

February 1954

house + home

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The two-story house

Carl Koch shows how to make every cubic foot usable and flexible (below and p. 106)

The Levitts work out their best expansion-attic plan (p. 118)

Gardner Dailey uses a two-story wing to give coherence and distinction to a rambling house (p. 124)

New NAHB president - R. G. Hughes

His Paul Bunyan career, his 16-hour work day, his special talents and his advice to young homebuilders (p. 130)

Plastics

Can they make tomorrow's house better? Cheaper? Easier to build? (p. 158)

\$40,000 builder houses

Four architect-designed plans and variations to satisfy custom-minded buyers (p. 154)

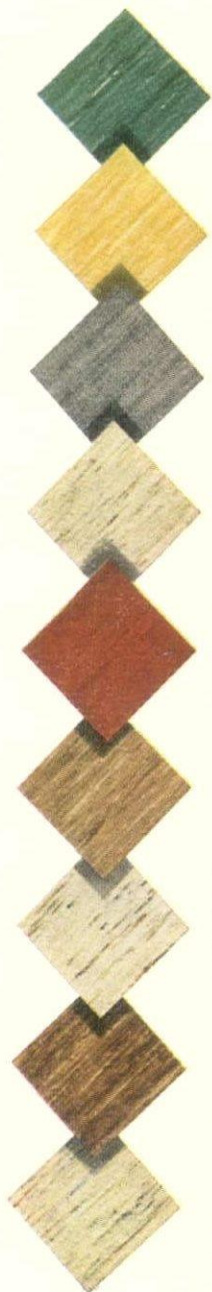




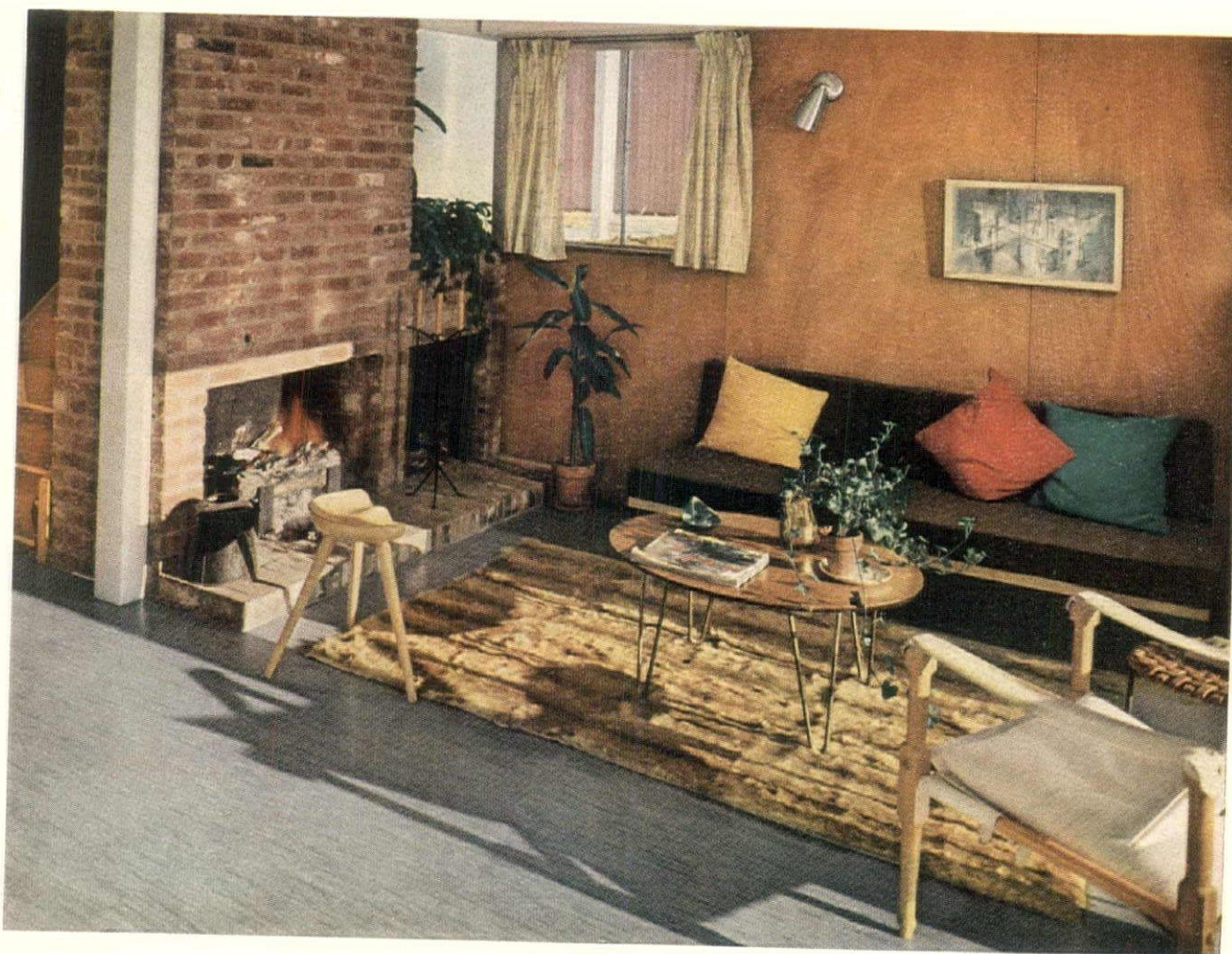
Gold Seal *Ranchtile* TRADE-MARK



**big sales asset
in the spectacular
TECHBUILT house**



Now 9 Colors
in 9" x 9" tile



**Here's why this special inlaid linoleum
is perfect for Carl Koch's space-stretching design:**

The exciting principle of the TECHBUILT house is that you can buy as much space as you'll ever need for as little as \$10,000. Carl Koch cut a substantial slice of the building costs by turning the ground level into a warm, handsome, living floor. To do this he needed a quiet, comfortable, practical flooring . . . yet a flooring that would go on concrete slab. He found the perfect solution in Gold Seal Ranchtile, the only genuine inlaid linoleum developed and guaranteed for installation on grade—with or without radiant heat. Here's how Ranchtile will help *sell* the TECHBUILT house. It has true linoleum resiliency . . . customers notice the quiet and comfort underfoot.

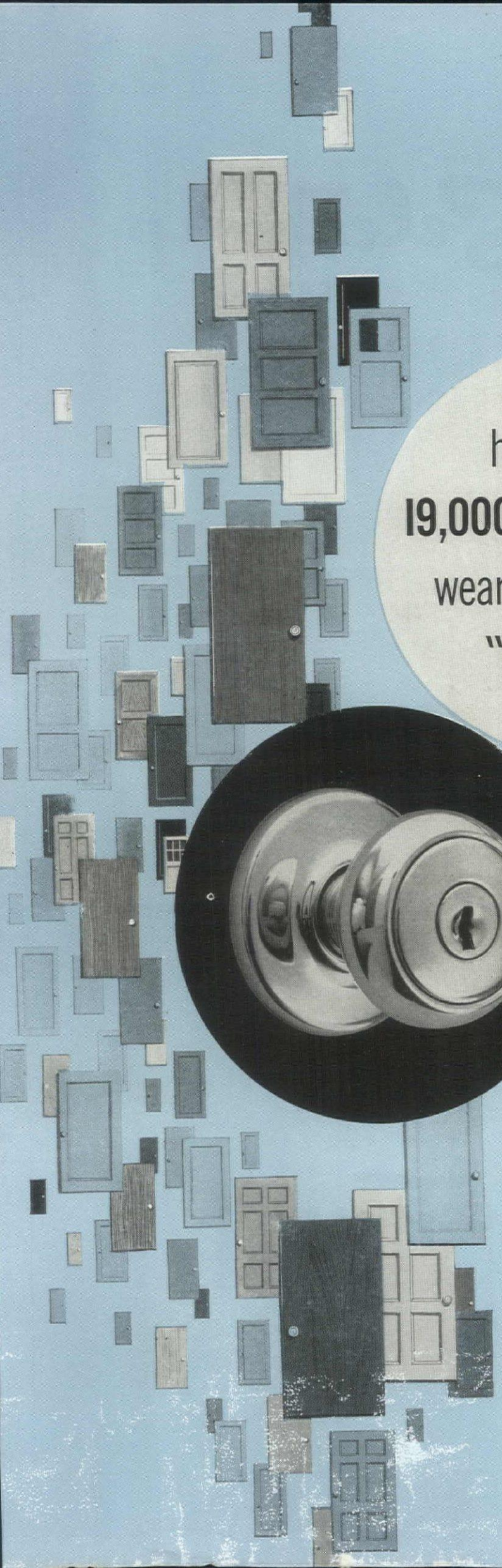
Its great soil resistance makes it one of the easiest floors to keep clean. It resists indentation . . . moisture, alkalis and grease. In fact it makes every house look like "more for the money" at very little extra cost. And it offers the Gold Seal Guarantee . . . satisfaction or your money back. Specify Ranchtile for *your* next on-grade project.

See page 106 for full information on the Techbuilt House by Carl Koch and Associates.

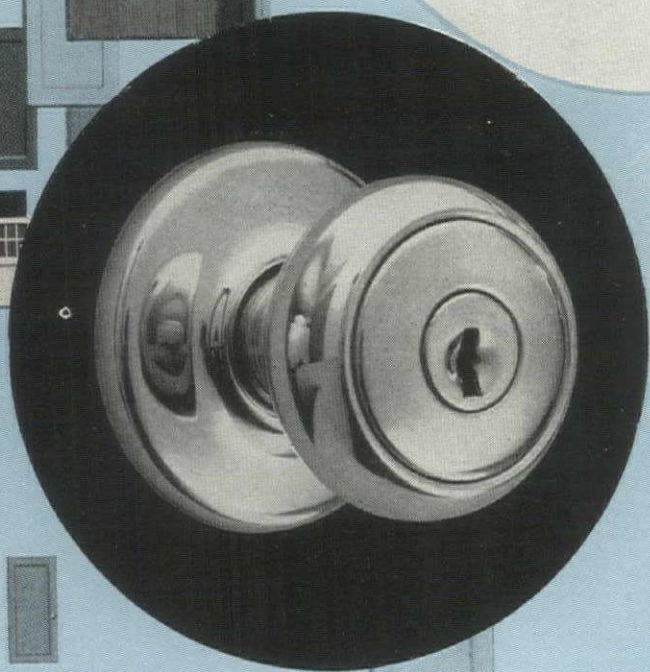
GOLD SEAL | **FLOORS
and
WALLS**

CONGOLEUM-NAIRN INC., KEARNY, N. J. © 1954

You'll want Ranchtile information right away! For details and free sample write the Builders' Service Dept., Congoleum-Nairn Inc., Kearny, N. J.



here's **why**
19,000,000 doorways
wear the **kwikset**
"400" line



From its first day in business
KWIKSET has offered architect, builder,
dealer, and home owner a top quality lockset
at a competitive price — **and backed its product**
with an unconditional guarantee.

You get 5 pin-tumbler security... rugged precision
construction that assures years of trouble-free
service... handsome, durable finishes... fast, easy
installation (with cost savings up to 20%)...
these are some of the reasons why the
KWIKSET "400" Line means more actual
profit for builders everywhere.

For beauty, for dependability, for
economy — specify and install the
KWIKSET "400" Line.

THE QUALITY LOCK FOR QUANTITY BUILDING

KWIKSET SALES

AND SERVICE COMPANY

ANAHEIM, CALIFORNIA



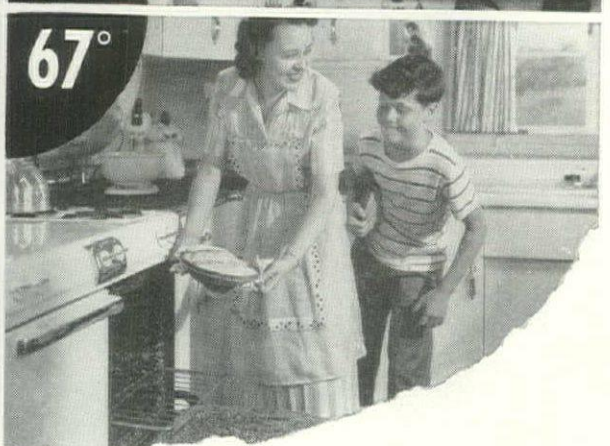
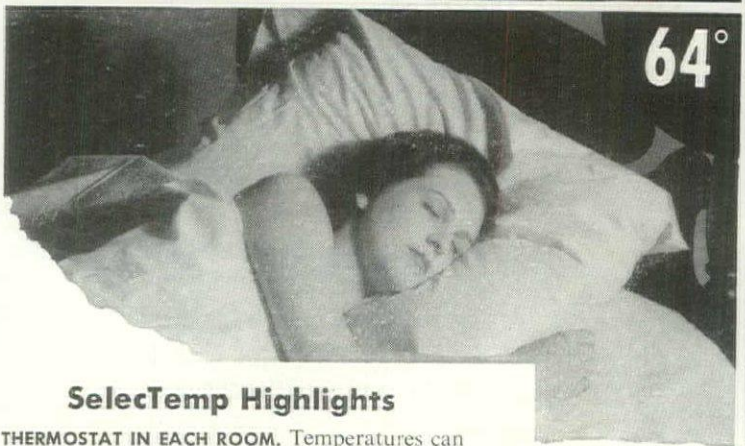
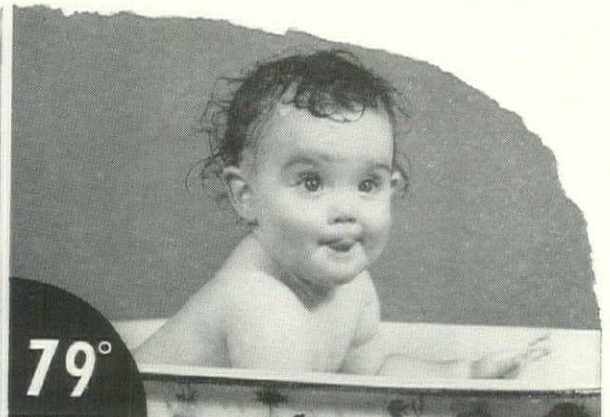
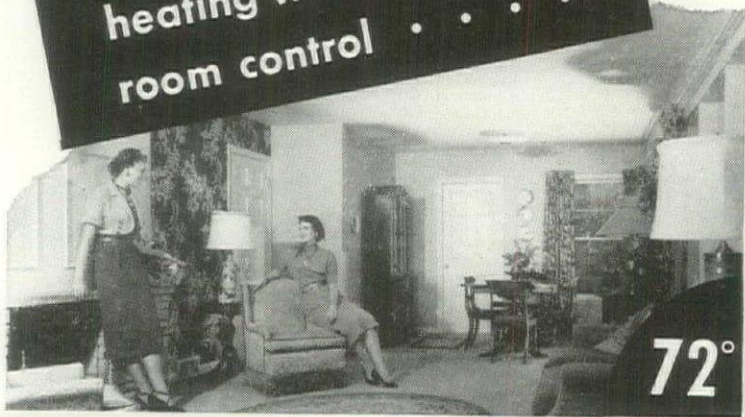
"400" LINE

At last...
continuous modulated
heating with individual
room control

SelectTemp

TRADE MARK

HEATING



72° 79°
64° 67°

SelectTemp Highlights

THERMOSTAT IN EACH ROOM. Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

MODULATED HEAT. Air circulation is continuous. Both temperature and volume of air is automatically modulated, as required to offset heat loss from room.

FILTERED, CIRCULATED AIR. Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

BOILER LOCATION. Does not require centrally located heating plant. Boiler can be placed in any desired location, with proper distribution of heat to every room.

LOW POWER COST. No electricity required to operate circulating fans. Nonelectric thermostats.

LOW INITIAL COST. No other system can be so easily installed in either new or old construction. Small soft copper tubing (1/4 inch I.D.) carries steam to individual room heater units. Return lines are 1/8 inch. Tremendous savings in installation costs.

LOW FUEL COST. Temperature easily reduced in unused rooms. Eliminates overheating.

AUTOMATICALLY BALANCED. No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

important announcement by Iron Fireman

Iron Fireman SelectTemp is a distinctively new method of comfort heating. It has been in actual use for three years and is giving outstanding performance in all types of buildings, from small homes to motels, apartment houses and office buildings.

Heating engineers have long recognized the need for accurately modulated heat (in contrast to the old "on-and-off" method of heat control), with individual room control. The modern trend toward extended floor plan and "picture" windows makes zone control essential for true heating comfort.

Until now, only those who could afford the very high cost of an elaborate heating plant and complex control system could enjoy a modulating flow of heat with control in each room.

Iron Fireman SelectTemp combines all of these desirable elements in such a simple and practical way that the ultimate in heating comfort can now be enjoyed in the smallest home or the largest residential, institutional or commercial building. Ideal for both new construction and modernization.

Write for descriptive booklet and specifications to Iron Fireman SelectTemp, 3172 W. 106th St., Cleveland 11, Ohio.

SelectTemp

TRADE MARK

PRODUCT OF IRON FIREMAN



Send for full
information

IRON FIREMAN MANUFACTURING CO.
3172 W. 106th Street, Cleveland 11, Ohio.

Please send literature on Iron Fireman SelectTemp heating.

Name _____
Address _____
City _____ State _____

Copyright, 1953-I.F. Mfg. Co.

NEW! CALORIC

DOUBLE-DUTY AUTOMATIC

GAS DISPOSER

FOR GARBAGE AND TRASH



ODORLESS . . . SMOKELESS!

The new Caloric Double-Duty Automatic Gas Disposer puts an end to messy, smelly, unsanitary garbage cans. And to all the flies, cleaning, scouring and other problems involved.

The housewife just wraps garbage, drops it in the disposer. Caloric and gas do the rest!

The Caloric Disposer gets rid of trash, newspapers, magazines, paper cartons, old shoes and clothes, bones, eggshells, flowers, anything and everything . . . except glass or metal.

Operates for just pennies a day.

No water or sewage connections required!

Install Caloric Disposers in garage, cellar, utility room, kitchen . . . or wherever a suitable flue is available.

EXCLUSIVE CALORIC FEATURES

CALOR-A-TRED . . . Step on the Calor-A-Tred pedal. Up goes the loading door. Even with both arms full, it's easy and convenient to load.

CALOR-A-SET . . . Calor-A-Set Control at "normal" dehydrates any load. "Wet" is for dehydration of extra wet vegetables or fruit refuse. "Dry" is the perfect setting for gift wrappings, newspapers, etc.

EXTRA-LARGE LOADING DOOR . . . Permits easy loading of large, bulky packages, cartons or bags.

MODERN STYLING . . . Beautiful Nupon finish in white or grey with black base and black porcelain enamel top gives Caloric disposer a handsome appearance, outstanding among modern appliances.

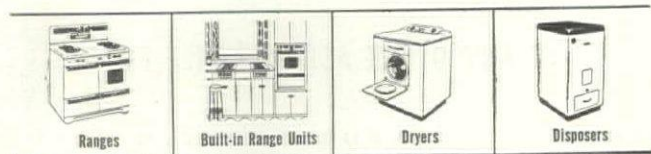
GLASS-LINED . . . Dehydration chamber is finished with high-temperature vitreous enamel, specially developed for exhausts of jet aircraft. This protection is found in no other disposer.

APPROVED BY AMERICAN GAS ASSOCIATION TESTING LABORATORIES



Caloric

CALORIC STOVE CORPORATION
TOPTON, PA.



**CALORIC STOVE CORPORATION,
TOPTON, PA.**

Please send me complete data on the new Caloric Double-Duty Automatic Gas Disposer for garbage and trash.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Tests like these insure the quality of Kentile asphalt tile

A.I.A. 23-G

24 hours a day, Kentile, Inc. laboratories work to guard the quality that makes Kentile asphalt tile preferred. Some of the extensive, continuing series of tests...and the scientific instruments used...are shown here. And, it is because of these tests that every tile has precision-straight edges and true right-angle corners for quicker, more economical installation... every tile is tough, durable and easy to clean. Further, Kentile's manufacturing technique and tested ingredients assure lasting brilliance of color...uniformity of marbling. But, get fuller details on Kentile's money-saving advantages for Floors and Walls. Consult the Kentile Flooring Contractor listed under FLOORS in the Classified Telephone Directory.

Specifications and Technical Data

INSTALLATION: Over any smooth, firm interior surface free from spring, oil, grease and foreign matter...over metal, wood, plywood, concrete, radiant heated concrete slab, concrete in contact with the earth; on or below grade.

THICKNESSES: Kentile is available in two gauges: 1/8" for residential and most commercial uses—3/16" for industrial use and where extra-heavy duty flooring is needed.

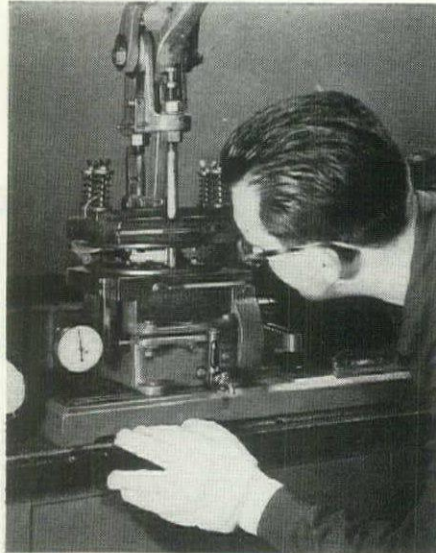
SIZES: Standard tile size is 9" x 9".

SPECIAL KENTILE: Greaseproof asphalt tile for industrial use in a wide range of marbled colors—extremely resistant to petroleum and cooking greases and oils, alcohols, alkalis and most acid solutions.

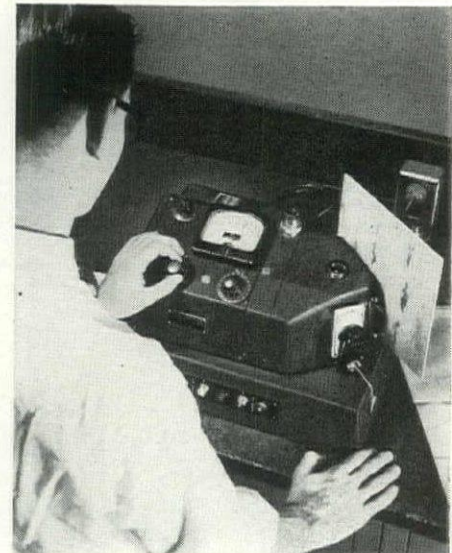
Approximate Installed Prices Per Square Foot

	1/8" Gauge	3/16" Gauge
KENTILE: A Colors	20¢	25¢
KENTILE: B Colors	25¢	30¢
KENTILE: C Colors	30¢	40¢
KENTILE: D Colors	35¢	40¢
SPECIAL KENTILE	40¢	50¢

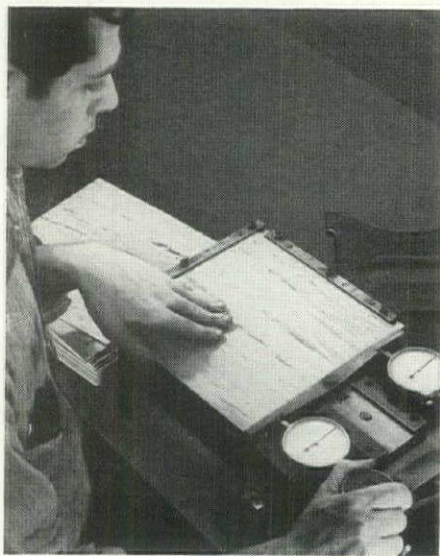
These costs are based on a minimum area of 1,000 sq. ft. over concrete underfloor. Color groupings range from Group "A," the darkest solid colors...to Group "D," the lightest marbled colors. Special Kentile is available in Regular and DeLuxe Colors.



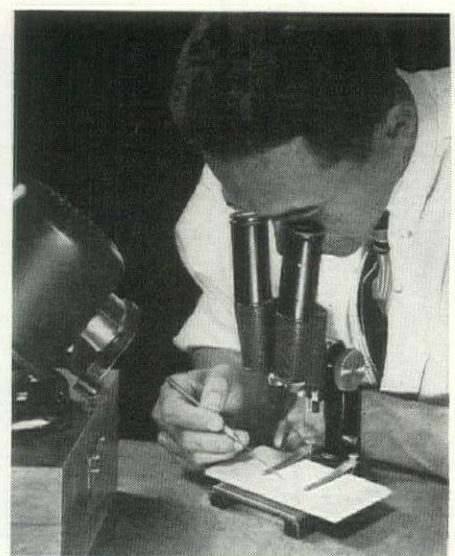
The ability of Kentile's top-grade raw materials to flow properly during calendaring is measured by a Mooney Viscometer.



This electronic Color-Eye records the shade of each Kentile color to help preserve uniformity of tone from one run to the next.



Trained technicians using special gauges check the length and width of Kentile to tolerances less than a thousandth of an inch.



Surface smoothness is checked by chemists who select tiles from every run and carefully examine them under binocular microscopes.

Samples and Technical Literature available to architects, builders and designers. Simply write the nearest Kentile, Inc. office listed below, stating samples and information desired. And, be sure to request samples of Theme-Tile die-cut inserts, colorful Feature Strip and KenBase, a cove wall base.



Kentile is the floor your clients know and want...

BACKED BY MORE FULL-COLOR ADVERTISING THAN ANY OTHER ASPHALT TILE FLOOR

KENTILE * SPECIAL KENTILE * KENCORK * KENRUBBER * KENFLEX*

KENTILE, INC., 58 Second Avenue, Brooklyn 15, New York • 350 Fifth Avenue, New York 1, New York • 705 Architects Building, 17th and Sansom Streets, Philadelphia 3, Pennsylvania • 1211 NBC Building, Cleveland 14, Ohio • 900 Peachtree Street N.E., Atlanta 5, Georgia • 2020 Walnut Street, Kansas City 8, Missouri • 4532 So. Kolin Avenue, Chicago 32, Illinois • 4501 Santa Fe Avenue, Los Angeles 58, California

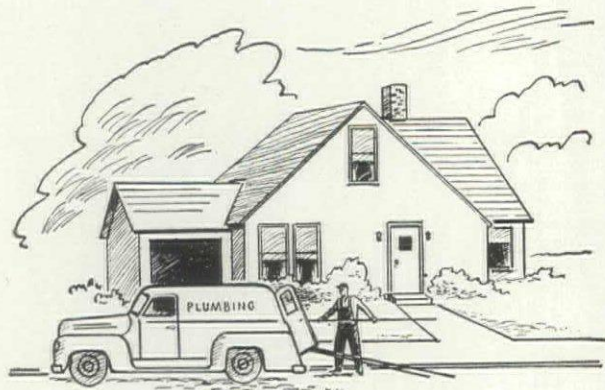
KENTILE

The Asphalt Tile of Enduring Beauty



*Reg. U. S. Pat. Off.

for every home -



it pays to specify

Streamline[®]

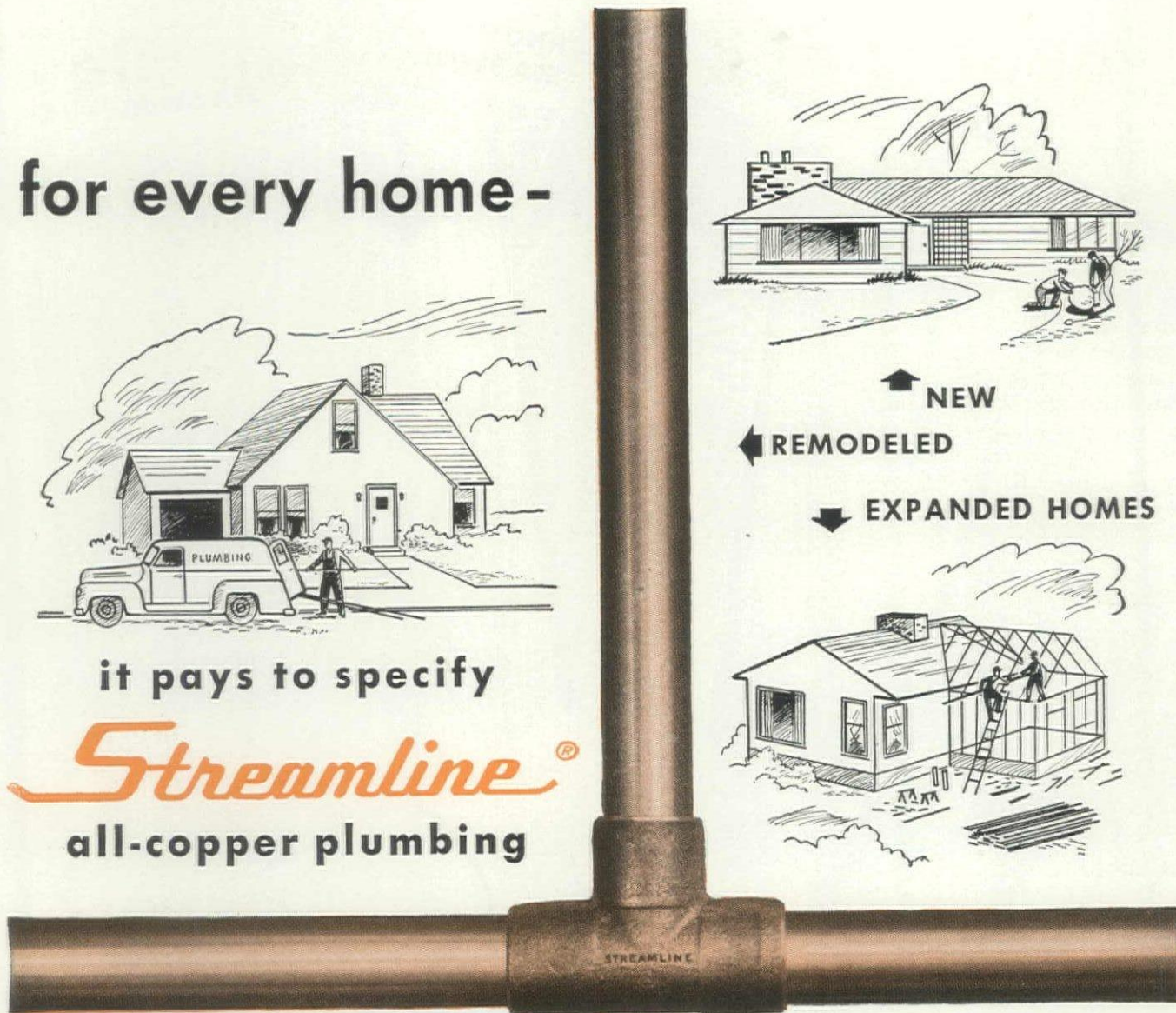
all-copper plumbing



↑ NEW

← REMODELED

↓ EXPANDED HOMES



Today, in addition to the high level of activity in new home construction, more and more people are remodeling or expanding their present homes. Into these updated homes will go extra bathrooms, larger kitchens, new laundry facilities and recreation rooms. On every one of these jobs, it will pay you to specify Streamline all-copper supply and drainage plumbing, not only for the new additions, but as replacement for old outmoded plumbing systems throughout the house.

Streamline copper plumbing won't rust, it can't be loosened by vibration and is clog resistant. In drainage plumbing, it will resist the destructive effects of corrosive acids. Ordinarily a Streamline all-copper system will last more than a lifetime and never need repairs.

Streamline copper tube and fittings are easier to install and construction costs are lower because the

drainage stacks will fit in standard 2" x 4" partitions without furring or framing. Savings in installation time plus the extra years of service Streamline all-copper plumbing gives, will actually save home owners money in the long run.

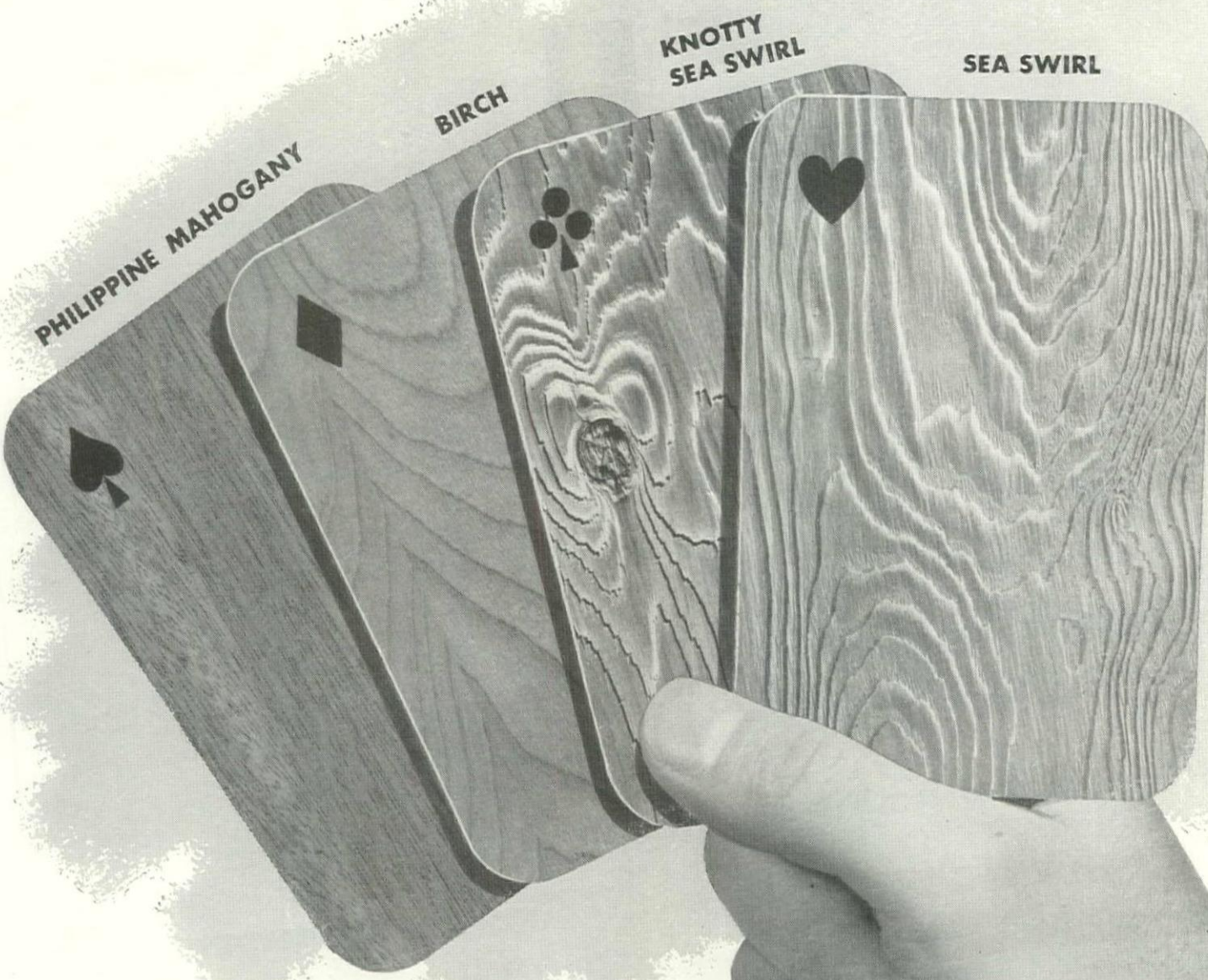
Streamline copper tube and fittings are made with care and accuracy to provide a snug-fitting, leakproof system. They have a highly polished finish that makes a neat, attractive installation home owners will be sure to appreciate.

Home owners today are copper conscious. They like the clean appearance of copper plumbing. They like the way it lasts under the most difficult service conditions. You will be giving them real satisfaction and increasing your business when you specify a complete Streamline all-copper plumbing system. Write today for our latest catalog of Streamline Products.

116-A



MUELLER BRASS CO. PORT HURON 6, MICHIGAN



4 sales aces

Plywood has come a long way since the early days of the industry. Here at Associated, in addition to standard, high quality Douglas fir plywood, we manufacture specialty panels. These products present new sales and profit opportunities to you. They are:

- SEA SWIRL** decorative fir plywood. Interior and exterior, in 4'x8' panels (other sizes to order).
- KNOTTY SEA SWIRL** decorative fir plywood. A companion product to select *Sea Swirl*, and now being manufactured in response to steady requests.
- BIRCH** faced plywood with solid cores. Standard size panels, 1/4" and 3/4" thickness.
- PHILIPPINE MAHOGANY** faced plywood with solid cores. A companion product to Birch faced panels.

APMI quality plywood products are available at company warehouses, and through selected independent jobbers. Your inquiries are welcomed.

BRANCH SALES WAREHOUSES:

- 4268 Utah St., St. Louis, Missouri
- 4814 Bengal St., Dallas, Texas
- 4003 Coyle St., Houston, Texas
- 1026 Jay St., Charlotte, North Carolina
- Raleigh, North Carolina
- Worley Road, Greenville, South Carolina
- 925 Toland St., San Francisco, California
- Eugene, Oregon
- Willamina, Oregon

SALES OFFICES:

- 31 State St., Boston, Massachusetts
- 595 E. Colorado St., Pasadena, California



ASSOCIATED PLYWOOD MILLS, Inc.

General Offices: Eugene, Oregon | Plywood plants at Eugene and Willamina
Lumber mill at Roseburg

HOUSE & HOME

CLEARs AND LOADS RUBBLE from old buildings. The Allis-Chalmers HD-5G shown here pulls down building walls by means of a cable threaded through doorways and windows, then loads debris to trucks.



PREPARES RAW LAND. An HD-5G with standard bucket or bulldozer blade clears brush and trees, levels, moves big rocks, fills gullies — converts raw land into desirable tracts.



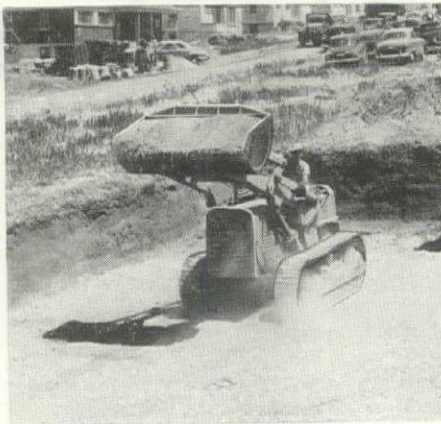
DIGs FOOTINGS, TRENCHES with quick-change trench-hoe attachment. Cuts narrow, flat-bottom ditch to depth of eight feet. Does precision work on footings, utility trenches, any small excavation.



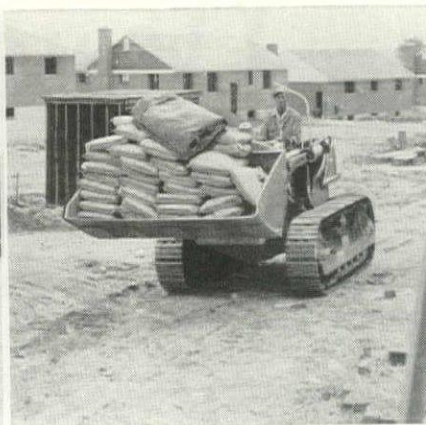
LET A DEMONSTRATION PROVE TO YOU...

How ONE machine cuts costs on ALL these jobs

Allis-Chalmers HD-5G 1-yd. Tractor Shovel speeds and cuts costs on every phase of construction — from preparing raw land to final landscaping.



EXCAVATES BASEMENTS with sides so straight and bottoms so level no hand-work is required. Works in any weather. Ripper on rear of tractor increases digging efficiency up to one-third in any kind of soil.



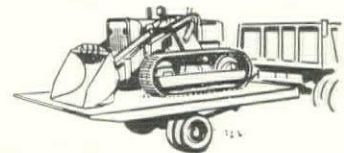
MOVES, LOADS, SPOTS MATERIALS. Efficiently handles bulk materials with bucket. Lifts, loads, stacks or skids lumber, pipe, pallet, etc. with lift fork. Easily works over rough or muddy ground.



LEVELS, BACKFILLS, LANDSCAPES — using either blade or bucket. The thousands of satisfied HD-5G owners find many other jobs for the multi-purpose, job-proved unit.

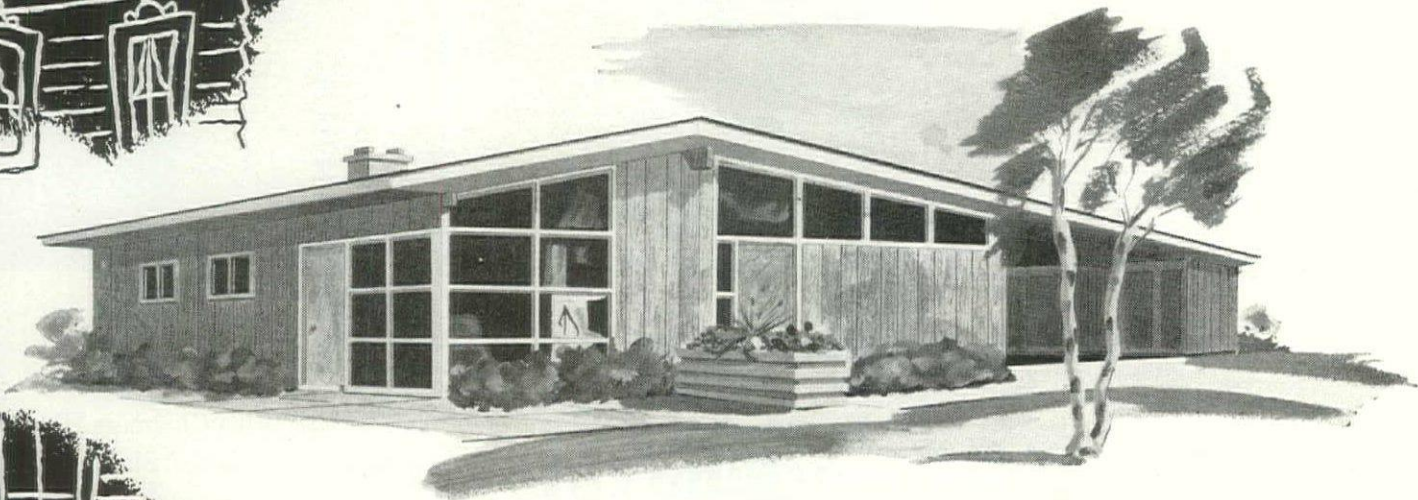
SEE FOR YOURSELF — Let your dealer show you how the 1-yd. HD-5G or other 2, 3, or 4-yd. Allis-Chalmers Tractor Shovels can speed every phase of construction — or send for literature giving complete information.

EASILY TRANSPORTED job-to-job on truck or trailer — only 6 ft. 6½ in. wide.



ALLIS-CHALMERS
TRACTOR DIVISION — MILWAUKEE 1, U. S. A.

this is a house



this is

New Horizon

Two ideas of a home — punching across the advancement and quality of Richmond Homes' NEW HORIZON, compared with *any* other housing. This unit is *packed* with SELL appeal, yet you need less skilled labor and capital — you get more profit and houses per year!

If you're looking for a *top-flight home to match your reputation*, contact us on your letterhead NOW ... get the facts on the sensation that'll dazzle the entire industry in '54 — NEW HORIZON!



RICHMOND homes, INC. • RICHMOND 2, INDIANA • PHONE 8-1989

NEW!

Marlite Plank and Block

Simplify Installation!



Exclusive tongue and groove joint eliminates mouldings and adhesive!

Yes, it's easy to install new Marlite Plank and Block! And you offer your building and remodeling clients new beauty, new economy, faster installation . . . plus the same high quality that has made Marlite panels famous.

Easy Installation—New Marlite with exclusive tongue and groove joint is installed over old walls or furring strips with concealed nails or clips.

Easy to handle—Planks are 16" x 8". Blocks are 16" square. Both 3/16" thick. In cartons for convenient handling.

See your building materials dealer for full details on new Marlite Plank and Block, or write Marsh Wall Products, Inc., Dept. 222, Dover, Ohio. Subsidiary of Masonite Corporation.

Beautiful new colors—Ten new companion colors styled by Raymond Loewy Associates, plus four distinctive wood patterns, are sure to please every customer.

Baked Marlite finish—Planks and Blocks feature the same durable, easy-to-clean Marlite finish used on all other Marlite panels.



for creating beautiful interiors

MARLITE PLANK AND BLOCK PATENT APPLIED FOR



Marlite[®]
PREFINISHED
WALL and CEILING PANELS



PLAN ON

Kaustine

HEATING

YOU CAN **SAVE SPACE...**

Kaustine fully automatic oil fired "Jersey 75" Furnaces are designed to operate efficiently in a 3½ square foot area enabling the builder to deliver *extra living space*. Quiet operation makes them ideal for closet installation.

YOU CAN **SAVE TIME...**

Factory assembled, these units are completely wired ready for quick, economical installation. It is only necessary to hook on the plenum, mount the burner, and run the hot wire and fuel oil line.

YOU CAN **SAVE MONEY...**

You need only to compare Kaustine quality, engineering, price, installation costs and their operating and service performance to be convinced that they will *lower your building costs*.

FOR FULL INFORMATION
WRITE TO DEPT. H-2



Kaustine

FURNACE & TANK CORP.
PERRY, NEW YORK

QUALITY COSTS LESS

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

how to build homes that **SELL** faster...
SAVE construction time...**INCREASE** profits!

build *Show-Spots* with

BARCLITE

TRANSLUCENT
RIGID FIBERGLAS PANELS

install

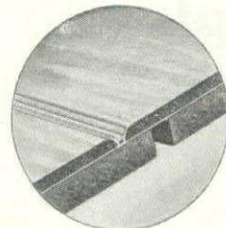
BARCWALL

4 - in - 1 pre - finished
insulated WALL PANELS
in every room!

ONE operation combines:

1. Impregnated insulation backing! →
2. Vapor barrier! →
3. Sound barrier! →
4. Beautiful permanent "Melamine" finish! →

Exclusive "Di-Con"* joint
... allows for expansion
and contraction. Available
only in genuine Barcwall.



*Patent Applied For

ONE operation installs Barcwall, over bare studs. The Barcwall system gives the builder substantial *application savings*, tremendous *time savings*... and more beautiful, more saleable homes.

Pre-finished Barcwall panels are 8' x 16". They go up fast, nailing to studs with concealed clips, locking to each other with the exclusive "Di-Con"* joint, creating a complete interior wall —like magic. Perfect for remodeling, too... Barcwall goes up fast over old walls.

Barcwall's exclusive "Melamine" surface is smooth as glass, with a rich "craftsman" look in its four beautiful colors and four selected wood grain finishes. Never needs painting... even lipstick and crayon wipe off easily. It's the modern wall for living rooms, bedrooms, dining areas, dens, libraries, children's rooms, rumpus rooms, attics... every room in the house. Barcwall belongs in your next project!

Barcwall is designed and manufactured to conform with the requirements of FHA.



Terraces, Patios



Carports



Partitions



Interior Walls



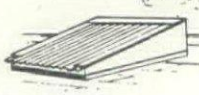
Shower and Tub Enclosures

"Show-spots" sell the home... and Barc-lite makes "show-spots." Colorful translucent paneling of rigid Fiberglas... new, modern, beautiful... a creative inspiration to architect and builder.

Barclite is durable as metal, yet light in weight... and shatterproof, weatherproof. Easy and economical to install... can be sawed, nailed, drilled, screwed, or bolted. Available corrugated or flat, with smooth or crinkle finish, in all popular construction sizes. Glamorous colors: Snow White, Sea Isle Rose, Crystal Green, Ice Clear, Spray Green, Mission Blue, Flaxen Yellow, Venetian Grey.

Plan Barclite "show-spots" in your next project. You will sell it faster... whether it's one home, or a small city!

Barclite is manufactured by the Barclite Corporation of America an affiliate of Barclay Manufacturing Company, Inc.



Skylights



Greenhouses

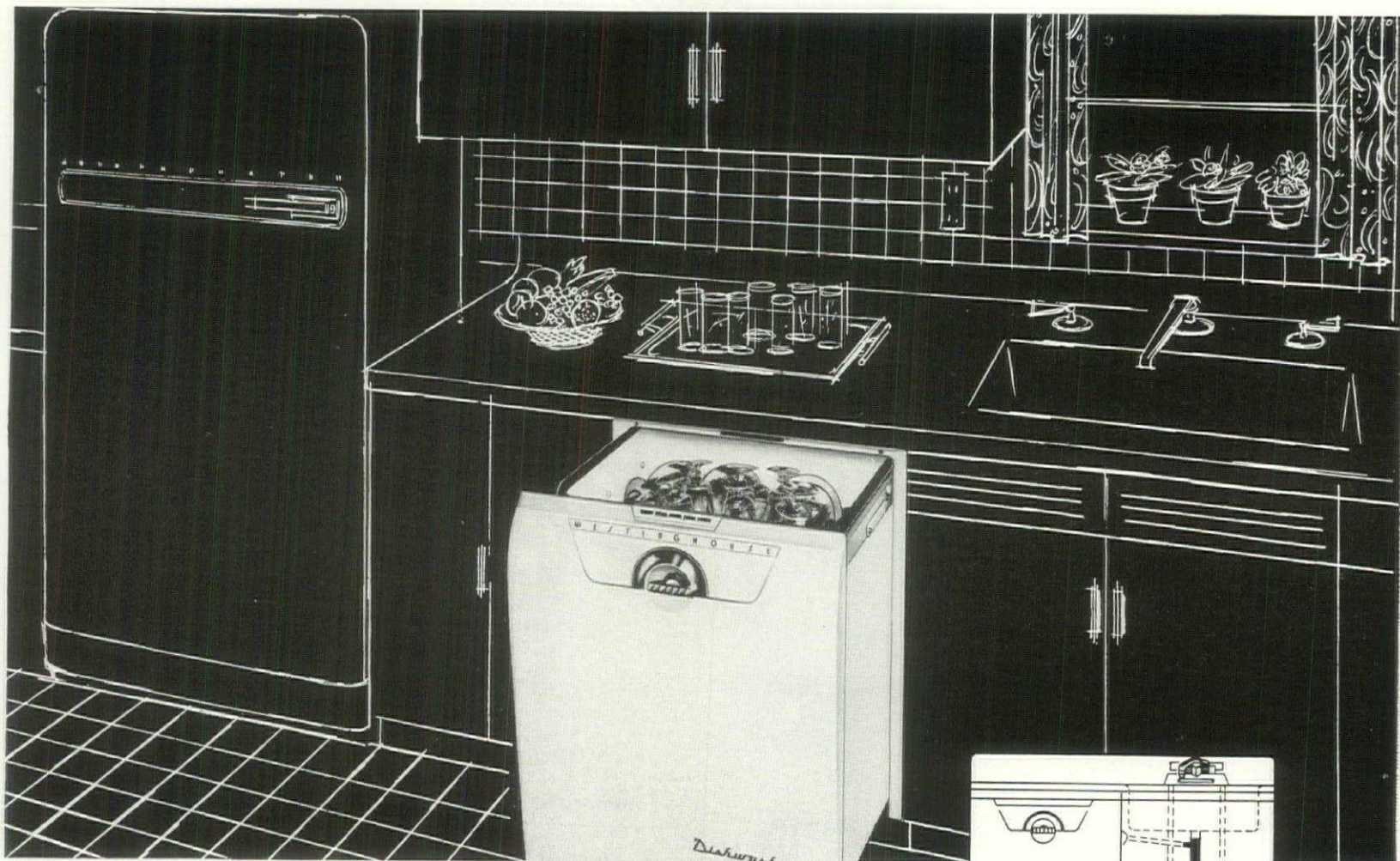
Barclite and Barcwall are available through Barclay distributors and dealers everywhere

Write for colorful folder on Barclite or Barcwall • **BARCLAY MANUFACTURING COMPANY, Inc.**

Manufacturers of Barclay Plasticcoated Panels • Barcwood Paneling • Barcwall

Barclay Building, New York 51, N. Y. • In Canada: Primco, Ltd., 15 Fournier Blvd., Hull, Quebec





... of course, it's electric!

The plus that makes the sale!

Turn lookers into buyers with this handsome
Westinghouse Dishwasher

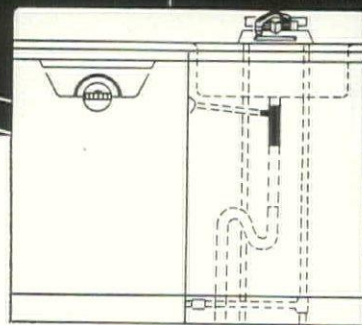
Your prospects will quickly spot this bonus feature in the kitchens of your homes. It's styled to arrest attention.

Dishwashers are plumbed-in appliances that your prospects probably don't own and can't bring with them if they do. But they want one.

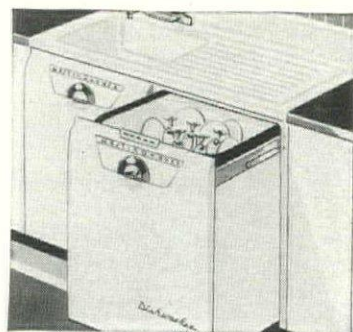
Young people, with growing families, want a Westinghouse Dishwasher because it saves time and sanitizes dishes for health protection. Working mothers, and there are millions of them, will be delighted with the way it

lightens their housekeeping chores.

You'll like this Under-Counter Model because it is easy to install. Only 24" wide, it slips under standard height counters. The front-opening, top-loading design means no sacrifice of valuable counter work surface. And, it does not require a separate drain line or trap. Other models available are the 24" free-standing Cabinet, 48" Dishwasher-Sink and a Portable. Contact your Westinghouse Distributor or write direct for additional specifications.



EASY, LOW-COST INSTALLATION—A simple Y tail pipe, supplied with the dishwasher, makes connection to sink drain line easy. Dishwasher is pump operated, no need for separate trap or drain line.



DELUXE DISHWASHER-SINK
—Front panels match in design. Available with or without porcelain sink bowl and drainboard.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

Makers of Refrigerators, Home Freezers, Ranges, Laundromats, Dryers, Dishwashers, Food Waste Disposers, Water Heaters, Vent Fans and Room Air Conditioners.

YOU CAN BE SURE...IF IT'S Westinghouse



COMPANION APPLIANCE is the new Westinghouse A-1B Food Waste Disposer for quick, sanitary removal of food waste. A quality appliance at a new low price.

HOMES SELL ON SIGHT...

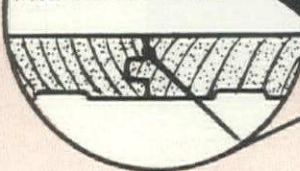
Says Leading St. Louis Contractor—when we use



MOUNTAIN-GROWN
Lockwood
Tempered OAK FLOORING

If your local dealer can't supply you, send us his name and address together with your request for free literature.

THE
OAK FLOORING
WITH THE NAIL-GROOVE



Lockwood is even-textured, fine grained oak grown in the Ozark Mountains. This handsome flooring is kiln-dried in compartment, cross circulation, fan-type kilns, the same as used by manufacturers of fine furniture, where gluing is necessary. Careful tempering and precision milling further assure Lockwood's lasting beauty.

THERE'S A GRADE PRICED
FOR EVERY NEED!

Each Produced
According NOFMA Standards



"I have personally selected Lockwood Oak Flooring for more than 3,000 homes, for we have found that Lockwood's nail-groove feature, precision-milling, and many other fine qualities enable us to save as high as 25% in laying and finishing costs. And Lockwood's beauty helps sell homes ON SIGHT!"

Virgil Hendricks, Pres.
MIDWEST FLOORING CO.
ST. LOUIS, MO.

WIRE
WRITE
PHONE

CLOUD OAK FLOORING CO.
SPRINGFIELD, MO.

Quality Oak Flooring Since 1926

PRODUCT NEWS from AMERICAN-Standard

A review of products in the news and important features worth remembering



NEW AMERICAN-STANDARD POST-FORMED COUNTER TOPS

New American-Standard counter tops are a practical and glamorous feature for the modern kitchen. From integral back splash to no-drip water bead edge these counter tops form a continuous, unbroken surface that has no joints or crevices. They're made of Micarta, the plastic material which retains its beauty even after years of daily use, bonded to a sturdy plywood core. The non-directional scatterline design of the tops eliminates any pattern conflict in turning corners or in adding new tops at a later date. Available in Gray, Dark Green, Lime, Yellow, Red. Special new union strips, joint moulding strips and end caps are available as top quality finishing accessories.



NEW GRAY BATHROOM FIXTURES

Beautiful American-Standard bathroom fixtures now are available in another distinctive color—Platinum Gray. Harmonizing perfectly with virtually any decorative scheme, this new color permits wider flexibility in bathroom planning. And Platinum Gray is one color nearly everyone can agree on; a bathroom featuring American-Standard fixtures in this smartly modern color will have outstanding customer appeal. In addition to the new Platinum Gray, you can choose from six other popular American-Standard colors and white. *All colors are true and permanent. They will not dull or fade.*

For further information on American-Standard products see Sweet's Light Construction File.



American-Standard
Dept. HH-24, Pittsburgh 30, Pa.

Without obligation on my part, please send me literature on:

New Kitchen Counter Tops Platinum Gray Bathroom Fixtures

Name.....

Address.....

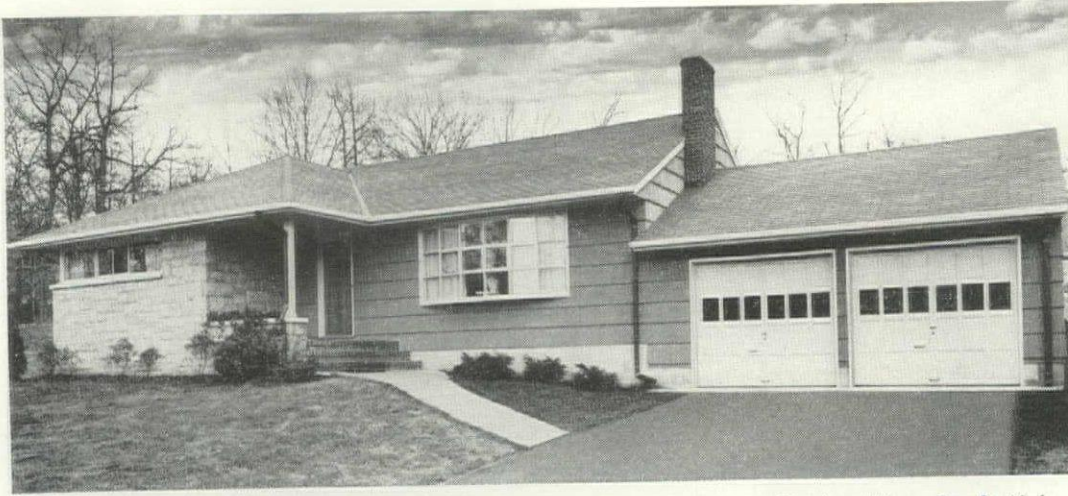
Firm.....

City..... State.....

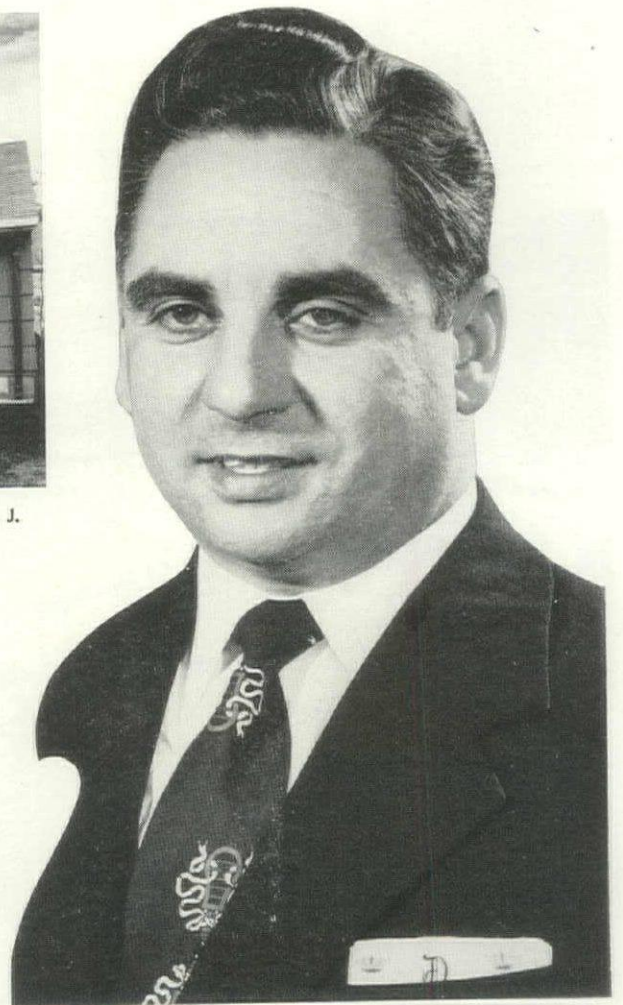
American Radiator & Standard Sanitary Corporation, Dept. HH-24, Pittsburgh 30, Pa.

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS

What successful builders think of home air conditioning



One of the completely air conditioned ranch-style homes built by Mr. D'Agostino in Stonehurst Manor, Tenafly, N. J.



**"There's no doubt about it . . .
air conditioning proves
greatest single sales stimulant
in the home-building field,"**

states James D'Agostino, builder, Tenafly, New Jersey

In discussing his Stonehurst Manor development in Tenafly, N. J., Mr. D'Agostino said: "Today's home buyers are air conditioning-conscious . . . that's for sure. This modern improvement has become a necessary part of everyday living. We've built it into every one of the 28 homes we've completed in Stonehurst and we're planning 200 more.

"Air conditioning is of terrific import to buyers. In addition to providing comfortable

distribution of cooled air, the systems we install are ideal for maintaining constant humidity. But there are other considerations that interest buyers, and we find it pays to list them. Reduced incidence of colds and allergies, simplified house cleaning and greater comfort in the kitchen are a few of these.

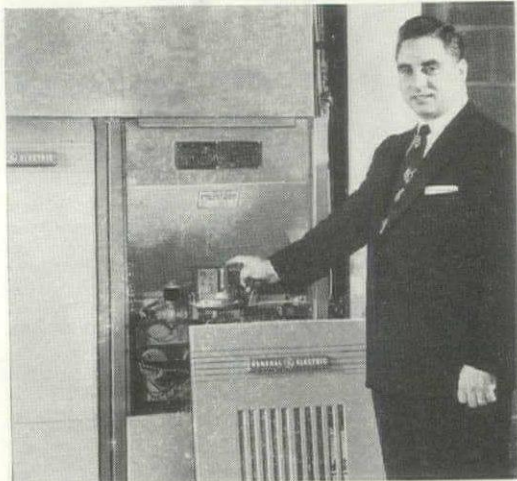
"Buyers always seem surprised to learn how inexpensive it is to operate air conditioning equipment. For example, we point out that the cost wouldn't exceed \$1.00 a day to run these units continuously during the hot season from June 15 to September 15 in this area.

"Our years of experience have also taught us a lot about air conditioning installation economies," continued Mr. D'Agostino. "We've learned to be careful about exposures . . . use light-colored walls to deflect heat . . . install heat-resisting glass and place awnings on windows to absorb excessive amounts of solar heat. There's no question that homes actually sell faster when they're completely air conditioned. Our experience proves it."

Why not look further into the matter now? Talk it over with your own engineers. The demand for air conditioned homes has steadily increased, and more and more buyers are *insisting* upon this modern improvement.

Whether you are building a single home or a development, you can enhance both the value and salability of the property by installing complete air conditioning. A variety of dependable equipment is available for homes of all sizes. For assurance of long life and safe operation, today's air conditioning equipment operates with safe Du Pont "Freon"* fluorinated hydrocarbon refrigerants.

When specifying or buying air conditioning equipment, be sure it's charged with a "Freon" safe refrigerant. E. I. du Pont de Nemours & Co. (Inc.), "Kinetic" Chemicals Division, Wilmington 98, Delaware.



Mr. D'Agostino explains features of space-saving General Electric Air Conditioning unit in basement of one of his dwellings. In his opinion, such units contribute more than any other single factor to popularity of homes in Stonehurst Manor.



FREON
REG. U.S. PAT. OFF.

SAFE REFRIGERANTS

**"Freon" is Du Pont's registered trade-mark for its fluorinated hydrocarbon refrigerants.*



**BETTER THINGS FOR BETTER LIVING
. . . THROUGH CHEMISTRY**



6,000

Chattanoogans visit Woodmoore in one day to see \$12,690 Carrier air conditioned Weathermaker Home*

There have been home openings in Chattanooga, Tennessee, before. But never, according to the old-timers, one like this.

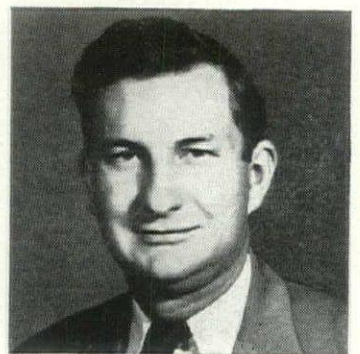
As many as 300 people were waiting in line at one time. During peak periods, a hundred people went through the home every six minutes. Sunday night people kept coming until 10:30. Two thousand two hundred brochures were given out—and not one discarded!

Of course, few houses have offered nearly as much as Builder Orlin Edwards'! Three bedrooms, a bath and a half, a two-car garage, and Carrier air conditioning! That's a great value!

And the visitors showed they knew it—by buying every one of the thirteen homes that were under construction.

Yes, Mr. Edwards had a good thing. And he let people know about it—via newspapers and radio. As a result, he sold houses.

You can sell more houses, if you'll let us help you the way we helped Mr. Edwards. The Carrier Weathermaker Air Conditioner *plus* the Weathermaker Home idea *plus* seasoned promotional help make a mighty sweet profit package. Why not mail the coupon—and get your Weathermaker Home development started?



Why did he choose Carrier? Builder Orlin Edwards says, "I decided on Carrier Weathermakers for Woodmoore because they were compact, because the name Carrier is so prominent in air conditioning, and because I knew Carrier year-round air conditioning would help sell our houses. And let me tell you . . . it did!"

* Reg. U. S. Pat. Off.

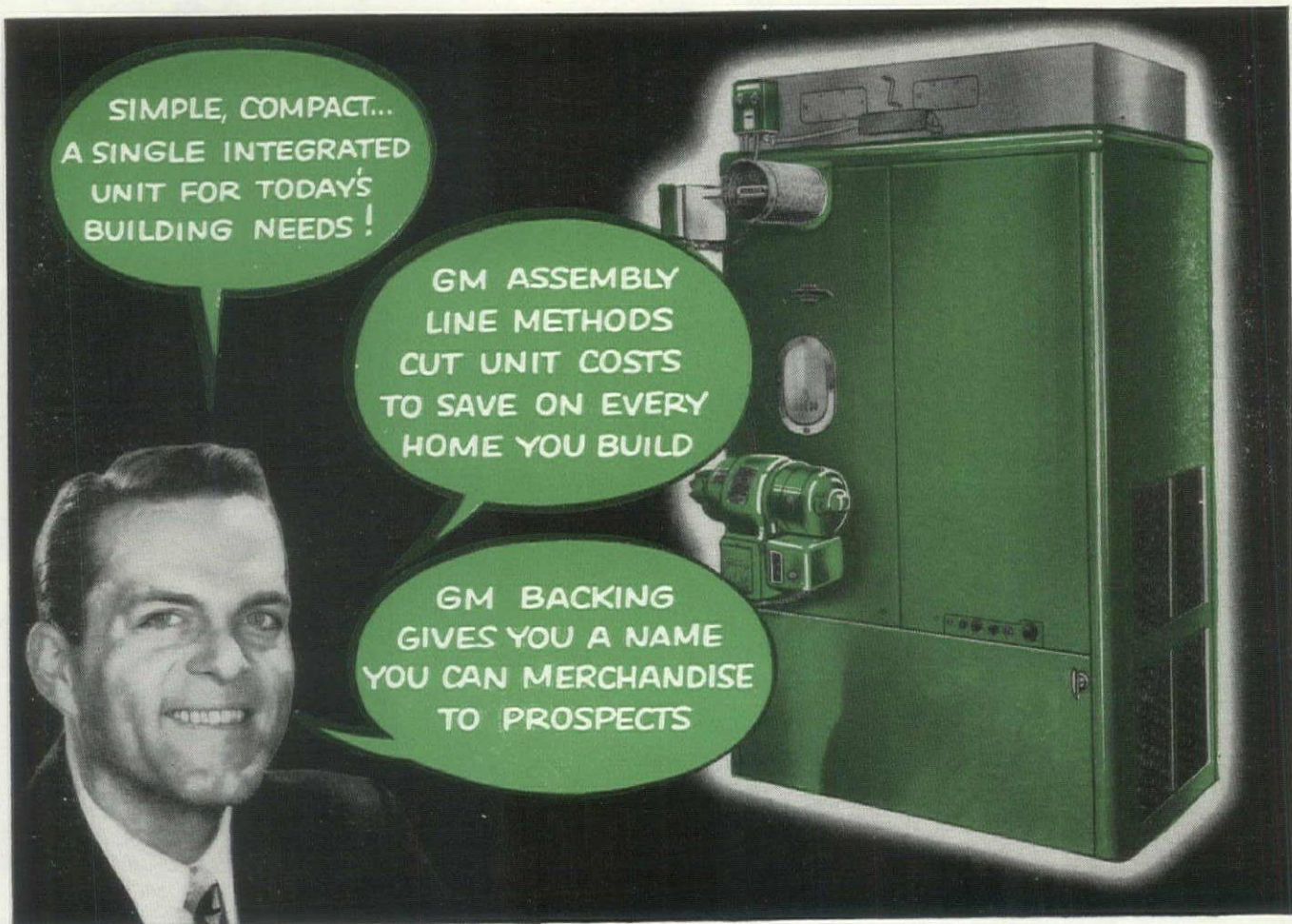


first name in air conditioning

Carrier Corporation, 313 S. Geddes Street, Syracuse, New York
Tell me more about Carrier air conditioning and how it can help me sell more homes.

Name _____
Street _____
City _____ State _____

GENERAL MOTORS OFFERS BUILDERS NEW DELCO WINTER-SUMMER CONDITIONAIR



SIMPLE, COMPACT...
A SINGLE INTEGRATED
UNIT FOR TODAY'S
BUILDING NEEDS!

GM ASSEMBLY
LINE METHODS
CUT UNIT COSTS
TO SAVE ON EVERY
HOME YOU BUILD

GM BACKING
GIVES YOU A NAME
YOU CAN MERCHANDISE
TO PROSPECTS

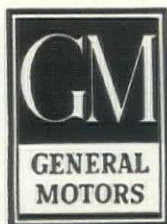
New low-cost way to add extra sales appeal to your homes

Now every builder can answer the rising demand for air conditioned homes at reasonable prices. Here's the sensational new Delco Conditionair that uses either gas or oil for heating and electrical refrigeration for cooling. It provides complete air conditioning, ventilation, filtering and humidity control.

One cabinet houses both heating and cooling mechanisms. Has Delco-Heat Circle-air heat transfer system, centrifugal blower, Multipath Cooling coils, twin filters, and sealed reciprocating compressor. It's low in first cost, low in operating cost, and packaged for easy installation. The cabinet is made of heavy duty furniture steel and is finished in the rich Delco green. In appearance, performance, and cost it's your best answer to adding the magic of year 'round air conditioning to the homes you build.

For detailed information, contact your Delco-Heat Distributor. Or write or wire Delco Appliance Division, General Motors Corp., Dept. HAH, Rochester 1, N.Y. In Canada, Delco-Heat, Toronto 13, Ontario.

... a complete line of automatic oil and gas fired conversion burners; Conditionair forced warm air furnaces, heating, cooling units; boilers; water heaters; electric water systems.



DELCO CONDITIONAIR

For a good deal ... deal with Delco

THE AMERICAN
"PATRIOT"

Builders!

A TITLE II HOUSE AT A TITLE I PRICE!

Go the American way to volume selling with the American "Patriot"

- ★ A low cost line of houses meeting Title I and Title II specifications (3 and 4 bedroom models also available as shown)
- ★ Several variations of each model
- ★ Many styles of exterior finish
- ★ With or without carport
- ★ Slab or crawl-space construction
- ★ Meets the needs of project builders

WE ARE CONVINCED THAT THE AMERICAN "PATRIOT" IS

THE LOWEST PRICED QUALITY HOUSE AVAILABLE TODAY

Use the coupon to get further details — now!

AMERICAN HOUSES, INC., Dept. HH-2
165 West 46th Street, New York 36, N. Y.

Please rush more facts on your new American "Patriot" Home.

Name

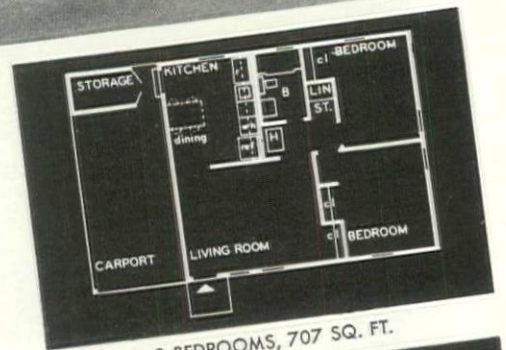
Firm

Address

City

Zone

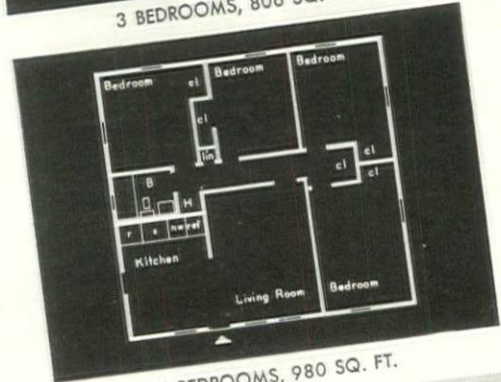
State



2 BEDROOMS, 707 SQ. FT.



3 BEDROOMS, 806 SQ. FT.



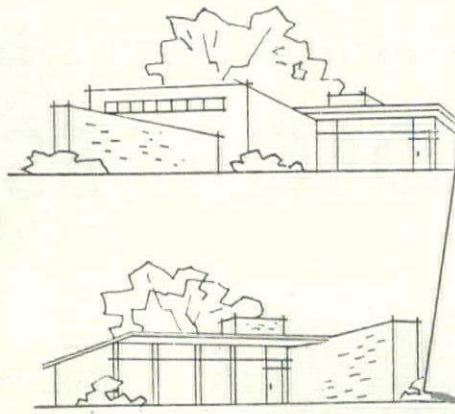
4 BEDROOMS, 980 SQ. FT.

GO THE AMERICAN WAY TO VOLUME SELLING WITH

American Houses Inc.

165 WEST 46TH STREET, NEW YORK 36, N. Y.

want to sell
more
air conditioned
homes?

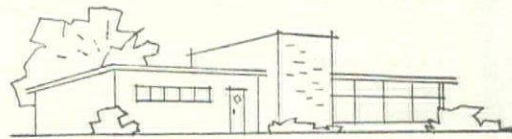
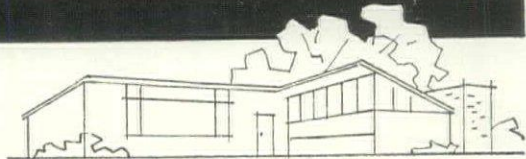


Please Note!
The water-cooled air conditioning system costs at least 20% less to operate than an equal capacity air-cooled system, because it operates at lower condensing pressures. For instance, a 1½-hp water-cooled system produces as much air conditioning as a 2-hp air-cooled unit.

HALSTEAD & MITCHELL

RESIDENTIAL COOLING TOWERS
SAVE 95% ON AIR CONDITIONING WATER BILLS

To sell more air conditioned homes, your potential customers must be convinced that operating their air conditioning is inexpensive. The Halstead & Mitchell Residential Cooling Tower saves cooling water by the thousands of gallons each month, slashing water bills by over 95%. Here is a major buying incentive for home air conditioning, proven by performance in thousands of industrial and residential installations.



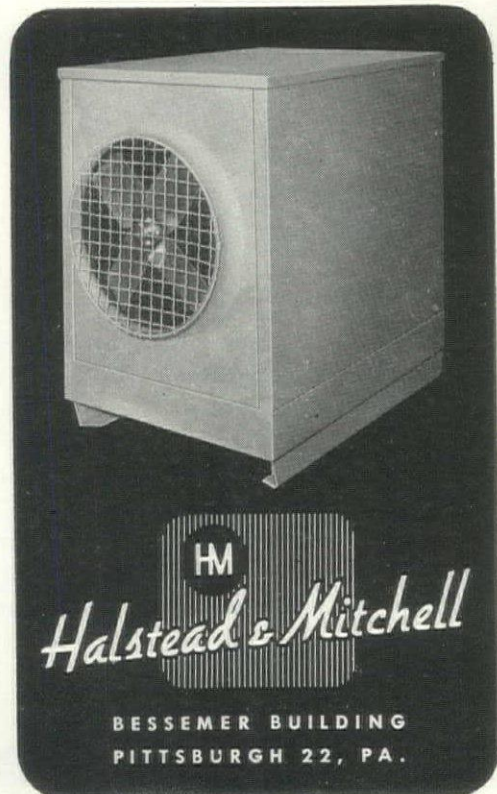
PRICED FOR THE HOME AND SMALL BUILDING MARKET

Halstead & Mitchell Residential Cooling Towers are the first quality cooling towers specifically designed and priced for the small building market. Built in a complete range of sizes, from 2 through 7½ tons, they are available to meet every small building specification.

20-Year Guarantee! ON THE WETTED DECK SURFACE

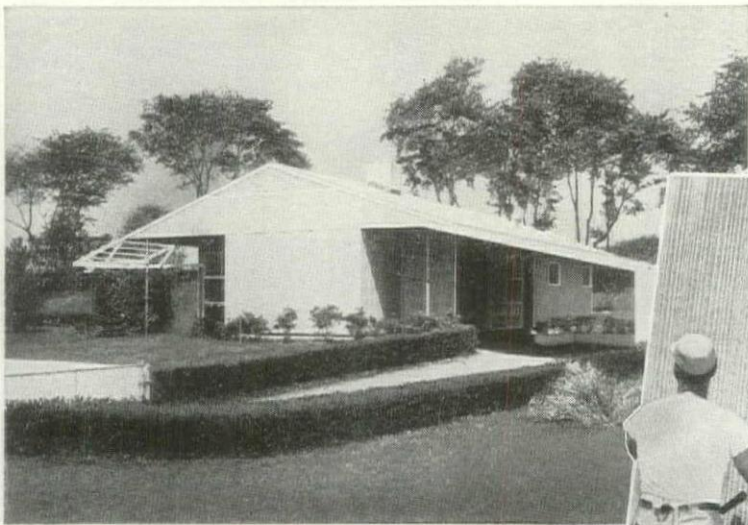
All the quality built into Halstead & Mitchell Industrial Cooling Towers is incorporated in these Residential Cooling Towers . . . including the famous 20-Year Guarantee on the Wetted Deck Surface against attack by rotting due to fungi growth . . . exclusive with Halstead & Mitchell. Five individual cabinet coatings of Vinsynite, Vinyl Zinc and chlorinated rubber add important years of protection against rusting, as does stainless steel for fans and shafts. And advanced design provides the easiest maintenance possible!

At Leading Refrigeration & Heating Wholesalers Everywhere



It's New . . . It's Beautiful . . . It's Economical

Johns-Manville **COLORBESTOS** Siding



For contemporary house design . . .

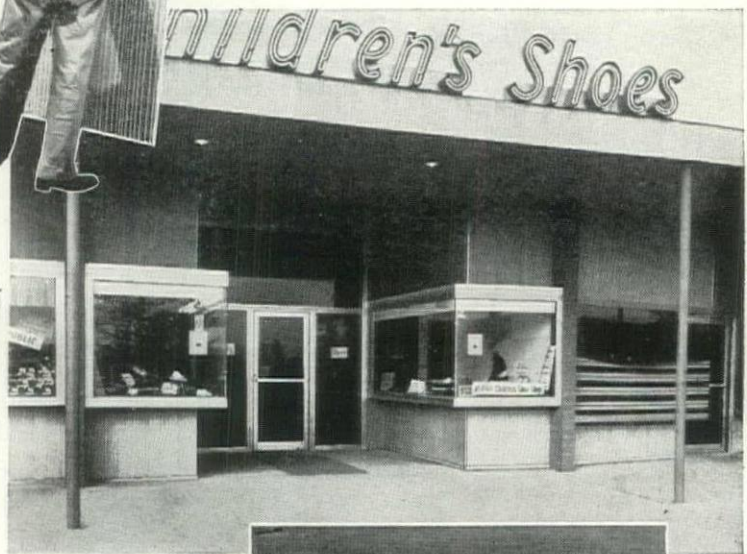
Leading builders in every part of the country are using this newest of siding materials. The wide range of colors lends itself to the variety so essential in group housing. The vertical striated texture adds character, lifts homes out of the ordinary.

For modern stores and shopping centers . . .

In new communities from coast to coast you'll find Colorbestos on entire shopping centers as well as individual store fronts. Its rich color, striking texture, and maintenance economies make it ideal for soffits, facings and exterior walls.

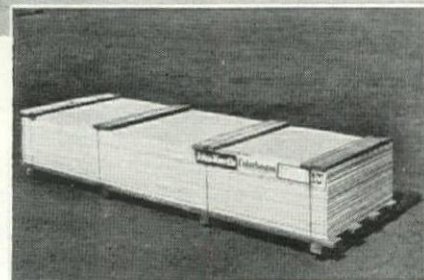


Children's Shoes



Colorbestos combines for the first time beautiful color and handsome texture in large-size asbestos siding sheets.

Colorbestos sets a style of its own that is completely different and refreshing. Made of two practically indestructible materials, asbestos and cement, it comes in sheets that are 32" wide, 96" long and $\frac{3}{16}$ " thick. One man can handle a full-size sheet of Colorbestos that weighs only 36 pounds, and each sheet covers $21\frac{1}{2}$ square feet of finished exterior wall. Colorbestos will not burn or rot; once in place it needs no further decorative or preservative treatment. For Colorbestos Booklet and full details, write Johns-Manville, Box 60, New York 16, N. Y.



Colorbestos sheets are shipped from the factory, strapped on a pallet which normally contains the required combination of colors and sheet sizes for each unit.



Johns-Manville

What Do Locks Actually Cost You?

Initial price of lock + Your cost of repairs or replacement = Your actual cost of a lock

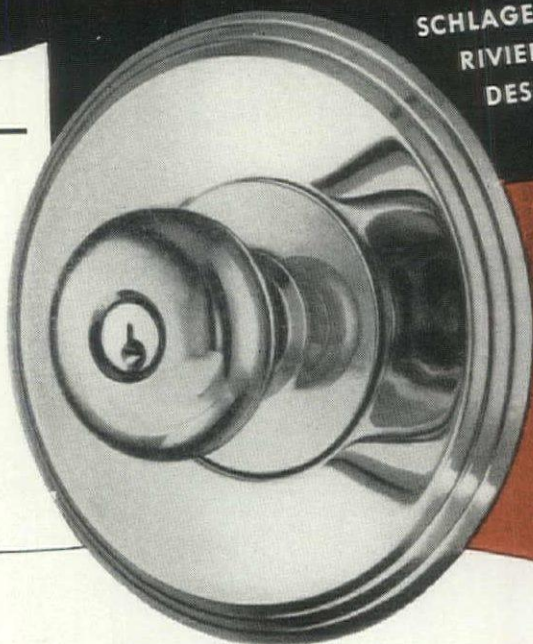
YOU CAN SAVE THIS COST WITH SCHLAGE LOCKS

Schlage Gives You These Extra Values, Too —

SALEABILITY

THROUGH DISTINCTIVE DESIGN

Schlage locks are an easy and inexpensive way of adding distinction to your homes. They are an extra sales feature. The beauty of Schlage's distinctive designs makes them important decorative assets that buyers appreciate.



SCHLAGE
RIVIERA
DESIGN

QUALITY

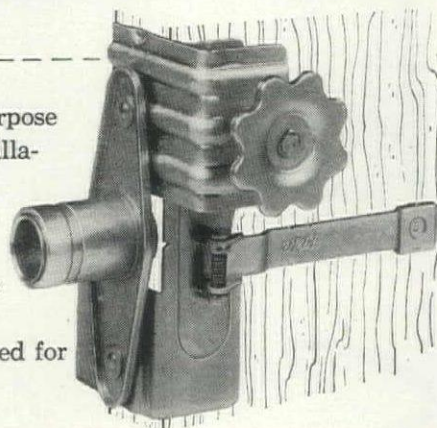
that the buyer can see



The first building product buyers touch when they enter your homes is a lock. When that lock is Schlage, buyers immediately recognize it as a top quality building product— from frequent mentions in leading home magazines. Schlage locks on your doors are an indication to buyers that your standard is quality.

REDUCED INSTALLATION COSTS WITH SCHLAGE'S ALL-PURPOSE BORING JIG

The Schlage all-purpose boring jig cuts installation time in half and assures accurate boring. This jig can also be used for reboring doors formerly bored for other type locks.



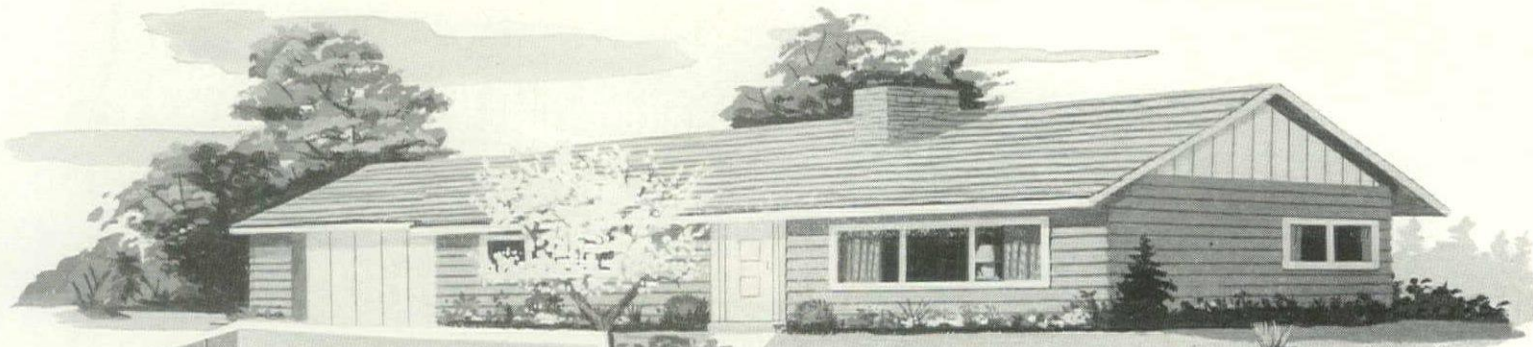
SCHLAGE®

SCHLAGE LOCK COMPANY

San Francisco • New York • Vancouver, B. C., Canada

To Make a House **SELL...**

Make it Comfortable!



SERVEL Two-Ton WONDERRAIR
All-Year® Air Conditioner
HEATS! COOLS! AIR-CONDITIONS!

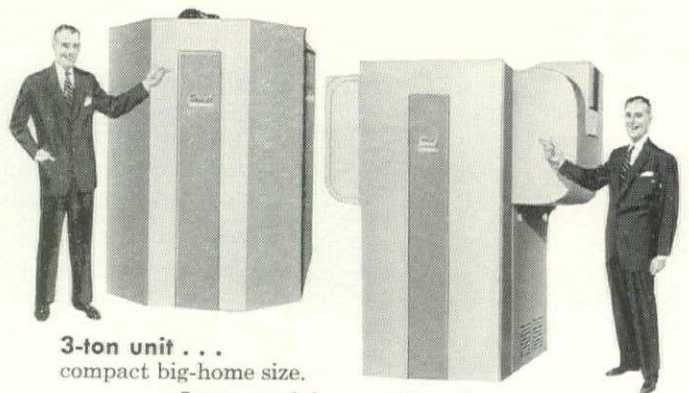
Particularly in summer, there's no feature that leads to faster, more profitable sales!

Servel Wonderair *All-Year* air conditioning offers every comfort-control benefit—heating as well as cooling, humidity control, air cleaning and circulation. And it's silent and vibrationless—because there are no moving parts in heating or

cooling systems—an exclusive of Servel's absorption principle!

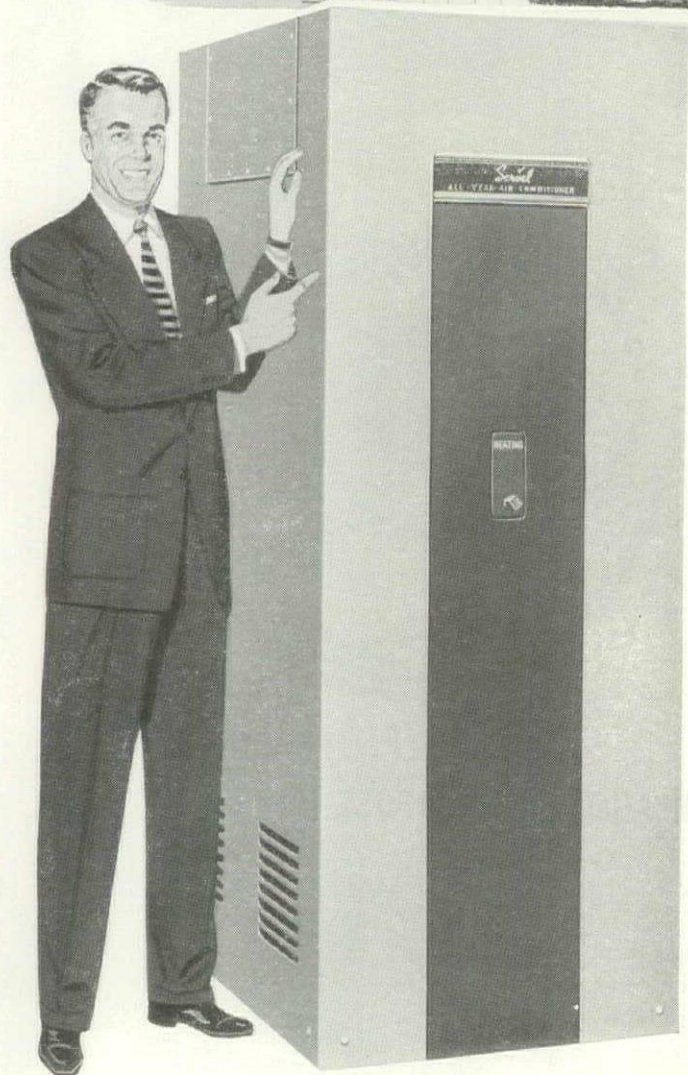
The two-ton Wonderair is ideal for smaller homes—costs little more than heating, adds little to cost of home. Operates on gas . . . carries a five-year warranty. To make a house sell . . . make it comfortable . . . with Servel Wonderair. What a salesman!

Two-ton model—two full tons of refrigeration . . . 72,000 Btu/hr. heating—in just 2½' x 4' of floor space! This compact Servel unit is ideal for small homes!



3-ton unit . . .
compact big-home size.

5-ton model . . . extra sales stimulus for larger homes.



Servel

the name to watch for great advances in
AIR CONDITIONING ✓ REFRIGERATION

*Send
 Coupon*

SERVEL, INC., Dept. HH-24, Evansville 20, Indiana

Please send complete information on Servel air conditioning for homes.

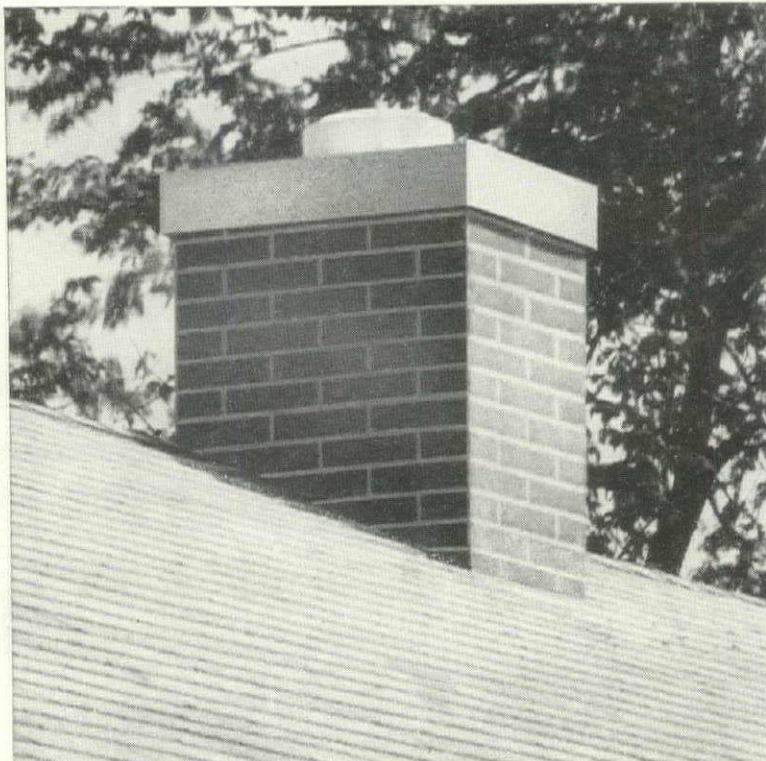
Name _____

Address _____

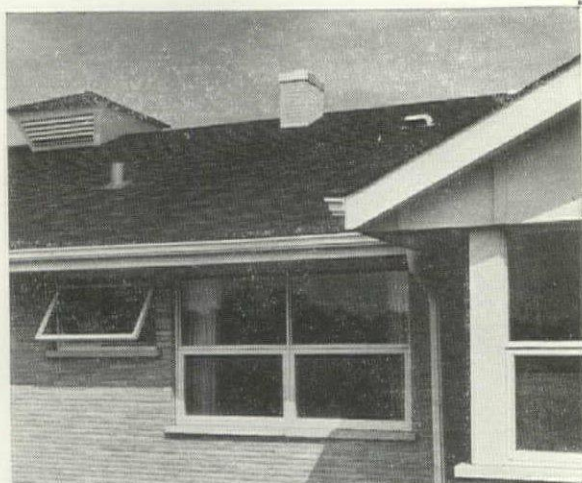
City _____ Zone _____

County _____ State _____

**Packaged Masonry
Chimney Economy
... Plus
Sales Appeal of
a Brick Housing**



SIMULATED BRICK Van-Packer Chimney Housing looks like brick when assembled. Cement asbestos panels are pre-painted brick-red (shown above), with natural color mortar lines. Embossed design makes possible realistic repainting to match other brick colors.



REPAINTED on this \$26,000 ranch home to match light yellow brick, the Van-Packer "brick" housing can be easily matched to any exterior face brick color. Housing is cut to fit any roof ridge or pitch.

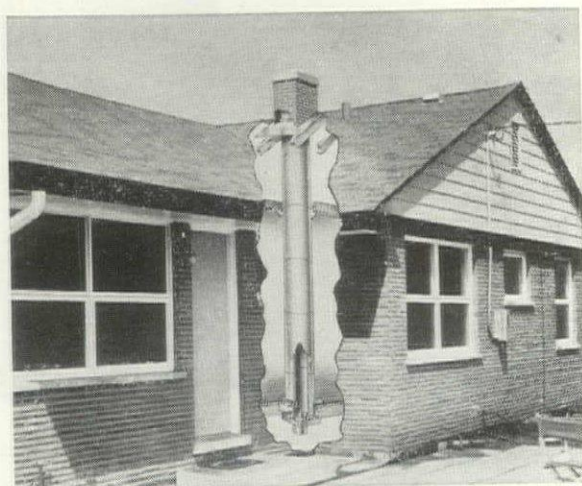
Simulated Brick Housing brings permanent safety, low construction cost of a Van-Packer Chimney to all homes

Non-brick appearance no longer need prevent any builder from taking advantage of the Van-Packer Packaged Masonry Chimney as a permanently safer, 30% to 50% less expensive chimney than conventional brick. The massive Van-Packer Simulated Brick Housing is the answer.

The housing is 16½" wide by 24" deep. It is assembled on the job from molded cement asbestos panels, embossed to simulate brick. Panels are supplied pre-painted brick-red, with natural color mortar lines. Embossed design of panels permits easy repainting, if desired, to realistically match other brick colors.

The Van-Packer Chimney is listed for all home heating plants and incinerators, by U.L., F.H.A., A.G.A. and all major building codes. Complete chimney can be completely assembled in 3 man hours or less.

Nationally distributed, immediate delivery. Contact your local heating supply or building material dealer or jobber. See your classified telephone directory for local listings.



SECTIONAL CONSTRUCTION (shown above in cut-away) saves 30% to 50% on time and material over brick chimney cost. The Van-Packer may be placed directly over furnace in center of house as easily and inexpensively as against a wall.

Vp Van-Packer

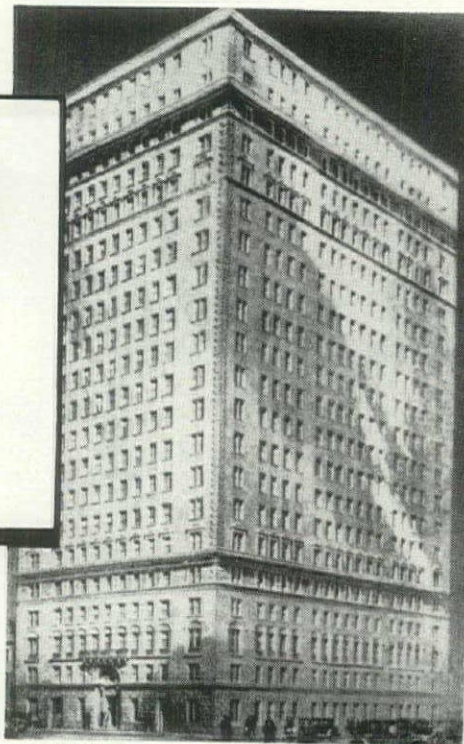


**PACKAGED MASONRY CHIMNEY
WITH SIMULATED BRICK HOUSING**

Van-Packer Corporation
Dept. 12-B—209 S. LaSalle Street, Chicago 4, Ill.

Also manufactured and distributed in Canada by
C. A. McRobert and Son, Ltd., St. Laurent, Quebec

If it's CAST IRON It's FOREVER



SEWER LINES SHOULD BE AS DURABLE AND PERMANENT FOR PRIVATE HOMES AS FOR COMMERCIAL BUILDINGS

During a recent 6-year period, 78 per cent of all buildings over 19 stories high erected in the United States were equipped with Cast Iron soil pipe for plumbing drainage lines. Those who invest millions of dollars in great commercial buildings demand the durability, dependability and economy of Cast Iron—the pipe that lasts for centuries.

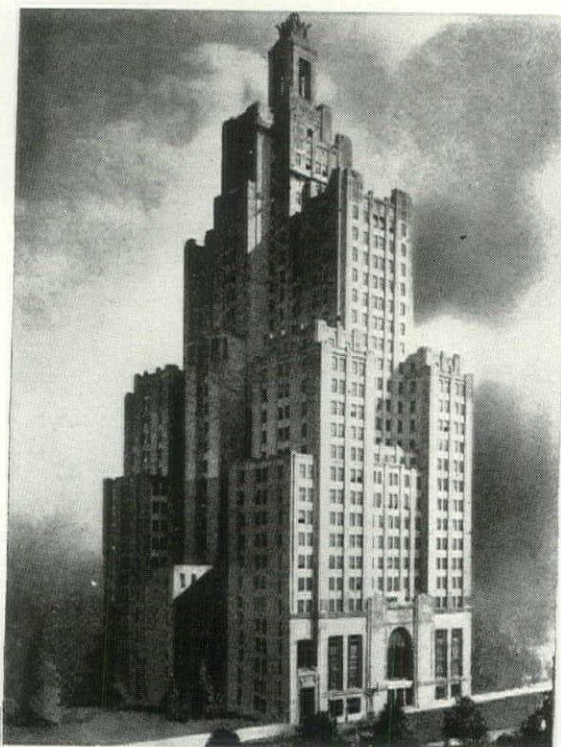
Home buyers should enjoy the advantages of Cast Iron Pipe, too. They want to avoid the risks of inconvenience and costly repairs of plumbing drainage failure. It is easy to do by using Cast Iron soil pipe in house construction for waste pipe lines and house sewers.

Substitutes are available at a lower price. But no home buyer wants substitute material when he realizes the "high cost of a low price." He wants Cast Iron—the pipe that lasts for centuries.

★ ★ ★ ★ ★ ★ ★


Woodward Iron Company does not manufacture pipe, but we supply leading Cast Iron Pipe foundries with high grade foundry pig iron from which pipe is made.

WOODWARD IRON COMPANY
WOODWARD, ALABAMA



Above: Industrial Trust Building, Providence, R. I. Left: Tudor City—40th to 44th Streets, New York, N.Y.





**how can an
awning window
be a casement?**




**can a hopper sash
be interchangeable
with a louvre?**

**what window
is always
right side up?**

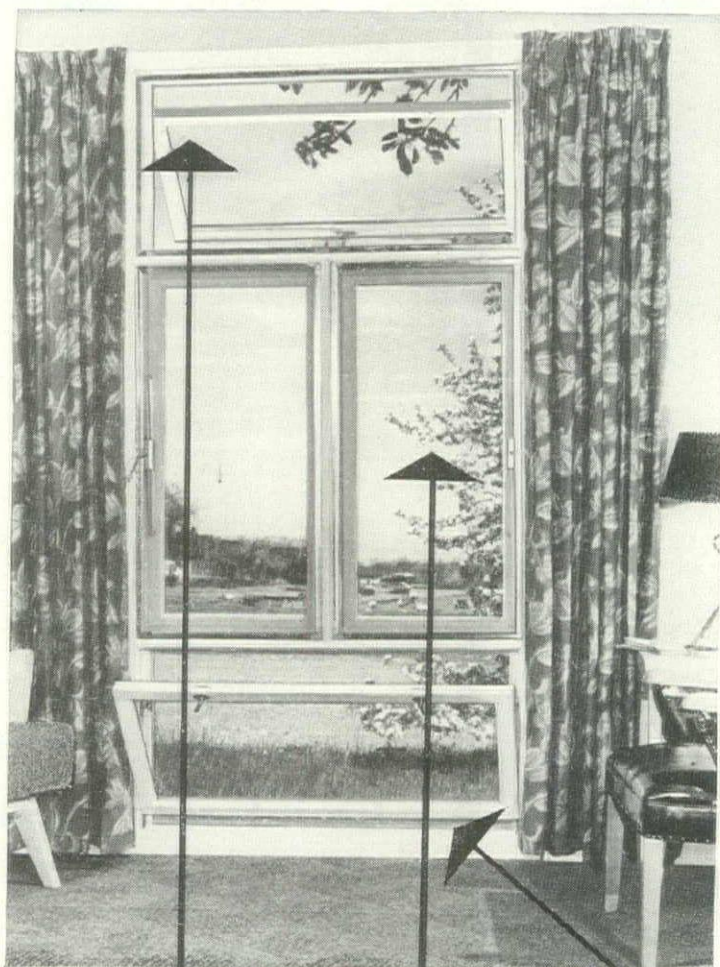
**can one basic
window unit provide
more than 1000
window combinations**

?



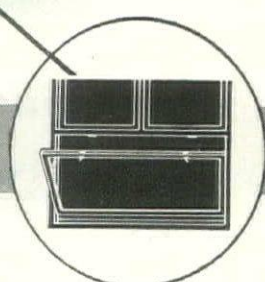
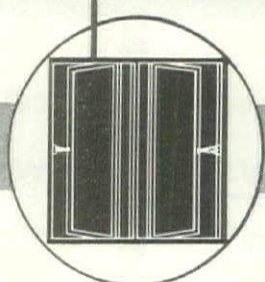
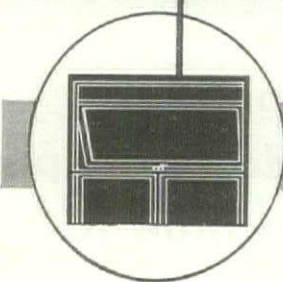
turn the page for

today's biggest window news—



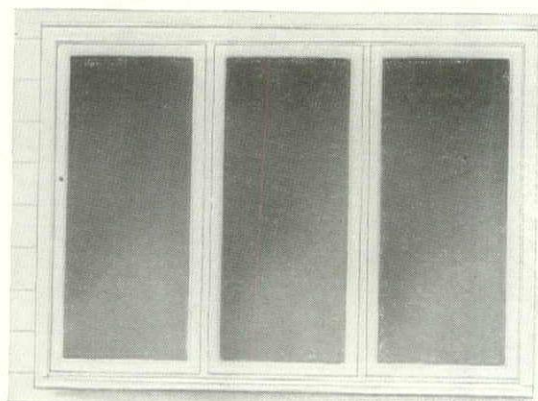
ANNOUNCING

**America's
most versatile
window
CURTIS
SILENTITE
Convertible**



**It's an
ALL-PURPOSE
WINDOW**

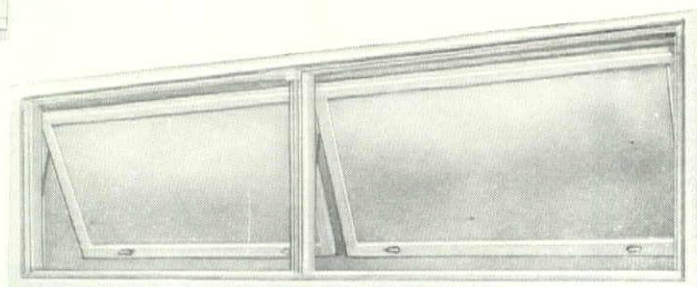
It's an AWNING! It's a CASEMENT! It's a HOPPER!



Attractive, economical casements are easy to have—with the new Curtis Convertible sash.

(Right) Curtis Convertibles are ideal for use as row windows. They fill every need.

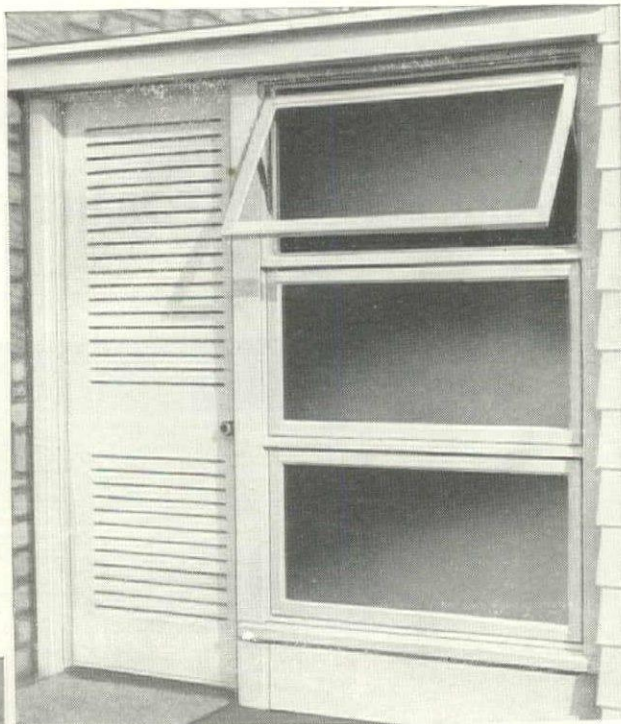
LIMITLESS DESIGN POSSIBILITIES! Now *one* basic window unit provides right- or left-swing casements—the popular awning window—swing-in hopper-type sash—and a thousand or more different window combinations! The new Curtis Silentite Convertible is available in units so proportioned that they can be combined to achieve almost unlimited variety. Basic sash units come in ten sizes and companion louvre units in five sizes. The result: a wood window unit that fits every taste—every job requirement—and every size budget.



Entirely **NEW** in Design and Construction

—Priced to Fit
the Lowest
Building Budget

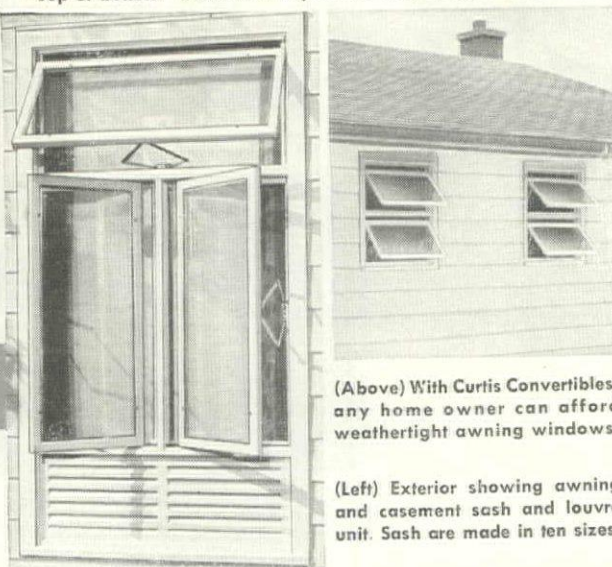
Creative thinking—careful research—modern engineering and production—have created this newest member of the famous Curtis Silentite window "family." Here is a window embodying traditional Curtis quality—yet priced for the modest building budget, thanks to advanced Curtis research and manufacturing methods.



"Top or bottom" ventilation is possible with Curtis Convertibles.



Note how easily sash may be washed from inside.



(Above) With Curtis Convertibles, any home owner can afford weathertight awning windows.

(Left) Exterior showing awning and casement sash and louvre unit. Sash are made in ten sizes.

WHAT'S NEW

about the
New Curtis
Silentite Convertible

- A completely factory-assembled unit, ready for quick, easy installation—basic frame with operating hardware, sash, screen and insulating light installed. May be used without insulating light if desired. All units mortised for sash locks, which are included.
- Fits any wall construction. The Convertible may be installed singly or in any desired combination of multiples—its construction permits stacking for awning or hopper-type operation. Any sash may be stationary. It's ideal for low-cost window walls.
- To match existing exterior trim in remodeling, or to fit local conditions in new construction, any exterior trim—plain or molded—may be applied.
- Superior weathertightness assured by modern spring-leaf type weather-stripping, thoroughly tested both in laboratory and field. The insulating light further reduces heat loss and condensation.
- New-type manual operator is included. An optional crank operator is available for added convenience when

sash are used for awning or casement installation. Operator does not require opening screen to permit sash operation—and it holds sash rigidly in place in any position.

- Greater versatility is provided by wood louvre units—made in five sizes—with interior birch doors for use in regulating ventilation.
- Like all Curtis Silentite Windows, the new "Convertible" is a WOOD window—and now window walls are within the budget of the smallest home!
- All wood members are toxic and water-repellent treated to assure lifetime satisfaction. All units are carton-packed.
- The new Curtis Silentite Convertible, like all windows in the famous Silentite line, comes with a certificate guaranteeing materials and workmanship—your assurance of lasting value. Your Curtis dealer will tell you about this big sales feature.

Write at once—or see your Curtis Woodwork Dealer—for full information on the amazing new Silentite Convertible—the window of a thousand uses.

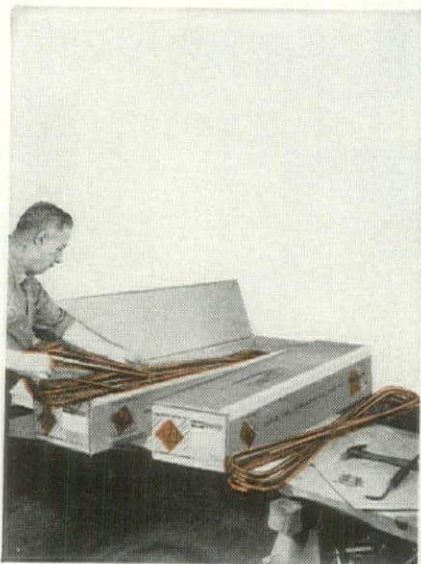


Curtis Companies Service Bureau HH-2-54
200 Curtis Bldg., Clinton, Iowa
Please send complete information on the new
Curtis Convertible and other Silentite Windows.

Name.....
Address.....
City.....
State.....

Here are all the basic facts about the new PG's

(Anaconda's PRE-FORMED Panel Grids)



PG's — "Panel Grids"

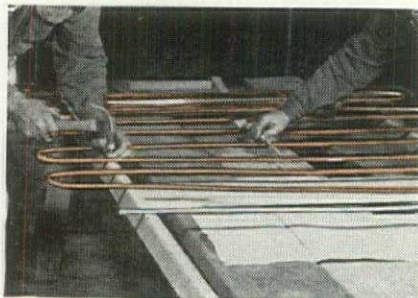
They are accurately pre-formed, compactly packaged radiant heating coils ready to be installed. PG's* are supplied in one standard size and contain 50 linear feet of $\frac{3}{8}$ in. Type L Anaconda Copper Tube. PG's weigh about 10 pounds and are packed 4 to a carton for easy handling or storing.

PG's save installation time

They do away with the time-consuming operations of forming coils on the job or in the shop. There's no more awkward "stringing-up" of coiled tubing or the extra care required in maintaining the design spacing and avoiding sags.

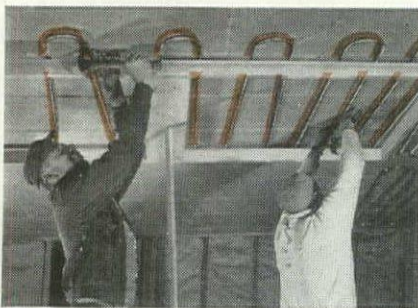
PG's make estimating and layouts easier

Because each PG has a rated Btu output at various spacings—4½ in., 6 in., 7½ in., 9 in. and 12 in., it is a simple matter, following the heat loss calculations, to determine the number of grids needed and to space and position them according to the heating requirements of each room or area.

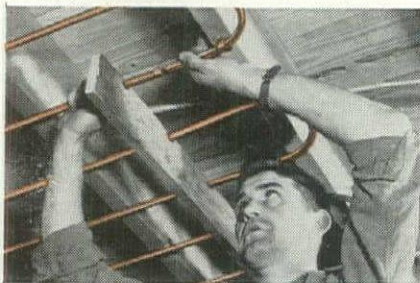


PG's are easy to install

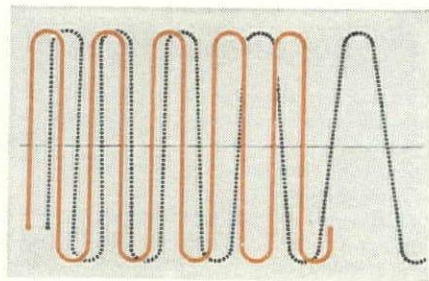
When a single PG is to be installed at various spacings it may be laid out on a simple wooden frame or cradle at convenient working height. Small wire nails tacked alongside the tube maintain the spacing as measured.



The frame and PG are lifted to position and held by a single prop while the straight and trim grid is quickly and securely fastened to the ceiling construction.



The grids, with one tube-end expanded, are easily soldered or brazed in series without fittings. When only part of a PG is required the remaining loops can easily be hand-straightened and used as runouts to the supply or return risers or as connecting lines to other grids.



You can adapt PG's to any room size or plan arrangement

PG's can be easily contracted or extended *by hand* so that the tube spacing will meet all design requirements. The spacing may be varied from 4½ in. c-c to 12 in. c-c. Thus a single PG may serve ceiling areas ranging from 22½ to 60 square feet to obtain uniformity of heat distribution.

Want more information about PG's?



Nationwide distribution isn't complete as yet. We are increasing production and getting PG's to Anaconda Distributors just as fast as possible. You will want to know more about this new product; so send for Publication C-6, which shows why it is easier to design and faster to install a panel system with PG's. Write today to: *The American Brass Company, Waterbury 20, Connecticut.* 6871A

*Patent Applied For

ANACONDA

Copper Tube
PRE-FORMED
Panel Grids



For Radiant Panel Heating

Now—"3-D" for the Builder!

New G-E "3-Directional" line gives you complete freedom in locating home heating and cooling system!

Biggest News at the Builder Show. General Electric, with the most copied line in the industry, is first again—with "3-D." Now there are new G-E Oil and Gas Furnaces, G-E Home Cooling Units and G-E Year-Round Air Conditioners with airflow in any of *three directions*. For homes with basements—Upflow units. For homes without basements where floor space is at a premium—Downflow and Horizontal flow units. (Horizontal units can be suspended in crawl space, hung from ceiling, installed in attic.)

Choice of Cooling With or Without Water. All G-E Home Cooling Units will be available in water-cooled or air-cooled models.

Flexible—Practical. G. E. has any size and type of Furnace, Oil or Gas Boiler, or Home Cooling Unit you need...plus the famous G-E *Air-Wall** System, for the last word in both heating and cooling. You can offer the home buyer the option of getting year-round air conditioning at the time he buys, or adding a G-E Home Cooling Unit later.

Put G. E. in Your Houses and in Your Ads—to point up the quality you build into your homes. Everything in the G-E Home Heating and Cooling line is designed with the builder in mind. Compact. Flexible. Easy to order and install. Priced right, too. If you're scheduling an opening soon, mail the coupon now!



COMPACT, ATTRACTIVE G-E Year-Round Air Conditioner—Upflow model, for homes with basements. Other models designed for installation in crawl space, attic, utility room—anywhere.



AIR WALL*

HOME HEATING and COOLING

—the line designed with the builder in mind

You can put your confidence in—

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Home Heating and Cooling Dept., Sec. HH-1, Air Conditioning Div.,
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Rush complete details on G.E.'s "builder-designed" line. I am a Builder
Architect Home owner Other occupation.....

Name.....

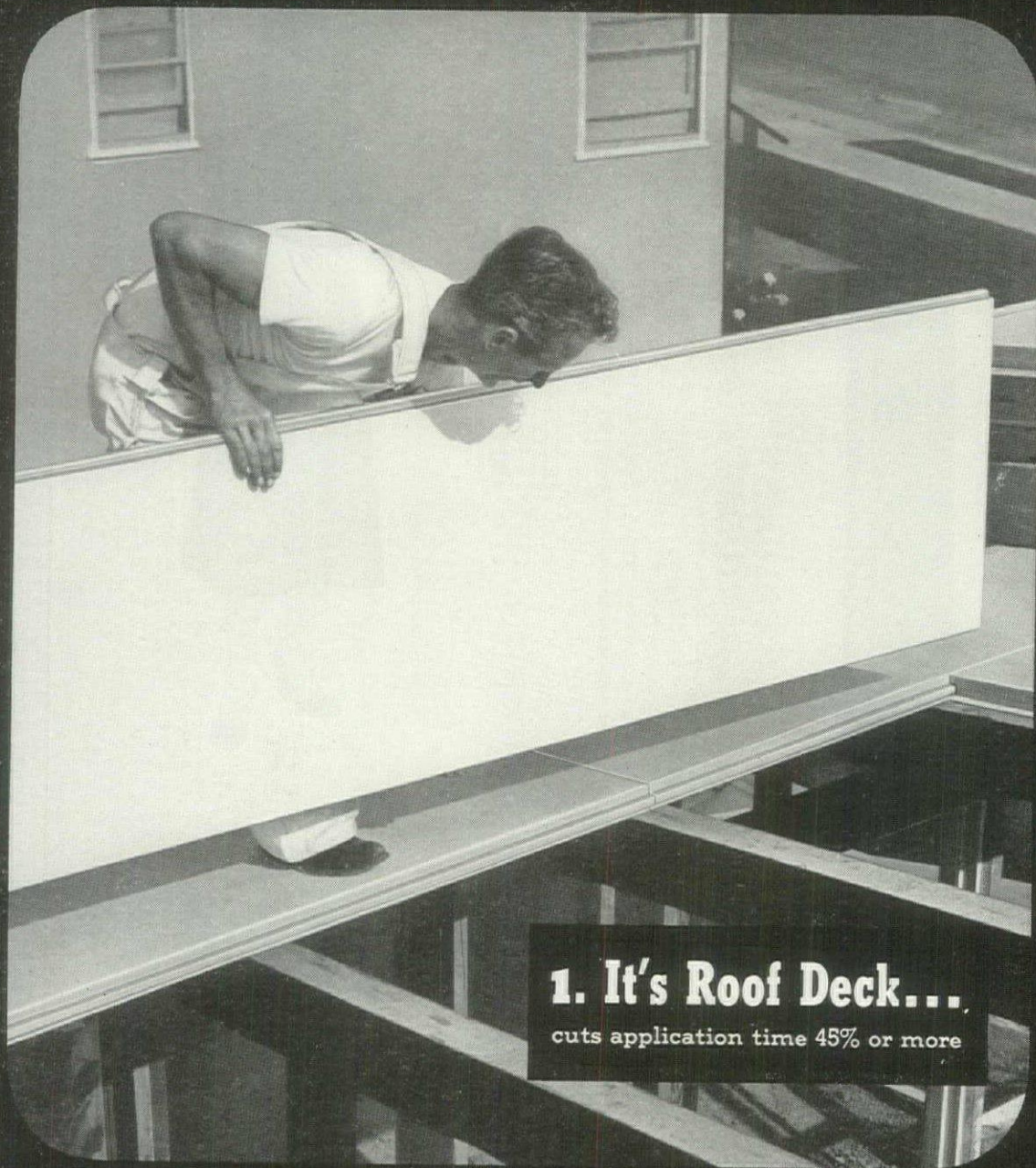
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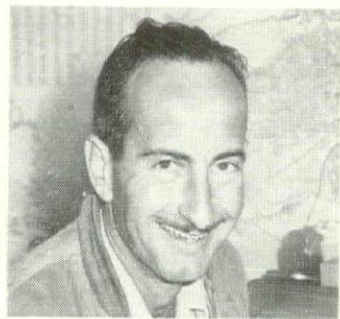
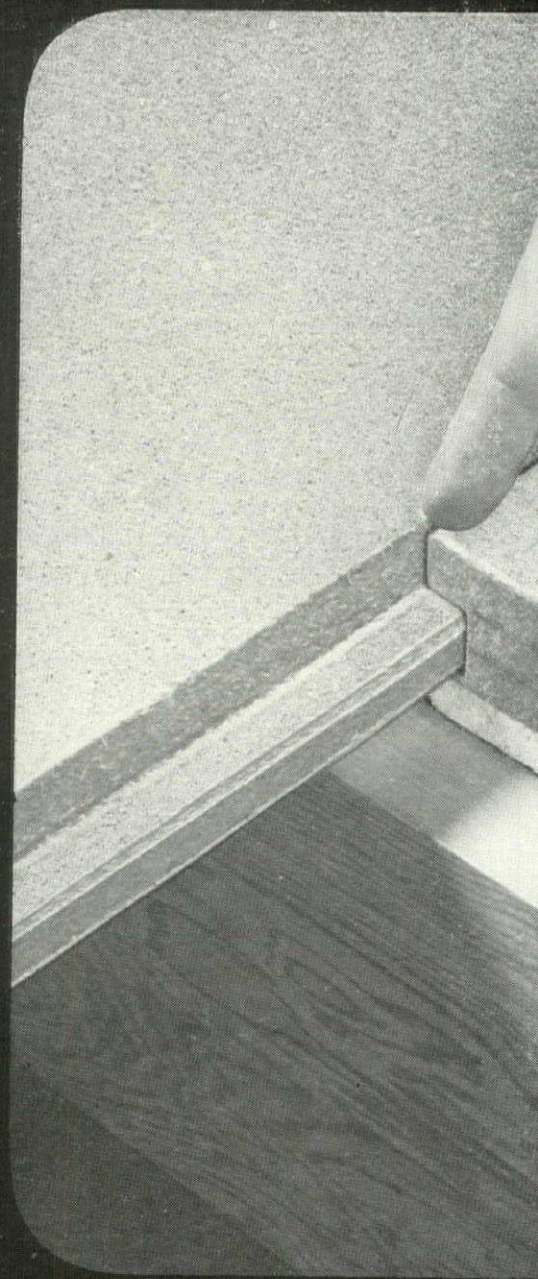
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Mail Coupon Today!

