and crosscut) circular saws; also crosscut circular saws, band saws, all types of hand saws.

The new model 200 Foley Saw Filer files the first tooth in each segment of a combination saw, clear around the saw; then the second tooth in each segment, and so on, until the saw is finished. The exclusive Foley principle of jointing the saw as it is filed, keeps all teeth uniform in size, shape and spacing; keeps circular saws perfectly round, usually doubles saw life.

**CONTRACTORS—CARPENTERS—CUSTOM FILERS**—Here is the ideal machine for contractors to keep all their power and hand saws in top-notch cutting condition and greatly prolong their life. For the carpenter who wants to make from \$3 to \$6 an hour in spare time—and for the full-time custom saw filer—the new model 200 Foley Saw Filer turns out perfectly sharpened saws that build repeat business and quickly pay for the Filer. Time payments if desired. Send coupon today—no salesman will call.

**FOLEY MFG. CO.** 1224-0 Foley Bldg.  
MINNEAPOLIS 18, MINN.  
● Please send full information and Time Payment  
Plan on New Model 200 Foley Automatic Saw Filer.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_







**EXTRA-WIDE** front doors are growing in popularity. Weldwood® Stay-Strate® Doors are ideal; they have inert Weldrok® mineral cores and hardwood edges that match the faces. These edges provide the rugged construction necessary for doors up to 4' wide. The wide range of beautiful hardwood faces available to you permit you to give continuity to luxurious wood paneled walls.

**HEAVY-DUTY** without loss of beauty—that's the strong appeal of Weldwood Custom Royal Doors. The colorful, durable Micarta® faces resist impact and abrasion, keep maintenance to a minimum. Custom Royal Doors are also available in both Class "B" and Class "C" Fire Door constructions.



*ready-to-hang doors save you time and money*

## From fit to finish, Weldwood Doors come tailored to your job



**FIRE PROTECTION** means more than just stopping flame spread. Beautiful Weldwood wood-faced Fire Doors do that, and they also drastically reduce destructive heat transmission. Underwriters' Laboratories, Inc. rates and labels these doors for fire resistance and assured maximum protection against heat transmission (250" maximum after 30 minutes of test) in both Class "B" (vertical shaft) and Class "C" (room and corridor) openings.

Now you can order any Weldwood Algoma-made Door cut to fit your frames, machined to fit your hardware, and finished to meet your specifications. You eliminate costly on-site work; and you profit from the sales appeal of these handsome, performance-guaranteed\* ready-to-hang doors. Weldwood Doors are available in a wide range of sizes and constructions for every opening.

### \*THE WELDWOOD DOOR GUARANTEE

United States Plywood unconditionally guarantees the Weldwood Stay-Strate, Fire, and Custom Royal Doors against warping, twisting, or manufacturing defects for the life of the installation (faces of Custom Royal Doors are guaranteed for two years), when accorded treatment which is considered good practice as far as storage, installation, and maintenance are concerned. If any door fails to meet these standards, United States Plywood will replace it without charge, including labor costs of hanging and refinishing involved.

## WELDWOOD DOORS

Mail coupon for free Weldwood Door booklet

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

AB 12-60

Please send free copies of new 12-page booklet, "Weldwood Architectural Doors"—#2010.

Name .....

Firm .....

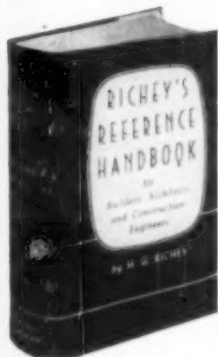
Address .....

City ..... Zone ..... State .....

Here's your chance to own  
the Greatest Handbook of  
**BUILDING FACTS AND METHODS**  
Ever Published . . .

At a fantastic price savings!!!

SAVE TIME • SAVE MONEY • AVOID MISTAKES



# RICHEY'S REFERENCE HANDBOOK

for Builders • Carpenters

Architects • Engineers • Contractors • Etcetera

**H**ERE is the greatest collection of drawings, tables, and practical building and construction data ever assembled! You have never seen a book like this before. It is a giant, 1,640 page volume packed with thousands upon thousands of facts, figures, statistics, procedures and illustrations covering the ENTIRE CONSTRUCTION FIELD!

No matter what branch of the building profession you're in, this huge handbook tells you what to use and how to do it. It gives you not building theory, but up-to-date building FACTS. On every kind of construction operation, RICHEY tells you in plain language the method or methods that years of experience have proved sound and efficient. RICHEY warns you of costly pitfalls you must be careful to avoid . . . guides you in safe, fast economical building methods . . . helps you select the latest qualities, grades, types, sizes, etc. of building materials for best results.

