

AMERICAN BUILDER

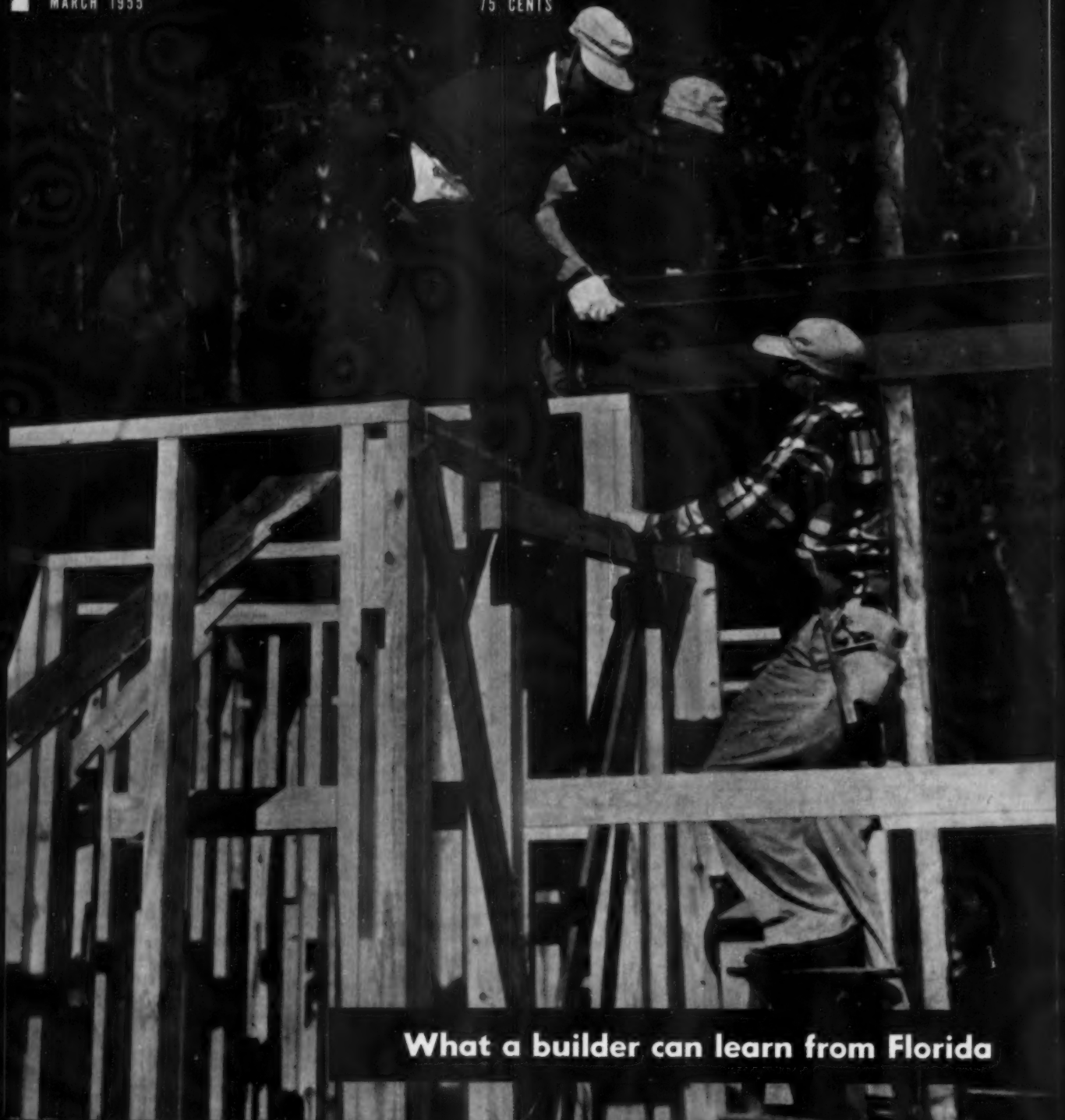
THE WORLD'S GREATEST BUILDING PAPER

■ MARCH 1955

75 CENTS

Framing a
split-level

•
How to build a
backyard apartment



What a builder can learn from Florida

NUTONE



NuTone Ventilating Fans ... FIRST in the U.S.

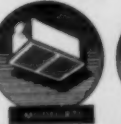
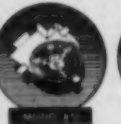
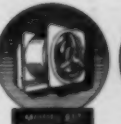
NUTONE WAS VOTED FIRST CHOICE BY HOME OWNERS in an independent nation-wide survey made by a leading consumer magazine. NuTone Ventilating Fans were rated 50% higher than the nearest competitor.

NUTONE WAS PLACED AT THE TOP BY BUILDERS . . . in a survey by the nation's leading home building magazine. The reason? . . . NuTone offers more for the money . . . more value . . . newest features . . . at a lower cost.

Best of all . . . NuTone Guarantees TROUBLE-FREE service . . . with the famous NuTone iron-clad \$500,000 Service Guarantee Bond. NuTone protects you against "Service Call-Backs", or NuTone PAYS THE BILL FOR LABOR TIME!

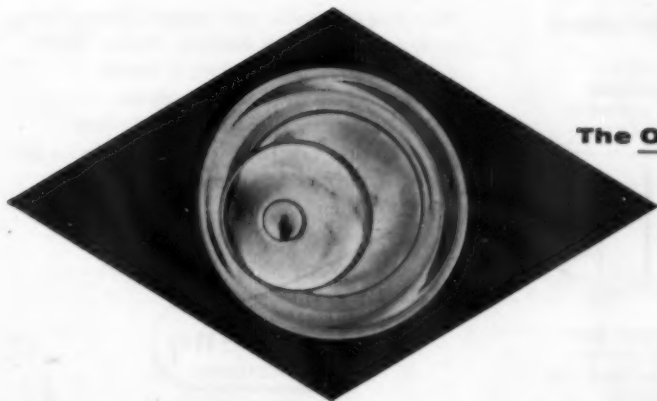
Remember this protection costs you not a single cent . . . and it will save you worries — and dollars too! Ask your NuTone representative or wholesaler for free service policy — or write NUTONE, INC., Dept. AB-3, Cincinnati 27, Ohio.

Valuable \$500,000 Service Guarantee Policy... YOURS FREE!



the new ***Kwikset*** "600" line

automatically adjusts to door thickness



The Only Lock with All these features:

- Six pin tumbler security
- Exclusive adjustable strike
- All steel and brass construction
- Full 1/2" latch bolt throw
- Feather-touch knob action
- Automatic thickness adjustment
- Elimination of cylinder reversing
- Unconditional guarantee



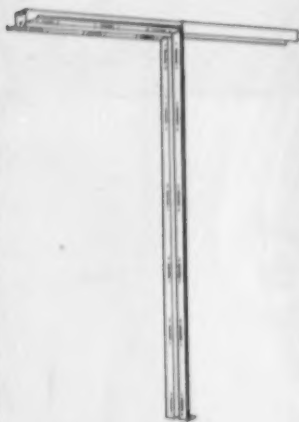
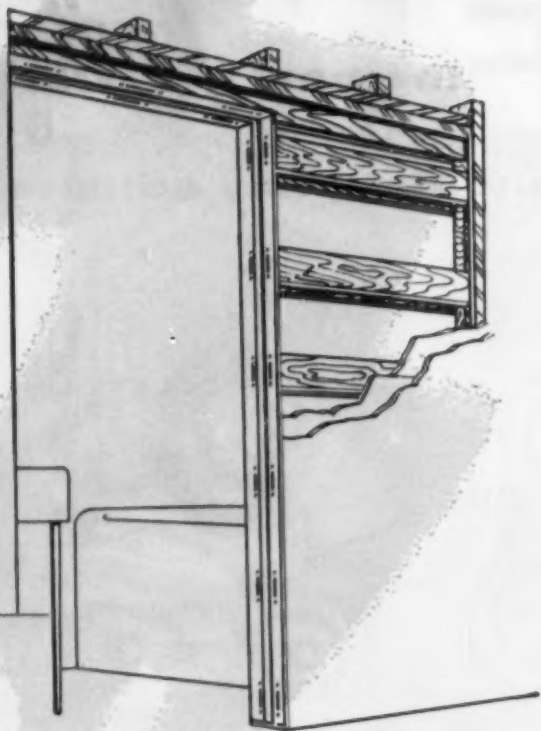
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KWIKSET SALES AND SERVICE COMPANY • ANAHEIM, CALIFORNIA

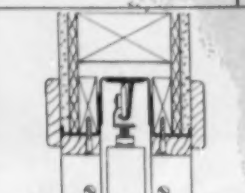
New!
Sterling®

*Pocket Door
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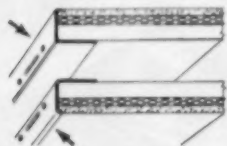
**MAKES BETTER
 PASSAGE DOOR
 INSTALLATIONS**



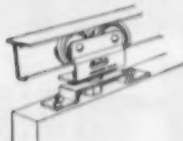
**STURDY ALL STEEL
 CONSTRUCTION**



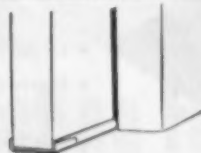
**SECTION THROUGH STEEL
 HEADER SHOWING FACTORY
 INSTALLED ALUMINUM TRACK**



**SECTION THROUGH
 SPLIT JAMBS SHOWING
 HEAVY GAUGE STEEL**



**NEW ALUMINUM TRACK
 AND ADJUSTABLE HANGERS
 ESPECIALLY DESIGNED FOR
 POCKET DOORS**



**ALUMINUM GUIDE STRIP
 ATTACHED TO BOTTOM
 OF DOOR . . . GUIDES DOOR
 INTO POCKET**

- SIMPLE TO INSTALL
- SAVES TIME — CUTS COSTS
- ENDS CALLBACKS
- STEEL HEADER AND STEEL SPLIT JAMBS
- EXTRUDED ALUMINUM TRACK
- ADJUSTABLE HANGERS WITH NYLON ROLLERS

Now you can build wall pockets the modern, improved way with Sterling Pocket Door T-Frame. The new Sterling T-Frame protects against warpage . . . makes pocket sturdier . . . insures trouble-free performance. Complete package includes all steel header and split jambs, track, adjustable hangers and guide strip.



STERLING HARDWARE MFG. CO.
 CHICAGO 18, ILL.

SEE OUR CATALOG IN SWEET'S:
 Architectural File • Light Construction File

VISIT OUR DISPLAYS:
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 Chicagoland Home Building Center, 130 W. Randolph St.

Sterling means Quality

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The houses that sell fastest in '55 will be Air-Conditioned!



That's why builders everywhere are talking about the **RHEEM** *Year 'Rounder*
the summer-winter unit that is practical and profitable to install!

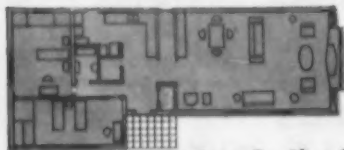
In 1955, home buyers will be looking for air-conditioning more and more in the houses they consider.

That's why smart builders will install the new Rheem Year 'Rounder, a year-'round *central* air-conditioning unit. The Year 'Rounder comes to you at a new low cost which results from the efficient design of an amazingly compact heating and cooling unit.

That means you can install the Rheem Year 'Rounder in the homes you build without adding greatly to the cost. This could be your greatest home-selling feature in years. Ask your plumbing and heating contractor about the Rheem Year 'Rounder today.

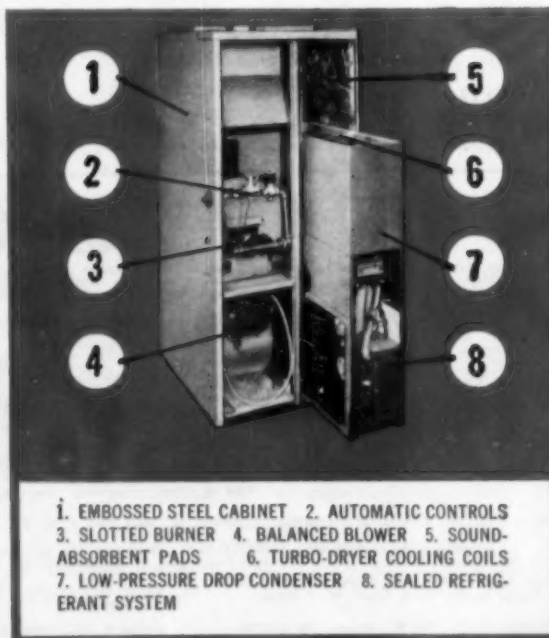
Switch-in-Time, Switch to

A GREAT NAME IN HEATING AND AIR-CONDITIONING



WHAT IS *Zone Cooling*?

Zone Cooling means cooling only those rooms that are occupied at a given time—cuts operating costs as well as original investment. The Year 'Rounder is adaptable to this type of service.



1. EMBOSSED STEEL CABINET
2. AUTOMATIC CONTROLS
3. SLOTTED BURNER
4. BALANCED BLOWER
5. SOUND-ABSORBENT PADS
6. TURBO-DRYER COOLING COILS
7. LOW-PRESSURE DROP CONDENSER
8. SEALED REFRIGERANT SYSTEM

Is the dealer-builder outsmarting himself?

A CONTRACT BUILDER wrote us a letter in which he raises no objection to lumber yards being directly or indirectly engaged in building, but does state the serious results to him of the practice in his city in both price and quality of the materials he is able to purchase.

We think he makes a valid point which should be of real concern to all dealers, builders, wholesalers and manufacturers. He says in part: "I am confronted with the situation of doing business in a locality where the better building supply yards are also directly or indirectly engaged in building or contracting. My work consists of the better residence and small commercial building. Prices quoted on my requirements are in excess of what they should be, and since the yards are engaged in building, my wants are secondary to their requirements. It is even common practice for them to grade out the better lumber for their work and send the lower grading to me. For this reason I have tried buying from dealers in other localities, but after paying the additional delivery costs and having the nuisance of dealing at long distance, I find the advantage is not enough."

The writer then goes on to say that the retail sales of one of the local yards is 20 per cent of total sales volume, and that retail sales of none of the other yards exceeds 50 per cent of total volume.

He asks if builders we know in other localities have had the same experience, and whether they have found ways to cope with it. We have no verified information about similar conditions in other localities, but that does not mean that they do not exist.

We do know, however, that many builders

have elected for one reason or another to take over supplying their own materials requirements. If the principal function of a retail lumber and building materials yard, that is, supplying the requirements of the community, including most prominently the community's builders, breaks down, then it becomes imperative that the builder find another source.

WE, like the builder who wrote the letter, do not quarrel with the right of a supplier to enter the building business. But we hasten to point out to retailers that if their broadened activities restrict maximum distribution of materials, they are inviting and must expect new competitive enterprises that will devote their facilities primarily to serving the needs of builders and contractors. If a dealer considers consuming materials more important than distributing materials he invites and will get pool buying, direct buying, or builder-owned yards. The contract builder is going to stay in business, even if he has to supply himself.

American Builder has always stood foursquare in favor of the traditional system of distributing building materials. We still do. We take that stand because we know it to be the most economical for everyone concerned. We have opposed builder-owned "dummy" yards as wasteful. We oppose as detrimental to dealers, manufacturers, builders and the public any dealer activity that compromises his basic function—distribution.

Ed Gavin

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JOHN A. OLSON, Prominent Worcester, Mass., Builder



"YOU CAN'T FOOL today's quality-conscious home buyer. He knows that a home is only as good as the materials that go into it, and he insists on getting the best. We've found that it pays to *give* him the best — the familiar name-brand building materials advertised in The Saturday Evening Post. That's why we use 49 Post-advertised products in the homes we build." (*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

AMERICAN BUILDER

Snapshot of today's best-selling house

The final tally of housing starts for last year shows that 1954 was the second best housing year. Starts totaled 1,215,500, second only to the 1950 figure of 1,396,000 and 10 per cent above the 1,103,800 units put under construction in 1953, according to the Bureau of Labor Statistics.

The increase in 1954 was greatest in metropolitan areas (places of 50,000 or more population) as total housing starts rose over the year by 12 per cent to 897,700. This compares with a 6 per cent advance for the non-metropolitan areas.

Among the four broad regions of the country (Northeast, North Central, South and West), the South accounted for the largest number (three-tenths) of all the new units begun during the first nine months of 1954. Taking into account the variations in population density among these regions, the rate of house building per capita in the West was well over twice that for the Northeast. The Southern and North Central per-capita rates exceeded the Northeastern by a half and a third.

The Bureau of Labor Statistics has just come up with an extensive study which describes the models now on the market.

For one thing, today's new house has three or more bedrooms. The survey showed that two-thirds of the new houses started had this feature.

Showing 1,140 square feet as the average floor area for all new non-farm 1-family houses, the survey results support other indications that the 1954 house is larger than houses built in preceding years. Comparisons with data from an earlier study by the BLS suggest that the 1954 house is some 5 per cent larger than the house built in 1951.

These facts were developed by the Bureau of Labor Statistics from personal interviews with builders of approximately 5,000 residential building projects, which included more than 30,000 dwelling units on which work was started last year.

The median selling price of the 1-family houses started was \$12,300. In metropolitan areas, where more than three-fourths of the non-farm units were being built, the median selling price was \$12,900, as compared with \$10,100 for houses in non-metropolitan areas. In the United States, as a whole, one-fourth of the houses put under construction were priced below \$10,000; one-tenth were intended for the high-price markets above \$20,000.

Basements were missing from almost 60 per cent of the houses started in the first quarter. Basementless houses were particularly popular in the South and West. In these areas only 20 per cent of the houses were built with a full basement. In the North, however, the proportions were reversed; more than 60 per cent of the new houses had full basements; approximately 20 per cent were without basements and the remainder had partial basements.

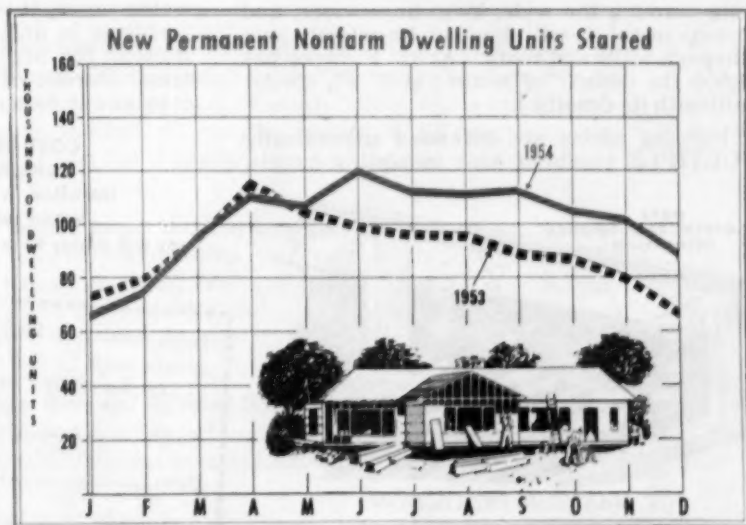
Frame construction predominated in the construction of 1-family houses throughout the four major regions of the country. In the nation

as a whole, 82 per cent of the new houses were of frame construction. Approximately two-fifths of these had wood facing; a fourth had brick facing. In the North, asbestos shingle facing was as popular as wood facing. These two types of facing on frame wall construction were used in more than two-thirds of the new houses under construction in that region. In the West stucco facing on frame construction was the most prevalent type; it was used on about half of the new 1-family houses.

Almost half of new houses in the United States have wood windows according to the survey, and the remainder have steel and aluminum windows, with steel predominating slightly over aluminum.

Eight out of ten interior doors are flush doors, and the balance, panel.

The survey also showed that apartments in new 5-or-more family structures started during the first quarter averaged 630 square feet of floor area per unit. Only 40 per cent of the apartment units under construction throughout the country contained more than one bedroom.



United States Dept. of Labor
Bureau of Labor Statistics

AMERICAN BUILDER CHART

The Invisible Enemy No. 1

**UNDERMINES BUILDINGS, DESTROYS TIMBER;
CAUSES COLD, FUEL LOSS, DISCOMFORT IN WINTER.**

Each pound of water vapor which escapes from a building in winter robs it of 1,060 Btu's of heat!

It took 1,060 Btu's of latent heat to change that pound of water to a pound of vapor; heat lost to the outside which otherwise would have been profitably employed in heating the building; heat which cost fuel and money to produce.

When that vapor condenses in outer building spaces, it instigates fungus growth and timber rot; peeling paint, crumbling plaster and masonry.

Defend the building by strategically placing barriers of non-corrosive sheets of metal on the WARM side of exterior walls and roof spaces.

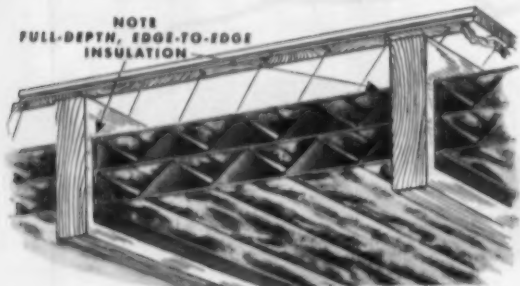
"BORING FROM WITHIN"

Bar this invisible enemy—VAPOR—with impenetrable metal which is impervious to its flow. Each sheet of metal must be of full width, reaching from joist to joist; and of full length, continuous, without breaks every few feet.

These metallic barriers will help expel fortuitous vapor from building spaces (for instance from rain), because where walls or roofs have at least 5 times the permeability of a "barrier", vapor will flow to the outdoors, obedient to Nature's law that vapor flows from areas of greater density to those of less. Since the vapor cannot back up into the building through the wide, long, impervious, and continuous metal, it will flow out **harmlessly** as a gas, through walls and roofs. (At 32° F. vapor has 1/205,000 the density of water; at 0° F., almost one-millionth its density.)

If building spaces are **defended scientifically** by MULTIPLE sheets of such insulating metals,

NOTE
FULL-DEPTH, EDGE-TO-EDGE
INSULATION



FOR MAXIMUM PROTECTION

Each sheet stretches from joist to joist and throughout the flanges for further vapor protection and permanent attachment.

properly air-spaced apart, condensation formation on or within them is reduced to a minimum.

The temperature of two rooms, 13' x 14', and 8 feet high, could be raised as much as 20° F. by the equivalent of the latent heat of vaporization of **one pound of water vapor.**

A pint bottle will hold approximately one pound of water. An average family and its activities produce 5 lbs. to 12 lbs. of water vapor daily, consuming 5,300 to 12,720 Btu's. Indoor clothes washing and drying produce an additional 30 lbs. of vapor involving 31,800 Btu's.