Now build exposed beam and save \$80 to \$300 a home



1. It's Roof Deck...
cuts application time 45% or more



"... savings of \$89 to \$344 per M..."

Mr. Orvin E. Linville, Linville Brothers
3374 Mt. Diablo Blvd., Lafayette, California
"According to our own cost comparisons, we figure we can put on a built-up roof using the new Insulite Roof Deck at a saving of \$89 to \$344 per thousand sq. ft. For example, com-

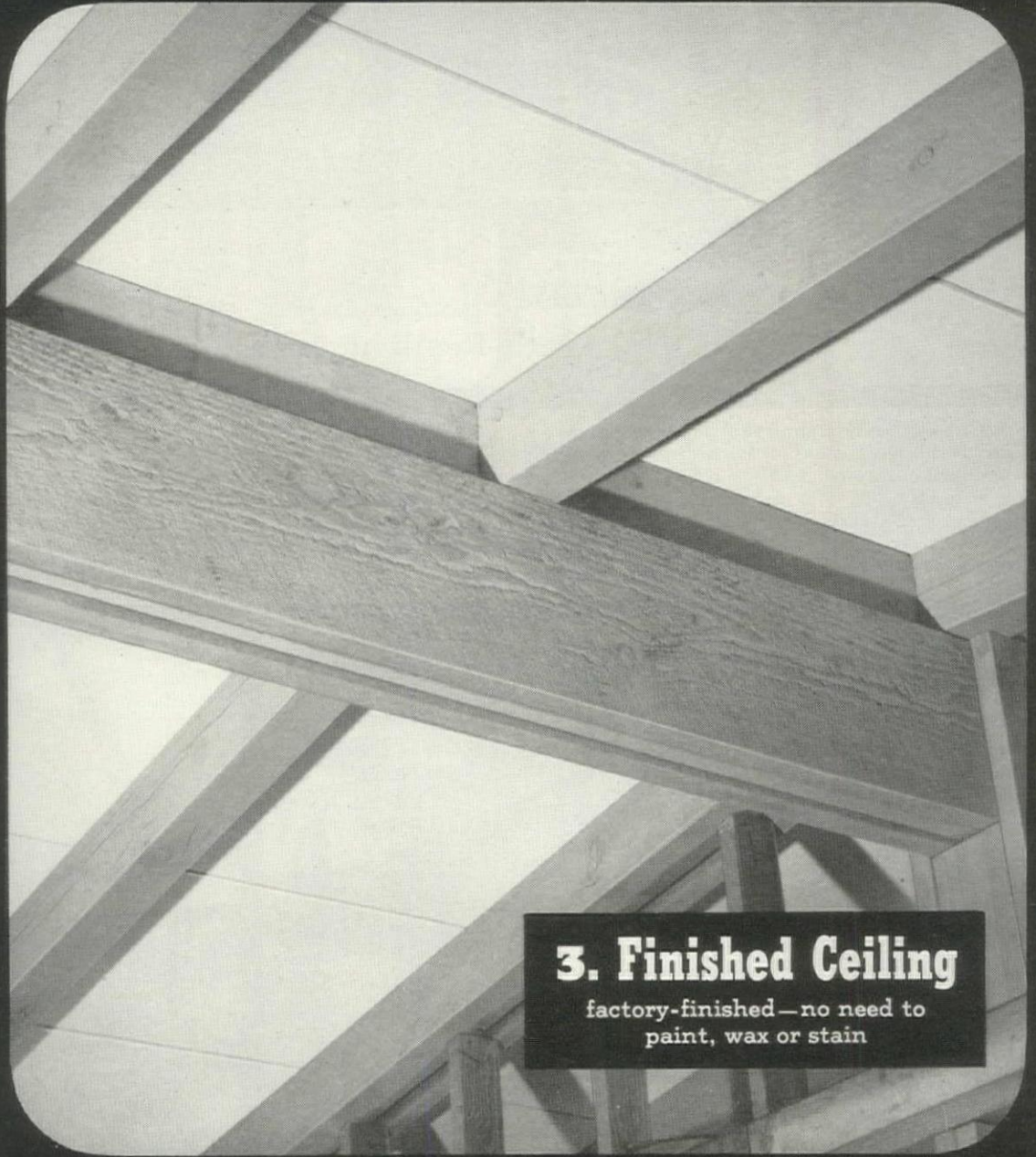
pare the cost of 2" Insulite Roof Deck in place against 2" Redwood T&G, stained and finished, plus 1/2" Roof Insulation and you end up with a saving of \$344 per M." Figure your own cost saving. Write today for Insulite's new cost comparison forms.

Now! Apply roof deck, insulation and finished ceiling *in one quick money-saving*

ceilings anywhere in U.S. with new **3 in 1 Roof Deck**



2. Insulation and...
meets F.H.A. requirements of 0.15



3. Finished Ceiling
factory-finished—no need to
paint, wax or stain

See "how to" pictures next page ▶

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

operation with new

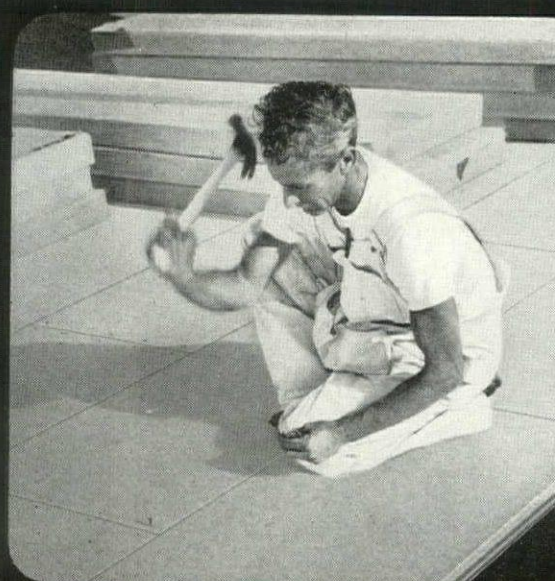
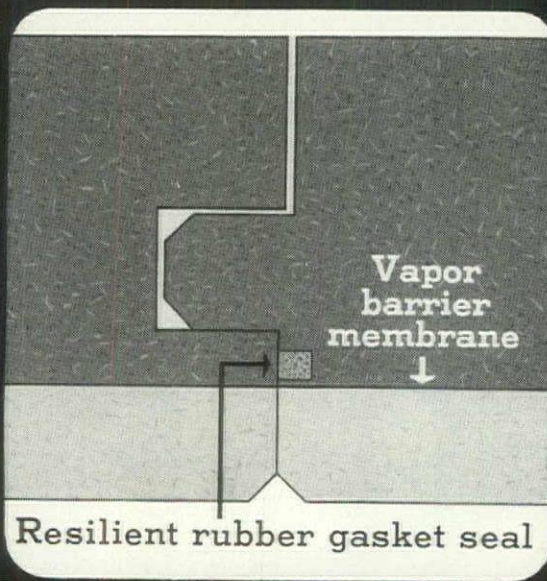
INSULITE

Roof Deck with exclusive vapor barrier



INSULITE IS A REGISTERED TRADE MARK.

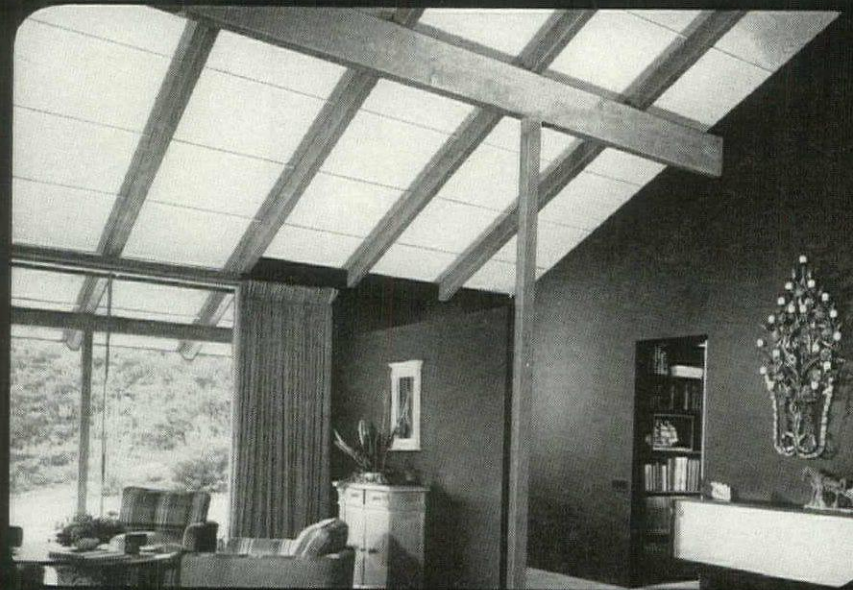
How to save \$80 to \$300 per home with NEW Insulite Insulating Roof Deck



1. Cut application time 45% or more. Handle and install one material instead of several. New Insulite Roof Deck eliminates need for separate roof boards, insulation, lath and plaster and finishing ceiling. In roof-sheathing time alone, you can save 12 man-hours per thousand sq. ft. of surface compared with 2" x 6" D&M roof sheathing.

2. Vapor barrier lets you build anywhere in U.S.A. Another Insulite exclusive! It's a continuous vapor barrier. Combines (1) a *membrane* laminated into each unit, plus (2) a rubber *gasket* that seals carefully machined T&G joints. Protects against condensation in any climate. (Also available without vapor barrier for use in moderate climates.)

3. Strong and rigid, yet high insulation value. Inch for inch, Insulite Roof Deck provides more than twice the insulation value of wood alone. 2" Insulite Roof Deck, for example, is comparable to 2" wood deck plus 1" fiberboard insulation. Furthermore, Insulite Roof Deck helps absorb sound . . . makes homes quieter, more livable.



4. Makes it easy to apply low-cost built-up roof. Standard mopping and laying of roofing felts plus imbedding of gravel in bitumen provides attractive, weatherproof roof at low cost. For wood, slate or asbestos shingles, simply install nailing strips directly over the deck. Lightweight, yet sturdy, Insulite Roof Deck easily supports weight of workmen and equipment.

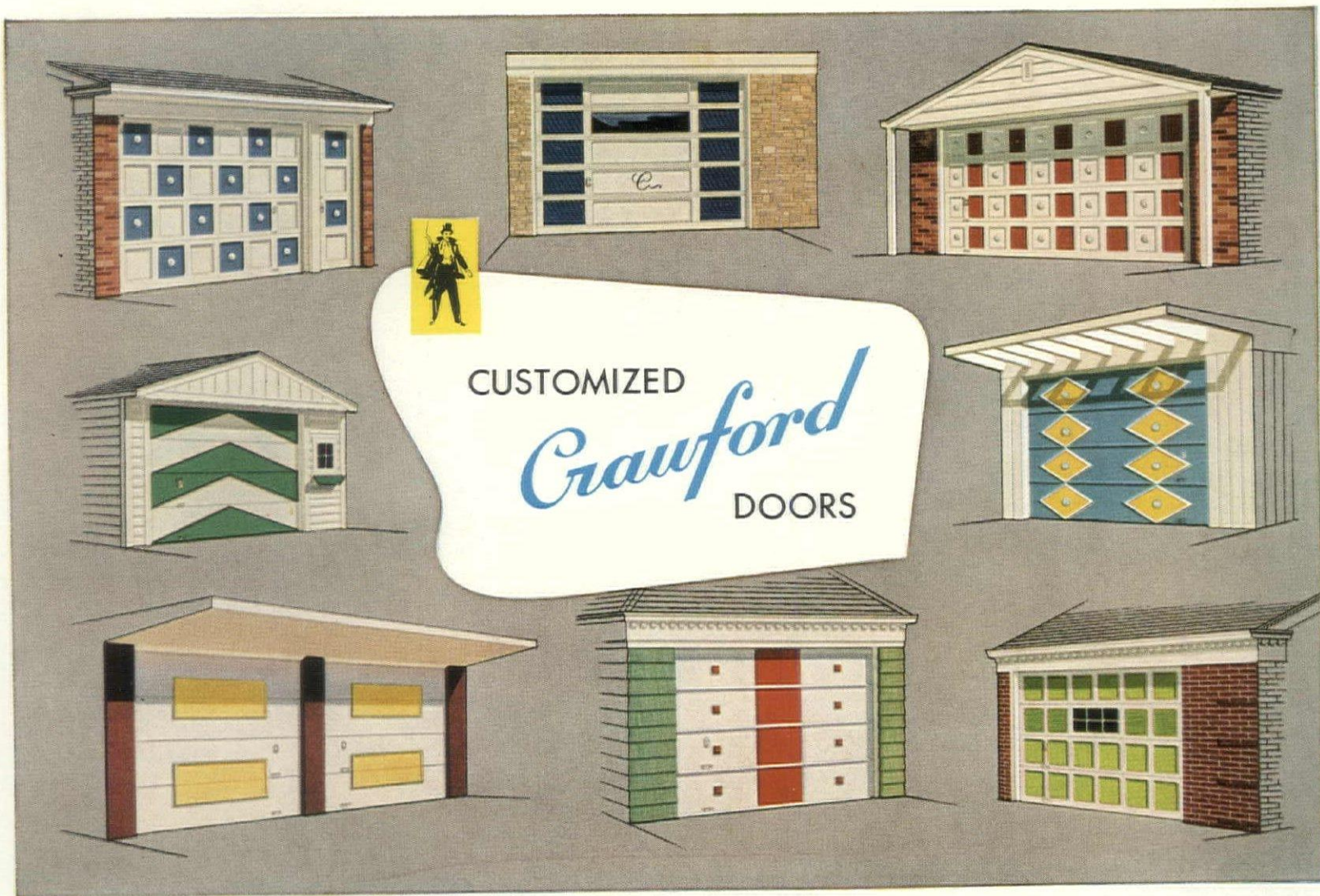
5. Pre-finished ceiling reduces labor, material costs. The underside of Insulite Roof Deck is finished with a white flame-resistant surface at the factory. Simply lay the roof deck over pre-finished beams and the ceiling is done. No need to plaster, paint, stain or wax. Insulite Roof Deck is available in 2' x 8' units, 1½", 2" and 3" thick with or without Insulite's exclusive vapor barrier.

Complete information now available. Actual on-the-job pictures and construction details show how you can use new Insulite Roof Deck to build better for less. Cost comparison forms show how much you save! Write Insulite, Minneapolis 2, Minn.

**Now! Build exposed beam ceilings
in any climate with new**

INSULITE

Roof Deck



Here's one easy way to "Stop the Shoppers"
and get them to look and ask questions

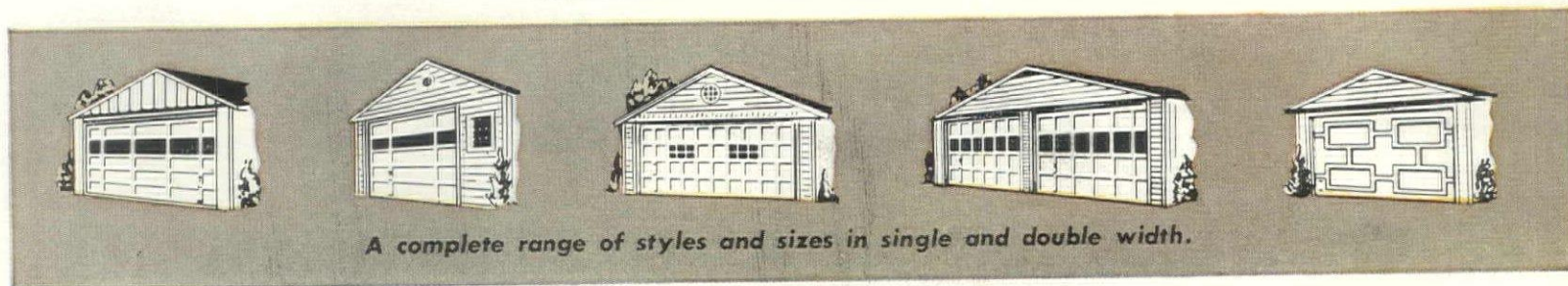


When sales are slow, your one big problem is to get the "shoppers" to stop cruising around, look at your homes and listen to your salesmen. Sometimes that isn't too easy—if you haven't something unusual to make them stop, look and listen. Crawford Customized Garage Doors give you something that is not just unusual but is dramatic, colorful, beautiful and CAN BE SEEN RIGHT FROM THE STREET. There are so many different designs and color schemes that each of your homes can have its own, individual, Customized door, and, remember that the garage door is usually the LARGEST SINGLE AREA IN THE ENTIRE FRONTAGE and when you change the looks of the garage door, YOU CHANGE THE LOOKS OF THE HOUSE. And, it's no

trick at all to make the front door and window shutters match up with the Crawford Customized Door and thus produce a stunning "ensemble." As you well know, women go for these striking and colorful custom effects and this is the one that CAN BE SEEN FROM THE STREET. They can see, from their cars, that EVERY FRONT IS CUSTOM DESIGNED. Can you think of a better way to make the "shoppers" STOP, LOOK, LISTEN! Why don't you get in touch with your local Crawford Door Sales Co., listed in your classified phone book under "DOORS" and get them to show you how practical and inexpensive it is to give your homes this very important buying pull? It won't cost you a cent to find out. Or, write us for literature.

Crawford *MARVEL-LIFT* Doors

More than a million in daily use • Residential, Commercial, Industrial
Crawford Door Company, 150-20263 Hoover Road, Detroit 5, Michigan
Factories in 10 centers; warehouses in 80 centers; sold everywhere
Manufactured and sold in Canada by F. Fentiman & Sons, Ltd., Ottawa 3, Ontario



A complete range of styles and sizes in single and double width.

WILLIAM LEVITT, World's Biggest Home Builder



"YOU CAN'T FOOL THE PUBLIC. The price tag doesn't sell the house. People look at every part of it and they're looking for value every inch of the way. That's why we use so many nationally advertised, especially Post-advertised, materials and appliances. In fact, 12 Post-advertised products go into the new Levittowner. We know these are the names home hunters trust most. And we know we can stake our reputation on them, too." *(Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.)*

The Saturday Evening
POST
-gets to the heart of America



A roomful of sun helps sell a home

The imaginative things you do with tile can change an average room into an outstanding sales feature. This skylit American-Olean Tile bathroom, for example, is unusual, stylish, yet easy to care for—advantages which mean a lot to the prospective home-owner.

Whether you are working on large or small floor plans, A-O Tile's accurately-matched colors, their self-spacing feature and their wide choice of attractive designs, give you your surest way to a successful installation. Specify American-Olean—its beauty is permanent because it's real clay tile!

American-Olean Tile Co.

Executive Offices: 964 Kenilworth Ave., Lansdale, Pa.
Factories: Lansdale, Pennsylvania • Olean, New York
 Member, Tile Council of America

IN A BATHROOM WITH A SKYLIGHT—A-O TILE

1. Tiled floor is puddle-proof, ends waxing and polishing, wipes clean with a mop, won't fade or warp.
2. Walls tiled from floor to ceiling may cost no more than half-tiled walls, yet are far more practical.
3. Tiled seat on bench can stand all sorts of rough treatment without fading, chipping, or scratching.
4. Tile-lined niche in wall is easy to keep clean and dust-free, and is both decorative and convenient.

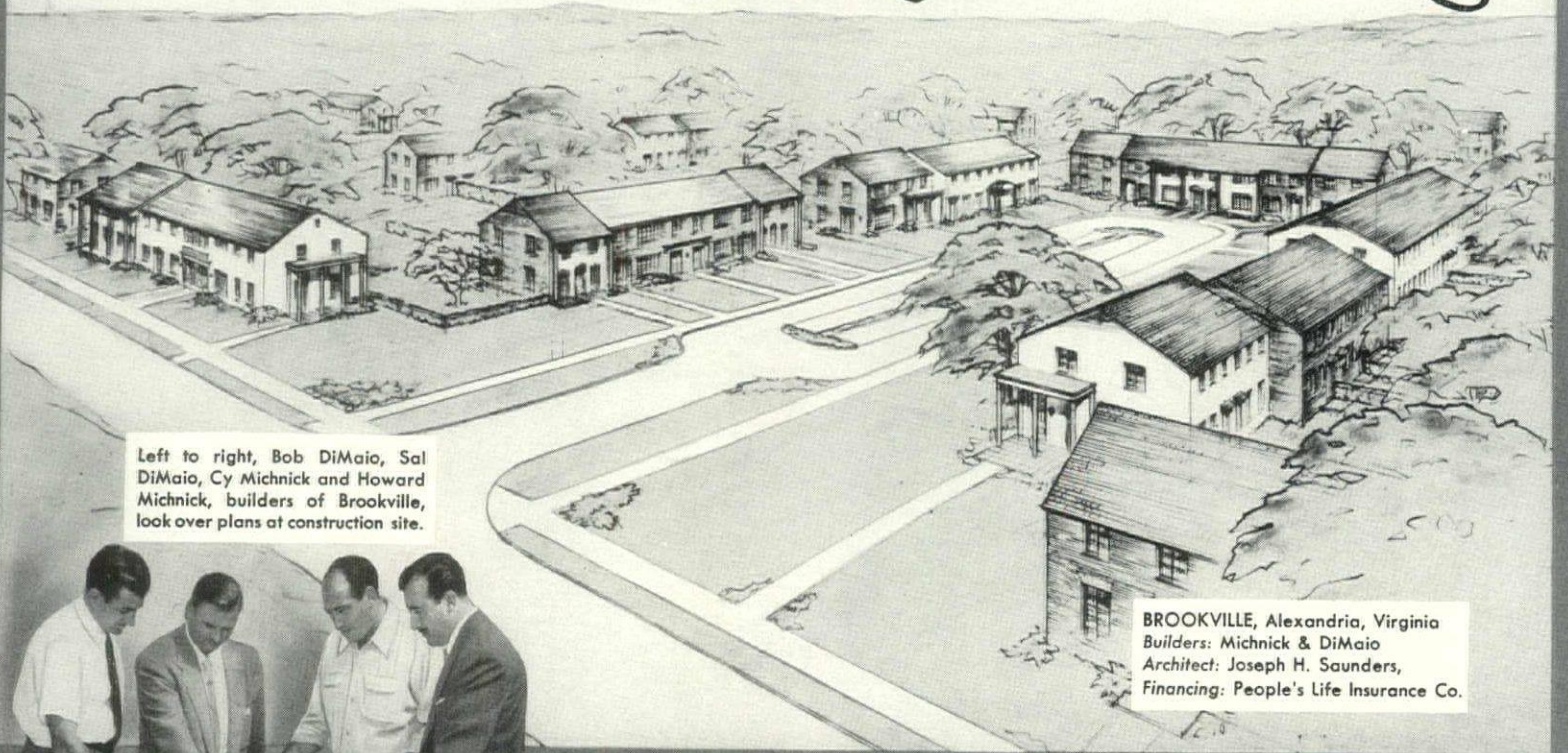
TILE SPECIFICATIONS: Walls: 47 Brite White. Toilet Alcove: 81 Spruce Green. Bench: 81 Spruce Green. Recessed Shelf Area: 17 Maize. Floor: Turquoise Shadow-flash with black lines.

AMERICAN-OLEAN TILE COMPANY
 964 Kenilworth Ave., Lansdale, Pa.

Please send me the following free literature:
 The Idea Book of Tile. Booklet 300, Industrial Washrooms.
 Booklet 204, Reprint from Sweet's 1954 Catalog

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A New Approach To Gracious Living



Left to right, Bob DiMaio, Sal DiMaio, Cy Michnick and Howard Michnick, builders of Brookville, look over plans at construction site.

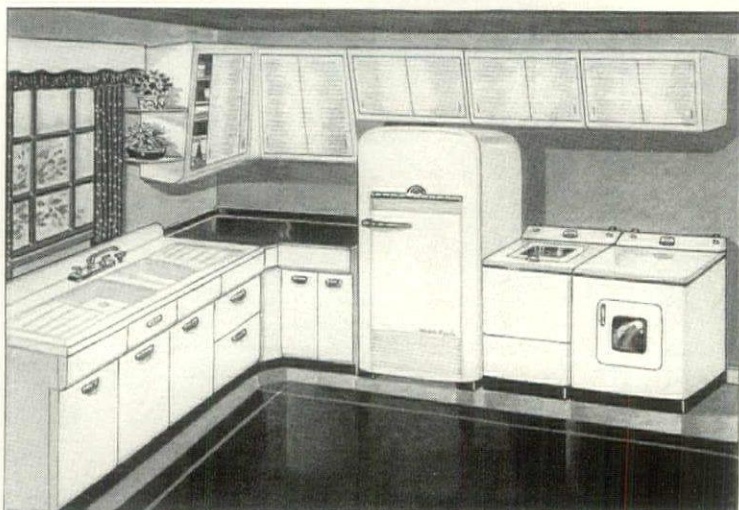
BROOKVILLE, Alexandria, Virginia
 Builders: Michnick & DiMaio
 Architect: Joseph H. Saunders,
 Financing: People's Life Insurance Co.



Brookville

ALEXANDRIA, VIRGINIA

AND IT FEATURES KELVINATOR EQUIPPED KITCHENS



Modern kitchens in Brookville development are equipped with sensational new Kelvinator Automatic Washers and Electric Dryers as well as spacious 9.6 cu. ft. Kelvinator refrigerators.

The comfort and privacy of an individual home, plus the convenience and freedom of apartment living is offered tenants by Brookville, a multiple-dwelling development only 10 minutes from the nation's capitol. Nothing has been overlooked by the builders to provide residents with a gracious way of living.

Each kitchen has a Kelvinator 9.6 cu. ft. refrigerator which offers every modern food-keeping feature in a spacious yet compact cabinet only 28 inches wide. Every apartment has its own Kelvinator Automatic Washer and Electric Dryer. This washer gets clothes really clean with exclusive "Shampoo" Action, "X-Centric" Agitation and Overflow Rinsing; yet it is so gentle it's safe for finest underthings. The Kelvinator Dryer is the only one with these three safety features: Safe Temperature, Safe Cylinder and Safety Door that stops dryer when opened.

Tenants of Brookville will appreciate the convenience and trouble-free operation of these Kelvinator appliances. Owners will appreciate them, too, for actual records across the country show Kelvinator products are among the lowest in operating and service costs over the years. Why not specify Kelvinator your next project? Call or write Dept. HH-2, Kelvinator, Division Nash-Kelvinator Corp., Detroit 32, Mich., for complete specifications.

Go **Kelvinator** and be years ahead

Electric Refrigerators • Ranges • Home Freezers • Water Heaters • Kitchen Cabinets & Sinks • Washers • Dryers & Ironers • Garbage Disposers • Room Air Conditioners • Dehumidifiers • Commercial Refrigeration

Photos: News-Ad Photography



CONVENTION OPENING: Instead of snipping a ribbon, President Manny Spiegel and Mrs. America of 1954 sawed through a 2 x 4 to open the exhibits at the Hilton Hotel. In private life, Mrs. America is Erna Snyder, 26, of Kutztown, Pa. Her father is a contractor. Others (left to right in front row): Executive Director John M. Dickerman; Mrs. Spiegel; R. G. Hughes, elected later at the convention as Spiegel's successor; former President Robert P. Gerholz; and Mrs. Henry Fett. There were a record 520 exhibits by 315 different firms.

Builders feel bullish

▶ **NAHB convention-goers expect million starts a year but also see million-unit market in trade-ins, rehabilitation**

▶ **Spiegel and Hughes insist '54 housing program hinges entirely on retaining Fanny May as central mortgage bank**

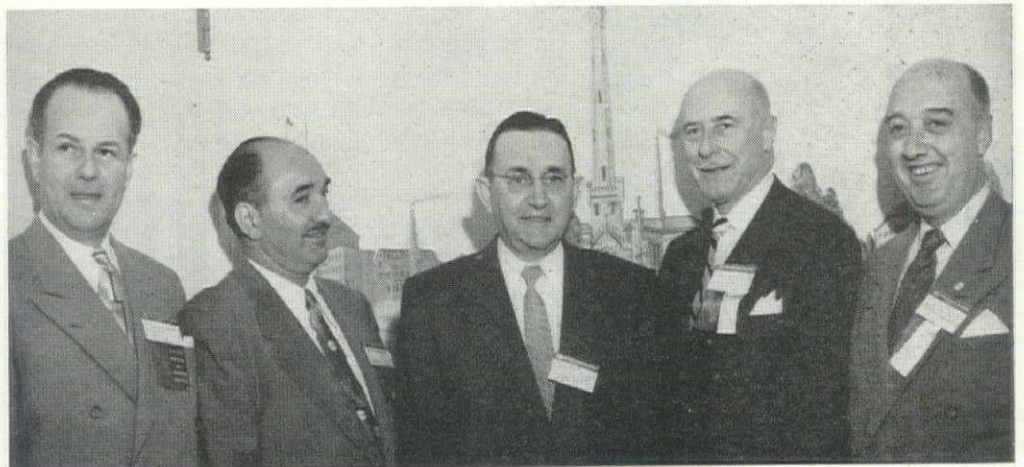
Homebuilders were feeling bullish. Despite the slowing pace of the nation's over-all economy, despite widespread agreement that housing was moving into a hard-sell buyer's market, the men who came to NAHB's tenth convention last month in Chicago not only had their eyes on another million-house year in '54, but were raising their sights toward 2 million units for the years just ahead.

Predicted outgoing President Manny Spiegel: "It might be a million new starts—or slightly over or under. It'll be an excellent year." He also forecast that builders might recondition 250,000 trade-in houses and rehabilitate another 750,000 blighted homes. This struck some onlookers as counting the unhatched chickens of the housing act revisions pending in Congress.

But builders at a remodeling panel shared Spiegel's enthusiasm. One participant forecast that if the proposed FHA Secs. 220 and 221 become law, this year's dollar volume of remodeling business will equal new housing. One member of the audience reported he grossed \$33,000 last year on 28 jobs. What of the do-it-yourself trend? Said one builder: "It's taken away a lot of business, but it's not the kind of business you're going to get, anyway." An NAHB survey found 58% of 273 reporting builders planning no change in starts. Only 23% reported they were plan-

ning to retrench. Said NAHB: "The group included large- and small-volume builders in all price ranges from \$6,000 to \$80,000 and their combined production planned for 1954 totaled 28,692 units, 15% more than the 24,854 units actually erected by the 273 builders last year."

Said incoming President R. G. "Dick" Hughes: "Over the next ten years, we should build up to 1.4 million new houses a year. One million should be larger houses, better designed, with more eye appeal and comfort.



NEW OFFICERS pose for their first portrait: Left to right: Franklin Burns, secretary; Nate Manilow, first vice president; R. G. "Dick" Hughes, president; Paul Burkhard, second vice president; V. O. Stringfellow, treasurer.

A quarter million should be good, well-designed small houses for families earning less than \$3,000 a year—financed under the proposed new Sec. 221 [of FHA], or under the existing Title I, Sec. 8."

Mortgage optimism. The cheerful outlook included the FHA-VA mortgage market, which was continuing to recover from its summer tailspin. Said Hughes: "Among builders, there's a spirit of optimism about mortgages at a better price." One big reason, it developed at the convention mortgage panel, is Fanny May's one-for-one plan. Builder after builder from the Southwest called one-for-one funds "the only money we have on a large scale." HFA Administrator Albert M. Cole reassured listening builders: "At present, it's my judgment that one-for-one should be continued."

Builder optimism was tempered with recurrent warning that maintaining the high volume of production by expanding private enterprise into rehabilitation and cheaper homes depends entirely on creation of their brand of secondary mortgage market—a revamped Fanny May free of Home Loan Bank Board influence, with some private capital but with ultimate Treasury support. Said Hughes: "The recommendations [of the housing policy committee] will be a hoax and we who propose them will be a laughing stock without a workable central mortgage bank [to prime the pump of lending]. I don't think a secondary facility is any more a government operation than the federal reserve banks."

Share the mortgage? To cope with the chronic shortage of mortgage money in small towns—an item incoming President Hughes put high on his agenda—Vice President Robert B. Patrick of Bankers Life of Des Moines suggested legislation to permit small-town lenders to share mortgages with big city sources of funds. For instance, a small bank might take 20% of an FHA loan in its own community, and sell 80% of it to a New York lender. Advantages: local banks are in the best position to analyze the local market and the borrower's status. But small banks often have too few men to keep abreast of the flood of regulations affecting VA and FHA paper. Big banks and

insurance companies could supply this know-how. Patrick declared FHA, VA, and the American Bankers Assn. all agree and a scheme would be "possible," although beset with many a legal and practical hurdle. Even savings and loan groups might agree, said Patrick.

The mortgage panel ranged over the gamut of top housing issues. Noteworthy items:

▶ **FHA Commissioner Guy Hollyday** called the Sec. 221 plan for 40-year, \$200 down loans "completely and absolutely unworkable" without "some provision for a takeout." Hollyday's formula (which was rejected by the majority of President Eisenhower's housing advisers): let lenders turn in the houses for debentures after 20 years if they choose. Said he: "If a mortgage has been on anybody's house for 20 years, it's sound. The government would stand to lose very little money." He also criticized the proposed \$7,600 ceiling, and called the \$8,600 ceiling in high-cost areas "much worse." Said the commissioner: "If you get into the upper bracket, you'll have costs that these people won't be able to pay."

▶ **Hollyday and Deputy FHA Commissioner Walter Greene** disclosed that FHA will give operative builders a better break on commitments. The new ratio: 80% of the first \$7,000 of value and 70% of the excess (instead of the present 60%) with a maximum commitment up to \$14,700 instead of the present \$10,400.

▶ **T. B. King**, acting asst. deputy VAdministrator, remarked that VA's reports on discount sales of mortgages "ought to be abolished" because, by the time the government gathers and analyzes the data, it is "history." He reported evidence that builders are building bigger homes: only 17% of the appraisal requests now involve homes costing \$10,000 or less; two years ago 46.7% of VA appraisal requests fell in that bracket.

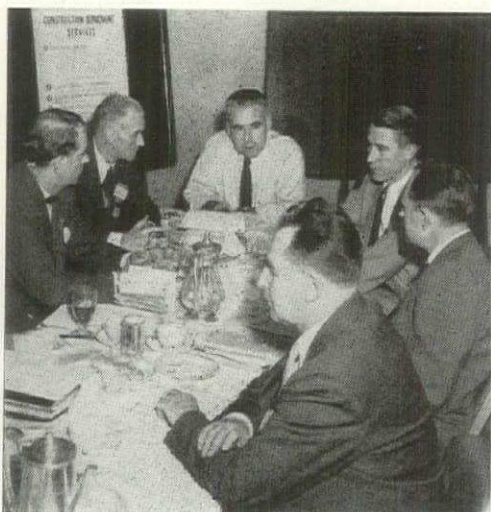


MORTGAGE PANEL audience sat by states so gripes could be identified by top government officials and lenders. With Nate Manilow (center standing) presiding, panelists were (l to r): NAHB President Manny Spiegel; ex-President Tom Coogan; Sen. John J. Sparkman (D, Ala.), VA's T. B. King; Vice President John Jewett of Prudential Insurance Co.; FHA Commissioner Guy Hollyday, Deputy Commissioner Walter Greene; and (right of podium) HHAAdminis-

trator Albert M. Cole, ex-NAHB President Rodney Lockwood; Rep. Jesse Wolcott (R, Mich.), chairman of the House Banking Committee; Vice President Robert Patrick of Bankers Life; Vice President Robert Morgan of Boston's Five Cents Savings Bank; and MBA President Will Clarke. Wolcott declared: "There is nothing on the economic horizon indicating recession or depression now . . . inflation is 80% psychological and so is depression or recession."

▶ **President William A. Clarke** of the Mortgage Bankers' Assn. expressed fear that if FHA takes over VA field operations (as proposed by the President's housing advisers with NAHB endorsement), the VA certificate of reasonable value which sets a ceiling price on VA homes will operate to strangle VA housing. Reason: "FHA arrives at a value (under its own procedures) which in no sense of the word is sales price." Whether FHA takes over VA or not, Clarke argued, the VA program would "be much better off" if VA dropped its

prohibition against a veteran paying more for a house than the CRV. VA's King admitted CRVs are a "considerable administrative headache," but found it "difficult to believe that Korean veterans . . . don't need the government to give them price protection." Clarke drew applause with the reply that veterans can easily look in the papers and shop around to see if they are being gypped. Sighed King: "I appear outnumbered." Quipped Rod Lockwood: "You don't know how outnumbered."



CONSTRUCTION COMMITTEE headed by Earl Smith (center rear) made plans with FHA and VA to form a top-level joint committee to iron out MPRs and MCRs. The trouble usually arises from local interpretation, not the rule itself, said Smith. Others pictured (clockwise); former President W. P. "Bill" Atkinson; Chris Christenson, NAHB research staff; Edward Pratt of Detroit; Dave Slipper; Albert Balch.

CONVENTION SIDELIGHTS

NAHB's tenth convention—the building industry's biggest annual gathering—set NAHB records, too. Delegate registration came to some 8,000, but counting exhibitors, admen, wives and hangers-on, Convention Director Paul S. Van Auken figured total convention attendance reached 22,000. There were more newsmen covering the proceedings (432) than the entire attendance at NAHB's maiden convention a decade earlier. Even though activities spread into two hotels (Hilton and Sherman) this year, there was more snafu than usual with oversold hotel space. The hotels blamed holdover guests from other meetings who did not leave on schedule.

A heart attack kept Sen. Homer Capehart (R, Ind.), chairman of the Senate banking committee, from taking part in the convention. Capehart is in Bethesda Naval Hospital for a rest—raising the possibility that Sen. John Bricker (R, Ohio) may have to take over the acting chairmanship of the committee. Bricker is considered arch-conservative on housing.

Retiring Secretary V. O. Stringfellow announced membership in NAHB has reached 28,759. The rise was notable because it was effected in the face of a 25% loss in membership at the beginning of last year. Outgoing Treasurer Paul Burkhard reported NAHB finances were "very healthy" with total income last year close to \$800,000. Dues accounted for a little over \$500,000.

QUICK QUOTES: "You can't alleviate slums when you're putting them on the drawing boards at the same time. Builders will be making a grave mistake if they don't draw on architect talent."—ex-president **Alan Brockbank**, chairman of NAHB's rehabilitation committee . . . "I find forced individualism in tract homes more tiresome than Baltimore row houses."—Texas architect **O'Neil Ford** . . . "Don't get too pepped up over shopping centers unless you've got expert advice. If they're good they're very good but if they're bad they're awful."—ex-president **W. P. "Bill" Atkinson**.

New officers. Neither the election of Dick Hughes as president (see p. 130) nor the election of Chicago's Nate Manilow as first vice president was a surprise. Originally, the second vice presidency loomed as a three-way race. Results: Earl "Flat Top" Smith of California withdrew; former Mayor Paul Burkhard of Glendale, Calif. won; Franklin Burns of Denver switched his race to secretary and beat North Carolina's George Goodyear for the post. Under the usual NAHB way of things, Manilow will succeed Hughes as president next year. Among the 20 regional vice presidents (who serve a maximum of two years under the bylaws), NAHB re-elected only two: Mark Thoreson of Van Nuys, Calif. and John B. Goodwin of Memphis.

The others:

Arthur Oman, Boston; Al Bartlett, Syracuse; Edgar Hegal, Pittsburgh; Frank Calcara, Washington, D.C.; Les Marsh, Charlotte, N. C.; John Beatty, Miami, Fla.; A. W. King, Detroit; John Worthman, Indianapolis; Elton Schultz, Milwaukee; Stanley Cowherd, Kansas City, Mo.; Russell Showalter, Oklahoma City; Lou Bettilyon, Salt Lake City; Ralph Craner, Denver; Delbert Belfoy, Tacoma; John Matthews, Little Rock; Ralph Stagg, Phoenix; Andy Oddstad, San Francisco; Emil Keen, Huntington, L. I.

Forced unionization threat looms in states' rights suit

Last September, AFL's sprawling Building Trades Dept. set out to tighten its organizational grip on homebuilding, which experts say is about half open shop.

Last month, the union drive took a surprise legal turn that had NAHB leaders worried. Injecting themselves into Michigan hearing on a picketing injunction, AFL lawyers argued that a new US Supreme Court decision had upset the long-standing legal finding that homebuilding is not interstate commerce (and thus not subject to regulation by the National Labor Relations Board). If the union view prevailed—and AFL men promised to fight the case to the US Supreme Court—builders predicted it would open the gates to forced unionization of the nation's homebuilding. Warned one builder: "That would mean 5% to 10% added to the cost of houses in nonunion areas. Every time a union put up a picket line, you'd have to shut down for an NLRB jurisdiction election."

Background: when AFL electricians threw a picket line around their 70-unit project of defense rental homes at Battle Creek last July,

Builders David R. Satin and Harold Albert got a temporary injunction against it (after a ten-day shutdown). Next day, AFL carpenters took up the picketing. Satin countered with another court restrainer—this time covering all AFL building trades unions.

As the drawn-out hearing on a permanent injunction neared a close last month, top AFL Michigan attorneys were pressing the contention that Michigan Circuit Court had no jurisdiction, although a state law was at issue. They cited the US Supreme Court Dec. 14 ruling, in the Garner case, that a trucking firm carrying materials between two railroads, but entirely inside Pennsylvania, was nevertheless involved in interstate commerce and hence subject to NLRB control. Nub of the AFL argument was that the Supreme Court decision upsets the time-honored finding that homebuilding is not interstate commerce because the materials from out of state that go into it come to rest in a dealer's hands before they go into a house.

A lot more than homebuilding could be at stake in the AFL's legal attack. Its theory of interstate commerce seemed so broad it could cover scores more industries which now escape federal labor regulation.

Chicago starts a pilot block rehabilitation project

Sixty years ago Prairie Ave. was an important street in Chicago. Its red brick and gray stone houses were occupied by the successful merchants, professional men and socially elite. Then, in the cycle of urban decay, came evil days. The prominent families moved elsewhere, the elegant town houses fell into disrepair, and Prairie Ave. gradually succumbed to the city's sprawling slums.

Last month, Prairie Ave. was again important to Chicago. It was the test tube for a neighborhood rehabilitation experiment sponsored by the *Chicago Daily News*, with aid from James C. Downs Jr., the city's redevelopment coordinator; Lt. Gen. Richard Smykal, special deputy building commissioner; AIA's rehabilitation committee and interested building and real estate specialists. These experts deliberately picked for the experiment one of the rottenest of the city's rotten slums, the 3100 block on Prairie. Along with hundreds of others in Chicago, the block was waiting the day when public or private enterprise would rip it down and build it over again. But, as to many Chicago slum neighborhoods, that day may be a long time arriving. Asked the *News'* editors: "What do we do with these neighborhoods in the meantime?"

Pilot project. To find a practical answer to that question, the *News* sent Roy Fisher, the reporter who had directed the newspaper's earlier slum investigations, back to his slums. With Fisher went a *Negro News* reporter, Lestre Brownlee. They established headquar-

ters in a home at 3130 S. Prairie, one of the few in the block with a living room without a bed in it, and invited the property owners to a meeting. About half the owners, 60% of whom lived in the blighted block, showed up. Fisher told them:

"All we can offer you is our interest, our understanding and the advice of the best experts available. It is your property that is at stake, and it will have to be your money that is spent." The owners agreed.

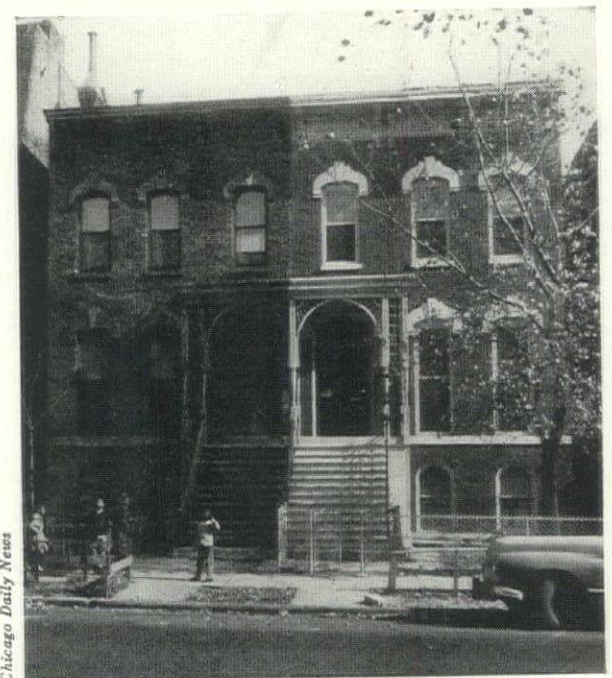
The first phase of the work called for little money, anyway. It was a general cleanup and hauling-away job. For owners who could not do the work themselves, Fisher and Brownlee provided laborers. But they billed the owners pro rata for the hours the laborers worked. The second phase was one of minor repairs. To cut costs there, the reporters brought in plasterers and carpenters to show the owners how to do many jobs themselves.

In the meantime, city inspectors combed the block, compiling a list of building-code violations. This was turned over to the *News* team, so the real job of rehabilitation could begin. A repair program was worked out with each owner. For some, this posed no difficulty. For others, it looked impossible.

When it looked impossible, Fisher called for help from a task force of architects and real estate management experts headed by Leonard Wayman, AIA, and Realtor Alfred Wittert, a management specialist. Its objective: to make plans so building repairs—by increasing the building income—could pay for themselves. Last month, the task force had

the problems of the first three problem buildings well in hand.

Profit in repairs. One of the three solutions turned up some significant economic news. It was the decision to deconvert a building at 3140 Prairie from tiny, overcrowded



BEFORE AND AFTER in Chicago rehabilitation efforts on the 3100 block of Prairie Ave. are demonstrated in a single building. Mrs. Lottie Hyatt, who owns and occupies the right half, was well along on repairs last month, but Ripley Mead, agent for the absentee owner of the left half, was barely started.

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THE TRULY MODERN HOME MUST BE AIR CONDITIONED

units back to its original seven-room apartments. The owner, Mrs. Maude Flowers, had increasing difficulty during recent months in finding desirable tenants for her one- and two-room kitchenette units renting from \$50 to \$86.50 a month. The result was a costly vacancy rate, or, if she took any tenant who came along, high maintenance costs. Moreover, the building inspectors ordered her to install more bathrooms, repair porches, restore plaster and make other repairs to bring her building into conformity with city building codes. That put her \$3,699-a-year profit in jeopardy. And when she sought a repair loan, insurance firms refused to lend because of the illegal conditions. They even refused to refinance the existing \$7,500 mortgage.

In that plight, Mrs. Flowers was steered to A. H. Gruetzmacher & Co., a real estate and mortgage firm headed by G. F. Gerk. By deconverting to seven-room apartments (renting from \$125 to \$140), Gruetzmacher calculated, Mrs. Flowers would virtually eliminate vacancy costs and, by getting a better class of tenant, greatly reduce maintenance costs. These savings would raise the net income \$400 a year, despite a \$3,000 drop in the gross:

	BEFORE	AFTER
Appraised value	\$28,500	\$36,500
Gross income	12,099	9,000
Vacancies and collection costs	1,452	450
Adjusted annual income ..	10,647	8,550
Operating expenses, taxes and maintenance	6,948	4,450
NET INCOME	3,699	4,100

Moreover, with her building complying with codes, Mrs. Flowers would be able to refinance her mortgage. Gerk offered her a ten-year loan with payments of \$79.55 a month. Her old mortgage called for payments of \$386.55 a month. With the deconversion work done, five of the six seven-room units were rented.

New economics. To Downs, head of Real Estate Research Corp. as well as Mayor Kennelly's chief housing advisor, the Gruetzmacher recommendations indicated a significant shift in slum economics. Said he:

"There is a change in housing economics occurring now that means many other slum landlords will find it more profitable to operate good housing than bad. With the removal of rent control and the return of the free housing market, there has been a rapid turnover among tenants. Many white tenants have moved out of fringe areas and their places have been taken by Negroes. This has tended to relieve some of the pressure of Negro housing. The first sign of this is the increasing number of vacancies among the less desirable one- and two-room units in the slums.

"This is being accompanied here by an increasingly tough policy on the part of the city toward building-code violations. When a property owner is faced with the necessity of spending money on a substandard building, he begins to look around for ways of bringing that building into conformity with the code.

"Illegal buildings were never a good long-range economic risk."

HHFA begins to hold redevelopment funds from cities without rehabilitation plans

Last July Congress ordered HHFA to refuse redevelopment grants to cities that would not enforce adequate housing standard codes or push vigorous rehabilitation programs (H&H, Sept. '53). By last month, the results were beginning to show up. The change, though slow, was basic.

Under the rehabilitation and code enforcement requirements Congress put in the current appropriations act, HHFA's slum clearance and urban redevelopment division was only approving new planning advances or capital grants if a city had submitted:

▶ A satisfactory signed statement from the mayor or city manager reviewing the city's health, sanitation and safety codes for dwellings, the budget and personnel for enforcement, the number of housing violations recorded the previous year and the number that were corrected, and measures for the proper relocation of families that might be displaced if an effective enforcement program was inaugurated.

▶ A satisfactory resolution or statement approved by the local governing board giving its opinion on whether it would be feasible to rehabilitate rather than redevelop each particular project area, and, if it believed rehabilitation was not feasible, supporting data showing why clearance was essential or "continuance of existing residential uses is fraught with danger to the well-being of the community or its inhabitants."

Unsatisfactory replies. By last month cities had sent HHFA their answers for 92 projects. HHFA found 26 of them unsatisfactory, asked for more information. Redevelopment Boss James W. Follin noted that this did not mean the 26 projects were canceled—yet. It takes a long time to process a Title I grant, sometimes three years from first discussions with HHFA to the final contract for the federal subsidy. Follin knew cities that had not seen the light of the new federal policy might still have time to launch enforcement programs before HHFA would have to blow the whistle.

But Follin cited one city where officials confessed they saw no prospect of appropriating funds to begin any effective code enforcement. Follin conceded that case looked black. But instead of canceling the project at once, he gave the city another six months to find some solution. Meanwhile, he held up final planning funds.

Rehab rules coming. Follin noted that it is often hard to decide when a city's code enforcement reaches an acceptable level or exactly how much it must be improved. In some cases, he pointed out, lack of enforcement is so deeply rooted it might be political suicide for any administration that began sudden enforcement even if it had no trouble finding the money. An easier job is

determining if the buildings in a blighted area can be rehabilitated rather than torn down. This month, he expected to issue a set of standards for evaluating the degrees of neighborhood blight and whether rehabilitation is practical.

Some proposed projects may embrace sections that could be rehabilitated as well as portions that should be cleared and redeveloped, said Follin. Portland, Me., he said, recently inquired about assistance for a project in which, from preliminary inspection, perhaps the majority of properties could be rehabilitated. Now the city is studying plans for two alternatives: a scaled-down redevelopment project under the existing law, or a combination rehabilitation-redevelopment project if Congress adopts the new federal rehabilitation aid program urged by the President's advisory committee on housing.

Never rehab alone. In his country-wide inspections, said Follin, he has observed that the first projects cities propose for Title I projects usually are in very bad slum areas that include few structures susceptible to rehabilitation. He did not see a single project site that could be effectively restored just by rehabilitation, he added.

Follin reported cities were expressing "tremendous interest" in the possibilities of rehabilitation programs if federal assistance is extended to this field. "At least half a dozen cities" have indicated they are ready to undertake extensive blight-arresting campaigns if such help is provided, he said.

Rents climb only 3% since end of controls, says BLS

Last summer, when federal rent control was finally ended for all but military and AEC areas, labor spokesmen darkly warned of stiff increases before the first snow fell. By last month, it was time for the avalanche of rent boosts to begin if it ever was going to.

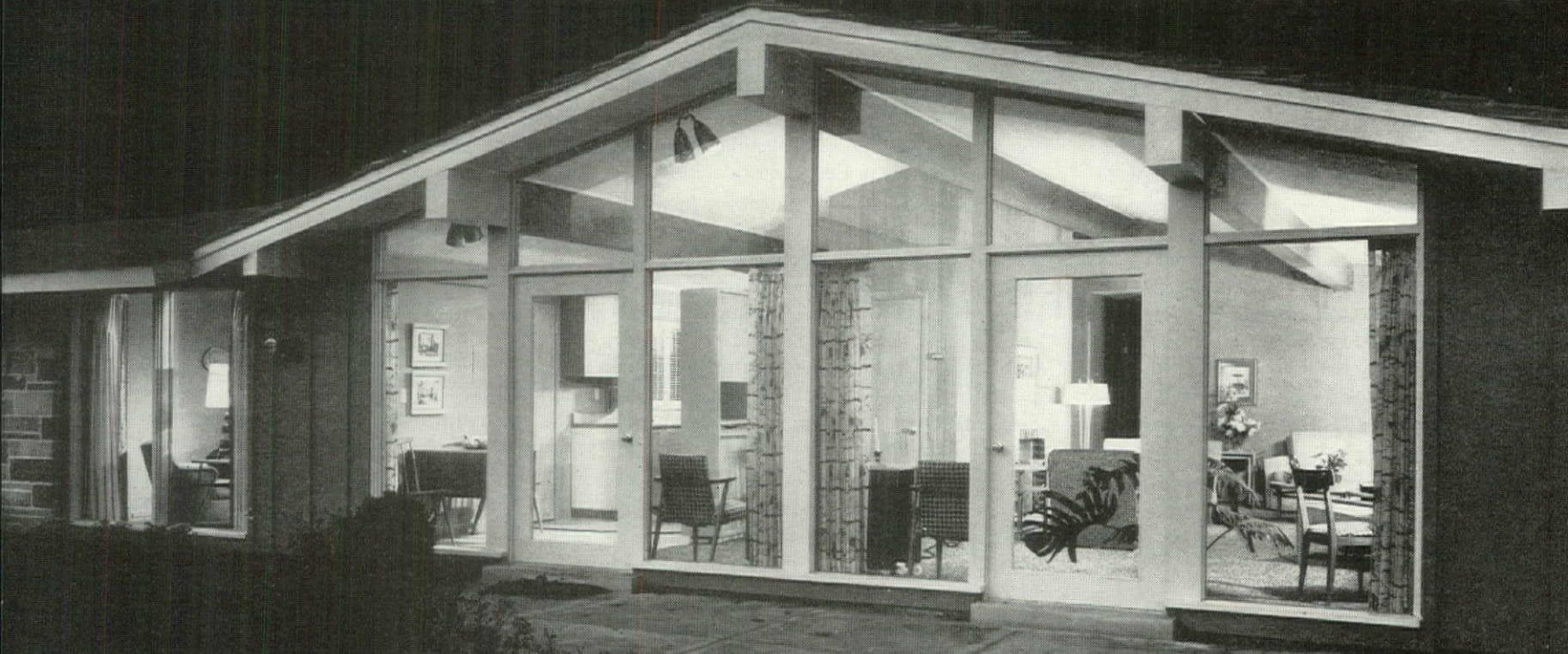
The fact that there had been no yelps of anguish from tenants indicated that no such thing had happened. Last month, the Bureau of Labor Statistics backed up that view with figures. It reported that rent increases have been barely noticeable since the death of controls. By the end of November, hikes across the country averaged 3% over the July level. However, BLS noted that the rents were still climbing.

With rent increases so unimpressive, there was scant likelihood that labor groups would even attempt to get controls restored. They would be laughed out of Congressional hearing rooms if they tried.

The last remnant of federal control in military and AEC impact areas ended Dec. 31, as ODM lifted controls at the AEC community of Oak Ridge, Tenn.

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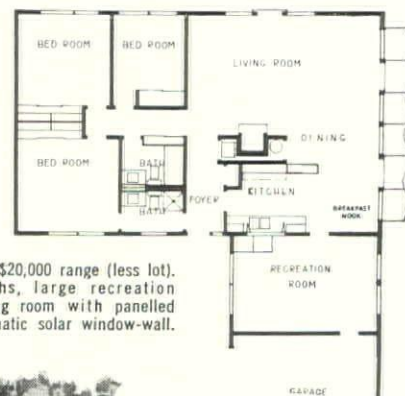
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Eisenhower housing plans

▶ **President urges dual-purpose FNMA—privately financed for normal market, Treasury-backed for welfare loans**

▶ **Congress asked to approve 35,000 public housing starts, new long-term FHA loans to cut need for public housing**

President Eisenhower's long-awaited housing program was laid before Congress last month in two pieces—in his budget and in his housing message. It was a curious blend of paternalism and free enterprise, calling for less government in housing but proposing the mechanics for more.

On one hand, he called for a "new approach" placing more responsibility on private industry and local government for solving housing problems, especially slums. He suggested a trial plan for letting private building move into the area now served chiefly by public housing through the mechanism of long-term, low-down-payment. FHA loans for families displaced by rehabilitation, conservation and slum redevelopment. He asked that Federal National Mortgage Assn. be reorganized into a privately financed secondary mortgage market.

On the other hand, the President asked machinery to give the executive department more administrative control over housing—a power that obviously could be twisted according to the philosophy of the men in control. He would give FNMA direct access to the Treasury to buy mortgages that "the President determines to be in the public interest," obviously including the proposed FHA long-term, low-down-payment loans. He accepted public housing "until alternative programs prove more effective" and asked Congress to authorize 35,000 starts a year for four years. In a move that surprised many builders, he asked Congress to give him what amounts to a new Regulation X power—full control over interest, terms and maturities of FHA and VA mortgages, subject to "appropriate statutory limits."

Vague in spots. What finally emerged from the White House review of proposals by the President's 23-man housing advisory committee (H&H, Jan. '54) was a far less specific program than many an industry leader expected. One reason: the men around Eisenhower were unable to agree on some of the most important details of housing policy in time for the Jan. 25 date the President set for sending his housing message to Capitol Hill. Some—like reorganization of HFFA and a new formula for setting VA and FHA interest rates—would be covered in later messages. Other details might be left up to Congress—like how much users of the new FNMA should be required to invest in it (probably between 2% and 4% of their mortgage sales to it), how long should FHA's new trial program last and should the loans be 40 years, how much down payment, and should it woo private lenders by offering an extra service charge on top of the regular interest rate?

What Congress does with the recommendations will shape the course of homebuilding for some years to come. Yet a sharp fight on the all-important details was so certain that the outcome would probably not be settled until a housing bill is finally voted into law. In any case, the structure of government in housing was on its way to the biggest overhaul in 20 years.

Dwight Eisenhower enunciated his basic philosophy of housing in these words: "The development of conditions under which every American family can obtain good housing is a major objective of national policy. . . . Good housing in good neighborhoods is necessary

for good citizenship and good health among our people. A high level of housing construction and vigorous community development are essential to the economic and social well being of our country. . . . In working toward this goal we must not be complacent. The federal government must provide aggressive and positive leadership. At the same time, actions and programs must be avoided that would make our citizens increasingly dependent upon the federal government to supply their housing needs. . . ."

Urban renewal. To do these things, the President struck off on what he called "an entirely new approach" to housing. Its keynote: 1) government must encourage citizens to keep old homes in good repair, instead of focusing its activities almost exclusively on construction of new housing; 2) in fighting slums, the federal effort must "eliminate the causes," not merely treat the symptoms. To this end, Dwight Eisenhower put neighborhood rehabilitation, conservation and slum redevelopment at the head of his list. Clearing slums, he said, "is essentially a problem for our cities. However, federal assistance is justified for communities which face up to the problem of neighborhood decay and undertake long-range programs [to prevent it]."

Such programs, he said, should have three facets: 1) "Elimination of the spread of blight into good areas of the community through strict enforcement of housing and neighborhood standards and strict occupancy controls; 2) rehabilitation of salvageable areas, turning them into sound, healthy

neighborhoods by replanning, removing congestion, providing parks and playgrounds, reorganizing streets and traffic, and by facilitating physical rehabilitation of deteriorated structures; 3) clearance and redevelopment of nonsalvageable slums." Noting that existing housing law permits "an effective attack" only on redevelopment, the President said:

"Title I of the Housing Act of 1949 should be broadened. It should make available a program of loans and grants for the renovation of salvageable areas and for the outright elimination of nonsalvageable slums. Under this program, there would be available approximately \$700 million of loan funds and \$250 million in capital grant funds. As our communities are enabled by this broadened authorization to increase the scope and pace of their efforts, I shall request such additional loan and grant authorizations as can be effectively used.

"FHA should be authorized to insure private credit used to rehabilitate homes in declining neighborhoods. This new program should be limited to specific areas where the local community has given adequate assurances that it will carry out a workable plan of neighborhood renewal.

"A program of matching grants to states and metropolitan areas should be established to enable smaller communities and metropolitan-area planning agencies to do the planning job which is necessary to arrest the spread of slum conditions. I recommend that the Congress authorize the appropriation of \$5 million for this."

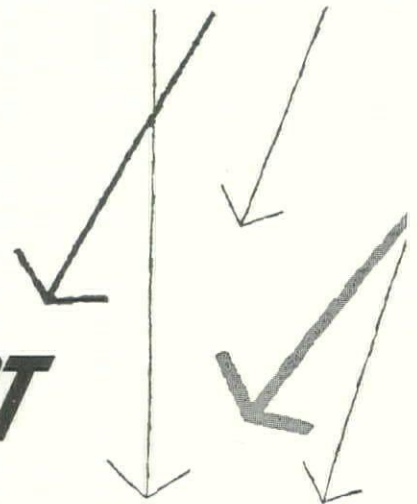
Equal terms for old homes. As the President put it, "it is not enough to rehabilitate homes in obsolete neighborhoods." To encourage all home owners to keep their houses in top shape, he asked Congress to equalize FHA terms on old and new homes. Not only would this "end the present discriminatory policy which favors the purchasing of new as against existing homes," said Eisenhower, but it would encourage the trade-in housing program, which is a cornerstone of NAHB's goal to boost housing output toward 2 million units a year (see p. 37). Eisenhower urged that the ceiling on FHA Title I repair loans be upped from \$2,500 to \$3,000 and the top term be raised from three to five years, with "comparable revisions" for multi-family units.

The President ignored another means to the same goal—the open-end mortgage—in his message to Congress. The fact was that the old guard in FHA—including some officials who may soon be replaced—was refusing to agree to the idea. For fear it would put Title I repair loans out of business. But this, and other omissions, might be covered in the recommendations to modernize the National Housing Act which Eisenhower said HFFA Administrator Cole would shortly send to Congress. One item among these, said the President, will be "a scale of mortgage ceilings more realistically related to the increased cost of both single-family and multifamily structures and complementary revisions in mortgage ceilings for cooperatives."

Public housing changes. In recommending 35,000 public housing units a year for the next four years (total: 140,000), the President asked that "special preference" be accorded families displaced by slum clearance and rehabilitation "or similar public actions."

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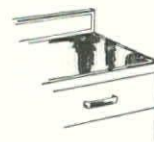
3. Do you have choice of steel or cast iron cabinet sinks?



4. Do the cabinet doors open a full 105°, for easy access?



5. Do cabinets and sinks have no-snag, deep-rounded corners?



6. Can you choose any type, color, and pattern of counter?



7. Are the wall and base cabinets Bonderized and are shelves completely adjustable and removable?



8. Do the wall cabinets have double bottoms for rigidity and beauty?



9. Are doors and drawers insulated and sound-proofed?



10. Do drawers operate silently and easily?

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But, in his budget message, he made it clear he hoped his new FHA long-term, low-down-payment scheme would reduce the need for direct federal construction of public housing.

While his advisory committee had urged 40-year, \$200-down loans under a new FHA Sec. 221, the President was far more vague. He urged only a "new and experimental program under which FHA would . . . insure long-term loans of modest amounts, with low initial payment, on both new and existing dwellings, for low-income families." One surprise: Eisenhower urged the new program be limited to families uprooted by rehabilitation, conservation and slum clearance. This was the sternest eligibility test anybody had suggested so far. It was one more good indication that the easy largess days of the New and Fair Deals were over, at least as far as the administration was concerned.

One of the biggest flaws in the presidential advisory committee's recommendations was that it did not suggest how to entice private lenders into buying the new long-term, semi-welfare FHA loans. It made little sense for a lender to buy a 40-year, experimental and admittedly more risky mortgage at the same interest rate he could get for sounder, 20- or 30-year paper. Yet it was politically unthinkable to charge a higher rate of interest for the longer loans. Nobody even suggested it.

For a time, White House advisers toyed with the idea of recommending a $\frac{1}{2}$ to $\frac{3}{4}$ % service charge for the long loans on top of the regular interest. Such a gimmick might still be written into the experiment. But Eisenhower confined himself to recommending: "A greater proportion of the risk should be underwritten by FHA than it regularly insures."

Dual-purpose FNMA. It was clearly because of his overriding concern that the new semi-welfare FHA loans get adequate mortgage money that Eisenhower proposed a dual function for a reorganized Fanny May. For the normal mortgage market, Eisenhower would end what he criticized as Fanny May's recent role as a "primary lender." To do so, he would "require the users . . . to invest funds on a basis which would eventually permit the full retirement of government." This shied away from a decision on main point of contention: should FNMA users have to buy stock equal to 2% of their mortgage sales, or 4%? But the President overrode the recommendation of the thin (11-9) housing policy committee majority to keep federal funds out of Fanny May entirely. Instead, he urged:

"1. The Federal National Mortgage Assn. should be reorganized to require the users of the facility to invest funds on a basis which would eventually permit the full retirement of government. Government should be enabled to purchase the initial stock of the reorganized association, but private capital funds supplied by the users of the facility should be built up to speed the retirement of the government's initial investment.

"2. The reorganized FNMA should be given three basic responsibilities:

"First, it should be authorized to issue its own nonguaranteed debentures on the private market. With the funds so obtained, it can perform a

desirable service by buying mortgages at market rates in areas where investment funds are scarce, for resale in areas where there is a surplus of funds. There is a need for an organization to carry out this true function of a secondary market.

"Second, the new association should be authorized to manage and liquidate present mortgage holdings which are government-owned assets. It should be made clear that such liquidation is to be accomplished in an orderly manner and in such a way as to protect the interests of the individual borrower. Since Treasury funds were used in the acquisition of these assets, all proceeds of this liquidation should be returned to the Treasury.

"Third, the President should be enabled to authorize the FNMA to borrow directly from the Treasury for the sole purpose of purchasing certain kinds and types of insured and guaranteed loans when the President determines such action to be necessary in the public interest. For this purpose the borrowing authority of the association should be limited to a reasonable amount to be made available from the present Treasury-borrowing authorization of the association. Although outright primary support for certain types of loans may be desirable in the public interest from time to time, this support should be clearly identified as the direct use of Treasury funds for mortgage purchasing, and the extent of such support should be closely controlled.

"Approval of these recommendations will correct the most serious defects of the present mortgage purchasing operations of the federal government and will authorize an effective secondary market facility, relying primarily on private financing. It will also provide flexible authority under which the federal government could directly purchase mortgages, should economic conditions and the public interest indicate the need for such action."

New Reg. X. The President's plea for more power housing was backed by the argument that regulation of terms for FHA and VA housing is necessary to control both inflation and deflation. Eisenhower asked Congress to broaden his present limited power over FHA and VA interest rates and terms. "Such authority," he said, "would permit adjustments, within appropriate statutory limits, in maximum interest rates and in loan-to-value ratios and maturities" . . . so as to "stabilize economy activity and high levels of production and employment."

How much reorganization? As his advisers had recommended, Eisenhower announced he was going to reorganize HHFA. He criticized the present setup as "a loosely knit federation of separate organizations" which was "cumbersome, inefficient and lacks clear-cut recognition of administrative authority." He did not spell out his plans. One reason: he has power to reorganize the agency by executive order, subject to a veto by a majority of either House of Congress. But the very fact that he did not ask Congress to abolish FNMA and put its functions under the Home Loan Bank Board (as his advisory committee had recommended) was good evidence that the President would not do so. His reorganization powers would not permit him to make such a change all by himself. Best bet: FNMA will retain its independence of savings and loan influence, be set up as a new commission under HHFA, along with a new Urban Renewal Administration to run slum

clearance and rehabilitation. By the same token, the absence of any specific recommendation could well mean that Eisenhower had decided to leave the Home Loan Bank Board outside HHFA's sphere, thus averting a certain bitter row in Congress.

Minority housing. For minorities, the President had a special word. He promised that "administrative policies . . . must be, and will be, materially strengthened . . . to assure equal opportunity for all our citizens to acquire, within their means, good and well-located homes." He vowed to "prevent the dislocation" of Negroes and other minorities "through the misuse of slum clearance."

Fate ahead. At a dozen places, President Eisenhower's recommendations sidestepped or answered objections to the proposals of his committee. His stress on relocation of minority and other families uprooted by the fight against blight went a long way toward meeting jibes at the committee report from public housers. His dual accounting system for Fanny May could well soothe objections to Treasury financing for ordinary housing programs. His retention of public housing until private enterprise could make something else work gave public housers a difficult target to attack. At the same time, implying that private enterprise might offer a substitute for public housing carried its own dangers. If the new FHA scheme does not work, there will be an almost irresistible cry for huge public housing outlays. As much could be said for the GOP emphasis on rehabilitation of old homes: if it fails to ameliorate slums visibly, expect a staggering public housing program in a few more years.

Are federal props vital for million homes a year?

Has the gap in fix-up statistics misrepresented the housing economy of the nation so seriously that federal housing policies are following a needless course?

Economic Analyst Charles B. Reeder of the Armstrong Cork Co. raised that question last month in a talk to the American Marketing Assn. in Washington. The census of housing shows a net gain of 8.6 million housing units from '40 to '50. BLS reports of starts account for only 5.7 million of them. Hence, concluded Reeder, there may have been 3 million units provided by conversion.

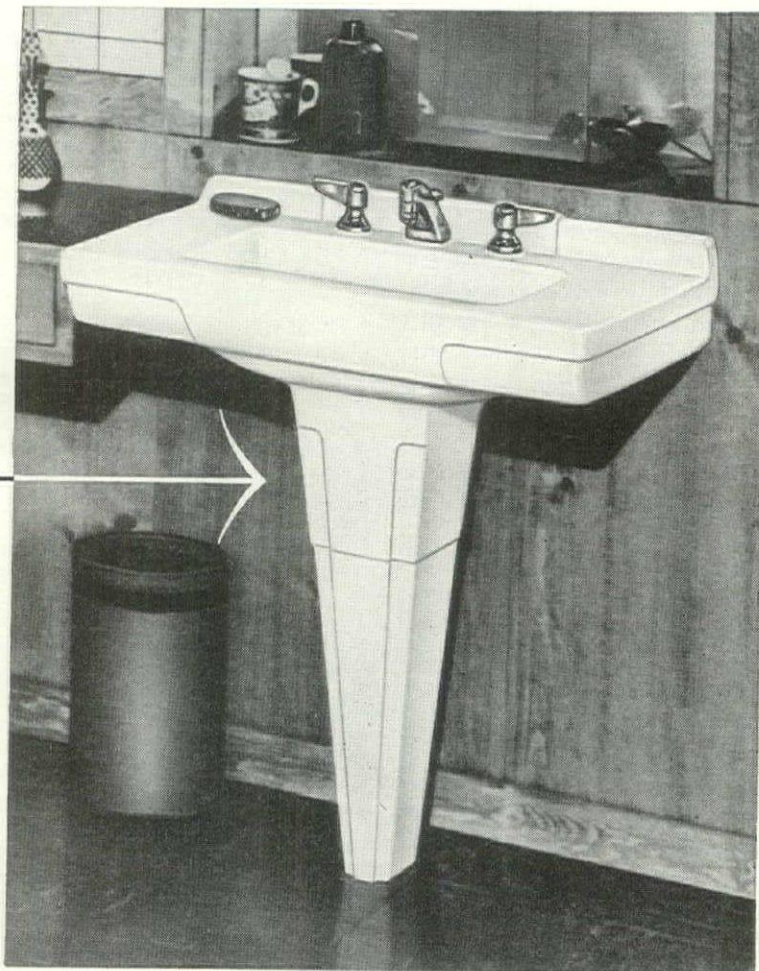
The 3 million conversions, said Reeder, "suggest that the house supply can be adjusted to changes in demand much more quickly than is generally believed. They further suggest that a drop in starts to a level of 700,000—so widely forecast on the basis of a shrinking market—may not be inevitable in years just ahead. Much of the expected reductions in the housing demand may well be reflected in a drop in the rate of conversions; and should this be the case, credit and other policies designed to support an annual level of new homebuilding around 1 million units might be entirely unnecessary."

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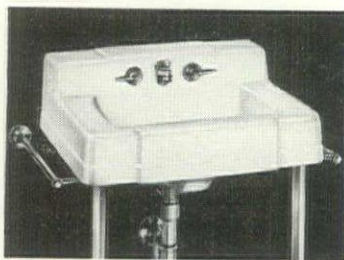
Chateau . . . No. 4585 . . . 27" x 21"



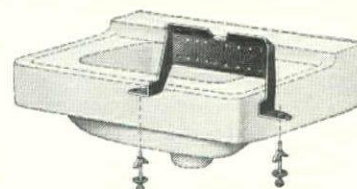
Carlton . . . No. 4579 . . . 27" x 21"



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HOUSING STATISTICS:

Private starts in 1953 only 1,600 behind 1952, but after revisions will probably be greater

Did homebuilders start more private nonfarm dwelling units last year than in 1952, despite the 2% drop in total starts (see chart)?

On the basis of Bureau of Labor Statistics' preliminary estimates for October, November and December, private starts last year totaled 1,066,900, only 1,600 units or 0.1% less than the 1,068,500 started in 1952. But BLS often revises its preliminary figures, usually upward. Last month, for instance, it revised September's estimated private starts, increased them by 3,100, from 89,000 to 92,100 units. With October-December estimates still subject to revision, it appeared very likely that the photo-finish picture, when developed, would show that more private homes were started in 1953 than in any year except fabulous 1950, when they totaled 1,352,000.

More government statistics to support this view: BLS and the Commerce Dept. put expenditures for new private nonfarm dwelling units last year at \$10.5 billion, an increase of \$660 million or 6.7% over 1952 outlays of \$9.8 billion. No other category of construction, either private or public, showed a greater dollar increase.

Public housing starts shrank from 58,500 in 1952 to 35,500 in 1953, on final reading might account for entire drop in total starts.

MORTGAGE LENDING ACTIVITY

(Investments in millions of dollars in nonfarm mortgages of \$20,000 or less by various types of lenders)

	S&L assns.	Ins. cos.	Comm. banks	Mutual savings banks	All others	TOTAL
1952						
1st 8 months	4,166	925	2,337	700	3,526	11,656
September	592	118	316	103	456	1,587
October	627	134	342*	117	505	1,727
November	526	115	298	103	448	1,492
1st 11 months	5,912	1,293	3,294	1,024	4,937	16,462
1953						
1st 8 months	4,919*	992	2,464*	839*	3,886*	13,102*
September	654	124	314	123	495	1,729
October	658	128	319	122	521	1,746
November	564*	114	290	113*	468*	549*
1st 11 months	6,796*	1,353	3,388*	1,198*	5,387*	18,125*
Change: 1st 11 months of year	+14.9%	+4.6%	+2.8%	+17.0%	+9.1%	+10.1%

*All-time high.

Source: Federal Home Loan Bank Board

MORTGAGE MARKET QUOTATIONS

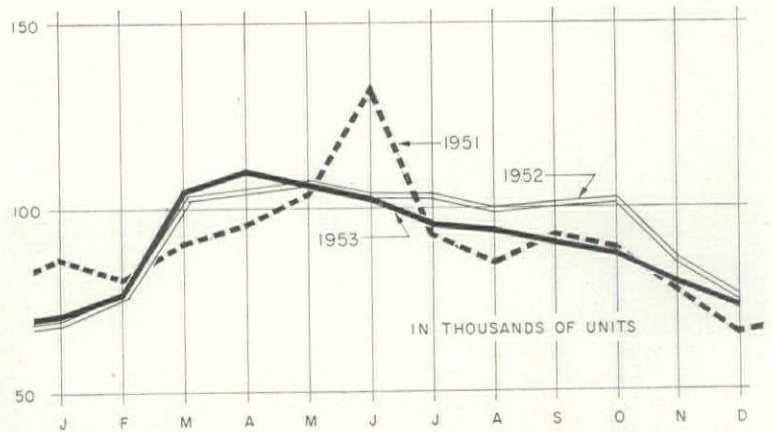
(Originations quoted at net cost, secondary market sales quoted with servicing by seller)

City	FHA 4 1/2's		VA 4 1/2's		FHA 4 1/4's	VA 4's
	Origination	Secondary	Origination	Secondary	Secondary	
Boston: local	par	a	par	a	a	a
Out-of-state	a	96 1/2-97	a	96 1/2	94 1/2	92 1/2
Chicago	96	98	96	98	a	a
Denver	97 1/2-98 1/2	97 1/2-98 1/2	97 1/2-98 1/2	97 1/2-98 1/2	a	a
Detroit	95 1/2-96 1/2	a	95 1/2-96 1/2	a	a	a
Houston	96-99	96-99	95-97	95-97	94	92
Kansas City	98-99	99	98-99	99	a	a
New York-New Jersey	99-100	97-98	99-100	97-98	97 1/2 ^c	92-93 ^c
Philadelphia	96 1/2-99	98-99	96 1/2-99	98-99	a	a
Portland, Ore.*	99	99	99	99	a	a
San Francisco	b	99	b	97 1/2-99	96 1/2	94

*No market. ^bMarket too uncertain to record stable quotations. ^cAlso indicative of rest of Pacific Northwest.
^e Servicing released by originator to purchasing bank.

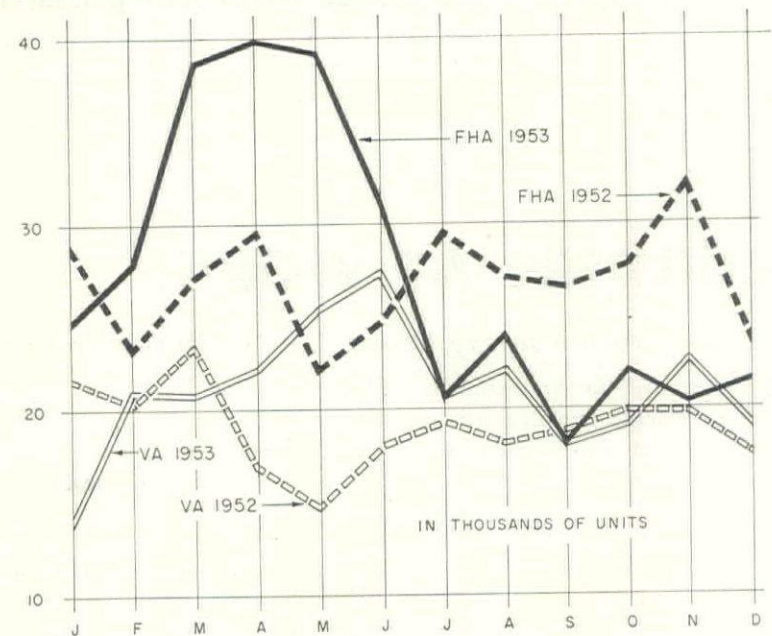
SOURCES: Boston, Robert M. Morgan, vice pres., Boston Five Cents Savings Bank; Chicago, Maurice Pollak, vice pres., Draper & Kramer, Inc.; Denver, C. A. Bacon, vice pres., The Title Guaranty Co.; Detroit, Robert H. Pease, pres., Detroit Mortgage & Realty Co.; Houston, Donald S. McGregor, exec. vice pres., T. J. Bettes Co.; Kansas City, Byron T. Shutz, pres., Herbert V. Jones & Co.; New York, John Halperin, J. Halperin & Co.; Philadelphia, Robert Irving, exec. vice pres., W. A. Clarke Mortgage Co.; Portland, Robert J. James, treas., Securities, Inc.; San Francisco, William Marcus, senior vice pres., American Trust Co.

HOUSING STARTS



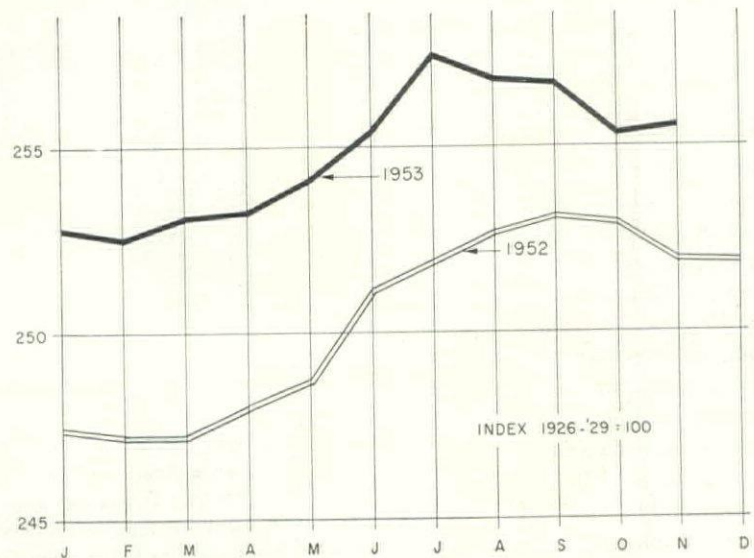
Nonfarm dwelling units started in December: 68,000 (private, 66,700; public, 1,300). By preliminary BLS estimates 1953's total starts were 1,102,400, only 2% below 1952's total of 1,127,000 (see story).

FHA AND VA APPLICATIONS

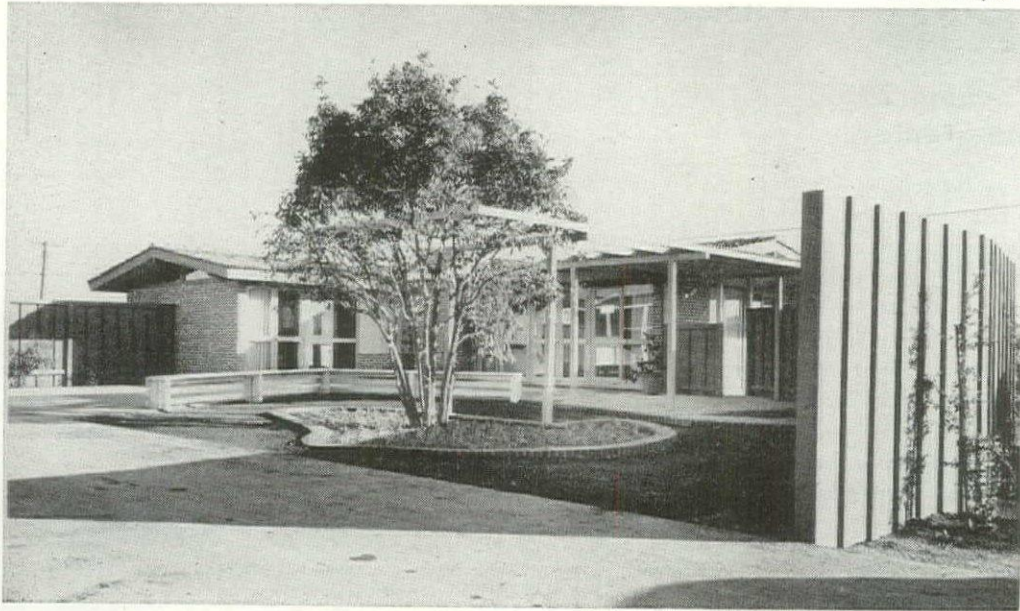


Insurance and appraisal requests to FHA and VA in December covering new housing units were 21,497 and 19,016, respectively. For the full year, 1953 FHA applications covered 327,323 units, up 1% from 1952; VA requests 251,437 units, up 11% from 1952.

RESIDENTIAL BUILDING COSTS



In November E. H. Boeckh & Associates' index of residential building costs rose almost imperceptibly to 255.5, from 255.3 in October, after dropping for the previous three months from its July peak, 257.4.



Factory-engineered house of precut parts for \$12,500

In Tucson last month Homebuilder Lloyd Fuller opened this 1,283 sq. ft. air-conditioned, three-bedroom, two-bath house priced at \$12,500 on the owner's lot. It was designed by Cliff May & Chris Choate of Los Angeles, and was one of their "precut, factory-engineered houses" that can

be assembled from patented parts into an infinite variety of models (p. 152). Basic parts and materials for this house cost Builder-Dealer Fuller \$3,850 F.O.B. Los Angeles, plus \$725 extra for the air conditioning and \$500 extra for the shakes used for the low-pitched roof.

west of Houston. By year's end 19 houses were completed on it and 32 under construction. The fivesome improved the property, but do no homebuilding. Lots are sold to regular homebuilders, who have been erecting \$16,000 to \$25,000 houses. Peachey, who runs the business while the golfers stick to the links, expects almost half of the 400 lots in their tract will have houses on them by the end of this year. One type of property these subdividers will avoid: golf courses.

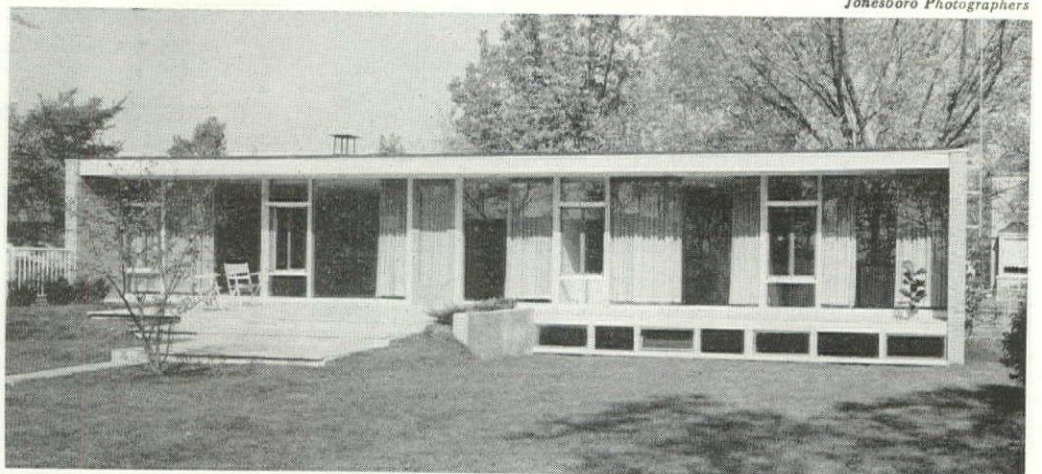
Build-ups for builders

Walker & Lee, Inc., Long Beach, Calif. home-sales specialists, started a "know your builder" campaign. Newspaper copy and brochures for projects they represent now include a photo and thumbnail item about the builder of each development. . . . In Teaneck, N. J. a financing organization, Northern New Jersey Mortgage Associates, offered a state trophy and eight regional awards for the best houses of 1953 or 1954 "so constructed that from picture, rendering, or the structure itself, the house-hunting family will be inclined to say: this looks like it. Let's go in."

Oregon "D" houses praised

In the Northwest houses with FHA financing under Sec. 203b(2)(D) are popularly known as "D" houses. These are new houses that can be sold only for 5% cash to nonveterans if they are priced within \$7,000 for two-bedroom models, \$8,000 for three bedrooms, or \$9,000 for four bedrooms (or \$1,000 higher in officially designated "high cost" areas). In Eugene, Ore. state FHA officials hailed Gamebird Village, a development of the Slavens Bros. Construction Co. as "a showplace of D housing, both in quality and number." The quality feature, contrasted with many other low-cost projects, included: plaster instead of dry wall; automatic oil furnaces; carports;

Jonesboro Photographers



Chicago solar house uses waterpan roof for insulation

This 58' x 28' seven-room, two-bath, solar house was erected in Chicago by Homebuilder Lawrence Rosner for his own family at a cost of \$30,000. It was also a model house, however, and soon brought him orders for three similar dwellings. Its living room and two of its three bedrooms face the rear (photo above).

In this homebuilder's home the colored concrete patio is carried right through the center

of the dwelling to form a den and front entry, and sharply separate the living and sleeping wings. The flat, 4' overhang roof is covered with 2" of water for cooling and insulation. Both electrical conduits and ducts for forced-air perimeter heating are incorporated in its poured concrete floor. Design was by Chicago's Max Rosner & Associates, consulting engineers, and Richard Mazer, their architectural chief.

BUILDERS AT WORK:

Demonstration safety house

In Cleveland the *Press* and Expan-Homes, Inc., homebuilding organization now turned exclusively into a prefabrication firm (p. 152), capitalized on home accidents. In a joint promotion venture they opened a \$30,000 demonstration Safety House this month incorporating almost every conceivable type of safety feature. Expan-Homes Architect Wallie Anderson was the designer, and the Cleveland and National Safety Councils were advisors. Typical features: to eliminate stair accidents the house has no basement, and exterior doors are reached by ramps; a small wall closet has a faucet and plastic garden hose long enough to reach a fire in any part of the house; interior paints are all lead-free, to eliminate danger of poisoning children who sometimes chew sills or moldings.

Rear-view Chicago project

Homebuilder Raymond L. Lutgert started the first large Chicago-area development planned so that all living rooms have window walls facing the rear yard. This was his 254-home Virginia Terrace project in suburban Arlington Heights. To assure acceptable views, however, all lots were at least 8,700 sq. ft., and all property was restricted against fences, garages or other structures behind the back line of each dwelling. A. J. DelBianco designed these 1,100 sq. ft., three-bedroom houses, and base price, \$15,500, included dishwasher, clothes washer and drier, and food freezer. Last year 6', 190-lb., 34-year-old Lutgert completed the 911-home Scottsdale project on Chicago's southwest side.

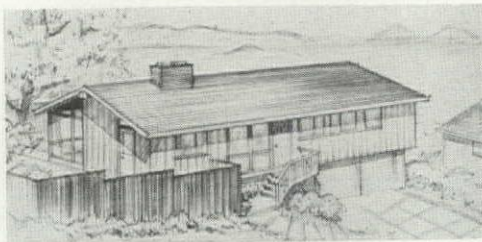
Golfers turn subdividers

One day in 1952 Jimmy Demaret and Jackie Burke, nationally known Houston professional golfers, were playing with Joe M. Brown, vice president of the Houston National Bank, and a young insurance and real estate salesman, Truett Peachey, now 28. Peachey suggested the foursome become subdividers. Result: with golf professional Roby Williams joining as a fifth equal partner, they bought a 107-acre tract last February in the Spring Branch area

aluminum windows and aluminum screens; landscaped plots averaging 6,600 sq. ft. Prices were the top allowable in each size, and floor areas were 746, 918 and 1,092 sq. ft. respectively. C. E. (Tot) Slavens, 40, and brother Dean, 43, erected a total of 144 D houses last year, 107 of them in Gamebird Village. This year they plan at least 125 more, 80 of them to complete Gamebird.

Nation's newest big builder

For a man who aspires to be "the Ford of the building business," California Builder Herb Kronish, president of Republic Construction Corp., was off to a fast start. Last month he announced he would start 500 houses near Long Beach, by midyear would have over 2,000 houses under construction. A dark horse in West Coast building circles, Kronish is a native of New York (where his father is president of the Bensonhurst National Bank in Brooklyn) who moved into homebuilding after a successful stint in commercial construction. In 1951 he built 60 houses in Boulder City, Nev. moved rapidly into Henderson, where he eventually built almost 1,000 three-bedroom houses for \$7,995 (over a third of the town); Las Vegas, where he built 655; and Reno with 126. Last year he completed 855 in the Newport Vista tract at Newport Beach, Calif. He has other big projects abuilding in Bakersfield and Balboa. Kronish sells only FHA, handles his own construction financing, and sells Bank of America his mortgages. Content with a low profit, he nets about 5% per house. His latest bid for faster sales: a four-bedroom house selling for \$9,000, with \$450 down.



San Pablo houses planned for ex-war housing tenants

Last March Land Developer John H. Tolan Jr. ended a two-year term as OPS regional director for California, Arizona and Nevada. He re-entered the housing field, and next month, as president of San Pablo Development Co. of San Francisco, he will start College Highlands, a community of 810 homes and a shopping center for industrial workers just north of San Pablo, Calif. overlooking San Francisco and Marin County across San Francisco Bay.

Typical three-bedroom house (above) will cost about \$11,000 and will have a two-car garage, because Tolan feels carports are unsatisfactory and one-car garages inadequate for most two-car factory-worker families. Many buyers are expected to be families from war housing projects in the area now being closed. Architect was Vernon DeMars of Berkeley; Edwin H. Smith of Redwood City was engineer. The houses are scheduled for completion by October.

Shoppers' World, nation's pioneer regional shopping center, files bankruptcy petition

The great shopping center at Framingham, Mass. (AF, Dec. '51), 19 mi. west of Boston, is the project that started the regional shopping center movement in the US. The 41 massed stores of Shoppers' World, set in cheap meadowland along the Worcester Turnpike, were dedicated to the theory that enough of the right kind of stores to create "one-stop" shopping machinery could pull auto-borne shoppers far away from customary business districts.

When it opened in Oct., '51, Framingham looked like an immediate hit. Enough customers turned up to keep its 6,000 parking spaces filled regularly and Jordan Marsh, the center's only department store, did a thriving business. Jordan Marsh volume increased about 20% last year over 1952, and gratifyingly exceeded original expectations.

Last month, in US district court at Boston, Middlesex Center Inc., operators of Shoppers' World, filed a petition to reorganize under federal bankruptcy laws. President William A. Coolidge said the corporation was unable to pay its debts as they fell due.

The hard facts of the Framingham case were that the center's \$275,000 of sinking fund bonds held by Equitable Life Assurance Society were in default. As a result, Equitable had demanded payment for its entire bondholdings on the center: \$5,211,000.

Over- or underbuilt? Coming at a time when some economic prophets were warning that too many shopping centers were being built, Framingham's difficulties promised to have much impact on the future of such construction. Was there something wrong with the center itself? Or had subsequent competitors lured away the customers it expected?

One glaring defect was promotional. Huston Rawls, godfather of the regional shopping center idea, was never able to lure the second major department store into the center that its original planning called for. As a result, instead of twin department store magnets for shoppers—one at each end of the sunken mall—Framingham had only the domed, circular Jordan Marsh store as a basic attraction. Some of the stores farthest from it did less business than those closer.

But over-all business for Shoppers' World was good. So far this year, it had shown a 12% gain from 1953, compared to only 2% for downtown Boston department stores.

The big troubles seemed to lie in four directions: 1) Rawls spent millions in research and promotion to develop the prototype center; 2) it was gradually becoming clear that big regional shopping centers may take five years or more to reach economic maturity and may face tough sledding through that period if mortgage principal repayment schedules are heavy then; 3) Jordan Marsh and some other tenants talked Rawls into too-cheap rents—2½% of gross for the department store, where-

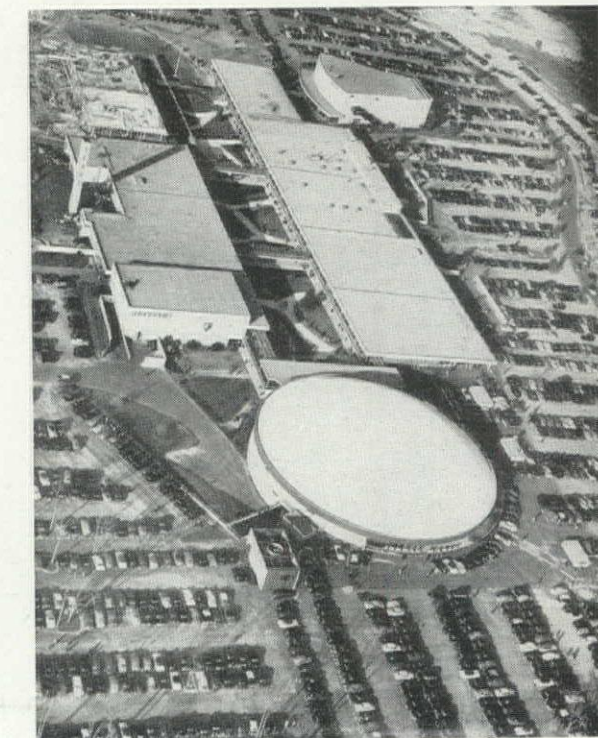
as Architect Ken Welch, who was economic consultant for the center, thinks 3% is about rock bottom for solvency (with a provision for lowered rents if a store's annual gross sinks below \$90 per sq. ft.). Jordan Marsh disagreed sharply on this point, indicated the rent it paid based on its high volume was a handsome return to the owner and covered a good portion of any unanticipated shortages from other sources; 4) the research and contract awarding procedures were so cumbersome they dragged on two years, permitting construction costs to soar at a time when they were really soaring. As a result, the parking lot had to be finished only with gravel instead of pavement. Architectural plans were trimmed to pare costs. Upshot: the center found it had too little income to keep up with bond payments, despite the fact that its assets, \$6,147,576, topped its indebtedness.

As two court-appointed receivers replaced the Middlesex management, attorneys hoped for arrangements to compel the tenant stores to pay more percentage of their gross in rent.

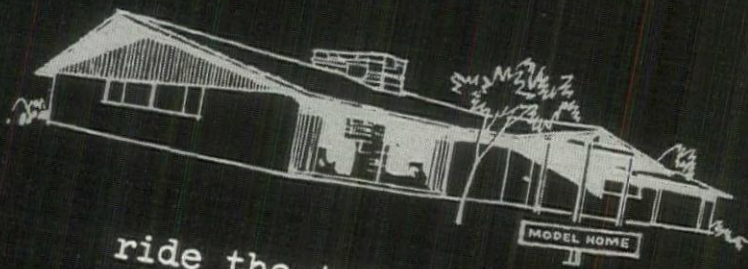
Nothing in Framingham's troubles seemed to cloud the basic soundness of the regional shopping center concept. But financial shake-ups seemed to be in the wind.

Congress gets bills to keep VA direct lending program

Included in the first flurry of new bills dumped on the desk of the enrolling clerks in the new Congress were several to extend VA's direct lending program. One, by Edith Nourse Rogers (R, Mass.), who heads the House veterans affairs committee, would continue the program until Dec. 31 at the present rate of \$100 million a year.



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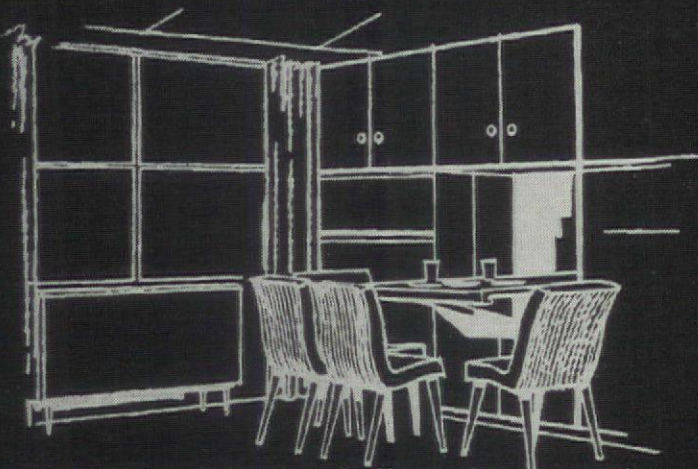
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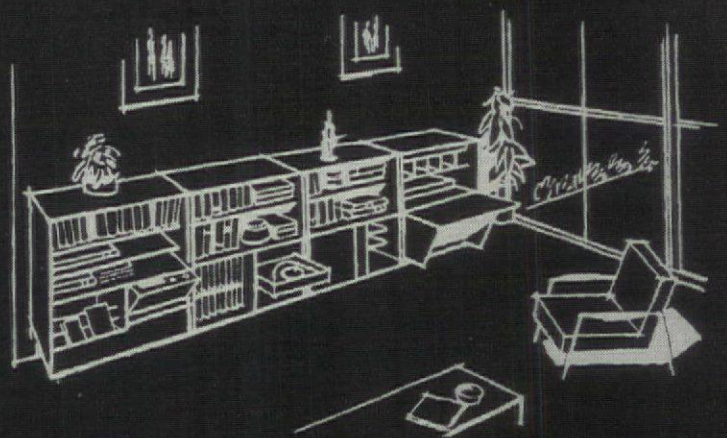


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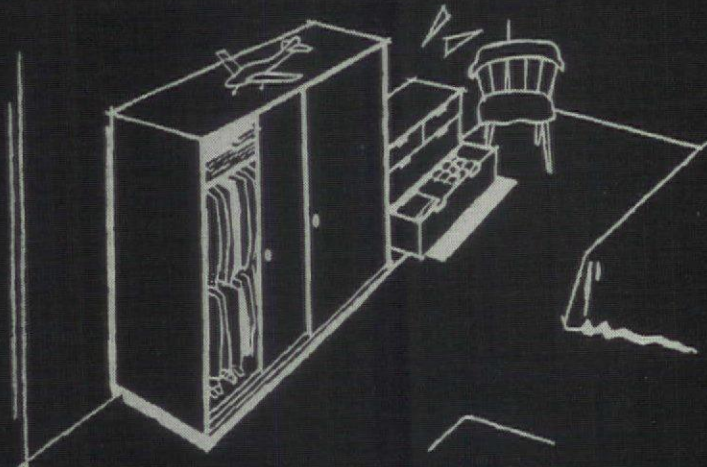
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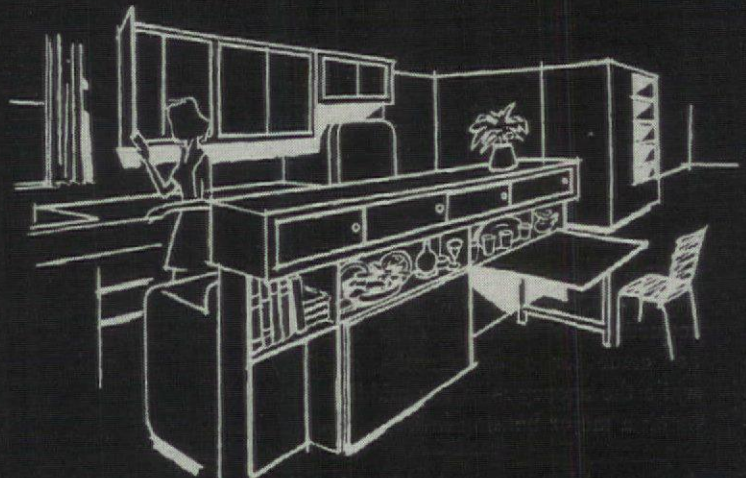
Combination dining bar, buffet and storage unit
designed by Grosvenor Chapman, Washington, D.C.



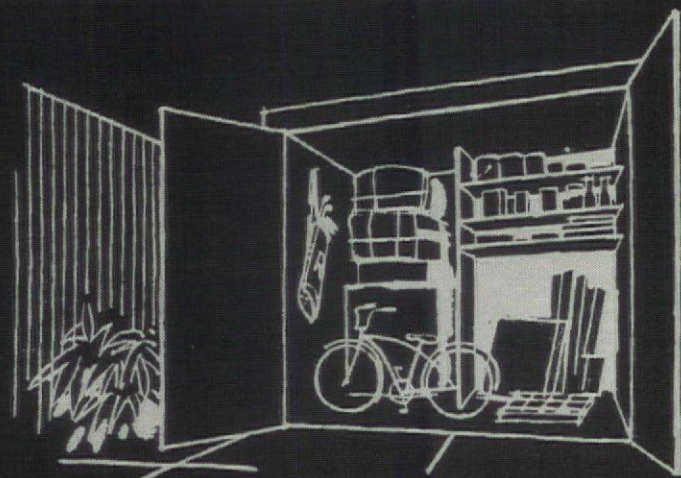
Shoulder-high sectional storage wall
designed by Seymour R. Joseph, N.Y., N.Y.



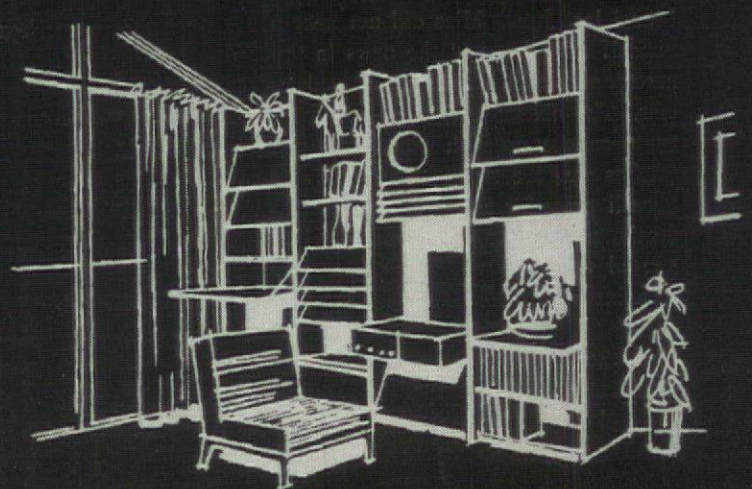
Fir plywood wardrobe closet and dresser
designed by Bruce Walker, Cambridge, Mass.



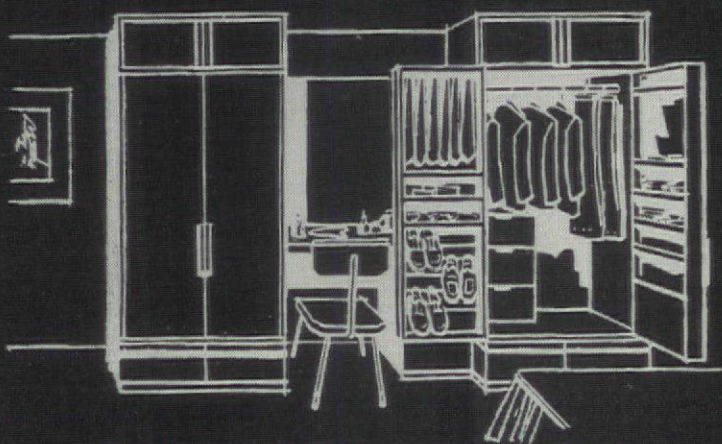
Half-high partition and storage unit
designed by Paul Edward Tay, Long Beach, Calif.



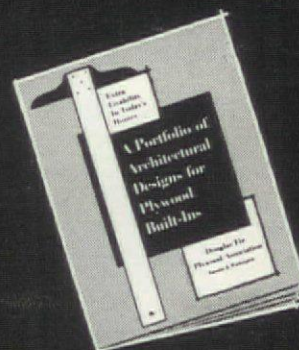
Exterior fir plywood carport storage closet
Designed by Bruce Walker, Cambridge, Mass.



Modular fir plywood storage wall
designed by Project Designers & Planners, N.Y., N.Y.



Fir plywood shelf-door wardrobe closet
designed by Edward Hanson, Stillwater, Minn.



MORE IDEAS FOR BUILT-INS—Send today for free "Portfolio of Architectural Designs for Built-Ins." Over 50 prize-winning ideas from national architectural contest. (7 are shown on this page) Write: (USA only) Douglas Fir Plywood Assoc., Dept. B, Tacoma, Washington.

PEOPLE: HHFA Administrator Cole seeking Republicans for policy positions; Mies wins Rome prize worth \$8,000

For months, HHFA Administrator Cole has been trying to find Republican top-rankers to take over policy-making HHFA jobs still filled by holdovers from Democratic days. With Cole, it is chiefly a matter of principle: top jobs ought to be filled by his own men, however able the incumbent. But pickings are thin. Most able housers can make too much money in private business to be interested in Washington jobs—and salaries. Last month, the word went around the capital that Presidential Aide Sherman Adams, tired of the fruitless hunt, had recommended a youthful New Hampshire lawyer for a top HHFA job. He was James D. O'Neill, who withdrew as a candidate for the New Hampshire legislature last year, recently joined Westinghouse's atomic power laboratory at Pittsburgh. O'Neill is a recent graduate of the Harvard Law School. Whether or not O'Neill lands in the housing agency, topside personnel changes seemed to be looming. They will probably not come for a few months, certainly not while the agency is in the middle of helping hatch a major housing law.

Announced last month: Architect Ludwig Mies van der Rohe, head of the department of architecture at Illinois Institute of Technology in Chicago, received a 5 million lire (\$8,000) award from Rome's Accademia Nazionale dei Lincei last June. Mies did not hear about it himself until he read the news in the Dutch newspapers while traveling abroad last summer. The official telegram, sent first to Chicago, caught up with him in Germany.

Mies was the first man to receive the Feltrinelli prize for architecture from the Accademia, a 350-year-old cultural society which started these awards four years ago. (Igor Stravinsky received the music award last spring.) The citation read that Mies "coming from the school of Behrens, as do the greatest creators of modern architecture . . . has reached more than anyone else the harmonious balance of the various means of expression." It lauded him for his design of "the skyscrapers of Chicago [and] the pavilion of the 1929 Barcelona Exposition," among other buildings, and said that in his work "technique and esthetics find free development on their respective planes."

After appointing a new director last month, the Union Federal Savings & Loan Assn. in Seattle boasted it was the only company in the country whose board included a Chamber of Commerce president and the president of a central labor council. The new director was Harry L. Carr, president of Seattle's Central Labor Council and also business agent for the district council of carpenters. Donald H. Yates, building management executive and Chamber of Commerce president, has been a board member since last year.

Ray V. Carey, former executive vice president of the Home Builders Institute of Los Angeles, resigned after three months as city manager of Las Vegas, Nev. for what he called "personal reasons." An hour after he announced his resignation, he was sued for \$3,100 by June Stowe, Los Angeles businesswoman, who alleged she had lent him money with the understanding he would marry her. Said Reed Whipple, Las Vegas' mayor pro tem: "We gave him an opportunity to resign. The main reason . . . was the lack of confidence in the man. We are not concerned with his personal life."

OPINIONS: these intellects commented on matters of moment to building:

▶ "More and more I have been giving increasing weight to human and political factors in trying to figure out what is going to happen—and less to so-called laws of economics."—Arthur A. Smith, vice president and economist, First National Bank in Dallas.

▶ "You can isolate yourself from the slum district, but you can't isolate your pocketbook from it."—Yates Cook, NAHB rehabilitation director.

▶ "Too many of our decisions are made for political expediency and therefore the economy is being subjected to a chain of demands that are not in the interest of long-term prosperity. . . . Too many people are complaining because the government no longer feels able to support them in the manner to which they have become accustomed."—W. Harold Brenton, recent (1953) president of the American Bankers Assn.

Social note: Architect Nat Owings of Skidmore, Owings & Merrill married Mrs. Margaret Millard (née Wentworth) at her home in Carmel Highlands, Calif. The bride, who divorced Carmel Attorney Malcolm Millard two years ago, is an artist with several West Coast shows to her credit. The Owings will travel in the Mediterranean area for several months (Mr. Owings will check in on some SO&M works

Peter Breinig, Monterey Herald



ARCHITECT OWINGS AND BRIDE

in progress there) and will make their home in San Francisco. Emily Otis Owings, the architect's ex-wife, also remarried, in Santa Fe. Her husband is John Barnes of Albuquerque. He is New Mexico manager for the Denver Fire Clay Co.

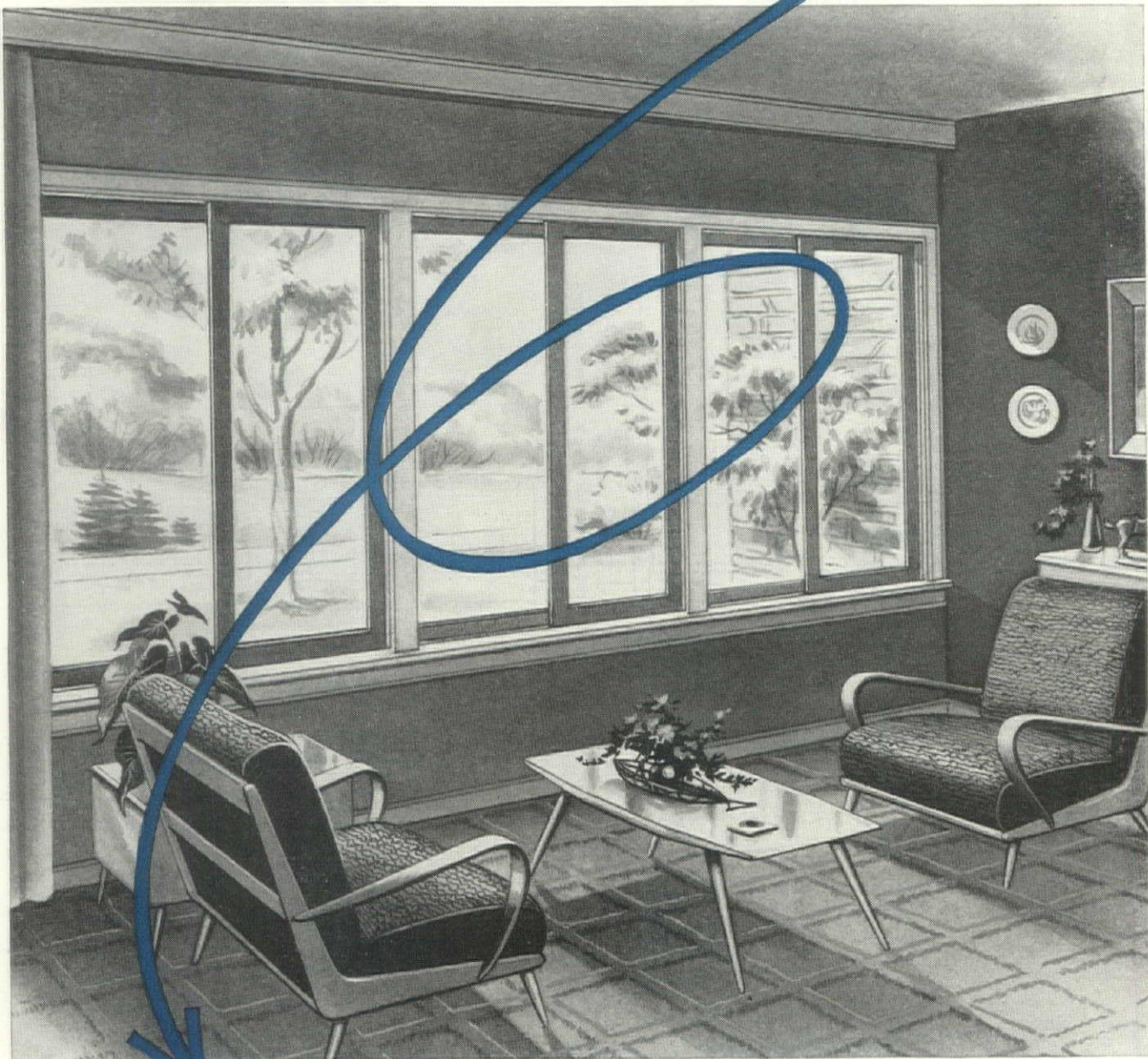
Charges against Howard H. Hill, accused of receiving "unauthorized compensation" when he was secretary of the Dade County (Fla.) Contractors Board of Examiners, were dropped last month when the state's principal witness failed to appear in court in Miami. Hill, who was also chief building inspector in the county until Aug. '52, had been charged with accepting remuneration for helping contractors obtain licenses without taking required examinations (H&H, Nov. '52, News). The missing witness was E. W. Ferrer, who had allegedly paid Hill \$300 for an unauthorized subbuilder license.

J. C. Long, Charleston, S.C. builder who has had four FHA 608 projects foreclosed on him in the past year, went to San Juan, Puerto Rico, to defend his elder brother, Leonard, up on a conspiracy charge. Leonard D. Long, the biggest builder in South Carolina, had gone heavily into building in Puerto Rico, received FHA-guaranteed mortgages in 1950 for 24 projects valued at more than \$28 million. Trouble started brewing a few months ago. The trial now in progress brings at least one joint endeavor of the Florida-born Long brothers to fruition. L.D. put kid brother J.C. through law school a few years back, perhaps on the theory that a legal mind would some day be handy to have around.

CONGRATULATIONS: to Harry A. Taylor, president of Frank A. Taylor & Son, Inc., realtors and mortgage bankers in East Orange, N.J., who established an endowment fund of \$50,000 at Colgate University for scholarships; Stanley Baitz, newspaper and public relations man, appointed editor of NAHB's *Correlator* to replace Don Coenen, who resigned in December. Baitz was formerly a New York public relations man and then information officer for ODM and NSRB. He was an Air Force information officer in World War II and editor of the Paris edition of *Stars and Stripes*.

DIED: Daniel Paul Higgins, 67, one of the great promoters of architecture of his time, Dec. 26 in New York. Partner with Otto R. Eggers in Eggers & Higgins for 16 years (before that he was with the late John Russell Pope), Higgins was responsible for a torrent of buildings. He also found time to serve a term on New York City's Board of Education and to contribute his efforts to lay activities of the Catholic Church and to a large number of youth clubs; Morgan B. Callahan, 63, Washington, D.C. realtor and formerly loan guarantee chief of the VA regional office there, Jan. 3 in Washington.

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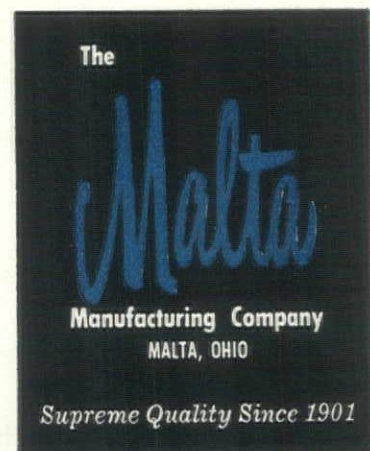
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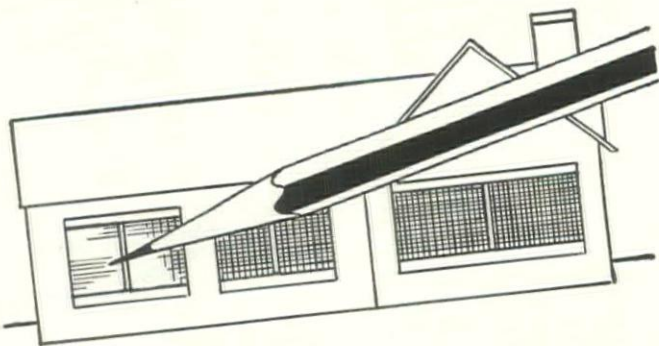
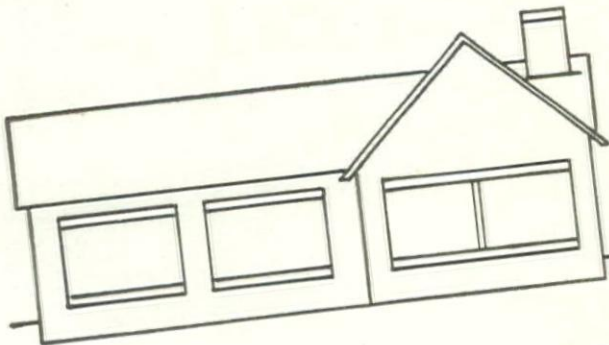
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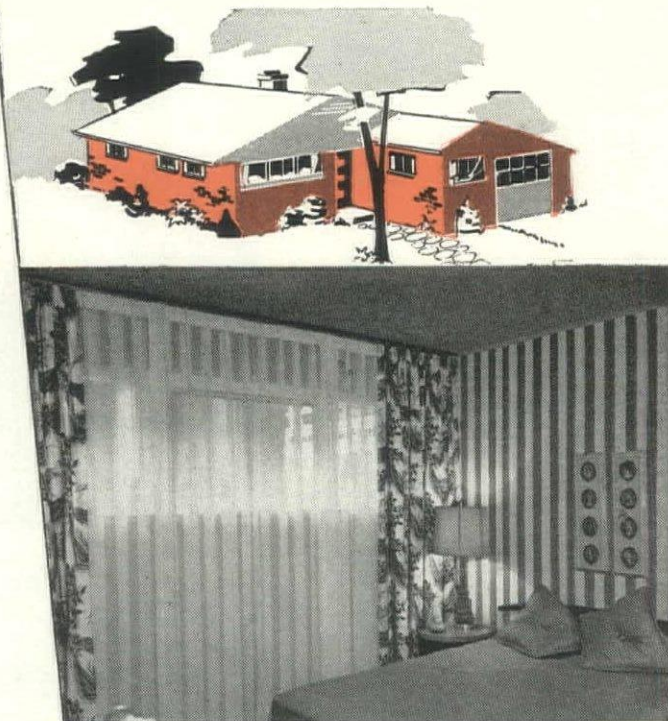
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Sincerely yours,

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JACK SHAW



• ABOVE: Master bedroom in Heart Thrift House, New York City, opposite Penn Station. Model house built by Post City Homes Inc., decorated and furnished by Jack Shaw.

