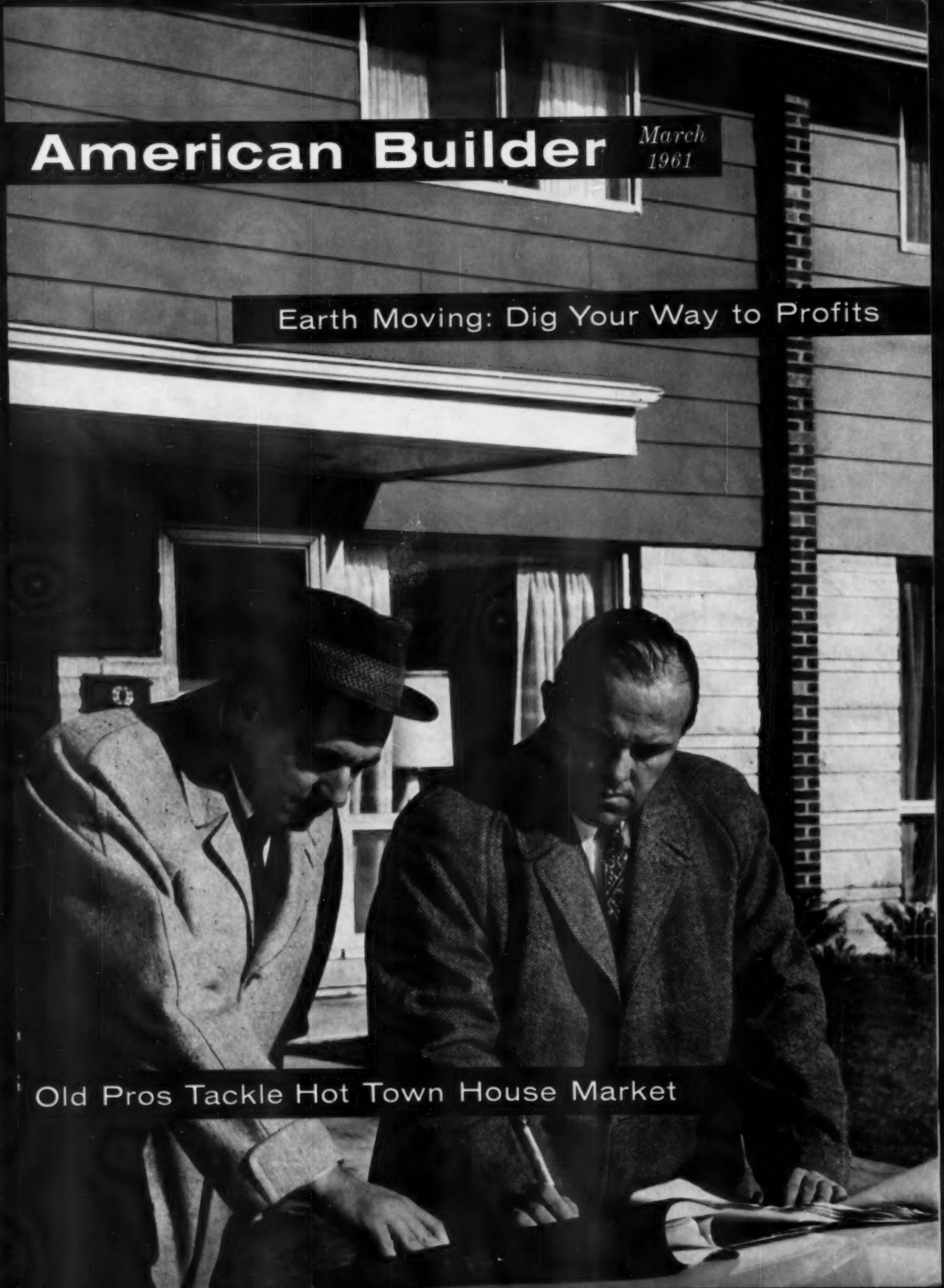


American Builder

March
1961

Earth Moving: Dig Your Way to Profits

Old Pros Tackle Hot Town House Market

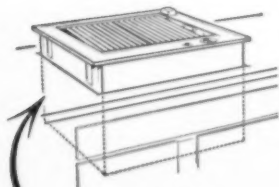


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NuTone BARBECUE



NuTone's heavy-duty Barbecue Hood-Fan is installed in cabinet above the NuTone Electric Barbecue with Rotisserie. 



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indoors all year 'round (without rain or chilly
weather to spoil the fun). Barbecued steak,
hamburger, roast and turkey are but a few of

the many flavor treats that fit into daily food
preparation.

And all this at a moderate cost . . . so homes
in every price bracket can afford to include the
NuTone Built-In Barbecue. It's so easy to
install . . . the entire unit drops into place in
any standard cabinet.

Entire Unit Drops In to Standard Cabinets

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for Luxury in your Kitchen.. at a bargain



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flare-ups . . . side panels removable for easy cleaning . . . anodized aluminum front panel that keeps its "new" look . . . hinged cover retains heat and saves electricity . . . rotisserie plugs right into the unit . . . dual heating elements with a triple position switch.

SEE NEXT PAGE →



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*Now you
can offer a*
NUTONE
Barbecue
"Party Patio"



It's made of Anodized Aluminum
to prevent rust or tarnish
— lists for Only \$59.95

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Write for complete catalogs and Designers Sketches showing many ways to use built-in barbecue in the homes you are planning →

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SEE OTHER SIDE

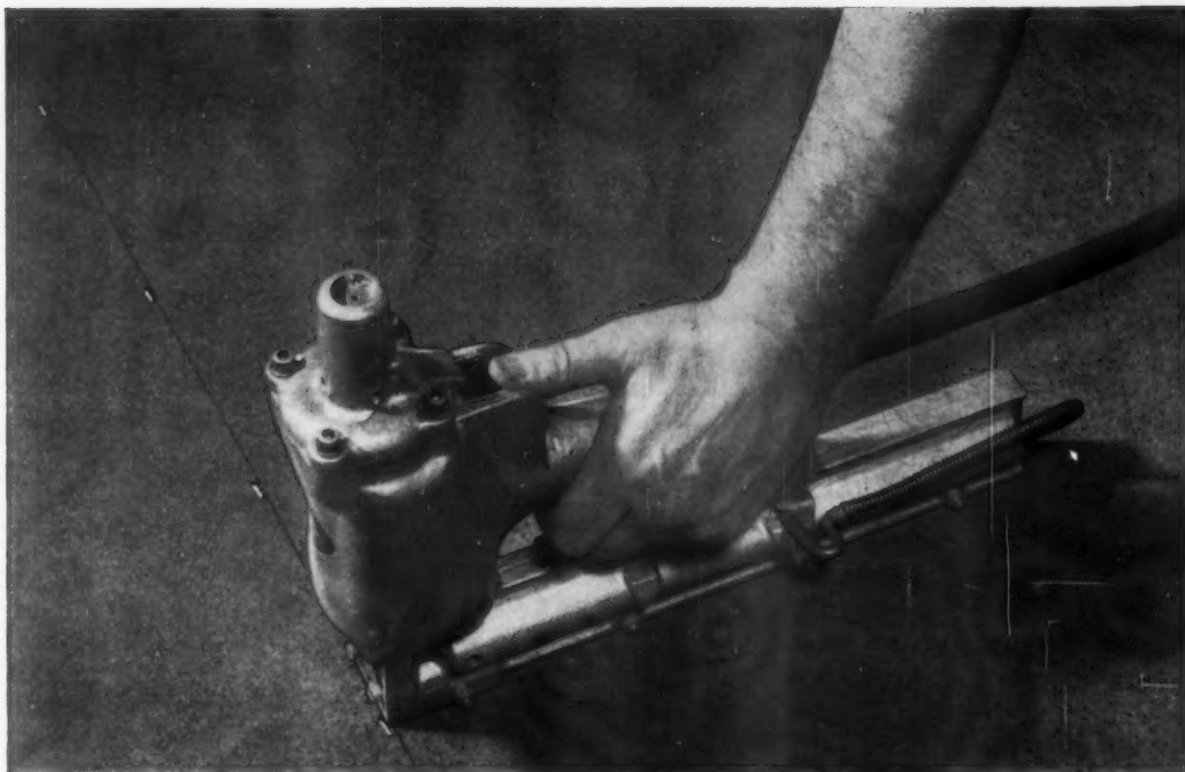
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for your homes..*

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... WITH SPOTNAILERS Every time a carpenter fumbles in his apron for a nail and drives it with a hammer you lose money. Efficient builders on the jobsite and home manufacturers in the factory are driving fasteners up to 2" long with the touch of a trigger or pushbutton. They are cutting costs, reducing worker fatigue and erecting homes in all weather with automatic Spotnailers—how about you? Compare the cost savings below and estimate how much you can save.

An eastern contractor's crew applied sheathing 4-5 times faster with a Spotnailer.

A contractor found he could Spotnail plywood at 25% of his hand nailing costs.

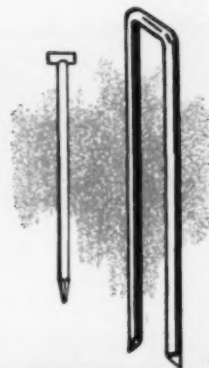
A Pennsylvania contractor saved \$125 per house by Spotnailing sub-floors, interior walls and the roof.

An Ohio builder doubled production of roof trusses just by giving the same crew a Spotnailer and box of staples.

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An Oregon builder applied roof shingles 6 times faster with a Spotnailer.

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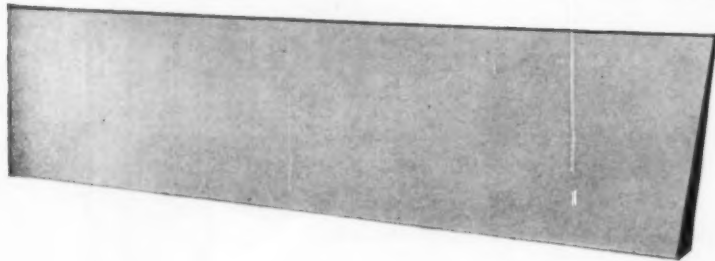
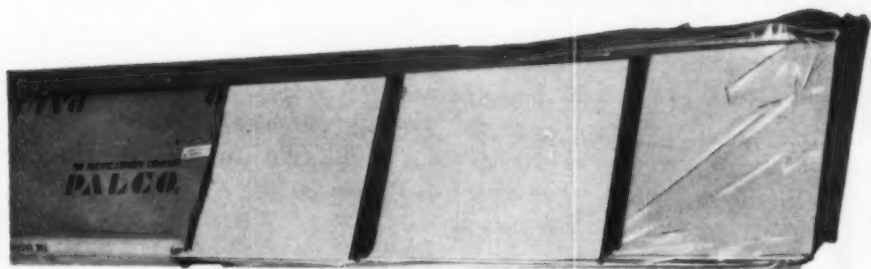
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Spotstaples meet F.H.A. Standards for subfloors • wall sheathing • roof sheathing • gypsum lath • floor underlayment • asphalt shingles

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OPPORTUNITY

Builders can reverse decline

The housing program of the Kennedy administration will eventually spark a considerable revival in construction. Builders, in fact, may well be the heroes who will reverse the business decline and lead the economy out of the depression.

Evidence of this is already appearing. Builders displayed much optimism at the recent NAHB Convention in Chicago. They are most optimistic in their late report to AMERICAN BUILDER (see page 11) where they predicted a 34% increase in starts this year over last. Why such optimism at this time?

The biggest reason, of course, is psychological. It's the feeling that housing is this country's No. 1 industry and job maker, and that everything possible will be done to step up its pace. The public, too, senses a change, and its buying appetite is whetted by talk of lower interest rates, more activity, better houses for all.

But more important is the fact that rapid changes in government, economics and markets are creating new opportunities that no builder who wants to forge ahead can ignore. Here are a few that we feel will shape the course of opportunity in '61:

Trend to Town Houses. Here's a type of home building that avoids the more difficult problems of land development. The Big Picture (page 101) shows town, row and garden court projects of the type we believe offer special opportunities in 1961.

Remodeling conversions. For years the biggest money in the remodeling business was in attics and basements. They are still good, but conversions are now out in front. The business of converting big old houses into small apartments is a good one. Also the converting of big old apartments into small, modern ones is good.

Tap lower-priced market. Builders who go into the lower price brackets will get the most help. Financing will be easier: sales also, provided the house isn't a "stripped" model. John Long of Phoenix recently sold 189 well-equipped 2-bedroom houses in two months: price; \$9,400. This was about \$1,000 under his previous level. He says he has opened a whole new market. There are big futures in small houses.

Go where the money is. Many builders report they have shifted part of their crews to light commercial or industrial jobs. This holds good in 1961. Take a look at small school additions, service stations, shops.

Oldsters make new markets. New financing helps and a growing appreciation of the market for "senior citizen" homes make this a special opportunity in 1961. This is not just a market for Florida or Arizona. It exists in every town. Garden-apartment projects sponsored by church or fraternal groups are gaining wide acceptance. You will find a striking design for retirement housing on pages 118-121 of this issue.

Urban renewal in spotlight. HHFA administrator Robert C. Weaver has said he expects to spark a major drive on urban renewal. This will eventually mount into a multi-billion dollar program. A large part will be done by private builders. The restoration of old houses in run-down communities offers an excellent source of business.

And don't forget techniques. The best opportunity of all for more business in 1961 lies in applying better techniques to produce more house for less money. We predict above-average success for builders who take advantage of the advances in components, power equipment and new products.

Joseph B. Mason, Editor

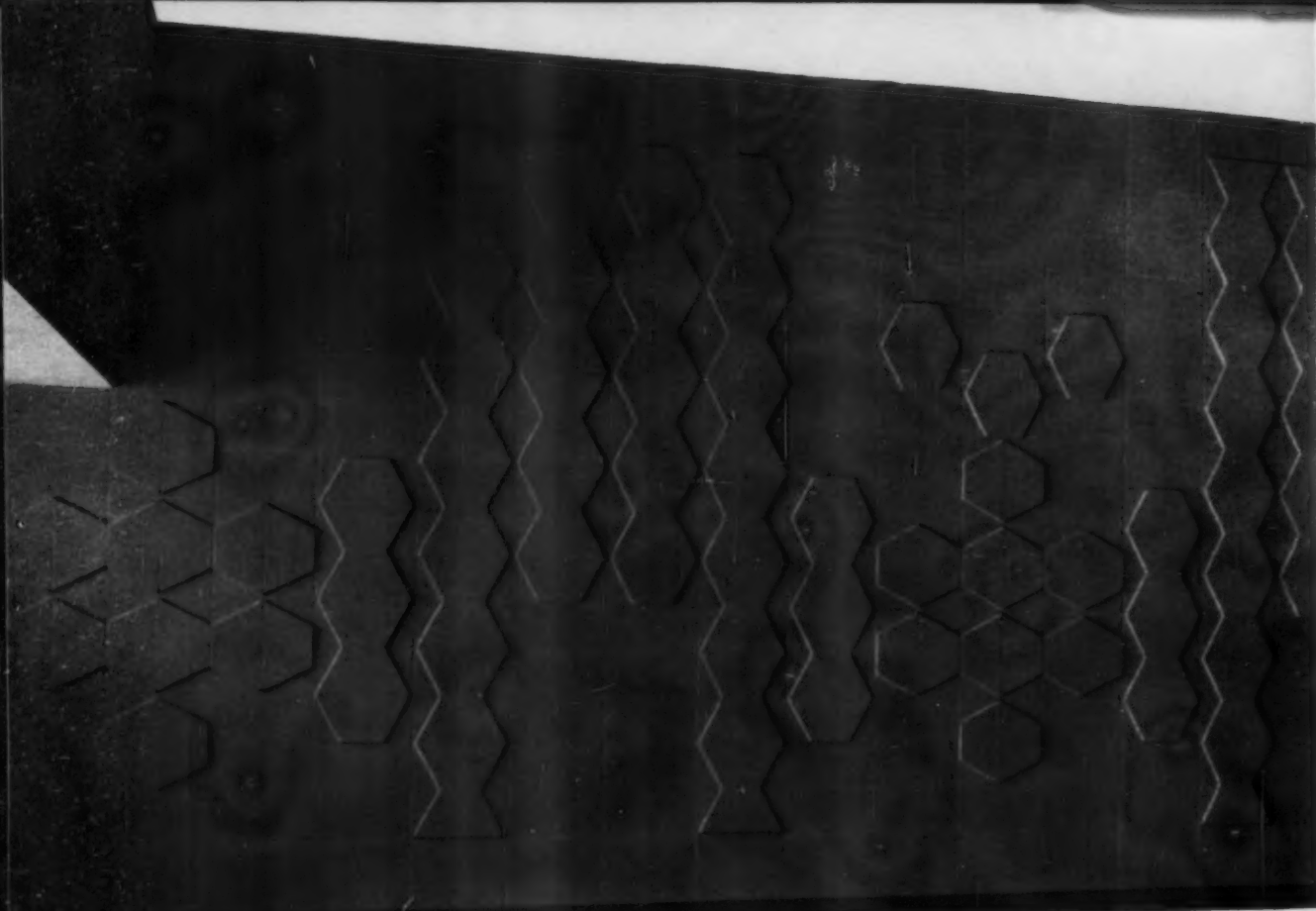
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Two engineered products that meet a need. Dur-o-wal reinforcement, shown above, and Rapid Control Joint, below. Weatherproof neoprene flanges on the latter flex with the joint, simplify the caulking problem.

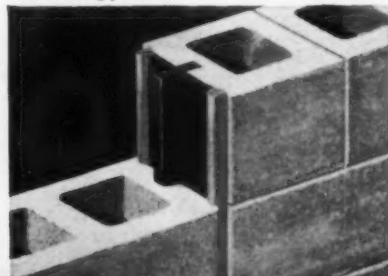
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Nobody covers American Building like **American Builder**



March 1961

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Cover: Chicago builder George Smith (with hat) is shown with Harry Quinn of South Holland, Ill. Scene is Quinn's "Pacesetter Gardens" townhouse project. (Photo by Hedrich-Blessing.)

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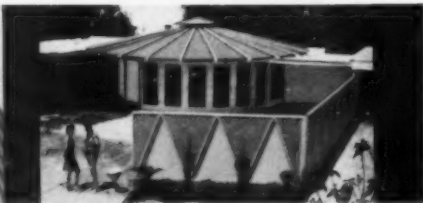
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WHAT'S NEW *and what to do about it*

Battle of the interest rates: builders hope Kennedy wins

Kennedy's battle for lower interest rate on mortgages is being followed closely by builders, for much is at stake. His first move was to cut FHA rates from 5-3/4% to 5-1/2%. In his economic message and at a later press conference he outlined his objective: to hold down long-term borrowing costs as a stimulant to business, but raise short term interest rates to curb the flow of money out of the U. S. It's a tough battle, but if it succeeds, building will profit. For buyers are aware that every percentage point in interest rate has a large effect on house carrying costs. Indications are that both interest rates and discounts have turned down.

HI-PO—new drive to increase house sales 250,000 a year

The new all-industry campaign to boost house sales is called HI-PO—meaning Housing Industry Promotional Operation. First step calls for \$150,000 program of research and creative development, to be followed later by a much larger advertising and promotion effort. It is sponsored by NAHB and a large number of prominent manufacturers who are kicking in \$1,000 each to the initial program. Fuller & Smith & Ross advertising agency is handling the program. Will it get results? Builders hope so. Objectives are:

1. Increase consumer desire to purchase a new home
2. Rally entire industry in coordinated drive
3. Increase new home sales by 250,000 a year

This program, which benefits the whole industry, merits wide support. For further information, contact Housing Industry Promotion Operation, c/o National Housing Center, 1625 "L" Street, N.W., Washington, D.C.

Unemployment insurance on home mortgages spurs reluctant buyers

For the first time, home buyers can be assured that their mortgage payments will be made for them if they lose their jobs. This novel idea is being explored by Home Builder's Association of Chicagoland in a pilot operation to involve 10,000 starts. Cooperating in the insurance plan are Continental Casualty Co. and the Celotex Corp., whose president, Henry W. Collings originated the idea. Objective: to eliminate fear and economic uncertainty that holds back buying. The policies will provide monthly mortgage payments for home owners laid off through no fault of their own, or are unable to work because of sickness or injury.

Job uncertainty holds up many house sales. Insurance may be the answer. For information on this plan, write Celotex Corp., 120 S. LaSalle, Chicago, Ill.

Union scales rose 4.2 percent in 1960—materials dipped

While material prices were declining slightly in 1960, labor rates continued up. Here's the record: bricklayers up 3.5% to \$4.22; carpenters, up 4.3% to \$3.82; electricians, up 4.9% to \$4.08; plumbers, up 3.3% to \$4.04; laborers, up 4.9% to \$2.83.

New proposal for FHA loans: reduce payments during first five years

You will be hearing more of a new proposal: start with lower payments the first five years, increase them later. During the first five years amortization would be figured on a 40 year basis; in the second five years it would be calculated on a 30 year basis; after that 20 years would be the base.

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CHANGE

American Builder readers see a big '61

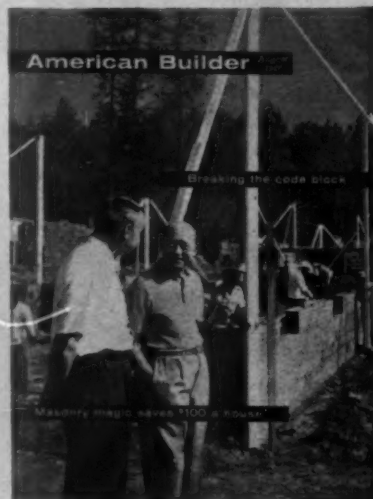
	Builders Reporting	Homes Built 1960	Homes Forecast 1961	% Inc (+) or Dec (-)
UNITED STATES—TOTALS	4,085	58,000	78,200	34.8
NEW ENGLAND	333	3,102	4,334	39.7
Maine	18	108	155	43.5
Portland	6	50	66	32.0
New Hampshire	25	174	192	10.3
Vermont	12	44	50	13.6
Massachusetts	134	983	1,391	41.5
Boston	56	460	625	36.0
Springfield	13	81	87	7.0
Rhode Island	21	211	365	73.0
Providence	16	152	247	63.0
Connecticut	123	1,582	2,181	37.9
Bridgeport	11	98	127	30.0
Hartford	18	561	764	36.0
MIDDLE ATLANTIC	857	8,981	13,252	47.6
New York	345	2,853	4,757	66.7
Albany	19	157	189	20.0
Buffalo	30	361	413	14.0
New York (Upstate)	145	1,448	2,498	73.0
Rochester	24	198	390	97.0
Syracuse	31	184	223	21.0
New Jersey	164	2,158	2,981	38.1
New York, (N. J. portion).....	93	1,078	1,502	39.0
Pennsylvania	348	3,970	5,514	38.9
Allentown	22	125	169	35.0
Harrisburg	45	511	573	12.0
Philadelphia	93	1,298	2,022	56.0
Pittsburgh	65	1,014	1,259	24.0
Reading	13	167	190	14.0
SOUTH ATLANTIC	578	12,097	16,831	39.1
Delaware	14	388	519	33.8
District of Columbia	14	271	285	5.2
Washington	78	1,559	2,109	35.0
Florida	158	3,698	5,494	48.6
Miami	20	938	1,016	8.0
Orlando	19	342	696	104.0
Tampa-St. Petersburg	27	558	669	20.0
Georgia	64	1,458	2,071	42.0
Atlanta	35	1,002	1,363	36.0
Maryland	81	1,475	1,940	31.5
Baltimore	35	815	1,073	32.0
North Carolina	63	1,086	1,386	27.6
Charlotte	9	277	263	-5.0
Greensboro-High Point	6	218	341	56.0
Raleigh	6	115	151	31.0
South Carolina	33	297	348	17.2
Virginia	112	3,054	4,347	42.3
Norfolk-Portsmouth	10	743	841	13.0
West Virginia	39	370	441	19.2
EAST SOUTH CENTRAL	187	3,195	4,075	27.5
Alabama	38	974	1,314	34.9
Birmingham	11	335	436	30.0
Mobile	8	321	344	7.0
Kentucky	64	782	1,067	36.4
Louisville	23	342	538	57.0
Lexington	9	136	197	45.0
Mississippi	17	205	235	14.6
Tennessee	68	1,234	1,459	18.2
Memphis	17	794	845	6.0
EAST NORTH CENTRAL	1,041	12,639	15,935	26.1
Illinois	220	3,392	4,193	23.6
Chicago	105	2,624	3,167	21.0
Decatur	8	89	96	8.0
Peoria	12	200	273	37.0
Indiana	152	1,604	2,354	46.8
Anderson	6	83	104	25.0
Ft. Wayne	13	156	198	27.0
Gary-Hammond	20	289	453	57.0

If you were an AMERICAN BUILDER builder-reader of record last December, chances are you were one of 51,300 to receive a questionnaire from our research department. We received 6,842 completely filled-out forms—a 13.3% return; very high for so demanding a questionnaire.

Heart of the questionnaire was your outlook for 1961. (Almost 75% were willing to make a forecast.) Replies are summarized at left—by region, state, and 84 standard metropolitan areas (only a fraction of the areas reporting in each state).

How does your own outlook stack up with that of the builders surveyed? As a whole, replying builders expect their one-family home business to be up in 1961, 34% over 1960. If that seems high, the fact is that it supports other studies. For example, the Builders' Economic Council of NAHB forecast a 26% increase last October.

Remember, too, that this is the expectation of AMERICAN BUILDER readers—and that these readers are by no means typical builders. To begin with, this magazine is edited for and directed to (1) builders at the top and (2) builders on the way up. Good examples are leading builder Eddie Carr and "comer" Mel La Fond on the August cover (below). Young Mel had come from Wisconsin to Washing-



PERFECT FOR TRADITIONAL HOMES . . .

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NATIONAL LOCK COMPANY

Rockford, Illinois

CHANGE

	Builders Reporting	Homes Built 1960	Homes Forecast 1960	% Inc (+) or Dec (-)
Indiana (cont'd)				
Indianapolis	31	271	551	103.0
So. Bend	9	173	196	13.0
Michigan	163	1,945	2,348	20.7
Detroit	36	2,298	2,836	23.0
Grand Rapids	15	303	378	25.0
Saginaw	12	99	149	51.0
Ohio	399	4,806	5,803	20.7
Akron	19	147	200	36.0
Canton	21	275	309	12.0
Cincinnati	37	745	677	-9.0
Cleveland	59	702	881	25.0
Columbus	31	314	644	105.0
Dayton	38	1,707	1,986	16.0
Steubenville-Weirton	7	120	127	6.0
Toledo	19	236	287	22.0
Youngstown	28	854	1,021	20.0
Wisconsin	107	892	1,237	38.7
Green Bay	11	151	216	43.0
Madison	11	146	166	14.0
Milwaukee	20	244	445	82.0
WEST NORTH CENTRAL	529	4,616	6,285	36.2
Iowa	108	732	826	12.8
Des Moines	9	132	152	15.0
Kansas	79	531	728	37.1
Topeka	8	32	91	184.0
Wichita	19	64	82	28.0
Minnesota	123	797	1,024	28.5
Minneapolis-St. Paul	59	448	602	34.0
Missouri	121	1,746	2,691	54.1
Kansas City	44	398	737	85.0
St. Louis	43	1,204	1,774	47.0
Nebraska	61	540	658	21.9
Lincoln	7	101	104	3.0
Omaha	26	423	517	22.0
North Dakota	16	93	118	26.9
Fargo	5	78	95	22.0
South Dakota	21	177	240	35.6
Sioux Falls	6	47	55	17.0
WEST SOUTH CENTRAL	162	3,354	4,279	27.6
Arkansas	14	125	162	29.6
Louisiana	29	524	707	34.9
Lake Charles	5	55	112	104.0
Shreveport	6	233	205	-12.0
Oklahoma	53	651	863	32.6
Oklahoma City	20	372	520	40.0
Texas	66	2,054	2,547	24.0
Dallas	17	684	904	32.0
Ft. Worth	9	244	400	64.0
MOUNTAIN	122	1,989	2,696	35.5
Arizona	40	407	631	55.0
Phoenix	18	307	397	29.0
Colorado	33	319	448	40.4
Denver	19	188	261	39.0
Idaho	10	99	118	19.2
Montana	7	50	80	60.0
Nevada	2	281	320	13.9
Reno	2	281	337	20.0
New Mexico	4	278	408	46.8
Albuquerque	4	278	408	47.0
Utah	19	312	493	58.0
Salt Lake City	10	98	155	58.0
Wyoming	7	243	198	-18.5
PACIFIC	276	8,027	10,513	31.0
Alaska	4	4	6	50.0
California	155	6,605	8,653	31.0
Los Angeles	36	1,309	1,158	-12.0
San Diego	11	1,984	1,911	-4.0
San Francisco	32	871	1,954	124.0
San Bernardino	26	865	2,512	190.0
Sacramento	8	202	185	-8.0
San Jose	9	218	317	45.0
Santa Barbara	6	283	639	126.0
Hawaii	2	43	49	14.0
Oregon	51	395	605	53.2
Portland	24	282	441	56.0
Washington	64	980	1,200	22.4
Seattle	29	714	895	25.0

ton, D.C. to see what made Carr's new brick system tick so smoothly. Neither is a typical builder.

Furthermore, about a third of you receive AMERICAN BUILDER because your local building supply dealer rates you a big factor in your local building picture. He buys a subscription for you. If AMERICAN BUILDER can help you sell, plan and build more houses, he reasons, he as well as you will be better off. This apparently works out well from his point of view. At any rate, 83% of the supply dealers who do this renew the subscriptions.

You will note this is not a forecast for builders as a whole—this is only what our readers answering the survey questions expect to do.

This survey also underscored the importance of activities other than new one-family home building.

A year ago we reported to you on the surprising versatility of the AMERICAN BUILDER reader. A then-new survey had shown that it was no longer realistic to think of the builder as a new home builder or commercial builder or remodeler—that he was increasingly a new home builder and a commercial builder and a remodeler. As though to bear out the truth of that observation, new home starts fell off in 1960—from 1,553,000 to 1,281,000. Yet when you took the whole value of light construction work for the year—remodeling, commercial and new homes—you found 1960 was the biggest year in history.

The new survey helps measure this increase in builder versatility and adaptability. When compared with a similar survey of work done by readers in 1958, two years earlier, the growing tendency of homebuilders to be active in work other than homebuilding is seen to be very strong indeed. Whereas 10% of the homebuilders surveyed built multiple family dwellings as well in 1958, the figure goes up to 13.5% for 1960. Residential remodeling as a collateral activity comes up from 43% to 62.8%—non-residential remodeling from 16.8% to 34.3%. And new non-residential building comes up from 23.4% to 32%.

This draws the picture of a builder who is primarily a businessman—who studies his market and shifts his building activities to match it. He did well in 1960. And the signs are that he will do very well again in 1961.



The business end of a Bostitch stapler

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TO GIVE YOU MORE TIME FOR MORE JOBS**



The T-5 Tacker
—the standard for all other spring tackers—also available with heavy-duty spring.



The Bostitch H5 Stapling Hammer
—the almost "no fatigue" way to handle light tacking jobs.



The Bostitch H2B Stapling Hammer
—for on-the-job medium tacking.



The Bostitch H4 Stapling Hammer
—for shingling and other heavy-duty stapling.

The quality, ease of operation, and long-lasting usefulness built into each Bostitch stapler mean an increase in your profits.

You'll find there's one for every fastening job. Shingles, foil-type and batt insulation, undercourse shakes, ceiling tile and many other materials are fastened quickly and easily, so you can build better at less cost in time and materials.

See the complete line at your Building Supply Dealer. Buy them—profitably—for your next job.

**Profits are better
and faster with**

BOSTITCH®
STAPLERS AND STAPLES

OPINION

"We need a 'total house' breakthrough"

How can we improve building faster? "Put it this way: we need a genuine structural breakthrough in building housing. Not just fancy kitchen gadgetry and push buttons.

"We need brand new systems and concepts that squarely face the tremendous housing, population, and urban living problems of our time.

"Only a handful of the products shown at the NAHB exhibition really contributed something new, or basic to cost saving, or to a truly better way of building."

What kind of structural breakthrough? "I mean a 'total house' system: wall sections, panels, larger units—coordinated production of components in wood, metal, concrete or plastics. Our building techniques and materials must adjust to new types of housing to meet our urban crowding and chaos."

Why do you use that word 'chaos'? "It best describes what we can expect if we can't get a real structural breakthrough in housing. I mean the tremendous and increasing concentration of population in urban areas, with problems compounded each year—but not solved. I mean problems of land, codes, transportation, taxes, zoning, schools, facilities. These are going to get *worse*, not better."

Don't we lead the world? "Not in rate of growth, or in use of new housing techniques. Denmark, Sweden, England, Finland are ahead—and even Russia is improving its construction systems faster.

"It's ridiculous for us to be still putting housing together piece by piece—using individual hand motions, driving 65,000 nails by hand per house."

Who can lead such a breakthrough? "It takes large sums of money to develop new systems—money for research, development, testing, as well as for production. I would expect manufacturers already in the industry or groups of firms to lead the way: but they will have to work closely with builders.

"Most manufacturers (as well as their agencies) do not fully comprehend the problems of builders, or the complexities of the housing market. They are not yet fully aware of the coming critical situation of housing, or of the great changes that will take place. It takes a 'total commitment'—they've got to live with the problems, study them, work with builders, learn the industry, study future housing needs—absorb it."

Who else might step in? "If manufacturers inside the industry don't lead a breakthrough, there are



JIM SAN JULE, interviewed by Editor Joe Mason at the NAHB Convention, is a builder marketing man with unique experience in this industry. He's been a builder himself, was sales manager for Eichler Homes and other large California builders, consultant to several investment and mortgage banking firms, and has been an advisor to four of the nation's largest building product manufacturers. He's in charge of building products advertising for Young & Rubicam, San Francisco.

others who may. Such as some of the airplane firms—Lockheed, Convair, Chance-Vought. Or chemical-plastic firms, which have extensive research and development under way on house components and systems. Or General Electric, General Motors or Westinghouse."

How long will this take? "Nothing happens overnight in building. But these changes are happening now. And unless we do get a breakthrough soon, unless new concepts of housing are devised to meet urgent housing needs, housing will become a most belligerent subject—politically and socially. We must speed up our rate of improvement in many directions."

Quotes, views from the NAHB Show

The NAHB convention attendance this year shattered previous records (over 35,000). The discussion meetings were jammed. Often, there was standing room only for the various sessions on the business of building.

Industry-Government Cooperation

Keynoter Dr. Robert C. Weaver, head of HHFA, pointed out areas of agreement between the government and the building industry. They are: (1) The vital importance of homebuilding to the economy (2) changing markets and varying population composition, credit demand and supply, and (3) the building market is not monolithic, but heterogeneous.

Dr. Weaver felt the need for more research and asked that builders send suggestions on how private enterprise can be helped.

Market place for homes is changing

John M. Dickerman, executive vice-president of NAHB, said the day will come when government bromides of easier terms, etc., will not provide the heretofore reliable stimulus to housing's economic needs.

"NAHB surveys indicate growth of the total economy is the major element necessary to home building's resurgence.

"It is imperative that we recognize that the market is changing." He pointed out a growing need for retirement housing, rental units, extra bedrooms for larger families in new and remodeled homes. Urban renewal and even industrial construction must not be overlooked.

More mortgage money in 1961?

J. Stanley Baughman, president of the Federal National Mortgage Association, predicted the ease in mortgage funds in the last half of 1960 would continue in 1961. He pointed out that commercial banks are becoming more interested in mortgages and real estate investment trusts may become a big new source of credit.

Panel: Standardize most home components

Builders should use components, if they're not already, according to a panel of experts. Martin Bartling, Jr., said the basic problem is that coordinated research is needed to standardize component parts—large and small—to compare time and cost figures.

Product fit the market? Research it first

Research is important, if you want to determine whether your product is right for your market. That's the advice of George Prussell of Volk-McLain Communities, Los Angeles. Prussell suggested builders allot time each week to "comparison shop" all competition.

"Try to know more about your competition than he himself knows." When information on competition has been gathered and analyzed, the builder

can formulate his own sales and marketing plan, Prussell added.

Don't let taxes cut into your profits

You can lose as much as 90 per cent of your income dollar through income tax, Sylvanus G. Felix, tax advisor, warned. He pointed out that:

Excess tax cost is usually found in the organization that doesn't analyze this year's tax jolt as well as the next.

Consult professional tax advisors—and give the advisors *all* the facts. Much can be done, Felix said, to help the builder realize higher profits.

Rental housing offers profits, cuts worries

Rental housing offers builders freedom from the ups and downs of financing according to Arthur Radice, an investor-builder from White Plains, N.Y. Radice listed four "in-built advantages": an increasing market; stabilized income; unique tax advantages; equity growth.

Don't show houses, sell them

The home salesman must stop showing and start selling. If he does, he will increase sales 100 per cent. This is the opinion of Thomas Perine, Indianapolis builder at a marketing panel. He emphasized full-time selling is a must.

Pinpoint new urban renewal concepts

Two concrete recommendations for improvement of any urban renewal efforts were: (1) urban renewal programs must be broadened, not only in the physical area covered, but in the scope of planning. Specifically, the Title I program should require a comprehensive area plan in greater detail, as a condition of assistance for even a small urban renewal project. (2) More participation by the entire home building industry in urban renewal.

Uniform accounting to be studied

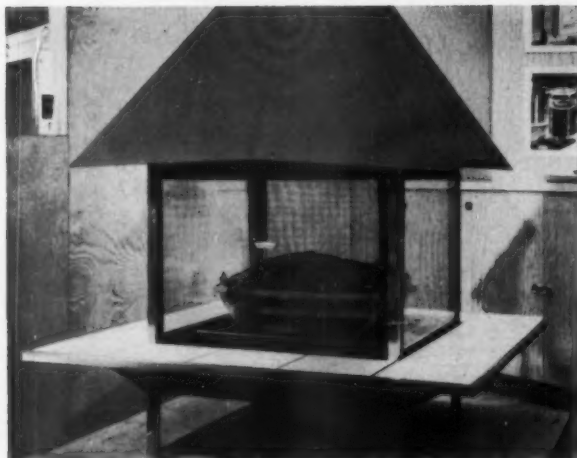
A solution to the lack of uniformity in accounting terminology will be studied by a group of builders working with the NAHB's Uniform Chart of Operating Accounts. Benefits: builders will be able to compare their costs of operation; lenders will be able to evaluate builders more easily.

Market for 200,000 house units per year

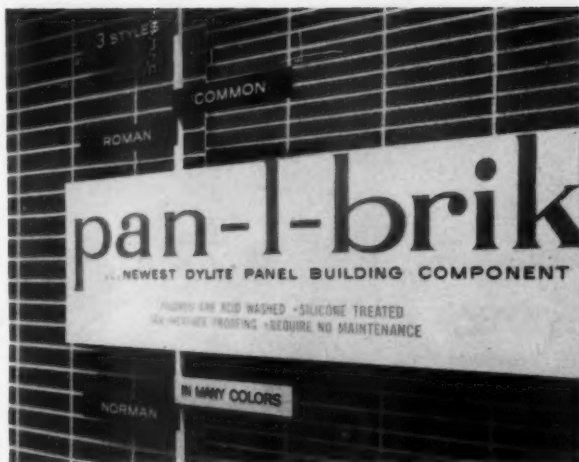
The NAHB Economics Department reports a continuing market for some 200,000 additional housing units per year. Findings show that many of these "lost" units would be saved by:

- (1) Reducing the costs of land development by improved land planning techniques.
- (2) Recapturing by-passed land by methods such as the cluster plan.
- (3) Increasing densities to eight or ten units per acre.
- (4) Encouraging acceptance of townhouses.
- (5) Loosening restrictive zoning ordinances.
- (6) Making available to builders and planning and zoning bodies working examples of these objectives.

Sampling of Product Show



FREE-STANDING FIREPLACE by Majestic allows view of wood-burning fire from four sides. Framework is of "angle-iron" steel, has three permanent sides of plate glass, fourth side: steel mesh on steel door. (Circle No. M 71, p. 145.)



NEW PANEL BUILDING component by Koppers is called "Pan-l-Brick." Three styles of brick—Roman, Common, Norman—in many colors are attached to a DYLITE polystyrene foam core. Unit has high load-bearing strength. (No. M 72, p. 145.)



RIGID FRAME TRUSS called "Versitruss" has been introduced by the Homasote Company. The Versitruss was designed for farm buildings, warehouses and vacation houses; frames clear-span buildings of any length, up to 40'. (Circle No. M 73 on page 145.)



PACKAGED SPIRAL STAIRCASE by Woodbridge Ornamental Iron Co., Chicago, is used where floor space is limited. Staircase, shown here by a heating area, can be placed in space no larger than the average closet. (No. M 74, p. 145.)

Ideas ranged from a casted house to four-zone heat control

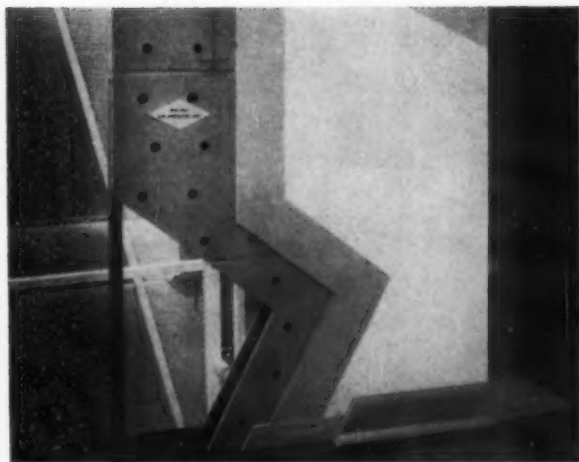
New method for a cast-in-place house

A new system of concrete forms and a cellular concrete mix has been developed by "Stout Brick" of Norwalk, Iowa. Firm claims units will eliminate thousands of pieces normally used in home building and will save up to \$1,000 on the average priced house. The forms give concrete walls appearance of brick. (No. M 75, p. 145.)

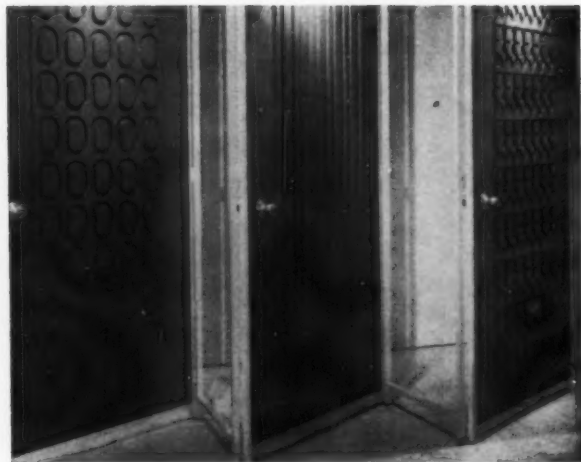
Hot water heat with four-zone control

The Edwards Engineering Corporation of Pompton Plains, N. J. has developed a hot-water baseboard heating system that can accommodate as many as four controls for four areas of a house assuring zoned heating comfort at a low-cost operation. The system is called "Edwards Zone-A-Matic." For more, circle M 76, p. 145.

Over 35,000 saw these new products



NAILABLE STEEL STUD SYSTEM 2½ inches wide has been announced by the National Gypsum Company. Permits the quick erection of steel stud frame to which Gold Bond ¾" perforated lath is nailed, then plaster applied. (No. M 77, page 145.)



ATTRACTIVE ENTRY DOORS are introduced by The Bellwood Company of Orange, Calif. Come in six new door designs (three shown here) each with a design that fits various styles of architecture. For more information, circle No. M 78 on page 145.



AIR CONDITIONING for less than \$500 presented by Rheem Mfg. Co. For small homes and apartments, unit is Riviera Warm Air furnace with "Piggy Back" air conditioner. For more information circle M 79 on card, p. 145.



INSULATED SHEATHING is provided by St. Regis Insulative Board. Material is said to have more than 3 times the insulation value of other sheathing. It is perforated for breathing, can be nailed or stapled to studs, is strong and bendable. (M 80, p. 145.)

One-piece shower stalls, fall-out shelters were features

One-piece fiber glass shower stalls

Four shower stalls are offered by the National Fiberglass Corporation, Gilroy, Calif. Each is a one-piece unit that is easy to install. Two-wall models for angles and corners are offered as well as three wall models in sizes from 32x32x80" to 40x40x80". For more information circle No. M 81 on page 145.

Family fall-out shelter

A completely pre-packaged family fall-out shelter is now available from Family Shelters, Inc. of Pontiac, Michigan. The shelter may be placed completely underground or at any desired level. Maintains a 3' cover. Shelter has air intake hood and exhaust head, plus entrance hatch. Circle No. M 82, page 145.

NEW! ... the dramatic *all-purpose* color flexibility of

Autumn Breeze



Design patent pending

CONSOWELD

LAMINATED PLASTIC

Here's the newest color idea in laminated plastic surfacing for kitchen counter tops, bathroom vanities, and wall areas.

Consoweld's "Autumn Breeze" pattern graciously harmonizes with the color scheme in your home. It's gloriously blendable . . . matching the color luxury of today's kitchen appliances, bathroom fixtures, draperies, curtains, towelings, walls, ceilings and floor coverings. That's the glamorous beauty of this fresh and totally new pattern for kitchen counter tops, bathroom vanities and walls.

Your dealer and fabricator has samples and free merchandising aids for the promotion of Consoweld's new exciting pattern "Autumn Breeze".

CONSOWELD CORPORATION, Wisconsin Rapids, Wisconsin

97-B



Consoweld Autumn Breeze is as durable as it is color-flexible; cannot be harmed by boiling water, alcohol, or fruit juices; wipes clean with a damp cloth.



Look under **Plastics** in the **Yellow Pages** of your **Telephone directory**.





It's sprinkled with stars

Fantasy

New laminated plastic pattern by

CONSOWELD

Myriads of tiny starbursts make Fantasy glitter and gleam with color excitement. It's a gay, new pattern. Rich! Warm! Inviting! It opens the way for you to achieve striking new decorator effects. Four high-preference colors complement any room decor.

Fantasy is a pattern with *proven* consumer acceptance. Market-testing reports consistently give it the highest acceptance ratings.

Use it in your model homes to add "buyer appeal" . . . on countertops, walls, wainscoting and showers. It adds the value of beauty. Makes your homes easier to sell.

Samples of Fantasy are available from dealers and fabricators. Free merchandising aids are also available to help you in your model home promotions.

96-B



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Sold through retail lumber yards, floor-covering dealers, and cabinet shops

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Consoweld Fantasy has the delightful look of luxury. Yet, the beautiful laminated plastic surface cannot be harmed by boiling water, alcohol or fruit juices. Easy to clean. Easy to keep clean.

Cabinets by Youngstown Kitchens



"We talk up concealed wiring whenever we show our homes to prospective buyers," says builder E. B. Vaughters. "We even advertise this sales feature in our regular newspaper advertising."

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



"Concealed telephone wiring gives my homes the custom touch people are looking for"

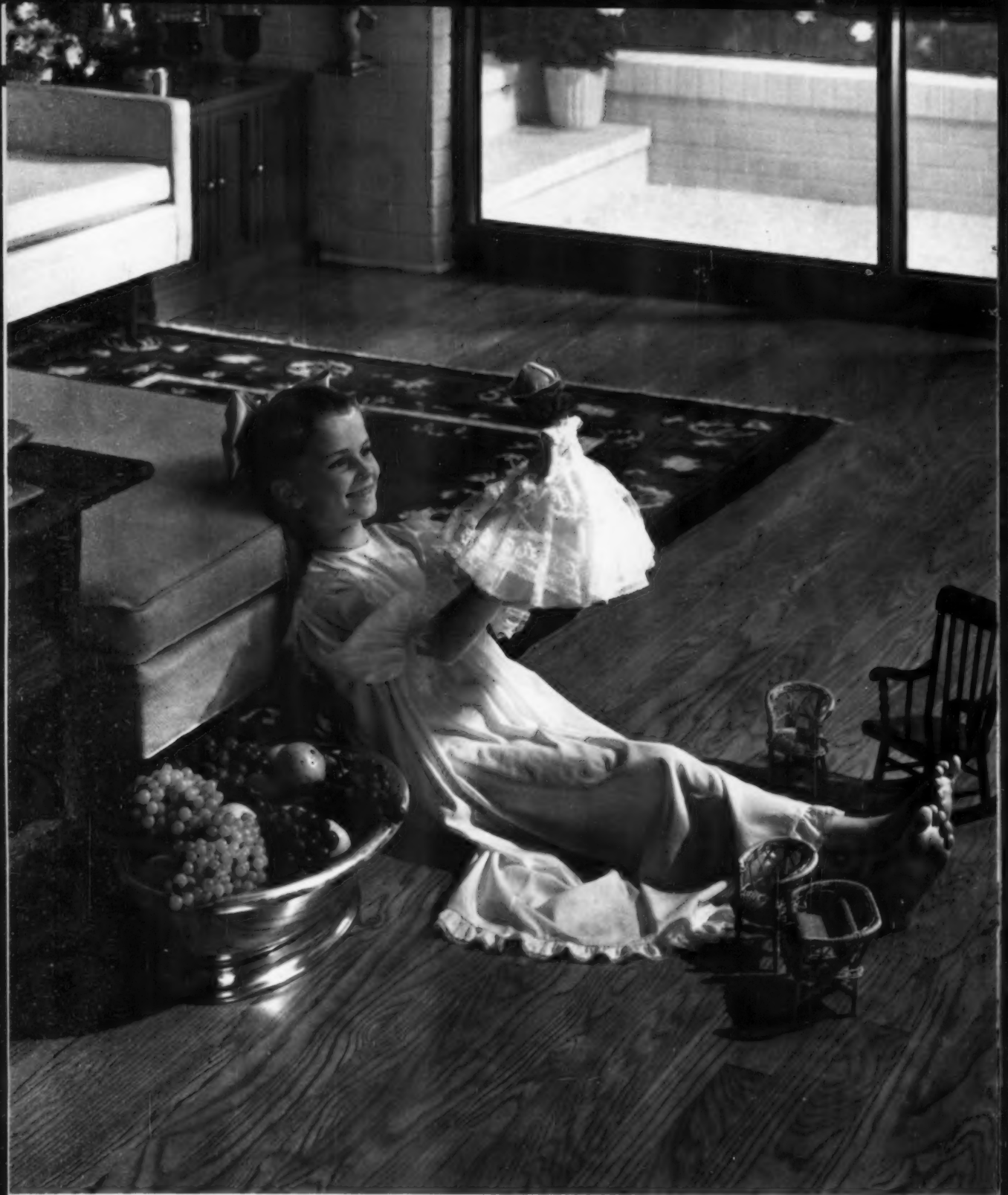
**SAYS E. B. VAUGHTERS,
BUILDER OF PRIZE-WINNING HOMES,
SEATTLE, WASH.**

E. B. Vaughters, director of the National Association of Home Builders, has built quality homes that have received such awards as *American Home's* "best for the money in the state of Washington."

"The greatest advantage I get from concealed telephone wiring is the fact that it gives my homes the custom touch people are looking for," says Mr. Vaughters. "It's worth it for that alone. Folks appreciate the fact they can have telephone outlets installed wherever and whenever they're needed, quickly and easily."

Mr. Vaughters builds homes in the \$25,000-to-\$28,000 price range but will start constructing homes of \$12,500 in the Spring. "We've used concealed telephone wiring for the past three years," says Mr. Vaughters, "and we intend to keep using it."





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You give more value
and cut your building costs

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Homasote Products help you cut your costs—because of the many sizes (up to 8' x 14') in which they are available—and by their *weatherproofness*. They lend themselves to many uses other materials do not.

The major facts about each product are presented in briefest terms—on a colorful Nutshell Card (as pictured at left). Handy reference tables—such as board feet content—are included. Ask your Lumber Dealer—or write us—for a set of these cards. Each shows you where you can save money at some point of construction—and still give the home owner higher quality, finer appearance and more lasting satisfaction. And—be sure you always have available a copy of the latest edition of the 72-page Homasote Handbook. Kindly address Department C-3.



HOMASOTE Board-and-Batten EXTERIOR

NO OTHER acceptable exterior
finish is as low in cost!

Eleven 8' x 12' Homasote panels
cover a 1,000 sq. ft. area home.
(Then apply the battens.)

- Eliminates corner bracing
- Insulates exterior walls
- Provides a 1/2" integrally
waterproof covering
- Holds paint 20% longer!

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HOMASOTE Board-and-Batten EXTERIOR

is the lowest cost acceptable
exterior finish obtainable. Eligible
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ONLY 11 8'x12' PANELS
for a 1,000 sq. ft. house

1,200 sq. ft. only 12 panels.

1,500 sq. ft. only 14 panels.

1,800 sq. ft. only 16 panels.

Saves handling—Saves nails

Ask your lumber dealer
for free Homasote
Handbook 72 pages
tell you how to make
many more savings.

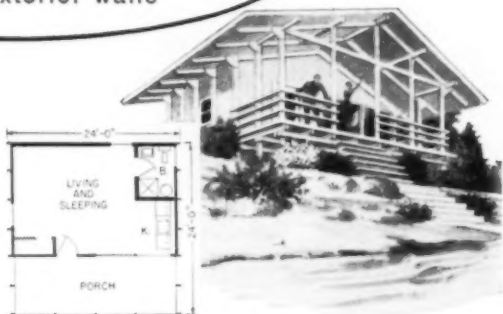


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BOARD FEET CONTENT PER LINEAL FOOT			
1x2 1/2	2x2 1/2	2x8 1 1/2	3x12 3
1x2 1/4	2x3 1/2	2x10 1 1/2	4x4 1 1/2
1x4 1/2	2x4 1/2	2x12 2	4x6 2
1x6 1/2	2x6 1	3x10 2 1/2	4x8 2 1/2

HOMASOTE BOARD-AND-BATTEN

saves you \$220 or more
on your exterior walls

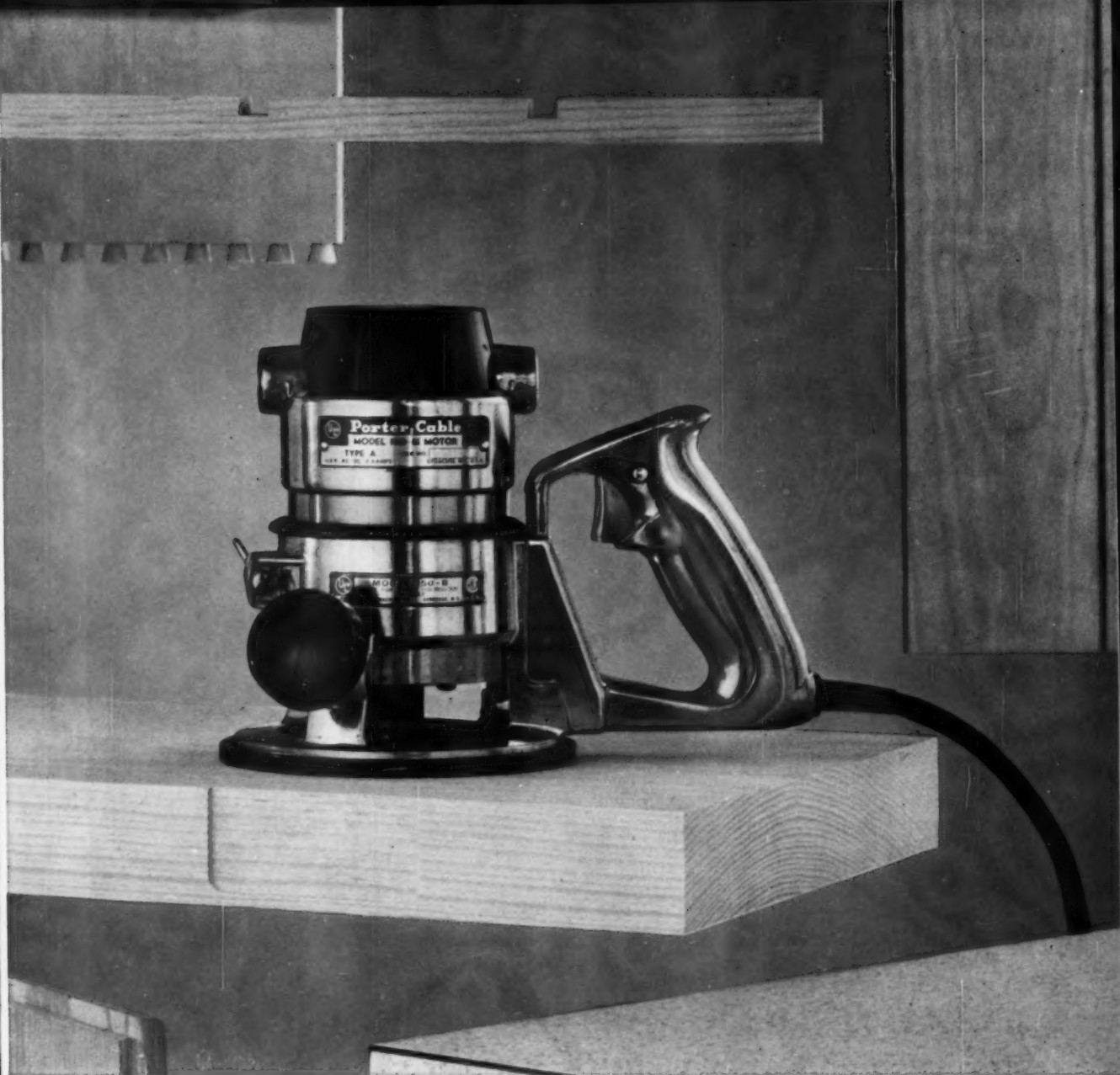


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offers almost unlimited decorating possibilities. You can select from authentic Trendwood® reproductions, beautiful plain colors, distinctive marble and decorator patterns.

Get complete details from your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Department 303, Dover, Ohio.

Marlite® plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permaluma Place N.W., Atlanta 18, Georgia • 18 Moulton Street, Cambridge 38, Mass. • 1925 No. Harlem Ave., Chicago 35, Illinois • 8908 Chancellor Row, Dallas 35, Texas • 1657 Powell Street, Emeryville, California (Oakland) • 3050 Leonis Blvd., Los Angeles 58, Calif. • 39 Windsor Avenue, Minnetonka, L. I. (New York) • 2440 Sixth Avenue So., Seattle 4, Washington

All New Rangaire for '61



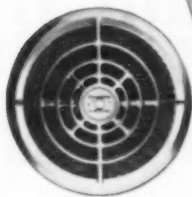
New-RANGAIRE RADIO-INTERCOM

Beautiful styling plus unsurpassed tone quality turn the head and heart of home buyers everywhere. Complete range of models—from simple AM radio-intercom to gorgeous built-in stereo—all priced to make installation profitable and practical.



New-RANGAIRE ELECTRIC BATHROOM HEATERS

Beautiful decorator styling for safe ceiling installation. Calrod unit combined with circulating fan provides instant even heat. A beautiful accent in your bathroom to please your prospects. Two handsome models.



New-RANGAIRE VENTILATING FANS

For wall or ceiling installation—answers the need for practical economical ventilation in kitchen or bath. Sparkling finish and contemporary design. Competitively priced.



RANGAIRE KITCHEN RANGE HOODS

Smart, space-saver design that harmonizes perfectly with any kitchen decor. Baked enamel finish color-matches most major appliances. Permanent aluminum filter. Complete range of sizes, prices, and models to choose from.



*with the Accent on Elegance
and Decorative Design!*

Even a quick glance tells you—the clean, simple, smartly styled lines of these wonderful Rangaire products have just the quality every home buyer looks for. Product dependability, wide selection of models, styles, colors, and competitive prices have made Rangaire a popular favorite with builders across the nation.

Add that final touch of quality *that helps you sell* your homes—build with Nationally Advertised Rangaire. Send for literature on Rangaire's complete line of Builder-Engineered products today and see how you can build better without increasing your costs.

Roberts Manufacturing Company, Cleburne, Texas Dept. A10



1. "This pre-cast concrete form makes an ideal start for installing the General Electric Built-In *Thinline* in cement," Charles LaMonte says. To install the unit, merely tap out this outside shell.



2. After the all-aluminum case is permanently sealed into wall with mortar, the drawer-type chassis slides easily into place. No nuts, bolts or screws needed. Outside louver installs from room side.



3. Next, attach the interior baffle. It's adaptable to any room decor. Paint, paper or panel it. Or hang a picture over it. All that's left is to plug in the Built-In *Thinline* and let it run.

1...2...3...and they're built in and one General Electric Built-In cools Florida builders' whole five-room house



Left to right: Charles LaMonte, Mandell Shimberg and James Shimberg.