MISSION ACCOMPLISHED

230 MILLION sq. ft. of multiple accordion aluminum have been used in the last 9 years by many of the leading architects, engineers and builders of America, a large part of it repeat orders resulting from satisfactory anti-Vapor and anti-Condensation PERFORMANCE, as well as drastic heat loss reduction.

A new uniform-depth "full-coverage", multiple accordion aluminum insulation (patent applied for) is now on the market.

USE COUPON FOR VALUABLE BOOKLET

The National Housing Agency warns against water vapor. It tells how to cope with some of the problems in an interesting pamphlet, "Technical Bulletin No. 38," based on tests made by the National Bureau of Standards. To obtain a FREE copy at our expense, send coupon.

**COST OF EDGE-TO-EDGE INFRA
Multiple Aluminum Insulation
installed in new construction between
wood joists, material and labor**

Type 6-5 under 9½¢ sq. ft. Type 4-5 under 7½¢ sq. ft.

Infra Insulation, Inc., 525 B'way., N. Y. C., Dept. B-3
Please send N.H.A. Technical Bulletin No. 38.
 Samples of New Infra.

Name _____

Firm _____

Address _____



January starts totaled 88,000, of which only 200 were in public work—a whirlwind beginning toward an all-time housing record this year.

High mark for the month, the total reported by the Labor Department was 33 per cent above January 1954 starts. It established the seasonally adjusted rate at 1,424,000, which is 28,000 above the 1950 record.

Starts in 1954 totaled 1,220,200, the department announced following revision of October figures from 106,000 to 110,700 units. Private builders erected 1,200,800 residential units; public housing was credited with 19,800.

Michigan's largest home development will get under way this spring. Investing syndicate headed by Carl R. Sams, 37-year-old land developer, reported purchase of over 2,000 acres in Sterling Township, 13 miles north of Detroit, for improvement as an entire, integrated "city."

Over 50 builders are expected to participate, in construction of homes, downtown shopping area, neighborhood shopping centers, apartment buildings, schools and churches. Around the perimeter are new industrial buildings and sites recently purchased by several industries for expansion.

Columbus, Ohio, builders, are pushing city land annexation to obtain "contiguous and usable utilities." Association members contributed \$2,000 last year to a non-profit local group toward annexation of 3,000 acres. They hope to add 10,000 acres more, saying:

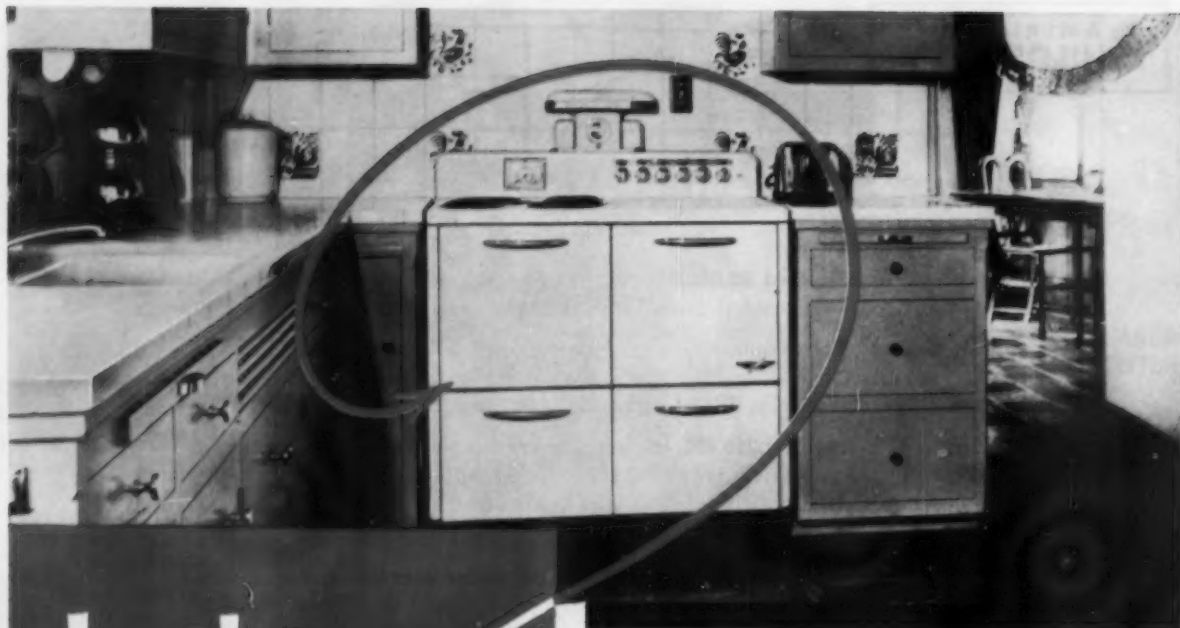
"The more we annex, the less will be the cost of raw land to the subdivider which, in turn, will entice more capital into the subdividing business. The more people we have subdividing with lots for sale, the more competitive their prices will be."

Will "Regulation X" return? An Administration request that something resembling the old Regulation X down payment and mortgage term controls be re-established could possibly be the result of recent articles in the press asserting that the present home financing pattern is too liberal. NAHB executive director John M. Dickerman issued this warning at a recent Long Island Home Builders Institute meeting.

Government could restrict home building indirectly, he pointed out, through Federal Reserve and Treasury control of the credit system. His advice: "In plans for 1955, do not rely blindly on predictions of continuing high volume and continuation of present credit policies. The government is watching the housing economy very closely."

Wichita is planning a three-site National Home Week. Its research village for houses between \$9,500 and \$12,500 will occupy one. The others will present price ranges of \$12,500-\$18,000 and over \$18,000.

Major changes in Cincinnati suburbs are predicted late this year, when new city-county contract will permit extension of water lines.



Is this salesman in your kitchens?



According to Mr. Joseph P. Lenny, who built this small home in Runnemede, N. J. (he sold 25 the day he opened his model house)—“In my experience, most home buyers can’t resist an all-electric kitchen. And the kitchen can’t be all-electric without an *Electric Range*. Although my homes are moderately priced, I offer this plus item and it helps me stay ahead of the field.”

Women love a modern kitchen because it’s the room where they spend so much of their time. And they want a range that *saves* them time. An *Electric Range* does that—and gives a modern tone to the entire house as well.

Electric Ranges also offer clean cooking, as well as ease of operation—and a cool kitchen, too!

Another important point that helps you make your home sale: An *Electric Range* in the

kitchen shows the customer that the house has a modern three-wire service, of ample capacity to take care of other appliances for modern living—now or in the future.

Electric Ranges help sell any type of home, in any price range. Are you making the most of this selling feature?

ELECTRIC RANGES
Help Sell Houses!



AMERICAN BUILDER

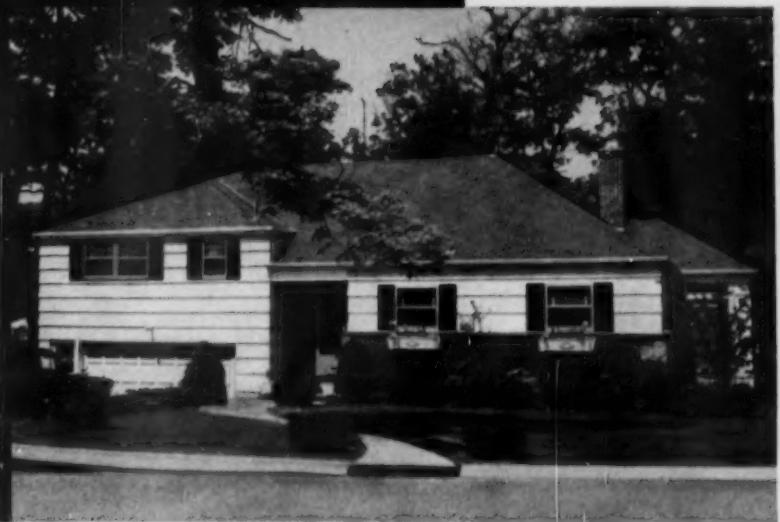
Now! Do it of Color! - for - Do it! Well!



"'Modern' is the theme of our development," says Mr. Noble S. Clay, builder of this house at Shaler Township in Pennsylvania — "and we find that most home buyers go for contemporary design. The *Electric Range* is a definite part of it. It's *really* modern cooking equipment. *Everybody* wants the electric convenience features."

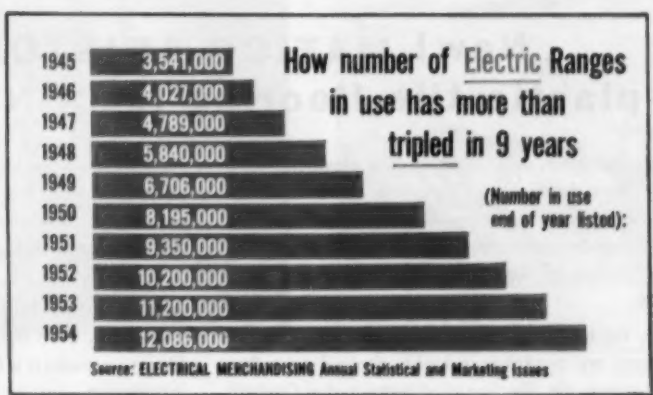
"We know from our sales record over a period of 23 years," says Mr. P. A. DiSomma, President of Castle Builders, Babylon, N. Y., "that *Electric Ranges* have been a definite asset in the sale of our homes. During the post-war period we've built homes ranging in price from \$10,000 to \$85,000. All have been equipped with *Electric Ranges*."

These Builders Tell Why It Should Be!



Are You Traveling with the Trend?

The chart at right shows that the number of *Electric Ranges* in American homes has more than *tripled* during the past 9 years. Follow the trend! For quicker sales, install *Electric Ranges* in the homes you build!



BE MODERN...
Cook Electrically!

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

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Now! Dots-of-Color Styling in **VINYL**



**New! MATICO ARISTOFLEX
vinyl-plastic tile flooring in CONFETTI[®] patterns**

PAT. PENDING

Two great ideas meet in one grand product... and smart floor decor takes a long step forward! Aristoflex vinyl-plastic tile brings the advantages of easier maintenance, better resilience, and increased durability to one of America's most outstanding floor styles.

Now, for the first time, popular MATICO Confetti patterns are available in highly desired Aristoflex vinyl-plastic tile. The fine vinyl lustre makes Confetti

colors even more attractive to assure greater satisfaction whether this new tile is used with modern or traditional furnishings. And, of course, Aristoflex-Confetti comes in low-cost standard gauge.

Consider any of the thirteen striking multi-color Aristoflex-Confetti Patterns for your next project. The beauty of its style and the excellence of its performance make it a happy choice for every type of installation.

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

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PRODUCTS**



18154

NEWS

NAHB Planning Research Village At Grand Rapids

Plans for creation of a \$2,000,000 housing research village at Grand Rapids, Mich., containing 50 fully furnished and equipped houses in moderate to luxury price ranges, have been announced by the National Association of Home Builders.

President Earl W. Smith, who on his election one month previous declared NAHB would devote more time to building houses and research, said the homes to be built would serve as a "live" testing ground for continuing flow of new ideas, techniques and materials being developed within the industry. Architectural styles are to be extensively varied, using designs of the nation's outstanding architects.

The NAHB Research Institute is sponsoring the project on an 80-acre site in co-operation with a Grand Rapids industry and civic group headed by Jason L. Honigman. A. C. Hitchcock Jr., Grand Rapids architect and furniture designer, has been named executive director.

Construction of the first 25 houses will start early in 1956, followed by five more houses each successive year, until all 50 are built. After that, five homes will be replaced



Representing Northeastern Dealers

New officers of Northeastern Retail Lumbermen's Assn. include (front left, seated) Jay LeFevre, New Paltz, N.Y., first vice president; Deyo W. Johnson, Ellenville, N.Y., past president; Arthur Clifford, Bridgeport, Conn., president; Oliver J. Veling, Buffalo, treasurer; (standing) J. Harold Stacey, Windsor, Vt., past president; Duncan S. Briggs, Oneonta, N.Y., third vice president; Joseph E. Hollingworth, Lowell, Mass., second vice president; Edward E. Fox, Portland, Me., fourth vice president; Paul S. Collier, executive vice president

each year to keep abreast of latest techniques. All will be open the year around for public and industry inspection. Three units in the first group—modern, contemporary and traditional—will be in the over-\$35,000 bracket; twelve others in the \$17,500-\$35,000 range.

Another Levittown?

With another year to go before completion of Levittown, Pa., with about 16,000 homes, Levitt & Sons, Inc., has announced the purchase of approximately 3,500 acres in Will-

(Continued on 16-N)



Michigan Men Meet

Studying the American Builder Convention Daily after breakfast session are John D. Harrison, past president of the Detroit association; Edward G. Gavin, American Builder editor; Congressman Jesse P. Wolcott (R-Mich.), and Robert P. Gerholz, past president of NAHB



Flier-buyer

Cleveland builder Alex Treuhaft greeted by Don Scholz in yard of new Lake Forest, Ill., model. Later, Keyes & Treuhaft said they would include Scholz designs in Lyndhurst project at Cleveland



GOOD PUBLIC RELATIONS consists of doing a good job—and getting credit for it. If the building industry functioned in a vacuum, no matter how good a job we did the public wouldn't necessarily know about it.

NAHB, through its Public Relations Department, creates better public understanding of home building and helps win more friends for the entire industry.

Via radio, television, newspapers, magazines, pictures, bulletins and special events, NAHB carries the story of the home builder and his accomplishments to the American public.

National Home Week and the *Parade of Homes* are special features which regularly capture the imagination of millions and *stimulate the desire to own homes*. The *Trade Secrets House* brought thousands of families a glimpse of the pleasures of modern home ownership; it was a technical triumph and good public relations at work.

Every time you sell a good home, you win a family of friends. When NAHB, through your local Association, spreads the good word, friends are multiplied. This is the kind of service that makes NAHB a profitable partner for you. It helps you sell homes; it helps establish you as a respected member of your community. To avoid building in a vacuum, join NAHB today. Membership is available to qualified builders and associates through their local Association. Contact your local HBA. If none has been formed in your area, write to the Membership Department for complete details.

NATIONAL ASSOCIATION OF HOME BUILDERS
1028 Connecticut Avenue, N.W., Washington 6, D.C.

WHAT'S NAHB? An aggressive group of more than 29,000 home builders, contractors and sub-contractors, material suppliers, mortgage lenders, realtors, architects, building material manufacturers, all dedicated to a strong industry, free from unnecessary controls. Organized on national, state and community levels, it provides an effective means of voicing collective opinions on local and national matters. *Through membership in your local Association, you automatically become a member of the National group.*

ACTIVITIES OF NAHB. It represents you on Capitol Hill and before federal legislative groups; provides data on up-to-date design and construction techniques, mortgage finance information; engages in housing research; promotes National Home Week and the Parade of Homes; informs the public of industry activities through press, magazine, radio and TV; sponsors slum clearance programs, "trade secrets" meetings, annual conventions and expositions; your local association speaks for you at City Hall, at local FHA and VA offices.

NAHB provides these information services:

- *Washington Letter*—keeps NAHB members posted on trends that will influence operations; issued about three times monthly in concise, factual form.
- *Correlator*—monthly publication for members only, packed with Association news and information.
- *Housing . . . U. S. A.*—NAHB and Simmons-Boardman Publishing Co., publishers of *American Builder* magazine, combined forces to produce this interesting, informative, profusely illustrated volume on the merchant builder and the housing industry.
- *Special Bulletins* on new developments issued as circumstances warrant.
- *Technical Services Department* conducts continuing research to "build a better house with less money and fewer headaches"; examines new materials, construction techniques, land-planning methods. The *Trade Secrets House* was a product of this service available only to NAHB members.



AFFILIATED LOCAL ASSOCIATIONS

(Northern)

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HOME BUILDERS ASSOCIATION OF FAIRFIELD COUNTY
57 Belle Circle, Trumbull 19, Conn.
HOME BUILDERS ASSOCIATION OF HARTFORD COUNTY, INC.
62 LaSalle Rd., West Hartford, Conn.
Telephone # Adams 3-4495
HOME BUILDERS ASSOC. OF GREATER NEW HAVEN
122 Melba St., Milford, Conn.
Telephone # Locust 2-1607

DELAWARE

HOME BUILDERS ASSOCIATION OF DELAWARE
503 South Maryland Ave., Wilmington 4, Delaware

DISTRICT OF COLUMBIA

HOME BUILDERS ASSOCIATION OF METROPOLITAN WASHINGTON
Suite 303, 1757 K St., N.W., Washington, D. C.
Telephone # Republic 7-1174

ILLINOIS

CHICAGO METROPOLITAN HOME BUILDERS ASSOC.
130 W. Randolph St., Chicago 4, Ill.
Telephone # Franklin 2-9740
HOME BUILDERS ASSOCIATION OF DECATUR
1812 W. Forest, Decatur, Ill.
Telephone # 3-4451
HOME BUILDERS ASSOCIATION OF ROCKFORD
707 Central Bank Bldg., Rockford, Ill.
***SPRINGFIELD HOME BUILDERS ASSOCIATION**
229 E. Jefferson St., Springfield, Ill.

INDIANA

ANDERSON HOME BUILDERS ASSOCIATION
Rm. # 15 Liberal Life Bldg., Anderson, Ind.
HOME BUILDERS ASSOCIATION OF MONTGOMERY COUNTY
606 E. Main, Crawfordsville, Ind.
HOME BUILDERS ASSOCIATION OF FORT WAYNE
4338 Drury Lane, Ft. Wayne, Ind.
EVANSVILLE HOME BUILDERS ASSOCIATION, INC.
1201 E. Walnut Dr., Evansville, Ind.
Telephone # 4-1520
MARIION COUNTY RESIDENTIAL BUILDERS, INC.
206 Evans Bldg., 136 No. Delaware St., Indianapolis, Ind.
Telephone # MA-1387
NUNCIE HOME BUILDERS ASSOCIATION
221 Hutchinsan, Nuncie, Ind.
Telephone # 2-1264
HOME BUILDERS ASSOCIATION OF NORTHERN INDIANA
2801-9th Ave., Gary, Ind.
SOUTH BEND-MISHAWAKA HOME BUILDERS ASSOCIATION
Box 59, RR #6 Ireland Road, South Bend, Ind.
Telephone # AM-3-5108
HOME BUILDERS ASSOC. OF INDIANA, INC. (State)
310 K. of P. Building, Indianapolis, Ind.
Telephone # Market 3281

IOWA

HOME BUILDERS ASSOCIATION OF OTTUMWA
(Iowa)
411 W. Miller St., Ottumwa, Iowa
HOME BUILDERS ASSOCIATION OF CEDAR RAPIDS
1628 Park Ave., S.E., Cedar Rapids, Iowa
Telephone # 3-9495
HOME BUILDERS ASSOCIATION OF DES MOINES
600 Mulberry St., Des Moines, Iowa
Telephone # 2-8519
HOME BUILDERS ASSOCIATION OF FORT DODGE
720-12th Ave., No. Fort Dodge, Iowa
Telephone # Austin 4-642
HOME BUILDERS ASSOCIATION OF MASON CITY
109 East State, Mason City, Iowa
QUAD CITY ASSOCIATION OF HOME BUILDERS
2434 Dugan Court, Davenport, Iowa
Telephone # 3-5054
HOME BUILDERS ASSOCIATION OF SIOUX CITY
434 Commerce Bldg., Sioux City, Iowa
Telephone # 5-9730

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TOPEKA HOME BUILDERS ASSOCIATION
121 E. 8th St., Topeka, Kansas
WICHITA ASSOCIATION OF HOME BUILDERS
620 S. Minnesota, Wichita 2, Kansas
Telephone # AM 5-6273

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HOME BUILDERS ASSOCIATION OF MARYLAND
7 E. Lexington St., Baltimore 2, Md.
Telephone # PL 8-532

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HOME BUILDERS ASSOCIATION OF MAINE
119 Exchange St., Portland, Maine
Telephone # 3-1786

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HOME BUILDERS ASSOC. OF GREATER BOSTON
7 Water St., Boston 8, Mass.
Telephone # LA 3-2930
HOME BUILDERS ASSOCIATION OF SOUTHEASTERN MASSACHUSETTS
92 Wood St., Somersett, Mass.
FRANKLIN COUNTY BUILDERS ASSOCIATION
12 Holland Ave., Greenfield, Mass.
HOME BUILDERS ASSOCIATION OF BRISTOL & PLYMOUTH COUNTIES
766 County St., New Bedford, Mass.
SPRINGFIELD HOME BUILDERS AND CONTRACTORS
134 Chestnut St., Springfield, Mass.
WATER HOME BUILDERS ASSOC. OF WORCESTER
151 Main St., Worcester 8, Mass.
Telephone # 2-7392

MICHIGAN

MICHIGAN ASSOC. OF HOME BUILDERS (State)
307 American State Bank Bldg., Lansing, Mich.

BATTLE CREEK ASSOCIATION OF HOME BUILDERS

717 Upton Ave., Battle Creek, Mich.
BUILDERS ASSOC. OF METROPOLITAN DETROIT
2316 Dine Bldg., Detroit 26, Mich.
Telephone # WG 3-1454
FLINT ASSOCIATION OF HOME BUILDERS
1813 Bennett Ave., Flint 6, Mich.
GRAND RAPIDS HOME BUILDERS ASSOCIATION
800 Association of Commerce Bldg., Grand Rapids, Mich.
HOME BUILDERS ASSOCIATION OF KALAMAZOO
609 So. Bardick St., Kalamazoo, Mich.
Telephone # 5-1965
LANSING HOME BUILDERS ASSOCIATION
2012 Turner St., Lansing, Mich.
SAGINAW VALLEY BUILDERS ASSOCIATION
222 North Bates, Saginaw, Michigan
HOME BUILDERS ASSOCIATION OF SOUTHWESTERN MICHIGAN
798 Cass Ave., Benton Harbor, Mich.
WASHTENAW COUNTY GENERAL CONTRACTORS, INC.
823 Arlington Blvd., Ann Arbor, Mich.

MINNESOTA

DULUTH HOME BUILDERS ASSOCIATION
414 Builders Exchange, Duluth 2, Minn.
MINNEAPOLIS HOME BUILDERS ASSOCIATION
1750 Hennepin Ave., Room 8-15, Minneapolis, Minn.
Telephone # Lincoln-0531
ROCHESTER CHAPTER OF NAWB
625-10th Ave., S.E., Rochester, Minn.
ST. PAUL HOME BUILDERS ASSOCIATION
79 Western Ave., Commodore Hotel, St. Paul 2, Minn.
Telephone # Elkhurst 1-004
WILLMAR CHAPTER OF NAWB
725 E. 4th St., Willmar, Minn.