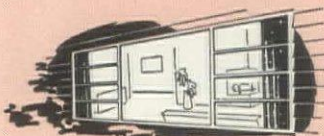
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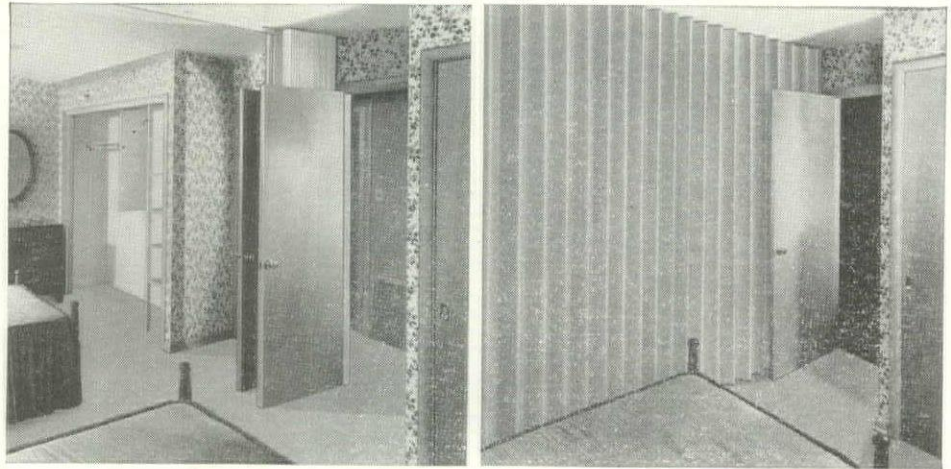
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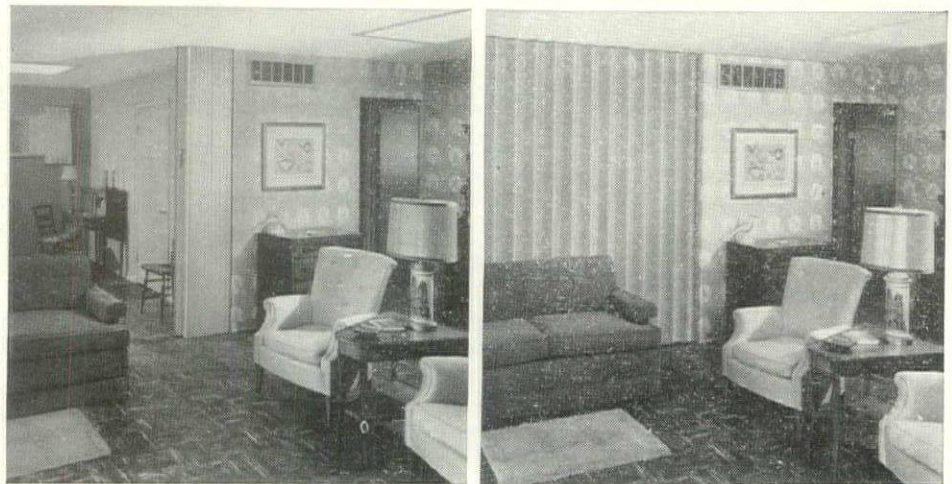
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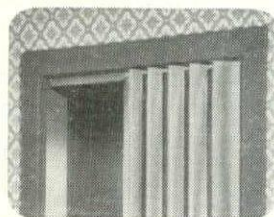
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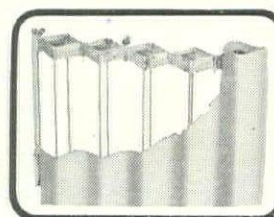
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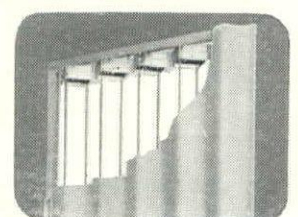
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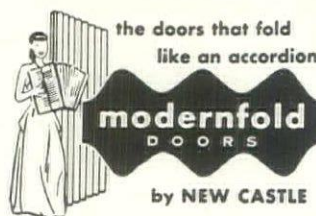
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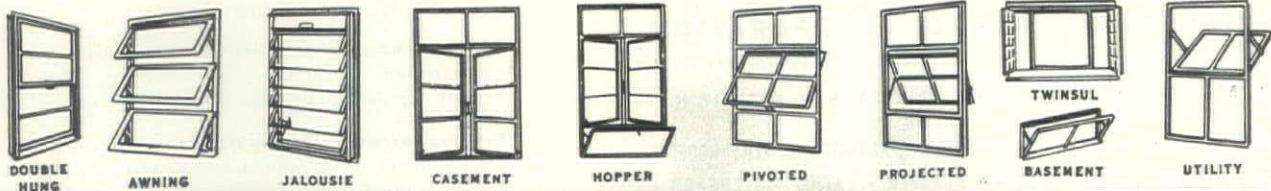


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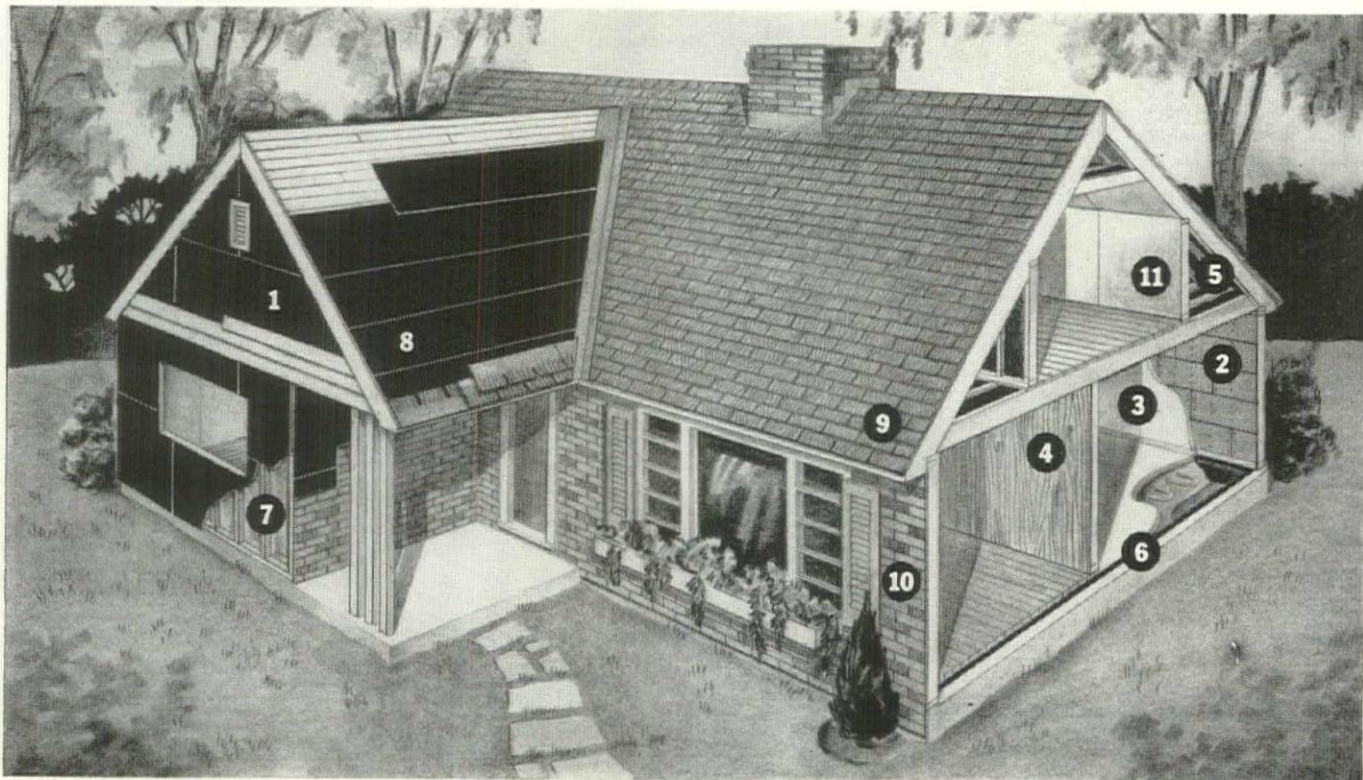
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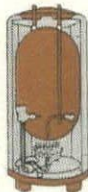


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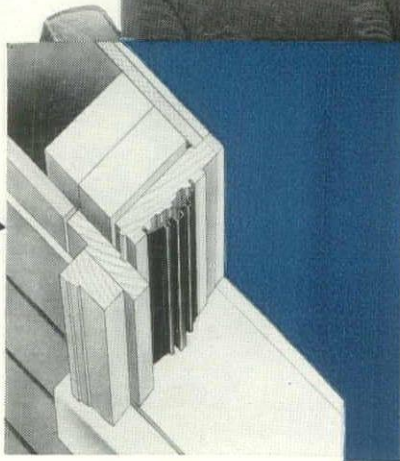
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Mortgage Bankers Assn., Midwestern mortgage conference, **Feb. 25-26**, Conrad Hilton Hotel, Chicago; Eastern Mortgage conference, **Apr. 12-13**, Commodore Hotel, New York City. Forty-first annual convention, **Sept. 27-30**, Conrad Hilton Hotel, Chicago.

Associated General Contractors, annual convention, **Mar. 1-4**, Statler Hotel, Los Angeles.

Indianapolis Home Show, **Mar. 12-21**, Indiana State Fairgrounds, Indianapolis.

California International Home Show and builders' market week, produced by Associated Home Builders of the Greater Eastbay, **Mar. 13-21**, Exposition Building, Oakland, Calif. For details address the association at 227 W. MacArthur Blvd., Oakland.

Southern Homes Show, homebuilding and house furnishing exposition, **Mar. 22-26**, in Greenville, S.C. For details address Bertha M. Green, Textile Hall Corp., P.O. Box 1323, Greenville, S.C.

Prefabricated Home Manufacturers' Institute, annual meeting, **Mar. 29-30**, Chicago.

National Brickmason Apprentice Competition, sponsored by the Bricklayers, Masons & Plasterers International Union (AFL), **Apr. 1-6**, Los Angeles, Calif.

Texas Lumbermen's Assn., annual convention, **Apr. 11-13**, Rogers Coliseum, Ft. Worth, Tex.

Western Mountain District, American Institute of Architects, annual conference, **Apr. 22-24**, La Fonda Hotel, Santa Fe, N.M.

National Savings & Loan League, annual meeting, **May 3-5**, Jung Hotel, New Orleans.

Architectural League of New York, "Building Your Home, 1954," public exhibition to demonstrate progress made in housing and residential architecture, **May 22-29**, at the 42nd Infantry Division Armory, 34th St. and Park Ave., New York City.

New Jersey Chapter, American Institute of Architects, convention, **June 10-12**, Berkeley Carteret Hotel, Asbury Park, N.J.

American Institute of Architects, 86th annual convention, **June 15-19**, Statler Hotel, Boston.

Competition open to all builder-members of the National Association of Home Builders submitting houses whose exteriors were painted with *House & Garden* magazine's "Color Palette" colors. Entries must be filed before Mar. 1. Sponsored by NAHB and *House & Garden*, details may be obtained from NAHB headquarters or the magazine, 420 Lexington Ave., New York City.

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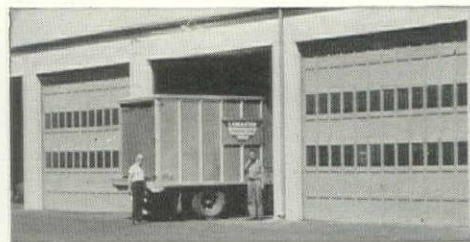
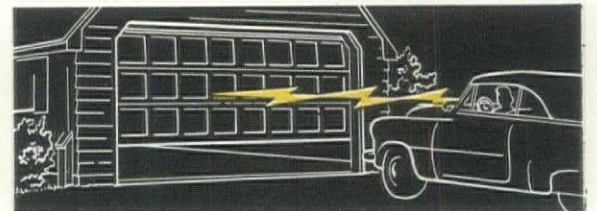
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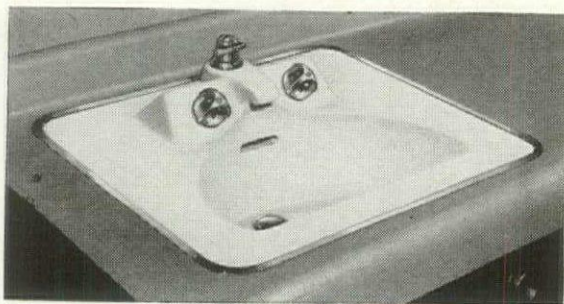
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CALDER DOORS FOR RESIDENTIAL, COMMERCIAL, INDUSTRIAL INSTALLATIONS

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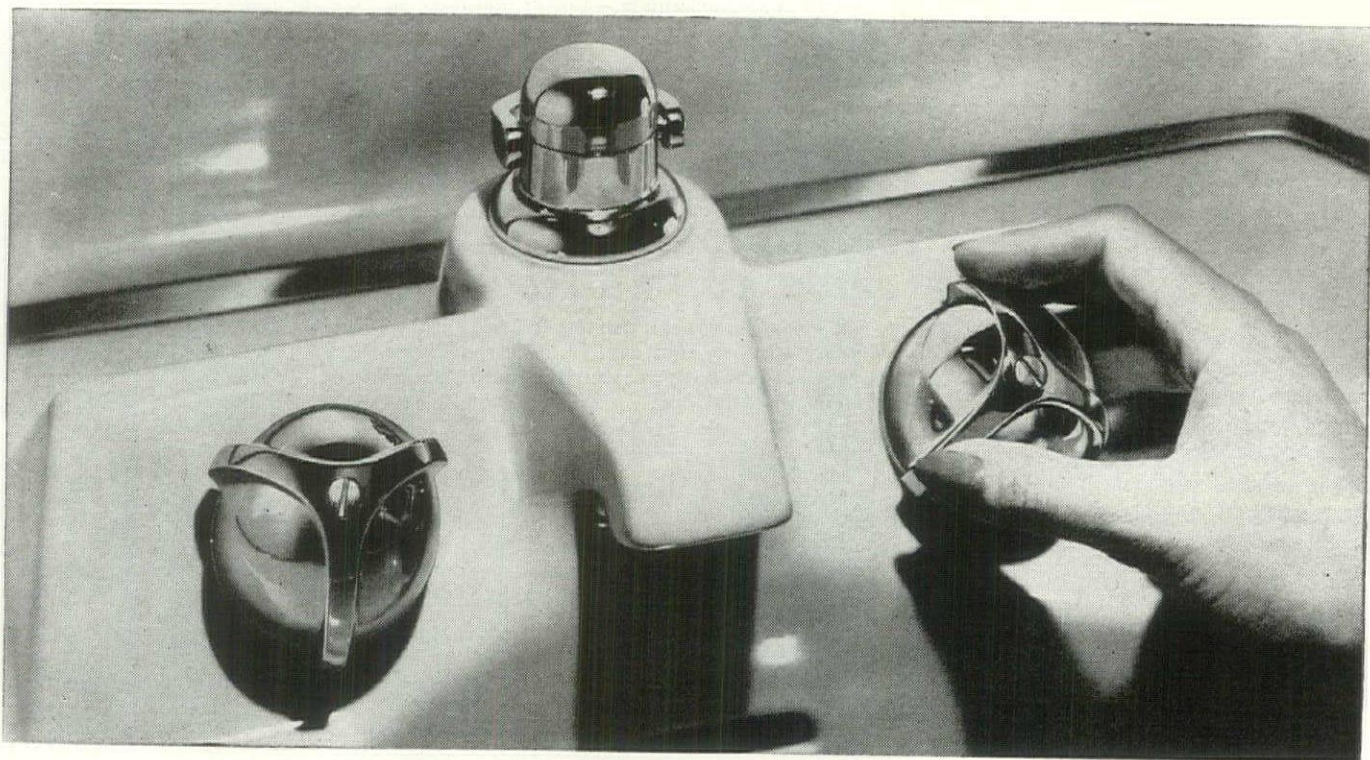
PUT CRANE PREFERENCE TO WORK FOR YOU

When given their choice, more people prefer to have Crane plumbing. In fact, on all counts—design, quality, workmanship, and long life—Crane is most admired.



Crane Marcia lavatory, one of the many basic Crane models in a broad price range... all with Crane's precision engineering... all with Crane's beauty of design in choice of eight Crane colors and white.

For these reasons, Crane is the choice of leading builders, too. They know Crane fixtures help sell homes, because their prospects are quick to recognize that Crane bathrooms and kitchens reflect quality construction throughout the house.



When you sell a home, it is a challenge to your reputation as a builder. By specifying Crane fixtures, you help to safeguard your good name. Year after year, Crane equipment will please owners with trouble-free service, lasting beauty.

What's more, with the wide range of Crane prices and the many different sizes, types, and

decorator colors to choose from, even your lower-budget homes can be Crane-equipped.

For detailed information, see your Crane Branch or Crane Wholesaler—today!

CRANE CO.

GENERAL OFFICES: 836 SOUTH MICHIGAN AVENUE, CHICAGO 5
VALVES . . . FITTINGS . . . PIPE . . . PLUMBING AND HEATING

NOW! SAFER - BETTER - LOWER COST VENTING with WV METALBESTOS

NEW EASY-TO-INSTALL OVAL GAS VENT PIPE



- Listed by Underwriters' Laboratories as **both** a Type B and Type BW gas vent pipe.

- Sturdy, durable, safer **galvanized steel** outer pipe gives maximum protection to fast-heating, corrosion-resistant inner pipe.
- Specially designed for "in-the-wall" venting.

- New Fastloc double-lock, **double-safe** coupling gives visible proof of safe, permanent connection — **you can see it lock into place.**
- Reinforced ends protect against damage in handling.
- Easy-to-connect pipe sections — no forcing.
- Can be unlocked easily during installation if necessary — may be cut easily to desired length.

- Convenient, complete **BW Installation Kit** with new WV Metalbestos permits **officially correct** venting of recessed gas heaters.

- Complete line of fittings.

ANOTHER FIRST BY METALBESTOS
— leader in gas venting.

For illustrated price sheet and your copy of "How to Install Type BW Gas Vents," write today to Dept. 1508



METALBESTOS

DIVISION

WILLIAM WALLACE COMPANY • BELMONT, CALIF.



Specify

NON-TARNISHING LUXURY HARDWARE of ALCOA ALUMINUM at regular prices!

Leading manufacturers of builders' hardware are offering luxury lines of lock sets, escutcheons, hinges, window and cabinet hardware made of solid Alcoa® Aluminum. It's corrosion resistant through and through, with no finish to chip, no plating or lacquer to wear off. And it's priced no higher than old, outdated types!

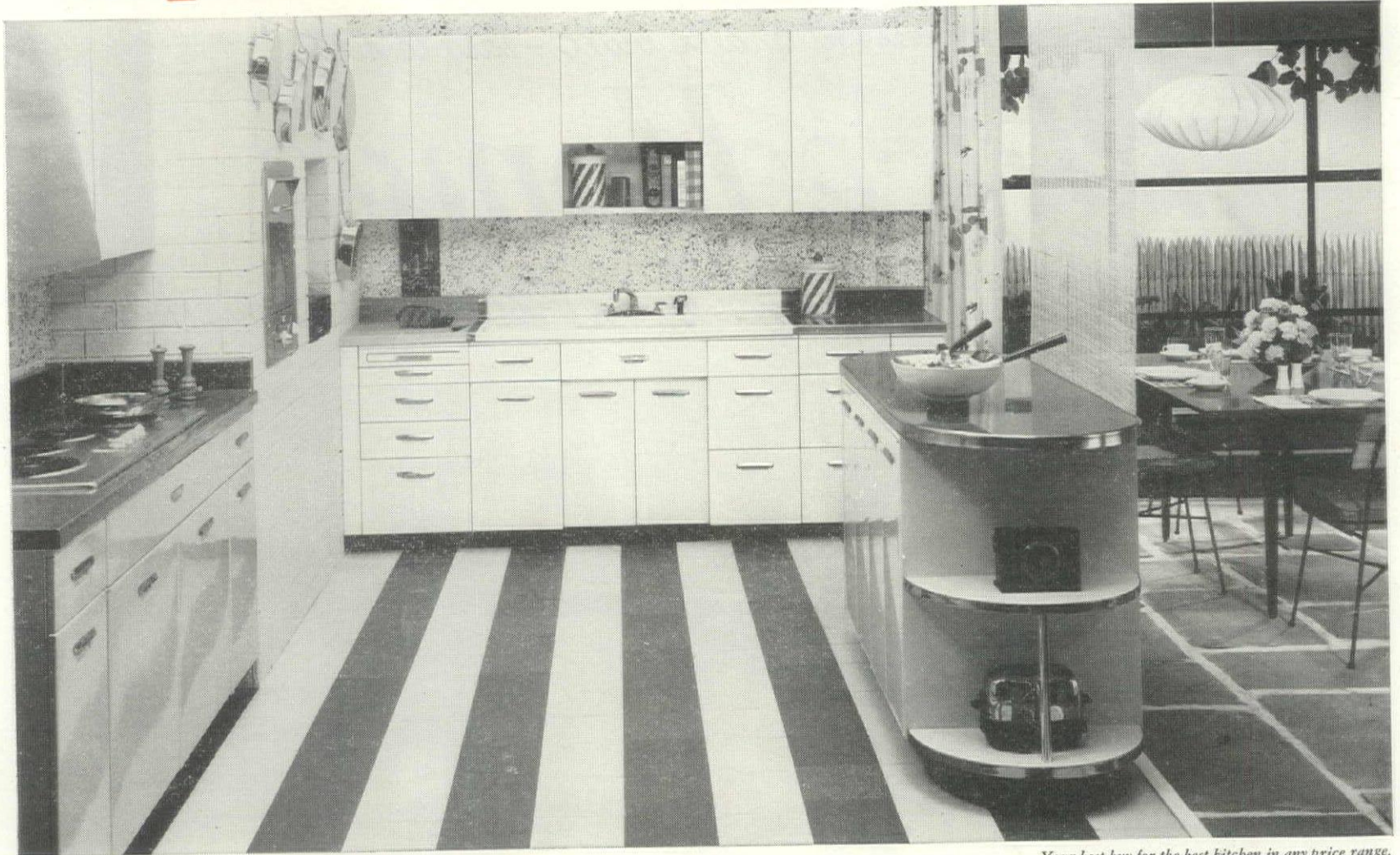
Alcoa helped these alert manufacturers develop these beautiful, trouble-saving lines of aluminum hardware. We aided in developing the right alloys, the best fabricating methods, the satiny finish that beautifies many lines. Ask your hardware

consultant or builder for complete details on builders' hardware made of Alcoa Aluminum. ALUMINUM COMPANY OF AMERICA, 1972-B Alcoa Building, Pittsburgh 19, Pa.

ALCOA 
ALUMINUM

ALUMINUM COMPANY OF AMERICA

Republic Steel Kitchens!



Your best buy for the best kitchen in any price range.

Most for your Money!

Only one steel kitchen manufacturer—REPUBLIC—can produce a kitchen line that assures you most for your money . . . assures your customers most for *their* money.

Only Republic can give you most for your money because only Republic can guard the quality of its product from raw ore right to your job site.

Republic Steel Kitchens are designed and built by one of the world's greatest steel companies. A pioneer in steel kitchen manufacture. Producers of the kitchen line in which the "extras" are standard!

Don't take our word for it! Compare feature for feature and you'll see, and agree, that you get most for your money when you get Republic Steel Kitchens.



"Cabinets of Steel
for Lasting Appeal"

Get the Facts

See your Republic Steel Kitchens distributor. The complete Showdown Comparison chart and a long satisfying look at Republic Steel Kitchens will convince you.

FEATURES	Republic Steel Kitchens	Factory Made Wood Kitchen	Steel Kitchen "A"	Steel Kitchen "B"	Steel Kitchen "C"	Steel Kitchen "D"	Steel Kitchen "E"
TWO-HEIGHT KITCHENS —Installed at the right height for your "comfort reach."	YES	NO	NO	NO	NO	NO	NO
NYLON GLIDES —Offer smooth, quiet drawer operation; no binding. No rollers to replace.	YES	NO	NO	YES	NO	NO	NO
TOP CLEARANCE RAILS —Between counters and drawers add strength, stop binding. No scraping of enamel finish.	YES	NO	NO	NO	YES	NO	NO
STAINLESS STEEL TRIM AND DRAWER PULLS —Solid Enduro Stainless keeps its mirror finish.	YES	NO	NO	NO	NO	YES	NO

Republic Steel Kitchens
Builder Sales, 1028 Belden Avenue, Canton 5, O.

Please send me my free copy of the complete "Showdown Comparison" chart and a Republic Steel Kitchens Builder Catalog. Also give me the name of my nearest Republic builder-sales outlet.

Name _____

Firm _____

Street _____

City _____

State _____

REPUBLIC STEEL—THE BIG NAME IN KITCHENS!

*This year switch to
conventionally built - easy to sell*

Place Homes

for a fast, clean operation with a BIGGER, MORE PROFITABLE FUTURE!

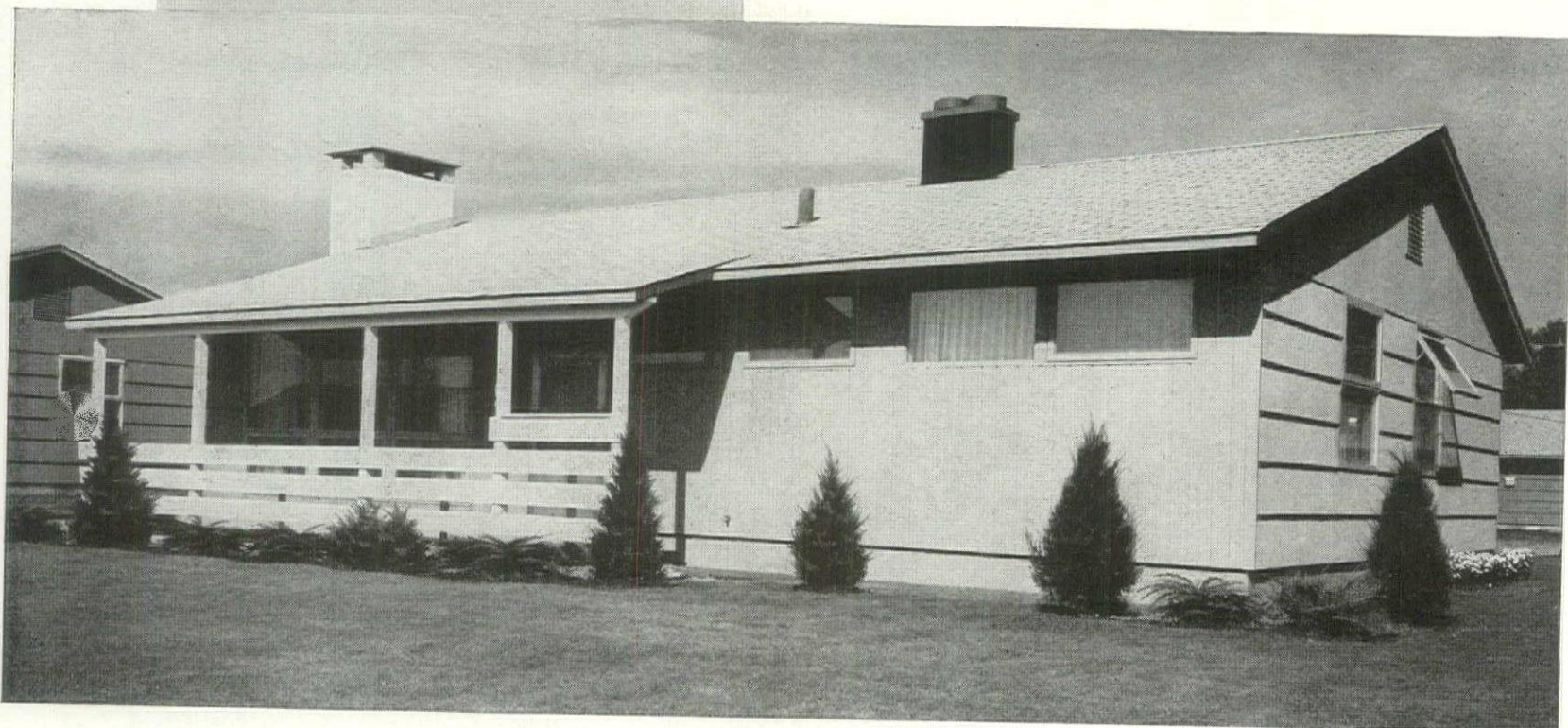


Photo by Hedrich-Blessing

FIVE TESTED FLOOR PLANS - FIFTEEN BEAUTIFUL EXTERIORS!

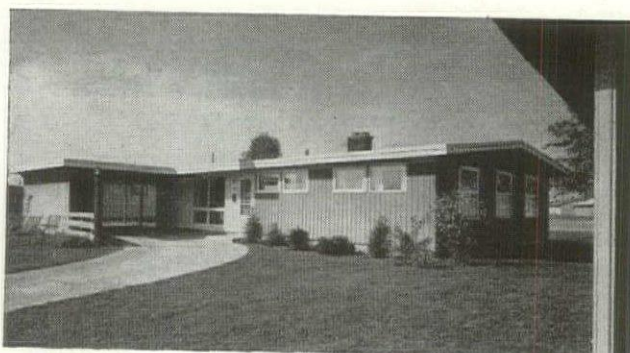


Photo by Hedrich-Blessing

POSITIVE PROFITS!...EASIER SALES!...MINIMUM INVENTORY!...LESS RISK!...CONTEMPORARY PLANNING!...FACTORY TRAINED SERVICE!...FHA and VA APPROVED!

Get the jump on your competition—become a Place Homes dealer. Take advantage of Place Home's contemporary architecture! It's paved the way for terrific sales. Enjoy Place Home's mass buying that assures greater home values and lower inventories for you. Share in the benefits of Place Home's "Trade Secrets" so widely publicized in national magazines. You get all this and more when you build Place Homes *under your own name!*

The complete line is pre-cut and conventionally built on your sites. Place Homes have such sales clinching features as famous Kitchen Maid Kitchens . . . Thermopane or Twindow Windows . . . Radair Perimeter Heating . . . double closets with sliding doors . . . a bath and a half!

There's a big market for Place Homes in your area. Be the man who builds them! Send coupon for franchise details today!

- Five tested, 3 and 4 bedroom plans ■ Fifteen elevations
- Kitchen Maid Kitchens ■ Thermopane or Twindow Windows
- Radair Perimeter Heating ■ Bath and a Half ■ Color styled by W. Shrewsbury Pusey.

Place Homes Inc., 1212 S. Walnut St., South Bend, Indiana

Rush details on Place Homes Franchise. I built _____ homes in 1953.

I plan to build _____ homes for 1954.

Name _____

Address _____

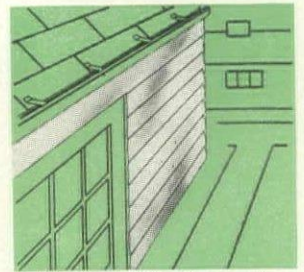
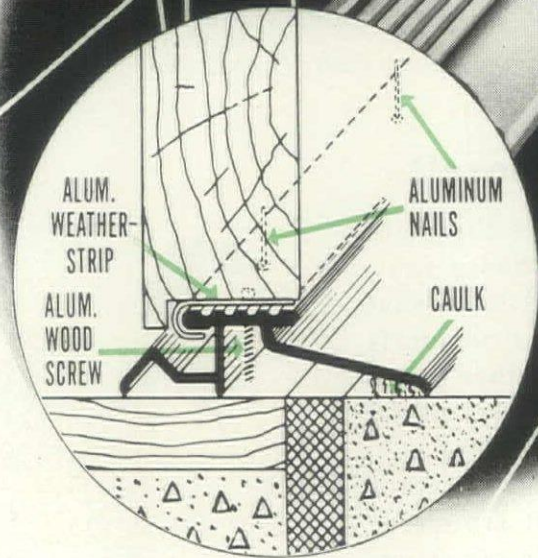
City _____ State _____

WHEREVER YOU GO

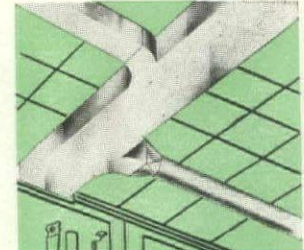
Place Homes

STEAL THE SHOW!

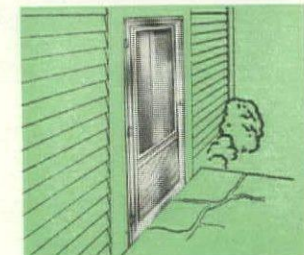
**ALUMINUM MAKES A
WONDERFUL
DIFFERENCE IN HOMES**



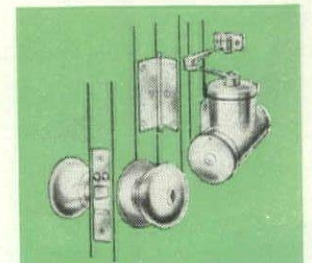
Aluminum siding is easy to work with and install. Won't rot, warp, shrink, swell or crack. Fire resistant.



Aluminum ductwork is easy to handle and install. Won't rust, is a natural insulator, minimizes heat loss.



Aluminum combination doors are rustfree, rotproof, attractive, convenient. A mark of quality in modern homes.



Aluminum hardware's lustrous natural color in a wide range of finishes matches all decorative schemes.



ALUMINUM THRESHOLDS HELP YOU BUILD BETTER, SELL QUICKER!

Aluminum is the modern building material with a "two-way" advantage that benefits both builder and buyer. For example—lustrous, attractive aluminum thresholds are the first assurance of quality construction in entering a new home. They are economical in first cost, easy to install, require no maintenance and are available in a variety of Reynolds designs that provide a type for every entrance or between rooms application—including weather-strip thresholds.

Several makes of aluminum weather-stripping are also available to complete the near-perfect

door seal provided by Reynolds Aluminum thresholds. Weather-stripping made of Reynolds Aluminum has all the usual advantages plus the added benefits offered by attractive, low-cost, non-rusting aluminum.

Remember—aluminum's strength, light weight, ease of fabrication with regular carpenter tools, and long life—now available in most standard metal building products—help you build better homes. These homes sell easier and faster because buyers quickly recognize that they are getting *more for their money in aluminum.*

Send for free Architectural Aluminum catalog. For quick reference, see catalog $\frac{5a}{Re}$ in Sweet's Architectural File.

See "Mister Peepers" Sundays, NBC-TV. Consult local listings for time and station.



NEED HELP?

For help on aluminum building material problems, call your nearby Reynolds Architectural Distributor or Reynolds office listed under "Aluminum" in your classified telephone directory or write Reynolds Metals Company, 2529 South Third Street, Louisville 1, Kentucky. Remember—Reynolds supplies only the aluminum mill products for many building applications. We will be glad, however, to send you names of manufacturers of all types of standard aluminum building products, like those shown above. We will also be pleased to send you the names of architectural metal fabricators who can perform aluminum work to your specifications.

REYNOLDS ALUMINUM

MODERN DESIGN HAS ALUMINUM IN MIND

LATH and

plaster



"In more than 3000 Colpaert homes built and sold in our Belleville development—at least 90% have been lathed and plastered! We've tried other methods but after investigation returned to genuine lath and plaster. It helps sell houses."

Joseph D. Colpaert, Sales Manager
Colpaert Realty Corporation

"Plaster Costs No More"

Mr. Walter K. Taylor in charge of construction of Colpaert houses says, "Our experience has proven to us that genuine lath and plaster construction is every bit as economical as other materials when all finishing costs are taken into consideration.

"In our \$7000 homes all rooms except bath and kitchen are float finished. Kitchen and bathroom walls are troweled and painted in all houses."



sells \$7000 Homes FASTER!

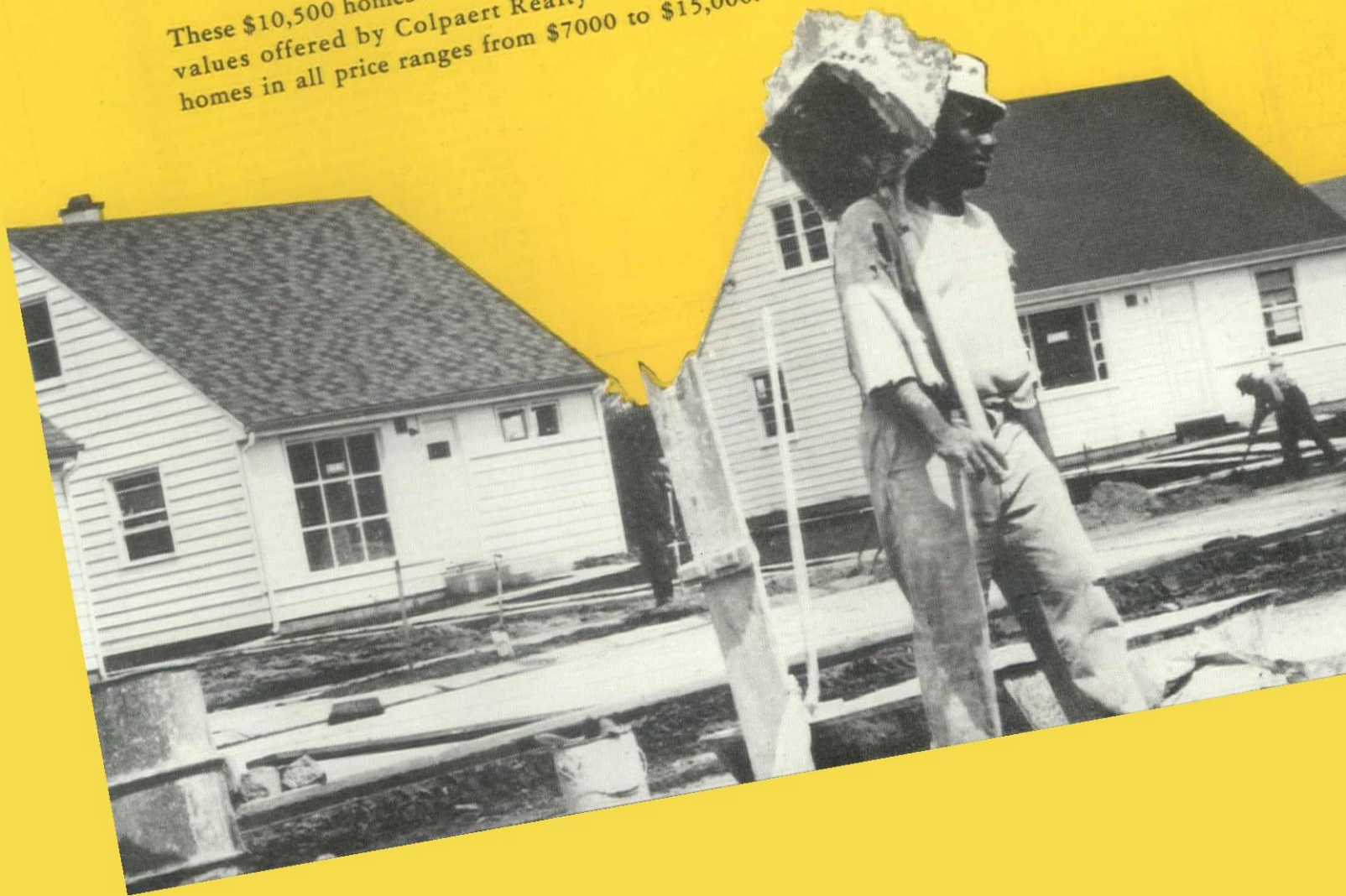
For Colpaert Homes, Inc., South Bend, Ind.

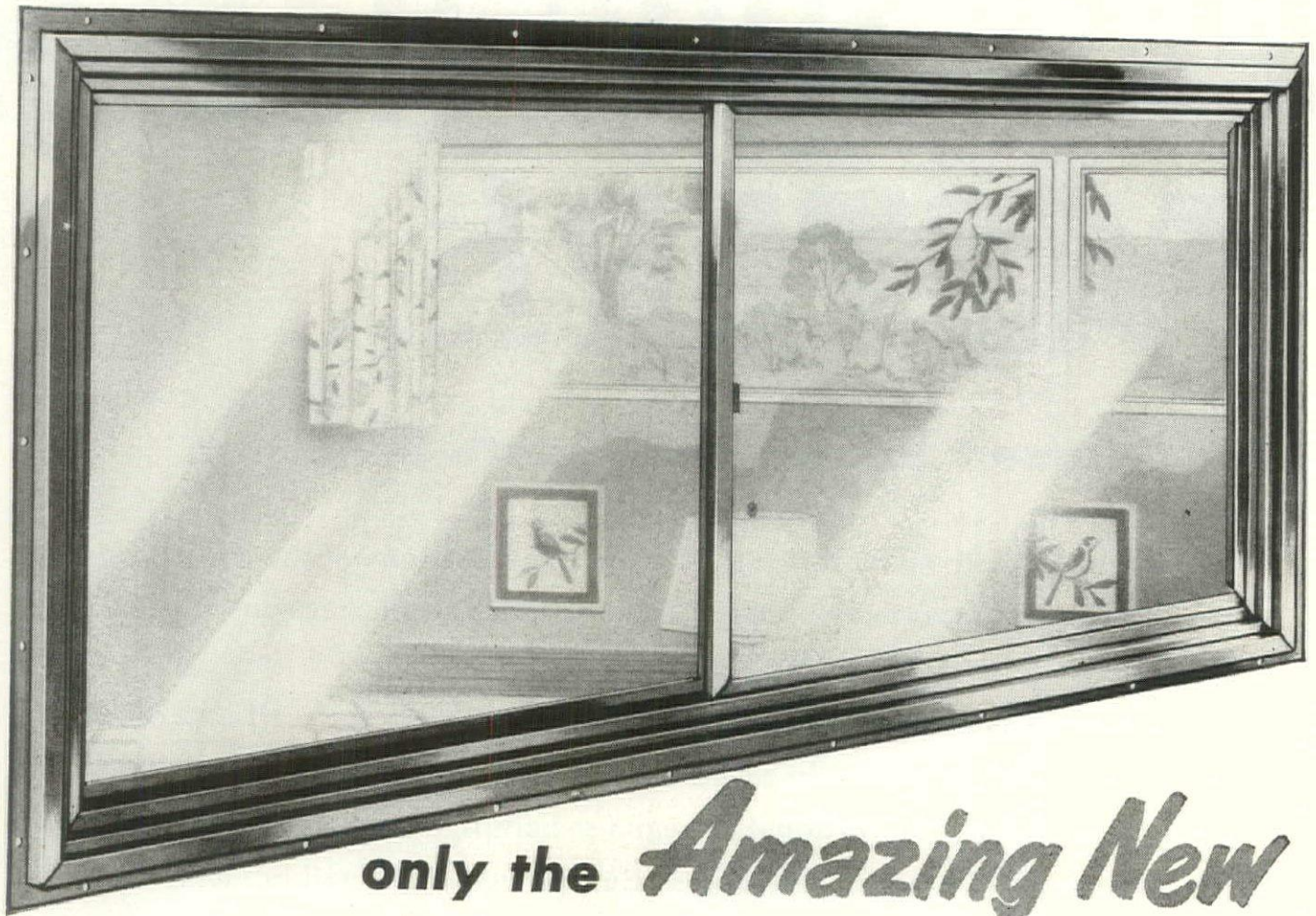
Colpaert, like many leading builders in all sections of the country, has discovered the real economy of using genuine lath and plaster construction in its houses—even those in the \$7000 and \$8000 class.

Ask your plastering contractor for comparative costs for wall and ceiling construction. Ask him about the new standards of lathing and plastering craftsmanship adopted by the National Bureau for Lathing and Plastering. Demonstrate to yourself, by actual test, the selling power of the public demand for genuine lath and plaster.

MANUFACTURERS OF LATHING AND PLASTERING MATERIALS

These \$10,500 homes are typical of the outstanding values offered by Colpaert Realty which builds homes in all price ranges from \$7000 to \$15,000.





only the *Amazing New*
PER-FIT SLIDER
 ALUMINUM

gives you all these features!

Mr. Builder: PRICE? You will be astounded at the low cost of this window when your dealer quotes you. Acclaimed by everyone as the window they have been waiting for. Its new

advanced design results in amazing quality at surprising low cost. Study each of these important features. You too will say "This is the window I've been waiting for".

Screw-lock smooth, mitred frame corners factory sealed. Rack-free rigidity. Close fitted joints—wind, water and dust tight forever. Factory located hardware assures perfect fit of storm sash and screens.

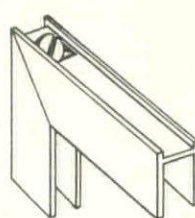
- All frames have continuous perimeter installation fins.
- Semi-pneumatic Ventiseal weather stripping inside jambs. The most advanced weathering system, plus a sash cushion.
- Continuous zinc weathering strip in frame head; smooth operation and full length weather seal.
- Rubbing block on zinc weather strip in head assures perfect closure and seal of meeting rails.
- Scientifically designed weep holes in sill frame for immediate drainage under all conditions.
- Weep holes in sill frame protected from weather by continuous beaded flange which is an integral part of the removable cover plate.
- All weathering is built into the window frame where it belongs; out of harm's way and thoroughly protected by the frame.
- Screw-lock mitred sash corners permit easy job re-glazing. Lifetime Ventiseal glazing.
- Sash siderails have two-point contact with semi-pneumatic jamb weather strip for double weather protection.
- Nylon pressure buttons in sash head rail, actuated by stainless steel springs, eliminate wind rattles in any sash position; constantly push sash firmly against the zinc weather strip. Nylon-aluminum, aluminum-zinc contact provides natural lubrication for permanent, easy, fingertip operation.
- Full-length self-sealing action provided between sash and sill cover-plate.
- Forged and machined cam action lock forces sash against the semi-pneumatic weather seal in side jambs; seals meeting-rails air-tight, dust-tight; maximum weather seal.
- Top to bottom finger rail for quick, easy opening; prevents pinched fingers; adds beauty—and rigidity—at a critical point.
- No sharp, easily damaged weather strip exposed when sash is out; no home-owner injury hazard.



Continuous perimeter fins permit the cheapest, most inexperienced help to install PER-FIT sliders accurately!



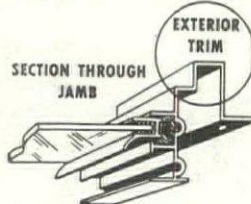
No more dirt or bug trench—for you or the owner. The sash track is protected with a removable zinc cover plate.



Screw-lock mitred sash corners permit easy re-glazing. ANYBODY can re-glaze a PER-FIT slider sash—in minutes.



Storm sash and screen hardware are factory located—the actual recess is designed into the frame—no difficult, job-condition decisions to make.

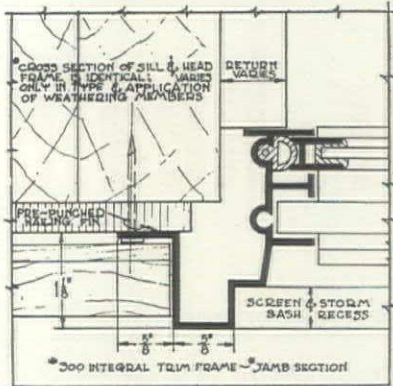


Exterior trim is part of the window—no special wood back needed. When the PER-FIT slider is in—you're done!

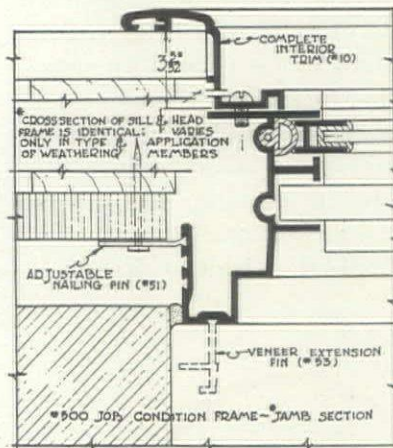


No dust, wind, air or water leakage—weather-stripped better than double hung. Eliminates owner-complaints.

NEW SLIDER SOLVES ALL INSTALLATION PROBLEMS



1 1/8" deep by 1/2" wide exterior trim (casing) and 5/8" wide pre-punched full perimeter nailing fin is integral part of window frame. Installed over sheathing in framed rough opening in less than five minutes. Almost impossible to rack. Easily mulled. May be used for masonry block construction; however, Job Condition Frame recommended.



100% versatile. Exterior trim (casing) is integral with window frame; contains continuous perimeter dovetails to accept simple installation fins (#51, #52 or #53) for wood frame or masonry construction. Simple vertical mulls. Jambs pre-drilled for positive screwing to rabbeted wood bucks. #51 Nailing Fin (pre-punched) provides six adjustments; one of three side dovetails chosen; offset in fin leg reversible before sliding fin into dovetail. #52 Masonry Block Fin (not shown) centers window frame in block slots. #53 Veneur Extension Fin provides wide brick mould when greater than 1" finger space required. #10 Interior Complete Trim used in wood frame construction in conjunction with #51 Nailing Fin; a 'complete package fitting any through-wall thickness from 4 3/8" to 5 3/8" regardless of thickness of exterior sheathing and thickness of interior wall materials. Infinite adjustment. #20 Interior Cove Trim (not shown) used when frame is installed in block construction with #52 Masonry Block Fin and interior masonry left exposed; #20 Trim also applicable for other types of wall construction.

PER-FIT DOUBLE HUNG • BEST-VENT DOUBLE HUNG • PER-FIT SLIDER • PER-FIT GLASS BLOCK VENTILATOR



PER-FIT PRODUCTS CORP.

1207 EAST 52nd STREET • INDIANAPOLIS, INDIANA

LETTERS

LOW-COST WIRING

Sirs:

The November issue of HOUSE & HOME nicely illustrates the manifold advantages of three-wire circuits in the home.

In these days of larger and larger electrical appliances and greater electricity consumption in the home, the three-wire circuit is obviously the salvation of the homebuilder.

I thoroughly endorse the three-wire circuit for residential use and congratulate you, Mr. Boester, and Mr. Place, in bringing this to the attention of your readers.

E. V. SAYLES

Consumers' Power Co.

Jackson, Mich.

Chairman, former EEI-AEIC Joint Committee on Branch Circuit Protection

Sirs:

I was impressed. . . .

One of the advantages which should be emphasized is the ability to change any outlet to 240 v. at will. At one fell swoop, the voltage problem with the room air conditioners could be solved. The home owner could easily use 3/4 hp air conditioners, which many utilities insist should be operated at 240 v.

While not detracting from the excellence of your story, let me point out one technical error. The drawing on page 134 shows supposed connections for a 240-v., three-wire receptacle. Unfortunately, the connections are wrong and would be a distinct hazard to any appliance connected. (To correct, connect the 120-v. wires, which are 240 v. apart, to the diagonals of the Y-shaped receptacle; connect the neutral or ground wire to the base of the Y. The Y you show is upside down.)

I would take exception to the application of individual 5-amp. fuses at receptacle locations. At the present stage of residential wiring design, a fuse of this type needlessly ups the cost of the outlet, adds little, if anything, to the over-all safety if branch circuit fuses are of the proper size, and unnecessarily limits the use of the outlet. A 5-amp. fuse would carry approximately 500 w. With many household appliances up to 1,600 w., larger size fuses must also be used. This further confuses an already confused fuse situation.

Y. L. RIPLEY, manager
Electric Home Bureau
West Penn Power Co.
Pittsburgh, Penn.

SUNSHADES

Sirs:

I feel that in some respects the sketches of various shading devices (H&H, Dec. '53) and the brief text give some misleading impressions.

For example, in his comment on solid roof overhangs, Mr. Sleeper remarks: "Effective primarily on south wall." While this is entirely correct as far as it goes, actually overhangs on east and west walls are ineffective for shading purposes even when they are extended for considerable distance. A house is

continued on p. 76

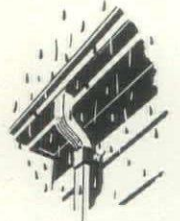
For "TOPS" in roof drainage specify Armco Stainless

Discriminating home owners instinctively recognize stainless steel roof drainage systems as a wise investment. Properly installed, drainage systems made of .015" thick Armco 17-7 Stainless Steel should last as long as the building.



STRONGEST OF ALL. When you specify Armco 17-7 you get the strongest metal used for roof drainage. It withstands heavy loads of ice and snow without sagging—resists buckling and cracking due to extreme temperature changes.

RUST RESISTANT. This stainless steel is practically immune to atmospheric corrosion. Leaves and other debris that collect in a roof drainage system have shown little effect on this metal.

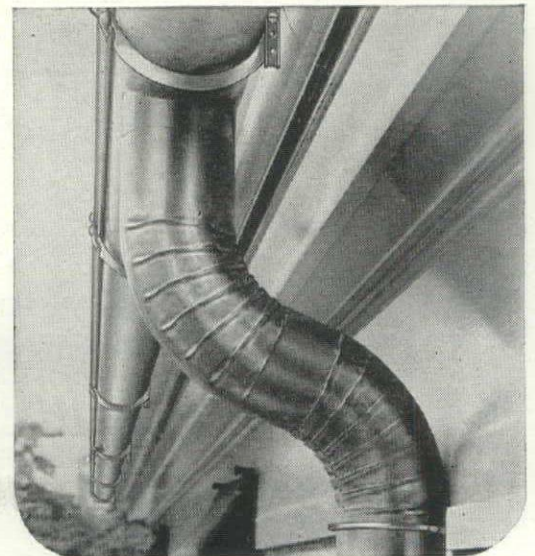


DECORATIVE. The beauty and durability of Armco Stainless Steel roof drainage enhances property values. Yet its cost compares favorably with any other high-quality roof drainage material.

For information on Armco Stainless Steel roof drainage and where to get gutters, downspouts, accessories and flashing, write us at the address below.

ARMCO STEEL CORPORATION

1564 CURTIS STREET, MIDDLETOWN, OHIO
THE ARMCO INTERNATIONAL CORPORATION





\$1,000⁰⁰ Coleman Blend-Air heated

The only heating comfort guarantee your customers can find.

Add summer cooling at any time without costly alteration

The Coleman Comfort Bond builds buyer confidence to sell homes faster. Your buyer knows that there is no gamble when he purchases a Blend-Air heated home. He has a \$1,000.00 guarantee that means "warm home" to him—in every room.

Magic Blenders are the source of Coleman's unusually good results. They deliver greater circulation control, prevent heat from packing uselessly at the ceiling while floors freeze. Every cubic

foot of air is constantly circulated and evenly heated to provide uniform comfort—in every room.

The coupon below, or a post card mailed to us today, will bring you detailed information on Blend-Air costs—for heating or for year-round air conditioning. You'll find this system ideal for low-cost specification housing where quick sales are necessary for profit in building. The Coleman Company, Inc., Dept. 750-HAH, Wichita 1, Kansas.



NO OTHER SYSTEM OFFERS YOU AND THE OWNER ALL THESE ADVANTAGES



1 INSTALLATION FASTER
with 3½-inch air tubes prefabricated to fit any construction. A complete package.



2 SPACE IS SAVED
with compact furnace taking as little as 6 square feet of floor space. Cooling equipment fits alongside, snugly.



3 COST IS SAVED
with fuel-burning efficiency. In cooling, 97% of water costs can be saved with Water Miser.



5 OPERATION IS AUTOMATIC
Over-all temperature control by thermostat with control in each room independently.



4 TWICE SUMMER COMFORT
with twice the moisture wrung from hot, wet air by super-cooling beforehand—a Coleman development.



6 COOLING COMES LATER
if desired. Pre-engineered to use same system, same tubes, same Magic Blenders. Low monthly payments.

COMFORT COSTS SO LITTLE WITH



Blend-Air® CENTRAL HEATING AND

Comfort Bond gives your homes a selling edge

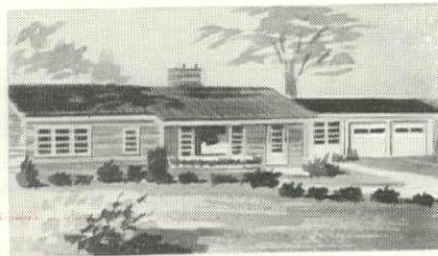
OWNERS AND BUILDERS SING THE PRAISES OF THIS DEPENDABLE LOW-COST SYSTEM



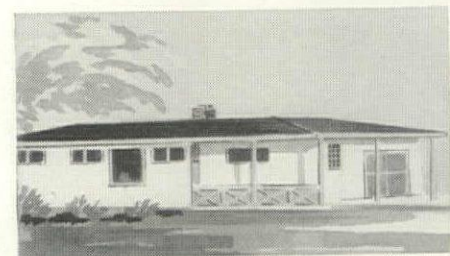
"Far above our expectations—We are very much pleased . . . our home could not be more comfortably heated."
Robert Gasson, Owner, Woodland, Calif.



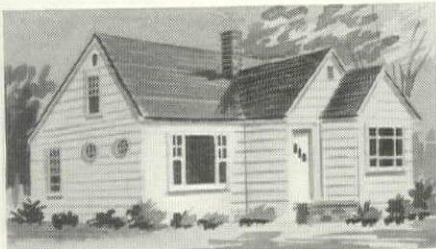
"Satisfaction to our house buyers—I have installed about forty of these units during the past two years."
Wayne L. Garceau Co., Builder, Spokane, Wash.



"More reasonable than any other furnace—gives an even heat and is very economical to operate."
Walter N. Mees, Owner, Zanesville, Ohio



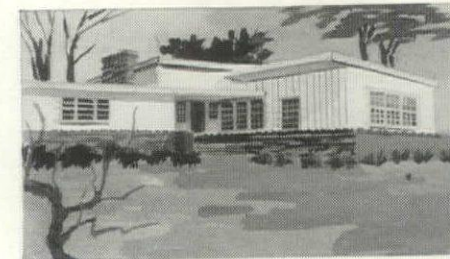
"Has done an outstanding job for us—most satisfactory in its performance . . . worked wonderfully well."
Harold Chapman & Son, Builder, Kalamazoo, Mich.



"Count us among your satisfied customers—We don't have cold floors any more . . . it was installed with a minimum of mess and confusion."
Dale M. Bronson, Owner, Fremont, Ohio



"A heating marvel—noiseless, economical, dependable and safe . . . permits us to go about the house in summer sport clothing."
Morris G. Becnel, Owner, Ama, La.



"As a contractor I am more than pleased—an excellent heating system . . . one of the most economical to install."
Edward L. Bolding, Contractor, Tampa, Fla.



"Even heat distribution in every room—when the warm air floods my home in the early morning, I know I have the 'modern' heating system."
Milton J. Gale, Owner, Keyport, N. J.



"We install Blend-Air exclusively—in all our ranch type homes. We strive to give the utmost in value in a low-priced home."
Lewis Cook, Paradise Homes, Inc., Builder, Mahopac, N. Y.



the Magic Blender does the job better

In winter it blends room air with freshly heated furnace air to maintain constant comfort. In summer it blends and recirculates cool air the same way, providing dry mountain-air coolness.

OIL GAS LP-GAS

EQUIPMENT AGA APPROVED
OR LISTED WITH
UNDERWRITERS' LABORATORIES

AIR CONDITIONING SYSTEM

THE COLEMAN COMPANY, INC. Dept. 750-HAH
Wichita 1, Kansas

Please send me all the facts on the Coleman Blend-Air heating and air conditioning system.

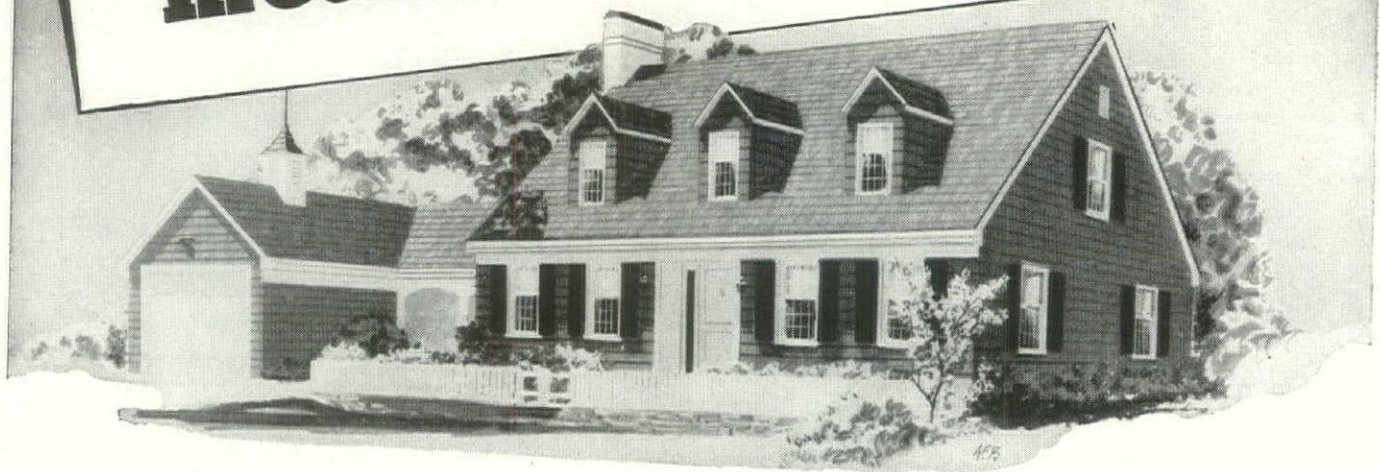
Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

Color
means business!



in Roofs and Sidewalls

Ruberoid offers you the key to quicker sales among color-conscious home buyers with decorator colors in roofing and siding.

Ruberoid's Color-Grained asbestos-cement Siding* offers you a way to put eye-appealing extra value into new homes. And, it's a key to success in the modernization and trade-in market. It gives old houses a modern beauty treatment of decorator colors and "shake" texture at very low cost.

The sales-appeal of Color-Grained Siding goes beyond its eye-appeal. It offers lifetime, maintenance-free economy. Thanks to Color-Grained Siding's revolutionary *Duroc* protective finish that resists dirt, stains and weather, it never needs paint.

You can select from a wide range of decorator colors in Ruberoid Asphalt Shingles, as well as Color-Grained Siding, to offer prospective buyers an integrated scheme of striking colors from peak to foundation.

If you haven't seen Ruberoid's complete range of Color-Grained Siding and new asphalt shingle colors in dual blends and pastels, ask your dealer to show them to you now. Or write The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

*Patent Nos. 2307733, 2307734, others pending.



The RUBEROID Co.

ASPHALT AND ASBESTOS BUILDING MATERIALS



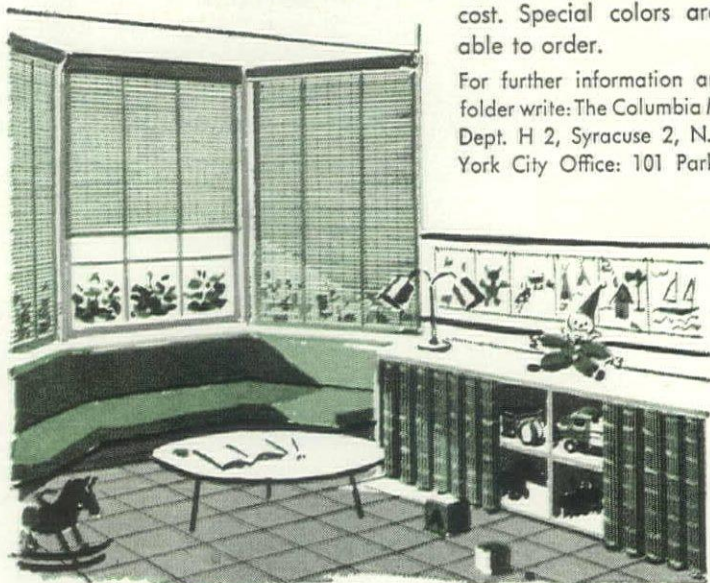
Lattisdrapes replace conventional doors; add color and convenience to storage wall

**FOR FLEXIBLE COVERAGE
OR SPACE SEPARATION...**

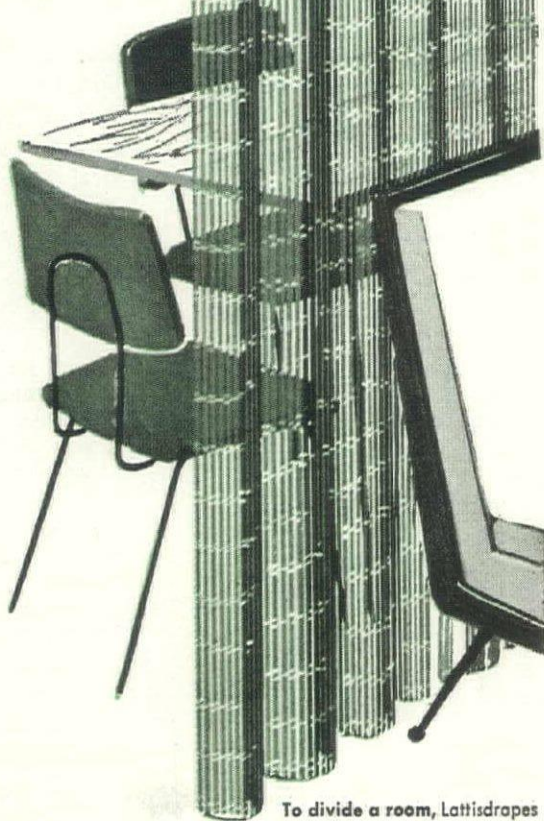
Lattiswood *BY* Columbia

For flexible coverage of storage wall or closet door, try Lattiswood. For a feeling of openness with provision for privacy or for room separators, it's ideal, too. Available in natural and 5 leading decorator colors at no extra cost. Special colors are available to order.

For further information and A.I.A. folder write: The Columbia Mills, Inc., Dept. H 2, Syracuse 2, N. Y. New York City Office: 101 Park Avenue



Lattishades keep out sun, admit soft diffused light. Short Lattisdrappe helps keep tots' toy shelves neat

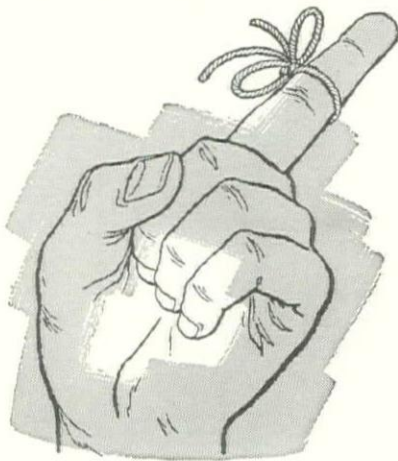


To divide a room, Lattisdrapes provide an attractive and practical solution

THE COLUMBIA MILLS, INC.

SYRACUSE 2, N. Y.

Remember!



TREE LIFE® HEMLOCK— "There is a Difference"

Right! West Coast Hemlock should never, *never* be confused with Eastern Hemlock. West Coast Hemlock (*Tsuga heterophylla*) is an entirely *different* species. TREE LIFE West Coast Upland Hemlock, grown only at high altitudes on western slopes of the Cascade Mountains, is a superior wood for many uses—the finest type of Hemlock grown! Check its features!

- West Coast Hemlock is strong. Has fewer and smaller knots.
- West Coast Hemlock is uniform, relatively hard. Minimum spiral grain. Fine texture.
- West Coast Hemlock is stable, easy to work. Takes paint smoothly. NO pitch pockets.
- West Coast Hemlock is durable. Not brashy.



Write for "TREE LIFE HEMLOCK," a 20-page booklet on properties and uses. St. Paul & Tacoma Lumber Company, Dept. HH, Tacoma 2, Washington.

Specify with Confidence

TREE LIFE WEST COAST UPLAND HEMLOCK

ANOTHER
MEMBER OF
THE FAMOUS
TREE LIFE
FOREST
PRODUCTS
FAMILY



LETTERS *continued*

seldom oriented exactly on the compass lines so that what may be considered a south wall is often actually influenced by the east or west sun as much as by the direct noonday sun from the south.

The statement: "Operation doubtful in cold climates," about adjustable metal louvered awnings, is open to serious question.

Actual test data show that fixed louvers are approximately equal in effectiveness on east and west exposures for all latitudes in the US and that they are in fact more effective on south windows in the higher latitudes.

J. GORDON AINSWORTH
*Manager, public relations
Kaiser Aluminum & Chemical Sales, Inc.
Oakland, Calif.*

Sirs:

... I'm sold on Ned Cole's steel truss idea and have been working hard on the project. I also studied the sunshade calculator map and tables in this issue with a great deal of interest. This sort of information is a wonderful service to the air-conditioning industry as well as the homebuilders.

JACK KICE
*The Coleman Company, Inc.
Wichita, Kan.*

PACKAGED LIGHTING

Sirs:

The large, round kitchen-ceiling fixture (H&H, Nov. '53) is not included in the standard house package shipped from National Homes Corp., nor is the light shown over the door. However, both of the fixtures are included in a package of lighting fixtures which were designed especially for our Ranger house and are available to dealers. All electrical fixtures are included in the finished sale price.

CLIFFORD A. SMITH
*Vice president and controller
National Homes Corp.
Lafayette, Ind.*

ROUND TABLES

Sirs:

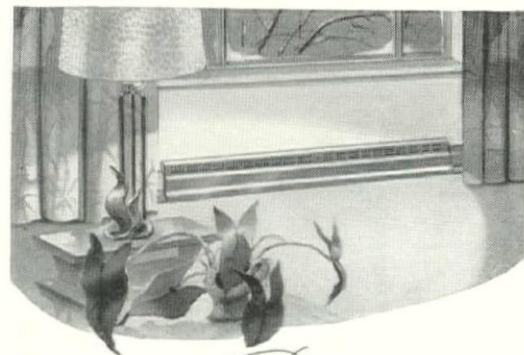
I was very much impressed with the Round Table report (H&H, Oct. '53). May I congratulate HOUSE & HOME on its foresight on most of our housing problems? You have done a wonderful job in publicizing some of the things to which the average person gives very little thought. I hope you will keep up the good work.

WOOLSEY & CADWALLADER
*Building materials
Pennington, N. J.*

Sirs:

We are having minimal luck in interesting our local government in spite of a survey showing our own serious situation.

We need a number of copies of your Oc-
continued on p. 30

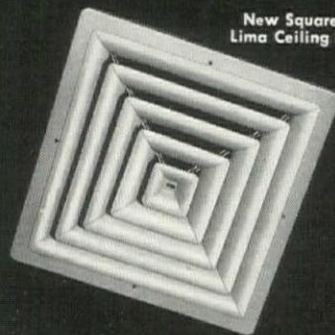


*new Beauty
and Comfort*



New Lima
Extended Baseboard
Perimeter Diffuser

2 new LIMA diffusers



New Square Design
Lima Ceiling Diffuser

Here's two more reasons why Lima is the quality line to specify for advanced styling and engineering in perimeter diffusers for heating or cooling . . . in new home or remodeling jobs.

Lima Extended Baseboard Perimeter Diffuser—smartly modern . . . blends with any baseboard. Assures efficient air diffusion at proper angles without drafts or wall smudging. Aspirating effect pulls air from within room toward outer walls. Exclusive built-in damper has set screw control adjustment at face. Unit sets about 3/4" into new home walls with little protrusion beyond baseboard. Butts up against baseboard or wall in old homes. Standard four foot size. Available in March.

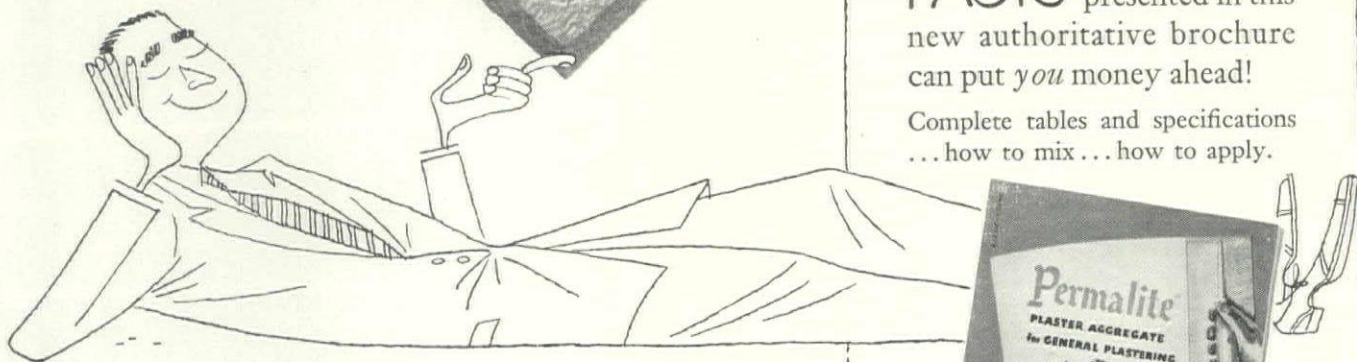
Lima Square Design Ceiling Diffuser—Harmonizes beautifully with rectangular rooms and square block ceilings. Square design gives greater free area with full center damper opening. Step-down vanes give complete four-way diffusion without drafts. Damper closes tightly for full heat shut-off. Exclusive Lima "Balancing Bell" control feature. Light beige actual finish. Available now in six popular sizes.



Lima
register co.
Lima, Ohio

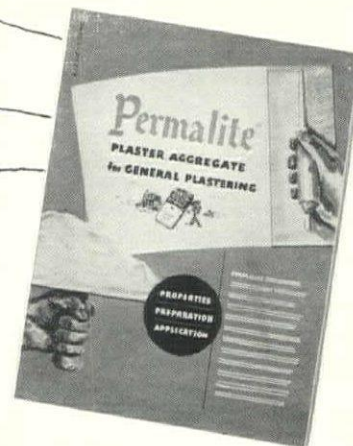
sold exclusively through heating wholesalers and manufacturers.

For the complete Lima line of diffusers, registers and grilles see our catalog in Sweet's Light Construction File 7c or write for full data and complete catalog.



FACTS presented in this new authoritative brochure can put *you* money ahead!

Complete tables and specifications ... how to mix ... how to apply.



EVERYBODY BENEFITS WITH PERMALITE PLASTER!

ARCHITECTS like Permalite plaster aggregate because it aids them in the designing and specifying for modern structures ... saves up to 1 ton per 100 sq. yds. of wall surface in homes; up to 2 tons per 100 sq. yds. in commercial building!

BUILDERS like Permalite because it gives higher yield than any other lightweight aggregate. There's no waste (Permalite is sold in 4 cu. ft. bags) — easier, more accurate, mixing ... no storage problem, easier clean-up ... jobs finish quicker!

BANKS AND MORTGAGE COMPANIES like Permalite because it makes a building a better investment — less settling, less cracking, less maintenance and repair. Permalite plastered buildings keep their youth better!

PLASTERERS like Permalite because it's lighter to handle ... has *better* workability, works well under standard tools with no change in methods ... makes it easier to do a better job.

Send for your **FREE** copy ... Clip this ad ... attach it to your letterhead ... mail it in —**TODAY!**

Perlite Division, Great Lakes Carbon Corp., 612 So. Flower St., Los Angeles 17, Calif., Dept. T-332

Franchisee plants located in principal cities and in Canada. Write for name and address of plant nearest you.

**PLASTER
AGGREGATE**

Permalite[®]

**CONCRETE
AGGREGATE**

The leading perlite aggregate for better plaster and concrete

Steel Windows are **STRONG**

● And that's one of the most important reasons they were selected for this job. Some of the windows in this school and convent—see close-up of window at right—were really big . . . 5 feet, $\frac{7}{8}$ inches wide by 19 feet, 10 inches high. And each standard window section must carry two panes of glass—stained glass for the inside with clear glass outside. The total glass weight for each full window averages 525 pounds. When this weight is combined with the high wind loads characteristic of this flat country, you must have a window that is exceptionally strong—one that will be sure to keep its shape and fit.

This was really a job for steel windows. For one of the outstanding features of steel is its strength . . . its ability to withstand stress and strain; to undergo severe usage and long service without cracking, buckling or warping.

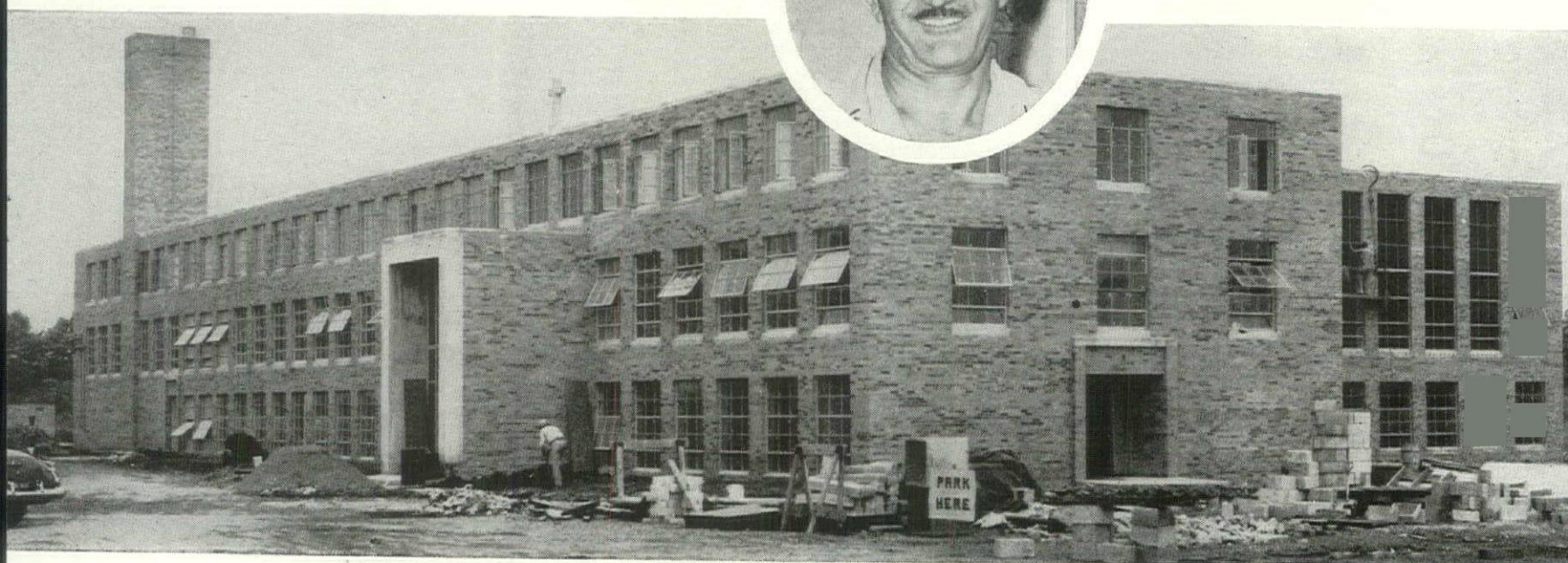
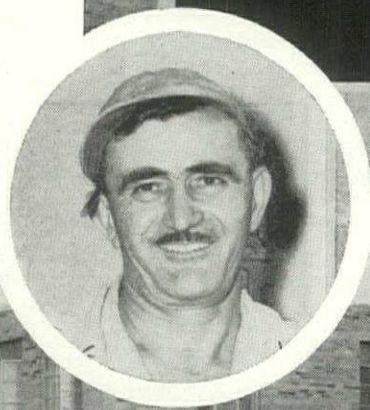
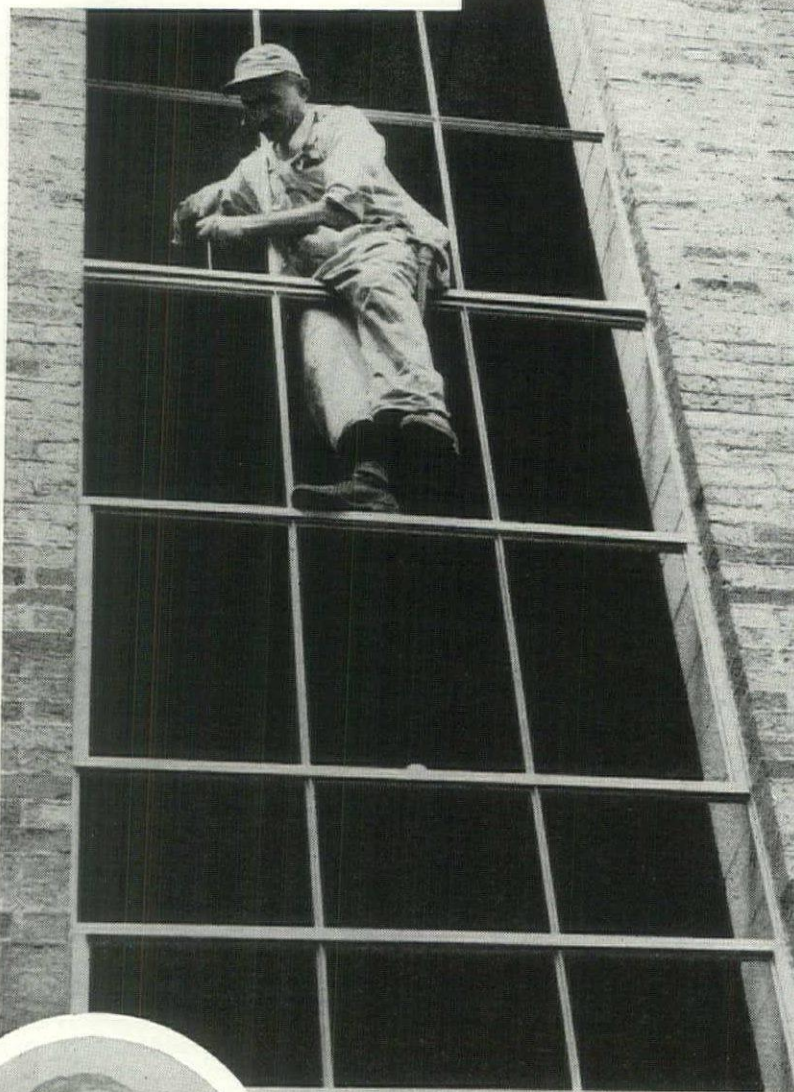
More and more, steel windows are coming to be the first choice of architects, builders and contractors for jobs of all types—from large establishments like this to small homes and buildings.

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

These advantages of the steel windows aren't limited to the builder. It's easier for the architect to design a window to compliment the architectural style of the house when he knows that the builder can specify a steel window that fits into his plans perfectly. And the realtor and mortgage holder know that a house with well-designed, well-constructed steel windows is a better bet for them to handle.

● ● ●
Mr. Jacob Dech, Foreman for Roediger, likes steel windows, and likes to work with them. He says, "Steel windows are so simple to install that it cuts down the time per job. If wooden windows were used here they would have had to be anchored, plumbed and braced in place. With steel you simply slide them between concrete block inside and brick veneer outside, with much less work and less time. Steel windows also take a beating better and can be handled roughly."

Exterior view, School and Convent of the Sisters of Incarnate Word, Parma, Ohio. Contractor: Roediger Construction, Inc., Cleveland, Ohio. Architect: John Edward Miller, Cleveland, Ohio. Note the unusual number of windows—of various types—used throughout the building.



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

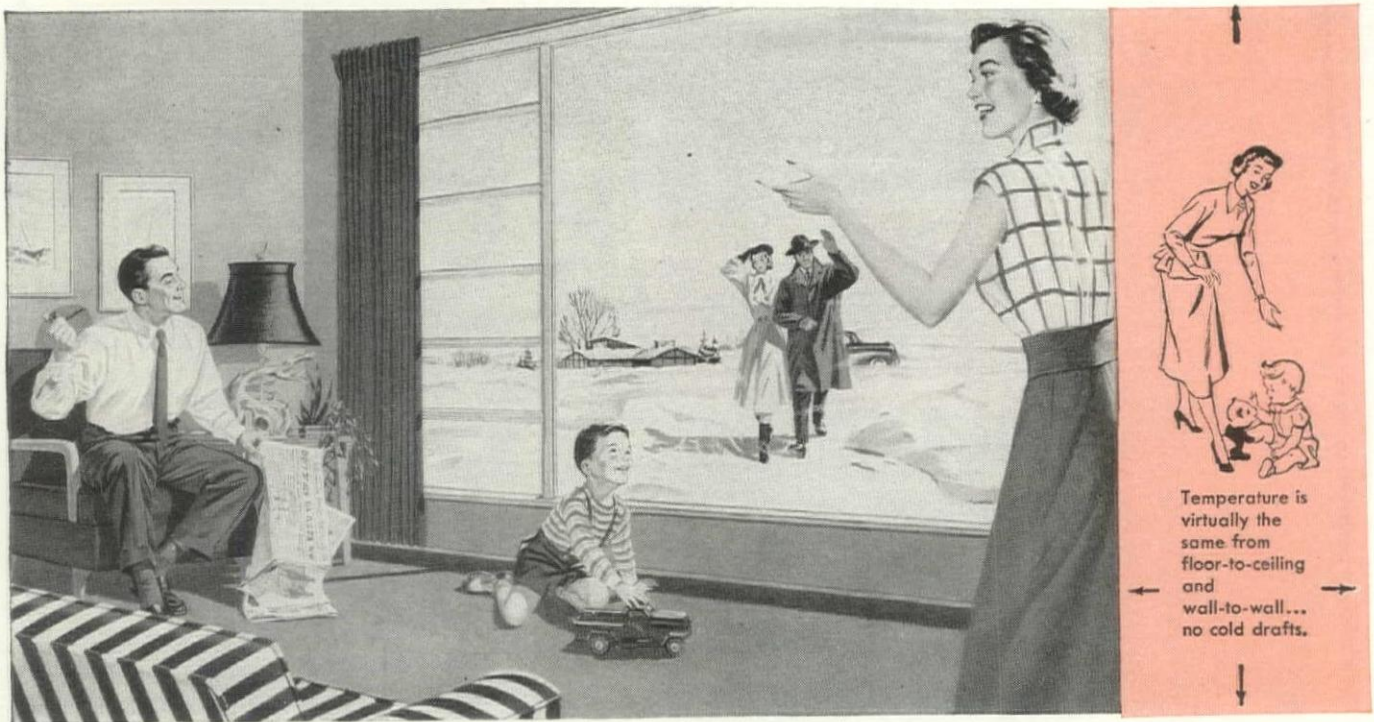


UNITED STATES STEEL CORPORATION, PITTSBURGH • COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA.
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

U·S·S STEEL FOR WINDOWS

UNITED STATES STEEL

Every inch is livable space with **B & G Hydro-Flo* Heating**



The system of controlled radiant heating which meets the demands of modern architecture



Baseboard panels provide ring of radiant warmth around the house

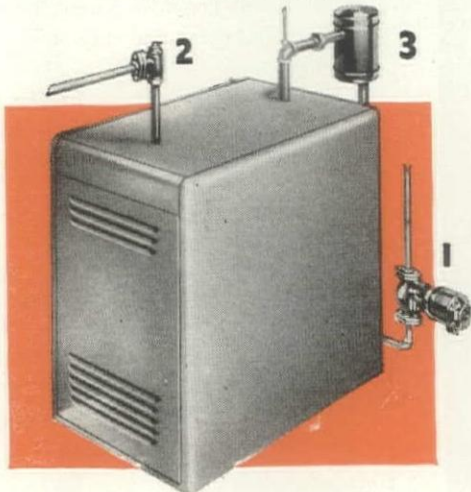
B & G *Hydro-Flo* Heating solves the problem of properly heating homes with large glass areas. Radiant floor or ceiling panels, or baseboard panels effectively prevent cold downdrafts from the windows...keep floors warm and draft-free.

B & G *Hydro-Flo* Heating is a *forced hot water system*—which means that the heat supply is always under positive control. The temperature of the circulating water is *automatically* raised or lowered to meet every change in the weather. Even in spring and fall, when only a little heat is needed, indoor temperature is kept exactly at the comfort level.

That's why a B & G *Hydro-Flo* System costs so little to operate. No overheating to cause fuel waste...but always plenty of heat when the thermometer hits bottom.

Abundant hot water—winter and summer

The modern home needs hot water as never before...automatic washers and showers require ample quantities for satisfactory operation. The Water Heater of a *Hydro-Flo* System produces an abundant year 'round supply.



Simple, dependable equipment

The basic units of B & G *Hydro-Flo* Heating are (1) the Booster Pump to circulate hot water through the system, (2) the Flo-Control Valve to prevent an over-ride in temperature and (3) the domestic Water Heater. These units can be installed on any hot water heating boiler.

*Reg. U.S. Pat. Off.



Low-cost hot water for kitchen, laundry and bath—all year 'round.



Easy to have an auxiliary snow melting installation



BELL & GOSSETT
C O M P A N Y
Dept. DH-10, Morton Grove, Ill.

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

the eyes buy...

sell the preferred Visible Feature!

WASTE KING PULVERATOR®

AMERICA'S FINEST GARBAGE DISPOSER

Young homemakers are looking for new homes and apartments equipped with electric garbage disposers. They LOOK for this modern convenience that saves time, saves steps, saves work.

You'll sell quicker, rent quicker when you show them WASTE KING Pulverator—the most modern VISIBLE FEATURE you can put into your homes or apartments. It's the lowest budget, highest quality feature that upgrades the value of the new home or apartment.

Model 700 shown

SUPERIOR WASTE KING FEATURES!

"HUSH-CUSHIONS"—give 50% quieter, smoother operation. Absorb noise and vibration. WASTE KING is the only really quiet garbage disposer.

LIFETIME GRIND CONTROL—controls the size of waste particles and length of fibrous materials for more years of dependable operation. Prevents jamming, clogging!

UNBEATABLE SERVICE RECORD—less than 1% service callbacks. Relieves builder of complaints. Customer satisfaction assured!

SELL UP THE PREFERRED VISIBLE FEATURE—



Buy from your Friendly Plumbing Contractor now!

A Product by GIVEN Mfg. Co., Los Angeles 58, Calif., Largest Producer of Garbage Disposers in America!



LETTERS *continued*

tober issue to interest our community organizations and leaders.

H. L. BLUM, M.D.
Health officer
Contra Costa County
Martinez, Calif.

Sirs:

Your extraordinary efforts in sponsoring important meetings and calling in members representing the various segments of our industry have kept us all informed of the problems facing us and, more important, proud to be associated with the homebuilding business. We are made aware that we are engaged in a vital industry; and, by learning to do our job better each year, we can contribute our share to maintain the high standards of the building industry and keep it prosperous and sound.

JAMES ROSSIN
Rossin & Ringler, builders
Detroit

BUILDING STONE

Sirs:

Your copy in the Frank Lloyd Wright story (H&H, Nov. '53) indicates the stone as being marble. I do not doubt that this is true but would like to suggest a refinement of thought which the stone and marble people themselves have had to accept.

Chemically, of course, marble has its own characteristics which are the same no matter how the material is finished. However, the marble people themselves call recrystallized carbonate of lime by the name marble only when it bears a polished surface. In other cases, they speak of it as building stone. I am conscious, of course, that statuary and some of our ancient monuments are recognized as being marble even though the material is not polished. These, I believe, are extreme instances and do not apply in modern usage.

JOSEPH C. MOORE
Moore & Company, Inc.
Stamford, Conn.

GREATEST PROBLEM

Sirs:

Again we love you for the forceful presentation of our greatest problem, "How safe are loans on 'standard' homes?" in the December issue!

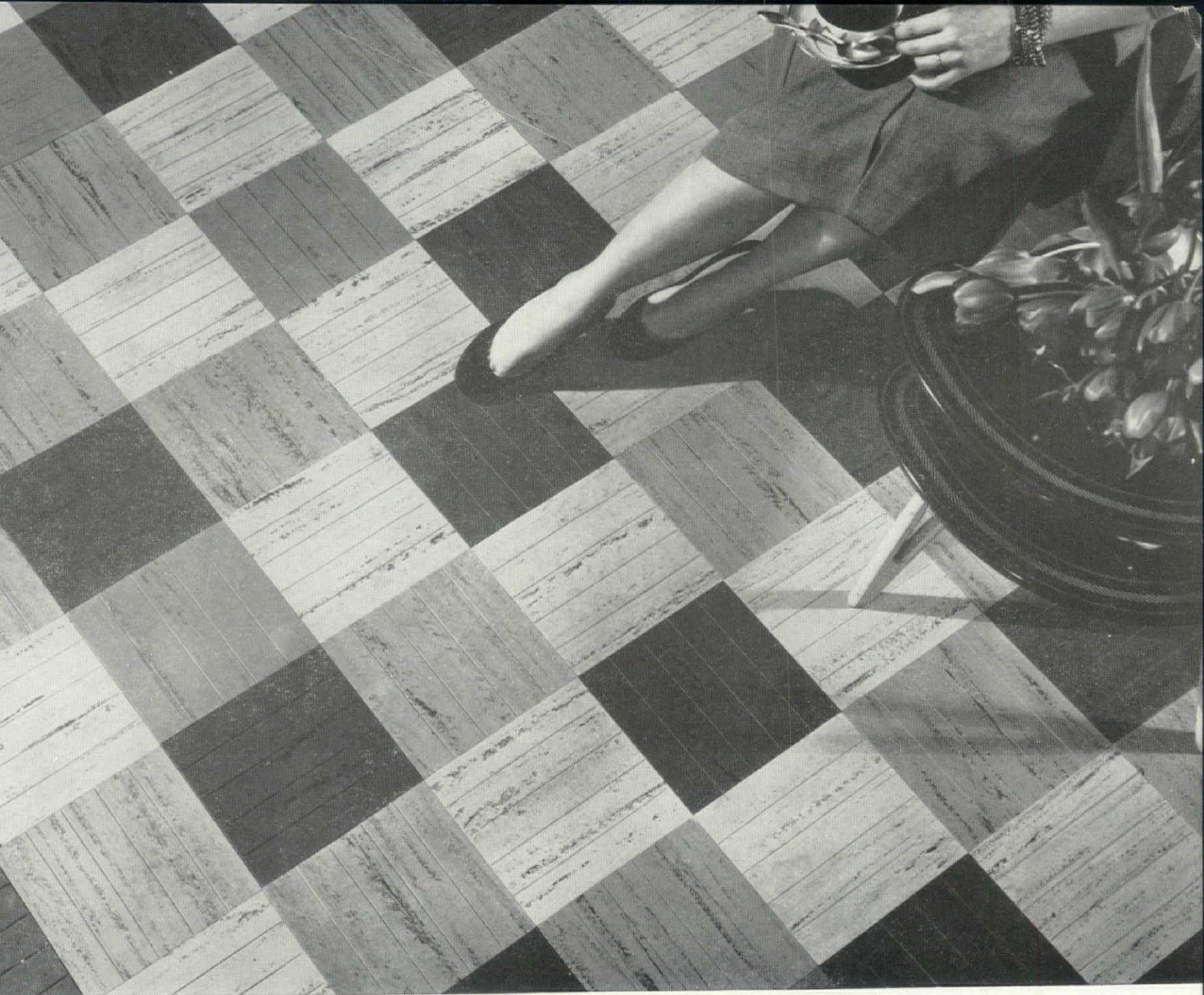
CLYDE J. VERKERKE, NAHB
Alexandria, Va.

CONTINUING INTEREST

Sirs:

I commend you for your continued publication of the works of outstanding architects. Your reporting on Frank Lloyd Wright is of continuing interest.

STANLEY M. SHERMAN, architect
Brooklyn, N. Y.



Look again!

**IT'S RANDOM SHADES OF MATICO
PARQUETRY ASPHALT TILE--**

not expensive wood block flooring

MATICO PARQUETRY surprises a lot of people . . . in a way they like to be surprised. For now . . . at the low, low price of asphalt tile . . . they can have the luxurious beauty of expensive, parquetry flooring!

Parquetry is available in four desirable shades — walnut, mahogany, maple and oak. Use them individually or together in a striking random pattern that is truly distinctive.

Low initial cost . . . low cost of upkeep . . . excellent resilience underfoot . . . outstanding resistance to stains, scratches and water . . . MATICO PARQUETRY adds "SELL" to any home.

MATICO PARQUETRY can be installed on, above or below grade . . . and it goes down easily and quickly, tile by tile. Fits in with all types of decor, too! It will pay you to look into MATICO PARQUETRY when you plan your next homes. Send for full data and specifications today.

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MASTIC TILE CORPORATION OF AMERICA

Member: Asphalt Tile Institute

Joliet, Ill. • Long Beach, Calif. • Newburgh, N. Y.

The minute a prospect walks in the door...

Trane Baseboard Heating

*Once Mrs. Prospect sees the modern beauty of TRANE
Baseboard Convectors . . . sees how they permit freedom of
furniture arrangement . . . save housekeeping labor . . . are clean,
sturdy, quiet . . . you'll have her sold on the
quality construction in the rest of your house.*



Now prospects can see the quality that sells homes . . . in the graceful, modern beauty of TRANE Baseboard Convectors. And when

you demonstrate the superior, wall-to-wall comfort of TRANE Baseboard heat, sales resistance melts fast.

MANUFACTURING ENGINEERS OF AIR CONDITIONING, HEATING AND VENTILATING EQUIPMENT

starts selling your homes

And when you show Mr. Prospect how TRANE Baseboard

Convectors heat rooms evenly . . . stop back-chilling drafts . . .

give completely automatic heat . . . save fuel . . .

last as long as the house . . .

he'll be far toward signing on the dotted line.

These are the features that do the selling

More heating comfort! Under windows . . . along outer walls, TRANE Baseboard Convectors *heat where cold begins* . . . surround you with a protective mantle of gentle warmth. Heat is even from floor to ceiling, wall to wall . . . no more back-chilling drafts off cold windows and walls . . . no more cold blasts when system starts up. There's no long, cold wait for heat to come on . . . no overheating. Efficient aluminum-copper heating element responds instantly for superior comfort . . . maximum fuel savings.

Modern beauty that improves any decorating scheme can be seen by prospects the minute they set foot inside the door . . . in the clean-cut, streamlined design of TRANE Baseboard Convectors . . . the hidden heat that allows furniture to be placed anywhere . . . no grilles or other interference. TRANE Baseboard Con-

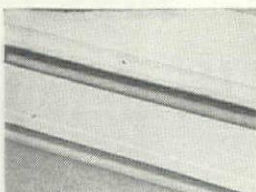
vectors project only $2\frac{3}{4}$ " from walls . . . when recessed, only $1\frac{1}{2}$ ". Paint them to match walls or woodwork.

Golden silence! The relaxing quiet of your houses will never be jarred by annoying creaks or scraping as the heating system warms up. TRANE Baseboard Convector heating element is mounted on floating hangers. No noisy sheet metal ducts . . . no noisy fans.

More for the money! TRANE Baseboard Convectors, plus modern hot water heat . . . mean highest sale value for you . . . highest *resale* value for homeowner. TRANE Baseboard heat lasts as long as the home.

For complete information on TRANE Baseboard Convectors, just call your nearest TRANE sales office or write TRANE, La Crosse, Wis., for free bulletin.

THESE FEATURES SELL THEMSELVES



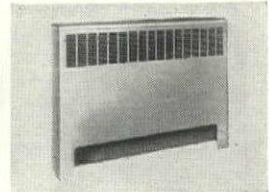
Clean heat! Tell prospects exclusive construction ends dirt streaks on plaster. Rubber sealer on one-piece back blocks heat leaks, the cause of dirt streaking.



Safe to baby's touch! Assure prospects even the heating element is safe to baby's touch . . . and all corners are smooth and rounded to protect probing little fingers.



Cuts housework! Point out streamlined curves. No dust-catching crevices. Bottom is curved for easy access by vacuum cleaner. No messy furnace filters to change.



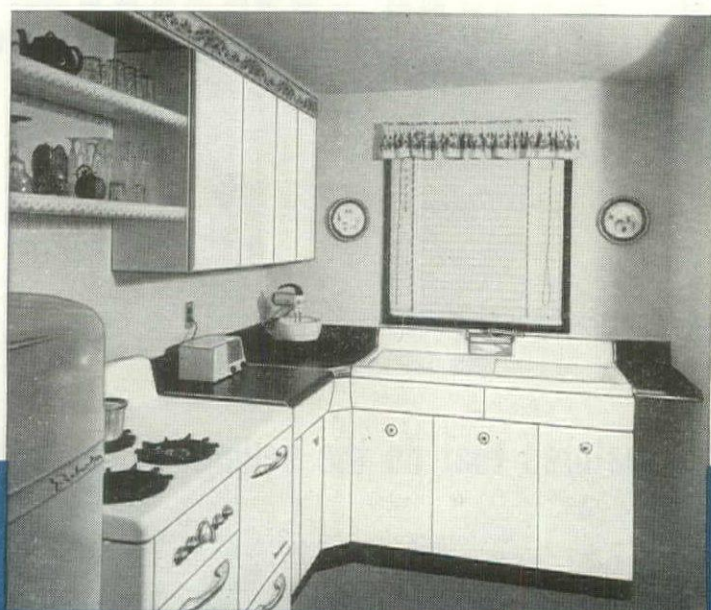
Where wall space is too limited for baseboard, install low cost, handsome TRANE Convectors in kitchens, bath, halls, basement, garage. Can be recessed or free-standing.

Add these *plus* sales features

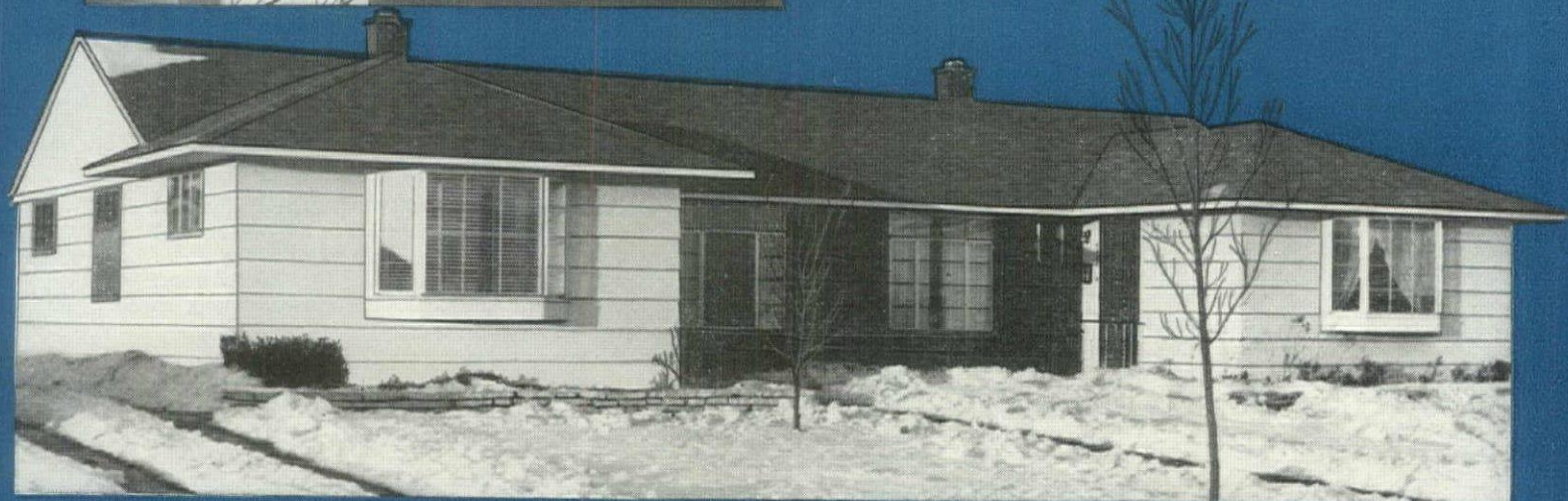
to your houses . . . install modern . . . beautiful

TRANE Baseboard Convectors

THE KITCHEN THAT HELPED SELL A CITY.



American Kitchens



**“American Kitchens No. 1 Selling Feature,” says J. E. MERRION,
Builder of \$25,000,000 Project, Hometown, Ill.**

J. E. Merrion, builder of the Chicago suburban 2,000 home, 310 acre project, Hometown, Ill., labeled American Kitchens the “kitchen that helped sell the city!” He said: “Every builder knows how important the kitchen is in a sale. But with American Kitchens, in every unit in Hometown, my selling job was far easier.”



Ease and swiftness of installation—the savings on labor costs—the work-saving conveniences of American Kitchens as well as their beauty are the reasons why more and more builders are choosing American Kitchens over all other steel kitchens or wood cabinets. Let us prove to you . . .

how famous builders use better quality American Kitchens at lower prices to sell homes faster!

“Cabinets of steel for lasting appeal”




American Kitchens Division
AVCO Manufacturing Corp.
Connersville, Ind. Dept. HH-24

Please send me complete information about American Kitchens and your new Architects' and Builders' File.

Name _____

Address _____

City _____ Zone _____ State _____

AMERICAN KITCHENS DIVISION  CONNERSVILLE, IND.

AZPHLEX ... UNUSUAL COLORS • UNUSUALLY LOW COST



Azphlex, now vinylized, sets completely new standards for the greaseproof tile field. At no extra cost you can get premium colors, outstanding grease resistance and remarkable cleaning ease with this unique flooring — made possible by Azrock's exclusive vinylizing process.

Now you can specify a floor that's far more resistant to all kinds of food fats and oils. You have a wide choice of colors that blend perfectly with modern fabrics and today's decorative trends — cleaner, brighter colors ordinarily found in only the most costly flooring tiles.

You have all this in Azphlex — and more. You have a tile that is so tightly textured, so smooth it won't

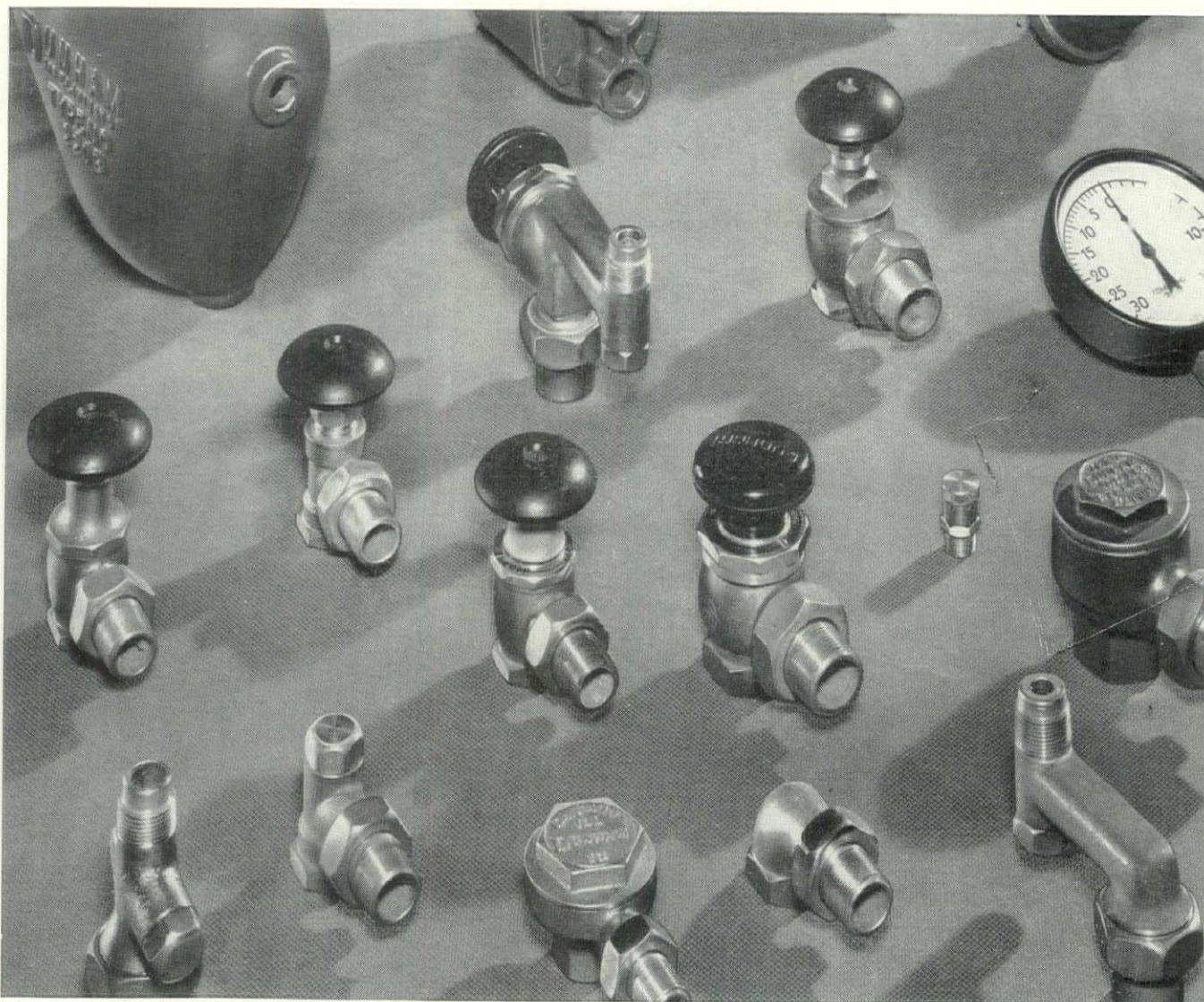
let dirt and grime wear in — makes cleaning a quick, simple job. Wherever food is served, Vinylized Azphlex will perform satisfactorily for years — without feeling its age or showing it.

You'll like what you see when you see the *best* — for a closer look at Azphlex flooring beauty, send for color chart and complete information.

AZPHLEX

VINYLIZED TILE

AZROCK PRODUCTS DIVISION • UVALDE ROCK ASPHALT CO.
FROST BANK BUILDING • SAN ANTONIO, TEXAS
MAKERS OF VINA-LUX • AZROCK • DURACO • AZPHLEX



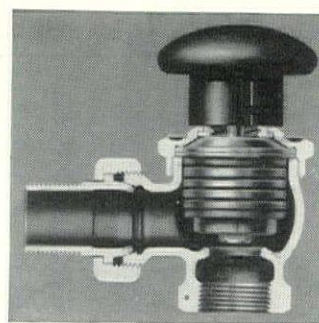
IT'S PROBABLY RIGHT ON THIS PAGE...

Every *Steam Heating Specialty You Need* is probably in the Dunham line, represented in the photo above. After all, Dunham's Specialties line is as complete as you'll find... *anywhere*. Every item has design features that mean better heating performance.

Dunham Packless Valves for example, do not have springs, packing or stuffing boxes. These *truly* packless valves cannot clog or corrode, since steam, water and dirt cannot come in contact with the valve spindle. As a result, the valve handle moves freely at all times—and *fully opens and closes in less than one turn*.

Dunham Packless Valves are constructed from precision-machined, all-brass castings and carry an indicating dial. Available in 4 body patterns and in 5 sizes.

For all the facts about Dunham's *complete* line of Heating Specialties, just clip and mail the coupon.



Dunham No. 1140 Packless Radiator Valve;
4 patterns, 5 sizes from 1/2-in. to 1 1/2-in.



HEATING SPECIALTIES

RADIATION • UNIT HEATERS • PUMPS • SPECIALTIES

QUALITY FIRST FOR FIFTY-ONE YEARS

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Dept. HH-2, 400 W. Madison St.
Chicago 6, Illinois
Send Heating Specialties Literature.

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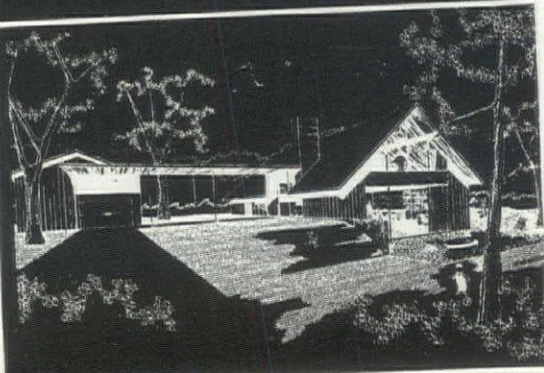
family earning from \$300
month to \$300 a week gets . . .

A top-planned and tested house
A top-planned neighborhood
Unequaled space for gracious living—
good eating—efficient operation
Three bedrooms or up to five bedrooms
and three baths
Many plans to choose from
First-class materials and equipment
Flexible arrangement for changing
family requirements



For franchise information, write, call,
or wire today to Techbuilt, Inc., 55
Brattle Street, Cambridge 38, Massa-
chusetts, UNiversity 4-2380.

TECHBUILT



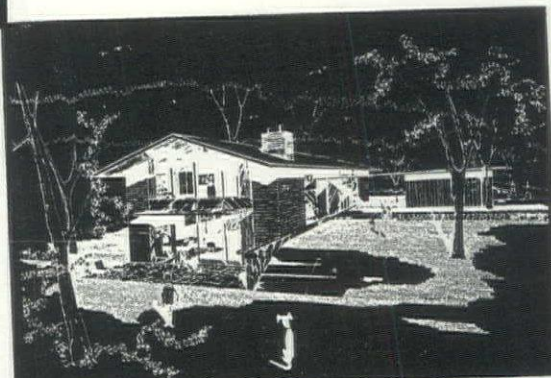
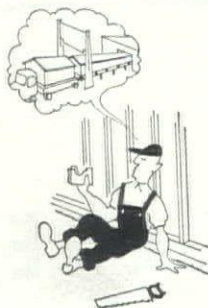
THE

TECHBUILT

IDEA

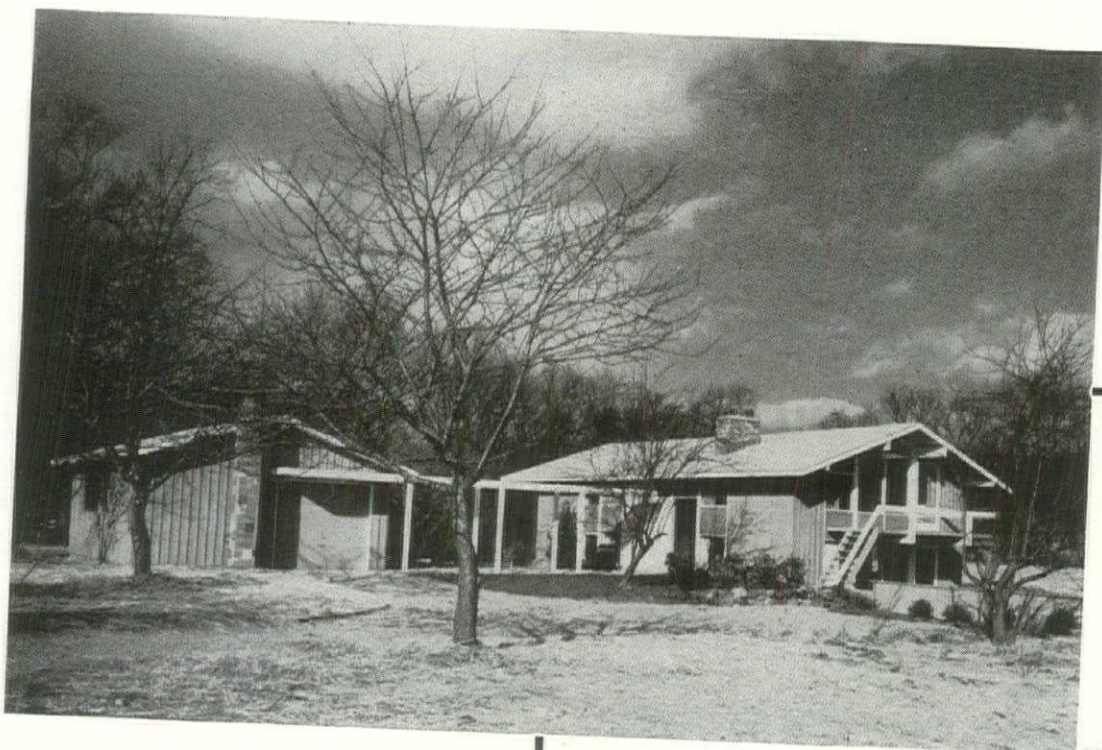
A franchised Techbuilder gets . . .

- Top-rate design
- Top-rate site planning
- Proven buyer appeal
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(see following pages)
- Unparalleled news value
- Proven production economy
- Efficient, simple construction
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- Most space for money
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from \$10,000 to \$30,000



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We are pleased to introduce on the fol-
lowing pages many of the top-notch
products which are features of the
Techbuilt house.

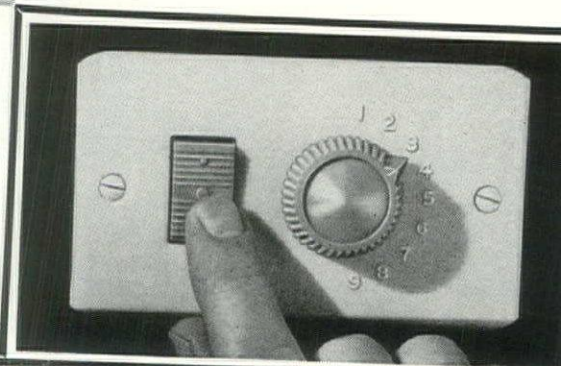


There's convenience and styling
in the remote-control wiring
That lights up the house that

TECHBUILT

FOR THE TECHBUILT HOUSE —

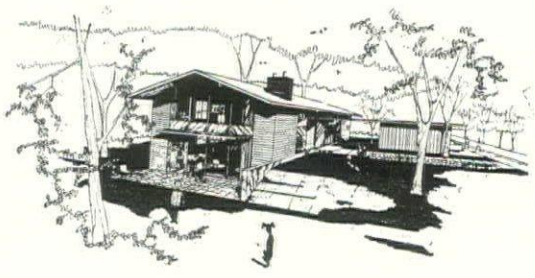
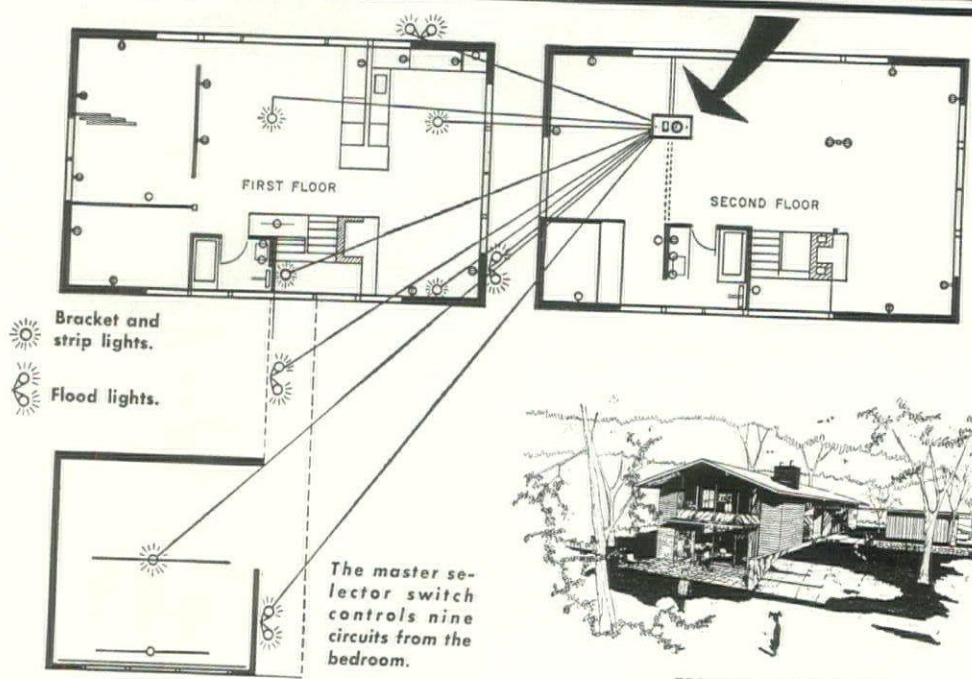
**a G-E remote-control
wiring system adds
a lot of convenience
at very little cost**



Home owners can turn out the house lights at night—flood the yard with light—or do other important lighting jobs—right from their bedside! You can give them the wonderful luxury of multi-point switching *at a price they can afford* by providing a General Electric remote-control wiring system.

Each circuit can have as many control points as desired. The silent wall switches are connected by inexpensive, easily-installed, 24-volt wires to relays which do the actual on-off switching of the higher voltage. Master switches, which can be located at the bedside, front door, or other convenient spot, will control as many as nine circuits.

For more information on this low-cost luxury, write for the "G-E Remote-Control Manual of Layout and Installation," Section D117-26, Construction Materials Division, General Electric Company, Bridgeport 2, Connecticut.