### PACKED WITH UP-TO-DATE BUILDING KNOW-HOW ON:

Carpentry — Woodworking — Hardware — Wood Fastenings — Timber — Strength of Timber — Life of Timber — Inspection of Lumber — Preservation of Timber — Concrete Forms — Excavating — Testing the Carrying Power of Soil — Natural Foundations — Concrete Piles — Sheet Piling — Driving Piles — Footing Courses — Foundation Walls — Waterproofing — Damp-proofing — Selection of Building Stones — Testing Stones for Building Purposes — Stone Masonry — Cut Stonework — Stone Setting — Marble Work — Structural Slate and Glass — Terrazzo — Tile Work — Composition Floors — Bricklaying — Estimating Brickwork — Mortar — Cement — Sand and Aggregate — Superintending Concrete Construction — Fireproofing and Fire Prevention — Curbs and Copings — Cast Iron — Structural Iron and Steel — Tin and Sheet Metal Work — Painting — Plastering — Plumbing — Sewers and Drains — Heating and Ventilation — Hydraulics — Strength and Weight of Materials — Orders of Architecture — Drawing — Laying out Rafters, Hoppers, Curves for Walks, Arches, Circles, etc. — Squares, Cubes, Roots, Mensuration — Engineering Formulas — Electric Wiring — Conduit Systems — Bell Wiring — Elevator Installation — Glass and Glazing — Etc. Etc.

**YOU CAN BUY A COPY NOW FOR ONLY \$9.95**  
*Limited Time Offer! Rush Your Order*

#### MAIL TODAY

Simmons-Boardman Books Dept. AB 12-60  
30 Church Street, New York 7, N. Y.

Please send me a copy of RICHEY'S REFERENCE HANDBOOK at your special limited time price of \$9.95, which I enclose herewith.

Name .....

Address .....

City ..... Zone ..... State .....

**SAVE!** Send \$9.95 with coupon and we will pay postage. Same return and refund privileges.

## INCREASE HOME SALES IN 1961 THIS PRACTICAL WAY—

give your home buyers a copy of THIS IS YOUR HOME—use it these four practical ways:

1. AS A DIRECT SALES AID. . . . Your looseleaf "builder's edition of This Is Your Home has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.
2. AS AN INDIRECT SALES AID. . . . Give each home buyer an appreciation of your own skill—with a book that points out the craftsmanship and hidden values in your homes.
3. AS A PRESTIGE BOOSTER. . . . Your special looseleaf edition allows you to insert a model home picture with instruction sheets about materials and appliances used in the home.
4. AS A GOODWILL BOOSTER. . . . Home buyers will appreciate the "do-it-yourself" emphasis and these essentials of good home maintenance eliminate expensive, unnecessary service calls for you.

Look at this book through the eyes of your home buyers, and you'll see a substantial increase in your own sales.

Order a copy today and see how readily this recently published book will fit into your home sales plans.

Sample price, looseleaf Buckram binding, \$4.75 per copy (plus 30¢ for your business name, gold stamped on cover.)

Case bound edition (not looseleaf) \$3.95 (quantities only stamped 30¢ extra.)

Simmons-Boardman Pub. Corp.

Dept. AB-12-60

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

Yes, rush me a sample copy of THIS IS YOUR HOME for which  I enclose \$..... (\$4.75 per copy, \$5.05 per copy with name stamped) or  bill me.

Name .....

Street .....

Address .....

Imprint as follows: .....

**HELP!** US HELP YOU . . .  
**HELP!** THE POST OFFICE . . .  
**HELP!** THE POST OFFICE  
HELP YOU . . .

This magazine is cooperating with the Post Office Department to achieve economical, efficient and fast delivery of your magazines. Please do your part by telling us what your postal zone is—if you have one. If you don't know, ask your letter carrier.

**ALWAYS SHOW ZONE NUMBER**  
when RENEWING  
ORDERING  
WRITING ABOUT  
SUBSCRIPTIONS

"GOOD IDEA" COUPON (clip and mail)

AMERICAN BUILDER

BOX 961

BRISTOL, CONN.

PLEASE ADD MY POSTAL ZONE

NAME .....

ADDRESS .....

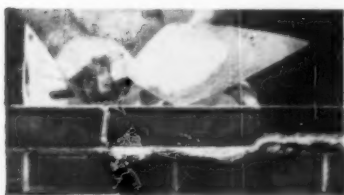
CITY .....  ZONE ..... STATE .....

# BRIXMENT

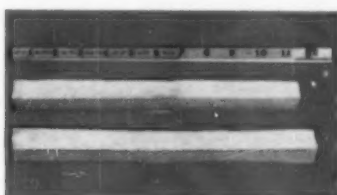
provides the ideal balance  
of **9** essential characteristics

**S**OME mortars may be very strong, but lack other important properties such as workability, etc. Other mortars may be very plastic, yet lack necessary qualities such as durability, etc. For good masonry construction at lowest cost, mortar must have a proper balance of ALL the essential characteristics shown below.

Brixment mortar *does* combine these characteristics, to a higher degree than any other mortar. It is this *combination* of advantages that makes Brixment superior to any mixture of portland cement and lime—and which also accounts for the fact that Brixment has been the leading masonry cement for over 40 years.



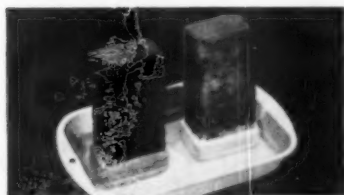
**PLASTICITY.** Mix a batch of Brixment mortar, and a batch of 1-1-6 portland cement-and-lime mortar. Test each mortar by bedding a few bricks. You will find that the Brixment mortar is much more workable.



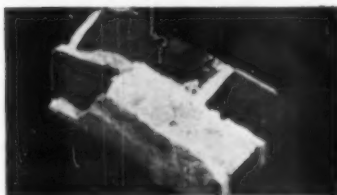
**SOUNDNESS.** Brixment meets the requirements of the ASTM and Federal specifications for autoclave soundness. This test proves that Brixment mortar does not expand after long exposure to weather.