MISSOURI

HOME BUILDERS ASSOCIATION OF GREATER KANSAS CITY
4638 J. C. Nichols Parkway, Kansas City 12, Mo.
Telephone # Jefferson 6-3666
HOME BUILDERS ASSOC. OF GREATER ST. LOUIS
7 So. Brentwood Blvd., Clayton 5, Mo.
HOME BUILDERS ASSOCIATION OF SPRINGFIELD (Mo.)
1433 So. Pickwick, Springfield, Mo.

NEBRASKA

HOME BUILDERS ASSOCIATION OF LINCOLN
3626 'C' St., Lincoln, Nebr.
Telephone # 2-3395
OMAHA HOME BUILDERS ASSOCIATION
4807 Military Ave., Omaha, Nebr.
Telephone # Atlantic 3-240

NEW HAMPSHIRE

BUILDERS ASSOCIATION OF NEW HAMPSHIRE
71 Bruce Road, Manchester, N. H.

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NEW JERSEY HOME BUILDERS ASSOC. (State)
16 Park Place, Military Park Hotel, Suite 733, Newark 1, N. J.
ATLANTIC HOME BUILDERS ASSOC. OF NEW JERSEY
Brighton Hotel, Atlantic City, N. J.
Telephone # 5-7493
HOME BUILDERS ASSOC. OF METROPOLITAN N. J.
Military Park Hotel, Suite 733, 16 Park Place, Newark 1, N. J.
Telephone # Barbet 3-0314
HOME BUILDERS OF NORTHERN N. J.
25 Essex St., Hackensack, N. J.
Telephone # Hubbard 7-2733
NEW JERSEY SHORE BUILDERS ASSOCIATION
37 Atlantic Ave., Manasquan, N. J.
Telephone # Manasquan 7-0502
HOME BUILDERS ASSOC. OF RARITAN VALLEY
46 Bayard St., New Brunswick, N. J.
HOME BUILDERS ASSOCIATION OF SOMERSET & MORRIS COUNTIES
47 Oakland Place, Summit, N. J.
HOME BUILDERS LEAGUE OF SOUTH JERSEY
622 Cooper St., Camden, N. J.
HOME BUILDERS ASSOC. OF DELAWARE VALLEY OF NEW JERSEY
146 Haverer St., Trenton, N. J.
Telephone # Trenton 9-2555
NORTHWEST N. J. CHAPTER OF NAWB
P. O. Box 131, Clinton, N. J.

NEW YORK

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BROXN HOME BUILDERS ASSOCIATION, INC.
1280 East Can Hill Rd., Bronx, N. Y.
Telephone # Kingsbridge 7-8181
CHEMUNG VALLEY HOME BUILDERS ASSOCIATION
57 East Market St., Corning, N. Y.
Telephone # Corning 2-1551
DUSD HOME BUILDERS ASSOCIATION
12 Spring Street, Beacon, N. Y.
LONG ISLAND HOME BUILDERS INSTITUTE, INC.
270 Fulton Ave., Hempstead, L. I., N. Y.
Telephone # Ivanhoe 1-8400
NIAGARA FALLS HOME BUILDERS, INC.
210 Hancock Bldg., Niagara Falls, N. Y.
Telephone # 5711
THE NIAGARA FRONTIER BUILDERS ASSOC., INC.
4 Erie St., Buffalo 2, N. Y.
Telephone # Cleveland 1850
BETTER BUILDERS ASSN. OF ONONDAGA, INC.
220 East Washington St., Syracuse 2, N. Y.
Telephone # 76-6212
ROCHESTER HOME BUILDERS ASSOCIATION
240 Powers Bldg., Rochester 14, N. Y.
Telephone # Baker 5487
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6 Ellis Parkway, Spring Valley, N. Y.
HOME BUILDERS ASSOCIATION OF SCHENECTADY
2048 Cooldige Place, Schenectady, N. Y.

NEW YORK HOME BUILDERS ASSOCIATION (State)

64 Metropolitan Oval, Parkchester, Bronx, N. Y.
Telephone # Talmadge 3-5300
SOUTHERN TIER HOME BUILDERS ASSOCIATION
102 Kelly Ave., Endicott, N. Y.
DUSD HOME BUILDERS ASSOCIATION
12 Spring St., Beacon, N. Y.
STATEN ISLAND HOME BUILDERS ASSOCIATION
150 Bay St., Staten Island, N. Y.
Telephone # SA 7-4600
HOME BUILDERS ASSOC. OF WESTCHESTER, INC.
151 East Post Rd., White Plains, N. Y.
Telephone # Bronxville 2-3908

OHIO

HOME BUILDERS ASSOCIATION OF GREATER AKRON
Rm. 634, Second National Bldg., Akron 8, Ohio
Telephone # FO 2-2013
HOME BUILDERS ASSOCIATION OF STARK CO., INC.
243 Montross Ave., N.W., Canton, Ohio
Telephone # 5-0207
HOME BUILDERS ASSOC. OF GREATER CINCINNATI
207 Union Trust Bldg., Cincinnati 2, Ohio
Telephone # CA-4242
HOME BUILDERS ASSOC. OF GREATER CLEVELAND
Allerton Hotel, E. 13th & Chester Ave., Cleveland 11 Ohio
Telephone # Cherry 1-2920
COLUMBUS HOME BUILDERS ASSOCIATION
15 E. Broad St., Suite 1300, Columbus, Ohio
Telephone # MA 1-397
HOME BUILDERS ASSOCIATION OF BUTLER COUNTY
1st National Bank Bldg., Hamilton, Ohio
Telephone # 4-7079
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1460 E. Chestnut St., Lancaster, Ohio
HOME BUILDERS ASSOCIATION OF LAKE COUNTY
30150 Lakeland Blvd., Wickliffe, Ohio
LORAIN HOME BUILDERS ASSOCIATION
824 Highland Park Blvd., Lorain, Ohio
HOME BUILDERS ASSOCIATION OF NEWARK
Box 28, Newark, Ohio
HOME BUILDERS ASSOCIATION OF PORTSMOUTH
930 10th St., Portsmouth, Ohio
HOME BUILDERS ASSOC. OF MAHONING VALLEY
3139 Market St., Suite 200, Youngstown 7, Ohio
Telephone # Sterling 8-8222
HOME BUILDERS ASSOCIATION OF MANSFIELD
618 Coleman Bld., Mansfield, Ohio
MONTGOMERY COUNTY BUILDERS ASSOCIATION
132 N. Main St., Dayton 1, Ohio
Telephone # Michigan-0323
NORTHWESTERN OHIO CONTRACTORS AND BUILDERS ASSOCIATION
793 Sereff Rd., Lima, Ohio
OHIO HOME BUILDERS ASSOCIATION (State)
111 East Gay St., Columbus 15, Ohio
Telephone # Fickler-3132
HOME BUILDERS ASSOCIATION OF SANDUSKY
Box 616-506 Felek Bldg., Sandusky, Ohio
CLARK COUNTY HOME BUILDERS ASSOCIATION
Ohio Fuel Gas Co., 101 W. High St., Springfield, Ohio

TOLEDO ASSOCIATION OF HOME BUILDERS, INC.

564 Spitzer Bldg., Toledo, Ohio
HOME BUILDERS ASSOCIATION OF MARION
R. R. #1, Marion, Ohio
Telephone # 2-6660

PENNSYLVANIA

PENNSYLVANIA HOME BUILDERS (State)
345 Fourth Ave., Pittsburgh, Pa.
THE HOME BUILDERS ASSOCIATION OF METRO POLITAN PITTSBURGH
345 Fourth Ave., Pittsburgh, Pa.
Telephone # AT 1-9534
HOME BUILDERS ASSOC. OF FAYETTE COUNTY
62 E. Main St., Uniontown, Pa.
HOME BUILDERS ASSOC. OF GREATER JOHNSTOWN
701 Belmont Ave., Johnstown, Pa.
HOME BUILDERS ASSOC. OF NORTHWESTERN PENN.
Suite 311, Security Peoples Bank Bldg., Erie, Pa.
Telephone # 2-2712
LEHIGH VALLEY HOME BUILDERS ASSOCIATION
2816 Croft Ave., N. Allentown, Pa.
MORRIS COUNTY BUILDERS AND CONTRACTORS ASSOCIATION
R. D. #1, East Stroudsburg, Pa.
HOME BUILDERS ASSOCIATION OF PHILADELPHIA & SUBURBS
Robinson Bldg., 42 So. 15th St., Philadelphia, Pa.
Telephone # RI 6-6588
SHENANGO VALLEY HOME BUILDERS ASSOC., INC.
P. O. Box 303, Sharon, Pa.

RHODE ISLAND

HOME BUILDERS ASSOCIATION OF RHODE ISLAND
Rm. 211, 433 Westminster St., Providence, R. I.

WEST VIRGINIA

HOME BUILDERS ASSOCIATION OF CHARLESTON
P. O. Box 5155 Cap. Sta., Charleston 1, W. Va.

WISCONSIN

MADISON BUILDERS ASSOCIATION
206 E. Main St., Madison 3, Wis.
Telephone # 5-6579
HOME BUILDERS ASSOCIATION OF LACROSSE
1322 Market St., La Crosse, Wis.
MILWAUKEE BUILDERS ASSOCIATION
6511 W. Blue Mound, Milwaukee, Wis.
Telephone # Blaesmond 8-9850
ROCK COUNTY BUILDERS ASSOCIATION
2652 Riverside Dr., Beloit, Wis.
WISCONSIN BUILDERS ASSOCIATION (State)
206 E. Main St., Madison, Wis.
RACINE-KENOSHA HOME BUILDERS ASSOCIATION
610 Main St., Racine, Wis.
Telephone # 4-1713

NOTE: Only Telephone Numbers listed that were available.

Top Winners of National Home Week Contest Receive Plaques



Frank Kessler, president of Wichita chapter, watches Ed Gavin, American Builder editor, present Group II plaques to James Gardner, 1954 president; Erle Jennings, chairman. Earl Groves, director is at right



Gavin offers awards to the Quad-City chapter (Davenport, Iowa) chairman, William R. Harvey, and president, William K. Kiser. Harold Rauch is at right. Presentations took place at NAHB convention in Chicago

(Continued from 13-N)

ingboro Township, Burlington County, N. J. Plans for developing the tract, diagonally across the Delaware River from the Bucks County, Pa., community, "have not yet been formulated," said William J. Levitt.

The home buyers' school and teachers' visitation program of the HBA of Hartford County, won for the Connecticut builders the second annual educational award presented by NAHB. . . . National House Builders Association of Canada will hold its 12th annual convention in Toronto March 27-31. Gordon S. Shipp, president, predicts 1955 volume will be 115,000 new houses, the same per capita rate as the United States which has 11 times as much population. . . .

FHA Names New Yorker

Charles Edward Sigety, 32, New York attorney and a former instructor at Yale and Columbia, has been named deputy commissioner of FHA, No. 2 spot in the agency which has been vacant since Walter L. Greene resigned last April. Appointment, announced by Commissioner Mason, permits J. Stanley Baughman, who had been acting deputy commissioner, to devote full time to his job as president of FNMA (Fannie May). . . . Heading FHA insuring operations in Wisconsin is Arthur A. Lenroot Jr., 43, of Superior, Wis., for 12 years a member of the state legislature. He succeeds Louis J. Fellenz Jr., recently called to Washington to head the agency's multifamily housing division. . . .

Phoenix, Ariz., home builder Samuel Hoffman, who began a 3,000-unit "Hoffman City" last year near Salt Lake City, another of 5,000 homes near Denver and last December opened a proposed 4,000-house center in Brandywine, Md., near



Frank D. McKendall accepts Group I dealer award for F. D. McKendall Lumber Co., Providence, from Gavin at Northeastern Lumbermen convention in New York

Washington, has arranged to build at least 2,000 houses in a Chicago suburb if he can get the zoning changed from farming to residential. Washington job introduced three-bedroom, two-bath houses at \$9,950, brought

283 sales first five days. . . . Warren E. Carter of Akron, Ohio, has succeeded Ralph Lutz of Lexington, Ohio, as president of Ohio Assn. of Retail Lumber Dealers. . . . Michigan Assn. of Home Builders '55 slate includes Walter Neller, Lansing, president; Covert Robertson, Royal Oak, first vice president; Lloyd Weller, Battle Creek, secretary; Albert White, Lansing, treasurer. . . .

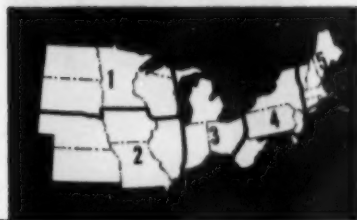
Luxury Units Go Fast

Late in January, Thiele Construction Co. opened 50-acre tract of homes on \$20,000-\$32,000 range. That weekend, Josef Thiele of the firm reported 13 sales with down payments ranging from \$10,000 to \$18,000, and the taking of 15 deposits. . . . Home show dates: Youngstown, Ohio, March 22-27; Syracuse, N. Y., March 24-30; Detroit, April 15-24; Omaha, April 26-May 1. Latter will be held in city's new auditorium. . . .



National Officials Join in Chicago Banquet

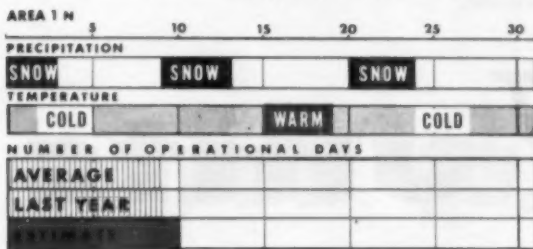
Chicago Metropolitan HBA, host chapter, held its annual banquet a few days before NAHB convention. In group (from left) are Edmond C. Mahoney, past president; John G. Jewett, vice president, Prudential Insurance Co., speaker; George Arquilla, president; Earl W. Smith, since elected NAHB president; Emanuel M. Spiegel, toastmaster and NAHB past president; Laurence C. Mills, past president; Herbert S. Colton, NAHB counsel



Weather for March

An exclusive American Builder service prepared by Irving P. Krick, Ph.D., and Staff

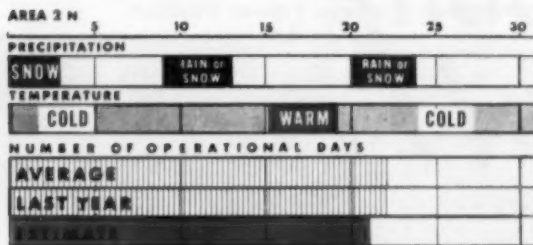
NORTH Less than the average number of operational days will be recorded in Areas 2 and 3 this month. Elsewhere in the northern United States, better than average working weather will occur.



AREA I In Minnesota and Wisconsin, contractors will face more than the usual delays due to the occurrence of wet weather during March, 1955. In the Dakotas, monthly precipitation totals will be about normal although slight deficiencies are likely to occur in the western sections. Temperatures will vary considerably, but in general, they will range from colder than normal in South Dakota to normal or slightly above normal elsewhere. Cold and wet weather protection measures for material stored out of doors will continue to be required. With prospects increasing for days of alternate freeze and thaw, workmen should take all proper safety measures particularly when working on ladders and scaffolds.



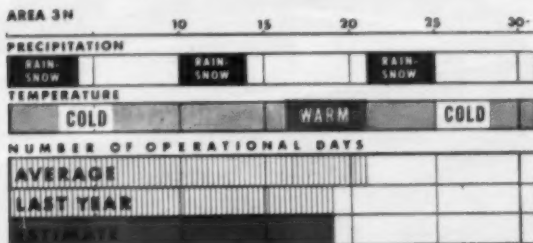
AREA IV Construction weather during the next month in Area 4 will be better than the March average. Less than the usual interruptions due to critical temperatures will occur since warmer than normal weather is in prospect throughout the region. Some difficulties due to slightly wet conditions will be encountered in western Pennsylvania and West Virginia, but elsewhere, monthly precipitation totals will be slightly less than the normal. The occurrence of warmer than usual weather will provide roofers with frequent opportunities for carrying on extended activities. Proper outdoor storage of shingles, roll roofing and other materials will insure that contractors will get full benefit of these periods.



AREA II Area 2 builders may look for more than the usual amount of unfavorable working weather during March, 1955. The chief restricting weather element will be excessive precipitation as the entire area is likely to record rainfall and snowfall amounts equalling or exceeding the March average. Nebraska and western Kansas will offer colder than usual conditions while to the east, slightly warmer than usual weather is in prospect. Newly poured concrete undoubtedly will require the use of tarps and other wet weather protective measures. Pre-warming of the mix at either the batching plant or on the job will continue to be a necessity throughout this month.



AREA V The number of operational days expected in the New England area during March, 1955, will be greater than the average and about the same as that recorded last year. Rainfall and snowfall totals will be recorded at less than the normal March levels. Temperatures during the month will average 3 to 4 degrees warmer than is usual. In spite of this favorable outlook, builders here in Area 5 should continue to provide for proper storage of materials left out of doors. The alternate occurrence of freeze and thaw, particularly during the cold spells that have been indicated, may temporarily delay excavation and trenching work.



AREA III March, 1955, temperatures are expected to average warmer than normal here in Area 3. Thus, few interruptions are likely to result from critical temperatures during the working hours. Precipitation, however, will be well above normal, and the number of operational days will be decreased below the March average as a result. The greatest excesses are expected to occur in the Ohio Valley region. The movement of excavation machinery as well as their operation will be hampered by the prospective wet soil conditions. Freezing weather following the March storm periods will necessitate protection for new excavations. Preheating measures will assist in preparing the ground for further operations.



Stephen Korureich, President of Chestnut Hill Building Corp. says—

"There's no better window for an assembly job than Flexivent due to ease and economy of installation."



Anthony Casumano, Construction Superintendent at Chestnut Hill says—

"I especially like the many combinations possible with Flexivents, plus the extreme ease in assembling. In 20 years of home construction it's the most weathertight window I've used."



Bernice Holm, Bookkeeper and Saleswoman at Chestnut Hill Estates says—

"Their beauty, the ventilation they give, their extreme weathertightness—make Flexivents a strong selling feature in homes I sell."

***FLEXIVENT* units for economy**

View of homes in 450-unit Chestnut Hill Estates located near Newark, Delaware. Note interesting shadow box treatment of 6-sash Flexivent group in left foreground. Builders of Chestnut Hill Estates used Flexivents ex-

clusively throughout the project. They are doing the same in their current new development at Aberdeen, Maryland.

In the next project you build or furnish, why not look into the advantages of Andersen Flexivent Windows?



Praise for the Andersen Flexivent Window is coming in from all parts of the country. The Flexivent is a rapidly growing favorite with operative builders everywhere . . . the men who specialize in building homes for sale.

Ease of assembly and installation make Flexivent low in cost. Wide choice of sizes, sash operations, and window combinations make Flexivent

highly versatile. Andersen precision engineering makes Flexivent high in quality.

For further information on Andersen Flexivents, see your millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWALLS sold by established millwork dealers throughout the country including the Pacific Coast.

Andersen Corporation
BAYPORT, MINNESOTA

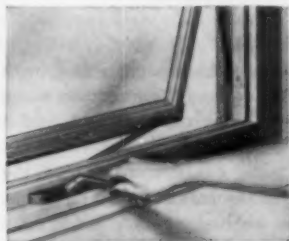
win praise -versatility

Andersen Windowalls*

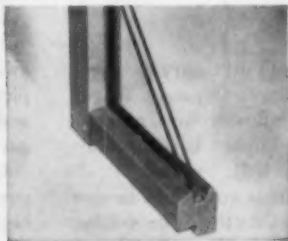
COMPLETE WOOD WINDOW UNITS

*TRADEMARK OF ANDERSEN CORPORATION

CHECK THESE SUPERIOR FEATURES OF ANDERSEN FLEXIVENTS



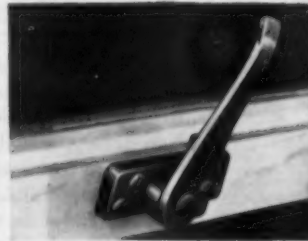
Andersen Roto Lock Operator is optional for awning style Flexivents. Works under the screen, pulls both ends in tight, holds window in any open position without rattles.



Andersen sealed insulating glass is optionally available. You have two less glass surfaces to clean plus the advantage of double glazing all year around.



Highly weathertight. Leak-proof design with sloping sill and full weatherstrip plus Andersen's pressure-locking system assures weathertightness for Flexivents.

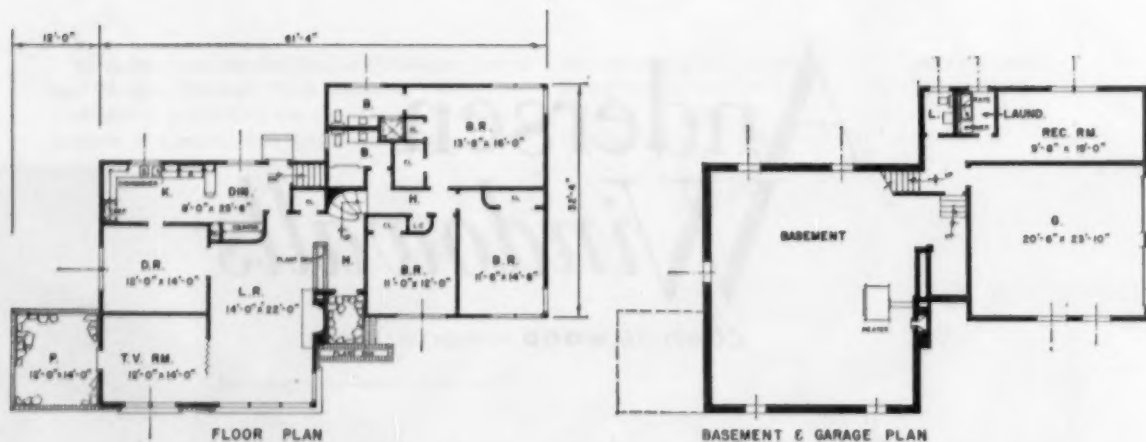


Sturdy sash lock. On larger sizes there are two sash locks on each Flexivent, one at each end of the sash, to pull it tightly shut, assuring a weathertight seal.



A lot 112x160 feet helps achieve the horizontal lines

Split-level . . . with a ranch-type look



● It looks like a ranch-type, but the house shown here and built by Rolling Hill builders of Chatham, New Jersey, actually is a split-level containing four levels for living.