"ONE General Electric Built-In *Thinline* really does the whole air conditioning job!" says Charles LaMonte, "and in Florida that's *quite* a job." LaMonte, in partnership with the Shimberg brothers, Mandell and James, owns Everina Homes, Inc., builders of Town 'N' Country Park in Tampa, Florida.

Everina offers home buyers a General Electric *Thinline* Room Air Conditioner and have found that the majority of people want them. It is one of the top selling attractions of the homes.

The Florida builders went on to say that they especially like the *Thinline's* easy installation and design.

"With the inside baffle, it is so easy to furnish any room attractively. You can paint, paper or panel the baffle to match the decor. And, you don't have to worry about avoiding drafts when you arrange furniture."

Everina is partial to General Electric for other reasons, too. LaMonte listed three important ones. "The top acceptance of the General Electric brand name, the national advertising campaign that helps to sell the *Thinline* and the good product service that General Electric offers locally."

General Electric has the *Thinline* for your air conditioning needs, *whatever* the problem.* Your General Electric dealer will be happy to give you all the details. General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

*Cooling capacities are tested and rated in accordance with NEMA Standard CN 1-1960.



Progress Is Our Most Important Product

GENERAL  ELECTRIC



presenting the
 elegant new *Vina-Lux*[®]
 PREMIERE Series

Azrock proudly announces another exclusive creation in vinyl asbestos tile...new Premiere Series!

Designed for the builder who insists on both the appearance and performance of superior quality, Premiere sets new standards of sales appeal and value in resilient flooring.

Premiere styling is permanent styling...the delicate lacy patterning is evenly distributed at every level of the tile. Colors are clear and soft...and Premiere, like all Vina-Lux, installs quickly and easily on or below grade over concrete slab, or over wood or plywood sub-floors.

Now available in seven magnificent colors...write for samples of Premiere. Nationally advertised in *Life*, *Ladies' Home Journal*, *Better Homes & Gardens*, *McCall's*, *American Home*, and *House Beautiful*.

AZROCK FLOOR PRODUCTS DIVISION

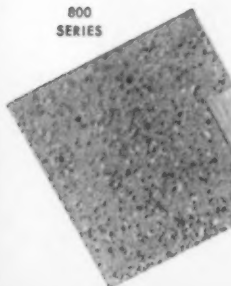
Specialists in the manufacture of vinyl asbestos tile and asphalt tile flooring

UVALDE ROCK ASPHALT COMPANY • 542A FROST BANK BLDG. • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement

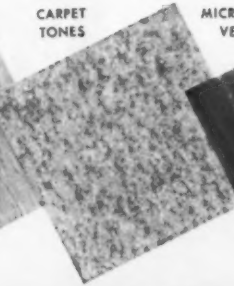
800 SERIES



GRAINED PASTELS



CARPET TONES



MICROMATIC VEINING



CORK HUES



WOOD TONES



GEORGIA'S BEAUTIFUL award-winning homes

feature Bird Wind Seal Roofs



George E. Perkins, president Perkins Construction Co., Augusta, Ga., is a registered architect whose houses recently were given American Home's "Best Home for the Money" award by a panel of distinguished judges.

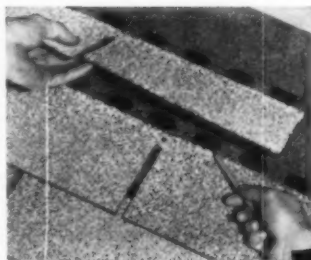


HOME
Georgia
CITATION
Home



"WE USE NOTHING BUT THE BEST IN MATERIALS and top brand names," says Perkins, "because the public recognizes them and associates them with quality . . . and because we can depend on the manufacturer to stand behind the products. I like Bird Wind Seal Shingles because they are top quality and provide such a nice selection of colors."

The Perkins Construction Company expects to build 50 houses per year in a territory where the mighty Bird Wind Seal Shingle is a great favorite with builders of fine homes.



- powerful seals spaced for drainage
- proved to hold in 125 MPH hurricanes
- lay fast in the usual way — no pulling apart or turning
- long lasting double-surfaced construction
- advertised to your customers in *The Saturday Evening Post*

BIRD
Wind Seal
SHINGLES



BIRD & SON, INC.

E. Walpole, Mass. • Chicago, Ill. • Shreveport, La. • Charleston, S. C.



wood sliding glass doors
offer daylight areas that women want

Women sense the quality of PELLA SLIDING GLASS DOORS immediately. They appreciate the WOOD frames that can be finished or painted to their taste . . . that stop the problem of condensation. Women find the charm and warmth they want with removable muntins in regular or diamond patterns. They appreciate convenience features like PELLA screens that close automatically! Available in standard and custom sizes with glazing stops for 1/4" plate, 5/8" or 1" insulating glass. For complete details, call the PELLA distributor listed in your classified telephone directory or mail coupon.



The welded steel T-section on all four sides of the 1/4" Ponderosa Pine door panels gives the PELLA SLIDING GLASS DOOR its rugged strength and slim lines.

..... THIS COUPON ANSWERED WITHIN 24 HOURS

PELLA ALSO MAKES QUALITY WOOD CASE-
 MENT AND MULTI-PURPOSE WINDOWS,
 WOOD FOLDING DOORS AND PARTITIONS
 AND ROLSCREENS

ROLSCREEN COMPANY, Dept. MB-21, Pella, Iowa

Please send literature on PELLA WOOD SLIDING GLASS DOORS and nearest distributor's name.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

IMPACT

Letters to the Editor

Sees growing need for neighborhood planning

... I thought your January issue was excellent because of its very appropriate editorial material. ... If my own frame of mind is of any value to you, I might briefly tell you about my 1961 plans ... My own conclusion is that the major emphasis in the future will be on better design and most particularly ... better neighborhoods. ... (Therefore) I expect to try to develop the neighborhood in my next subdivision well in advance of ... building. ...

R. F. Schmitt
Berea, Ohio

Ed. note—AMERICAN BUILDER agrees. With today's buyer demand-

ing more and more besides "just a house," neighborhood planning is growing in importance. We are preparing a major feature on this subject for an early summer issue.

Are some builders written up too often?

... One of our technical men ... said that he got the feeling that the same builders' names came up with enough frequency ... to make him wonder if they "were on the editorial staff. ..."

Barnarr Bates
Calif. Redwood Assoc.

Ed note—It is easy for a specialized publication to fall into the trap you mention. However, AMERICAN BUILDER realizes that the building industry is too big and too exciting to concentrate on a few builders.

In the past three issues, we have concentrated on at least five outstanding builders that have never before been featured in any building magazine. We intend more and more to stress our policy of broad editorial coverage.

Row houses being neglected?

... I have been a reader of your magazine for 25 years ... and have never seen anything in it about row house builders ... I would like to see, at least once in a while, an article about (this subject) ...

Arthur Contarini
Baltimore, Maryland

Ed note—Once again, we agree. Starting with this issue (p. 101) we are expanding our coverage of row-house builders and will continue to report new developments in this exciting market.

YOUR COSTS GO DOWN...WHEN BARCLAY T&G PLANK GOES UP!

DIPLOMAT ROOM, THE EXECUTIVE HOTEL, N. Y. C. / CONTRACTOR: KEMACH & BERGMAN, INC.



SMOKED CHERRY PLANK

It figures! The more you save on costs, the more you profit. So save *all* the way with Barclay Plank. Save on material cost...and save even *more* on the costs of installation time and labor! Barclay Plank is easy to install—no vertical divider mouldings, no clips...and only 16" wide!

HERE'S HOW BARCLAY PLANK ADDS UP TO GREATER SAVINGS FOR YOUR CUSTOMERS, TOO!

- Exclusive Melamine-Silicone "590" finish—washable, waterproof
- Never needs repainting, refinishing or waxing
- Harder surface—resists scratches, dents, heat, stains
- Does not crack, craze, splinter, fade or darken with age
- Non-porous finish, dust and dirt can't get in

Barclay Plank costs much less than the expensive laminates, yet it boasts the fine built-in beauty and durability sought by all craftsmen. Ideal for offices, restaurants, lobbies, motels, homes. Next time, clinch the sale with Barclay Plank. Then watch the job sell itself into contract after contract. Solid colors and random grooved wood grains, 16" wide and 8' high, 1/4" tongue-and-groove or 1/8" butt edge with aluminum coated back (recommended for existing walls). See your lumber dealer or write:



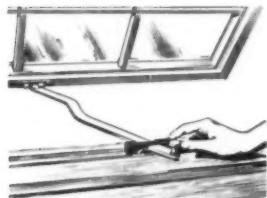
BARCLAY MANUFACTURING CO., INC.
(An affiliate of Barclite Corp., of America)
Dept. AB-3-PK / Barclay Building, N. Y. 51.
Products of quality ... through research.

PELLA PRODUCTS

THE FOCAL POINT OF QUALITY



ARCHITECT: RICHARD FITZSIMONS
BUILDERS: MOUNTAINSIDE PROPERTIES



UNDERSCREEN OPERATOR is of extruded aluminum. Exclusive nylon **GLIDE-LOCK®** permits locking **TWINLITE WINDOW** in 10 positions



wood twinlite® windows

Double-hung? Take a closer look!

Any resemblance between double-hung windows and these PELLA WOOD TWINLITES is purely intentional. These economical wood windows combine the rain protection of bottom awning sash with the traditional appeal of narrow meeting rails. From there, you can dress out PELLA TWINLITES in almost limitless ways. Use removable muntins to vary glass patterns. Add shutters, cornice and baseboard details. PELLA WOOD TWINLITES can also be set as casements. For owner convenience, screens and storm sash are self storing. All hardware is solid aluminum and stainless steel. Underscreen or Roto operator. On your next jobs, put new ideas and traditional appearance both to work with PELLA WOOD TWINLITE WINDOWS. Call the PELLA distributor in your classified telephone directory or mail coupon for literature.

THIS COUPON ANSWERED WITHIN 24 HOURS

ROLSCREEN COMPANY, Dept. MB-22, Pella, Iowa

Please send details on PELLA WOOD TWINLITE WINDOWS and name of nearest PELLA distributor.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY & ZONE _____

STATE _____

PELLA ALSO MAKES QUALITY WOOD MULTI-PURPOSE WINDOWS, WOOD CASEMENT WINDOWS, WOOD FOLDING DOORS AND PARTITIONS, WOOD SLIDING GLASS DOORS AND ROLSCREENS

OUT OF THIS WORLD ★ ★ ★

AQUARIC

THE BUILDERS' LINE

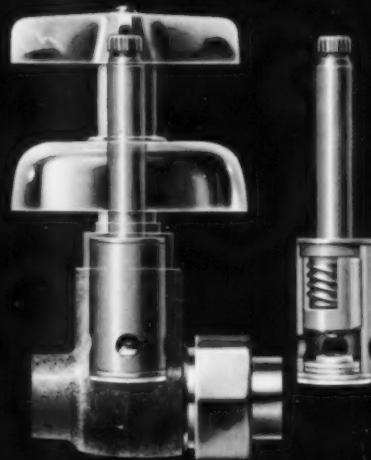
★★★ PLUMBING FITTINGS
BY KOHLER of KOHLER

ALL-BRASS ★ ★ ★ ★ ★ with the VALVET



ALL THE METAL in every Kohler fitting, including handles and escutcheons, is genuine brass, with exposed parts chromium plated.

ALL-BRASS means top resistance to corrosion — resistance to detergents — alkalinity — salinity. All-Brass means longer life — fittings look new longer.



THE VALVET — miracle faucet movement — presses seat washer against chrome plated brass seat. No grinding action — no wear on seats or washers — no dripping faucets.

The VALVET — slipped in or out of Kohler fittings easily, without special tools — makes washer changing old-fashioned.

KOHLER OF KOHLER

ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES • ALL-BRASS FITTINGS • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

★ DOWN TO EARTH PRICES

AQUARIC

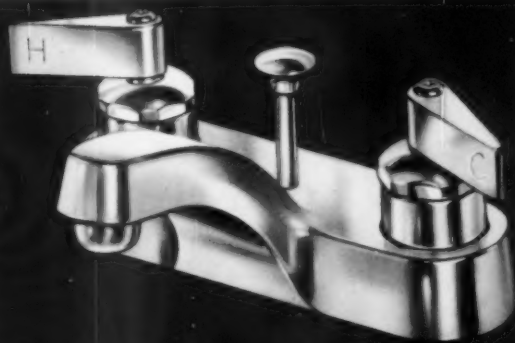
by Kohler

SEVEN WAYS SUPERIOR

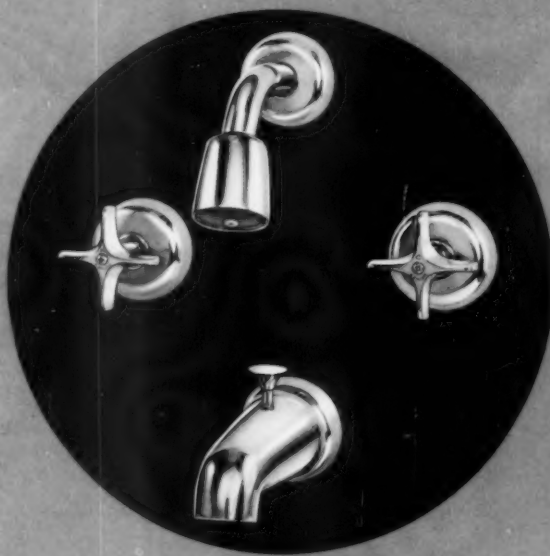
- ★ *All-Brass:* No other metal resists wear and corrosion as well. Aquaric by Kohler — all brass — all the way through.
- ★ *Wear longer — Stay brighter:* All-Brass fittings with the brilliant Kohler chromium plating keep their new looks longer — add sparkle to the bath and kitchen.
- ★ *Smart Appearance:* Fresh clean lines, simplicity of design, minimum ornamentation and expensive trim — characterize the Aquaric.
- ★ *No-Drip:* The amazing and exclusive VALVET by Kohler assures positive closing, puts an end to leaky faucets.
- ★ *Neat Installation:* Non-rising stem means no unsightly packing residue.
- ★ *Easy Grip Handles:* Full-sized — give firm grip — start and stop water flow easily.
- ★ *Kohler Quality:* Each unit engineered to exacting tolerances, subjected to rigid inspections, torturous tests at above normal water pressures.

THE AQUARIC — complementing the deluxe Galaxy and Constellation All-Brass fittings by Kohler.

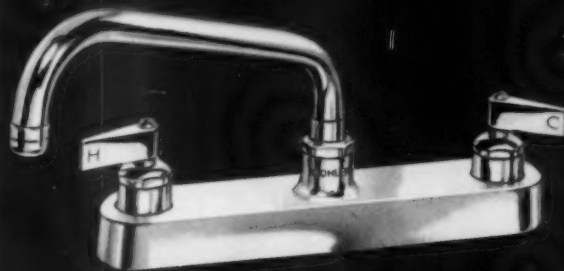
THE AQUARIC — like all other Kohler plumbing fixtures and fittings — carries the Kohler trade mark — a mark of achievement — an assurance of worth.



THE CENTAUR — Compact, one-piece, center-set lavatory fitting with pop-up drain, VALVET units, and aerator, K-10300. (With chain and stopper K-10305).



THE DALE — Distinctive two-valve bath and shower fitting with diverter spout, K-10106, and ball joint shower head, K-10236. (The Dawley with integral stops K-10112).



THE LANGLEY — Gracefully designed, one-piece sink fitting with arched 8" swing spout, full-sized, easy grip handles, and VALVET units, K-10420. (Optional thumb controlled sprayer provides added convenience, K-10425).



E. O. Davis, of King & Sheets Company, checks the finishing touches on a Houston home nearing completion.

“We benefit time-wise and money-wise by title company services,”

says W. Eugene King, King & Sheets Company, Houston, Texas.

“Time is money and with the title company set up and geared for both speed and efficiency we get complete consumation of the deal within a minimum time.

“The ‘package handling’ of a deal eliminates many mechanical details for us, our buyers and his lender.

“Equally important is the fact that, with title insurance, we are assured that no delays or objections concerning title evidence will be encountered incident to acceptance of the loan by the mortgage investor.”

Our files are bulging with statements like Mr. King’s.

Service to the builder is one of our specialties.

Let us demonstrate it to you.

Lawyers Title Insurance Corporation

Home Office ~ Richmond, Virginia

CAPITAL, SURPLUS AND RESERVES OVER \$21,000,000

LAWYERS TITLE SERVICE AVAILABLE IN 44 STATES, INCLUDING HAWAII; AND IN THE DISTRICT OF COLUMBIA, PUERTO RICO AND CANADA. NATIONAL TITLE DIVISION OFFICES: CHICAGO • DALLAS • DETROIT • NEW YORK. REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 275 OTHER CITIES. THOUSANDS OF APPROVED ATTORNEYS LOCATED THROUGHOUT THE OPERATING TERRITORY.

LET US HELP YOU

with our

“Secure Homes” campaign

Use our point of sales material on title insurance.

1. 14" x 20" display cards for Model Homes.
2. A brochure and pamphlets for prospects.

This nationally advertised "Emblem of Quality" tells your prospects that Amerock hardware is typical of the top-quality products used throughout *your* homes... draws attention to the "eye appeal" of your cabinet hardware. Another sales help from Amerock... send coupon on back for details.

new
catalina

with traditional
Amerock
craftsmanship,
quality, durability;
as low as 26c list!

BE-456 Pull—Polished Chromium only 26c list.
Satin Chromium, Satin Copper, Dull Bronze,
Polished Brass only 36c list.
Matching hinges start at only 34c per pair list.
(Prices based on Builder Envelope Pack.)



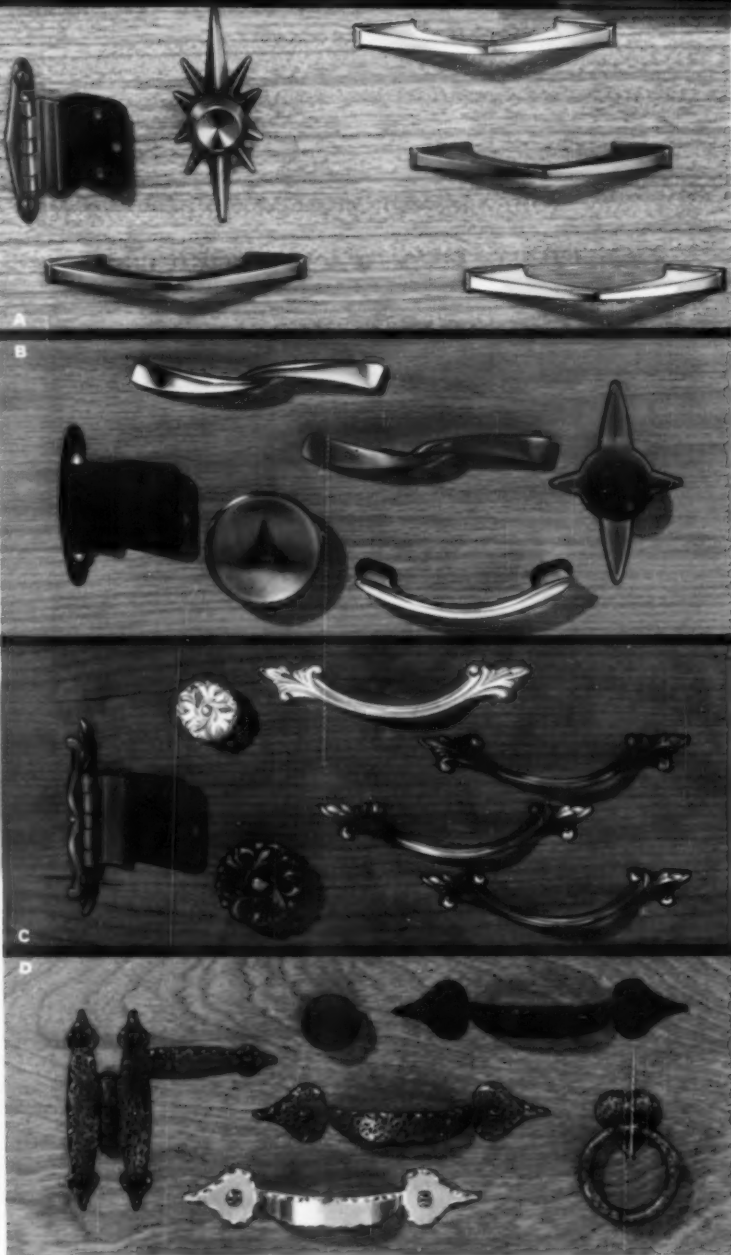
“puts
more
eye
appeal
at eye
level...”

**AMEROCK
HARDWARE**

IS TYPICAL OF THE
TOP QUALITY PRODUCTS
USED THROUGHOUT
THIS HOME



chosen for
“Award of
Excellence”
by leading
builders



which Amerock design fits your plans best?

(A) CATALINA Ideal for new construction or remodeling. Pol. Chromium knobs 19c list, Pol. Brass 25c list, other finishes 28c list. **(B) CONTEMPORARY** At home in the kitchen, den, or living room. Beautifully finished in Satin Copper, Ebony Black and Gold, Polished Brass, Satin Chromium. Pulls from 37c list. **(C) MODERN PROVINCIAL** Modern—with elegance and grace of period styling. Pulls and knobs with hinges to match. Choice of Ivory Gold, Antique Copper, Antique English, or Antique Silver finishes. Pulls from 47c list. **(D) COLONIAL** Authentic Early American styling in Colonial Black and Antique Copper finishes. For recreation rooms, kitchens, dining rooms, etc. Pulls start at 29c list. (Prices based on Builder Envelope Pack.)

See your Amerock supplier or send coupon
Amerock CORPORATION, DEPT. AB31, ROCKFORD, ILL. • MEAFORD, ONT.

Please send free samples of:

- Catalina Modern Provincial Contemporary Colonial
 1961 Catalog Amerock emblem details Have Amerock man contact me

Name _____

Company _____

Address _____

City _____

State _____

I buy my hardware from _____

LOOK WHAT GAS IS BUILDING-IN NOW!



Gold Star features on MAGIC CHEF built-ins



Oven-with-a-Brain*—Lo-Temp Oven Control—new low setting of 140° keeps food ready-to-serve for hours without overcooking. This built-in includes: automatic rotisserie, oven ready light, oven door window, panel light and automatic clock control.

This Gold Star shows
you know appliances

A.G.A. awards the Gold Star to only the finest ranges. Each must be more automatic, more modern, better designed in every one of a long list of exacting specifications. It means they cook faster, cooler, cleaner than ever, automatically.




Burner-with-a-Brain* Magic Chef's surface units also include the famous Burner-with-a-Brain. Food won't overcook or burn, or boil over because the burner regulates cooking temperatures all by itself, keeps temperatures where you set them.

Women select homes by quality details. A built-in Gas range as well-known as Magic Chef, with the Gold Star featured, *ups your reputation for quality*. People also want the convenience, dependability and economy of Gas. Proof: where natural Gas is available, it is selected to heat 8 out of 10 new homes. *Keep your sales potential up*—build in new Gas appliances with the quality appeal of 2 famous names: Magic Chef and Gold Star.

AMERICAN GAS ASSOCIATION

Magic Chef.

No wonder...
today more people than ever are cooking with  GAS!

*A.G.A. Mark ©Am. Gas Assoc., Inc.

Save on construction costs with the new '61 FORD TRUCKS

SAVE FROM \$31 TO \$157 ON PRICE* ALONE WITH FORD'S F-100 STYLESIDE PICKUPS

Contractors everywhere are finding that the half-ton Ford Styleside is priced below all other comparable pickups! And these rugged pickups are designed to keep right on saving with lower maintenance and operating expenses. Their durable, one-piece cab-and-box construction provides increased rigidity and eliminates a major source of rust and corrosion. Not only does the sheet metal last longer with this stronger body, but it also contributes to a quieter ride.

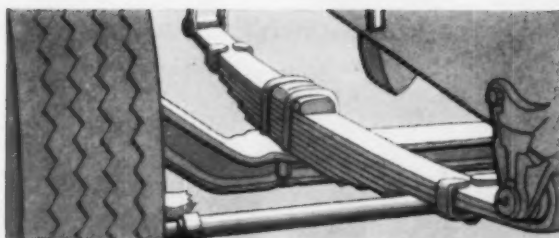
And you can save more . . . because you can carry more on every trip. Styleside bodies are longer and wider with loadspace increased as much as 16%. In addition, wheelbases have been lengthened 4 inches and this combined

with the improved shock absorbers gives a ride that's unexcelled in its field—proven by scientific Impact-O-Graph tests. For construction work the angle of approach has been increased so you can climb steeper drives or go over deeper ditches or gullies. Ford also offers America's lowest-priced* 4 x 4 with big 8-ft. box, the F-100 Flareside.

And you can save on operating expense! Ford's Mileage Maker 223 Six is standard on all conventional pickups to keep gas costs low. The economical 292 V-8 is available for jobs requiring extra power. Both engines are equipped with Ford's Full-Flow oil filter that lets you get 4,000 miles between oil changes.

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





SAVE UP TO \$250 ON FRONT TIRES! In certified tests of two-ton truck suspensions, Ford front tires lasted over twice as long. In 40,000 miles this saving can add up to \$250 . . . more as the mileage increases. And Ford's sturdy I-Beam front axle and leaf-spring suspension not only cut tire wear, but their simpler design also cuts maintenance costs.

**12,000 MILE
OR 12 MONTH
WARRANTY**

SAVE WITH GREATER DURABILITY . . . 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 and to the replacement in normal maintenance of parts such as filters, spark plugs and ignition points. Never before have you had such protection . . . such evidence of long-term economy!

SAVE WITH FORD'S NEW 262-CU. IN. "BIG SIX" ALL-TRUCK ENGINE FOR TOP PERFORMANCE AND ECONOMY

America's savingest two-tonners offer a big 262 Six with the power of big displacement, the gas economy of 6-cylinder design, plus the durability of heavy-duty construction. This engine features a sturdy stress-relieved block, strong forged steel crankshaft, long-lasting stellite-faced intake and exhaust valves, and durable pyramid-type connecting rods. And Positive Crankcase Ventilation reduces oil dilution and sludge formation to extend engine life. Ford's proven 292 V-8 and 292 HD V-8—the V-8's with "six-like" economy—are also available for your special power needs.

You also save with other new durability features like the more rugged frame, stronger radiator with new lock-seam construction, improved cab and chassis electrical wiring, plus longer, easier-riding and more durable rear springs. Ford's parallel ladder-type frame with standard 34-inch width allows you to install new or transfer your present special construction bodies quicker and for less. Also, the frame drop in the cab area lowers cab height . . . makes for easier entry.

FORD TRUCKS COST LESS

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

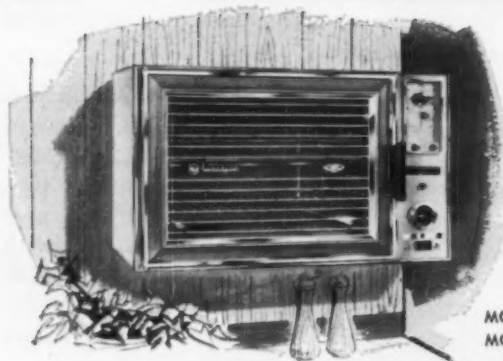
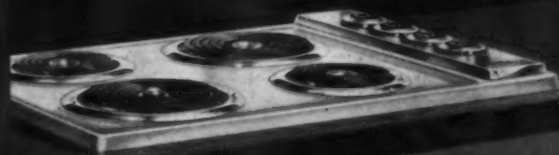
FORD DIVISION, *Ford Motor Company.*





MARK 24 MODEL HE1958 OVEN

IMPERIAL MODEL HE667 RANGE TOP



MODEL HE2900
MODULAR OVEN

NEW! MODULAR ELECTRIC OVEN

Hang it at eye level, mount it on a base cabinet or stack it, this revolutionary new Modular Oven combines the style of a built-in with the practical movability of a conventional range. It's completely self-contained . . . can be quickly installed for a fraction of built-in costs in old or new homes and requires no alteration of structure. Less than 30" long and 18" deep . . . yet this oven automatically handles big cooking tasks with ease!



MODEL HE3000 RANGE

Buy gas or electric from one source at a package price.

YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE

NEW RCA WHIRLPOOL BUILT-IN COOKING CENTERS SAVE YOU TIME AND MONEY



New! Common cutout for gas and electric ranges

RCA WHIRLPOOL gas and electric ovens and drop-in tops are dimensionally designed to fit the same standard cutout—complete interchangeability for gas or electric. Ovens are easily secured by means of 4 mounting holes in the front frame. This results in considerable savings in both time and money on each job for the builder.

New functional design and architectural styling

Crisp, new architectural styling and new features are designed to attract those with a flair for dramatic beauty, but with an eye toward cooking practicability. Now they can bake a cake and broil a steak at the same time with RCA WHIRLPOOL built-in electric double ovens. Balanced-Heat ovens provide even baking that is immediately noticeable. Eye-level controls are in an illuminated panel. New Flame Master Lo-Temp Balanced-Heat ovens in gas models provide the right flame for extra-slow heat or for extra-fast broiling. Both gas and electric models have lift-off doors for easy cleaning. Ovens are available in 24" and 30" models.

Surface units offer new Flip-Top controls, Spill-guard* tops and thermostatic controls. Most gas models are equipped with pressure regulators. Write to Contract Sales Division, Whirlpool Corporation, St. Joseph, Michigan for all the details of these new ranges that save you time and money, plus putting new sales appeal in your kitchens.

*Tmk.



CORPORATION

ST. JOSEPH, MICHIGAN

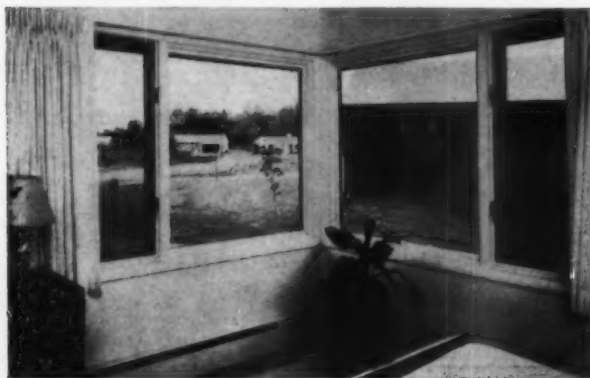
Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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“More favorable comment about



TWINDOW will give this attractive home more sales appeal.



This room will be more comfortable year 'round, because of TWINDOW.



TWINDOW, shown here installed in a Caradco Sash, will help keep this home warmer in winter, cooler in summer.

TWINDOW[®] than about any other item,"



says Wayne DeDoes
A. N. W. Home Builder
Kalamazoo, Michigan

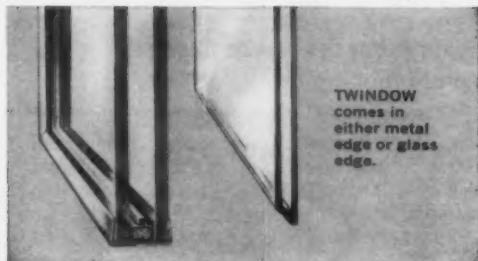
In and around Kalamazoo, Michigan, Mr. Wayne DeDoes builds homes in the \$20,000 to \$30,000 price range. Here's what he says about TWINDOW: "I use TWINDOW insulating glass in most homes I erect. I don't know of

another single item I put into my homes that brings so many favorable comments. Many of these comments come from buyers who have lived a comfortable winter or two in their TWINDOW insulated home. It gives me a feeling of pride when my buyers tell me how much they enjoy the comforts that TWINDOW brings to them."

TWINDOW is two panes of Pittsburgh glass with a layer of dry air sealed between. It insulates; helps keep a home warmer in winter, cooler in summer. TWINDOW eliminates storm windows and minimizes downdrafts, window fog and frost. TWINDOW brings outdoor beauty indoors without cold, heat or dirt.

With TWINDOW in every window and sliding door, homes have more sales appeal. TWINDOW Glass-Edge and TWINDOW Metal-Edge come in all popular sizes for a wide variety of window and door styles. Our free TWINDOW booklet has all the information. Write today, to Pittsburgh Plate Glass Company, Room 1130, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

...the windowpane with insulation built in



TWINDOW[®]



Pittsburgh Plate Glass Company

Paints • Glass • Chemicals • Fiber Glass In Canada: Canadian Pittsburgh Industries Limited



Introducing the Arkla

VAPORGLIDE

Arkla-Servel proudly announces a design and engineering vehicle which:

1. Gives $\frac{1}{3}$ rd more power without pistons or valves.
2. Provides lowest ownership cost... full 5-year warranty.
3. Is vibration-free... never needs a tune-up.
4. Has double and triple normal life expectancy, because there are no moving parts to wear out.
5. Won't lose capacity or jump operating costs with age, because it has no efficiency-robbing friction.

No, that's not a space age automobile... it's the Arkla-Servel Sun Valley All-Year gas air conditioner, as it compares to conventional electric central system air conditioners.

Building this kind of satisfaction into your homes is the best way we know of assuring future sales and stopping profit-robbing recalls at the same time.

If you find the comparisons above a bit hard to believe, we respectfully invite you to talk to your local gas company, or write Arkla Air Conditioning Corporation.

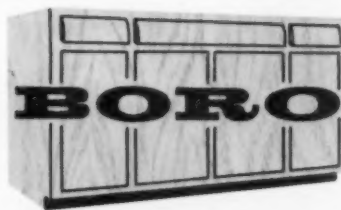


MAGIC **GAS** AIR CONDITIONING



ARKLA AIR CONDITIONING CORP • SHANNON BLDG. • LITTLE ROCK, ARK.

BEAUTIFUL



KITCHENS



designed to help you sell faster

You can sell them in the kitchen... with the kitchen... when you use beautiful pre-finished Boro Wood cabinets. These fine furniture quality cabinets immediately capture the attention and admiration of prospective buyers because they are *styled - built - and finished better* than ordinary job or mill built cabinets. This is the Boro Wood *quality* difference that sells prospects!

Boro Wood cabinets are available in modular or custom width units in a variety of door styles, eye-catching finishes and fine woods that offer maximum flexibility of individual kitchen design



...eliminating "look-a-like" kitchen problems — even in large projects. Best of all, factory-engineered Boro Wood cabinets, sink tops and accessories can be installed easily and economically — saving you time and money.

Prompt job-site delivery to builders and kitchen designers East of the Mississippi on a single kitchen or several hundred kitchens.

Write today for free color literature and the name of your nearest Boro Wood representative.

Offices in all principal cities East of the Mississippi.

BORO WOOD PRODUCTS CO., INC.

Bennettsville, South Carolina

©1961 Boro Wood Products Co., Inc.



Walnut cabinets are also available in 'off-the-floor' units.

No Finer Kitchen Styling . . . at ANY Price

Beautiful kitchens help sell the home . . . and it's easy to feature eye-catching kitchens in your homes — without paying a custom price — when you use 'customized' Texboro cabinets. Texboro's years ahead styling combined with a variety of door styles and finishes in beautiful Ash, Birch, Mahogany and Walnut woods, easily solves the 'look-a-like' kitchen problem even in large projects.

Prospective buyers readily see the difference between these fine furniture type cabinets — with a special 'mar-

resisting' finish that is baked on at the factory to last the life of the home — and ordinary 'job-built enclosed cupboards' . . . that's why Texboro is often the big difference between prospects looking and actually buying.

Prompt job-site delivery to builders and kitchen designers West of the Mississippi — on a single kitchen or for several hundred kitchens.

Write today for free color literature and the name of your nearest Texboro factory representative.

Representatives in all principal cities West of the Mississippi

TEXBORO CABINET CORPORATION
Mineral Wells, Texas



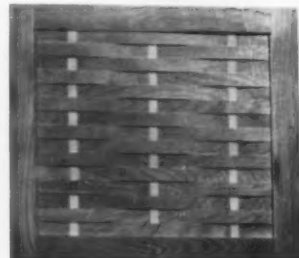
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NEW

FROM

bryant



SUPER COMPACT 2-TON AIR CONDITIONER PRICED FOR TRACT HOMES AND APARTMENTS

This new Model 557, and its companion Model 563, removes limitations on air conditioning small homes and apartments in terms of price, service, installation and space. These super compact units represent the essence of Bryant's long years of successful research and experience in central air conditioning.

AIR CONDITIONS up to 1200 square feet of living space.

LOW IN-PLACE COST

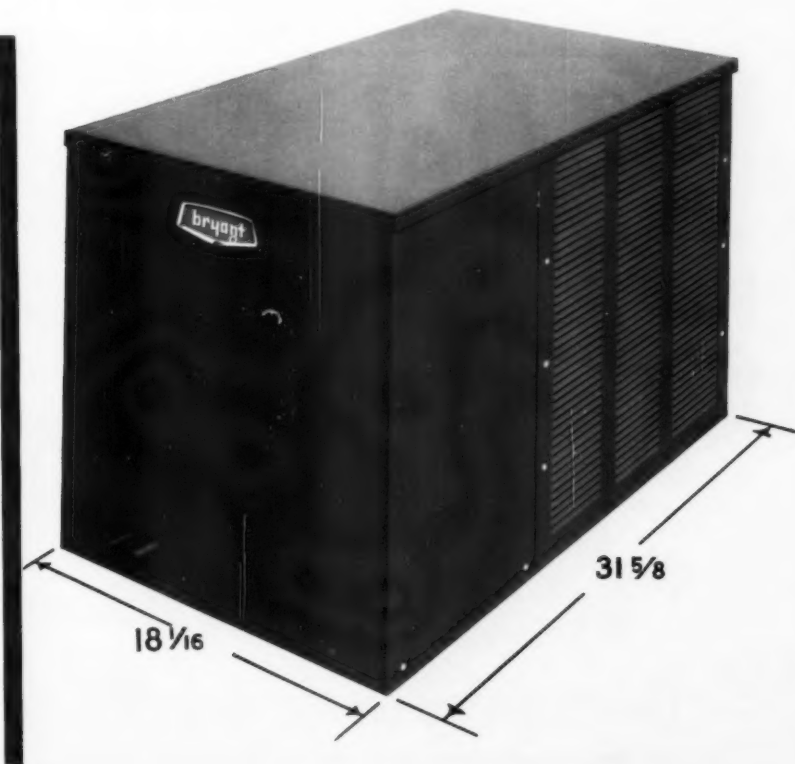
Because the 563 is completely factory assembled, including 8 feet of permanently attached extended tubing, running the line, cutting, fitting, soldering and purging are eliminated. This is reflected in lower in-place cost to you.

"BUG"-PROOF INSTALLATION

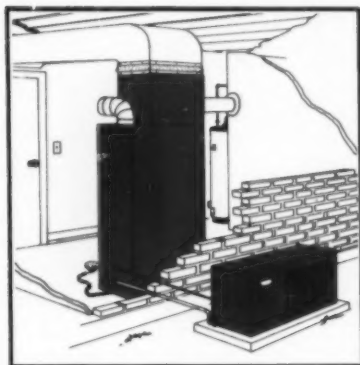
Being factory assembled and checked there is almost no chance for installation "bugs" to show up.

MODEL 557... with extended tubing permanently attached.

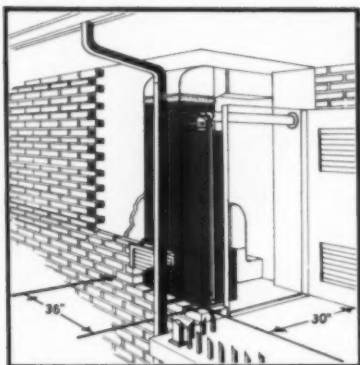
MODEL 563... same unit without tubing attached.



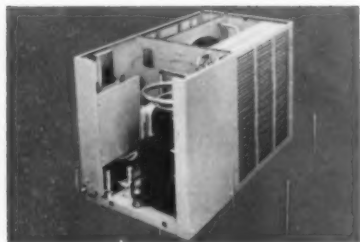
NEW SPACE-LABOR-MONEY SAVING DESIGN



FOR HOMES AND GARDEN APARTMENTS. This view shows how unit can be placed within 4 inches of outside wall with no sacrifice of operating efficiency. Extended tubing permits fast, fool-proof installation.



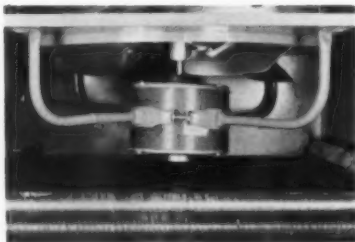
FOR APARTMENTS. This view shows condenser, furnace, cooling coil and ducting housed in an outside closet only 30" x 36". Note how condensate drains directly into downspout.



QUIET OPERATION. Important for tract homes as well as apartments. Compressor is housed in sound-proof compartment for quiet operation, and large condensing surfaces permit lower, quieter fan speeds while maintaining full rated cooling capacity.

2 TO 7½-TON UNITS TO FIT ANY HOME NEED Your Bryant dealer can develop some sixty different condenser and coil combinations to fit almost any home or apartment air conditioning need. Let him work with you in the planning stage.

FACTORY-TRAINED SPECIALISTS will work with you and your Bryant dealer to engineer, layout and supervise the job . . . to make sure you get top value and service.



EFFICIENCY INCREASED. Placing motor between the fan and the coil sets up a swirling action of the air that "scrubs" the coil surfaces increasing heat transfer efficiency. Also, the motor is better protected.

NEW BRYANT

HOME COMFORT CORE

a product and merchandising concept to help you sell homes



No longer is there much conjecture about the sales appeal of central air conditioning.

It is being proven in small homes and custom homes—in the north and the south.

Now Bryant gives you a *Complete Home Comfort Core package*—air conditioning—heating—water heating—one maker, one responsibility at a low in-place cost.

THE HOME COMFORT CORE MERCHANDISING PROGRAM doesn't cost you a nickel more.

1. You get the "jump on competition" when you feature the Bryant Comfort Core. Buyers are ready for it . . . want it.

2. You get the "jump on competition" by utilizing all or any part of our Comfort Core merchandising and traffic building program. We tailor it to you and your homes—ads, publicity, unique product displays, signs, personalized brochures, direct mail, room cards.

It costs you nothing to look into Bryant's New Builder Proposition—designed to help sell your homes! Call your Bryant dealer, distributor or factory branch.

Join up with

bryant

the company on the move!!!!!!

BRYANT MANUFACTURING COMPANY • Indianapolis 7, Indiana

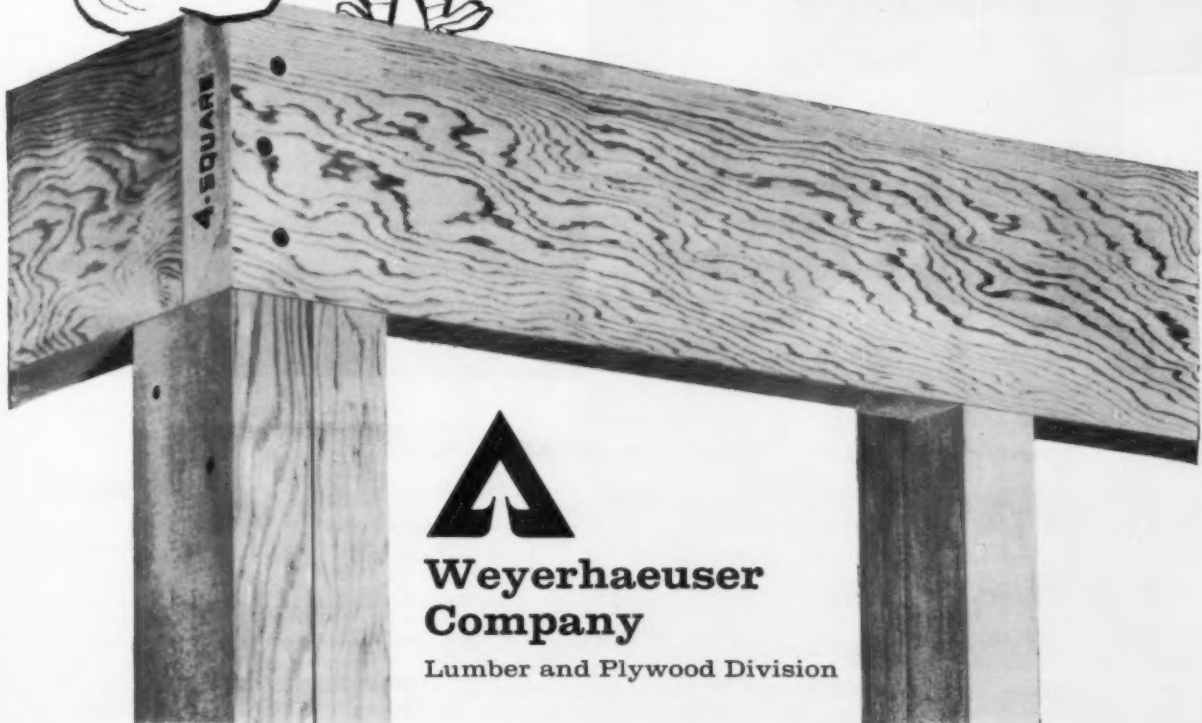
Weyerhaeuser
4-SQUARE
lumber...

solid framework for steady profits!



Here's quality that pays real dividends. Scientifically seasoned lumber that is easier to work and finish, for faster construction... stronger and more stable for lasting durability. Produced under exacting standards of quality control, Weyerhaeuser 4-SQUARE Kiln-Dried lumber provides increased bending strength, uniform dimensional stability, added vertical strength and better nail holding power... important advantages to both builder and buyer.

Call your Weyerhaeuser 4-SQUARE Lumber Dealer for Kiln-Dried dimension, boards, finish, paneling and specialty lumber items.



9 reasons builders are choosing furnaces by

WILLIAMSON



Lo-Boy Model with Air Conditioning



Hi-Boy Model



Counter-Flow Model

- 1 Dependable . . . No "call-backs"
- 2 Factory assembled, wired, and fire tested
- 3 10 year guarantee to the home buyer
- 4 Low cost for high quality . . . Brand name
- 5 Minimum floor space requirements
- 6 AGA seal of approval on gas units
U.L. Approval available on oil units
- 7 Beautiful Seal-Tite® cabinet design
- 8 Designed for Williamson air conditioning
- 9 Full line of models and sizes to fit any plan

PLUS . . . a line of distinction . . . **THE GASAVER FURNACE**

. . . an exclusive feature for your exclusive homes.
Indoor-outdoor thermostatic control . . . two-stage burner automatically modulates to counter-balance changes in outdoor temperature. 20 year guarantee.

For Oil areas . . . Give consideration to the finest—Williamson Oilsaver for your finest homes.

All Super Series Units are 22 1/4" wide

BTU	DEPTH (inches)		HEIGHT (inches)		
	HI-BOY OR COUNTER-FLOW	LO-BOY	HI-BOY	LO-BOY	COUNTER-FLOW
75,000*†	25	41	62	44 3/4	65
100,000 †	29	47	62	44 3/4	65
125,000	32	52	62	44 3/4	65
150,000	35	55	62	44 3/4	65
175,000	40 1/2	—	67	—	70
200,000	45 1/2	—	67	—	70

*Not available for oil fuel

†Available with direct drive blower

THE WILLIAMSON COMPANY

3330-W-15 Madison Rd., Cincinnati 9, Ohio

Please send me full details on your builder-designed furnaces.

Also send details on the new . . .

"Gasaver" furnaces "Oilsaver" furnaces

Name _____

Address _____

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City-living house will be shown in Seattle

"Concept '61," is the name given the model house to be shown at Seattle's 1961 Home Show this month. The house will be the focal point of the show and will be strictly contemporary, in line with the overall show theme. This year the model house will be geared to city-living. Both architect Adolfsen and builder Gleboff feel that this type of home is more and more to be found in future building.

It's a one-story model, designed for "an average family with an average budget"—and, in theory, for an average "inside" lot without the natural setting of outdoor view or

woodland landscape.

"A picture book setting for a home may be the aim of all of us, but more often than not we're faced with creating an attractive layout with only the house next door in our view," explains architect Lawrence Adolfsen.

Concept '61 is built as a home within a home. By enclosing the entire lot with fencing, decorative screening, landscaping and structural walls, the house is turned inward and the buyer has something pleasant in the way of either courts or decorative walls to look out on.

In keeping with the contempo-

rary style, the house will have a two-level roof—half flat, the other half in an upward "butterfly" flair. Beams crossing the sunken living room area will extend out of the house to the property line, forming decorative overhead trellises. Floor plan calls for three bedrooms, two baths, living room, family room, carport, three outdoor courts, a pool and space for an additional bedroom. N. J. Gleboff is setting up the house for the Home Show opening on March 4. It's Seattle's 17th such event and is co-sponsored by the HBA of Greater Seattle and the Seattle Post-Intelligencer.

Easter Sunday Home Parade for Corpus Christi Festival

Builders in the Corpus Christi, Tex., area have planned a Spring Festival of Homes for April 2 through April 9. The opening date is Easter Sunday. The local HBA felt this to be a good outdoor drawing day.

To date, a total of six "Show Homes" are planned. The Corpus Christi "Home Front" urges participating builders to make sure these are truly "Show Homes":

"There are many new items on the market that lend themselves most favorably to a Show Home. With proper utilization of these items, the public can be stirred into action . . . which is the purpose of any model home showing."

California gets a land developers association

The California Association of Land Developers was born just recently in Hollywood, Calif. More than 100 developers from all over the state attended the first meeting and chose Lorne B. Pratt as acting chairman. Purpose of the group, according to Pratt, is to unite builders, developers and real estate people of the state engaged in the business of land development. Then, united, to promote a statewide healthy atmosphere of economic growth and progress for the land industry.

Top on the group's list will be a statewide program of public education regarding the land industry.

"A rigid code of ethics has been adopted by the board of directors

of the association," explained Pratt, "and this code will adhere to the policy of sound business practices in the public interest. It is intended to connote competence, fair dealing and high integrity among the members to adhere to a lofty ideal of conduct in business relations with the public."

Closed trade show for L.A.

Construction industries in the West will have their first all-inclusive exhibit this year in Los Angeles. Sponsored by the Association of Western Building Industries Council, the four-day, trade-only exposition will feature programs, conferences and displays on such topics as commercial and residential planning; sales and management consultation; construction methods and equipment. The show is planned as a yearly event rotating from year to year among the four or five major cities of the west.

Completely air-conditioned school is windowless, has zoned heating and cooling

Dayton, Texas, is building itself a completely air-conditioned school without windows. Its main features: individually controlled zone system of gas heating and air conditioning and a windowless design, have resulted in a square foot construction cost of \$9.32 . . . unusually low for this area and type of building.

Says Reese J. Brentzel, mechanical and electrical engineer:

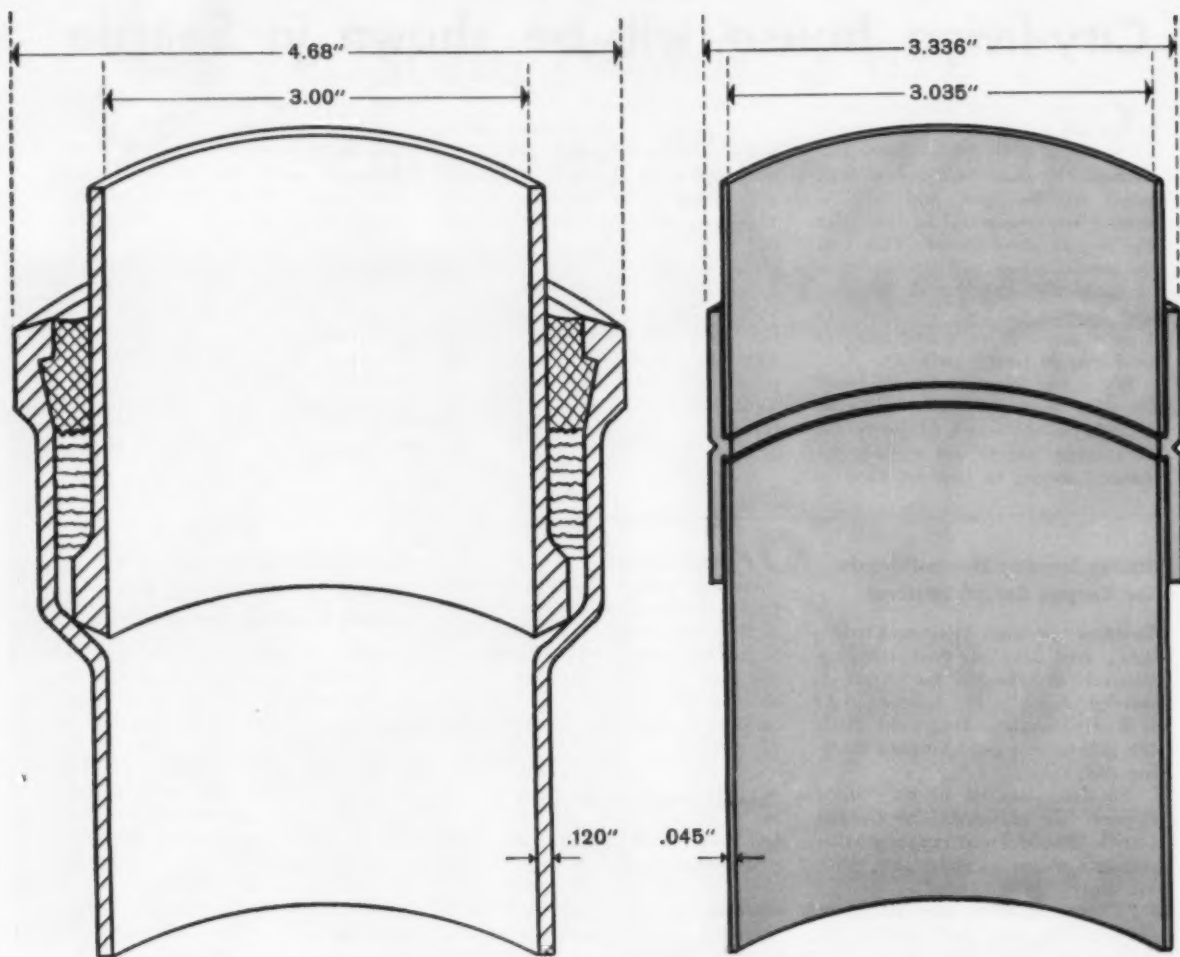
"The saving is enough to pay the operating costs of the gas heating-air conditioning system. The building's design has also cut down considerably on corridor length, piping, exterior wall and other construction factors which raise costs."

Glen H. Engbrock of Houston is general contractor for the job. It totals 39,000 sq ft of space with 26 classrooms.



AIR CONDITIONING GOES TO SCHOOL: In Dayton, Southeast Texas, this windowless masonry elementary school is going up at cost of \$9.32 per square foot.

IT JUST DOESN'T MAKE SENSE!



Take a good look at this dimensional comparison of service-weight cast iron drainage pipe and Type DWV copper tube. You'll see why it makes good sense to use Anaconda Copper Drainage Tube Type DWV, and Anaconda Solder-joint Fittings for soil, waste and vent lines. You can do a better job, easier, faster and at less cost. **BETTER**, because rust-caused troubles such as reduced flow or stoppages just don't occur in copper plumbing. Also, the builder is saved the extra cost of wide plumbing walls—a 3" copper tube stack fits within a partition of standard 2 x 4's—whereas, in ferrous piping, a 4" cast iron soil stack is generally used, requiring 2 x 6" studs. **AT LESS COST** because installation time is cut one-third to one-half, and here's why. Longer copper tube lengths mean fewer joints, and the lighter weight (about ¼ the weight of a ferrous pipe installation) permits cost-saving assemblies of rough-in units in the shop. Solder-joint fittings are connected quickly. Take a look at a plumbing contractor's estimated cost comparison for a typical, back-to-back bathroom—kitchen—laundry drainage system.

USING COPPER

Anaconda Copper Drainage Tube, Type DWV* (93 ft. of various sizes)	\$ 72.74
Anaconda Cast Brass Solder-joint Fittings	67.97
Solder, Flux, Sand Cloth	2.00
Materials cost	\$142.71
12 Hours Labor	60.00
Installed cost	\$202.71

*Copper tube marked DWV (Drainage, Waste, Vent) identifies tube used only for sanitary drainage lines.

USING FERROUS PIPE AND FITTINGS

Cast Iron and Steel Pipe (93 ft. of various sizes)	\$ 60.71
Fittings	58.10
Caulking, Lead and Oakum	21.88
Materials cost	\$140.69
22 Hours Labor	110.00
Installed cost	\$250.69

Anaconda American Brass Company, Waterbury 20, Connecticut. In Canada: Anaconda American Brass Ltd., New Toronto, Ontario. 4151

ANACONDA [®] **COPPER TUBE AND FITTINGS for soil, waste and vent lines**

Available through plumbing wholesalers. Anaconda American Brass Company.



San Jose, Calif. to get new residential community

Home building got off to an early start in '61 when Branden Construction Company received permits for the building of 145 single family dwellings in San Jose. Total development retail value: \$2,080,500.

The new community will be called Branford Estates and will feature homes priced from \$13,650 to \$14,900. They're described by builder Branden as "quality built, low cost housing." The San Jose area, says Branden, is a good market for this price and type of housing because of the continued expansion of the electronic industry there. And the young "transferred" families with low but growing incomes the industry brings into the area.

Sixteen different models are planned for the Estates. They'll be "traditional California ranch" in design with shake roofs and redwood siding. Interiors will have three bedrooms, two baths, family room with used brick fireplace and a master bedroom suite.

Dallas builders aim at boosting industry

Here's the way President Leland G. Lee Jr. and the Home Builders Association of Dallas County plan to boost building and their city's interest in it during 1961. Adopted by the group were these six '61 goals:

First: Set up and operate a permanent market analysis system to aid members in determining market fluctuations.

Second: Create and operate a speakers' bureau as a means of carrying the story of the industry to the public directly. (The group's executive committee is set up as a "core" of the speakers bureau, which is to speak to groups throughout the county concerning building.)

Third: Encourage more members to participate in city volunteer service and civic activities.

Fourth: Provide a sound footing for the annual Southwestern Builders Conference-Exposition.

Fifth: Aggressively develop additional area divisions.

Sixth: Give builder members

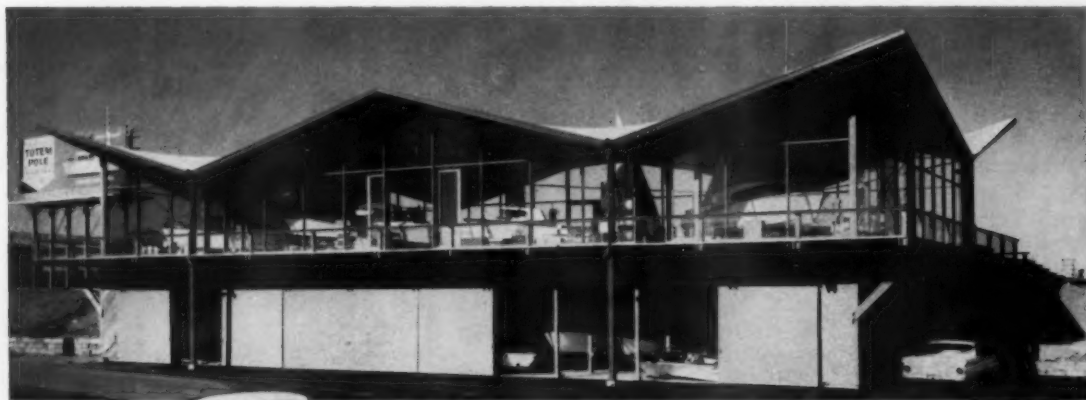
more "direct dollar" benefits through strengthening of the merchandising and cost savings programs activities. Provide members with interpretations of national legislation in such a way that it can be understood in regard to local conditions.

Western motel building on the increase, particularly in Arizona

Three Arizona cities will get new motels during 1961. Imperial '400' Motels, Inc., has announced new establishments for Phoenix, Kingman, Ariz. and Tuscon.

The \$350,000, 42-unit Phoenix motel opens early this year. The Kingman Imperial will open in March and the Tuscon unit in May.

On the national level the Imperial firm plans on the completion of 34 motels in 1961 and a total of 164 by the end of 1965. All will be within the firm's seven state radius of California, Oregon, Washington, Arizona, New Mexico, Montana and Texas.



UNUSUAL HYPERBOLIC roof attracts attention at Portland, Ore., marina. Roof is eight all-wood paraboloid shells.

Marina attracts attention with all-wood paraboloid eight-unit roof construction

Portland, Oregon's first commercial use of an all-wood hyperbolic paraboloid structure has caused a good deal of favorable comment and "word of mouth" advertising. And the Columbia Totem Pole Marina, housed in the new building, isn't the least bit unhappy about the stir it's caused. Says owner John Platt, "the hyperbolic paraboloid design has great advertising value because of its shape. And is an outstanding showcase, day or night."

The structure's roof is made of eight parabolic shells, all wood. The 30x30' parabolas are arranged in a rectangular manner to cover an area of 7,200 sq. ft., unobstructed except for a single interior central column.