**STRENGTH.** Brixment exceeds the requirements of the ASTM and Federal specifications for Type II masonry cement. Brixment mortar also meets the requirements of the ASTM specifications for Type N mortar.



**LOW EFFLORESCENCE.** Cap one brick with Brixment mortar, and another with cement-and-lime mortar. Let cure, then place in pan of shallow water. After a few days you will see that Brixment helps prevent efflorescence.



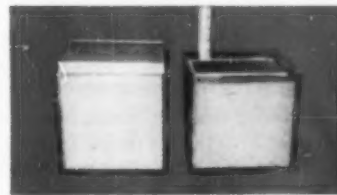
**BOND.** Brixment mortar's great plasticity and high water retaining capacity permit a more complete bedding of the brick, with greater area of contact between brick and mortar—hence tighter bond.



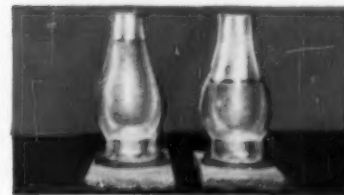
**WATER RETENTION.** Place a dab of Brixment mortar and a dab of 50-50 cement-and-lime mortar on a brick or concrete block. Wait a minute, then feel each mortar. High water retention makes Brixment mortar stay plastic longer.



**DURABILITY.** Make a cylinder of Brixment mortar and a cylinder of 50-50 cement-and-lime mortar—cure for 30 days—place cylinders in pan with  $\frac{1}{2}$ " of water and freeze and thaw. After a number of cycles, you will see that Brixment mortar is far more durable.



**YIELD.** Measure out 1 cu. ft. of sand (80 lbs.) and  $\frac{1}{2}$  bag of Brixment (23 $\frac{1}{2}$  lbs.). Also measure out the same amount of sand and  $\frac{1}{2}$  bag of hydrated lime (8 $\frac{1}{2}$  lbs.) and  $\frac{1}{2}$  bag of portland cement (15 $\frac{1}{2}$  lbs.). Make a workable mortar from each batch, then place each batch into a box holding 1 cu. ft. You will find that Brixment mortar gives from 5% to 15% greater yield.



**IMPERMEABILITY.** Prepare a slab of Brixment mortar, and one with ordinary cement-and-lime mortar. After they have hardened, wax-seal a lamp chimney to each slab, and fill with water. After 24 hours you will see that much less water has gone into or through the Brixment slab.

**LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY**  
Cement Manufacturers Since 1830



More power for more profit...  
*that's low-cost **TEN-TEN** earthmoving*

Watch your daily work capacity go up with this new crawler! For faster cycles, you work with forty engine horsepower developed by a new 4-cylinder valve-in-head gasoline or Diesel engine, engineered and built by John Deere. Loader is operated entirely by one lever for both boom and bucket. There's no shifting reverse and forward—a dash lever operates a new hydraulic direction reverser with big-capacity wet clutch.

For full loads, a 40-degree bucket roll-back provides 8500 pounds breakout. Full height lift capacity is 4000 pounds, and dumping clearance is 8 feet, 1 inch. Self-leveling 3/4-yard bucket has eight heat-treated nodular iron teeth as regular equipment. Tractor frame also accommodates John Deere center-mounted or five-position backhoe or the new 35 hydraulic ripper for all-around utility.

Check the yellow pages for the name of your nearest John Deere Dealer. He'll be glad to arrange a demonstration of the new TEN-TEN, and he'll give you full information on credit purchasing or long-term leasing arrangements.



**TRACTORS  
BULLDOZERS  
AND  
EARTHMOVING  
EQUIPMENT**

**JOHN DEERE • 3300 RIVER DRIVE • MOLINE • ILLINOIS**

# BUILDING WITH BRAINS



**UNDER-THE-COUNTER** built-in oven gives Bob Schroeder two advantages: it (1) adds spaciousness to the small 11x10' kitchen; and (2) creates about 20" of extra counter space.



**AN ELECTRIC RANGE** with top-mounted controls leaves Schroeder enough space underneath to build in this handy utensil drawer. All Schroeder's cabinets are made for him locally.

## Smart built-ins appeal to housewives, boost house salability

**B**OB SCHROEDER, of Brentwood, Long Island (N.Y.), uses many clever touches to enhance both the quality and salability of his homes

(see p. 50). The two ideas pictured above were taken from his \$14,000 Expansion Ranch model. One (at left) helps a small kitchen look as big as

possible, and the other (right) is a simple way to let the housewife save many steps throughout the course of her working day.



**GAS POWERED** 28-ft. Thor vibratory screed is pulled across a section of ceiling slab. Underside of slab will be so smooth that it won't need plastering.

## Machine saves \$4,000 on concrete job

**W**ELLS CONSTRUCTION Co., Tulsa, recently saved over \$4,000 on a 19,200-sq.-ft. concrete ceiling. They did it with the vibratory screed shown

above, which uses a unique strap action to vibrate and screed the concrete in one operation. It's made by Thor Power Tool Co.