TECHBUILT VARIATION

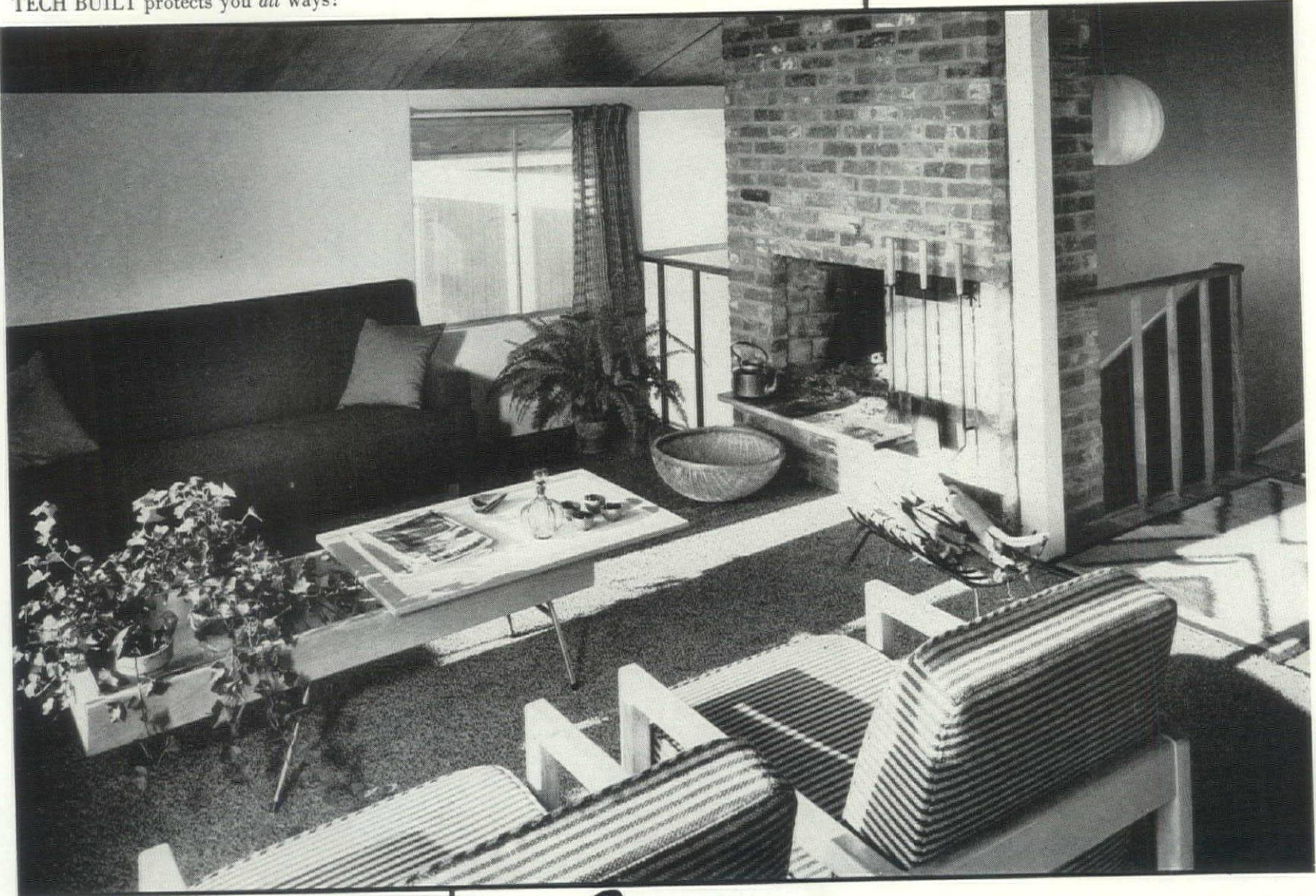
You can put your confidence in—

GENERAL  ELECTRIC

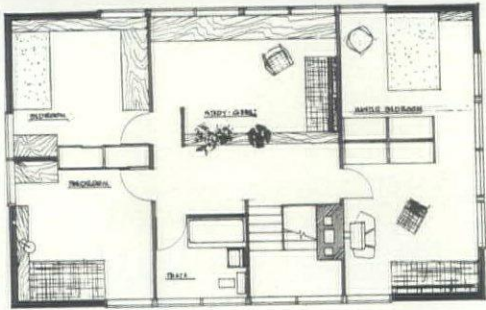
AIRFOAM Cushioning Assures Lasting Comfort, Lasting Beauty—and easy upkeep!

THIS "REALLY-LIVING ROOM" owes much of its charm, livability—and practicality—to furniture cushioned in AIRFOAM. Both built-in and moveable pieces feature this most popular of all foam cushionings in seats, backs and armrests.

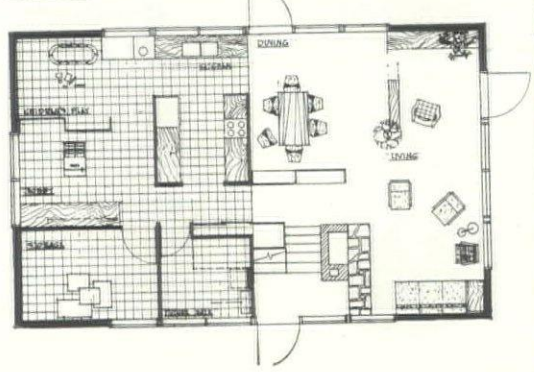
AIRFOAM helps any style furniture look smarter, feel more luxurious—and *keep* those qualities through the years. AIRFOAM plumps *itself* up after using—stays cool, fresh, plump and inviting with minimum care. Its buoyant, form-fitting comfort never breaks down. A boon to allergy sufferers, too, AIRFOAM is an outstanding example of how The House That TECH BUILT protects you *all* ways!



Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



SECOND FLOOR

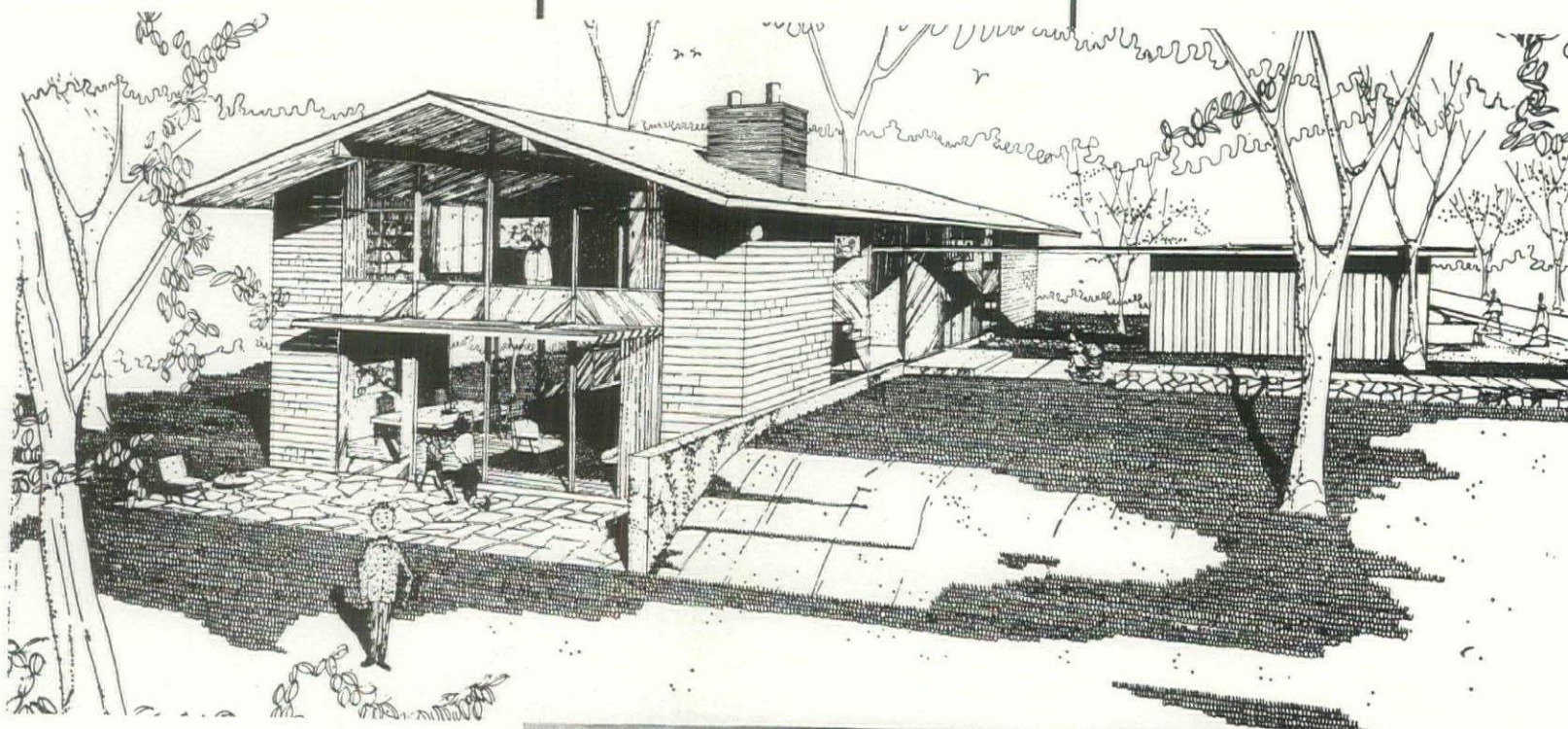


Airfoam MADE ONLY BY
GOOD YEAR
 THE WORLD'S FINEST CUSHIONING

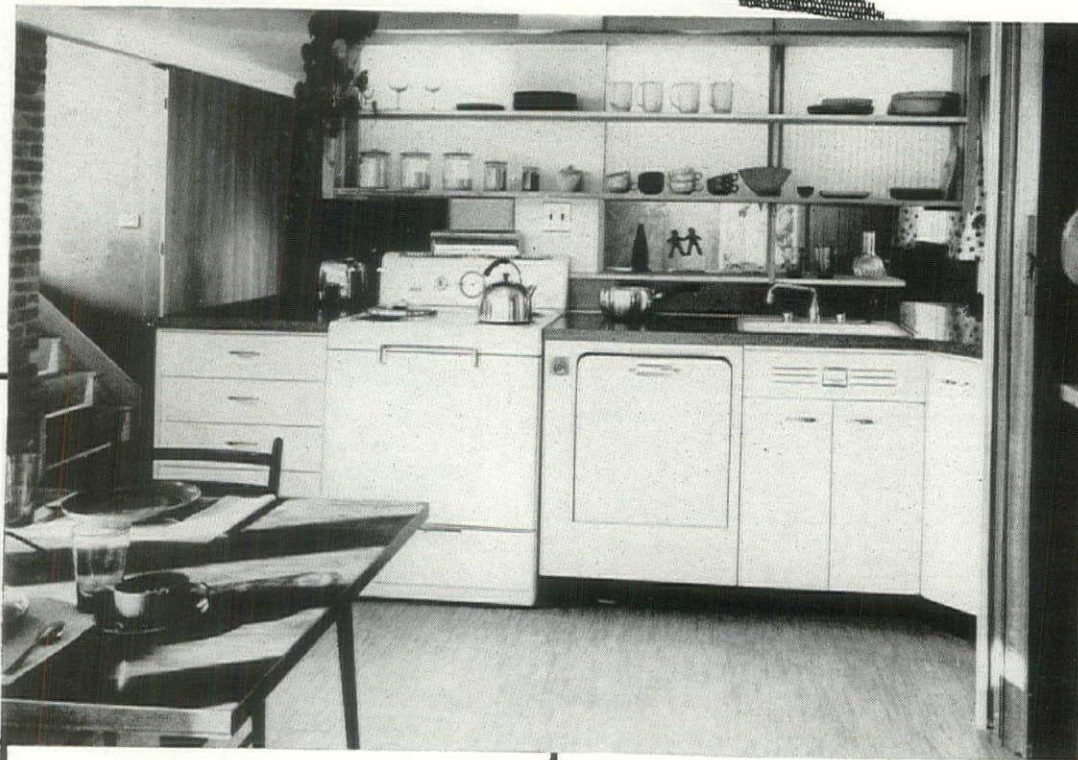
*This sofa's a treat
 With a foam rubber seat
 As used in the house that*



Naturally, the **TECHBUILT**



*Techbuilt Home designed by
Carl Koch and Associates,
Cambridge, Massachusetts.*



*The Hotpoint Kitchen
that's so bewitchin'
installed in the house that . . .*

TECHBUILT

Home Includes . . .

Hotpoint

All-Electric Appliances

In keeping with the plan to present the newest, most modern methods of erecting moderately priced, completely modern homes, Techbuilt selected Hotpoint Appliances for the Techbuilt Home. This came as a result of Techbuilt's observation of the unusually high acceptance Hotpoint has enjoyed in popularizing other projects.

Here again, Hotpoint Electric Appliances were selected for their unequalled performance record. Builders everywhere are learning the importance of equipping their homes with Hotpoint. This is the "plus" that buyers are demanding in today's homes. Hotpoint has a completely coordinated merchandising program for builders. It would be well worth your time to investigate it. Talk to your Hotpoint distributor or write Builder's Division, Hotpoint Co., 5600 West Taylor Street, Chicago 44, Illinois.

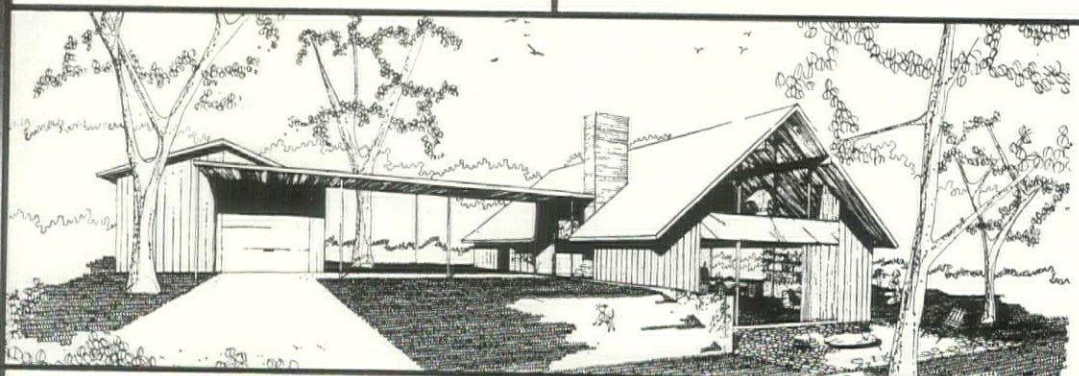
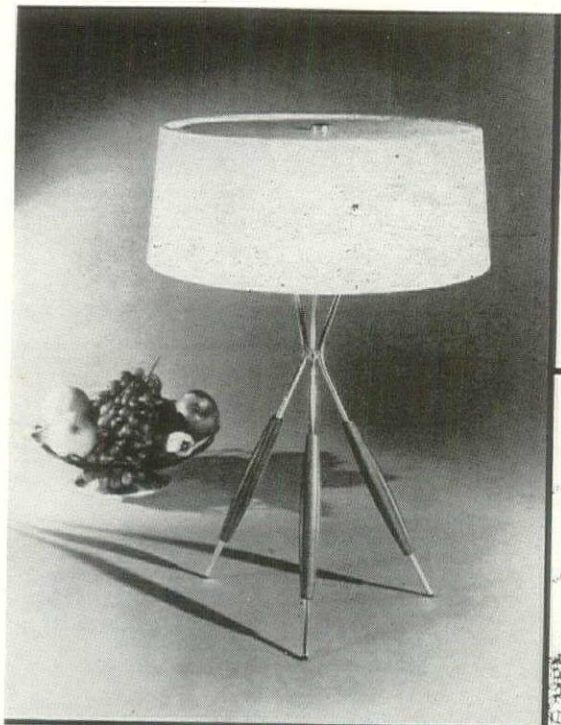


*The laundry by Hotpoint
to change their viewpoint
installed in the house that . . .*

TECHBUILT

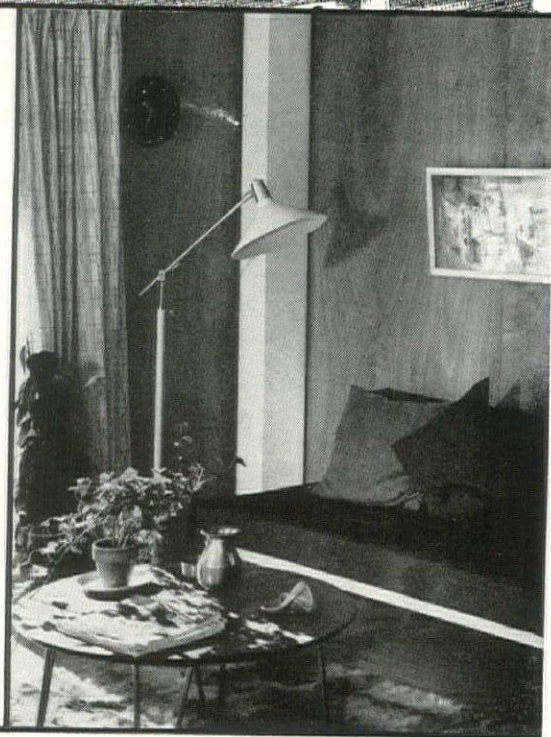
Hotpoint

.. Pacemaker of Progress!



Wonderful things are happening in lighting . . . and in housing. In lighting it's the crisp contemporary design and engineered flexibility of lamps and fixtures by Lightolier. In housing it's the Techbuilt House which features lighting by Lightolier.

Lamps and fixtures with a trim, crisp simplicity . . . lighting devices that raise and lower, turn from side to side to follow your every need . . . engineered illumination through unique baffles and filters that eliminate glare . . . these are the marks of lighting by Lightolier. In the lamps and fixtures shown here and in hundreds of other designs, look for the name Lightolier. It's a guarantee of the best . . . the wonderful things that are happening in lighting.

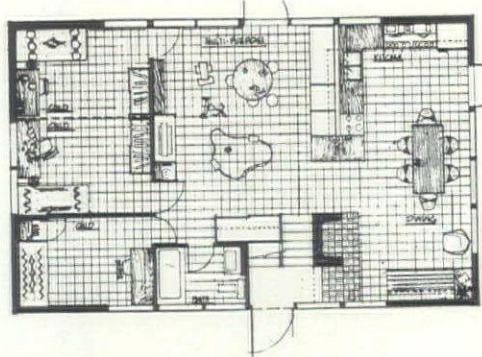


LIGHTOLIER

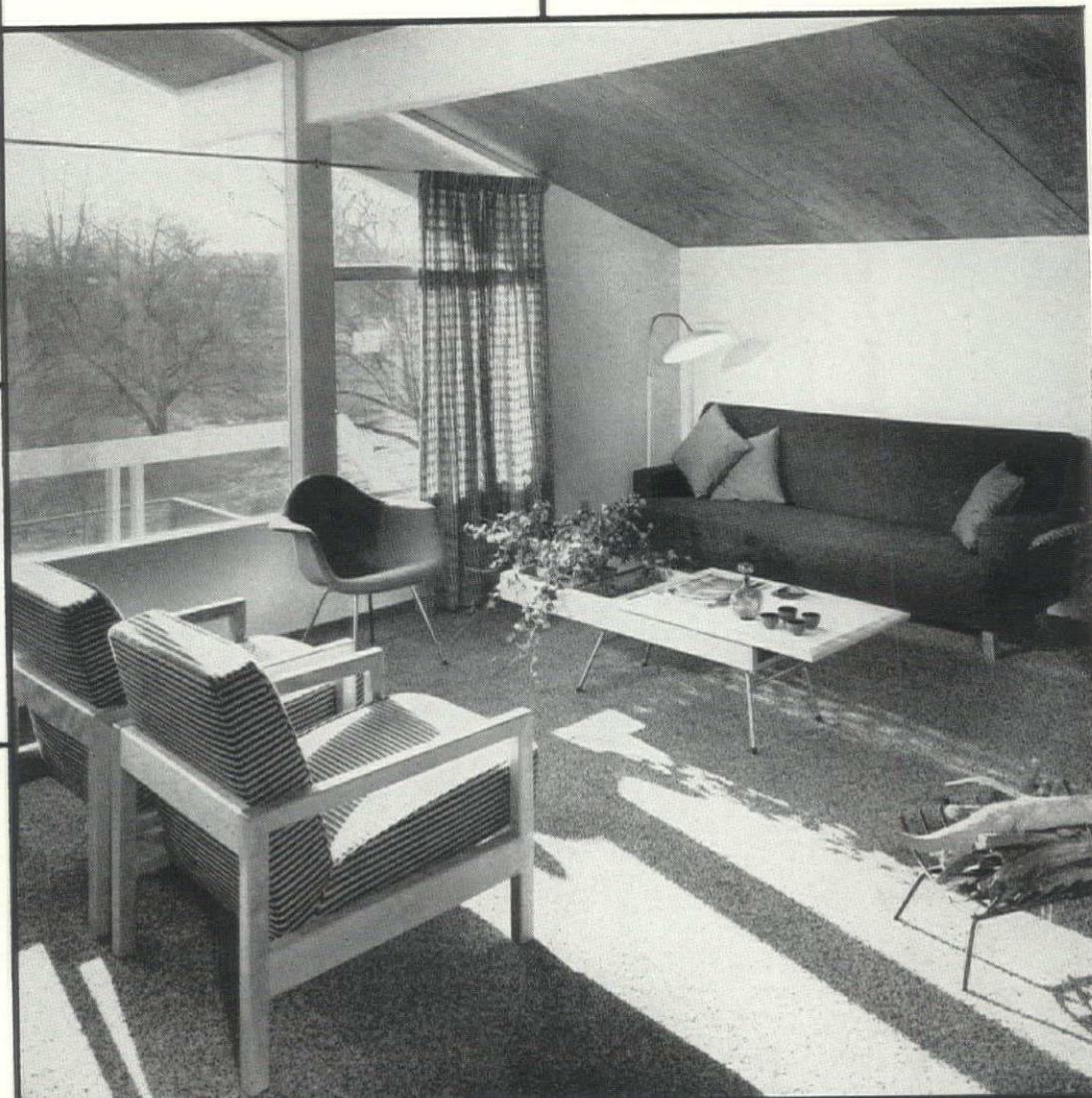
Jersey City 5, N. J.

*This is the light
So kind to sight
That brightens the house that*

TECHBUILT



Send 25¢ to Dept. HH-2 for "The ABC of Modern Furniture," a profusely illustrated exposition of the theory of contemporary design.



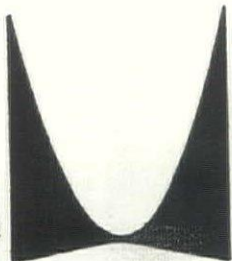
The requirements of modern living—a pleasant environment, efficient performance and lightness, strength and durability—are met in all Herman Miller furniture. The successful accomplishment of these aims make it a favored choice of architects and interior designers. Herman Miller furniture is designed by George Nelson and Charles Eames.

*These comfortable sofas,
Each table and chair
Aesthetically pleasing,
Resistive to wear,
Help comfort us all in*

TECHBUILT



herman



iller furniture co.

Zeeland, Michigan

"America's Foremost Collection of Modern Furniture."

BEAUTY AND PROTECTION SUPPLIED BY REZ

the natural wood finish that becomes part of the wood!



Rez color-tone used on garden fence serves a two-fold purpose: to introduce a custom color (Obtained by mixing Sage and Cedar REZ) . . . and to "weatherproof" the finish with REZ deep-sealing.

Clear **Rez** used as sealer and primer beneath exterior paint resulted in a superior job at minimum labor cost. REZ is applied faster, easier than ordinary priming coat; paint goes on better over REZ-treated wood.

*The weather's so rough,
We keep the boards tough
With Rez on the house that*

TECHBUILT

Rez becomes part of the wood!

Rez penetrates wood,

goes deep into the grain to seal and protect it against weather outdoors . . . to reduce moisture-absorption and prevent swelling, shrinking and warping indoors, in paneling, cabinet built-ins, drawers, furniture.

Rez glorifies wood . . .

brings out the grain, never hides it. Clear REZ makes fine wood even more beautiful. And color becomes part of the wood when you use REZ color-tones, as they come or mixed for an infinite variety of natural effects.

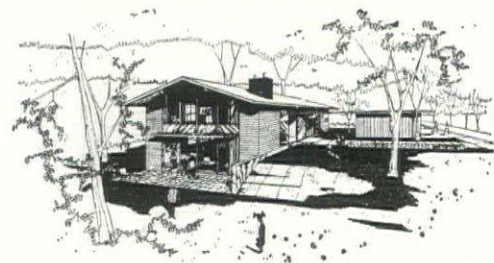


Rez LAUX

LAUX Rez:
Reg. U. S. Pat. Off.

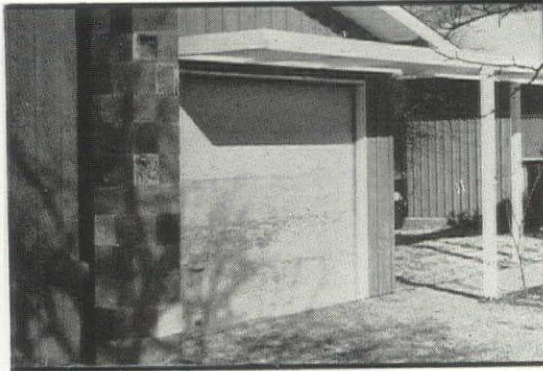
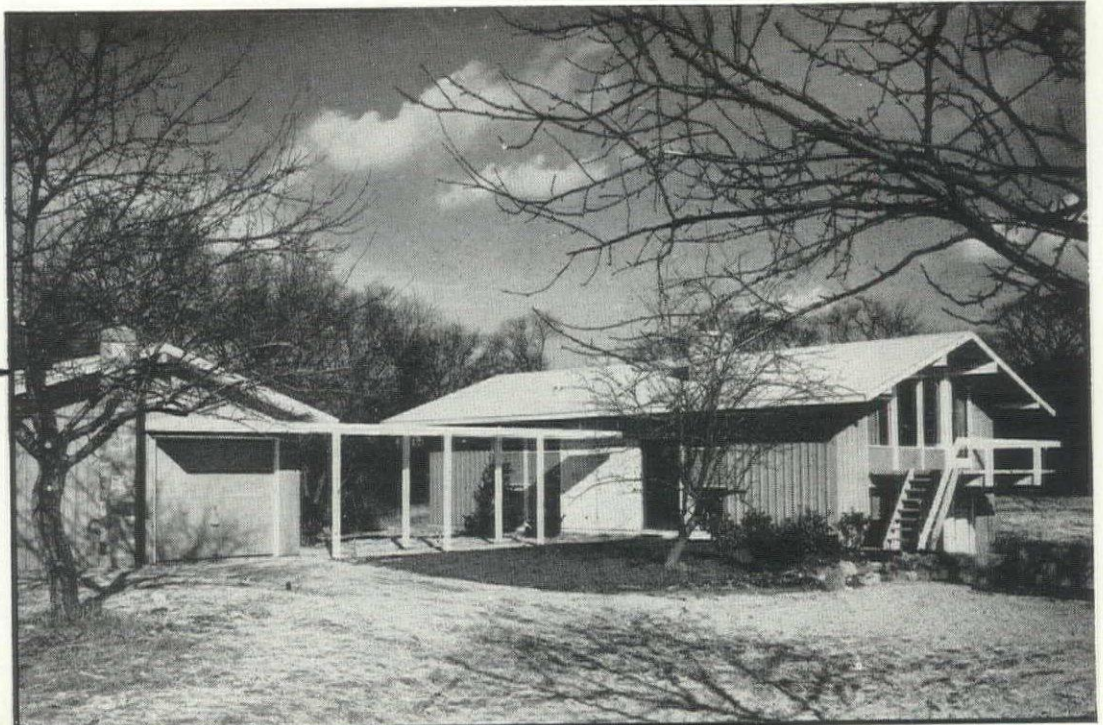
MONSANTO
SERVING INDUSTRY...
WHICH SERVES MANKIND

MONSANTO CHEMICAL COMPANY
Merchandising Division
St. Louis 4, Mo.



America's Great Name in
QUALITY DOORS...

The "OVERHEAD DOOR"



MIRACLE WEDGE*
Weathertight Closure
SALT SPRAY STEEL*
Tracks and Hardware

*Trade Mark

The long life and easy operation of The "OVERHEAD DOOR" are the result of three essentials:

QUALITY CONSTRUCTION—The finest woods available are used, mortised and tenoned, glued, steel doweled, with rebated weatherjoint. Sixteen (or more) strong hinges and four corner supports insure strength and rigidity.

PERFECT BALANCE—New tapered drums, combined with torsion springs on continuous shaft, produce a counterbalance that does for the door what power steering does for a car.

EXPERT INSTALLATION—This quality door is installed by trained men to insure years of easy operation. Prompt local service is available.

*The "Overhead Door"
Lifts with ease from the floor
Of the shop-and-garage that*

TECHBUILT

OVERHEAD DOOR CORPORATION
Hartford City, Indiana

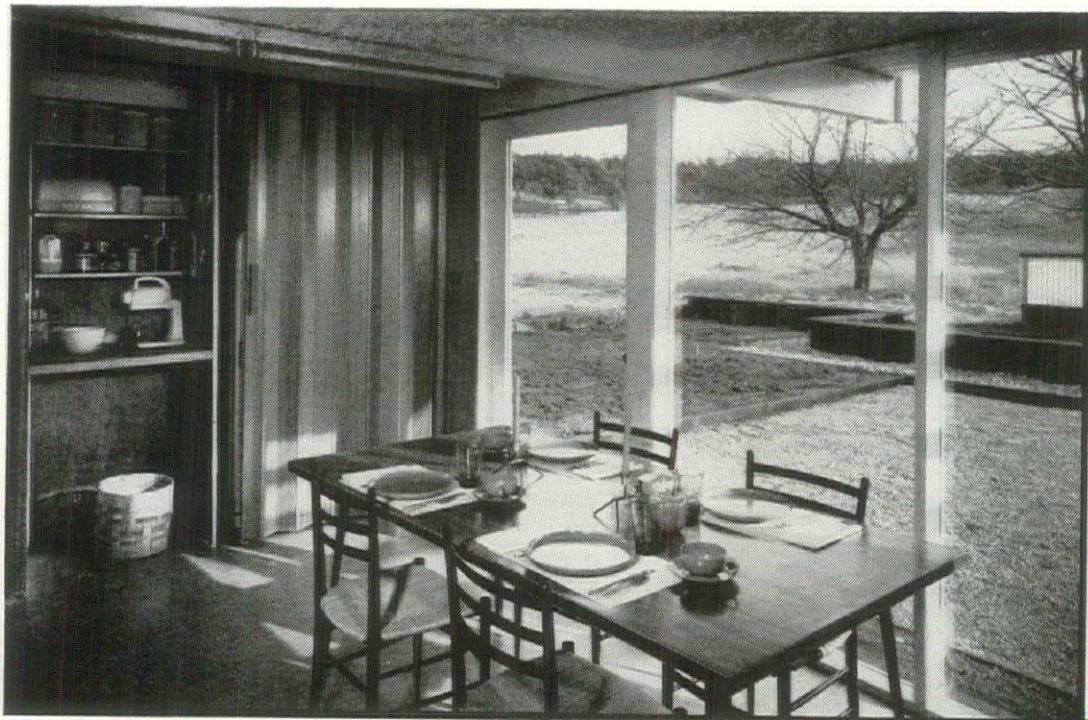
Manufacturing Divisions

Hillside, N. J.	Cortland, N. Y.
Nashua, N. H.	Lewistown, Pa.
Dallas, Tex.	Portland, Ore.
Oklahoma City	Glendale, Cal.

THE
OVERHEAD DOOR
TRADE MARK

RESIDENTIAL — COMMERCIAL — INDUSTRIAL

NATION-WIDE Sales ♦ Installation ♦ Service

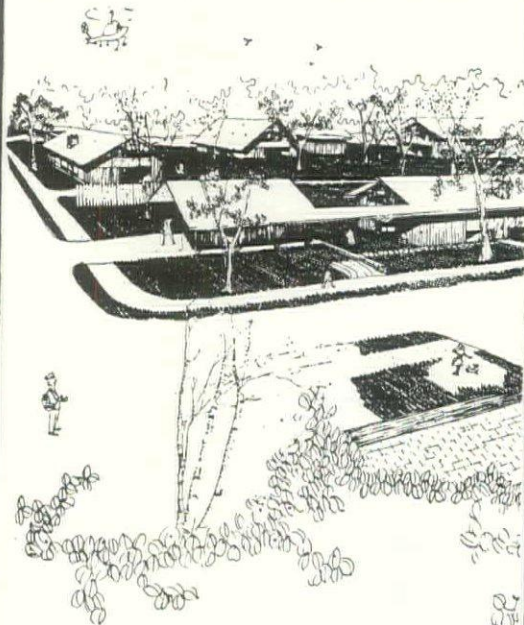


Pella[®]

WOOD FOLDING DOORS

**decorative
economical
quickly installed**

Pella Wood Folding Doors partially closed across refrigerator and storage space in kitchen-dining area of Techbuilt house. Pella Doors are ideal space-saving closures for any interior opening. Their natural beauty blends perfectly with furniture and other woodwork.



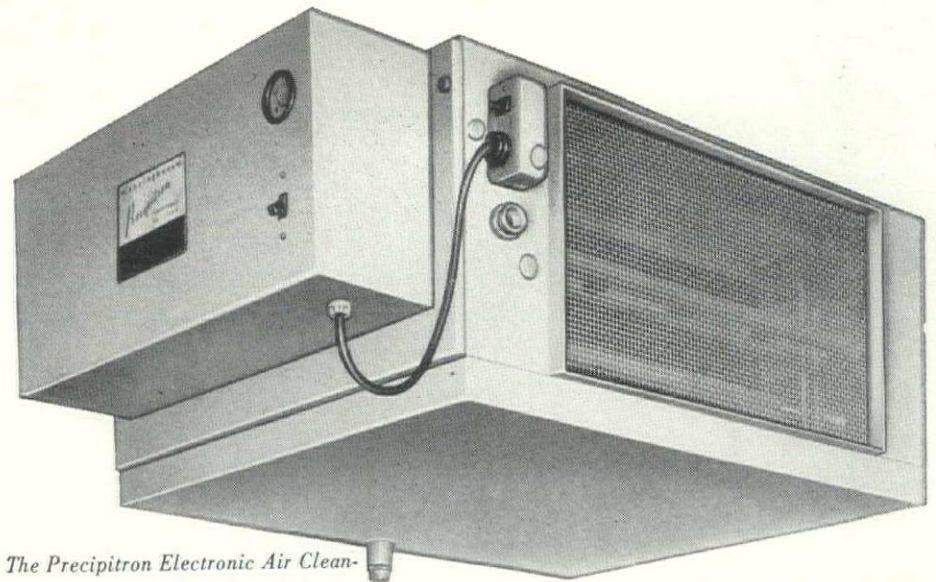
As room dividers in Techbuilt house, Pella Wood Folding Doors lend a flexibility and spaciousness to living room-bedroom-den combination. Stock and custom sizes are available, finished or unfinished. Consult local Pella distributor. Or write for literature, Rolscreen Company, Dept. F-17, Pella, Iowa.

*This is the door that
folds in the house that*

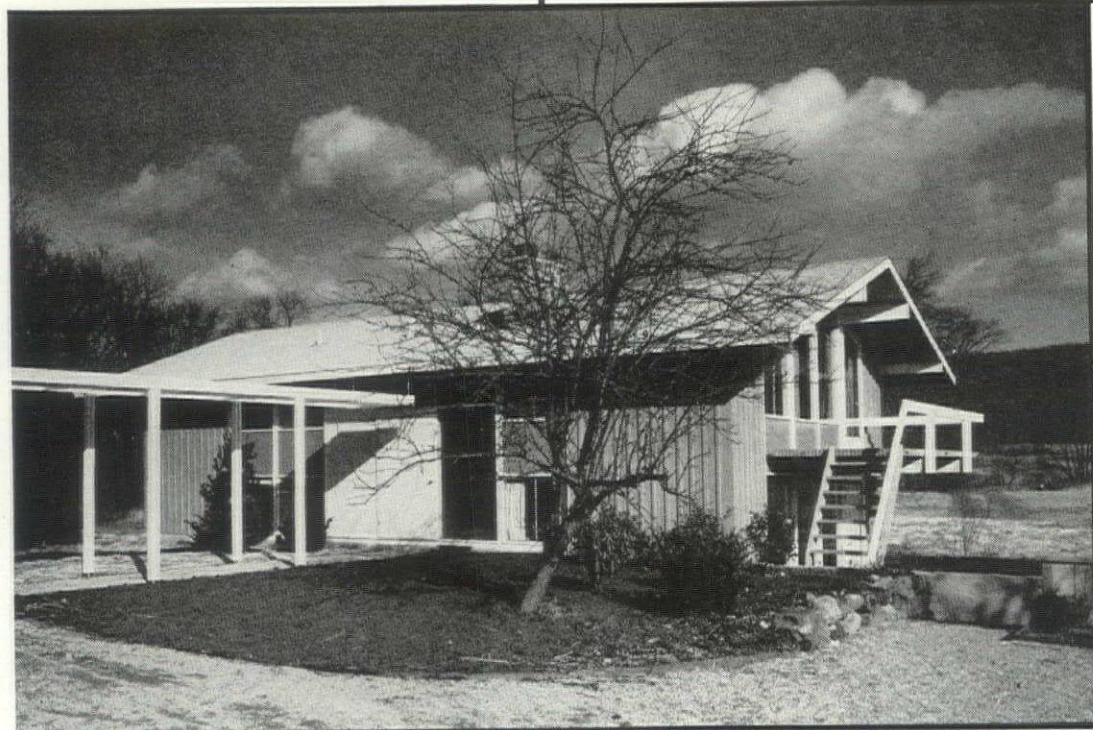
TECHBUILT



Westinghouse
PRECIPITRON
 the electronic air cleaner



The Precipitron Electronic Air Cleaner removes all dirt, dust, tobacco smoke and pollen from the air circulated through the TV house.



*This little machine
 Keeps the air sweet and clean
 That's breathed in the house
 That*

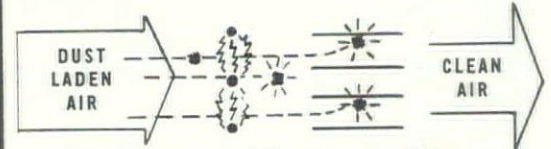
TECHBUILT

Here's the newest thing for modern homes! This new low-cost air cleaner automatically keeps the air dirt-free, dust-free, smoke-free and pollen-free. It works by electronic attraction. Even the tiniest particles are collected, then washed down the drain once a month at the flick of a switch.

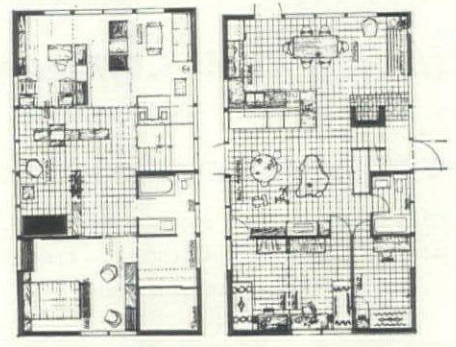
Precipitron keeps furnishings, finishes, and fixtures sparkling clean and fresh. It minimizes housework, protects belongings and guards health.

For full details, call your local Air Conditioning Distributor today. He's listed in the Yellow Pages.

Ask for Booklet B-5179. Or write Westinghouse Electric Corporation, Air Conditioning Division, Hyde Park, Boston 36, Mass.



Air-borne particles get a positive charge as they pass through an electrostatic field, and are unflinching forced to grounded collector plates. Here they are held until flushed down the drain.



Westinghouse
PRECIPITRON
 the electronic air cleaner

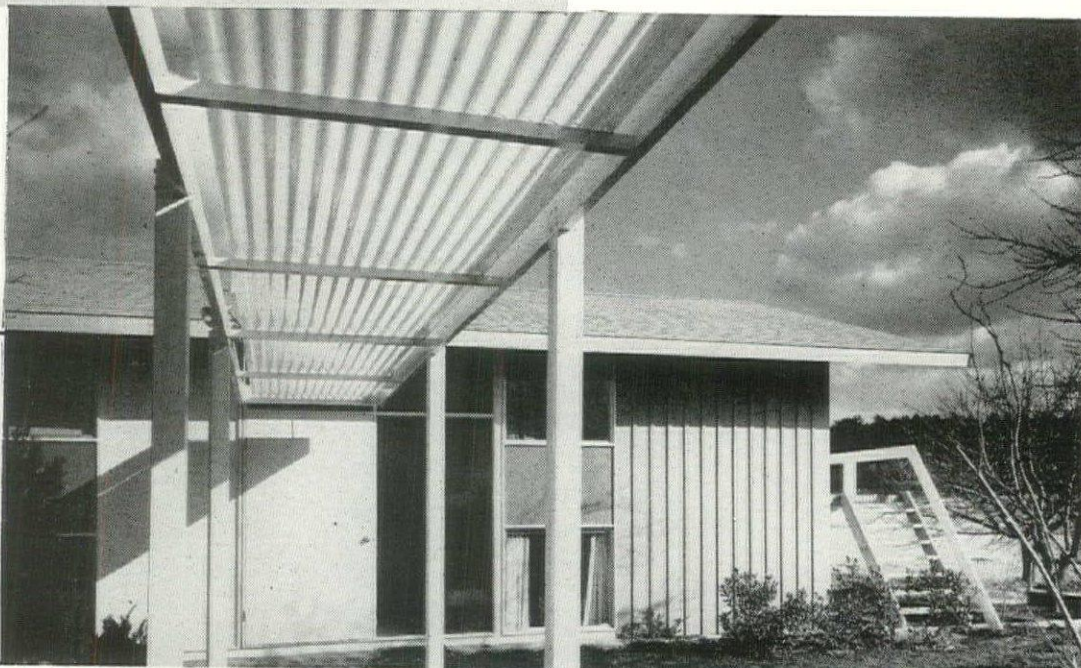
genuine

Alsynite

THE ORIGINAL TRANSLUCENT FIBERGLAS PANEL

Genuine Alsynite was chosen by the designers for the breezeway (shown below) and for the light-transmitting garden fence of the Techbuilt Home. Ideal indoors and out, shatterproof Alsynite has unlimited design possibilities. It can be sawed and nailed, cutting installation costs; 24 permanent colors, corrugated or flat. Alsynite Company of America, San Diego 9, California.

*This translucent roof
Is snow-and-rain proof,
As it leads to the house
that*

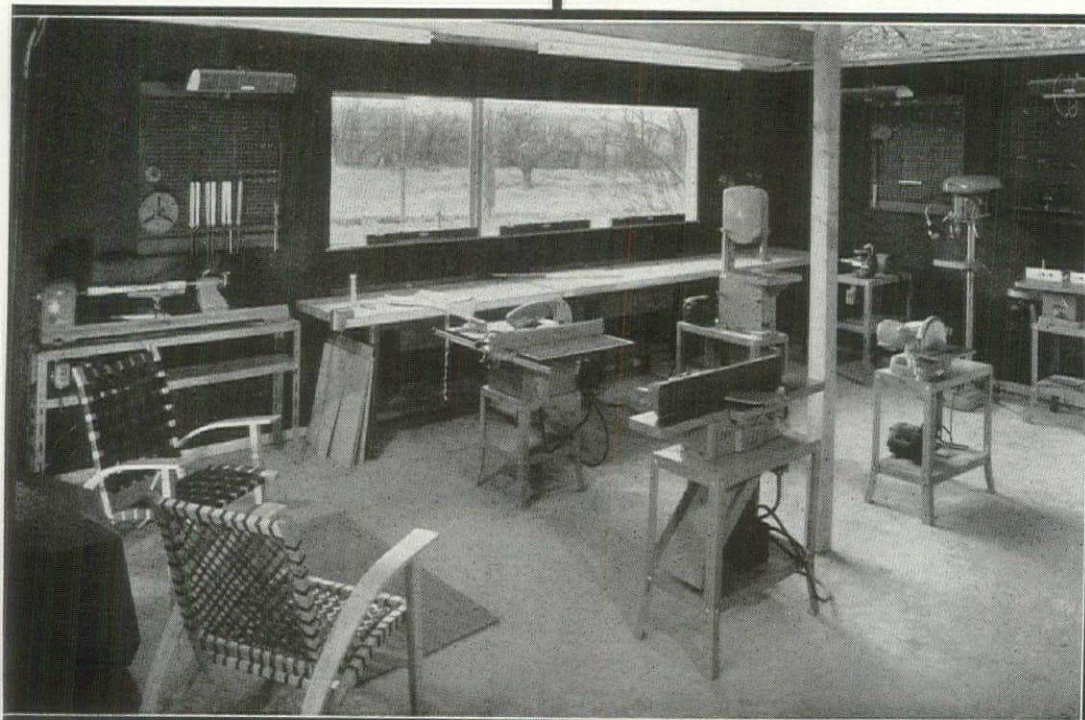
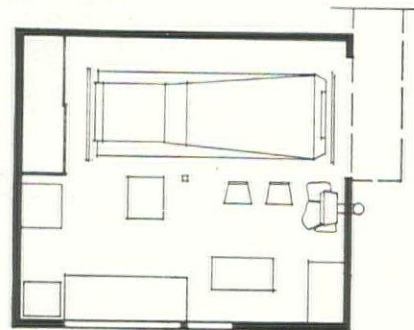


you can DO so much MORE so much BETTER with Atlas POWER TOOLS

Whatever your requirements for power tools . . . building, finishing, remodeling or furnishing a home . . . or just plain recreation . . . you can't beat ATLAS TOOLS. Compare them for accuracy, capacity, performance or value . . . they're always tops, always America's finest power tools.

The Atlas tools used in building the Techbuilt house included: circular saw, band saw, jointer-planer, lathe, sander, shaper and drill press. See them at your Atlas Dealer's—write for literature!

LOOK FOR the all-new No. 3021, 8", tilt-arbor, ball bearing saw. See its ten completely new features . . . see why it's being acclaimed America's newest and finest circular saw!



*We are the guys
that manufacture the
tools that made
the house that*



Atlas Press Company

236 N. PITCHER ST., KALAMAZOO, MICH.

SINCE 1911 . . . QUALITY MANUFACTURERS OF

ATLAS WOOD WORKING POWER TOOLS — ATLAS
METAL WORKING MACHINE TOOLS — CLAUSING
HEAVY DUTY MACHINE TOOLS

MODERN MORTGAGES

A monthly report on important developments in the modernization of mortgage credit, with particular emphasis on the expanding potential of the package mortgage, the open-end mortgage and the expandable mortgage.

President's Housing Committee recommends FHA adopt open-end mortgage

Here is the big news about FHA and the open-end mortgage. For years the big stumbling block barring universal acceptance of the open-end plan was the refusal of FHA to work out procedures for insuring the additional advances (FHA said it had no such authority from Congress).

Now the President's Committee on Housing Policy has urged immediate legislation to bring FHA in line. Prompt action on the recommendation is indicated by the enthusiastic reaction of Senator Homer E. Capehart (R, Ind.), chairman of the Senate committee responsible for housing legislation. Said he:

"By permitting the open-end clause in its insurance contract, FHA will increase the basic soundness of the mortgages it insures, prevent the spread of blight and housing deterioration, and help to improve and increase the housing supply. At the same time it will facilitate a high level of construction expenditures and employment. The open-end mortgage offers an easy and inexpensive means of enabling the small home owner to improve and better maintain the value of his property. By encouraging an orderly and sound extension of the mortgage debt, the home owner will not be saddled with a heavy repayment schedule and high financing costs when he puts in improvements."

Committee report. Here is what the FHA-VA subcommittee* reported to the President: "Your subcommittee recom-

mends that the pertinent provisions of the National Housing Act be amended to permit the FHA to include in its mortgage insurance contract the so-called "open-end" clause. Funds advanced under an insured open-end mortgage should be used exclusively for repairs, improvements, enlargements, modernization and permanent additions to realty."

Improvement and impact. "Use of the open-end mortgage should assist in the maintenance and improvement of the housing supply. It provides a method by which the home owner could readily obtain funds (without refinancing and associated costs of a new loan closing and recording) to finance modernization, repair or expansion of home properties as his family grows or his economic status improves. Widespread use of the open-end

mortgage would have a significant effect on the economy of the nation."

No great task. "Certain changes in FHA regulations and procedures would be required as well as amendment of Section 204 of the National Housing Act, which governs issuance of debentures in connection with the default of an insured mortgage loan. It is our opinion that the required regulatory changes and statutory amendments can be made without excessive difficulty and we so recommend."

Problem and solution. "One of the major stumbling blocks to widespread use of the open-end mortgage has been the legal requirements in some states that a full title search be made in connection with an additional advance. This problem is being overcome, however, as some of the largest title companies in the country are now offering a title service at the relatively low cost of \$5 per \$1,000."

* Members: Rodney M. Lockwood, past president, National Association of Homebuilders, chairman; William A. Marcus, past chairman of Committee on Real Estate Mortgages, American Bankers' Assn.; Robert M. Morgan, past chairman, Committee on Mortgage Investments, National Association of Mutual Savings Bank; Thomas W. Moses, chairman, American Legion Housing Committee; John J. Scully, vice president in charge of real estate, Chase National Bank.

Reactions to the recommendation are highly favorable

George C. Johnson, president, Dime Savings Bank of Brooklyn (which holds \$84.5 million in FHA mortgages):

"A very sound recommendation . . . the open end is singularly adaptable to the modernization of two-bedroom economy houses built in '47 and '48, many of which need repairs or additions. Home owners would be able to get loans without high initial fees or carrying charges beyond their means."

L. Douglas Meredith, executive vice president, National Life Insurance Co. of Vermont:

"The open end is an integral part of modern mortgage financing. Every house becomes obsolescent sooner or later; the open end can retard the rate of obsolescence, preserve the housing inventory longer."

H. R. Northup, executive vice president, Na-

tional Retail Lumber Dealers Assn.:

" . . . One of the greatest boons. The very fact of FHA recognition of this sound principle should greatly stimulate a like type of lending by all other mortgage institutions."

W. A. Clarke, president, Mortgage Bankers Assn.

" . . . A great thing for the public and the mortgage lender. I only wish the report had urged at the same time that FHA bend its efforts to get some of the awkward state legislation changed—as was done when FHA began in 1934."

Milford Vieser, vice president, Mutual Benefit Life Insurance Co.:

"It has my wholehearted endorsement. The open end can do much to arrest the rapid depreciation and obsolescence of our housing inventory, do much to keep housing healthy."

John Gray Jewett, vice president, mortgage

loan department, Prudential Insurance Co. of America (which probably makes open-end mortgages in more states than any lender):

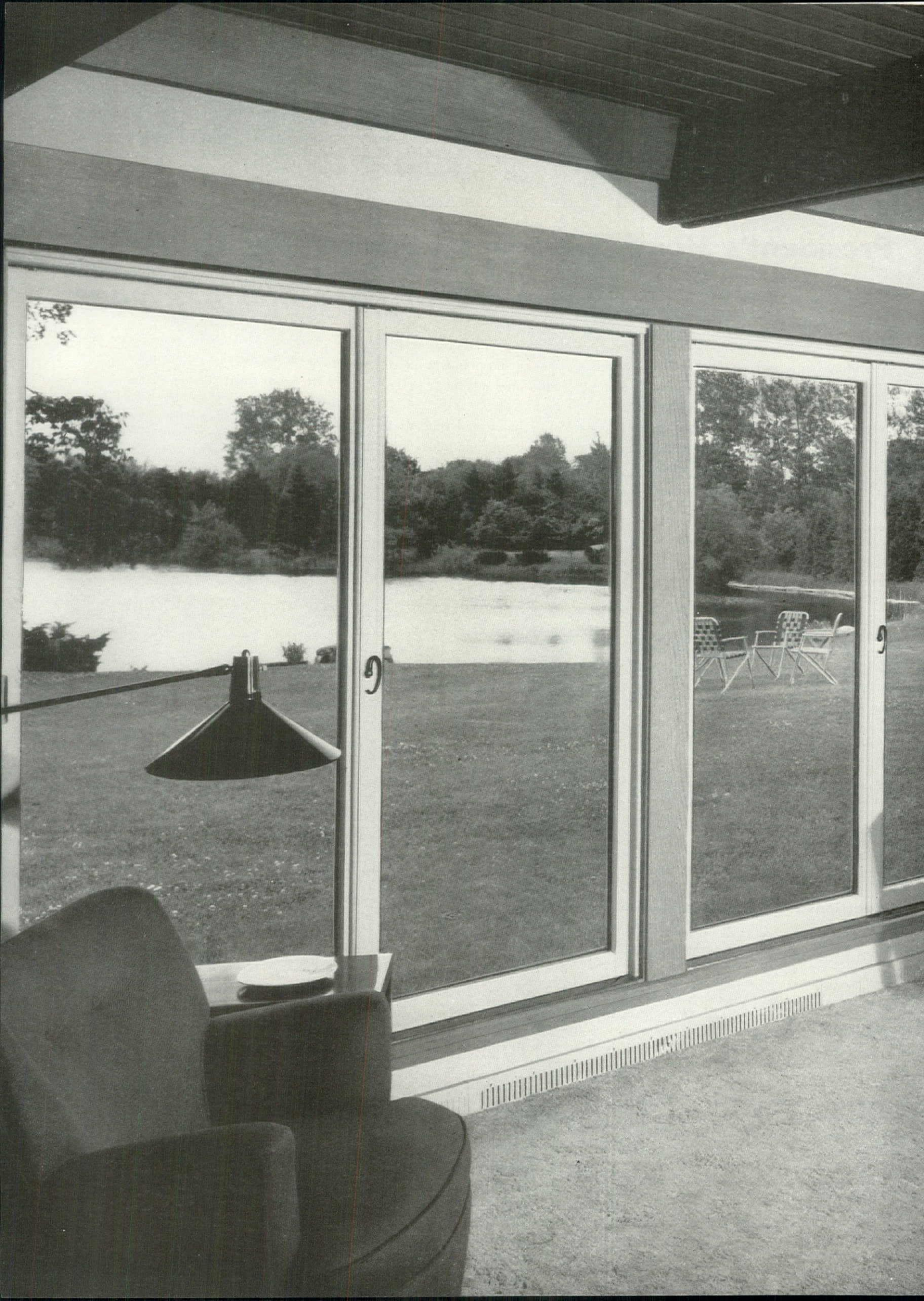
" . . . Definitely beneficial. It will let the borrower, at the lender's option, increase his open-end mortgage without undue expense."


J. L. Wood, ass't treasurer, Johns-Manville:

" . . . A forward step. The open end will make available the needed credit for home expansion heretofore unavailable because of a lack of suitable home modernization credit. A tremendous market in home remodeling could act as a tremendous bolster to the nation's economy."

Ronald J. Chinnock, president, National Association of Real Estate Boards:

"We are pleased to see the recommendation, believe it will serve the cause of expanded home ownership and better quality housing."





WINDOWALL of Andersen Gliding Window Units

PERFECT PLAN FOR OUTDOOR BEAUTY

Here's a home with an ideal setting to make outdoor beauty a part of family living. Architect Donald Grieb has used Andersen WINDOWALLS to accomplish this purpose effectively. You can do the same with WINDOWALLS in the homes you plan or build. Yes, Andersen WINDOWALLS, like these Gliding Window Units, capture outdoor beauty, flood the home with sunshine, bring in plenty of fresh air. Yet they're weathertight to serve as an efficient wall to wet or wintry weather. They're both windows and walls. They're Andersen WINDOWALLS...precision engineered of toxic-treated, insulating wood.

Write for Detail Catalog or Tracing Detail File; or see Sweet's Files for specification data. WINDOWALLS sold by millwork dealers.

*TRADEMARK OF ANDERSEN CORPORATION

Andersen
Windowalls*
COMPLETE WOOD WINDOW UNITS

Andersen Corporation
BAYPORT, MINNESOTA

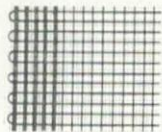


Slot (A) engages screws in top of window frame by pushing tab on fitting (B) which slides in slot (C).



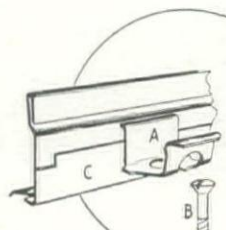
**5
SCREWS**

are used to install TENSION-tite screens. (A sixth screw is employed for extra wide screens). A screwdriver is the only tool used.



**REINFORCED
SELVAGE**

Fits tightly against blind stops.



CATCH (A) ENGAGES SCREWS (B) ON SILL

Guide Bar C is temporarily detached (below) to serve as a template, correctly positioning the screws at top and bottom for a tight fit. Returned to the screen (above) it keeps the bottom of the screen closed tightly against sill.

Save
ON ORIGINAL COST!
Save
ON INSTALLATION!
TENSION-tite*
**ALL ALUMINUM SCREENS
FOR D.H.WOOD WINDOWS**

FASTEST TO INSTALL

TENSION-tite aluminum screens have a self-contained template or GUIDE BAR which locates correct position for the five screws. (Six screws on screens wider than 3'-0"). Complete installation takes 3 to 5 minutes.

NO PAINTING — NO RUST

The special corrosion-resistant aluminum and Alclad aluminum wire cloth never need painting, never rust, never stain. There are no steel rivets, springs, or other parts to cause electrolysis.

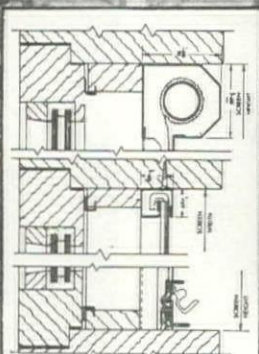
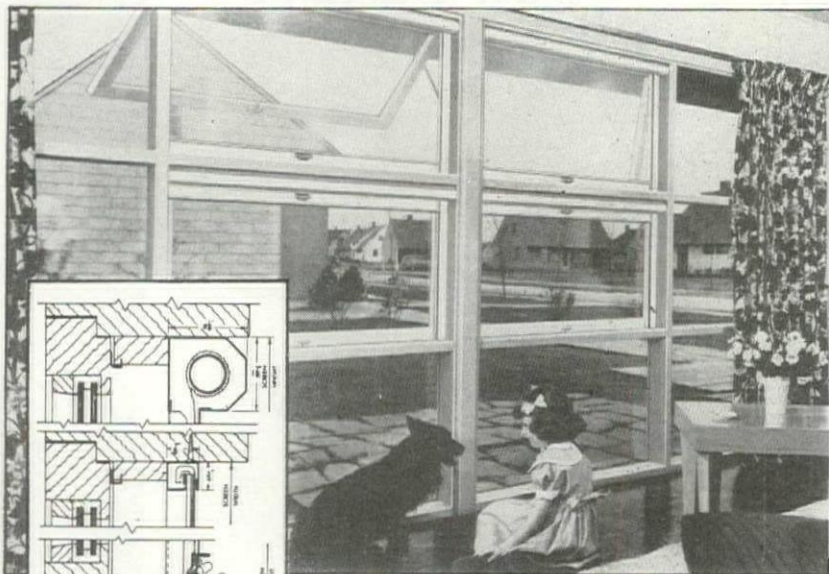
LAST MUCH LONGER

TENSION-tite has the simplest hardware of any screen. No gadget appeal for children. No levers, pins, rivets, or loose parts. Only two movable parts, and they are handled only when screen is being installed or taken down.

**ARCHITECT'S
SPECIFICATIONS**

Abridged specifications are given in Sweet's Light Construction File, 1954, 5b/ru. For detailed specifications please write office nearest you.

*Trade mark of Rudiger-Lang Co.



Application of Roll-Away screen on wood awning type window.

ROLL-AWAY

the best way to screen PANEL WINDOWS

Roll-Away screens on panel windows are self-storing, and roll out of sight when vents are closed, thus giving a clean, unbroken view. They are pulled down like window shades whenever the awning windows are opened.

This screen permits the use of friction hardware on the awning units, instead of the heavy and costly roto hardware required where fixed screens are used.

The Roll-Away screen—friction hardware combination is greatly favored by the home-owners, and offers advantages to the builder as well.

*Builders: Write for full size detail showing installation.
Dealer inquiries invited.*

RUDIGER  LANG CO.

2701 EIGHTH ST., BERKELEY 10, CALIF. • SUITE 310, INTERNATIONAL TRADE MART, NEW ORLEANS, LA.
Distributed in Southern California by TENSION-tite Window Screen Co., 8473 Beverly Blvd., Los Angeles 48

Factories in
Toccoa, Ga.
and
Berkeley, Calif.

house+home

February, 1954

Published by TIME Incorporated

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Cover: Carl Koch's Techbuilt house; photo: Ben Schnell.





When does the two-story house make sense?

For really small houses the old-fashioned, two-story plan is dead as a doornail. It is too inflexible, too hard on the stairs, too inconvenient for servantless living, especially with children. Its economy is doubtful, for the greater wall area and the stairs eat up most of the savings on less roof and foundations. And how can you split 800 sq. ft. on two floors and get anything but a box?

No wonder nine out of ten houses built last year were all on one floor. Even the expansion attic was losing popularity as people began to find its relatively small added cost might better be spent on a bigger ground floor (see p. 136).

But this month the two-story house is back in the news in a big way, getting television and magazine publicity from coast to coast.

1. Architect Carl Koch has thought out a completely new kind of two-story house that makes full use of every cubic foot—a house whose economy, flexibility, livability and style will be hard to beat (opposite and p. 106). From coast to coast consumers will see it on television, read about it in *Living*.
2. The Levitts have developed an expansion attic that really makes a good deal of sense. (see p. 118). It is *Better Homes and Gardens'* Five Star home for March.
3. Architect Gardner Dailey has pulled a rambling house together with a two-story wing as elegant as it is practical (see p. 124). Consumers will read about it in the *March House & Garden*.

For the very small house the old two-story plan is indeed dead. But for slightly larger homes, for small lots, and perhaps in planning for expanding families and expanding incomes, these new kinds of two-story plan make plenty of sense.



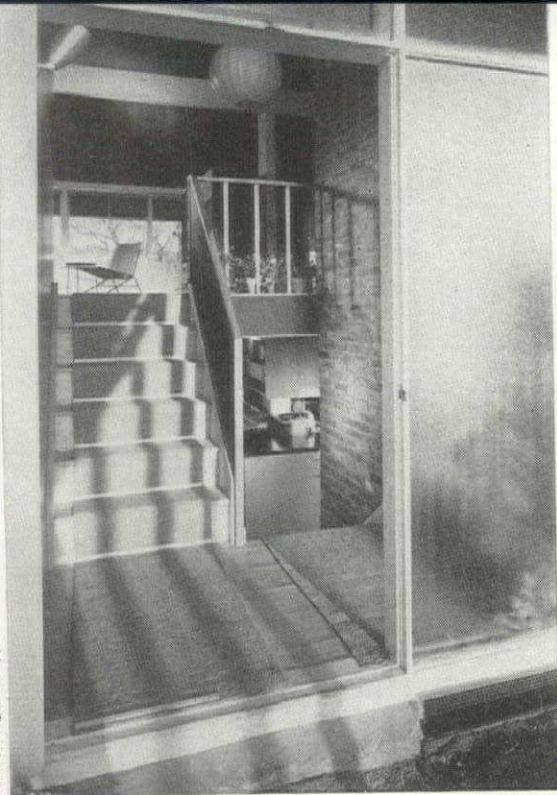
On sloping sites one end of lower floor can open at grade to an outdoor living terrace. Note extension of foundation (left)

LOCATION: Weston, Mass.
CARL KOCH & ASSOCIATES, architects
TECHBUILT, INC., builders: Cambridge,
Mass. Carl Koch, president;
Edward Diehl, general manager

Here is a new kind of

- 1.** It is completely—almost unbelievably—flexible inside: only the stairs, the bathrooms, the chimney and four bearing posts are fixed. It can be finished a room at a time as needed up to five bedrooms, two baths, changed around at will by the owner. You can even leave out whole sections of floor on the upper level if you want (see p. 109).
- 2.** It aims at all the economies of a basement—but makes its “basement” as livable as a conventional ground floor (see p. 110).
- 3.** It gains all the savings of an attic—but every foot of its “attic” is well-lighted and usable (see p. 112).

Photos: right & opp. Ben Schnall



Entry is at ground level. Half a flight up is almost 1,000 sq. ft. of flexible space, half a flight down another 1,000 sq. ft. Stairs and chimney are the only major fixed elements inside the house.

Here are the facts that homebuilders and other building professionals will want to know about a house that is being widely publicized. On Feb. 7 and 14 the story of its design and construction will be told in detail on "Excursion," half-hour education-entertainment program sponsored by the Ford Foundation (NBC-TV, 4 P.M. EST). The house will also appear in the March issue of Living for Young Homemakers.

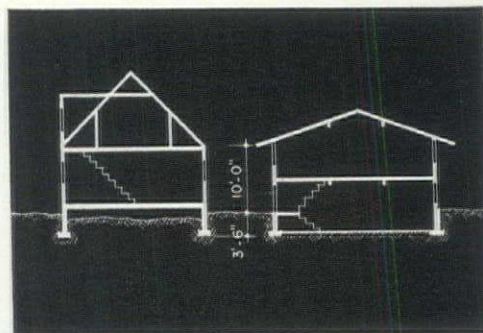
Techbuilt, Inc., which has built 25 of these houses in the Boston area and scheduled 75 more this year, will license builders to use its plans and services on a royalty basis of \$1,000 for the first house, \$200 each for the next 24, \$175 each for the next 75, \$125 each thereafter. It will also offer prefabricated panels and side-wall sections for the first house for \$2,500 to help builders get the hang of the novel construction.



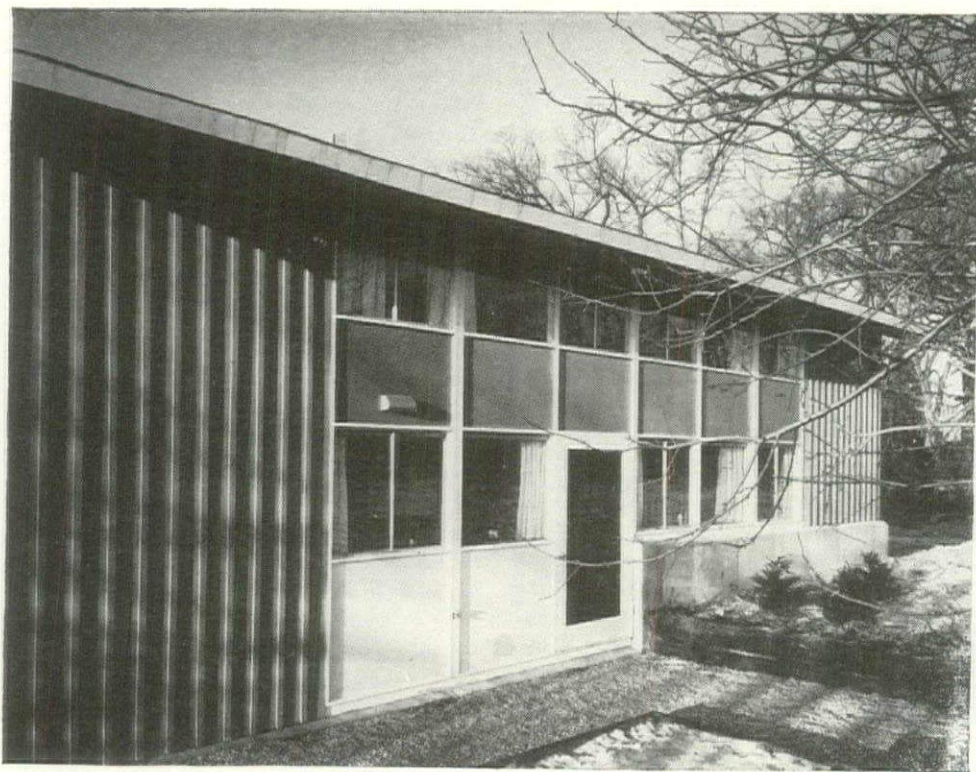
Roofline of the Techbuilt house (left), is lower than the conventional expansion-attic house (far left), giving house better proportions. It needs no costly attic dormers or knee walls, has no problem of too low headroom and too little daylight upstairs. (See diagrams below.)

two-story house

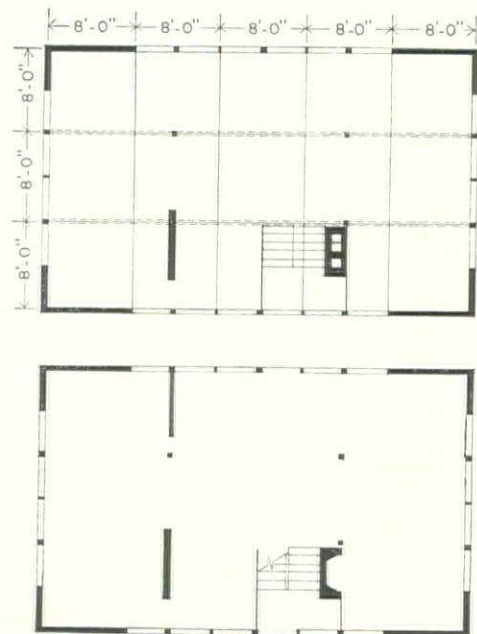
4. It is prefabricated, takes advantage of stressed-skin plywood panels to take thickness and dollars out of roof and floor (see p. 108).
5. It should be a bargain to build. Techbuilt, Inc. is quoting \$8 per sq. ft. for 2,000 sq. ft. completely finished, \$7 per sq. ft. if some of the space is left rough for future expansion.
6. It has the long, low silhouette of the one-story ranch house—less than 10' from ground to eave line (see sketch at right).
7. It offers a quality, coherence and freshness of design too seldom found in production-line houses.



How is it done? Where the conventional house sits up from the ground, the Techbuilt house is dropped into the ground 3'-6". This makes full use of the foundations that have to be dug anyway to get below frost, using them to enclose actual living space. Then Techbuilt takes advantage of this 3'-6" head start by putting a 5'-high wall around the attic under the eaves. This makes the entire upper floor usable and well-lighted through windows all the way around its perimeter.

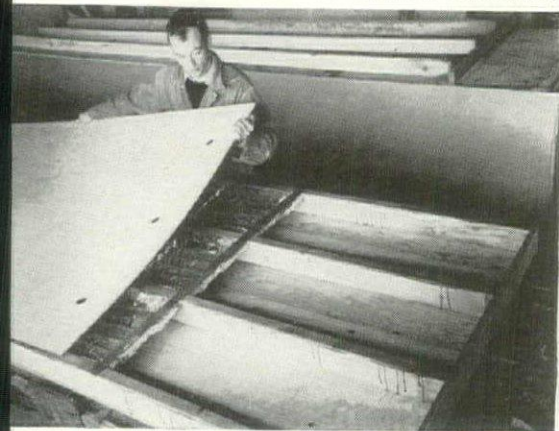


Vertical wall sections with gaily painted plywood under each window unify first and second floors.



The shell has four posts, two beams under the 8' x 8' floor panels. Heavy lines indicate plumbing walls for kitchen, two bathrooms.

Photos: (above) B. Schnell; (below) G. Montgomery



Roof panels, 4' x 16', are shop-assembled of fir plywood pressure-glued to 2 x 4s, aluminum foil insulated.

Outside walls only 10' high are economically balloon-framed with single members running from foundation to eave line: 2 x 4s, 16" o.c. for solid wall sections; 2 x 6's 4' o.c. for window sections. Roof and floor sections on the same 4' module are made thin and light by using 2 x 4s (2 x 6s, for floors) strengthened with stressed skins of fir plywood. This prefabrication makes it possible to get the house under roof in less than a week:

First day: site prepared, excavated with bulldozer-shovel tractor.

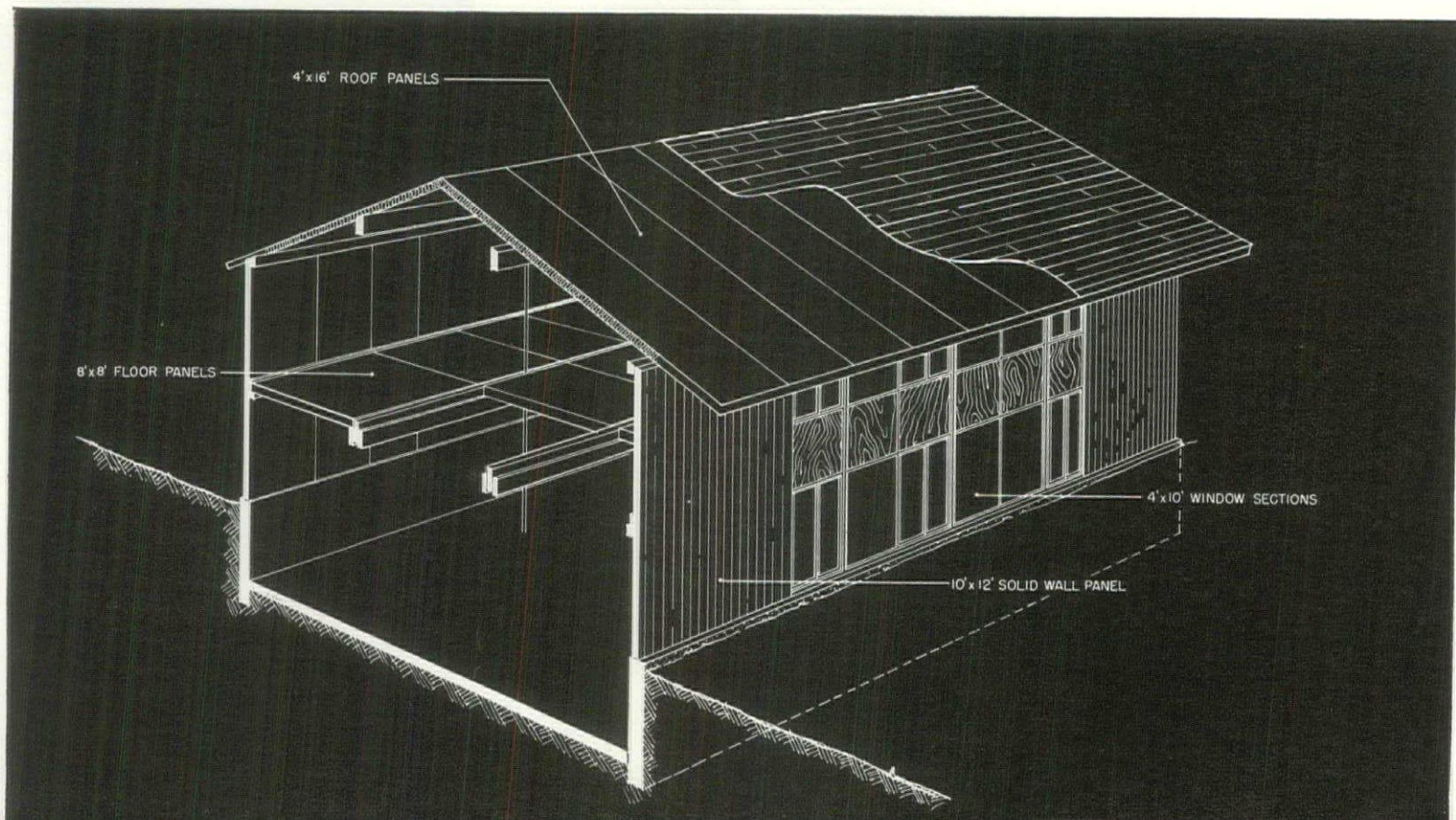
Second day: portable forms placed and foundations poured.

Third and fourth days: foundations allowed to cure.

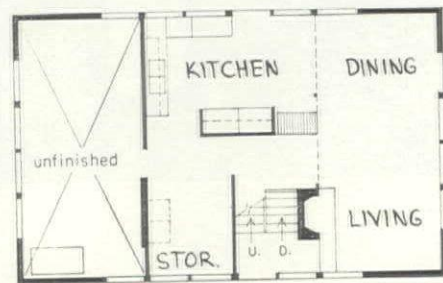
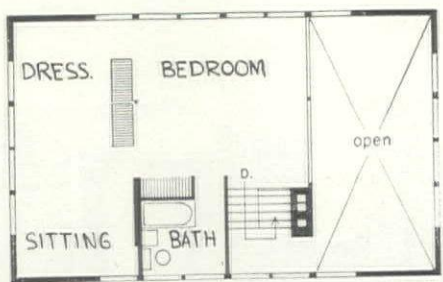
Fifth day: sections trucked to site; walls and gable ends tilted up; posts and beams put in and floor panels slid into place on ledgers.

Sixth day: roof panels placed; roofing, glazing and exterior wall finish applied. House tight to weather, ready for interior finish.

The shell goes together quickly...



All plans copyrighted 1953 by Techbuilt, Inc. and may not be used without permission.



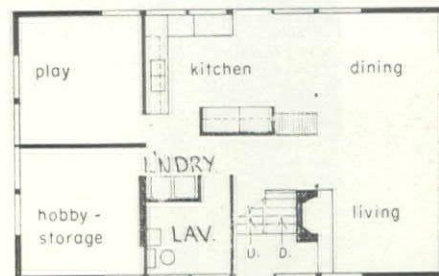
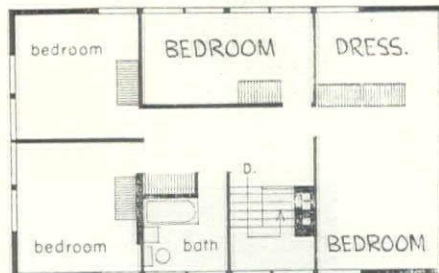
1. Newly-wed couple—downstairs is finished as living-dining-kitchen, utility space left rough. Upstairs is one big bedroom suite with floor panels left out for balcony effect.



2. One child—nursery added near parents, playroom added near kitchen, laundry appliances for extra load installed on plumbing wall.



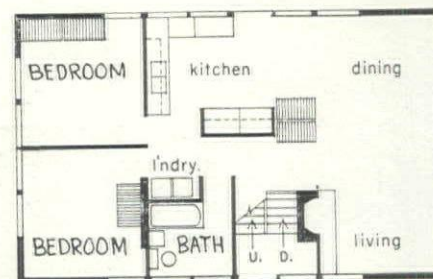
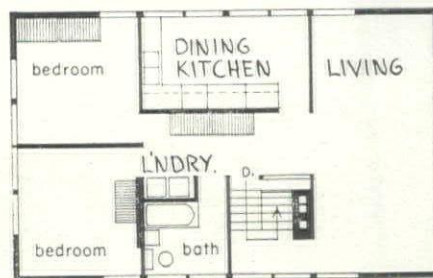
3. Two to four children—upper part of living room floored over, partitions added to give four (or even five) bedrooms with movable closet units. Lavatory added downstairs.



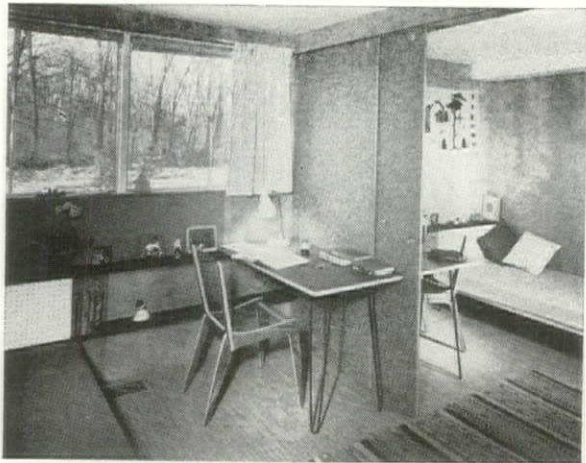
... and changes to fit any family

These plans suggest the many combinations possible inside a single shell. (Techbuilt offers six house sizes: 20' or 24' wide and 32', 40' or 48' long, ranging in basic price from \$10,450 to \$16,000 with one whole floor and one bath finished, the other floor two-thirds finished with second bath roughed in. Land, garage and air conditioning are extra.) Unlike other "expansion" houses, it has the same amount of first-class space on both floors, each half a flight from the front door, each equally well-lighted and well-ventilated. The upper floor is so usable it can take any type of room—or all types, as in the two-apartment scheme (right). If the house were built on completely flat land and sunk into the ground on all four sides (sketch, opposite), the bedrooms could even be switched to the lower floor and the living areas put up high for the view.

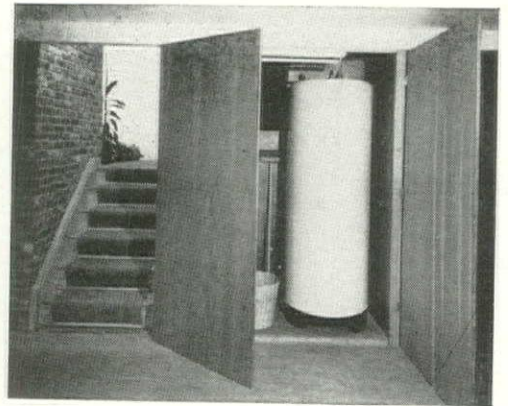
The Techbuilt concept is this: space, enough to last most families a lifetime, is what the owner needs in the beginning. Later he can improve, expand it and change it around as he can afford. There is little need to tack on a costly addition or move to a bigger house in a strange community. "This," says Architect Koch, "is a house for people who want to get their roots down."



4. Two apartments—big bedroom upstairs becomes living room, another bedroom a kitchen; laundry is put in closet, stairwell partitioned. Downstairs two bedrooms are finished, tub added.



1. Children's bedrooms are opened up for daytime spaciousness with sliding doors of chipboard. All three of these bedrooms adjoin playroom (below).



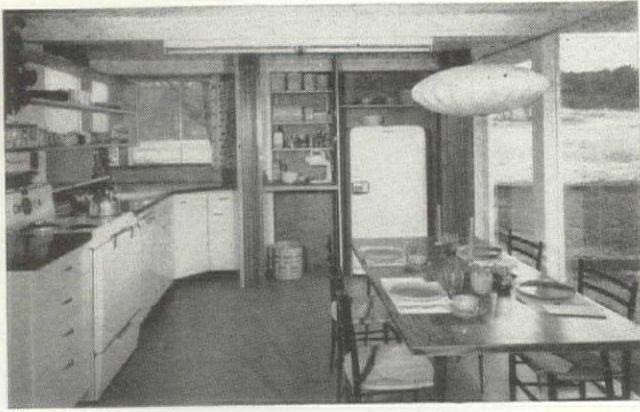
2. Under stairs are hot-water heater, brooms, furnace pit. In this model year-round air conditioning replaced base-board heating at \$1,000 extra.

Here is one way of using the lower level

Photos: Ben Schnall

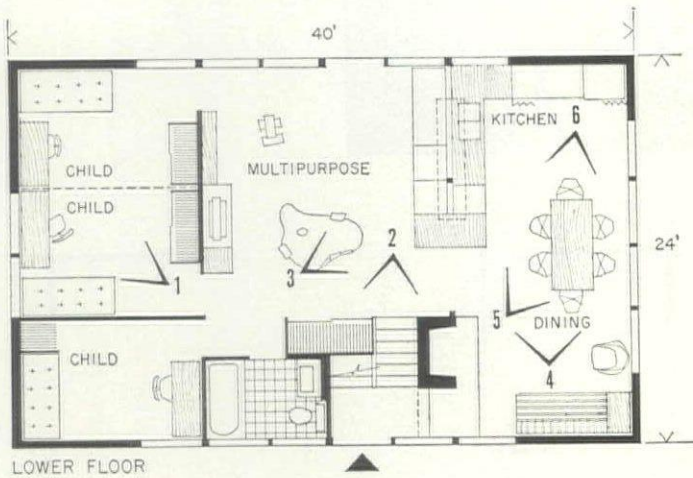
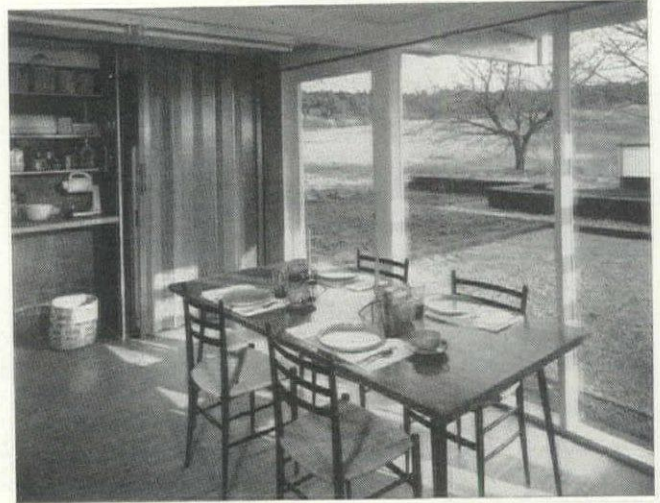


3. In multipurpose area and in play yard outside (left) children are under supervision from kitchen. On this side of kitchen unit (right to left): laundry bin, washer, drier, ironer (all extras). Vents are in stack (center).



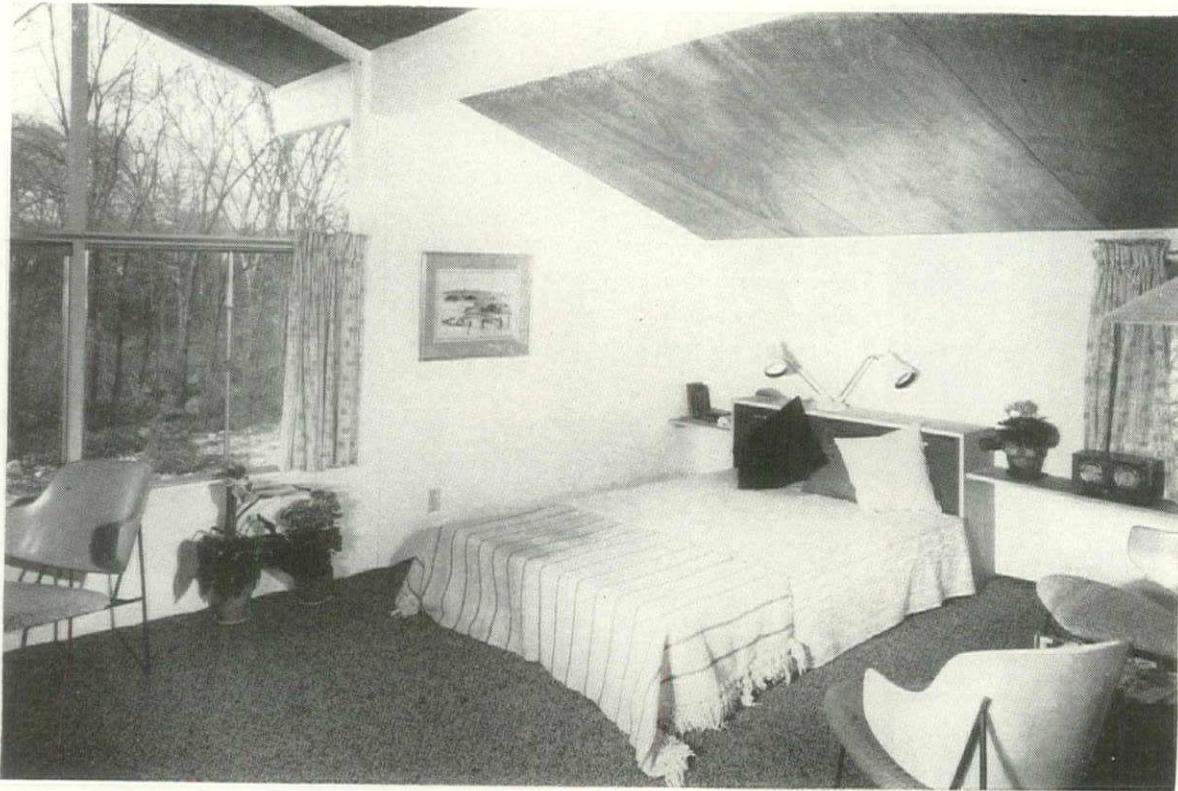
4. Dining kitchen (left) keeps mother and family together during meals but might be too informal for some families when guests come for dinner. **5.** In dining area (below) note folding wood doors across mixing and refrigeration areas, glass wall and door to terrace.

... as a "family" floor

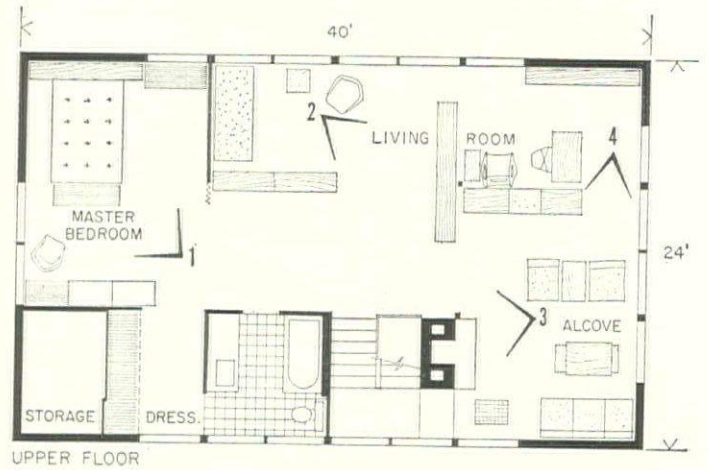


6. Fireplace corner (below) is actually a second living room off the kitchen-dining space. Heating-cooling duct for second floor is high on left wall.



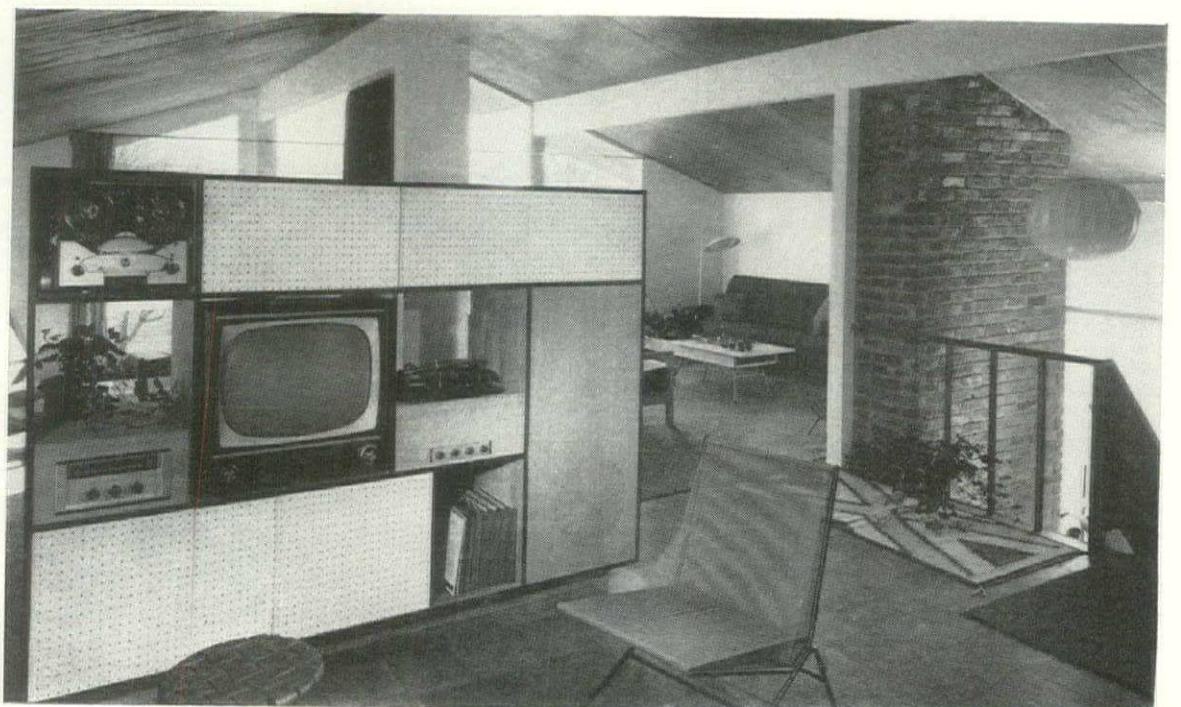


1. Parents' bedroom is large, well-lighted and ventilated through glass gable end with sliding aluminum sash. In this house underside of roof panels, normally fir plywood prime-coated at shop, are of rich-grained African Gaboon mahogany plywood. Ceiling is an ample 5'-5" high at side walls for windows and convenient furniture placement.



Second floor can be laid out for adults, with master bedroom...

2. Special storage unit houses TV, high-fidelity radio-phonograph, tape recorder, records, acts as space divider between entertainment area and study on far side. It is not included in price.





.. and a big, open living room

3. Bright, spacious interior is possible with roof supported on four posts and two beams, partitions placed only where necessary. This view, from living end, shows parents' bedroom almost 40' away.



4. Fireplace alcove is a quiet part of the large living area for conversation, relaxation, reading. In other plans this could be a bedroom or a living room for an upstairs apartment.

LOCATION: Concord, Mass.
CARL KOCH & ASSOCIATES, architects
CONANTUM REALTY TRUST, builders
JOSEPH KELLEY, contractor

Photos: © Ezra Stoller

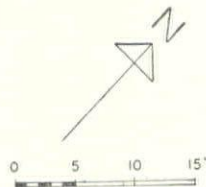
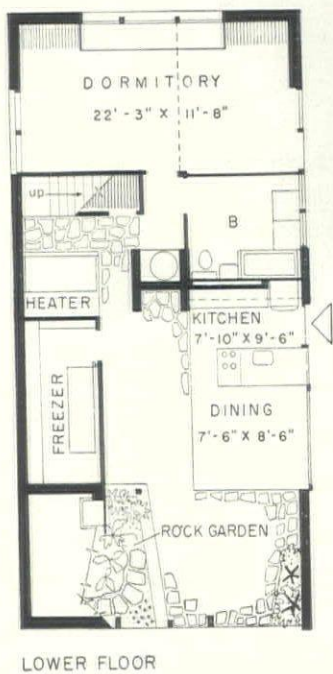
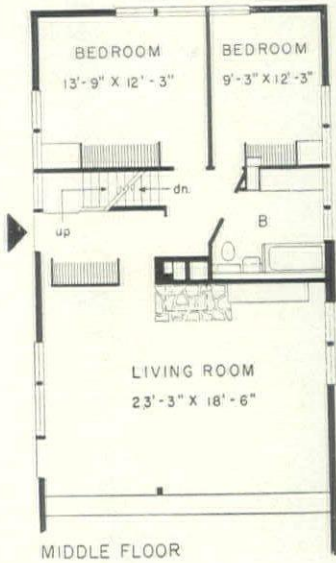


House on a hillside encloses living space with its uphill foundation wall. Terrace below gets main view (right), privacy from road (left).

Carl Koch's own house: testing ground for Techbuilt ideas



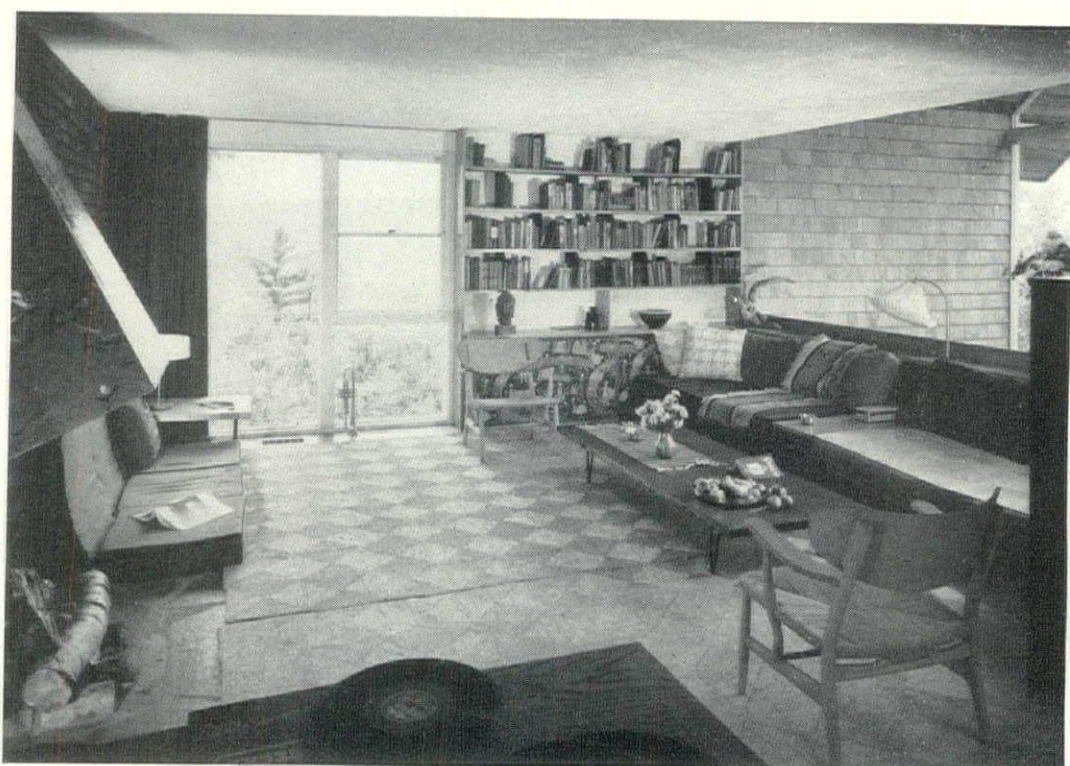
The house shown on preceding pages is actually the offspring of two earlier production houses by Koch. It has much the same plywood panels and quick-erection possibilities as his Acorn prefab (photo, left), the same spaciousness and multistory economies as his Conantum development houses. Here is Koch's own house, a personal version of the basic Conantum plan. It is rich in Koch principles worth studying (see following pages).



Three floors to the view: upper, middle and lower levels all open to a spectacular garden room 26' high, beyond that to a magnificent river and valley view below the house. Koch gets a novel inside-out effect by making the whole end of the house out of glass and pushing a low wall and rock garden through it. Then he treats this part of the interior as though it were exterior: shingles on the walls, stained cedar clapboards on the ceiling. The big glass ($\frac{1}{4}$ " plate) faces southeast, away from neighbors and winter winds, toward the warm morning sun. Balcony plan also comes in handy for interfloor activities such as asking people to be a little quieter, calling the family down for dinner, sailing paper airplanes, etc.



Bedrooms are on top floor. This one overlooks garden (right), is lit through a skylight instead of a dormer window.



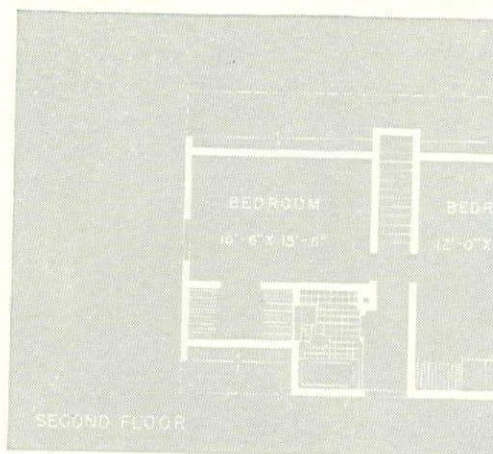
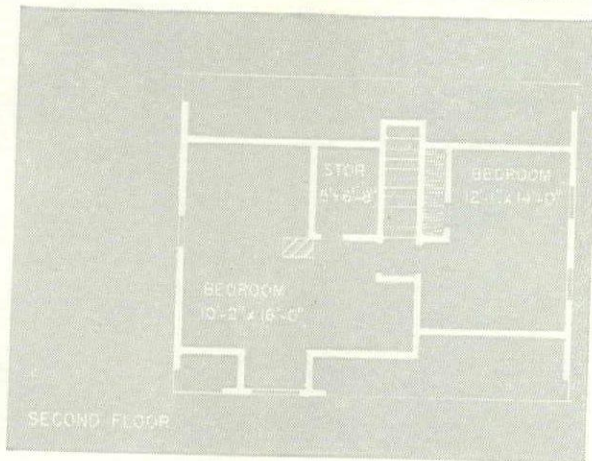
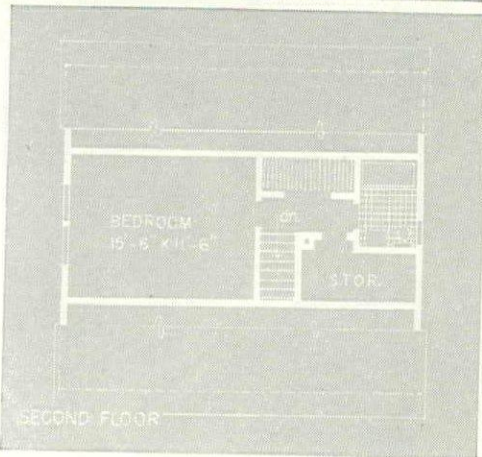
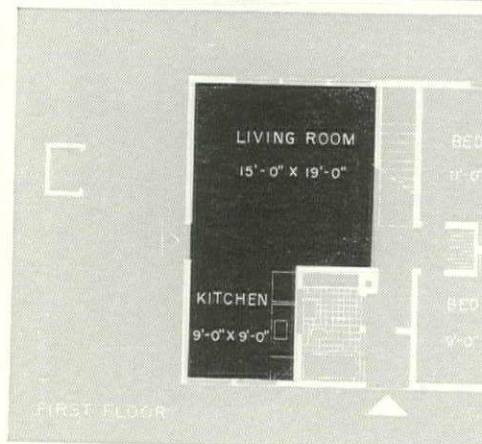
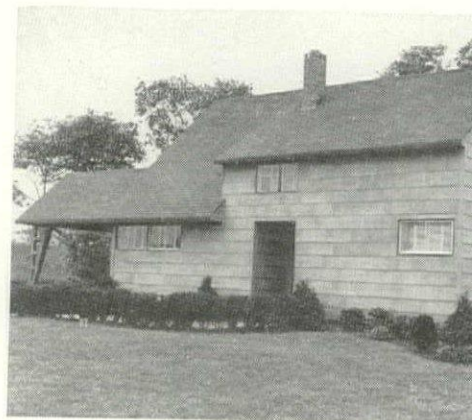
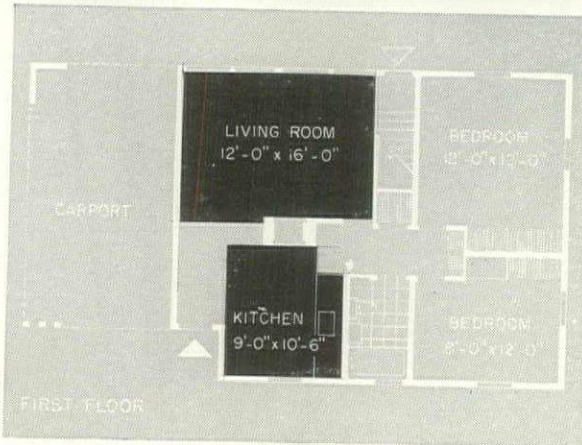
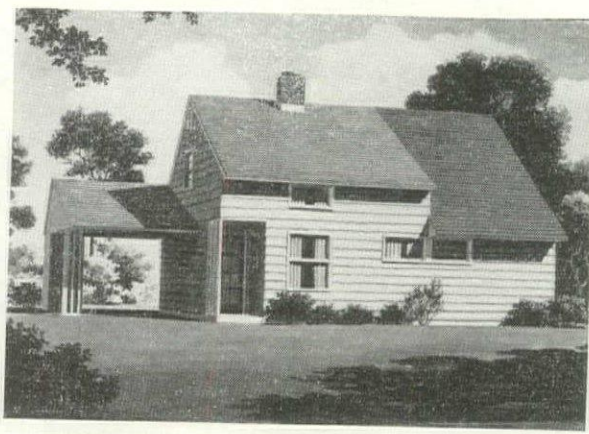
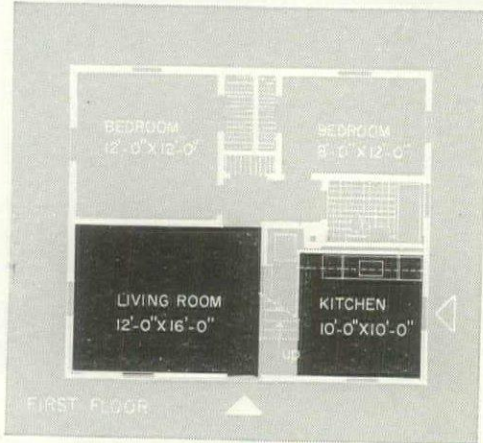
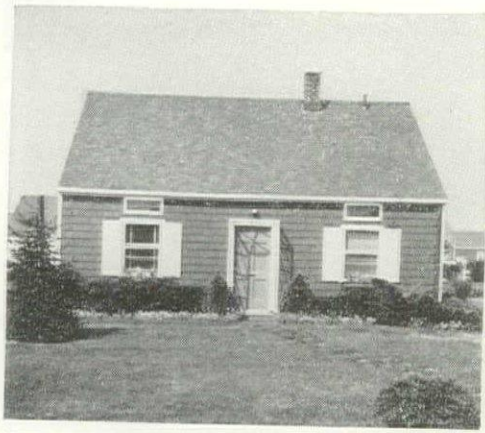
Formal living room is on middle floor. Built-in seating unit at right takes the place of a guard rail. Note enameled-metal fireplace hood at the left.



Informal living room is part of dining space and kitchen, which are cork-tiled instead of flagstoned for easier walking, less echo. Range is set into soapstone top under cylindrical hood containing the exhaust fan. Fireplace mural is by Gyorgy Kepes.

→
Stepping stones lead down from second floor through rock garden, often prove more convenient than stairs in middle of house.





1947—Levitt's first expansion-attic house was a 750 sq. ft. conventional Cape Cod. The unfinished attic had room for a bath and a third bedroom—no more than a typical one-story, three bedroom house but with the disadvantage that it required a full flight of stairs.

1949—Levitt's first contemporary design (800 sq. ft.) punched up one corner of the roof to make room for a window to light one of two bedrooms, but did not solve the problem of too little living space for a four-bedroom house. This was the prototype of the 1953 house (at the right) which Levitt greatly improved by adding living space.

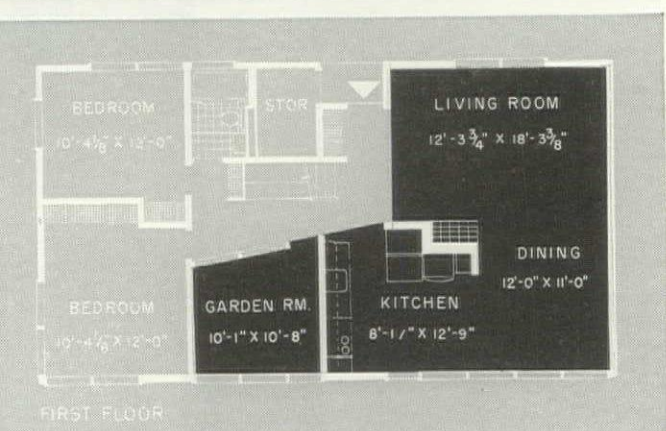
1953—After two years of building only one-floor, three-bedroom Levittowners, Levitt reworked his 1949 plan to get the low-cost house he wanted, added 93 sq. ft. to the living room, opened it to the kitchen, and so brought the living area a little closer to the needs of a four-bedroom family.

Levitt keeps experimenting with the

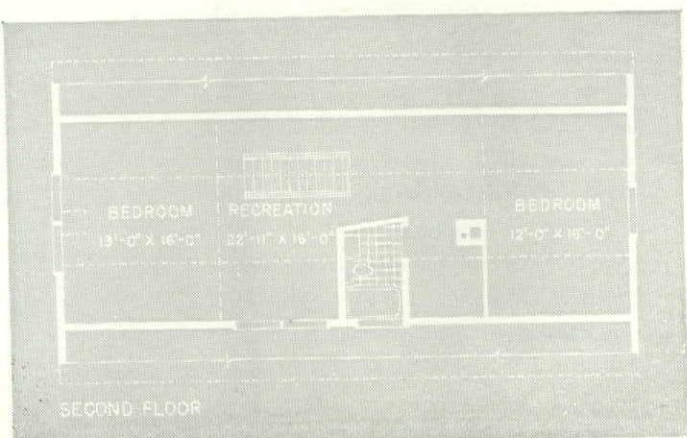
1954—Levitt revises the experimental Country Clubber to offer an enlarged first floor to balance the potential load of a finished attic half as big. A 361 sq. ft. living/dining area, a 144 sq. ft. kitchen, and a versatile "garden room" are luxurious space for the small family, ample for the large. Price: \$15,500 or less than \$8 per sq. ft.



The 1954 house faces the rear of the deep (120') lot



expansion attic



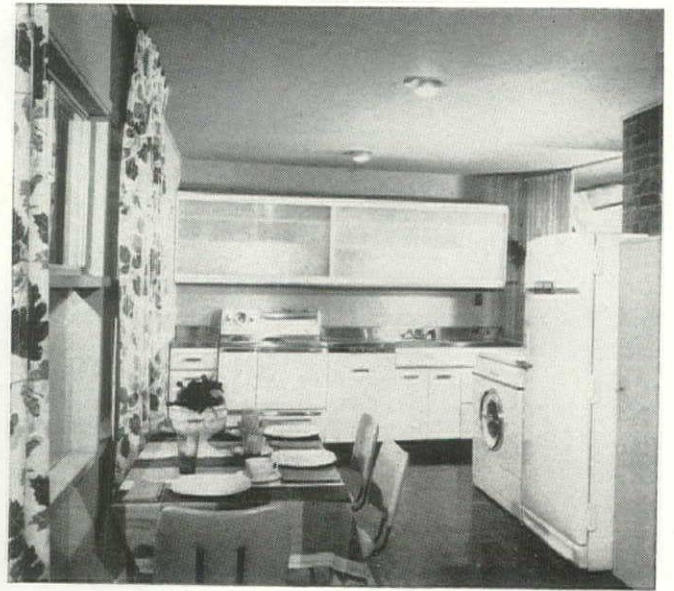
The second new expansion-attic house in a year

In Levittown today home buyers are being given a choice of one-story houses or houses with partial second floors, although, as a broad generality, the Levitts feel the nation's desires and tastes still lean toward one-floor living.

For a slightly larger house, says Bill Levitt, the economic advantage of finishing, utilizing and merchandising an upstairs space equal to half the ground-floor space far outweighs the arguments for the one-floor house.

"In brief, we could not produce this much house—just under 2,000 sq. ft. of floor space—in a one-floor plan for anything near our present price. The same economics that brought us back to the expansion house in 1953 in the low-cost field, when we started producing 'Ranchers' at \$9,500, dictated the need for the same savings in our new model.

"Although there are no room partitions upstairs, we have designed a home of generous four-bedroom, two-bath dimensions at the greatest possible savings, while losing nothing in merchandising appeal. By expanding upward we spend a little more on ceiling beams but save measurably on all other costs."



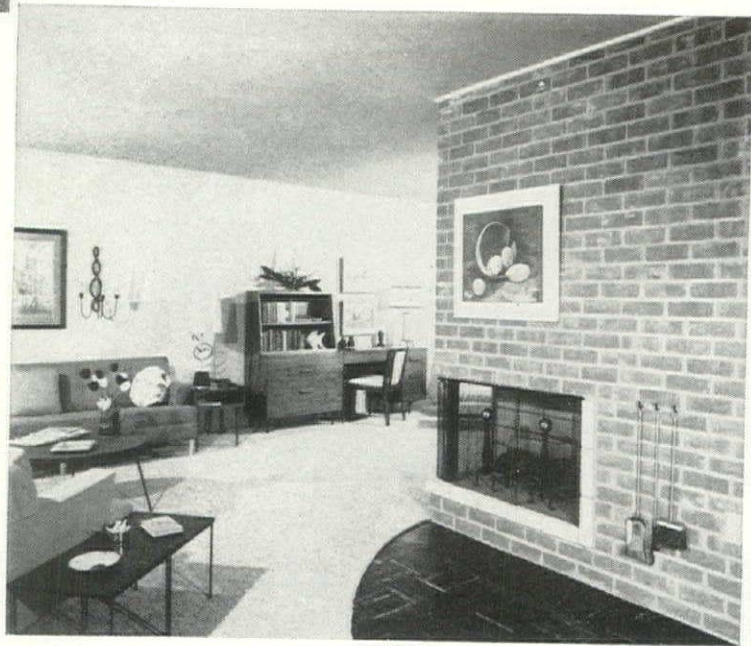
**Fully equipped kitchen . .
plenty of living space . .**

What's new about Levitt's latest expansion plan? The living space is big enough and flexible enough to serve four bedrooms as well as two.

The idea of this story-and-a-half house makes good sense mainly because its ground floor makes sense. If the stairway to the second floor were boarded up, the house would still be complete, would still fit the needs of the majority of buyers.

Because Designer Alfred Levitt made living, dining and kitchen areas generously large, they are ample for even a four-bedroom family. Because the second floor has its own bath, additional bedrooms would put little extra load on first-floor facilities. Because the traffic pattern was thought out, living areas are not passageways. Because of a versatile "garden room," ways of using the house are almost unlimited.

This house has been chosen as a *Better Homes and Gardens* Five Star home, and will be published in the March issue.

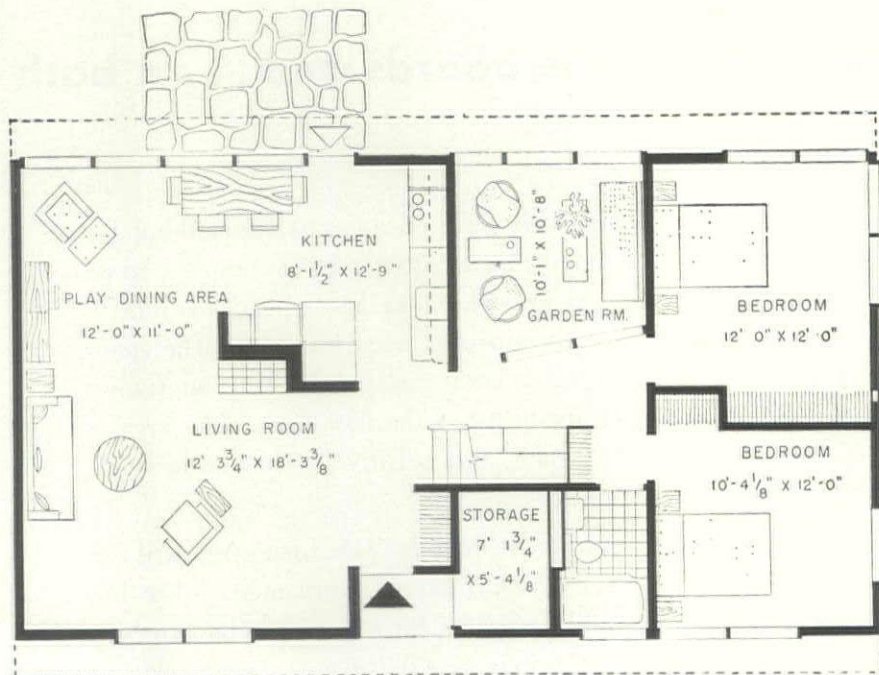


Space flexibility comes from open planning, which makes dining/play area part of kitchen for meals, turns it into an expansive living room afterward. Two-way fireplace helps define "L" shape of living area as normally used. As in low-cost models, first floor will be sprayed, with only fireplace masked against the pigment-flecked paint. Kitchen (top) has glass-front cabinets substituted for metal ones used in other models, and a combination washer/drier, dishwasher and large refrigerator (11 cu. ft.) add convenience. Flush ceiling lights supplement work-area fluorescents.



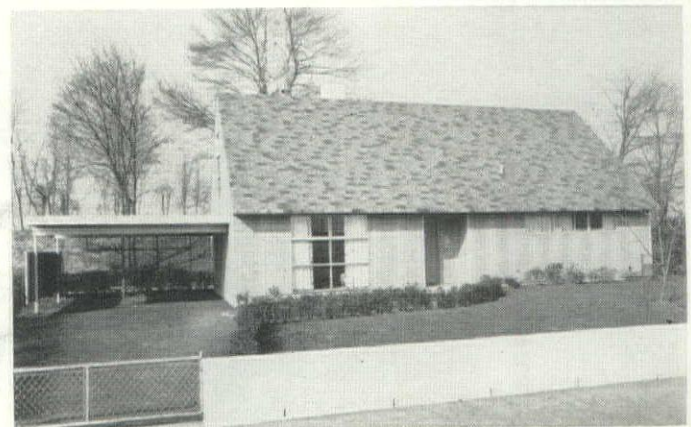
Sunny interior results from glass wall of garden room. This is house's "hinge" on which workability pivots. Furnished here as a sunroom, it is equally useful as study, sewing room, formal dining room or emergency bedroom. Feeling of outdoors is suggested by walls of exterior cement-asbestos panels and six removable, screened lights in window wall.

... and a brand-new "garden room"

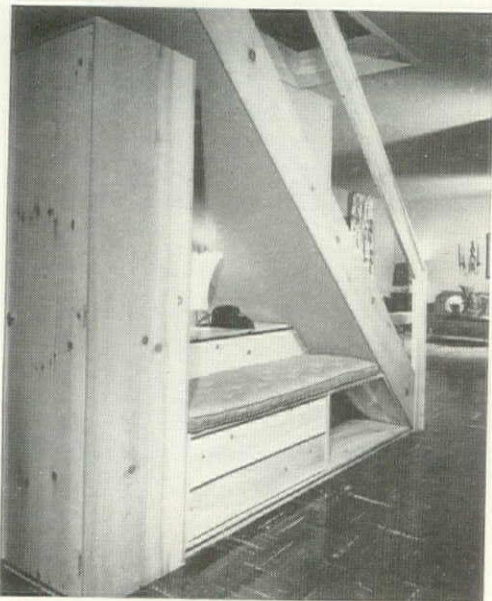
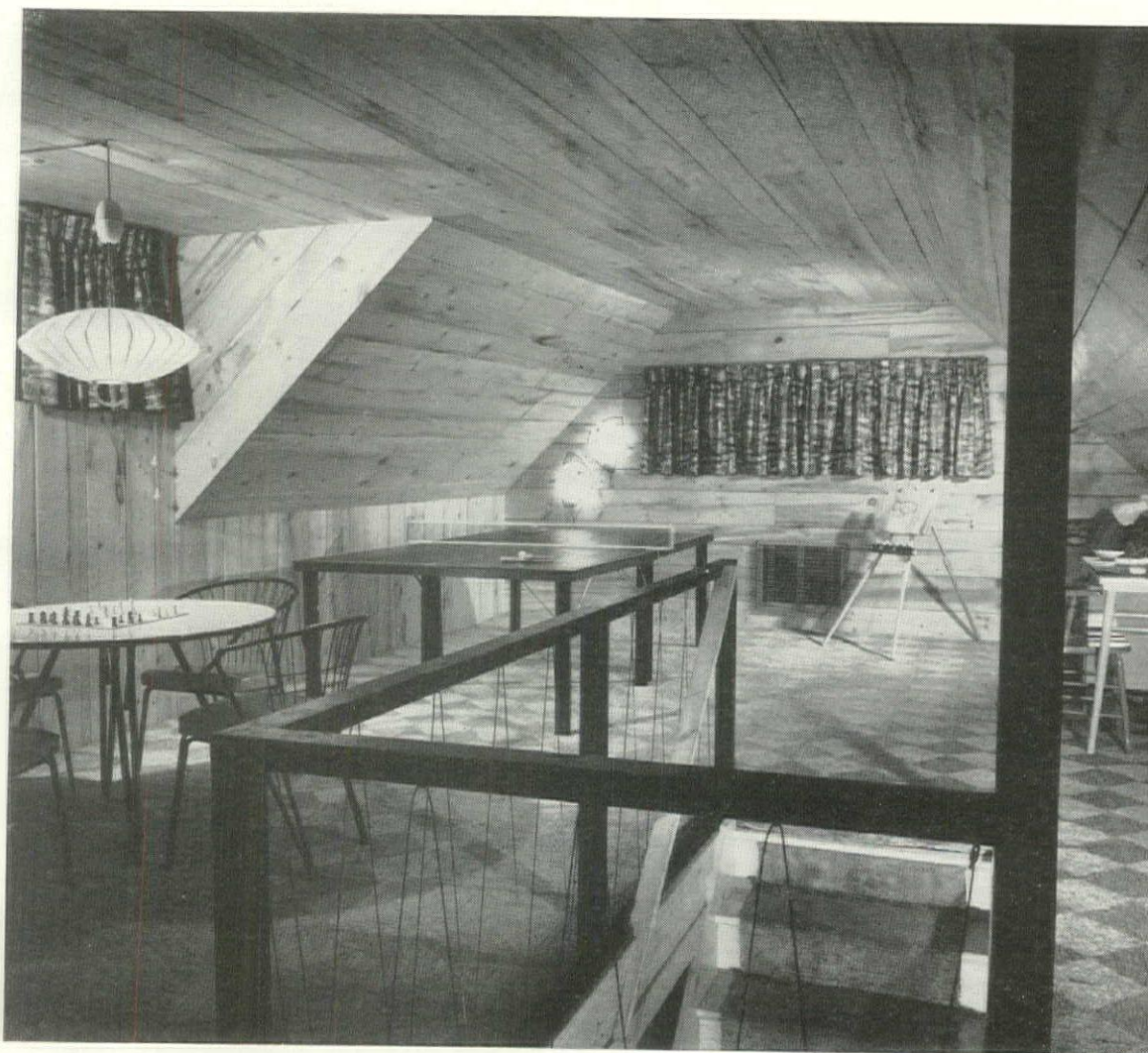


GROUND FLOOR

Weather protection is offered by recessed entrance, and living room is well out of way of normal traffic. Storage room at front door is innovation, handy for muddy overshoes, but most families will need more than 35 sq. ft. provided, probably will build storage walls in carport. Two models are sited across their lots, two the long way.



Uses for the attic are almost unlimited. Model house suggested this recreation room, with one end furnished as an occasional bedroom. Knotty-pine boards were butt-joined, but will be T&G or shiplap in future to minimize natural shrinkage of pine. Woven steel wire was introduced in place of usu. I balusters, but FHA has not approved yet. Electric wall heaters were installed in model, but production house will have hot-water radiators.