Architect William Chirgotis used two rectangles as the basis for his design. He staggered them to get the extra window in one of the bathrooms and the extra window in the living room. Hall and stairs were placed where the two units join. As a result, circulation is very much

improved. It isn't necessary to travel the length of the living room to get to bathrooms and bedrooms, and the position of the kitchen is now handy to the entrance hall.

The living areas are placed in one of the rectangles on the ground-floor level. This level contains living room, separate dining room, kitchen, TV room and screened porch. The second rectangle is five steps above the first level and contains the quiet area for bedrooms. There are two

levels for the basement as well, with plenty of room for recreation room and laundry, an extra toilet and a garage.

Chirgotis could have placed the garage to the front of the house, but because he had an ample 112x160 foot lot, he chose to place the garage at the side. This allowed for a better integrated front elevation, better landscaping, and helped to achieve the long, low look of a ranch-type. The house was priced at \$32,500.



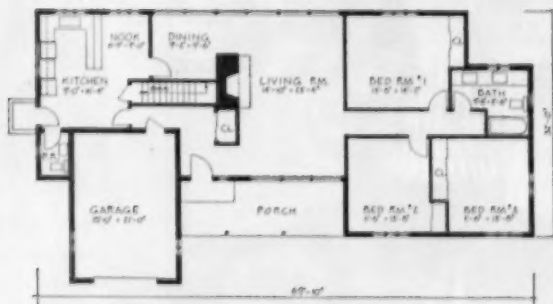
Window wall of awning-type units runs entire width of living-dining area. Each window operates individually for variable ventilation control. House has full basement with fireplace

Awning-type windows do an all-over job



● Awning-type windows and prefabricated panels are featured in this \$35,000 house. Fifty-five of the awning-type windows were used, some in vertical arrangements of three, each above the other and some in horizontal arrangements of two's or three's placed side by side in casement fashion. Eighteen units are used across the dining-living area to the rear of the house for maximum light, view and ventilation. Nine others are used on the opposite side of the living room.

Masonite Panelwood was used for the stressed-skin panel construction. Such panels are normally 4 feet wide, 8 feet long. In this house, however, there was considerable variation in the panel construction in order to accommodate the special windows. Panel stud sizes were made $1\frac{1}{8}$ inches by $3\frac{1}{8}$ inches instead



of the normal $1\frac{1}{8}$ inches by 2 inches. Studs are glued to panels and are spaced at 12-inch intervals with insulation between them.

For exterior siding, 8-inch, V-grooved redwood siding was applied on furring strips. Interior walls have Sanitas wall covering as a surface. Kitchen and bathroom,

however, make use of Marlite block. Floors are $\frac{3}{4}$ -inch sheathing and underlayment covered with cork tile in the living areas—vinyl tile in bathrooms and kitchen.

The house was designed and is owned by O. R. Braun and was constructed by the Robert Hay Construction Company of McHenry, Ill.

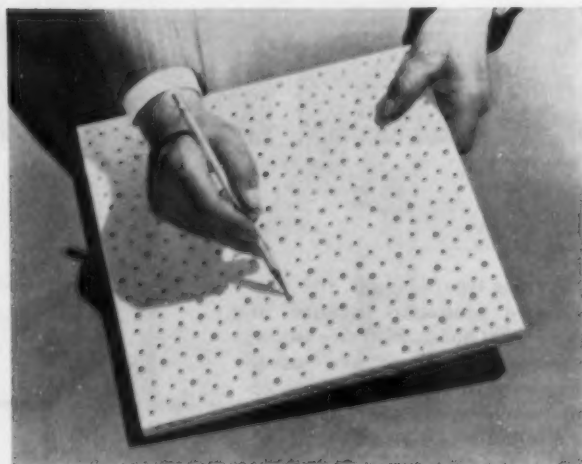
Make BIG NEWS in your area!

Sound Conditioning in your homes gives you powerful new sales feature

*More appliances, larger families, open planning make new homes noisier.
Now you can feature a ceiling finish in your homes that adds
the comfort of sound conditioning at little cost.*



NEED IS BIG. Today's kitchens come equipped with refrigerators, washers, dryers, garbage disposers, exhaust fans, and other motor-driven appliances. Open-planned homes and game room entertaining create new noise problems. People have become more and more conscious of annoying racket.



PRODUCT IS RIGHT. To provide an efficient acoustical material with an attractive appearance, Armstrong has created the smart "Full Random" design in Cushion-tone®. The "commercial look" is gone. Cushion-tone replaces plaster or gypsum and other finishes . . . goes up fast . . . and needs no painting.



ADVERTISING HITS HOME. Right now the families in your area most likely to buy new homes this year are reading about how Cushiontone quiets kitchens. Full-page ads in the *American Home* and *Better Homes & Gardens* tell this exciting story.



INSTALLATION IS SIMPLE. Your carpenters need no extra skills or tools. Nail 1" x 3" furring directly to ceiling joists, nail Cushiontone to the furring, and the job is done. With one low-cost material, you have installed a finished ceiling that also adds the new comfort of sound conditioning to your houses. You'll find the cost so low you can absorb most, if not all, of it in the price of your house.



SELLS HOMES FASTER. You can make sound conditioning with Cushiontone the most powerful new selling feature you've had in years. The logical places to start are the kitchen and the recreation room. Promote Cushiontone ceilings with posters, signs in front of your homes, and in your advertising. Sell the new comfort of quiet.

For further information, call your near-by Armstrong building products dealer or write Armstrong Cork Company, 4203 Rider Ave., Lancaster, Pa.

Armstrong CEILINGS

Cushiontone • Temlok® Tile • Perforated Temlok Tile

The smart-looking tiles that quiet homes

IDEAS IN ACTION

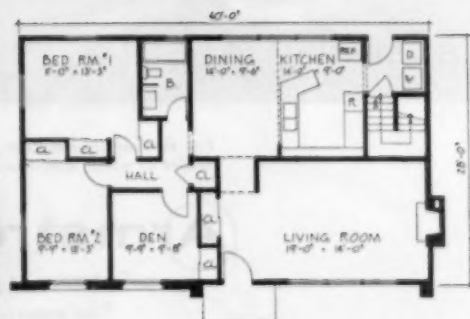
Grand Rapids, Mich.

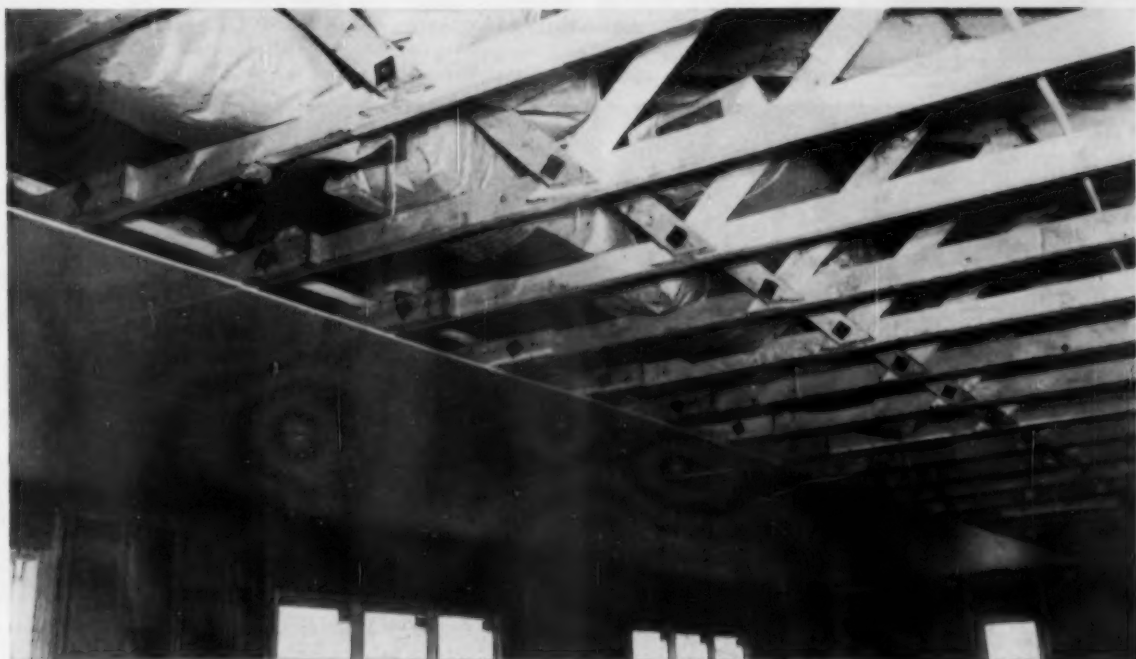
Never underestimate
the appeal of a
clever kitchen...

● It's no secret that the preferences of Mrs. Home Buyer are one of the greatest influences in the sale of houses. Donald L. Cederlund, builder in Grand Rapids, Michigan, not only knows this, but acts on it. That's why he built this house to capture the homemaker's interest. He planned the kitchen and dining areas so that they would work well together and would form the core of the house. Give the little woman the newest of appliances. Plan for a built-in range and oven. Make the kitchen a working laboratory with all the conveniences of one but without the clinical look. Give her a warm-looking kitchen. To do this, use natural woods. Even though there is a basement, put the laundry equipment near the kitchen. Then give her a comfortable living room with a fireplace to enjoy in her leisure moments.

Cederlund found that these rules are right. He's attracting a ready market for these houses in Grand Rapids at \$18,800 including a 75x120 foot lot.

... or a fireplace
that's different





New technique for insulating the ceiling

● When Builder Ervin A. Rothe built this house in Minneapolis he used a very effective method of installing loose-fill insulation in the ceiling.

Rothe placed bags of vermiculite insulation on the bottom chord of the roof trusses for easy spreading later. The attic, including the garage, was insulated with the loose fill by two men in four hours—a saving over conventional methods of spreading loose-fill insulation.

Foil-backed gypsum board was nailed to the bottom chord of the roof trusses over half the ceiling

area. As the bags were unloaded from the truck, they were placed on the bottom chord of the trusses down the center of the house. The bags were then cut in half, the fill was dumped and leveled to a $3\frac{3}{4}$ -inch thickness. The discarded bags were then thrown down through the open portion. Gypsum board and insulation were then applied over the other half of the ceiling.

Rothe also used an unusual method of heating the house, each room having its own individually controlled steam heat unit.

As soon as the building was en-

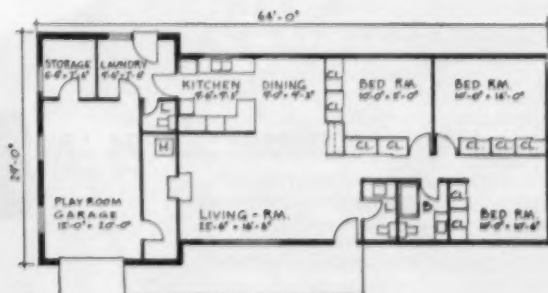
closed, the boiler, heating units, and floor slab were installed. Copper steam and plumbing lines were placed under the 4-inch vermiculite-sand-concrete slab.

Each room is equipped with a wall-hung heating unit consisting of a radiator, blower, filter, and thermostat. Heat is supplied to the unit from a steam boiler, and the same steam provides power for the blower by means of a small turbine.

When the house was opened to the public, it drew 2,500 visitors, sold for \$21,500. Abbot-Monel were the designers.



MARCH 1955





AN INVISIBLE RAINCOAT now protects this warehouse and office building. The above-grade masonry water repellents made with *Linde Silicones* apply easily by low-pressure spray or (inset) by brush.



SO EASY—yet it does so much more!

Just a low-pressure spray application—or simple flushing on with a brush.

That's all it takes to keep out water for many years to come—when you apply above-grade masonry water repellent made with *Linde Silicones*.

But it does so much more!

OUTSIDE

As soon as it dries it is colorless. It leaves no shine. It stops rain from penetrating even when driven on 100-mile-an-hour winds. Since it puts a water-shedding surface on masonry, concrete and brick, dirt washes right down to the ground.

It lines yet it does not seal up the pores, so moisture

entrapped before treatment can evaporate. Thus spalling and cracking due to freezing are halted. Efflorescence, too, is prevented.

INSIDE

The benefits really multiply. Plaster, woodwork, paint and wallpaper stay dry. Peeling and staining due to moisture penetration are banished. Decorating, maintenance and repair costs drop.

See for yourself how easy and inexpensive it is to put a lasting, invisible raincoat on homes, institutions, schools, factories, churches, office buildings. Write today for full information and a list of representative suppliers. Address Dept. E-3.

FOR SILICONES LOOK TO



General Offices: 30 East 42nd Street, New York 17, N. Y.

IN CANADA: Dominion Oxygen Company, Division of Union Carbide Canada Limited

The term "Linde" is a registered trade-mark of Union Carbide and Carbon Corporation



A FREE BATHTUB FOR EVERY SECOND HOME!

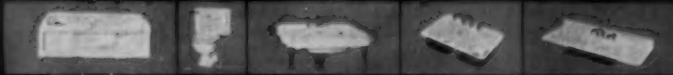
Sound too good to be true? But it's a fact! You can buy *four* INGERSOLL acid-resisting porcelain-on-steel bathtubs for less than the cost of three heavy, old fashioned tubs with acid-resistant finish. Therefore, one INGERSOLL tub in every second two-bathroom house, in reality, costs you nothing! This is important, because today's modern home buyers consider two bathrooms a "must", and INGERSOLL Plumbing Fixtures afford you the opportunity to give them what they want at much less cost. The name INGERSOLL is synonymous with quality—write for complete details.

Ingersoll

INGERSOLL BATHTUBS

have the advantage!

- LOWER INITIAL COST due to modern materials and manufacturing.
- LOWER INSTALLED COST . . . light weight easier handling, less freight.
- HIGH TILING-IN FLANGE assures positive, permanent, waterproof seal between tub and wall.
- PORCELAIN ON STEEL is more resistant to shock, abrasion and temperature change.
- FULL SEAT TUB has apron brought in to straight sides and bottom . . . special, expensive cutting of floor and wall tile eliminated.
- UNDER TUB FRAMEWORK requires no special hanging or wood frame . . . tub rests on floor for perfect drainage.



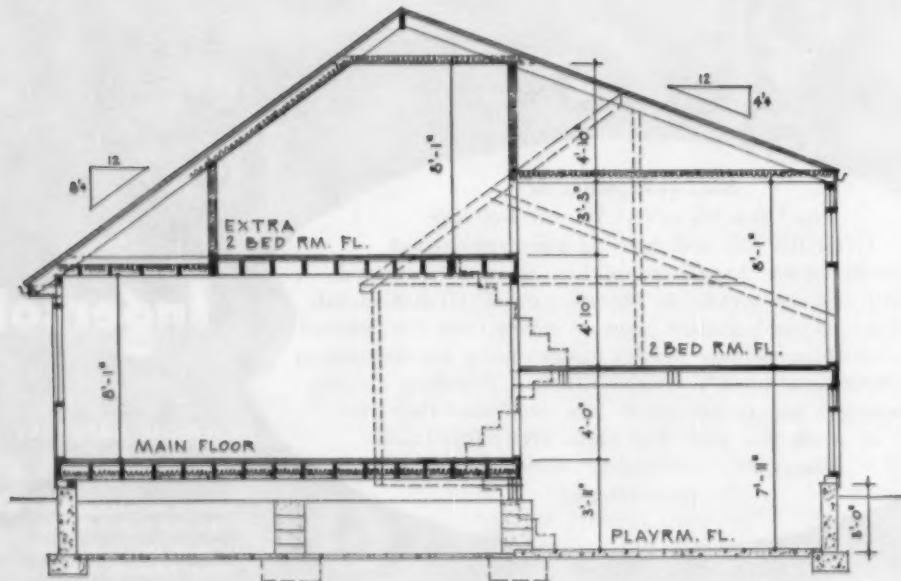
INGERSOLL PRODUCTS DIVISION
Borg-Warner Corporation
310 S. MICHIGAN AVE., CHICAGO 4





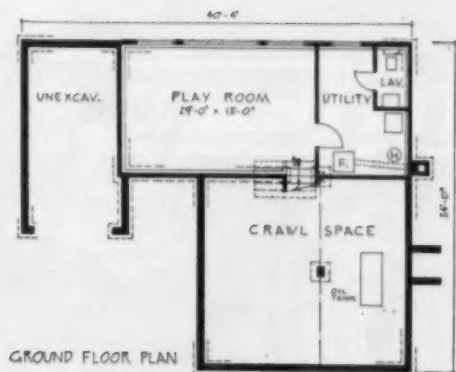
Priced at \$13,990, this 4-level split sold out a 90-house tract in 8 weeks

By putting basement and attic to work

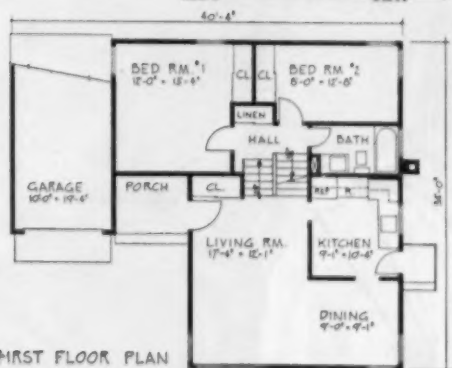


Cross section shows how big playroom at basement level and two bedrooms on fourth level give the house unusual amount of living space for the money

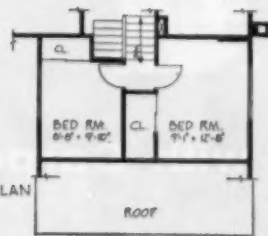
This little house gets 4 bedrooms, 2 baths



GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN

● "How can we squeeze the greatest possible living space out of a low-cost house?"

Builders Herman Cooper and Edmund Robbins asked themselves this question and consulted with Stanley Shaftel, their architect. They came up with this 4-level split, which has a first-floor area, excluding garage, of only 370 square feet. By putting usually wasted basement and attic space to work, they got the following:

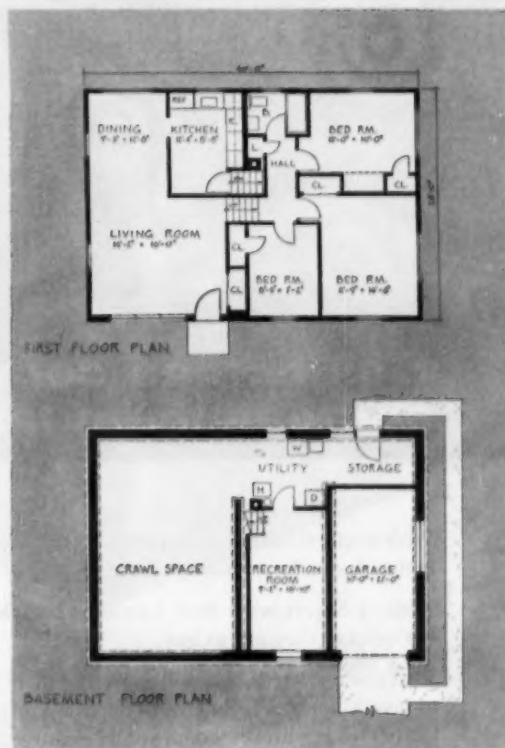
1. An attractive ground floor playroom 12 feet 8 inches by 19 feet 8 inches with 17 feet of windows. Utility room and bathroom are adjacent.
2. A main floor area with kitchen, dining room and a 12-foot 1-inch by 17-foot 7-inch living room.
3. A bathroom and two bedrooms on one floor up six steps, with 6-foot closets.
4. An additional two bedrooms, with ample closets, on the fourth level.

All of this added up to an unusual total of living space for the money. Result: all 90 of the houses in the Cooper and Robbins' Suburban Greens subdivision were sold out in 8 weeks.



IDEAS IN ACTION Delaware County, Pa

Air-conditioning and the price drew 20,000



Philadelphia builder Ralph Bodek drew 20,000 visitors to this pilot house in his new Lawrence Park development of air-conditioned split-levels. Located in Delaware County, near Philadelphia, Lawrence Park will eventually contain 1,200 split-levels. Each will have year-round air-conditioning in a system that automatically regulates humidity and temperature. The two-ton unit is by Bon Air and uses gas-fired forced air, with Minneapolis-Honeywell controls.

Selling for \$14,990, each house will have a ceramic tiled bathroom, plastered walls, hardwood flooring. Kitchens feature Caloric built-in oven and range, Formica counter tops.



Sell homes complete with Carpet... and sell them faster

With competition growing keener every day, more and more builders are finding they can sell homes faster by including carpet as part of the package.

Today's buyers want their homes as complete as possible. The more complete the home, the quicker they are to buy.

That's why alert builders are offering their homes complete with carpet. There is nothing like carpet to give a house a feeling of hominess — of being almost completely furnished! Carpet adds warmth, comfort and beauty that no other floor covering can give.

Use this new modern way to sell your homes faster. Contact your local carpet supplier or write to the Carpet Institute for full information on selling your homes complete with carpet.

Home means more with Carpet on the floor

More Quiet • More Comfort • More Beauty • Easier Care

Buy carpets designed and made for the American way of life by these American manufacturers:
Artloom • Beattie • Bigelow • Downs • Fifth • Gulistan • Hardwick & Magee • Hightstown • Holmes
Karastan • Leedom • Lees • Magee • Masland • Mohawk • Nye-Wait • Philadelphia Carpet
Roxbury • Sanford • Alexander Smith.

Carpet Institute, Inc. 350 Fifth Avenue, New York 1, N. Y.

Kaustine

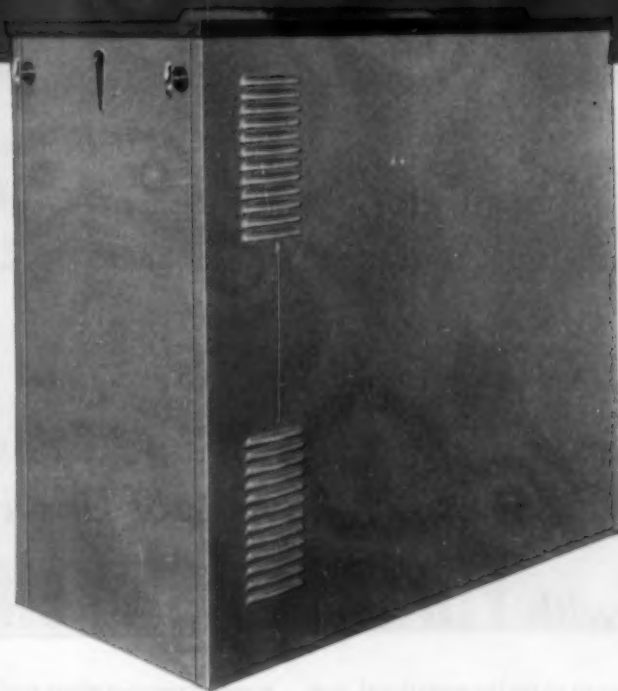


... the **QUALITY** Furnace for the trend to **QUALITY** Homes!