**Buyer supplies own oven**

**I**N CASE a buyer wants to supply his own oven, Atlanta builder Fred Fett, Jr., frames out an opening, omits the oven. If the buyer already has a range-oven unit, Fett can easily work the opening into a closet.



### Layer of dirt protects concrete surfaces while curing

**J**OHNS LONG, of Phoenix, Arizona, spreads a layer of dirt over all concrete driveways and sidewalks in his development. This protects the concrete from dents, discoloration,

and accidental marring of the surface, also aids the curing process.

Careful attention to seemingly unimportant details pays off for the builder in many ways, says Long.

Your prospects will notice the care you take, and your buyers will get a home that they're satisfied with. Result: a lot of free advertising by word of mouth.



### Vibrating tamper cuts hand labor

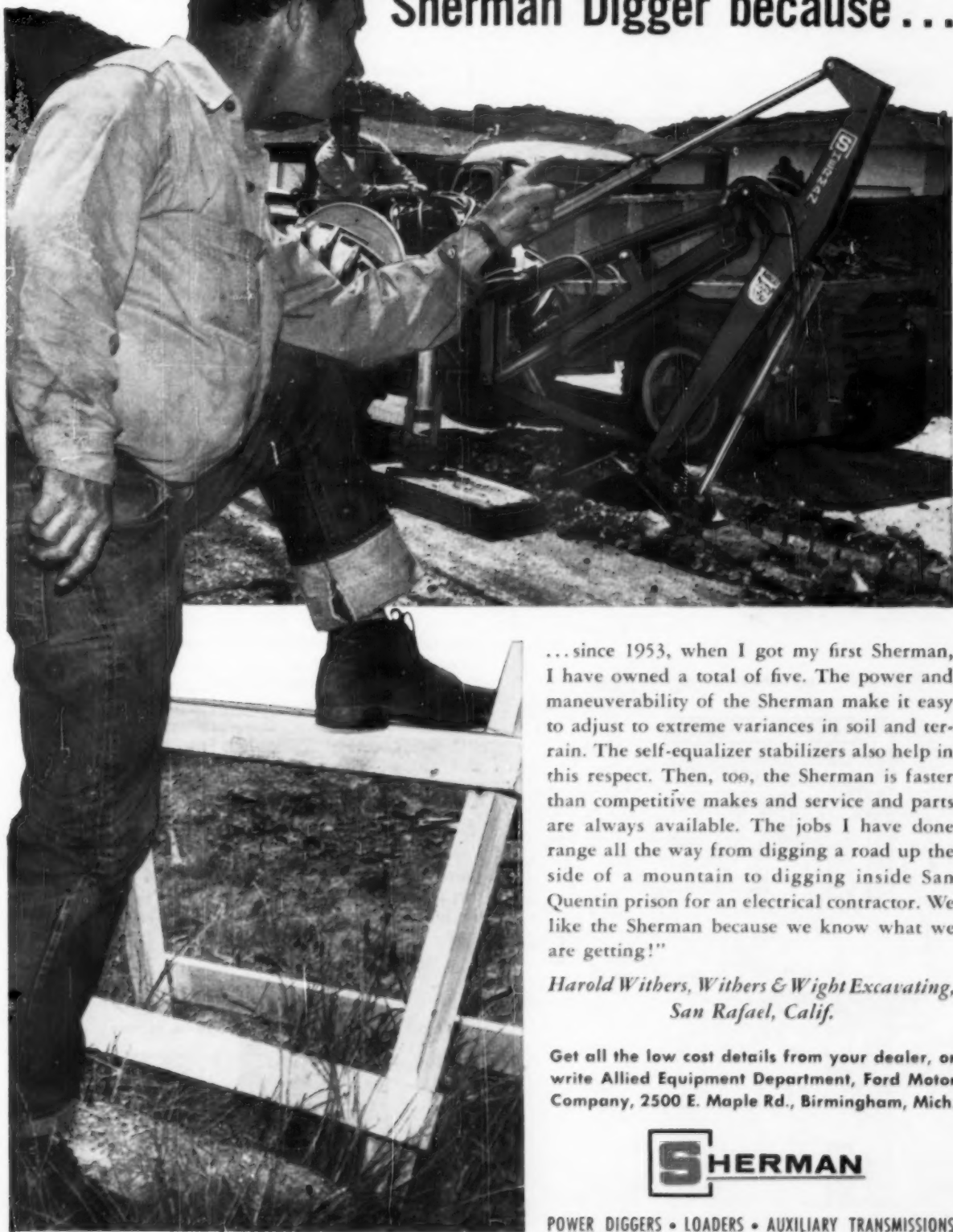
**H**ERE'S A NEW MACHINE that does away with hand tamping around foundation walls, in basements and driveways, and under sidewalks. It's the Stow model T-18A vibratory tamper. It comes with 18", 12" or 24" shoes, and is self-propelled at speeds up to 50 fpm.



### Makes garage floor easy to clean

**I**N THE SAN ANTONIO area, most garages are finished. But Monroe S. May, in his model-home garages, goes a step further. He mops the foundation (cost: 5¢ a ft.), puts down Armstrong linoleum (cost: 12¢ a ft.). Result: an easy-to-clean floor that won't soak up grease.