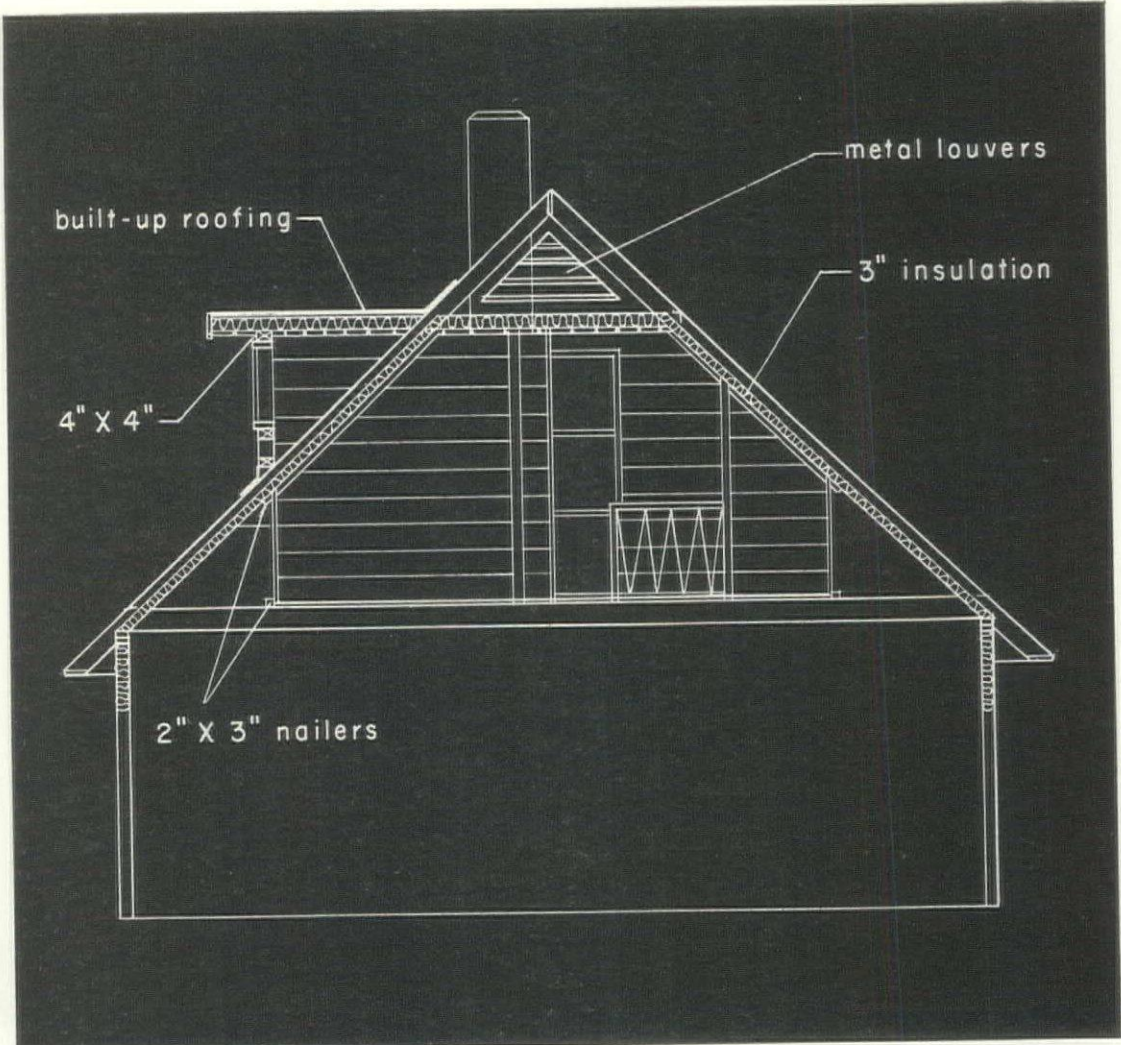
Merchandisable features, like this use of under-stairs space as linen closet, storage and telephone nook, are typical of Levitt houses. Same low-cost knotty pine is used, and entire assembly will be shop-built, then moved into house as a complete unit. Hallway is kept well-lighted because of glass wall in garden room, also has flush lighting fixture like two in kitchen.

Some knotty-pine boards and . . . a bath —

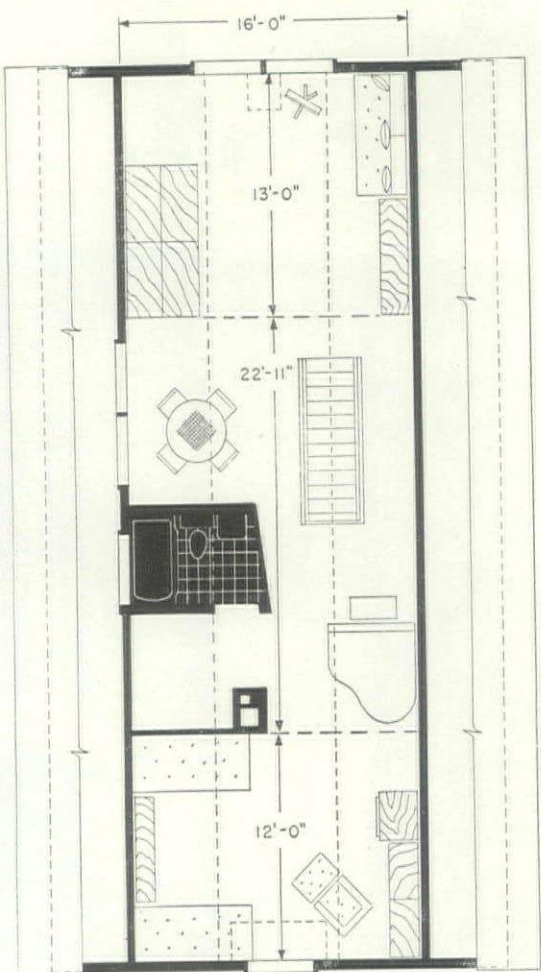
When Levitt refers to his finished attic as "something for nothing" he means that the buyer already has a complete house on the first floor, and everything he gets upstairs is gravy. And like good gravy, it improves what it covers. The space can be divided in a variety of ways, depending on family needs, to add to the livability of the first floor. The area is served by its own full bath, and is fully insulated and ventilated for summer comfort.

Bill Levitt isn't even trying to guess how his buyers will use the second floor. The possibilities are very many. The big family will surely add partitions for one or maybe two bedrooms. Smaller families may give the space to teen-agers, in-laws, guests, or to recreation. Some question remains whether more space could have been had at no greater cost by running a balloon frame up to a plate some 4' above the upper floor instead of framing the roof to the upper-floor platform. This would also have eliminated hard-to-finish, bumpy roof dormers. Still, Levitt has pioneered by supplying one big room and bath, leaving future adaptation to buyers.

Cocoon of insulation surrounds entire second-floor space to reduce heating and cooling problem. Dormer is 16' long, serves bath and stairway area, has two sliding aluminum windows. FHA requirements have moved 30" exhaust fan from location in gable end to the attic ceiling, directly over stairwell. Horizontal nailing strips eliminate need for usual vertical 2" x 4" knee-wall studs.



SECOND FLOOR



Stairwell location wastes space, but was determined primarily as best position on first floor. Bath is exact duplicate of first floor, including sliding-door medicine cabinet. Clothes closet behind chimney serves entire expansion space, has usual Levitt sliding bamboo curtain closure. Additional closets would be needed for future bedrooms, as well as partition walls.

Furniture placement demonstrates how space under slanting ceiling, while lacking headroom, is still perfectly usable. Ceiling height is 7'-6" in the center, sloping down to 3' at kneewall. Knotty pine is only finish on second floor, except for tiled area around the bathtub, which means painting crew works only on first floor, does not have to wait for installation of stairway.



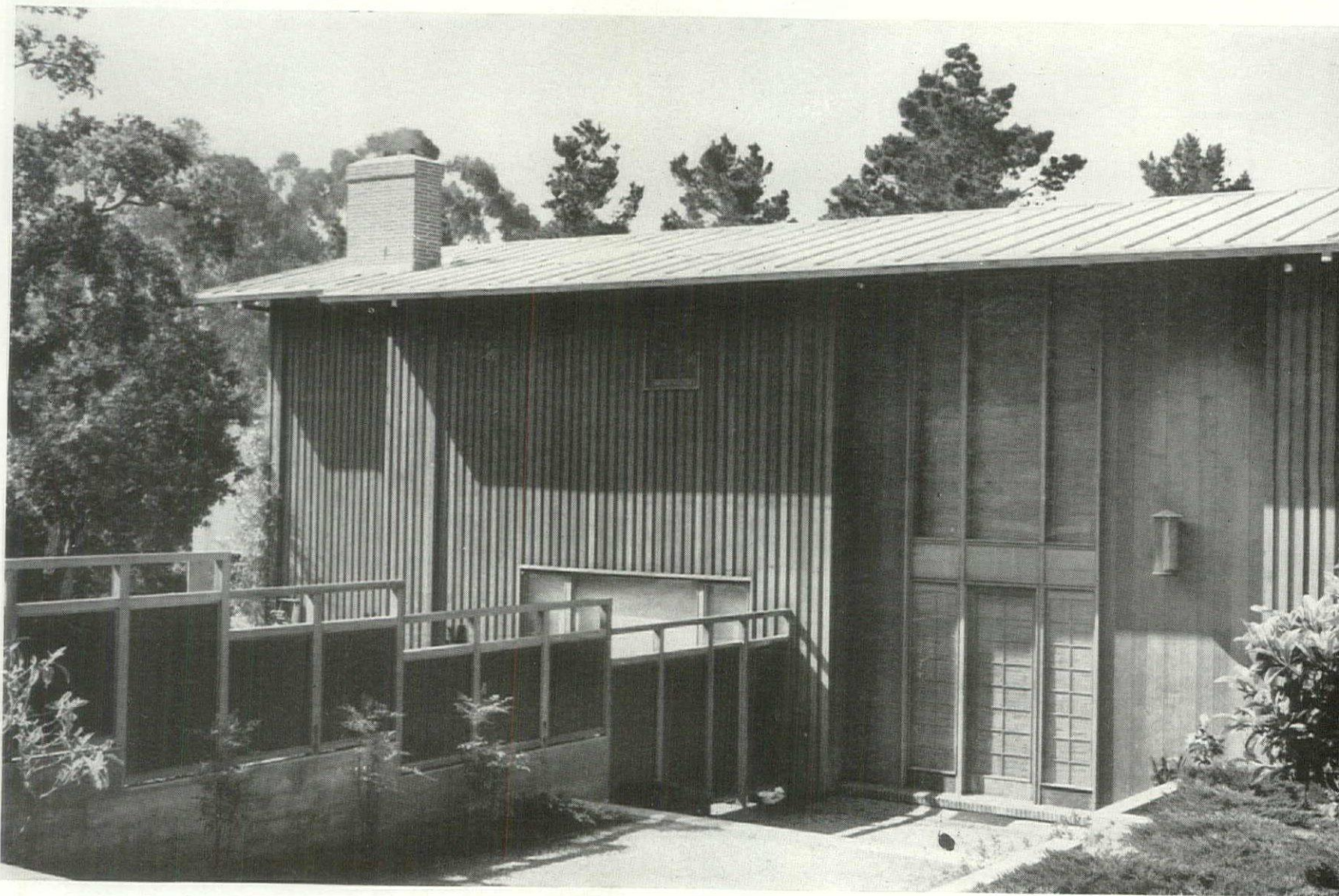
Architect Gardner Dailey's houses have a special touch—a touch of elegance.

Elegance costs no more. It is important in a big house, such as the one on these pages, and even more important in a small house—especially if that small house is two stories high.

The reason: a small, two-story house will look squat and dumpy if you don't look out. Dailey's prescription: accent the vertical, use thin, tall, narrowly spaced battens on the outside; combine upstairs and downstairs windows in vertical panels. Verticality is an effective motif for two-story houses—just as low-slung horizontality makes for good-looking, single-story buildings.

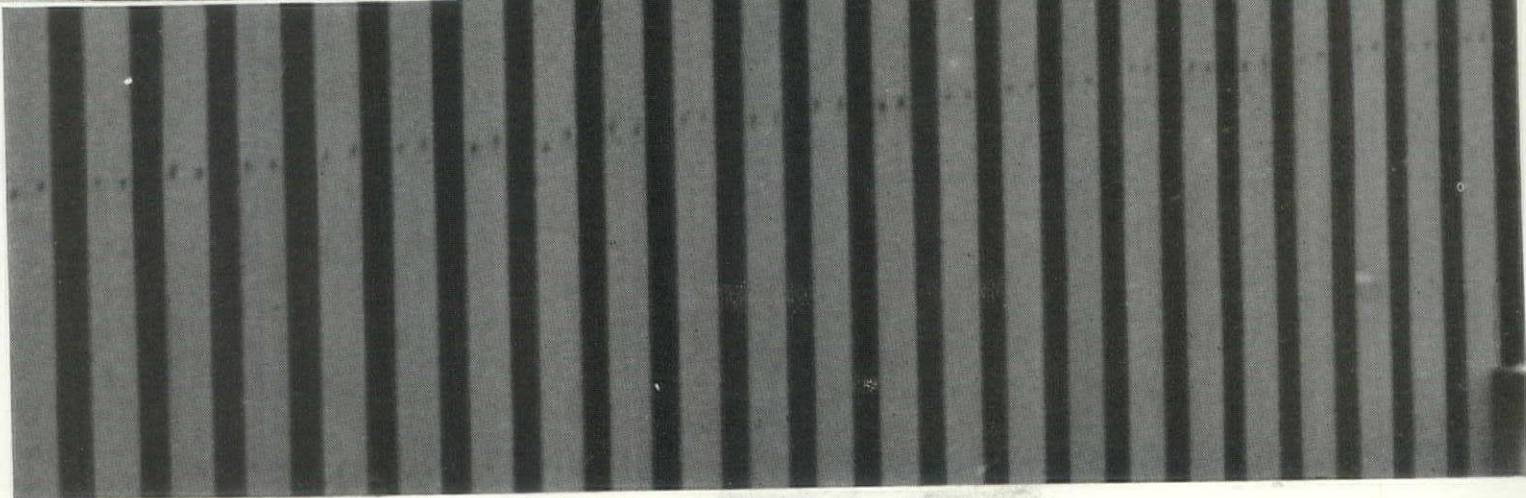
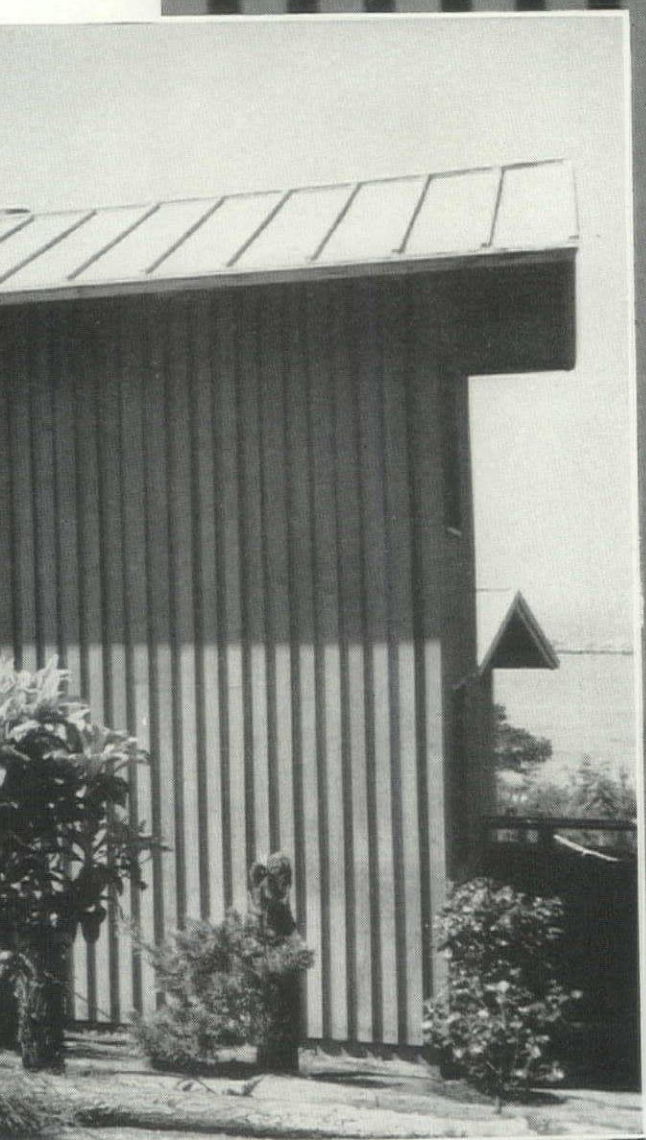
The house on these pages is big and quite expensive. But its important features, its elegance of design—these should prove highly interesting to anyone trying to make a \$15,500 house “look like a million dollars.”

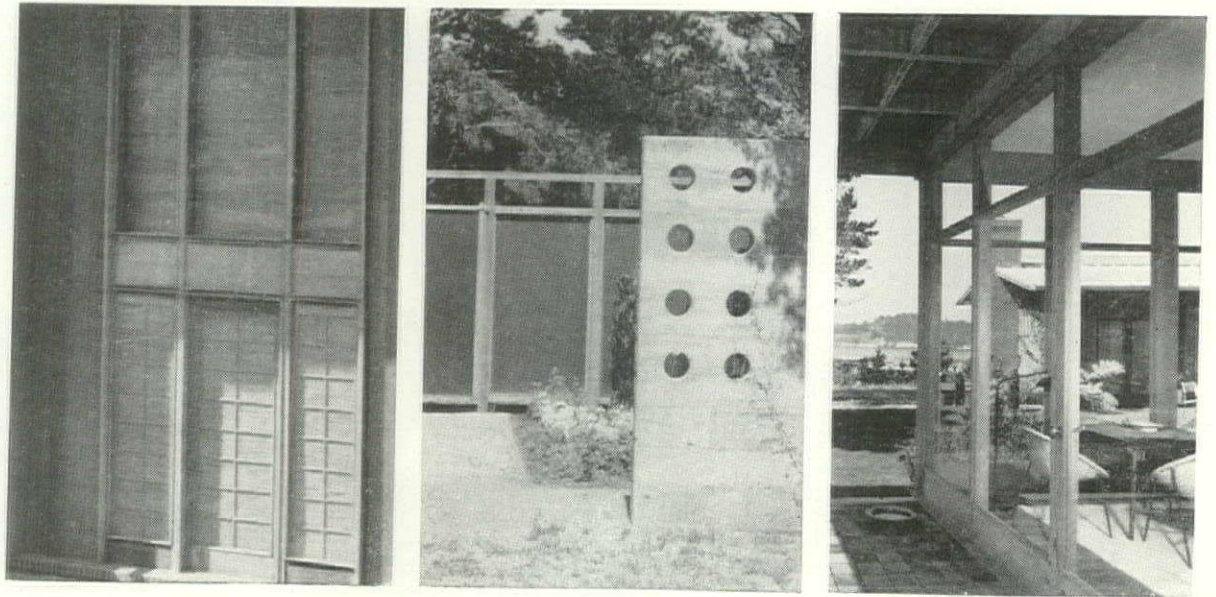
Photos: Roger Sturtevant



To make a two-story house more elegant,

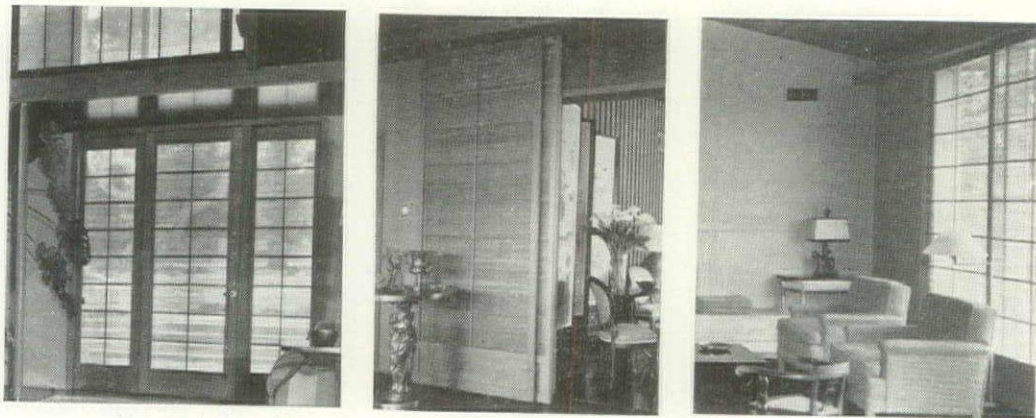
accent the VERTICAL





Another Dailey prescription (and this one does not cost any more, either) : repeat the simple patterns of your wall and glass panels, both inside and out. These patterns make an unobtrusive rhythm that pulls the whole house together. They give a complicated house a sense of having been carefully thought out—a cheap house the sense of having been neatly made.

In this big house, not only has Architect Dailey repeated the vertical-batten motif, inside and out; he has also used the small rectangles of shoji screens in a recurring rhythm, and the tall rectangles of wall panels and of glass units in a quiet module. This house will be published in the March '54 issue of *House & Garden*



To make a complex house more coherent

LOCATION: Pebble Beach, Calif.
 GARDNER A. DAILEY, FAIA, & ASSOCIATES, architects
 HAROLD GEYER, general contractor



repeat the **R H Y T H M**



What about outdoor living? Dailey's patios seem more like outdoor *rooms* than most because he encloses his patios on three sides, uses the same wall pattern and flooring materials inside and out. Each patio is a carefully thought-out room—not merely the leftover after the house is built.

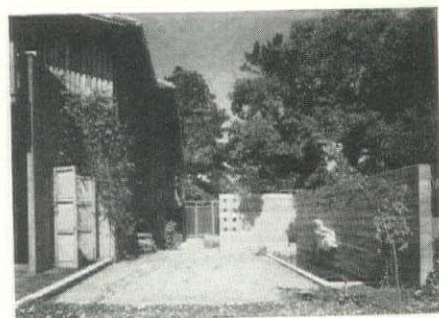
Dailey's three simple lessons—verticality, rhythm and outdoor enclosure—are directly applicable to small-house design. They can make the small house look bigger, the cheap house look more expensive and the modest house look more elegant.

To make any house more livable, enclose



the *OUTDOORS*

FEBRUARY 1954



**For their new president,
the Home Builders have picked
a regular Paul Bunyan from Texas**



Roy Stevens

Dick Hughes—

Dick Hughes's fantastic adventures began with a tragedy even before he was born, when his whole family was caught in the devastating Snyder cyclone of May, 1905. His father, his grandfather, his grandmother and dozens of other relatives were killed. His 17-year-old mother was found 24 hours later high in the branches of a cottonwood tree five miles away. Her back was broken and the wonder is that she lived to give birth to a bouncing, healthy boy on Nov. 24, 1905.

"We did not call our home a cave, we called it a dugout," says Dick Hughes in describing his humble beginnings. He went to school in White Deer, and in the evenings his great-grandmother (born in 1828) told him tales of early days on the great plains, and of her grandmother, a full-blooded Indian.

After high school he went to West Texas State College at Canyon. "I worked part time as a bookkeeper in a bank," says Hughes. "I worked in gas stations, as a janitor, and I also milked cows in a dairy." But a few months before graduation he had to leave college because of illness, and he never got his diploma.

After he left college he wanted an outside job to build up his health and went to an uncle for advice. His uncle told him he would never amount to anything unless he could overcome his shyness and learn to meet people. Dick asked the best way to meet people.

"Sell insurance," said his uncle, then searched his roll-top desk until he found an insurance policy with the address of a St. Louis firm. Hughes's uncle wrote the insurance company to send Dick a rate book and a salesman's manual.

Assuming the company manual had to be followed exactly, Dick scoured the town for customers from daylight until after

dark. Although there were only 600 people in White Deer then, he sold \$982,000 in policies the first year, just missed qualifying for the Million Dollar Round Table. But members of this blue-ribbon sales group were so impressed with his record and his age they voted him in anyway. Insurance was to be Dick's principal job until after 1940, when he turned builder.

Hughes got into the building business because he thought that something should be done about better housing in Pampa. Many of his friends lived in garage apartments and in the poor housing that grows up in an oil-field town. His first project was 100 houses and he sold them for \$250 down and \$17.46 a month.

Hughes formed a small company which built 1,100 houses during the war. Dick wanted to rent the houses until after the war, but his partners wanted to sell. With his share of profits from the sale of 500 houses, Dick bought out his partners.

"I had 600 houses left," Dick told a Trade Secrets group. "and by holding them until 1947 and 1948 I was able to sell them for an average of \$7,000 and put \$2,138,000 in the till. I wasn't particularly a genius. I just had guts enough to hold on. And I still sold them \$1,000 under the market."

He was born working

"Since I left college at 19 I have never drawn anybody's pay check but my own," Hughes says. "I have never slept more than four or five hours per night. This doesn't prove I'm smart—just that I have worked harder than most people."

"He was born working," one of his staff says, "and he has been working ever since." Today the 48-year-old Hughes is the head of a multimillion-dollar building enterprise that includes forests, mills, lumber yards, cabinet shops, construction operations in half a dozen southwestern communities, several subsidiary organizations dealing in titles, mortgages, insurance, several

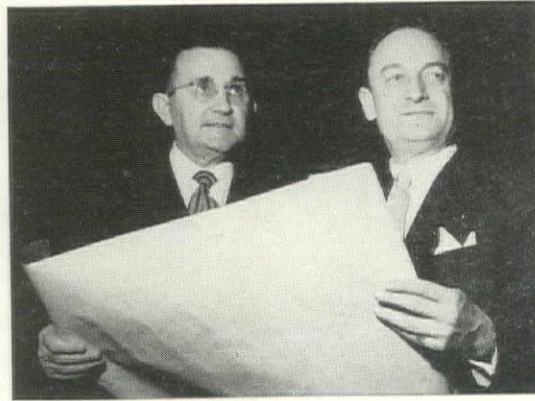
Lionel Heymann



In his wife, Ruby Lee, Dick has a talented partner who frequently travels with him.



Dick works closely with Earl Smith (center) and Leonard Haeger who direct research for the NAHB.



All last year first Vice President Hughes and President Spiegel (right) worked as an NAHB team in Washington.

new NAHB president

kinds of wholesale-retail distributorships including air conditioning. He owns two radio stations, is treasurer of an investment firm, built and owns his office building, two shopping centers and various related businesses. His best building year was 1952: 936 houses plus numerous stores. Last year he built about 600 houses, priced from \$7,000 to \$9,500. He would have built more if he had not spent so much time on NAHB business in Washington and in traveling and speaking throughout the country.

The Dick Hughes plumbing law

His energy enabled him to bulldoze his way through red tape and inertia to put through, a few years ago, what is often called "the Dick Hughes plumbing law." Under a former Texas law a plumber had to be licensed for each town he worked in. In one town where Dick was building houses the three men on the licensing board were a plumber, his son and their helper. No other plumber could get a license and Dick felt he was being badly overcharged. Single-handed he persuaded the legislature to pass a bill licensing plumbers on a state-wide basis. Overnight the price of plumbing in some towns dropped \$200. Dick was appointed chairman of the State Licensing Board and has held the job ever since.

He also gets full credit for the Texas decontrol of rents. Just after Congress passed a law permitting rent decontrol the Texas State Homebuilders decided to try to get the state legislature to pass a law, although there were only a few days in which new bills could be introduced. Dick took on the job; the bill passed.

This sort of service has made him "the most popular builder in Texas." All builders have come to depend on him.

"Everyone consults him," says an architect. "He's got a common touch and he's at home with everyone from the men on his job to the bank president."

Convictions and tractors

"Dick is a man of very strong convictions," says a man who has watched him work. Nowhere has his determination to carry out an impossible task been more in evidence than in his one-man slum-clearance job in Borger, Tex. in an area of shacks that had been built in the twenties after the discovery of oil (H&H, July '52). There were no streets, no planning, people didn't own the land their shacks were on and ranchers would not sell because of the oil. Killings were common. It was one of the last of the wide-open frontier towns.

"I had a deed to the land," says Dick, "but 1,500 families owned the shacks under an old Texas statute which smiled on squatters' rights. One old boy was particularly stubborn. We had moved dirt from around his house until his outdoor toilet sat on a high pinnacle. He finally said: 'By jiminy, Hughes, I'll have to move. My ladder is so short I can't get up to my privy.'"

Actually Hughes loaned or gave money to many families to move their houses or rent new ones. He moved 1½ million cu. yds. of rocky earth, relocated some 28 miles of pipe lines, put in a complete sewage system plus streets and some parks, and built nearly 2,000 houses, priced from \$3,800 to \$4,100.

As a business venture, the Borger experiment is a prime example of how to earn money the hard way; but it is typical of Hughes's concern with his community, a concern which now embraces all US communities.



Ruby Lee Hughes, the new first lady of NAHB.



As first vice president of 1953 NAHB cabinet, Hughes spent most of his time on builder affairs; (l. to r.): Hughes, Nicholas Molnar, President Manny Spiegel, Paul Burkhard, V. O. Stringfellow.



600 hours a year are flown by Hughes's "Bonanza," which carries the boss and his key personnel from city to city wherever houses are built or business is to be done. Hughes curls up in the back seat with a cigar and his papers, works steadily between airports.

Father of air conditioning

Hughes is generally credited with being the spark that set off the home air-conditioning explosion. He had seen mechanical air conditioning being put into larger houses in the Southwest and decided that people in small houses should have summer comfort, too. At the first Trade Secrets meeting in the fall of 1951 he said:

"I can't get anybody to agree with me, but I think five years from now that houses in the Southwest without some type of refrigerated air conditioning, even 800 sq. ft. houses, will be as obsolete as houses without a refrigerator plug."

The trade press quoted him widely and leading manufacturers began to get interested. Then Dick began talking about the need for an air-cooled condenser that would eliminate water cooling. Now half a dozen firms have air cooling on the market.

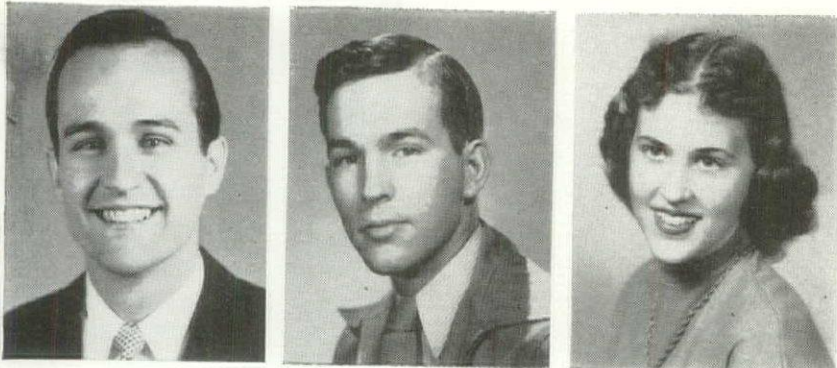
"Our boss is thorough and extremely analytical," according to the Hughes home office. "He surprises and irritates our engineering department with his ability to analyze engineering proposals. He is also in the hair of the architects, because he is never satisfied. He is always demanding something new in design, comfort and livability."

In his 15 years as a builder Hughes has come to typify the new breed of homebuilder who is fundamentally successful because he understands banking and business, knows how the government operates, and is a shrewd merchant. But Hughes the big businessman understands the little businessman. And his understanding has been sharpened by his younger son, 22-year-old Lynn, who went into the building business on his own two years ago, and who has been having the typical small builders' problems, which he brings to his father for solution.

Probably no previous NAHB president has spent so much of his time on NAHB affairs. Hughes has been a national director, regional vice president, chairman of many committees, national secretary, national treasurer and last year was first vice president, serving in these posts under Bill Atkinson, Alan Brockbank and Manny Spiegel. He and Rodney Lockwood were the two builder members of President Eisenhower's highly important Committee on Housing, and many of their ideas were incorporated into the final report. Dick spent far more time in Washington last year than in Pampa.

During this siege he got well-acquainted with top government men who will influence housing legislation this spring. He has been a major NAHB sparkplug in slum clearance and rehabilitation. He has a deep personal interest in NAHB's research activities and will provide strong backing for the air-conditioned village in Austin. He will bring both his experience and his drive to the new NAHB housing center in Washington, which should be finished this year. Hughes has a valuable background in dealing with mortgage problems and some highly interesting ideas which he hopes will help to furnish more mortgage money for builders in the months ahead.

"He can work 24 hours a day, seven days a week," says a California builder, "and that's the kind of man this job calls for. Hughes is a man dedicated to the homebuilding industry and we need a man with that much fervor."



Hughes' family: Richard (left), 24, divinity student at Yale; Lynn, 22, a Texas builder; Carol, 16, at school in Washington, D. C.

The challenge of the building business

Remarks to the 1953 graduating class of builders at Michigan State College

What an opportunity homebuilding offers to young men! When I visualize housing in America as it should be—all the opportunities this industry can accomplish, the tremendous economic gains for the nation and the individual builder—I sometimes wish I were your age just starting out.

A successful homebuilder must have guts and ingenuity but he must also be a dreamer. At the same time he must be prepared when a great portion of those dreams burst in his face and turn into a nightmare. On June 10, 1951, my firm was in a real Texas mess. We had over 120 houses completed which just wouldn't sell. The mortgagee refused to process ten puny loans and he had previously handled \$25 million worth of us.

I called my operating committee together and said: "Boys, we will have to shut down. We can't sell our houses and we couldn't sell our mortgages even if we could sell our houses. We are faced with our greatest crisis."

We made a survey and found: we not only had 120 unsold houses but we owed 1 million dollars on them and the bankers wanted their money.

Now when you owe a Texas banker a million dollars on houses that are finished and another million on unfinished houses, there is something about the persistent approach of that Texas banker that just naturally creates a sort of a unique desire in you to do something. There was something in the persistent way my banker approached me in June, 1951 which created a sincere desire and enthusiasm, and zeal for work and ideas that I never before dreamed of.

So we organized our own mortgage company. At our first meeting we voted unanimously that we would not refuse to accept our own business. But a mortgage company can do no business without mortgages and mortgages cannot be created without buyers—so we started after buyers. I soon received quite a shock. Those houses were good, but there was nothing fascinating about the design. They had no punch. I realized that I had an obligation to provide my buyers with something new, more livable and more comfortable. They were young and had made sacrifices to buy houses and I knew that I had to fulfill that obligation to my buyers or I would have to repudiate my obligation to my bankers. We began to merchandise our houses. We used every sales device known to man and some known only to women. I realized then that houses of the future must be new in design and livability and that we must merchandise them.

This is my home

Bud Stringfellow came from Seattle to visit me. I proudly put him in my plane so that I might show him my little equity in Texas. When we were in the air, I said: "Tell me what you see!"

He said: "Only prairie." He saw the disappointment in my face, because he said: "What do you see, Dick?"

"Bud, I see the Panhandle of Texas; the Llano Estacado, or

Staked Plains. Staked by the sun-bleached bones of animals left by Coronado in his trek across the continent.

"I know it's bleak and barren, that only the ruggedest of plants and animals can survive its winter blizzards; only the toughest of plants fails to wither under its scorching, bleaching summer winds, but it's my home, Bud, and I love it.

"I love it because it asked no quarter of me because I was born in a dugout and as an orphaned waif wandered the bleak expanse of its prairies. It accepted me for what I was and asked no questions about my birth, my breeding or my background."

And there on the flat-open prairie, I found my American heritage. It gave me freedom of individual opportunity. It gave me the opportunity to do what I was capable of doing. It gave me the opportunity to be what I was capable of being.

It did not hinder but helped me to create a fine family and allowed me to provide for them amply.

It gave me the opportunity to contribute toward the growth and development of my community, my state and my nation.

What kind of an individual would I be if I did not love it?

What kind of an individual would I be if I would not fight for such a heritage? What an ungrateful, traitorous coward I would be if I failed to fight to preserve that heritage and hand it on to my children just as clean as it was when I found it!

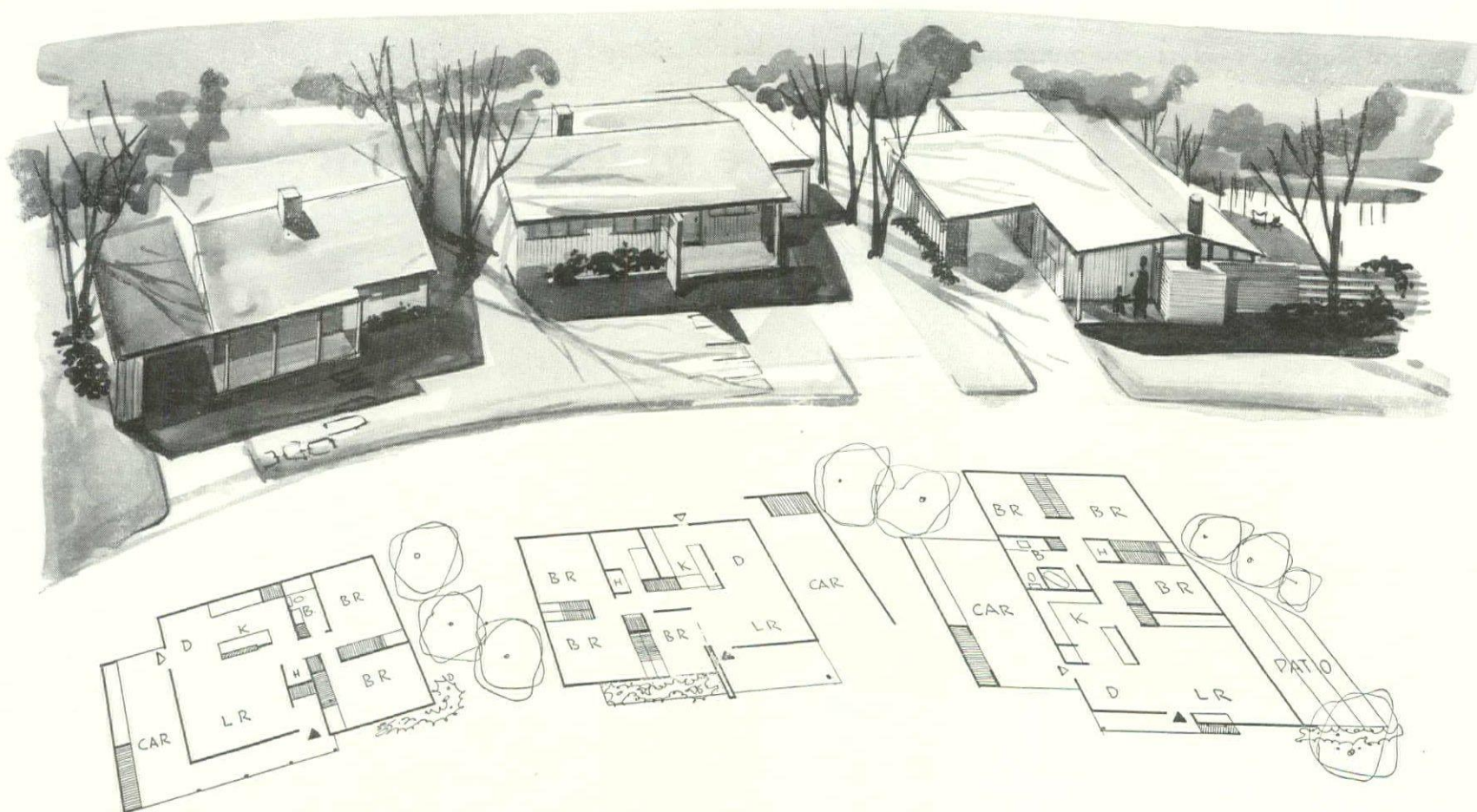
Is there any difference in the way I feel about my home and the way you, and other freedom-loving Americans, feel about yours?

I'm sure there isn't. Because I have visited builders in every nook and corner of this nation and it matters not whether they showed me forests, lakes, rivers, ocean waves, smoke-filled cities, farms or deserts—I saw the same swelling of pride and the same gleam come into their eyes when they said, "Dick, this is my home! This is where I found my individual opportunities to do what I was capable of doing and to be what I was capable of being"—and in their individual ways, they thanked God for those opportunities.

Home ownership is the last great bulwark standing courageously and defiantly against the opponents of the system which has created individual freedoms of opportunity.

Home ownership is the basis of the American system—the American heritage—which asks no questions about your birth, breeding or background and allows you to walk out of this graduating class with definite assurance that nothing can stop you from doing what you are capable of doing.

There are 16 million homes to clean up and make livable and decent—at the rate of 750,000 per year—250,000 to recondition after they are "traded in" each year. A million families that need new homes each year—what an opportunity! What a challenge to those with courage, guts, ingenuity and vision. Easy? No. A thousand obstacles lie in our path. But I challenge you to put your youth, energy, new ideas with the mellowed judgment of our experience, and help us embark on a long-range crusade to house all Americans—to help us rehabilitate and recondition homes, to build new homes for the low- and high-income groups so that



New models every year are a Hughes merchandising idea and these 1954 houses are now being built. They carry contemporary planning into the smallest houses. These will sell for \$8,000 to \$9,500.

two million more Americans each year can say: "This is my little piece of America. This is my home!"

Industry in high gear

Today the homebuilding industry is a great industry — the largest segment of the largest industry in the world. It has produced over seven million homes since World War II. For the first time in our history more people live in homes they own than homes they rent. This industry is in high gear — capable of producing more than a million units a year.

I am proud of the record of the homebuilding industry. It stands firmly as a tribute to the people who believe that the industry should be free. It stands firmly as a tribute to private homebuilders and government, who have combined their efforts to make this nation the finest-housed nation on the face of the globe. It stands firmly as a tribute to the freethinking people who believe that to own, live in and pay taxes on a home changes the thinking of the average American and makes him more appreciative of the heritage that was handed down to him by the blood, sweat and toil of his American forefathers. It stands firmly as a tribute to the American homebuilder — to the courage he's got and to the ingenious scheming he'll do when his back is against the wall. It stands firmly as a tribute to the National Association of Home Builders—to the guts and ingenuity of its 26,000 members and to the leadership of its 215 local affiliated associations.

There are approximately 43 million urban dwelling units in America which, combined with 6½ million farm-dwelling units, are estimated to be worth \$300 billion and represent about 25% of the nation's total estimated wealth.

A great portion of this housing inventory is in various stages of deterioration and decay — eight million deteriorated to such an extent that they are not fit to live in, another eight million,

even though habitable, have certain health and safety deficiencies. Even though we have built seven million homes since World War II, 16 million families still live in homes that fall short of required health and safety standards.

When we try to analyze future housing needs we must take into consideration the birth rate of the forties, which reached nearly three million in 1943, as an all-time high of 3,800,000 in 1952 and is estimated at four million in 1953. The high birth rates of the forties have created a tremendous impact upon the elementary schools. There will be a like impact upon housing when, by 1963, family formations will probably reach 1½ million, and increase to nearly two million per year by 1973.

Builders' program

In order to meet these present and future demands for housing, NAHB has created a dynamic crusade. It is affirmative, aggressive and visionary because it is designed to keep the industry virile and healthy by building enough new houses for new families, for families increased in size or with improved economic status, and to replace houses destroyed by fire, flood and tornado. It is visionary because it accepts a long-range social and economic responsibility to stop housing decay and arrest the spread of the blighted slum areas which are spreading across the nation.

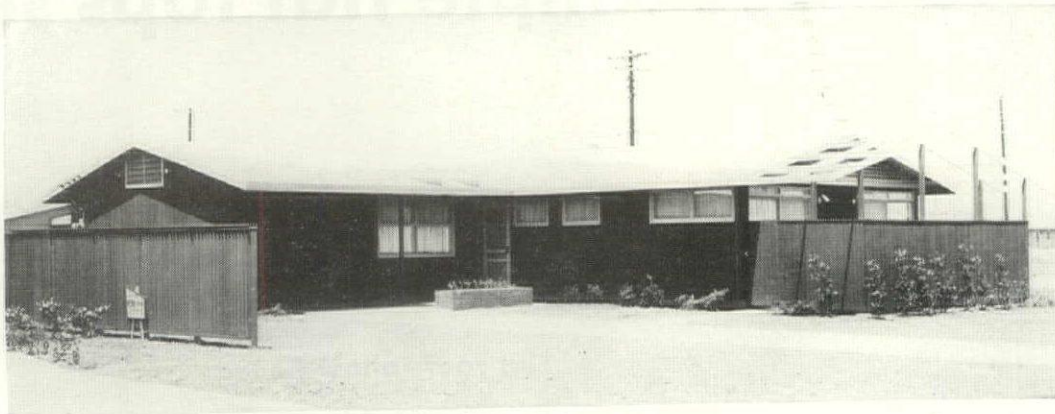
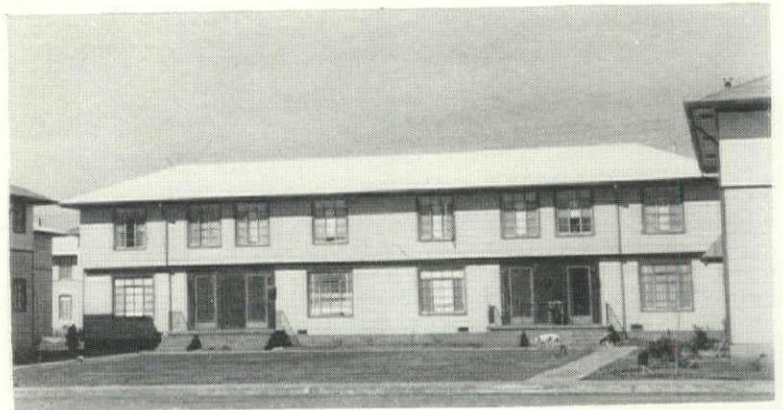
When we prove to the Congress the need for certain legislative tools to carry out this program we believe we will be able to:

1. Provide a million or more new homes per year.
2. Completely recondition 250,000 trade-in houses.
3. Make habitable through rehabilitation not less than 750,000 homes per year now unfit to live in.
4. In so doing, contribute approximately 17 billion dollars to the national economy each year.

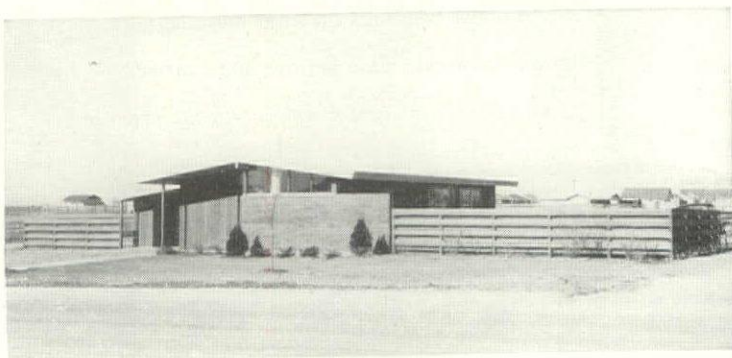


Hughes Building in Pampa is both the biggest in town and the center of the vast Hughes enterprises which spread over several states and include an integrated operation complete from forests to financing. Hughes also has built and owns two shopping centers, two radio stations, and builds an unusually wide range of houses.

Hughes has built practically every kind of housing unit: apartments like these duplexes, defense houses and economical Title I houses. He offers his buyers a wider variety of low-cost designs than almost any other builder in the country.



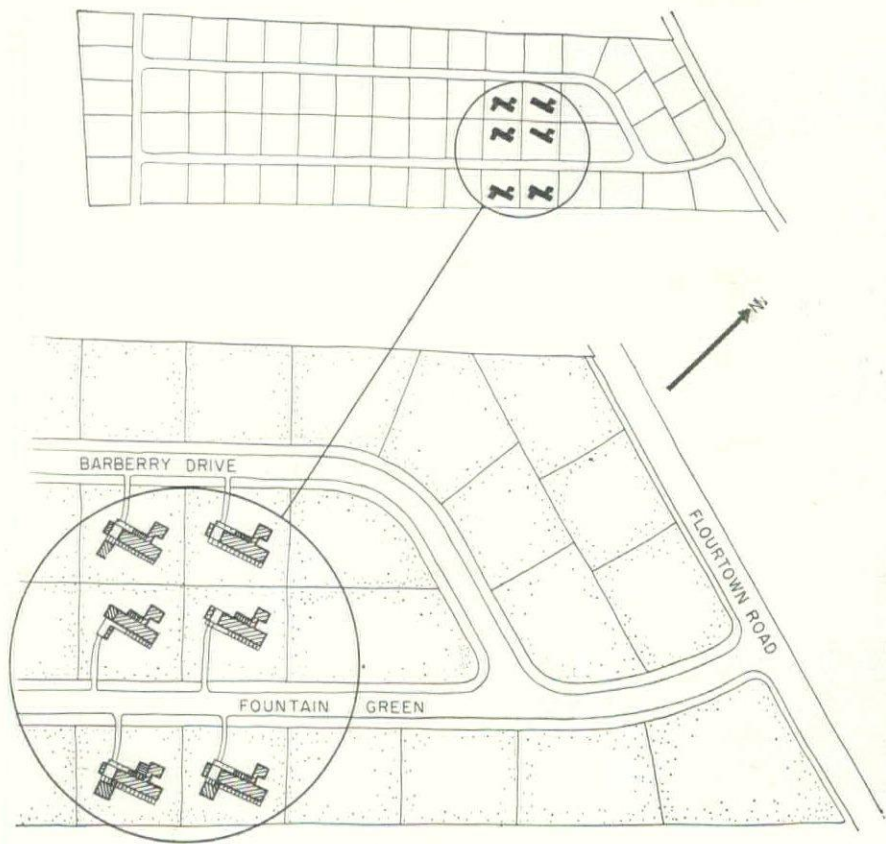
Hughes lives in this Trade Secrets house (now enlarged with more bedrooms) which he used to test public reactions. People liked many features which he now includes in his 1953 and 1954 models.



Most expensive house has 1,225 sq. ft., fences, paved patio, open planning, big windows, optional air conditioning. Price is \$13,520.

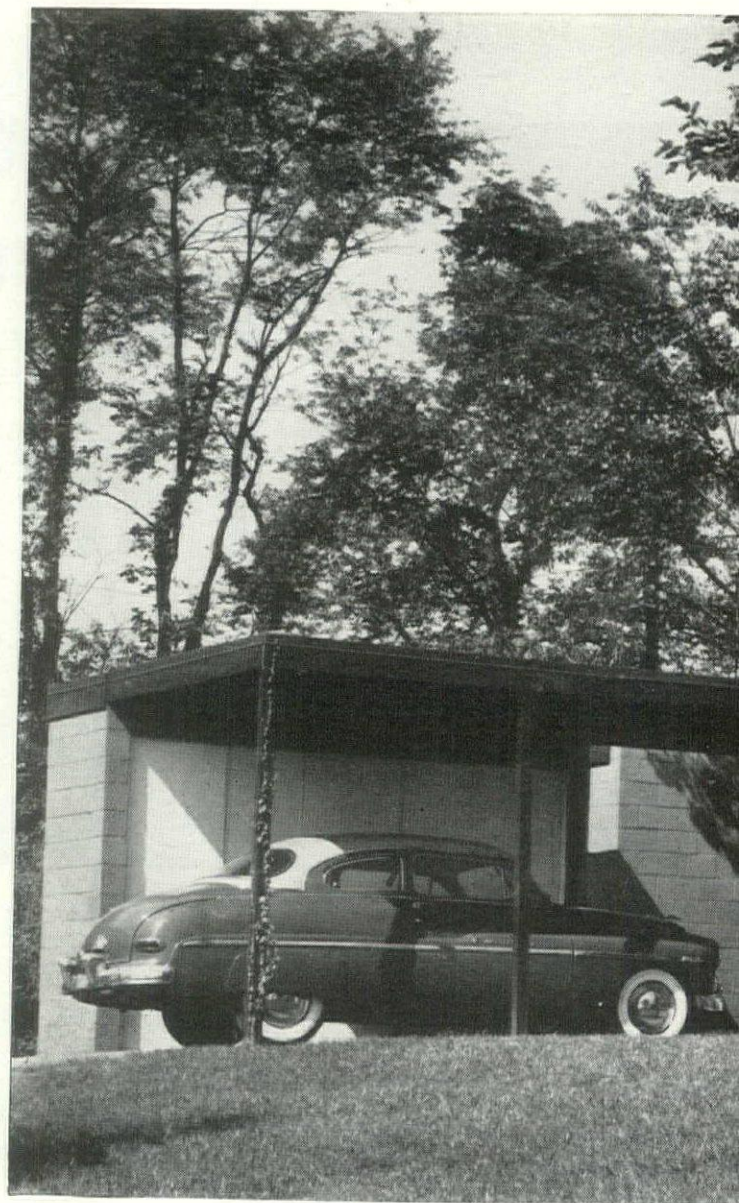


Another new model has 1,160 sq. ft., is \$12,750 plus \$1,000 for air conditioning. Most Hughes houses sell for under \$10,000.



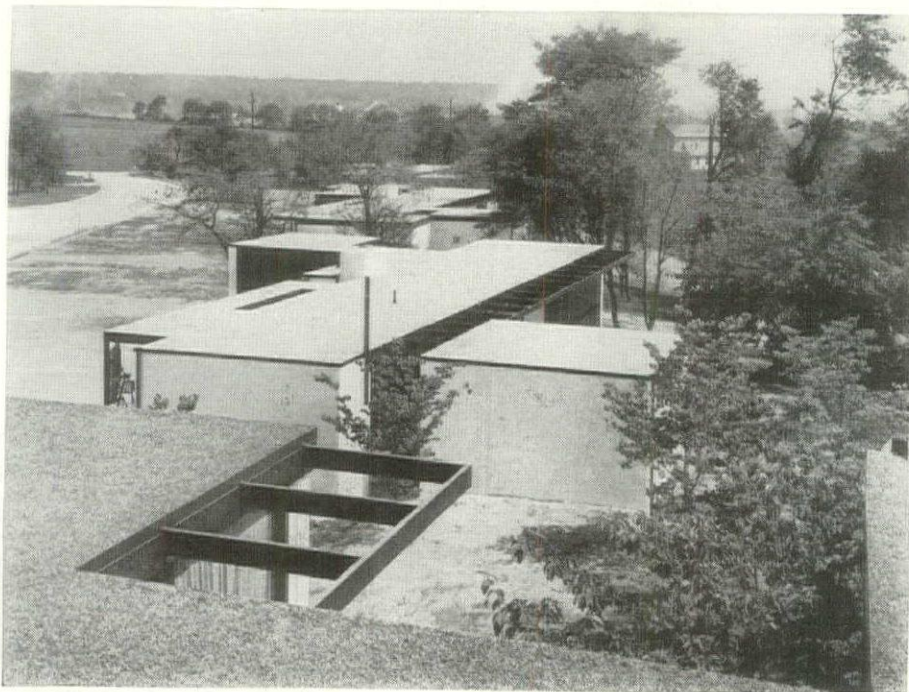
Each house has a 1/3-acre lot

*Orientation is almost due south for solar heat;
houses are at a 30° angle to the street.*



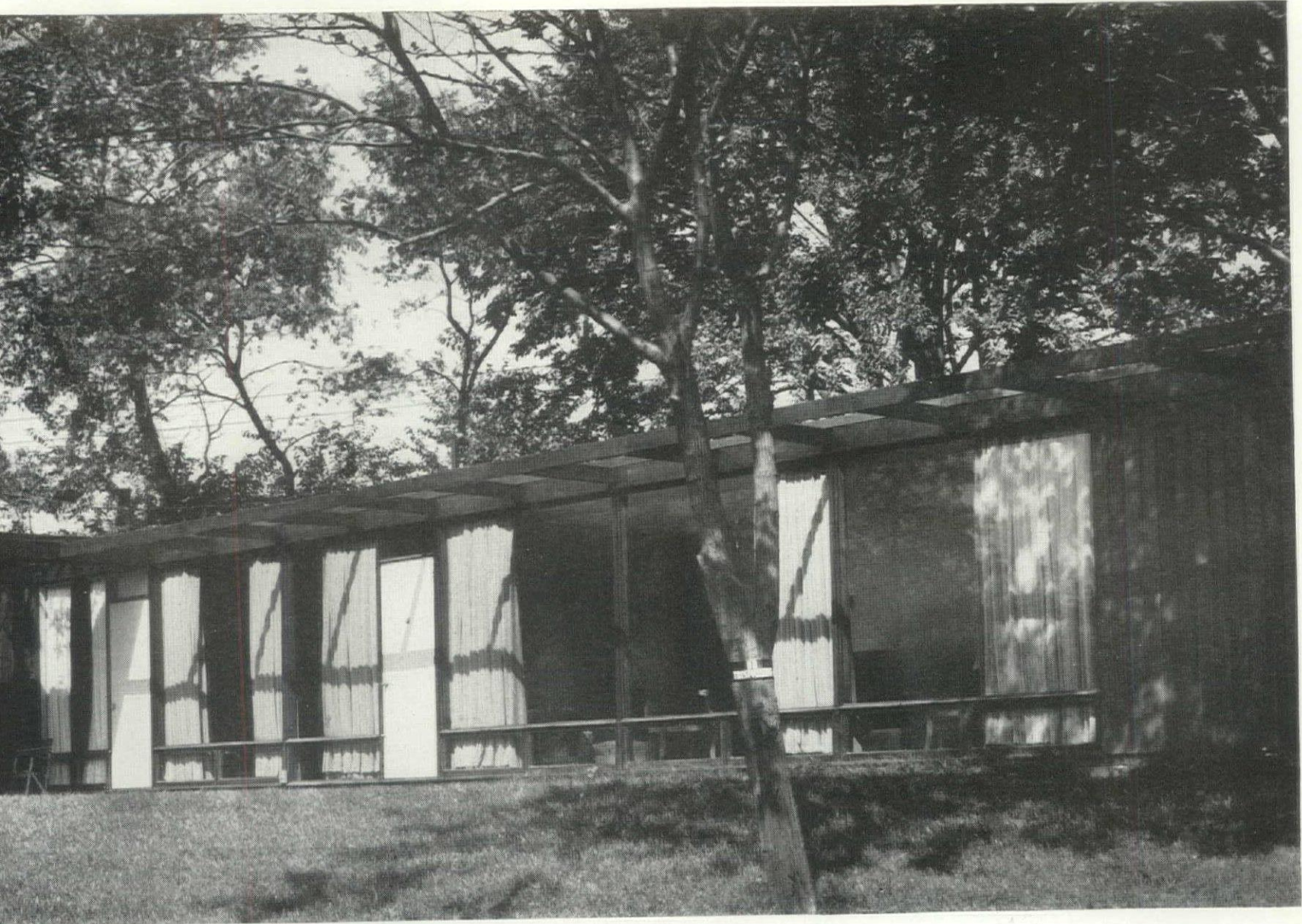
Why did these simple flat tops sell

Photos: Lawrence S. Williams



**Flat roofs allow house
to expand sideways, retain
homogeneous appearance**

*Although additions involved more corners,
increased cost, plan became more varied
and buyers thought it well worth the expense.*



in staid Philadelphia?

Because families are expanding in size and to the outdoors, and today's most successful houses offer expandability, ready access to the outdoors.

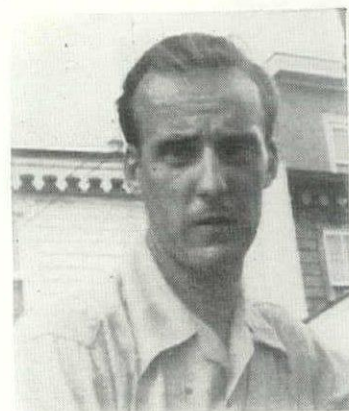
Unlike the Levitts' latest building bargain (p. 118) which expands upward, Bob von Gerbig's houses expand in a Z pattern into back and front yards. Removable redwood panels permit additions even to completed houses.

These houses sold themselves because they can be expanded without distorting their looks or their livability:

▶ Garages, carports, a third or fourth bedroom can be added without looking like tacked-on afterthoughts and without the ticklish problem of trying to tie into an existing roof pitch.

▶ The basic plan is so elastic that addition of bedrooms does not throw the living areas out of balance: too frequently the living room of a four-bedroom house is inadequate to accommodate a four-bedroom family. The living room, big to begin with, can be made even bigger by using the open kitchen area for living and adding a separate kitchen wing.

Twelve buyers saw the inherent flexibility in a prototype house, ordered the arrangements they wanted in their own houses on a semicustom basis. Twenty houses were sold before operations were closed for the winter; 40 more are projected for the spring. The house will appear in the July issue of *Today's Woman*.



Designer Bob von Gerbig

believes house economy is as much a matter of livability and flexibility as of square-foot cost. Houses that grew out of his expandable core cost \$12 per sq. ft., provided elasticity for daily family life, economical convertibility for the whole family life cycle.

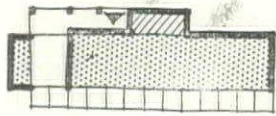
LOCATION: Whitemarsh Township, Pa.
DEERCROFT BUILDERS

ROBERT von GERBIG, designer

PRICES: from \$17,500 to \$19,450

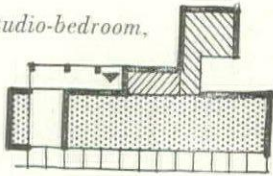
ROBERT J. NASH, INC., realtors

Basic in-line plan
with exterior service core . . .

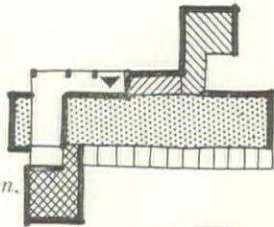


. . . has built-in plan for expansion,

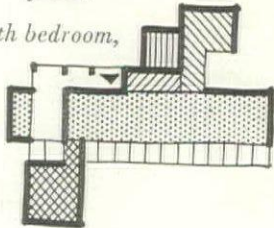
. . . studio-bedroom,



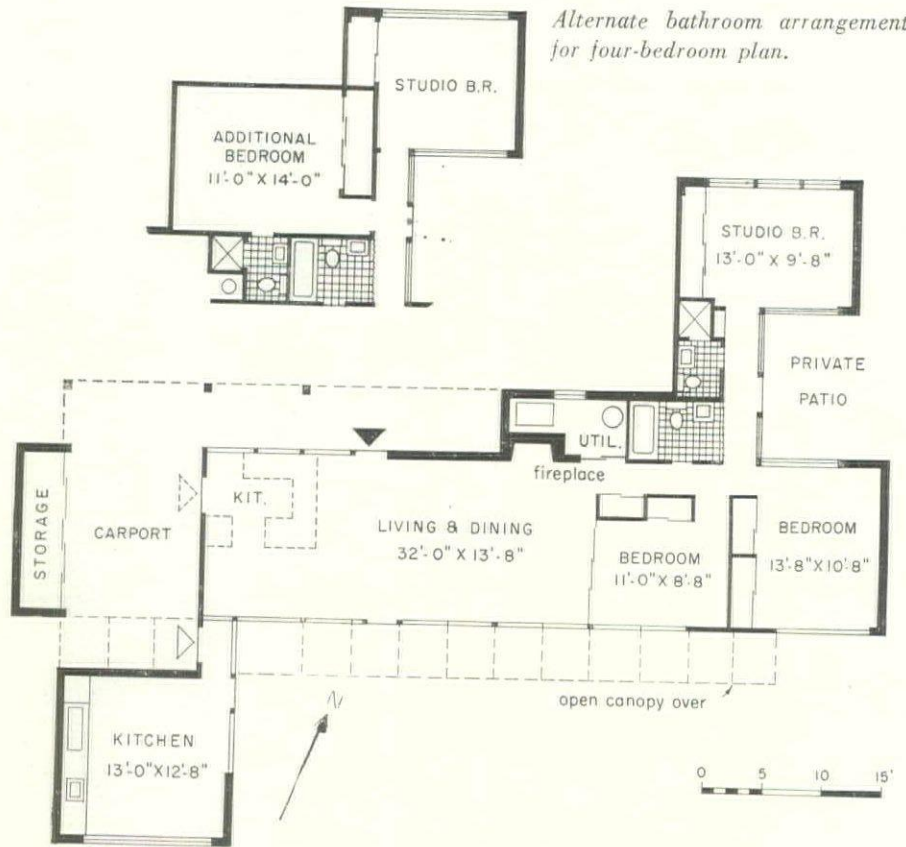
. . . separate kitchen,



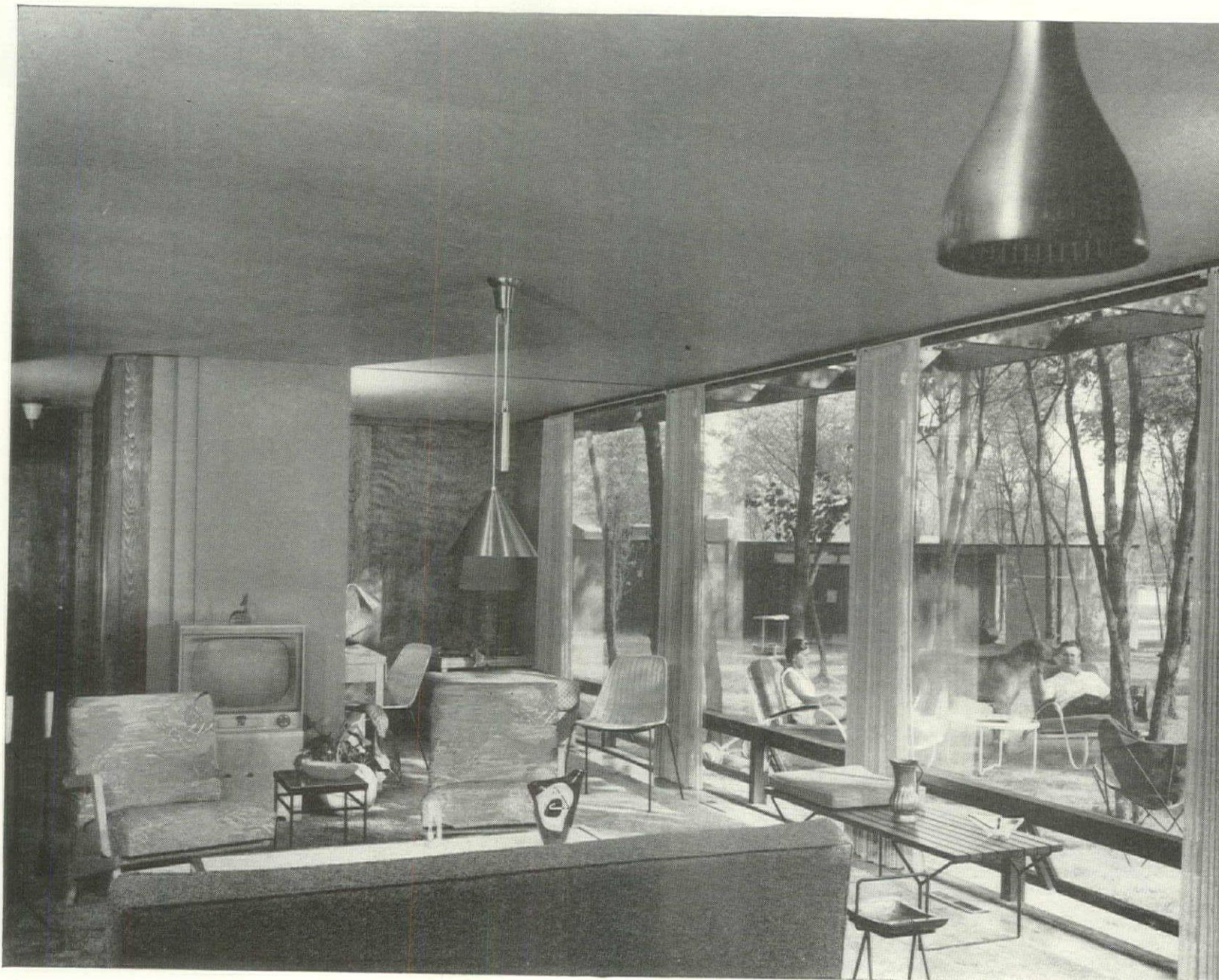
. . . fourth bedroom,



Alternate bathroom arrangement
for four-bedroom plan.



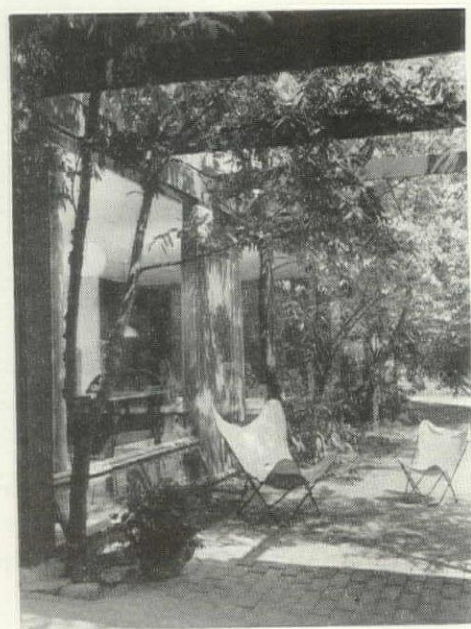
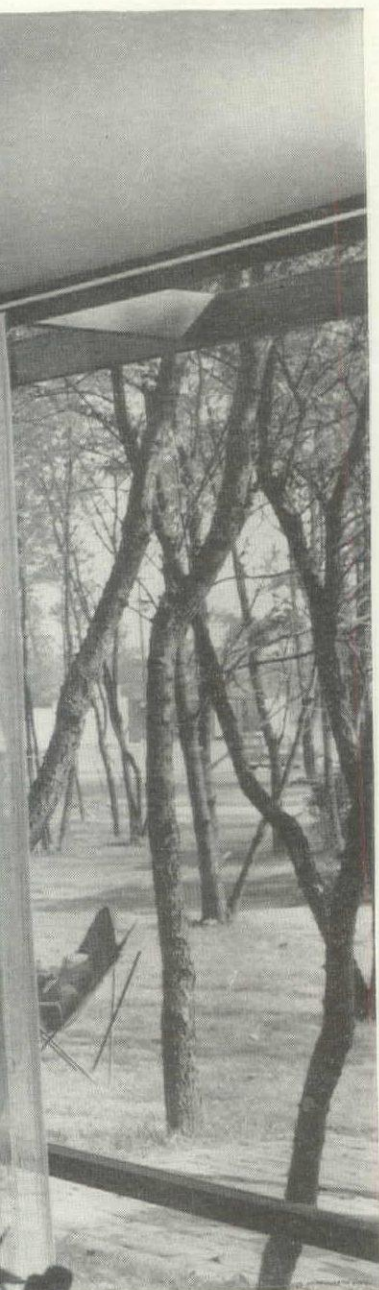
Glass-walled living room seems as big as all outdoors



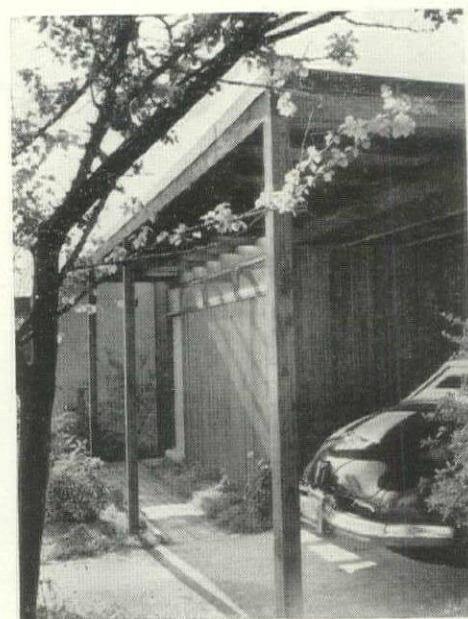


High strip windows above pass-through permit cross ventilation. Kitchen also has exhaust fan. Pipe supporting cabinets is kitchen vent stack. Built-in oven and range, dishwasher are included in sales price. Other plush features: waist-high fireplace, oak flooring, adjustable light fixtures, tiled baths.

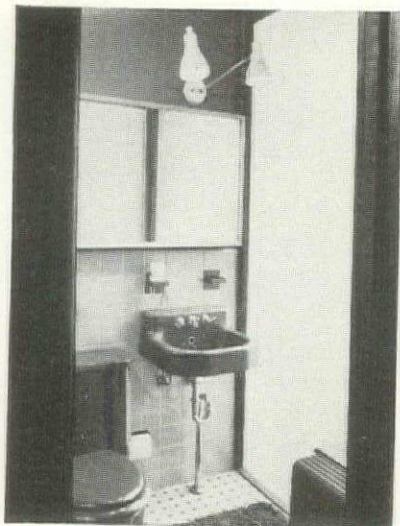
**Open kitchen looks like
a handsome piece of living-room furniture**



**Vines on overhang shade interiors in summer;
leaves fall in winter, let sun in**

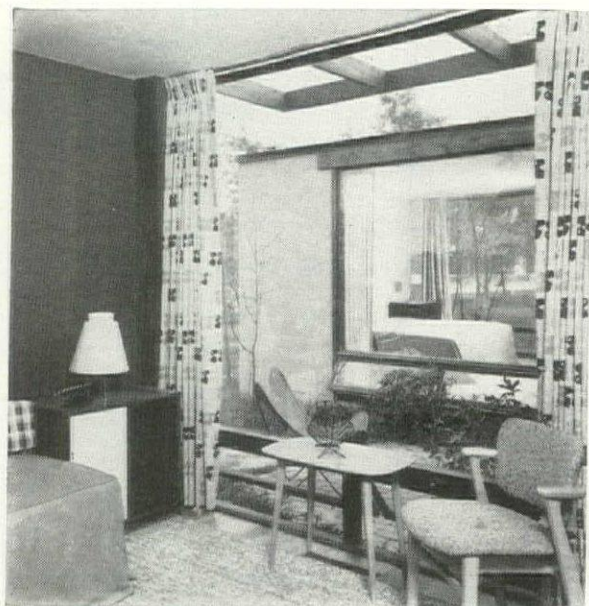


Design is simple, fresh



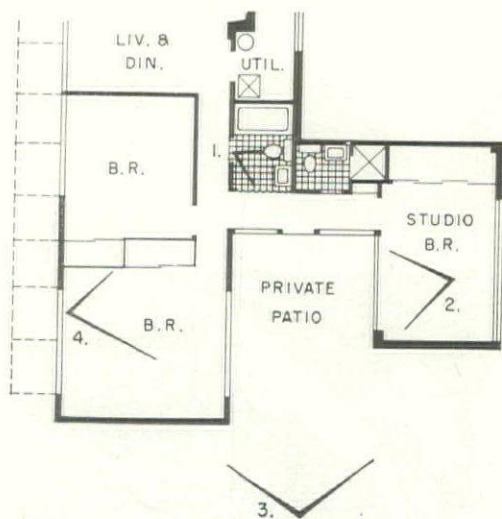
1

Obscure-glass wall and skylight,
light and ventilate inside bath



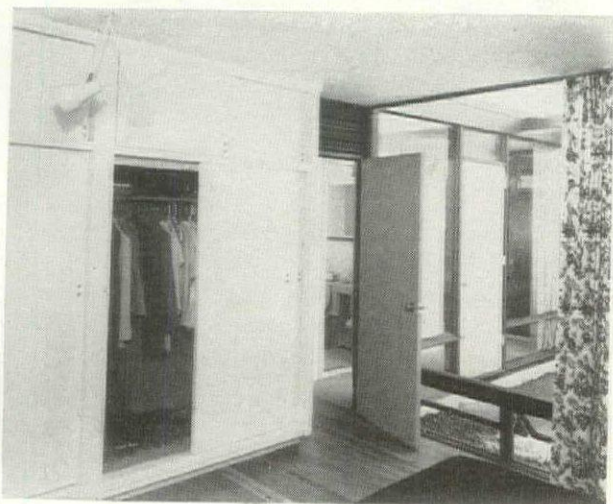
2

Bedrooms seem almost outdoors



3

Addition of third bedroom, oriented south
like main body of house, frames private patio



4

Bedroom closets provide
in- and out-of-season storage

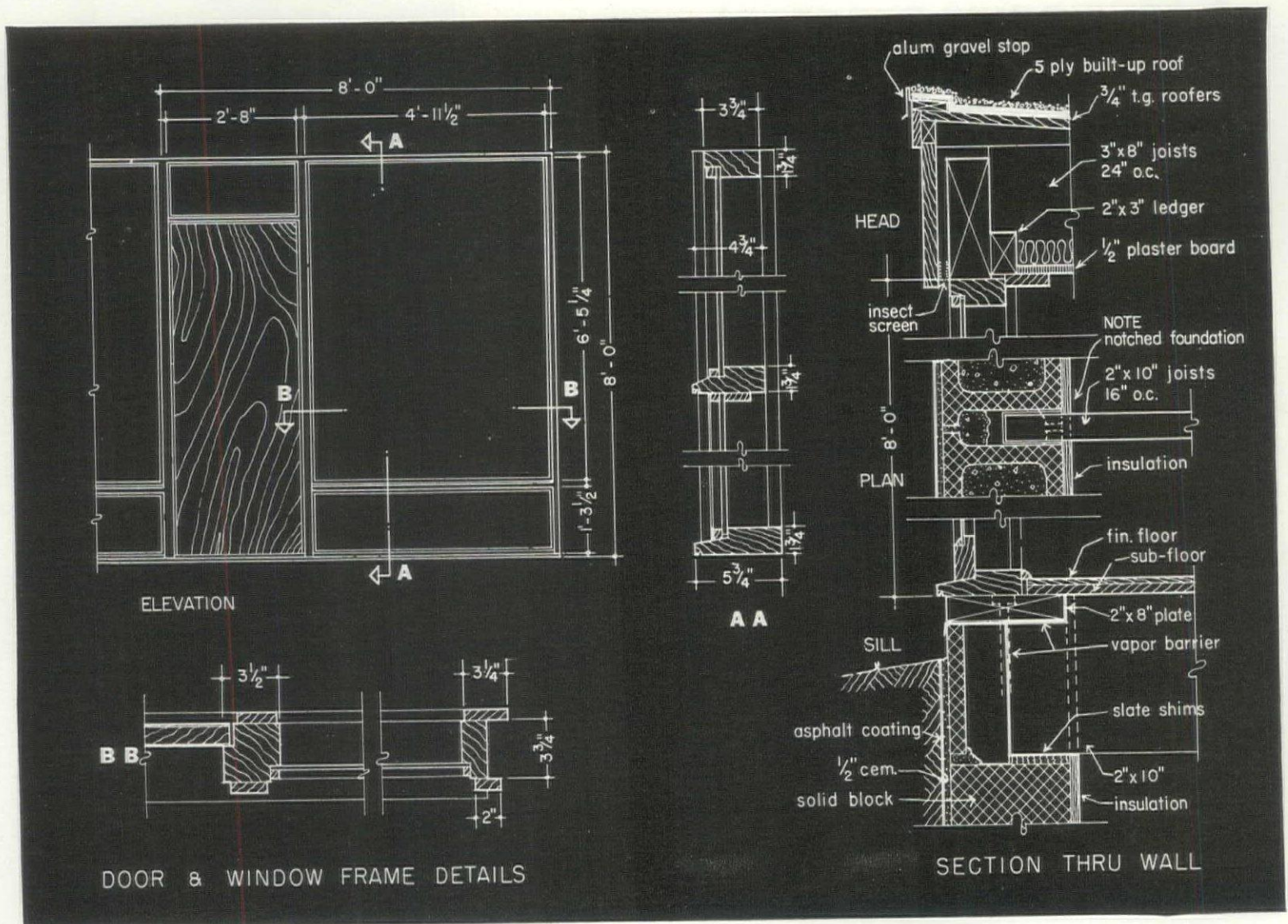
Construction is simple, adaptable to mass-production

Deercroft was the first development-scale project by the builders (downtown Philadelphia realtors), the first big project by von Gerbig. When operational contractors refused to bid on it, von Gerbig and a hand-picked crew built the first model. Result: subcontractors did not hesitate to bid on a house they could actually see. Eventually the realtors and von Gerbig acted as general contractors. Design yielded economies:

- ▶ Vertical redwood panels spaced strategically in the predominantly cinder-block north wall permitted plan changes at any stage. Entire center core (13½' x 56', inside dimension) is spanned by standard 14' joists; standard 14' lengths of dry wall for ceilings span full depth of house, get excellent nail purchase on 3" x 8" joists.
- ▶ Prefabricated sliding-door closets and floor-to-ceiling frames (with overhead louvers for ventilation) for bedroom doors, partition rooms.
- ▶ Although houses have from three to five exterior doors for easy outdoor living, they are framed economically in millwork (see below).
- ▶ All windows are single-glazed but heat outlets under each bulk window blanket the surface with warm air which then crosses room to cold-air returns. Gas-fired heating system is designed to produce 70° room temperature in 0° weather when no sun shines through glass walls. Curtains drawn at night help insulate big glass expanse.
- ▶ Although von Gerbig would have preferred a slab to crawl space (used at builders' insistence, although he plans slabs for 40 future houses), he took advantage of the space, lined it with vapor barrier to form a secondary plenum to heat floor, left ductwork uninsulated.



Basic design unit is 8' x 8' bulk frame
milled locally to von Gerbig's design





Photos: Ernest Braun

LOCATION: Hillsborough, Calif.
 ROLLIN E. MEYER & SON, builders
 GEORGE T. ROCKRISE, architect
 HOME MUTUAL LOAN & SAVINGS CO., San Francisco, financing
 PRICES: \$37,500 to \$40,000

A four-point program sells \$40,000 houses

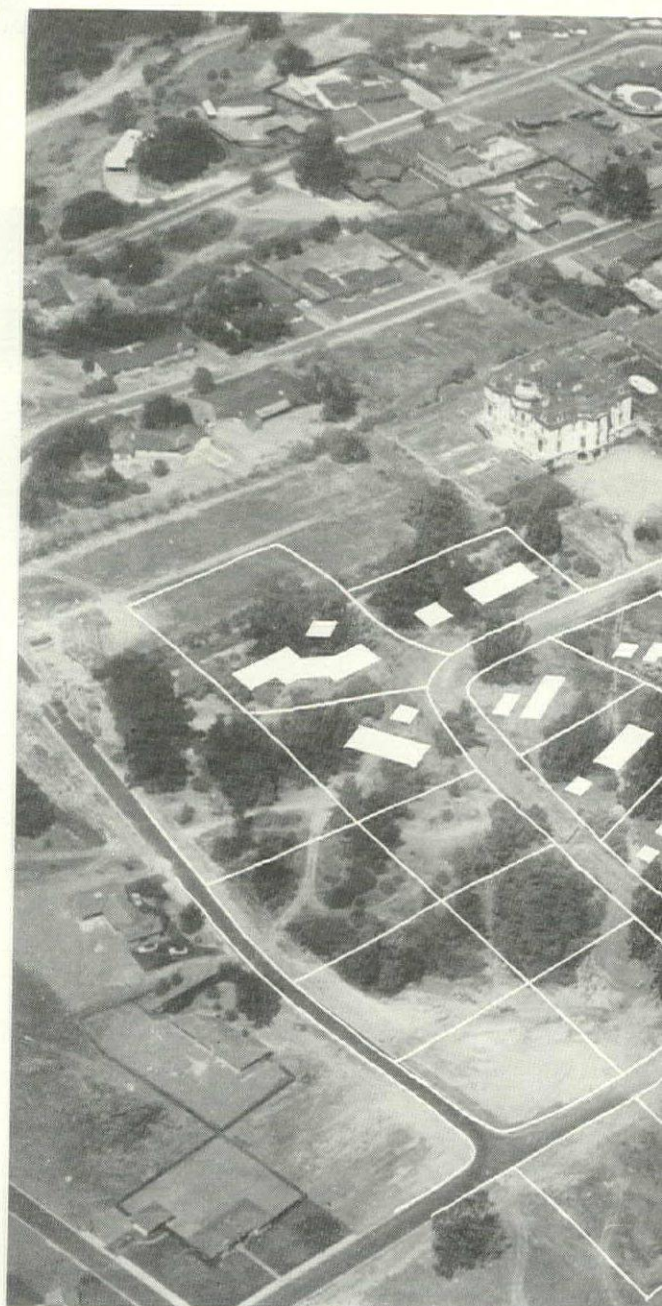
What kind of houses do \$40,000 buyers want? Rollin E. Meyer & Son of San Francisco have an answer for one area. In a generally slow market they are selling their houses by using a dynamic program:

1. Fine land in an excellent location.
2. Fresh architectural design.
3. Forceful merchandising.
4. Financing that includes trade-ins.

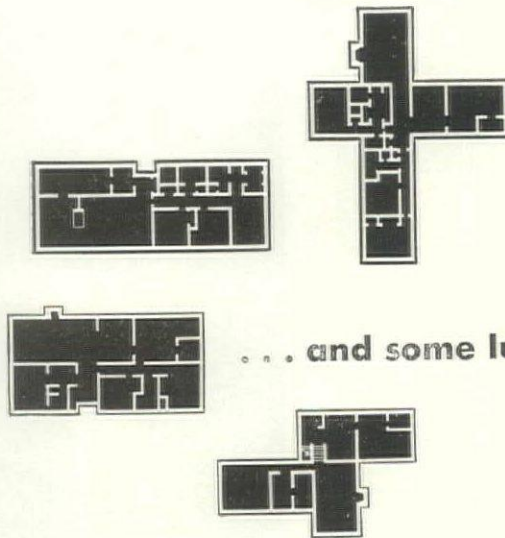
On an old estate only 20 minutes by car south of San Francisco (closer than most projects) the Meyers bought enough wooded, slightly rolling land for 34 houses on half-acre sites. The land is in a prestige area with a good address, the local climate is good (an important factor in the Bay region). Their big lots are laid out on a loop street that follows the contours. Houses are not crowded, have privacy, are sited for appearance, view and climate.

To attract well-heeled buyers the Meyers set out to produce a package with merchandising appeal. To give buyers the individuality they insist on in a \$40,000 house, the Meyers commissioned Architect George Rockrise (recently appointed to the SF Art Commission) to design four basic plans which could be varied to give a custom-house flavor. The builders merchandised their first house so well that Rollin Meyer Jr. won a trip to Acapulco in the Honeywell contest. The campaign included articles, radio and TV appearances of builder and architect, gala opening, furnished models.

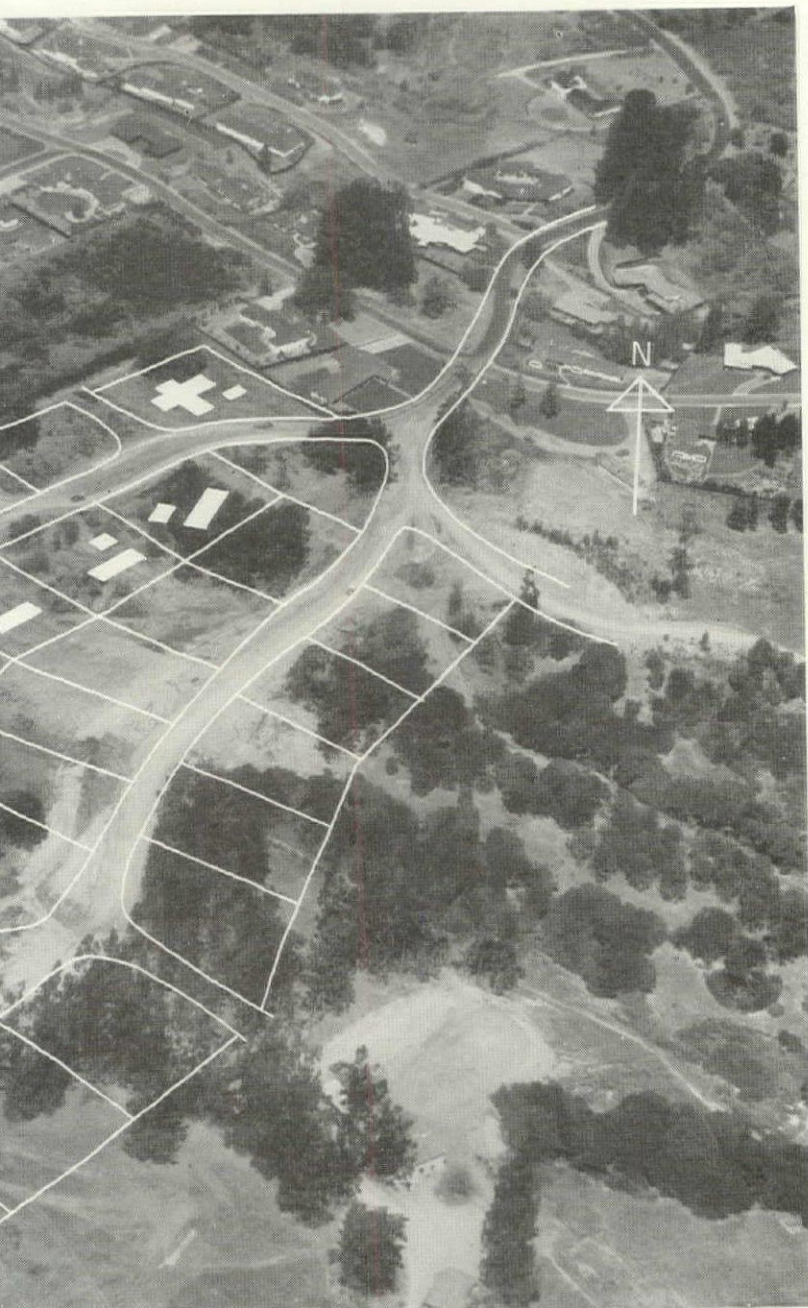
Sales clincher is the trade-in. Of the 11 houses finished or under construction, eight are sold, every one with an old house traded in. Because the Meyers' also have estate business, trades are no problem at all.



A four-plan program



... and some luxury ideas



Heart of the Meyer merchandising plan is to give buyers a choice of four houses (plans shown in detail on the following pages) which have a common framing system for economy purposes but which have considerable individuality. Models vary in appearance and room arrangement, are adapted to the terrain to get maximum individuality. Included in the price is enough of the architect's time to make minor changes to satisfy each customer.

The 2,000 sq. ft. houses (plus the detached garage) have enough luxury ideas to attract buyers away from their older houses. For women who can afford a servant but who cannot get one, the well-laid-out kitchen has magnetic attraction. There are two dining areas plus an outside terrace close to the kitchen. The master bedroom has a dressing room and its own bathroom. The entire house looks big and impressive.

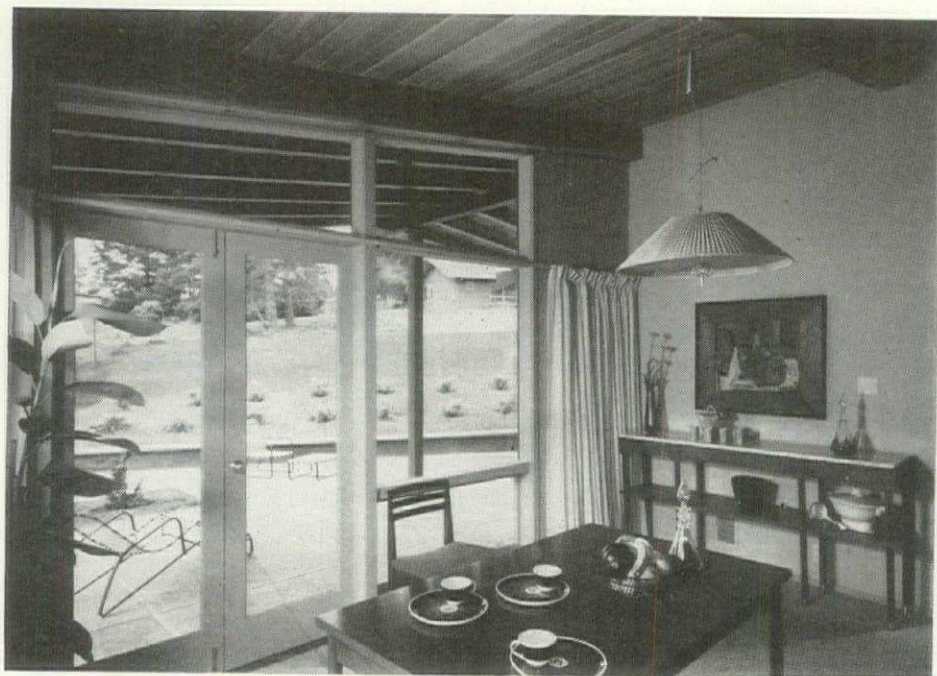
"You have to educate buyers to this style of house," says Rollin Meyer Jr. "At this price we get a middle-aged group used to conventional houses. Some people came back a dozen times before they decided to buy. Our buyers use their trade-in house as a down payment, get a 60% conventional mortgage if they want it at 5% interest."

New street layout and house locations of Chateau Acres superimposed on aerial photographs (with old mansion at upper left). Sites of first 11 houses illustrate how Architect Rockrise's siting on half-acre lots takes advantage of terrain. Separate garages are tied to houses by covered walks.

Luxury kitchen has great appeal to women who entertain a lot with no servants. At one end is laundry, at other end a breakfast or family room opening to terrace for easy serving outdoors. High ceiling, big window, built-in oven, long counters are effective sales features.



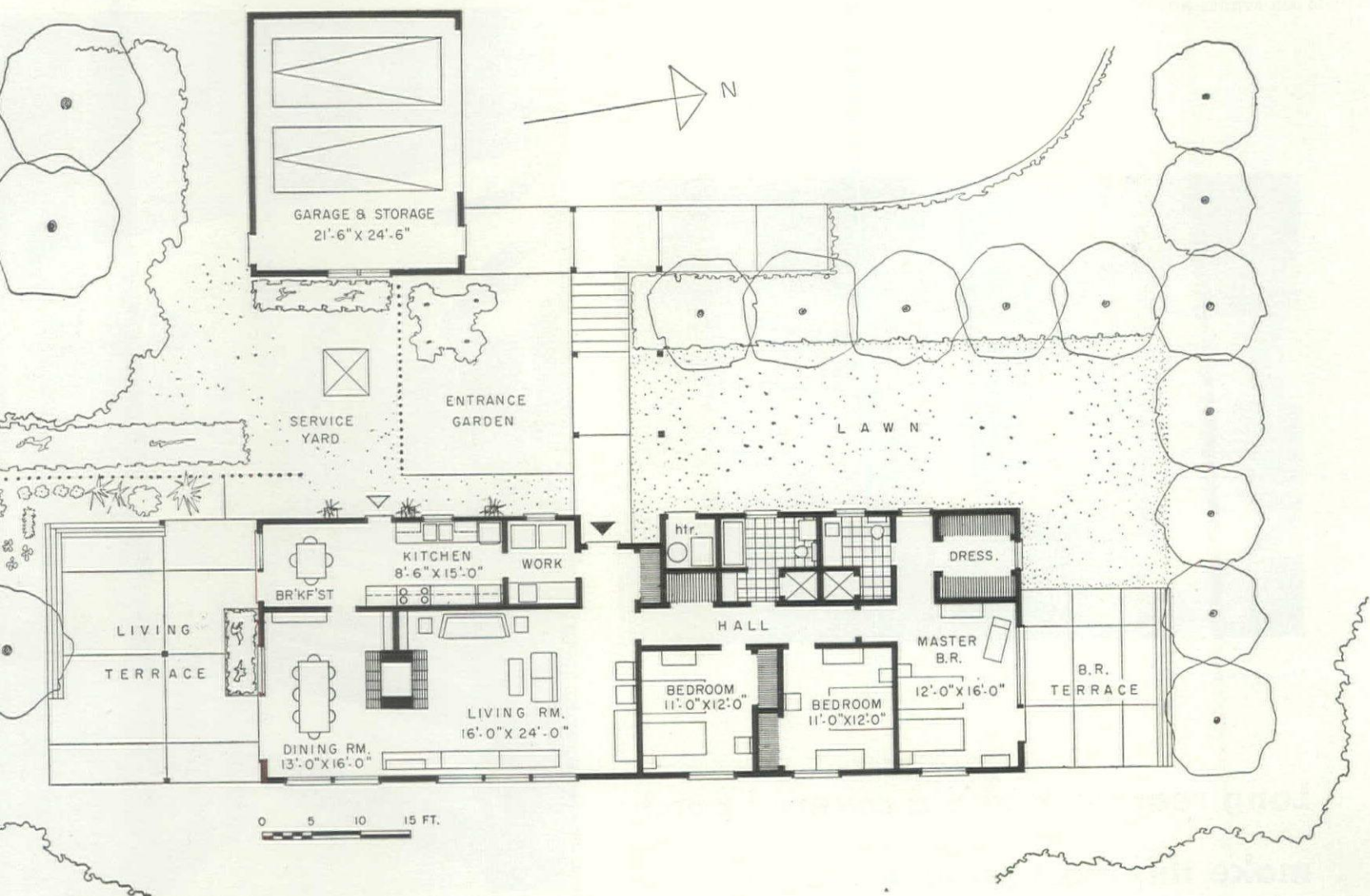
Formal dining room (below) adjoins a large, covered porch. It is open to living room, but still is a room on its own, which buyers of \$40,000 houses want. Windows on two sides make this a cheerful room. Not shown are shelves and cabinets for china, silver, glass, mats and other dining-room storage.



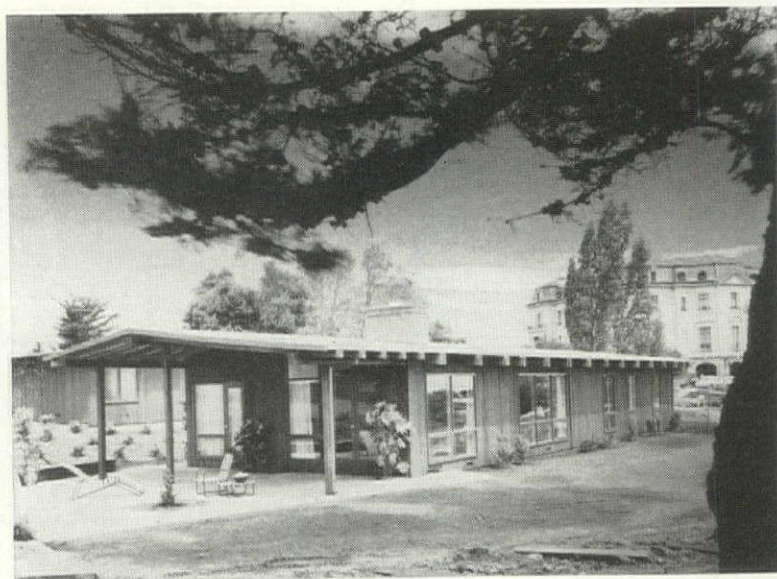
Living room (below) is separated from dining room by two-way fireplace and a bookcase. Room is 24' x 16'; high ceiling and large windows make it seem still more spacious. This plank-and-beam ceiling is optional. Architect Rockrise supervised furnishing of both model houses.



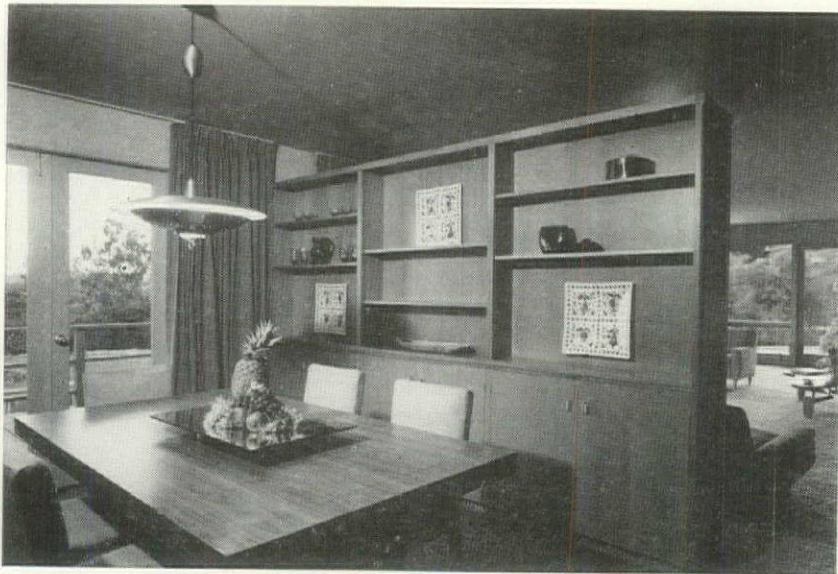
New ideas, spaciousness and outdoor living quickly sold first model



Plan shows detached garage with extra storage or hobby space, covered walk leading to front door. Entire bedroom wing can be shut off from living area. Master bedroom, dressing room and bath form a private suite. A living terrace is at each end. Size: 1900 sq. ft. plus 500 sq. ft. garage.



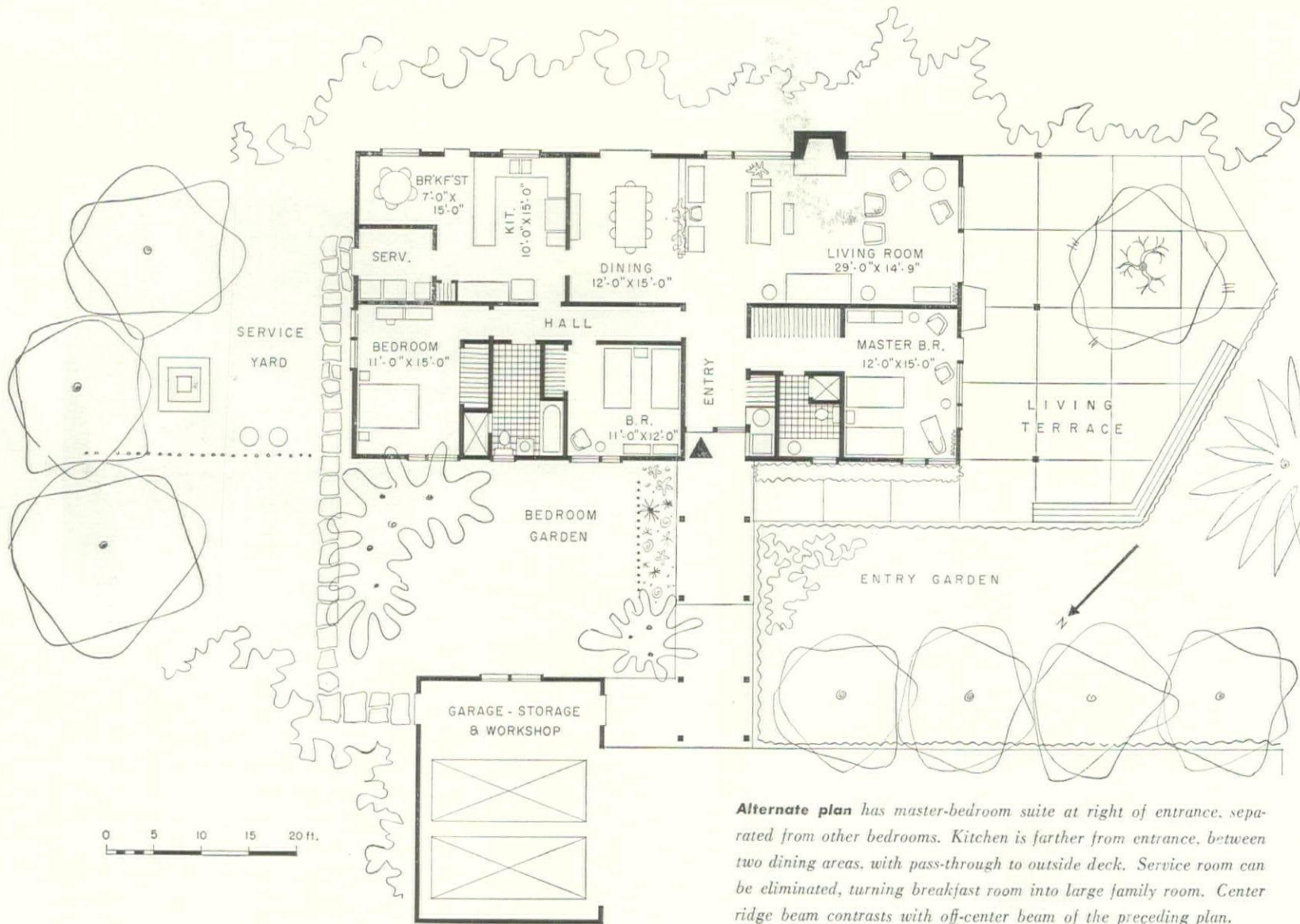
Covered porch, wide overhangs and clean roof line make house look long and low. Different houses are given various surfaces and finishes: vertical and horizontal redwood siding, boards and battens, shiplap, different colors, some brick, some stucco. Old mansion can be seen in the distance.



Storage wall divides dining room from living room



Long rear deck and a covered porch make this most popular model

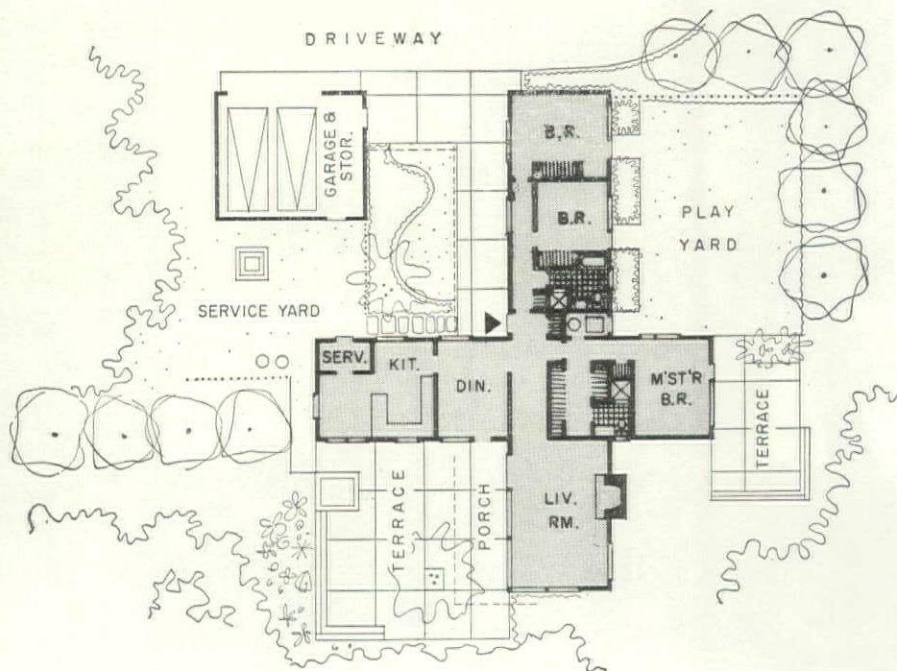


Alternate plan has master-bedroom suite at right of entrance, separated from other bedrooms. Kitchen is farther from entrance, between two dining areas, with pass-through to outside deck. Service room can be eliminated, turning breakfast room into large family room. Center ridge beam contrasts with off-center beam of the preceding plan.

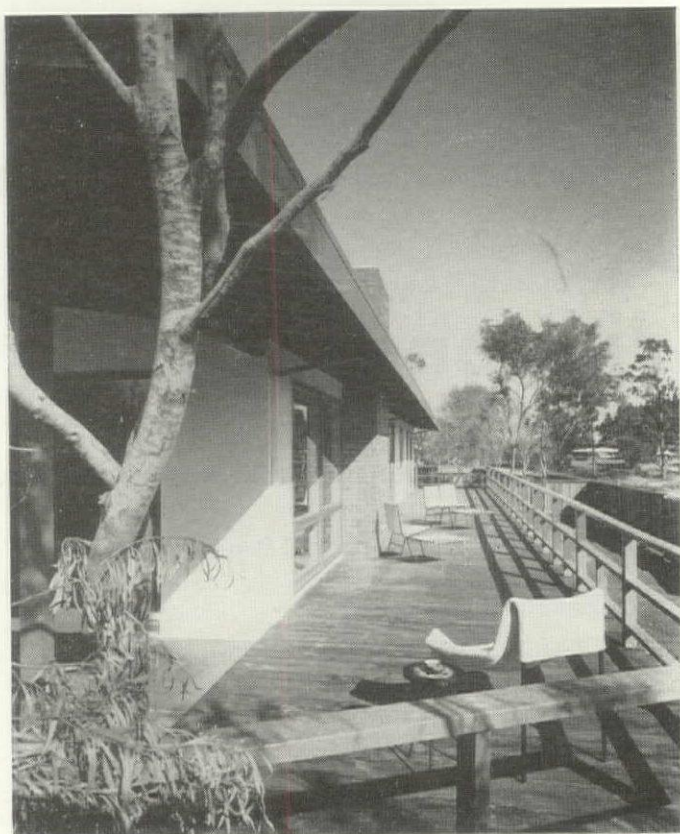


Living room has deck beyond fireplace wall, covered porch at far end. Plasterboard ceiling replaces plank and beam of other model. This house, with 1,950 sq. ft. plus a 500 sq. ft. garage and outside living areas, sells for \$38,750 including considerable landscaping.

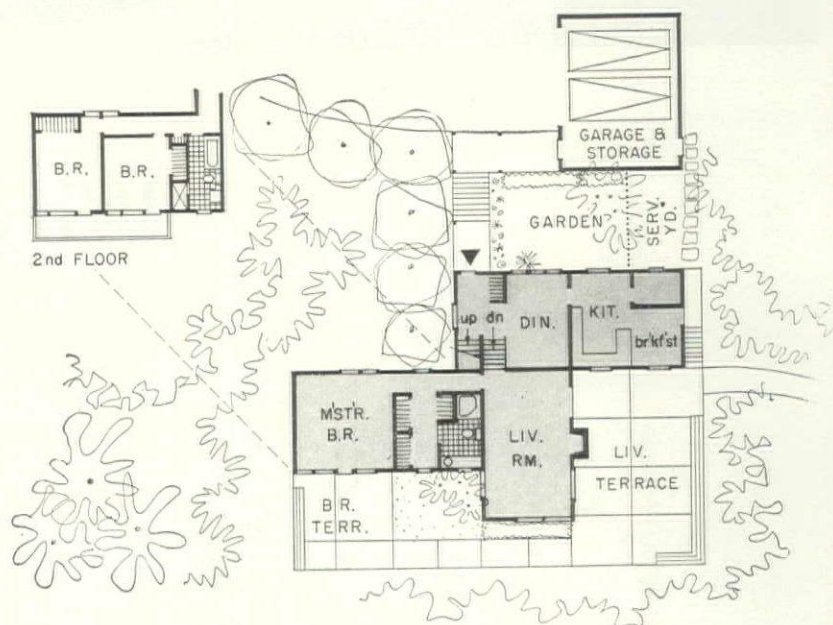
Designs include a cross plan and a split level



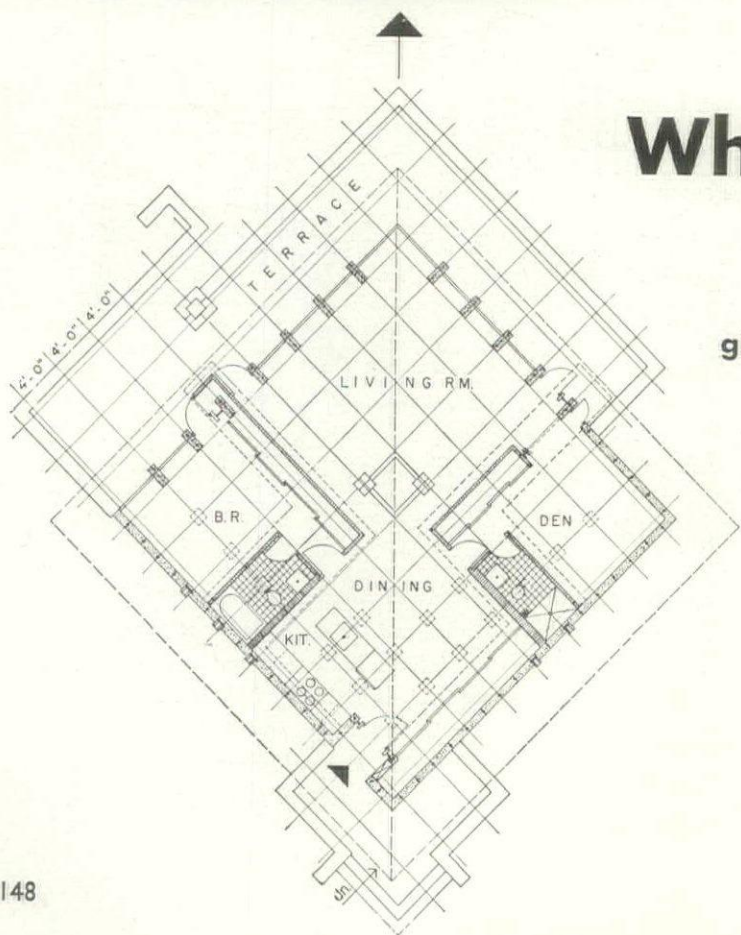
Largest house has a cross plan and 2,210 sq. ft. plus garage. Living room (at lower end) has three exposures and window-walls looking onto a paved terrace. Kitchen and dining room form one wing, both the master suite and two other bedrooms form separate wings. This plan is not yet built.



Wide living deck was added to original plan to take advantage of sloping terrain and is example of variations that can be given to satisfy site or buyer requirements. In California's mild, year-round climate, decks like this and large covered porches are great sales assets, especially when they are close to kitchens so food can easily be served outside.



Split level was designed to take advantage of sloping ground. Entrance is level with kitchen and two dining areas. A few steps down from the entry hall are living room and master-bedroom suite. On upper level, above master bedroom, are two more bedrooms and a bath. Kitchen, breakfast room, living room look out on a terrace, master bedroom has its own terrace. Size: 1,950 sq. ft. plus 500 sq. ft. garage.



Why a diagonal house?

This diamond plan opens up its interiors to the view,
gives spaciousness and privacy for \$10 per sq. ft.

LOCATION: Mill Valley, Calif.
WARREN CALLISTER, designer
LOYAL M. NERDAHL, contractor
FLOOR AREA: 1,111 sq. ft. plus 650 sq. ft. of terrace
COST: \$12,000 plus land, design fee



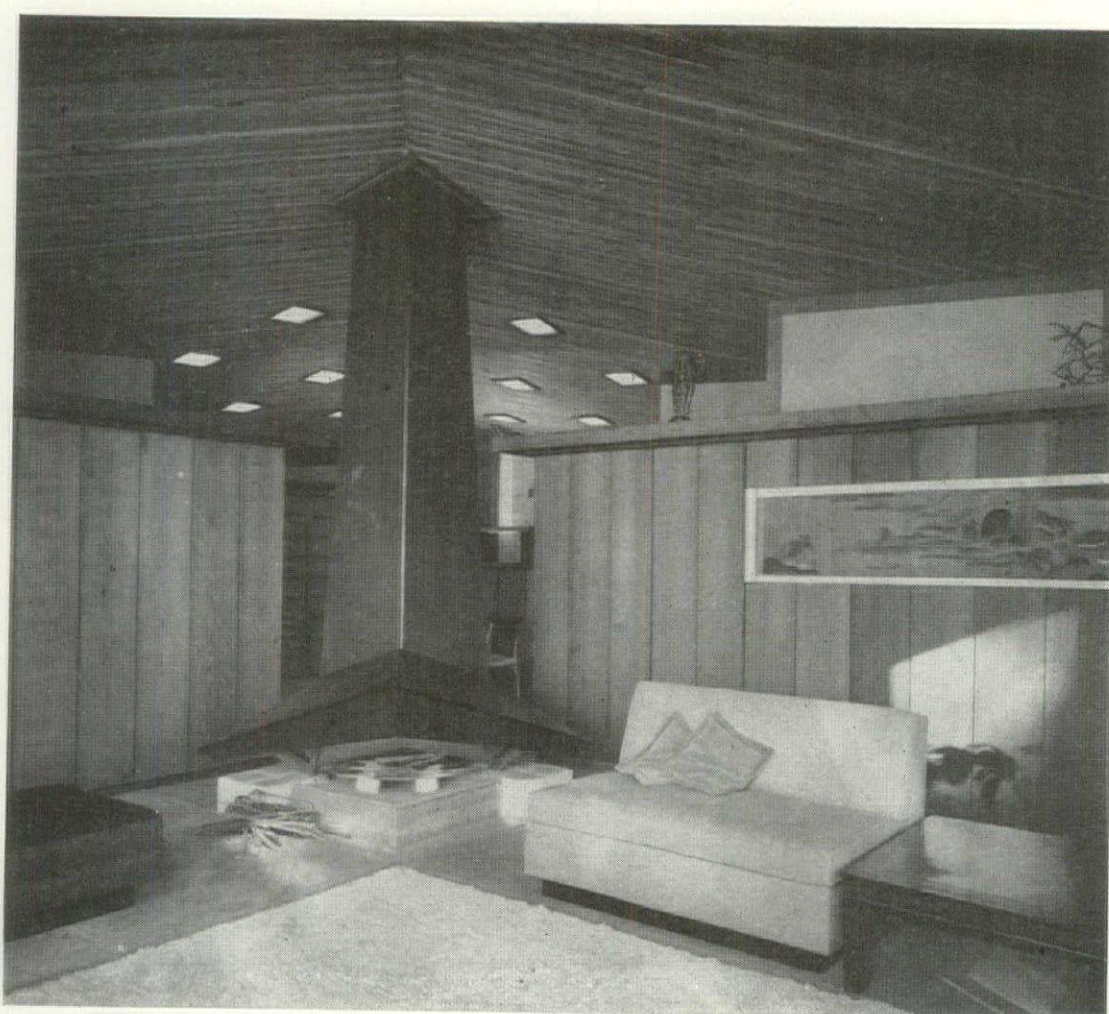
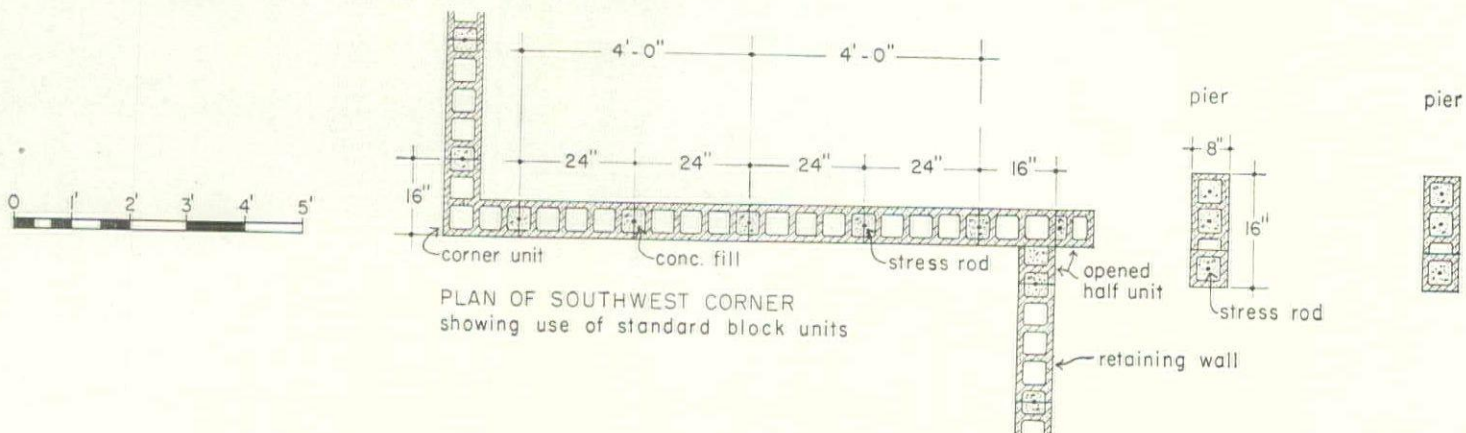
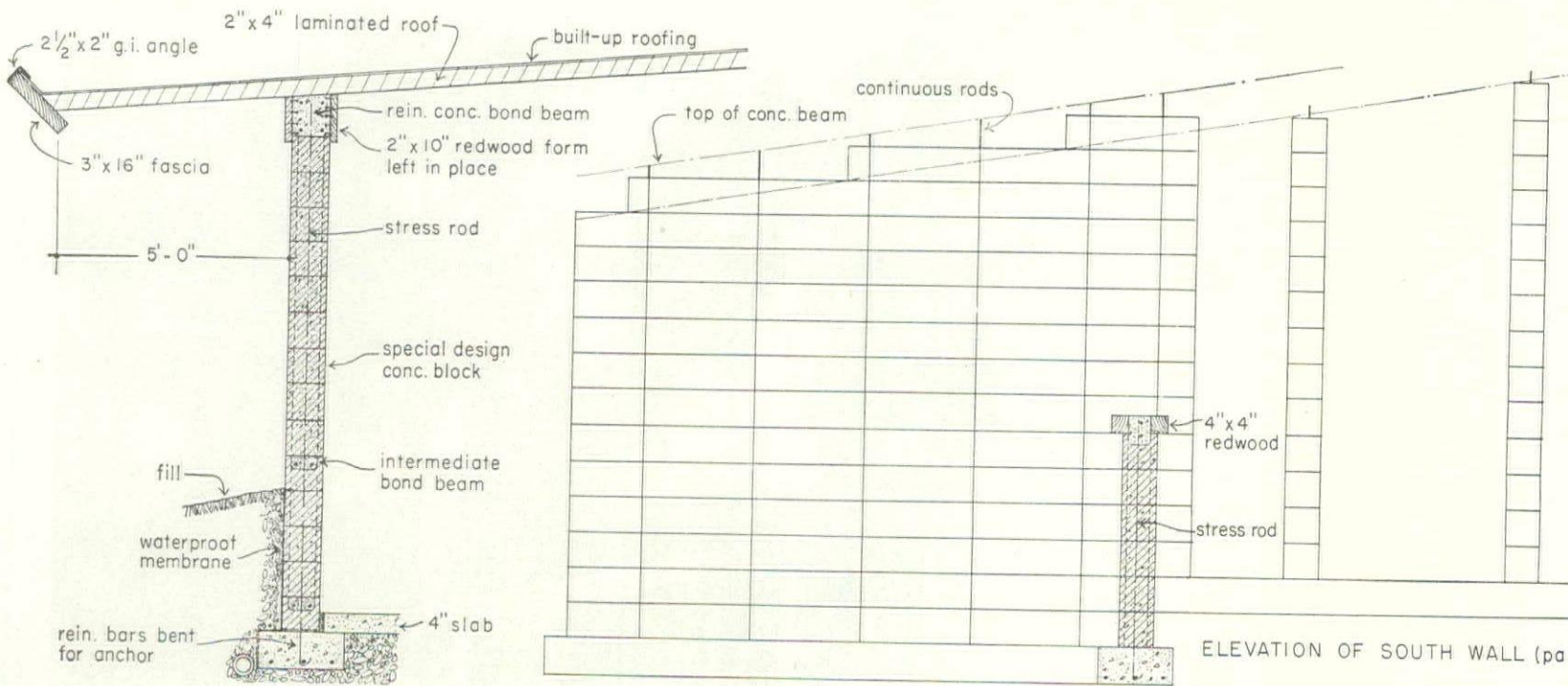
Sheltering roof sweeps low to the ground on the street side (right), lifts like a giant eyelid to the view (at left). A 5' overhang on all sides protects the windows and walls from hot sun and driving rain. On this side master bedroom and living room open to sunken terrace which runs around two sides of house.