The new FHA regulations have caused a definite trend to **QUALITY** Homes with **QUALITY** Features. Building applications prove this.

When it comes to heating, the wise builder installs Kaustine Quality Furnaces because he knows *he can't buy better warm air heating at any price* . . . he gets nationally advertised heating equipment with "Quality Recognition" . . . and, he does not pay a premium for Kaustine.

With Kaustine fully-automatic oil fired furnaces he offers his prospects a dependable heating plant second to none in economy, efficiency and long life. Kaustine Engineering and Factory Assembly cuts his construction and installation costs, and Kaustine design saves valuable floor space.



THE KAUSTINE "LOW-BOY"

These fully automatic oil-fired Low Boys are designed for cellar installation. There are three factory assembled models delivering 85,000 B.T.U.'s, 95,000 B.T.U.'s and 110,000 B.T.U.'s. Larger units up to 250,000 B.T.U.'s are shipped knocked down.

GET THE FACTS . . . WRITE DEPT. AB-3



Kaustine

FURNACE & TANK CORP.
PERRY, NEW YORK

TOPS IN QUALITY

There is a Kaustine Furnace or Winter

Air Conditioner for every type of home

The beautiful, ultra-modern OCALA Model of FLORIDA BUILDERS, INC. ...featuring Flintkote SKYLINE Roofing and Flintkote Weathered Brown Asbestos Sidings. The economical, handsome and long-lasting roofing is one reason why these houses are selling as fast as they are built.



Meadow Lawn, 3000-home project of Florida Builders, Inc. —at St. Petersburg, Florida. Every house in this great new development offers amazing value . . . topped off with the modern styling of a Flintkote SKYLINE Roof.

Florida Builders, Inc.

speed construction and sales
of Low Cost, Low Roof Line Homes

...with Flintkote SKYLINE Roofing

You ought to see the sensational, new, fast-selling, pre-fabricated houses . . . of exceptional value . . . that Florida Builders are now offering.

These attractive homes have ultra-modern roof lines . . . made possible by the Flintkote SKYLINE Roofing System.

The newly-designed OCALA Model, illustrated above, will constitute approximately 20 per cent of the 3000 homes to be built in this development.

It features the Custom SKYTAB specifications of Flintkote SKYLINE Roofing . . . using white and pastel 12" Tapered Strip Shingles on 2½" slopes. It also features Flintkote 70X Asbestos Sidings.

You will find SKYTAB ideal for ranch houses and other types of contem-

porary structures where roof slopes are within a range of 2" to 4" per foot.

Other houses planned for this project include several two and three bedroom plans, and feature built-up SKYTEX Roofing . . . another specification of Flintkote SKYLINE Roofing.

You'll find SKYTEX just right for your decorative, low-sloped built-up roofing . . . either residential or commercial . . . where incline is from ¾" to 2" per foot. You give these roofs decorative beauty by using protective Mineral Surfaced Roofing. And this beauty can be even further enhanced with SKYKOTE color.

Use SKYKOTE . . . the third specification of the SKYLINE Roofing System . . . to recolor or color existing roofs or to redecorate built-up roofs. SKYKOTE really dresses up a roof and is easily applied by either brush or spray. Comes in white, green, coral and buff.

Follow the trend in modern roof styling. Use SKYLINE . . . Flintkote's flexible and economical 3-in-1 roofing system. We'll rush you detailed specifications. Write today.

THE FLINTKOTE COMPANY,
Building Materials Division,
30 Rockefeller Plaza, New
York 20, N. Y.



FLINTKOTE ... *Style and Color Leader*

NEW!

MORE RICHMOND BATHROOMS TO HELP YOU SELL!

Number 4 in Richmond's series of exciting, original bathroom designs.



YOUR CUSTOMERS ARE SEEING THESE

Exciting BATHROOMS!

Over 18,000,000 prospects for home building, remodeling and modernization have recently seen such striking bathrooms, in full color, in *BETTER HOMES & GARDENS*, *HOME MODERNIZING*, and *SMALL HOMES GUIDE*.

The splendid response of home owners demonstrates that these original bathrooms are not only stimulating new decorating ideas, but making Richmond a preferred brand... and making

your selling and merchandising job easier.

Modern Richmond fixtures for a charming Empire theme! Here is the EMPRESS one-piece toilet with its hush-quiet flushing action; the BRESLIN bathtub with its convenient wide front seating-rim; and the graceful BROMLEY lavatory with its wide shelf-back ledge for toiletries... set in a striking Empire decor that dramatizes the sparkling Azure Blue fixtures.

Just show this illustration to your customers and prospects.

RICHMOND... the complete line of top quality lavatories, water closets, sinks and baths.
Sold through selected wholesalers.

Be sure to send for your copy of "The Story of Five Little Bathrooms and How They Grew."



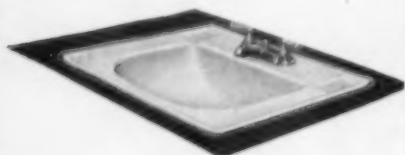
RICHMOND RADIATOR COMPANY Affiliate of Reynolds Metals Co.
16 PEARL STREET, METUCHEN, NEW JERSEY



SEE OTHER SIDE FOR COMPLETE DETAILS ON RICHMOND'S MODERN LINE OF LAVATORIES

Vogue

a lovely countertop lavatory in vitreous china with integral front overflow, recessed soap dishes, anti-splash rim. Ideal for vanity or dressing table installation. Sizes: 16" x 14", 20" x 18" and 24" x 18" for combination or centerset fitting. G-141; G-143.



Countess

a beautiful roll-rim countertop in vitreous china. Integral front overflow, recessed soap dishes, anti-splash rim. Size: 20" x 18" for combination or centerset fitting. G-146; G-148.



Victoria

countertop lavatory in enameled cast iron. Integral front overflow, rear outlet, recessed soap dishes. Size: 20" x 18" for combination or centerset fitting. No. 847; No. 849.



countertops

From master bathroom
to tiny powder room—

**IT'S RICHMOND FOR
SIZE—STYLE
COLOR—QUALITY!**

No matter what kind you require, Richmond offers you the right lavatory for the job! Shown here are six of the more popular models, but the full line includes a wide range of types in vitreous china and enameled cast iron—from wall hung and corner to free standing types; in sizes ranging from the luxurious 26" x 22" BROMLEY to the compact 14" x 14" DENTYN dental lavatory. All Richmond lavatories are smartly designed for efficient utility. Available in Richmond's popular "Whiter-White," or a choice of seven beautiful pastel colors with lavatories, bathtubs and toilets color-matched to commercial perfection. **Sold through selected wholesalers**

wall hung types



Berkeley

handsome vitreous china with combination supply and pop-up drain fitting. Integral front overflow, rear outlet, anti-splash rim, recessed soap dishes. Size: 19" x 17". No. G-160.



Bromley

vitreous china, combination supply and pop-up drain fitting. Integral front overflow, rectangular bowl, anti-splash rim. Sizes: 20" x 18", 22" x 19", and 26" x 22". No. G-132LT supplied with special chrome legs and towel bars.



Lorain

enameled cast iron, rectangular bowl, rear outlet and front overflow. Combination supply and drain fitting. Sizes: 19" x 17" and 22" x 19". No. 837.

Richmond Radiator Company, 16 Pearl Street, Metuchen, New Jersey
Please send me information on Richmond lavatories. No obligation, of course.

Name _____

Company _____

Address _____

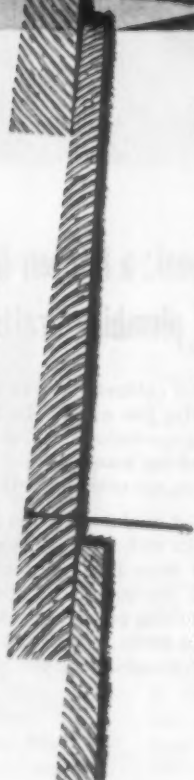
City _____ Zone _____ State _____

We are plumbing wholesalers plumbing contractors builders architects



RICHMOND
radiator company

**16 PEARL STREET
METUCHEN, NEW JERSEY**



RECOMMENDED APPLICATION OF BEVEL SIDING

Use rust-resisting casing nails, not less than 6d for bevel and 8d for bungalow. Nails should be located at each stud above lap as shown in diagram. Minimum headlap (FHA) should be 1" for 4" and 6" siding, 1 1/4" for widths over 6".

This nailing procedure is recommended to prevent any possibility of cupping or splitting. Tip of siding is left "floating free" to allow for normal dimensional changes. Siding nails should be set and puttied. (Note: If necessary, to prevent splitting near ends of pieces, holes should be prebored through the siding for the nails.)

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Siding of versatile West Coast lumber, with its natural pattern lines and flexibility of use, offers the widest variety of interest-arousing treatments. Wood performs better, too... for lumber is durable, has high insulation value, and is easy to use, regardless of building style or plan.

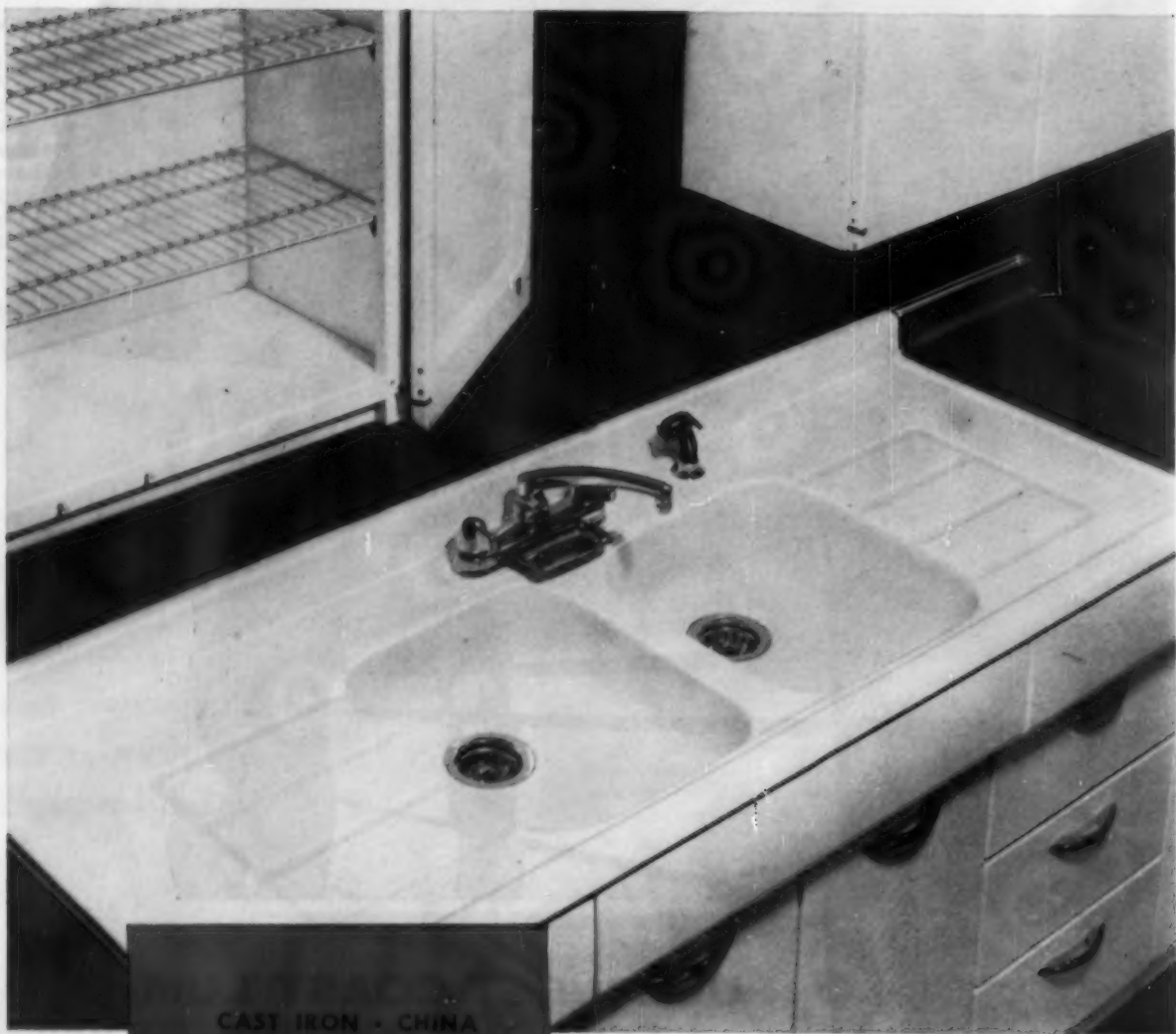
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A complete, but uncluttered line for easiest planning . . . sinks with integral base, and top premounted, to save installation time and costs . . . and one-source benefits for all kitchen and plumbing units. See your plumbing contractor or write *Eljer, P.O. Box 836, Pittsburgh 30, Pennsylvania.*

Home Starts Boom May Squeeze Financing

Confidence that 1955 construction activity would outdo 1954 refused to "rub off" thousands of home builders attending the 11th annual convention and exposition of the National Association of Home Builders, despite storm warnings from mortgage leaders that too many starts would tend to dry up money sources or provoke another round of inflation.

Their enthusiasm stemmed from Labor Department reports that 300,000 home units were started in the last quarter of 1954, exceeding the pace of the record 1950 year, and knowledge that the rate was continuing through January.

Attendance at the giant Chicago show exceeded 25,000, shattering all previous marks. Manufacturers presented 544 exhibits to establish another high. After 102 panel and general sessions with 205 speakers from government and industry, NAHB declared in a policy statement that it expected to attain its goal of an annual average of 1,400,000 starts this year.

Elected from the ranks, new president Earl W. "Flattop" Smith was a bit more conservative. At his first press conference, he estimated that new 1955 housing will not exceed 1,300,000 units, for which he said financing would appear "ample."

New Approach

Smith is a 46-year-old builder of El Cerrito, Calif., known throughout the



HHFA Administrator Cole: Much of the future market depends on slum and blight removal



Passing the gavel: from Hughes to Smith

industry as "Flattop" because of the 11,000 flat-roofed, low-cost houses he has erected in northern and central California during the past eight years. Succeeding R. G. "Dick" Hughes of Pampa, Texas, as president of the 33,000-member organization, Smith said he expects to direct attention "on the thing I have been identified with—building houses; that really is the primary function of this organization."

NAHB will devote increased attention, Smith pointed out, to the basic problems of how to build a better house and improve service to the public by placing greater emphasis on research and other things which will "help and aid our members."

"There are no miracles in housing, nothing just around the corner that will revolutionize our industry," Smith continued. He said builders can best win public support by earning it—"showing the public we can do a good job."

Haverstick, Stringfellow Named

Other officers elected were Joseph B. Haverstick of Dayton, Ohio, who had served as acting convention chairman, first vice president; V. O. Stringfellow, Seattle, second vice president; Franklin L. Burns, Denver, treasurer,

and Carl T. Mitnick, Merchantville, N. J., secretary.

Four RVPs Repeat

Named as regional vice presidents were: 1. Arthur H. Oman, Boston; 2. Frank P. Tufaro, Westchester County, N. Y.; 3. Fred P. Meagher, Philadelphia; 4. Frank Calcara, Washington, D. C.; 5. Charles C. Lucas, Charlotte, N. C.; 6. John F. Beatty, Miami; 7. Albert B. Stanbery, Toledo, Ohio; 8. John R. Worthman, Fort Wayne, Ind.; 9. Roy E. Olson, Hopkins, Minn.; 10. Willard Garvey, Wichita, Kans.; 11. Miles Strickland, Houston; 12. Delbert Moulding, Ogden, Utah; 13. Charles Searle, Colorado Springs, Colo.; 14. Harold Larsen, Seattle; 15. Irving Jordan, Los Angeles; 16. Martin L. Bartling, Knoxville, Tenn.; 17. Ellie Schill, New Orleans; 18. Edward Snow, Albuquerque, N. Mex.; 19. John Jacobson, Sacramento, Calif.; 20. Harold Goodley, Camden, N. J.

Oman, Calcara, Beatty and Worthman were re-elected.

Starts vs. Loans Seesaw

With their 1957 deadline in sight, veterans will remain the mainstay of the housing market this year, declared



NAHB'S NEW LEADERS
(from left): Burns, treasurer; Smith, president; Haverstick, first vice president; Mitnick, secretary. Stringfellow (above), second vice president, was called away from sessions due to wife's illness

Ewan Clague, special assistant to the Secretary of Labor. He said their incomes are larger on the average than those of non-veterans and gave these other reasons for his department's projection of 1,300,000 starts:

- Consumers have the money to spend, and they are spending it.
- The money is distributed more widely than ever before so that there are more potential customers for new housing.
- Continued trend toward home ownership reflects a decided consumer preference.
- Almost the gamut of potential customers can be tapped, because mort-



Lu-Re-Co speed: 24x8-ft. section built by four men in 67 minutes during session on components

gage money is plentiful on easy terms, and special financing assistance has been provided by the Housing Act of 1954.

- Population influences remain important, since mobility and the changing pattern of our households offset effects of a falling marriage rate.

Protect Money Needs Now

Dr. George Conklin, economist of the Guardian Life Insurance Co., acknowledged that there is a limitless demand for houses, but questioned whether demand is not excessively stimulated to the point where builders may find money hard to get later if the number of housing starts greatly exceeds the 1,300,000 expectation. December starts of 91,000, he pointed out, if projected into 1955 would mean 1,700,000 houses for the year. Starts held to 1,300,000, he added, would require about \$3 billion over 1954.

"If you try to build 1,500,000 houses," Conklin warned, "you will have a tight mortgage credit market. Protect yourself for your money needs in 1955."

Frank P. Flynn, executive vice president, National Homes Acceptance Corp., offered these other reasons why builders should cover themselves now on the year's financing:

- Government bond market is softening slightly.
- No-down payment loans, except those for immediate delivery, are not as acceptable now as a few months ago.
- Discounts are beginning to appear with regularity.

Legion Defends Rate Stand

Seaborn P. Collins, national commander of the American Legion and a home builder-lumber dealer of Las Cruces, N. Mex., declared the Legion can "see no justification for further increase in the interest rate (of the

loan guaranty service), and we will vigorously oppose any move in that direction."

He severely criticized a national building magazine (not American Builder) for labeling the Legion as the "No. 1 Political Roadblock" to flexible FHA-VA rates, pointing out that the program cannot be looked at solely from the builder's standpoint. Since 1944, he said, more than \$17 billion was paid to builders for new home construction and another \$7 billion loaned to veterans for existing homes. He estimated that half of the 4,000,000 veteran buyers could not have financed their purchases without the lower interest aid and guaranty.



Sparkman: Noted big market

Community Problems

Several convention meetings hinged around the increasing problems of community facilities and minority housing. Though no simple solution was forthcoming, "Flattop" Smith pointed out "Our big job is to enlist all the community."

Senator John J. Sparkman (D-Ala.) and Representative Jesse P. Wolcott (R-Mich.) were featured speakers during the general sessions. Sparkman noted a big potential housing market in the \$3,000-\$5,000 annual income bracket and said "some way must be found" to help more such families obtain adequate housing. Wolcott reminded builders that the quicker they provide adequate housing for low-income families, the sooner public housing will come to an end.

Award Winners

Spectacular gains were necessary to win plaques in the membership contest. Among the big chapters, Denver more than doubled its roster (338 to 700 members) to carry off numerical and percentage honors. In four smaller categories, winners were Wichita, 118 to 410 members; Lexington, Ky., 84 to 182; Bronx, N. Y., 35 to 116, and



"Big Spike" Plumb and Hughes

the new Rockland County, N. Y., association, 33 to 138.

No little help to Denver was Dean Plumb who alone obtained 102 new NAHB members during 1954 to succeed Murray Hartt of Houston, Texas, as "Big Spike." He was presented with a diamond-studded spike pin. Close second with 84 members was R. Reese Myers of Los Angeles.

House Design

The West monopolized the house design contest, taking seven out of nine merit awards. Three-time winners were Pardee-Phillips Construction Co., Los Angeles, with a plan by Frederick E. Emmons, architect, and Stern & Price Construction Co., Cupertino, Calif., designed by Louis W. Gerhardt. Most expensive design was a



Official opening ceremony: R. G. "Dick" Hughes cuts the ribbon

\$35,000 unit planned by Edward Fickett and built by G. M. B. Corporation, Los Angeles.

Other honors were accorded Carey Construction Co., Denver; Volk-McLain Co., Los Angeles; Daley & Prows, Inc., Salt Lake City; Wirsching Realty & Construction Co., Indianapolis; Howard C. Grubb, Tulsa and Eichler Homes, Palo Alto, Calif.

Neighborhood Development

Eichler Homes was also one of ten winners in the seventh annual neighborhood development competition, for Greenmeadow in Palo Alto.

Four repeaters from last year were: Seal & Turner, Highmeadow, Middletown, Pa.; Arter Brothers, Riddlewood, Media, Pa.; Bollenbacher & Kelton, Allied Gardens, San Diego, Calif.; Gerholz Community Homes, Westgate Park Addition, Flint, Mich.

Certificates also went to I. A. Jacobson, Ranch Acres, Tulsa; Lusk Corp., Highland Vista, Tucson, Ariz.; Co-operative Builders, Brynhaven, Elmhurst, Ill.; James d'Agostino, Stonehurst Manor, Tenafly, N. J., and the Wilder Co., Rancho Shopping Center, Los Altos, Calif.

Other Awards

A small-town tabloid, the San Rafael, Calif., Daily Independent, was adjudged to have produced the best National Home Week section of 1954.

NAHB recognized steady growth of the Women's Auxiliary during the past seven years by presenting a charter to Mrs. Hope Bettilyon of Salt Lake City, president. The group now comprises 27 chapters, over 1,000 members.

American Builder, which announced the results of the National Home Week contest in the January issue, presented plaques to the winning NAHB chapters, representing Seattle; Wichita, Kans.; Davenport, Iowa;

Washington, D. C.; Dallas; Utah; Des Moines, Iowa, and Tyler, Texas.

"Idea Home" Clicks

Better Homes & Gardens introduced its "Idea Home of the Year," a two-bedroom design which can be expanded in two directions without changing the basic rectangular roof outline. In two days, it had signed with builders in 61 cities.