"From an economical viewpoint," observes Platt, "it provides, at relatively moderate cost, the large virtually unobstructed floor area so necessary for the display of larger boats and cruisers." This has proved a drawing point for the marina.

Building was designed by architectural firm of John Storrs and Si Stanich with James Pierson as engi-

neer and George A. Moore & Associates, general contractors. Each parabola shell consists of two skins of 1x4 Douglas fir under tension with the direction of one skin diagonal to that of the other. The exterior walls of the marina are set back 6', creating a covered deck space.

Inside, custom-designed island display units are constructed of naturally finished standard Douglas fir stock combined with pegboard. Units are mounted on rollers so they can be moved easily, and can also be transformed into storage units when not used for display.



ROUGH-HEWN APPEARANCE of this ranch gives it plenty of curb-appeal. Popular feature of the "Branford" is

Interior detailing gives

The rustic, chalet-like exterior appearance of this 1,500 sq. ft. California ranch is faithfully and tastefully reproduced in virtually all its rooms

The house-hunter who stops to view this ranch will find an interior that mirrors its exterior. Following through on the effect created by the heavy shake roof, board-and-batten siding, and latticed casement windows, the builder has employed vaulted, beamed ceilings, a used-brick fireplace wall, and a host of other details to carry out his rustic theme.

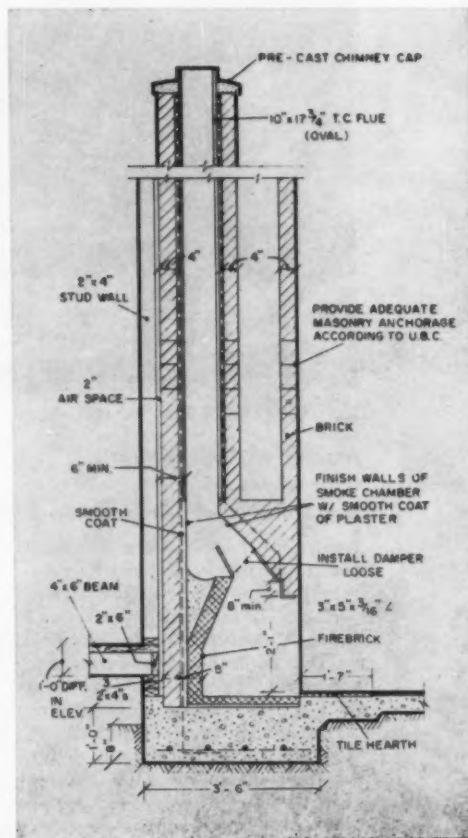
This "Branford" model in Sacramento is the work of Branden Construction Co. of Hayward, Calif. It

is one of a proposed 95 homes in the builder's Panorama Village development. Priced at \$23,500 on a 60' x 100' lot, it contains 1,500 sq. ft. of finished living space.

A check of buyer and viewer comments pointed up what is obvious in the floor plan on the opposite page; that the home has an excellent traffic pattern and an extra-large kitchen. It also has a separate dining room—a feature that seems to be enjoying a renaissance among builders in other areas of the country.

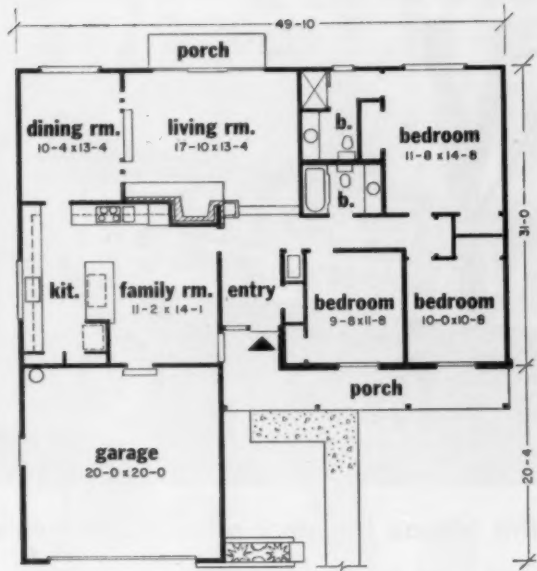
Nationally-known products used in this house guarantee quality for the buyer

General Electric washer-dryer, oven, range, dishwasher, disposers and refrigerators; Holly General heating systems and air-conditioners; Briggs Beautyware bathroom accessories; Formica kitchen countertops; Armstrong linoleum bathroom and kitchen floors; Pioneer water heaters; Marcus hardware; Emerson Electric fixtures and ventilating fans; West Coast Lumbermen's Assn. oak flooring, doors, roofing, exterior walls, Alameda overhead garage doors; Paramount maple kitchen cabinets; American Brass copper piping; Likit aluminum casement windows; Pabco interior walls; Roddis Plywood interior panelling; Gladding McBean ceramic tile; Kwik-Set locks; Minneapolis-Honeywell controls; Old Colony paints; Fuller Glass Co. crystal.

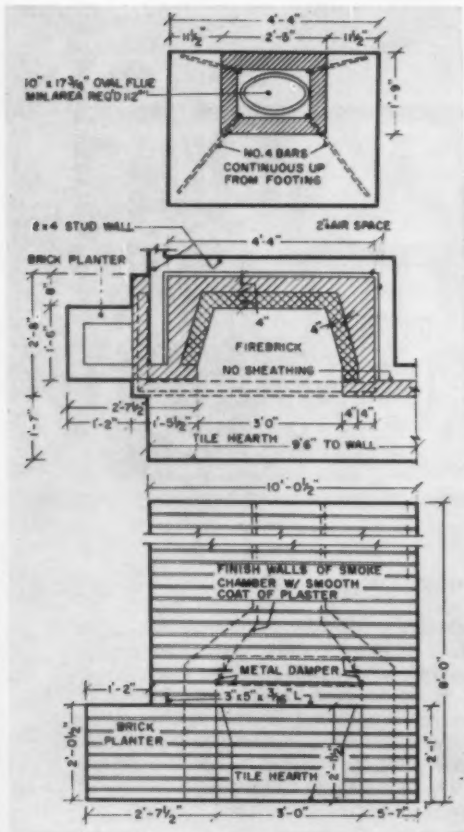




its kitchen with a full complement of built-in electric appliances.

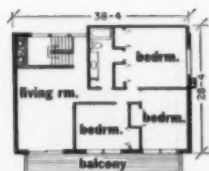


this house a luxury look

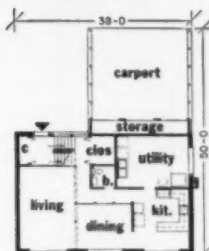


VIEW OF ENTRY from living room shows a portion of used-brick wall that frames a planter and a fireplace (at right, out of photo). Sunken living room also has a vaulted, beamed ceiling that gives a dramatic illusion of spaciousness.

SELECTED NORTHERN HOUSE



SECOND LEVEL



FIRST LEVEL

This hillside two-story offers Pennsylvania buyers a second "living room"

"King of the Hill" aptly describes this impressive two-story by Marra Builders in the Pittsburgh area. A rolling suburban countryside provided an ideal setting for it.

The "Clifton" is a whopper in terms of finished livable area—a healthy 2,128 sq. ft. (plus 280 sq. ft. in porch space). The living room, in fact, it virtually duplicated on

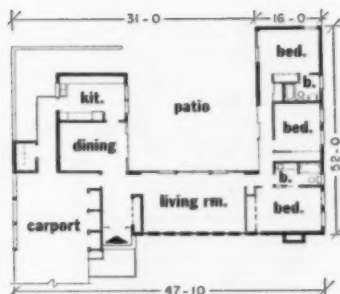
the second floor. There are three bedrooms and an over-sized bathroom also on this floor. Sliding glass doors in the living area (a potential fourth bedroom) open on a balcony that runs almost the full length of the house.

Because of the size of the balcony (the home's most potent exterior sales feature, according to

buyer comments), builder Bill Marra has termed it a "balconade" (*balcony + promenade*). It provides a private sunning or sitting spot, plus a generous overhang for the ground-level entry.

Inside this \$28,000 (with land) home, Marra discovered the best sales feature was oak parquet flooring in family and dining rooms.

SELECTED SOUTHERN HOUSE



Georgia house is built around a court to give outdoor privacy

Into and around this spacious, U-shaped custom ranch, Macon, Ga., builder Bill Epps constructed elements which made it a popular attraction even at its relatively high price of \$32,000 with land.

Drawing most favorable comment from visitors to the 3-bedroom, 2-bath "Caribbean" model is a court sheltered on three sides by the

house itself. Entry to the court is possible from every room through sliding glass doors. The doors also help brighten the interior.

A front elevation that features alternating panels of masonry and glass, plus a large, double-door entrance, are other popular features. The low pitch of the roof, broken only over the double carport, helps

create an effect of spaciousness—an effect that is actually more than imaginary: the model contains 1,910 sq. ft. of finished living space. An electric range and oven, and a dishwasher, are included in the purchase price.

The Caribbean model is constructed on a slab foundation and is conventionally framed.

CO-SPONSOR A \$5,000 CONTEST AT NO COST TO YOU



BUILD MODEL-HOME TRAFFIC WITH OFFER OF A BAG OF CASH TOWARD A "DIVIDEND HOME" WHERE YOU FEATURE "VISQUEEN" POLYETHYLENE FILM

Prospects will get entry blanks at your headquarters if you are enrolled as an honor builder of VISQUEEN film DIVIDEND HOMES. Your name will be listed in your regional edition of LIVING FOR YOUNG HOME-MAKERS. You get the big DIVIDEND HOMES package of selling helps! Contest ends November 15, 1961. (please turn page.)

Offer void wherever taxed, prohibited, restricted or license is required.

Postage
Will Be Paid
by
Addressee



No
Postage Stamp
Necessary
If Mailed
in the U.S.



BUSINESS REPLY MAIL
FIRST CLASS PERMIT No. 5920, SECTION 34.9 P. L. & R., CHICAGO, ILL.

Special Products
VISKING COMPANY
Division of Union Carbide Corporation
6733 W. 65th St., Chicago 38, Illinois

PROFIT WITH EXTRA TRAFFIC AS YOU PROVE YOUR REPUTATION FOR QUALITY CONSTRUCTION WHEN YOU PROTECT THE HOMES YOU BUILD WITH "VISQUEEN" FILM

The DIVIDEND HOME plan which makes you co-sponsor of a big national contest is based on the confidence your prospects will have when they know your homes are quality built from footing to roofline. They'll buy with confidence if you tell them you are using VISQUEEN film as a water vapor barrier in walls and ceilings, in crawl spaces, around windows or under concrete slabs. AND WE HELP TO TELL THEM WITH THE 1961 "VISQUEEN" FILM "DIVIDEND HOMES" CONTEST AND COMPLETE PROMOTION PACKAGE!

Here's what you get: 1 Your listing as a co-sponsor of the VISQUEEN film \$5,000 nation-wide contest in a hard-selling ad in your regional edition of the September issue of LIVING FOR YOUNG HOMEMAKERS. You will be identified as an honor builder of VISQUEEN film DIVIDEND HOMES. This contest will build traffic for you like nothing you've ever tried. 2 Display card with pocket containing contest entry blanks telling your prospects how they may win \$5,000 toward a DIVIDEND HOME. Card has space for an 8 x 10 photograph of your home. 3 A distinctive, dimensional gold and white shield for your front door, 1 foot in diameter, identifying your model home as a DIVIDEND HOME. 4 Ample supply of brochures telling your prospects about the dividends in comfort and services they will accumulate for the life of the home properly protected with VISQUEEN film.

5 VISQUEEN film sample swatches imprinted with selling message for your model home visitors. 6 Runners of VISQUEEN film to protect floors and carpets. Each runner attractively printed in colors with the story of the DIVIDEND HOME. 7 Multi-colored pennants of VISQUEEN film to decorate the front of your model home. 8 Ad mats and suggested radio scripts to tie in your local advertising with the VISQUEEN film DIVIDEND HOME Promotion. 9 A mounted reproduction of the LIVING FOR YOUNG HOMEMAKERS ad, with your name, for display in your model home. 10 Signs illustrating individual VISQUEEN film applications in your homes.

VISQUEEN film meets FHA minimum property requirements as set forth in FHA "Use of Materials" bulletin #UM-20a dated June 18, 1958, and water vapor requirements of Federal Specification UU-P-147b.



SPECIAL PRODUCTS

VISKING COMPANY

Division of Union Carbide Corporation
6733 West 65th Street, Chicago 38, Illinois

Yes, I want to be enrolled as a quality builder of DIVIDEND HOMES using VISQUEEN film. Please send me complete promotion kits. No. of Model Homes _____

I want my name listed in LIVING FOR YOUNG HOMEMAKERS Magazine as follows:

Firm Name _____

Address _____

City _____ State _____

Deliver kit on _____

My VISQUEEN film distributor is _____

This shield will identify you!



D

USE THIS REPLY CARD TO BECOME AN HONOR BUILDER OF "VISQUEEN" FILM DIVIDEND HOMES

VISKING COMPANY

DIVISION OF  CORPORATION



R & M - HUNTER 2 / SPEED ATTIC FANS

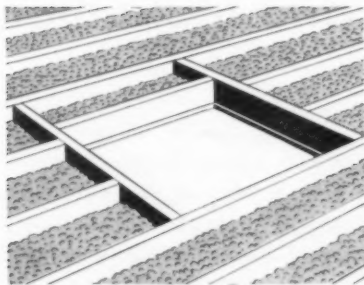
Cool your homes at low cost

Today's home buyers are demanding cool comfort . . . and an R&M-Hunter Package Attic Fan is the economical, efficient way to provide it. This modern ventilating fan installs in a breeze; then is ready to pull cool, refreshing breezes through the entire house day and night. Two speeds give ideal comfort in hot or warm weather. Operating costs are low, and trouble-free performance is backed by R&M-Hunter's 80 years in manufacturing electrical equipment.

FEATURES

- Two-speed motors on 24", 30" and 36" sizes. Single speed optional.
- Certified air deliveries from 5200 to 16000 cfm.
- Sound-tested ball bearings on fan and motor.
- Heavy-duty motor, rubber mounted.
- Built-in thermal overload protection.
- Fan guaranteed 5 years; motor and shutter, 1 year.

R & M - HUNTER ATTIC FAN IS EASILY INSTALLED



Step 1 Frame ceiling joists for opening. This involves no extra expense on new home construction.



Step 2 Place R&M-Hunter Fan on attic floor or joists over ceiling opening. Easily wired at fan junction box.



Step 3 Screw-fasten automatic ceiling shutter. Metal trim covers edges of opening. No finishing necessary.

Mail coupon today for data

R & M - HUNTER



Attic FANS

R&M-Hunter makes a complete line of Cooling Fans, Ventilating Fans, and Electric Heating equipment.

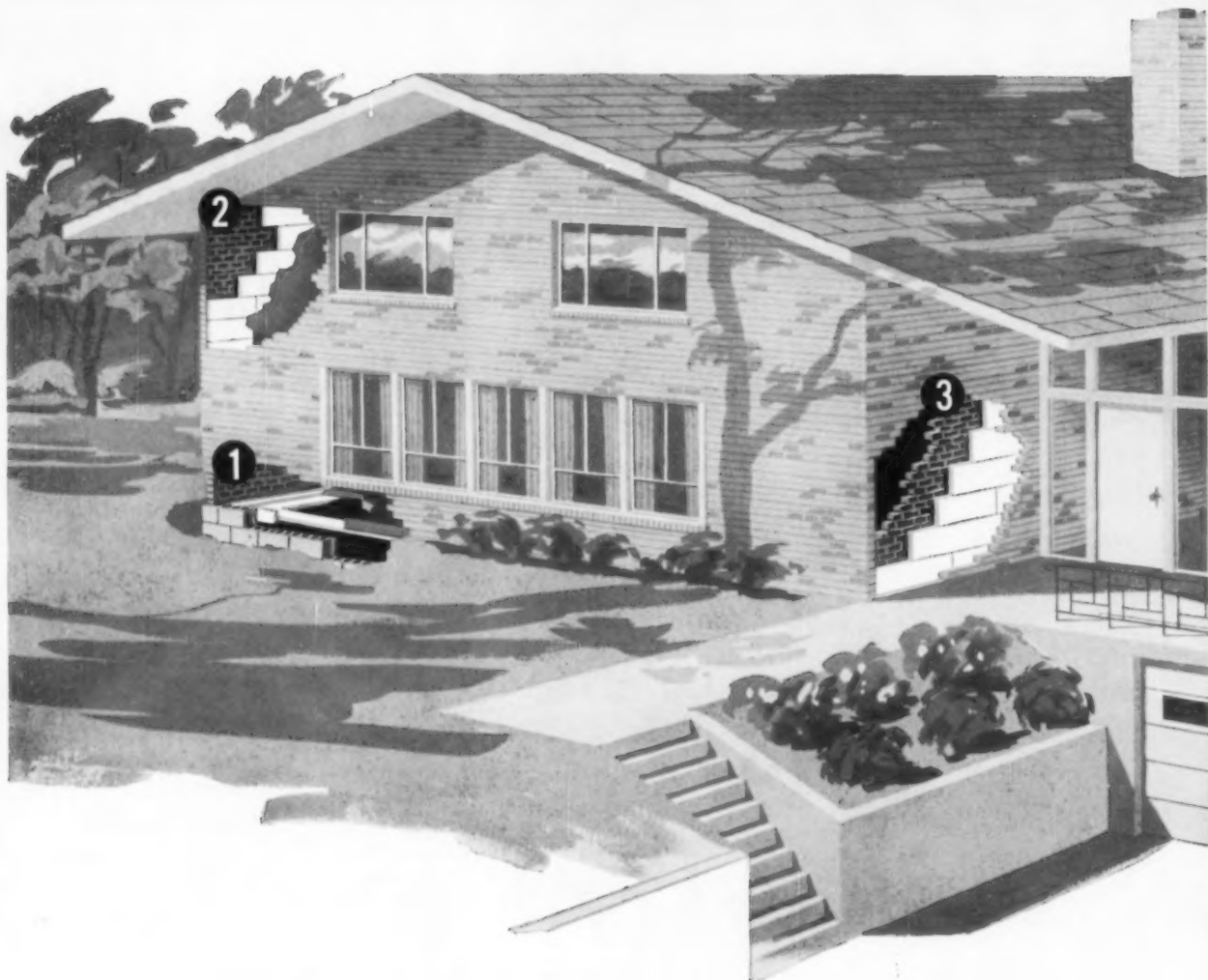
Hunter Division—Robbins & Myers, Inc.
2864 Frisco, Memphis 14, Tennessee

Please send data on the R&M-Hunter Package Attic Fan to:

Name _____

Company _____

Address _____



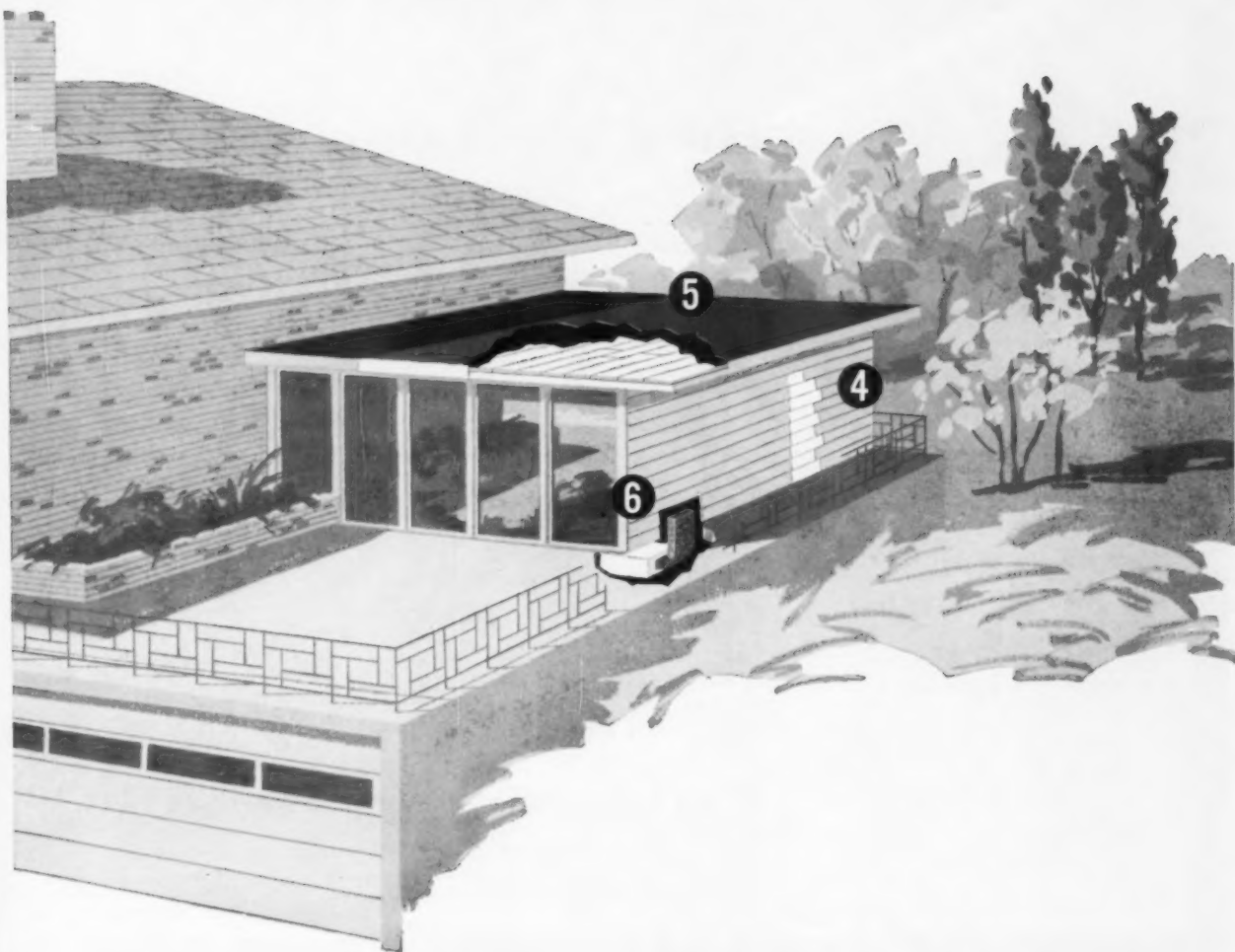
The most effective home insulation

Here's how it is used:

1. perimeter insulation
2. plaster base
3. cavity wall insulation
4. insulation backing for aluminum siding
5. built-up roof insulation
6. around ducts or water pipes

Insulation board made of DYLITE expandable polystyrene offers unsurpassed low-cost, lifetime insulation. It has the lowest "K Factor" of most commonly-used insulating materials. Because this board has a closed cell structure, it is less porous. It has excellent moisture- and vapor-resistance . . . it completely stops "cold wall" sweating in masonry construction above and below the ground. DYLITE board can provide homeowners with substantial savings in winter heat bills, can cut air conditioning costs, and will help muffle jangling street noises.

Board made of DYLITE is strong, not brittle. DYLITE board is rot-proof, fungus-proof, vermin-proof . . . it's ten times lighter than cork. It comes in any length, up to 4' wide, and you can cut, nail, staple, or glue it.



... insulation board made of **DYLITE**[®]

It is easily handled, quickly installed . . . saves time for the builder, money for the owner.

Board manufacturers buy DYLITE in the form of tiny sugar-like beads. When heated, these beads expand as much as 45 times their original size, fuse together and form millions of small cells that trap air and unite in a light, sturdy foam plastic board . . . the best insulating material available.

For more information on insulation board made of DYLITE expandable polystyrene and a list of quality board manufacturers, write Koppers Company, Inc., Plastics Division, Dept. 1510, Pittsburgh 19, Pennsylvania. Koppers also makes these other fine plastics: DYLAN[®] polyethylene, SUPER DYLAN[®] high-density polyethylene and DYLENE[®] polystyrene.

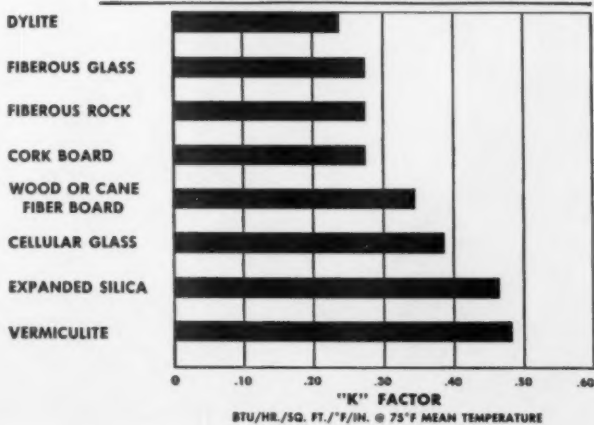
KOPPERS PLASTICS



MARCH 1961

Here's how DYLITE compares with other commonly used insulating materials

"K" Factor of DYLITE vs. Other Thermal Insulations





COQUETTE vitreous china wall hung lavatory. 22" x 19" and 20" x 19". Features exclusive Uni-Lox Hanger, Uni-Pak Faucet Control, anti-splash rim, twin recessed soap dishes, and concealed front overflow.




CAMILLE shelf back vitreous china wall hung lavatory. 22" x 19" and 20" x 18". Has exclusive Uni-Lox Hanger, Uni-Pak Faucet Control, twin integral soap dishes, anti-splash rim, and concealed front overflow.



CARMEN ledge back vitreous china wall hung lavatory. 20" x 18". Features exclusive Uni-Lox Hanger, Uni-Pak Faucet Control, concealed front overflow, twin recessed soap dishes, and anti-splash rim.

Here's the only way to hang China Lavatories

exclusive  uni-lox® hangers

A U/R vitreous china lavatory hung with a Uni-Lox wall hanger, mounts easier, faster—takes less of your plumbing contractor's time—and stays put *permanently*.

Patented Uni-Lox hanger design prevents lavatories from ever starting to come off the hanger. With over two million in use, we have never heard of a failure.

This means you can be confident there'll be no complaints about loose lavatories during your guarantee period.

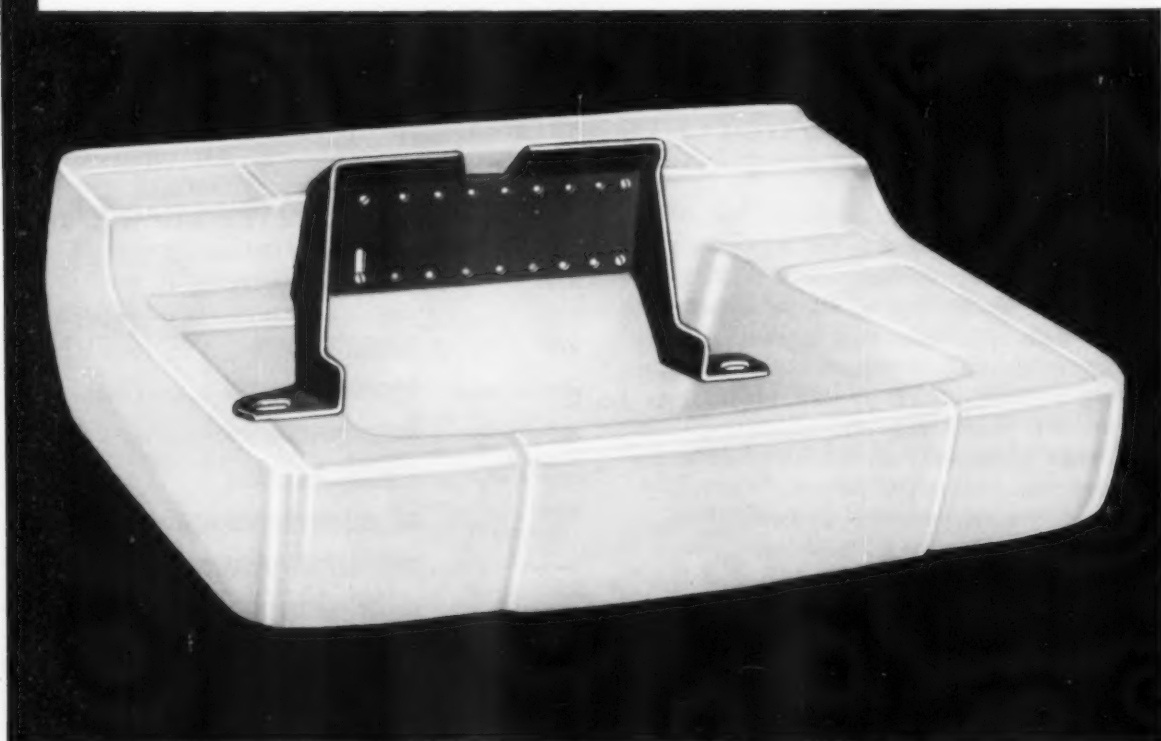
You pay no more for these advantages. The Uni-Lox hanger is furnished free. You actually save money because no legs are needed. And the buyers of your homes get the extra quality of U/R vitreous china lavatories plus the best possible installation. Write for U/R's new full-line catalog to Universal-Rundle Corporation, 709 River Road, New Castle, Pa.

Universal Rundle

THE WORLD'S FINEST PLUMBING FIXTURES FOR 60 YEARS

Plants in Camden, N. J.; New Castle, Pa.; Redlands, Calif.; Hondo, Texas.

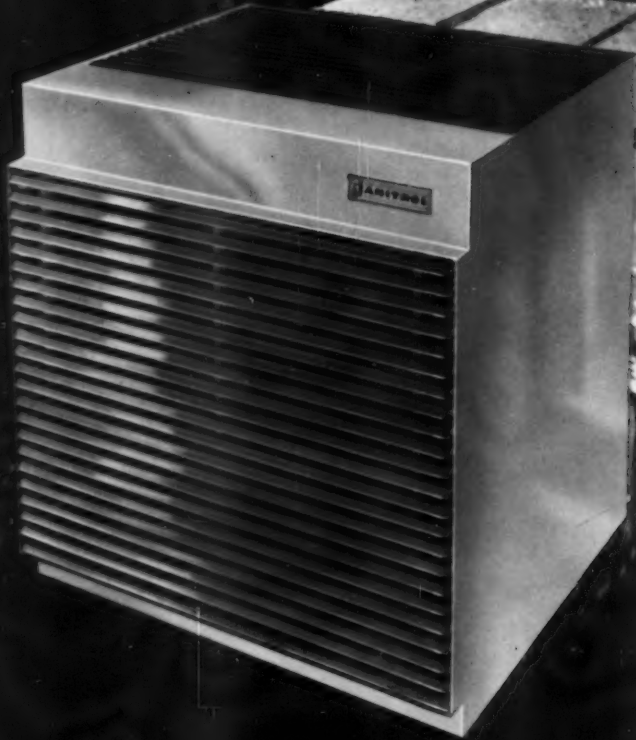
Export Sales: 115 Broad St., New York, N. Y.



the quality
tells . . .
the quality
sells . . .

JANITROL

AIR-COOLED
AIR-CONDITIONING

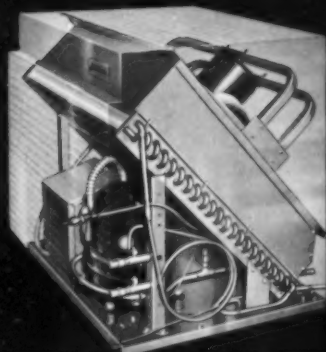


Hallmark of Quality
in Luxury Comfort

UNCHALLENGED COOLING PERFORMANCE...

in all-new **JANITROL**

52 SERIES CONDENSING UNITS



A COMPLETE LINE TO MEET ALL NEEDS . . .
CAPACITIES FROM 22,200 TO 110,200 BTU/HR.

Outwardly beautiful and pleasing to the eye, inwardly rugged and powerful, new Janitrol 52 Series provides low-cost central cooling with matchless reliability and efficiency. Here are some of the many ways new Janitrol 52 Series condensing units are demonstrating their excellence . . .

In Performance . . . condensing coils have greater area to dissipate more heat and to provide higher efficiency. Operation with outside temperatures as high as 125°F.

In Styling . . . modern, simple and functional cabinet that will be in the best of taste in any landscape plan. Finished in beautiful, durable, weather-resistant, automotive-type enamel.

In Economy . . . powerful, top-mounted fan draws in quantities of cooler ground air over the condensing coil, which is shaded from the sun's heat by louvers.

In Quietness . . . compressor and fan are unusually quiet in operation. Cabinet is acoustically treated with a weatherproof, sound-absorbent material.

In Safety . . . upflow exhaust protects nearby plants from hot blasts . . . enclosing grilles safeguard pets and children.

In Service . . . all components are easily accessible. Service panels may be removed without affecting operation, to make checks while unit is in full operation.



A.R.I. CERTIFIED

Full A.R.I. certification is your assurance this equipment meets or exceeds standards of the Air Conditioning and Refrigeration Institute. A five-year written warranty backs up your choice.



EXCLUSIVE BUILDERS' MODEL HOME PROMOTION

DOUBLES YOUR SALES POWER!

JANITROL HEATING AND AIR CONDITIONING
A Division of Midland-Ross Corp.
Columbus 16, Ohio

Gentlemen:
Please rush me complete information on new Janitrol Line and the powerful model home merchandising aids that will double my sales power!

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

1

Feature the nationally advertised, consumer-accepted, Janitrol brand name in your homes, at prices no higher than ordinary "builder model" equipment!

2

FREE...

Model home merchandising aids to help you sell your homes (instead of the furnace)! Do a real selling job on your model homes with this exclusive promotion plan. It's sales-action tested and complete . . . a powerful traffic-builder and point-of-sale tool to help you build sales and profits. See for yourself! Mail coupon today for facts on this terrific sales booster!



**SKIL COMES
THROUGH**

with the
biggest
saw news
in years

TURN PAGE AND SEE



NEW! SKIL WORM-DRIVE SAWS

With "Burnout-Protection" Motors

In these all-new versions of famous Skilsaw Models 367 (6½"), 77 (7¼"), and 825 (8¼"), you'll find all the important Skil traditional features including high torque worm drive, all ball bearing construction, "Vari-Torque" clutch, PLUS 12 major improvements. New Skil B-P motors give "Burnout-Protection" even with frequent, excessive overloads—motor is actually backed by full year free service guarantee. Skilsaw 10", 12" and Groover worm drive saws also feature new B-P motors for maximum motor life.



NEW! SKIL TOP HANDLE SAW

With "Burnout-Protection" Motor

This brand new 6½" saw rounds out Skil's line of extra powerful top handle, super duty saws. Like the 7¼" Model 857, 8¼" Model 858 and 10" Model 860, it features Skil's exclusive "Floating Guard"—even on extremely shallow depth settings, the blade is completely covered. Other features for greater convenience and safety include: exclusive push-button lock that secures the saw shaft for easy blade changes; exclusive "Vari-Torque" clutch that protects against kickback; convenient, easy to set depth and bevel controls and all ball bearing construction.



New! Greatest Skilsaw

setting new standards of performance to

Here are the most advanced power saws the world has ever seen—the finest accomplishment of Skil's 36 years of saw leadership.

We invite you to compare each of these Skilsaw Power Saws for cutting speed, for quality of workmanship, for multiple use versatility, for handling ease and convenience.

We believe you will agree with us that they will cut labor costs, reduce material waste, speed-up work—help you save money throughout your operation.

Ask your Skil Distributor to demonstrate. Look under "Tools-Electric" in the Yellow Pages. Or write: Skil Corporation, Dept. 106C, 5033 Elston Avenue, Chicago 30, Illinois.

NEW! SKIL JIG SAW

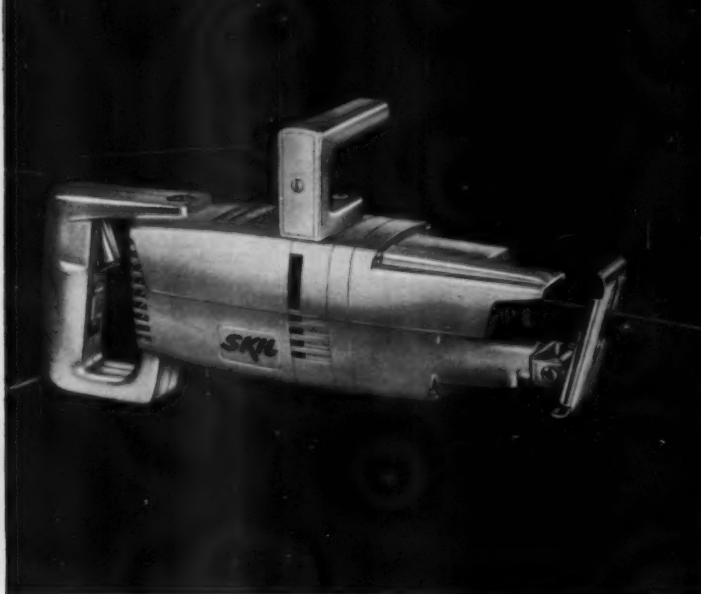
World's fastest cutting... with
2 speeds for metal and wood!

Flick the Model 160's switch to high speed for cutting wood (up to 2½"), plastic and compositions. Flick it to low speed for fast metal cutting with an absolute minimum of blade wear. Rips cross cuts, plunge cuts, notches, scroll cuts. An exclusive 3-position foot adjustment lets you cut plywood without the usual splintering. Exclusive one-inch orbital stroke helps make this the world's fastest cutting jigsaw. Bevel cuts full 45° right or left too! And it's superbly balanced for easy handling.

NEW! SKIL RECIPRO SAW

All new version of world's
first two-speed reciprocating saw!

New ideas, like lengthening the blade stroke (for faster cutting action) and a special multi-position blade shoe (for even longer blade life) are examples of the major improvements in the new Model 700 Recipro Saw. Two speed motor delivers 3500 strokes per minute for fast cutting of wood, composition, plastic; 2600 s.p.m. for routine metal cutting jobs. New Model 701 Metal Cutting Recipro saw also available for fastest cutting of all metals, any highly abrasive material. Both models come complete with carrying case.



power saws in 36 years!

create substantial savings for you

SKIL ...and **SKILSAW POWER TOOLS**

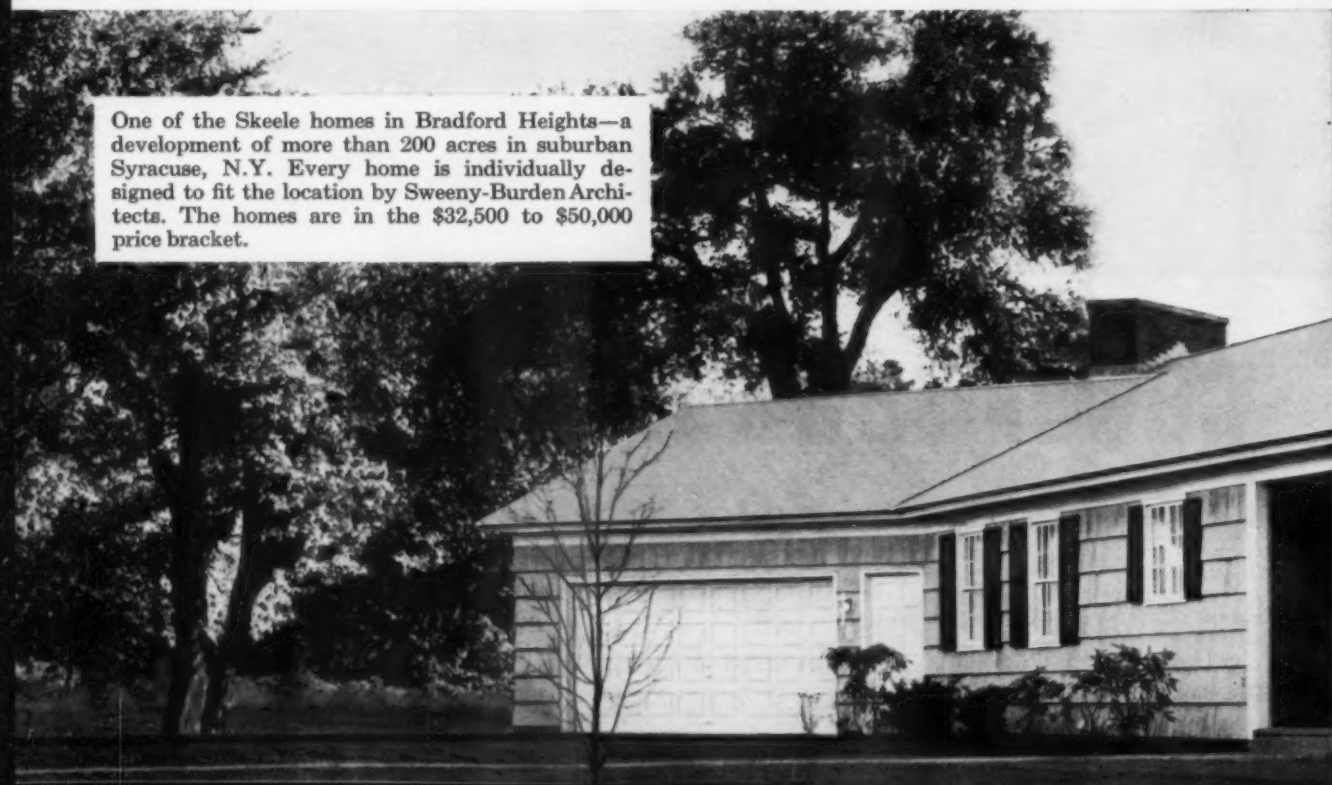


Bob Skeele of Skeele Builders, Inc., Syracuse, N.Y. pointing to the new Andersen label on a divided light Pressure Seal.



Now! Every Andersen Window labeled so prospects can see for themselves the kind of high-quality materials you use.

One of the Skeele homes in Bradford Heights—a development of more than 200 acres in suburban Syracuse, N.Y. Every home is individually designed to fit the location by Sweeny-Burden Architects. The homes are in the \$32,500 to \$50,000 price bracket.



"Our customers look for the Andersen name on the windows"

Skeele Builders state, "We've found the new Andersen identification program a definite help in selling our homes"

The reputation of Skeele Builders, Inc., according to Bob Skeele, has been built primarily around one idea—quality.

"We feel," Bob says, "that Andersen Windows are the finest and for this reason we specify them in every job we build. And, labeling the windows is a definite sales advantage to us.

"Incidentally, we have specified Andersen Windows for more than

20 years and have installed over 10,000 units. We feel this speaks better than any words we might choose in recommending these units."

Before you specify another brand of window in your homes, find out about the new Andersen Identification Program and see how it is working to help builders sell their homes faster. Write direct or see your lumber and millwork dealer. Be sure to ask for the Home Promotion Kit.

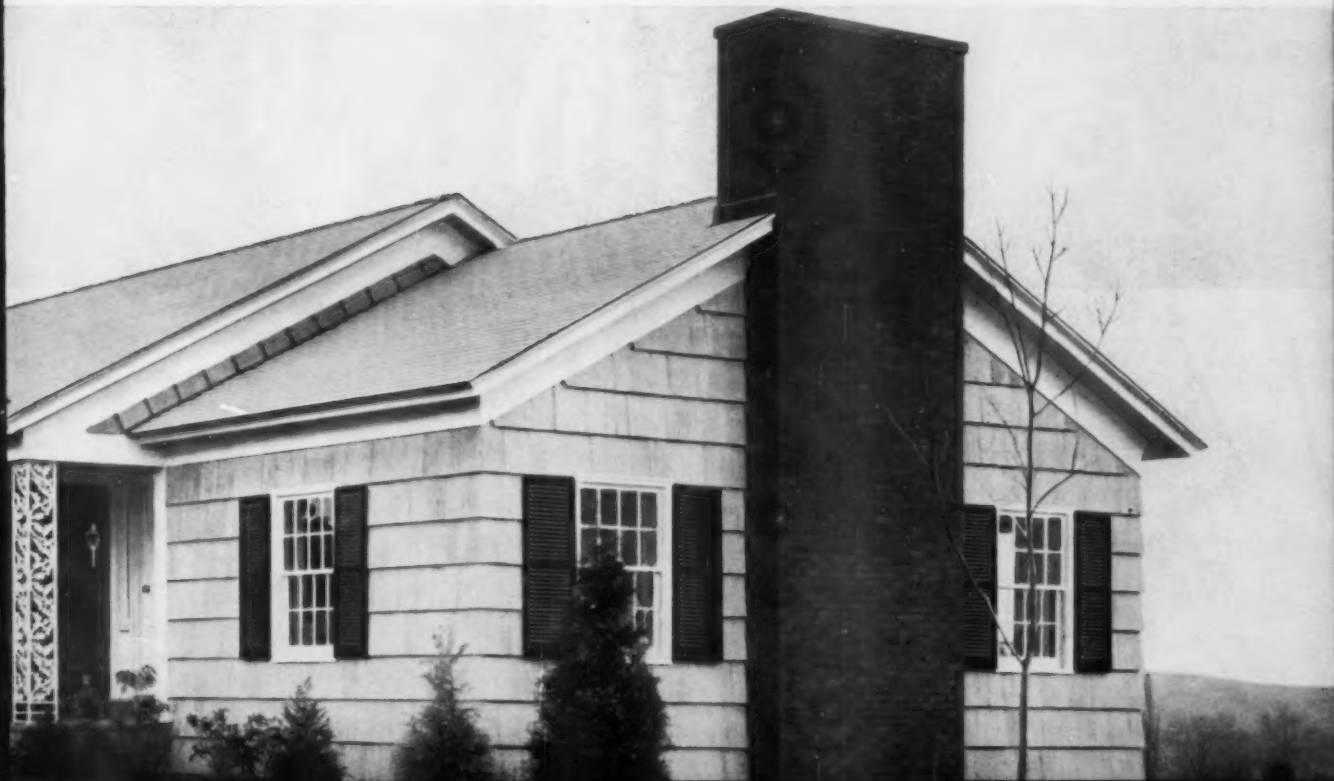


FREE
NEW 1961 HOME
PROMOTION KIT

Includes newspaper ad mats, counter cards, promotional literature, maintenance manuals, and many other helpful selling tools.

NEW ANDERSEN LABELS INCLUDED

Andersen Windows 
ANDERSEN CORPORATION • BAYPORT, MINNESOTA





FATHER AND SON BUILDERS Homer C. Valentine, left, and Lynn are concentrating new construction in total electric Gold Medallion Homes for greatest buyer appeal.



SIMPLE TO INSTALL, heating cable is completely covered by ceiling plaster. No time is lost, because the electrical subcontractor handles electric heating along with the rest of his wiring job. And the Valentines like the fact there are no vents to cut.

"Electric house heating actually helps us sell our houses before we finish construction"

H.C. and Lynn Valentine, Los Angeles, Calif. builders, explain why they've switched 100% to flameless electric house heating

"Buyers are impressed when we show them how clean electric heating is in homes we've already finished," explains Lynn Valentine. "This helps us close sales fast.

"Another thing that interests our prospects is that there are no heating vents or registers. This makes our homes easy to decorate. We also show buyers how they can keep different rooms at different temperatures with individual room controls.

"In addition, we tell customers how they'll save on cleaning bills for drapes and carpets, and how little maintenance there is with electric heating.

"To appeal to our quality-conscious buyers, we build in all the modern features we can," adds Lynn Valentine. "And electric heating is

tops from the sales aspect. In fact, we sell our homes while they're still under construction."

In construction itself, the Valentines gain time installing electric house heating. Without delay, the electrical subcontractor follows right behind the men putting up ceiling lath. Moreover, the Valentines like dealing with only one subcontractor instead of several.

It's easy to see why sales-minded builders like H. C. Valentine and Son are installing and promoting flameless electric house heating across the nation. Today over 850,000 American homeowners are enjoying its new standard of comfort and cleanliness. So it's important for every builder who's concerned with profits to find out how electric house heating can help him.

To get complete information about the five basic types of electric heating—ceiling cable, baseboard, wall panel, heat pump and electric furnace—why not call your local electric utility representative as soon as you can.



With clean, comfortable Electric House Heating

YOU LIVE BETTER ELECTRICALLY

Sponsored by Edison Electric Institute

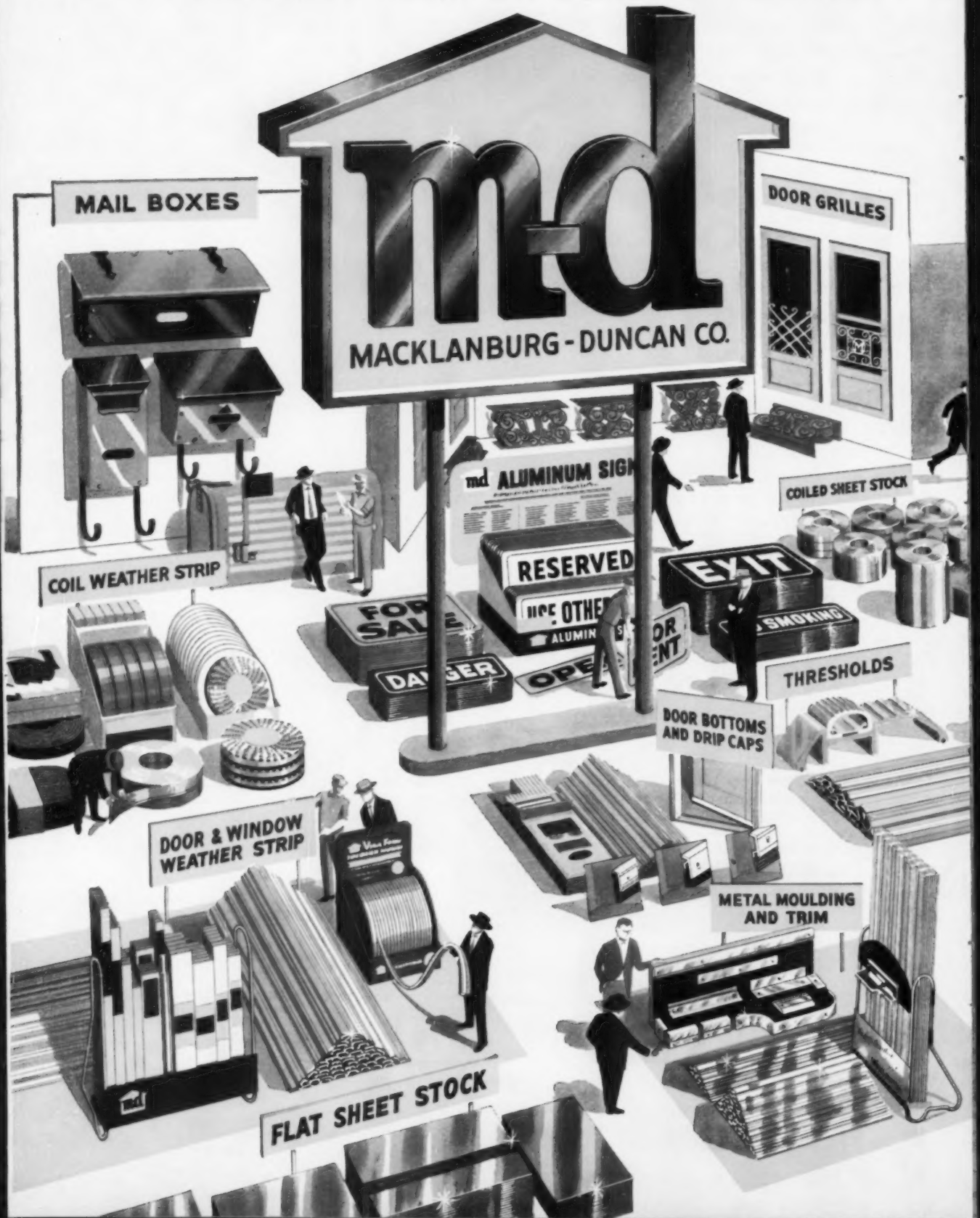
CORRECT INSULATION is the key to operating economy and buyer comfort. Full-thickness batts of foil-wrapped fiberglass provide both insulation and vapor barrier. 6" of fiberglass blown into the ceilings complete the wrap. This also helps keep the house cool in summer.



ENTHUSIASTIC BUYER Frank Hevrdjes happily reports that he has had no maintenance worries with his electric house heating. And he's especially pleased with its evenness and cleanliness, and with the individual temperature controls in each room.



M-D Quality Boosts Sales .



. . 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



Theodore M. Penker, Jr., Vice President, Penker Construction Company, Cincinnati, Ohio, (left) with Bert Melching, his Dodge Representative.

“We can bid lower because Dodge Reports do our prospecting for us”

“Without the advance notice of prospects for new work that Dodge Reports give us,” says Mr. Penker, “we’d have to maintain a much larger sales force to provide the same kind of information. We figure that could add 5 to 10% to our cost of sales and advertising . . . which might make the difference between losing or winning an award!”

“We cannot afford to miss a single valuable lead, since we can’t hope to get more than a few of the jobs we bid on. This is why continuation of our business at its present levels without Dodge Reports would be almost impossible!”

Mr. Penker’s company was formed in 1880 by his grandfather to build homes and small factories. Today it employs 300 to 400 men on various projects ranging from buildings to sewage, water and power plants, bridges, viaducts and highways. It is one of the three largest firms in southwest Ohio doing both engineering and building types of construction.

“Over the 35 years that we’ve been using Dodge Reports,” Mr. Penker says, “their primary value to us has been the important advance news of new projects they provide. But they give us other benefits, too. They let the sub-contractors know which jobs we are

bidding in plenty of time to submit *their* bids to us! What’s more, Dodge Reports help us to know a large part of our possible market as much as two years ahead, thereby enabling us to plan on either curtailing or expanding our overhead, personnel and equipment requirements. This can be a vital factor in an operation of our size.”

Every day, Dodge Reports give Penker Construction the kind of advance information they need — in time to take action. Dodge Reports can do the same for your company — at surprisingly low cost — regardless of your size or scope. Send the coupon for further information. Or, consult your telephone directory for the Dodge office (in over 80 principal cities) nearest you.

F. W. DODGE CORPORATION
Construction News & Statistics Div., Dept. AB31
119 W. 40th Street, New York 18, N. Y.

I’d like to receive your free booklet, “How to Get More Business in the New Construction Field” and details on how Dodge Reports can help me increase volume and profits.

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

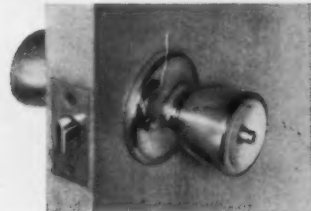


DODGE
reports

119 W. 40th St., New York 18, N. Y.

NOW YOU CAN HAVE ALL THE QUALITY FEATURES OF A FINE HOTEL-MOTEL LOCK AT THE LOWEST PRICE EVER OFFERED.

Kwikset's new hotel-motel lock is easy to install, with just three precision-made components. It provides dependable 5-pin tumbler security with the convenience of an *occupied room indicator* to eliminate disturbing the guests. By pushing the interior button, a red indicator protrudes from the exterior knob to show room is occupied. This locks out all keys except the emergency master key.



For added safety and security, the exterior knob is always locked and the interior knob is always unlocked.

With each hotel-motel lockset, Kwikset supplies a brass instruction plate, three guest keys with an area for marking room number, a shut-out key (which locks out all guest and service master keys), an owner's emergency key, and master keying, all this...*at no extra charge.*

Other Kwikset "400" Line models are available for hotels and motels, including communicating, bathroom, closet and keyed closet locksets. These are available in Bel Air (model illustrated) or Standard design in choice of finishes.



*America's largest selling
residential locksets*

Kwikset Sales and Service Company

A subsidiary of The American Hardware Corporation
Anaheim, California

introducing

EXCLUSIVELY FROM

KWIKSET

AMERICA'S LOWEST PRICED

**HOTEL-MOTEL
LOCK**

Beefed up for hardest

Construction jobs are rough on generators . . . but not as tough as Onan's own tests. That's why Onan plants mean reduced downtime and maintenance. Over-sized bearings, Stellite valves, shorter, stronger crankshafts and connecting rods keep Onan on the job when others can't take it. Put an Onan on the job along-side the plants you're now using. Your own records will prove Onan best.



Stellite coated exhaust valves and valve seats. One of toughest alloys known. Gives you up to 300% longer valve life than uncoated valves. It's the important details like this that make Onan more economical in the long run.

Exact 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 Onan.



use...even abuse

Onan electric plant still delivers full power after 12,197 hour test—equal to 487,888 miles

A grueling endurance test that lasted one year, nine months and 12 days could not stop Onan test plant #1068. Onan engineers used this production-built unit for an endurance run—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 life built in.

Over 1,700 other endurance units have been run by Onan engineers. In these tests every design feature and part has to prove itself before it can become a part of the Onan you buy. In addition, every type and size Onan plant is tested under all operating conditions which

could conceivably affect performance on your job.

Hours of running in and testing under full load are given every Onan before it is shipped. An independent testing laboratory then spot tests Onan Plants that have already been tested by Onan—double assurance that every Onan will deliver its full nameplate rating. Only then does an Onan production run qualify for Performance Certification.

Buy *proven performance* when you buy an Electric Plant. See your authorized Onan distributor or dealer. You can depend on him for a lifetime of factory parts and service. He's listed in the Yellow Pages.

ONLY ONAN GIVES YOU THIS CERTIFICATION



**World's Leading Builder
of Electric Power Plants**

ONAN DIVISION, STUDEBAKER-PACKARD CORPORATION • 2543 UNIVERSITY AVE. S. E., MINNEAPOLIS 14, MINNESOTA

MARCH 1961

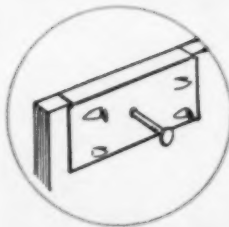
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REPORT ON ASTM ACCELERATED AGING TEST #D-1037-56T:

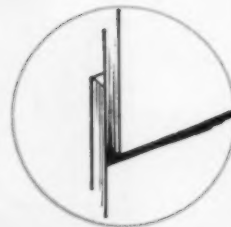
NO CRACKING • SPLITTING •



*Aluminum
fastener
eliminates
face
nailing!*



NOW YOU SEE IT!
Hidden fastener in place before
overlapping panel is applied.



NOW YOU DON'T!
Fastener cannot be seen after
overlapping panel is applied.

CHECKING OR SPLINTERING of **Upson Primed Siding** in a LIFETIME* of outdoor exposure!

Here's the most durable, neatest looking and completely practical lap siding! And you can't buy a more economical siding, either. Upson Primed Siding is cut to uniform size—12" wide by 12' long. These precision dimensions permit exact layout. Edges are uniformly true and straight, too. Surface guaranteed knot free. No grain to raise or hide. Both surfaces and edges are primed for longer life. One side gray, one white . . . and this paint will positively not peel! Upson Primed Siding is waterproofed throughout. And the hidden aluminum fasteners (see illustration, left) not only eliminate face nailing and improve appearance, but provide automatic venting that prevents moisture traps behind siding.

Our technical staff will gladly consult with you on your requirements. Phone, wire or write. The Upson Company, Upson Point, Lockport, New York.

*Here's proof! Read what brutal punishment Upson Primed Siding withstood during the ASTM accelerated aging tests estimated to be equivalent to 30 to 50 years of natural weathering. (The following six torturous steps were repeated six times.)



Soaked in water

1. One hour at 120°F.

Sprayed with steam

2. Three hours at 200°F.

Freezing storage

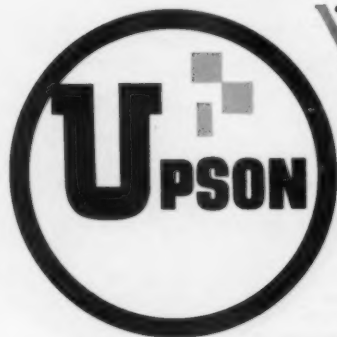
3. Twenty hours at 10°F.

Heated in dry air

4. Three hours at 210°F.

5. (Repeat of No. 2 above.)

6. Eighteen hours at 210°F.



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REVOLUTIONARY *NEW* STEEL, ELECTRICALLY-OPERATED
® *PANEL-LIFT* DOOR

LIFTS AND LOWERS LIKE A VENETIAN BLIND!

*The **LOWEST-PRICED**, most durable automatic garage door ever designed for residential or industrial use!*

No other garage door can match the exclusive **PANEL-LIFT DOOR** for trouble-free performance or save so much space, money and installation time.

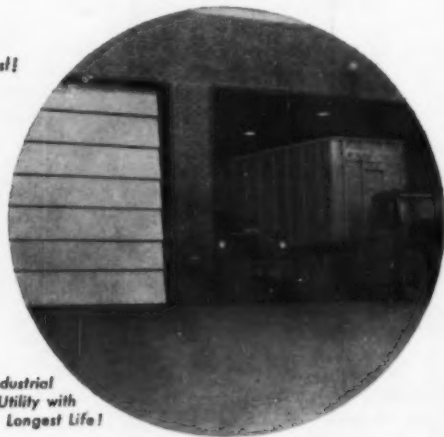
Merely turn a key and the inter-connecting panels automatically glide up their separate channels into a unit *only 10-inches deep*, needing only minimum head room. This door can be installed inside or outside the garage because it has *no bulky counter-weights or overhead tracks*.