**"I bought another  
Sherman Digger because ...**



... since 1953, when I got my first Sherman, I have owned a total of five. The power and maneuverability of the Sherman make it easy to adjust to extreme variances in soil and terrain. The self-equalizer stabilizers also help in this respect. Then, too, the Sherman is faster than competitive makes and service and parts are always available. The jobs I have done range all the way from digging a road up the side of a mountain to digging inside San Quentin prison for an electrical contractor. We like the Sherman because we know what we are getting!"

*Harold Withers, Withers & Wight Excavating,  
San Rafael, Calif.*

Get all the low cost details from your dealer, or write Allied Equipment Department, Ford Motor Company, 2500 E. Maple Rd., Birmingham, Mich.

**SHERMAN**

POWER DIGGERS • LOADERS • AUXILIARY TRANSMISSIONS

# Flexible joints, ties prevent

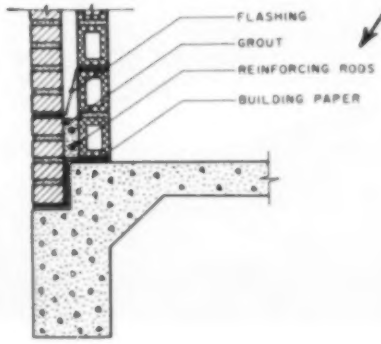
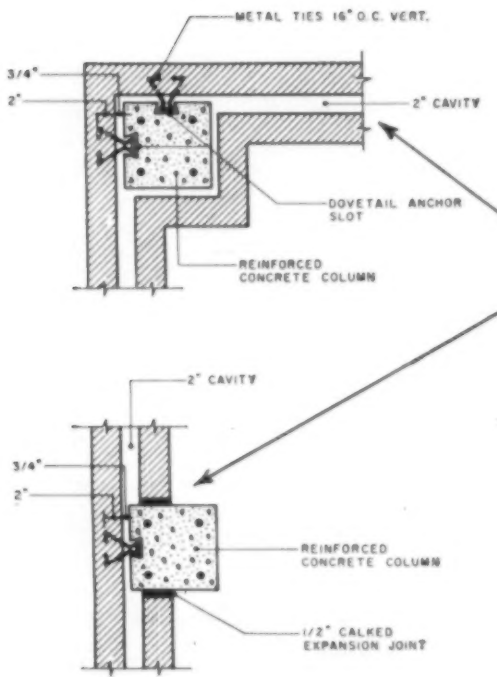
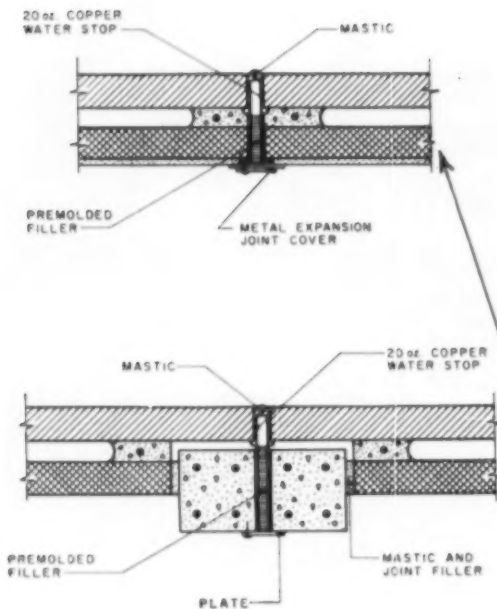
UNFORTUNATELY, you can't entirely eliminate the possibility of cracks appearing in a masonry wall. However, you can minimize chances of that happening, by following design details like the ones shown on these pages.

One major cause of masonry wall cracks is thermal strain. Since the effects of thermal strain are more pronounced in a longer wall, the Structural Clay Products Institute recommends that wall lengths be 300 feet or less for heated structures in moderate climates. For more extreme climates, and for unheated structures and walls with openings, SCPI recommends shorter lengths.

Expansion joints tend to relieve thermal strain. In framed buildings, such joints should go right through the structure—floor and roof slabs, partitions, ceilings, and walls. Shown here are some typical cavity-wall expansion joints. Design of such joints can vary, depending on methods of concealment and waterproofing. But design must in all cases provide complete separation between adjoining elements of the structure.

Generally speaking, cracks may be prevented, or reduced, by allowing as much freedom as possible between the components of the structure. (The term for this is "discontinuity of structure.") This freedom—between wall and foundation, between wall and structural frame, and between wall and roof trusses or slabs—lets the building "give" somewhat, and thus roll with the punches.

For example, these drawings show a situation in which the masonry does not touch the columns that are actually inside the wall. Metal ties secure the masonry from lateral movement. Ties permit,





# cracks in masonry walls

however, a degree of relative movement between the columns and the masonry.