Illness Hits Hard

Meanwhile, illness struck at the convention in two vulnerable spots. Emanuel M. Spiegel of New Brunswick, N. J., 1953 president who headed the nominating committee and was slated to lead many important meetings, was stricken while acting as toastmaster at the Chicago Metropolitan Home Builders' banquet. First vice president Nathan Manilow of Chicago, whom many believed might be NAHB's next president, underwent major surgery and removed himself from consideration as a candidate. Three weeks later, Spiegel was resting comfortably in a Chicago hospital; Manilow recuperating slowly in Florida.



Seattle's Dan Narodick accepts National Home Week plaque from *American Builder's* Ed Gavin

More Highlights of the Home Builders' Convention



Building editors crowd last press conference of R. G. "Dick" Hughes as president



Gen. Carlos P. Romulo speaks



Charles A. Bowser, FHA assistant commissioner, technical standards, explaining agency's plans to credit improved techniques, better quality materials at American Builder exhibitor-builder breakfast



Proud winners of lifetime director awards following presentation for NAHB by Franklin L. Burns, right. They are, from left: Waverly Taylor, Washington, D. C.; John Taylor, Kansas City, Mo., and John Olson, Worcester, Mass. Another winner was Russel Neuse of Philadelphia



Leonard G. Haeger, NAHB construction department director, with Dorsey Connors on "Home," TV network show



Women's Auxiliary, with 1,000 members, gets NAHB charter. Officers are, from left: Mrs. T. R. McNeal, Des Moines, treasurer; Mrs. John La Porte, Portland, Ore., second vice president; Mrs. B. Luc Bettilyon, Salt Lake City, president; Mrs. W. H. Johannesen, Seattle, first vice president

Eisenhower Asks \$5 Billion Grant To Back Stepped-up FHA Activity

President Eisenhower predicted in his annual budget message that "Almost 800,000 homes and improvement or repair of 1,500,000 other homes" will be financed with government-insured loans during the fiscal year beginning next July. He recommended that the Federal Housing Administration be equipped to meet this demand by a grant of \$5 billion in additional insurance authority. The President also called on Congress to:

- Authorize 35,000 additional public

housing units in each of the next two fiscal years;

- Extend the Veterans Administration direct housing loan program until July 25, 1957, expiration date of the loan guaranty program for World War II veterans.

He estimated that gross expenditures for public housing programs in fiscal 1956 would be \$604 million, "chiefly temporary construction loans to local authorities and annual contributions for completed projects."

Previously, in his state-of-the-union message, he had indicated 1958 would mark the end of public housing construction because "by that time, the private building industry, aided by the Housing Act of 1954, will have had the opportunity to assume its full role in providing adequate housing for low-income families."

Housing Act Alterations

Several minor changes in the Housing Act of 1954, including some "remedial or perfecting" amendments, have been recommended to Congress by Administrator Albert M. Cole of the Housing and Home Finance Agency. In summary, they would:

DICKERMAN'S COLUMN

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

Present Mass Market Credit System Seen No Threat to Inflation in Building

A stable and adequate flow of mortgage credit is a prime necessity for the gigantic home building volume planned for 1955. Home builders are as concerned as are other responsible elements of the business community that every precaution be taken to guard against another round of inflation. A sound credit base is vital to the continued successful functioning of our industry. But it should be made unmistakably clear to the general public as well as to the leaders of our government that, with the safeguards now in operation, there is no inflationary threat in the construction of 1,300,000 new homes which the industry plans for this year, and that our present mortgage structure rests upon a solid foundation.



Dickerman

Let's take a look at the facts.

Sounder Loan Practices Now

The sound mortgage practices developed over the past 20 years, largely through the stimulus of the Federal Housing Administration, provide a far greater degree of protection for lender, builder and buyer than at any time in our history. For example, all FHA and VA loans are on a fully amortized basis; there are no second or third mortgages on the FHA and VA loans now being made. The same practice is increasingly common today on conventional loans—according to the 1950 census, only about 7 per cent have junior mortgages.

In the 1920s, most mortgage loans were made for a short period of time,

few if any payments were made during the life of the loan, and the entire loan fell due at the expiration of the term—usually five to 10 years. In good times, it was easy, although extremely expensive to the borrower, to renew the loan. But when hard times developed, millions of home owners lost their homes. Such a wave of foreclosures as occurred in the early 1930s is practically impossible under present conditions.

FHA 'Built-in Strength'

While FHA-insured loans may be made today for low down payments, there are certain built-in strengths in the FHA system which are as close to being depression-proof as have ever been devised. FHA, which now operates entirely on private funds earned from the premiums paid by borrowers, has built up reserves of more than \$375 million and is adding to them at the rate of \$50 to \$60 million—enough to cover any currently foreseeable losses.

In addition, the FHA debenture system makes it possible for the agency to issue long term debentures for any properties it may take over. This permits FHA to hold and improve such properties until market conditions improve sufficiently to make them readily and profitably saleable.

Prior to the creation of the FHA system, appraisal practices were poorly developed. When lenders of that day spoke of a two-thirds mortgage they might well have been talking of a loan that exceeded the actual value of the property, because the appraised price frequently was set at an arbitrary figure to accommodate the transaction. With today's appraisals made

on a scientific basis by trained professionals, such a situation would be quite unlikely, particularly under the FHA and VA systems.

Debt Far Below Market Value

A further stabilizing factor is the fact, too often ignored or overlooked, that today's mortgage debt is low in relation to the market value of our nation's homes. The Federal Reserve Board's latest survey of consumer finances shows that only four of every 100 homes had a mortgage debt of 80 per cent or more and the medium debt was only about 45 per cent of total value.

Furthermore, today's mortgage debt is far more widely held and is a smaller proportion of national income than was the debt in the pre-war era. The overall mortgage debt at present for both farm and non-farm homes and commercial structures is about \$111 billion, or 37 per cent of our \$360 billion national income, compared with 45 per cent in 1950 and 62 per cent in 1930.

Equally important is the fact that carrying charges on the mortgage debt are far lower per dollar of debt than they were in the 1920's, when interest rates were as high as 8 per cent and the borrower was saddled with numerous fees and discounts, second and third mortgages that added to his costs.

The amazing growth of home ownership in the post-war period—there are about twice as many home owners today as there were in 1940—is traceable directly to the development of our present mass market credit system. It is imperative that this system be maintained and strengthened, and that home builders everywhere guard against any attempt to reverse the progress in mortgage practice that has made this the best-housed nation on earth.

- Modify detailed requirements intended to restrict contracts for additional low-rent public housing to families displaced by urban renewal or other government activities.
- Eliminate cost certification rules on section 221 FHA insurance on single-family housing for sale.
- Clarify Congressional intent concerning the \$5,000,000 mortgage limitation on multi-family housing.
- Remove the \$2,500 limit on FHA and VA guaranteed home repair or improvement loans made by federal savings and loan associations.
- Increase low-rent public housing authorization for the remaining 70,000 units originally recommended by the President.
- Increase FHA general mortgage insurance authorization by \$5 billion.
- Extend Title I.
- Increase capital-grant urban renewal authorization by \$500 million.

FHA Fills Old Vacancy

Louis J. Fellenz Jr. is the new director of FHA's multi-family housing division, a post unfilled since the sudden ouster of Clyde L. Powell last April when prolonged investigation of the agency started.

Fellenz, who had been director of FHA's insuring office in Milwaukee since October, 1953, is a 39-year-old lawyer from Fond du Lac, Wis. He served in the state senate from 1941 to 1949, during which time he authorized Wisconsin's first veterans' loan law.



Fellenz: Gets Powell's FHA post

Another new Washington appointment is Kline B. Reed who succeeded Clyde R. Black as one of FHA's six regional directors. Reed, 52, is a former circuit court judge of Fulton County, Indiana. He will supervise Region IV, comprising Middle Western states from Ohio to the Dakotas.

Court Backs Builder

The right of a builder to the exclusive use of his copyrighted plans has been established in a recent decision handed down by U. S. District Judge William M. Byrne in the Southern District, California.

Cliff May, Los Angeles builder, had brought an action against William M. Bray, Los Angeles architect, and others, alleging that houses built by

the defendants in Santa Ana, Calif., were so similar in appearance as to mislead the public into thinking that they are genuine "Cliff May Ranch Houses."

Judge Byrne ruled that "the building of such houses and the use of said plans prepared by said defendant William M. Bray constitute unfair competition with plaintiffs and plaintiffs are entitled to . . . relief."

The court issued a permanent injunction restraining the defendants from using the copyrighted drawings, or copies thereof, unless licensed by May or his representatives. They were ordered to turn in all drawings or prints in question to the court clerk for cancellation and destruction.

Haeger Goes to Levitt

Leonard G. Haeger, director of the National Association of Home Builders Research Institute, has resigned



Haeger

to become technical director of Levitt & Sons, now developing the big Levittown, Pa., community. He will assume his new duties March 1, according to William J. Levitt, president, replacing Irwin G. Jalonack who resigned to go into business for himself. Haeger was instrumental in organizing the Research Institute in 1952.

DEALER'S VIEWPOINT

Manufacturers Urged to Show Dealers How to Display Products at Exposition

One point on which building products manufacturers and retail lumber dealers have not been in complete agreement is the matter of point-of-sale displays in the dealer's sales-room.

Manufacturers charge that lumber dealers don't always make good use of the window, counter and floor display materials furnished to them by their suppliers.

Dealers claim that the materials which manufacturers prepare are not always suitable for use in their stores.

NRLDA's Second Annual Building Products Exposition, being held this year in Cleveland October 11-16, gives the manufacturers a wide open opportunity to demonstrate that their dis-

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

play materials are suitable and that they will attract the buying public.

Test Reaction of Public

At least, we are urging those manufacturers who participate in the exposition to devote their exhibit space to showing dealers how to display their products most effectively to the public at the point of sale and to feature end-uses in their displays.

Inasmuch as the public also will be attending the exposition, during the evening hours, manufacturers and dealers both will have a first-hand opportunity to observe how effectively the displays serve their purpose.

Manufacturers who wish to know what sort of point-of-sale displays dealers think they want can get some advice from NRLDA's new merchandising calendar, which lists a variety of end-use packages that dealers are

urged to feature in their merchandising and advertising during each month of the year.

Promote End-use Sales

The calendar recommends these seasonal themes or appeals on the theory that customers really are buying comfort and economy rather than insulation, extra rooms instead of wallboard or ceiling tile, and so on. In other words, customers don't want building materials unless they have a plan for using them, so the most effective means of selling materials is to sell customers on the end-uses for which the materials will be required.

No matter how cramped a dealer's store display space may be, he always has room for at least one of two good displays devoted to a seasonal end-use package. Those manufacturers who provide display materials which best fit into a program of featuring seasonal packages are most likely to get their display materials used most widely in the future.



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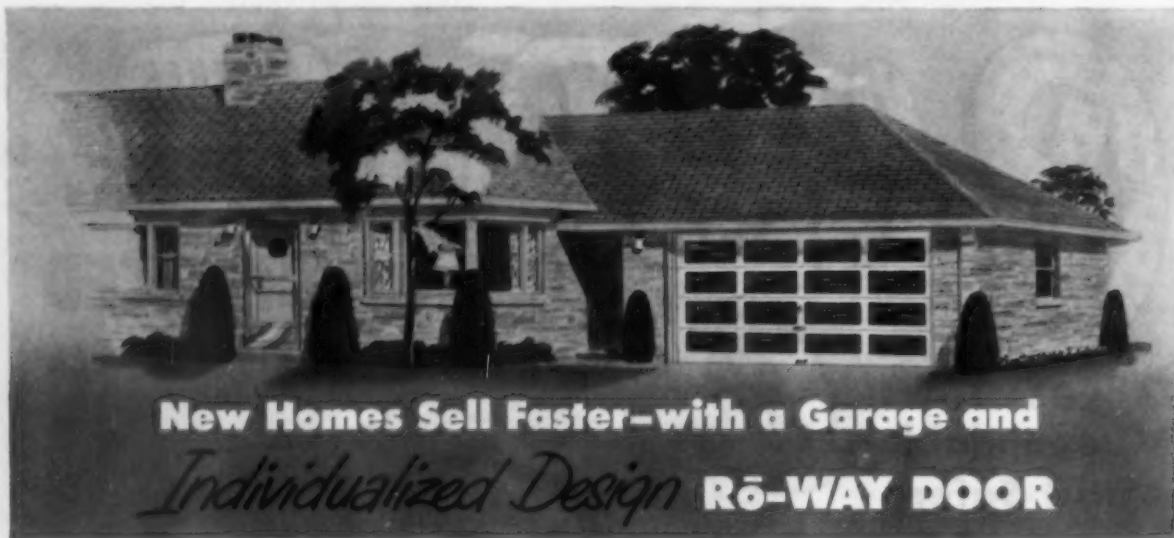
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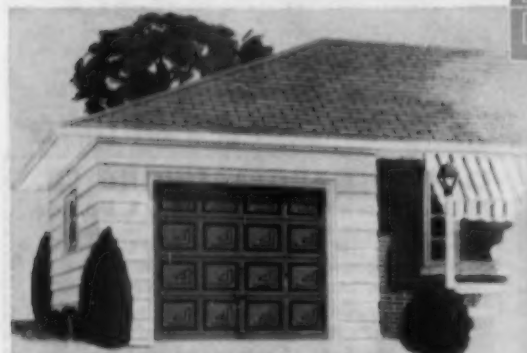
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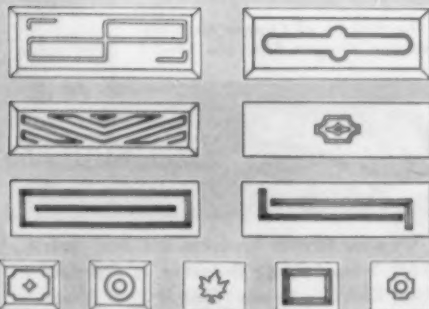


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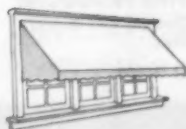
with **CANVAS SHADING**



By 5 o'clock on a summer afternoon a 3' west overhang will be so nearly useless that an 8' x 12' picture window will let in almost as much heat as it would without the overhang—about 24,000 Btuh. Canvas Awnings are better than overhangs east and west because they can roll down lower when needed and give complete protection for a fraction of the cost.

Every good idea that makes it easier to keep a house cool without air conditioning will also make it easier to cool a house with air conditioning. And of primary importance in both of these is keeping the sun off glass areas, for glass lets in 35 times as much heat from the sun and 10 times as much heat from the outside air as insulated wall.

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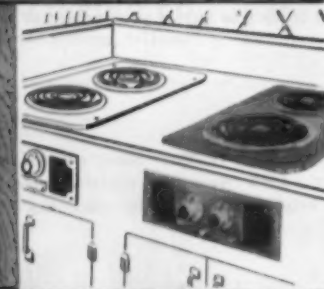
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- *Choice of Sizes, Gasoline or Electric Power, and many other Champion features!*

See this Newest *Champion*

Check the features yourself that make this finisher a *natural* for any job where concrete is laid. The controls are built for quick, effective use with no waste motion, and the entire unit is engineered for trouble-free use on yard after yard of concrete. See it this week!

by *Champion* - MAKER OF THESE FINE PRODUCTS:
Masonry Saws • Concrete Saws • Blades for Concrete and Masonry Cutting • Portable Masonry Saws

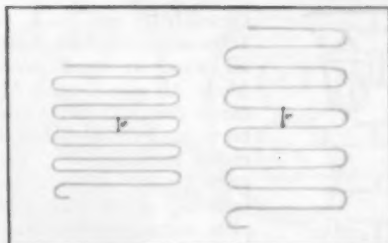
See Your Champion Distributor This Week!
Or Write Direct To:



2028 WASHINGTON AVE.,
ST. LOUIS 3, MO., U.S.A.

Everyone saves with new Anaconda Pre-Formed Panel Grids

New radiant panel heating coils made of Type L Copper Tube save contractors installation time and money . . . save engineers time and effort in planning and designing radiant panel heating installations



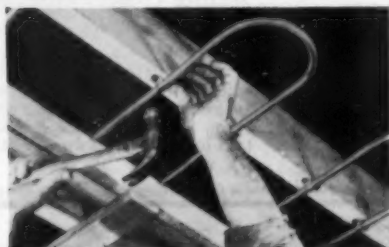
NEW ANACONDA GRIDS* (PG's) contain 50 linear feet of Type L Copper Tube and come in two tube sizes—left, 3/8" (1/2" O.D.) for ceilings; right, 1/2" (5/8" O.D.) for floors.



DESIGN AND LAYOUT is simplified by Anaconda's free layout kit of printed, gummed PG scale drawings, which show precise layout of heating panels on blueprints.



MACHINE-FORMED PG's are compactly packaged 4 to a carton. One tube end of each PG is expanded so that it can be solder-connected in series without requiring fittings.



PG's ARE EASILY INSTALLED—A 3/8" PG weighs only 10 pounds, is easily lifted and propped in place, leaving worker's hands free to fasten straps. Here, metal lath goes under the PG's.



A HOOK TYPE FASTENER offers another easy, quick installation method. Fasteners are partially set in joists, PG's are positioned, and fasteners driven home.



HEAT FOR THIS basement game room will be provided by 1/2" PG's embedded in concrete. For floor or ceiling installations the pre-formed Anaconda Panel Grid offers many economies.



CEILING INSTALLATION ready for plastering. Note tube spacing narrows to 4 1/2" o.c. nearest the outside walls, and supply lines to panel circuits run next to outside wall.

*Pat. Applied for



NO SAGS OR DIPS in the tube lines permits a uniform plaster thickness, which means savings in time and materials.



SNOW MELTING SYSTEMS are installed easier and quicker with 1/2" PG's embedded in concrete.

ANACONDA®

Copper Tube
PRE-FORMED
Panel Grids



For Radiant Panel Heating

MARCH 1955



The American Brass Company, Waterbury 20, Conn. ^{AB}
(In Canada: Anaconda American Brass Ltd., New Toronto, Ont.)

FREE BOOKLET! Send me free booklet C-6 which tells how to design, lay out and install radiant panel heating systems with PG's.

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____



Give screen **MED** FITS-ALL MACKLANBURG DUNCAN CO.

FITS-ALL NO. 5

Gracefully designed, yet fully adjustable for nearly all wood or metal doors! Made of silvery-satin Alacrome that will not rust or tarnish. Patented holder makes installing easy. Each grille packed in individual colorful, carton with complete instructions for installing and suggestions on how to arrange scrolls.

Surface Clamps Included

FITS-ALL Grilles may be installed on the surface, rather than between stiles of screen door, by using surface clamps which are furnished. Merely place one clamp over each scroll and attach to door as shown at left.



FITS ALL Adjustable SCREEN DOOR GRILLES

Made of Alacrome—Silvery-Satin Finish

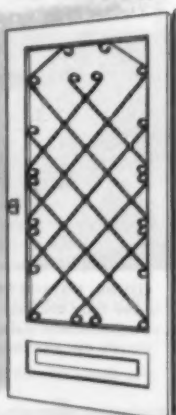
NO. 1 Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30½" in width between stiles and from 40½" to 30½" high. Squared up size is 30½" x 30½". Packed 12 to carton—screws furnished.

NO. 2 For doors with divided sections. Each side adjusts from 13" wide and 19½" high to 14½" wide and 17½" high. Packed 12 pairs to carton.

NO. 3 For lower section of door with cross-bar. Fully adjustable from 14" wide and 32½" high between stiles to 25" wide and 25" high between stiles. 12 to carton.

NO. 4 For upper section of doors. Adjusts from 19½" wide and 34" high between stiles to 33½" wide and 20½" high between stiles. 12 to carton.

NO. 7 Adjusts from 18" wide to 32" high between stiles to 24½" wide and 27" high. Squares up at 26" x 26". 12 to carton.



FITS-ALL NO. 56—Easily installed, fully adjustable. Made of Alacrome with silvery-satin finish—will not rust or tarnish. Packed in individual carton.

FITS-ALL NO. 95—Fits full-size panel. Adjustable from 22" to 30" wide and from 75" to 55" high between stiles. Packed 6 to carton.

**MACKLANBURG
DUNCAN CO.**
MANUFACTURERS OF
QUALITY
BUILDING
SPECIALTIES

doors that "extra something"

Adjustable SCREEN DOOR GRILLES



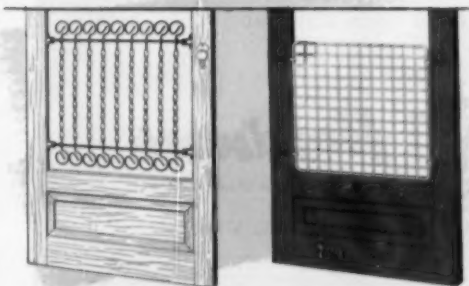
Nu-WAY
NO. 16 PUSH GRILLE
 — Made especially for combination doors—wood or metal—16" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Silvery-satin finish. Packed 12 to carton.



Nu-WAY
NO. 4 PUSH GRILLE—4" high, made of silvery-satin Alacrome. 32" fits openings from 24" to 26" wide and 36" fits between stiles from 28" to 30". Packed 12 to carton.



Nu-WAY
NO. 6 PUSH GRILLE—For aluminum or wood doors 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Silvery-satin finish. Packed 12 to carton.



Nu-WAY—Comes in silvery-satin aluminum or steel with black enamel finish. Fits 30" and 32", 36", 42" doors. Easily installed on doors or as window guards.

M-D MESH GRILLE—Interlaced ribs form strong protection for screen. 32" fits screen openings from 24" to 28½" and 36" fits openings 28" to 31½". Silvery-satin Alacrome will not rust or tarnish.



Nu-ART **GRILLE ORNAMENTS**

Attaches to nearly all screen door grilles. Made of cast aluminum with colorful outlining. Comes in individual envelope with instructions, clamps and bolts.

- | | |
|-----------------|-----------------|
| MALLARD | BRONCO |
| STEER | HORSE |
| SEA GULL | SAILFISH |
| SAILBOAT | PANCHO |
| PEDRO | SQUIRREL |

FITS-ALL **GRILLE** **MONOGRAM**

Customer chooses initial or numbers from your stock and mounts on black disc. Packed 2 discs to envelope with screws and fasteners. Attractive, yet inexpensive!



MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

DEALERS: ORDER TODAY! YOUR ORDER SHIPPED SAME DAY IT IS RECEIVED!
 All M-D products are fast sellers, nationally advertised.

BUILDERS: For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers everywhere!