Back corner of house (left) is a large expanse of glass to living room and bedroom southeast sun and a wide-angle view of San Francisco Bay. Laying out a simple 34'-square on its long diagonal axis makes all rooms appear larger without actually increasing construction costs.

Front corner (below) is dug into slope, built of concrete block with no windows, so shuts out highway noise and strong winds from the northwest. Entrance is just left of corner. Masonry bulwark and low, wide fascia were planned by designer to convey a strong sense of shelter, security and withdrawal from a busy world.

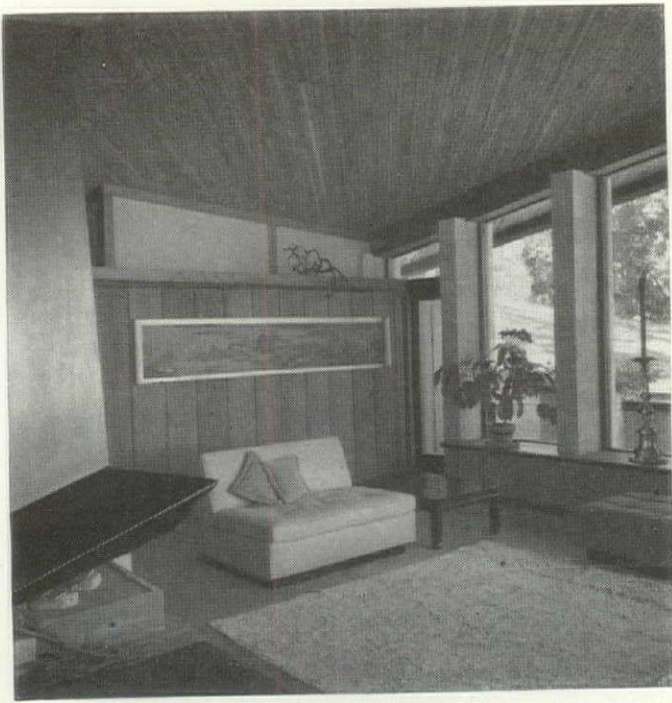
Architect: Minor White



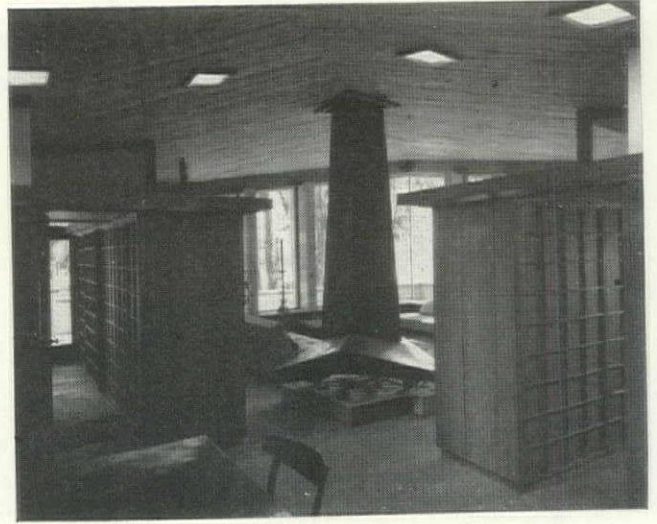


Wall blocks, precision-ground, are stacked with vertical joints, no mortar, tied vertically with stress rods in concrete "studs," horizontally with bond beams. System is faster than standard masonry, competitive with frame construction. It is stable against earth movements, gives sound and heat insulation.

Angular fire hood of sheet iron suspended from ceiling dominates the living room, diverts entering traffic out of sitting area and sends it along partitions to terrace doors at right and left. Skylights over windowless dining space (background) are halves of 12" x 12" glass blocks fitted over metal collars on roof.

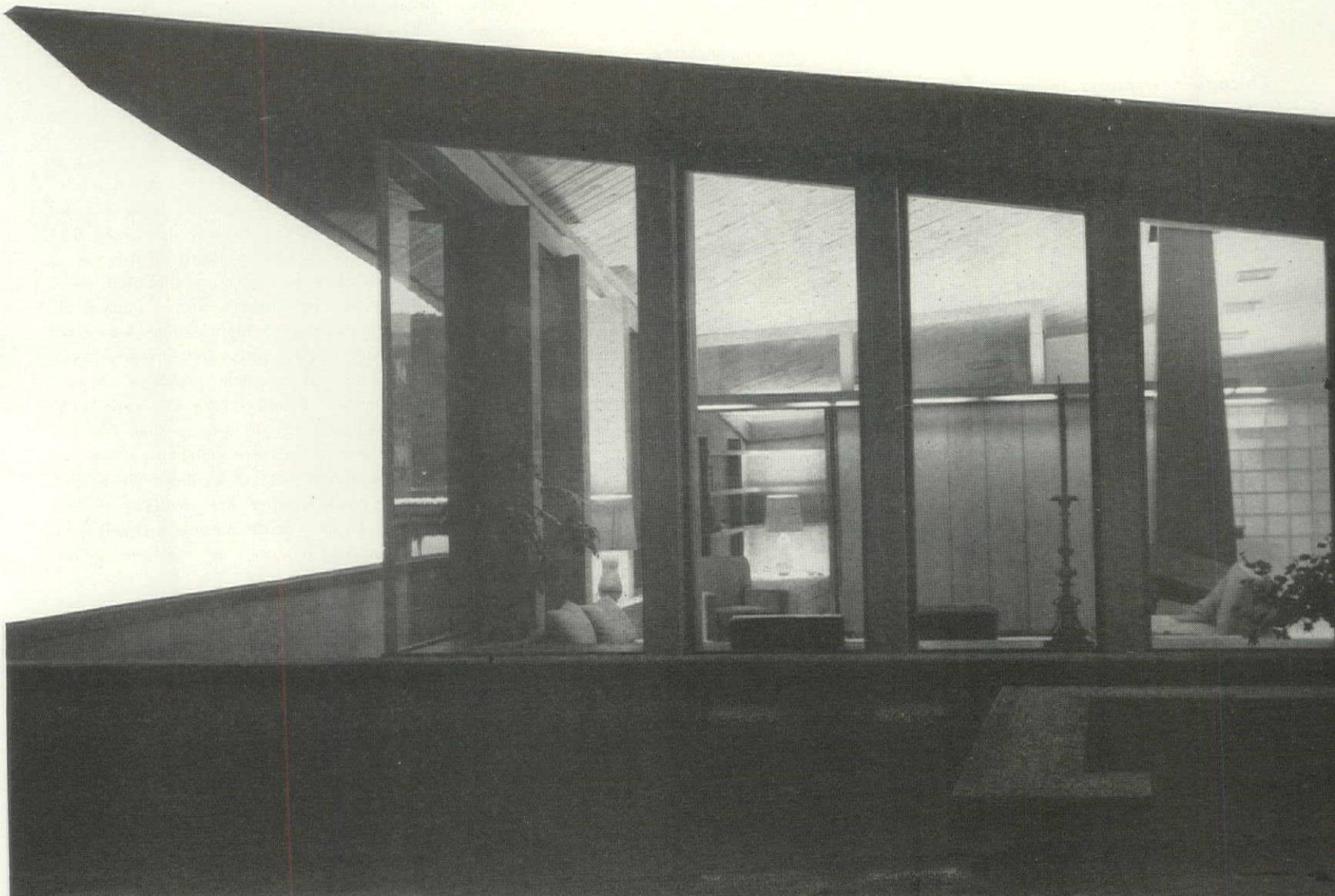


Diagonal lines fanning out unexpectedly on ceiling and walls create an illusion of more interior space than there actually is. The roof is built up of fir 2 x 4s, laid on edge and nailed.



Entry corner is as low and closed as a cave. Dining space is at center, bedroom at left, den at right. From here the ascending ridge line leads the eye swiftly out on the longest dimension of the square, its diagonal. At the end the house opens up like a glass tent to the view (below).

Tough shell has stressed-block walls, a laminated roof



Builders turn prefabbers

▶ **A new hybrid species emerges—homebuilders who erect some houses, but sell more to other builders**

▶ **Men who have tried the idea swear by it. Some expect to give up erecting homes entirely, others will not**

Constantly improving the species, evolution produced a cross between the homebuilder and the large-scale prefabricated house manufacturer. He was the metropolitan-area homebuilder who started precutting his materials, or preassembling parts or panels, then began to sell his house to other homebuilders as a package for them to erect, retouch and retail as their own.

Last month HOUSE & HOME surveyed the operations of nine of the leading builders who had entered prefabbing or were about to. The results were surprising: almost all of the new breed found themselves heading rapidly through an almost complete transition into manufacturers. As a rule they would retain only a vestige of their original homebuilder characteristics.

Those surveyed: Expan-Homes Inc. (Alex Brusino, president) and Housemart Inc. (Benton Lefton, president) in Cleveland; Don Scholz, Toledo; Andy Place, South Bend; Burt Duenke and C. T. Wilson of St. Louis; Cliff May of Los Angeles; J. J. (Lou) Carey of Denver, and Ned Cole of Austin, Tex., who has developed a very large business in parts but not yet a complete packaged house.

How they began. Five of the seven builders already in the field got in at the urging of other homebuilders. Said Scholz: "We were practically forced into it by builders who walked in and wanted to buy our plans and precut pieces."

Wilson and Carey, two newcomers, were becoming builder-prefabbers on the basis of much study. Explained Wilson: "We decided to go into this kind of operation because the trend in homebuilding, its natural evolution, is in the direction of prefabrication." Wilson expects prefabrication to account for 25% of all new home production in another five or six years, and as it flowers he believes that prefabrication will produce both better design and greater building economies.

How they end. Sooner or later, said Expan-Homes Vice President James C. Furnaro, every homebuilder selling packaged houses to other builders must make his decision whether to concentrate on one operation or the other. Expan-Homes, which was erecting about 300 houses a year, gave up its homebuilding last summer, he reported. Housemart was dropping its 100 to 150-unit-a-year homebuilding operation this year. Scholz thought he would probably be primarily a manufacturer by 1955, and thereafter would only erect "showcase" or token projects to demonstrate the appeal of con-

temporary design houses and keep in touch with builders' field and sales problems.

St. Louis' C. T. Wilson expected manufacturing to become his major activity in housing (his firm also does heavy building), although it would continue a homebuilding and sales program to keep abreast of the changing problems confronting its packaged-house customers. Cliff May's phenomenal transformation into a manufacturer last year was so sudden his homebuilding operation slowed almost to a standstill.

In-between stage. Until they were outright manufacturers, the half-builders, half-prefabbers could claim several advantages over big firms doing only prefabrication: they were closer to the problems of their fellow homebuilders and could get bugs out of their processes faster; they could test their models faster for sales appeal and FHA and VA acceptance; with smaller operations, they had more flexibility than big manufacturers.

To sell their packaged products they also claimed they offered their homebuilder-purchasers one special advantage: as a rule their houses had a "custom-built" instead of a prefabrication look, so the homebuilder who put them up would find it easier to keep his local identity as a builder rather than as a prefabricated house distributor. The hybrid firms claimed all the advantages of prefabrication: less erection time, smaller work crews, much fewer purchasing and inventory problems.

Commented Scholz: "We are only sorry we didn't get into prefabbing sooner. Ultimately, prefabricating is going to put conventional building out of business. It is not only so much cheaper, but so much simpler. Once a builder starts putting up packaged or prefabricated houses he won't ever revert to conventional building."

Design for success. Homebuilder-prefabbers attributed their rapid success to various reasons. But there was one thing they had in common: full-time architect and engineer services. Wilson defined the first requisite for success as an acceptable house of proved sales appeal that compared favorably with a conventionally erected house

IN THIS MONTH'S NEWS

(see pp. 37 through 52)

NAHB convention—two pages of pictures and the full story of builders' Chicago meeting

HHFA starts to withhold Title I urban redevelopment funds from cities lacking code enforcement programs

Chicago newspaper sponsors pilot block rehabilitation program in Negro neighborhood

Eisenhower sends housing recommendations to Congress in special message

Pioneer regional shopping center petitions for bankruptcy reorganization

and had no appearance of prefabrication.

Scholz said the key to his success in selling to other builders, after only a year in the field, was the contemporary design of his houses (H&H, Jan. '53).

Others differed on the importance of contemporary design. Housemart had no contemporary models, but was considering one later this year. Wilson agreed there was a growing trend, but said he felt it was more the public's "acceptance" than "demand."

Worst pitfalls. Most frequent warning: avoid trying to cover too much territory. Housemart used to ship as far as 600 mi., from Cleveland to Massachusetts, but later shrank its operations to a 200-300 mi. radius, as do most others. Scholz disagreed. He said he would ship as far as could sell, would split the freight cost over 300 mi. with his customer even though this sliced his profit. He was dickering for East Coast orders in New York and Pennsylvania, he said, and it was his idea to open new mills in new territory if volume warranted.

Opinion was divided on sales to individual buyers. Place thought it unwise, because an operator with know-how ought to erect each house. Duenke and Expan-Homes frowned on such sales unless the buyer was represented by a competent builder or contractor. They feared laymen were likely to make a mess of the job which would boomerang against the builder-prefabber.

Scholz, however, saw a great potential in sales to individual home buyers, particularly in the \$20,000 to \$30,000 house range. But he theorized such buyers undoubtedly would hire a contractor.

Carey was going to shoot for the erect-it-yourself market starting this spring. In the West, there are dozens of scattered small towns not big enough to support a builder, he pointed out. In many, there are people who could put together a pre-cut house

themselves with a little specialized local help for plumbing, wiring or masonry. While continuing his Denver homebuilding, about 250 units a year in the \$10,000 to \$12,000 range, Carey expected to build up a ship-out business to little towns.

Size of operations. Last year Expan-Homes erected about 300 units and sold 800 units to other builders. It had no estimate of how many packages it expected to sell this year in switching exclusively to builder sales. Housemart used to erect 100 to 150 houses and sell 300 to 500 to builders. No longer a homebuilder, it expected its sales to the trade would go over 700 this year.

Place estimated he might erect 250 houses of his own this year and sell 1,000 to 1,100 packaged units. Scholz was aiming at 300 houses of his own this year and 1,000 sales to builders. Wilson was hoping to build 300 and sell 300 packaged units. Duenke built about 300 houses last year and sold 125 to 150 packaged units. This year, he expected to erect about 120 and sell about 150 to 175 to other builders.

Cliff May was in a class by himself. In only a year, sales had reached 2,000. This year, he expected they would soar to 10,000. His house should not be called prefabricated, he said, because it is really a collection of "parts" that can be assembled in an infinite variety of sizes and layouts.

Last month May's list of franchised dealers had grown to 50 covering all of California, his licensed tract builders to seven. He was ready to start a second plant in the Bay area to serve the northern California market. Blanketing the Pacific Coast, he signed an agreement for H. A. Briggs & Sons of Tacoma to become his Northwest states distributor and produce his patented parts in Briggs plants in Tacoma, Wash.

Ned Cole's operations selling builders special parts for houses also were exceptional.

Since 1946 Cole has been marketing cabinets, doorways and other items. Last year he introduced special trusses and gables, and this year he is bringing out a complete exterior shell except for blank wall sections.

As a homebuilder Cole puts up about 25 to 50 units a year, but he sells the special parts to other builders for about 1,000 houses a year. He has considered packaging a complete house for builders, but has not done so because house styles in the Southwest are so diversified that sales of only one type would be uncertain, and because shipping distances would most likely soon eat up profits or drive his prices up too high.

NAHB producing \$125,000 film to boost home sales

NAHB and 14 materials' manufacturers put up \$125,000 last month to produce a film to help homebuilders sell more houses. The picture, designed to make more people dissatisfied with their present dwellings, will trace the evolution of the house from 1900 to 1954 and point out, among other things, that today's homes have equipment that a millionaire could not afford at the start of the century. A 27-minute version will be offered free to the nation's television stations. A ten-minute version will be produced for movie theaters and NAHB plans to buy screenings in 3,000 theaters. In all, the builders hope to show the film to 100 million people in 18 months. Brainfathers of the idea: Builders Alan Brockbank, Fritz Burns and Leslie Hill.

FHA dispossessed, moves into another rented office

What happened to FHA last month typified how the federal government wastes taxpayers' money by not being able to sign long-term leases on buildings it rents. Since the early twenties the government has been the sole occupant of the eight-story office structure at 1001 Vermont Ave. N. W. in Washington. FHA took over the building almost 20 years ago for its national headquarters but like other Washington bureaus could only sign a lease for one year at a time, with an option to renew another year. In all, officials estimate the government has paid more in rent than the building is worth.

Last fall, the FHA headquarters building was purchased by the Government Employees' Insurance Co., a private firm supplying insurance to government employees. Last month, FHA moved its desks and filing cabinets across town to the McShain Building, 333 Third St. N.W., which the government also has been leasing since it was built in 1952. FHA's new headquarters flanks a slum just southwest of the Capitol and it is farther from the people FHA deals with. Only asset: the location is closer to Congress.

The new breed of builder



BRUSCINO



CAREY



COLE



DUENKE



LEFTON



PLACE



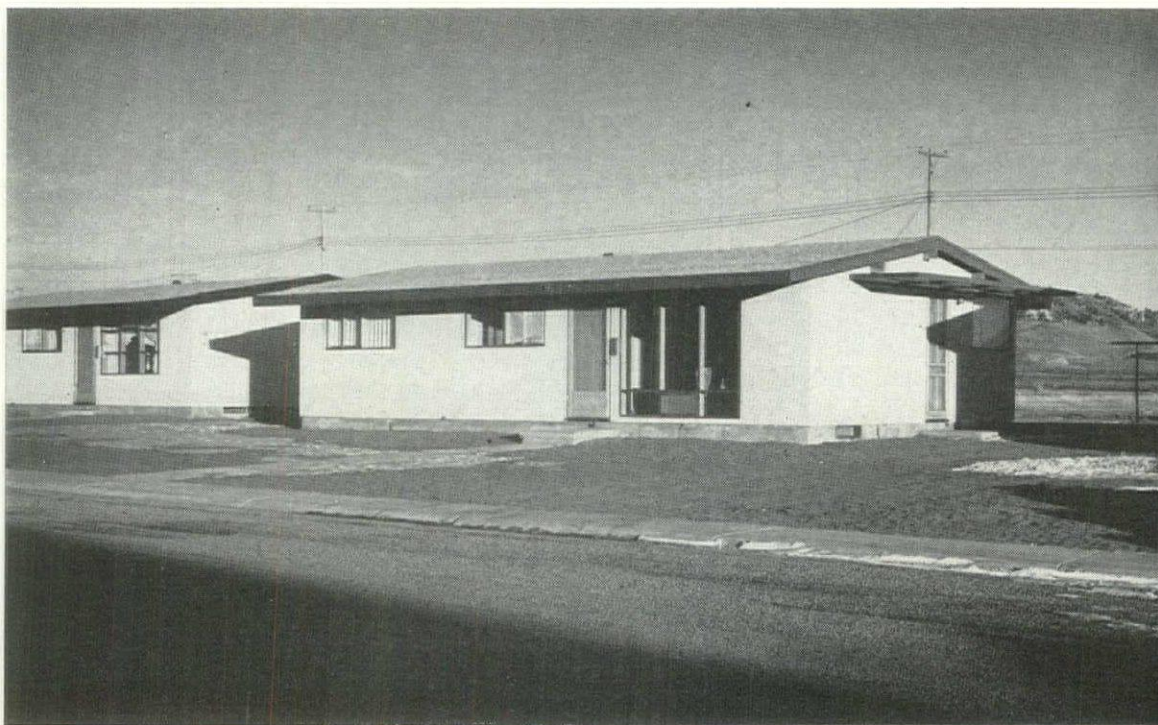
MAY



SCHOLZ



WILSON



Basic three-bedroom house sold for \$10,095, \$550 down VA, \$1,400 FHA

THE BUILDER



Charles Searle, a small builder in 1949, grows big, sells fast.

Starting in 1949 with only four houses—mountain homes in a summer community—Builder Searle expanded to 63 houses last year, most of them built for sale, plans over 100 for 1954 and had a running start of six sales by mid-January. He owes his success to preplanning every step of his operation from accounting to design, from framing to financing.

Searle learned some of his building lessons the hard way: after expanding to 15 houses in 1951, he suddenly found he had been losing money, says: "It was the old story of an expanding business without adequate cost controls."

He took these steps to get back on the profit side of the ledger and hang up some fast-selling records:

▶ **Cost control.** First step was to reorganize his management and accounting setup with the help of a professional cost-control firm: a profit-and-expense control system soon had him checking his estimates with his actual costs every week. Now all work including labor is subcontracted to small individual firms. Partner Dick Prigmore acts as general superintendent to insure quality and coordination. Says Searle: "We find the piece-rate basis the easiest way to control costs." Selling cost of his houses: \$9.30 per sq. ft.

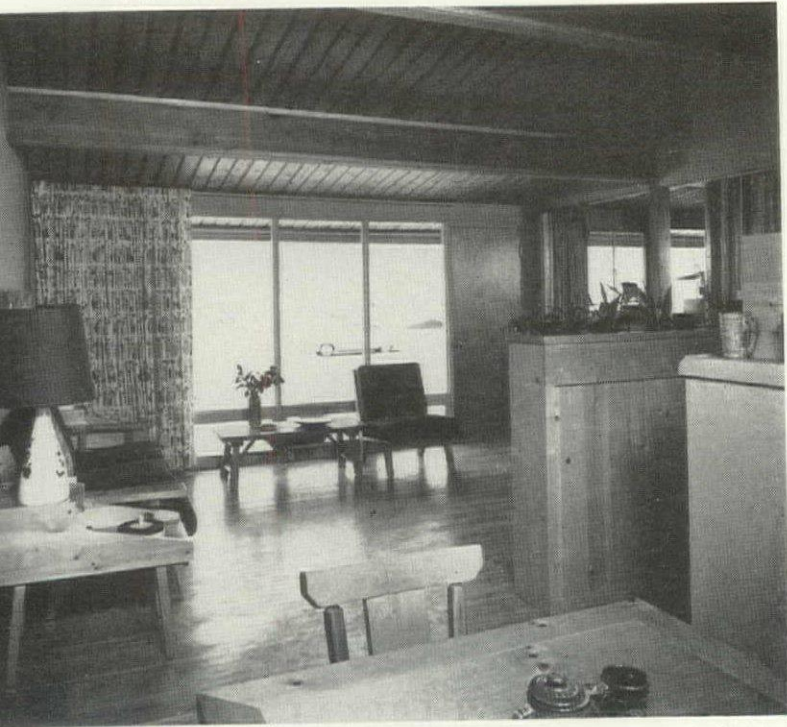
Preplanning sells houses in

▶ **Design.** Convinced that a new generation of buyers would not be satisfied with the kind of house their parents grew up in, Searle decided on a simple contemporary structure that would keep cost down, push livability up. The "Buttons and Bows" house in his Virginia Homes Addition proved as popular with his bank as with buyers. Says Bill Roberts, mortgage loan officer of Colorado Springs: "As long as Searle's contemporary designs appeal to the public—and sales have continued ahead of construction—we'll help him with construction loans and financing."

▶ **Smart siting.** Since view of Pike's Peak was a natural advantage in the project, all houses on east sides of street had front living rooms facing the view, west-side-of-street houses had living rooms in back and rear or side patios toward the mountain.

▶ **Latest techniques.** Searle preplanned his framing so he knew where every lineal foot of lumber was going (p. 156), precut all his lumber, preassembled most of his components, used a double plumbing wall. "We tried to use the one-big-room system of finishing the interior with closet walls, although our roof framing and interior posts to support exposed beams required some compromise." He worked out cost and material studies on two pilot houses before developing his full program.

Photos: (top) Guy Burgess



Plank-and-beam ceiling Searle used first time in under-\$20,000 house

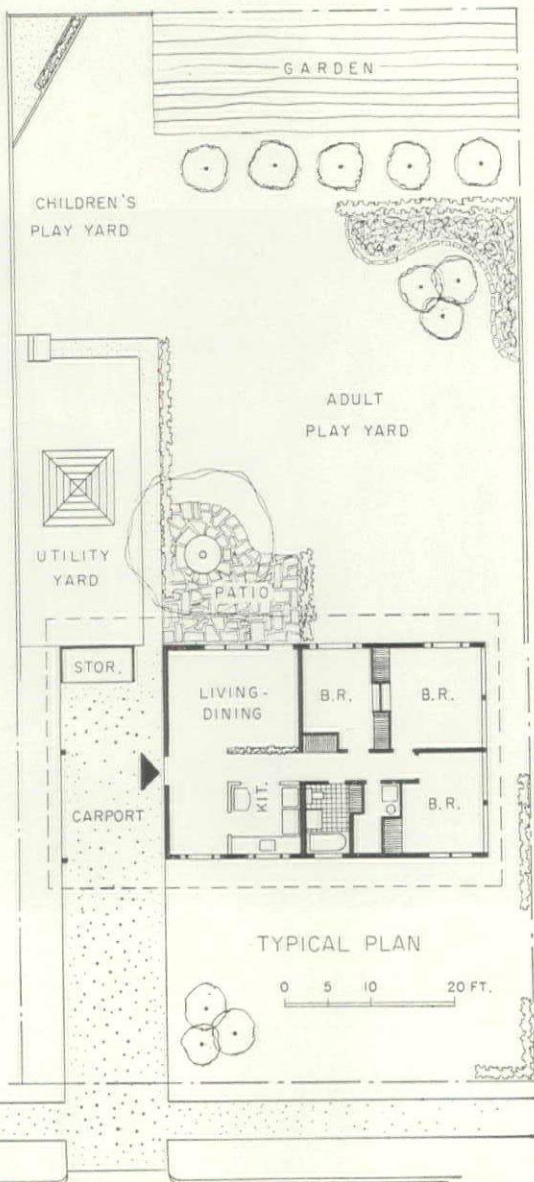
LOCATION: Colorado Springs
 SEARLE CONSTRUCTION CO., builder
 DAN LOEWEN, designer
 PRICE: \$10,095
 PIKE REALTY CO., sales
 FNMA, FIRST NATIONAL BANK OF COLORADO SPRINGS, financing

THE VARIATION



Semicustom model with fireplace, porch, cost \$10,050 on customer's lot

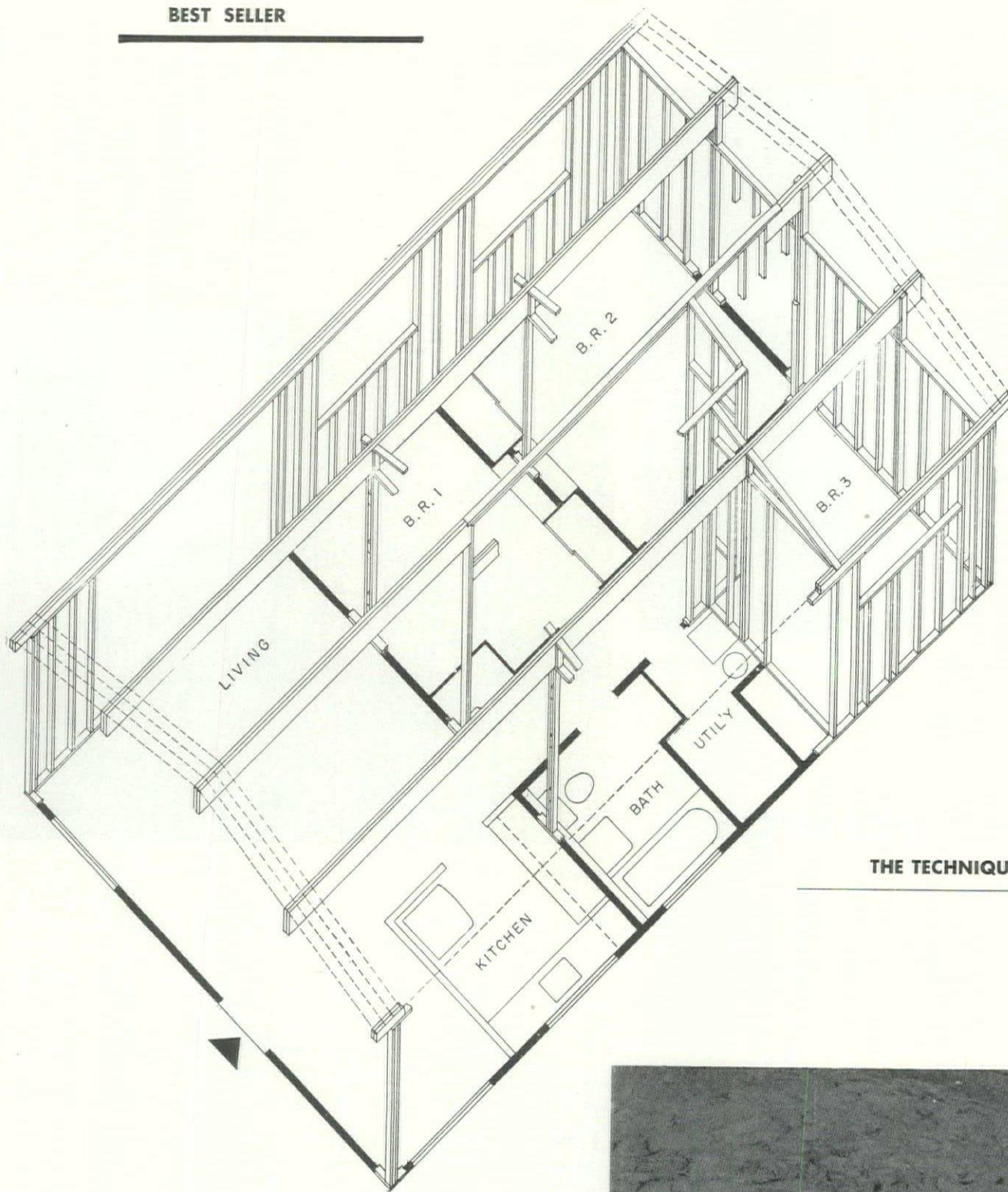
Colorado Springs



► **Low down payments.** Since he could get little money except at 94 or 95 with tough down-payment and income requirements, he bought \$1,260,000 in Fanny May commitments, says: "I'd rather pay a high discount and get plenty of low-down-payment money. We simply treat the discount at a fixed cost and work from there."

► **Merchandising.** Searle tied his display advertising in with the home show where he used a scale model on a revolving pedestal, later put it in a sales-display house, also had a model furnished by local furniture store. NAHB aids plus information gleaned from HOUSE & HOME's merchandising issue (May '52) rounded out his program. Six houses sold on the opening day of the Parade of Homes; another 20 sold soon afterwards.

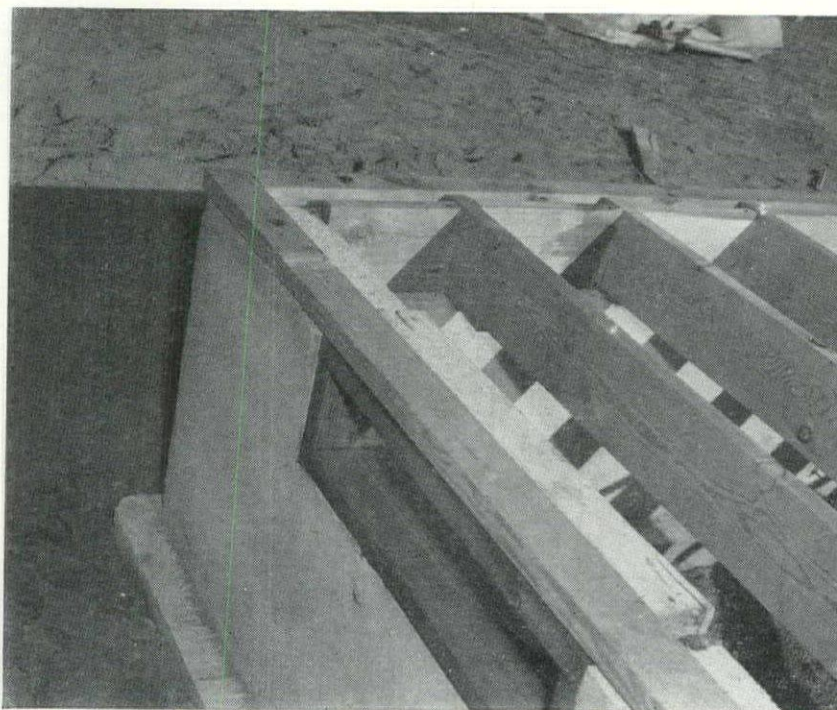
► **Optional extras.** Says Searle: "We offer a basic model with many optional extras and elevations" (stucco, bevel siding, cedar shakes, board and batten). Since the cost of kitchen appliances would have hiked down payment out of reach of many buyers, he offers them at substantial discounts. Nearly all buyers take some optional items. Among them: de luxe washer, \$50 extra; garbage disposer, \$115; electronic heat control, \$120; three-wire hookup for range, \$40; additional duplex electric outlets, \$5.35 each; double sink, \$22; carport, \$300, etc.

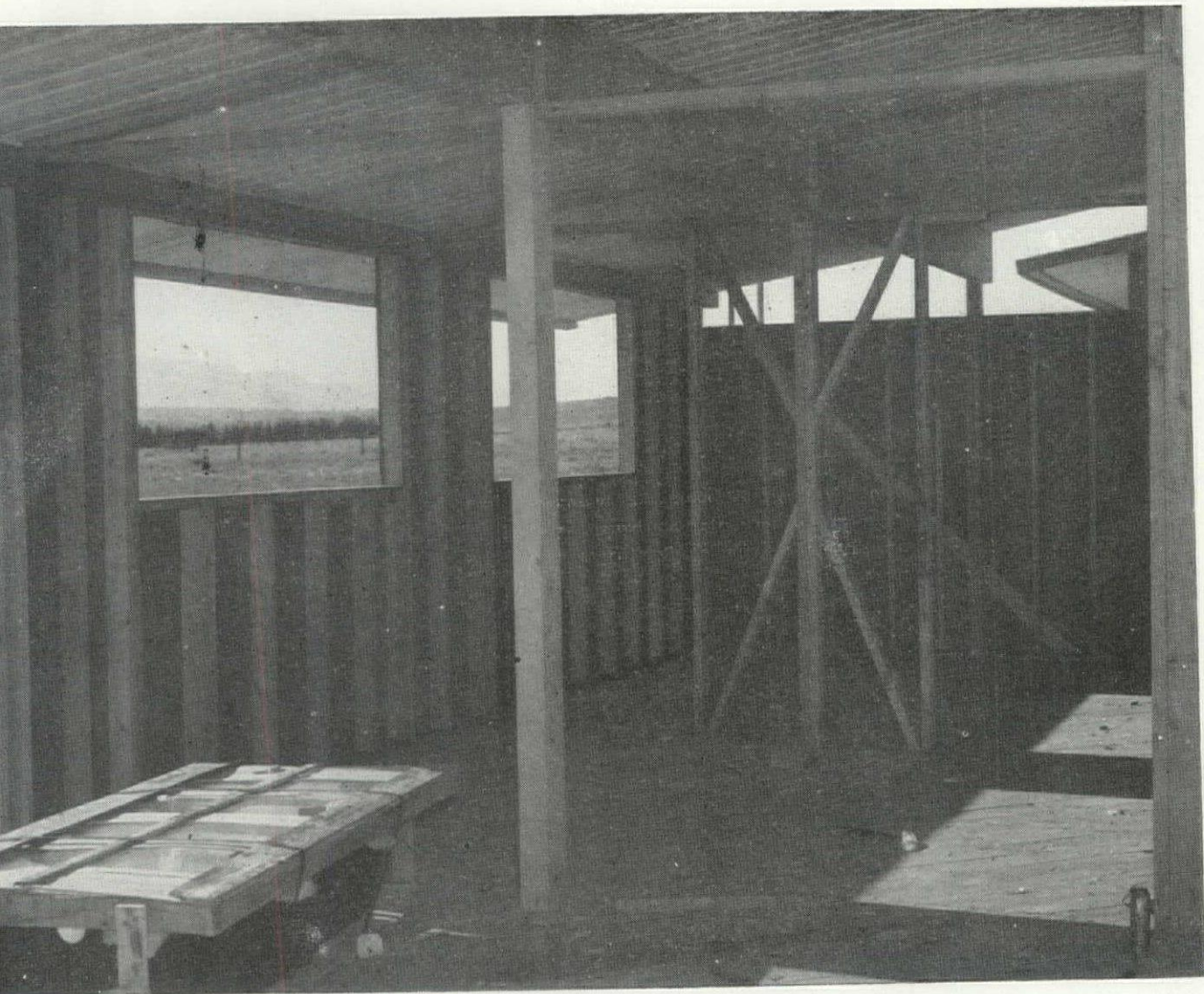


THE TECHNIQUES

Pilot model houses pointed to use of 4" x 12" beams on posts 6' o.c. in end walls, and stud framing for rear and front elevations. Each wall and partition is completely detailed, all lumber pre-cut, most components pre-assembled and brought to site on trailers to speed assembly on the job, save materials in the mill shop. Dry-wall plan reduces cutting, makes the most economical use of 4'-wide sheets. Sheathing is applied before exterior walls are raised. Roof decking is 2 x 6s with 1" insulation board, asphalt and gravel finish.

Floor level is held to 8" above grade (as in von Gerbig design, p. 136). This, combined with wide overhang and 2-in-12 roof pitch, makes house seem longer. Searle used crawl space rather than slabs but since seeing Jack Sargent's slabs in Topeka and Ed Snow's in Albuquerque, he is sure he can sell slab construction in Colorado Springs, says: "Our ground and climate are certainly suitable." He will build an initial project of 40 houses with slabs shortly.

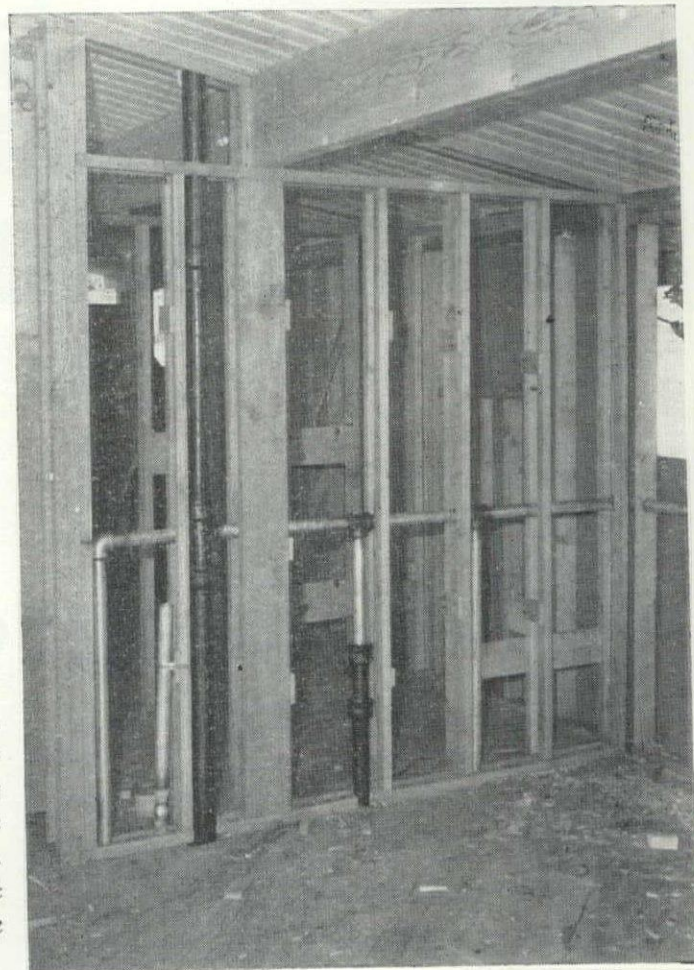


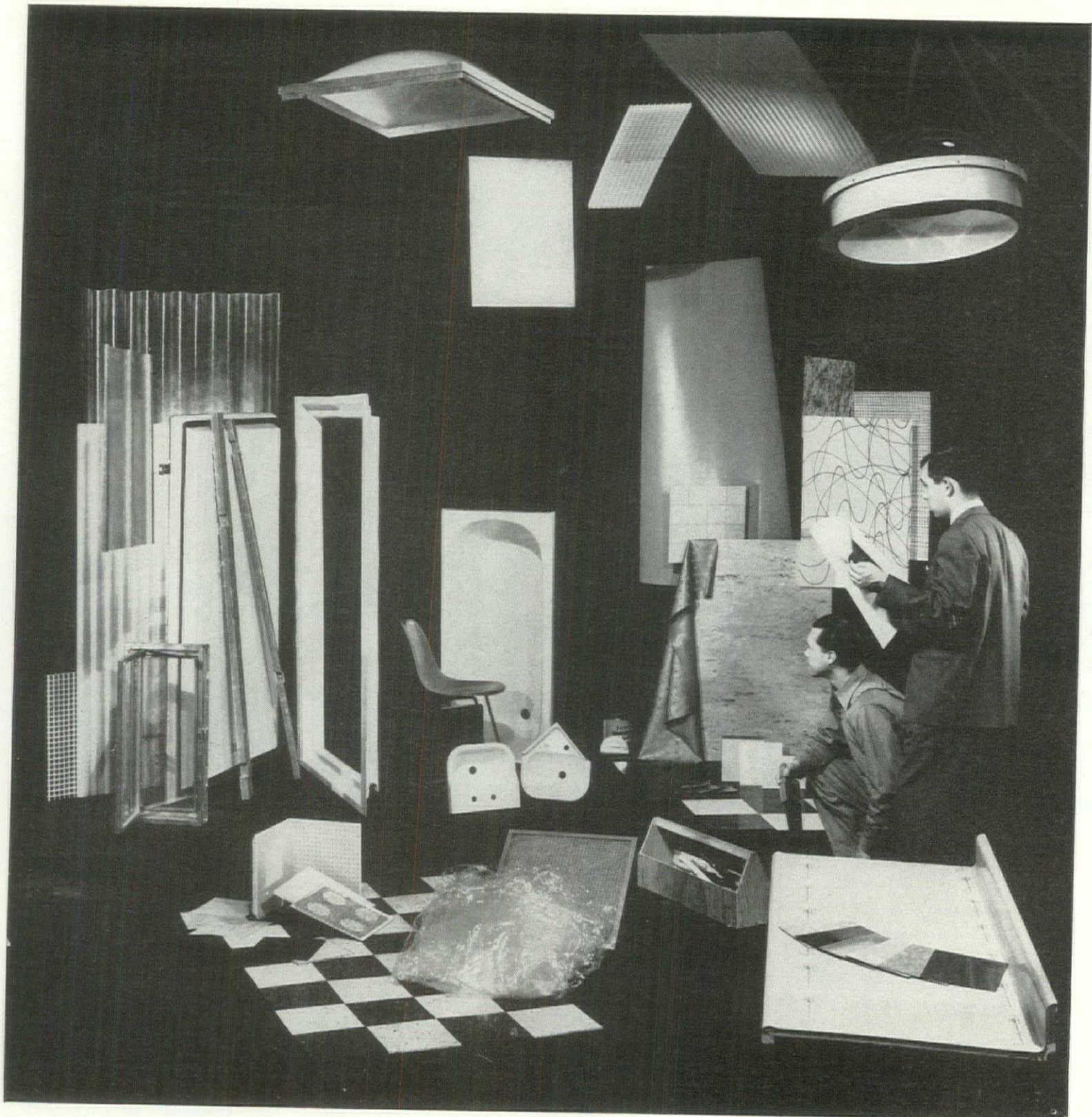


Compromise with one-big-room principle of roofing houses before completing interiors was made because of interior columns and load-bearing center partition in combination with exposed beam. But storage walls defined space in sections of bedrooms in the final operation. Storage units are made by a local furniture manufacturer to Searle's specifications. Dressing-table units, with closet walls optional extras in basic house, are standard in the de luxe models.

Key to the low price: efficient construction, no waste

Double partitioning is used in wet wall between kitchen and bath with plumbing back to back. This eliminates notching and cutting by plumber and keeps wall from being weakened. Bathroom is provided with a large linen closet plus a 2' x 4' medicine cabinet with sliding mirror doors. Each house has an Adequate Wiring certificate. Inside bulk storage includes space in planter-box partitions, hall closet wall. Outside storage not connected to house: 200 cu. ft.





Richard Meek

Plastic potpourri is only a sample of the many materials available to the construction trade; reinforced structural sheeting, molded products (left); counter-topping and decorative laminates (right); skylights and diffuser panels (above); flooring, acoustical tile, vapor barrier and filter (in the foreground).

NEW PRODUCTS : **plastics for building**

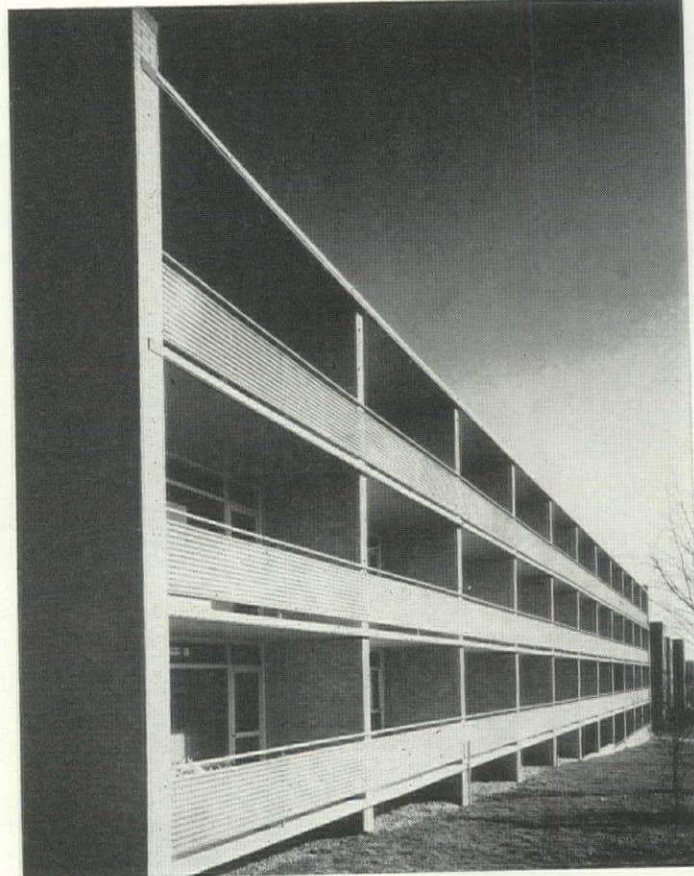
As manufacturers take bolder steps in molding and marketing plastics, it comes time for builders to appraise some of the wares not only as eye-catching sales points but as sense-making structural elements. What is the impact of plastics on construction? Six billion pounds of synthetic resins went into plastic products last year. Not all of them came out shower curtains. Countless carloads of acrylics and polyesters emerged as 10 million sq. ft. of structural paneling. Tons of vinyl went into 360 million sq. ft. of flooring; and 100 million sq. ft. of the laminates produced were the rugged melamine-faced counter-top variety that has done so much to win a good name for plastics.

Plastics match strength against timber and metal

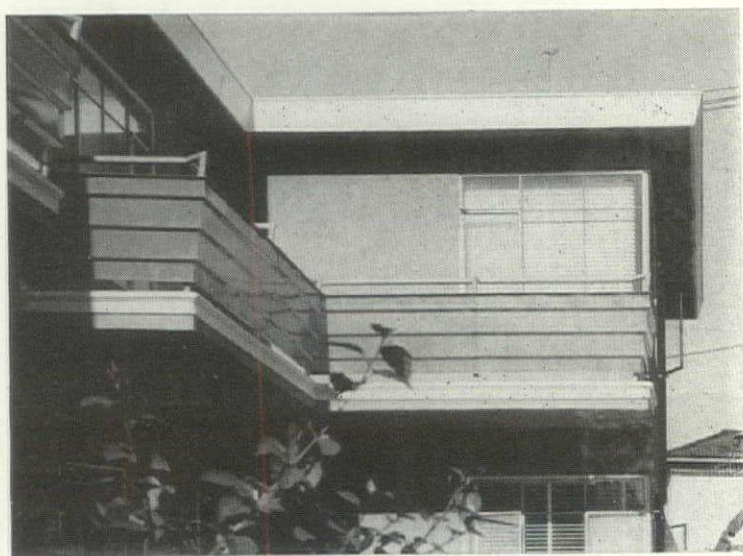
Most glamorous of the building products is translucent plastic paneling. Lightweight (average $\frac{1}{2}$ lb. per sq. ft. for $\frac{1}{16}$ " stock) and amazingly strong, the structural and glazing sheets are being produced in several corrugations as well as flat and patterned. Three firms, led by old-hand Rohm & Haas, work in acrylic and about 20 mold the glass-fiber reinforced polyester resin products.

Even at 75¢ to \$1.50 per sq. ft., the integrally colored, shatter-proof and elements-resistant materials make economical room dividers, sunshades, skylighting, breezeways, tub enclosures, shower stalls, ceilings, because of the easy installation. Handled with regular tools, the plastics call for duck-soup carpentry now that complete accessories and fittings can be had: contoured closure strips, weatherseal, flashing, mastics—even aluminum moldings and nails. A California producer, Chemold Co., packages a knockdown patio topping complete with metal framework and legs which may be adjusted to any roof pitch. An 8' x 16' assembly costs \$225.

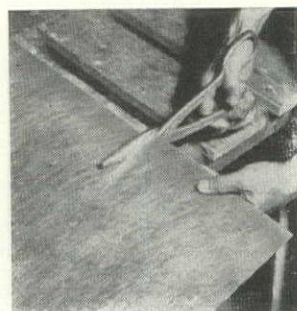
Dazzling hues are offered by many firms. All right in some locations, these brilliant reds, greens, blues are hard to live with for any length of time. Fortunately for homebuilders several firms, like Fibarlite, are turning to pastels, subtle sand and tan tones—colors that are compatible with other structural materials, nonjungle landscapes and people's complexions.



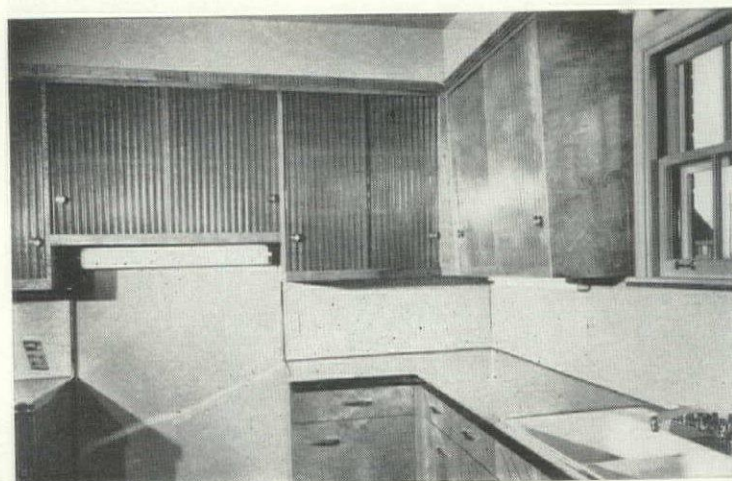
To accent the sweep of these Washington, D.C. apartments, Architect Joseph Miller used crisply corrugated Structoglas. Across the continent in Los Angeles, plastics achieved official recognition this year when specifications for them were written into the building code.



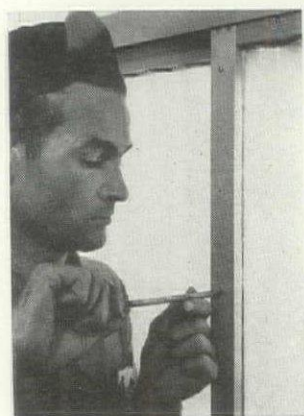
Sophisticated shapes are showing up in the new materials as manufacturers use neat boxy ribs or acute triangular ridges to provide needed strength. Designers should find the rectilinear lines of such plastics as Ripplite 504 (on balcony above) easy to assimilate into a simple house plan.



Tinsnips cut the flat, fibrous Alsynite panel (left); an ordinary hand-saw can be used on the ribbed Chemoglas sheeting (right).

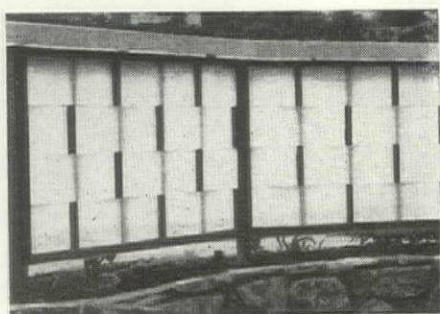


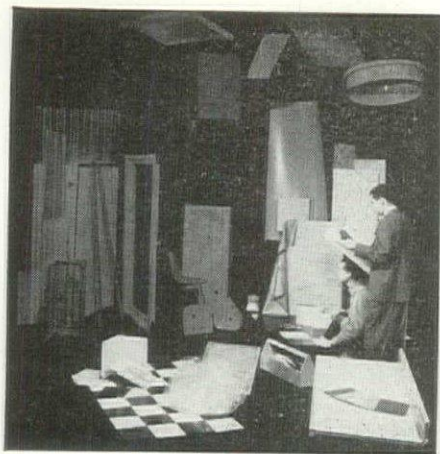
Fluted colored plastic makes novel, low-maintenance cabinet doors. Ready-made filler strips which match curves simplify installation.



Woven glass cloth reinforces decorative Corrulux panels (left).

Basket weave of flat Plexolite sheeting makes translucent fence (below).

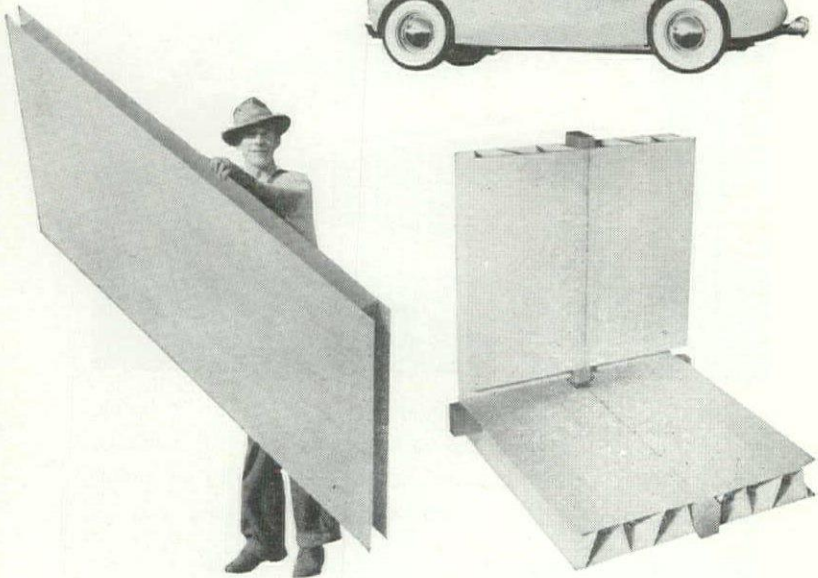
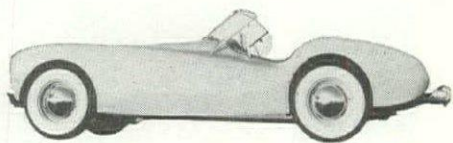




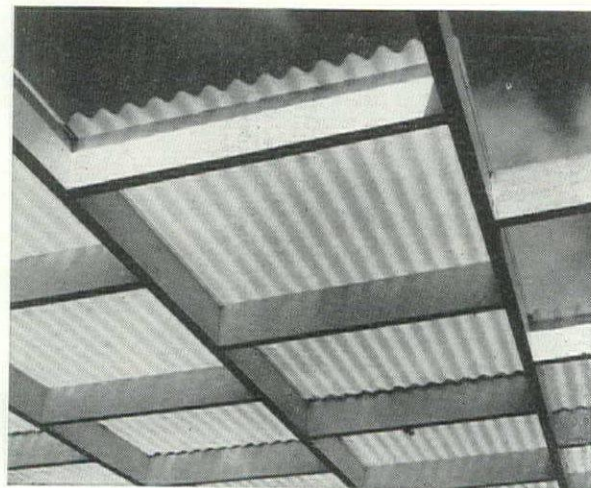
Light, pretty, hard-to-beat-up plastic paneling

takes on new forms, agreeable colors

While the public was beginning to appreciate the color-and-light-capturing qualities of plastics, producers were working to capitalize on their physical properties. Last spring a sleek car body molded of reinforced plastic proved stronger than steel and simpler to fabricate. Taking cue from industrial skylights, many builders and private home owners applied corrugated sheeting as roofing over patios, carports and—where permissible—in the house itself. True structural members of reinforced plastic are now showing up in the weight-conscious trailer-truck industry. Architects are taking ideas to their drawing boards for complete insulated wall sections with plastic skins. The appearance of new adhesives and full-scale production of lightweight core materials—resin-impregnated paper honeycomb, glass-fiber batts, foamed plastic—are helping to speed the dream drawings along.

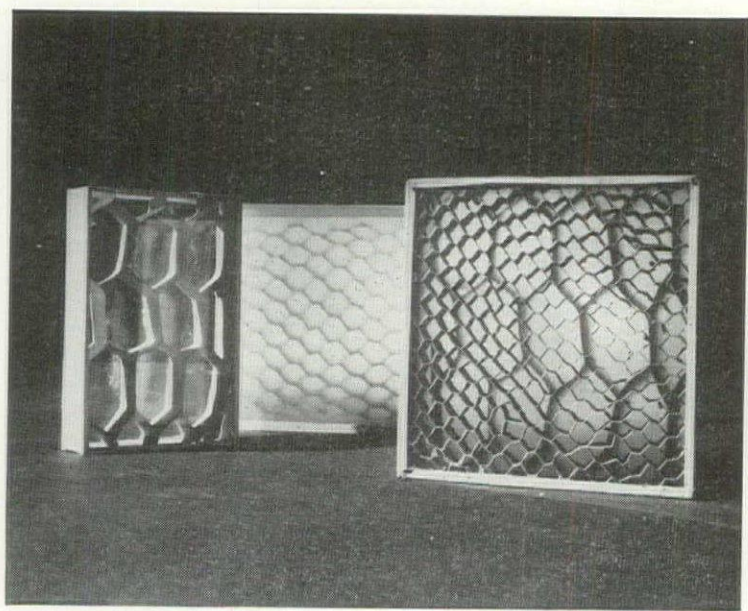


Pace setter and a panel that came too soon. First molded-plastic, dent-proof auto shell is above right. Workman (left) holds up the 30-lb. Kerr panel—a one-piece wall section formed with integral struts (cutaway above right). Alexander H. Kerr Co., which made the unique 4' x 8' panel two years ago for outdoor refrigerators, has discontinued its production, now turns out Rippolite (see p. 159), but the molding equipment is on hand.

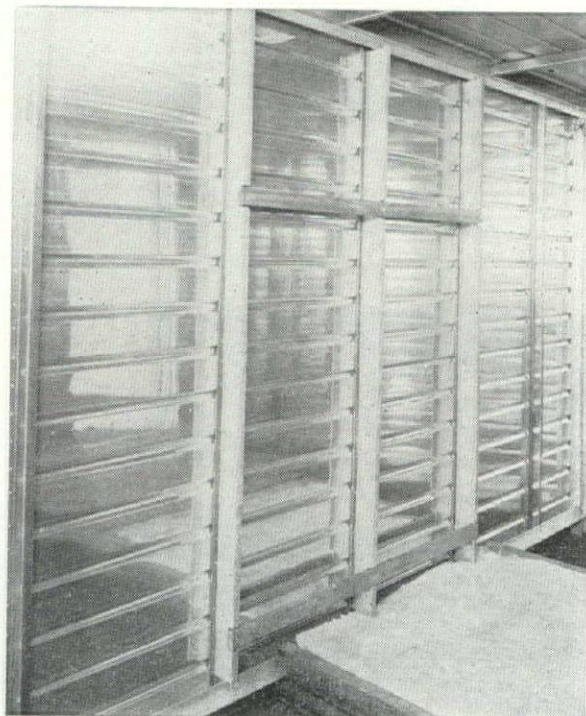


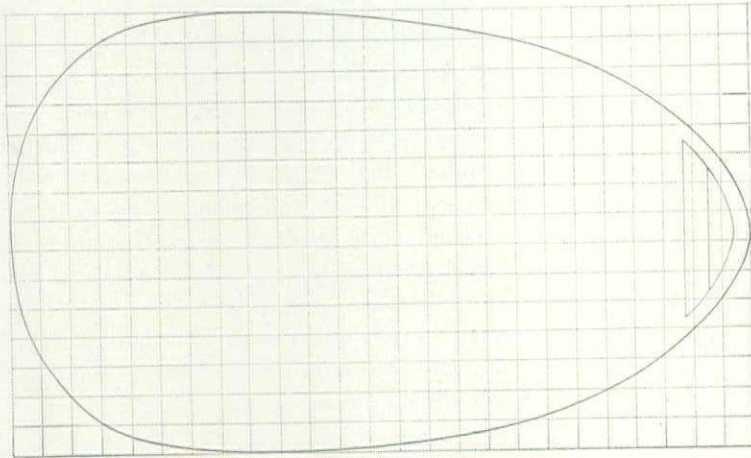
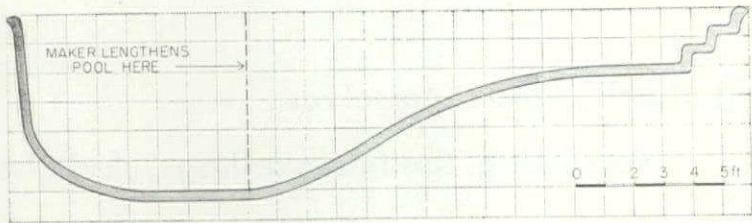
Over 4' span, 1/16" plastic with 2 1/2" corrugations can take a 100-lb. load psf—approximately 200 times its own weight.

Truck body's 1 1/2-lb. reinforced plastic members molded by Americana Enterprises do work of 10-lb. oak supports.

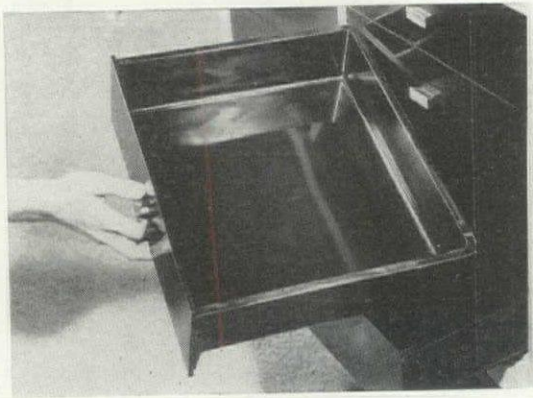


Pretty enough to be seen, the paper honeycomb core of new wall panels designed by Architect Kenneth Kassler is nicely expressed through clear or colored Plexiglas faces, is suggested in translucent section. The pieces (pictured above) are small mock-up chunks of 3' x 8' wall units. Kassler, who has patents pending on his process, intends to use the panels Japanese-shoji fashion in a Princeton, N.J. home.

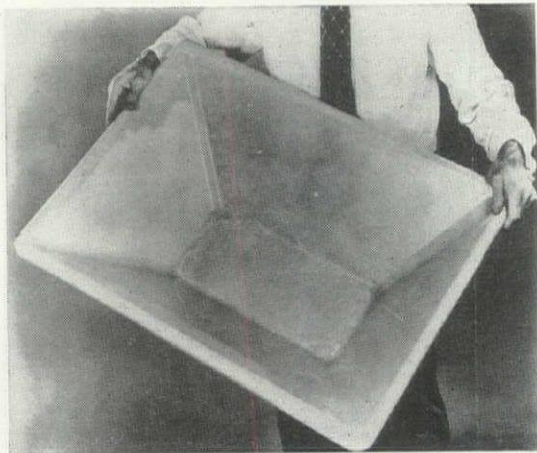




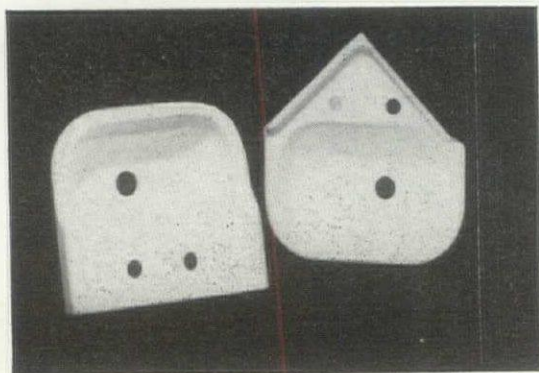
A long haul from the plastic mixing bowl is this 25' x 15' swimming pool engineered by the Talco Engineering Co., New Haven, Conn. The mold has been made and a pilot model is currently undergoing tests. Estimate for the pool, installed complete with filtration and recirculation system, is \$3,000. Integrally colored, the plastic should require little maintenance. A pigment added to the resin will make it glow in the dark.



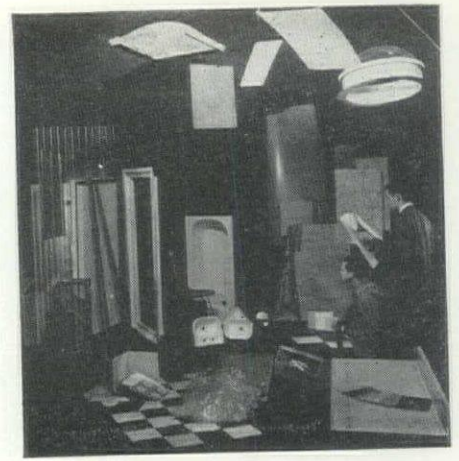
At \$3 apiece, drawers molded of Bakelite could be stacked in simple metal angle or wood framing to form low-cost storage wall.



Rustproof even-keel mortar pans molded by Russell Reinforcing Co. weigh 4 lbs. each—less than half their metal counterpart.

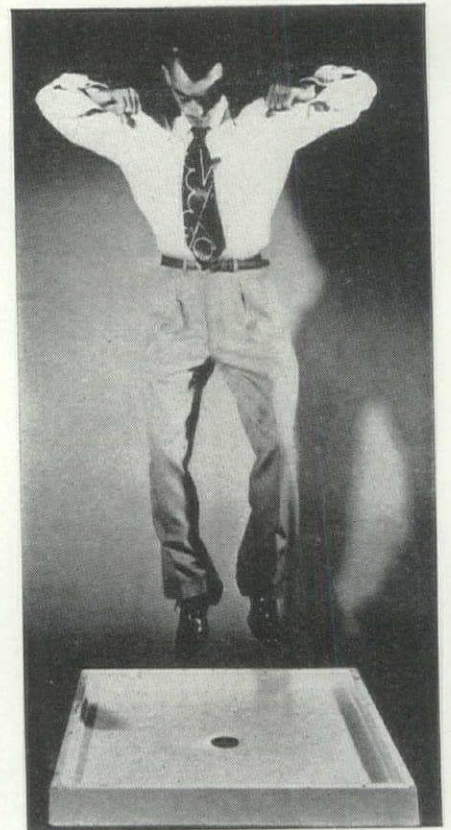


Cast acrylic lavatories, created for auto-trailer trade, sell for about \$10 apiece, are also available in color for \$2 more.



Moldings get better and bigger as fabricators turn to construction field

More important to homebuilders and designers than whether a construction material is extruded, cast or hatched is the completeness of the end product. The less fastening, jointing and general puttering an item needs on the job, the greater its installation economy advantage. In counter tops alone, the recent technique of molding work surface, backsplash and lip from a single sheet of melamine and phenolic laminate has saved hours of cutting and assembly on each kitchen where such a factory-formed unit was used. (The intrinsic workability of these and other resins into complex and large shapes pegs them "plastics" although the final product is quite rigid.) It looks now as if the size of a mold is limited only by the ingenuity of the fabricator. With the appearance of the two-section family-size pool (left) the molded-plastic house shell cannot be too far off.



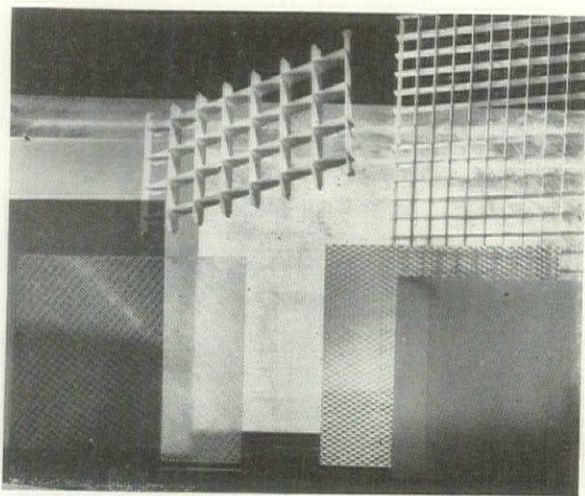
Impact-resistant laminate of glass-fiber and polyester resin makes Tub-Lite shower-stall base produced by Kaytel, Inc.



Light-transmitting plastics lend themselves

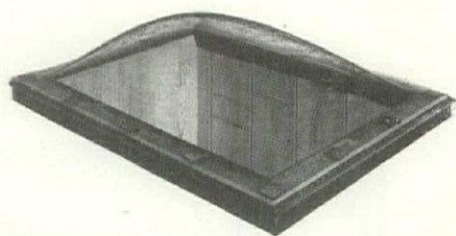
to glazing, luminous ceilings, skylights

In flexible film or stiff sheet, many different plastic materials share the wonderful ability to transmit light. Some, like the acrylics *Plexiglas* and *Lucite*, can be made completely transparent or pigmented to any degree of translucency. Clear acrylic can be cast with prismatic lens patterns as accurate as glass—and at less cost. (One lighting-fixture manufacturer is currently working on a lens pattern for clerestory windows that will direct daylight up to ceiling from where it can bounce, diffused, into room.) Various translucent plastics disperse sunlight or artificial light softly and evenly and so can be used in skylighting as well as for mechanical luminous ceilings. Now that FHA okays inside bathrooms, more homes probably will use plastic turrets to bring daylight into the central areas. Here, one important feature of plastic (besides being lightweight) is that it lets through ultraviolet rays.

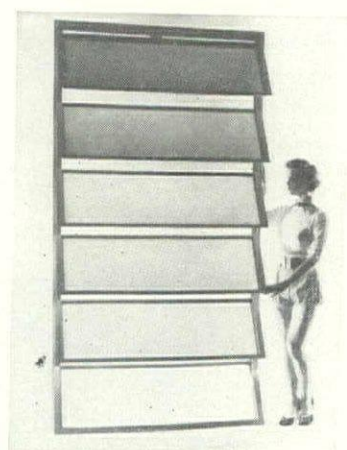


Photos: (above) R. Meek

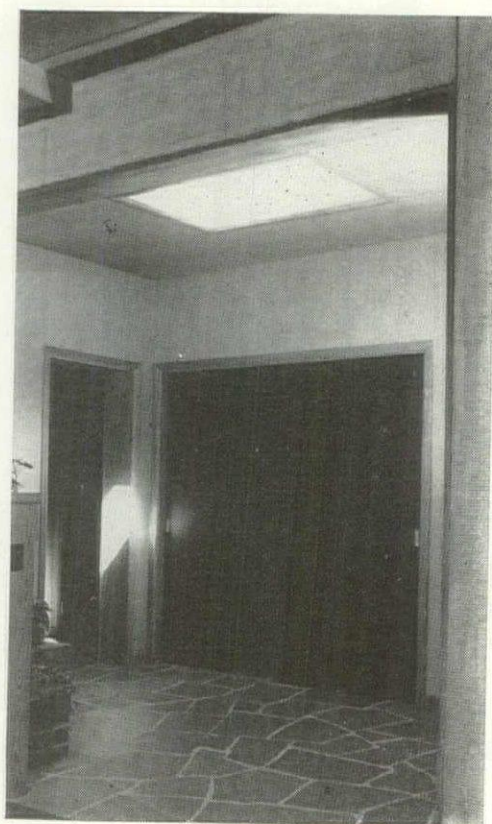
Eggcrates of molded plastic, patterned lenses, translucent panels and fibrous sheeting are some of the materials that are engineered for use in lighting fixtures and as glazing.



Translucent plastic 4' square diffuses light from fluorescent lamps in fixture by Lightolier.

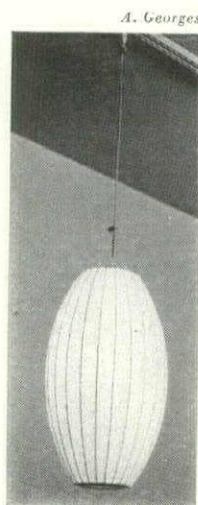


Different degrees of translucency are provided by Russell's panels of same external color.

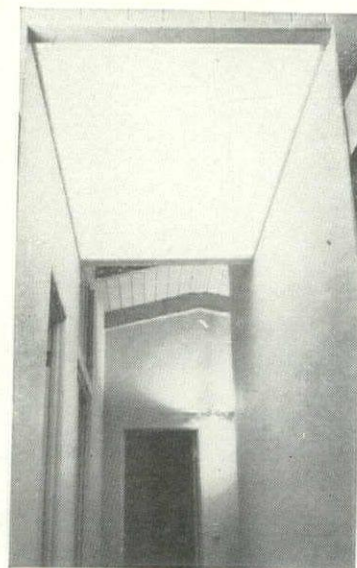


Bubble plastic skylights (left) come complete with flashing, ready to secure to opening in flat roof.

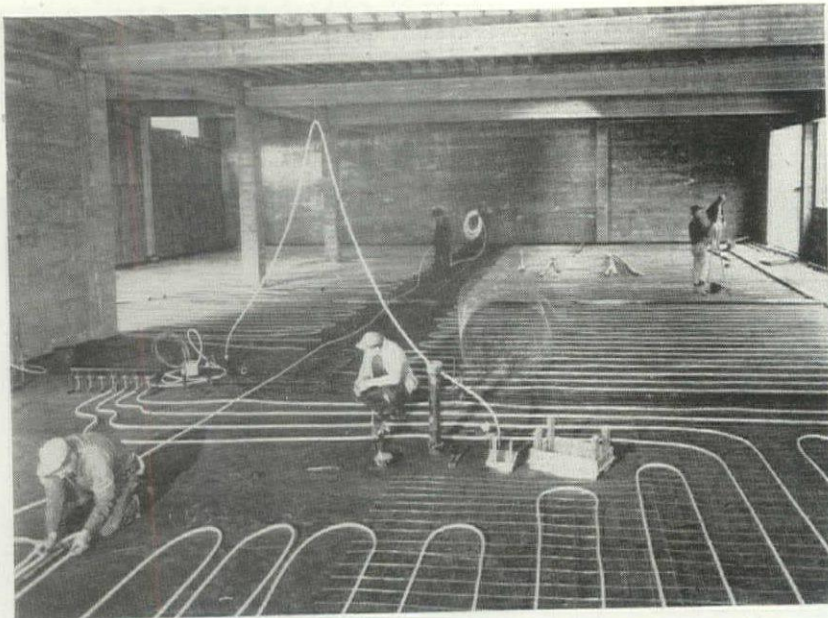
Sprayed vinyl over a ribbed wire cage. George Nelson's light fixture (right) is an effective light diffuser.



A. Georges

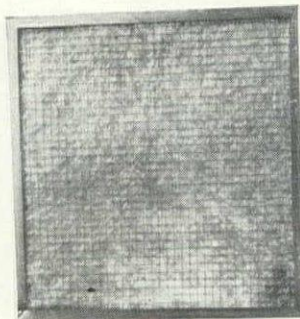


Halls, bathrooms, laundry areas are good spots for luminous ceilings (above). In the kitchen, however, wall-hung cabinets would cast shadows on work surfaces.

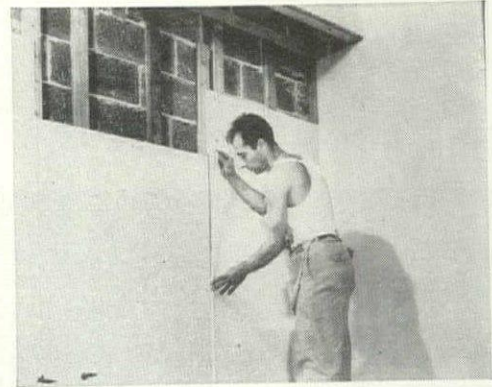
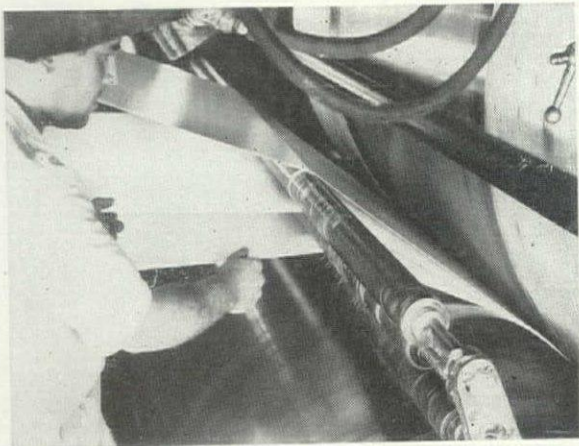


Unique use of plastic tubing is evident in this radiant-heating installation for office building. Carlon Co., its manufacturer, is conducting experiments on home application.

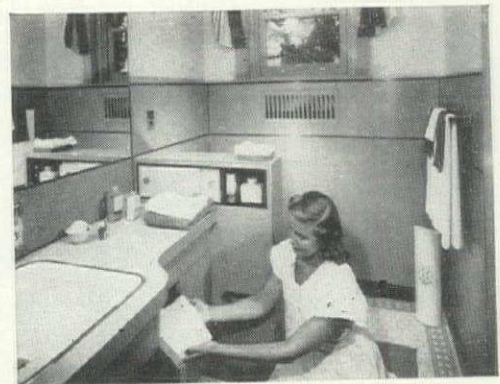
Thousands of plastic fibers packed into an air-conditioning filter pick up dust electrostatically; can be washed out in tub.



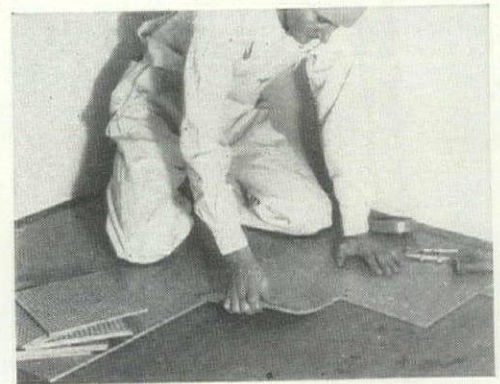
Continuous laminates are now coming off machines (below) of Boston Woven Hose & Rubber Co. Four sheetings (below, left) use natural fibers and woven cloth decoratively.



In kitchens and bathroom, solid plastic laminated panels of 1/10"-thick Panelyte are easily installed, held in place by standard moldings.



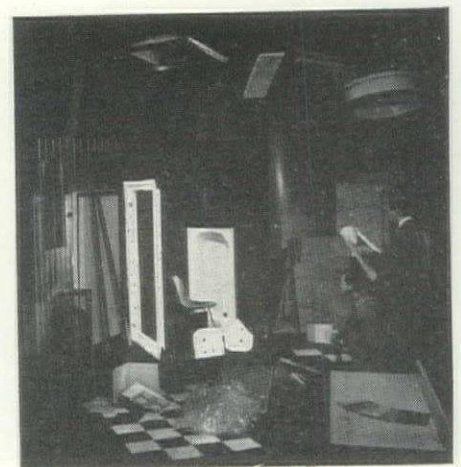
Decorative plastic laminate formica is used here not only for counter top, but also for wall covering and storage cabinet.



Vinyl flooring that can be laid on grade or over wood subfloor. Robbins Terratile needs no adhesive. Snug fit keeps tile in place.

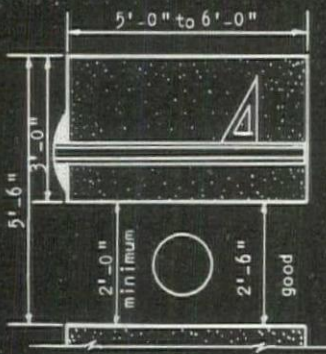
Patterned plastics are decorative and durable

On the floor, perhaps more than anywhere else in the house, plastics are making themselves felt. Resilient, practically indestructible vinyls are appearing in pure form in some floor tile and yard goods, as laminates in others (Dodge uses a clear vinyl to protect a new cork tile), and as an ingredient to bolster the less expensive asphalt and asbestos floorings. The familiar counter-top materials are literally climbing up kitchen and bathroom walls. The scope of synthetics in home construction is unlimited. Plastics have become first-line building materials.



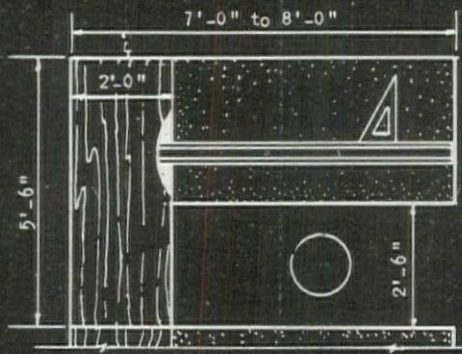
Photos: R. Meek;
W. H. Hazard &
D. Purse

DRAFTING-ROOM LAYOUTS



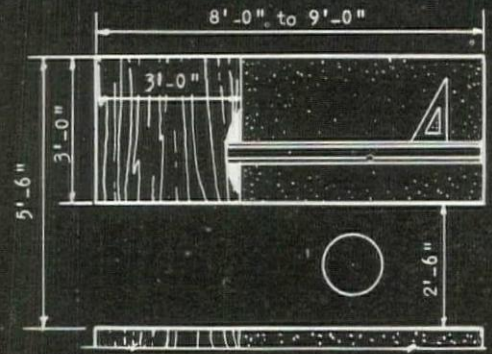
MINIMUM AREA

□ per man	5' board	6' board
work	15 sq. ft.	18 sq. ft.
reference	--	--
total	27½ sq. ft.	33 sq. ft.



SIDE REFERENCE AREA

□ per man	5' board	6' board
work	15 sq. ft.	18 sq. ft.
reference	11 sq. ft.	11 sq. ft.
total	38½ sq. ft.	44 sq. ft.

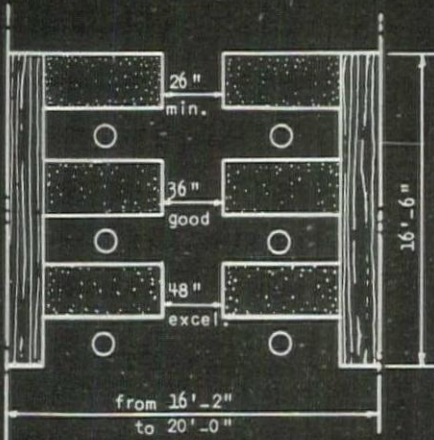


END REFERENCE AREA

□ per man	5' board	6' board
work	15 sq. ft.	18 sq. ft.
reference	9 sq. ft.	9 sq. ft.
total	44 sq. ft.	49½ sq. ft.

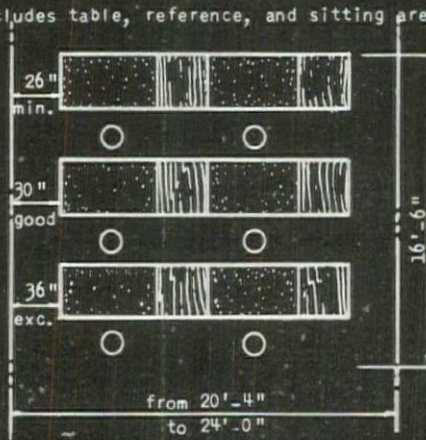
DRAFTING UNITS

Unit includes table, reference, and sitting areas



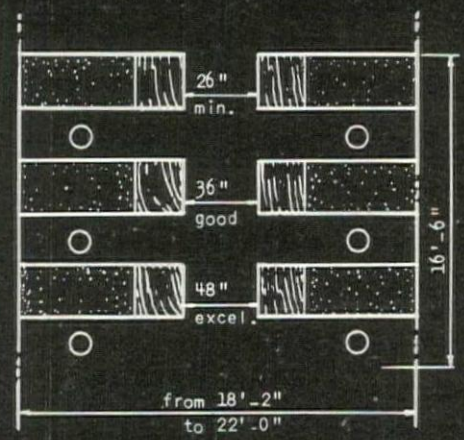
CENTER AISLE SIDE REFERENCE

□ per man	5' board	6' board
minimum	44½ sq. ft.	49½ sq. ft.
good	46½ sq. ft.	52½ sq. ft.
excellent	49½ sq. ft.	55 sq. ft.



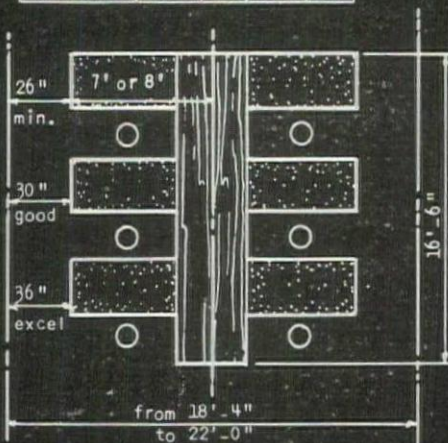
SIDE AISLES

□ per man	5' board	6' board
minimum	56 sq. ft.	61½ sq. ft.
good	57½ sq. ft.	63½ sq. ft.
excellent	60½ sq. ft.	66 sq. ft.



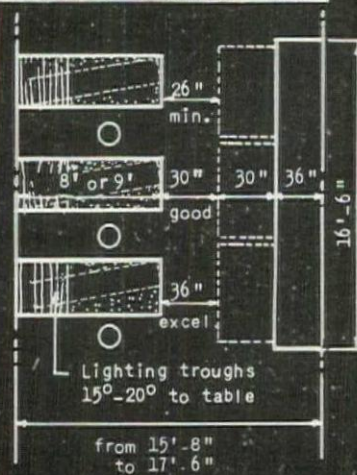
CENTER AISLE END REFERENCE

□ per man	5' board	6' board
minimum	55 sq. ft.	61 sq. ft.
good	57½ sq. ft.	63½ sq. ft.
excellent	60½ sq. ft.	66 sq. ft.



SIDE AISLE
CENTRAL REFERENCE

□ per man	5' board	6' board
minimum	50½ sq. ft.	55½ sq. ft.
good	52½ sq. ft.	57½ sq. ft.
excellent	55 sq. ft.	60½ sq. ft.



SIDE AISLE WITH STORAGE AREA

□ per man	5' board	6' board
minimum	86½ sq. ft.	91½ sq. ft.
good	88 sq. ft.	93½ sq. ft.
excellent	90½ sq. ft.	96½ sq. ft.

Dimensions shown are based on the use of 3'x 5' and 3'x 6' drafting tables. If larger tables are used they will replace reference areas and the total areas will not increase. Provide one large table for detailing, reference and wrapping.

The draftsman requires 80 to 100 foot candles of light on his board or approximately 6 watts per square foot. Avoid sharp contrasts of light in drafting room. The board illumination should never be more than seven times as bright as the surroundings. Fluorescent trough fixtures are most practical when hung diagonally to tables.

For the medium sized architectural drafting office 100 square feet per man is ideal. This includes areas for drafting, reference, plan storage, aisle and supply. Reception, office, conference, and wash rooms are not included.

COMPARATIVE DRAFTING AREAS

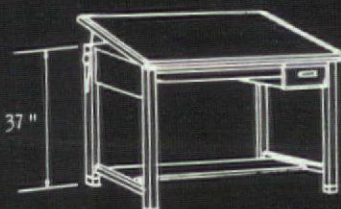
Areas include units plus aisle

DRAFTING-ROOM FURNITURE



32" to 42" height

Adjustable



37"

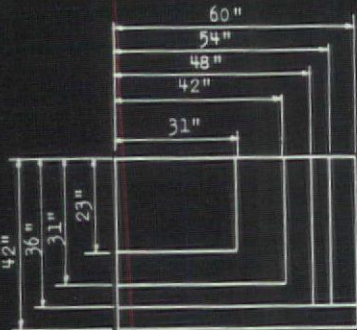
Steel drawing table with concealed raising device, top & drawers wood



34"

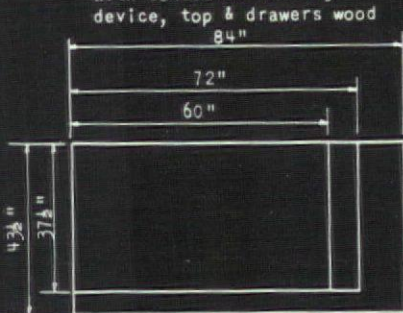
Adjustable or solid top

Available 5 draws, wood
Available 3 draws, metal



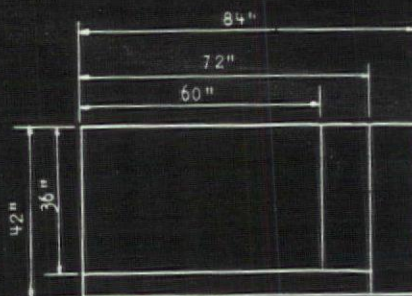
PLAN

Basic table - metal or wood legs



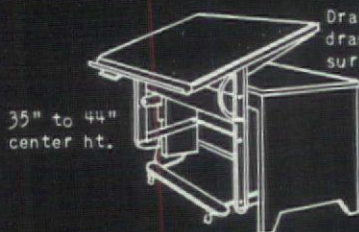
PLAN

Engineering desk - tilting metal base



PLAN

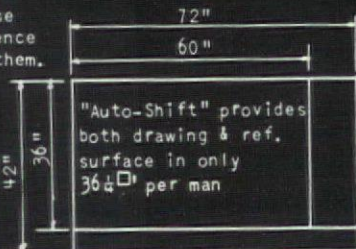
Table with wood or metal legs



35" to 44" center ht.

Draftsman use the drawers & reference surface behind them.

Adjust to desired height by foot pedal and takes any stop vertical horizontal

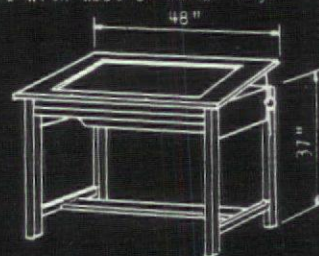


PLAN

"Auto-shift" drawing table

"Auto-Shift" provides both drawing & ref. surface in only 36 1/4" per man

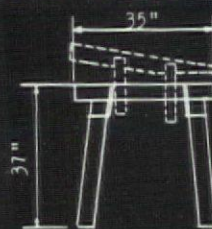
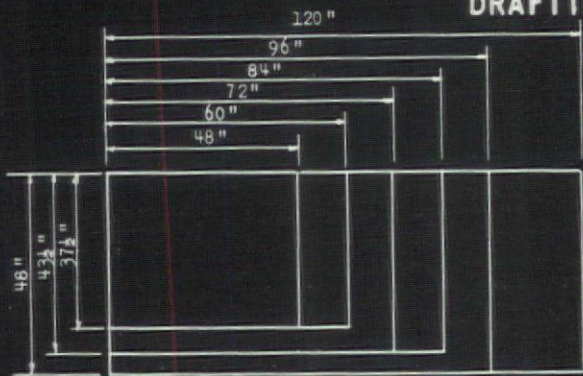
Tracing tables are obtainable with 22"x 24" and 24"x 36" glass tracing areas. Portable tracing boards in sizes up to 24"x 36 1/2" tracing areas.



37"

Reference tables shown on preceding pages are not stock items.

DRAFTING AND LIGHT TABLES



Adjustable trestles or horses available adjust from 39" to 47" in height



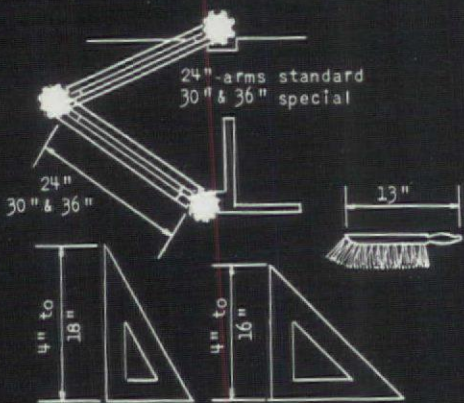
fixed height 28" & 30"



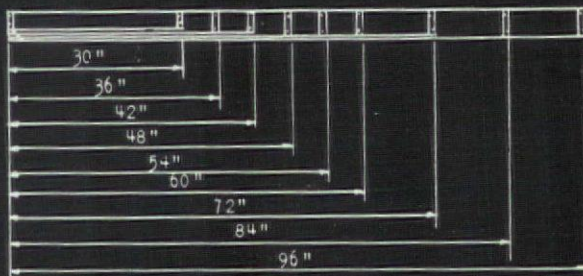
adjustable from 16 1/2" to 24"



TRESTLES, BOARDS AND STOOLS

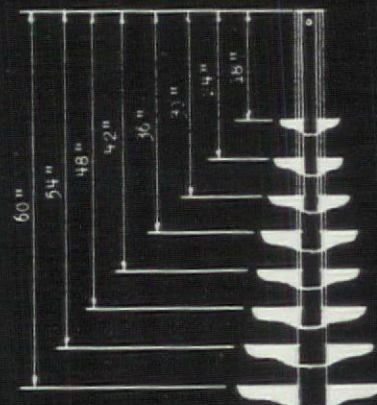


24" arms standard
30" & 36" special



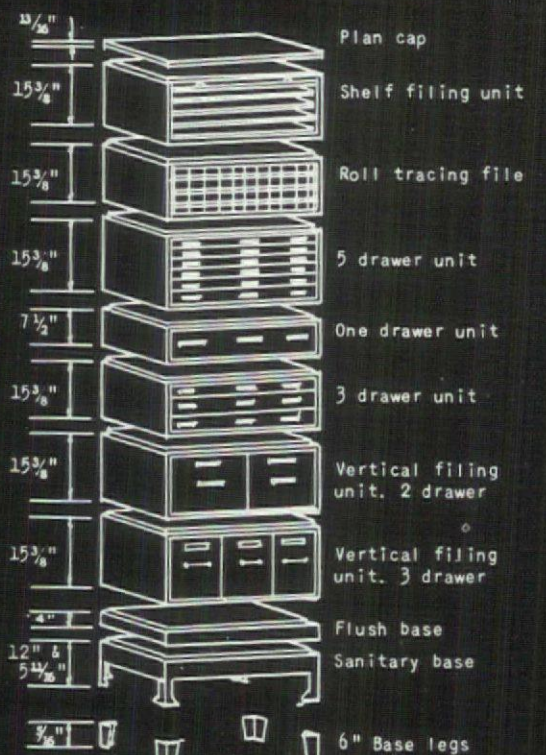
Parallel straight edges

Sizes shown are obtainable from leading manufacturers and suppliers

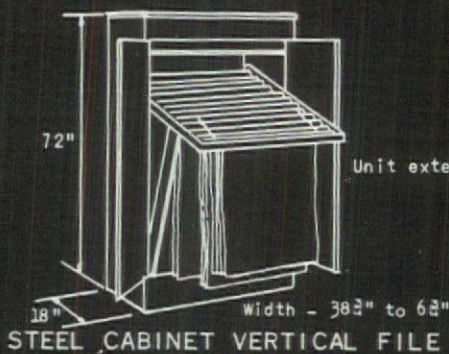


DRAFTING EQUIPMENT

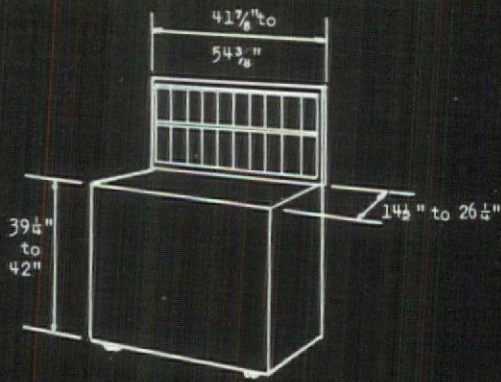
DRAFTING-ROOM EQUIPMENT



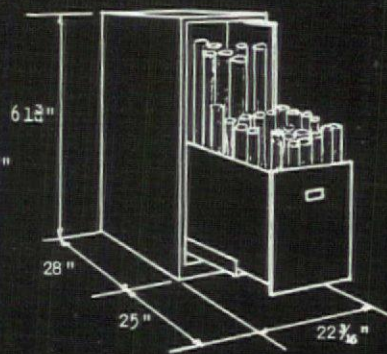
depth - 28 1/2" to 44 1/2" width - 40 1/2" to 55 3/8"
 draws extend from 26" to 42"
 "PLAN-FILE" Steel or wood



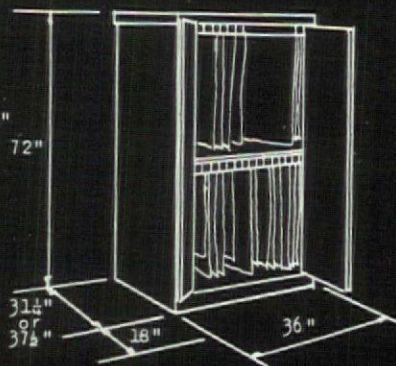
STEEL CABINET VERTICAL FILE



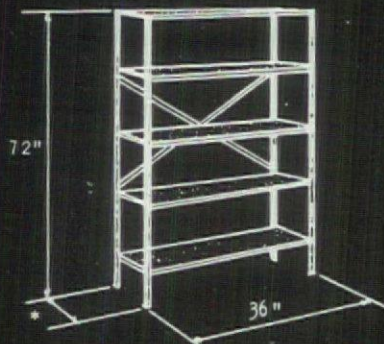
VERTICAL PLAN FILE
Steel



VERTICAL FILE



CLIP FILE



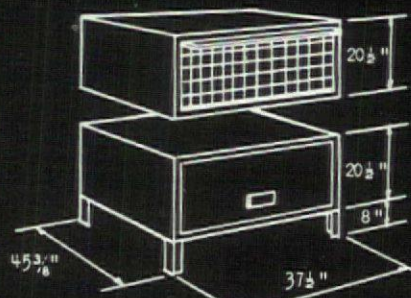
ADJUSTABLE STEEL SHELVING
 *available in 11 1/2" & 15" widths



TRANSPARENT PLASTIC STORAGE TUBE
 2" dia., 13" to 55" long

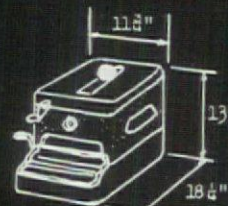


METAL STORAGE TUBE
 2 1/2" & 4" dia., 31" to 55" long



HORIZONTAL FILE

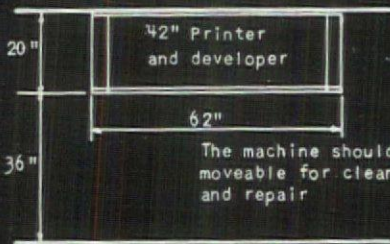
FILING AND STORAGE EQUIPMENT



Photocopy machines
 (photographic method)



Spirit, gelatin and Photocopy duplicating machines are valuable for 8 1/2" x 11" copy.



The process used determines the requirements of space light, plumbing, and ventilation

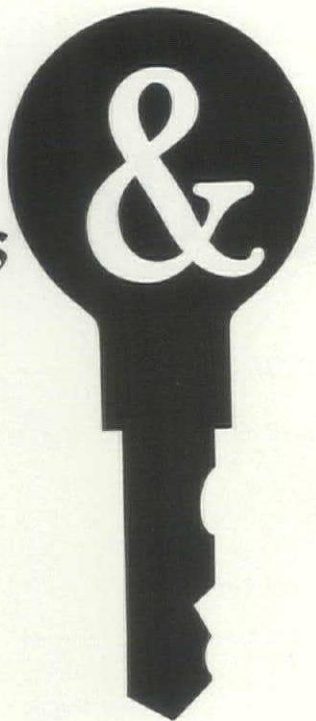
REPRODUCTION EQUIPMENT

For reproduction of tracings a printing and developing unit is necessary. The printer is located above the developing unit. With the two units and the proper chemicals and paper, blueprints, black and whites, bluelines, and other types of copy are possible.

When choosing equipment the individual requirements of the office determine the size and type of process.

These machines should be ventilated for heat and chemical fumes. The 42" machine is the most used in medium sized offices today.

this



is the key to RO-WAY superiority

& here are the reasons why:

Ro-Way doors are designed & built for lasting service & satisfaction.

Ro-Way doors are styled to complement & enhance any architectural design.

All wood sections are specially selected West Coast lumber & exterior grade Douglas fir plywood—for rugged service.

All muntins, rails & stiles are precision squared.

All mortise and tenon joints are both glued & steel doweled for greater strength.

All millwork is drum & hand sanded for exceptional smoothness.

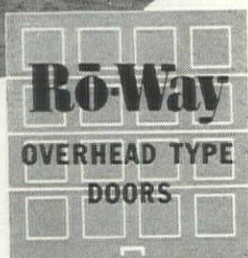
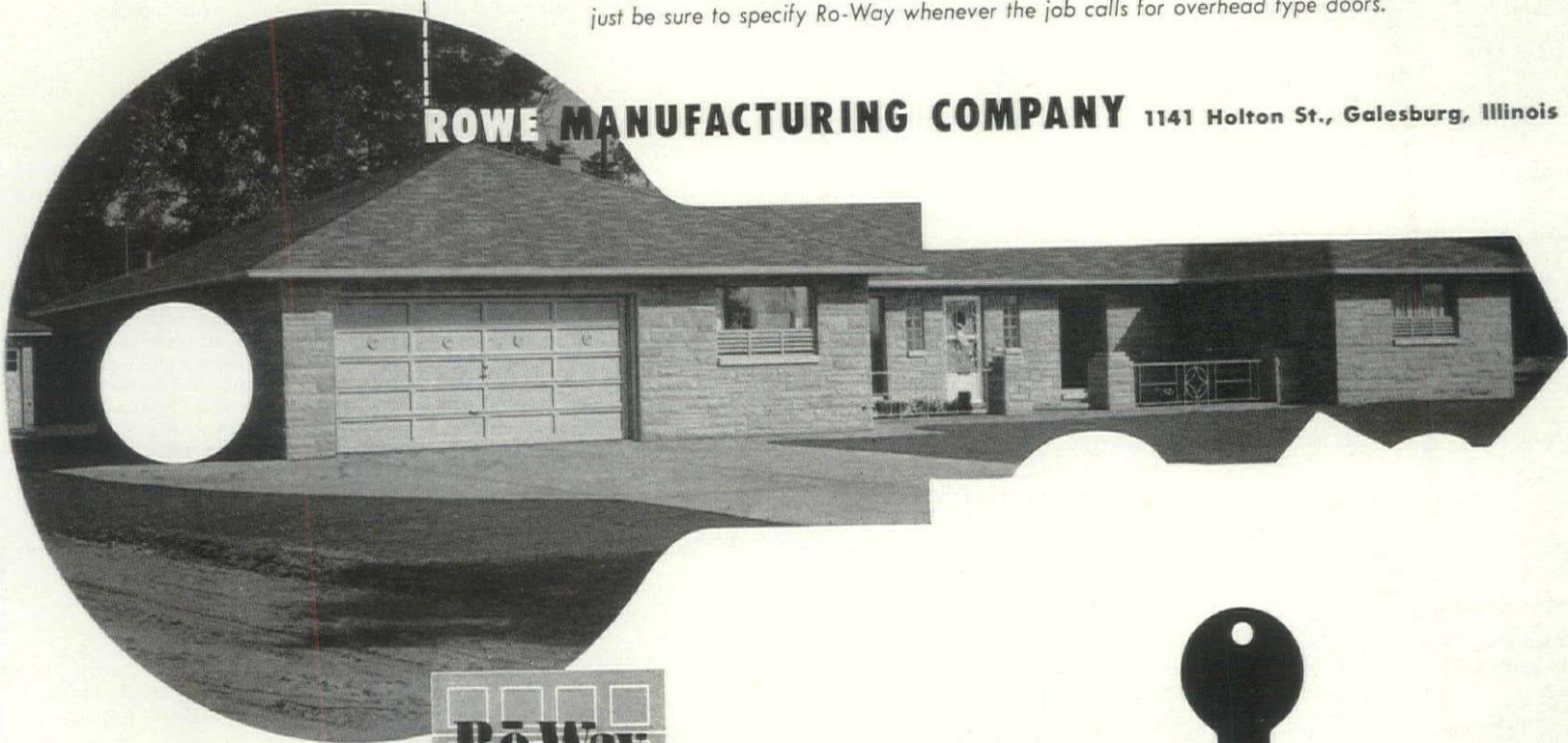
All hardware is Parkerized & painted—after fabrication—for maximum rust resistance.

Ro-Way Taper-Tite track & Seal-A-Matic hinges assure weather-tight closure & easy operation.

Standard & Special sizes & designs meet practically every residential, commercial & industrial need.

All of which adds up to owner approval & satisfaction. If that's what you want, just be sure to specify Ro-Way whenever the job calls for overhead type doors.

ROWE MANUFACTURING COMPANY 1141 Holton St., Galesburg, Illinois



Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.

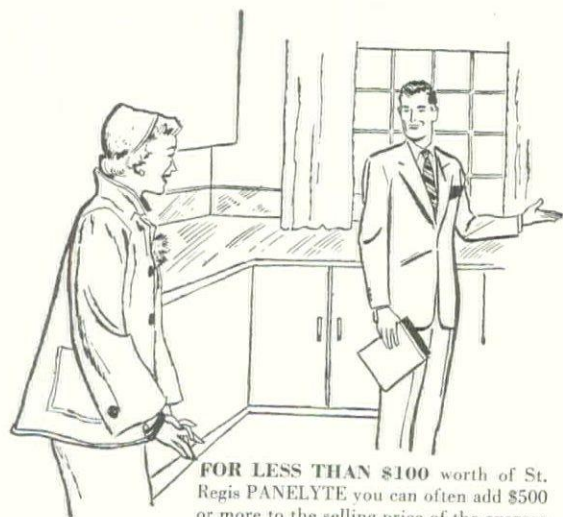
there's a Ro-Way for every Doorway!



The Case of

Profitable

The ~~Cut-Price~~ House



FOR LESS THAN \$100 worth of St. Regis PANELYTE you can often add \$500 or more to the selling price of the average house. Check with a St. Regis engineer for aid in directing easy on-the-job installation by your own crew.

or Sam Housebuilder's
ace-in-the-hole sells a house and wins a dinner

Cast of Characters:

Sam Housebuilder you met him in our January ad
Mr. Banker he has ulcers
Mrs. Sweet-thing she's fragile

Scene I. The (Br-r-r) BANK

Mr. Banker Sam, I've been telling you to sell that house on Vine St.

Sam That's what I'm *trying* to do.

Mr. Banker You may have to cut your asking price.

Sam And lose my profit?

Mr. Banker That Vine Street house is no bargain . . . to you or anybody.

Sam I've still got an ace-in-the-hole. My plastic fabricator and dealer say they've got an idea that will sell it.

Mr. Banker I'll bet a good dinner it won't work.

Sam It's a bet.

Scene II. The (Vine St.) HOUSE

Mrs. Sweet-thing My husband told me to look for a house that doesn't make a lot of housework.

Sam Ma'am, it isn't the house that makes housework. It's the family that lives in it.

Mrs. Sweet-thing But we *haven't* any family, yet.

Sam Congratulations.

Mrs. Sweet-thing What?

Sam I mean, good luck. What I mean is, best wishes.

Mrs. Sweet-thing Thank you. Anyway, my husband doesn't want me to work too hard.

Sam Ma'am, *this is the house for you.*

Scene III. The (Panelyte) KITCHEN

Sam Behold! Look at this beautiful, modern sinktop we installed. It's St. Regis Panelyte.

Mrs. Sweet-thing How do I clean it?

Sam (he seems to know) Just a wipe with a damp cloth.

Scene IV. The (Panelyte) BATHROOM

Sam Here's where the beauty and durability of St. Regis Panelyte pays off. Water can't harm this modern surface.

Mrs. Sweet-thing How do I clean it?

Sam (he really does know) Just wipe with a damp cloth.

Scene V. The (Panelyte) PLAY ROOM

Sam Now you can enjoy your guests. There's nothing "touch-me-not" about Panelyte. They can't stain or scratch the surface of this beautiful breakfast bar.

Mrs. Sweet-thing And how do I clean it?

Sam Just a . . .

Mrs. Sweet-thing I know; "Wipe with a damp cloth." I'm sure my husband will let me take this house.

Sam Congratulations. You'll like this modern living with St. Regis Panelyte—and I win a dinner).

Mrs. Sweet-thing What dinner? Oh well, here's your deposit.
(Curtain)

Just another case where

IT PAYS TO

PANELYTE®



The only laminated plastic produced in the United States available in two thicknesses—one-sixteenth inch and one-tenth inch. Sheets up to 4' x 10' in a wide variety of colors and patterns, small lots from nearby distributor.

Made in the new Kalamazoo plant of the St. Regis Paper Company, one of America's largest integrated paper manufacturers, with resources ranging from raw materials in its own forest preserves to modern mills and plants and its own world-wide distribution.

Panelyte Division, ST. REGIS PAPER CO.
230 Park Avenue, New York 17, N. Y.

HH-2

I'm interested in the following:

Samples of Panelyte Address of Panelyte office nearest me
 Prices of Panelyte Consultation with a Panelyte engineer

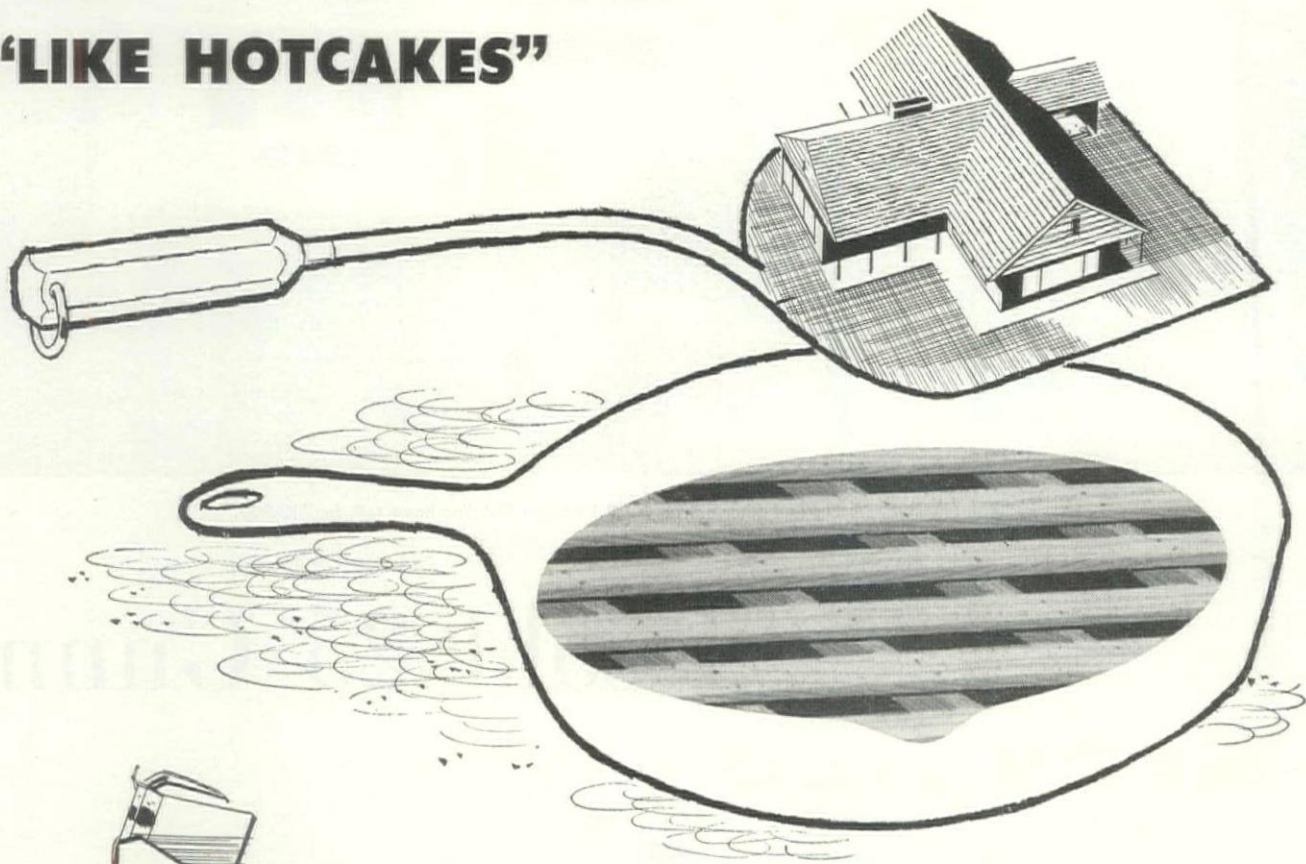
Name.....

Firm.....

Street.....

City..... Zone..... State.....

HOW TO SELL HOUSES "LIKE HOTCAKES"



The Right Topping Sells Homes . . .

as it does hotcakes. And, while the *right* topping needn't be the most costly, it does require a distinctive "flavor."

Genuine red cedar shingles add a distinctive architectural "flavor" to most any home style. Cape Cod, Colonial, Western Ranch—all look their best when topped with cedar. *Sell* their best, too!

Buyers recognize CERTIGRADE No. 1 shingles to be quality through and through. They know there's an important difference between the *real thing* and a substitute. They want that difference—that "plus value"—in the homes they buy.

That's where you come in. Selling homes with cedar shingle roofs is a pleasure. You needn't apologize for a thing. You're selling *quality*. You're

selling the roof that has stood the test of time. The roof that does more *for* a home by adding beauty, strength and insulation. The roof that does more *to* a home by providing "bonus years" of trouble-free service.

What's more, you can market genuine cedar shingle roofs for the same price as makeshift materials. The secret's in the sheathing. Cedar shingles—one of the strongest materials known for their weight—may be applied over *spaced* sheathing. That means you save up to 50% on sheathing costs when building with cedar. Those savings in application time and materials *pay the difference* between genuine cedar shingles and substitutes.

So start selling homes as you'd sell hotcakes—with the *right* topping. Cedar will help you gain the reputation of a *quality* builder and a *volume* seller.

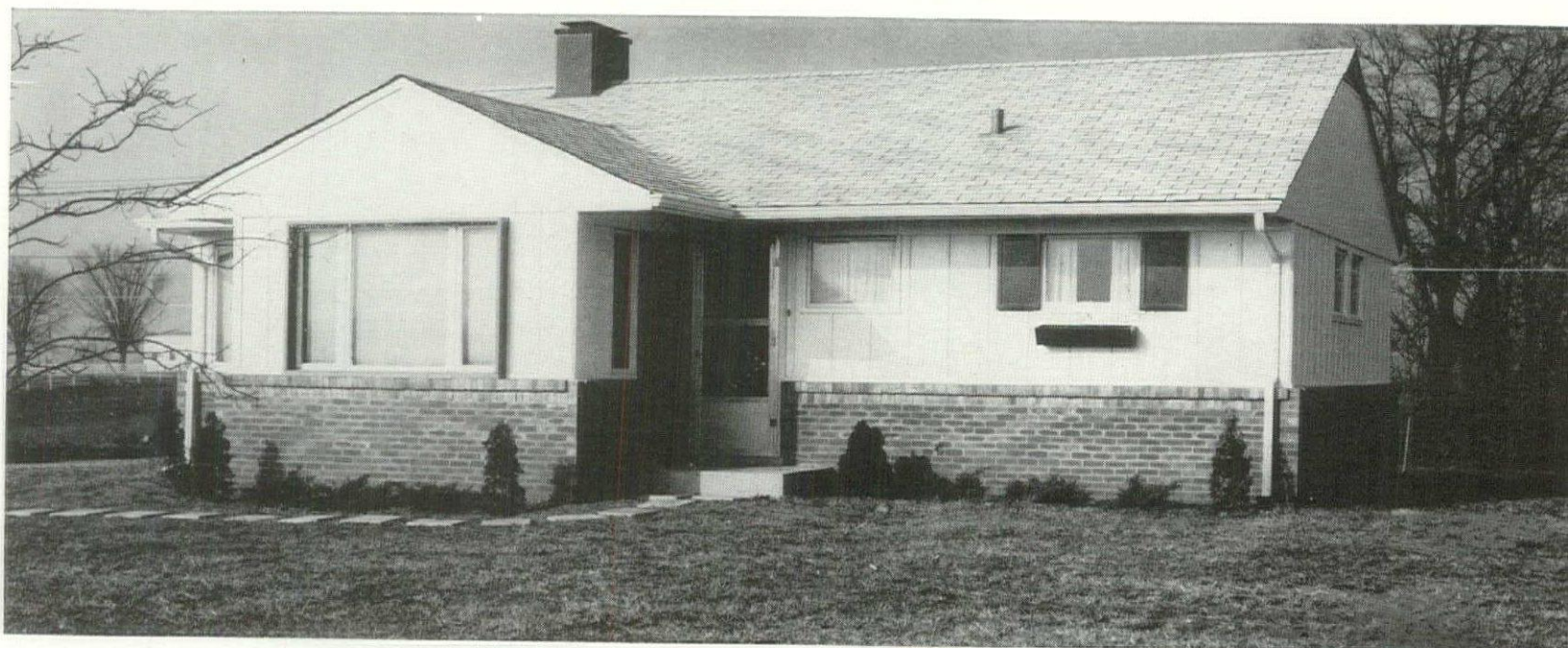
For your free copy of a handy roof estimating sheet, write:

RED CEDAR SHINGLE BUREAU

5510 WHITE BUILDING, SEATTLE 1, WASHINGTON

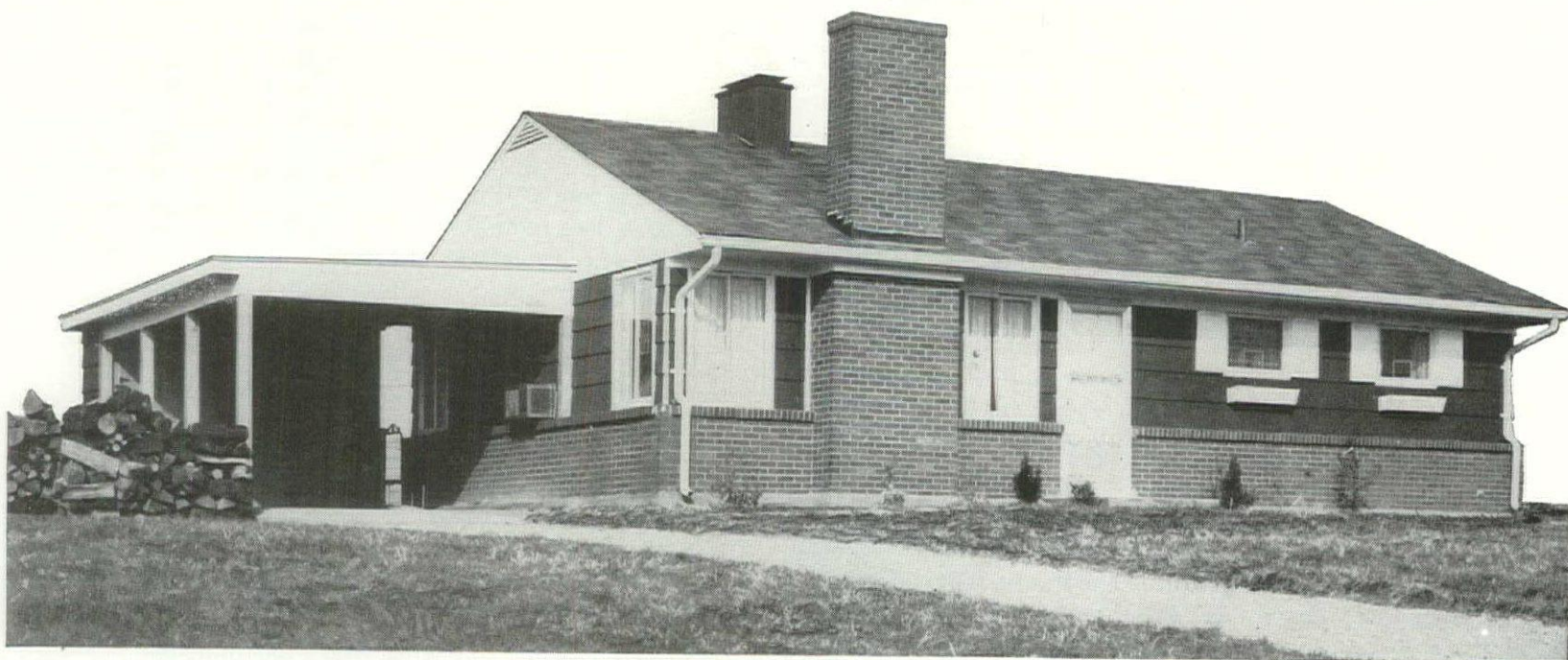
OR 425 HOWE STREET, VANCOUVER 1, B. C.