Having only 9 components secured by 4 bolts, **PANEL-LIFT DOORS** normally cost 50% less to buy and 66% less to install and maintain than other electrically operated doors. They're unusually weather-tight to prevent heat loss in winter, and come equipped with an automatic locking device. Standard residential sizes in 20-gauge prime-coated steel and industrial sizes in 16—18-gauge. Any size to 80 feet long available on special order.

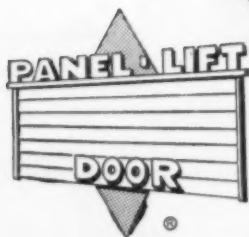
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Longest Life!*



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New American Scored Tile® brings new glamor to bathrooms

This distinctive bath-dressing room was created with American Olean crystalline glazed tile in a brand new scored design—SD-5. The effects possible with this new Scored Tile are unusually rich and decorative—providing a look of custom-design without custom costs. With Scored Tile you can give rooms a new and different look that makes homes easier to sell in today's competitive market. Send for color booklets showing many other distinctive new design ideas.

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1593 Cannon Ave., Lansdale, Pa.

Please send me Booklets 452, "Color Planning with Ceramic Tile," and 1021, "Crystalline Glazes and Scored Tile."

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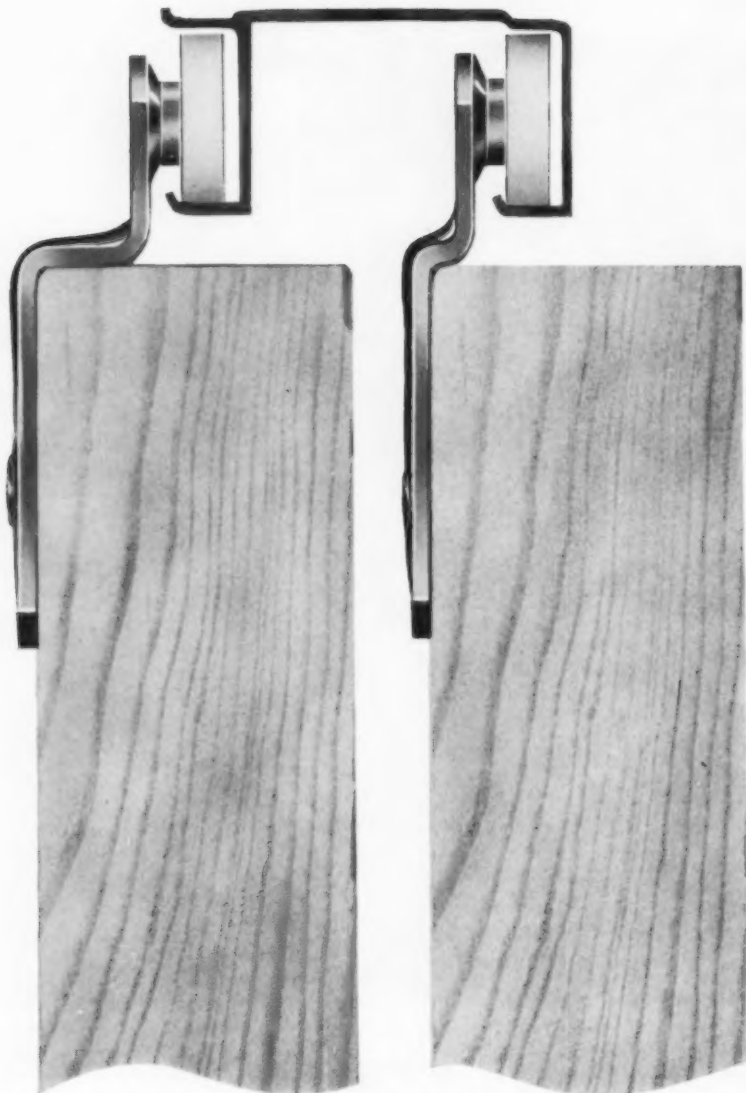
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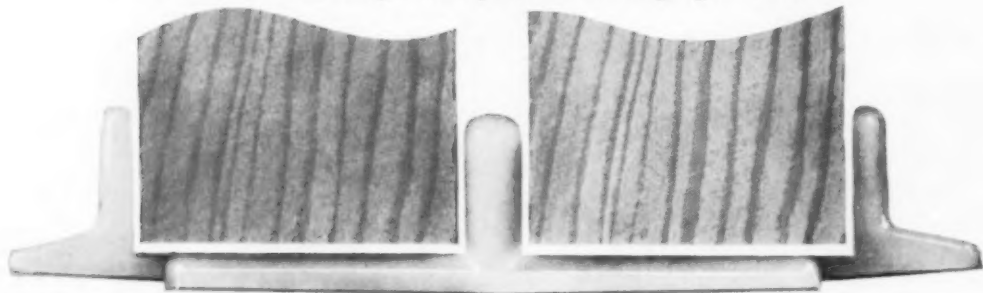
Bathroom Illustrated: Walls: Scored Design SD-5, 335 Cr. Aqua, 365 Cr. White. Vanity Walls and Countertop: SD-5, 320 Cr. Brown, 332 Cr. Toffee. Floor: SD-5 and 4¼" squares, 335 Cr. Aqua, 362 Cr. Charcoal. Plate No. 121.

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custom designed/economy priced



GRANT PULLEY & HARDWARE CORPORATION

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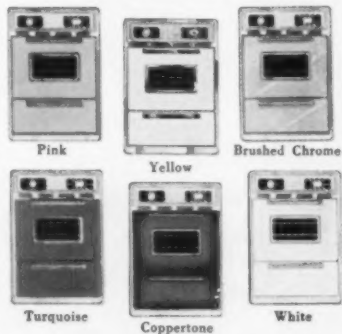
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Hardwick, America's foremost manufacturer of gas ranges, presents a new, greatly expanded line of beautiful Built-Ins . . . the most flexible, workable, complete line of Built-Ins ever offered. Available from economy priced units to the truly luxurious two-oven combination with marvelous MicroRay, Hardwick Built-Ins are suitable for homes in every price bracket. Combining the famous craftsmanship and engineering that only 81 years of experience can produce, Hardwick offers you a trouble-free, easily installed range for the most attractive, most sensibly priced kitchen.

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AB-618

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*A luxury hotel with
Gerber Plumbing Fixtures*



Gerber plumbing fixtures were selected for each of the 466 private bathrooms and public washrooms in Chicago's Executive House.

Here's why builders are selecting Gerber's Mighty Middle line for luxury jobs

With Gerber Plumbing Fixtures, builders find they can put in a more appealing bathroom without increasing costs, in moderately priced homes or even in luxurious structures like Chicago's Executive House.

That's because Gerber offers "expensive fixture" beauty and quality at a moderate price. Sensible prices without sacrificing quality are made possible by specializing in volume production of a complete plumbing fixture line for the Mighty Middle mass market only. Gerber makes no slow-moving specialty items which add costs that must be carried by this basic fixture line. Savings are passed on in the form

of moderate prices and added features—some exclusive, others found only on more expensive lines.

Thus, builders find Gerber's beauty and quality is in keeping with the requirements of their luxury jobs, and the savings can be used to add extra refinements.

Gerber plumbing fixtures are available in white or six beautiful colors: petal pink, wedgewood blue, forest green, driftwood tan, daffodil yellow, and cloud gray. Write for catalog showing Gerber's complete line of plumbing fixtures plus special design features that make installation quick and easy.



"Plumbing Fixtures for The Mighty Middle"

Gerber Plumbing Fixtures Corp., 232 N. Clark St., Chicago 1, Illinois

5 Factories: Kokomo, Ind., Woodbridge, N. J., Delphi, Ind., Gadsden, Ala., West Delphi, Ind. • Export Div.: Gerber Int'l. Corp., 500 Green St., Woodbridge, N. J.



TWO-STORY STEEL house perches on cliff 70' above highway and beach. Sun deck cantilevers 16 feet over the cliff.

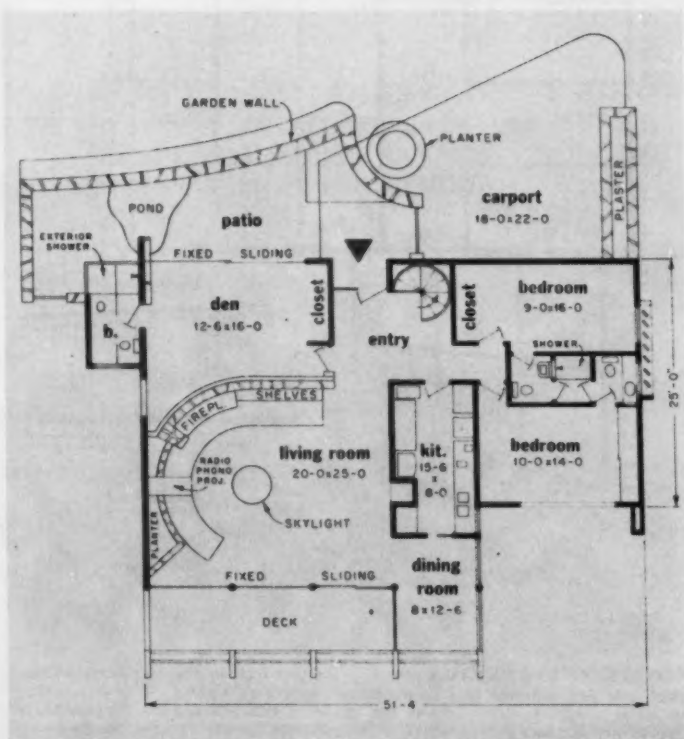
Steel house anchors to cliff

Richard O. Spencer, designer and owner of this house had 25x25' of level ground to work with. Rest of the land was nearly vertical. Foundation solution was to sink ten caissons, from 18 to 38' deep. Concrete was 16" in diameter with a 36" bell bottom. (See plate, next page). At bearing point of box beams, four $\frac{5}{8}$ " continuous bars were imbedded, later welded to beams' sides.

Spencer used Eugene Memmler's "Modu-plan" system for framing the house. Components consist of 3" standard pipe columns and 12" 11.8 I-sections for the beams. A 12", 10 lb channel was used for the fascia. Welded steel decking went over beams. T-sections on bottom of beams intersect and divide interior ceiling into 4' squares. Final square footage of house: 2,200.

WESTERN ADVERTISERS

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SPECIAL WESTERN SECTION

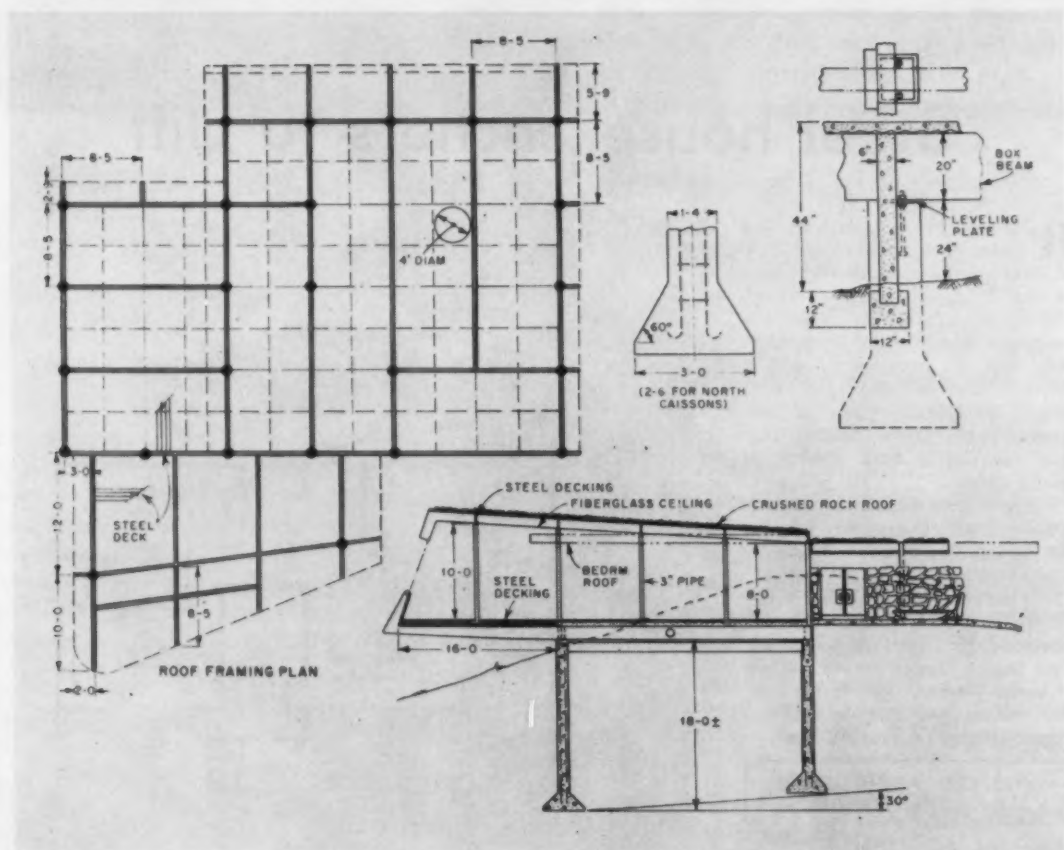


HOUSE'S ENTRY is at back through carport. Double slatted black doors open to an entrance court. (See floor plan, preceding page). Wall of Palos Verdes stone shields small patio area. Other exterior walls are Cemesto Board.



INTERIOR shows how steel ceiling framing system supports 4x4 panels of acoustical fiberglass board, also allows for translucent skylight panel. Floors are terrazzo, walls, paneled in insulating cork. Floor area is 2,200 sq. ft.

House blends concrete, steel, glass



CONSTRUCTION DETAILS give you a closer look at the part steel and concrete play in the house structure. Bottom detail is a side elevation, shows the grade of the hill site which necessitated the concrete caissons. Detail above it

shows a caisson in full, its footing and how box steel beam is attached to it. Roof framing plan (in plate, left) is part of Eugene Memmler's "Modu-plan" system of steel components. Framing system divides entire roof into 4' sections.



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minimizes beading and ridging...
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You see, there are no nails in the
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Pabcowall is a superior wall. Proof?
Certified Laboratory Tests of
compression, load-bearing, racking-shear
and sound transmission qualities.

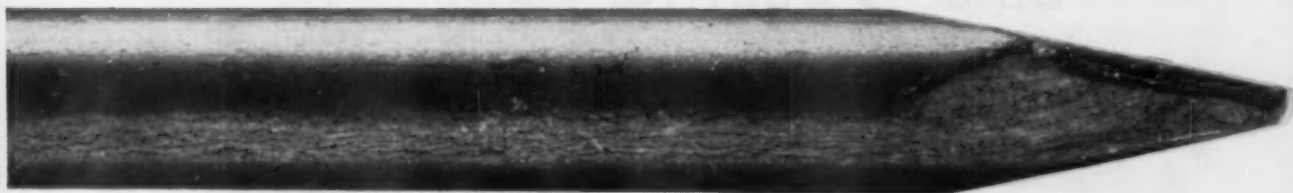
And Pabcowall, using 5/8" flame curb
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and only Pabcowall gives
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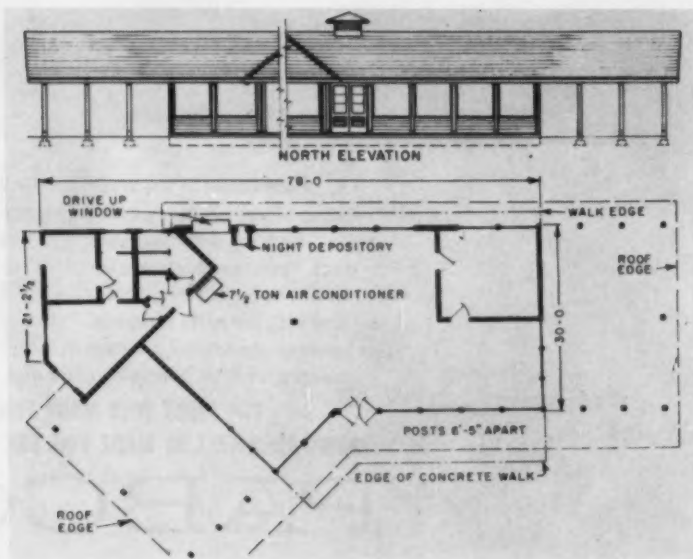
**THE WEST WAS MADE FOR PABCO
(AND PABCOWALL IS MADE FOR THE WEST)!**

PABCO SINCE 1884



READY TO GROW: Milwaukie, Ore., bank has roof up, wiring in two expandable wings. Enclosed area is 2,475 sq ft, extensions, another 1,170 sq ft. Designed by Logan & Murtaugh, A.I.A., built by Frank Ralph & Son, Portland.

Bank is built for expansion



Building cost: a low \$44,109; "hidden asset": it can grow with community

The Oak Grove Branch Bank was built for Milwaukie, Oregon. Its 8x8" Douglas Fir posts and 6x12" rafters, the used brick facing and 2" Western red cedar shingles, all blend with the building's Northwest setting.

Best feature of all, according to its owners: the building is designed for expansion. A 26' roof section with 8x12" supporting posts extends from each end of the structure. Even the overhead wiring is already in place. When "growing" time comes, three walls and a floor is all that the building will need. Cost figures: \$13.86 a sq ft for enclosed space, \$7.32 for extensions.

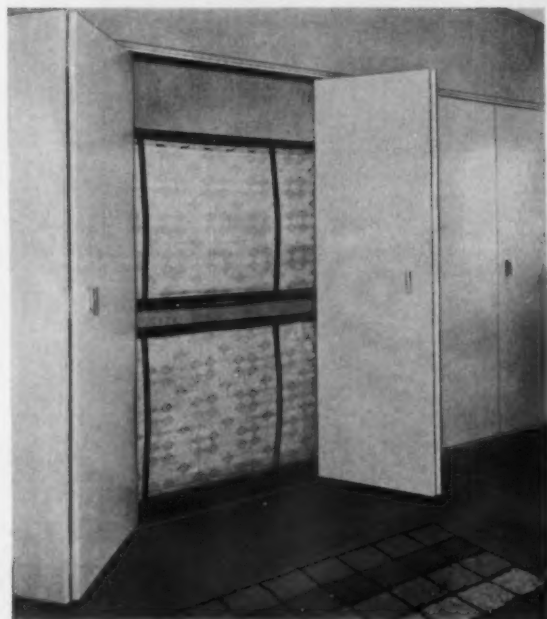


PATRICIAN: Roberts-Fold® doors create a handsome storage wall.

Open up
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VOGUE: Roberts-Fold® doors are full-opening for maximum access.



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Top-quality 24-gauge cold rolled steel panels with rigidly reinforced weldings will never warp or buckle. Prime coat finish takes all types of paint, without streaking or bubbling. Extruded reversible aluminum tracks, whisper-quiet nylon bearings. Age-resistant polymer cushion stops.

Roberts-Fold doors are profitable because they're economical! One man can install a unit in half an hour...and give any room a "custom-finished" look. Sizes from 2'x6'8" to 16'x8'0".

*Photographs of Popular Mechanics' "House of Built-Ins," Woodland Hills, California, constructed by Construction Management, Inc.

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O'Keefe & Merritt's just-unwrapped "Better Living" series of gas and electric built-ins — the newest, most exciting line for any modern kitchen! Here is new beauty, new convenience, new sales appeal to make the kitchen the heart-stealer of your homes. Better Living ovens gleam with sparkling new features including Wide 'n' Wonderful doors and oversized Panoramic windows for that smart, extra-quality look. And, there's a new Pacific Blue porcelain interior that's much easier to keep clean, much more dramatic for high-style kitchen beauty.



The gleaming cooktops feature extra-safety recessed controls, exclusive Starjet burners which provide widest possible heat range at a touch, and the O'Keefe & Merritt Panomatic burner that makes any pan automatic.

The new O'Keefe & Merritt Better Living series includes 14 gas and electric ovens and 12 cooktops in six contemporary, big-demand colors. The overall beauty, the industry-leading features, the quality of manufacture all mean Better Living for your home buyers and, through that, a better living for you.

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WESTERN SECTION

Bill Rodd's Report

"FLY TO SUN CITY — Retire there:" This is the pitch of a full page ad in Los Angeles Times by Del Webb Construction Co., developers of Sun City near Phoenix, Ariz. This retirement city, reserved for those fifty years or older, opened January, 1960, and already has 3,000 residents, many of them from California. The ad offers an enticing bargain—just \$99 per couple including air fare, a night's lodging, breakfast, two lunches and a dinner dance. Many of those who go will buy when they see the homes at \$8,500, plus a community swimming pool, club house, hobby shops, and a golf course.

RENTER IS KING: One Pomona, Calif., apartment builder operating and renting his own apartment, has provided putting green, shuffleboard, swimming pool with large barbecue pit adjoining, and a lounge equipped with color TV, which can be reserved for parties by any tenant. A Seattle builder with 55 rented units keeps one furnished suite unrented, which his tenants can reserve at no cost, when they have visitors. And in Los Angeles, some apartment owners are absorbing moving charges.

ON SECOND HOMES: latest figures show that 50 to 75 thousand second homes are now being built annually. Most of them can be classified as vacation homes. A large portion of these are undoubtedly going up here in the West. It's a big, and even more important, a growing market. Worthy of the attention of any homebuilder who wants to diversify.

WESTERN EDITOR

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

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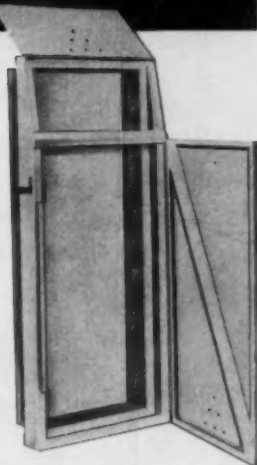
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- Rough opening size 14" x 36"
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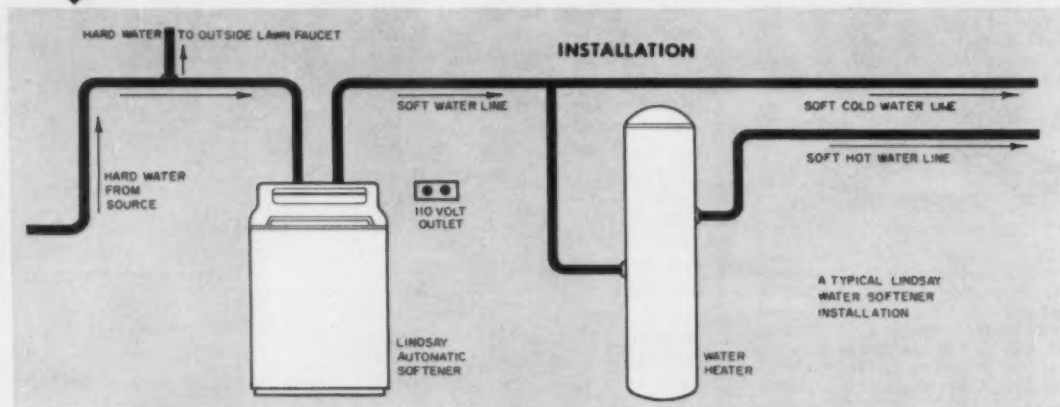
165 SOUTH MISSION ROAD
LOS ANGELES 33, CALIF.
AN 3-4131



WHAT ↑ **AT BUILDING SITE:** Water softener unit is assembled. Lindsay man puts Zeolite-filled fiber glass softening unit into its plastic tank.
HOW ↓



WITH BUILDER HANCOCK assisting, (left) unit goes under sink counter. Softener should be used on both hot and cold water lines, but should bypass all outside sillcocks.



Water softeners up builder's sales

When Gene Hancock began to develop his Cavalier Hills subdivision (Tempe, Ariz.), he looked around for "an extra" that would (1) make his houses "stick" in the mind of touring prospects, and (2) be profitable for them when they became homeowners. He found it when he had the area's water tested. Tempe water has up to 40 grains of hardness per gallon . . . and anything over ten grains is considered in the "extremely hard" class. So Hancock began offering, as an optional feature, a fiber glass water softener. Twenty-two of the first 52

Cavalier buyers took the option, and had the price of the softener included in their mortgages. By installing the softeners during house construction Hancock figures he saved enough to take the units out of the luxury class. And his houses sold faster.

(Hancock's homes are in the fast-growing suburban Phoenix area where the competition is tough. He builds and sells against such veteran pros as John Long, Ralph Stagg, and Bernie Young).

Hancock's choice is the Lindsay Water Softener. Sales "extras" from

the equipment include:

1. Through volume buying and reduced selling cost, builder can save the customer up to \$150 on unit cost.

2. When the softener is included in a house mortgage, customer's cost is only \$1 to \$2 a month.

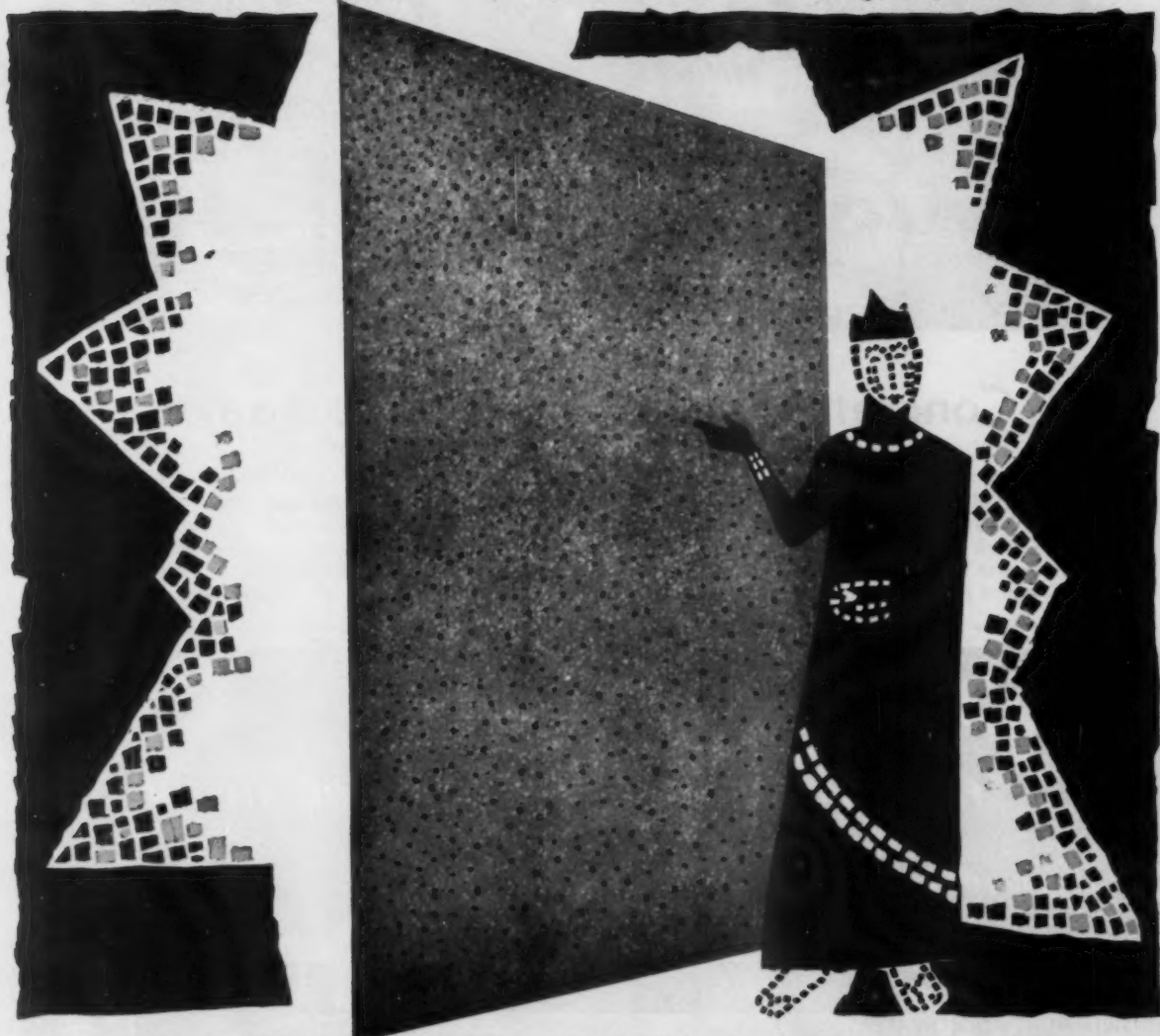
3. The FHA looks favorably on water softener installation as a maintenance saving equipment.

4. For the home buyer, the resulting soft water reduces plumbing repairs, eliminates rust, makes cooked food taste better. (Circle No. 84-W, p. 145).

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FIBER'S

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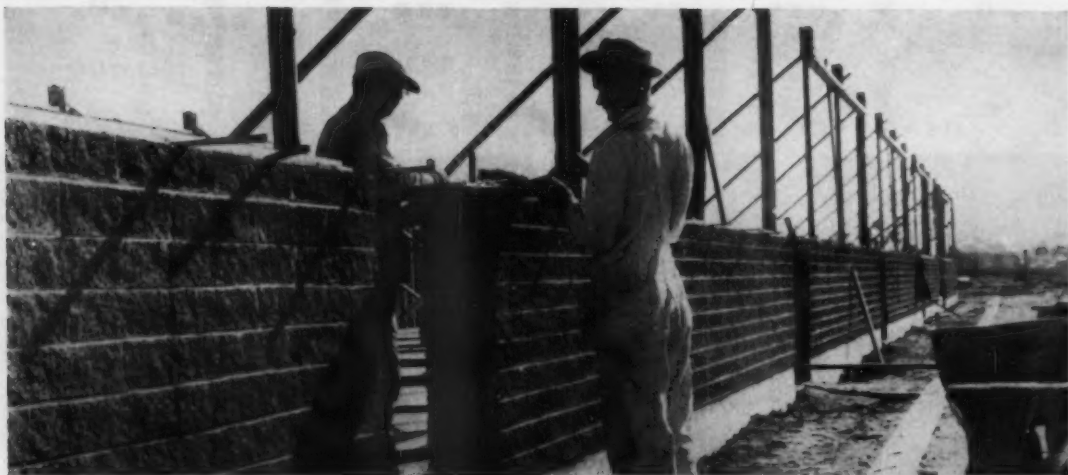
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Concrete texture block is cost-saver

Workmen above are putting up the 4' high base walls of the Carlsbad, Calif., High School extension. Their material is a textured concrete block that was used in the original school building. The

material is a real cost-saver, both builders and school officials feel. In construction, it provides additional support thus reducing the size of the steel structural columns supporting the roof. Designwise, the

block looks good, and it stands up well against marks and scratches from young feet and hands, thus reducing school maintenance costs. Blocks are from Hazard Products. (No. M83-W, p. 145).

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No paint to buy . . . no painters to hire. Your building operation is accelerated. Decorator colors are heat-fused to the siding at the factory.

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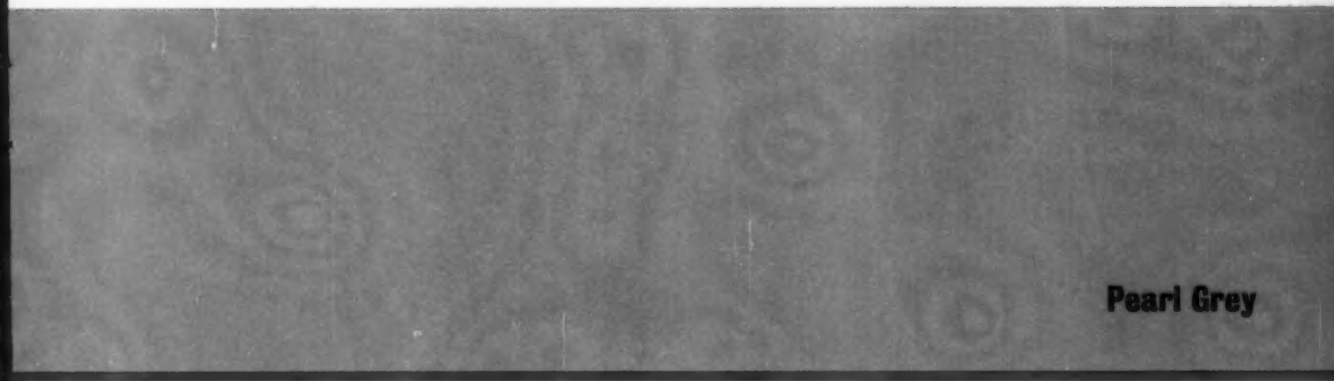
Dura-Color Siding is as tough as stone, yet light and easy to handle. Pre-punched nail holes help you reduce costs. Panels go up quickly.



Reef Coral



Sunlight Yellow



Pearl Grey



Cascade Green

4. CLAPBOARD OR WEATHERBOARD

The designs you need in the colors your customers want . . . in a variety of colors that permits you to individualize homes within your community.

5. ADVANTAGES TO HOME OWNERS

Hard plastic surface protects colors against fading . . . eliminates need for periodic paint maintenance. All that's needed is an occasional hosing.

6. MINIMUM MAINTENANCE

Dura-Color cannot warp, dent, buckle or peel. It's termite proof . . . fire-proof and rot-proof. Non-metallic . . . it keeps its beauty for a lifetime.



“Ruberoid Dura-Color siding helps us build better houses”

Says John Gulya, Leading New Jersey Builder

“Ruberoid Dura-Color siding helps us build better houses, cut sidewall construction costs. Best of all it adds a high quality look to all our homes. The Ruberoid Open House Plan, and particularly the Sell-A-Rama display unit, provide an ideal showcase for selling quality construction in our model homes. We are enthusiastic about the product and the merchandising program.”



Featuring these quality building products from RUBEROID



P. S. TO BUILDERS—Don't forget to enter the big Asbestos Cement “Blue Chip” stock prize contest—get your entry blank from the Ruberoid salesman—and be sure to ask him about Ruberoid's great 1961 “Open House” Plan for builders.

RUBEROID

1961 © The RUBEROID Co., New York 36, N. Y.

The New Look of ASBESTOS- CEMENT

- **Consumer acceptance of the product is growing. It's used in high, low, and medium cost housing.**
- **New methods of coating shingles with weather-resistant, self-cleaning finishes make color permanent.**
- **A wide range of textures and colors are now available.**
- **It competes in cost with other conventional materials.**
- **It's a combination material—use it with wood, metal. Or use it for porch and house skirtings and for aprons between foundation piers—wherever moisture is a big problem.**
- **It's excellent for covering a patio, siding a sundeck or carport. It blends well with garden landscaping.**
- **It's a top product for re-siding jobs. Apply it directly over wood shingles, clapboard, or stucco.**
- **Product design, and manufacturers' promotion in magazines, newspapers, and on television are winning new markets for it.**

Today's asbestos-cement products offer you building flexibility



Now: New techniques,

Industry experts outline the shape of things to come in asbestos-cement construction. All products have the businessman-builder in mind: economy, sales appeal



1



2



3



4



5



6



7

Q. What's happening in the way of new product development for builders?

A. In spite of the traditional problems we have had with asbestos (perhaps some product deficiency or buyer resistance), the manufacturers of asbestos products, both as individuals and as an association, are doing more today in terms of product development and promotion than we have ever done.

Q. What are the new changes?

A. Textures. Not only surface designs, but shapes as well, which are having a very exciting appeal—so far as sales go.

Q. What about this new appeal?

A. There's a new interest in asbestos-cement. In flat sheets, decorative sheets—striations, flutes, ribs, etc.

Q. Can these new products be used inside as well as out?

A. In every way—mainly because a builder has a great selection of our products today. He can use these materials for a better house. Too, we have found that good designers are using our products with brick and stone—sometimes two or three different forms of asbestos materials at the same time.

Some builders are using it for interior wall panels and room dividers. Patio screens, carport shelters, and fences are new uses, too.

Another application of the material is for warm air ducts and gas vent pipes.

Sheets find a fairly wide usage as a form with joist construction when a deck will be placed on top. Sheets are available in sizes that will fit standard piping.

House connections are another place that asbestos-cement has really come of age in new building.

UNDER QUESTIONING at the meeting by AMERICAN BUILDER Editors Richard Bullock and Richard Nunn (3) were: (1) John W. Brown, National Gypsum Co. (2) F. E. Dutcher, Johns-Manville (4) N. L. Barr, Kearsbey & Mattison (5) J. H. Steiner, Supradur Manufacturing Corp. (6) R. E. Heim, Fibreboard Paper Products Co. (7) E. J. O'Leary, The Ruberoid Co.

Going back to fencing, here is a use for asbestos-cement that a builder can fabricate right on the site. One design is a woven fence. The posts are set and asbestos-cement strips are interwoven around them.

Another use is a liner for a fire door. Many communities have codes stating that the door to the garage must be lined with a fire-safe material. Asbestos-cement is fire-safe.

Quite a lot of our corrugated products are being used as sunscreens for patios, and sundecks and as siding for carports, as mentioned before. And, because of its natural gray color, many builders are using sheet and corrugated panels to accent gardens and to draw attention to landscaping.

Asbestos-cement is an excellent product for fall-out shelters, and tests are now underway to use the material in boat construction.

Q. Are you doing any research on sandwich panels that will lend themselves to buildings in the light construction field, as well as houses?

A. We have spent a lot of money on foam panels with every conceivable kind of skin. One of the best we have found so far has been asbestos-cement.

Q. Are these panels available?

A. They're in the test stages now, and as soon as economics of production permit, they will be on the market. Right now, there are other materials that we can't compete with in this panel market.

Q. What about consumer acceptance of the asbestos-cement products?

A. It is our observation that in past years asbestos-cement has often been identified with low-cost houses. In the last few years, our products gradually have been used on higher-priced houses. Today, a builder who puts up a \$25,000 house doesn't hesitate to buy asbestos-cement—especially when he gets the kind of promotion that is available to him for merchandising.

There are developments in the East—\$30,000 to \$35,000 houses—

designs and uses—a top quality look



EXECUTIVES of Asbestos-Cement Association respond to questions asked by AMERICAN BUILDER at a special meeting.

that have clapboard type asbestos-cement on them. Nobody objects to it. It has a quality look.

One problem is this:

A lot of persons don't recognize asbestos siding as we are producing it today. You can have it on the sidewalls of your house and not know it. Asbestos-cement now looks so natural that the average individual who is not attuned to it is amazed when he finds out what it is.

Q. Are you finding builder and architect acceptance of asbestos-cement?

A. Our products are becoming more and more interesting to these persons mainly because they provide both practical and aesthetic considerations.

Cost is the most practical of all; it is directly affected by these materials. They are also quick and easy—therefore inexpensive—to install. Maintenance is also another consideration—especially to the prospective homeowner and the loan firms.

Color is becoming more and more important to development builders. The consumer wants it, and the builder is ready to accept strong, imaginative colors. With color, the maintenance factor is reduced, which helps even more to attract the consumer.

Q. How does asbestos-cement stack up in price with other materials?

A. Counting labor and material,

it's about as low-cost as you can buy.

Q. How about the price as bought at a lumber yard—minus application cost?

A. Still less. We believe that asbestos-cement is the most economic, permanent exterior siding you can put on a house.

Q. Do you include maintenance cost in that?

A. No. It's initial. That's the reason that FHA gives us a fair break. With low maintenance, the homeowner isn't going to have to spend as much to keep his house up.

Consequently, FHA can give the homeowner a larger loan or a smaller downpayment. It qualifies more people to buy homes.

Q. How does the durability of asbestos-cement compare with other products?

A. It will never wear out. One manufacturer can still point to asbestos roofs that were put on in 1904.

Q. What are some of the other strong features of the material?

A. It's fire safe, rot-proof, and rodent-proof.

'61 forecast: color, selling, markets

"We see a low-cost market in housing in 1961. Because of price, asbestos-cement fits this market."

"Color is becoming mighty important to the consumer. This is especially true in lower-cost housing. The bigger the selection you have, the better the sales appeal."

"Merchandising has always been a big sales aid—a technique to get the prospective customer to sign on the dotted line. This year, more than ever, the smart builder will merchandise from lot line to lot line."

"Remodeling is going to be another big market this year. It's really coming into its own—and what's more, builders are suddenly realizing it. Urban renewal is a big part of this movement."

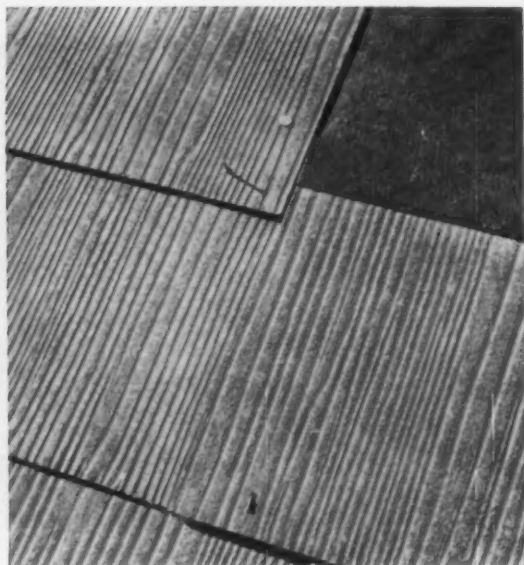
"Look to the farm market for sales during the year. It not only includes new construction but one heck of a lot of remodeling jobs."

"Techniques are changing as materials change. They're better for the builder in many ways." A-C is paintable, replaces quickly, economically.

ROOFING: New units go on fast;



CUTTER on roof is used to trim asbestos-cement shingles for gable-end start—same technique as used with composition type of roofing material. Silicone treatment on the shingles—as siding—increases resistance to the weather.



NEWLY-DEVELOPED manufacturing methods allow texturing of a-c products in most any pattern, making look of wood simple. Pre-drilling simplifies nail penetration on shingles. It also assures proper positioning for best job.

SIDING: requires only cutting tool,

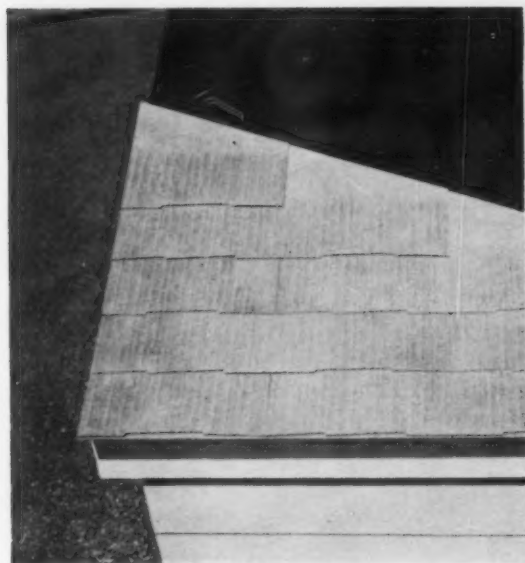


CARPENTER'S BEST FRIEND, working with asbestos-cement materials is a cutter. It not only shears straight cuts, but nibbles curves and cutouts for fitting around chimneys, window and door openings, and other irregularities.



HAMMER, LEVEL, and cutter represent only tools needed for asbestos-cement work. Holes are already in siding—as well as shingles. Advantage of short lengths is ease of replacement should material crack or break.

add color and texture

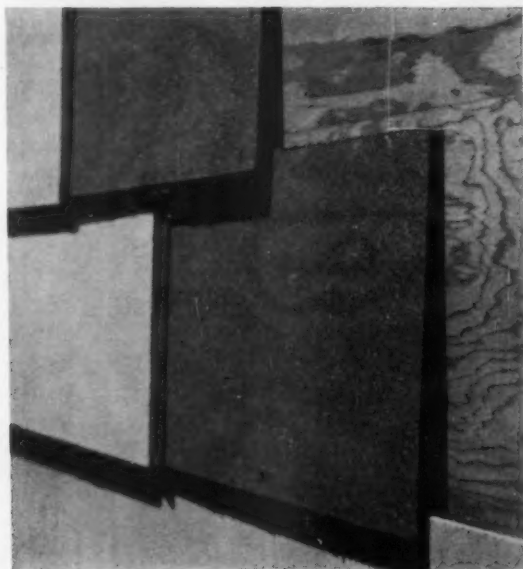


POPULAR PRACTICE when using long life of slate-like asbestos shingles with wood is to stagger the edge, as shown. Staggering sometimes tends to lead the installer off the course, so it's best to snap a line for a perfect job.

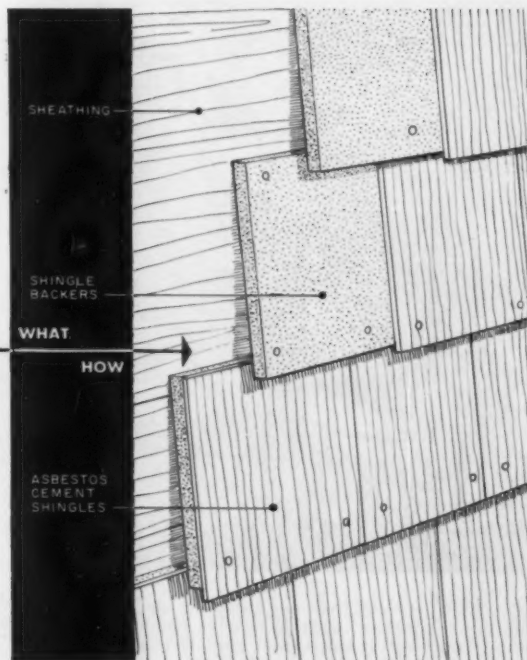


CORRUGATED asbestos-cement roofing is good for light commercial work, garden houses, carports, patios, etc. It also shows up well on residential architecture, on which it gives the appearance of a tile roof.

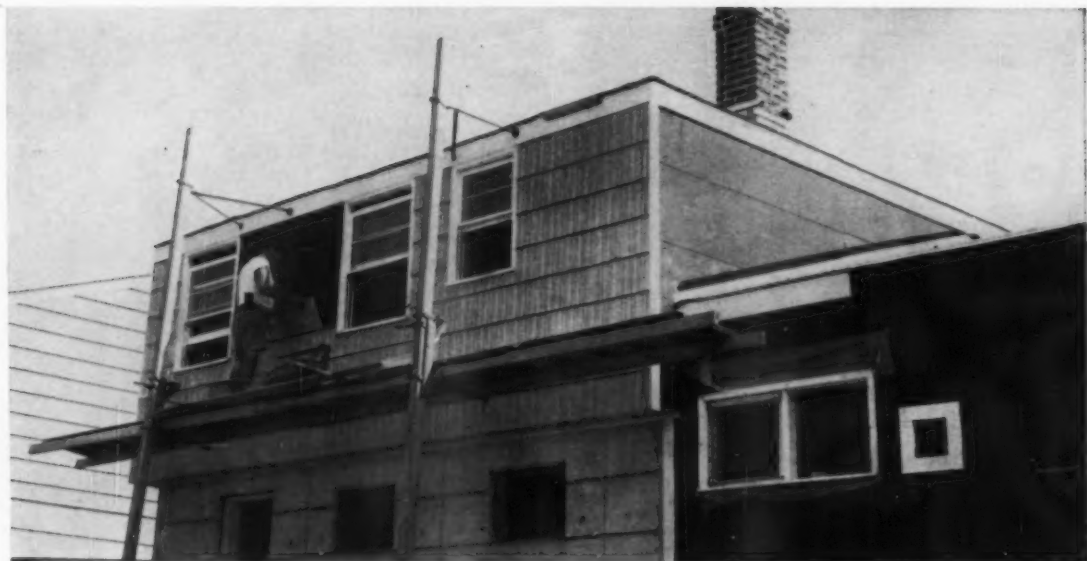
hammer and level for most housing jobs



SHADOW LINE, smooth nailing, and insulation comes with use of backer board. Combine it with felt. Then use additional felt strips where the pieces join together. This provides the best anti-weather job.



Metal strip method speeds up new



ASBESTOS-CEMENT siding with textured "shake" look competes for speed of installation with other materials in "board" form. Strips nail up fast over back-up boards or strips for greater shadow line—or go flat on felt-covered

surface for economy. One man and one cutter form team. Many builders accustomed to typical 2-man siding team find asbestos-cement goes up just about as fast with one man. Scribe-and-shear fitting around opening reduces waste.

...and re-siding is fast; you simply



LONG-RUN HANDLING on unbroken walls is speeded with asbestos-cement owing to ease of handling. At least one firm puts out 4' length that goes 39 pieces to square. This reduces joints, adding quality and economy to job.

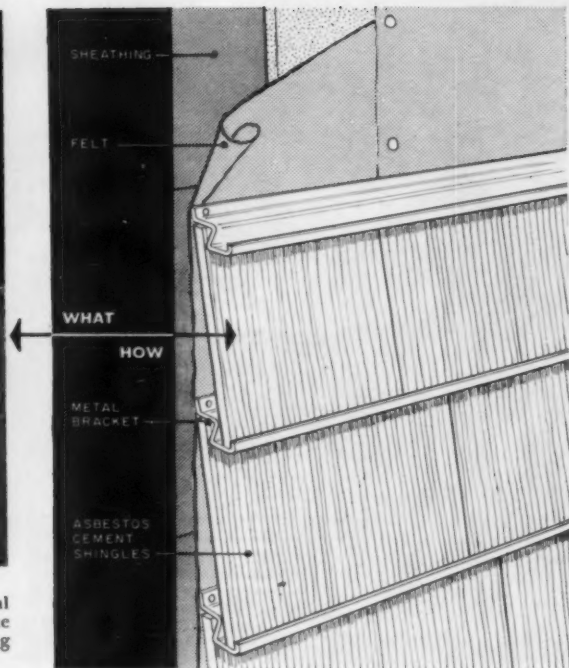


FIRST STEP on most remodelings is removal of any structural member protruding above the surface. Then asphalt felt or building paper goes up as a seal. Corner boards, casings, can be over-nailed with board to take new siding.

siding applications ...



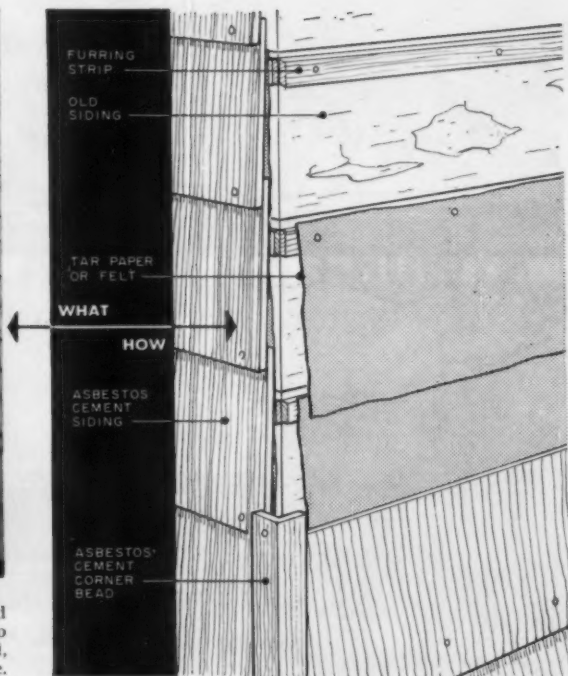
METAL STRIP offered by some manufacturers serves dual purpose. It provides attractive shadow line, and, at same time, seals bottom edge. Normal procedure is to nail along with strip, follow with board. Strip is guide.



seal, strip, and nail on the new



WHEN WOODEN STRIP method is used, strips are nailed over asphalt felt. Then asbestos-cement siding is nailed to hang $\frac{1}{8}$ " or so below the strip. This acts as a drip mold, protects wood from weather, and gives good shadow line.



Flexibility: How to adapt to any style



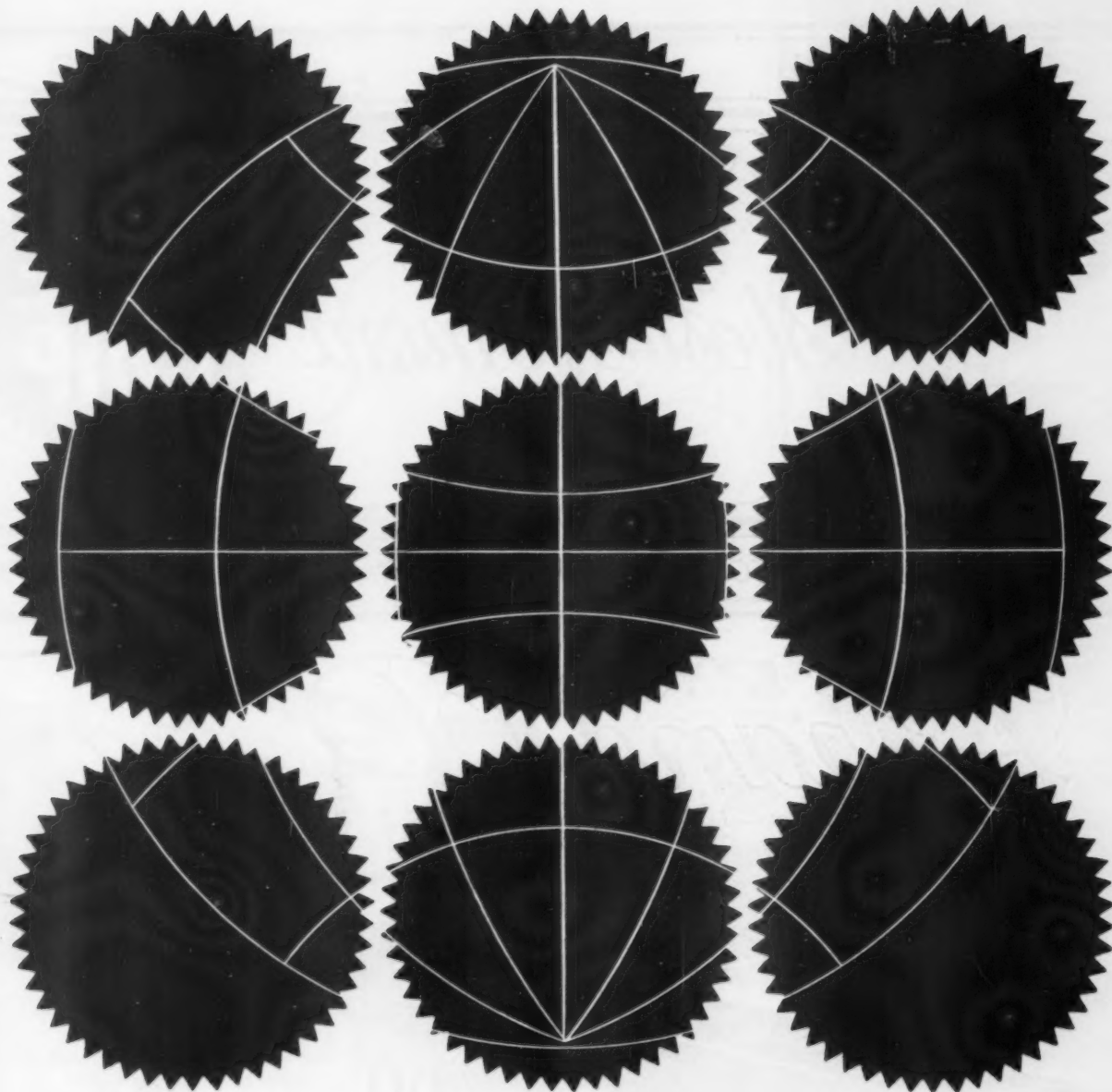
▲ **Traditional:** "Reaction tops to a-c on \$27,000 homes," reports Julian Chmil, Somerville, N. J. Firm has used a-c products from start of business. Consumer response is good — and they like range of colors.



◀ **Low-Cost.** "Price is prime reason for using a-c products on our homes. We merchandise vinyl coatings on units," say R. G. Schaub and Ed Jensen, Oakcrest Manor, Hammond, Ind., builders. Firm uses decorator to work out a-c color schemes in developments. Gable ends use other material to reduce asbestos-cement cutting and fitting.

▼ **Contemporary:** Asbestos-cement sheets close house fast. Battens, normally, are used to close the joints.





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OWN SHARES OF AMERICA'S INDUSTRY... AT NO COST TO YOU

HOW?

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Asbestos-Cement*

**BLUE
CHIP**

FOR BUILDERS USING

Grand Prize



** To be selected with the help of the world's largest brokerage firm, Merrill Lynch, Pierce, Fenner & Smith, Inc., or any other brokerage firm of your choice.*

BLUE CHIP MONEY CLIP



Builder Stakes

ASBESTOS-CEMENT SIDING

RULES

GREAT ASBESTOS-CEMENT

BLUE
CHIP

BUILDER STAKES

1

2



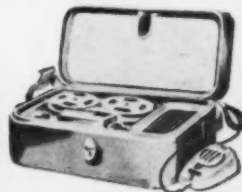
SECOND
PRIZE



TRUCKLOAD OF
YOUR FAVORITE
ASBESTOS-CEMENT
SIDING



10
THIRD
PRIZES



ALL TRANSISTOR
BATTERY
OPERATED
PHONO-TRIX
TAPE RECORDERS

3

The Asbestos-Cement Siding Industry is on the move. More and more builders are switching to this material. More and more builders are finding that the new Asbestos-Cement Siding is the best buy in today's highly competitive market... the best for the range of colors, sizes, designs, quality and price. To dramatize the growing trend to Asbestos Siding, the Asbestos-Cement Industry is sponsoring the Great Asbestos-Cement "Blue Chip" Builder Stakes, open only to builders who use the material. The Stakes offer you a chance to own a \$3,000 portfolio of stocks or to win a host of other prizes.



15
FOURTH
PRIZES



FAMOUS
MARK CROSS
BRIEF CASES

4

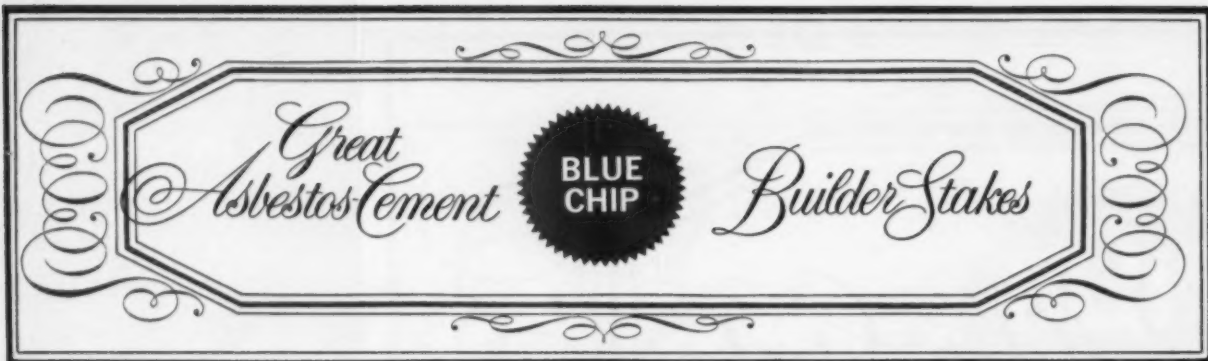
5

WHO CAN ENTER? Any Builder in the United States who uses Asbestos-Cement Siding.

HOW YOU ENTER Obtain an Entry Blank from any salesman of a member company of the Asbestos-Cement Products Association (or any company's authorized distributor). Member companies listed on the next page . . .

Fill out the Entry Blank and have it verified by a member company salesman and mail to: Great Asbestos-Cement "Blue Chip" Builder Stakes, Post Office Box 33-A, Mount Vernon, New York.

6



WHAT LEADING BUILDERS ARE SAYING ABOUT ASBESTOS-CEMENT SIDING



JACK McKAY
Fickling-Walker
Macon, Georgia

"We have always liked Asbestos-Cement. It has many advantages. It is weatherproof, vermin-proof, the colors help sell, and if a piece happens to get broken it can be replaced economically and easily."



SAMUEL HECHTMAN
Practical Home Builders
Detroit, Mich.

"Asbestos-Cement is a good product. It withstands weather very well. It is color-fast and that ends one problem. It holds its shape — no warping — and offers far less maintenance problems than wood."



SID FARBER
Homes by Sid Farber
Farmingdale, N. Y.

"A major reason for our use of Asbestos-Cement Siding is its weatherability — the fact that its construction withstands the effects of moisture as well as the extremes of temperature and weather conditions. This all adds up to greater economy, improved appearance and lower maintenance costs."



SAM CHRISTOPHER
Delaware Township

"I like Asbestos-Cement Products because of their price range, ease of application, and durability."



MEMBERS OF THE ASBESTOS-CEMENT PRODUCTS ASSOCIATION

Alcoa Building Materials Division, Pittsburgh, Pa. / American Asbestos Cement Siding Company, 1000 North Central
 Pacific Building Materials Division, Fibers and Paper Products Co., San Francisco, Cal. / The Fibersite
 Company, New York, N. Y. / Johns-Manville Sales Corp., New York, N. Y. / Lehigh Portland Cement
 Company, Allentown, Pa. / National Asbestos Company, Buffalo, N. Y. / The National Company, New York, N. Y.
 Portland Cement Association, Chicago, Ill.