They're New... They're Steel... They're **STANLEY**

Steel Swing-Up Garage Doors By STANLEY

They're NEW! All new doors with heavy 24-gauge steel faces and heavier 18-gauge vertical side and center reinforcing channels. Steel surfaces zinc-coated, Bonderized and prime-painted, ready for finish coat of paint.

They're STEEL! Rugged, longer lasting steel that outwears anything. With quality Stanley hardware — including floating action bearings, heat-treated, oil tempered coil springs, all around weatherstrip and complete with cylinder lock and handle.

They're STANLEY! These doors lift easily and automatically up and in — entirely out of the opening . . . no overhang to worry about . . . minimum headroom for track installation. Good looking, long wearing, with the finest materials and construction throughout. The Stanley trademark on every door is your assurance of superior quality. Write the Garage Hardware Division, The Stanley Works, 103 Lake St., New Britain, Conn., for full details as to sizes, styles and other installation data.



STANLEY Hardware

A Division of The Stanley Works

TOOLS • ELECTRIC TOOLS • HARDWARE • STEEL • STEEL STRAPPING

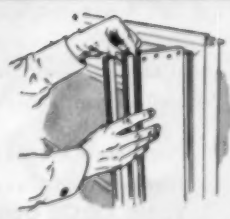
Meet demand...sell your customers homes that feature **MALT-A-GLIDES!**

Buyers, today, demand homes that have an air of charm. As a builder you can meet this demand with **MALT-A-GLIDES**. These horizontal sliding wood window units in distinctive groupings are ideal for every room . . . every purpose. Use them

in combinations for entire walls of light, or for high ribbon windows, to provide the modern touch! For beauty and quality that satisfy customer demands, build your homes around **MALT-A-GLIDES**. Write for literature and name of nearest dealer.



MALT-A-GLIDES harmonize with traditional or contemporary lines . . . and have every wanted feature in construction and convenience to delight both the builder and homeowner! Use **MALT-A-GLIDES**, and profit!



Easily and economically installed in walls of varying thicknesses . . . in frame or masonry construction. You'll like **MALTA's** precision milled quality and convenient-to-use removable jamb liners . . . your customers will, too.



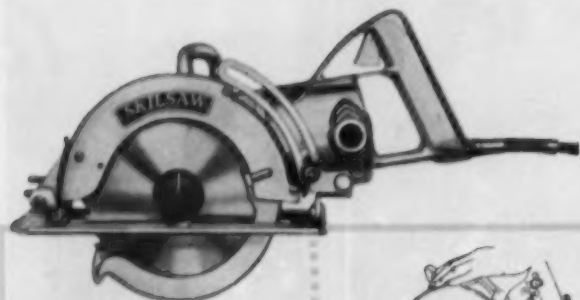
Sash remove easily and quickly for cleaning or painting. Full metal weatherstripping and unique watertight sill-seal eliminates moisture, drafts and heat loss. Aluminum guides insure smooth, silent action.

THE **Malta** MFG. CO.

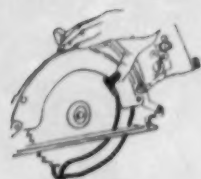
Sales Office: Athens, Ohio

Supreme Quality Since 1901
Member Fenderos Fine
Woodwork Assn. and M.W.M.A.

Trade in your old ... ON A NEW SUPER



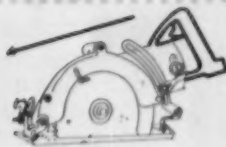
**New SKIL Saw
MODEL 77**



SAFER!
Telescoping Guard



LESS FRICTION!
All Ball Bearing



CONVENIENT!
In-Line Rear Handle



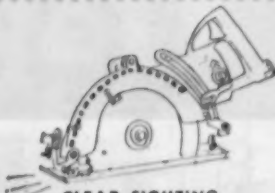
CONTROL!
Full Size Top Handle



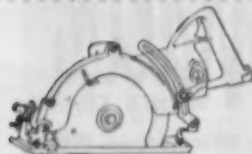
ACCURATE!
Blade Visible at Cut



VERSATILE!
Foot Design
Permits Right or Left Cuts



CLEAR SIGHTING!
Effective Sawdust Blower



MORE SAFETY!
Satin Finish Reduces Glare



HIGH TORQUE
Low-Ratio Worm Drive

*Power increased up to 107%!
Blade speed increased up to 40%!
Lighter weight, greater performance
than ever before!*

Here's your chance to own a great new saw at big savings. Once again, SKIL makes a sensational trade-in offer. \$22.50 cash allowance for your old saw—regardless of make, age, or condition—when you purchase SKIL Models 77 or 825.

Limited Offer! Hurry—this savings opportunity ends May 31. It is made now only because the response to our introductory Trade-in Program last Fall was so overwhelming that many builders were disappointed. Offer positively must close May 31, 1955.

NEW SKIL SAW 77 (7 1/4" Blade—Super Duty)—Speed increased 40% to 4500 r.p.m. and weight cut to 15 1/4 lbs. Power output boosted 100%. Depth of cut 2 1/4 inches—Bevel cuts 2" dressed lumber at 45°. Most popular SKIL Saw for all-around carpentry—the standard for general construction. Power to cut wet lumber or tough materials such as metal, stone, compositions.

Price, New Model 77 less case...	\$112.50
Trade-in credit.....	22.50
YOUR COST, ONLY.....	\$ 90.00

NEW SKIL SAW 825 (8 1/4" Blade—Super Duty)—Speed boosted 34% to 4000 r.p.m. and weight reduced to 17 1/4 lbs. Power output increased 107%. Depth of cut 2 1/4 inches. Bevel cuts 2" rough lumber at 45°. A powerful, super duty saw, ideal for use on either residential or commercial construction. Powered to easily cut 2" rough lumber—wet or dry—as well as many other tough and resistant materials.

Price, New Model 825 less case..	\$134.00
Trade-in credit.....	22.50
YOUR COST, ONLY.....	\$111.50

This offer good at all authorized SKIL Distributors. Call the one nearest you today.

saw and save \$22⁵⁰ DUTY SKIL SAW!

NEW SKIL 77
(7¼" blade)
NEW SKIL 825
(8¼" blade)

Your Old Saw Is Worth
\$22⁵⁰

In Trade on Either of the
Two Sensational New
Super-Duty SKIL Saws



SKIL

PORTABLE TOOLS

Made only by SKIL Corporation
formerly SKILSAW, Inc.
5033 Elston Avenue, Chicago 30, Ill.
Factory Branches in All Leading Cities

FREE! MAIL COUPON NOW!

SKIL Corporation, Dept. AB-35
5033 Elston Ave., Chicago 30, Ill.

- Please advise name of nearest SKIL distributor.
 Have a salesman call to make a demonstration.

Name _____ Title _____

Company _____

Street _____

City _____ Zone _____ State _____



Bedroom and kitchen, den and hall—these are locations
 where home buyers are sure to want telephone outlets.
 And they'll want the wires concealed—a good reason
 for including telephone conduits in all the homes you build.

Your Bell telephone company will be glad to help you work out economical conduit installations.

Just call your nearest business office. **BELL TELEPHONE SYSTEM**



...THE DEMAND IS FOR COPPER IN THE MODERN KITCHEN
and the trend is to Trade-Wind!

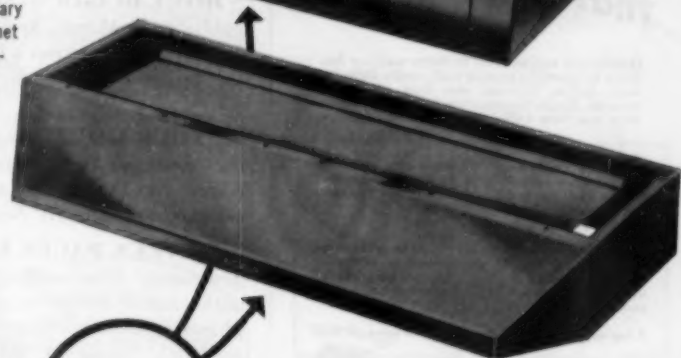
Only
TRADE-WIND
gives you **GENUINE COPPER** in these
beautifully designed
VENTILATING HOODS

**Here's the First
Expansion Hood
on the Market—
Fits All Cabinets**

Styled by a leading industrial designer, these revolutionary Expansion Hoods by Trade-Wind are adjustable to any cabinet length from 30" to 54". Incorporate the proven Trade-Wind baffle plate for even distribution of the discharge. Available in genuine copper or stainless steel. Stylish, simplify installation, increase efficiency.

**This is the Hood
that set the Style**

These modern styled hoods by Trade-Wind are the most popular selling hoods in America. Come in genuine copper or stainless steel. 39" and 42" lengths. Include baffle.



Genuine Copper
NOT PLATED OR PAINTED ON!


Only Trade-Wind Hoods are made from exclusive DUOMETL—solid copper and steel laminated sheet stock. The finish CANNOT be removed—even by scratching!



Under-Hood Light!

New, easy-to-clean... with twin sockets and independent switch. Available with any Trade-Wind hood or as an accessory.

USE ANY OF THESE TRADE-WIND TOP EFFICIENCY VENTILATORS

Model 3501  **Cabinet type.**
Dual blowers 550 CFM. Two filtered inlets. 4-speed switch.

Model 2504  **Dual blowers.**
425 CFM. Includes filter. Interchangeable discharge. 4-speed switch.

Model 1504  **Dual blowers.**
300 CFM. Includes filter. Interchangeable discharge.

FOR A BETTER KITCHEN THAT SELLS HOMES FASTER.

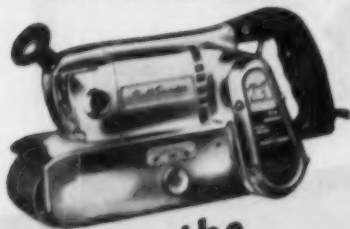
Trade-Wind Motors, Inc. 7755 PARAMOUNT BOULEVARD, DEPT. AB, RIVERA, CALIFORNIA

HERE'S THE ALL-NEW

Mall

MODEL 31

BELT-SANDER



for the
FINISHING TOUCH
that means so much

Here's the sander you've been waiting for. It's a lightweight production sander built for hard day-in, day-out use. You get satin-smooth, ripple-free finishes faster and easier than you ever believed possible.

Features include powerful universal motor and sealed ball bearings.

Right side of sander is flush for sanding next to upright objects.

Designed for easy, comfortable handling. Housing is lightweight aluminum alloy.

No side plates or covers to unfuse for changing the 3" wide belt.

A top quality performer at a top value price. \$79.50

No need to "bear down" for effective sanding.



SEE YOUR **Mall** BUILDING PRODUCTS DEALER for a complete line of time-saving MALL power tools.

MALL TOOL COMPANY

PORTABLE POWER TOOLS GASOLINE-ELECTRIC-AIR

7732 S. Chicago Ave., Chicago 19, Illinois

I want to know more about MALL tools for builders.

Name _____

Company _____

Address _____

BU-100

ON THE RECORD

and OFF THE RECORD

WANT TO GET IN on one of the year's best bets for effective advertising?

THEN, TAKE ADVANTAGE of the spring home-building sections that many newspapers are now preparing to publish—particularly the sections built around the current feature-story supplement produced by the Associated Press for all of its member newspapers, nearly 1,800 of them, practically every daily paper in the United States.

LOCAL NEWSPAPERS are unquestionably the best advertising medium for builders and dealers. Broadly speaking, the time to advertise is when potential customers are most likely to be in the mood to buy, and spring is a prime selling season in the home-building and home improvement business.

HOME-BUILDING SECTIONS published in March, April, May and June are the advertiser's best vehicle for bringing customers to see his wares.

"YOUR HOME" is the title of the Associated Press supplement edited by D. G. Bareuther, real estate editor of the AP Newsfeatures.

SIXTEEN PAGES LONG and generously illustrated, it contains authoritative stories on virtually all phases of home construction and remodeling. Some of the headlines from the stories in "Your Home" indicate its content:

"Today's Kitchen Cabinets Fit in Almost any Room"

"Each Species of Wood Has Special Use"

"Plan for Outdoor Living"

"Attic Offers Economical Home Expansion Space"

"Colors Play Big Part in Home Modernization Job"

"Hardwood Can Floor You"

ALL STORIES are on subjects dear to any person who is thinking of buying a home or who owns one.

AMONG THE SUBJECTS covered are financing—when you might do it yourself and when it's better not to, painting and staining, adequate wiring, decorating, house

plans, appliances, roofing, windows, stair design, landscaping and making a Dutch door.

THE "YOUR HOME" supplement is now in the hands of newspaper editors and advertising managers. It's not likely to appear immediately because advertising salesmen need time to sell space for ads which will appear on the same pages with the stories and illustrations. Editors, in most cases, will prepare similar stories with local angles, the better to interest local readers.

TO BUILDERS AND DEALERS, what *American Builder* suggests is this: Go now to the advertising manager of every important newspaper in your area and ask him when his editor plans to run his spring section on homes.

IF HE'S NOT, suggest that he consider doing it; your interest may influence his decision. If he is, reserve for yourself the biggest block of space your ad budget will permit and get the most for your advertising dollars.

FIND OUT, furthermore, specifically what the editorial subject matter will be, and then plan the best tie-in ad you can. (But don't tell the editor what stories he should run; that's his prerogative.)

IF YOU'RE LOOKING for custom-contracting jobs, ask that your ad run next to a house plan. If you're an operative builder, ask for a position near to a story of general interest—one on financing, perhaps.

IF YOU'RE SELLING windows, cabinets, flooring, roofing or any other product, ask that your ad be placed near a story that promotes that product for you.

EVERY STORY that the newspaper will run does half the job of selling a service or a product. It's up to builders and dealers to do the other half by advertising.

YOUR SPECIAL section ad will tell the receptive reader—at a favorable time of year—exactly where to go to hire your services or to purchase what you have to sell.

You have a good
point here,
Mister Builder

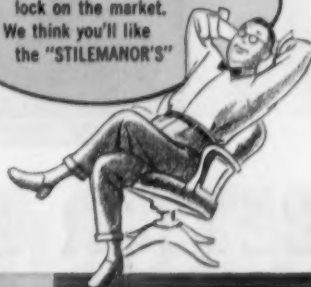
Mr. N. A. Welch
Director of Research and Development Engineering
The American Hardware Corporation.



YOU'RE RIGHT . . . the greatest wear in locks and latches takes place in the mechanism that withdraws and releases the latch. Every time a door knob is turned, the latch retractor travels about three quarters of an inch. In a year, that amounts to a lot of "mileage" and can result in wear and trouble. So in designing the

"Stilemanor" line we made the latch retractor as free from friction as humanly possible by equipping it with eight ball bearings. *It rolls instead of rubs.* Here's a service point worth mentioning to prospective home owners . . . one of several advanced engineering features of the "Stilemanor" Line. Ask your dealer.

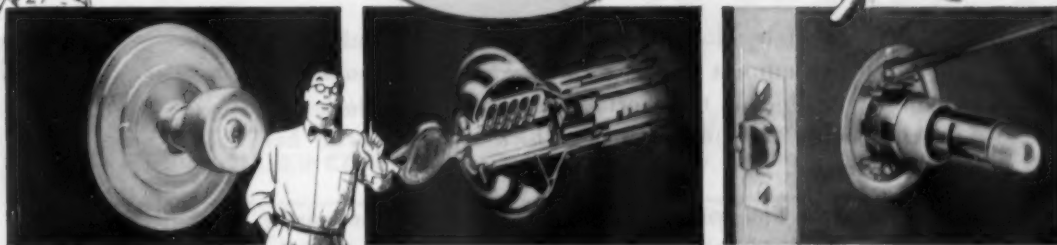
For Speedy Installation . . . compare with that of any lock on the market. We think you'll like the "STILEMANOR'S"



For Modern Styling . . . be sure to see all the "STILEMANOR" designs. Builders are showing their approval with orders.



For Security . . . check all the points and remember only RUSSWIN offers the full ball bearing pin tumbler cylinder.



RUSSWIN[®]
"Stilemanor"

STANDARD DUTY LOCKS AND LATCHES
Products of the "All Star" Builders' Hardware Line by
RUSSELL & ERWIN DIVISION • THE AMERICAN HARDWARE CORPORATION

BRIXMENT

Better Mortar for Blocks



BETTER BODY

When concrete blocks are laid, the mortar should have "body", to support the weight of the unit, thus holding it up to the line. If the mortar lacks body, the block will settle below the line even if a thick bed of mortar has been spread.

At the same time, plasticity is required. Unless the mortar is plastic, the bricklayer cannot quickly and accurately tap the block down to the line.

Brixment has body and plasticity. It is firm but not stiff—soft but not sloppy. This combination of body and plasticity makes Brixment the best possible mortar to use with concrete blocks.

Louisville Cement Company . . . Louisville 2, Kentucky



"BILTWELL CABINETS
have been a distinct asset
in the sale of our homes"

—says California Builder, C. E. Brock
of M. J. Brock & Sons, Inc.



Carroll Brock gives his personal "o.k." to a BILT-WELL kitchen just installed in one of his beautiful Larchmont Village homes in North Highlands, Calif.

Get all the facts on BILT-WELL Multiple-use, wood cabinets, the cabinet line that gives you all the features of an expensive custom-made job at just a fraction of the cost.

CARR, ADAMS & COLLIER COMPANY Dubuque, Iowa
(Established 1866)

*Calling all
Builders!*



Enter the big 1955 BILT-WELL BUILDERS' CONTEST. Win a free trip to Europe, Bermuda, Mexico or Hawaii. Every builder who enters will win a prize. Ask your dealer about it or write to Carr, Adams & Collier for complete Contest Kit.

"We have established a reputation for quality materials in residential construction and after using BILT-WELL Cabinets for better than a year, they have proven to be of the highest standards.

"We have found that the modern lines with the rounded corners, and the beautiful natural wood finishes, definitely make BILT-WELL Cabinets appeal to the customer. **BILT-WELL Cabinets have been a distinct asset in the sale of our homes.**"



BILT-WELL

Multiple-use
WOOD CABINETS
for Kitchens and General Storage

Manufacturers of the BILT-WELL Line of Outstanding Woodwork... **BILT-WELL WINDOW UNITS**—Awning, Double Hung, Casement, Basement, Storm and Screen, Gable, Sash & Louvers... **BILT-WELL CABINET UNITS**—Kitchen, Wardrobe, Multi-Purpose, Corner China, Mantels... **BILT-WELL DOORS**—Interior, Exterior, Combination, Garage, Screen, Flush, Entrances.



Tools Built for the Long Run!



Builders everywhere have found that, even after years on the job, Porter-Cable tools continue to work like new. Always accurate, well balanced and with power to spare. What's the secret of their long time, satisfactory service? It's Porter-Cable's superior engineering and construction.

There is good reason for this know-how which you'll recognize in tool after tool, because Porter-Cable has been manufacturing power tools to precision standards for nearly 50 years.

Send for our free catalog of quality electric tools for builders. Model 108 Saw shown above \$95.00.

PORTER-CABLE Machine Co., 5013 N. Salina St., Syracuse, N. Y.

Routers • Saws • Belt Sanders • Orbital Sanders • Drills • Planes
Chain Saws • Hedshears • Combination Drill-Sander

• In selecting motors for Porter-Cable saws, an exclusive Power and Efficiency test records the temperature rise of all windings under continuous full-rated load. This exacting specification check-up gives maximum protection against burn-out and assures full reserve power when needed.

Porter-Cable

Quality Electric Tools

**UNITED
KITCHEN CABINET TOPS**



**As Good As It Looks ...
And Nothing Looks Better!**

Smooth, streamlined and contour-formed, with great seam-free work areas up to ten feet long! That's UNITED, the new kitchen cabinet top that all America is looking for!

Formica and steel are wedged together and contour-formed for life in big one-piece counters—seamless all the way, from rounded front to swing-up backsplash in unique UNITED construction!

**UP TO
10 FEET LONG**
★
SEAM FREE!
★
CARE FREE!

HOME-PLANNER ENDORSED!

Housewife Mrs. Mary-Alice Eaton says:
*"I was one of the first to have a UNITED top in my kitchen, and I couldn't be more pleased!
It's not only lovely, but a dream to work with!"*

Mary-Alice Eaton



UNITED TOPS ALONE CAN SELL A KITCHEN!

UNITED tops offer more than any other kitchen cabinet surfacing! Exclusive, patented UNITED end-capping is the most effective ever devised—water and grease just can't seep in! UNITED can never warp, crack, buckle or separate! Further, this versatile end-cap allows you to enlarge kitchen assemblies any time after initial installation.

UNITED tops install easily on all standard-sized kitchen cabinets and are available in straight lengths of up to ten feet. Sinks and fittings can be installed wherever required, and UNITED features special corner units for L-shaped or U-shaped kitchens.

FORMICA

STEEL



Be Wise Be Sure Buy United

UNITED

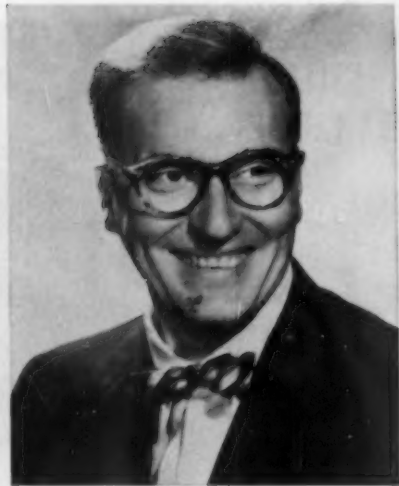
KITCHEN CABINET TOPS

THERE ARE A FEW LOCAL FRANCHISES AVAILABLE TO QUALIFIED DISTRIBUTORS. WRITE TODAY TO: UNITED METAL CABINET CORPORATION

168 SEVENTH STREET - BROOKLYN 15, NEW YORK

Dave Garroway,
star of NBC-TV's "Today"
is telling your customers
to look for screens made of
ALCOA ALUMINUM!

This year more than ever before your customers will want aluminum screens. Dave Garroway, on his NBC-TV show "Today" is telling home buyers to insist on aluminum screens. Edward R. Murrow's "See It Now" . . . House Beautiful . . . House & Garden—they're all building up customer demand for homes with aluminum screens.



Ride the tide to more sales!

Feature screens made of

**ALCOA
ALUMINUM!**



Screens made of ALCOA aluminum help sell houses! Today's buyers look for extras. And the extra value, extra beauty and convenience of quality aluminum screens give you an extra sales appeal that prospects see and appreciate immediately.