With brick wainscoting and other extras, this 3-bedroom Catalina home sells for \$13,200.

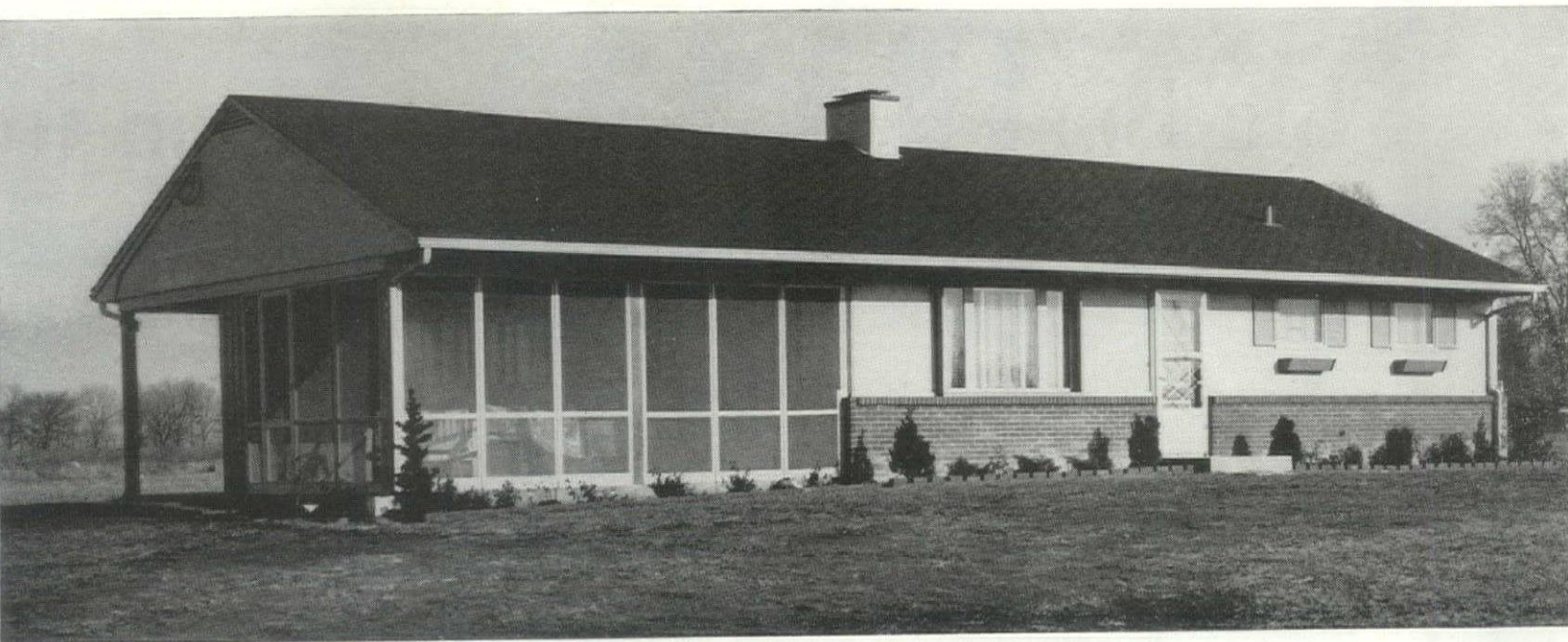
"I sold 25 Gunnison



Carport, fireplace, and brick wainscoting give this Gunnison Coronado a look of luxury. Basic model measures 24 ft. x 40 ft., has 3 bedrooms.

How he did it

1. Good product at low price: Gunnison Homes.
2. Good market potential for low-priced Gunnison Homes. Extra features add sales appeal.
3. Trained erection and sales personnel. Every home under roof in 56 man hours. One experienced salesman devotes his full time to selling these homes; he can handle up to 100 homes a year.
4. Development plans approved by local planning commission. All Gunnison designs accepted by FHA and VA.
5. Mortgage financing made easy with help of United States Steel Homes. Ninety-day construction financing also available.
6. Newspaper advertising sells development as new *planned community*. National and local advertising by United States Steel Homes helps sales.



Screened-in porch adds living space, gives this Coronado a long, low, modern look.

Homes in just 10 days”

says *W. B. Eagles,*
Louisville, Ky.



• W. B. Eagles got his new Whipps Mill Village off to a rousing start last year: he built and sold 55 homes, and he developed the land for more than half of the 74 homes he will complete in 1954. Every home is individually styled, every one fits comfortably on a 60-foot lot, and most important, every one is a Gunnison Home. Here is what Mr. Eagles told us:

“To make a housing development successful today, you have to have a sure supply of mortgage money. The prestige and active assistance of United States Steel Homes helped me to get good financing. Ten days after I had mortgage money I sold 25 homes: nearly half of all the homes I built last year.

“My Gunnison Homes are attractive, well built, and easy to

erect. An experienced 7-man crew can get the largest model under roof in just one 8-hour day.”

At Whipps Mill Village, Mr. Eagles uses fireplaces, planting boxes, tile baths, brick wainscoting, electrical circuit breakers and other features to add variety and increase sales appeal. He does this and still sells the most luxurious model for only \$14,000.

United States Steel Homes, Inc. has helped make Whipps Mill Village a success by providing a large variety of excellent homes and by helping and advising the builder. Send the coupon for complete information about the many advantages of becoming a United States Steel Homes Dealer.

United States Steel Homes, Inc.
Dept. HH-24, New Albany, Ind.

My organization is capable of building more than 15 conventional homes a year. Now I'm interested in what United States Steel Homes has to offer. Send me complete information, telling me what I will gain by building the products of United States Steel Homes, Inc.

Name

Firm Name

Address

City & State

United States Steel Homes, Inc.

Formerly Gunnison Homes, Inc.



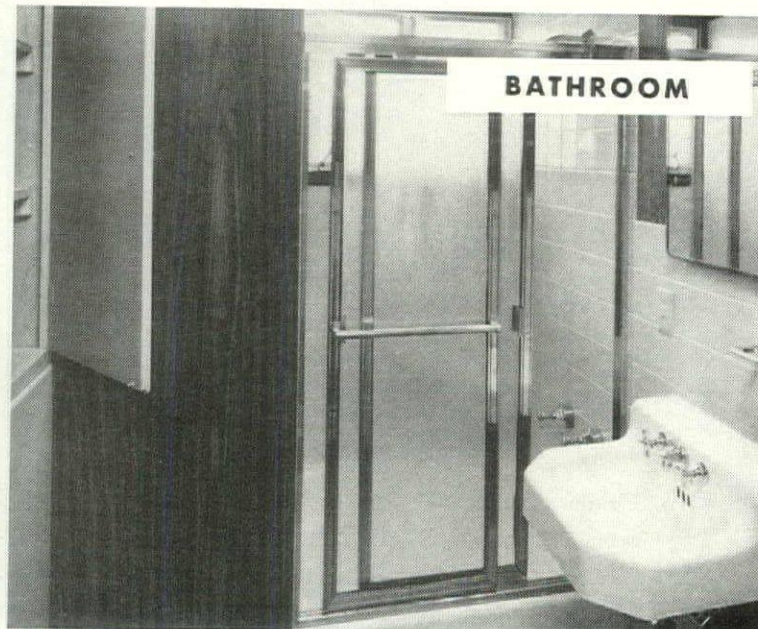
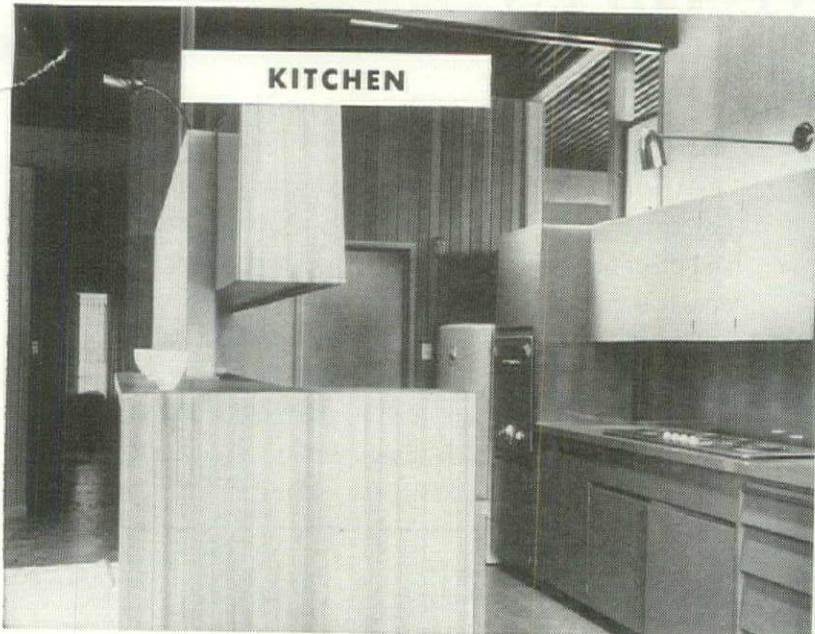
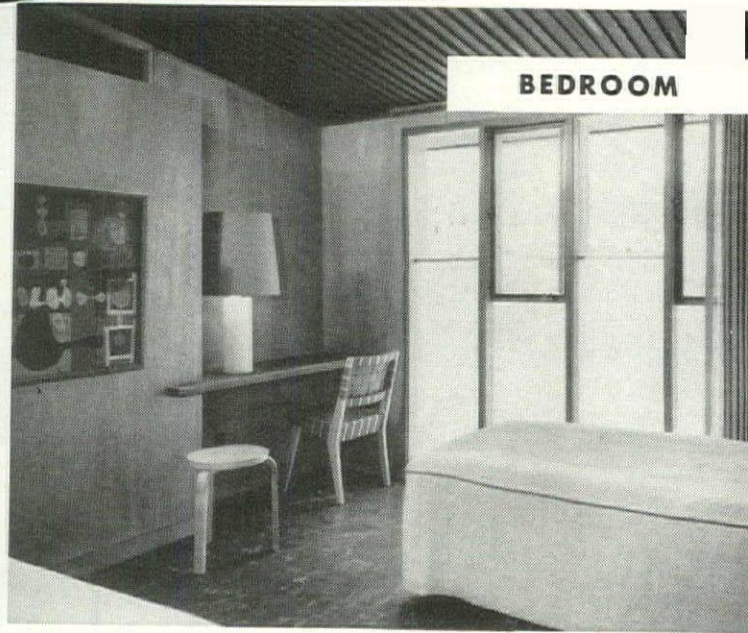
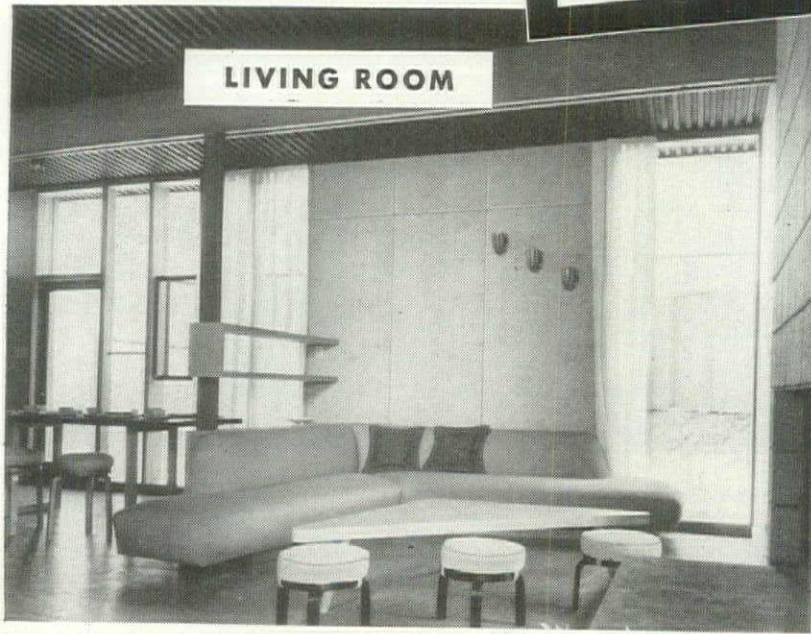
GENERAL OFFICES: NEW ALBANY, INDIANA

Plants at New Albany, Indiana, and Harrisburg, Pennsylvania

DISTRICT OFFICES: Atlanta, Ga. • Chicago, Ill. • Columbus, Ohio • Dallas, Tex.
Harrisburg, Pa. • Louisville, Ky. • Newark, N. J. • Omaha, Neb.

UNITED STATES STEEL

Big Big **LIFE** promotion to



ALL PHOTOGRAPHS TAKEN IN EICHLER HOMES



EICHLER HOMES SHOW HOW —

Eichler Homes of Palo Alto, California, are enjoying ever growing sales success. They panel entire homes with a variety of Weldwood paneling. Eichler's success shows that the beauty, durability and low maintenance cost of Weldwood paneled interiors has tremendous sales appeal. Other builders who feel the same way include: Boris Gertzen Associates, Huntington, L. I., Graeme Stewart, Wheaton, Ill., Joseph P. Carp, Chicago, Ill., Harris Homes Inc., Morton Grove, Ill., C. A. Hemphill & Associates, Evanston, Ill., Trude Land Development, Inc., Arlington Heights, Ill., and many others in every section of the country.

help you put **SOLD** signs on your Weldwood Paneled Homes

Growing public demand for wood paneled interiors, plus Weldwood's hard hitting Life promotion, can help you sell homes.

Whether you panel a single wall or do entire rooms, you'll still be *closer* to a closing if you include Weldwood paneling in your plans right now. The big two-page Weldwood ad in full color in the March 1st issue of Life magazine will show interior paneling which you can easily duplicate.

LOW COST! You'll be surprised to learn that for as little as \$26 in material cost, for a wall 8' x 12', you can add this big sales feature to your homes.

Think of the sales appeal of a fireplace wall in rich mahogany Plankweld®, a dining room in sliced walnut, a den or cellar playroom in rustic Surfwood® or dramatic Novoply®,

a library nook in distinctive Weldtex®, a utility room in birch, or a really glamorous room in exotic blond Korina®.

Builder enthusiasm is growing by leaps and bounds. Many tell us that no other type of interior finishing can match the *sales appeal* of real wood paneling. And remember, Weldwood interior paneling is *guaranteed for the life of the home!* The guarantee packs a sales wallop too!

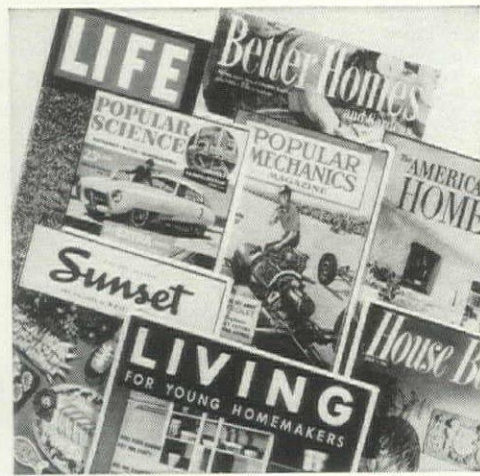
Act now! Be one of the many builders who have already made plans to tie in with Weldwood's big Life promotion which will be seen by more than 26 million readers—many of them *red-hot home buying prospects!*

For further information see your local lumber dealer now or contact any of the 60 United States Plywood or U.S.-Mengel Plywoods distributing units in principal cities, or mail coupon.

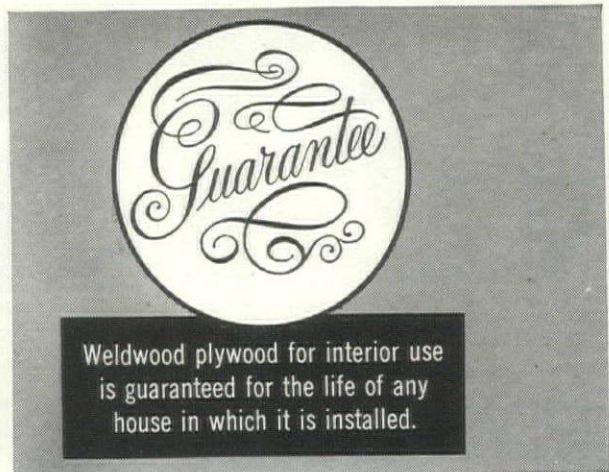
FOLLOW THESE SUGGESTIONS—THEY'LL HELP YOU CLOSE SALES!



IN YOUR HOMES—Check your blueprints and see where Weldwood paneling can most effectively be used. (For homes under construction Weldwood paneling can be included for less than you think.) Visit your local lumber dealer or Weldwood showroom and see the paneling.



IN YOUR PROMOTION—Weldwood products are constantly being advertised in other leading national magazines. Your building site display boards and promotional literature should place strong emphasis on the fact that your homes feature beautiful Weldwood paneling.



IN YOUR ADVERTISING—The Weldwood *guarantee* has tremendous sales appeal! Use it in your newspaper advertising and promotional literature. You can even include it in your sales contract because the guarantee is backed by the largest plywood organization in the world.



Weldwood®

United States Plywood Corporation

World's Largest Plywood Organization

55 West 44th Street, New York 36, N. Y.

U.S.-Mengel Plywoods, Inc., Louisville, Ky.

Distributing Units in 60 Principal Cities

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

HH-2-54

FREE: Please send me new Weldwood Catalog packed full of Weldwood data and specifications. ()

NAME

ADDRESS

CITY STATE

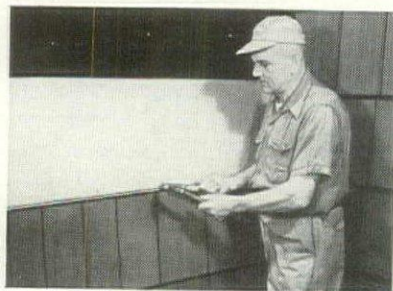
WITH THE REVOLUTIONARY, NEW Nova Insulated Sidewalls

- Sheathing and shingling in one operation
- Major savings in time, labor, materials

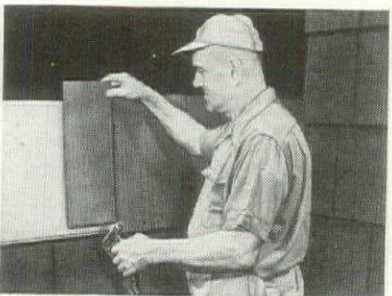


Chalk line establishes level for a course of shingles

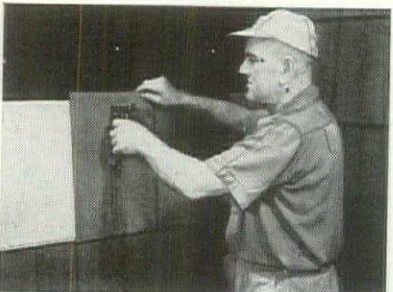
- Finest cedar shingles
- W-i-d-e exposures
- D-e-e-p shadow lines



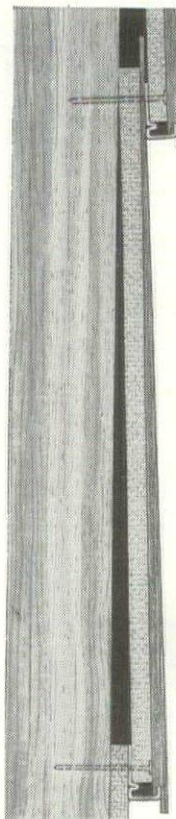
Clip and sheathing are nailed together at each stud



Kerf in butt of shingle is engaged in clip



Only one staple secures each shingle at top



Now sidewalls can be shingled and sheathed—fully insulated—in one operation. Simultaneously, you achieve the rich architectural effect of extra-wide exposures—formerly available only through luxurious double-coursing—at a remarkably low cost. Nova Insulated Sidewalls have beautiful 14" exposures and 3/4" deep shadow lines.

There are no exposed nails to rust or stain the shingles. The shingles cannot split or curl. The method saves 33% of the time, 33% of the labor and 100% of the undercourse materials otherwise required. The beauty of the finished application enhances the value of the property.

Nova Insulated Sidewalls are built with only three major materials: 16" x 96" Homasote Sheathing Panels; galvanized, 26 gauge steel Nova Shingle Clips (in 96" strips); Nova #1 Certigrade Processed Shakes (either Natural or in a choice of 9 colors).

Nova Insulated Sidewalls are eligible for FHA Insured Mortgage Loans.

The method of application is very simple—for new construction or for re-siding existing structures. May we send you the complete details? Kindly address your inquiry to Department 31.

NOVA SALES

Co. TRENTON 3, N. J.

A wholly-owned subsidiary of Homasote Company—manufacturers of the oldest and strongest insulating-building board; wood-textured and striated panels.

REHABILITATION

(continued from p. 170)

vate money we can save and improve these good neighborhoods which will become slums."

Merriam listed 13 high points of progress (which have brought national recognition to the Chicago effort):

1. Appointment of a Neighborhood Conservation Board of city officials and the initiation of house-to-house surveys.
2. Improvement in the Building Dept.; the creation of the new position of special deputy building commissioner.
3. Extension of limited powers of eminent domain for private corporations engaged in conservation as well as slum clearance.
4. Enactment of the Urban Community Conservation Bill.
5. Power to repair dangerous and unsafe buildings when the owner refuses to do so, and make the expense a junior lien on the property.
6. Approval by the City Council of first steps leading to a reorganization of the various housing agencies into one department.
7. Leadership and direction by the housing coordinator to bring the various housing activities of the city into common focus.
8. Bold plans by the Chicago Plan Commission to conserve outlying commercial areas.
9. Revision of the Chicago Zoning Ordinance, now nearing completion.
10. New off-street parking ordinance establishing parking requirements for all new construction, including conversions.
11. Publicly owned parking facilities under way in the downtown area.
12. Public recognition by NAREB and NAHB of the importance of conservation and rehabilitation.
13. FHA plans to experiment in several parts of Chicago with a program designed to save existing middle-aged neighborhoods.

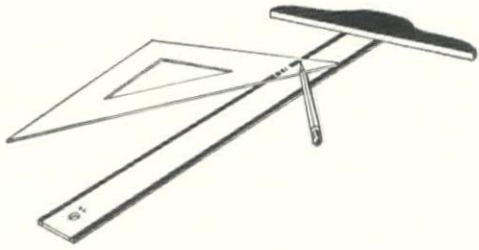
Laughing gas and prickly cactus

Despite this progress, Merriam pointed out that neighborhoods were still deteriorating, and the myriad problems of the large US city have barely been touched. The tail-chasing result of departments overlapping other departments, of checks and balances so numerous as to nullify most actions, he described as "a witches' brew of laughing gas and prickly cactus, which might be amusing if Chicago's needs were not so desperate." His illustrations:

"The commissioners of the Housing Authority keep minute watch over their executive secretary, taking into their own hands many administrative functions. **Why? Because they are not so sure she will carry out their directions.**

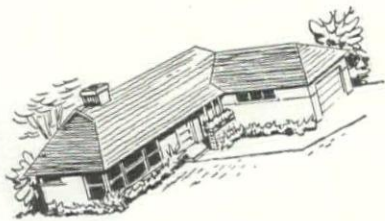
"A new, separate Land Clearance Commission was established in 1947 to carry out certain slum-clearance, land-acquisition

continued on p. 182



Architects!

General Electric Announces
Advance-Design News for 1954.



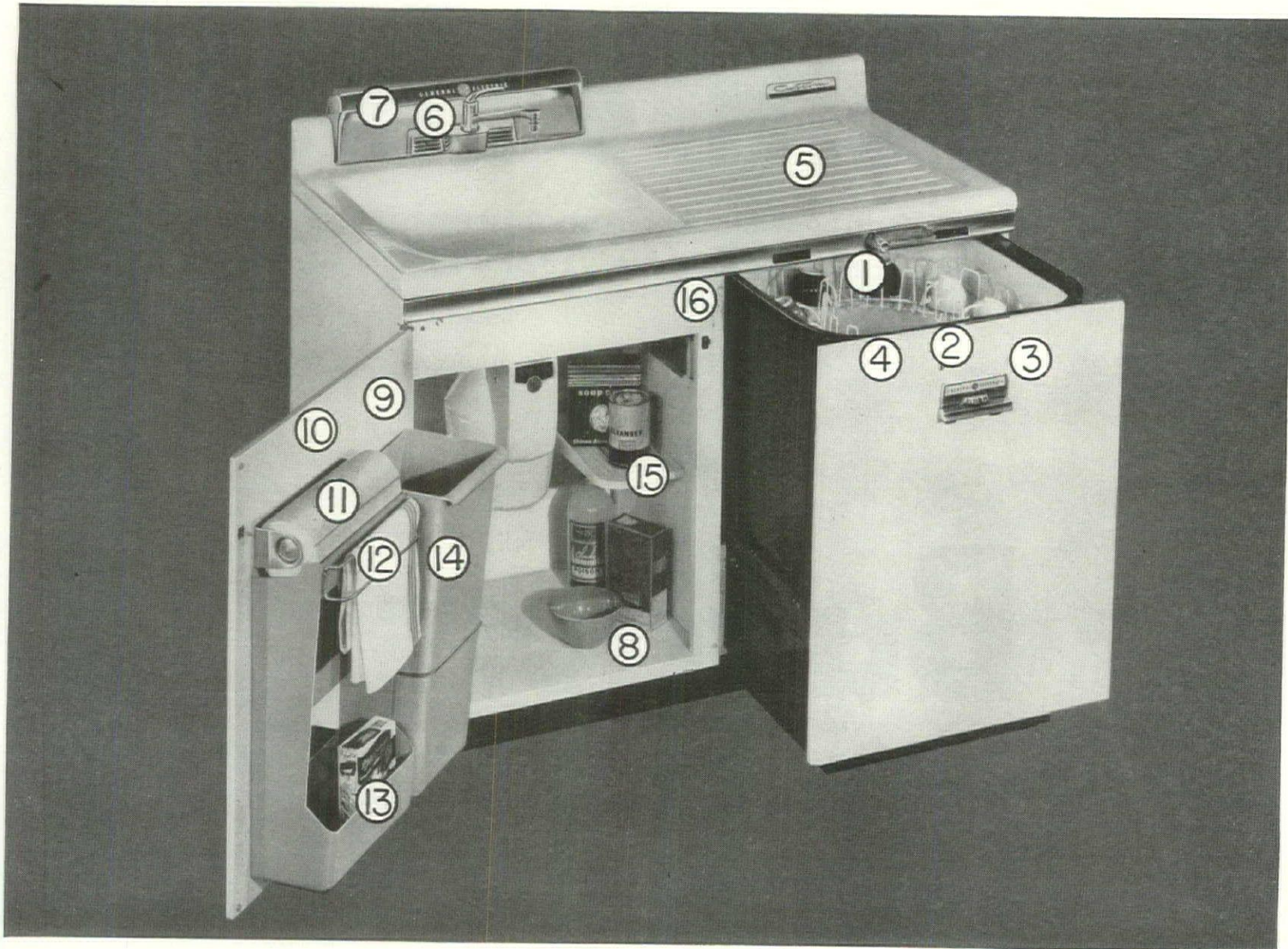
Builders!

General Electric Announces
New Ways to Boost Sales in 1954.

Please turn the page



General Electric announces **NEW** Advance-Design Electric Sink...



All-Electric, 48" Dishwasher Sink

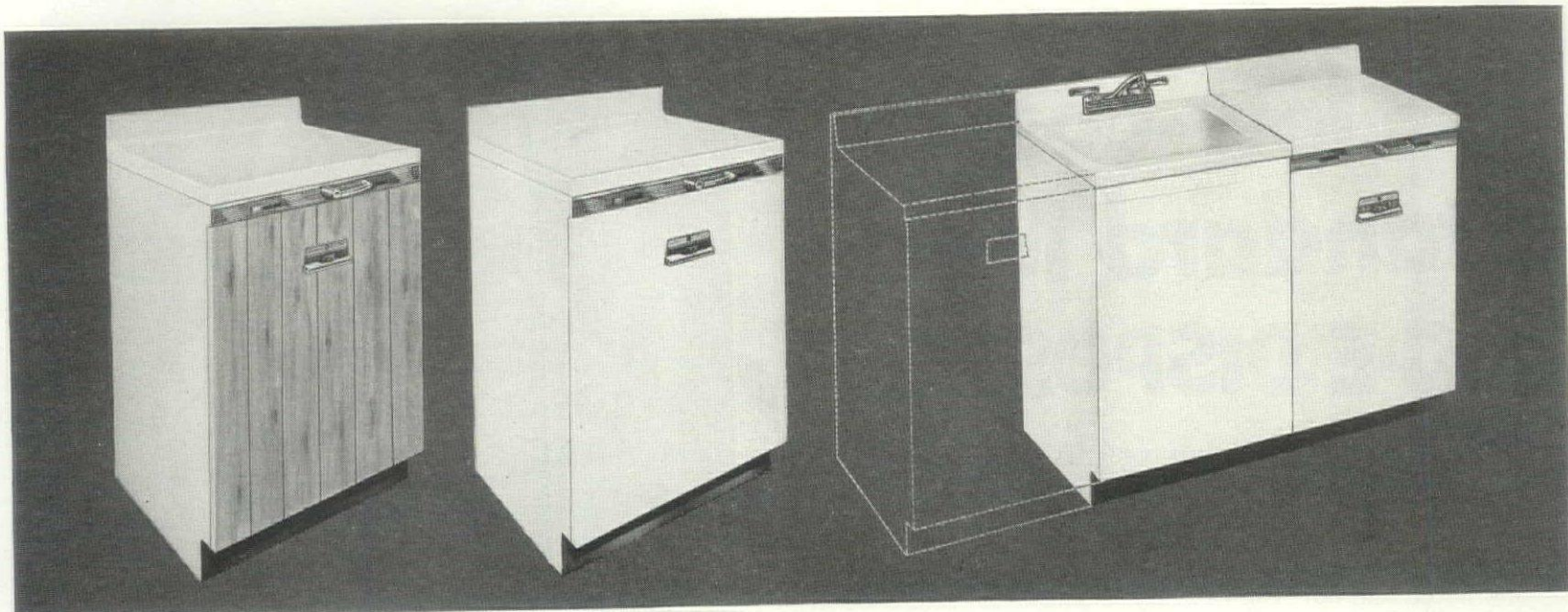
General Electric's brand-new custom model Electric Dishwasher Sink changes the sink area in new homes from a work center to the glamour spot of the kitchen.

Let this feature-packed new appliance add the customer-appeal you need for quick sales of your new homes.

1. New improved dishwasher racks. Amazing capacity! Easiest to load. No racks to lift or shift!
2. New improved dishwasher detergent cup—optional second wash. Cleanest, most sanitary dishwashing possible.
3. Selective control with Tel-a-Wash lights shows stages of cycle. Control provides completely automatic or manual operation as desired. Drying cycle can be used as *plate warmer!*
4. New silverware basket. Greater capacity. Holds full day's load. Silver loaded "points down" for safety and convenience.
5. New sink top—specially designed "no-drip" edge.
6. New single-control faucet, lock-mounted for easy cleaning.
7. New built-in fluorescent light over sink bowl.
8. New and bigger under-sink storage.
9. Under-sink lighting—automatic, door operated.
10. Utility door—holds many accessories.
11. Convenient paper towel dispenser.
12. Special rack for hand towels.
13. Special racks for soaps and detergents.
14. Convenient, easily removable trash basket.
15. Extra intermediate shelf—specially for scouring materials.
16. Automatic touch latch on the door.

NEW Big-Capacity Dishwasher...

NEW Low-Price Disposall®



New 1954 style-line of General Electric Dishwashers— even one with a wood front!

Special wood fronts for custom installations! Wood-front dishwasher dramatizes style-variety and beauty of the new 1954 General Electric line! Wood fronts are a G-E *extra* feature! Available in knotty pine, birch, mahogany and oak.

Under-counter dishwasher models. Every model is an *under-counter* model. Installation *under* kitchen counters saves work space. Gives kitchen clean, func-

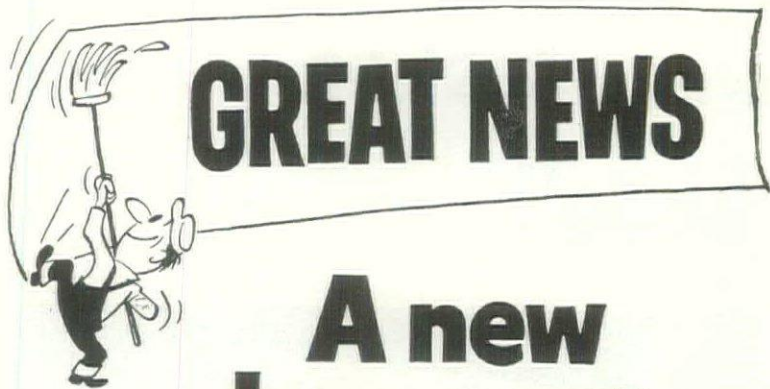
tional lines. Free-standing model, with separate top, is also available.

Standard cabinet widths. Under-counter dishwasher is 24" wide. Takes only the space of a standard-size 24" base cabinet. Electric sink models are standard 48" width.

Maximum flexibility. 24" dishwasher fits to the right or left of sink, wherever most convenient.

And remember...
General Electric Dishwashers
are pre-plumbed...
easy and economical
to install!





GREAT NEWS

A new low-cost Standard Model G-E DISPOSALL!

Now General Electric brings you the brand-new, standard model FC-20 Disposall—at a price you, as a builder, can't afford to overlook!

The low-cost FC-20 is *new*. It has top-quality G-E engineering inside and out. Big capacity. Continuous feed. Specially designed for quick, easy installation. Removable plug for dishwasher drain connection.

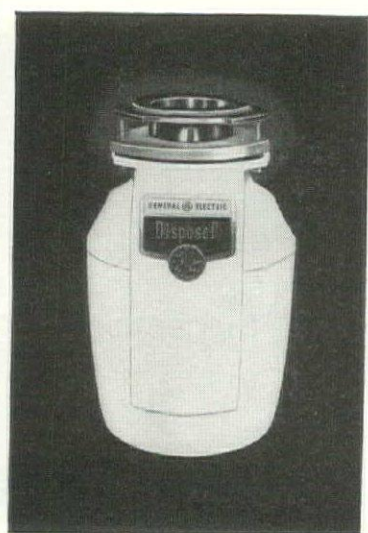
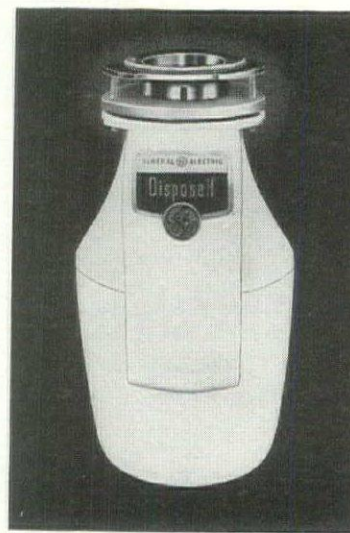
The FC-20 joins the famous General Electric de luxe Disposall models FA-4 and FA-45. G-E de luxe models have the famous G-E safety Twistop Control that operates a built-in switch; no separate wall switch is required. Many other quality features. And G-E models FA-4 and FA-45 are covered by a written, 5-year protection plan!

Remember . . . with any G-E Disposall, you provide the brand your customers want! Let General Electric customer preference help you move houses faster—help you get your asking prices.

Architects: Write G-E electric sinks and Disposalls into your specifications. For more details, see General Electric catalogue in Sweet's file.

Builders: Before you buy, see *G.E.* You'll get the economy you want, and the brand your customers want!

Architects and Builders: For detailed information, see your General Electric distributor, or send this coupon direct to the General Electric Company, Appliance Park, Louisville, Ky.



General Electric Company
Electric Sink & Cabinet Department
Appliance Park, Louisville, Ky.

Please send me
detailed information on Disposalls
detailed information on Dishwashers
special Kitchen-Planning Brochure
name of my nearest General Electric distributor

Name

Street

City State

GENERAL  ELECTRIC



Arthur Godfrey says...

"Remember - Remodeling customers want the same insulation as new home buyers"

Mr. G. is so right! Remodeling business is *good* business. It keeps crews busy in off seasons. It broadens a builder's base of operation. And with over half of America's homes either too small or over 35 years old, it offers an ever-growing potential for additional profits.

But when you do remodeling jobs, you work right in the customer's house . . . under his very eyes. And those of his wife. They want to know what you're doing, what you're using and how come.

That's why it pays to standardize on nationally advertised materials like Fiberglas* Insula-

tions when you convert attics or build extra rooms. No need to explain the comfort and economy Fiberglas provides. No need to waste time justifying your choice. *For Fiberglas is presold.* Best known and most widely accepted of all insulations, it tells customers you do *quality* work.

Both you and the customer benefit when you use Fiberglas. This popular insulation is efficient, permanent, non-settling, fire-safe, sanitary. And it comes in a variety of easy-to-install forms suitable for any remodeling job.

So always supply the insulation your customers want. *Supply Fiberglas!* Buy it from the dealers of the national distributors listed below. Owens-Corning Fiberglas Corporation, Dept. 67B, Toledo 1, Ohio.



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THE FLINTKOTE
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MINNESOTA AND
ONTARIO PAPER CO.
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RUBEROID

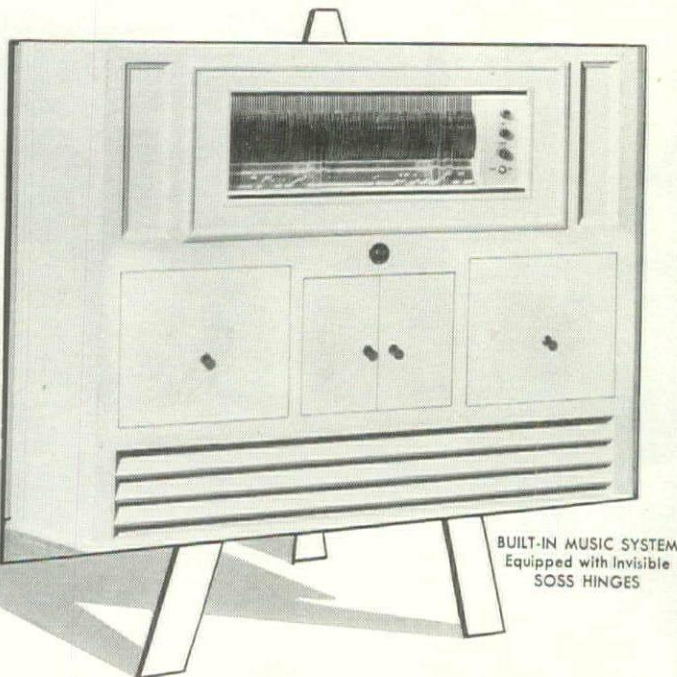
THE RUBEROID
CO.
New York, N. Y.



KELLEY ISLAND LIME
& TRANSPORT CO.
Cleveland, Ohio

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**SOSS
HINGES**
ADD BEAUTY AND
DISTINCTION
TO EVERY HOME



BUILT-IN MUSIC SYSTEM
Equipped with Invisible
SOSS HINGES

Unique, invisible SOSS HINGES are completely hidden from view when doors or lids are closed. This feature eliminates ugly protruding hinge butts. SOSS HINGES make possible the flush, clean, smooth surfaces so necessary for smart, contemporary architecture. Use them whenever you build or remodel.

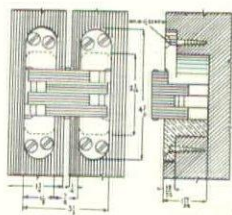
SOSS
INVISIBLE
HINGES

Sizes Available For
Every Type of Installation

FREE BOOKLET



Gives complete details on America's only modern hinge. Write for it today—the hinge that hides itself.



SOSS Manufacturing Company
21717 HOOVER ROAD • DETROIT 13, MICHIGAN

functions. **Why? Because the Housing Authority was suspect.**

"A Chicago Plan Commission approves a redevelopment project but wants the City Council to attach a string to one phase of the project. **Why? Because they do not trust the Land Clearance Commission to do a good job of relocation.**

"The Plan Commission can't even get the legislature to give it the power to review public improvements of other agencies even though no veto power was involved. **Why? The other governments do not trust the Plan Commission.**

"Families on one side of Calumet Ave. get help when their houses are torn down for a public improvement, but not those on the other side of the street who are in the same fix. **Why? Because one governmental agency (not the city) refuses to take responsibility for relocation.**

"An Urban Community Conservation Act becomes law imposing a new board upon an already confused structure. **Why? Because there is a lack of confidence in the Building Dept.**

"For the first time in history, the appointment of members of a city agency (Urban Community Conservation Board) must be approved by a state department. Result: less home rule than ever. **Why? Lack of confidence in the mayor and City Council.**

"The enforcement program lags until an excellent series of articles in the *Daily News* spurs action. What happens? The courts are flooded with cases, important and unimportant. **Why? No selective enforcement.**

"A special deputy building commissioner reporting directly to the mayor is appointed to enforce rigidly the minimum housing standards. **Why? Because many people lost confidence in the building commissioner.**

"When additional personnel finally are allotted to the Building Dept. new untrained supervisors are brought in over men with more experience. **Why? Because the patronage system dominates.**

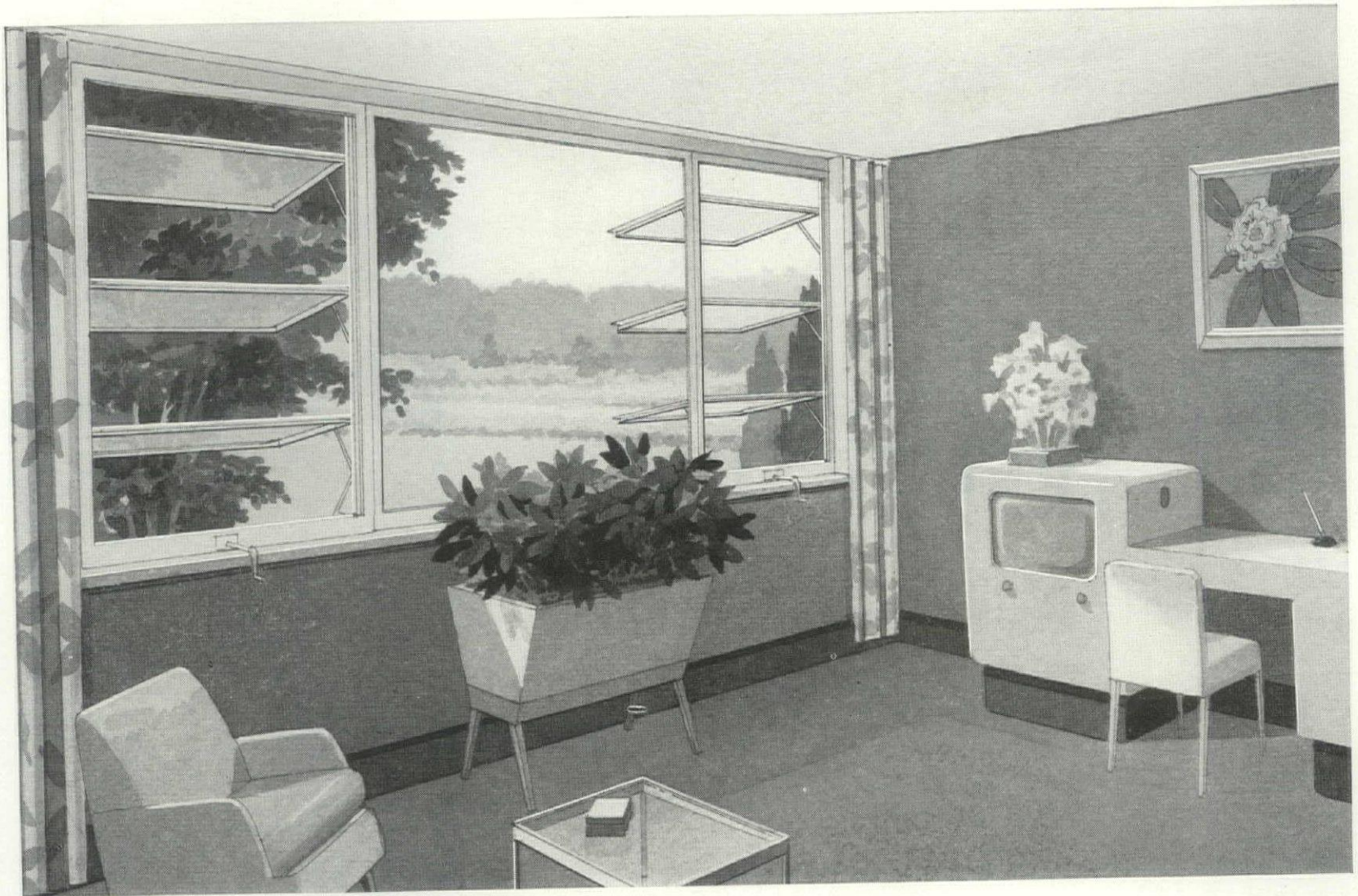
"A supervisor resigns, saying that important files are disappearing. **Why? The 'fix' is still a good word in Chicago.**

"The city asks the legislature for permission to license lodging and rooming houses, but is refused. **Why? Because an influential legislator from Chicago fears the consequences in his district.**

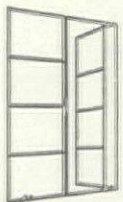
"The Fire Dept. has 24 men on a congested-area survey which is completely unrelated to other conservation activities. **Why? Lack of top direction.**

"Another neighborhood fights desperately to stop a zoning change, only to find that the change was later made without their knowl-

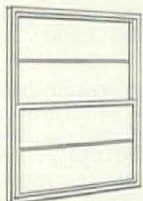
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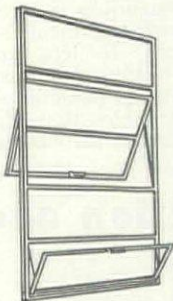
The New Lupton Aluminum AWNING WINDOW



Lupton Casements
in Steel or Aluminum



Lupton Double Hung
Windows in Aluminum



Lupton Projected Windows
in Steel or Aluminum

Before you install any Awning Window look at the quality—the value—the customer satisfaction built right into the new Lupton Aluminum Awning Window.

This new Lupton Aluminum Awning Window features a *centrally* operated control bar that delivers equal power to *both* jambs. Here is perfect balanced power for *easier* opening—*easier* closing of *each* sash—and a perfect seal. From every practical standpoint of installation and service we believe you'll find this the finest window of its type in the building industry.

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Aluminum Awning Window with the assurance that it will give complete satisfaction for a long, long time. It is engineered to Lupton standards, developed from more than 40 years experience in the design and construction of metal windows.

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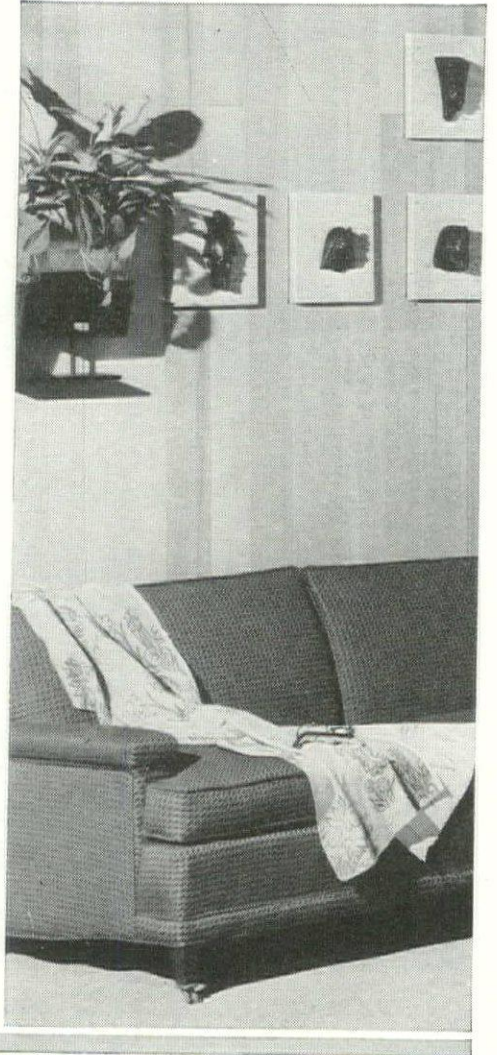
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IT'S NEW...

VERSATILE...

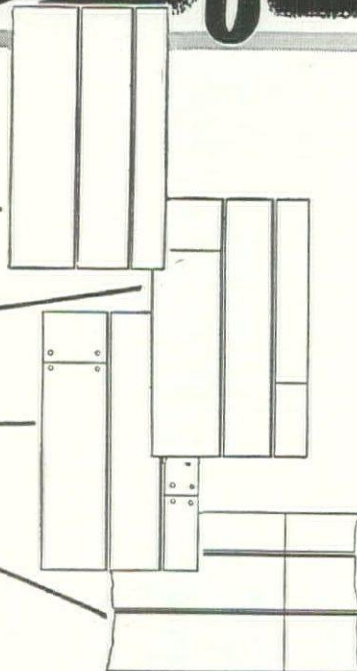
A BOON TO BUILDERS!



Prefinished **Craftwall**

**In Birch
Maple
Oak
Walnut
Mahogany
Cherry and
Blonde Limba**

- STYLE 100 — V-grooved only.
- Style 200 — V-grooved and cross-scored.
- STYLE 300 — V-grooved, cross-scored and pegged.
- STYLE 400 — For horizontal V-groove applications.

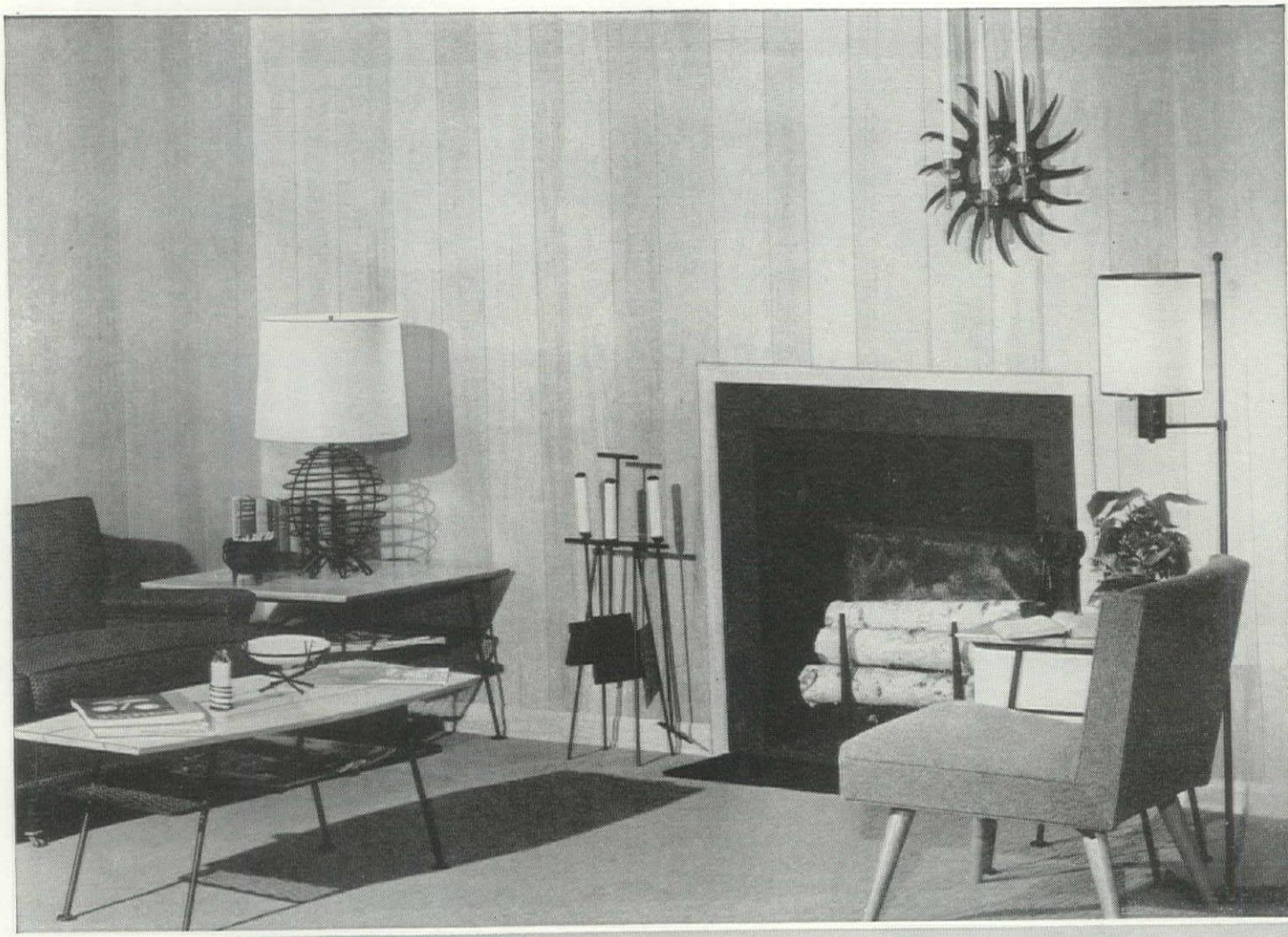


Roddis Craftwall is genuine hardwood plywood, but with a difference. Face veneers are random matched to provide the luxury look of solid lumber — yet Craftwall costs less than conventional plywood. No matching problems, either — another time and money saver for you.

Here, at last, is a product that lets you create the most beautiful interiors you have ever put in homes, offices or other buildings . . . complete the jobs faster . . . and cut down on labor costs at the same time!

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NOW! A better way to add distinction and



by **Roddiscraft**

with matching trim
in genuine hardwoods

sure you of *perfectly finished paneling* for every installation.

Offered in 4 styles — 3 sizes

Pre-finished Craftwall gives you a style for every need . . . and styles that can be used together for more interesting effects. Use V-grooved Craftwall horizontally for a dado . . . with V-grooved Craftwall vertically above. Or *combine* the styles shown here for more interesting interiors.

Pre-finished Craftwall is available in 48" x 96" x 1/4" panels . . . 16" x 96" x 1/4" panels . . . and 32" x 64" x 1/4" panels for unlimited design opportunities.

Packaged for your protection

Pre-finished Craftwall is carefully carton-wrapped. A color-blended putty stick to fill nail holes after

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The lack of matching trim at reasonable prices has long been a deterrent to the use of hardwood plywood paneling. Roddiscraft answers this need with a complete line of moldings and trim in genuine hardwoods — in both contemporary and traditional designs. Materials and instructions for finishing trim to match Craftwall finishes are also available.

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Find out how Pre-finished Craftwall can help you create more beautiful interiors . . . faster . . . now. The attached coupon will bring you all the facts on Craftwall and other Roddiscraft Decorative Line items — Parquetwall, and Cedrela.

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Please send me your full-color booklet — "Build Real Sales Appeal into Your Homes . . ." — with its beautiful decorator-planned room scenes featuring Roddiscraft Decorative Paneling in a variety of woods.

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sales-appeal to the homes you build!

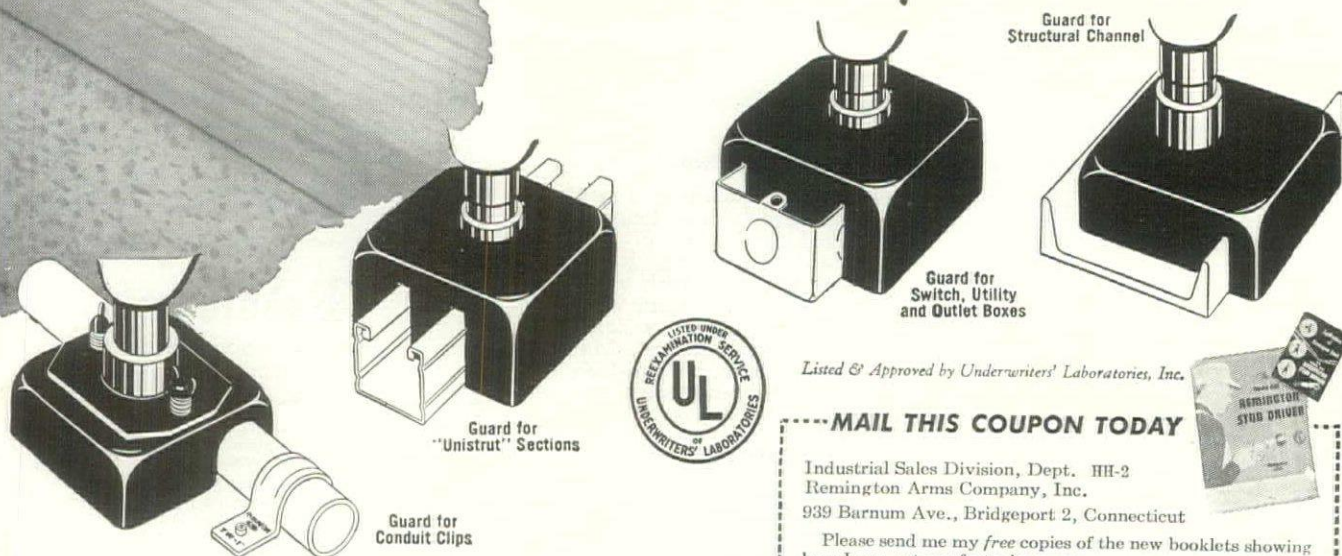
Now...set fastening studs
wherever they're needed

MODEL 450 REMINGTON STUD DRIVER

Here's new economy... new speed in construction fastening! The Remington Stud Driver joins wood or steel sections to concrete or steel surfaces in seconds... easily sets as high as 5 studs a minute. Powerful 32 caliber charges drive studs arrow-straight. The tool's light weight—only 5½ pounds—simplifies handling wherever studs are needed.

New guards for specific uses now make the self-powered Remington Stud Driver more versatile than ever. These attachments take all the guesswork out of stud location... assure fast, accurate fastening for every job. Illustrated are just 4 of these special guards. For full information about the complete line and about the Remington Stud Driver, send the coupon below.

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Please send me my free copies of the new booklets showing how I can cut my fastening costs.

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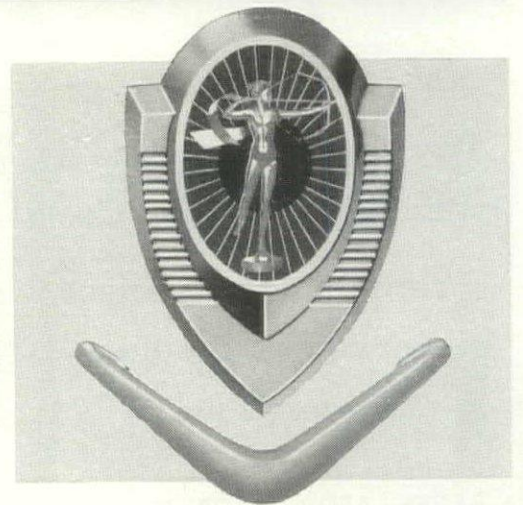
"If It's Remington—It's Right!"

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NOW... Custom Kitchens

at mass-production prices!

YOURS with Diana-style Youngstown Kitchens



It's true! Now you can offer beautiful, custom-planned all-steel kitchens in the homes you build . . . with more features than ever before in any given space. At the same time, you enjoy the economy of mass-produced steel units.

New Diana-style Youngstown Kitchens give you the long-sought-after *built-in* look in completely fabricated steel units.

- You get more continuous work surface in less space.
- Installation is quick and easy.

New Diana ensemble sinks combine with other exciting new units to give you added freedom in your kitchen planning. Youngstown Kitchens Jet-Tower* Dishwasher and Food Waste Disposer make your homes modern today, modern to stay.


To gain the extra sales appeal of nationally accepted Diana-style Youngstown Kitchens in the homes you build, contact your distributor today. Or write: *Builder Sales Department, Mullins Manufacturing Corporation, Warren, Ohio.*

*Reg. U. S. Pat. Off.

NEW Built-in Beauty!

MORE Work-saving Features!

CABINETS OF STEEL FOR LASTING APPEAL

 **STEEL**
Youngstown Kitchens

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO

World's Largest Makers of Steel Kitchens

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Please have my distributor contact me about the
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Cut Your Fireplace Construction Costs

It costs less to build with *Benefire*[®] than to lay up a Common Brick Fireplace!

This Fireplace Form Pays for its Full Price by cutting Construction Costs.

Yet it builds a perfect smoke-free fireplace every time!

SAVES LABOR—MATERIALS—SKILL

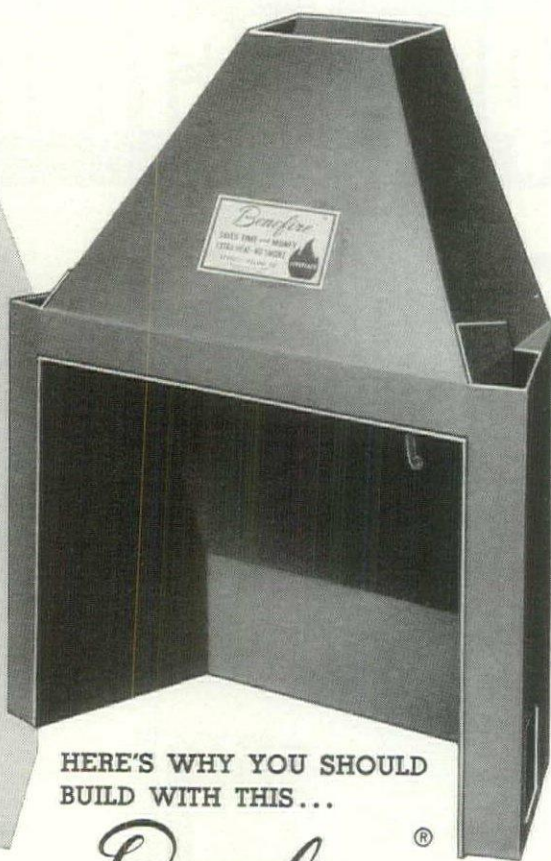
Build around a Benefire Form and **Save Labor** because all the time-consuming "brick-by-brick" details are an integral part of the Benefire.

Save Materials—you use less brick and mortar and there's no damper to buy—it's a built-in feature of Benefire.

Save the Cost of Highly Specialized Skill. There's no intricate planning necessary. Just straight fast work not requiring specialized experience.

Just follow the simple instructions and your mason's work is **GUARANTEED** every time.

IT'S TRUE—no matter how simple or elaborate your fireplace, you can build it **better at less cost** with a **Benefire** Fireplace Form.



HERE'S WHY YOU SHOULD BUILD WITH THIS...

Benefire[®]

FIREPLACE FORM

What you save:

1. Time and labor
2. Specialized skill unnecessary
3. No damper to buy
4. Brick and mortar

What you get:

1. No smoke, guaranteed
2. Tempers cold floor drafts
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5. Customer satisfaction guaranteed

BENNETT-IRELAND . . . Authorities on Fireplaces Since 1923

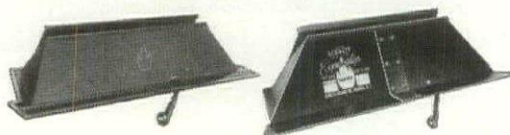


the amazing *Beneform*[®] UNIVERSAL DAMPER

The damper that gives you new freedom in fireplace design—builds any one of **six** basic fireplace styles including projecting corners, three-sided openings, etc. at moderate cost.

See your **BENNETT** representative or write Dept. B for catalog.

BENNETT STANDARD DAMPERS



Cast iron or Steel—Bennett offers you a complete range of sizes for the conventional fireplace. Bennett-engineered, Bennett-built for long life and economy of construction.

BENNETT-IRELAND INC.
Chartered in 1906
NORWICH, NEW YORK

REHABILITATION *continued*

edge. **Why can this happen? Politics in neighborhood conservation?**

"A neighborhood group fights an illegal conversion, only to be beaten in court when an elected public official shows up to defend the owner. **How come? It's 'the system.'**"

Governmental jungle

Merriam then asked: "Have we again been guilty of 'peanut planning'? In what year will we come to grips with the main issue and recognize that we are never going to solve the basic problem of distrust and lack of confidence in local government until we have three missing ingredients . . .

" . . . adequate powers (home rule)

" . . . effective organization (consolidation and simplification)

" . . . aggressive leadership?

"Where *does* one place the blame for things gone wrong? On which government? The city proper? Or the city plus park district? Or city plus park district plus board of education? Can conservation be effective in such a governmental jungle? Some of us seem to have forgotten that basically we don't solve our problems by creating a new government or board, but rather by making effective what we have."

What Chicago has, charged Alderman Merriam, already is so much government it produces "chaos" instead of wise rule. Items:

- ▶ Six tax-levying governments within Chicago's city limits, with independent powers and overlapping jurisdictions.
- ▶ The activities of these governments are restricted seriously by the state legislature.
- ▶ The city government proper consists of a series of 50 separate ward "kingdoms," as well as a long list of almost autonomous appointive boards.
- ▶ Much of the responsible leadership element in the people has fled from the city and "retired" from politics.

War on two fronts

Merriam concluded that the battle for conservation and rehabilitation of the city would have to be fought on two fronts: 1) a short-range effort to do the best job possible under existing conditions, and 2) a farsseeing program leading to better leadership in political office, consolidated government, municipal home rule and clear lines of authority. His short-term objectives:

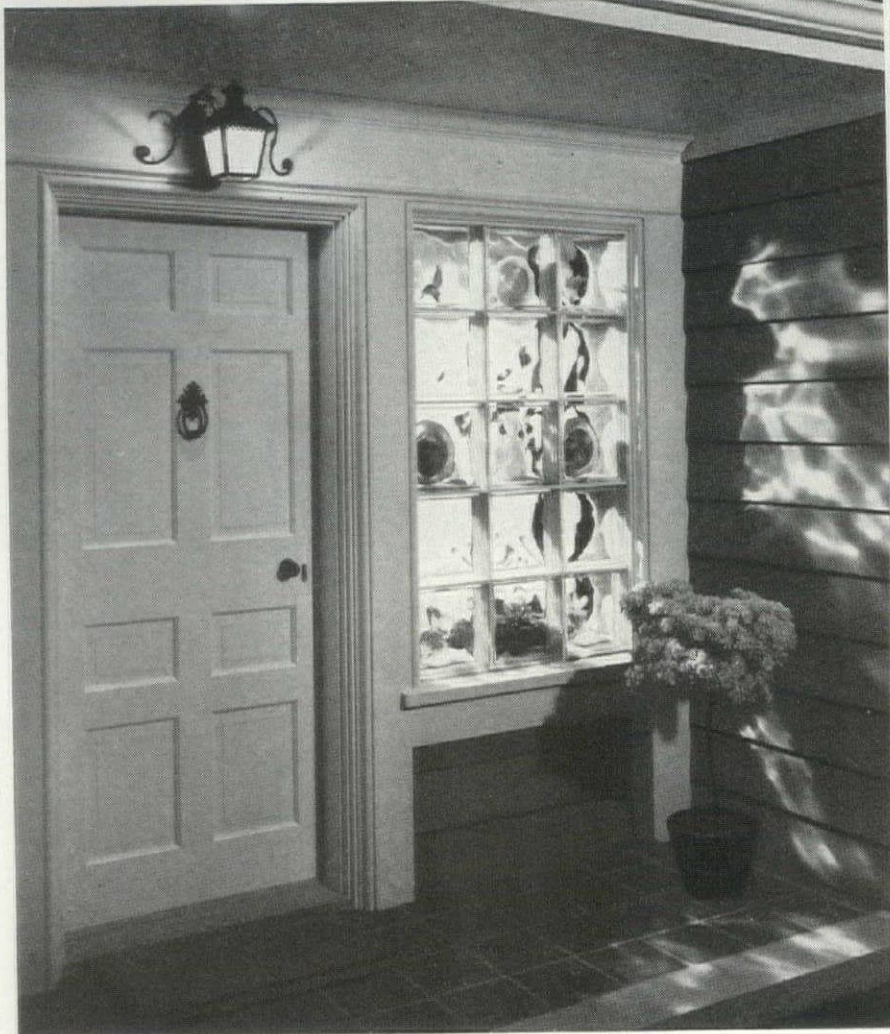
1. Continue the reorganization and strengthening of the building department.
2. Find funds to expand its operation, as well as that of the Urban Community Conservation Board.
3. Coordinate and integrate the activities of all housing and conservation agencies.
4. Begin now a 1955 legislative program including: legislation to implement consolidation of various housing agencies; the power

continued on p. 194



- with brick...

Owens-Illinois Glass Blocks go in right along with the rest of the masonry. Here a panel brings needed light for living room and entrance without sacrificing privacy.



with cement block

Glass blocks are handled in the same way as cement blocks - same mortar, same laying technique . . . go in at the same time. Two 8" glass blocks can be substituted for one standard cement block.

with wood...

Here's traditional charm that says "come in, you're welcome." This panel of random clear glass block retains all of the charm of this Colonial doorway . . . adds to its antique feeling.



with pleasure...

Here's a kitchen with brightness and cheerfulness built right in. Panels flood working surfaces with soft diffused daylight, yet keep the room shielded from outside view. Soil marks, even splattered grease, rub right off.

Glass block "belongs" with wood or brick . . .


TRADITIONAL OR MODERN

Whether a home is wood, brick, stucco or stone . . . whether it is ranch or split level . . . traditional or modern, it can have the advantages of panels of Owens-Illinois Glass Block. Patterns are available in a wide variety that "go" with any architectural design.

What other material offers you the opportunities to create such interesting, new architectural effects that are

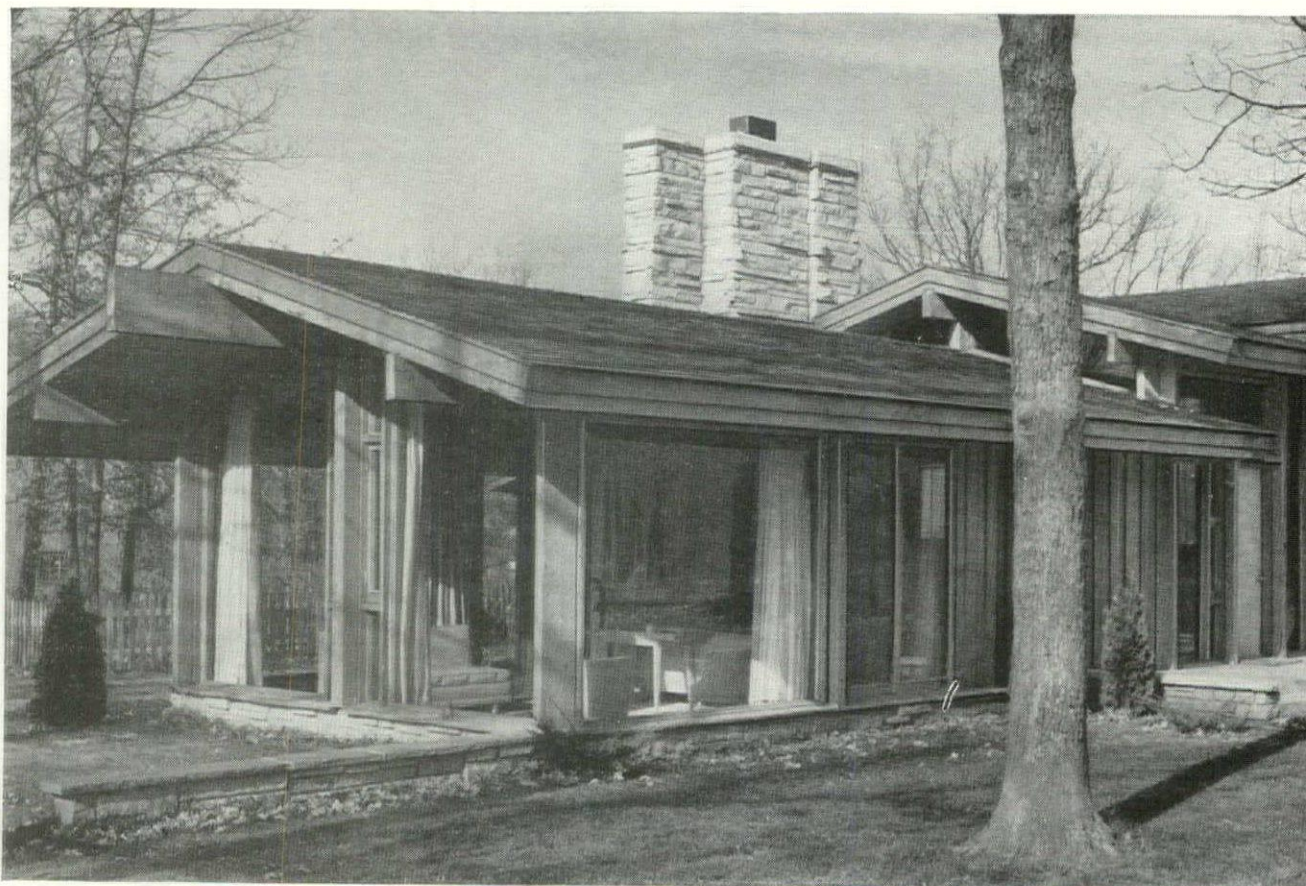
so decorative . . . so useful . . . yet so practical?

Start to plan now to use this versatile, practical building material in your homes. Write to Glass Block Division, Owens-Illinois Glass Company, Dept. MB-2, Box 1035, Toledo 1, Ohio, and get complete information about the many advantages Glass Block can bring to the homes you build.

GLASS BLOCK
AN  PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Huge glass areas and the spread-out design of the home pose heating problems no ordinary temperature control system—with a single thermostat—can solve. Only Zone Control, utilizing separate thermostat systems, can keep the *whole house* comfortable on winter days.



Give your clients whole-house comfort with Honeywell Zone Control

In many modern homes

one thermostat simply isn't enough.

The striking new home of Mr. and Mrs. Arthur Pancoe in Highland Park, Illinois, is an excellent example of how the multi-level house can contribute to modern living.

And it's an excellent example, too, of how Honeywell Zone Control can give comfortable, even warmth—in *every part of the house*—all winter long.

In developing the floor plan for the home, architect Richard M. Barancik, of Barancik, Conte and Associates, Chicago, realized no ordinary temperature control system would do.

"With two distinct areas in the home—living-

dining and service on the lower level, sleeping on the upper, we definitely needed zone control," he says. "So we divided the house into two zones—each with a separate thermostat system."

Today, because of Honeywell Zone Control, Mr. and Mrs. Pancoe and their guests enjoy the right degree of even warmth—in every part of the house—no matter how changeable the winter weather.

Why don't you use Honeywell Zone Control for the homes you design and build? When you do, your clients will enjoy new comfort *everywhere* in their houses.

Honeywell Clock Thermostat

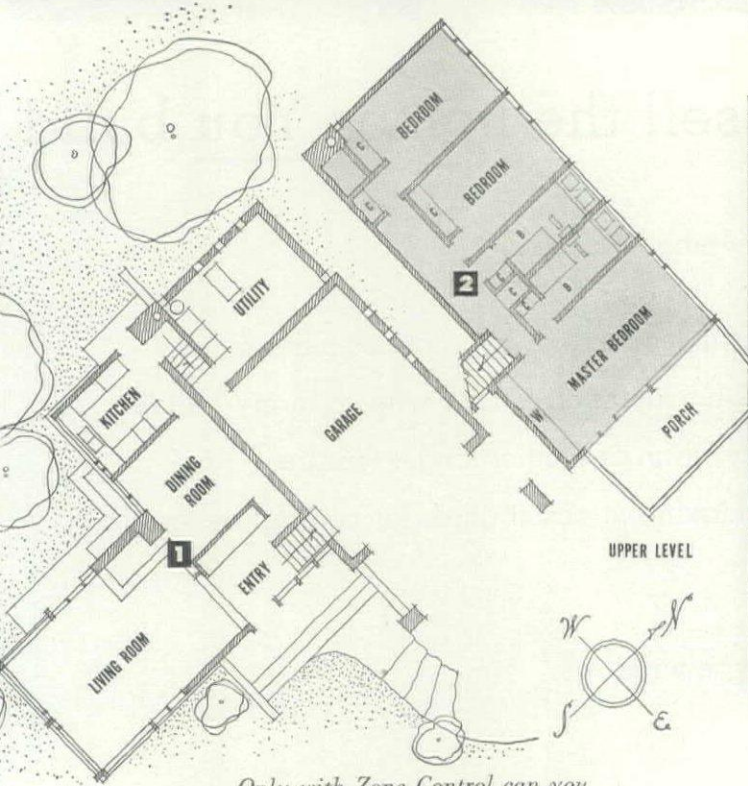
Owners say the Honeywell clock thermostat is wonderful because it turns down the heat—automatically—when they go to bed, and gives them a nice

cool room to sleep in; turns *up* the heat—automatically—while they're still asleep, and their home is warm when they get up. Saves fuel, besides.



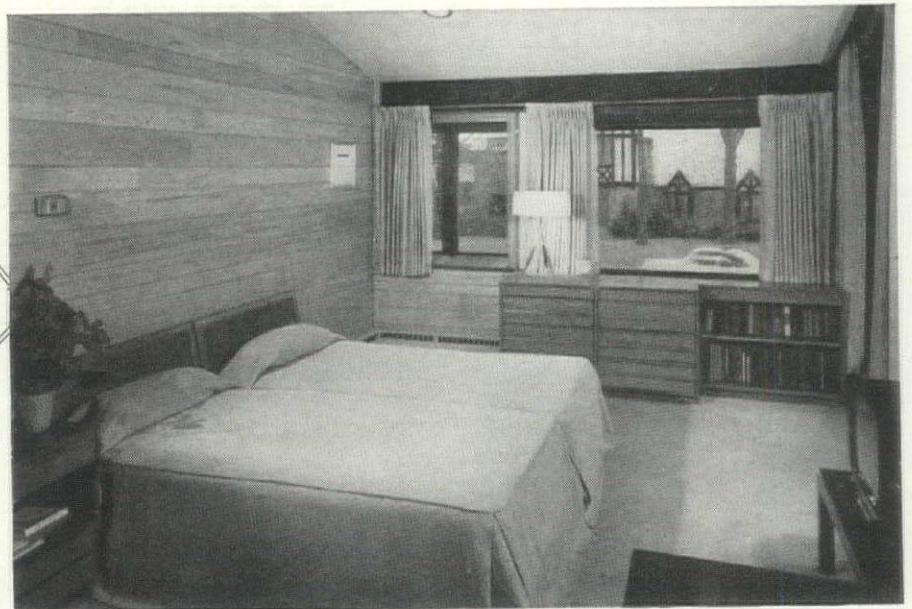


Windows facing south, west and east admit plenty of sunshine to help warm the living room, even on a cold winter day. Yet when it clouds over—these same windows are a source of heat loss. Honeywell Zone Control, with a separate thermostat system in the living-dining-service level, makes sure the area (Zone 1) is comfortable all the time. It also easily compensates for the extra heat of the fireplace.



Only with Zone Control can you

1. Remove wintertime chill from rooms with large glass areas—without overheating the rest of the house.
2. Maintain special areas of the home (bedrooms are a good example) at low, fuel-saving temperatures when they're not in use—without underheating living areas.



The bedrooms are all located on the upper level. A separate heating zone—Zone 2—gives independent temperature control here. This means that at night the bedrooms are comfortably cool for sleeping. And during the parts of the day when the upper level is not used, Honeywell Zone Control makes it possible to maintain a lower temperature—and thus save fuel.

Minneapolis-Honeywell Regulator Co.
Dept. HH-2-27, Minneapolis 8, Minnesota

Gentlemen:

Please send me complete information about Honeywell Zone Control and the Honeywell Clock Thermostat.

Name.....

Firm Name.....

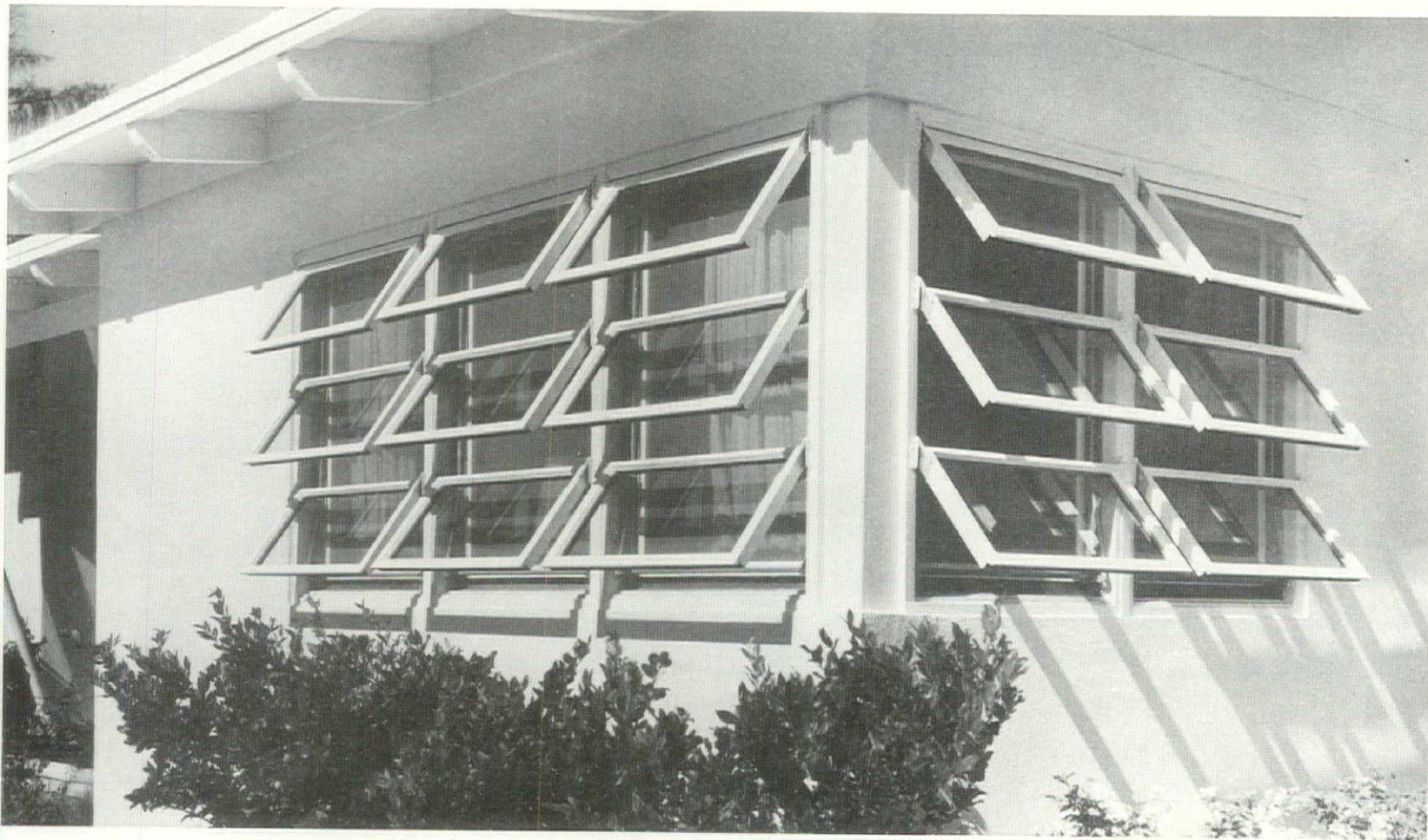
Address.....

City..... Zone..... State.....

MINNEAPOLIS
Honeywell

Zone Control





You can depend on DESIGN to sell the homes You build

And **Good Design** is **Built Right** into Gate City Wood Awning Windows.

Windows are quick to catch a prospective buyer's eye the moment he approaches a house; and, on entering a room, the windows again command his attention. That's why so many builders agree that well designed windows can make sales faster than any other single feature. With pleasing horizontal lines, and wood sash offering maximum possibilities for colorful decoration, the beauty of Gate City Windows speaks for itself.

More and more home buyers are requesting awning type windows and more architects are specifying Gate City.

See our Catalogue in Sweet's.

Gate City AWNING WINDOWS

Perma-treated for Long Life

"Window Craftsmen for over 40 years"

GATE CITY SASH & DOOR CO., DEPT. HH-1

P.O. Box 901, Fort Lauderdale, Fla.

Gentlemen: I would like complete information on Gate City Wood Awning Windows.

Name _____

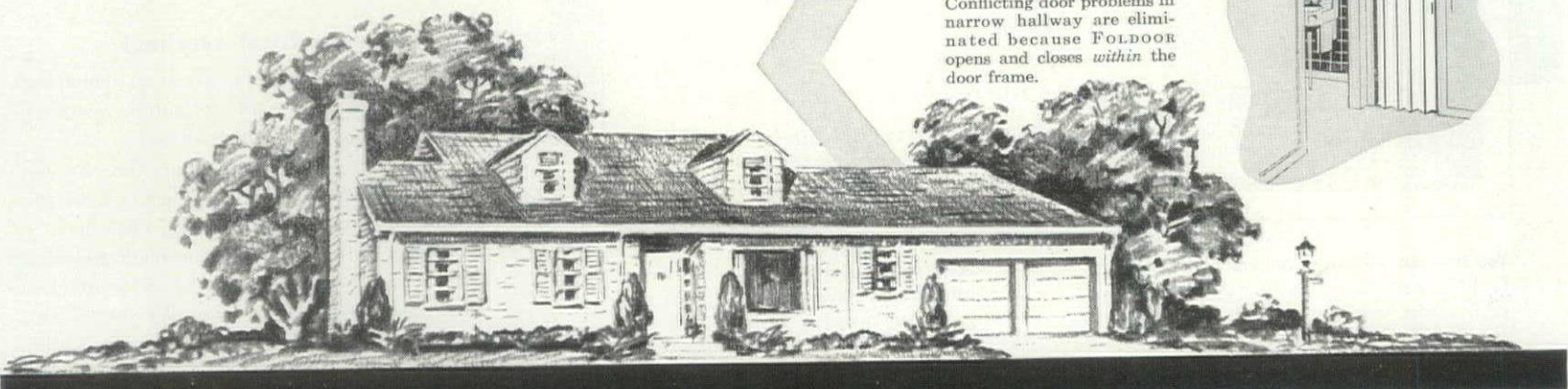
Address _____

City _____ Zone _____ State _____

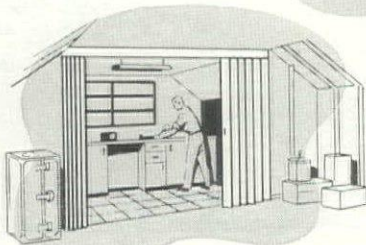
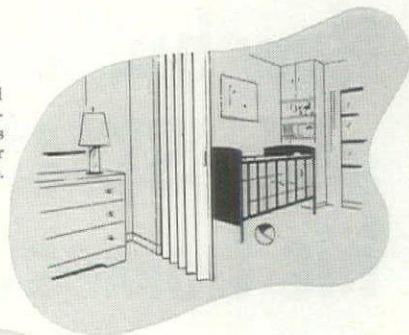
Inside Story

OF A

Fast-Selling House



Connecting bedroom and nursery are created by FOLDOOR. The nursery becomes a dressing room, or powder room after baby grows up.



In the attic, FOLDOOR forms a handy little room for hobbies—makes good use of valuable space that otherwise might be wasted.

Conflicting door problems in narrow hallway are eliminated because FOLDOOR opens and closes *within* the door frame.

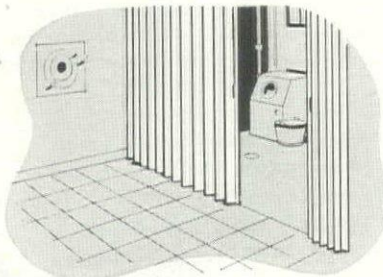
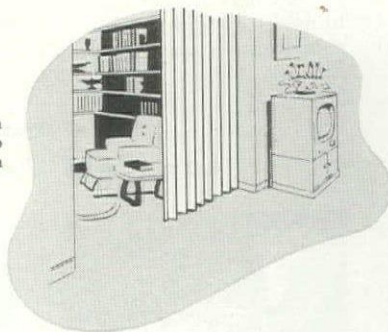


● Used in place of conventional doors, FOLDOOR gains at least 7 square feet in every opening. It opens and closes within the door frame—*there's no space lost by swinging!* Costs are lower, too—no need for painting, trimming, finishing or additional hardware.

When used as a movable wall, FOLDOOR saves the expense of wall and partitions, creates new living arrangements, makes floor space do double-duty service.

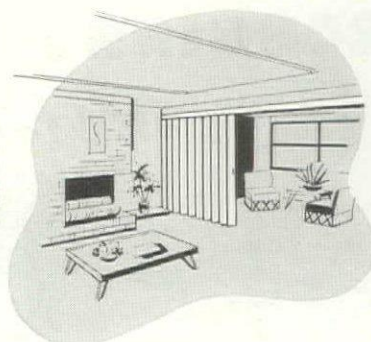
FOLDOOR's ability to stack into a minimum of 1½" per foot of opening . . . its exclusive cornice that lends a "finished" look to installations . . . its choice of new fabrics equalled by no other folding door manufacturer—are other reasons why FOLDOOR should be figured into your plans. For further information see Sweet's Catalog and consult your nearest FOLDOOR installing distributor—there's one in every principal city. *Holcomb & Hoke Mfg. Co., Inc., 1545 Van Buren Street, Indianapolis, Indiana.*

A portion of the living room is partitioned by FOLDOOR to create a quiet study, a den or TV retreat.



The furnace and washer are hidden by FOLDOOR as the basement becomes a game room for an evening of entertainment.

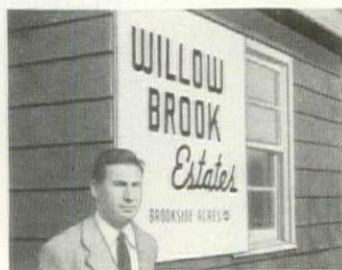
One end of the living room becomes a private sunroom when FOLDOOR is used as a movable wall. If the entire space is needed, door folds to the side.



HOLCOMB & HOKE
FOLDOOR
 THE SMARTEST THING IN DOORS



How builder Herbert Gold adds "SELL" to his homes...



"I find people today are most receptive to those things which add greatly to their home living comfort. Robbins & Myers Attic Fans are a 'must' in homes where better living is desired."

*Herbert Gold, President
Malverne Acres, Inc.
West Hempstead, N. Y.*

You too can sell more homes by using Mr. Gold's strategy! Build your sales talk right into each home by installing an R & M "Package" Attic Fan. It's a complete, dependable home-cooling system. On hot summer days and nights it drives out hot, humid air... pulls in fresh, cooling breezes. An R & M Attic Fan is the extra value, the extra comfort today's home-buyer demands. It means years of cool summer comfort. And for the "sell" it adds, its cost is low indeed!

Fits low attics and all standard hallways. The smallest unit needs only 16" of attic clearance; the largest but 18". Perfect for "moderns" with limited attic clearance. Quiet, too. Moving parts are rubber-mounted, sound-insulated. Fan and motor have factory-lubricated, sealed ball bearings. Fan guaranteed five years; motor and shutter, one year. Certified air deliveries are 5000 and 7000 CFM. 10500 and 16000 CFM sizes are also available. Send the coupon for details.

See How Easily You Install Low-Cost R & M "Package" Attic Fans!



No other attic fan can be installed as quickly and cheaply! Fan simply sets over roughly framed opening.



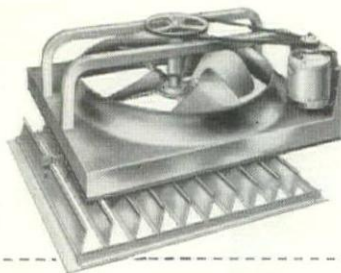
Complete automatic shutter unit fastens with screws to ceiling opening frame; flange forms ceiling trim.



R & M Attic Louvers are specially sized to provide proper exhaust for each of the 4 R & M "Package" Fans.

No Extras Needed. No bolts, screws, ceiling grille, trap door or vent box. Fan simply sets over ceiling opening; requires no springs or canvas connection.

Everything you need arrives on the job in a complete package. Priced from \$139.95* retail, including automatic ceiling shutter.



ROBBINS & MYERS

"Package" attic fans

*Prices subject to change without notice.



Robbins & Myers, Inc., Fan Division HH-14
387 S. Front St., Memphis 2, Tenn.
Please send me your booklet, "Robbins & Myers Package Attic Fans, Belt-Driven Fans A.I.A. File No. 30-D-L."

Name _____
Address _____
City _____ Zone _____ State _____

REHABILITATION *continued*

to license rooming houses and building contractors, and additional sources of revenue.

5. Organize local conservation groups, with the help of city agencies.
6. Complete the general plan for Chicago and specific plans for conservation areas.
7. Obtain the cooperation of federal agencies in making funds and credit available for repairs, remodeling and new construction.
8. Face up to the realities of the racial problem arising from Chicago's flood of Negro immigrants, including some rational method of relocation for families dispossessed by slum clearance projects.
9. Integrity—at all levels of operation.

Big goal—political overhaul

For a long run cure, Merriam demanded nothing less than a top to bottom revitalization of municipal spirit. Said he:

"The big job, the tough one, the only one which will bring back confidence in local government, whether Chicago or elsewhere, is the job of making a new, thorough appraisal of the sprawling mass of governments that make up the Chicago region. We should start at home, at the polls, to get top leadership into office. Then we must get expanded powers, consolidated governments, better methods of financing, clear lines of authority, and a political system devoted to the welfare of all. We would be fooling ourselves if we think we can settle for less.

"The dynamics of big-city life either excite or dismay—there seems to be no happy middle ground. Jefferson thought that the cities would destroy the American dream. DeTocqueville said only a national police force could keep down the urban mobs. But we know better. We know that our cities are not only the blood stream of American industry, but the real melting pot of American democracy. With real faith, honest convictions, intelligent application and vigorous leadership we can unlock the door to successful urban living.

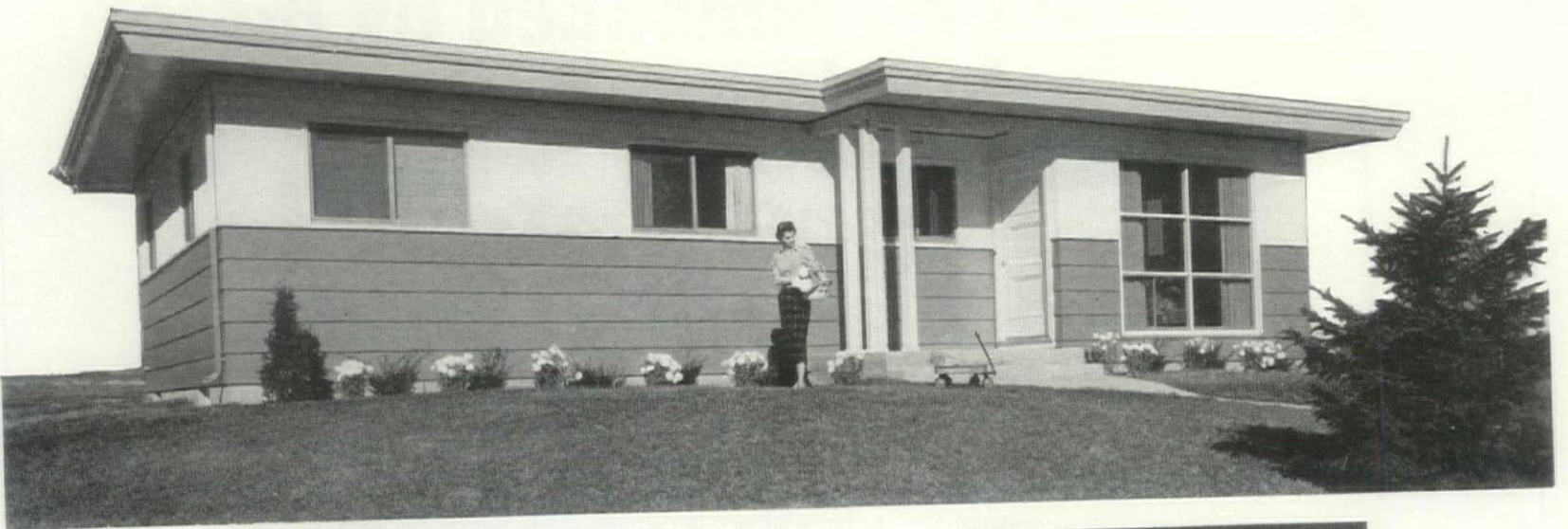
"There can be no doubt that Chicago today has the largest array of weapons and has done more thinking about neighborhood conservation than any other city. And added to the tangible gains are committees and advisory committees, studies and investigations, coroner's juries, public speeches and more speeches, newspaper article after newspaper article, and many of the other ingredients necessary to attract public attention to our problems. But have we solved our problems?

"We have begun to awaken. The aroused interests in conservation in the past two years is enheartening. The revitalized neighborhood groups are mighty forward steps. The new laws and authority will help.

"But the most important element in saving our neighborhoods today and in the future remains the same as it was in the past: a revitalized Chicago 'I will' spirit."

The '54 **P&H** Pioneer Home

- 72 sq. ft. larger living room than most at price
- 27½ sq. ft. more closet space than most at price
- 30 sq. ft. larger kitchen, 43 ft. more kitchen shelving
- extra powder room, folding door room for TV or 4th bedroom



Build homes that offer more . . .
you'll sell more, profit more

There's no selling problem with this new P&H Home. Just let your prospects see it; let them compare with others at the price. That's all the selling you'll have to do. The new P&H Pioneer Home has full bath plus powder room, more than 1,100 sq. ft. of living space. And it has more new ideas, more selling features than any home you've seen at the price in years.

Site costs are lower, too, when you build P&H Homes. Homes arrive at site complete with hardware, millwork, glazing and trim, ready to go up in a day. You can build P&H Homes the year around, offer 2, 3 or 4 bedroom models with or without basements. Financing aid is available from a P&H subsidiary when local sources are limited.

See how risk-free and profitable home building can be
WRITE FOR DETAILS ON THE P&H BUILDER PROFIT PLAN NOW

P&H HOMES
HARNISCHFEGER CORPORATION

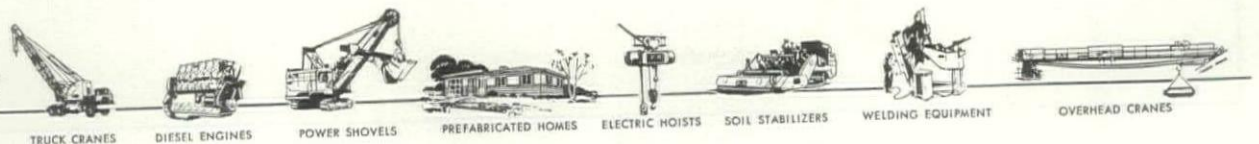
352 Spring St., Port Washington, Wis. Phone Port Wash. 611



New Flexibility! 3-Way Dining Area
Here's a real sales-closer in the '54 P&H Homes — a changeable dining area. The matchstick bamboo folding screen on a ceiling track makes dining area part of kitchen or living room, or open to both, in seconds.

Now sell homes to the low-cost market—profitably. Write for details on the new P & H minimum-cost Home, priced to sell at \$5,500.

the **P&H** *Line*



TRUCK CRANES

DIESEL ENGINES

POWER SHOVELS

PREFABRICATED HOMES

ELECTRIC HOISTS

SOIL STABILIZERS

WELDING EQUIPMENT

OVERHEAD CRANES



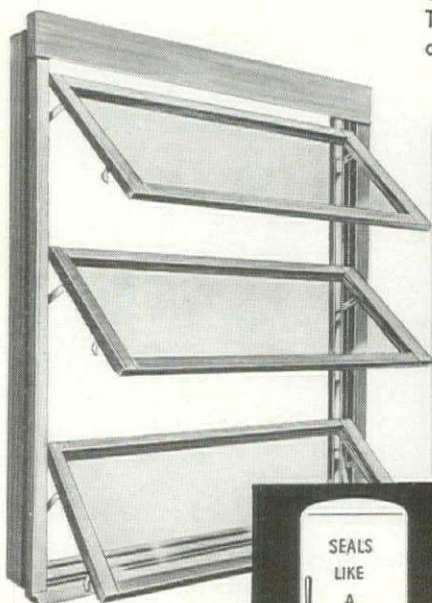
THE TREND IS TO AWNING  WINDOWS

are demanded by more builders and contractors here's why!

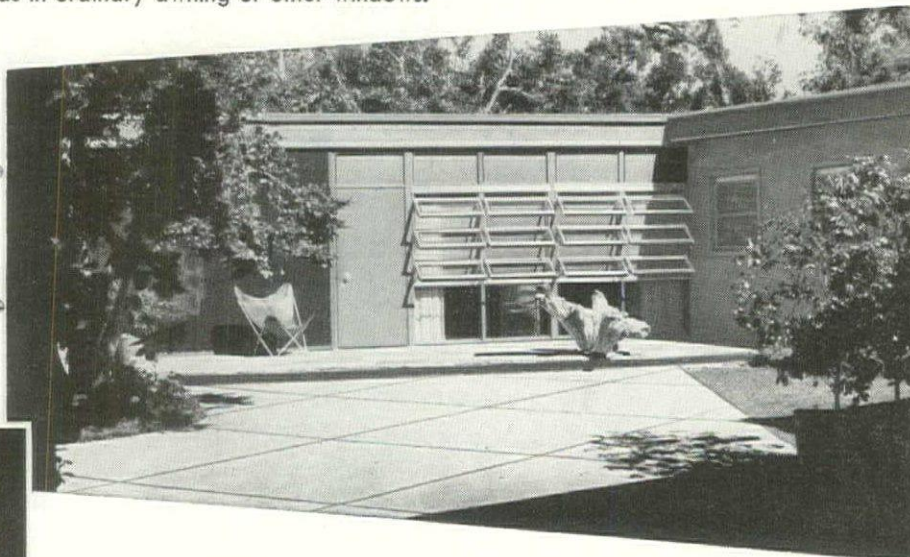
Houses equipped with Ludman Auto-Lok Awning Windows are easier to sell! They sell faster, more profitably because Ludman Windows give visible evidence of quality construction.

Ludman Auto-Lok Windows do not require time consuming adjustments. They cut labor installation costs and assure life-time homeowner satisfaction.

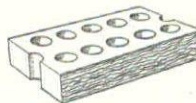
Ludman Windows are engineered to give complete satisfaction to builders, contractors and home-owners. The patented Ludman Auto-Lok mechanism makes them the tightest closing windows ever made. All hardware is concealed . . . eliminates dust and dirt. The Roto-type operator requires only finger-tip effort. There's no wear . . . no maintenance . . . no adjustment necessary as in ordinary awning or other windows.



Each sash automatically locks at all four corners. They're completely weatherstripped. Screens and storm sash are available. Wood or aluminum.



Installation detail for installing Ludman Auto-Lok Windows in SCR Brick Walls are available. Write Ludman Engineering Dept. Write also for complete "Builders File" of sizes and other installation data.



LUDMAN Corporation

Box 4541, Dept. HH-2, Miami, Florida

LUDMAN — WORLD'S LARGEST MANUFACTURER OF AWNING WINDOWS AND JALOUSIES

BEDROOM

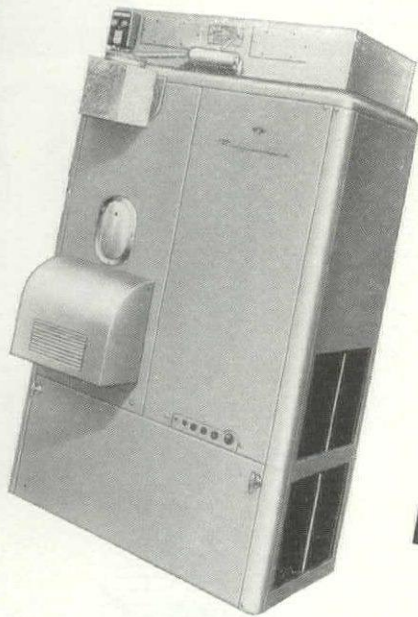
BEDROOM

KITCHEN

LIVING ROOM

There's double sales magic in a
"One Temperature Home"
with Year 'Round Frigidaire Conditioning

- the powerful appeal of automatic heating and summer cooling
- plus Frigidaire's matchless reputation for quality, performance and dependability



Coast-to-coast, the demand for year 'round air conditioning is mushrooming, becoming a real factor in new home sales. Here's the ideal low-cost way to meet this demand—Frigidaire's new packaged combination cooling-heating plant.

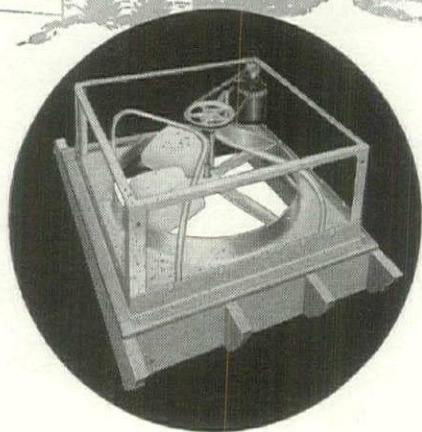
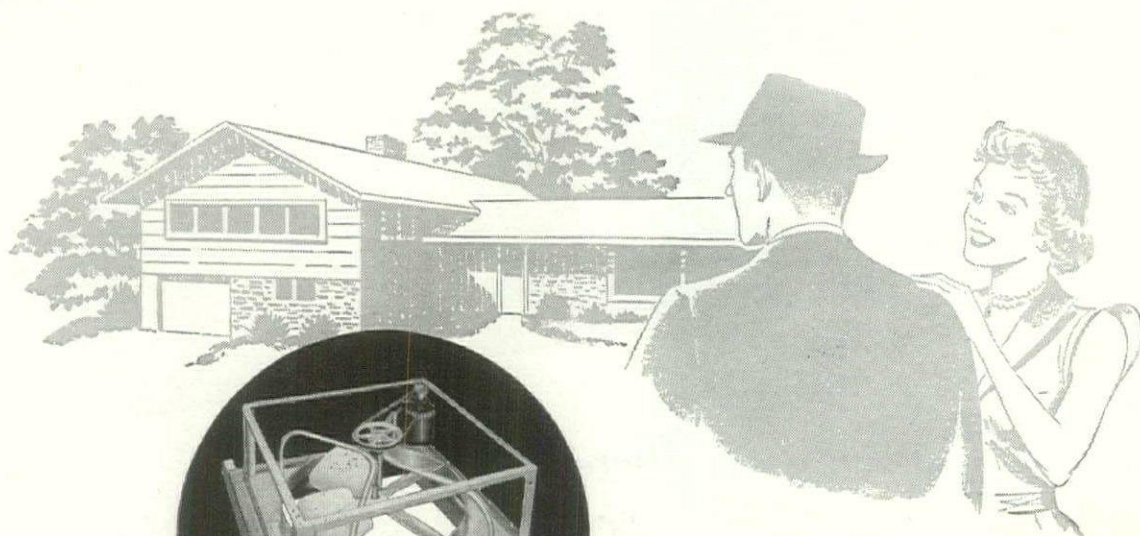
The Year 'Round Frigidaire Conditioner is compact—only 46" wide, 25" deep at base, and 76" high—to fit into present day building plans. Installation is simple...single, combination unit saves installation cost. Designed for basement, utility room or closet. A choice of heating units, either oil or gas fired, is available. Cooling power is supplied by Frigidaire's famous precision-built XD Meter-Miser Compressor, warranted for 5 years. Cushioned air filter for quiet operation. Large, efficient

For complete details about any Frigidaire product or service, call your Frigidaire Dealer—or the Frigidaire Distributor or Factory Branch that serves your area. Or write: Frigidaire, Dayton 1, Ohio. In Canada, Toronto 13, Ont.

FRIGIDAIRE 
Conditioners
BUILT AND BACKED BY GENERAL MOTORS



"Niteair" Fans



LAU RANCHER

LAU "Niteair" Rancher Fan. Air delivery to meet every need. Sizes—24", 30", 36", 42".

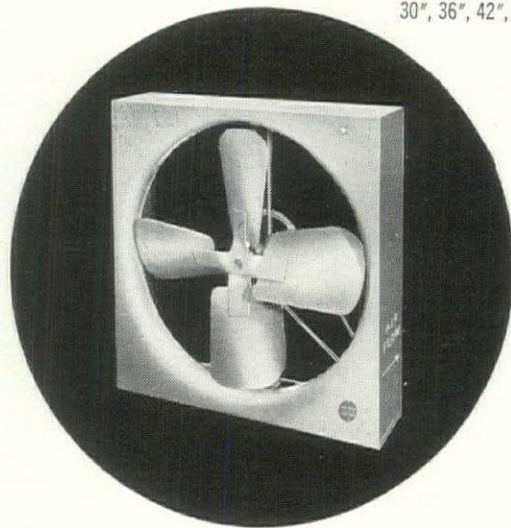
LAU PANEL UNIT

LAU "Niteair" Panel Fan. Adaptable for any practical application. Sizes—24", 30", 36", 42", 48".

A QUALITY feature, at low cost. They add big value to every home!

"Costs so little . . . but adds so much!" That's the story of LAU "Niteair" cooling. Changes hot, stagnant air into gentle, cooling, refreshing breezes with a flip of the switch.

Quick . . . easy . . . LOW-COST to install . . . LAU "Niteair" Fans change prospects into customers with lightning speed. Add REAL quality to your homes with LAU "Niteair" Fans . . . a tested, proven, economical way to build profits!

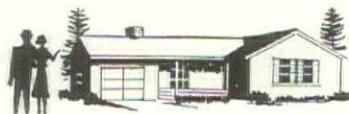


Guaranteed 5 Years

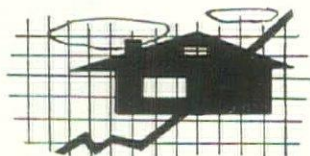
Lau fan ratings are Certified by the PFMA and carry UL approval. Fans are guaranteed for 5 years and motors carry a one-year warranty.



Easy to "Install when you build."



Prospective buyers want this added quality feature.



Extremely low cost—they add big value.



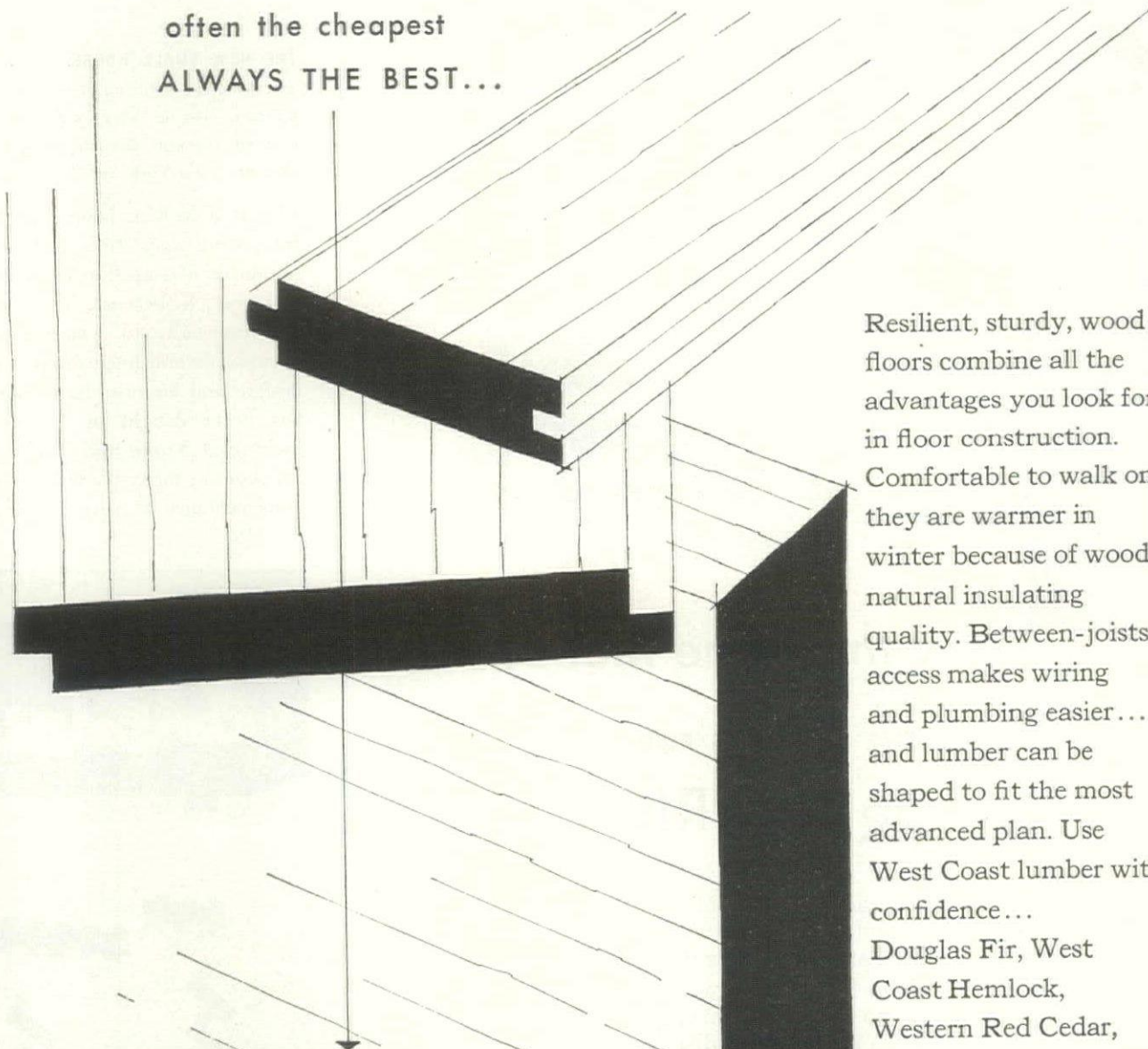
Sales made easier—buyers are happier.



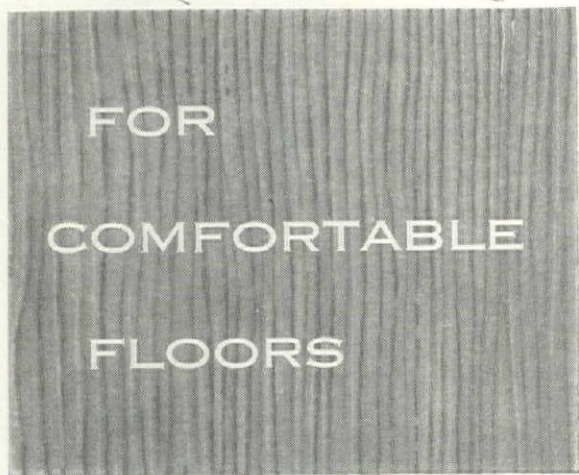
BLOWER COMPANY, 2027 Home Avenue • Dayton 7, Ohio

Write for Details and Catalog #715

often the cheapest
ALWAYS THE BEST...



Resilient, sturdy, wood floors combine all the advantages you look for in floor construction. Comfortable to walk on, they are warmer in winter because of wood's natural insulating quality. Between-joists access makes wiring and plumbing easier... and lumber can be shaped to fit the most advanced plan. Use West Coast lumber with confidence... Douglas Fir, West Coast Hemlock, Western Red Cedar, Sitka Spruce.

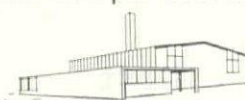


Send for folder describing free literature available for your reference files. West Coast Lumbermen's Assn., 1410 S. W. Morrison Street, Portland 5, Oregon

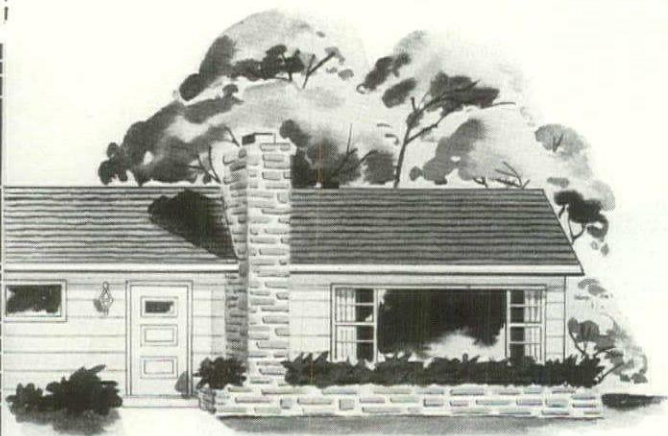
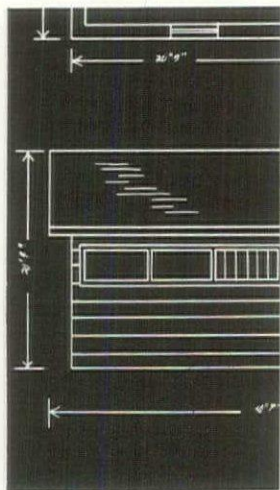
Douglas Fir • West Coast Hemlock
Sitka Spruce • Western Red Cedar

WEST COAST LUMBER

whatever the job consider WOOD first



Much More House..



for the same money!

...JUST ONE OF THE REASONS FOR THE

SWING TO PREFABRICATION

Ask any owner why he decided in favor of a prefabricated home and he'll tell you prefabrication's modern methods gave him more house and a better house for the same money.

It's a fact. It's the reason for the five-year trend to prefabrication that continues to gain momentum as more and more home owners, builders and lenders discover its many advantages over conventional construction.

Investigate prefabrication as the answer to class market homes at mass market prices. A PHMI member firm serving your territory will be glad to give you full information.

FOR PROOF, COMPARE ...

Check these advantages of investing in homes that are the product of the experience of PHMI member firms in meeting demands of today's market for quality homes at popular prices:

- Precision-Engineering
- Flexibility of Design
- Higher Resale Value
- Predetermined Cost
- Quality Materials
- Shorter Erection Time
- Fast Starts, Quicker Completions
- Better Architectural Planning and Design

Have you subscribed to PF, the new official monthly journal of PHMI? \$3 a year. Keeps you fully informed of new developments in the fast growing field of prefabrication.

PREFABRICATED HOME MANUFACTURERS' INSTITUTE

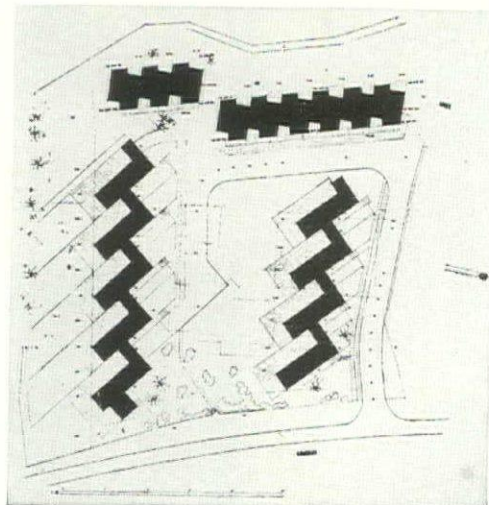
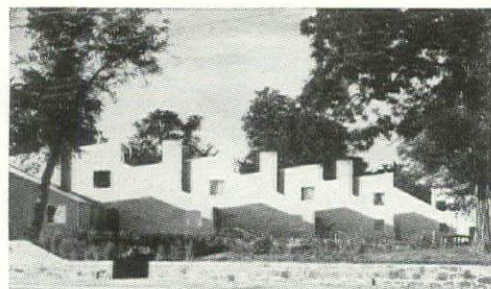
908 20th Street N. W. • Washington, D. C.



REVIEWS

THE NEW SMALL HOUSE. By F. R. S. Yorke and Penelope Whiting. The Architectural Press, London. 144 pp. 7½" x 9½". Illus. (Can be ordered through British Book Centre, 122 E. 55th St., New York, N.Y.)

This is a baffling book, and also a rather interesting one. It is baffling because its standards of selection of post-1939 houses make very little sense. The book is interesting—especially to Americans—because it contains several fine examples of row-house design, and because the modern row house has never caught on in the US. After looking at Yorke and Whiting's choice of row houses, many readers will feel that this nonacceptance is very much too bad for the US.