"Blue Chip Builder Stakes" Entry Blanks can be obtained from salesmen of any Association member.



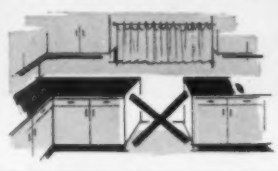
NOW!
*A Quality
 Built-In Range*

**WITHOUT
 BUILT-IN
 EXPENSE**

!



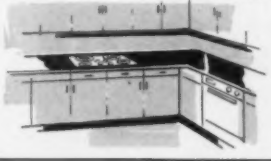
Save the cost of a base cabinet!



No special supporting base required
 — oven slides into 27" space between
 cabinets.



A true built-in — install anywhere in
 unbroken, continuous counter-top.



Above: Model U-21

THE *"Chef's Delight"*...IDEAL FOR
LOW-COST HOMES, APARTMENTS AND RENTAL UNITS

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in 30
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DEEP-TEX



a step ahead of tomorrow

Bold, virile and dramatic — that's the exciting look of new Deep-Tex, the first siding to bring you all the advantages of Asbestos-Cement plus a truly distinctive character of its own! Deep corrugations give Deep-Tex a rich texture and shadow line, lending a luxury look to any home. Deep-Tex is available in 6 beautiful solid colors, all protected by Plasticrylic® finish for uniform color and long life.

Give your customers the ultimate in modern luxury siding at a reasonable price. See your Gold Bond® Representative or write Dept. AB-31 for free Deep-Tex® samples and full information.



NATIONAL GYPSUM COMPANY, BUFFALO 13, N. Y.



NEW
View and Ventilation—
the best of both
in the CURTIS®
Viewtite window
T.M.

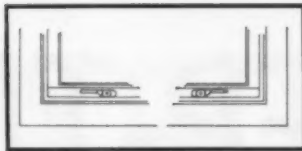
Here're the style, the performance, the customer features you've been looking for. The new Viewtite window by Curtis, adaptable to any type of wall construction, is a handsome component for all styles of homes. Its neat, uncluttered design, with extra-slim crossbars and mullions, provides more viewing area.

The most weather-tight window available, Viewtite assures year-round living comfort—keeps weather out, permits year-round ventilation. Made of preservative and water-repellent treated, selected pine. Viewtite units may be used singly or in combination. Optional features include exterior trim and jamb liner, interior trim, aluminum or fiberglass screens, removable glass insulating panels.

The Viewtite window is backed by the Curtis guarantee, assuring you and your customers the finest materials, quality and workmanship.



Ask your Curtis representative how you may qualify for this famous I-Q award by participating in Curtis I-Q merchandising program.



The Viewtite window is available with crank, push bar or latch operation.



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save time...cut costs with

BORG-WARNER ALFOL

the modern aluminum foil insulation for today's building problems*




Yesterday's insulating materials were fine for yesterday's building problems. But modern problems demand modern *products*... like BORG-WARNER ALFOL. Each year, the trend in homebuilding is to tougher merchandising, greater competition... more air conditioning, more condensation-creating appliances, more electric heat, etc. With these trends have come new insulating problems that simply can't be solved with "horse and buggy" products. The result: more and more builders every month are switching to Borg-Warner ALFOL... the modern insulation designed to meet *today's* building needs. Isn't it time *you* discovered Borg-Warner ALFOL?



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* See REVERSE SIDE for specific building problems that ALFOL can help you solve...



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Out-insulates bulky type materials 2 to 1 in keeping out summer heat. Cuts cooling costs.



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Cold

Blocks all 3 types of heat loss in winter... keeps homes cozy-warm, cuts heating costs.

GUARDS AGAINST
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Unsurpassed built-in vapor barrier affords permanent protection against moisture damage.

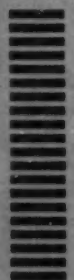
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High Costs

Gives better protection at lower installed cost than comparable bulk-type products.



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which of these MODERN BUILDING PROBLEMS are you facing? write for FREE FACT SHEETS and learn the answers...

**Q
A**

PROFIT MARGINS DWINDLING?

Hidden costs may be the reason. Learn how ALFOL Reflective Insulation cuts the hidden costs of handling, storage and application... gives you more value, less "overhead" per dollar. Get Free FACT SHEET No. 3:1.



**Q
A**

THINKING ABOUT ELECTRIC HEAT?

Electric heat is becoming an important factor in many parts of the country. But, this new kind of heat requires a new approach to insulation. Get the latest data in free FACT SHEET No. 5:2.



**Q
A**

HOME SALES LAGGING?

Better merchandising may be the solution. Put ALFOL into your "extra package" and take advantage of the 5 easy ways to merchandise your insulation. FACT SHEET No. 4:5.



**Q
A**

AIR CONDITIONING COSTS TOO HIGH?

The right insulation may save you hundreds of dollars in initial tonnage alone. Find out how modern ALFOL enables you to insulate your way to lower cost air conditioning. FACT SHEET No. 5:3.



**Q
A**

CONDENSATION PROBLEMS?

Modern living is creating greater moisture problems than many ordinary insulations can cope with. The result: paint scale, dampness, etc. Learn about condensation... its causes, its effects and its cures in free FACT SHEET No. 3:1.



**Q
A**

GETTING INTO LIGHT CONSTRUCTION?

Apartment buildings, shopping centers, etc. offer big new opportunities. And ALFOL has a wealth of data on how to insulate for better efficiency at lower cost. Ask for free FACT SHEET No. 5:4.



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| <input type="checkbox"/> No. 4:5—Merchandising | <input type="checkbox"/> No. 5:3—Air Conditioning |
| <input type="checkbox"/> No. 3:1—Condensation | <input type="checkbox"/> No. 5:4—Light Construction |

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Company _____

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what vigor it will
give your style”

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And there are other ways to save the reader's time (which is what economy of style amounts to).

- ✓ Use big pictures and short words.
- ✓ Come straight to the point.
- ✓ Organize stories so a reader can by-pass another man's interest while pursuing his own.

✓ Go as far as you can on the “glance level”—photos, diagrams, charts, display type.

Such help for the reader helps the advertiser. *He gets 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



TOWN HOUSES

This age-old building concept is making a dramatic, economically-effective comeback. Why? Because attached houses are a . . .

1 . . . sound answer to increased land utilization in the face of soaring costs that show no immediate signs of diminishing . . .

Developed or undeveloped, choice urban land today is priced beyond the reach of many builders; just barely within the means of most. To fully utilize available land, builders are turning in ever-

increasing numbers to the construction of multiple-dwelling units which frequently take the shape of townhouses. Attractively designed, these homes are "selling themselves" in many instances.

2 . . . helpful answer to the home-ownership desires of America's lower- and middle-income families . . .

Usually lower in price than a single-family home, the townhouse is a logical "step up" for apartment dwellers who couldn't otherwise afford a house. It enables these families to create an equity that may

one day permit them to move into a conventional home. At the same time, it teaches them valuable lessons in home maintenance. And increased privacy is another important selling factor.

3 . . . popular answer to one of the country's major problems: the increasing need for acceptable minority housing . . .

Builders are fast realizing the tremendous potential awaiting them as they produce economical but acceptable housing for the nation's millions of minority-group families. Long saddled with second-

class housing; these families naturally want improvement as their economic status grows healthier. The low-cost townhouse apparently is outstripping other forms of housing in answering this need.

4 . . . easy-to-maintain answer to the growing problem of housing our elderly employed or just-retired citizens . . .

Modern medical practices increase man's life expectancy; they also pose a critical housing situation for the elderly. In need of homes they can maintain on minimal income, this growing group has found the

townhouse a popular compromise between the apartment and the single-family residence. Trade-ins of the latter for townhouses have frequently been noted by realtors and builders.



Today's townhouse requires design that is both

THE CONVENIENCE of close-in urban living, plus an opportunity to enjoy the semi-privacy of a simulated suburban existence, are prime reasons for widespread public acceptance of the modern townhouse.

But today's townhouse, unlike its 18th and 19th century predecessor,

must offer much more. To appeal to a more sophisticated home buying public, it must generally provide pleasing appearance, such facilities as a carport or even a fully-enclosed garage, and conveniences like full landscaping and sufficient play area for children.

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Both distinctive and varied. This Maryland

Like apartments, many townhouses are rental units. Most, however, are sold outright. To help protect owners against the title problems that can arise when a home has been improperly sited on a lot, smart townhouse builders engage the services of an engineer and title companies even

before laying the foundation or slab.

The so-called "party wall" separating adjacent units is perhaps the most important element in townhouse construction. Builders normally use 8" concrete or cinder block (sometimes filling the voids with sand) to help achieve maximum sound reduction.



group achieves the effect by alternating facades, siding materials

Also of help in the sound control problem is the use of separate plumbing and wiring installations for each unit. The party wall, in many cases, is carried to the roof line to prevent fires from spreading.

Local building codes have often proved to be an almost insurmount-

able barrier to projected townhouse construction, particularly in areas of the Midwest and far West where it is a relatively new concept. Except in cases of urban renewal, where townhouses provide a ready answer to the problem of housing hundreds of thousands of low-income families, code

groups have been generally loath to alter regulations that permit the construction of single-family dwellings or moderate high-rise apartments.

Tenacious builders have won vigorous campaigns to successfully promote code changes that a



Photo by Davis

Materials, and varying set-backs on the lots

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townhouse construction. Others, unfortunately, have been forced to throw in the towel, even though they had planned to build townhouses in an area for which they were ideally suited.

Equally as important as gaining a favorable building code situation is

the matter of winning public acceptance of the townhouse.

An intensive introductory advertising campaign is generally regarded as essential. Most successful of the various merchandising approaches is undoubtedly the one which highlights "privacy at low cost."

For case histories of builders who've made townhouses work, turn page ►

COLONIAL Ridge Homes, Inc., of Des Plaines, Ill., recognized an important new element of successful townhouse design by providing three distinctive models.

The four-unit townhouse model shown here is the "Cape Colonial", the firm's biggest. With 3 bedrooms and 1½ baths, this bi-level sells for \$21,900 as an outside unit. Lowest-priced home in the Colonial Ridge group is a \$20,400 tri-level. A colonial two-story sells for \$20,900 as an outside unit. All of the firm's homes are landscaped.

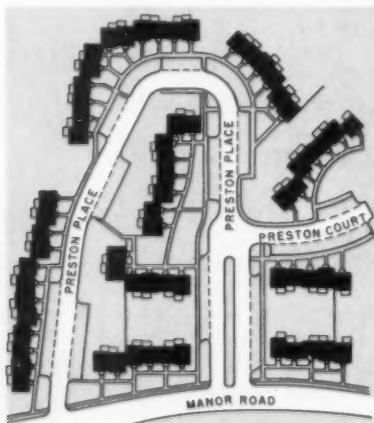


Individuality inside and out is the theme of these rental townhouses

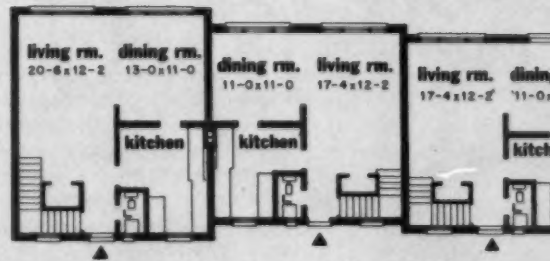
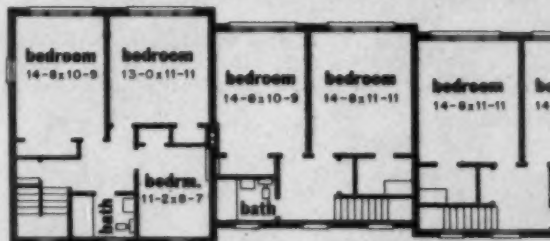
Luxury and convenience for the home buyer who wants little maintenance make this Maryland project outstanding

BEGUN IN 1958 and now numbering 67 rental units, the Preston Place development in Chevy Chase is ideally suited for wealthy families with a desire for private-home living, but without the maintenance worries this can entail.

Renting for \$180 to \$200 for the 2-bedroom units, and \$210 to \$245 for 3-bedroom units, these townhouses offer individualistic design, basements, and fully-equipped kitchens. The landscaping is tended by experts. Each home has its own heating and cooling system, and privacy is assured by 8" hollow masonry party walls. Builders: Meadowbrook.



TOWNHOUSES combine classic Georgian roof lines with used



Architect: M. L.



A Texas builder won a long s to improve this low-income ne

Despite high land costs, Emilio Peinado is seeing a profit in his well-designed, low-cost townhouse project



BEFORE: neighborhood was a dusty slum.



AFTER: rowhouses, with decor



n used-brick.

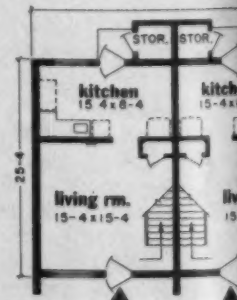
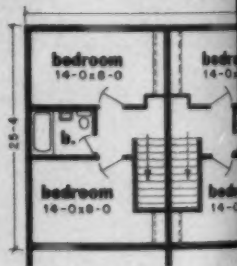


IT TOOK A two-year battle for El Paso builder Emilio Peinado to convince the local planning commission that he could provide the type of improvement shown here. He now has FHA authorization for a 97% loan on the project.

Aiming at a low-income market near the Mexican border, Peinado designed two- and three-bedroom townhouse units to sell for \$6,300 and \$7,000, respectively. Down payments are pegged at approximately \$200 as a further attraction.

Peinado's homes are built on slab, and landscaping is provided for the front yard. A 25' setback in front allows for off-street parking on concrete strips. Back yards have a 4' fence. Party walls are 12" cinder block filled with sand to obtain both maximum sound control and a four-hour fire rating.

The builder's major problem in tackling this development has been high land cost. To insure a profit on the venture, Peinado plans 20 to 25 units per acre.

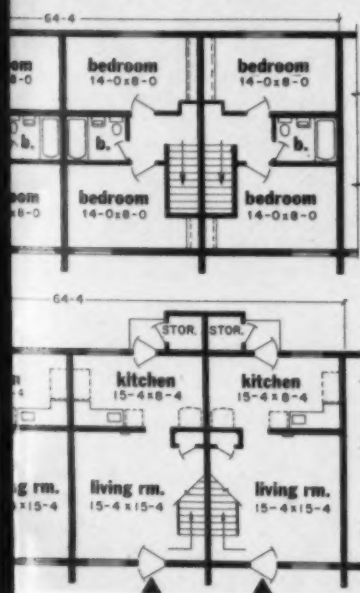




struggle neighborhood



ative dividers, enhance this low-income section.



Louisville gets its first in a massive redevelopment

Bollinger-Martin's first low income townhouse project meets with success—and requests for three more jobs

THE BEST OF three redevelopment proposals submitted to the city of Louisville, Ky., won this job for Bollinger-Martin, Inc. When completed, the firm's development should number approximately 500 townhouse units.

Considered by city officials to be a milestone in Louisville's urban-renewal efforts, the project is being treated as an integral neighborhood complete with churches, schools, a private club and a pavilion for dancing and skating.

Due to the nature of its low-income market, Bollinger-Martin has kept purchase price low: \$8,400 for a 2-bedroom unit up to \$9,900 for a 3-bedroom air-conditioned home with a basement.

One of the more unusual aspects of this townhouse project is the fact that construction began before the existing slum area was fully cleared. Louisville wanted to avoid the unfortunate experiences of other cities which have cleared land before finding a contractor to buy and develop it. In situations like this, displaced families often leave the area or the city, defeating the purpose of redevelopment.

Although this was its first experience in building townhouses, Bollinger-Martin had completed its first construction phase, a six-unit building, a scant 19 months after planning began.

So successful have the firm's efforts been that three other cities planning like projects have contacted them.



FIRST SE



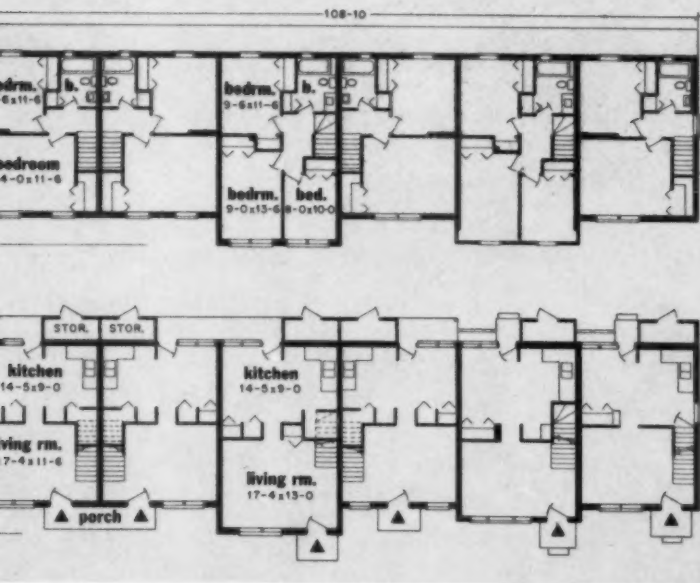


Photo by Oscar & Assoc.

First 500 townhouses development program



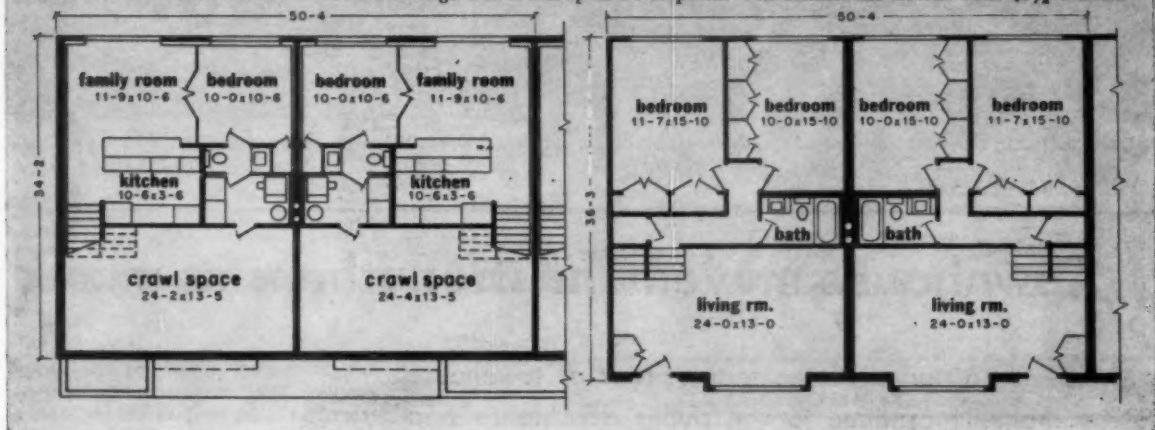
THIS SET OF UNITS indicate unusually attractive homes for a renewal project.







ONE OF TWO DESIGNS available in Carriage Hill is this split. Development will contain 126 homes. Cost: \$3½ million.

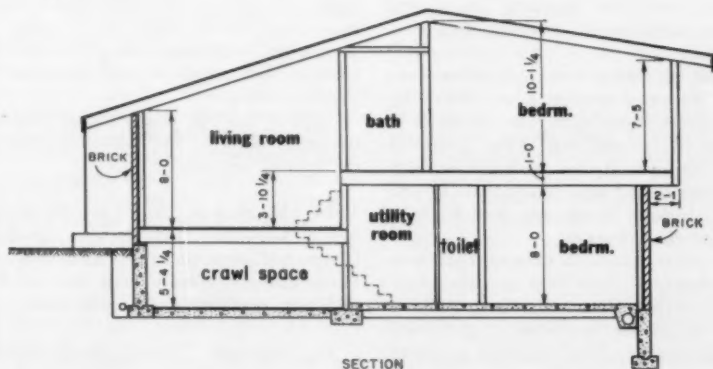


These luxurious rental townhouses have great appeal for mature families

Originator of the name "townhouse," the Irvin A. Blietz Organization has moved on to a new name (studio garden homes) and an attractive rendition on the basic theme.

The firm's Carriage Hill Estates in Glenview, Ill., is a rental community comprised of colonials and splits. Rents start at \$225 a month. Tenants are mainly mature couples who no longer care to maintain large homes. All units are tastefully landscaped, and a 10-man maintenance crew is available to tenants for \$72 per year.

Glenview officials were so impressed with Blietz's plan they temporarily waived zoning ordinances.



Harry Quinn found a hot market among

TOWN HOUSES



ONE OF THE LAST townhouses built in Quinn's project, this six-unit was sold out before completion. Homes are built on slabs.

Townhouse movement strengthens as mixed

More case histories of the many areas of townhouse activity that will continue to win public acceptance and energize this land-saving concept

There's irrefutable evidence below that an increasing number of builders are spotting both the market for townhouses and the dollar savings this type of construction offers them. There's also evidence that municipalities are slowly but surely beginning to amend outdated building codes and zoning ordinances to permit their construction.

The following brief case histories—and the ones presented on preceding pages—are more than just proof of a boom in the making. They pinpoint solid opportunity for the smart builder who has found his single-family homes sales slipping to get out and study a market on the move.

In some instances, they also serve as a testimonial to the fact that in certain areas townhouse construction follows only upon the heels of a concerted (and often lengthy) program to effect

necessary changes in zoning and building regulations.

But the townhouse market exists, and it's growing healthier by the month. Not just for the large contractor. The smaller builder, too, is snaring his share of townhouse sales. Many, in fact, are finding that townhouses as rental units are a highly profitable investment that can create some of the moneys needed for future developments.

Typical of the many other townhouse projects in the planning stages or already underway:

1. In Waukegan and neighboring South Chicago, Ill., builder Harry Quinn Hogan will construct more than 300 of Harnischfeger Homes' new line of 3-bedroom prefabricated townhouses.

2. In Houston, Texas, construction

has just begun on the first group of a proposed 250 townhouses that will be rented or sold by builder Ira Berne.

3. In Philadelphia, on a rolling, wooded 354-acre tract, builders Gelman and Curcillo will depart completely from the rowhouse so typical of their area to erect 10 townhouses to the acre, totaling 3,200 units.

4. In Chicago, veteran townhouse builder George Georges has just completed a development comprising 57 units aimed at the city's largest and fastest-growing minority group market.

5. In Pittsburgh, Catranel, Inc., will build East Hills, a planned community of sales and rental dwellings including a yet-to-be-determined number of two-story townhouses. On its 130-acre tract, Catranel also plans to construct duplexes, single-family homes, walk-up and high-rise elevator apartments. Top price for any sale unit will be \$14,000.

6. In Richmond, Calif., Barrett Homes, Inc., was so successful in combining

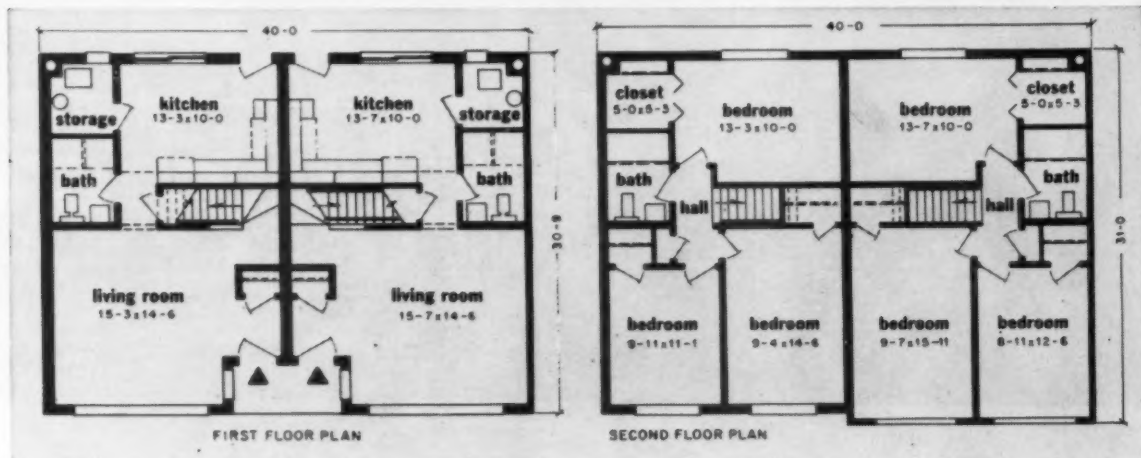
potential apartment dwellers

Thorough market research indicated to Chicagoland builder Harry J. Quinn the advisability of a townhouse development. The startling success of his Pacesetter Gardens proved his judgment correct—he sold 500 units in record time.

Feeling that young marrieds and others who cannot get parental assistance would turn to apartments and

pass up houses, Quinn kept prices low (\$16,500 to \$17,300), eliminated down payments. He also offered landscaping, fencing and wall-to-wall carpeting.

Old pro Quinn's success attracted attention. With him (on this month's cover) is George A. Smith (left), another Chicago builder who has constructed apartments and is now studying the townhouse concept.



communities, prefabs enter the picture

townhouses with duplexes and detached units that the city's Redevelopment Agency now plans to make available over 100 acres of developed sites on which Barrett will build 1,200 townhouses and 680 rental units.

7. In Chicago, this month's cover subject Harry Quinn (see above) found "fill-in" duplex townhouses so successful in his Pacesetter Gardens development that he has laid plans to launch an all-duplex project nearby.

8. On Long Island, plans are being laid to erect 283 townhouses on seven per cent of the 530-acre Whitney Estate. Proposals call for 1-, 2- and 3-story townhouses to be built as 11 wings of 20 to 28 units each.

9. In Fremont, Calif., cooperation between builders and architects has resulted in new legislation allowing greater variety and flexibility in the development of residential land to permit the construction of "no more than five townhouse units" in any contiguous group.

What's the outlook for the townhouse?

The National Association of Home Builders and the Urban Land Institute have recently completed an exhaustive research study on innovations and new concepts in residential land subdivision. One of the more provocative developments, the NAHB-ULI teams discovered, is the modern townhouse.

Why? Because, the report states, "the present generation has come full cycle. Abandoning the crowded and depressing city neighborhood for the green trees of suburbia, it now turns eyes upon those amenities of city life so inviting to the families whose children have moved into homes of their own.

"The increasing number of such returnees and younger households with small families is swelling the market for the new townhouse."

If the NAHB-ULI report is correct—and there is every reason to believe that it is—then the townhouse market is today one that has been relatively untapped. This, of

course, is mainly true in the larger cities where movements to suburbs, and influxes from them, are heavy.

Perhaps one of the wisest courses for the potential townhouse builder to take would be the re-examination of by-passed land within city limits or just barely outside them. This land, sometimes partially developed, can be surprisingly feasible for a townhouse development with careful site planning.

Among the activities described in this special AMERICAN BUILDER feature are projects containing from 10 to almost 25 units per acre. Yet, in each case, the builders have succeeded in giving their townhouse developments a look of spaciousness and variety.

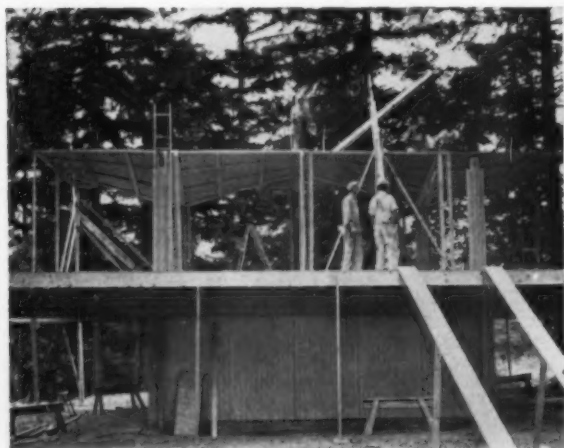
This, then, would appear to be the key to profitable townhouse ventures even on relatively expensive land: plan the site with a view to obtaining maximum units, yet without giving the development a crowded, tenement-like appearance.



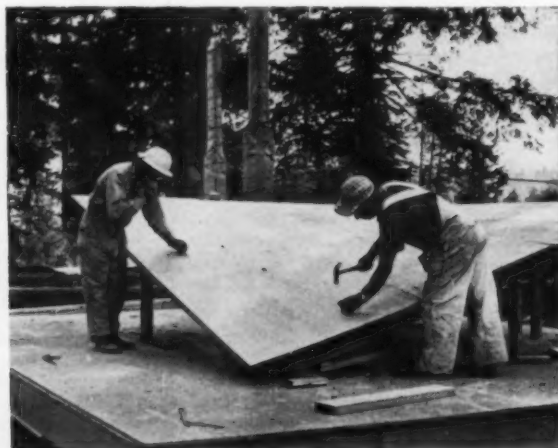
Modern construction fits

Here's a product of modern research, an all-wood house, with 1,600 sq. ft. of floor space, that's entirely supported by four columns and a pair of beams

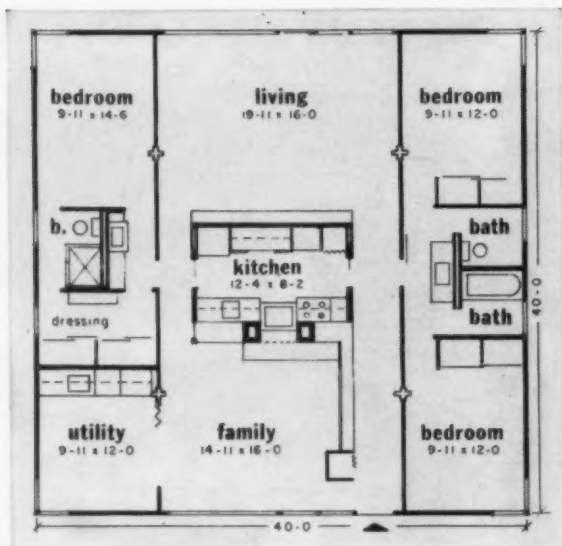
Doing away with standard foundation walls, bearing partitions and roof trusses, the house shown here points a new direction in home building. Its floating frame rests entirely on four X-shaped columns and a pair of laminated wood beams which cantilever out from the central core. Pre-



TWO OF THE ROOF ASSEMBLIES are shown in place; columns in foreground will receive two others.



PLYWOOD BEING NAILED and glued to roof section, mounted on special jig. Sections are made of 2x4's and 2x6's.



ALL-WOOD HOUSE is approached by a bridge, uses surrounding treetops as a frame. Siding is of Nu-Loc panels, is made-to-measure. Stock windows form corner panel.

OPEN STAIR leads from bridge to lower level. Large fixed-glass areas in most rooms capture views of surrounding countryside. Ten-foot overhang protects carport below.



this house to any site

fabricated floor sections, complete with reinforcing and plywood panel tops, rest on the beams. Each column is topped by four roof sections, which, when assembled, resemble an inverted umbrella. Sixteen of these sections make up the entire roof. Outside and inside bearing partitions aren't neces-

sary. A builder can arrange rooms to suit individual tastes.

Columns shown here are spaced twenty feet apart in a square; more could be added for a larger house. Since the design adapts to any site, the lower section could be used as a crawl space, an extra room or a garage. On

flat plots leave beams a foot or more above grade for air circulation. The house was built in Bellevue, Washington; its architect—Paul Hayden Kirk, F.A.I.A., & Assoc.; builder—Eric Pearson, Pearson & Assoc. Sponsors: Living For Young Homemakers, Weyerhaeuser Co. and The Andersen Corporation.

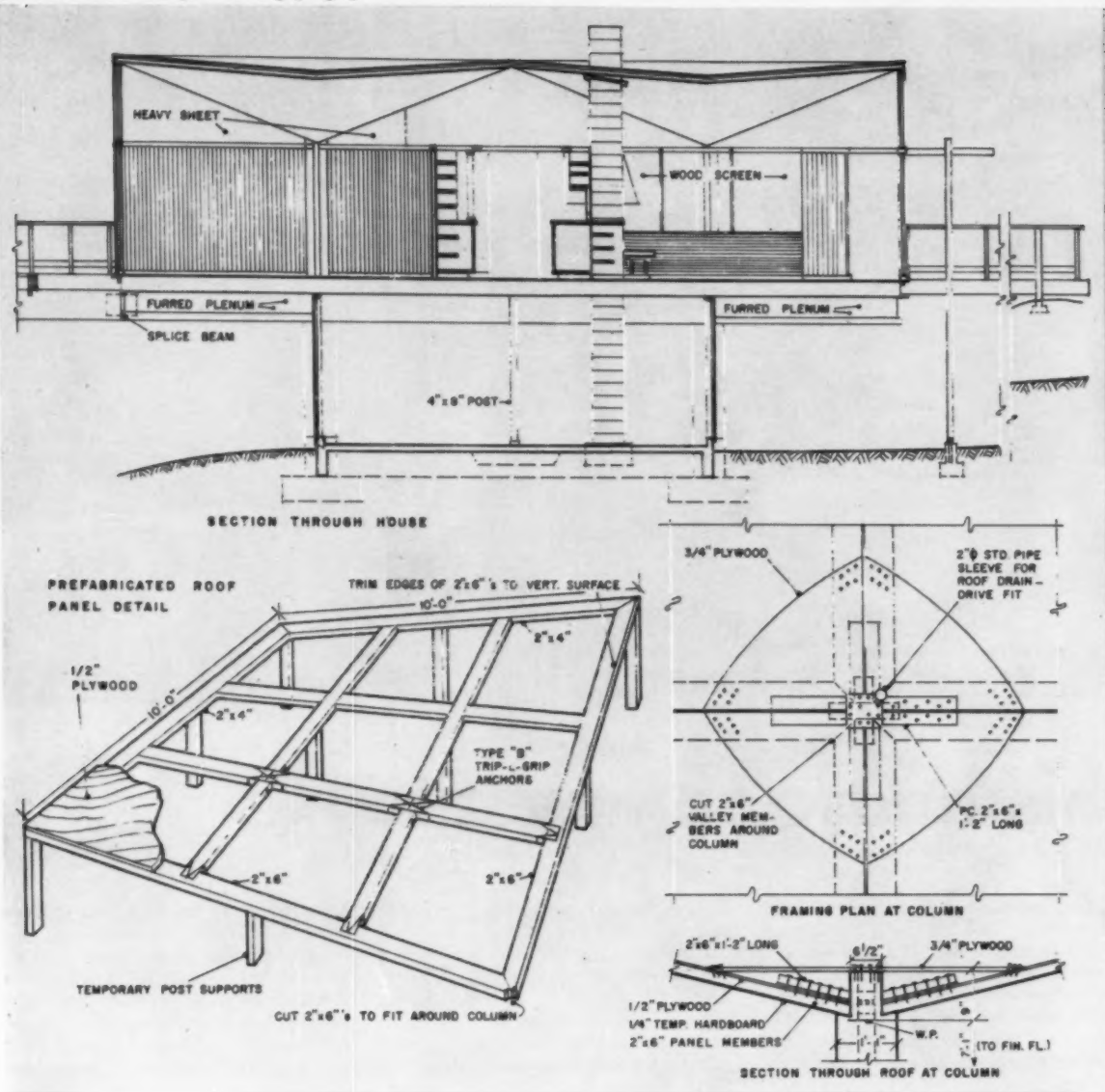


CONSTRUCTION VIEW shows light roof panel being positioned. Men on ladders align panel.



BOOM LIFTS roof panel on top of column (shown at left). When assembled, roof receives insulation and built-up roofing.

(continued from preceding page)



How the research house roof was built

The section through the house above shows how the design gains its "floating" appearance. The columns, which act as its core, are spaced twenty feet apart in a square, support beams that cantilever out 10' in two directions. One is seldom conscious, therefore, of the underpinning which hold the house in mid-air. In addition, the section demonstrates why this particular design can be successfully tailored to fit any flat or hilly plot.

In the lower left hand corner is a diagram of a typical roof panel. A master frame or jig was used to shape the sixteen identical panels and to act

as a firm base for nailing and gluing the 1/2" plywood sheets that form the roof sheathing. Since each frame is built of 2 x 4 and 2 x 6 strips, laid flat, it is light enough to be lifted by two men, into position. Booms were used on the job to expedite erection.

Details, right of diagram, indicate the plan and section of the roof panels where they meet over a column. Intersections are reinforced by metal splicing strips nailed over the joints and further strengthened by a plywood gusset panel above. Roof drainage is supplied by 2" round stove pipes leading from the roof to dry wells below grade.

To further strengthen the roof and give a neat appearance, a continuous 1" x 6" wood board was nailed around the entire perimeter of the roof. To protect the plywood sheathing, the roof was covered with felt, a layer of rigid insulation, three alternating layers of felt and asphalt and, finally, a flood-coat of tar.

Though the lower portion of the Research House was blocked up, the area could have been used as an extra room, a workshop or outdoor storage. On a flat plot, minimum air space between grade and beams would prevent dampness and keep floors dry.

THE FASTER HOUSE



FAST WORK—Workmen speedily erect roof panels on temporary component homes in Marysville, Mich. Panels are formed by top and bottom sheets of $\frac{3}{8}$ " fir plywood separated by 2"x4"

stringers. Panels are insulated by 2" fibre glass batt with an aluminum foil vapor barrier. Finished panels measure 4x14' and 4x16' and were manufactured by Plywood Builders Supply Co.

Components solve a market problem

How many houses should you build ahead when you have lots of land but a questionable market? Builders Wills and Gellain of Marysville, Mich., found components let them build nearly as fast as orders could be taken

The market problem builders Harold Wills and Ray Gellain of Marysville Improvement Company had to solve was one familiar to many builders. It was to determine how many houses to build on a 140-house tract without getting stuck with a big inventory if the market took a prolonged slump.

Wills and Gellain decided to let components solve the problem for them on their Marysville, Mich., subdivision. The plan simply was to build four component model houses in the

1,052 to 1,460 sq ft range starting at \$15,950 and sell from these. Then, as orders arrived, the builders would have components shipped to them and build to buyer demand.

Wills and Gellain put up the houses (designed by architect Donald E Van Curler) and called the tract Virginia Woods. More than 2,000 visitors turned out to see the furnished models and landscaped lots the first weekend. Four sales were recorded within the first three hours. That got the component operation under way.

Here's the way they worked it: Wills and Gellain buy components from a fabricator, Plywood Builders Supply Company, Southfield, Mich. These are supplied the builder at a cost of 72 cents psf. Plywood's president Peter Finn reported the cost could have been lowered 2 cents through use of $\frac{5}{16}$ " bottom skins instead of the $\frac{3}{8}$ " skins specified. With erection costs running 3 to 4 cents psf costs were competitive with conventional roofs in the area.

Basic sizes of the stressed skin panels run 4x14' for carports and 4x16' for the houses. All panels have $\frac{3}{8}$ " top and bottom plywood skins. Top skins for the homes have C-D sheathing while bottom skins for the carport feature A-C exterior.

Longest panel spans are 12'. Joints between panels are tongue and groove.

THE FASTER HOUSE

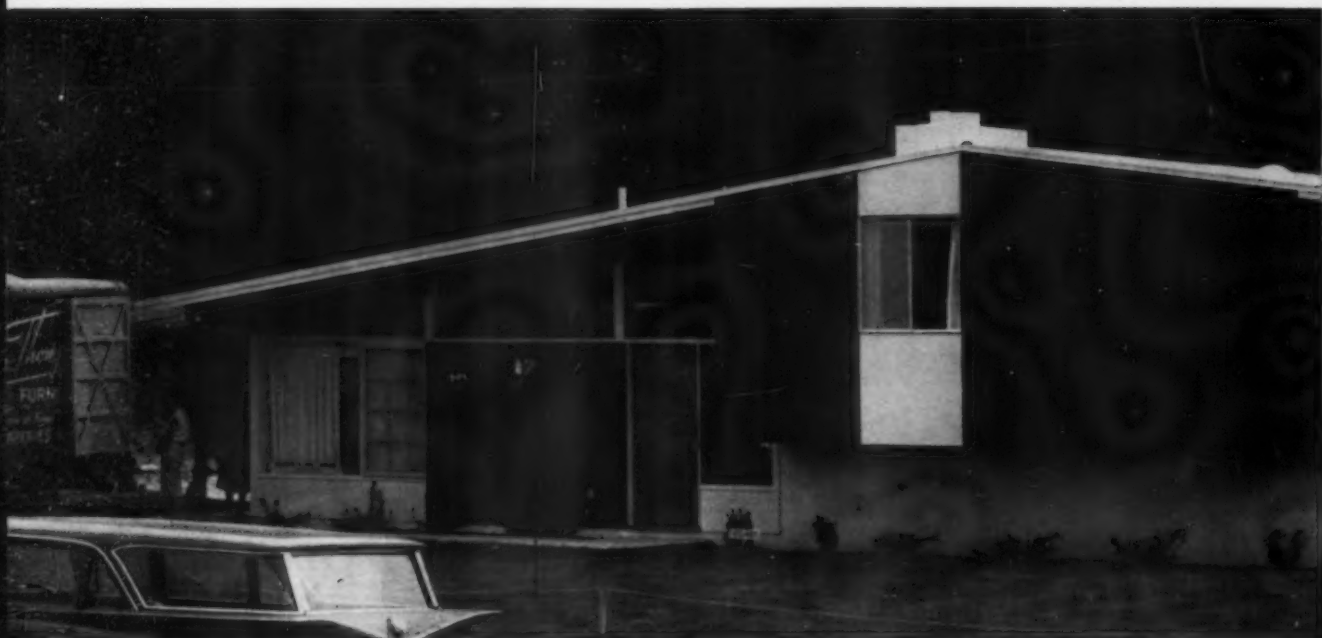


THE VIRGINIAN—This component house features 1,344 sq ft with walls of Texture 1-11 or medium density overlay plywood.



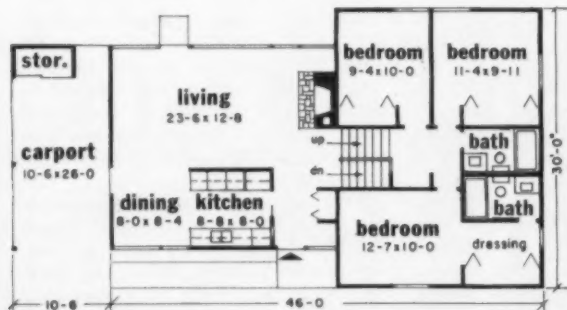
SIDING-SHEATHING method developed by the Douglas Fir Plywood Association is termed Sturd-i-wall construction.

Components give builders speed in

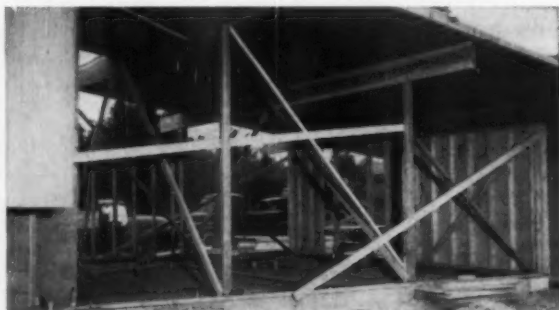


THE EXECUTIVE—This tri-level house makes use of 1,872 sq ft of stressed skin panels. The house features three bedrooms, two baths, a fireplace, separate dining room and carport. All streets

in the subdivision are paved and driveways are provided with each home. Also included in the price are water and sewage lines. Components help Wills & Gellain hold down inventory.



GOOD FLOOR PLAN—Designed by Architect Donald E. Van Curler of Ann Arbor, Mich., the Executive model is a tri-level, sells for \$20,500, features 1,460 sq ft.



GOOD CONSTRUCTION—Joints between panels are tongue-and-groove. Panels are nailed directly to framing members. Finished roofing is applied directly to the top skins.



JOINTS BETWEEN PANELS are tongue and groove with panels nailed directly to framing members. Undersides are painted.



THE WILLIAMSBURG—This model reflects the design range possible with Sturd-i-wall. Carport panels are not insulated.

construction and variety of design

But most importantly, they meet with no buyer resistance in this handsome subdivision that will boast 140 homes adjacent to the St. Clair River just outside Marysville, Mich.

The big question in Wills' and Gellain's minds when they decided on component construction was how buyers would react to it.

Buyer acceptance, according to the builders, was overwhelming. All four models opened to 2,000 visitors the first weekend and drew four sales within three hours.

The rest of the component operation proved favorable. By purchasing components from a fabricator the builders were assured of a source of supply and constant quality and fit.

The builders simply order to their needs as a sale is made, wait for delivery of the component panels, then set them rapidly into place according to which of the models was sold.

Houses all are designed to permit consistent fitting together of panels. Units come complete with 2" fiberglass

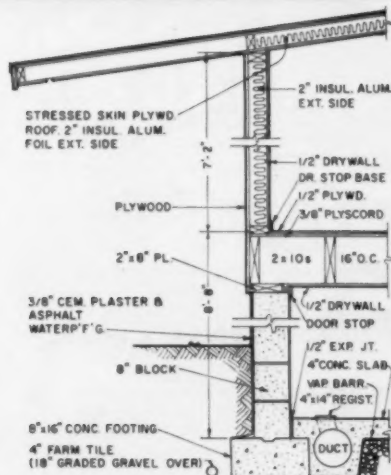
batt insulation with aluminum foil vapor barrier. They are trucked to the job site, stacked, then easily set into place by a small work crew.

Virginia Woods, the Marysville Improvement Company subdivision, is designed for 140 homes.

Prices of the houses designed by Donald E. VanCurler of Ann Arbor range from \$15,950 to \$20,500. Builders Harold Wills and Ray Gellain planned the subdivision of component-built homes as a completely integrated community featuring contemporary living near a sporting area, schools, and shopping centers.

The builders offer fully paved streets and highways with the houses located for the most part on wooded lots.

Also offered are filtered water and sewage systems. Houses are sold with or without basements.



Why components are important to you

AMERICAN BUILDER believes that the faster house is a must—a part of the wave of the future in building. New tools, new components and faster methods can't be avoided or ignored. Says Editor Joseph B. Mason: "We believe—smaller volume builders will profit by the changes and that local lumber dealers will share in and contribute to this progress.

The factors at work seem irresistible: Builders facing keener competition for the buyer's dollar must

cut waste time in the search for ways to build better for less. Large material manufacturers are making or preparing to make standard wall, floor and roof panels and other components which will be sold nation-wide. Builders, too, are fabricating their own trusses, panels and components—many even sell to other builders. Lumber dealers also sell them in quantity.

Says Mason: "The faster house must be synonymous with better value for the buyer."



"Old-Age" house that young

House of Freedom taps huge retirement market with old-age features—but all ages like 888 sq. ft. model

It's called House of Freedom because it's designed to bring buyers freedom from slips, falls, stoops, bends or any unnecessary household maintenance or drudgery.

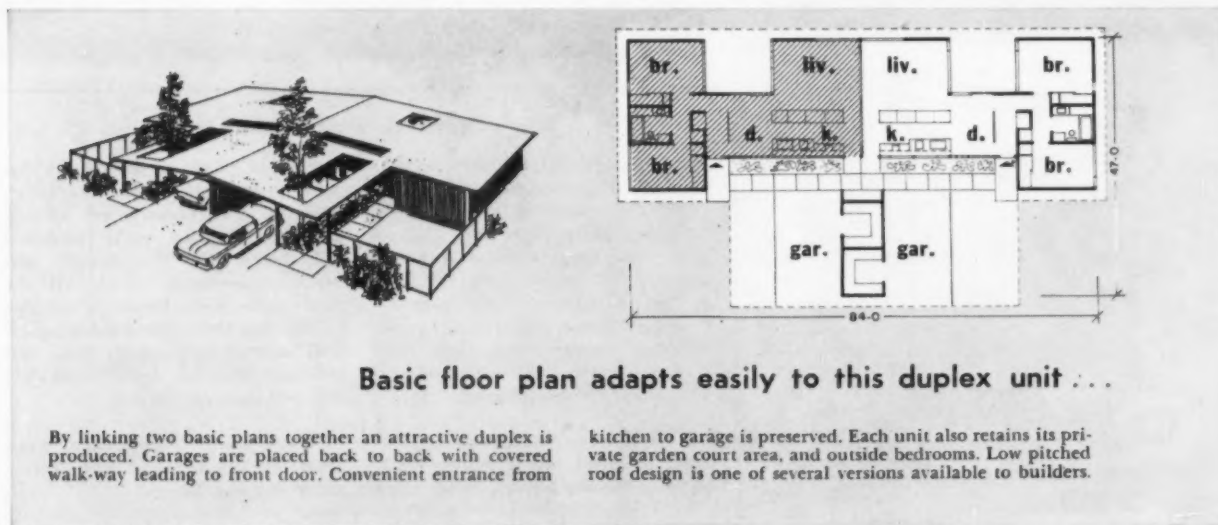
But the striking thing about it is that these same freedoms appeal to young buyers as well as oldsters. So

this demonstration retirement house has won the widest possible acclaim from all age groups.

The plan to build it grew out of a conference on retirement housing called by the Douglas Fir Plywood Association last year, attended by old-age housing experts and editors

of leading U. S. builder publications. The demonstration model was built in Washington, D. C. by Furman Builders for DFPA, and was sponsored by the 400,000-member Association of Retired Persons.

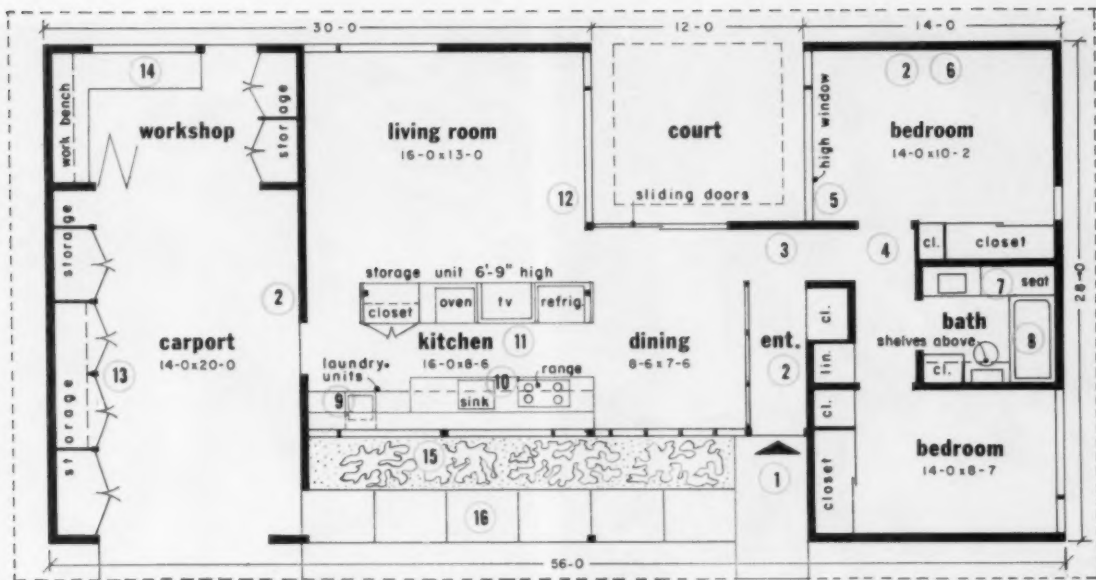
The experts were agreed on one thing: older people will not buy a house that looks as though it's just "for old folks" or even named that way. Such titles as "Freedom House," "Horizon Homes," "Renewal Homes" were suggested.



Basic floor plan adapts easily to this duplex unit . . .

By linking two basic plans together an attractive duplex is produced. Garages are placed back to back with covered walk-way leading to front door. Convenient entrance from

kitchen to garage is preserved. Each unit also retains its private garden court area, and outside bedrooms. Low pitched roof design is one of several versions available to builders.



buyers like too

The basic house has all the features the experts agreed should be included: nonskid floors, wide hallways, no steps, brighter lighting, extra grab bars in the bath, and a built-in seat near the tub.

Also a kitchen with easy-to-reach cabinets, a sink you can sit down at, and knee-space counters.

It also is a colorful, gay little house with big windows, a garden court, and hobby room.

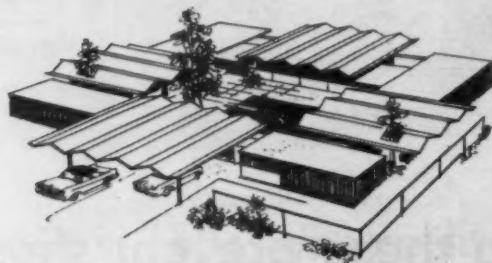
More than 10,000 people visited the model the first few days it was

open and builder Furman received orders to build ten duplicates. Many other demonstration models will be built in other parts of the country including three by NAHB past president Carl Mitnick.

The plan is adaptable to many variations and exteriors, and can be used in duplex or fourplex groupings. Robert B. Waring is the architect, Prof. Alexander Kira, consultant. Study plans and detailed data are available from the Douglas Fir Plywood Association, Tacoma.

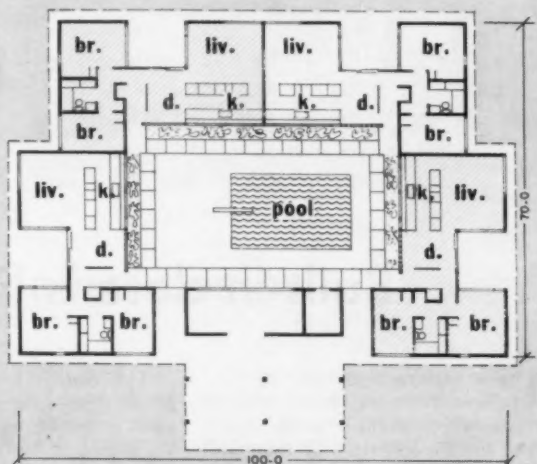
Special Old-Age Features

- 1 No stairs inside or out
- 2 Master switches at 3 points
- 3 Nonskid floors
- 4 Doors and halls 3' wide
- 5 All light switches and door knobs 36" above floor level
- 6 Outlets 18" above floor
- 7 Seat next to bathtub
- 8 Four grab bars in bath
- 9 Easy-reach kitchen cab'ts
- 10 Sit down sink
- 11 Easy-reach light fixtures
- 12 Extra warm floors
- 13 Ample storage space
- 14 Hobby shop in garage
- 15 Outside faucets 24" high
- 16 Wide roof overhangs



or to fourplex court apartment

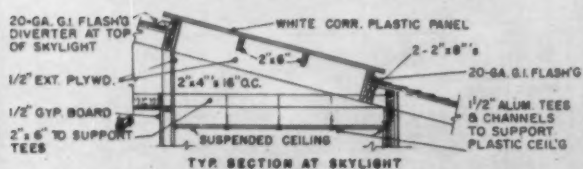
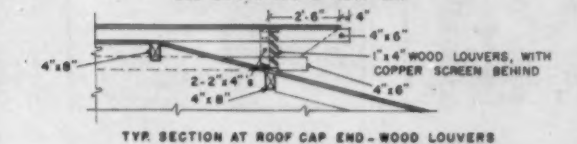
Four basic units are cleverly grouped around a central court and pool to make an attractive garden apartment. Plywood sheathed roof uses folded plate principle.





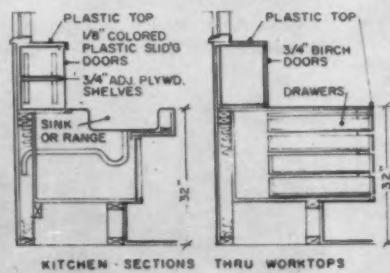
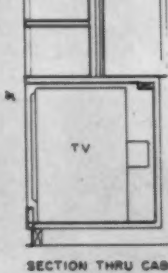
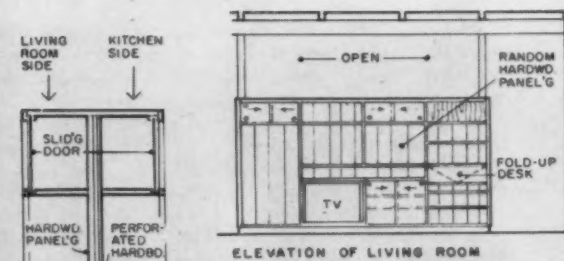
GOOD LIGHT, easy circulation, non-skid floors help prevent accidents in entry and dining area. Drawings show unique roof and bath skylight construction details.

WHAT
↓
HOW



STORAGE WALL (right) separates living room from kitchen, provides plenty of space for keepsakes and curios. Ten foot window brings view of garden court in center of house.*

WHAT
↓
HOW



Built-in details like these prevent slips,

These pictures and "how to" details of Freedom House show it is possible to build a house that's good for the elderly and even the physically handicapped, but at the same time appealing to any family.

The cost is kept low by using plywood components and panelization. It can be built by the Lu-Re-Co system, or with precut packages.

All doors and openings are at least three feet wide. Hallways are

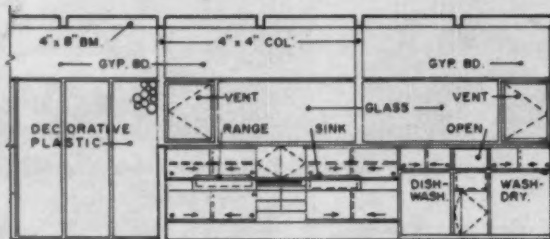
four inches wider—will accommodate crutches or wheelchairs. No changes of level anywhere: gradual slope leads to entrance. No steps or stairs inside or outside.

The bathroom has extra grab

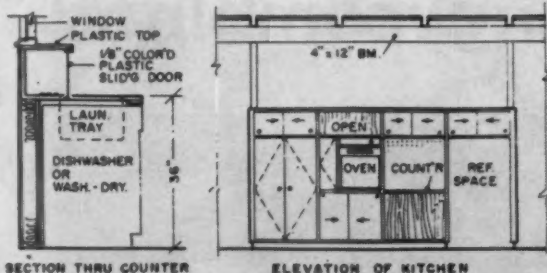


STEP-SAVER kitchen has everything within reach, is extra-well lighted. Details below show how to build the sit-down sink, easy-reach cabinets, and knee-space counter. ✱

WHAT
↑
↓
HOW



- DINING AREA - ELEVATION OF KITCHEN

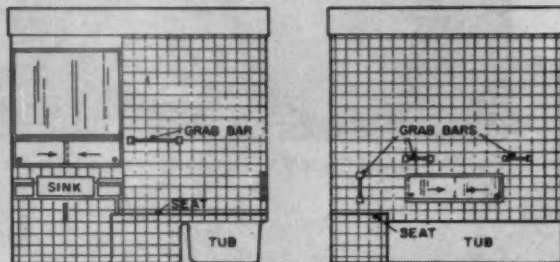


ELEVATION OF KITCHEN

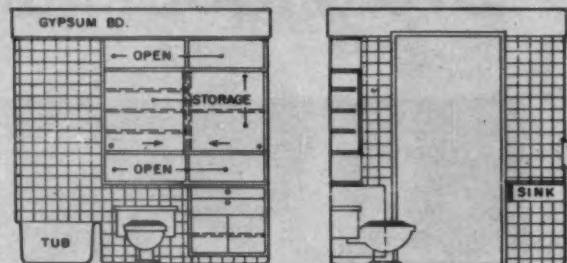


FALL-PROOF bath has extra grab bars, built-in seat close to tub, maximum shelf and storage space within easy reach. "How to" building details below show all four walls.

WHAT
↑
↓
HOW



BATHROOM ELEVATIONS



stoops, falls,—make life safer, easier

bars, a seat close to the tub, and shelves and storage handy to use. Kitchen is built so a housewife can sit while working. Low counters and sink have knee space for sit-down comfort. Cabinets can be reached

without stooping or reaching.

Electric outlets 18" above floor eliminate stooping. Switches and doorknobs are 36" from floor. Three master switches control all lights. Windows are easy to open.

**Editor's note — Recommended building details are shown in drawings. They differ somewhat from photos of model which, due to time limitation, was constructed with stock units readily available.*

BLUEPRINT HOUSE

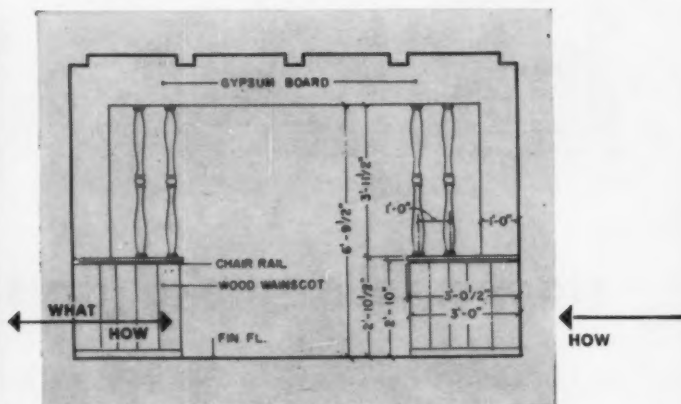


TEXTURE, COLOR and pattern on its outside walls give this house an atmosphere of well-being; a warm, friendly feeling that's

Story-book styling combined



BALUSTERS, mounted on waist-high pedestals, act as dividers between living and family rooms. View towards living room shows flat, beamed ceiling and sliding glass doors which open out onto a cedar-fenced patio. Light colors and natural stains add a bright, spacious look.