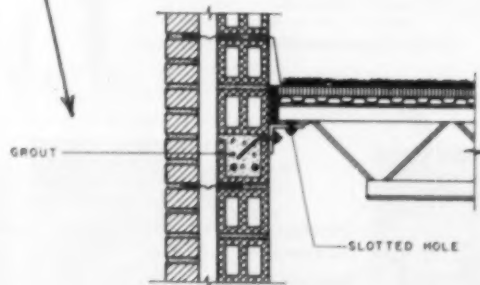
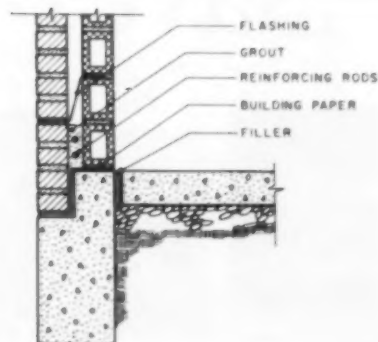
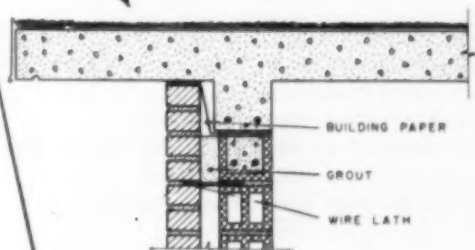
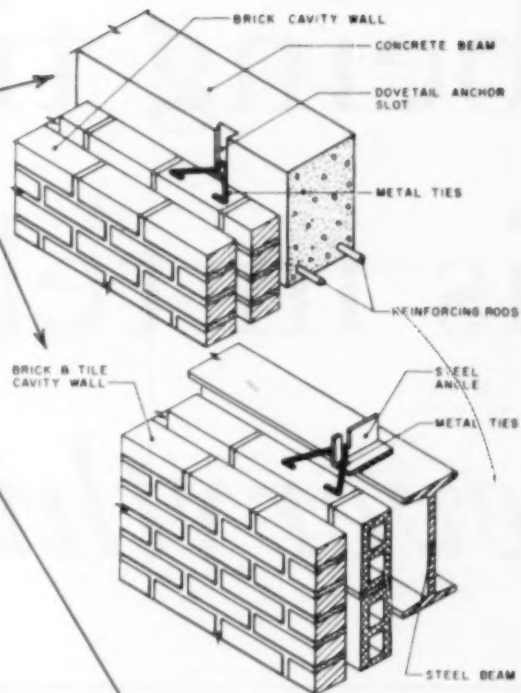
The next two drawings show beams in a framed structure. Walls are adequately anchored; but they have enough flexibility to prevent loads and strains in the frame from being transferred to the masonry.

A frequent source of cracking—and one that's often overlooked by designers—is expansion or curling in concrete slabs which bear on masonry walls. (The ends of curling slabs have been known to lift the bricks to which they're bonded.)

These typical details relieve that condition. In the first case, the bond, which is broken between the concrete and the wall by building paper, gives the slab some freedom in respect to the wall. (The slab is also thickened into a beam to help minimize curling.) In the second case, steel joists are tied to the wall by slotted seats and hand-tightened bolts. This lets the joists expand and contract without harming the masonry.

The last two drawings show how proper design prevents transfer of movements from foundation to masonry walls. In both cases, building paper breaks the bond between the cavity wall and the concrete beam.

Reinforcing the bottom of the cavity wall and filling it with grout forms a bond beam or tie beam. This ties the inner and outer wythes of masonry together and distributes the strain over longer lengths of wall. This effort, in turn, helps contain any vertical cracks that may originate at the bottom of the wall. Similar provisions will do the same job for tops of bearing walls.



(Editors' note: These designs do not show provisions for insulation that may be required under various climatic conditions.)

# “The secret of being tiresome is in telling *everything*”

VOLTAIRE

So what our editors tell is the *heart* of the story. And to give it a strong beat, they:

- Use big pictures and short words;
- Say as much as possible on the “glance level” — photos, diagrams, charts, type display;
- Break the story into bite-size chunks;

• Set up pages so a reader sees — quickly — what’s for him, what’s for others.

• What does a time-saving magazine mean to the advertiser? *Wide-awake readers — with the time and inclination to pursue ideas in his advertising.*