Danish terrace houses by Arne Jacobsen

Supposing authors Yorke and Whiting—or any discriminating authors—were faced with the problem of picking the best small houses to have been built anywhere over the past dozen years or so, how could they possibly go about it? Well, there are several ways of "slicing" a book like that: you can slice it the esthetic way, make your point of view crystal clear, say "to hell with practicality," and simply produce a handsome book of architectural sculpture—of "works of art." This will make everybody (excepting those included) very angry with you—as New York's Museum of Modern Art discovered recently to its continuing discomfort. Approach No. 2 might be the sociological tack—"houses that work
continued on p. 202

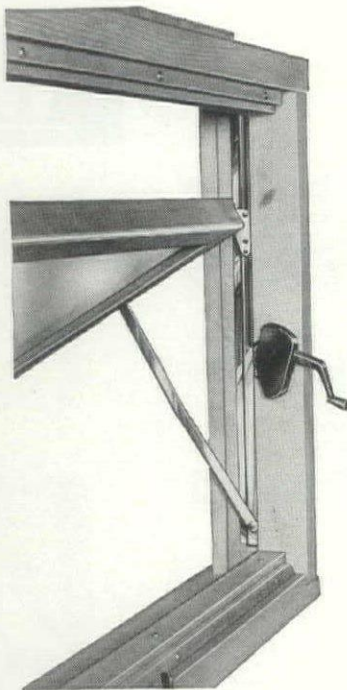
The A-B-C for 1954
Always Be Competitive!

NEW GRAND RAPIDS

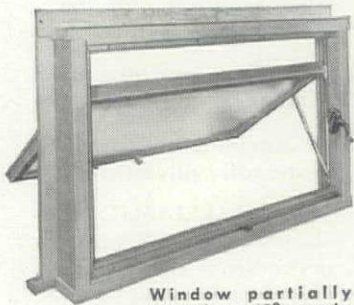
VEN-TROL-GEAR PATENT APPLIED FOR
VENT PANEL ACTUATOR

FOR PANEL WINDOW SYSTEMS

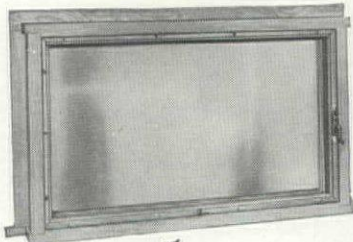
Especially designed to provide the most practical, efficient operating mechanism for use on ventilating panels of the modern multi-panel windows in all types of residential, monumental and commercial buildings. It swings ventilating panels outward and downward to any degree of opening to assure full view as well as the most efficient ventilation regardless of weather. Special and detailed engineering service available to Unit Window Manufacturers.



Window fully opened to 90° angle (Right hand stop removed)



Window partially opened to 45° angle (Right hand stop removed)



Locking mechanism Window fully closed (All stops in place)

Special Features

Ventilating Panels Open Outward to a full 90° and Drop for Full View and Most Efficient Ventilation • Fingertip Gear-operated Control • Operating Mechanism Fully Concealed • Nylon Rollers Assure Smooth, Noiseless Operation • Handle Grip Location Adjustable Down 15° from horizontal position • Hinging Mechanism Completely Invisible • Positive Locking Mechanism Fully Concealed Except For Operating Lever • Designed For Use on Wood and Metal Windows as follows: Frame opening height 1' 0" through 2' 1 1/2". Any sash width up to 48" and maximum carrying capacity 40 lbs. per sash. • Can be Used with Any Type of Glazing Including Double Glazing up to 1" • The Mechanism is an Integral Part of Window and therefore Eliminates all Problems Pertaining to Wall Thickness and Trim • Provides for Easy Washing of both sides of Panes from Inside • Quick and Easy Installation • Exposed Controls Finished in Antique Bronze (Enamel) or Special Finishes on request.

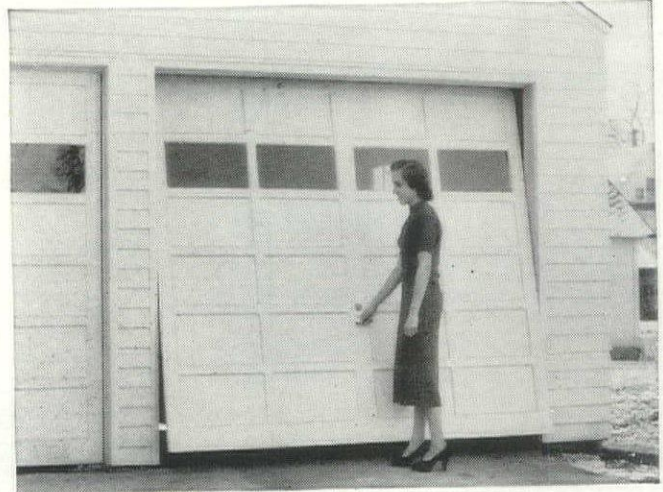
INVISIBLE SPIRAL TYPE, OVERHEAD TYPE, CABLE AND SUPERIOR DUAL FLAT TYPE SASH BALANCES. PULLEYS AND CABINET HARDWARE.

GRAND RAPIDS HARDWARE CO.
GRAND RAPIDS 2, MICHIGAN
 NEW YORK • LOS ANGELES • DANBURY, CONN.

FRANTZ
 GARAGE DOORS AND HARDWARE

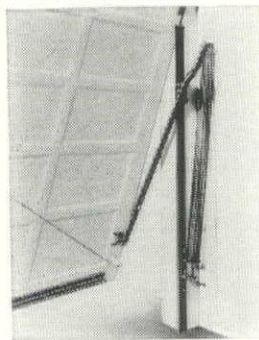
No. 10
Overhead
GARAGE DOOR

"Sells" Itself because—
 it "OPENS" itself!



FEATURING

"POWERMATIC" ACTION



- Just release the latch — door swings open!
- Fits standard 8' x 7' single-width openings. Other models available to fit 8' x 6'6", 9' x 7' and 16' wide by 7' high.
- Torsion springs on arms start door open, then "Powermatic" takes over—a remarkable extra-value feature that clinches the sale.

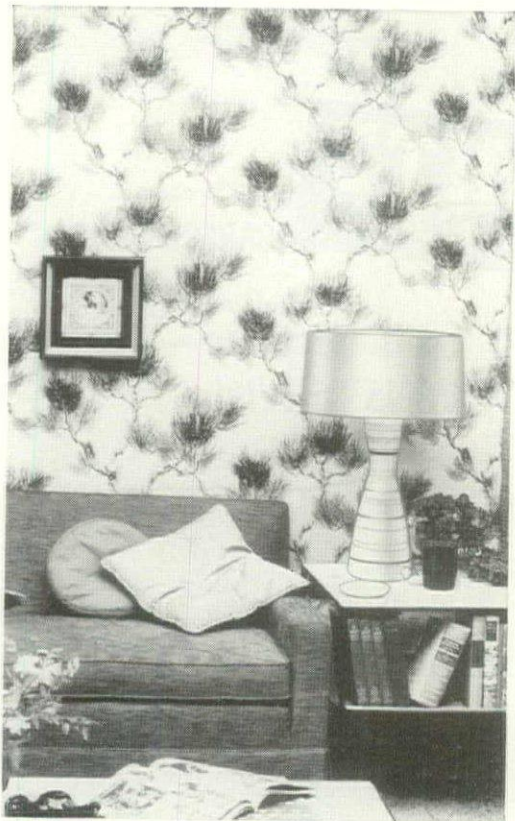
Sell the door that sells itself! The Frantz No. 10 does the selling job for you because it has everything you could want in a one-piece door, plus "Powermatic" Action that clinches the sale every time! Needs only 2" headroom, and is as beautiful in looks as in operation. Pre-fitted at the factory for easy installation, designed to give years of trouble-free service, you can show this door with pride. Check up on the No. 10 and other Frantz Overhead Door models. Write for a copy of Catalog No. 302, which gives full details of the beauty and easy operation of FRANTZ line of Overhead Garage Doors.

INSTALL FRANTZ • YOUR BEST DOOR FOR '54

FRANTZ

GARAGE DOORS AND HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILL.



These walls can talk ... and sell for you

The instant your prospects walk through the door, beautiful Wall-Tex decoration says, "Here's the home you've been looking for!" The superb new patterns, the luxurious fabric texture of Wall-Tex give the perfect finishing touch to show off fine homes at their very best.

Wall-Tex beauty is far more than surface deep. Its tough cloth foundation strengthens every type of wall, helps prevent unsightly plaster cracks, resists scuffs from furniture and toys. And Wall-Tex is repeatedly washable. For years of easy maintenance and long-lasting beauty, Wall-Tex is a wise buy.

Pre-trimmed for easy hanging

Wall-Tex is 24-inches wide and pre-trimmed, goes up quickly and easily. The coupon will bring you swatches of Wall-Tex and tell you just why it will speak right up and do a real selling job for you.



WALL-TEX
fabric wall coverings

Columbus Coated Fabrics Corporation
Dept. HH-24, Columbus, Ohio



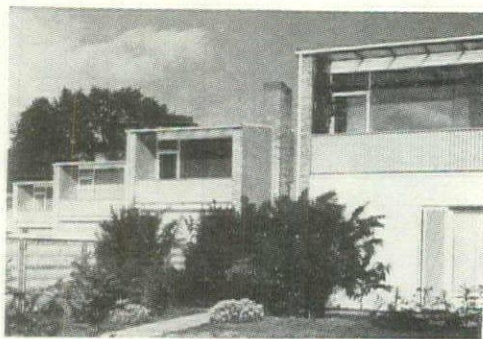
Send your File Folder on Wall-Tex and Sample Swatches.

Name _____
Street _____
City _____ State _____

REVIEWS *continued*

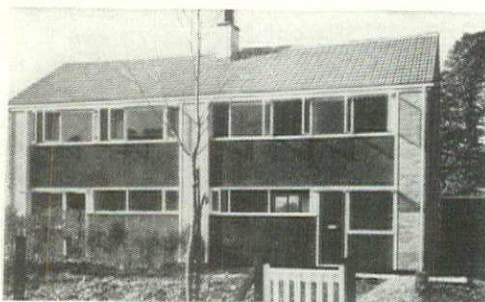
for families that work," or some such point of view. Such books are worthy, often helpful, frequently very boring. There are other approaches, of course, that are hardly worth mentioning: houses designed by your friends, or designed only by the young, or designed only by the Swedish (or Texans, or what have you).

Now, so far as this reviewer can discover, Yorke and Whiting used something of each of these approaches (but did not really include all the best art, or the best sociology, or the best friends)—and thus came up with a fairly senseless hodgepodge that will satisfy only those who are not really aware of the tremendous wealth and scope of postwar domestic architecture. For example, there is no house by Frank



Row houses by Arne Jacobsen

Lloyd Wright, although he has built more houses recently than ever before (as readers of this magazine may have discovered). There are a few US houses—but their selection is inexplicable on any score: Breuer has done much better houses than the one shown; so has Carl Koch; Gardner Dailey's early two-story glass house is as overpublished as it is atypical of Dailey's work—and so on.



Paired houses by Eric Chick, Powell & Moya

Now for the credit side of the ledger: here is a really convincing presentation of how nice a house, how nice a street and how nice a community you can get with two-story row houses (all right, call them garden apartments if you must!). Those who believe in dotting little lots with littler houses on little streets all over the map of the US may like to take a closer look at the pictures reproduced here.

You can
sell...
quality
they
can see

WILLIAMSON
ASSEMBLED FURNACES



Here's a quality, nationally advertised, brand name warm air furnace line packed with features you can merchandise. In addition, the small space requirements, low installation cost and national dealer service organization satisfy the most discriminating new home builder.



● Hi-Boy, Lo-Boy, Counter-Flow and Horizontal units.

● Units pre-wired and pre-assembled.

● Units occupying less than two feet square.

● Gas or Oil Convertibility—change only the burner package.

● Heating capacities from 70,000 to 145,000 B.T.U.

● Competitively priced—Nationally advertised.



Select WILLIAMSON Assembled Furnaces for your next project—styled for sales appeal—designed to builders' specifications.



Write today for complete details.

The Williamson Heater Company
3517 Madison Road, Cincinnati 9, Ohio

Please send me literature on:

Gas Furnaces Oil Furnaces

in the following style:

Hi-Boy Lo-Boy
 Counter-Flow Horizontal

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

It takes two..

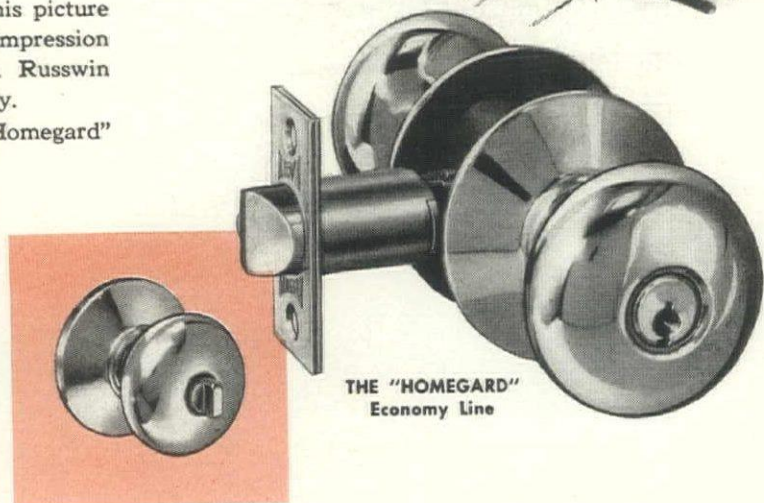
TO BUY A HOUSE



... and Russwin "All-Star" Features help sell the man

If you know human nature, the man in this picture is about to be paged . . . but he has an impression already that counts in the builder's favor. Russwin lockset features reflect top quality instantly.

Consider and compare features of the "Homegard" Economy Line . . . screwless roses . . . entrance door sets with the famous Russwin ball bearing, pin tumbler cylinders . . . internal working parts of rugged, pressed steel. Everything about the "Homegard" is designed for top value in its class. In addition, it's just about the simplest, fastest line to install. Ask your dealer for details. Russell & Erwin Division, The American Hardware Corporation, New Britain, Conn.



THE "HOMEGARD"
Economy Line

Concealed Screw Roses
on both sides of door

THE "ALL-STAR" LINE FOR ALL-STAR HOMES



"Stilemanor"
Standard Duty Locks



"Homegard"
Economy Locks



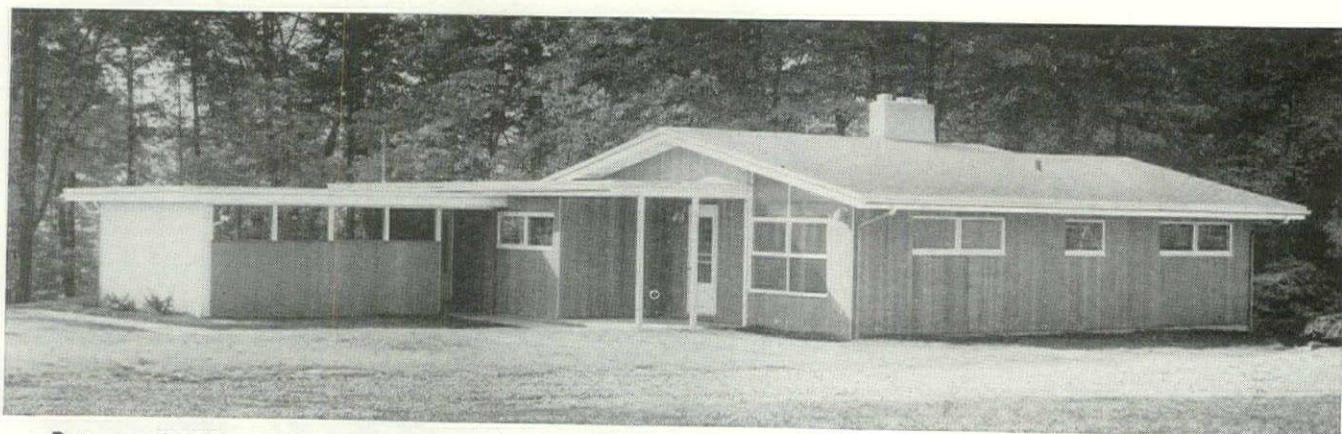
Screen-Storm
Doorware



Miscellaneous
Finishing Hardware

SINCE 1839
RUSSWIN[®]
DISTINCTIVE HARDWARE

"Sold 3 G-E 'Young America'



Between 3,000 and 4,000 people went through this house in one week. The builders are now erecting 22 additional houses. This success story is being repeated in

many sections of the country—month after month. Why not let General Electric help sell *your* houses, too? See your G-E distributor about the "Young America" program.



Feature attraction of the model home was the General Electric Kitchen-Laundry shown above with the proud owner, Mrs. Gerald Ensign, and builder Robert Mackenzie.

When prospects see dependable appliances such as the

G-E Range, G-E Refrigerator, G-E Disposall,[®] G-E Dishwasher, G-E Washer and G-E Dryer, they associate the entire construction of the house with quality materials and workmanship.

Houses the first weekend!"

(The builders are now erecting 22 more)

WHY DID PEOPLE BUY SO QUICKLY?

Let Mr. Robert Mackenzie, president of Contemporary Homes, Chagrin Falls, Ohio, tell you: "Of all the fine features in our G-E 'Young America' House, prospects were impressed *most* with the General Electric Kitchen-Laundry. Nothing sells houses for us like an array of wonderful, laborsaving G-E appliances!"

Isn't it time you investigated how General Electric can help you sell houses faster?

You get faster turnover when your houses are G-E equipped. Your buyers are more pleased.

And, you or your prospects need *not* worry about "luxury price tags," for G-E appliances have top consumer acceptance yet are competitively priced.

A General Electric Kitchen-Laundry can be included right in a regular mortgage—and the monthly cost to the homeowner is usually no more than that of a typical telephone bill.

How your G-E distributor will help you

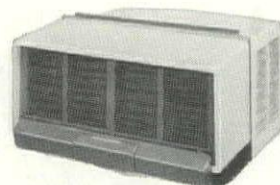
Available to you is a folio of 4 new "Young America" Homes, with complete promotion plans for the opening

of your model house—the very same successful promotion plans that have sold thousands of houses for other builders all over the country.

Furthermore, a G-E Distributor Builder Specialist will work with you to tailor these promotional plans to fit your problems and your market. He will place before you builder sales experience gained through many previous successful builder promotions.

Get all the facts today through your G-E distributor, or write to the Home Bureau, General Electric Company, Appliance Park, Louisville, Kentucky.

New G-E Room Air Conditioners at low per-unit cost! Models are easily installed. No plumbing required.



REGARDLESS OF PRICE RANGE, your houses can have a G-E Kitchen-Laundry (See your G-E distributor for answers to your builder problems)



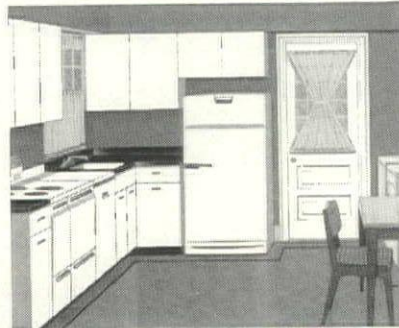
IN YOUR \$9,995 HOUSES

Includes G-E Refrigerator, G-E Range, G-E Automatic Washer, G-E Disposall and G-E Cabinets. Adds as little as \$2.98 monthly to mortgage payments.



IN YOUR \$12,500 HOUSES

Includes G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Cabinets. Adds as little as \$5.31 monthly to mortgage payments.



IN YOUR \$16,000 HOUSES

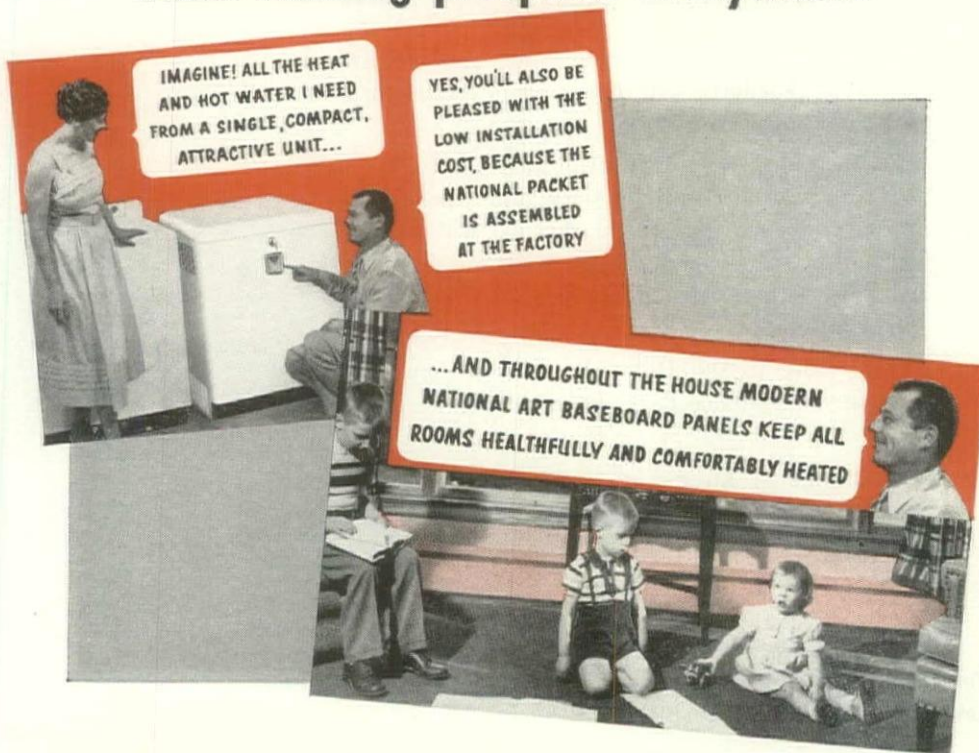
Includes G-E Refrigerator, G-E Range, G-E Dishwasher, G-E Disposall, G-E Automatic Washer, G-E Dryer, G-E Cabinets. Adds as little as \$6.31 monthly to payments.

You can put your confidence in—

GENERAL  ELECTRIC

IN **Small HOMES** Guide THE **NATIONAL** **PACKET-BASEBOARD**

Home Heating System story is being told to home-building prospects everywhere



A definite "plus" selling value for Builders

Hundreds of thousands of folks who are planning to buy or build new homes will read about the advantages of this complete, modern counter-height National hot water heating unit . . . and National Art Baseboard, as a perfect combination system for real home heating comfort.

Cash in on the interest stimulated by this National advertising. Install the space-saving Model K National Packet and the popular National Art Baseboard in the homes you build . . . a complete, compact, quickly acceptable hot water heating system that becomes an important additional sales feature for your homes.

Write for detailed information about the National Packet-Baseboard Heating System. Address: Department K-HH.

THE NATIONAL RADIATOR COMPANY JOHNSTOWN, PENNA.

Complete heating for homes, industry and commercial buildings since 1894.



BRANCH OFFICES
 BALTIMORE • BOSTON • BUFFALO
 CHICAGO • CLEVELAND • DETROIT
 NEW YORK • PHILADELPHIA
 PITTSBURGH • RICHMOND • SAN
 FRANCISCO • WASHINGTON, D.C.

NEW PRODUCTS



WALL-HUNG REFRIGERATOR removes another space inhibition from the modern kitchen

Housewife-high on the wall, General Electric's experimental refrigerator uses a thin-wall vacuum insulation only 1/2" thick on back, bottom and doors, compared to the conventional 3" on sides and top, and packs its 10 cu. ft. capacity into a cabinet only 64" wide, 38" high and 16" deep.

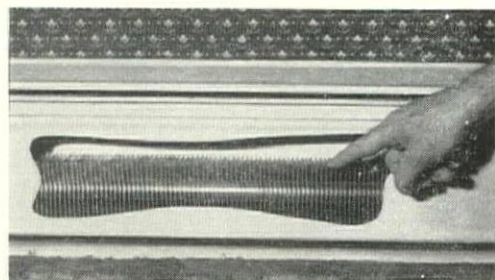
An operating adaptation of last year's non-operating ceiling-hung model (H&H, Feb. '53), the blue-tinted baked-enamel "dream of



the future" is claimed to be a practical application of ideas for today's kitchens. But plans for production for the consumer market are still indefinite, and will probably depend on the reaction of both the trade and the public to the revolutionary design.

Two compartments offer 8 cu. ft. of refrigerator space, and a third has 2 cu. ft. of freezer capacity. Doors have magnetic catches, and the hermetically sealed refrigerator mechanism is located at the top.

Manufacturer: General Electric Corp., Major Appliance Div., Louisville 2, Ky.



HIDDEN HEAT in a redesigned perimeter baseboard system

Being felt but not seen is an advantage to any heating system, and perimeter baseboard units have taken great strides in making hot-water heating systems unobtrusive.

Webster's new convectors consist of an enclosure-back nailed to the wall, brackets

continued on p. 212

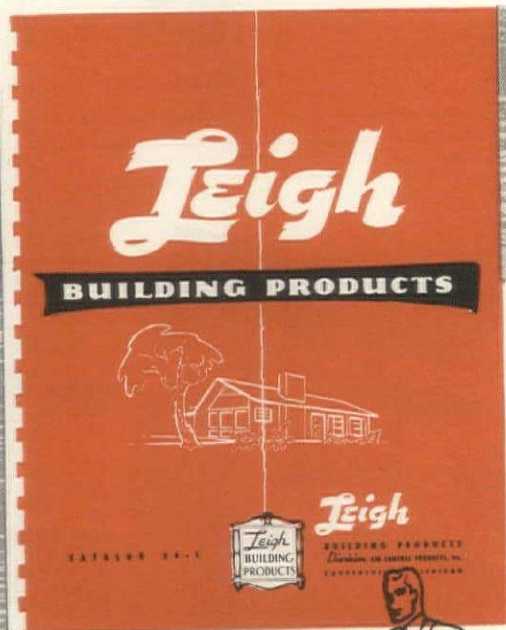
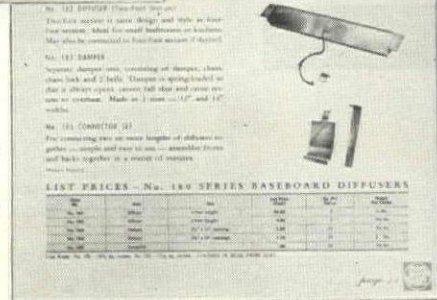
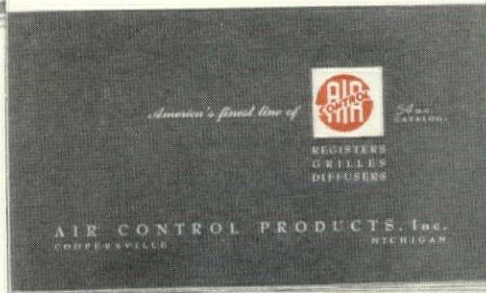
NEW CATALOG

for
1954

AIR CONTROL
REGISTERS • GRILLES • DIFFUSERS

**A PRACTICAL REFERENCE BOOK
FOR HEATING & COOLING DESIGN & INSTALLATION**

This completely new 48 page handbook provides full engineering and installation information on registers, grilles and diffusers. Handy reference tables and selection charts let you figure heating, cooling or combination heating-cooling jobs faster, more accurately . . . ends guess-work and waste. Includes four-color illustrations of product applications to help you sell . . . latest data on floor, ceiling and perimeter diffusers . . . all standard registers and grilles . . . technical information on performance.



NEW CATALOG for 1954

**VENTILATORS • METAL BUILDING PRODUCTS •
DECORATIVE ACCESSORIES**

Here are the products for which Leigh has become famous . . . metal building products that give you better homes at lower cost. You can find the exact ventilator for any application, handsome shutters, built-in cabinets, clothes chutes and many, many other items that make any house more livable. Fully illustrated with detailed specifications included.



**AIR CONTROL
PRODUCTS, INC.**

DEPT. H • COOPERSVILLE, MICHIGAN

DICTATE THIS LETTER

AIR CONTROL PRODUCTS, Inc.

Dept. H • Coopersville, Michigan

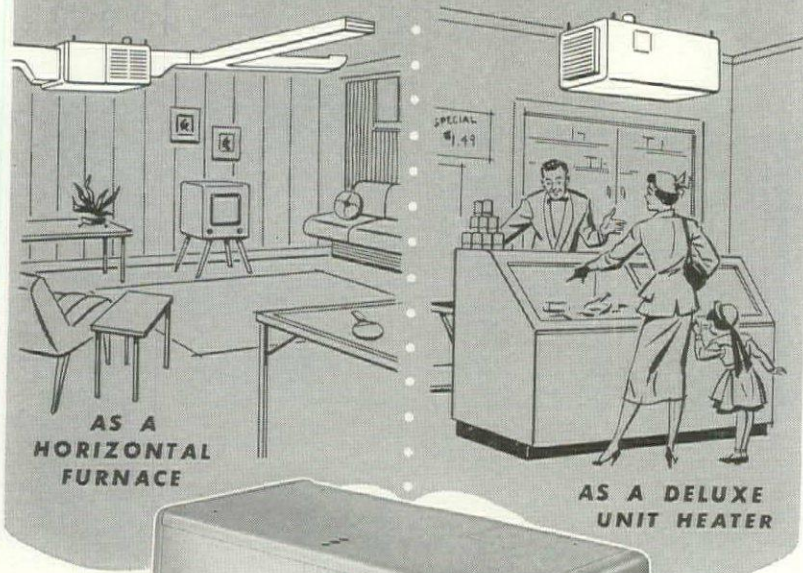
Please send me your new 1954 catalog on

AIR CONTROL PRODUCTS, Inc. and LEIGH BUILDING PRODUCTS

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

Leigh
BUILDING PRODUCTS
DIV. AIR CONTROL PRODUCTS, INC.

styled for Eye Appeal... the REZNOR PAC*



AS A
HORIZONTAL
FURNACE

AS A DELUXE
UNIT HEATER



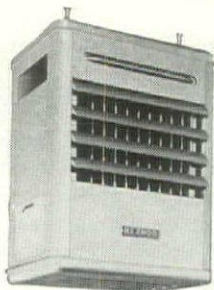
*Packaged
Automatic Comfort

A horizontal furnace with appliance styling which will sweep the residential market. A deluxe unit heater suitable for use in offices and exclusive stores where unit heaters have never before been accepted. And it's all the same unit—the versatile Reznor PAC.

The PAC is AGA approved for use as a central heater in any type of duct system. For compactness and efficiency, you can't find a horizontal furnace which will beat it. For appearance, you can't find one which will come close. Yet it's priced no higher than less satisfactory units.

Without ducts, the PAC is a handsomely-styled unit heater which will fit well into the most exclusive establishment. And because it is so quiet and so clean—the PAC includes a built-in filter unit—you'll be glad to recommend it for such installations.

The PAC is available in 75, 100 and 125 thousand BTU models. For complete details see the Reznor catalog in Sweet's Architectural File or write to the Reznor Manufacturing Co., 44 Union Street, Mercer, Pa., and ask for Bulletin GNP-52.



Reznor suspended unit heaters have thousands of applications in store-rooms, offices, factories and homes. Eight models—25,000 to 200,000 BTU. Reznor gas heaters have been setting high standards of economy and efficiency since 1888. Take advantage of this experience when you plan any heating installation.

THE WORLD'S LARGEST-SELLING
GAS UNIT HEATER

REZNOR HEATERS

How to Offer LOW COST HOUSING

Build More Saleable
Area into Homes
with
BESSLER

Disappearing Stairways

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A real stairway—not a ladder.
3. Seven well-engineered models—for every need.
4. Safety-designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel and flush types; hardwood doors in flush type only.
16. Tailor-made for all heights—no short or long steps.
17. Hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.



FREE!
New Catalog!

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

BESSLER—best for over 40 years!

The Bessler Disappearing Stairway Co., 1900 East Market St., Akron 5, Ohio

**HOW TO PROTECT
THE HOMES YOU BUILD
FOR LIFE...**
against the
**DESTRUCTIVE DANGERS
of CONDENSATION
and DAMPNES!**

In just a few minutes, at negligible cost, you can install Midget Louvers on soffits, gable ends, dormers, eaves or you face the menace of moisture. These inexpensive all-aluminum ventilating units are your fastest, cheapest, surest permanent protection. They will prevent the accumulation of heat and condensation . . . virtually eliminate paint blistering . . . combat rot . . . maintain the efficiency of insulation. Made in 7 sizes (1" to 6") and 2 styles (with and without rain deflectors—both with insect screens).

WRITE for full information.

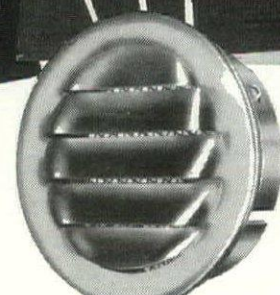
"A House That Breathes is a Better House"

The aluminum louver is the original louver. Don't accept "second best" substitutes!

MIDGET LOUVER CO.

6 WALL STREET

NORWALK, CONN.



Quick and easy to install. Just drill a hole and push in place. No nails or screws needed.





What makes a woman say "Yes"

This is the beautiful new Capri featured in our Golden Opportunity Program. Ask for details.

IF, as the statisticians tell us, the woman is 84% of the decision factor in choosing body style, color and upholstery in automobiles, how much of a decision factor is she in choosing the family home?

Actually, the average woman has made it her business to know a great deal about homes and practically every home you build has to pass a jury of several or many women whose wants are quite well defined.

They want comfort and convenience, of course, and quality and value as a matter of common sense. And, most definitely, they want style—style that they'll be happy to live with and proud to show off; style to bring compliments from arriving guests and charm them from room to room; style that doesn't neglect the rear elevation or the inconspicuous gable; style that wears well because it is sound, and satisfies because it is beautiful.

When a woman finds a home like this, she's quick to say "Yes" because it's what she wants. And that's exactly why we include all of them in Modern Homes—comfort and convenience, quality and value and, genuine custom styling of outstanding distinction.

Maybe you should investigate the opportunity of building fine Modern Homes in your community. Why not give us a call at LUzon 4-1550.

MODERN
homes corp.

7754 GREENFIELD ROAD • DEARBORN, MICHIGAN
Manufacturing plants at Dearborn, Michigan and Port Jervis, New York

**"...rich appearance
helped sell houses"**

—W. P. "Bill" Atkinson
Oklahoma City Builder-Developer

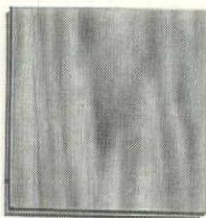
**...that's the beauty
of Higgins Block**
INC.



No wonder builder after builder is chalking up big selling successes with Higgins Block. Just look at the blocks themselves, with all the well-loved grain and texture effect of oak. And just look at the specifications:

- 9" x 9" net face hardwood blocks—easy to install
- 3-ply cross-grain construction—when properly installed will not warp, buckle, cup or crack
- Selected oak face—comes with final finish
- Pressure bonded with marine-type glue—water-repellent, climate-proof
- Deep-impregnated with famous "Penta"—rot-proof, termite-proof
- Grooved back anchors into adhesive—quiet and comfortable
- Can be laid *without* special preparation directly on concrete slab—ideal for radiant heat
- Blocks fit flush—*without* large, visible V-grooves

Higgins BONDED HARDWOOD BLOCK FLOORING
INC. THE WORLD-FAMOUS BOAT BUILDERS 



Use this coupon for free sample block and literature
Higgins, Inc., Dept. H-24, New Orleans, La.
Gentlemen: Please send sample block and literature to

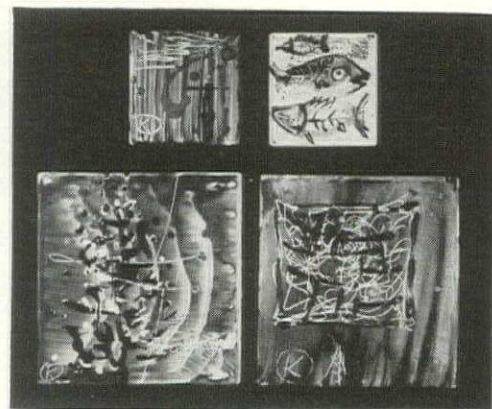
Firm Name.....
Address.....
City.....Zone.....State.....

NEW PRODUCTS *continued*



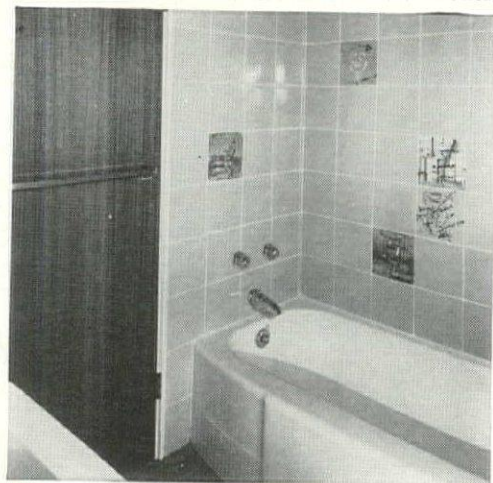
which snap into the enclosure and hold the copper and aluminum heating element and a quickly attached front panel and trim. Less than 9" in height, the baseboard is 2" deep. Prices are quoted at \$4 to \$5 per lin. ft. on new construction, \$5 to \$6.50 per ft. on modernization jobs, excluding boiler costs.

Manufacturer: Warren Webster & Co., Camden 5, N.J.



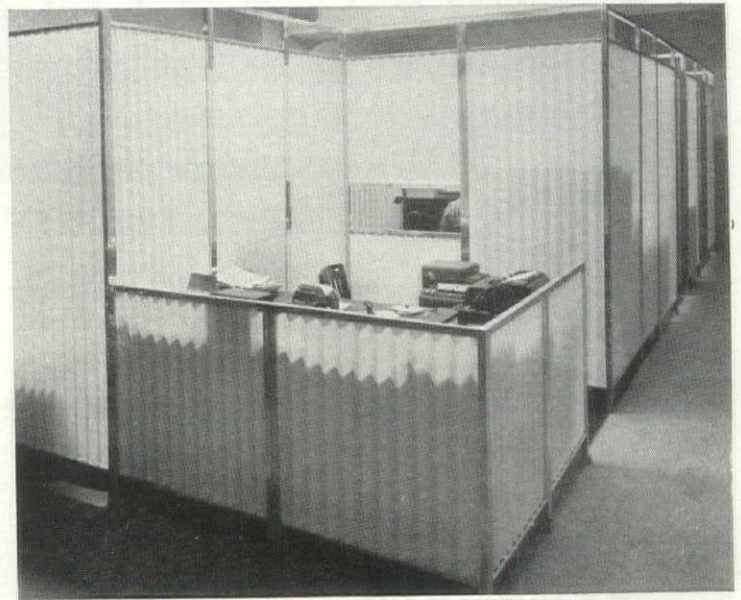
ART IN THE SHOWER by outstanding artists, on porcelain-enamel tiles

Users of Veos porcelain-on-steel tile may now have the luxury touch of original designs by such noted artists as Gyorgy Kepes, MIT's professor of visual design, or well-known Ceramist Doris Hall. Or Veos will furnish the creative architect materials for designing his own tiles and will fire them for him. Definitely not for the Title I house market, the tiles are priced at \$35 for a set of four 8 1/4" x 8 1/4" or six 4 1/4" x 4 1/4". A limited-edition (50 to 100 copies) line will range from \$7.50 to \$25 per set. Plain tiles and pigments are \$12.50 per set. Both sizes are intended for use with a scored fiber backer.



continued on p. 216

Pressed to Perfection



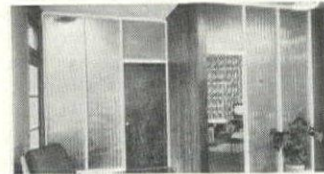
Press Molded

structoglas

shatterproof—translucent
Polyester Glass-fiber panels



UNIFORM CROSS SECTION assures uniform strength throughout every panel.



EVEN COLOR DISTRIBUTION and SMOOTH SURFACE enhance decorative effects.



PRECISE FIT and exacting match of corrugations saves installation time and labor.

Press Molded between precisely machined matched steel molds, by an exclusive semi-continuous process, Structoglas establishes new concepts of strength, uniformity and beauty. Press Molded, Structoglas lends perfection to architectural treatments—complete assurance of client satisfaction—full confidence in strong, safe construction. When you Specify Structoglas... you Specify Quality.

- ★ Fibers evenly distributed—uniform translucence
- ★ Smooth Surface—fibers well embedded
- ★ No resin starved areas—even diffusion of light

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international molded plastics, inc.
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Please send me your NEW complete
STRUCTOGLAS catalog.

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PATTERN FOR

Beauty

Daylight plays an interesting role in the decor of the living quarters of the residence of Mrs. Bruce Crow, Mesa, Ariz. Photo by Frank L. Gaynor, Tucson, Ariz.

This friendly partition of softened, diffused light adds interest in an unusual manner to this cheerful room. The beautiful Plurolite pattern creates an effective backdrop for furnishings and decorations, while this lovely decorative glass by Mississippi separates living areas of the home without destroying a feeling of unity and spaciousness.

Translucent without being transparent, decorative glass floods adjoining areas with flattering "borrowed" light. The entire home gains an air of leisurely, comfortable, modern living when any of the Mississippi patterns are employed.

Daylight can become a part of your decorating schemes... make homes brighter in the modern manner. Specify figured glass by Mississippi. Available in a wide variety of beautiful patterns from your nearby distributor.

Write today for free booklet, "Modernize Your Home With Decorative Glass." Photographs of actual installations. Many ideas on ways to use this exciting new medium.



MISSISSIPPI Glass COMPANY

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NEW YORK • CHICAGO • FULLERTON, CALIF.



WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

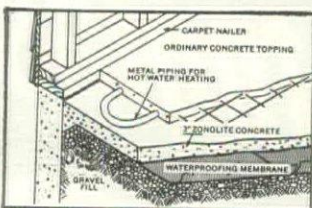
WARM DRY FLOORS for ALL Basementless Construction!



NOW...ZONOLITE®
offers the built-in
benefits of
Insulation, Fire-
safety, Light Weight
and Permanence...

IN TWO GREAT CONCRETE PRODUCTS

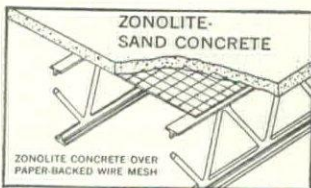
ZONOLITE® VERMICULITE CONCRETE



ZONOLITE Vermiculite Concrete used under radiant heat pipes for more efficient operation and control.

Lightweight, insulating and permanent, ZONOLITE Vermiculite Concrete is ideal for roof decks, roof insulation, cavity-wall fill and insulating floors on the ground. Perfectly suited as a base for radiant heat systems. Where an exposed concrete floor is desired, ZONOLITE with a sand-concrete topping provides high insulating efficiency, cuts heat loss.

ZONOLITE® SAND CONCRETE



ZONOLITE Vermiculite Sand Concrete is ideal for use on one-pour floors on grade, lightweight upper story floors.

Has resilience approaching wood floors! Use as fill over structural floors, for floor slabs over closely spaced joints, or for floor slabs on the ground. Has 4½ times the insulating value of ordinary concrete—½ the weight. Fireproof and permanent. ZONOLITE Vermiculite Sand Concrete is ideal as a base for tile, linoleum, terrazzo or carpeting—needs no topping.

ZONOLITE COMPANY
135 S. LaSalle St., Chicago 3, Ill.
SEND FOR FREE BOOKLET!



Zonolite Company, Dept. HH-24
135 S. LaSalle St., Chicago 3, Ill.

Please rush FREE Booklet CA-4, "Floor Slabs and Floor Fill," with complete details on ZONOLITE Vermiculite Concrete and new ZONOLITE Sand Concrete.

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City..... Zone..... State.....
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WHY DO THEY DO IT?

WHY?
WHY?



WHEN WE COULD HAVE TOLD THEM!

Look at base board radiation. Notice all the "improved" designs with the "attractive" open fronts for truly "functional" heating efficiency!

IMPROVED?
We discarded our own open front design 5 years ago, found it did not provide as much heating efficiency as our present louvred type.

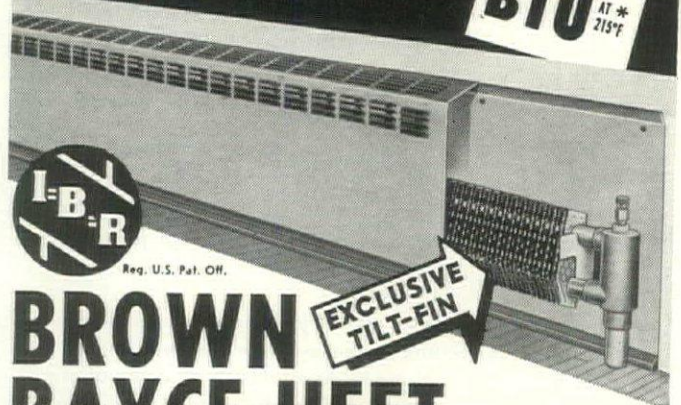
ATTRACTIVE?
To say the least especially in contrast to the dirty smudgy wall it causes right above, customer complaints proved that to us.

FUNCTIONAL?
Truly, however its function is as a catch basin for children's toys, chewing gum, candy and the like — none of which improves heating efficiency or eases the housewives cleaning burden.

NOPE! We tried the open front but discarded it. We feel the open front will not only hurt the maker, but also may cause ill feeling among consumers toward baseboard itself. We are not trying to be smug, we are just issuing a word of caution for the protection of our friends the plumbers and the consumers.

THE RESULTS OF 5 YEARS'
RESEARCH AT A COST
OF OVER \$50,000

4.6 SQ. FT. E.D.R.
PER LINEAL FT.
1100
BTU AT *
71.5°F



BROWN BAYCE-HEET

SELLS FOR LESS

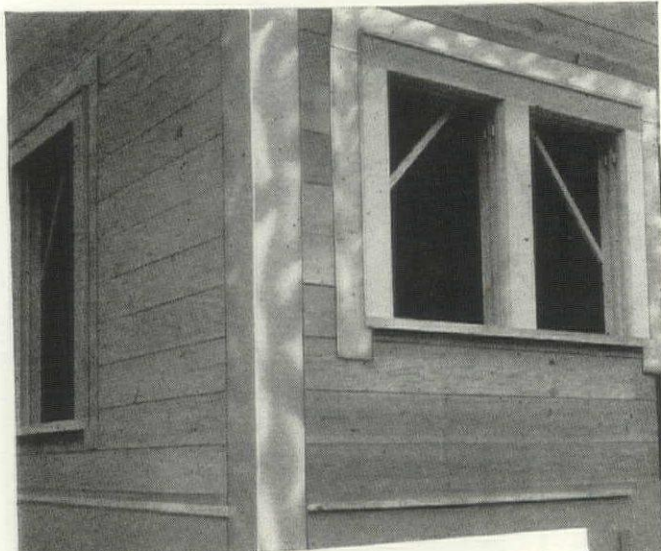
Costs Less to Install • Saves Fuel • Better Looking
No Measuring Necessary

* Write for our I.B.R. Catalog Ratings in Bulletin 400-1

BROWN PRODUCTS COMPANY
FOREST HILLS, NEW YORK

FOR
MORE *Saleable* HOMES

**FLASH with
Pure COPPER!**



once again...at low cost

**COPPER
 ARMORED
 SISALKRAFT**

*is immediately available
 for all concealed flashing*

This material is free of pinholes, is permanent, will not kink or tear.

Available now in weights of 1, 2, and 3 oz. of copper per sq. ft. Widths— from 4" to 60".

Write Dept. HH-2, Attleboro, Mass., for illustrated folder on application and suggested specifications.

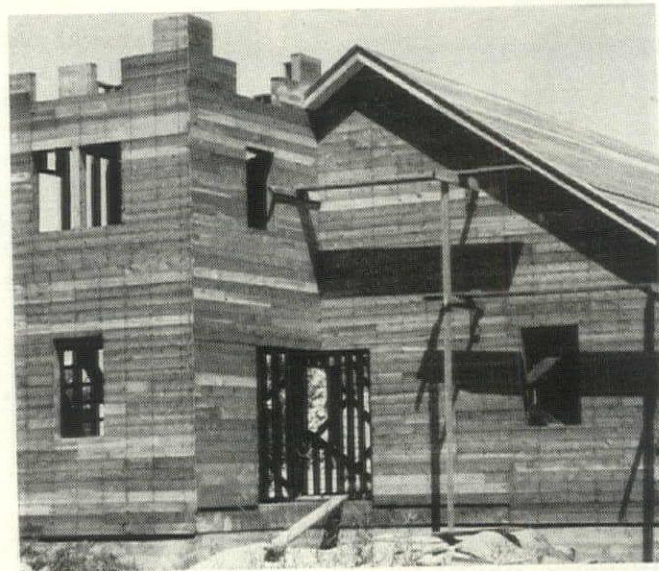
Pure electro-sheet copper bonded to heavy creped kraft and reinforced with steel-like fibres.



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take a good look at **LARCH**



one of 10 woods from the

WESTERN PINE region

Strong, durable and straight-grained, Larch is a favorite for framing, sheathing, subflooring, flooring and siding. Tough-fibered and rigid, it works well, holds its shape and resists nail withdrawal. Its handsome grain, satin-smooth surface and reddish color suit it well for interior paneling and cabinetwork.

Larch comes in 3 select, 5 common, 3 structural, 4 dimension grades. Your local lumber yard carries Larch from the Western Pine region—or can get it for you quickly!

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get the facts on **LARCH**

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 Yeon Bldg., Portland 4, Oregon

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more

than one floor
think of

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E Q U I P M E N T

Many new jobs, as well as alterations, can benefit by the inclusion of dependable Sedgwick Elevators, Dumb Waiters and Dumb Waiter Doors. Standard sizes. Numerous capacities. Nationwide representation.

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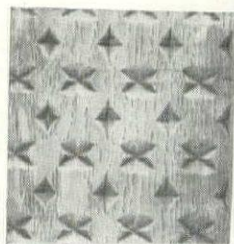
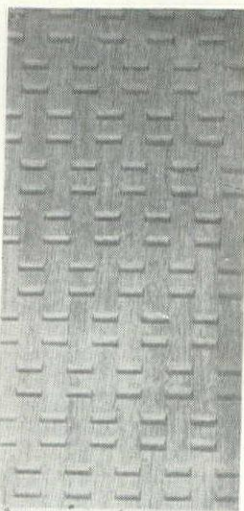
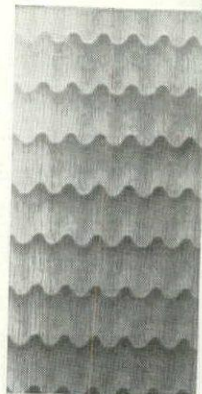
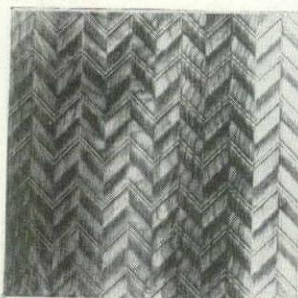
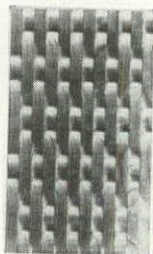
NEW PRODUCTS *continued*

board, which makes installation practically foolproof. First major builder use is in Carl Koch's Techbuilt houses (p. 106).

Manufacturer: Porcelain Enamel Products Corp., Div. of The Bettinger Corp., Rehoboth, Mass.

PATTERNED WOOD PANELING, carved and textured

Though the market for intricate curlicues and scrolls on furniture has shrunk, the woodworking machines of Grand Rapids can be easily turned to more modern designs for decorative moldings and panelings. Recently offered for builder and architect use, these 3/4" thick solid panels are made in a wide



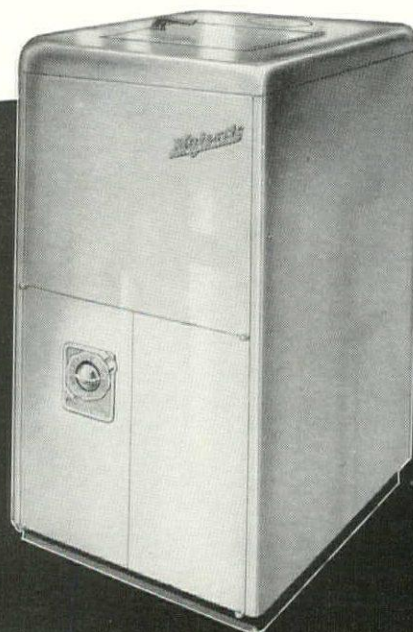
selection of woods and designs. Uses suggested: room dividers, vertical panels, area treatment, wainscotings, moldings, merchandise displays, etc.

Any width, from 1" to 12", can be obtained, subject to the limitations of the wood desired. All of the furniture hardwoods are available, including mahogany, birch, walnut and oak. Special widths and requirements can be made to order with four-week delivery promised. Prices are quoted at \$1.25 to \$2 per sq. ft., depending on pattern and type of wood.

Manufacturer: Klise Mfg. Co., Grand Rapids 2, Mich. *Technical Publications*, p. 223

For your "Trade Secrets" House

The **NEW**
Majestic
INDOOR INCINERATOR



There's no better way to guarantee customer satisfaction

It takes more than a sign out front to sell a house today! It takes those extras — those added conveniences that home-buyers now demand! And there's no better silent salesman than Majestic's new Indoor Incinerator — a beautiful, economical housewife-helper . . . a home disposal wonder that proves to prospects your houses are designed for modern living!

- Eliminates all wet and dry garbage and trashburner waste!
- Jet-Air Action and patented downdraft!
- Dimensions: 20" wide, 24" deep, 36 1/4" high.
- Capacity: Two bushels.
- Flue: Requires 7" smoke pipe outlet. May be used with any chimney flue 6" or larger.
- Pilot: Automatic, 1500 BTU rating, dehydrates.
- Burner: Monoport, 18,000 BTU rating.
- Timer: 2-hour, dial-set automatic time switch.
- Finish: Gleaming white enamel over rust-resisting Poly-Kote base.

Choice of three firing systems — gas-fired, automatic gas-fired, or fuelless.

By builders of Incinerators since the '20's — plus AGA approval.

Ask your dealer to tell you about this new disposal wonder today, or write for details

The Majestic Co., Inc.

413-A Erie Street

Huntington, Indiana

Air Conditioning Without Water Worries

... Marley Cooling Towers Eliminate Restrictions and Reduce Water Costs

How about cooling water?

Any builder or architect considering air conditioning for a group of houses must understand the local water problem. Nearly all systems use water to cool the condenser. A 3-ton condenser will use about 360 gals. per hr. Some cities are using so much water for air conditioning that the summer load has doubled in recent years. In most areas where water is short local ordinances forbid wasting water for air conditioning, or if there are no ordinances, the cost of water makes throwing it away prohibitive except for very small systems.

House and Home

Pushing the Water Program

The one real controversy has concerned the users of non-conserving air conditioning systems which the council's fire and water committee proposes to settle by compromise. The committee's recommended 16 cents per 100 cubic feet is about double the rate that has been paid by the largest users but far short of the charge recommended by consulting engineers.

The Kansas City Star

Suggests Cooling Towers

The Company's engineering staff recommended that users of large air conditioning units be required to install cooling towers for re-use of the water. Engineer E. J. Richardson said a cooling tower would soon pay for itself in reduced water costs and would conserve water.

Little Rock Arkansas Gazette

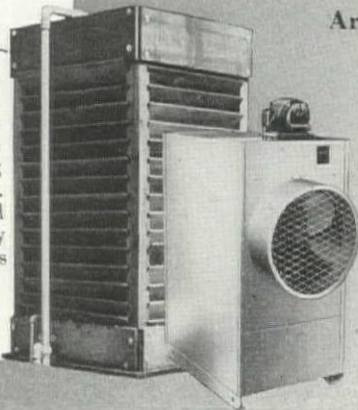
Air Conditioning Cited as Danger To Water Supply

The Public Service Commission heard yesterday that widespread use of air conditioning and refrigerating units conceivably could endanger the domestic water supplies of some Arkansas communities.

Water shortages the nation-over are being publicized more widely every month. Eighty cities have already acted, passing ordinances requiring water reuse, raising water rates or adopting sewer taxes. Another hundred will act in 1954.

Water-wise builders and contractors are assuring their home-buyers economical and continuous air conditioning service by installing the world's most popular water savers, Marley cooling towers. They are the answer to water problems . . . they reduce water usage by 95% . . . there is no worry about high water bills or sewer taxes.

Have you checked your local water situation? Are you offering your customers protection against water shortages; are you providing economical operation? You can do it today . . . see your Marley representative for full information about the simplest, most dependable method of water saving—Marley cooling towers.



The Marley Company
Kansas City, Missouri



How about Yours?

NATIONAL HOMES sales are up 27% over a year ago.* HOW ABOUT YOURS? Many NATIONAL HOMES builders are large tract developers of low cost homes who have discovered PAUL HEINLEY'S Movable Shutters! They, too, have found PAUL HEINLEY'S Movable Shutters a big sales aid!

Within 10 days—the PAUL HEINLEY Organization shipped shutters for 278 Model Homes, in 38 states, for NATIONAL HOMES Builders—a record of which we are justly proud!

Whether building one home or a project, you can profit by investing in F.H.A. acceptable PAUL HEINLEY'S Movable Shutters.

Complete information and architect specifications upon request. Write today!

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Paul Heinley's
MOVABLE SHUTTERS
1666 Euclid Street
Santa Monica, Calif.
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U. S. Pat. D-169, 811

*See the October 1953 Issue of HOUSE & HOMES Magazine for NATIONAL HOMES CORPORATION'S Outstanding Advertisement!

Believe it or not—

CEDAR Lined Closets

Cost Little or NO MORE Than Plastering—

When You Use BROWN'S SUPERCEDAR

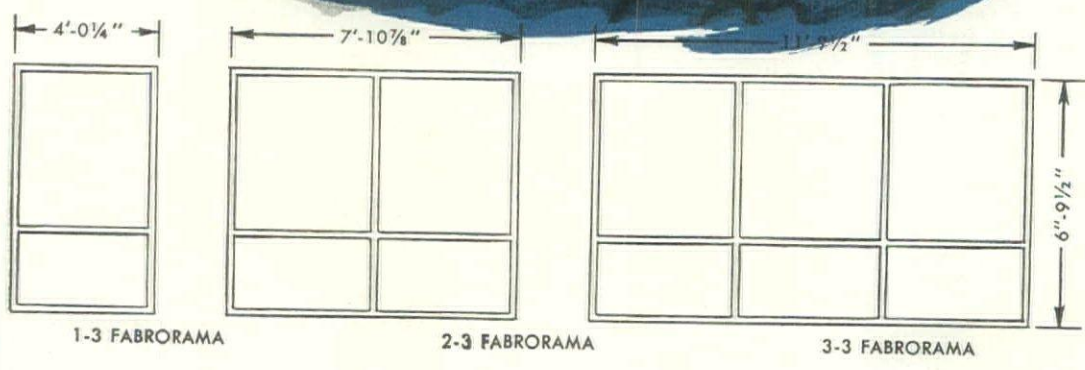
Here's an extra SALEABLE feature you can put in your houses for next to nothing—yet it adds much in beauty, protection and value. SUPERCEDAR is genuine aromatic red cedar—eliminates closet plastering—never needs painting. Installs over open studding. Seal packaged bundles; nationally-advertised. Immediately available from your nearest building supply dealer. Free booklet available.

WRITE TO
GEO. C. BROWN & CO., INC. Greensboro, North Carolina
Largest Manufacturers of Aromatic Red Cedar in the World
Established 1886

presenting the new Fabrorama



The New Fabrow Window Wall that achieves a contemporary "decorator's look" in less time, at lower costs . . . gives builders custom-built features at pre-fab savings — pre-fab speed!



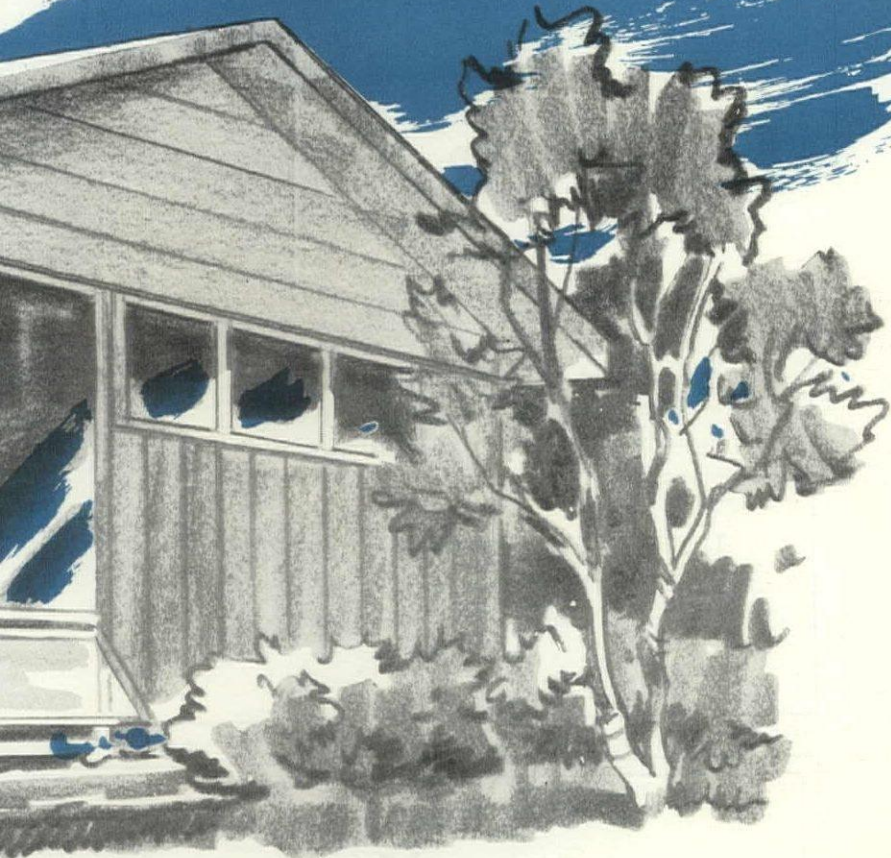
The new FABRORAMA Window Wall is now available in three standard sizes. You saw it displayed by L·O·F at the N.A.H.B. Show in Chicago.

Top light design for one inch standard size thermopane 45 $\frac{3}{8}$ " x 52". Bottom light design for $\frac{1}{2}$ " standard size thermopane 45 $\frac{1}{2}$ " x 25 $\frac{1}{2}$ ", . . . or the Fabrow roto ventilator which takes 42 $\frac{1}{2}$ " x 22 $\frac{1}{2}$ " by $\frac{1}{2}$ " standard size thermopane. Each frame includes all mitered glass stops.

Write or wire for brochure

FABROW MFG., INC.
7208 DOUGLAS RD.
TOLEDO, OHIO

Window wall!



LARGER SEE-THROUGH GLASS AREAS bring the outdoors indoors, achieve lighter—brighter interiors. MORE COMFORT—LESS FUEL, double glazing reduces drafts—prevents heat loss. CONTROLLED VENTILATION for air conditioned or non-air conditioned homes.

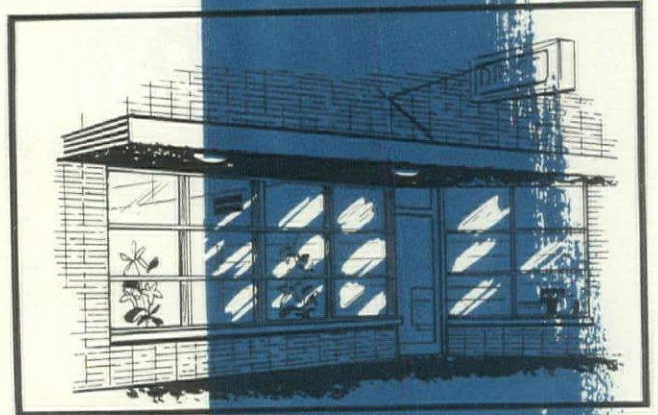
Fabrow Mfg., Inc. now manufactures 2 styles of window walls—The new FABRORAMA clear view window wall and the regular Fabrow panel window wall. Builders experience more economical construction with both Fabrow window wall styles—double glazed units cost no more than conventional walls with ordinary windows.

HERE'S HOW YOU SAVE YOUR BUILDING DOLLARS . . . Frame goes in quickly . . . Saves labor and time . . . Window area replaces siding, paper, sheathing, studding, plaster and decorating. Minimum of interior and exterior trim. Fabrow window wall frames are not stacking units—saves builders on the job labor. Frames come to you in one piece units . . . no measuring . . . no cutting on the job.

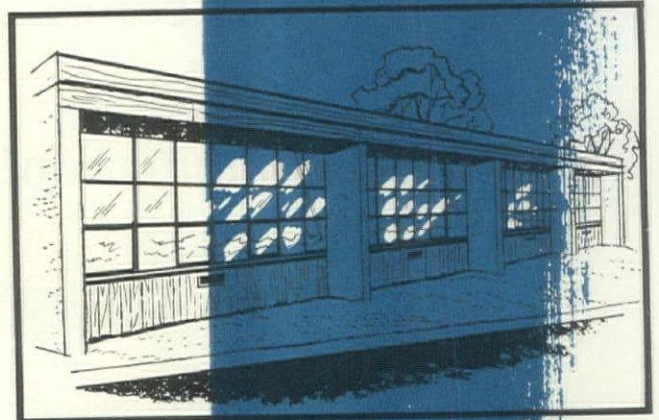
Fabrow window wall frames are the finest on today's market . . . with top quality, kiln-dried, "C" and better Douglas Fir.

fabrow  frames

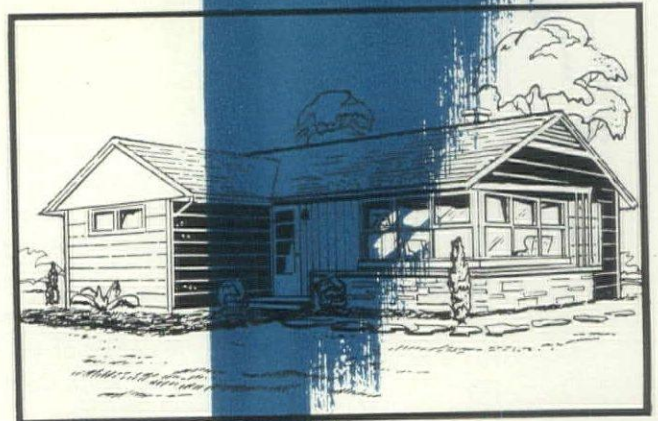
ARCHITECTS-BUILDERS
write for NEW IDEAS
in CONTEMPORARY DESIGNED
RETAIL STORES, SCHOOLS AND HOMES—
Created with Fabrow Window Walls



RETAIL STORES—A whole new concept of shopping area store designs are now a reality with Fabrow window wall frames.

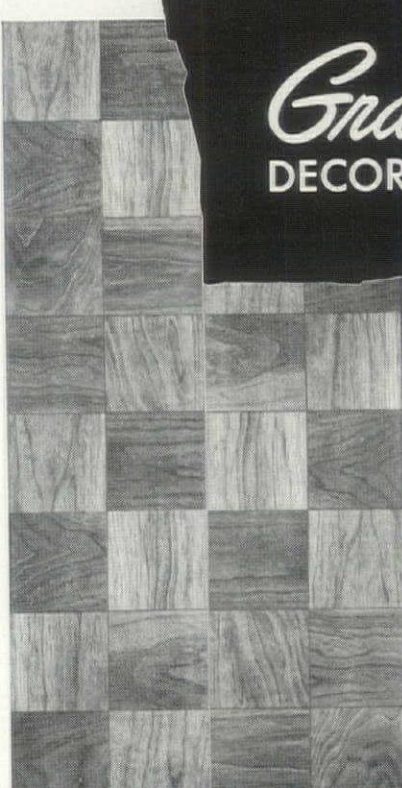


SCHOOLS—Satisfy the demand for lighter, brighter classrooms and auditoriums economically with Fabrow window walls.



HOMES—Conventional and pre-fab home builders from coast to coast say Fabrow window wall frames sell homes faster . . . keep building costs down!

ADD EYE APPEAL
and **BUY APPEAL**
 WITH
Gramwood
DECORATIVE PANELS



HOME BUYERS CAN'T RESIST THE BEAUTY OF GRAMWOOD WALLS!

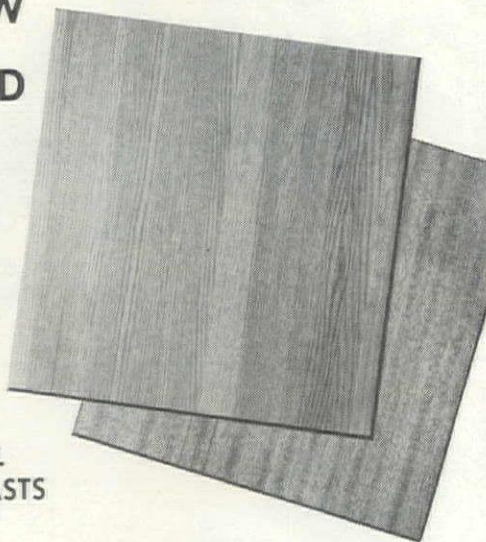
Gramwood Panels are 5-ply 4'x 8' panels of GENUINE hardwood — hardwood veneers on hardwood plywood.* Available in Sliced Black Walnut, Striped African Mahogany, Rift Oak, Sliced White Oak and Northern Birch. The luxurious, "custom-built" appeal of Gramwood Panels is a great sales factor worth far more than its cost. You'll agree when you've given them a try!

* Available also on Fir base.

Another **NEW GRAMWOOD PRODUCT**

16 x 16" 3-PLY GRAMWOOD BLOCKS

ECONOMICAL EASY TO INSTALL BEAUTY THAT LASTS



For homes small or sumptuous Gramwood Blocks transform walls and ceilings into focal points of beauty. These low-priced 1/4" blocks are available in same veneers as Gramwood Panels plus Brushed Oak No. 1 Grade—finished in Lined Oak if desired.

CHECK THE ADVANTAGES AND ECONOMIES OF GRAMWOOD PANELS. THIS COUPON WILL BRING COMPLETE INFORMATION.

SEND FOR DESCRIPTIVE FOLDER

Jasper Wood Products Co., Jasper, Indiana

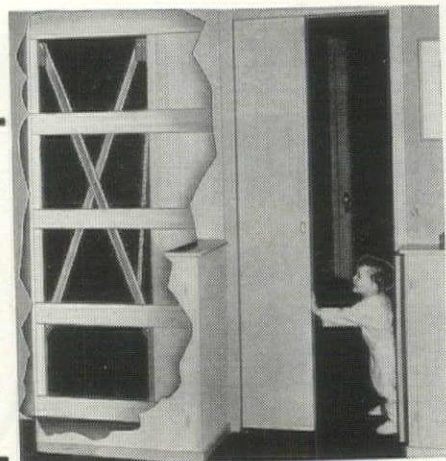
Please send free descriptive folder "Gramwood Decorative Panels"

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JASPER WOOD PRODUCTS COMPANY
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specify...
DORFLO

First with "Floating Action!"



For Remodeling and New Home Construction

DORFLO Recessed Doors with "Floating Action" are trackless . . . runnerless . . . noiseless! This low-cost DORFLO door hanger operates on a steel scissor mechanism—easy to install, easy to operate. DORFLO is readily adaptable to any type of door—solid, panel or glass. Can be made self-closing with a simple spring adjustment!

Specify or detail into your building plans DORFLO Recessed Doors—the matchless space-saver—and insure client satisfaction!

Write *TODAY* for specifications and additional information.

EZ-WAY SALES, INC.

Box 300-10, St. Paul Park, Minn.

Now! When You Plan the Built-ins—
PROVIDE Fingertip Drawer Operation
 with **Roll-eez**
Trade Mark
 The World's Finest Roller Bearings for Wooden Drawers



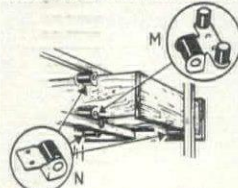
With Roll-eez, even heaviest drawers glide open at a touch! Complaints due to stuck, unopenable drawers are ended.

ADDED SALES APPEAL

can be put into New Homes and Remodeling Jobs with Drawers that **SILENTLY RESPOND TO FINGERTIP PRESSURE!**

FREE LITERATURE shows 10 Ways you can give your customers this extra touch of convenience—at Little Cost!

Typical Roll-eez Installation

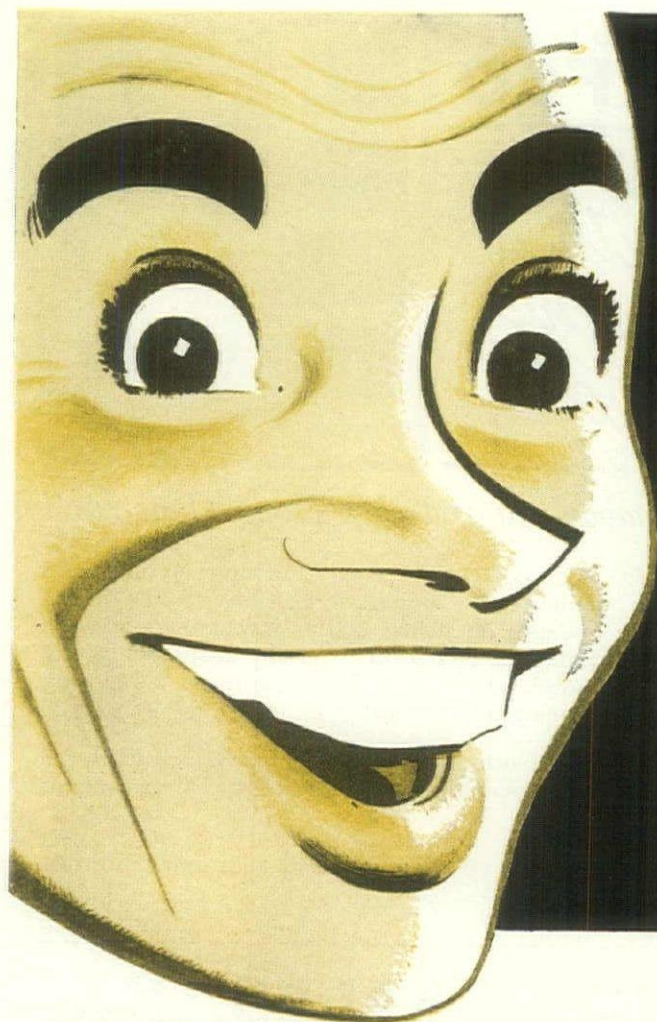


Two Roll-eez "N" attached to rail at drawer opening. Third one on drawer back under center runner above. Guide Roll-eez "M" on bottom back edge of drawer straddles lower center runner.

Builders everywhere are taking advantage of Roll-eez . . . the sensational plastic roller bearings that give you drawers operating under fingertip control—year after year—even in hot, humid climate. Made in nine styles, they eliminate friction of wood-against-wood and keep drawers rolling straight, are applied *easily and quickly* in many ways and combinations. Small, durable, efficient, they prevent drawers from sticking and binding throughout a lifetime of service.

Write for Details Today!
JUNIOR-PRO PRODUCTS CO.
 3206 Morganford Rd.,
 St. Louis 16, Mo.





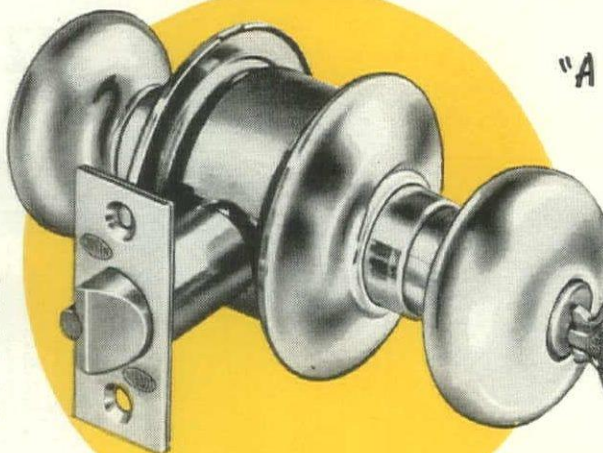
NOW! TROUBLE-FREE LOCKS *at budget prices*

Now you can get the three things you need in locks — budget price, fast installation AND trouble-free service!

Corbin's two new cylindrical locks, the Guardian and the Defender, are made to help you END LOCK COMPLAINTS AND SERVICE CALL-BACKS. They are the greatest values in 105 years of Corbin craftsmanship! Compare and be convinced; you can install a Corbin lock . . . pay no more . . . be sure of long-term satisfaction. That's worth money to you. Visit your Corbin dealer and see these two new locks today!

NEW CORBIN® Defender

Medium-priced, yet designed for finest homes, stores . . . any light commercial installation! Exclusive "VELVET-GLIDE" action from ball-bearing latch retractor. Solid brass, bronze, or aluminum exterior parts, rust-resistant interior parts. Screwless knobs and roses. Easy, fool-proof installation.

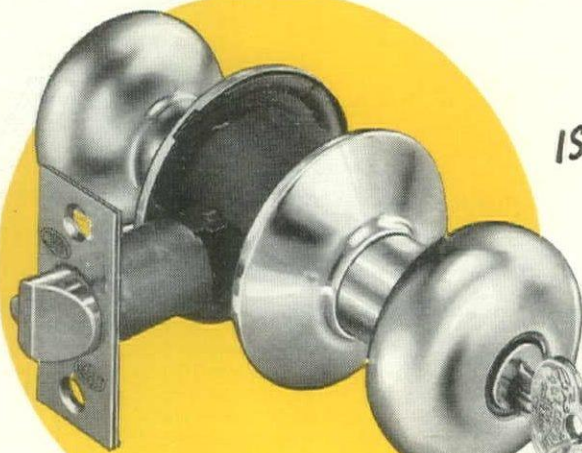


"A SNAP
TO INSTALL!"



NEW CORBIN® Guardian

Lowest-priced, yet loaded with extra-quality features. Solid brass, bronze or aluminum exterior parts. Rust-resistant interior parts. Screwless knobs and roses for extra beauty. SELF-ALIGNING feature for easy, fast installation. "DURA-SMOOTH" action for extra customer satisfaction. Fully reversible; fits any door 1 3/8" to 1 3/4" thick.



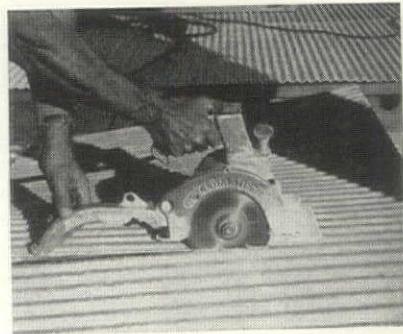
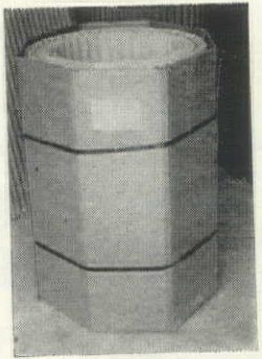
"QUALITY
IS GUARANTEED!"



P. & F. CORBIN Division The American Hardware Corporation, New Britain, Conn.



Rolled out from a 100' strip, the translucent plastic sheathing is easy to handle and apply.

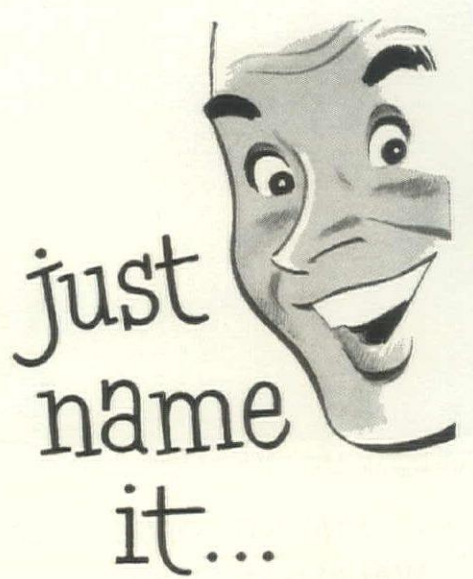


RUGGED REINFORCED PLASTIC: continuous panel comes in compact carton

Spun-Lite, a colorful glass-fiber reinforced plastic structural panel, is being manufactured in continuous sheets like yard goods. The machine that turns out the new structural material was engineered by Paul Hoffman, vice president of the firm. It takes a glass mat, feeds it through the rollers, impregnating it with polyester resin and pigment, and pressing out paneling that is flat or corrugated, shiny or dull, rippled or smooth, translucent or opaque. Color selection is almost unlimited. Length of the roll is governed only by the maximum glass mat length currently available—150'. Width of the material runs from 1' to 5' (drawings are now on the boards for a machine that will produce 12'-wide paneling).

Useful as roofing (minimum pitch 1" to 1'), siding, glazing, fencing, partitioning, the reinforced plastic is impact resistant and practically impervious to the vagaries of weather. It is easy to handle and install. Fewer joints mean less labor and less chance of air or rain leakage. Although the material has high impact strength, it is flexible enough to be curled up into compact cartons; one, 25" long x 3' wide can hold 200 sq. ft. of sheathing. The new dull finish is said to help provide good light diffusion through the translucent paneling without the annoyance of surface glare. Cost of *Spun-Lite* will run around \$1.25 per sq. ft. not installed. For application to wood, the manufacturer recommends the use of aluminum nails with neoprene washers. For fastening to metal framing, brass or galvanized nuts and bolts are suggested. The plastic can be cut with a hand saw or power saw.

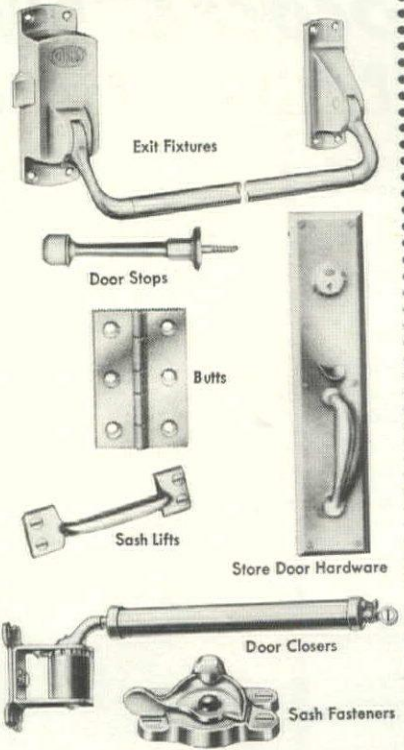
Manufacturer: Spun-Lite Corp., Miami, Fla.



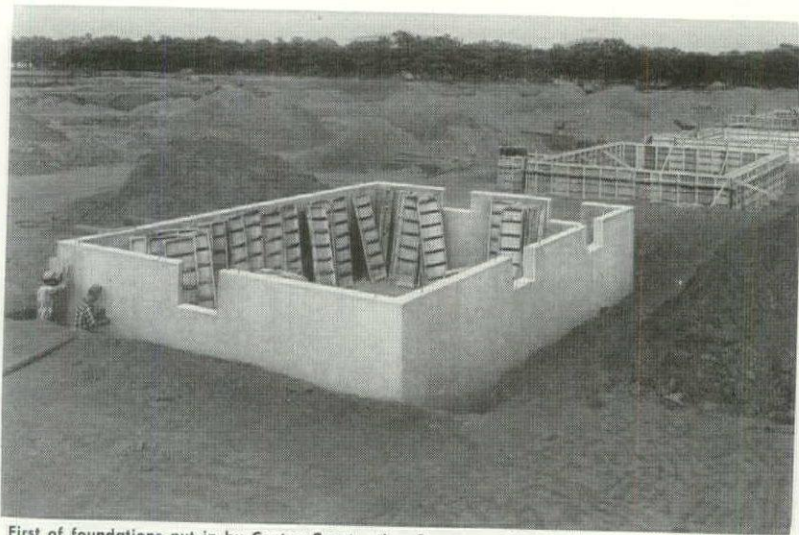
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● Corbin's new, compact Pacesetter Line includes every finish hardware item you need for homes, stores, motels . . . any light commercial building. Economical . . . easy-to-install . . . durable!

FINISH HARDWARE for ALL Light Construction



P. & F. CORBIN Division
The American Hardware Corporation
New Britain, Conn.



First of foundations put in by Centex Construction Company of Dallas, Texas, General Contractor for Waukegan Home Project. Note Symons Forms and the minimum waling and bracing required.

SYMONS FORMS SPEED WORK IN WAUKEGAN, ILLINOIS, HOME PROGRAM

The first units, in a \$14,000,000 building program through which 1,346 homes will be built, are well underway. Each home will have a FULL BASEMENT.

Symons Forms are being used for the foundations because they can be erected and stripped faster, are safer, require a minimum amount of waling and bracing, and produce better looking walls.

Special 7' forms were built for this project. Standard sizes are 6' and 8'. Concrete is poured to the full height of the forms. Considerable time is saved and a better looking and more level wall is achieved.

Complete form layouts and job cost sheets were furnished and our fieldman gives regular on the job service.

Symons forms are available on a rental basis . . . with all rental charges to apply on the purchase price. Send in your request for catalog and information on Forms, Shores, Column Clamps—no charge or obligation. Symons Clamp & Mfg. Co., 4277 Diversey Avenue, Dept. B-4, Chicago 39, Illinois.

Scott's® LAWN BEAUTY a Plus Value For Your Homes . . .

A sparkling green lawn helps make any house a home. With today's emphasis on outdoor living, large window areas, etc., thick, velvety Scott lawns provide the perfect setting. Their outstanding beauty is a standard of perfection recognized everywhere. Best of all, your homes can have the distinction of Scott's turf for very little, if any more, than ordinary lawns.

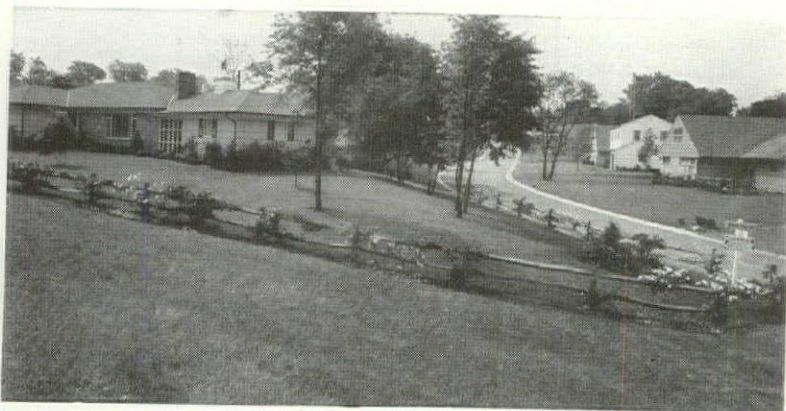


FREE Lawn Care BULLETIN SERVICE

Keep up to date on lawn building developments along with practical tips on soil conditioning, grading, feeding, drainage, seeding, sprinkling, etc. Lifetime subscription to Lawn Care and digest of 100 back issues is yours for the asking.

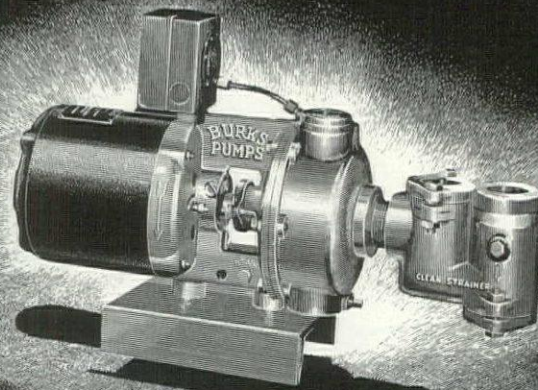
Profit by this plus value and resulting enthusiastic client satisfaction by always specifying and using Scott's Seed and Turf Builder. Write at once for our turf specialists' recommendations and prices on your requirements.

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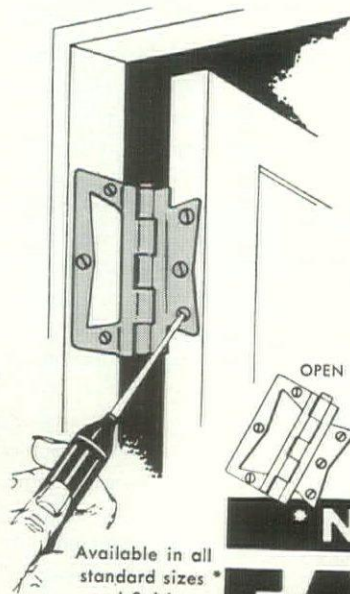
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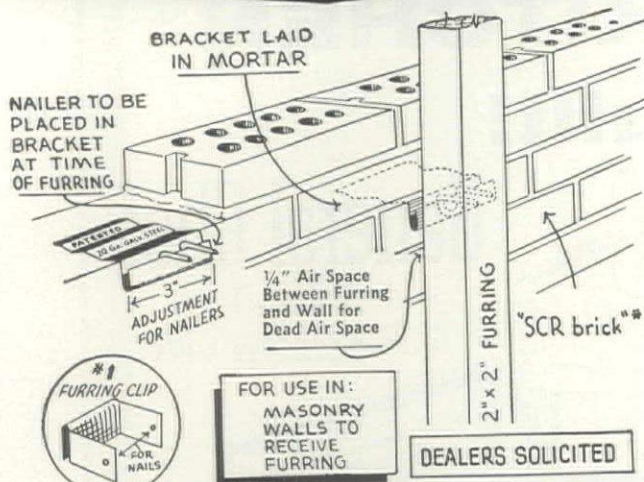
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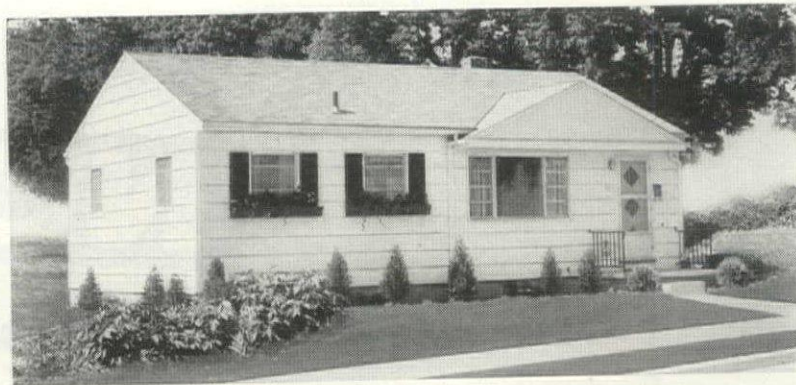
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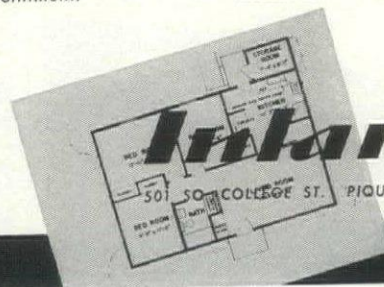
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and see for yourself how quality, skill and efficiency are combined in the production of INLAND HOMES. Write, wire or phone Mr. Schneider today for your appointment.

If you want to erect and sell homes of distinction in this bracket you can get your share and more by erecting "INLAND HOMES." They are easy to sell because they are well planned, smart looking, and have real "buy appeal." Are acceptable for F.H.A. and V.A. financing.

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house+home

540 North Michigan Avenue, Chicago 11, Ill.

Are builders missing a bet?

You know from experience that you sell a house by selling its features. You also know that the kitchen contains some of the most important selling features in the house.

There was a time when a builder got by with a modern range in the kitchen as a selling feature. Then he began to include a refrigerator and, one by one, other appliances. Why? Because his customers demanded them!

Now customers are demanding freezers. More and more homemakers every year want this appliance that saves them time, money and work, allows them to serve better meals, at lower cost. They want to "be modern—live electrically." Last year, more than 1,000,000 freezers were installed in American homes.

That's why you're missing a bet unless you design your kitchens with space for a freezer—allowing, too, for the weight of this appliance and its contents, in designing the load-bearing strength of the floor.

Don't miss out on this important selling feature. If you need more information, write to any of the manufacturers listed below—or see their dealers in your community.

FARM & HOME FREEZER SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • BENDIX • COOLERATOR • CROSLY • DEEFPREEZE
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smallest...most inexpensive **COMPLETE KITCHEN** ever built!

Ideal for:
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Small Apartments
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General Chef

5-IN-1
Only 42 inches wide

**5 YEAR
GUARANTEE IN WRITING**

Financing available through
our easy 24-month payment plan



1 DOUBLE SINK One-piece porcelain top of heavy gauge steel. Faucet and all hardware triple-chrome plated.

2 BURNERS Unit comes with 3 gas burners (easily adjusted for bottled, natural or manufactured (L.P.) gas), or 3 electric burners (220 V.).

3 OVEN Large handy oven with broiler and Robertshaw Automatic Temperature Control. Completely insulated from refrigerator.

4 REFRIGERATOR Six cubic feet of space. Electric sealed, self-oiling Tecumseh unit. Owens-Corning Fiberglas insulation. Convenient bottle shelves in door.

5 FREEZER Holds 9 ice cube trays, or 12 standard frozen food packages.

General Chef

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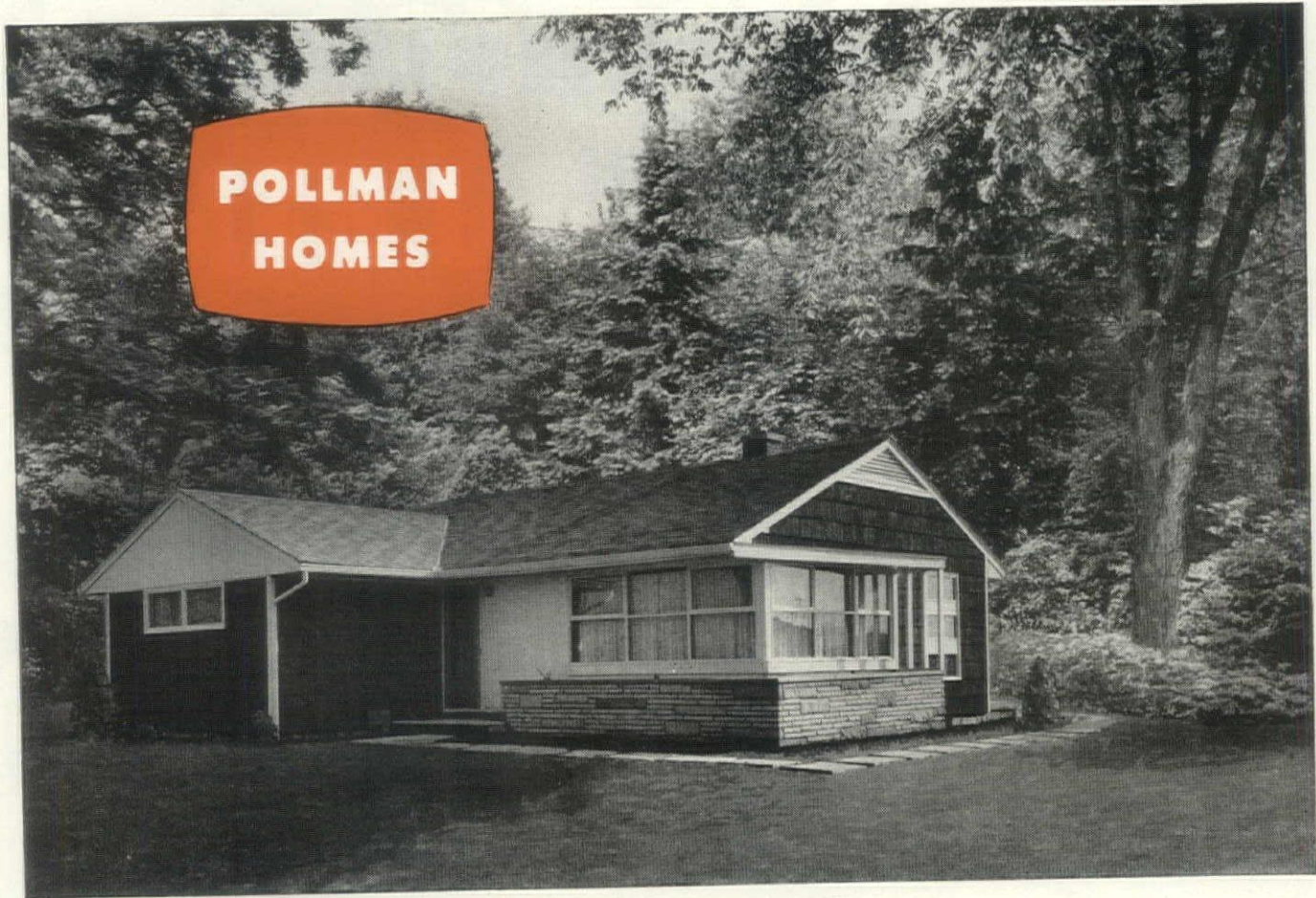
WRITE

for complete details and specifications on General Chef 5-in-1. Other units without oven only 27 1/2 inches wide—both gas and electric (either 110 V. or 220 V.).

GENERAL AIR CONDITIONING CORP. Dept. E-2, 4542 E. Dunham Street, Los Angeles 23, California

Please send me complete information and specifications on General Chef units, and name of nearest distributor.

NAME _____ OCCUPATION _____
STREET & NUMBER _____
CITY _____ ZONE _____ STATE _____



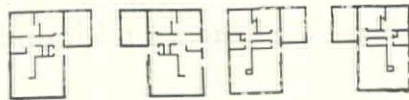
Consider the Shape from a Profit Angle

Here is a 3-bedroom house with a remarkable floor plan that can save you money. Like other Pollman Homes it is designed for convenient living and styled to appeal to the most discriminating buyer. It offers you the economies of Pollman top flight designing and engineering, and controlled factory assembly. In addition its various orientation possibilities and choice of elevations permit a builder to further cut costs by concentrating on a single house. With the L-SHAPE you avoid completely that "peas in a pod" look.

If you are a builder or an investor interested in building better, more salable homes for less money, write today. We will be glad to send you complete information or have our local factory representative call.

FOUR ORIENTATIONS FROM ONE BASIC FLOOR PLAN

The Pollman L-SHAPE homes can be oriented 4 different ways and are available in many different elevations. Both basement and non-basement models. Exterior treatment includes lap-siding, shake shingles, vertical siding in both painted and stained surfaces.

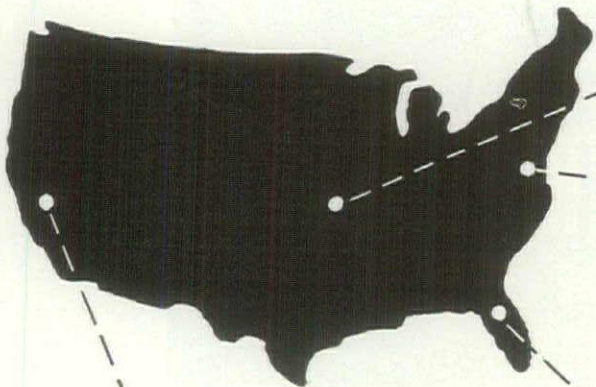


THE THYER MANUFACTURING CORP.

2853 Wayne Street
Toledo, Ohio

For information on the Southerner Line of L-SHAPE Pollman Homes for Southern and Gulf Coast climates
write **THE THYER MANUFACTURING CORP.** • 418½ EAST PEARL STREET DEPT. 4 • JACKSON, MISS.

BUILDERS COAST TO with CROSLEY and BENDIX



"A Crosley-equipped kitchen is an effective sales aid for any builder. We make Crosley Kitchens our salesrooms."

Stanley Praver, Builder of Ruskin Heights Homes, Kansas City, Kansas



"Bendix Home Laundries help clinch sales! Prospects are impressed with the Bendix name and the exclusive Washer-Dryer all in one. Also the fact that this equipment can be included right in their mortgage, makes an important sales point!"

Herbert Kendall, Builder of Laurel Park Estates, Sayerville, New Jersey



"Crosley Ranges and Shelvador Refrigerators make homes worth more. We offered them on an optional basis, together with other Crosley appliances. 15 out of our first 16 buyers bought Crosley-equipped homes."

Kyle Bashaw, Builder of Hogan Heights Project, Jacksonville, Florida



"Crosley Kitchens put prospects in a buying mood right from the start. And that holds true whether you sell \$10,000 or \$50,000 homes."

Henry Doelger, Builder of giant Westlake Project, California.



Only Crosley and Bendix Distributors can offer all these extras:

- Widest price range in the market
- Sales-tested advertising help
- Expert kitchen- and laundry-planning service

and

- The only complete line of kitchen and laundry appliances

	REFRIGERATORS	RANGES	FREEZERS	IRONERS	AUTO. WASHERS	SEMI-AUTO. WASHERS	DRYERS	WASHER-DRYER	CABINETS & SINKS	DISHWASHERS	DISPOSERS	AIR CONDITIONERS	WATER HEATERS	RADIOS	TELEVISION
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MANUFACTURER A	✓	✓	✓									✓		✓	✓
B	✓	✓	✓	✓	✓		✓					✓	✓		
C	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓	✓	✓
D	✓	✓	✓	✓	✓		✓		✓	✓	✓	✓	✓		
E	✓	✓	✓				✓		✓			✓	✓		
F	✓	✓	✓				✓					✓	✓		
G	✓	✓	✓									✓		✓	✓
H	✓	✓	✓		✓		✓			✓	✓		✓	✓	✓

COAST BUILD SALES HOME APPLIANCES



Model
CAF-125

Crosley Shelvador® Refrigerators offer just what prospects want: Across-the-Top Freezers with real freezer locker capacity . . . shelves recessed in the door to hold more food in front, in sight, in reach! And these are just two of many Shelvador sales features that can help you move your homes faster.



Fabulous Bendix Duomatic . . . the Exclusive Washer-Dryer All-In-One that everyone's talking about . . . a complete laundry in minimum floor space. Soiled clothes come clean and fluffy dry with only one setting of the dials. Here's a timely "extra" that's just right for clinching sales!



Complete Crosley Kitchens add sales-appeal to your homes with: Cabinets made of deep-drawn steel, factory finished to last a house-time . . . sinks with bowls that are two inches deeper from front to back . . . counter tops of beautiful, durable vinyl-on-steel that resists heat and scratches. In addition, Crosley products can be easily combined to provide a work-saving kitchen, with generous storage space, in any size room.



Model RF-PD30
"Luxury" 30" Electric Range

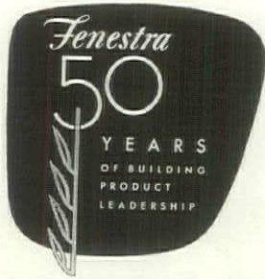
Crosley Electric Ranges offer prospects cooler, cleaner cooking with Crosley's exclusive 7-heat speeds in surface units, self-sealing oven doors and work-saving divided-top design. Crosley Ranges with Push-button and "Mastermind" Clock Controls are automatically the best for sales. Available in both 40" and smart space-budgeting 30" sizes.

APPLIANCE AND ELECTRONICS DIVISION

CROSLEY  **BENDIX**

APPLIANCES • TELEVISION • RADIO

AUTOMATIC HOME LAUNDRY



"A salute to those who made it possible" *



This handsome six-light Fenestra WindoWall brings light and fresh air to the dinner table. This window is glazed with Thermopane.



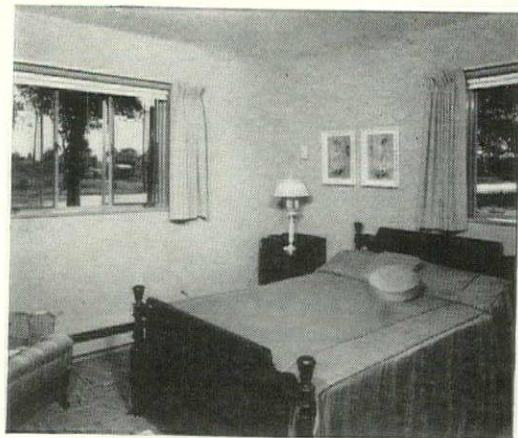
Here's the beautiful nine-light Fenestra WindoWall in the living room. It's also glazed with Thermopane. Note the ventilator and Fenestra Metal Screen.



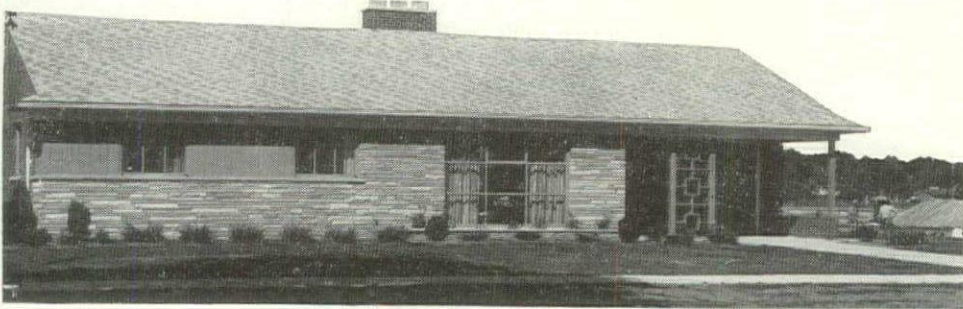
Look how this top builder puts Fenestra Sales Appeal in his homes

Why is the G. H. Pastor Company, builder of fine houses for 30 years, an enthusiastic user of Fenestra* Steel Windows? Here's what George Pastor says he particularly likes about Fenestra: "General appearance, visibility, light, ventilation, ease of installing, ease of operation, low maintenance, and Fenestra Windows are a nationally advertised product." What more can be said?! This top builder has built 600 homes in the last four years. Prices: \$12,500 to \$15,500, plus lot. Why not put Fenestra Sales Appeal in *your* homes?

For further information on Fenestra WindoWalls, Casements, Residential Projected Windows, Residential Type Interior Doors or Sliding Closet Doors, write Detroit Steel Products Company, Dept. HH-2, 3401 Griffin Street, Detroit 11, Michigan. *®



Here, fresh air is brought in and controlled by the swing leaves of these modern Fenestra Ready-Trimmed Casements.



This is G. H. Pastor Company's beautiful "Valley View Rambler" model in Valley View Subdivision, Detroit, Michigan. Priced at \$14,500.



Your need for residential windows, casings, screens and storm sash that were designed for each other—that could be installed literally in seconds—that would add to the sales appeal of your homes, encouraged us to develop our present Fenestra Residential Steel Window line.

Fenestra | RESIDENTIAL STEEL WINDOWS

WINDOWS • HARDWARE • CASINGS • SCREENS • STORM SASH

install the finest
year 'round conditioning

...with confidence!

*Your key sales feature
for 1954*



Janitrol Win-Sum Twins

ALL SEASON COMFORT NOW PRACTICAL FOR
AVERAGE HOME OWNERS

Year 'round conditioning, the Janitrol way, need not be confined to the so-called luxury custom-built home. This year, Janitrol twin installations will be the key sales feature for many alert builders.

The addition of summer cooling will increase your home's market values far more than the cost of the unit . . . this is important to you and your prospect. Janitrol cooling is

a home improvement that is approved for FHA loans.

You can depend on well engineered installations of Janitrol year 'round conditioning ideally suited for your house plans.

Authorized Janitrol dealers are factory and field trained in the modern applications of home comfort. Use their experience to put more value and "sell" in your new homes.



SPACE SAVING

You need only a 27" square for the 2 or 3-ton Janitrol conditioners. They are out of the way in the utility or recreation room.



5-YEAR WARRANTY

The Janitrol unit is factory sealed. Maintenance is minimized. This cooling system is fully covered by a 5-year warranty.



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Janitrol is the quietest unit made. Rubber mountings and thick insulating blanket lining efficiently absorb operating sounds.



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Over 5 square feet of filters removes the dust, dirt and pollen from Janitrol cooled air for a healthier, cleaner home.

WRITE TODAY FOR COMPLETE SPECIFICATIONS



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★ Offer the Win-Sum Twins in your model homes.

LET JANITROL ENGINEERS LAY OUT YEAR 'ROUND CONDITIONING TO FIT YOUR PLANS . . . LEAVE COOLING OPTIONAL.

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213	International Molded Plastics, Inc.	214	Waterfilm Boilers, Inc. (<i>Div. of L. O. Koven & Bro., Inc.</i>)
221	Jasper Wood Products Co.	199	West Coast Lumbermen's Association
20	Johns-Manville	215	Western Pine Association
221	Junior-Pro Products Co.	12, 97	Westinghouse Electric Corporation
10	Kaustine Co., Inc.	202	Williamson Heater Company, The
36	Kelvinator Division (<i>Nash-Kelvinator Corp.</i>)	24	Woodward Iron Company
4	Kentile, Inc.	210	Zonolite Company
189	Kimble Glass Company (<i>Subsidiary of Owens-Illinois Glass Company</i>)		

A sparkling "wrinkle" brightens the hall

This lovely fluted glass can add so much to an entrance hall. It brings in light—lots of it. It decorates—inside and out. And it obscures vision—for privacy.

Blue Ridge *Patterned Glass* can give appeal to a home in many ways. Use it as a partition or wall between two rooms—for smart cupboard doors—for built-in furniture—as a decorative window.

Versatile Blue Ridge *Patterned Glass* blends with any color. Its sparkling beauty is enduring. It is inexpensive and easy to install.

There's a variety of Blue Ridge patterns for many attractive uses. You can get linear, checkered and over-all designs in plain, textured or *Satinol** finishes.

Put a pleasingly different touch into the next home you build or modernize. Start by letting your L·O·F Distributor or Dealer show you Blue Ridge samples. He's listed in phone book yellow pages in many cities. And send for our book of decorating ideas. *®

BLUE RIDGE
Patterned GLASS



Architect: Ernst Payer, Cleveland.

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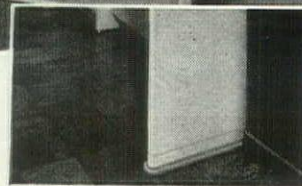
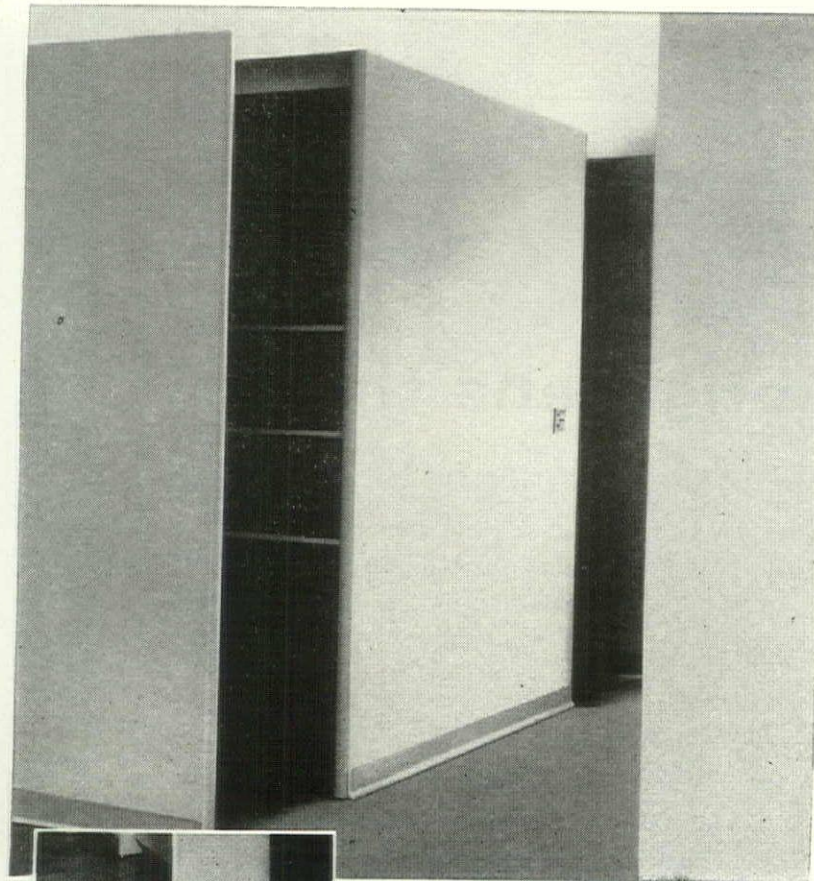
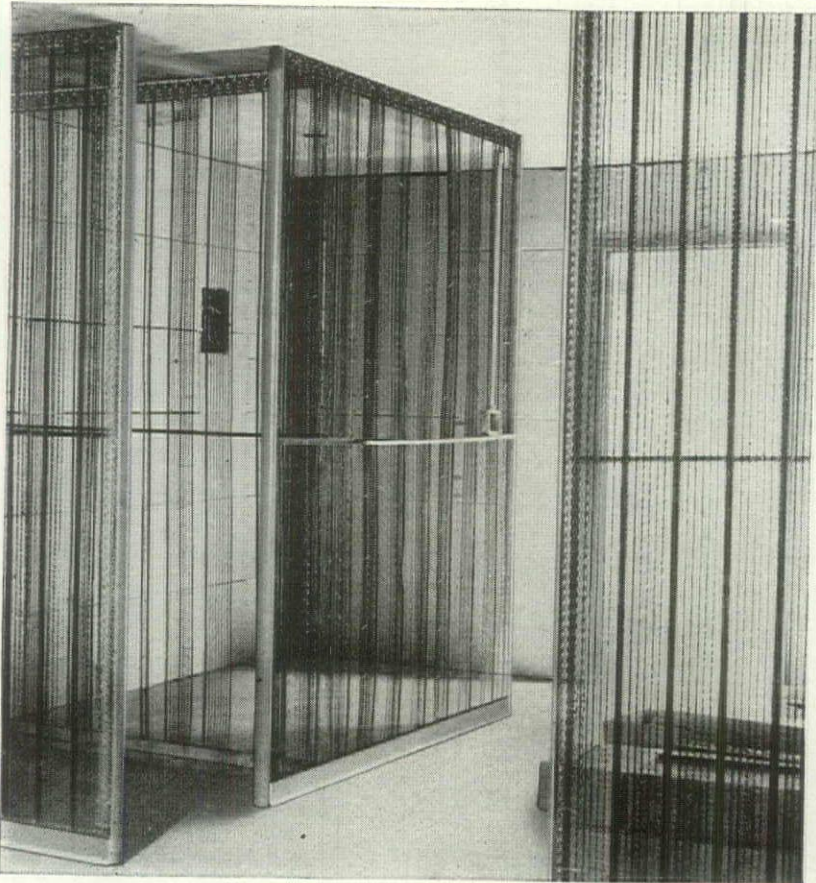
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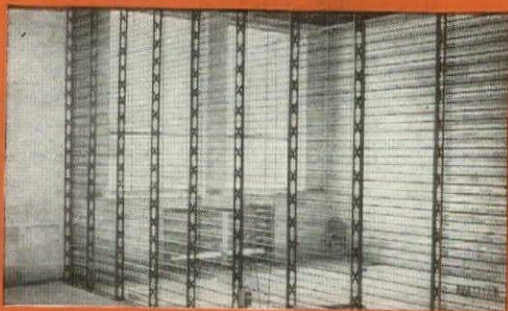
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MILCOR Studless Partitions

for solid-plaster strength, erected at low cost



Here, Milcor Bull-Nose Corner Bead is used as a partition cap. The Milcor Housing Base shown acts as plaster grounds and eliminates the need for base screed.



Hollow partitions go up fast with **MILCOR** Steel Studs

Milcor Hollow Partitions have several basic advantages: (1) A partition-strength equal to, or greater than, that of tile or gypsum block of equivalent thickness; (2) Fire-safety; (3) Exceptional insulation value; (4) Sound transmission loss of 46 decibels (using Milcor $\frac{3}{8}$ " Rib Lath); (5) Earthquake resistance.

The versatility of Milcor Hollow Partitions commends their use where there are long lines of horizontal conduit or service piping and ducts . . . as enclosures for vertical pipe chases . . . as bathroom and corridor partitions . . . as elevator enclosures.

Metal lath for strength — plaster for beauty.

**No studs to cut and install . . .
Lathing is quick and easy . . .**

Milcor Studless Partitions make 2" solid-plaster walls extremely practical from a cost standpoint — and extend the following advantages to all types of buildings:

- (1) Saving of floor space;
- (2) Full one-hour fire rating;
- (3) Resistance to impact;
- (4) Reduced floor load;
- (5) Reduced sound transmission.

Material costs are less, because there are no studs. Instead, Milcor Stay-Rib Metal Lath is erected so that its ribs provide vertical reinforcement. The lath fastens to a ceiling runner and a floor runner — or to a ceiling runner and Milcor Housing Base.

Milcor Studless Partitions are increasing in popularity as non-bearing, subdividing partitions . . . as enclosures . . . as free standing furring walls.

Consult the Milcor Manual in Sweet's Builders' File for helpful information. Write for bulletin.

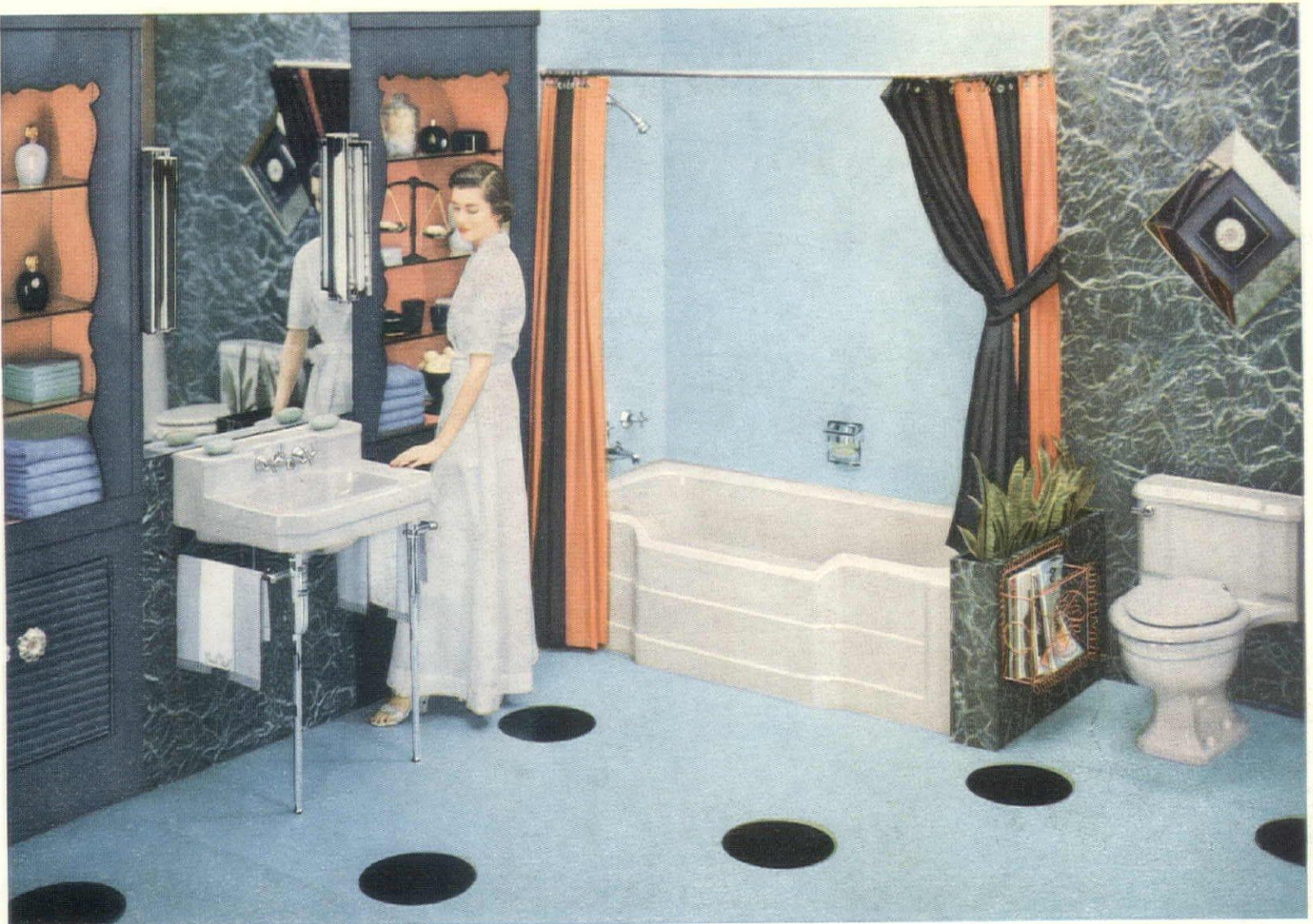
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Eljer's Chateau Gray harmonizes with almost any color scheme—is ideal for remodeling.

How to build in bathroom sales appeal

Now, turn home plumbing fixtures into effective sales features. You can, if you can point to "Eljer quality plumbing fixtures throughout the house."

Here's why: Eljer fixtures are well known, nationally advertised. And now, Eljer alone offers color-matched fixtures in all three materials—enameled cast iron, porcelain-enameled formed steel and vitreous china. You can intermix a cast-iron lavatory, a formed steel bathtub, and a vitreous china toilet, for example—in any one of six Eljer colors or white—and the color match is commercially perfect.

All brass fittings—faucets, showerheads, flushing mechanisms, as examples—are made in Eljer's own plants to highest precision standards. Eljer design insures long life and smooth operation. *Every* Eljer fixture must pass a complete inspection for working efficiency and fine finish.

Talk over Eljer fixtures with your plumbing contractor. You'll both save planning time and delivery headaches by ordering from a *single source*. You'll welcome plumbing that clicks at once with prospective buyers. For more facts write Eljer Co., Box 192, Ford City, Pennsylvania.



Prospects spot these marks of quality. Eljer vitreous china has the luster of fine table china, but is specially toughened for wear.



Here's a bathtub with loads of customer appeal. Note the wide end-seat and convenient, lowered side-seat of this Eljer Legation bath.



Eljer faucets bring lasting satisfaction . . . cut down repair calls. "Swivel-Disc" eliminates dripping. Working parts easily renewable.

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Sensational 2-Bedroom House for About \$4800 (plus lot)... Opens Up Huge Untapped Market...Your Opportunity

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