DETAIL OF DIVIDER between living and family rooms. Openness of design allows both rooms to be used together for large gatherings, yet offers enough separation for each area to retain its individual character. Painted wallboard frames unit; V-jointed blond wood covers wainscot.



found in every room of its L-shaped plan. Credit is largely due to a careful selection of details, materials and finishes.

with a down-to-earth plan



WHAT →

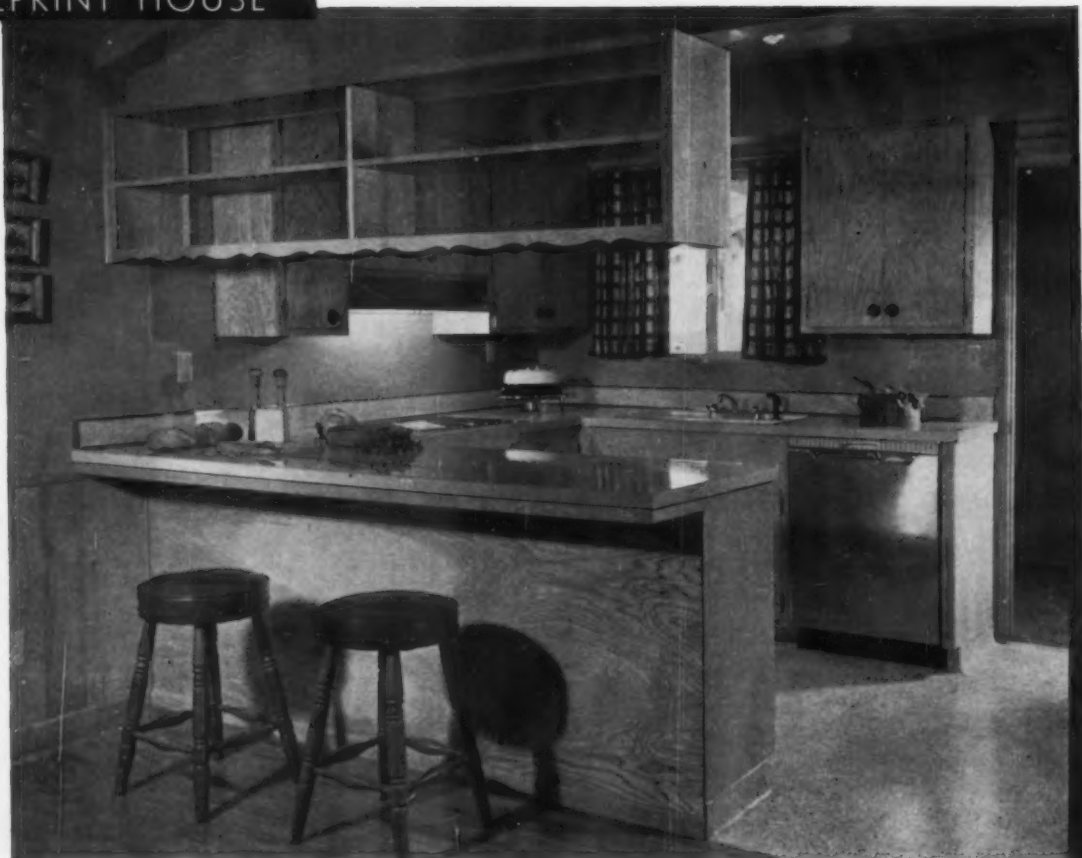
SPOTLIGHTED family-dining room shows its sloping, wood-lined ceiling, used as a change-of-pace from ceiling in the adjacent living room. Hardwood floors and wood dado, in natural grain, add informal touches; checked wallpaper, curtains, and hooked rug are used as color accents.

No enchanted cottage could hold as much good living as this house with its remarkably low price tag of \$14,500. Reflecting a national trend towards more picturesque design—often dangerous in less experienced hands—it offers all the qualities that spell “home” to so many families yet never errs on the side of “cuteness.”

A low roof, heavily textured with wood shakes, holds the house close to its plot and gives it a definite air of “belonging.” Diamond-shaped window panes, a carry-over from the past, are in proper scale to supplement the overall texture of its board-and-batten walls.

From the street side, its size is deceptive. A study of the plan shows more rooms than you’d imagine. They’re ample in size and arranged to make every square inch pay its way. Circulation is at a minimum. From the entrance foyer, there’s direct access to all main rooms, kitchen and sleeping quarters. By combining living and family rooms and making the kitchen part of the latter, entertaining and housework are simplified.

Ample storage space has been provided in every room and, as an extra, the master bedroom has its own private bath. The direct access from the garage is necessary during stormy weather. Credit goes to Branden Construction Company, Sacramento, California.



"SALES APPEAL" built-in is a bar between the kitchen and family room which can be used for serving snacks or as a pass-through at meal time. Hanging shelves were left open to place dinnerware within easy reach from both sides.

AMERICAN BUILDER BLUEPRINT No. 283 ▶

Open kitchen saves time and energy

The kitchen is the heart of any home. To be successful it must cut housework to the bone, save the owner steps and energy and yet be attractive. All of these attributes apply to the kitchen shown here. It's small enough to allow everything within easy reach, attractive in natural stained wood and equipped with appliances that make meal preparation a joy.

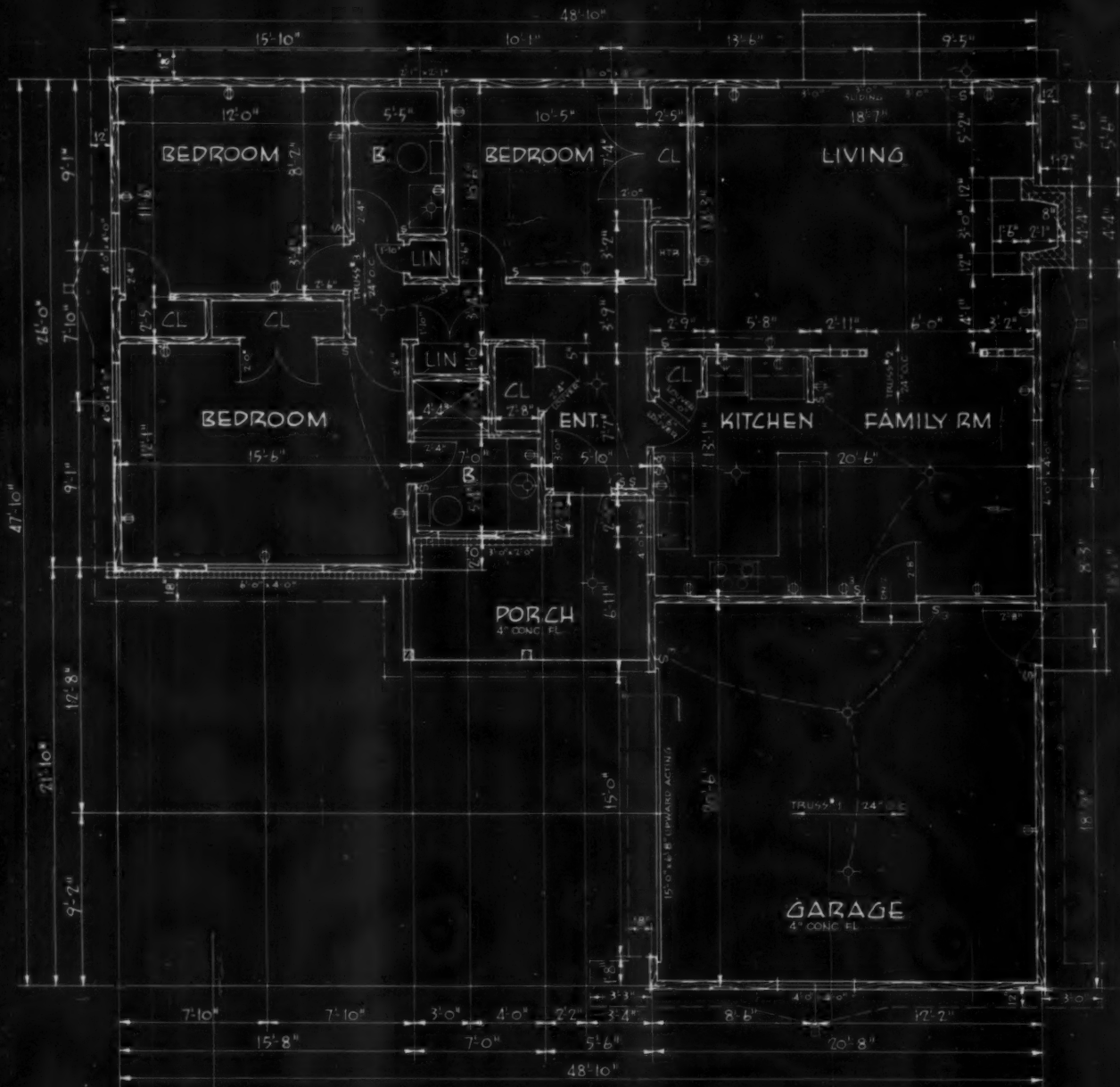
Divided from the family room by an open counter, the kitchen is actually a part of that room and extends its living far beyond the square foot area shown on the plan. And it is only a few steps from the front door and living room. A large window over the sink insures plenty of light and fresh air.

The picture above shows the food preparation area with a U-counter, sink, built-in range and dishwasher. Not shown is the end wall (right) where a large closet, refrigerator and wall oven are located. The two-way open shelves above the snack counter, a real convenience in a small house, are for storing dinnerware or prized family collections. Wall cabinets are maple. To cut down on maintenance, all woodwork has been left natural; countertops are of hard plastic. Floors feature easy-to-clean linoleum. Architect—David Johnson AIA.

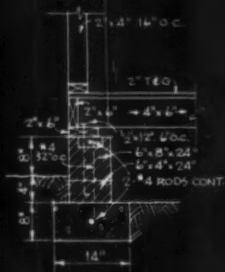
(Continued on next page)

Quality products used in this month's American Builder Blueprint House

Briggs Mfg. Co., porcelain plumbing fixtures; Formica Corp., countertops; Armstrong Cork Co., linoleum bathroom and kitchen floors; Kwik-Set, locks; Roddis Craft, wood paneling; Johns-Manville Corp., sheathing; General Electric, dryer, oven, range, refrigerator, washer, dishwasher, disposer, and switches; California Redwood, exterior walls; Gladding-McBean Co., ceramic tile; Holly General, air-conditioning; Alameda Overhead Door Co., garage doors; Minneapolis-Honeywell Regulator Co., controls; Emerson-Pryne Co., kitchen fans and ventilating hoods; West Coast Lumber, louvered and flush interior doors, diamond glass exterior doors, and oak floors; Pioneer, 40-gallon hot water heater and thermostat; Holly General, forced-warm-air heating; Paramount Built-in Fixture Co., maple kitchen cabinets; Old Colony Paint Co., oil base interior and exterior paints; American Brass and Copper, piping; Pabco, gypsum board; Likit, aluminum casement windows; West Coast Lumber, wood shakes; Fuller Glass Co., glass; Permanente, stucco exterior walls; Calaveras, cement.



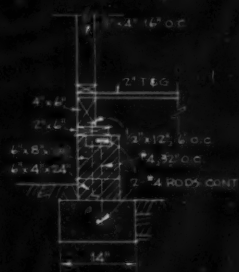
MAIN FLOOR PLAN SCALE 1/8" = 1'-0"



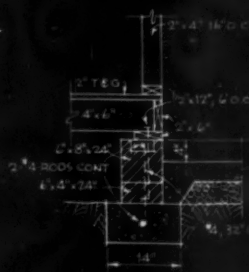
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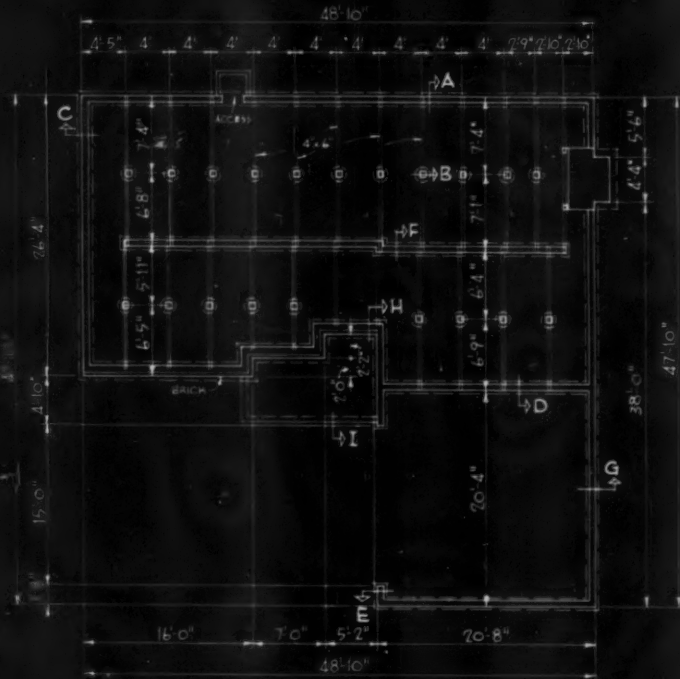


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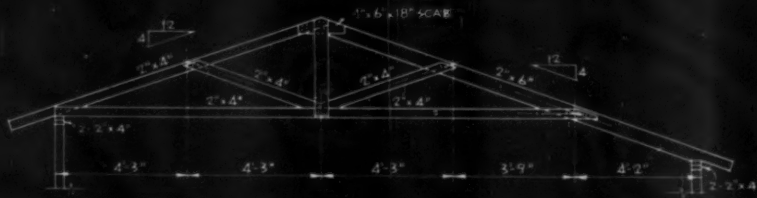


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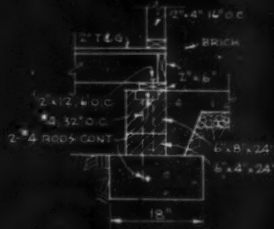
SCALE OF DETAILS DESIGNATED BY LETTERS 3/8" = 1'-0"



FOUNDATION PLAN SCALE $\frac{1}{8}'' = 1'-0''$



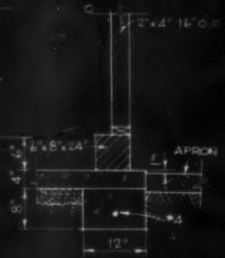
GARAGE TRUSS (#1) SCALE $\frac{3}{16}'' = 1'-0''$



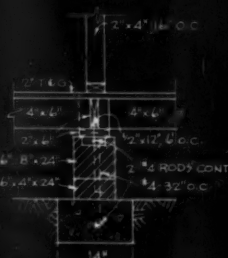
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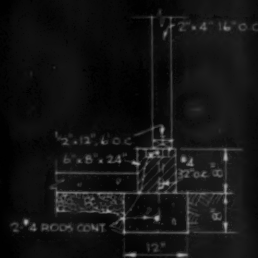
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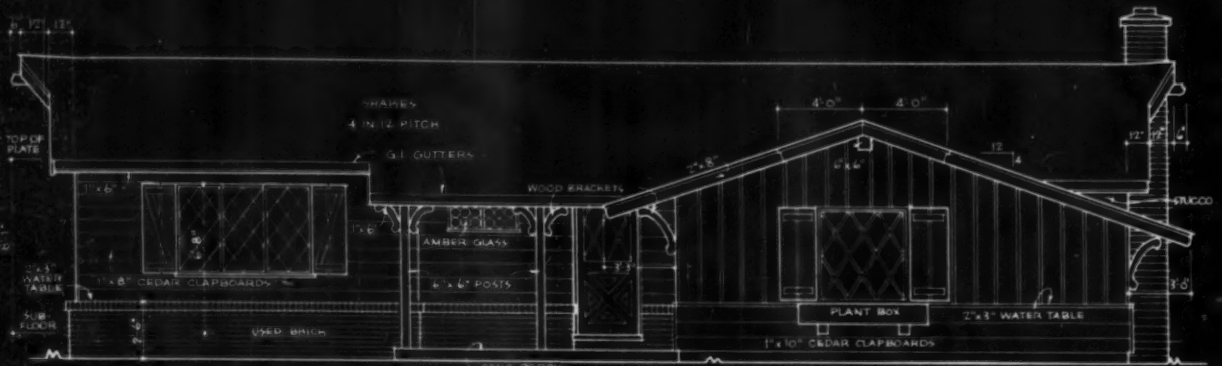
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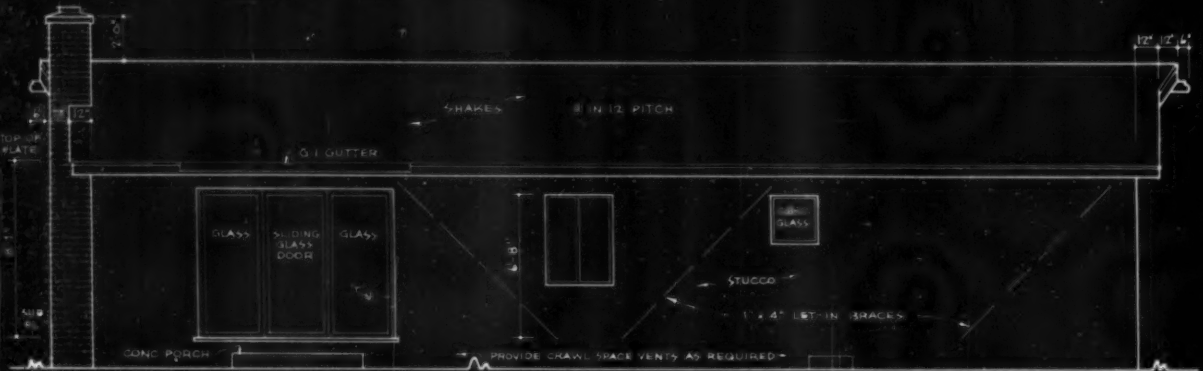


G



FRONT ELEVATION

SCALE 1/8" = 1'-0"



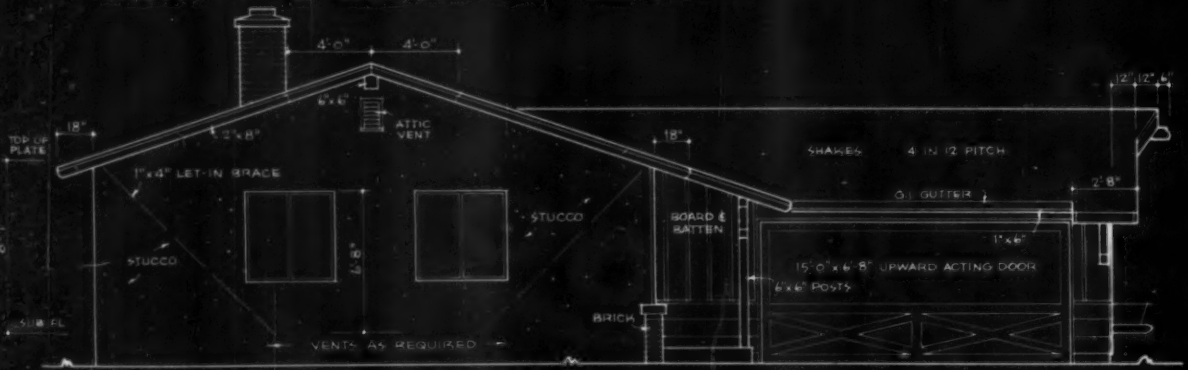
REAR ELEVATION

SCALE 1/8" = 1'-0"



RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"



LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"



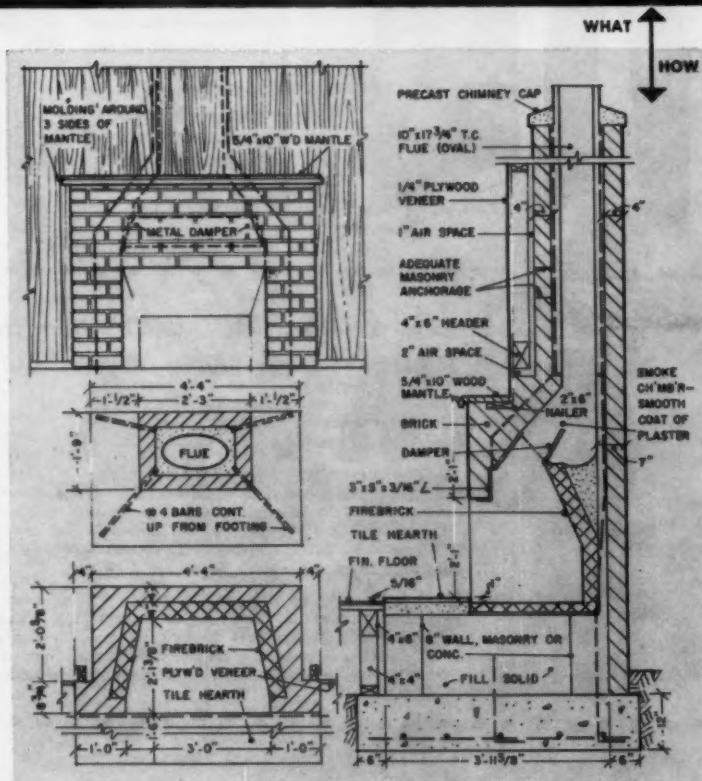
NATURAL WOOD frames the living room fireplace. Used brick facing with deep mortar joints adds texture. Wood shelf has a molded edge.

Fireplace a Symbol

Fireplaces are often omitted in today's low cost houses. It's an unfortunate fact since a roaring fire on the hearth is still a symbol of hospitality and well being. The fireplace shown here is simple in construction, yet serves several purposes. It adds a great deal of character to the room and acts as a focal point around which to place furniture.

In addition the used brick facing, mellow in tone and soft in outline, is in perfect harmony with the wood wall which frames the fireplace. The fact that it can be seen from the family room as well more than doubles its worth.

Located on an outside wall, the design can be elaborated by adding on an outdoor barbecue, an item definitely in keeping with the modern trend towards vacation time cook-outs. And the cost would be trifling compared to the additional sales value.



New Lennox Furnaces help you

Space - Saving, Money - Saving COMPACTS For Small Homes or Apartments

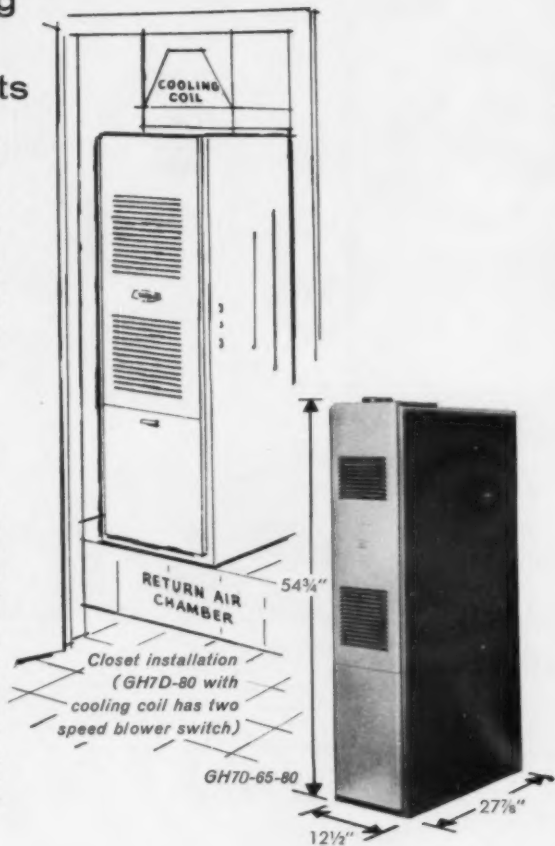
The largest of these, with a two-ton cooling coil on top, will slide through a standard door... even with the floor raised for a return air chamber! 51,000, 65,000 and 80,000 Btuh gas input. No clearances to combustibles at sides or rear; return air can be taken at bottom or side. You save space. You save money. These "compacts" are examples of how Lennox continues to meet specific needs of builders in today's highly competitive new home market.



*Looks like a toy...
works like a terrier!*



You'll almost lose this 51,000 Btuh furnace in a small closet! Check those dimensions... it is designed specifically for small homes and apartments. Be sure to check the price, too! Like the others, it's completely assembled, wired, plumbed and fire-tested at the factory.



Only from Lennox—all this service!

- 1. Direct factory representative—**Always at your service to help plan your heating and air conditioning. No matter where you operate, there is a Lennox factory representative nearby.
- 2. On-time deliveries—**Your Lennox representative sees to it that equipment is delivered and installed on time. We know how costly delays can be to a builder on a tight schedule and make every effort to eliminate them.
- 3. Powerful sales aids and ideas to help you clinch home sales fast.** And the Lennox merchandising program is backed by the best consumer advertising in the industry. Home buyers know the Lennox name, and

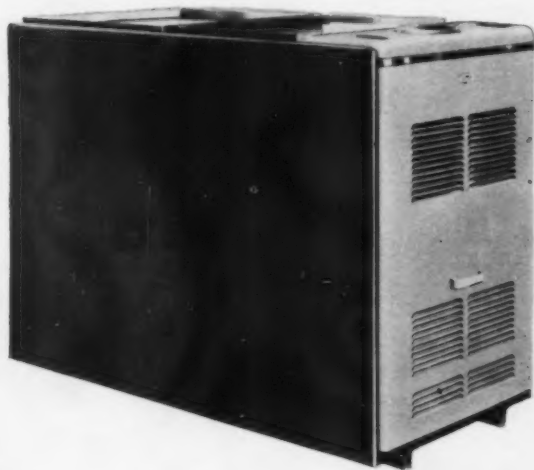
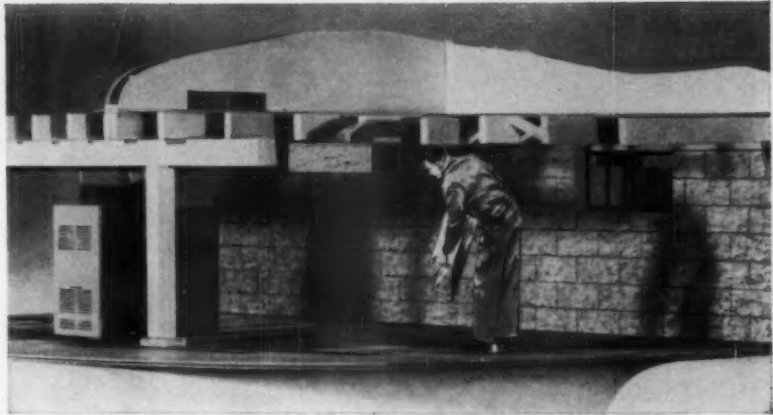
they respect Lennox quality.

- 4. Dependable customer service—**Lennox doesn't leave you out on a limb with poor local service. Lennox deals directly with its 5,000 Lennox dealers who blanket the nation. They are factory-trained in latest service techniques. Behind them stands the industry's finest factory service organization.
- 5. Best service from the equipment—**Lennox equipment has a record of serving best with fewest call-backs. Some professional service contract organizations actually charge less for a Lennox service contract than they do for contracts on all other brands of equipment.

meet and beat competition!

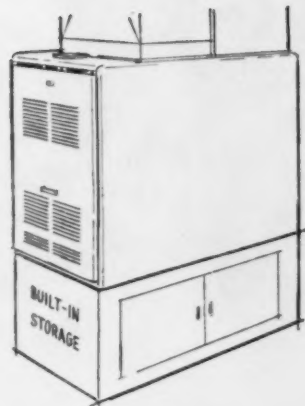
New Gas Lo-Boy Designed for Split-Level Homes

Photo of scale model shows you how easily the new Lennox GF6, including a top mounted cooling coil, fits into a 5-ft. equipment area in a typical split-level home. It handles large homes with ease, providing the type of comfort that keeps home buyers satisfied year after year.



*Here's a Space
Saving idea your
prospects will like*

This "built-in" idea will really add sales appeal to your homes. Because the furnace is so low, you can build about two feet of storage underneath it. There is plenty of room in a 7-ft. basement, even if a cooling coil is added. Makes servicing and filter changing easier, too.



John Cameron
Swayze is
now on ABC Radio
for Lennox

Every week day this celebrated newscaster tells millions of home buying prospects to look for Lennox in their new home. His powerful selling personality is available for your local promotions. Ask your Lennox representative or write Lennox in Marshalltown for full details.

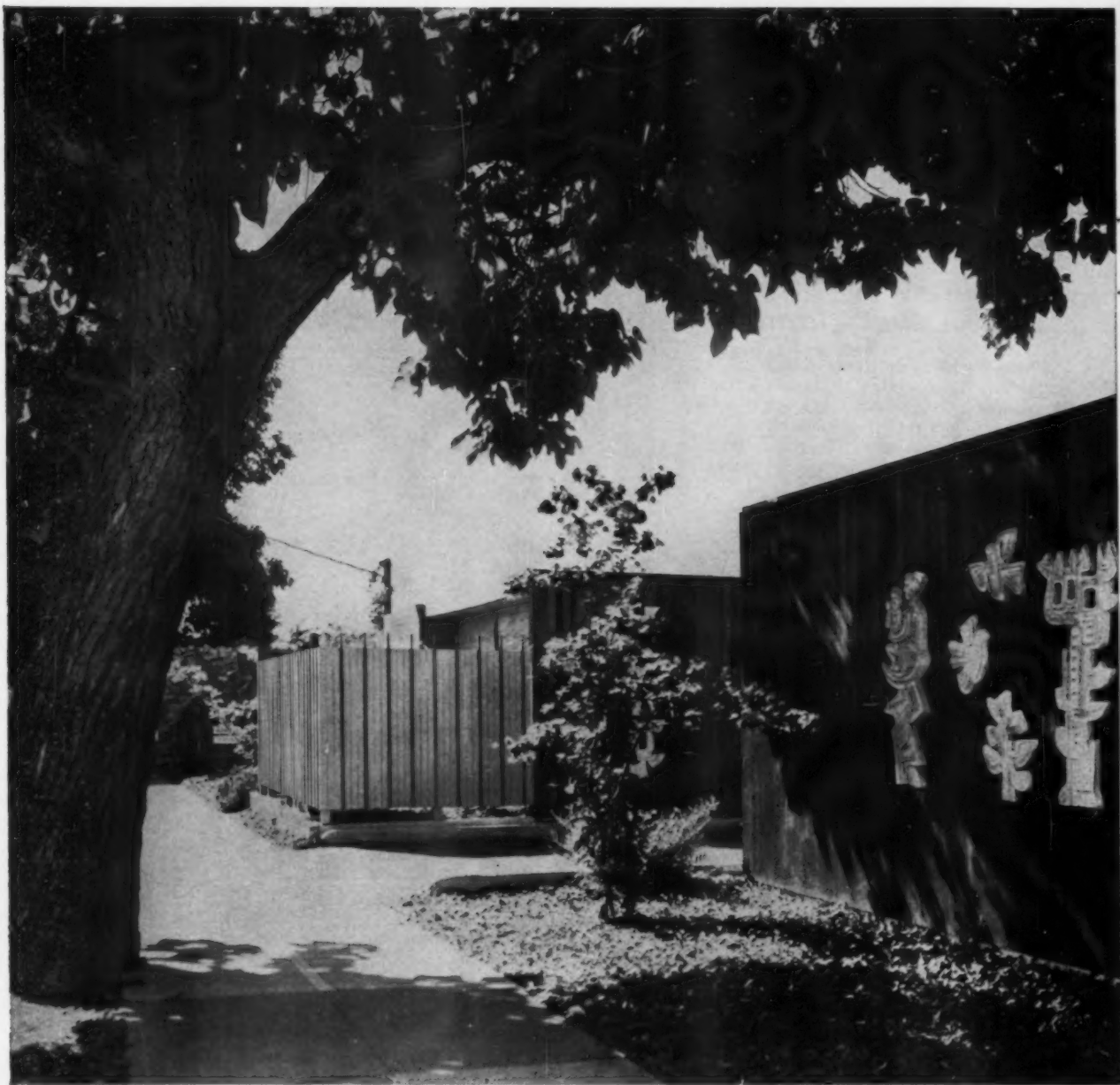
Don't be satisfied with less than

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LENNOX INDUSTRIES INC., FOUNDED 1895—MARSHALLTOWN AND DES MOINES, IOWA; COLUMBUS, OHIO; SYRACUSE, NEW YORK; DECATUR, GEORGIA; FT. WORTH, TEXAS; SALT LAKE CITY, UTAH; LOS ANGELES, CALIFORNIA. LENNOX INDUSTRIES (CANADA) LTD.—TORONTO, MONTREAL, CALGARY, VANCOUVER, WINNIPEG.

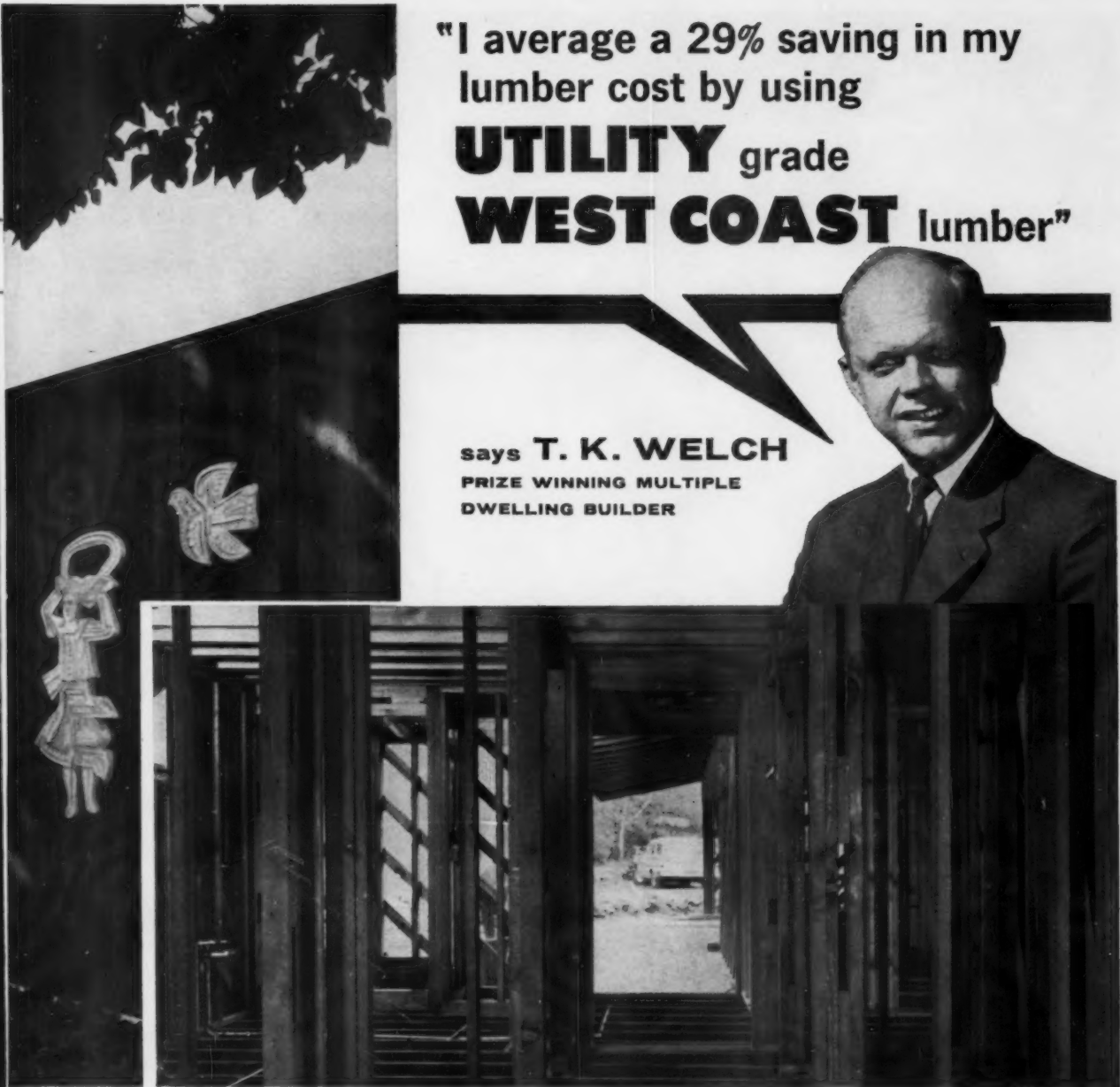


“Utility grade gives me a profit on every apartment I build. As one example, I have used Utility 2 x 4s for laminating on-the-job roofs, with the total cost coming to about 40 cents per square foot.

“I use Utility for partitions, too. When the partitions are prefabricated in the shop, two men can frame an entire floor in minimum time. I recommend West Coast Utility grade framing lumber to any builder interested in increasing his profit without sacrificing quality.”

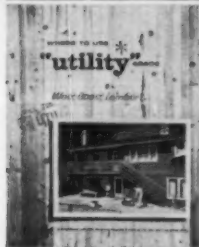
Here is another builder taking advantage of the consistent qualities of West Coast Lumber for a profit. You will find that the right use of the right grade will make money for you, too, in the building of One and Two Living Units.*





"I average a 29% saving in my
lumber cost by using
UTILITY grade
WEST COAST lumber"

says **T. K. WELCH**
PRIZE WINNING MULTIPLE
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**FREE
TECHNICAL
FACTS**

about **UTILITY** grade
West Coast Lumber.
Contains span tables.

* *When using in accordance with FHA Minimum
Property Standards for One and Two Living Units,
FHA Bulletin No. 300.*

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"The Yellow Pages recently brought us a \$21,000 new home contract!" say N. E. Whitehurst & K. Q. Ponicsan, Jr. (left to right), owners, P & W Builders, Peoria, Illinois. "The Yellow Pages can take the credit for 40% of new house construction and remodeling jobs we get. No wonder it's our only advertising! When we started in business 7 years ago, the Yellow Pages really helped us build our reputation. People see our large ad, and know we are a dependable firm!"



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* 10% PER MONTH * 10% PER MONTH

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Bring Us Your Idea - Plan Drawn From Your Specifications
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ONE YEAR 40% LOT AS DOWN PAYMENT
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Attention
contractors
and builders!
FASCO HOODS
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Fully-Certified
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FASCO is consistently FIRST with the LAST word in RANGE HOODS



Fasco is consistently first with range hood advances that are constantly being copied by others. This leadership pays off for builders and contractors who install Fasco range hoods... pays in freedom from costly callbacks, in better styling, more rugged construction, and it pays in the customer satisfaction that means so much in your business.

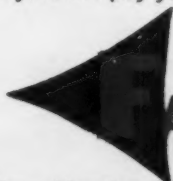
Fasco was first with a powerful 10" impeller in a completely self-contained hood.

Fasco was first with a 21" depth hood.

Fasco was first with the slim-trim styling that added fashion and function to kitchen ventilation.

In another progressive step, Fasco offers certified performance on all ducted hoods in accordance with FHA and local codes. So check Fasco before you buy. It will pay you now and in the future.

An ideal mate for the 94 and 95 series hoods is Fasco's 80 series oven hood. This powerful companion-piece to the line of other Fasco hoods installs quickly in small space, is pre-wired and has snap-out easy-to-clean filter.



FASCO INDUSTRIES INC., Rochester, N. Y.

Fasco Manufactures a full line of Quality Fans, Ventilators, Range Hoods, Electric Heat

"Excellent dimensional stability... no callbacks on Insulite Primed Siding"

Medema Builders, Inc., builders of fine homes in Oak Forest, Illinois, have used Insulite Primed Siding since 1957—have never had a customer callback on any Insulite product

"In the four years we have used Insulite Primed Siding we have seen no warping, buckling, shrinking, expansion or contraction."

No splitting. Further statements point up the Medema brothers' satisfaction with other qualities of this fine product: "We like the fact that Insulite Primed Siding comes to us completely packaged in uniform lengths and thicknesses. And it's

easy to work with—it just won't split or crack from nailing."

Quality at a fair price. The use of name-brand materials is one of the big reasons why Medema Bldrs., Inc. can live up to its motto of giving every buyer "quality at a fair price." And this has paid off in enthusiastic owners who act as "salesmen" for homes still to be constructed in the \$12 million

Medema-built "El Vista" community. In fact 55% of all "El Vista" homes now sold result from a recommendation by a present owner! **Get complete facts.** Find out how Insulite Products can help you keep your building costs down—while keeping quality up. Just call your nearby Insulite Sales representative; or write now to Insulite, Minneapolis 2, Minnesota.

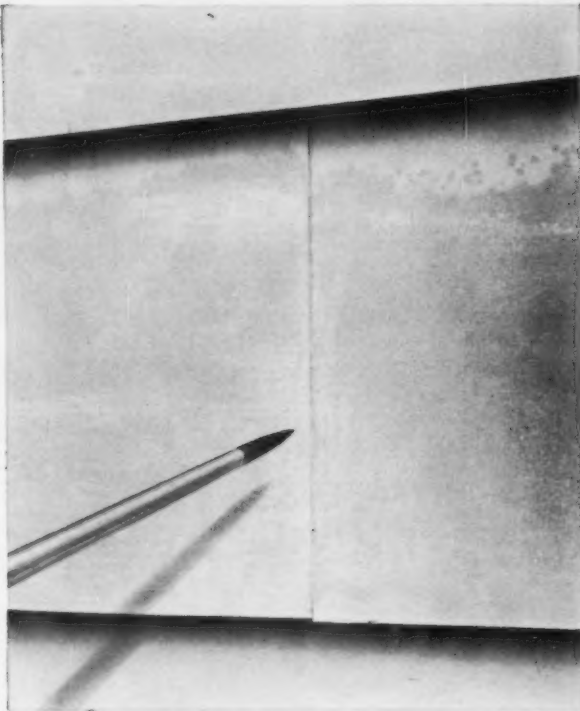
Build better with **INSULITE** *Primed Siding*



Insulite Division of Minnesota and Ontario
Paper Company, Minneapolis, Minnesota



Medema Builders' CAPRI model at \$18,900 is an excellent value in the Chicago area. Of split-level construction, it has 3 bedrooms, 1½ baths, attached garage.



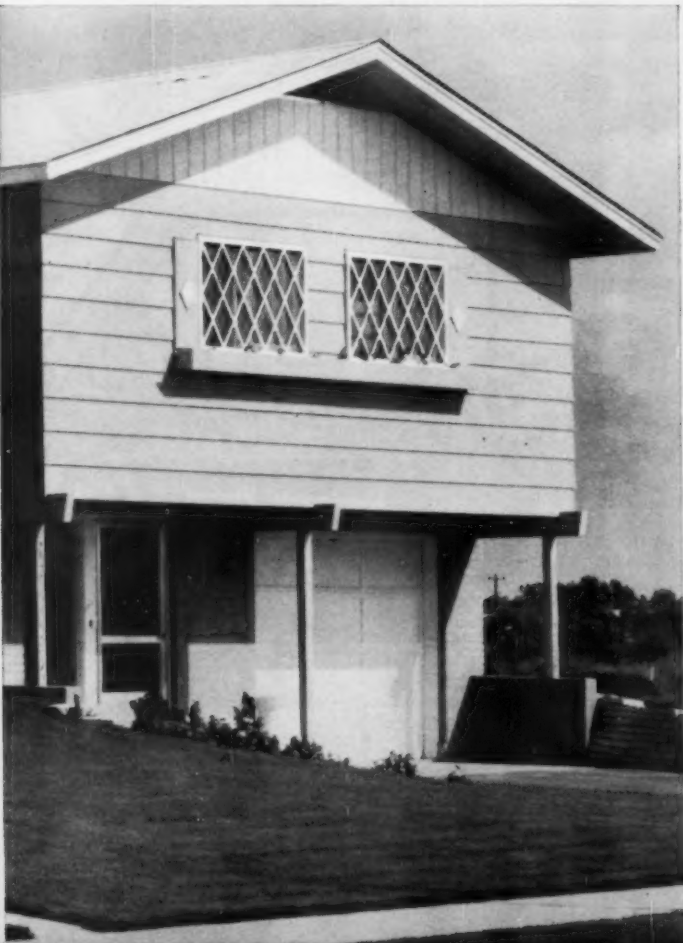
NO SHRINKAGE. This unretouched photo was taken almost four years after this Insulite Primed Siding was applied. Notice that this siding's excellent dimensional stability has kept the butt joints as tight and weatherproof as the day they were first made.



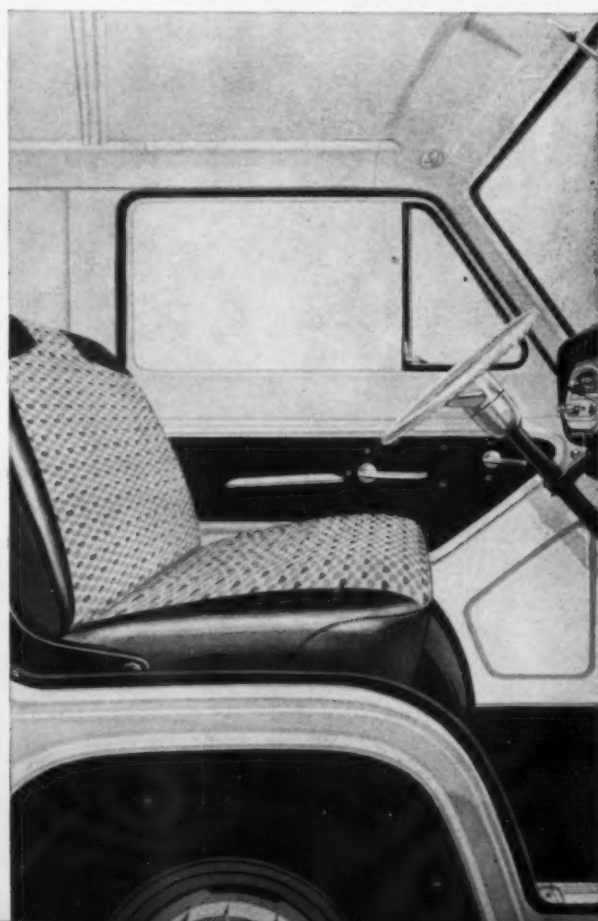
EASY TO SAW AND NAIL. Medema Builders say Insulite Primed Siding "cuts easily with hand or power tools—won't crack, split or splinter." And because its density is close to that of natural wood, no special nails are needed.



GOES UP FAST. Here's how Medema Bldrs. put it: "Insulite Primed Siding is easy to handle, easy to apply over the rugged Insulite Sheathing we also use. Packages unload from truck quickly—either manually or with fork lift."



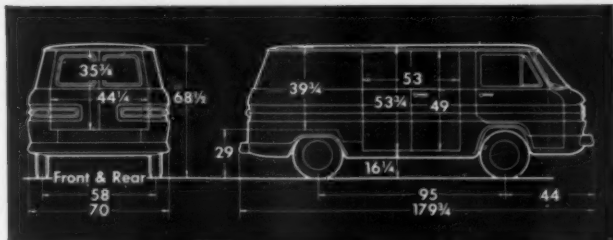
SAVES \$65 PER HOME. Medema estimates "savings of \$65 per house because factory-primed Insulite Siding saves us one complete coat of paint. What's more, we find it helps make the finish coat blister-free. We have never had a paint complaint on Insulite."



TOTALLY
★★★★★
NEW

CHEVROLET CORVAN

MADE TO MEASURE FOR MORE EFFICIENT DELIVERY DUTY!

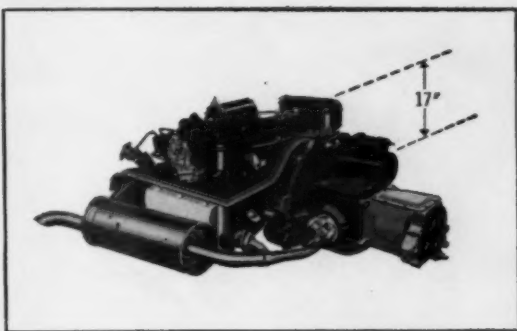


Measurably more load space than conventional half-tonners! Cargo area is almost 10 feet long, thanks to rear-engine design which eliminates the hood.

■ Size up a new Chevy Corvair 95 Corvan and you'll see scores of features and dimensions that measure up to a new standard of profit-producing performance. Look at the whopping-big load space, for instance, made possible by the efficient rear-engine no-hood design. Or check the nearly *even* weight distribution, front and rear, that enables a Corvan to carry up to 1,700 lbs. of payload with a 4,600-lb. GVW.

Note, too, the short 95-inch wheelbase that pays off in nimble maneuvering and easy parking. And, while you're at it, try Chevrolet's newcast engine, Corvan's rear-mounted aluminum Turbo-Air 6. Feel its fleet power and don't forget that it never needs anti-freeze or radiator repairs! (Tucked between the rear wheels, it stays out of the way and stays on top of fuel costs, too.)

But above all, don't miss the *quality* that's been engineered into this new panel. It shows up everywhere, but particularly in the chassis and body construction. In the tough integral floor-frame assembly, in the smooth independent 4-wheel suspension, and in built-to-last features like the two-position metal



Corvan's rear-mounted "pancake" 6 measures only 17" high, top to bottom; it allows maximum load space in truck interior and lower loading height; and it packs plenty of power to boot!

door checks and sturdy double-walled doors.

For eye-opening evidence of Corvan's unmatched utility, take a tape with you when you visit your Chevrolet dealer's and measure these advantages for yourself:

SPACIOUS DRIVER COMPARTMENT. Wide, unobstructed floor, plenty of leg room and head room. Full-width seat, 59 1/4" wide, is optional at extra cost.

BIG SIDE DOUBLE DOORS. They open so wide that you can load a 4' x 4' crate with ease! (Right-side doors standard; left-side doors optional at extra cost.)

EASY-LOADING REAR DOORS. These double doors are big enough (and open wide enough!) to make rear-end loading a breeze!

LOW LOADING HEIGHT. Only 16 1/4" at the side, only 29" at the rear (unloaded). Saves you work!

HIGH INTERIOR. Interior height is a full 4 1/2 feet; that means more convenient cargo handling.

Your Chevrolet dealer can brief you fully on this new answer to more profitable deliveries, so see him soon. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

1961 CHEVROLET STURDI-BILT TRUCKS



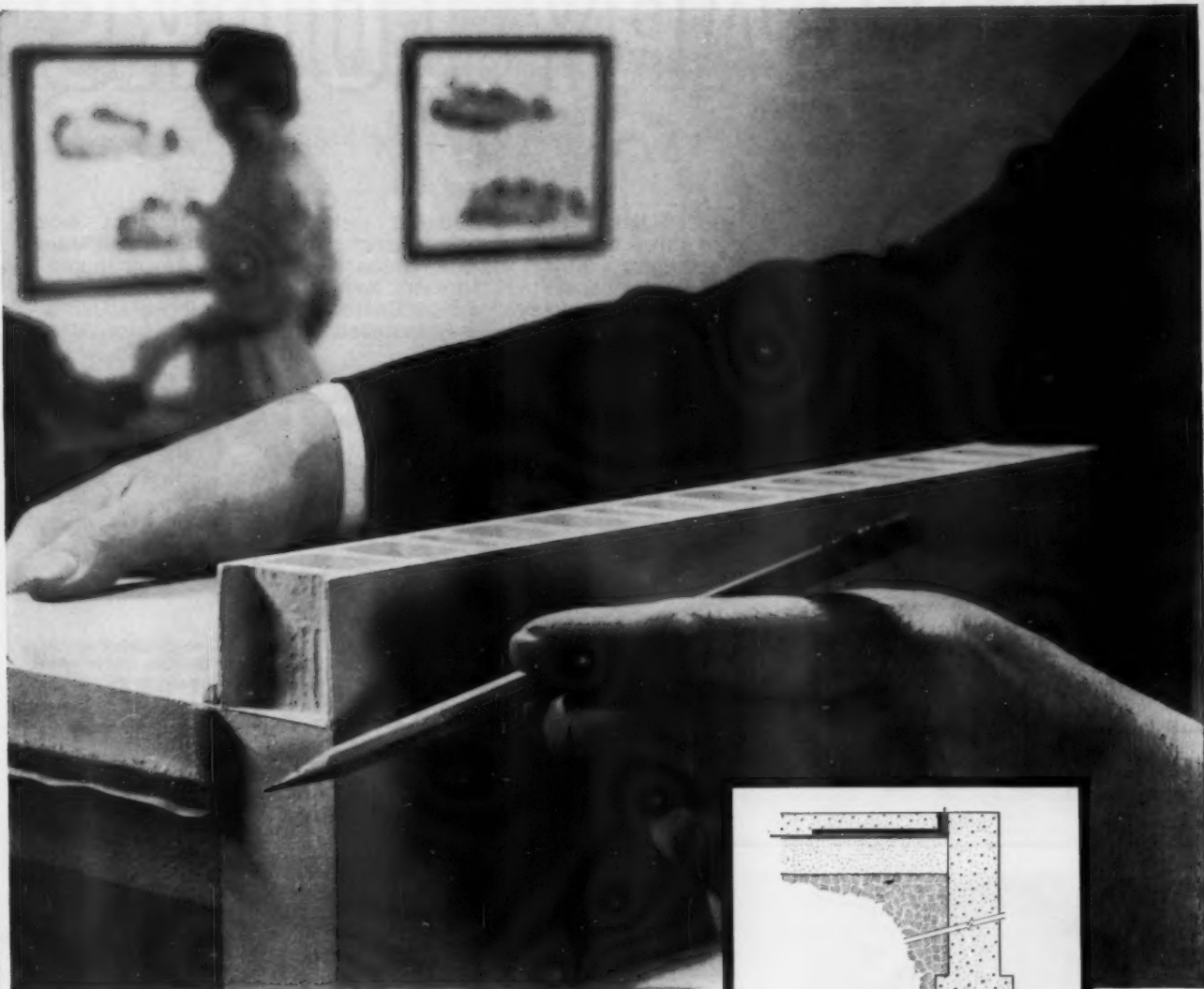
SCORBORD[®] AND POLYFILM[®]

Build comfort into your slab floors with positive permanent insulation against cold and ground moisture. SCORBORD and POLYFILM are quick and easy to lay . . . give you "plus" benefits to sell.

Homes and buildings are easier to sell . . . and "most wanted" . . . when you build in permanently warm, dry slab floors. Scorbord and Polyfilm stop heat loss and moisture entry through foundations and floors, regardless of temperature conditions outside. These Dow Building Products are easy and economical to install. The result: more comfortable buildings, lower heating costs, *more* satisfied buyers.

SCORBORD (Patent applied for) perimeter insulation. To install, simply snap off the prescored width you want and lay it without adhesive against the foundation and on the fill. It is excellent for both heated and unheated slabs and for crawl spaces.

POLYFILM polyethylene film. Forms a permanent ground-moisture barrier. Lay Polyfilm on the fill and place concrete directly over it. In crawl spaces, use it to cover all exposed ground. And for flashing around door openings and window framing, staple strips of Polyfilm around the openings before installing frames.

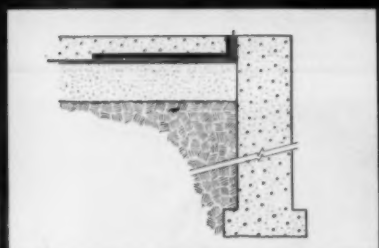


keep slab floors warm and dry

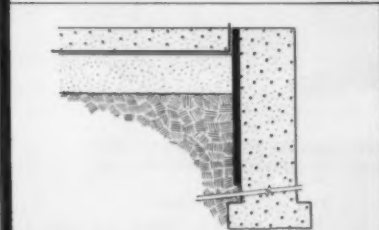
OTHER DOW BUILDING PRODUCTS

STYROFOAM® insulation board for insulating cavity walls and as an insulating base for plaster and wall-board with masonry walls. Low "K" factor and high moisture resistance.

SARALOY® 400 flexible sheet flashing. Installs easily without complicated pre-fabrication. For information on these and other Dow Building Products, write THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Dept. 1512D3.



Scorbord for insulating perimeters can be used horizontally and vertically (above) or vertically only (below).



Scorbord interrupts the passage of heat from slab to foundation, helps prevent condensation around slab perimeter.

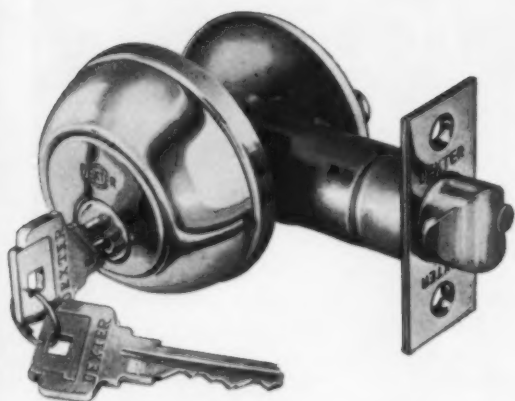
THE DOW CHEMICAL COMPANY



Midland, Michigan

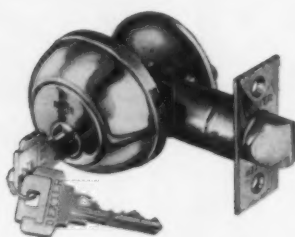
AUXILIARY LOCKS

BY DEXTER - a type for every need

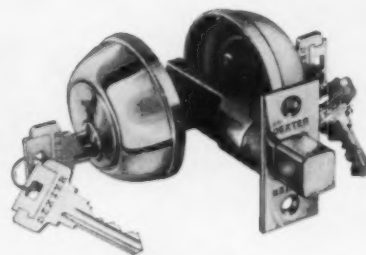


Type T-Cylinder outside, thumbturn inside. Dead latch with auxiliary bolt for automatically deadlocking main bolt when door is closed. (Type TT, double cylinder).

PIN TUMBLER cylinder auxiliary locks by Dexter offer: • Choice of three different locking functions in either single or double cylinders • Automatic bolt holdback—half-turn of key or thumbturn retracts bolt; slight extra turn automatically applies holdback • Can be keyed with all Dexter pin tumbler locks • Dexter standard boring • Easily installed • Solid brass trim, steel interior parts.



Type E-Cylinder outside, thumbturn inside. Spring nite latch for convenience of automatic locking function upon closing door. (Type EE, double cylinder).



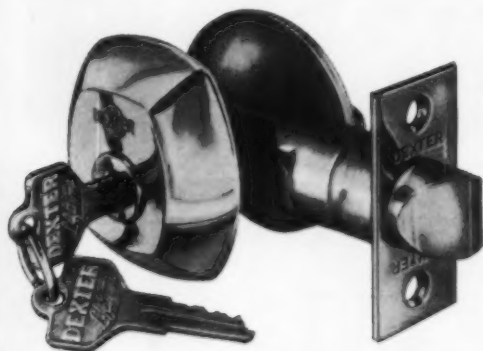
Type DD-Double cylinder for double security. Dead bolt for utmost protection. Bolt cannot be retracted by pressure on end of bolt. (Type D, single cylinder).



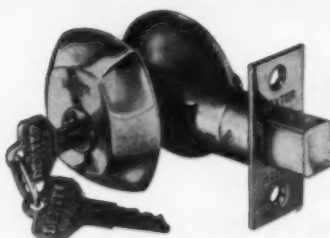
FREE DISPLAY! For limited time, No. 135 display given free with initial order of eight or more pin tumbler locks or No. 145 display given free with initial order of twelve or more disc tumbler locks.



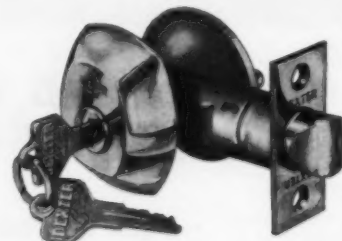
DISC TUMBLER cylinder auxiliary locks—economical units with same basic features as pin tumbler locks • Automatic bolt holdback • Choice of three different locking functions • Dexter standard boring • Quickly, easily installed • Single cylinders only.



Type M-Cylinder outside, thumbturn inside. Spring nite latch for convenience of automatic locking function upon closing door.



Type H-Cylinder outside, thumbturn inside. Dead bolt for utmost protection. Bolt cannot be retracted by pressure on end of bolt.



Type P-Cylinder outside, thumbturn inside. Dead latch with auxiliary bolt for automatically deadlocking main bolt when door is closed.

Write for full information.

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

IN CANADA: Dexter Lock Canada, Ltd., Galt, Ontario. IN MEXICO: Dexter Locks, Plaza Elagante, S.A. de C.V. Monterrey. Dexter Locks are also manufactured in Sydney, Australia and Milan, Italy.



BUY DEXTER

Kitchen breakthrough: easier, more compact ways to cook, wash, and dry

A quick look at this page will give you positive proof that the "new frontier" in kitchens and laundry equipment is already here. Manufacturers are not only turning out appliances that will do the household chores more easily, they've also come up with some styles and design lines that will fascinate (and probably sell) your prospective home buyers. Another nice thing about the '61 styles: they'll "go modern" (see photo right) or "traditional" (see below).