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers

with Simmons-Boardman

## Time-Saver magazines



# Advertiser's Index "The better you buy—the better you build—the better you sell"®

<b>A</b>		<b>I</b>		<b>S</b>	
Allied Equipment Department,		Inland Homes Corporation .....	6	Safway Steel Products, Inc. ....	100
Ford Motor Company .....	107	International Harvester Co.,		Samuel Stamping & Enameling Co. ....	19
Alco, Inc. ....	80	Industrial Tractors .....	97	Skil Corporation .....	8
American Builder .....	96B, 102, 110	International Fibre Duct Division .....	111	Stanley Electric Tools, Division of the	
American Telephone & Telegraph Co. ...	3, 87			Stanley Works .....	81
				Symons Clamp & Mfg. Co. ....	92
<b>B</b>		<b>J</b>		<b>U</b>	
Belsaw Machinery Co. ....	96-D	John Deere Industrial Division .....	104	United States Gypsum Company .....	96-C
Berry Door Corporation .....	Cover 2			United States Plywood Corporation .....	101
Big-Jax, Inc. ....	96-D	<b>K</b>		United States Steel Corporation .....	78, 79
Bostitch .....	71	Kentile, Inc. ....	10	<b>W</b>	
<b>C</b>				Western Pine Association .....	93
Calder Manufacturing Co. ....	90	<b>L</b>		Weyerhaeuser Company .....	88, 89
Case Co., J. I. ....	95	Leviton Manufacturing Company .....	86	Whirlpool Corporation .....	35
Celotex Corporation, The .....	37	Louisville Cement Company .....	103		
Columbia Mills, Inc., The .....	96			© 1960 American Builder	
*Comet Manufacturing Company .....	22D	<b>M</b>		<b>Advertising Sales Representatives:</b>	
Congoleum-Nairn, Inc. ....	Cover 3	Macklanburg-Duncan Co. ....	24, 25	<b>NEW YORK 7, N.Y.</b>	
<b>D</b>		Masonite Corporation .....	22	30 Church St.	Jack Wyatt
Deleo Appliance Div.,		Mastic Tile Corporation of America .....	21	Phone: Worth 4-3060	District Manager
General Motors Corp. ....	33	Mortgage Exchange Company of			Sal Scerola
Dietzgen Co., Eugene .....	20	America, Inc. ....	77		District Manager
Dodge Reports, F. W. Dodge Corporation	74	Mosley Electronics, Inc. ....	90	<b>CHICAGO 3, ILL.</b>	George Hutchings
Dow Chemical Company, The .....	84, 85	Murray Corporation of America, The		78 West Monroe St.	District Manager
		Eljer Division .....	36	Phone: Randolph 6-0794	Dave Rempel
<b>E</b>					District Manager
Elier Division of The Murray		<b>N</b>		<b>CLEVELAND 15, OHIO</b>	D. J. Casey
Corporation of America .....	36	National Association of Home Builders ..	96	1501 Euclid Ave.	Regional General Manager
		National Lumber Manufacturers		Phone: Main 1-4455	District Manager
<b>F</b>		Association .....	72, 73		Arthur W. Stockdale
Fasco Industries, Inc. ....	23	National Manufacturing Company .....	Cover 4	<b>TOLEDO 6, OHIO</b>	Harold Mann
Fedders Corporation, Central Air		Nova Sales Co., Subsidiary of Homasote		3545 Lincolnshire Woods Rd.	District Manager
Conditioning Div. ....	12, 13	Company .....	94	Phone: Greenwood 9-2801	
Flintkote Building Materials—A Division		NuTone, Inc. ....	1, 2	<b>DALLAS 19, TEXAS</b>	Joe Sanders
of The Flintkote Company		<b>O</b>		3915 Lemmon Ave.	Representative
Flintkote Company, Building Materials		<b>Onan &amp; Sons Inc., D. W. ....</b>	26, 27	Phone: Lakeside 1-2322	
Division .....	91			<b>LOS ANGELES 17, CALIF.</b>	Fred A. Kinnor
Foley Mfg. Co. ....	100	<b>P</b>		1151 West 6th St.	Dave Clark
Ford Division, Ford Motor Co. ....	30, 31	Paragon Electric Company .....	96	Phone: HUntley 2-4000	Representatives
Ford Motor Company, Allied Equipment		*Pioneer Manufacturing Co. ....	22B	<b>SAN FRANCISCO 11, CALIF.</b>	Law Vagler
Department .....	107	Pootatuck Corp. ....	111	916 Kearny St.	Representative
		Portland Cement Association .....	32	Phone: GARfield 1-7004	
<b>G</b>		Potlatch Forests, Inc. ....	34	<b>PORTLAND 5, OREGON</b>	Pete Kinnor
General Motors Corp.,				1720 S.W. Morrison St.	Representative
Deleo Appliance Div. ....	33	<b>R</b>		Phone: CApital 7-4993	
Georgia-Pacific Corporation .....	4	*Radeo Products, Inc. ....	22D	<b>ATLANTA 9, GA.</b>	J. Sidney Crane
		Red Cedar Shingle Bureau .....	49	22 Eighth St.	Representative
<b>H</b>		*Roberts Company, The .....	22C	Phone: Trinity 2-6720	
Hall-Mack Company .....	68	Roberts Mfg. Co., Rangaire .....	28, 29	<b>NEW YORK OFFICE:</b>	
Hines Lumber Co., Edward .....	82, 83	Roddis Plywood Corporation .....	96A	Advertising Sales Manager	A. W. Brownell, II
Hobart Mfg. Co., Kitchen Aid Division ..	70	Rotatpe, Inc. ....	96-D	Sales Promotion Manager	Bernard L. Perry
Homasote Company, Nova Sales				Production Manager	John V. Mitchell
Company Subsidiary .....	94				

\*Appears in Western editions only.

## COMPLETELY ACCURATE MITER CUTS

WITH THE  
**LION TRIMMER**



THEY CAN BE INSTANTLY CORRECTED—  
EVEN BEVELED UNDER—IF NEEDED!

How often do you have to patch, sand or plane faulty cuts like these?

- Never needs sanding
- Miters to 5" wide
- Square end planing to 1/8"
- Any angle between 45°—90°

Write for full information and name of nearest dealer

**POOTATUCK CORP.** 50 Old Stratford Rd., Shelton, Conn.

## FREE SAMPLE FIBRE DUCT

Moisture-Proof • Extra Strong • Crush-Proof • Termite-Proof the most rigid fibre duct model

**NOW SAVE 75% on MATERIAL  
80% on LABOR COSTS**

**On Ducts for AIR CONDITIONING  
and PERIMETER HEATING**

**INTERNATIONAL FIBRE DUCT DIVISION  
3800 Park Ave., St. Louis 10, Mo.**

Do away with costly metal or concrete ducts. Set up for fast installation—no delays—at low cost—in heating and air conditioning. For free literature



NAME .....