Builders (and their wives) at the NAHB Product Show in Chicago last month took a long look at these and other new products from Tappan, Frigidaire, Whirlpool Waste King, etc. More "on the spot" product-convention news on page 17.

CONTROLS MOVE UP: this straight line ventilating hood has "Eye-Hi" piano key pushbuttons to control the four surface cooking units below. Hood's fan and light are also controlled at eye level. From General Electric (No. M1, p. 145.)



COMPACT LINE: in appliance "compacts," the latest is Hotpoint's one-piece "Town and Country." In a 30" space it fits four burners, oven, twin "tower controls." Three models. (No. M2, p. 145.)



EYE-LEVEL DISHWASHING: full-capacity, compact dishwasher is from Temco Industrial Div. In 5 sizes, it can be installed in any of 11 locations. (No. M3, p. 145.)



LAUNDRY MIXERS: From Westinghouse, new Laundromat and clothes dryer. Each is 25" wide by 28½" high. Units stack to save space. (No. M4, p. 145.)

NEW PRODUCTS



Asphalt shingle is fireproof

Asphalt shingle is fireproof and 40% heavier than the standard. Material is four layers of weather proof construction consisting of asphalt-saturated felt, asphalt coating, asbestos fiber, vermiculite.—*Barrett Div. Allied Chemical Corp.*

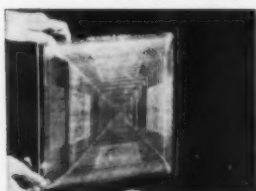
Circle No. M5 on reply card, p. 145



Lifts 1000 lbs. 7½' off ground

Powered fork lift is designed to handle palletized or packaged masonry. Has a 7.0 h.p. engine and heavy-duty transmission. A two-section telescoping mast raises load to 7'6". Adjustable forks fit a variety of brick packages.—*The Price-Mover Co.*

Circle No. M7 on reply card, p. 145



Lights interior evenly, softly

Lighting lens is optically engineered to provide soft, even light for general area. Made of tempered glass for increased mechanical strength and heat resistance. Lens is 10½" squares with convex contour. For use in commercial buildings or outdoors.—*Corning Glass Works.*

Circle No. M9 on reply card, p. 145



Matches rooms' decor

New Grecian white Z-brick kitchen wall is fadeproof and fire-proof. Fits with decor of adjoining rooms. Cannot be damaged by grease, water or smoke. Has insulating and soundproofing qualities of brick.—*Fermiculite Mfg. Co.*

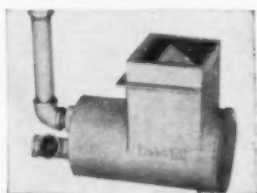
Circle No. M6 on reply card, p. 145



Mosaics in masonry walls

Specifications for irregular-shaped "Mosaic stone" range from the very small to the very large. Stone is self-cleaning and retains natural colors in normal weather conditions—whether pink, purple, monotone or variegated.—*Tennessee Stone Co., Inc.*

Circle No. M8 on reply card, p. 145



Money-saving pool cleaner

Combination skimmer for swimming pool eliminates installation of complete drain line. Water flow regulator improves water control. Built-in vacuum fitting speeds vacuuming. In cast iron or aluminum.—*Modern Swimming Pool Co., Inc.*

Circle No. M10 on reply card, p. 145

THEY KNEW WHAT THEY WERE LOOKING FOR...



...AND THEY FOUND IT!

Bilco

AMERICA'S FINEST
BASEMENT DOOR

THE BILCO COMPANY, DEPT. T-83, NEW HAVEN, CONN.
Yes! I want to hear more about Bilco Doors! Please send a copy of "Basement Pre-Planning." ... ()

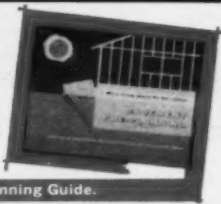
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Firm Name _____

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Your customers are aware of the function and convenience of Bilco Direct Access Basement Doors. They want to save steps. They want to cut messy front door traffic. They want storage — and they want it handy! Inexpensive all-steel Bilco Doors are attractive, watertight, easy to open and are installed quickly. Bilco Doors keep your prospects from looking for a way out.



Send for your FREE copy of BILCO'S Basement Pre-Planning Guide.

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American Builder Reader Service

★★ MARCH 1961

NEW PRODUCTS	M17	M35
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M8	M25	M43
M9	M26	M44
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M11	M28	M46
M12	M29	M47
M13	M30	M48
M14	M31	CATALOGS
M15	M32	M49
M16	M33	M50
	M34	M51

NAME (Please print) _____

FIRM NAME _____

TITLE _____

STREET _____

CITY _____

ZONE _____

STATE _____

PLEASE CHECK YOUR FIELD OR OCCUPATION

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| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Engineering | <input type="checkbox"/> Realty |
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| | <input type="checkbox"/> Distributor | <input type="checkbox"/> Government |
| | | <input type="checkbox"/> Student or Teacher |

Signature _____

M52	M58	M64	M68	M74	M80
M53	M59	NEW PRODUCTS	M69	M75	M81
M54	M60	M65	M70	M76	M82
M55	M61	M66	M71	M77	WESTERN
M56	M62	M67	M72	M78	M83-W
M57	M63		M73	M79	M84-W

American Builder Reader Service

★ MARCH 1961

NEW PRODUCTS	M17	M35
M1	M18	M36
M2	M19	M37
M3	M20	M38
M4	M21	M39
M5	M22	M40
M6	M23	M41
M7	M24	M42
M8	M25	M43
M9	M26	M44
M10	M27	M45
M11	M28	M46
M12	M29	M47
M13	M30	M48
M14	M31	CATALOGS
M15	M32	M49
M16	M33	M50
	M34	M51

NAME (Please print) _____

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| | | <input type="checkbox"/> Student or Teacher |

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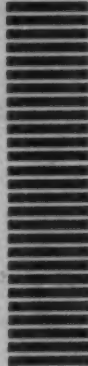
M52	M58	M64	M68	M74	M80
M53	M59	NEW PRODUCTS	M69	M75	M81
M54	M60	M65	M70	M76	M82
M55	M61	M66	M71	M77	WESTERN
M56	M62	M67	M72	M78	M83-W
M57	M63		M73	M79	M84-W

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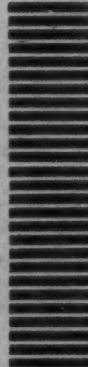
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BENNETT BUILDS 'EM BETTER...



CIRCULATING FIREPLACES...

Beneform forms take all the long steps and the wrong steps out of fireplace construction — saves hours of time, nearly a ton of material — and gives a guaranteed, smoke-free result!



CONVENTIONAL FIREPLACES...

The Bennett 10" Throat Damper is sized and shaped to save mason's time — has full-rated size with increased funneling height that gives better operation. Rotary or poker control.



UNUSUAL FIREPLACES...

Bennett-pioneered for projecting corner fireplaces, 2-sided or 3-sided openings — the Beneform Universal Damper provides lower construction costs, efficient smoke-free operation. Reinforced lintel flange will carry any masonry load.

YOUR BUILDING MATERIALS DEALER can help you solve any fireplace construction problem with the complete **BENNETT** line. And be sure to ask about extra profit opportunities in **Flexscreen®** Fireplace Curtains and decorative accessories!

YOUR GUARANTEE OF QUALITY...

BENNETT-IRELAND, INC.

Chartered in 1906
NORWICH, NEW YORK

NEW PRODUCTS



TV/FM antenna goes in attic

Home kit for TV-FM system opens into antenna that can be installed in attic or other indoor area. Provides excellent reception on up to four sets. Includes antenna, quality engineered four-set coupler.—*Blonder-Tongue Labs., Inc.*

Circle No. M11 on reply card, p. 145



Patterns for every use

Fabricated aluminum grillwork makes a variety of patterns and symmetrical perforations at low cost. Both decorative and functional for air conditioning, air handling units in heating and ventilating.—*Bohn Aluminum & Brass Corp.*

Circle No. M12 on reply card, p. 145



Mounts units without screws

"Permacel" epoxy adhesive for mounting fixtures to walls can be applied to tile, glass, metal, concrete, wood. Will hold electrical fixtures, outlets, dispensers. Packaged in compartmented cup for mixing. Dries in three to four hours.—*Permacel.*

Circle No. M13 on reply card, p. 145

Custom-Designed Manufactured Homes

The MODERN WAY TO BUILD—WITH PROFITS



homes

SEABOARD

WRITE FOR FREE CATALOG: 200 SAW MILL RIVER ROAD, HAWTHORNE, NEW YORK · 232 SO. BEVERLY DRIVE, BEVERLY HILLS, CALIF.

New Jersey contractor says that the hardest-working member of his crew is a truck named VOLKSWAGEN

© 1961 Volkswagen of America, Inc.



ALL IN THE DAY'S WORK! Mr. Frank Morlotti drops the hinged sides of the VW Pick-up for easy loading and unloading. The flat bed measures 9' x 5'—furnishes a solid 45-square-feet of cargo deck for all kinds of loads.

Beggs Bros., Inc., general contractors of Englewood, N. J., own a four-truck fleet. One dump truck, two standard pick-ups and one Volkswagen Pick-up Truck. Owner John W. Beggs talks most enthusiastically about the VW.

"That Volkswagen is something. It's ideal for our use as a utility vehicle. It's a workhorse. And it handles well. It runs under field conditions that bog down our other pick-ups. And we sure are pleased with the gas economy. It's one of the most useful pieces of equipment on a construction job."

This report of satisfaction with the product is repeated over and over again wherever you find VW Trucks at work. And that's in all 50 states. There are now over 110,000 Volkswagen Trucks in the U.S. Volkswagen is the advanced truck idea that's been proven on the road for the past 11 years.

Are you ready for a VW Truck? You are if you want a truck that costs less to buy, less to operate and less to service. The suggested retail price of the VW Pick-up Truck (East Coast Port of Entry) is \$1,885 (West Coast \$1,995). To help you make the right decision, talk to your Authorized VW Dealer soon. Ask for a demonstration. And get your free copy of the 60-page illustrated booklet—"The Owner's Viewpoint." It documents with facts and figures VW Truck performance and owner experience in a wide variety of businesses. It shows what *you* can expect to get from a Volkswagen Truck too.



MUD'S NO PROBLEM! The Volkswagen rear-mounted engine delivers remarkable traction in mud, snow and slush. The VW performs where other trucks bog down. The roughest kind of off-road going is Volkswagen's "meat." Road clearance is 9.4 inches—enabling the driver to deliver the load to the exact spot it's wanted.



VW THINKS OF EVERYTHING! Here's the big, lockable "tool chest" owners like so much. Beggs' superintendent, Ted Albenga, removes his transit and tripod from the 23-cubic-foot watertight locker under the truck bed. It's safe for instruments, tools and other valuables because they're under lock and key when not being used.



CARGO CAPACITY: 1,764 POUNDS! Beggs Bros.' VW Pick-up delivers pallets of cinder block to the construction site. Sides and tailgate are down—making it easy for the fork-lift to remove the load quickly and easily. Cinder blocks . . . horses . . . shanties . . . roofing material—it's all the same to a VW Pick-up.



Why Schlegel
Woven Pile
Weatherstripping
seals so
safely

Schlegel's dense pile of soft wool fibres adjusts to all uneven surfaces and forms a soft, sure, cushiony seal against rain, snow, wind, dust, dirt. It keeps conditioned air in, locks drafts and cold air out . . . and helps protect every member of the family.

The reason? Schlegel Woven Pile Weatherstripping has a natural resilience not found in metal or plastic. Its positive seal has been proven by rigid FHA tests for air infiltration—and by countless satisfactory installations.

SILICONE-TREATED. Dow-Corning silicone treatment maintains the natural resilience of Schlegel Woven Pile under all weather conditions. It makes the pile extra water resistant for positive protection against moisture leakage and makes it last longer under all weather conditions.

SEALS SILENTLY. Nothing matches Schlegel Woven Pile Weather-

stripping for sheer soundlessness. Its deep, soft pile can't squeak, rasp, or rattle. It gives doors and windows an easy ride on wool "ball bearings" that never swell, stick or bind.

For complete information on Schlegel Weatherstripping, and a list of manufacturers using it, write for our booklet "Your Guide to Windows—Doors—Screens."



Wool fibres smooth out the uneven surfaces, give a firm, snug bond.

for protection that's *silent, smooth* and *sure*

Schlegel 

WOVEN PILE WEATHERSTRIPPING
SCHLEGEL MANUFACTURING COMPANY
P. O. Box 197, Rochester 1, N. Y. In Canada Oakville, Ontario

NEW PRODUCTS



Loaded for profit

"Scoopmobile," with a working capacity of 12,500 lbs., has 100% bucket break-out at ground level. Outstanding features include torque converter, heavy-plate constructed chassis, dual positive power steering, two-axle oscillation.—*Mixermobile Mfg. Inc.*

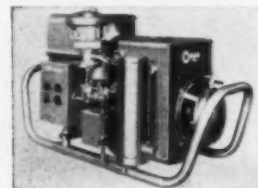
Circle No. M14 on reply card, p. 145



Maple nook is wall hung

A country-style kitchen is created with this wall-hung nook. Sturdy hard maple table has laminated plastic top. Upholstery is elastic-back vinyl. Quick "snap-on" installation. Nail or screw wood cleats are provided for any type of wall.—*Dormalux Co., Inc.*

Circle No. M15 on reply card, p. 145



Saves engine wear and fuel

Newly-developed speed control device is optional on all portable electric generating plants of 1,500- and 2,500-watt. Reduces both engine wear and fuel consumption. For contractor use for intermittent loads.—*Onan, Div. of Sudebaker Packard Corp.*

Circle No. M16 on reply card, p. 145

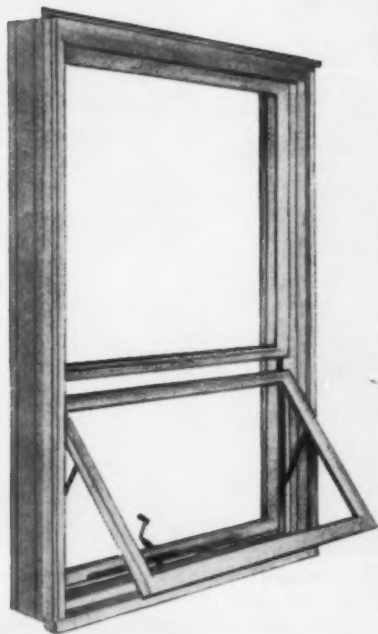


Swimming pool lasts a lifetime

Fiber glass that is seven times stronger than concrete makes this a no-maintenance swimming pool. Reduces installation costs to budget. Excavate, backfill, lay in, pour walk. No maintenance, painting, cracking; can't rip, mildew or corrode.—*Universal Paradise Pools, Inc.*

Circle No. M17 on reply card, p. 145

AMERICAN BUILDER



ROLLING OFF THE ASSEMBLY LINE right now is the all new Rimco "Vuevent" Wood Window Unit. Make sure you reserve openings for it.

This addition to the Rimco line of quality window units is just what the name implies . . . view sash joined with a ventilating sash . . . all in a single jamb unit with new narrow meeting rails. This allows you to use more glass at substantially less than the basic component cost of separate stacking units. There's installation savings, too, because there's just one unit to set and trim out.

The ventilating lower sash is available in a choice of three under-screen operators: Standard push-bar, Deluxe Lever-Lock or Custom rotary gear. Anodized aluminum weatherstripping gives complete year 'round protection. Decorator gold-tone aluminum screen frame features non-glare wire. There are eight unit sizes from which to choose — all available with either insulating glass or regular glazing with Insulating Panel.

And like *all* Rimco Wood Window Units, the "Vuevent" is protected with deep-penetrating Woodlife preservative applied by the Dri-Vac *controlled* process.

Delivery is now being made so check with your Lumber Dealer or for more information write Department "A".

RIMCO®

ROCK ISLAND MILLWORK COMPANY
FACTORY DIVISION, P. O. BOX 97
Rock Island, Illinois

(SEE OUR CATALOG IN SWEET'S FILE)

DESIGNED AND ENGINEERED BY ROCK ISLAND MILLWORK COMPANY



HELPING BUILD AMERICA FOR OVER 90 YEARS

GAFFERS & SATTLER STOPS TRAFFIC AT 600 HOMES



and the Mark 20 Oven and Range Stops Homebuyers in the Kitchen

"Red" Fodrea, General Manager of Carlton Builders, Los Angeles, puts it this way. "We know from the comments of our buyers that Gaffers & Sattler products play a big role in the sale of every Carlton Terrace home. And when the decision to buy is made in the model kitchen, Gaffers & Sattler Mark 20 ovens and ranges really put on a sales story."

No wonder builders featuring Gaffers & Sattler feel this way. They know from experience that the many new Mark 20 ovens and ranges have all the smart styling and modern convenience features home shoppers look for and buy. Examples? Here are just a few: range tops lift and lock for easy cleaning, top burner timer and Harper simmer burners. Ovens are expandable—to a big 20 inches wide. There are

rotisseries, Roast-a-Matic and Broilavator. The Tele-tronic Signal Center makes women look again.

Gaffers & Sattler ovens and ranges are interchangeably sized in both gas and electric models for installation convenience with models for every price home—10 ovens and 8 surface units.

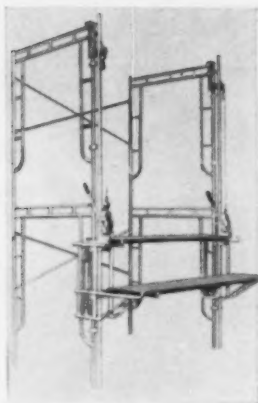
See your G & S Distributor listed in the adjoining column for more information on the complete line of Gaffers & Sattler "Better Value" appliances and the special builder service program for 1961.

GAFFERS & SATTLER

Visit booths 263-264 at the NAHB Show in Chicago



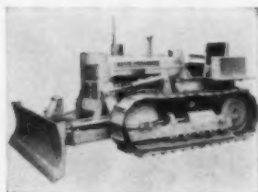
NEW PRODUCTS



Makes hoisting easier

A traveling side bracket with this tubular steel scaffolding makes it easy to hoist men and materials without expensive hoisting equipment. Manually operated, employs aluminum winch featuring double ratchet for safety.—*Bil-Jax, Inc.*

Circle No. M18 on reply card, p. 145



Tractor's in 40-hp. class

A crawler tractor, HD-5, in the 3-ton class does construction and other tractor work with 40-hp. engine. Diesel engine is 4-cylinder, rated at 1,650 rpm. Tractor has a 3-9/16 x 4-3/8 bore and stroke; a 15.35:1 compression ratio.—*Allis-Chalmers Manufacturing Co.*

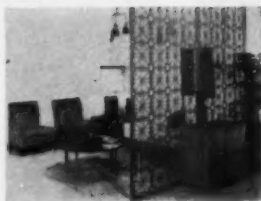
Circle No. M19 on reply card, p. 145



Cuts hardboard and metal

A new 4-speed, 14-inch bandsaw is designed for hard particle board, slate, Formica, tile, aluminum and other non-ferrous extrusion. Makes contour and straight cuts, at roughly 1500 to 4000 ft. per minute, of heavy gauge steel.—*Boice Crane Co.*

Circle No. M20 on reply card, p. 145



Ornament with aluminum

Aluminum design units of 12" square provide decorative and practical dividers. With thousands of design possibilities, comes primed for paint, unfinished, or in beautiful colors. Installs by bolting edges.—*Tennessee Fabricating Co.*

Circle No. M21 on reply card, p. 145



Dividers complete with kit

As room dividers these "Weavedor" plywood doors lend elegance and distinction to any room. Easy-to-assemble kit includes parts, instructions, suggested uses. Overall dimensions per unit: 2' wide, 8' high.—*Plywall Products Co.*

Circle No. M22 on reply card, p. 145



Glazes aluminum and steel

Elastic glazing compound is used for bedding, face and channel glazing of aluminum sash. Can also be used on steel sash. Works smoothly and easily under knife, will keep weather-tite bond between sash and glass when properly applied.—*Pecora, Inc.*

Circle No. M23 on reply card, p. 145



Intercom has timer

Latest music-intercom model, No. 1014 FM-AM, is completely new in engineering and design. Introduces International timer. Has picture mold frame, raised gold mesh inset and bezel of anodized aluminum. In two cartons.—*Talk-A-Radio Sales Corp.*

Circle No. M24 on reply card, p. 145

ASK THE QUALITY G&S DISTRIBUTOR IN YOUR AREA FOR COMPLETE INFORMATION

ARIZONA

Arizona Hardware Co.
Phoenix
Border Sheet Metal
Nogales

ARKANSAS

Arkansas Supply, Inc.
Little Rock

COLORADO

Associated Dealers Supply Co.
Denver

Colorado Springs Supply Co.
Colorado Springs

ILLINOIS

Oakton Distributing Co.
Skokie

MINNESOTA

King-Rogers Co.
Minneapolis

MISSISSIPPI

Henderson Baird Hardware
Greenville

Nicholas Supply, Inc.
Jackson

Southern Pipe & Supply Co.
Meridian

NEVADA

Saviors Electrical Products
Reno

NEW MEXICO

Brown Pipe & Supply Co.
Santa Fe • Albuquerque

NEW YORK

Stylecraft, Inc.
White Plains

OREGON

Gas Service Co.
Portland

OKLAHOMA

Jones-Newby Supply Co.
Lawton • Oklahoma City • Tulsa

Muskogee Supply Co.
Muskogee

Union Iron Works
McAlester

UTAH

Allreds Inc.
Salt Lake City

TEXAS

Cronk Co.
Tyler

Dickey Distributing Co.
Houston

General Industrial Supply Co.
Fort Worth

Lone Star Supply Co.
Dallas

Morrow Thomas Hardware Co.
Lubbock • Amarillo

Texfan, Inc.
Houston

WASHINGTON

John Condon Co.
Seattle

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are available (see coupon).

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Gentlemen: I'd like to hear more about G&S "Better Value" appliances and the builder service program. (Check proper space.)

Please send complete information.

Please have a representative call.

Distributorship information.

Name _____

Address _____

City _____ State _____

OUTLET



CAP

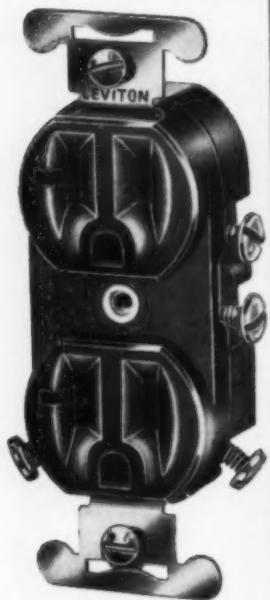


NEW LEVITON

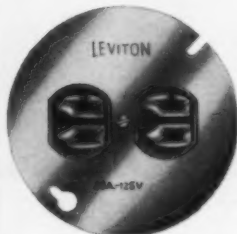
5800 SERIES
20-AMP.
GROUNDING
DEVICES

to meet latest N. E. C. CODE

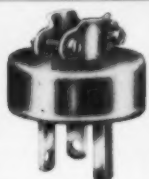
No. 5800



No. 5801



No. 5803



No. 5802



No. 5805

The revised N.E.C. Code requires 20-amp 125-volt grounding-type wiring devices for added safety. Now LEVITON brings you the 5800 Series of receptacles and caps to meet this new Code, and can be used for heavier rated appliances in kitchens, laundries, workshops, exteriors—as well as commercial office equipment and maintenance use. These devices provide adequate wiring for future heavy duty appliance requirements.

Receptacles in this series fit shallow boxes and accommodate standard wall plates. They accept all standard 125-volt, 15-amp and 20-amp caps, both 2-wire and 3-wire types, making these outlets universal. Every device meets applicable NEMA, ASA and Federal specifications, and is listed as standard by Underwriter's Laboratories and CSA.

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NEW PRODUCTS



Specially rugged transit

All new transit is this 24-power erecting telescope with internal focusing. Has full vertical and horizontal circles which can be read to single minutes with double verniers. Constructed entirely of brass and bronze, with steel center.—Warren-Knight.

Circle No. M25 on reply card, p. 145



Hardwood flooring pre-stretched

Hardwood flooring tile can't stretch, shrink or buckle when laid into a floor. Wood is pre-stretched by Higgins and contains man-made expansion joints. Process allows these joints to close (when exposed to moisture) without affecting exterior dimensions of wood. In 9x9" tiles, 1/8" thick. Higgins Industries, Inc.

Circle No. M26 on reply card, p. 145



New insulation is pre-scored

Pre-scoring of this Fiberglas perimeter insulation saves up to 75% on cutting and fitting labor costs at job site. Lightweight 4" long boards can be snapped into 4" to 24" wide sections. Comes in four standard thicknesses. Insulation resists compression, effects of wet concrete and permanent damage from water.—Owens-Corning Fiberglas Corp.

Circle No. M27 on reply card, p. 145

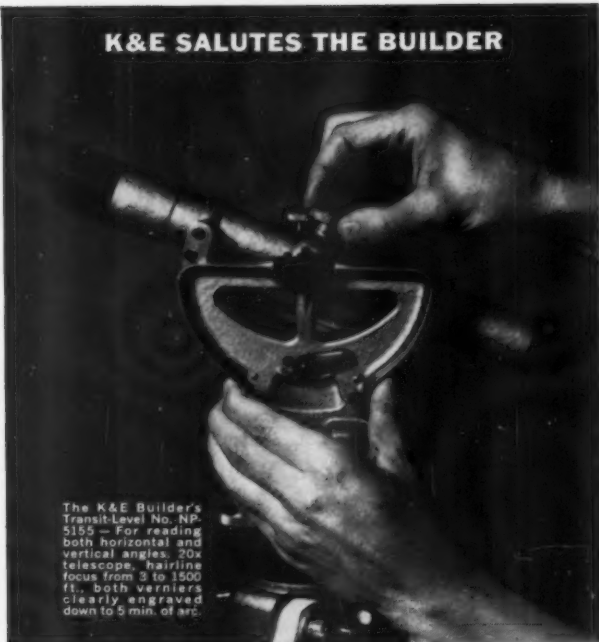
Cuts time and delays

Lumiwall latex paint dries in one hour, is impervious to dust and bugs in 15 min. Increases number of "painting days." Can be applied over old paint, or new wood with a primer.—National Chemical & Mfg. Co.

Circle No. M28 on reply card, p. 145

AMERICAN BUILDER

K&E SALUTES THE BUILDER



The K&E Builder's Transit-Level No. NP-5155 - For reading both horizontal and vertical angles. 30x telescope, hairline focus from 3 to 1500 ft., both verniers clearly engraved down to 5 min. of arc.

SKILLED HANDS...

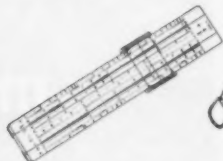
... Sure-fingered from long years on the job. You can tell by the way they work. And you can tell by the company they keep - the inimitable K&E Builder's Transit Level. Wherever pride of craftsmanship is evident, so too are K&E builder's instruments, for none other so perfectly complement the care and skill of the builder.

There's more to this perfection than exclusive mechanical features - like an automatic locking lever for one-hand operation, or a superior optical system born of 94 years experience in the science of precision optics. The quality here is total - and all of *on-the-job* value in the hands of the skilled builder.

You can tell him, too, by the time-savers in his pocket - these three, a trio of all-time favorites:



1. K&E PLAN MEASURE rolls over any line on blueprint or plan, gives accurate actual measurement on easy-to-read dial.



2. POCKET SLIDE RULE travels in sturdy clip-on case... multiplies and divides as fast as the hand that moves it.



3. FAVORITE WYTE-FACE® 50' STEEL TAPE fits compactly into pocket, has standard graduations... red foot numbers at every inch.

These K&E builder's instruments and accessories do not *presume* upon the skill of the user, they *magnify* it. And these are but a few in the complete line of K&E tools for the builder. Your local K&E representative will be glad to demonstrate any or all - anywhere and at any time you find convenient.

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MARCH 1961



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The leaves are 4" wide—each having a solid core running the full height of the door. This means rigidity, even on wide spans, with good insulation and sound-deadening values.

The 12-gauge vinyl plastic covering has a luxurious leather texture. It is mildewproof, rotproof, washable and replaceable. Color-matched valances with the same solid core and vinyl plastic covering are available. Novafold Doors are made in 21 stock sizes and in six attractive colors: Off-White, Chartreuse, Dark Green, Beige, Gray and Red.

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- Novafold Doors Nova Shakes and Shake-Panels
 Nova Vista-Lux (Fiberglas® -Reinforced) Panels
 Novaproofing (for waterproofing concrete and masonry)

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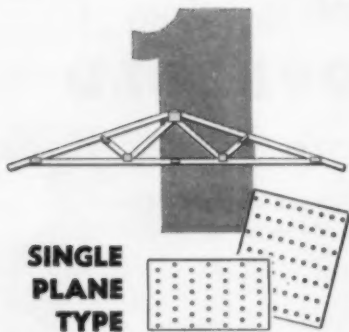
CITYZONESTATE C-15

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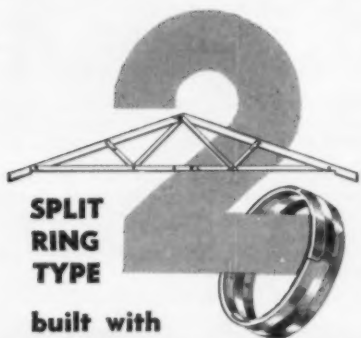
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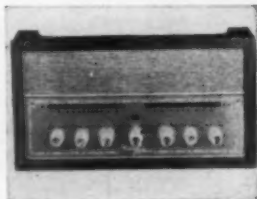
NEW PRODUCTS



Franklin stove in modern dress

New four-foot wide prefab fireplace is made of 10-gauge steel in matte black finish. Modern, rectangular design matches either contemporary or traditional rooms. Fireplace consists of two steel boxes (one inside other) with integral throat and smoke chamber. Fire screen and grate are included. Gas inlet is optional. A Franklin stove in modern dress. More information available.—*Manchester-Pierce Inc.*

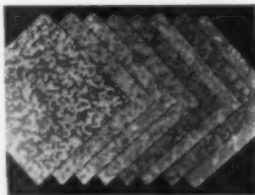
Circle No. M29 on reply card, p. 145



Intercom system does "everything"

"Stereo-Com" complete AM-FM-Stereo-Intercom system features single unit master panel for all functions. Stereo speakers plus four hi-fi remote speakers and door unit are included. Precision wiring with 13 tubes plus three diodes. Colors are copper, gold and nickel. List price: \$499.50 with trade discounts. A good sales incentive for the price. More information available.—*Music & Sound, Inc.*

Circle No. M30 on reply card, p. 145



Vinyl tile comes in mosaics

New solid vinyl has hundreds of individual vinyl chips, mounted in matrix of clear, translucent Crystalite vinyl. Resilient tile comes in standard size of 9 x 9" in .080" thickness. Kentile offers it in eight colors: Byzantium, Santa Sofia, Venetian Buff, Persian Blend, Casablanca, Aegean Shell, Moorish Beige and Tangier Pink.—*Kentile, Inc.*

Circle No. M31 on reply card, p. 145

Brace makes floors firmer

"Chan-L-Cros" flanged braces for bridging joists make attachment stable. Braces are nailed to top and bottom edges of beams, can't separate from joists. Distribute loads, do no interfere with subflooring; excellent for arched ceiling.—*Junior-Pro Products Co.*

Circle No. M32 on reply card, p. 145

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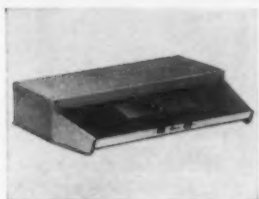
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AMERICAN CANCER SOCIETY

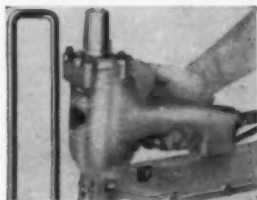
NEW PRODUCTS



Range hood filters electronically

Duct-free and pre-wired, the Series 62 Electro-Filter Hood is a self-contained air filtering unit. Needs only simplest wiring into a 120V circuit. Can be installed easily under existing cabinets. Has aluminum grease filter and electronic plates that are removable for cleaning. Powerful fan gives maximum amount of air movement.—*Fasco Industries*

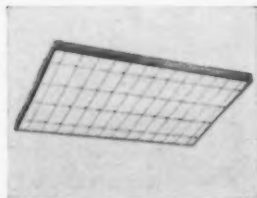
Circle No. M33 on reply card, p. 145



Stapler nails thicker materials

New LC Spotstapler and 2" staple permit automatic nailing of thicker materials. Stapler can increase production up to 500% on jobsites. Divergent Chisel DC staples increase "pull-out" to strength, since legs grip wood with vise-like hold as they are driven in. Staple's holding power said to be increased by 100%. More information available.—*Spotnails, Inc.*

Circle No. M34 on reply card, p. 145



Gives lighting a floating effect

"Corona" lighting fixtures are designed for modern interiors. Broadly scaled units have shallow panels of light in a regressed housing. Effect of this fluorescent illumination is a "floating in air" type lighting. Frame is solid walnut with red birch baffles that cut modular pattern over the white styrene diffuser. Light design will go perfectly with modern decor or even suit more traditional homes.—*Lightolier Inc.*

Circle No. M35 on reply card, p. 145

Staples, nails uniformly

The Mark II, Cy Cyclamatic pneumatic stapler and nailer has only two to three major moving parts. This assures trouble-free performance, accuracy, a variety of drives. Operates on air pressure as low as 40 lbs., driving staples as long as 1 3/4" and Calnails as long as 2". Weighs only a little over 4 lbs. Cuts down worker fatigue.—*Calwire, Inc.*

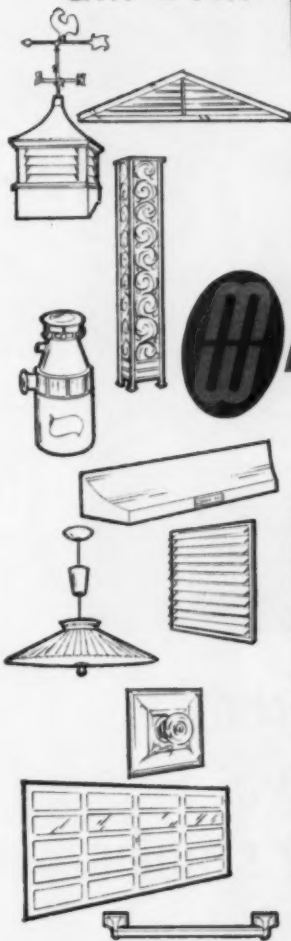
Circle No. M36 on reply card, p. 145

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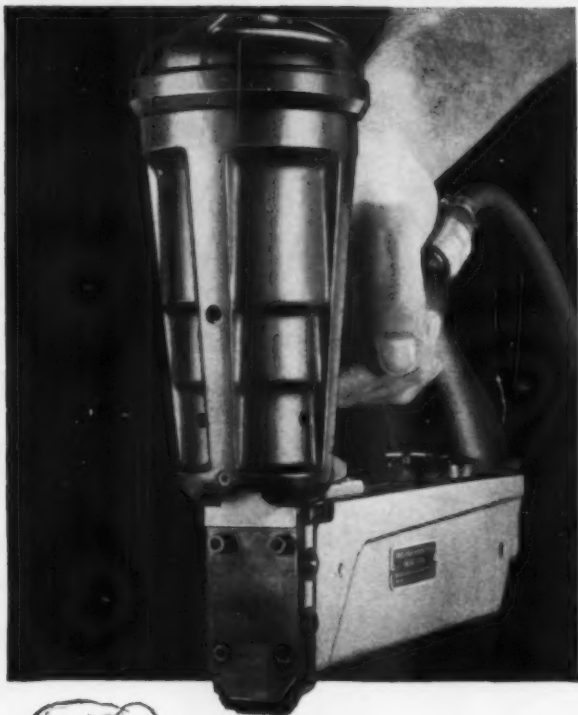
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heavy staples
up to 2" long**

This new S-763 drives four 2" staples in less time than it takes to pound one nail.

Speeds, simplifies and cuts costs on bigger nailing jobs in the home building field.

Drives 1½" to 2", 16-gauge staples that outhold equivalent nails. Operates at 60 to 100 psi. Lightweight, easily portable, one-hand operation. Built-in safety features prevents accidental firing.

Write today for the complete story on this new S-763 Staple Nailer.

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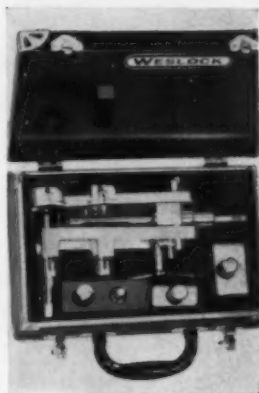
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Everything you need for tacking, stapling and nailing.

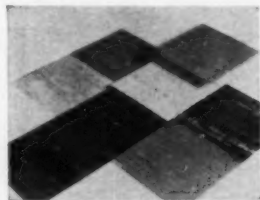
NEW PRODUCTS



Boring jig comes with locksets

Western Lock is offering a free boring jig as bonus with orders of four or more cases of its 800 Series Sunray Deluxe locksets. The boring jig (Weslock's B-128) has twin holes for 2-3/8" and 5" backset, plus two bits and an adapter. Orders of eight cases will draw a tool kit with maker and mortise set plus the jig.—Western Lock Mfg. Co.

Circle No. M37 on reply card, p. 145



"High style" tile is low-priced

New "Polymerite" tile sells for about 15¢ per sq. ft. retail, or the same price as asphalt tile. Described as having "high style vinyl look" because of newly-developed Polymerite binder used in making it. Longer-wearing than asphalt. In 37 colors.—Mastic Div., Ruberoid Co.

Circle No. M38 on reply card, p. 145

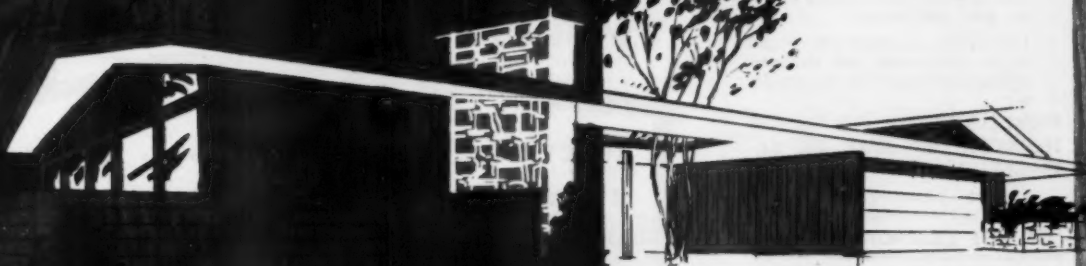


One man digs foundations

Self-propelled trencher is one-man unit for digging foundations, trenches for electrical and telephone cable, water lines. Digs depths from 2½' to 5½', with tough chisel or slicer cutter for widths 4" to 12". Digs 1,200 ft. per hour.—Arps Corp.

Circle No. M39 on reply card, p. 145

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that's
Happening
to Wood!



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HARD-WEARING REZ
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REZ Color-Toned sealer finishes add a rich accent to any exterior or interior woods in your homes. REZ quality-finishes, in 13 smart colors, permit a variation in colors and color combinations used. Easy to apply, REZ Color-Tones enhance the natural-grain pattern in wood and provide long-lasting protection against effects of weather. Let the beauty and protection of REZ Color-Toned finishes help sell your homes . . . nationally acclaimed by builders as "the best thing that's happening to wood"!

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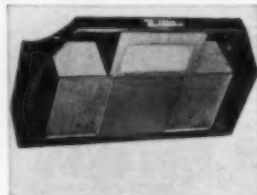
NEW PRODUCTS



Garage door "stacks up" when open

The "Panel-Lift" garage door is electronically operated, lifts and lowers like a venetian blind. Door is made of interconnecting horizontal steel panels that glide straight up to stack, one behind the other, above door opening. Minimum overhead clearance. Panels and door fit snugly, are weather-tight.—*Panel Lift Door Corp.*

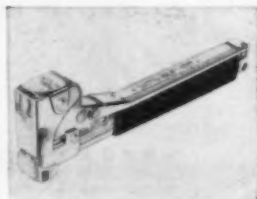
Circle No. M44 on reply card, p. 145



Does triple filtering job

"Duct-Free Coverage" has twin air filter intakes located directly over range burners. Exhaust fan pulls air through intakes and passes it through triple filter elements. Filters are aluminum mesh, spun fiber glass and activated charcoal. Clean air is returned through vents in upper slope of hood.—*The Philip Carey Mfg. Co.*

Circle No. M45 on reply card, p. 145



Staple goes home in single blow

HT-50 Hammer Tacker drives staple home in a single blow. Unit has sure-grip handle to allow hours of work without tiring. Rounded striking edge prevents damaging of material. Tool loads two full strips (170 staples) in leg lengths of 1/4", 5/16", 3/8" and 9/16". Tacker is all-steel, jam-proof and shatter-proof.—*Arrow Fastener Co., Inc.*

Circle No. M46 on reply card, p. 145

Increase vent capacity

Ventilating capacity increases with more air circulation, attic temperatures are cut, too, with use of HC aluminum "Vent-A-Ridge." Installs easily at roof ridge line. Comes in 8', 9' and 10' lengths.—*H. C. Products Inc., Booth No. 18.*

Circle No. M47 on reply card, p. 145

Colors for all uses

Colored aluminum siding and roofing offers complete range of colors that last. Tough and durable, "Colorweld" is also flexible for design and functions. Lightweight, available in sheets 4' wide by 36 1/2' long.—*Reynolds Metals Co., Booth Nos. 48-50.*

Circle No. M48 on reply card, p. 145

GET INTO THE
SWIMMING
POOL
SUPPLY
BUSINESS!

WE
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Risk...
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POOL EQUIPMENT
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Highly seasonal, but highly profitable . . . that's the danger and the lure of the Pool Supply Business. Now Modern eliminates the risk . . . gives you a one-step resource for your complete department . . . guarantees the sale of your stock to 90% of your initial order . . . supplies the know-how you need for a profitable operation. You're in the business at the start of the season . . . out clean when the season ends . . . and you've made money all the way. Write on your letter head for complete details without obligation.

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"The industry's most complete 'bible'". . . 48 pages of authoritative facts on pool care and operation PLUS descriptions, photos, prices on every item required for pool construction, operation and maintenance.



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connector
with the
built-in
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Most Practical Low-Cost Way to Build Trussed Rafters

- Highly versatile . . . ideal for both small and large volume builders . . . only plate that can be used with either a pneumatic gun or an ordinary hammer.
- Die-formed of 20 gauge galvanized steel with nail holes properly pre-pierced to function as templates.
- Made to meet requirements of FHA, VA and the Uniform Building Code.
- Available in many sizes and shapes for all applications. Jigs, guns, and other equipment also available.

Write P. O. Box 816
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F. D. KEES MFG. CO.
BEATRICE, NEBRASKA



Let new **FORMICA**[®] Spindrift help

DECORATIVE LAMINATE

your sales picture

New Formica Spindrift is an exciting pattern that puts solid sales appeal in a kitchen. Women who have compared it with other gold fleck patterns have eyes only for Spindrift.

Throughout 1961 Formica national advertising will tell your customers the facts of life about buying decorative laminates. You'll find them in no mood to be told an imitation is "just as good."

Since Formica quality has been pre-sold to your prospects, you'll find the identification a valuable sales tool that requires no explanation.

The Formica name on the surface assures the buyer you care enough to use the very best.

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Subsidiary of Cyanamid

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finish the job
faster, better with
**G-P factory-sealed
redwood bevel siding**



1. Eliminates on-site priming: you save on both labor and material. **2. Faster finish application:** paint or stain flows on quickly, smoothly. Special G-P "immersion-sealing" process coats wood evenly so finish penetrates evenly, holds better. **3. Can be finished immediately:** no curing time needed. **4. Finish lasts longer.** Special G-P resin-base seal coat allows internal moisture to escape so it won't accumulate beneath paint, causing blisters and cracks. **5. No delivery delays.** G-P factory-sealed redwood bevel siding comes packaged in plastic-coated, heat-sealed packages. You can store at the site without special facilities, without fear of weather damage or discoloration.




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Please send me full information and nearest
source for G-P factory-sealed redwood bevel siding

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CITY _____

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CATALOGS

Details on "Rayescent" lamps

Four-page brochure from Westinghouse is packed with information about new Rayescent Lamps . . . flat panels of glass with an electrical conductive film. "Electroluminescent" panels are shown in cutaway drawings, with suggested applications, standard size tables, Technical data, maintenance.—*Westinghouse Lamp Div.*

Circle No. M49 on reply card, p. 145

Does long-haul earthmoving

This 16-page catalog gives a complete, step-by-step description of a 20 cu. yd. capacity "Speedpull." The six-wheel tractor-scraper combination is illustrated performing many of its long-haul earthmoving jobs. Cutaway drawings, range charts, suggested earth-handling maneuvers are included.—*LeTourneau-Westinghouse Co.*

Circle No. M50 on reply card, p. 145

Where to buy the right lumber

This 1961 Directory lists all members' mill addresses, species and manufactured items. This year it also includes detailed information on utility grade West Coast lumber. Suggested uses, maximum span tables of West Coast Douglas Fir, West Coast Hemlock, Western red cedar, Sitka spruce, White fir.—*West Coast Lumbermen's Assn.*

Circle No. M51 on reply card, p. 145

Latest on sliding glass doors

Ador's 1961 catalog features complete line of modern sliding glass doors. Five styles are illustrated in installations, with detail drawings and comprehensive information chart. Complete data on features, accessories, deliveries, glazing, hardware, special and standard sizes.—*Ador Corp.*

Circle No. M52 on reply card, p. 145

On range and oven installation

Full-color folder gives complete information on Caloric's top-burner and built-in oven-broiler units. Besides dimensions for cabinet and counter cutout, it gives detail drawings, complete with measurements, of various installation methods.—*Caloric Appliance Corp.*

Circle No. M53 on reply card, p. 145

How to use tile in schools

Twenty pages of full color are used to illustrate some of the applications of glazed ceramic tile in school buildings. Patterns, color combinations, designs and some new and unusual uses are displayed in photos from actual school buildings.—*American-Olean Tile Co. Inc.*

Circle No. M54 on reply card, p. 145

Bathroom fixtures and planning

From Universal-Rundle . . . a new, 40-page catalog. Illustrates and details the firm's complete line for residential and commercial use. Features two new water closets, the Charm and the Wallborne. Color photos of bathrooms present plenty of planning ideas as well as decoration schemes.—*Universal-Rundle Corp.*

Circle No. M55 on reply card, p. 145

Putting color into concrete

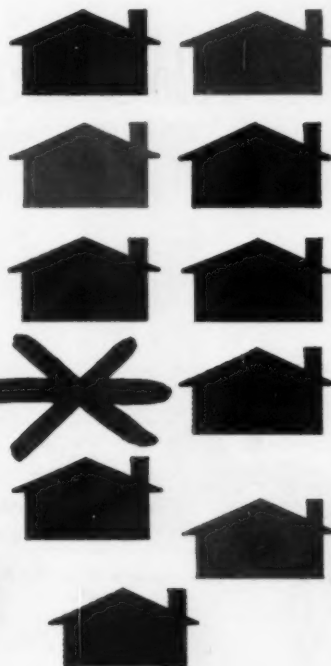
A four-page booklet plus a 50-color "chip deck" tells you a lot about permanent concrete stains and companion finishes. "Kemiko" concrete stain becomes a permanent part of concrete surface. Shown here, in full color, in various applications, along with details on surface conditions and preparations needed.—*Robloff & Company*

Circle No. M56 on reply card, p. 145

THE
NEW

Lindsay Princess

WILL SAVE
A HOUSE PAYMENT
FOR YOUR
BUYER



5
Decorator colors

*this Lindsay water softener is
as important to your sales
as any appliance you might add*

Of all the fine "extras" builders can offer their potential home buyers, only the Lindsay "Princess" Water Softener can help make the house payments. Yes, it's a fact! Many well-known magazines and independent testing organizations have revealed that soft water plumbed in the home can save the average family up to \$117.00 a year! The homeowner saves on soaps and detergents, clothing, cooking, cleaning, etc.

Feature the Lindsay "Princess" in your homes; tell the savings story, and see how your prospects really appreciate it. Then, too, the "Princess" is beautiful, trim and modern, and comes in five colors to complement the interior decor of your homes.

Lindsay, America's leading water conditioning equipment manufacturer, has three profit-making plans for you to choose from . . . each designed to help you make extra money, and at the same time, help your customers save it.

For further, more detailed information, write The Lindsay Company today about this new, profitable program.



THE LINDSAY COMPANY

(Division—Union Tank Car Company)
1381 Marshall Ave., St. Paul 4, Minn. Dept. 14-A

Please send me additional information on the Lindsay Water Softener Plans for Profits.

Name

Address

City State

I build approximately homes per year.

the right *flair* steps out front



in new finishes

New distinctive patterns! Richly beautiful. Surprisingly economical. Add new sales appeal, quality and value to your homes with these four new wood-grain finishes from Plywall.

Poly-Clad Plywall wood paneling—available in a selection of twelve finishes—offers a combination of beauty and wearability that lends a "want-to-own" influence to every room, every home. Prefinished. Poly-Clad protected to resist mars, scuffs, stains. The first paneling guaranteed against fading, structural defects and delamination—*in writing!*

in matching moldings

Now, accent the quality look with Poly-Clad Plywall matching moldings. And save money! Ten styles, twelve finishes. Prefinished and Poly-Clad protected, for easy, time-saving application. Perfect for any room decor—paneled, painted or papered.

See Poly-Clad Plywall's complete line of prefinished products at your dealer's today—Paneling, Matching Moldings, Bi-fold Doors, High-Pressure Laminex Doors, Poly-Clad Cabinet Stock.

Plywall.

PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California

A subsidiary of Evans Products Company

CATALOGS

Performance of lath and plaster

This eight-page "performance" report is divided into two parts. "Research" report describes variables of lath and plaster tested by Gypsum Assn. and the conclusions reached. "Recommendations" outlines new and important changes in recommended lath and plaster specifications, design and usage.—*Gypsum Association*

Circle No. M57 on reply card, p. 145

Easy way to make curbs

To add to your land-planning information . . . a detail information sheet on how to lay high curbs. Power Curbers Model 700 is explained and pictured along with five types of curb designs, their dimensions and an explanation of how the Curber can produce them.—*Power Curbers, Inc.*

Circle No. M58 on reply card, p. 145

On the use and treatment of concrete

Six pages are filled with facts and guides on such subjects as concrete admixtures, grouting, waterproofing material, foundation treatment, etc. This Product Data Guide provides complete data on all Master Builder products for improving concrete and other masonry products. Estimating needs.—*Master Builders Company*

Circle No. M59 on reply card, p. 145

How to build a chalkboard

Technical Bulletin No. 5 gives you a roundup of the latest chalkboard and bulletin board installation details. Graphically illustrated, the supplement shows varied cross-sections of chalkboards along with how to build the chalkboard into the wall.—*Metal Lath Manufacturer's Assn.*

Circle No. M60 on reply card, p. 145

Plenty of construction details

Masonite's new edition of its Construction Manual gives complete information on its 57 types and thicknesses of hardboard. Besides this, the manual offers plenty of what-how construction drawings on moldings, panel fastening, underlayment, "Panclok" system.—*Masonite Corp.*

Circle No. M61 on reply card, p. 145

Sound . . . and how to control it

If you're interested in sound control, you'll get a lot of information from this eight-page booklet on "Making Sound Behave." Tells the story, with pictures, of a sound slide film with the same title. Both prepared by Barber-Colman to aid in the usage of acoustical materials, planning of commercial buildings.—*Barber-Colman*

Circle No. M62 on reply card, p. 145

Uses of stressed skin panels

Six-page booklet on the uses and advantages of Clark Lite panels. Made of Dv-lite expanded polystyrene cores and surfaced with wide variety of sheet materials. The panels are illustrated here in a number of suggested applications. Also gives specifications, tables of thermal properties, photos of actual product.—*Clark Industries, Inc.*

Circle No. M63 on reply card, p. 145

New ideas for stone use

"Ideas in Stone" is the title of this file folder from Briar Hill. Contains eight sheets illustrating with photos and drawings the preparation of stone, setting techniques, various wall patterns and how to lay them. Gives details and specs on suggested stones as well as other ideas for use of stone.—*Briar Hill Stone Company*

Circle No. M64 on reply card, p. 145

the right flair steps out front

Now! Plywall flair in Bi-fold Doors! Unusual quality and beauty—unusually economical. No jambs or trim necessary—for floor to ceiling openings. No finishing or painting—faces are prefinished Rock Maple, Poly-Clad protected. Back-sealed and edge-banded. Top-quality hardware. Ready to go right up.



Distinctive! Economical! Plywall's High-Pressure Lam-inex doors bring new flair to interiors. Poly-Clad protected wood-grain finishes add more beauty, more value—without extra cost. Prefinished Rock Maple or English Walnut. Complete selection of heights, widths and thicknesses.

PLYWALL PRODUCTS CO., INC.
Fort Wayne, Indiana
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NEW FROM CELOTEX!

SHADOWCAST* SIDING

NEW BEAUTY...NEW ECONOMY...NEW BUYER APPEAL!

SHADOWCAST SIDING

Shadowcast Hardboard Siding is handsome. Extra-thick ($\frac{3}{16}$ ") for deep, sharp shadow lines . . . Tough, hard-to-dent surface resists bumps, scuffs, hail . . . Smooth, knot-free, grain-free surface; prime coated face and all edges; finish coat can be applied as much as 60 days later . . . Back-sealed for moisture resistance . . . Special Stormguard nails drive flush; no surface dimpling or fracturing.

Shadowcast Siding is easy to nail . . . Cuts like wood, nails like wood, but doesn't splinter, split, or crack.

Shadowcast Siding comes in long (80% 16') lengths, for rapid coverage and fewer joints . . . Wide (12") panels for modern appearance . . . Double guide lines on both long edges permit 10½" or 11" exposure, speed installations, minimize waste.

®TRADE MARK

CLIP AND SEND NOW!

THE CELOTEX CORPORATION
120 S. La Salle St., Chicago 3, Ill.

Gentlemen: I'm interested in cost-saving advantages of your new Shadowcast siding. Please have a representative show me samples.

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BUILDING PRODUCTS

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



BUILDING WITH BRAINS

Unspiked top plate reduces moisture in tilt-up wall

Smart builder Andy Place (South Bend, Ind.) gets several advantages from using this unspiked 2x6 top plate on all his walls.

The greatest benefit is a marked reduction in moisture migration. The space between the 2x6s of the plate allows venting humid air in the wall space. He claims he hasn't had a paint failure from moisture in years.

The plate consists of two 2x6s set on edge on the studs, around the entire perimeter of the house. The tops of the studs are toenailed to the plate, before wall is tilted into place.

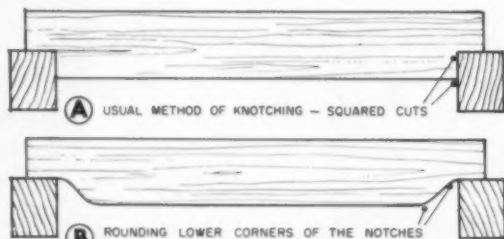
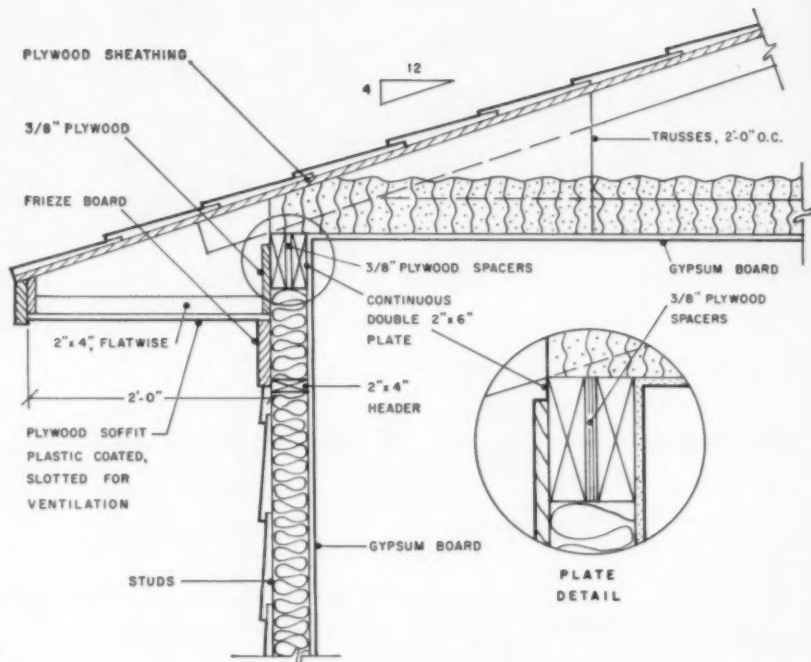
Between the 2x6s are spacers of $\frac{3}{8}$ " plywood— $\frac{1}{2}$ " x $5\frac{1}{4}$ ", spaced on 16", 20" or 24" centers. These are scrap pieces obtained when ventilation slots are cut in the soffits.

Other benefits

Another advantage is reduction of framing by eliminating headers over doors and windows. Method also knocks out cripples.

After wall is up, gable ends and eave ladders (with soffits) are built on site and lifted into position.

Place uses the above time-saver in typical wall sections on his slab constructed homes.



Round notches raise load bearing capacity

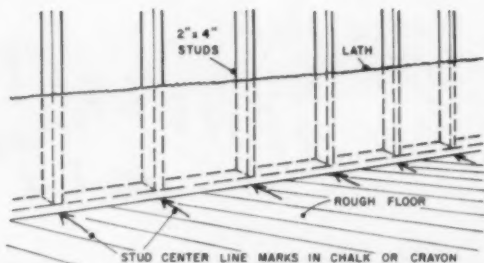
It's often necessary to cut notches at the ends of beams, either to improve clearance or to level their top surfaces. Naturally, this cutting weakens the beams somewhat (drawing A).

To reduce the possibility of failure, the Department of Agriculture's Forest Products Laboratory suggests cutting end notches as shown in drawing B. This increases bearing capacity of the cut beams.

Locate stud center lines by marking subfloor

Here's a time saving tip from G. D. Lynch of Asheville, N. C.

In finishing a plaster or gypsum board wall, he marks off the center lines of the studs on the subfloor before the plaster or drywall goes on. This simplifies matters when the electricians, plumbers or cabinet makers have to find the studs later on.





DIGGING • LIFTING
HANDLE WITH CASE
Utility
 LOADING • CARRYING

PROFIT TIP for builders

- (a) who "sub" excavating or
 (b) dig and finish with same big tractor

If you're "doing without" the many *every-day* advantages of owning a good tractor outfit, you are missing a tremendous profit-opportunity. Similarly, if you're using an expensive "oversize" rig for routine finishing work, you are paying up to \$15 a day *too much* — in ownership* costs alone! Once the foundation is in, you'll be time and money ahead with a fast, mobile Case 530 Utility Loader that costs only about \$8 a day*.

For backfilling and grading — on average-size home-sites — the thrifty Case 530, with its *high-torque gasoline or diesel engine* and special "All-Traction Utility" tires, gives you all the power and capacity you need. Tractor-loader moves heaped loads easily with float-control bucket, reverses in an instant with shuttle transmission. It maneuvers quickly with power-steer, digs and loads-out surplus dirt fast with over 9' dump clearance.



If you need footings for slabs on grade, or dig your own septic systems, or want to handle trenching for sewer and water lines... See Case 530 Utility Backhoe-Loader. Hoe cuts over 16' from pivot, digs 14' deep, excavates fast because exclusive foot-pedal swing control allows bucket operation while swinging.

During framing, roofing, masonry and roughing work, a 530 loader can step-up your building schedule, keep entrances clear and graded for close unloading of trucks. It speeds handling of aggregate, stone, mortar... even holds roofing and other materials up where workmen can work off the stack. In 5 minutes you can quick-change to pallet fork for one-story lifting of block, lumber, and other materials. Or for special handling of windows, pre-fab sections, trusses and other awkward pieces, change to crane boom attachment.

Final finishing is simple with this precision loader. It cuts grade for driveways and walks, forms terraces and levels areas for lawn, loads-out surplus. Quick-change tools on rear hydraulic hitch help you prepare smooth finish grade for sod, or work-up soil before seeding... for best appearance to help you sell the house easier.

See how Case 530 Utility Loader can help you *reduce* your net cost per house, increase profit... call your Case Dealer for free demonstration. Or for complete details, write J. I. Case Co., Dept C1401, Racine, Wis.

*Ownership cost figured as 30% of estimated average delivered price to cover depreciation, interest, taxes and insurance, based on 200 working days per year.