ADDRESS .....

# MONTH AHEAD

## **It's that time again!**

Take any road. But if it doesn't lead you to Chicago for the annual gathering of the building fraternity, you'll be missing a big bet. The coming Convention of the National Association of Homebuilders (Jan. 29 to Feb. 2) promises to top them all. The new lakefront Exhibition Hall on the South Side will show 50% more product displays than ever before in Convention history. In addition, top building brains will be meeting daily in attempts to solve the pressing problems of land scarcity, obsolete building codes, and many others.

## **Small volume builders get break—**

Among the hardest hit during the recent market decline have been the smaller builders. Delegates attending will be striving to find answers to their problems. One important help area will be the new remodelers committee headed by NAHB 2nd Vice President Leonard B. Frank. This committee will be looking for ways to introduce the small volume builder to the profitable "sidewise" market which, along with remodeling, includes apartment house, light commercial, and industrial construction. Don't worry about sleeping space at the convention. The new location of the exhibition is convenient to many more hotels and motels than ever before.

*But, if you can't go—AMERICAN BUILDER will bring the convention to your mailbox at the beginning of next month. Highlighting the issue will be a new-product section that will preview more than 400 new materials, tools, and equipment which are certain to help you*

*tackle the promisingly good—but definitely tough—1961 building market.*

## **Let our Daily be your guide**

At the convention, AMERICAN BUILDER again will publish its traditional Convention Daily. Long a 'Convention mainstay, the Daily will keep you abreast of each day's happenings as well as announce forthcoming events. Coverage will be by AMERICAN BUILDER editors along with a crew of top-flight Chicago newspapermen.

*But, if you can't go, take a good long look at our January issue for the reasons why Richard Prows of Bountiful, Utah, won AMERICAN BUILDER's Special Award for quality merchandising. The Prow's story will give you a good insight to ways you can sell houses in a depressed market by merchandising quality and hidden values.*

## **The lull before the storm—**

You might also turn January into your "get-ready" month. That cold month will give you all the opportunity to get ready for your spring building program. You can get on your bike and make a tour of other builder operations for ideas that might help you sell more and better in the spring. Our editors returning from tours of National Home Week tell us that in almost every city visited they found a builder selling houses like hotcakes while competitors cried the blues. AMERICAN BUILDER will bring you these success stories as fast as possible; but there's nothing like seeing for yourself if you have the extra time.

**IN FEBRUARY:** Look for these two important major features:

- A roundup of the winners in American Builder's Quality Model Home Contest. The feature will show the men, their houses and floor plans.
- The exciting First Grand Prize winner's home as our Blueprint House. This is a sparkling contemporary by Anderson Building, in Phoenix, Ariz.

Celebration... Sellebration...  
now an **INLAID VINYL** flooring with  
Sellsational home selling features!

# AMERICANA

Congoleum-Nairn proudly introduces a Flor-Ever® Vinyl floor that for the first time gives your homes every selling "extra"—with no extra in cost!

Flor-Ever Vinyl, you know, has been the quality symbol in millions of homes. Now, "Americana" offers three *new* features.

1. Flor-Ever in a luxury design with decorative "chip colors" in the newest style—to correlate with today's color trends in appliances, top coverings, paints and wall coverings.
2. A blend of Flor-Ever's famous features (the non-porous quality that defies household staining and gives easy-care glow) with a beautiful new sateen finish that disguises scuffs, hides underfloor irregularities and resists indentation... a magnificent vinyl by the yard for a virtually seamless expanse of beauty.
3. A pricing policy that fits EVERY home selling budget—plus Congoleum-Nairn's great "Model Home" policy and promotional selling helps.



**Congoleum-Nairn**  
FINE FLOORS



"...will help SUN RAY sell  
luxury and comfort—at sensible prices"

says James R. Murphy, sales manager of Sun Ray Estates, the highly successful development created by R. A. Watt. And to Mr. Murphy's shrewd appraisal of Americana Vinyl's value for smart builders need be added only the fact that Sun Ray's color coordinator, Mel Grau also selected Americana for his sales-exciting interiors.





**HOW MANY  
HOMES COULD  
YOU SELL,  
IF YOU PAINTED  
ALL OF THEM  
BLUE?**



ANOTHER NEW PRODUCT FROM

*National*

**SLIDING DOOR SET**

Designed for quick and easy installation, eliminates those irksome call backs. Home buyers like the smooth, quiet action of the  $\frac{3}{4}$ " diameter nylon rollers. No. 680 Sliding Door Set is adaptable for either  $\frac{3}{4}$ " or  $1\frac{1}{8}$ " doors. Separate fascia is optional.

*National*

**cabinet hardware gives you 21 different finishes to please discriminating buyers**

Today's home buyer has some very definite ideas about color, style, and finishes. That's why so many builders choose National Mfg. Co. cabinet pulls, ornamental hinges, door butts and other items that help make a sales impression. You can please them all from the big selection of styles and finishes you will find at your National hardware dealer. Look for the familiar blue cartons . . . they're your guarantee that the hardware inside is quality you can rely on.

**NATIONAL MANUFACTURING COMPANY**

18012 First Ave.

Sterling, Illinois