CU-L-286

CASE®

J. I. CASE CO., RACINE, WIS.



Get set for higher profits—lower bids with new high-production

3010 Wheel Power

Now—cut the big jobs down to size with an all new 65 engine horsepower John Deere "3010." Move into tough loading and material handling assignments with this smooth-handling wheel loader; tackle major trenching jobs confidently with a "3010"-powered John Deere backhoe.

New Operating Ease: Convenient controls boost productivity of the heavy-duty "3010" Wheel Loader and power-matched backhoes. Single-lever control operates loader lift arms and bucket for rapid handling.

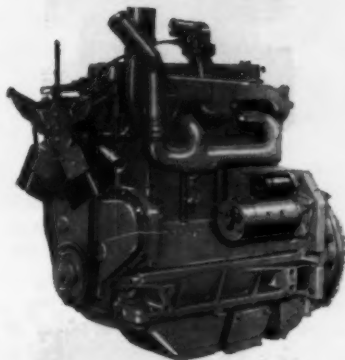
John Deere backhoes operate with simple two-lever control. Flush-digging model 51 has rotary boom cylinder which centers or slides to any of four off-center positions, moved by the unit's own hydraulic power.

Gasoline or Diesel Power: All-new John Deere 4-cylinder, 4-cycle overhead valve engines feature cam-ground aluminum pistons, high-turbulence combustion chambers for thorough fuel-air mixing, top efficiency. Replaceable-sleeve design for easy servicing. Large manifold insures free breathing at every speed. Exclusive forced engine ventilation. Full-pressure lubrication system with full-flow oil filter. Exhaust-valve rotators.

Modern Platform, Control Design: Clean, functional "command post" assures all-day operator comfort and efficiency. Deluxe seat adjusts to operator's weight. Large clear platform makes mounting, getting down, fast and easy. Hydraulic controls conveniently located for smooth operation. Constant mesh transmission—8 speeds forward and 3 reverse, for any power requirement. Power steering, power brakes. Low-profile design provides high machine stability, excellent operator vision.

For a demonstration of new John Deere "3010" Wheel Power, contact your John Deere Dealer through the yellow pages of your telephone directory.

John Deere • 3300 River Drive, Moline, Illinois



JOHN DEERE

LOADERS BULLDOZERS BACKHOES
AND EARTHMOVING EQUIPMENT





Fast, sure response of T-340 controls enables operator to work close to edge of bank with complete safety. Light-treading

crawler uses 10, 12, or 14-inch shoes on the 67-inch track for excellent flotation on soft fill.

Easy "doze it!"

with International® T-340 and hydraulic Bullgrader®

Your operator works with speed, safety, and confidence when he's piloting an International T-340 equipped with an IH Bullgrader. He changes blade angle, degree of tilt, or cutting depth *on-the-go* merely by moving handy control levers. Constant-running 12 or 17 gpm internal pump assures king-size hydraulic capacity for fast, positive response.

Push huge loads with rugged 85-inch IH Bullgrader. Spillboard's 32-inch height holds the heap. Box channels around perimeter and vertical supports reinforce the blade.

Snappy four-cylinder gasoline or Diesel engine responds instantly to sudden load demands. Fuel economy is amazing for a 47 hp* tractor.

Exclusive planetary steering takes the effort out of steering. Easy maneuverability and giant-capacity, disc-type foot brakes enable the operator to work surely and safely alongside steep embankments.

Get more details on the hard-working T-340 and easy-handling all-hydraulic IH Bullgrader from your nearby IH dealer. See him soon.

**Maximum engine horsepower at standard conditions.*



INTERNATIONAL HARVESTER

Dig your way to PROFIT

American Builder's second "Brainstorming Session" called last October in New Orleans unveils methods by which builders can profit through moving their own earth.

It pays to move your own earth. This is the clear-cut conclusion drawn from field studies that resulted from AMERICAN BUILDER's second "Brainstorming Session" held last October in New Orleans. Session took place during Fall Marketing Conferences of National Association of Homebuilders.

The session, moderated by Senior Editor Andrew Boracci, brought together major equipment manufacturer representatives, NAHB directors, top-flight builders, and key executives and editors of this magazine. Its purpose was to find how to cut land costs.

This magazine has known for many years—from reports brought back from the field by our editors—that many builders profit from moving their own earth. But we also have known that many balk at the concept of equipment ownership and tangling with the problems of earthmoving.

"We know some of the reasons for this fear," Editor Joseph B. Mason told the group. "But we're here to learn others. And once we know, we're prepared to field an editorial task force to go out and find builders who made

earthmoving work for them. Then we'll publish the results."

First order of business at the session was to determine limitations—the size of the earthmoving operations a builder profitably could engage in. Agreement was general that builders broke into three groups.

They were (1) builders of small volume who had little or no experience with machines (2) small or medium volume builders who kept one or more utility machines but who primarily depended on subcontractors to do their earth work (3) medium to large volume builders who owned and operated fleets of earthmoving equipment and did their own work wholly or in conjunction with subcontractors.

The group next analyzed the fears that kept builders from tackling their own earth work. Some of these are printed in the box below. Finally, the group reasoned that this magazine's editorial staff best could serve builders interests if it sought out operations of different types and brought back case histories. Results of the editorial task force follow

Case histories exploded these fears

- ▶ Many builders fear the cost of buying what they believe to be expensive machinery and they fear the cost of maintaining them.
- ▶ Builders fear lack of knowledge. They believe earthmoving to be an exact science that requires high engineering skill.
- ▶ Builders fear production demands. They don't know how to keep a machine constantly busy—important to an economical operation.
- ▶ Builders fear their own smallness. They believe that to own and operate a machine requires a large volume of earthmoving.
- ▶ Builders fear lack of machine mobility. They see huge off-highway earthmovers on big construction jobs and worry about the cost of hauling them from one place to another.
- ▶ Builders fear limited versatility. They know designers have worked specialization into earthmoving machines and fear that nothing less than a well-rounded fleet could prove suitable for limited jobs.





BIG SPREAD—Earthmovers belonging to Fischer and Fritchel of St. Louis haul earth on balanced terracing operation in an F&F

subdivision. F&F's jobs are controlled-compaction ones. This means dirt is placed in 6" lifts, pushed to 90% compaction.

In St. Louis

Machines open new paths to profit



SMALL CRANE—Truck-mounted crane that extends and lowers hydraulically proves a versatile work horse handling components, pouring concrete, and doing chores on the job.

Can earthmoving on your own jobs soon become a means of business diversification? John Fischer of Fischer and Fritchel, St. Louis builders, told us that ten years ago he bought a small trencher to dig foundations for his houses. Today he owns a fleet of earthmovers worth more than \$250,000 and not only does his own earth work but handles that of other builders as well as some road jobs.

More importantly, his earthmoving growth directly paralleled his homebuilding growth. Ten years ago when his operations involved the building of about ten houses a year he owned one rig. Today he builds more than 350 houses a year and owns a fleet.

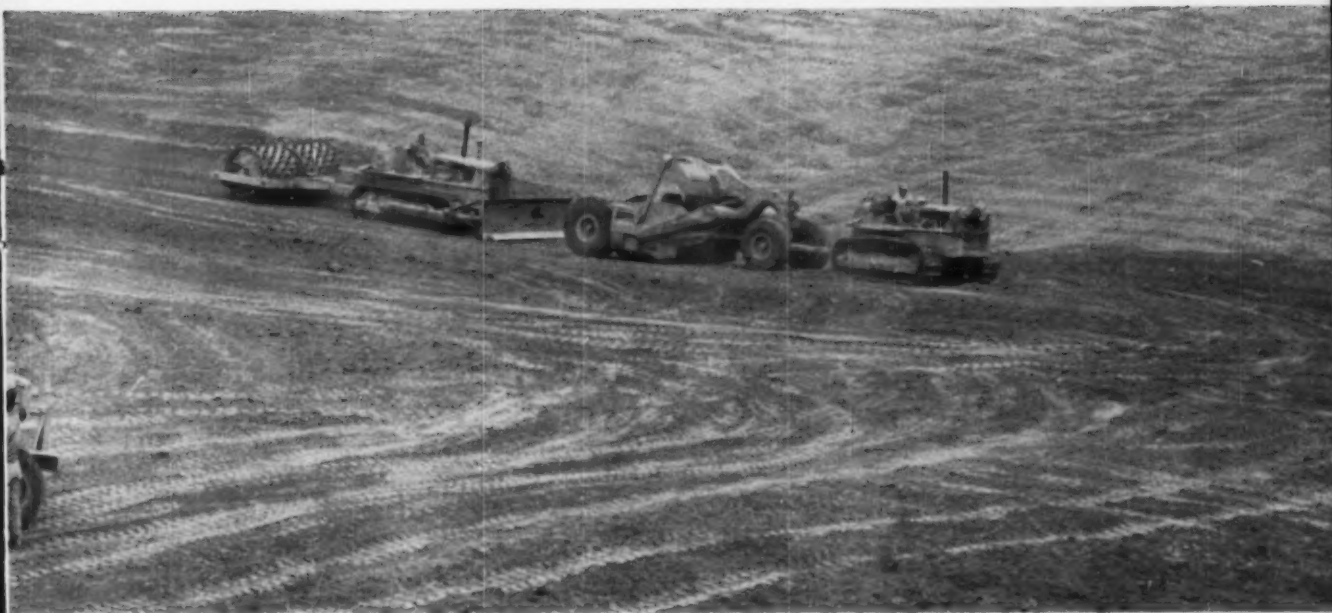
"Just don't keep your machines idle," says Fischer, "and you'll find there'll be plenty of work for other people. Don't fight it. Let them work for other people and let those people pay you. Not only will you add new profits to your business, but your machines will pay for themselves."



BACKHOE—F&F fits a small backhoe attachment to rubber-tired tractor to trench for power lines, sewers, and some foundations. Rig is part of a \$250,000 fleet F&F operates.



TRENCHER—Barber-Greene trencher fitted with a special flaring device cuts foundation trench and belled-footing simultaneously. Method enables F&F to pour four foundations a day.



In New Jersey and Arizona

Loaders dig and handle materials

How versatile must earthmoving machines be? Most builders agree that for smaller operators they must handle materials as well as move earth. A good example is the operation run by Oaktree Equipment Co., a subsidiary of Oaktree Construction Co., Metuchen, N. J. Oaktree is a general contractor but operates primarily as a carpentry subcontractor on residential and industrial building such as schools, churches, and shopping centers. The company operates all through central New Jersey and has nine Hough payloaders. Beside moving earth for Oaktree, these powerful rubber-tire rigs are fitted with modified forks and help earn their keep handling jobs for Oaktree's subcontracting jobs.

Each machine is capable of moving an average of three-quarters of a million board feet of lumber weekly. With the help of the machines, Oaktree as a subcontractor is geared to construct better than 4,000 houses a year in up to seven different locations simultaneously.

The rig's small-job versatility shows up in its work for Arnold's Landscaping Company in Mesa, Ariz. For Arnold's, the Payloader does everything from pavement ripping and demolition work to heavy excavation and fine grading. Fitted with fork attachments it also becomes a materials handler.



A LANDSCAPERS RIGHT ARM—Small Payloader fitted with front-end bucket tears up pavement for Arnold's Landscaping Company on a small service station job in Mesa.



A PRODUCTION DREAM—Payloader fitted with modified lumber fork handles 1,200 bd ft of tongue-and-groove lumber on a 2,000-house subdivision known as Sayrewoods.



PRODUCTION—Bob Baker, chief engineer for Dale Bellamah homes (left) and Dutch Richardson of Equipment Sales Co., his dealer, view terracing operations on a Bellamah job. Bulldogs of Bellamah fleet are John Deere-drawn Hancock belt loaders.

In Albuquerque

Belt loaders terrace a hillside

Does it pay to invest in an earthmoving program for a big terracing operation? Albuquerque's Dale Belamah told AB he started such an operation as cautiously as any builder putting up 1,500 houses a year could. Robert L. H. Baker, Bellamah's chief engineer, reasoned that moving his own earth on a terrace-type subdivision could save enough money to both pay for the machines and show a profit over subcontractor operations. Bellamah advised Baker to proceed carefully then add to the fleet as needed.

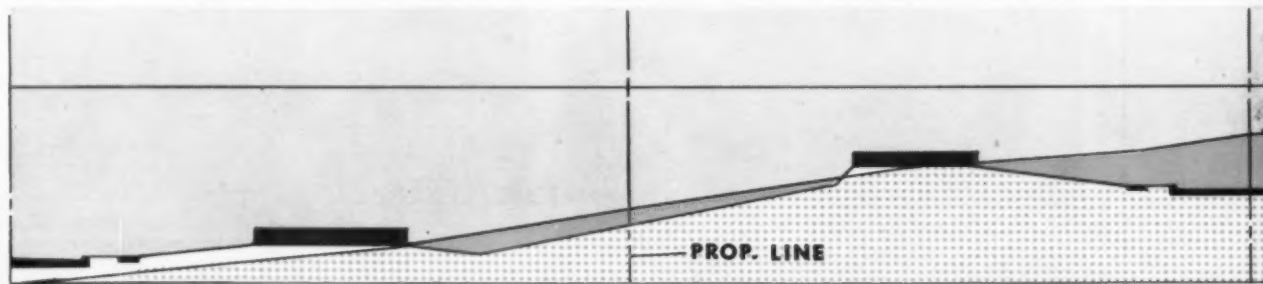
Planning began in the office. Baker knew success would depend on precise engineering control, horizontal and vertical, of topographical features. Street and plot design had to be worked out and checked prior to filed layout. That would allow the most flexibility in control of where to, how much, and the minimum distance earth would have to be moved. This also would show the most economical

earth movement.

Care also had to be exercised to design subdivisions to fit street patterns to the topography of the tract. Generally, best street patterns crossed diagonally (45°) to contours.

Baker bought two John Deere tractor-drawn Hancock belt loaders. The loaders resemble scrapers except rubber belts dig the dirt and load the scraper bowl instead of the normal cutting edge. These are Baker's results. Operating cycle time: 3 min; Average haul distance: 800 ft; Number of yd per load—6; Number of yd moved in a 10-hr day: 600; Cost of each yd of dirt moved: \$0.13³ per yd.

Bellamah moved 150,000 yd of earth over a ten-month period. The \$0.13³ per yd includes supervision, ownership, and operating costs. Baker and Bellamah thus reasoned that a builder moving 50,000³ yd of earth a year can profit from investing in a Bellamah type earth program.



TERRACING INVOLVES series of cuts into hillside that are converted into foundation pads. Cuts are made high and the dirt is used



LITTLE RIG—Mears uses small International tractor with multi-angle hydraulically-operated dozer blade to trim dam sides and to do fine grading of sub-base for golf course at community-like Rustic Hills Development.



BIG RIG—Builder Ed Mears talks over a haul problem with his operator perched atop Caterpillar D8 tractor drawing a DW21 scraper. Rig takes dirt from high ridge and carries it to dam for balanced earthmoving job.

In Medina, Ohio

Builder puts up a dam "by ear"

How much do you have to know about earthmoving before you start on a program of your own? Edward C. Mears, Medina, Ohio, builder and developer, told us he started moving earth on a fluke and has successfully moved it literally "by ear."

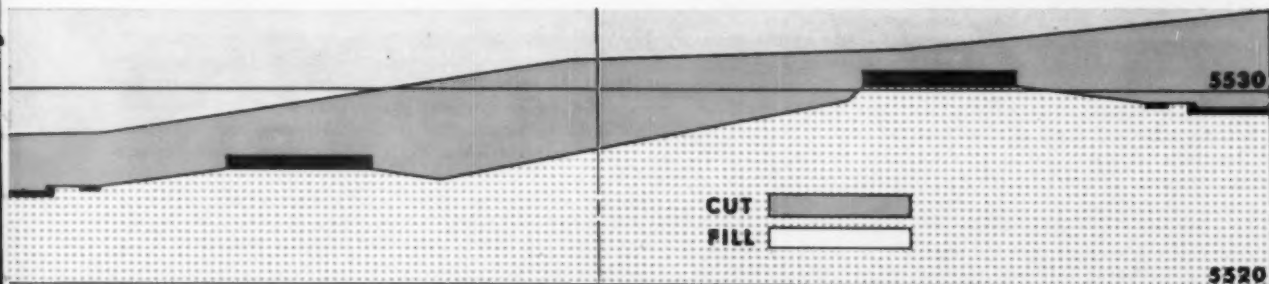
His experience started a year ago when his Rustic Hills Development was getting under way. His development lay in hilly, wooded terrain that few builders wanted to touch. His plan was to spot homes and winding roads throughout his terrain, add a golf club, and merchandise a "new way of life." (His homes and terrain have won awards from both *AMERICAN BUILDER* and *Look* magazine.) Part of his operation called for damming up a small stream to impound waters that would create an artificial lake behind his country club.

He had a local engineer draw up plans for the dam and invited an earthmoving contractor to bid for the job. Lowest bid he received came to \$56,000. Mears told the contractor the price was too high. The contractor balked at further pencil sharpening and Mears decided to do the job himself—though he never had moved a spoonful of earth in his building career.

His first step was to visit a road job under way in his area. He carefully studied the huge earthmovers operating and decided there was little more to earthmoving than taking dirt from one place and putting it down in thin layers in another place. Compacting each layer into its predecessor finished the job except for a few minor details. To make sure of the "minor details" Mears cajoled an earthmoving foreman into two favors. They were (1) to help him purchase some equipment and (2) give him a few tips on how to do the job most efficiently.

The foreman helped Mears buy a used D8 tractor and used DW21 scraper for a total of \$11,000. He also gave Mears some tips on how to cut the key for the dam and build up the core and showed him how to get the earth-fill embankment started. Mears then took over and added a small International tractor. He worked the dam and a golf course simultaneously.

Did it prove profitable? Mears not only paid off the equipment, but he paid the labor and constructed both the dam and all the sub-base work for the golf course. He saved \$10,000 from the original \$56,000 asked by the earthmoving contractor for the dam.



to fill low spots. Next, the builder lays down a sub-base of crushed rock or gravel and foundation pads are poured.



In Banning, Calif.

Small rigs speed

How can equipment help a builder working a scattered-lot operation? Dune Construction Company of Banning, Calif., a member of the Harmony Homes group, points up the virtues. Dune operates in a small town which serves as a center for surrounding desert and farms. This forces Dunes to go as far as 50 miles in each direction from Banning with many installations in desert areas where there are few utilities.

To handle this widespread operation economically Dunes bought two pieces of machinery—a J. I. Case tractor with a backhoe attachment and a P&H crane mounted on a Diamond truck.

Dune uses the backhoe and skip loader primarily to dig holes for septic tanks, leech lines, and sewer lines. This rig also does rough grading, removes small trees and works on grub clearing. When jobs are two or three miles apart Dune transports the rig under its own power. But for greater distances the firm loads it on a trailer and transports it by truck.

The "hoe" digs a septic hole in 45 min to an hour and handles easily several jobs a day. The same hole would take from 8 to 10 man-hours. The machine also digs through decomposed granite which would be difficult to

FOUNDATION DIGGING—J. I. Case tractor fitted with a backhoe shovel cuts trench for foundation for a Harmony Home outside of Banning, Calif. Dunes Construction Co., a member of the Harmony Homes group, uses this rig and small crane.

Throughout the country . . .

Three methods make it easy to write off a

You find the hourly charge for machine depreciation by dividing the machine's delivered price by the anticipated hours of useful life. The delivered price of a machine is the f.o.b. factory price plus freight charges. Tire prices, however, should be deducted from the delivered price of rubber-tired machines since tires are normally treated as operating cost items.

To arrive at an hourly charge rate you need a method of depreciating the machine over its useful life. Three methods available are (1) Sum of the years'-digit method, (2) declining balance method, (3) straight-line method.

The first method allows the owner to depreciate his equipment more rapidly during the early years of the machine's life. For example, if the machine is to be depreciated over 5 yr, the first step is to add up the digits (1-2-3-4-5)—15 yr. In the first year the machine has, naturally, 5 yr in which to be depreciated. Therefore, the allowable depreciation for the first year will be 5/15 of the delivered price. Similarly, at the start of the second year, the machine has 4 yr remaining in which to be depreciated. Therefore, the allowable depreciation is equal to 4/15 of the delivered price, and so on. On a \$15,000 machine, this method allows \$9,000 depreciation the first two years as opposed to \$6,000 in the straight line.

The declining balance method allows the owner to

depreciate a much higher amount during the first few years of the machine's life expectancy and, naturally, a lesser amount during the latter years of the machine's life. First thing to do is estimate the number of years of machine life. Then establish the percentage applicable under the straight-line method.

This method in 5 yr allows the owner to depreciate at the rate of 20% of cost per year. The declining-balance method allows him to depreciate at double the straight line rate, but only on the balance of the delivered price remaining after subtracting any depreciation already taken.

The straight line method for purpose of estimating serves the estimator best. With it, depreciation is charged off at an even rate and, unlike the declining-balance-method, leaves no unclaimed balance. At the same time it allows the estimator to establish an average hourly depreciation figure for any given period of machine life. (It should be noted that the builder can use variations of these methods when exact depreciation schedules are known.)

Under average operating conditions and an estimated useful life of 10,000 hr, or 5 yr, yearly depreciation would amount to 1/5 of the delivered price or \$10,578.06 on a \$15,000 machine.

wide-ranged scattered-lot operations

do manually. Operating costs run to about \$32 a day including labor and fuel (but not depreciation). The P&H crane handles production excavation.

Both rigs played significant roles in adding new areas of profit to the Dune operation. The company normally puts up between 20 and 25 Harmony Homes a month. This left the machines with free time. To keep them busy they began taking earthmoving subcontracts. This has proven



JOB PLANNING—Builder and equipment dealer plan next move for the versatile rig. Dune operates in a 50-mi radius of farm and desert country. Rigs move to jobs nearby under their own power. When jobs are far apart rigs are truck-hauled.

profitable during the 15 months of owning the machines. Expenses have not exceeded normal maintenance. Biggest advantage to ownership, the company says, is having the machines to do the work when it has to be done—particularly important on a scattered-lot operation. Next are the profits from diversification. The backhoe costs about \$6,900 and its trailer \$1,500. "They speed work and make more money," says Jim Armstrong, general manager.



RIG MOVING—Tractor fitted with front-end loader and backhoe is loaded on Case trailer ready for haul to new job. Complete rig, fully mobile, enables builder to do his own work yet take on many subcontractor jobs which add to profits.

lot of construction equipment costs

Use this handy chart to compute your machine depreciation									
(Operating Conditions)		Machine		Poor		Average		Excellent	
		Years	Hours	Years	Hours	Years	Hours		
Crawler Tractors		4	8000	5	10000	6	12000		
Skid Shovels		4	8000	5	10000	6	12000		
Crawlers and Sidebooms	6	12000		
Crawler-drawn Scrapers		5	10000	6	12000	7.5	15000		
Cable Control Units	5	10000		
Blades (Cable & Hydraulic)		4	8000	5	10000		
Payscrapers		4	8000	5	10000	6	12000		
Paywagons		4	8000	5	10000	6	12000		
Payhaulers		4	8000	5	10000	7.5	15000		

Year	Straight-Line Method	Declining Balance Method	Sum-of-the-years Digit Method
1	\$3,000.00	\$6,000.00	\$5,000.00
2	3,000.00	3,600.00	4,000.00
3	3,000.00	2,160.00	3,000.00
4	3,000.00	1,296.00	2,000.00
5	3,000.00	777.60	1,000.00
	Total \$15,000.00	Total \$13,833.60	Total \$15,000.00

Facts about lime in mortar

Answers to common queries about lime furnished
by S. G. "Jack" Bishell, U. S. Lime Products Div., The Flintkote Co.

Q. Should lime be as much a part of mortar as cement and sand?

A. Yes. The definition of mortar is lime and sand, to which cement may, or may not, be added.

Q. Does lime cause efflorescence?

A. According to the Stanford Research Institute, lime does not measurably contribute to efflorescence. Neither do brick, sand, or water. The major source of efflorescence, which invariably consists of water-soluble sulfate salts of sodium and potassium, is contained in cements.

Q. Is cement really necessary, or is it just a method of getting quick, high, strength?

A. Cement is required for both static loads and lateral stresses, since modern buildings have thinner walls than older structures. Higher working stresses, an economy, are effected by the use of cement in mortar. Time is saved by permitting loads to be imposed on walls at an earlier age when a lime-cement mortar is used.

Q. What is the effect of lime in grout?

A. Some building codes permit up to one-tenth part of the cement used to be lime, for the purpose of holding the mass together and, thus, preventing segregation — particularly where coarse sand is an ingredient. Lime in grout has also been found to reduce shrinkage where the grout spaces are more than $2\frac{1}{2}$ " in width.

Q. Can other materials be used with lime to increase mortar strength, decrease lime used, and still maintain workability?

A. Research over past years indicates that strength and workability of mortar depend upon accepted proportions of lime, portland cement and sand. For building in stressful areas, maximum strength has been obtained by using a mortar composition of 1 part portland cement, $\frac{1}{2}$ part lime and $4\frac{1}{2}$ parts well-graded sand. Outside earthquake and

tornado areas, a mortar containing 1 part portland cement, 1 part lime and 6 parts well-graded sand has been found adequate.

Q. How can we get the maximum from lime in mortar?

A. Maximum workability may be obtained by using Type "S" hydrated which contains high plasticity immediately. This should be added to the mixture as follows: 1. Approximately 80% total volume of water; 2. Total sand; 3. Total lime—mix for about 1 min.; 4. Total cement—mix for at least five minutes; 5. Add balance of water to bring to proper consistency—and mix for another five minutes. Note: type "N"—normal hydrated limes—require pre-soaking before being added to the batch, as does processed or pebble quicklime.

Q. What does the lime content of mortar have to do with the difficulty of cleaning masonry?

A. If walls are cleaned within a month or two after erection, the lime in the mortar will contribute little to staining. The most difficult stains are those caused by hydraulic cements. It takes many months in the presence of moisture for lime to recarbonate into insoluble form.

Q. When lime is contained in mortar, is there a certain standard for cleaning walls?

A. While no standards have been set, one method of cleaning is to saturate a wall with water—then, working down from the top—scrub with a solution of 1 part muriatic acid to nine parts water. Follow with a rinse of clear water. However, acid cleaning puts water back into the walls and may cause later efflorescence. Where walls cannot be cleaned with a simple scrubbing and washing with clear water, they may be cleaned with light sand blasting which is no more expensive than the acid method.

Q. Does lime in mortar affect various interior finishes where exposed masonry is scheduled?

A. If finishes are applied before

mortar containing lime has hardened, the lime, plus cement, could burn through a finish. However, after the mortar has hardened, there should be no trouble, provided the masonry has dried out. If painting is desired before work has thoroughly dried, the only known covering is a first coat of a good water cement paint, the "breather" type which allows moisture to evaporate as a vapor. A second coat of an acrylic resin or other "breather" covering could be used.

Q. Some rumors say that lime in mortar improves the water tightness of mortar. Others say it harms. Which is right?

A. The first statement is definitely right; the latter wrong.

Q. What effect does over-use of lime have on mortar strength?

A. Increase of lime in accepted mixes reduces strength of mortar.

Q. What can be done against moisture penetrating through mortar joints?

A. Study thousands of structures, hundreds of years old, with masonry walls constructed of just lime mortar—without cement—and you'll find no moisture penetration. The reason: over the years, lime hydroxide converts back into carbonate, or limestone, an action that helps seal up fine cracks.

Q. What is the curve indicating the percentage of water-tightness plotted against the percentage of lime content in masonry mortar?

A. Without considering strength, the curve representing sand without lime and sand with lime is a straight line in proportion to the amount of lime used. This is up to a mix of about 1 part lime to 5 parts sand—the top of curve being maximum water tightness.

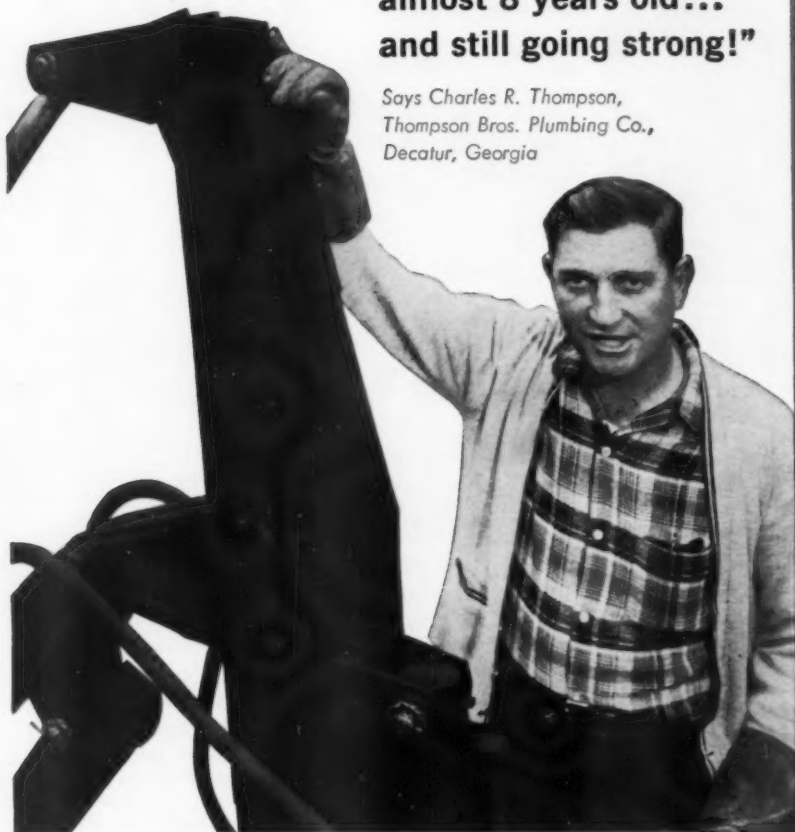
Q. How does a masonry contractor propose to control the addition of lime to the mix?

A. Only by his honesty and integrity and by that of his superintendents and foremen.

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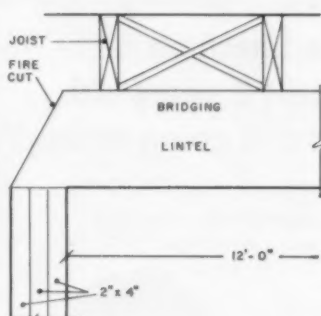
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ASK THE EXPERTS

Built-up beam replaces wall section



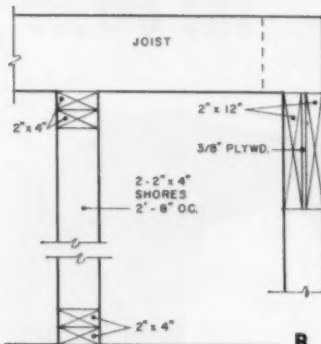
A

QUESTION: I am going to remodel a two-story house from which I must remove most of an outside bearing wall. I am to expand the kitchen into a closed-in first-floor porch.

The wall I am working on is about 18', but I am taking out 12'.

Will two 2x12s with $\frac{3}{8}$ " plywood in between carry the load upstairs, which is an apartment? Also, how can I shore the kitchen side until I get the beams in?

Hubert Iocca
Springfield, Ill.



B

ANSWER: The two 2x12s with $\frac{3}{8}$ " plywood in between will carry the load without difficulty. It is advisable to fire cut the end of the lintel, as shown in drawing A, above.

As for the shoring: place double 2x4 shores under every other joist of the floor above. Use double 2x4s for top and bottom plates. Place double shoring studs about 18" inside the wall before cutting the 12' opening as in drawing B.

William J. Hornung
National Technical Institute

White paint over stain?

QUESTION: I recently purchased a 22-room duplex. It was built 41 years ago and has had excellent care.

I had my men stain it on the outside, with two coats of stain. The shingles are in A-1 condition, but this year the house looks like it hasn't had paint or stain for a long time. Could I paint the shingles with a good marine paint (enamel)?

E. H. Boesken
Niagara Falls, N. Y.

ANSWER: It is possible to paint over stained shingles, but whether white paint would be satisfactory depends on the stain used. Test the paint on a small area to see if the stain bleeds through. If it does, seal the stain with a latex paint. You can use a good marine paint or enamel on the shingles but a high quality house paint would be better, since its controlled chalking would reduce dirt collection.

Francis Scofield
Director, Scientific Section
National Paint, Varnish &
Lacquer Association

U-values for 8" wood walls

QUESTION: We are planning a year-round residence using squared 8" solid logs, with spline joinings between them.

Will this material be sufficient without insulation for outside walls, as we plan to just finish the inner walls with stain and wax?

If it will not be, could you tell us what kind of insulation would be best to use?

D. Gheen
Milford, Michigan

ANSWER: The U-value for an 8" fir on pine wall would be 0.14 btu per hour per sq. ft. per degree Fahrenheit difference between the inner and outer surface. Lower density species of wood, in general, would have lower U-values.

When U-values do not exceed this figure, walls are usually considered to be adequately insulated. This will not be the case if electric heat is used in the building.

John I. Zerbe
Asst. to the Director
Technical Services Div.
Nat'l. Lumber Mfrs. Assn.

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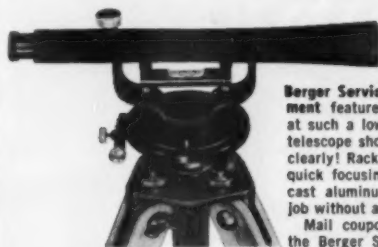
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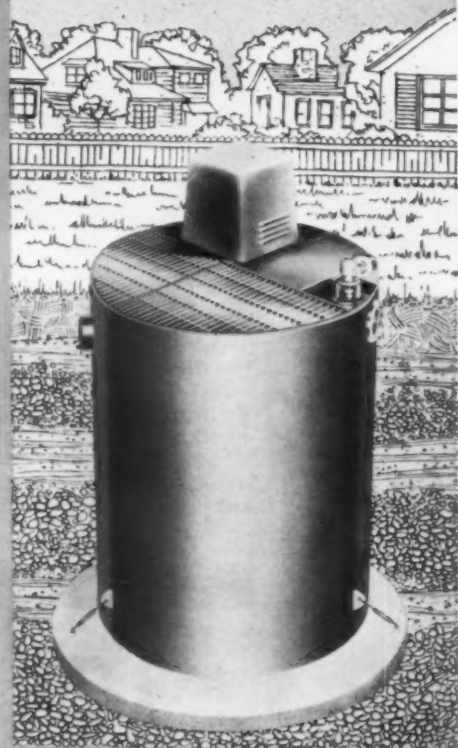
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ASK THE EXPERTS

Waterproof? No such thing

QUESTION: Can you tell me (1) how to test paint for its waterproofing ability, and (2) is there any way I can test it for durability?

J. R. Barr
Dayton 24, Ohio

ANSWER: There is no standard test for waterproofing ability. The Federal Trade Commission objects to the word "waterproof" in connection with coatings, since the degree of resistance to penetration of water depends upon the surface to which it is applied, the method of application, and thickness of the film. Immersion of a painted surface in water for 72 hours is a good test of the water resistance of the film. If it is not discolored, softened, or dislodged in that time, it is water resistant.

There is no known way of testing durability and long lasting quality except to paint it out and observe it over a period of time.

Francis Scofield
National Paint, Varnish &
Lacquer Association

Solving deflection problem

QUESTION: I plan to have a double garage under the living room as I am building on a side hill. The garage is 24'x23', but I don't want a center support for the living room floor joists. If I made the joists of two 2x6s, one above the other, and glued 3/4" plywood to either side and placed them 16" o.c., would that carry the load? I plan to plaster the garage ceiling for added fire protection.

Would you also give me some advice on how to make the trusses to carry ceiling and roof over the living room?

Chester C. Cornwell
Oakhurst, California

ANSWER: Computations based on 40 lbs./sq. ft. live load and 10 lbs./sq. ft. dead load indicate that while the beam you suggest may be strong enough to carry the load, the deflection at the center of the span would be approximately 1.5 inches, assuming 16" spacing. This deflection is excessive if you intend to plaster the ceiling.

I suggest making the beam deeper (perhaps 15"), thus lowering deflection to 1/360th of span.

The design of this beam should be checked by a local engineer.

William Sorentino C.E.

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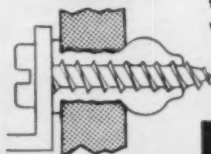


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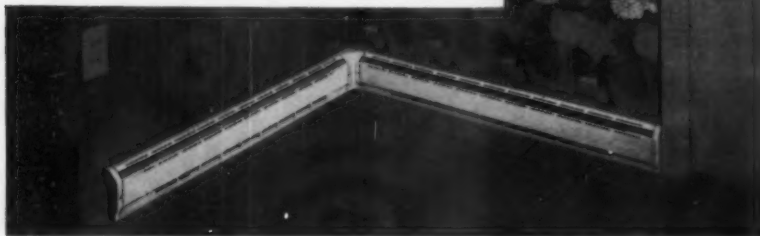


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No matter what the floor plan or decor, there's always room for ARVIN CEILING HEAT PANELS because they do not use a single inch of wall or floor space! Arvin Electric Heat Panels go up anywhere, can always be placed where greatest heat loss occurs. Need no upkeep, completely silent. They blend-in beautifully, painted to match any ceiling. U. L. listed.

Slimmest Design—1¾" thin, 4½" low!

ARVIN ELECTRIC INVISA-BASEBOARD HEAT puts the most sellable dimensions of all baseboard units to work for you. The neatest, slimmest, thinnest units available: *only 1¾" thin and 4½" low!* The eye-appealing styling with baked-on beige enamel finish blends with any room decor. High or low wattage, various lengths. Matching accessories.



ARVIN BUILT-IN WALL HEATERS

A complete line—seven fan-forced radiant models, from 3413 to 13,652 BTU capacities. Instant-heating elements. Each model features new-design rough-in box, quick-fastening clamps for new or old construction.



Write or call Arvin for facts and folders. No obligation.



Electric Heat Division
ARVIN INDUSTRIES, INC. • COLUMBUS, INDIANA

A LEADING NAME IN ELECTRIC HEAT PRODUCTS FOR 28 YEARS

BLUEPRINT HOUSE

(Continued from p. 129)

AMERICAN BUILDER HOUSE NO. 283

L = lin. ft.	C = cu. ft.
S = sq. ft.	U = units(s)
FIRST FLOOR AREA	1,250 S
GARAGE AREA	395 S
EXT. PLATFORM & APRON AREA	190 S

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Fill	7,200 S
Earth Hand Footing Exc. & B'fill	415 C
Earth Crawl Space Leveling	1,260 S
Earth Floor & Platf. Leveling	580 S
Gravel 4" Floor & Platf. Sub-fill	580 S
Gravel 6" Areaway Fill	5 S
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wall & Pier Footing	225 C
2500# Conc. Wall & Pier Footing Forms	385 S
2500# Conc. Platform Curbs	30 C
2500# Conc. Platform Curbs Forms	45 S
2500# Conc. 4" Platform Slab O.G.	135 S
2500# Conc. 4" Garage Slab O.G.	395 S
2500# Conc. 4" Apron Slab O.G.	55 S
P.C. Conc. 2'6x2'x4" Chim. Cap	1 U
Monolithic Floor Finish	395 S
Monolithic Platf. & Apron Float Finish	190 S
Premoulded ½x4" Platform Expan. Joints	35 L
Carb. & Grout. Expos. Conc. Rubbing	25 S
Kraft Paper Floor Prot. & Curing	585 S
#4 Steel .668# Rod Reinforcing	850 L
Trade Items Set-in	Sum

—BRICK CONSTRUCTION & VENEER—

Common Brick 8" Foundation Walls	230 S
Common Brick 8x8" Struct. Piers	20 L
Common Brick 4" Areaway Wall	6 S
Common Brick Chimney Construction	90 C
Fire Brick 4" Fireplace Lining	20 S
Used Brick 4" Fireplace C.B. Veneer	35 S
Used Brick 4" Chimney C.B. Veneer	120 S
Used Brick 4" Ext. Wall C.B. Veneer	55 S
Used Brick 4" Chimney Wash	5 S
Used Brick 8x4" Firepl. Mantle	5 L
Used Brick 6x4" Ext. Wall Waterproof	30 L
Terra Cotta 16x12" Flue Lining	15 L
Cem. Mortar Found. Wall Sub-plate	20 C
P.C. Concrete 2'6x2'x3" Chimney Cap	1 U
Flagstone 1" Fireplace Hearth	8 S
Acid & Grout. Expos. Brick Clean & Point	270 S
Galv. Metal 2 Bar Brick Anchors	14 U
Trade Items Built-in	Sum

—LUMBER FRAMING & CONSTRUCTION—

4x10" Dr. Fir Catch Cell. Beam	18 L
4x6" Dr. Fir Truss Bott. Chord	110 L
4x6" Fir Floor Beams	350 L
2-2x12" Fir Door Lintel	15 L
2x8" Fir Roof Hip Rafter	35 L
2x8" Fir Roof Ridge	10 L
2-2x6" Fir Door & Wind. Lintel	40 L
2-2x6" Fir Wall Plate	10 L
2x6" Fir Found. Wall Bolt. Plate	200 L
2x6" Fir Floor Header	175 L
2x6" Fir Wall Sill	10 L
2x6" Fir 16" o.c. Wall Studs	85 L
2x6" Fir 16" o.c. Roof Rafter	40 L
2x6" Fir Truss Top Chord	265 L
2x6" Fir 6" Pier Cap Plate	20 U
2-2x4" Fir Shower Curb	5 L
2-2x4" Fir Wall & Part. Plate	430 L
2x4" Fir Wall & Part. Sill	300 L
2x4" Fir 16" o.c. Wall Studs	1,650 L
2x4" Fir 16" o.c. Part. Studs	1,410 L
2x4" Fir Truss Bott. Chord	620 L
2x4" Fir Truss Top Chord	700 L
2x4" Fir Truss Braces	275 L
2x4" Fir Roof O.H. Blocking	235 L
2x4" Fir Cabinets Furred Down	90 L
2x4" Fir Soffit Purlin	30 L
2" T&G Fir Floor Lining	1,250 S
1x8" Dr. Fir Catch Cell. Boarding	250 S
1x6" Fir Truss Braces	265 L
1x6" Fir Truss Scabs	50 L
1x4" Fir Truss Splice Plates	85 L
1x4" Fir Ext. Wall Braces	90 L
¾" T&G Fir Wall Lining	1,600 S
¾" T&G Fir Roof Lining	2,130 S
1x10" Cedar Wall Clapboards	70 S
1x8" Cedar Wall Clapboards	170 S
Cedar Roof Shingles	2,130 S
¾" Physcore Floor Lining	105 S
15# Felt Floor Isolation	1,250 S
15# Felt Wall Isolation	1,600 L
15# Felt Roof Isolation	2,130 S
Fiberglas 4" Ceiling Insulation	1,250 S
Fiberglas 4" Wall Insulation	1,450 S
Alum. Mesh 3" Roof O.H. Soffit Vent	125 L
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

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Dept. AB-3-61

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COSTS 65% Over Old-Fashioned Way

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Painting, all
Repair work.

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features four-wheel-drive

When you want to move materials and earth around a building project and keep the job going in all kinds of weather and ground conditions, a few more dollars invested in a 1 cu. yd. 4-wheel-drive "PAYLOADER" tractor-shovel makes good business sense. These rugged machines are built as a unit and will go where others bog down — to get the job done instead of puttering and nibbling around.

This Model H-30 is the smallest of the proven 4-wheel drive "PAYLOADER" line and is backed by 25 years of tractor-shovel experience. It has 3,000-lb. operating capacity, powerful break-out digging action, and the same outstanding features as the larger ones. Included are full-reversing power-shift transmission with torque-converter, power-steering, power-transfer differentials, planetary final drives, 4-wheel hydraulic brakes, closed pressure-controlled hydraulic system and many other features. It can also be supplied with the versatile Drott 4-in-1 bucket and the rear-mounted Wain-Roy Backhoe.



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Title _____

Company _____
Street _____
City _____
State _____

3-8-5

BLUEPRINT HOUSE

(Continued from p. 186)

—METAL SHEET WORK—

Galv. Iron 5x3" Roof Gutter & Acc.	50 L
26-ga. Iron 6" Roof Dam	5 L
16-oz. Copper 12" Chimney Flashing	5 L
16-oz. Copper Vent Pipe Flashing	2 U
Alum. & Mesh 14x8" C. Space Vents	12 U
Alum. & Mesh 8x16" Attic Vents	2 U

—METAL ORNAMENT & MISC. WORK—

Cast Iron 12" sq. C. Out Door & Frame	1 U
Cast Iron 24x12" Firepl. Damper & Frame	1 U
Cast Iron 5x8" Ash Dump Door & Frame	1 U
3x4x¾" Sht. Fireplace Lintel	5 L
½"-d. Steel 12" Anchor Bolts & Nuts	40 U

—GYPSUMBOARD ½" CEIL. & WALL BOARDING—

Gypsumboard ½" T. J. Ceil. Boarding	915 S
Gypsumboard ½" T. J. Wall Boarding	2,865 S
Gypsumboard ½" Wall Lining	280 S
Metal Corner Beads	80 L

—METAL & STUCCO WALL LATH & FINISH—

3.4# Galv. Mtl. Wall Lathing	1,070 S
Stucco ¾" Wall Finish O. Lath	1,070 S
Stucco ¾" Wall Finish O. Masonry	80 S

—WOOD EXT. & INT. MILLWORK—

1¾" W.P. & Gl. 3'x6'8" Gl. Ent. Ext. Door, F&T	1 U
1¾" W.P. & Gl. 2'8x6'8" Gl. Ent. Ext. Door, F&T	1 U
1-¾" W. Pine 2'6x6'8" Louv. Int. Door, F&T	1 U
1-¾" W. Pine 2'4x6'8" Louv. Int. Door, F&T	1 U
1-¾" W. Pine 2'x6'8" Louv. Int. Door, F&T	1 U
1-¾" B. Ven. 2'8x6'8" Flush Int. Door, F&T	1 U
1-¾" B. Ven. 2'6x6'8" Flush Int. Door, F&T	3 U
1-¾" B. Ven. 2'4x6'8" Flush Int. Door, F&T	3 U
1-¾" B. Ven. 4'x6'8" Dble. Int. Door, F&T	2 U
1-¾" B. Ven. 3'8x6'8" Dble. Int. Door, F&T	1 U
1-¾" B. Ven. 1'10x6'8" Dble. Int. Door, F&T	1 U
1-¾" B. Ven. 1'6x6'8" Dble. Int. Door, F&T	1 U
1¾" Fir & Pine 1'5'x6'8" O.H. Door, Trk. & Acc.	1 U
¾" W.P. Plywd. 2'x1'8" Access Door, F&T	1 U
Alum. & Glass 9'x6'8" Slide Ext. Dr., F&T	1 U
1-¾" W.P. 6'x4' Tri-Case Window, F&T	2 U
1-¾" W.P. 4'x4' Dbl.-Case Window, F&T	2 U
1-¾" W.P. 4'x4' Sgl.-Case Window, F&T	1 U
1-¾" W.P. 3'x4' Dble.-Case Window, F&T	1 U
1-¾" W.P. 3'x2' Dble.-Case Window, F&T	1 U
1-¾" W.P. 2'1x2'1" Sgl.-Case Window, F&T	1 U
P. Fin. B. Ven. 5'x2'x3" Sink Cabin. & Hdwe.	1 U
P. Fin. B. Ven. 4'10x2'x3" Range Cab. & H.	1 U
P. Fin. B. Ven. 2'2x2'x3" Oven Cab. & H.	1 U
P. Fin. B. Ven. 8'6x2'x3" Base Cabin. & Hdwe.	1 U
P. Fin. B. Ven. 2'4x2'x3" D.W. Cabin. & Hdwe.	1 U
P. Fin. B. Ven. 5'1'8x2'6" Van. Cab. & Hdwe.	1 U
P. Fin. B. Ven. 2'8x2'10x1' Wall Cab. & Hdwe.	1 U
P. Fin. B. Ven. 2'4x2'10x1' Wall Cab. & Hdwe.	1 U
P. Fin. B. Ven. 1'3x2'10x1' Wall Cab. & Hdwe.	1 U
P. Fin. B. Ven. 3'x2'1' Wall Cab. & Hdwe.	1 U
P. Fin. B. Ven. 2'2x2'1' Wall Cab. & Hdwe.	1 U
P. Fin. B. Ven. 3'2x1'5x1' Wall Cab. & Hdwe.	1 U
P. Fin. B. Ven. 6'6x1'8x1' Hang Cab. & Hdwe.	1 U
Lam. Plastic Counter Tops & S.B.	50 S
White Pine 1'6x4'4" Wind. Shutter & Acc.	4 U
White Pine 2x8" Roof Rake	100 L
White Pine 1x6" Roof Fascia	12 L
White Pine 1x4" Wall Base	300 L
White Pine 1x3" Shelf Cleats	80 L
White Pine 1x4" Hook Strip	7 L
White Pine 1x18" Closet Shelves	30 L
White Pine 1x12" Closet Shelves	30 L
White Pine 1x2" Roof O.H. Trim	185 L
White Pine 1x2" Wall Battens	175 L
White Pine 1x4" Partition Coping	5 L
White Pine 2x3" Ext. Wall Watertable	35 L
White Pine 6x6" Rf. Gable Orna. Beam	10 L
White Pine 6x6" Porch Roof Posts	14 L
White Pine 6x6" Pl. Box Brackets	4 L
White Pine 18" Roof Brackets	4 U
White Pine 32" Roof Brackets	2 U
Redwood 6'x1'x1'6" Plank Box	1 U
Hardwood 1-½"-d. Cloth Pole & Supp.	25 L
Hardwood 2"-d. Partition Dowels	20 L
Ext. Plywood ¾" Soffit Boarding	345 S
W.P. Plywood ½" Wall Boarding	215 S

—CERAMIC FLOOR & WALL TILING & TRIM—

Ceramic Floor Tiling	70 S
Ceramic Wall Tiling	270 S
Ceramic Wall Base	45 L
Ceramic 4x4" Shower Curb	4 L
Marble 1x4" Door Saddle	5 L

—VINYL & OAK FLOORING & TILING—

Vinyl ¼" Floor Tiling	105 S
Oak ¾" Finish Flooring	965 S
Machine 3 X Finish Floor Sanding	965 S

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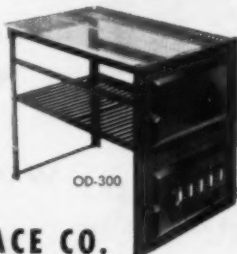
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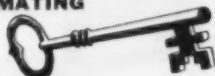
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OD-300

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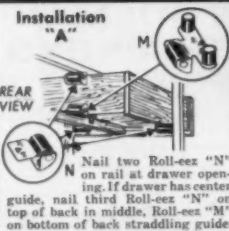
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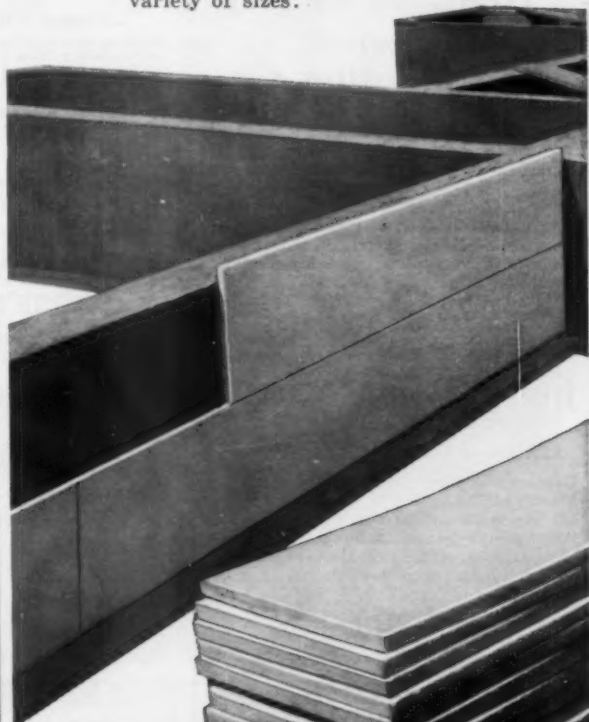
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BLUEPRINT HOUSE

(Continued from p. 188)

—METAL & GLASS TOILET ROOM ACCESS—

MH. & Glass 18x24" Medic. Cabinet	2 U
MH. & Glass 5'x2' Wall Mirr. & Frame	1 U
Chrome Metal Toilet Paper Holders	2 U
Chrome Metal Soap Holders	2 U
Chrome Metal Tumbler & T.B. Holders	2 U
Chrome Metal Soap Dish & Grab Bar	2 U
Chrome Metal Towel Bars	4 U
MH. & Fabric 5' Shower Rod & Curtain	1 U
MH. & Fabric 4' Shower Rod & Curtain	1 U

—METAL FINISHED HARDWARE—

Metal Exter. Door Cylind. Locks	2 U
Metal Inter. Door Latch	13 U
Metal Inter. Door Lock Sets	2 U
Metal Slide Door Lock Sets	1 U
Metal 9" Slide Door Tracks	1 U
Metal Exter. Door Hinge Sets	2 U
Metal Inter. Door Hinge Sets	18 U
Metal Window Locks	16 U
Metal Access Door Hdwe. Set	1 U

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 Coats	1,150 S
Lead & Oil Int. Millwork 2 Coats	400 S
Lead & Oil Gypbd. Wall 2 Coats	2,865 S
Lead & Oil Gypbd. Ceiling 2 Coats	915 S
Lead & Oil Windows 3 Coats	240 S
Lead & Oil Doors 3 Coats	225 S
Varn. & Stain Doors 4 Coats	850 S
Varn. & Stain Oak Floor 3 Coats	965 S

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 U
Sanitary Service Connection & Piping	1 U
Gas Service Connection & Piping	1 U
Gas Furnace Connection & Piping & Acc.	1 U
Hose Bibb, Connection & Piping & Acc.	2 U
Lavatory, Piping & Accessories	2 U
Bath Tub, Piping & Accessories	1 U
Water Closet, Piping & Accessories	2 U
Kitchen Sink, Piping & Accessories	1 U
Shower Head, Piping & Accessories	2 U
Shower Drain, Piping & Accessories	1 U
Elec. H. W. Htr. Piping & Accessories	1 U
Dish Washer Piping & Accessories	1 U

—HEATING SYSTEM & FIXTURES—

Gas Warm Air Furnace & Accessories	1 U
Gas Warm Air Ducts & Registers	13 U
Gas Warm Air Temp. Control Equipment	1 U
Gas Warm Air Furnace Filters	2 U
Gas Warm Air Vent Stack & Connection	1 U

—ELECTRICAL SYSTEM & FIXTURES—

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
Range, Connection & Wiring	1 U
Exhaust Fan, Connection (Hood) & Wiring	1 U
Single Switch Outlets & Wiring	13 U
3 Way Switch Outlets & Wiring	4 U
Conven. Recept. Outlets & Wiring	27 U
Light Outlets & Wiring	12 U
Entry P. Butt. Outlets (Chime) & Wiring	2 U
Ceiling Fixtures & Bulbs	7 U
Wall Fixtures & Bulbs	2 U
Exterior Fixtures & Bulbs	3 U

APRIL BUYERS GUIDE

Who? What? Where? How? This issue gives you exclusive buying data for the light construction field. It's a neat package of fresh information good for year-round use.



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build in these all-metal

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— left or right-hand opening.

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— finish with any style mantel.



NO MASONRY OR MORTAR needed! Clearances are built into all-metal, safe triple-wall construction. Can be butted directly against wood. Made of corrosion-resistant alloys and stainless steel. Heavy steel fire-box, with thick ceramic walls, correctly engineered for efficient, smoke-free operation. Front openings 36" wide, 24" high. Write for details.



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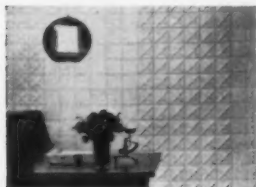
NEW PRODUCTS



Solves extra heat problem

Providing heat for built-on areas is simplified with sealed gas heaters that require no chimney, eliminate need to extend original plumbing or duct work. "Safti-Vent" heater is vented through 7/8" opening in outside wall behind flush-against-wall cabinet. Operates on city or bottled gas.—*H. C. Little Burner Co., Inc.*

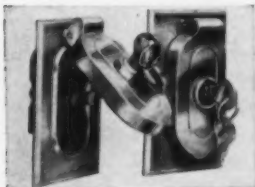
Circle No. M65 on reply card, p. 145



Create variety of designs

Create special designs with these sculptured tiles. "Caribbean" series allows freedom to develop a wide variety of themes through interplay of light and shadow. Gives ordinary walls 3-dimensional designs. For kitchen, bath, fireplace. Ideal for both new construction and remodeling.—*Robertson Mfg. Co.*

Circle No. M66 on reply card, p. 145



Locks electric outlets

Lock-cover assembly assures protection against unauthorized use of electrical equipment. Features die-cast aluminum plate, die-cast cap, self-sealing rubber gasket and precision lock and two keys. In one-gang, two-gang units. Designed for use in commercial structures.—*Perfect Line Mfg. Corp.*

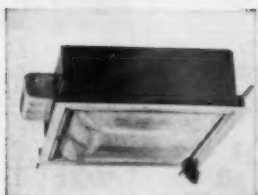
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No hardware needed

Cabinet line with fruitwood finish features easily cleaned Formica plastic countertops, gently sloped drawer faces, and stylish flush-front cabinets. No hardware to interrupt smooth lines of cabinet fronts. Come also in red birch and plastic-face.—*Precisionware, Inc.*

Circle No. M68 on reply card, p. 145



Fixture is rust-proof

Recessed lighting fixture in a prism bowl style is extra hollow, takes 150 watt lamps. Box is 4 1/4" deep, uses regular building wire. Bowl of pyrex glass gives rectangular distribution of light.—*The Kirlin Co.*

Circle No. M69 on reply card, p. 145



Space heater is automatic

"Summeraire" space heater has thermostat control for completely automatic operation. Produces 340,000 btuh, filters smoke or soot from air, which is delivered at 2,400 cfm.—*Midland Products Co.*

Circle No. M70 on reply card, p. 145

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MONTH AHEAD

How's your first quarter?

Maybe it's too early to tell but if your year seems to be getting off to a slow start you might look into some "sidewise" building opportunities. High on the list is remodeling.

Modernization (plus repair, upkeep, maintenance) is estimated for 1961 at \$23 billion. This represents a 3.6% increase over last year with home improvement accounting for \$12 billion of the total.

Another opportunity source can be your local Department of Public Works. Frequently they ask for bids on small public works jobs that bigger contractors turn down. The technique for getting the work is simple. Just get a set of plans and specifications from your DPW (you might have to leave a small deposit). Price up the job and add something for overhead and profit. Then, submit a sealed bid. There's no politics involved. The jobs go to the lowest qualified bidder.

And here it comes again—

That's American Builder's annual April Buyers Guide. It will come to you next month. Once again you'll have for handy year-round reference: (1) An expanded revised technical data section designed to show you where and how to improve every phase of your homebuilding operation; (2) An expanded and revised directory section that lists catalogs, building products, brand names, manufacturers, and how to find them.

How's your land operation?

Remember, the only phase of construction that can boast lower costs today than 20 years ago is earthmoving. This is because technological advances in equipment and techniques have been so tremendous they offset other rising costs such as the price of earthmoving equipment and labor. This

offers tremendous land advantages to the builder who moves his own earth. He can develop rugged sites himself rather than pay high prices to others to do the work for him. He can cheaply convert marginal land into prime building sites and take advantage of low marginal land prices.

Every community boasts an equipment dealer. It might be the smartest move of your building career to have a talk with him. He can arrange easy terms and introduce you to the art of earthmoving. Don't think he'll lead you astray just to sell you a machine. Your getting stuck with expensive equipment that does you more harm than good threatens him more than it does you.

What makes the April issue great?

The same thing that makes the dictionary great: repeated service over a long period of time. We know from past experience that you'll open and read the Buyer's Guide hundreds of times over 1961. You'll open it to find the manufacturer of a particular product. You'll open it to find a patio design for one of your houses or layouts for kitchen cabinets or how to soundproof a room. And don't forget advertising. The many colorful pages serve as valuable reference material along with the editorial pages. The issue is worth its weight in dollar bills. It's the builder's guide for 1961.

Are you planning your Parade now?

There's more to putting together a Parade of Homes than simply printing a few signs. Why don't you start planning your next Parade now? Why don't you consider banding with a group of builders (or your local association) to buy a parcel of land and concentrate the parade on it? A "house of tomorrow" is a crowd-pleaser. Smart thinking now will make it a bigger success than your previous one.

IN MAY: Look for these special features coming your way:

- What vacation houses can offer you in new business—report will explore profit-potentials in this 200,000 a year market.
- The coming boom in urban renewal—this report will spotlight the "sidewise" opportunities coming in this growing market.



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