Screens made of ALCOA aluminum are the finest you can install. They won't rust, sag or burn. They won't stain walls or siding. They're virtually as permanent as the house itself. Dress up your houses for faster summer selling. See your building supply dealer now about combination windows and doors or framed screens made of ALCOA aluminum.

Look for the screens
that have this label



ALCOA 
ALUMINUM

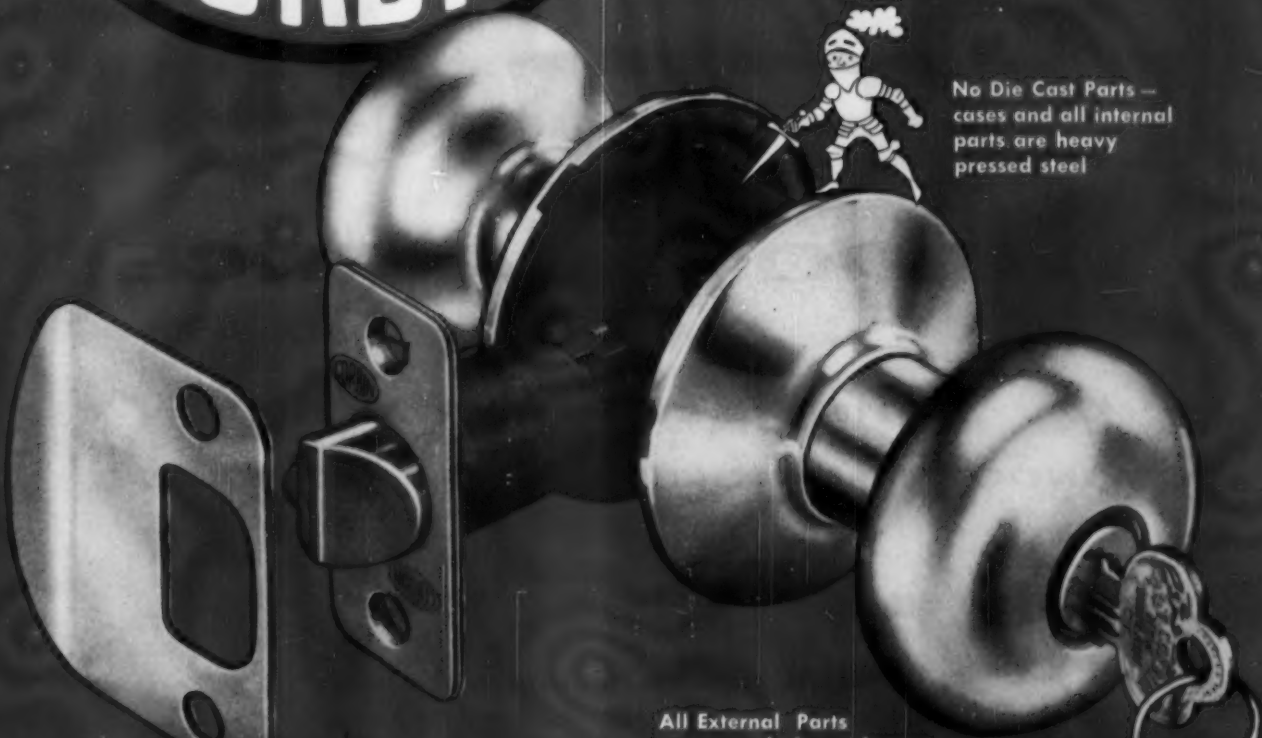
ALUMINUM COMPANY OF AMERICA

AMERICAN BUILDER

CORBIN®

Guardian

LOW COST CYLINDRICAL LOCKS



No Die Cast Parts — cases and all internal parts are heavy pressed steel

All External Parts are wrought brass, bronze or aluminum metal

Rounded Corners on strikes and latch fronts when so specified; otherwise square corners



These Aids insure top-speed installation



THE MORE YOU BUILD THE MORE YOU SAVE

Project builders are discovering that Corbin Guardian Locks bring them important dollar savings. These locks are priced competitively with other low-cost locks, yet they offer time-saving installation advantages and trouble-saving construction advantages. They are the quality leaders in the low-price field — backed both by the Corbin reputation for fine products and a full guarantee of our parts and workmanship. Ask your Corbin dealer for a demonstration and prices — today!



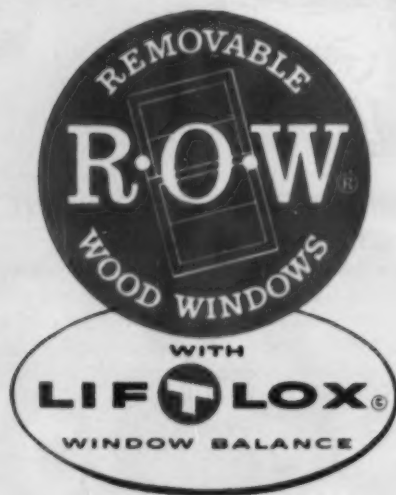
P&F CORBIN Division
The American Hardware Corporation
New Britain, Connecticut

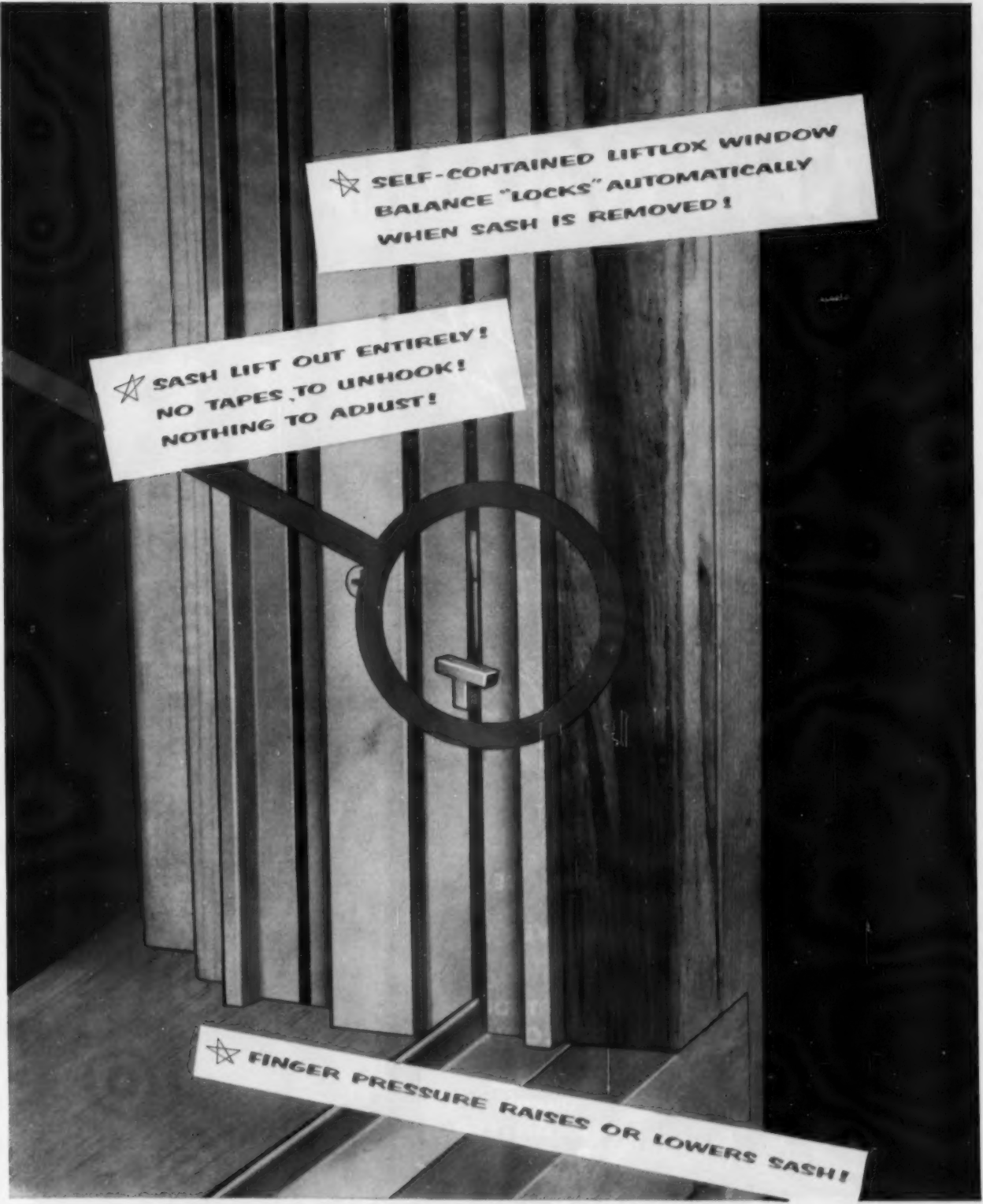
THE GREAT NEW LIFTLOX WINDOW BALANCE

THE MOST IMPORTANT
WINDOW IMPROVEMENT IN 50 YEARS!



- FINGER PRESSURE RAISES OR LOWERS SASH!
- SASH LIFT OUT ENTIRELY! NO TAPES TO UNHOOK! NOTHING TO ADJUST!
- SELF-CONTAINED LIFTLOX WINDOW BALANCE "LOCKS" AUTOMATICALLY WHEN SASH IS REMOVED!





★ SELF-CONTAINED LIFTLOX WINDOW
BALANCE "LOCKS" AUTOMATICALLY
WHEN SASH IS REMOVED!

★ SASH LIFT OUT ENTIRELY!
NO TAPES TO UNHOOK!
NOTHING TO ADJUST!

★ FINGER PRESSURE RAISES OR LOWERS SASH!

See your local lumber dealer or write

R.O.W. SALES CO. 1350 ACADEMY AVENUE • FERNDALE 20, MICHIGAN

R-O-W is the registered trade mark of the R. O. W. Sales Co.

AGA Approved UNDER 1954 REQUIREMENTS

8 NEW WALL HEATERS



RECESSED WALL HEATERS... GAS FIRED!



Model 5365-B

Wire or write for full details today-

Single and dual units!

FURNACE TYPE BLOWER

OR WITHOUT BLOWER

COMBUSTION CHAMBER

GUARANTEED 20 YEARS



Model 5365

A.I.A. File 30-C-44

Quality Since 1891

CHATTANOOGA ROYAL COMPANY, Chattanooga, Tenn.

Manufacturers of ROYAL GAS HEATERS and ROYAL CHEF BARBECUE GRILLS

LET

NATIONAL LOCK

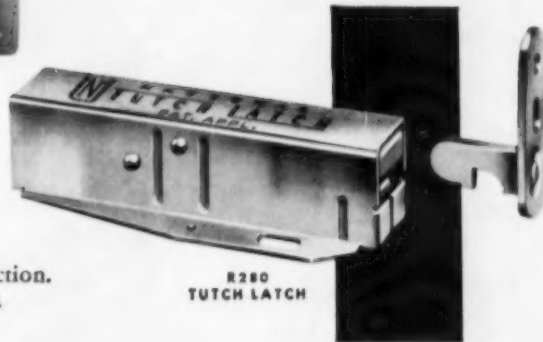
supply ALL your CABINET CATCH requirements

**EXTENSIVE
SELECTION**



R222
MAGNETIC
CATCH

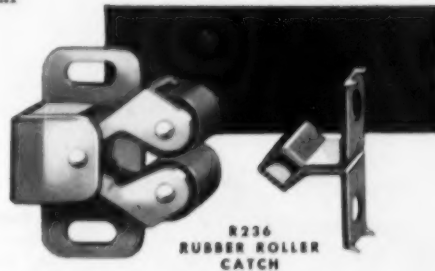
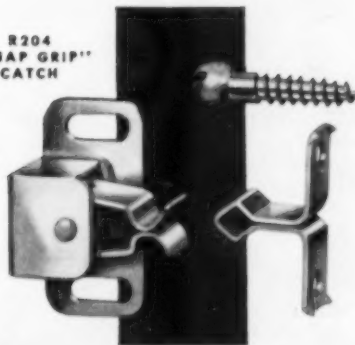
**ASSURE POSITIVE
GRIPPING ACTION**



R280
TUTCH LATCH

Manufactured of the finest quality materials, National Lock Catches are soundly engineered to provide years of troublefree service. Magnetic Catch utilizes super magnetic power for smooth, positive action. Tutch Latch opens doors *automatically* with a gentle touch of finger, elbow or knee. Friction Catches are silent acting . . . easily applied to wood or metal kitchen cabinets. Whatever the type or function, there's a National Lock catch to please every customer.

R204
"SNAP GRIP"
CATCH



R236
RUBBER ROLLER
CATCH

EASILY INSTALLED



NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division



CABINET
HARDWARE



NATIONAL
LOCKSETS



BUILDERS
HARDWARE



SASH
HARDWARE



CABINET
LOCKS



FURNITURE
CASTERS



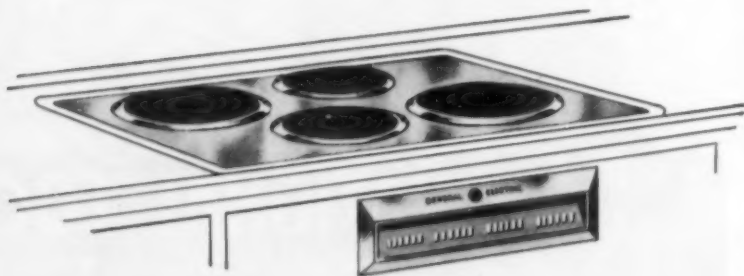
SCREWS
AND BOLTS

No other built-in range has



Oven holds huge meal. Same big size as all G-E master ovens. "Focused Heat" broiler and new bake unit slide out for easy oven cleaning. Automatic built-in oven timer and electric minute timer.

G-E Calrod cooking units give the famous G-E Speed-Cooking your prospect is sold on. One is EXTRA-Hi-Speed. Widely spaced for large pans. Drip pans fit into bottom housing—easily removed through cabinet door.



Choice of mountings for pushbuttons . . . in front of cooking surface (see above) . . . or behind it on wall. Switch box fits between studs on 16-inch centers. Surface-cooking units fit 36-inch base cabinet . . . take about same depth as a single drawer.

all these de luxe G-E features

The famous G-E Speed-Cooking home-buyers want . . . now in separate units for modern kitchens. Extra-wide (21-inch) oven, pushbutton surface-cooking and new Mix-or-Match colors.

Now . . . the famous General Electric wide-front master oven . . . plus all the other speed, comfort and convenience features that make your prospects want General Electric ranges . . . in the flexible, modern, built-in *model* and beautiful colors they want!

Sealed-tight, sink-rim installation . . . cooking surface is mounted flush with counter-top. Three Hi-Speed and one EXTRA-Hi-Speed pushbutton-controlled Calrod® cooking units

give room for largest pans.

New waist-high "fashion" oven is lined with "starlight" grey enamel. Easy to clean. Control-panel with copper accent recessed out of the way . . . over oven. "Charcoal" type broiler, and new bake unit fully enclosed . . . no open coils. Automatic oven timer.

See your G-E distributor or write: Range and Water Heater Dept., General Electric Company, Louisville 1, Kentucky.

G.E.'s Mix-or-Match colors. G-E built-in ovens and surface units are finished in the following decorator colors: satin white, canary yellow, turquoise green, petal pink, cadet blue and woodtone brown. Surface unit also available in stainless steel.

Specially designed G-E Cabinets. Oven enclosure, top and base cabinets and surface unit front with or without opening for control panel made to accommodate G-E built-in ranges . . . available from your General Electric distributor.



Cadet blue ovens and surface units in woodtone brown cabinets installed in a kitchen with matching blue floor covering. Note that the pushbuttons can be mounted off center on the wall.



Woodtone brown of ovens harmonizes with wood paneling in this kitchen. G-E range units, other major appliances and cabinets in Mix-or-Match colors make possible many attractive arrangements.

GENERAL  ELECTRIC

How real estate transactions affect your income tax

SIXTH IN A SERIES

By John F. McCarthy
Attorney at Law

The Federal Internal Revenue Code of 1954 continues the distinction between ordinary income and long-term capital gains and continues to afford the latter more favorable tax treatment. Generally, the sale of land or improvements by a builder or realtor is regarded as the disposition of his stock in trade, and his profit or return thereon is taxable as ordinary income.

Long-term gains or income?

However, a builder or realtor may hold properties for productive use in his business or as an investment. An office or material yard is an example of the former, while a shopping center or apartment building held for rent over a period of years is an illustration of the latter. Here, on sale, the return gives rise to a long-term capital gain.

The principal difficulty here has been one of fact—to distinguish between properties held for sale, on the one hand, and held for productive use in a business or as an investment, on the other. This problem continues under the new Act. The tax bill, as introduced in the Congress, contained provisions which would have clarified this situation. However, the new Code as adopted did not contain those sections. It is hoped that future Congressional action will result in amendments which will eliminate this difficulty.

Subdividing land

As was pointed out in a previous article (see *American Builder*, February, 1955, page 68) Section 1237 of the new law confers tax advantages on some individuals who hold

vacant land for investment purposes and are not dealers therein, and who find it desirable to subdivide the property in order to make more advantageous sales. This section provides that under certain circumstances such sales give rise to long-term capital gains. Previously, the very act of subdividing was regarded as an activity which put the owner in the real estate business. Thus, his transfer of lots was thought to be a sale of his stock in trade, and his return was regarded as ordinary income.

Sale of residence

The former Act provided that if property used by a taxpayer as his principal residence was sold at a profit and other property to be used for the same purpose was purchased, a taxable gain should be recognized only to the extent that the sales price of the old property exceeded the cost of acquiring the new. The new residence must have been acquired or constructed either a year before or after the sale of the old. New construction commenced within a year must have been completed within eighteen months after such sale.

The new Code continues this advantage and liberalizes it on sales occurring after December 31, 1953. Section 1034(b) of the new law permits a taxpayer, in computing his profit, to deduct not only the usual expenses of sale, such as advertising, brokerage commissions and attorney's fees but also bills for work performed in "fixing up" the old residence for sale. These include items for repairs, painting and the like. The section provides, however, that

the work must be done during the ninety-day period ending on the day the contract to sell is made, the bills must be paid within thirty days after the residence is sold and the expenses must not be for capital additions or improvements.

Sales on installment

Sales of realty on an installment basis have permitted taxpayers to report income arising from such transactions on that basis—or as the installments were received. That privilege is continued by the new Code. However, under the previous law, to qualify as an installment sale, some payment must have been made during the year of sale, and not more than thirty per cent of the selling price could have been received during any one year. Section 453(b) of the new Code eliminated any requirement of a payment during the year of sale.

Real estate tax deduction

The last matter within the scope of this present article concerns the deduction permissible because of real estate taxes. The 1954 Code imposes on taxpayers what may be a new method for handling this item as between seller and buyer on sales after December 31, 1953. Section 165(d) provides that if real property is sold during any real property tax year, so much of the tax as is allocable to the period prior to sale shall be treated as imposed on the seller, and the balance shall be regarded as imposed on the purchaser. This allocation is made mandatory and applies to taxpayers on a cash basis as well as an accrual basis.

*Today's quality market demands it . . .
this smart, resilient, "basic" floor in on-grade homes!*

GOLD SEAL RANCHTILE® LINOLEUM

The trend to basic, smooth-surface flooring throughout the house is gathering momentum in today's quality market. Influential home magazines are pushing this trend, editorially. Leading builders notice immediate sales increases when they offer smart, ready-to-live-with floors. They believe the day is just ahead when every customer will demand functional, smooth-surface floors in every room! Congoleum-Nairn will continue to promote this trend the big way . . . advertising Gold Seal Floors and Walls in LIFE, LOOK, BETTER HOMES & GARDENS. That's why you should know all about Gold Seal Ranchtile . . . a practical and resilient "basic" floor for on-grade concrete slab construction.

RANCHTILE is highly moisture-resistant . . . proven and specially developed for on-grade installations, even with radiant heat.

RANCHTILE is resilient, quiet and comfortable under foot. Highly resistant to marring, scuffing, scarring. Has exceptional resistance to permanent indentation from furniture in living areas.

RANCHTILE is soil resistant . . . more soil resistant, and easier to maintain . . . than any other resilient tile. This soil-resistance makes it a perfect flooring for today's casual, indoor-outdoor way of living.

RANCHTILE is decorator-styled. It gives you a wide scope of textured, decorator patterns that add a luxury look to every on-grade home. Customers can move right in . . . without any extra expense!

RANCHTILE is economical . . . cuts maintenance costs to a minimum . . . wears longer . . . stays fresh and new looking longer. Approved under F.H.A. Title I. (Open-End Mortgage.)

RANCHTILE is guaranteed. You and your customers are given the assurance of the exclusive Gold Seal Guarantee . . . satisfaction or your money back.



Floors Ranchtile Linoleum, Wall: "Bermuda Hues" VinylTile, Shelvess "Bermuda Hues" VinylTop

SPECIFICATIONS: Install Gold Seal Ranchtile Linoleum over on-grade concrete . . . with or without radiant heat. Use amazing, new Gold Seal "Three Twenty"* adhesive . . . the adhesive that requires no mixing. 9" x 9" tile. Standard gauge. 9 beautiful, textured patterns. Ranchtile Linoleum is approved for use in homes, motels, schools, and churches. For complete information, write: Builders' Service Dept., Congoleum-Nairn Inc., Kearny, N. J.



**For home or business . . .
you get the finest choice of all in . . .**

INLAID LINOLEUM • RANCHTILE® LINOLEUM • LINOLEUM, VINYL, VINYLBEST,
RUBBER, CORK AND ASPHALT TILES • CONGOWALL® ENAMEL-SURFACE WALL
COVERING • VINYLFLOR • VINYLTOP

*Trade-Mark



**GOLD SEAL
FLOORS AND WALLS**

CONGOLUM-NAIRN INC., KEARNY, N. J.



The public sees this side—interesting but aloof

Offering the buyer his own private

For the family, openness and light—an intimate approach





AMERICAN BUILDER

BLUEPRINT HOUSE

BUILDER:
Sun Gold, Incorporated,
Whittier, California

ARCHITECT:
William M. Bray, A.I.A.,
Los Angeles, California

SQUARE FOOT AREAS:

House, first floor, full area	1485
Terrace (fractional)	30
Fences (fractional)	20
Total	1535
Cost per square foot	\$10.00

For computation purposes, terrace and fences are fractional so that their cost per square foot will be a ratio of the floor area.

world

Having literally two fronts, this house presents a closed view from street and driveway but is completely open to the terrace which extends along one side. This terrace area is enclosed with a fence which gives it the desired privacy for outdoor living activities. On the street side, this fence is made an integral part of the house's exterior wall design and continues the basket-weave pattern to the edge of the lot.

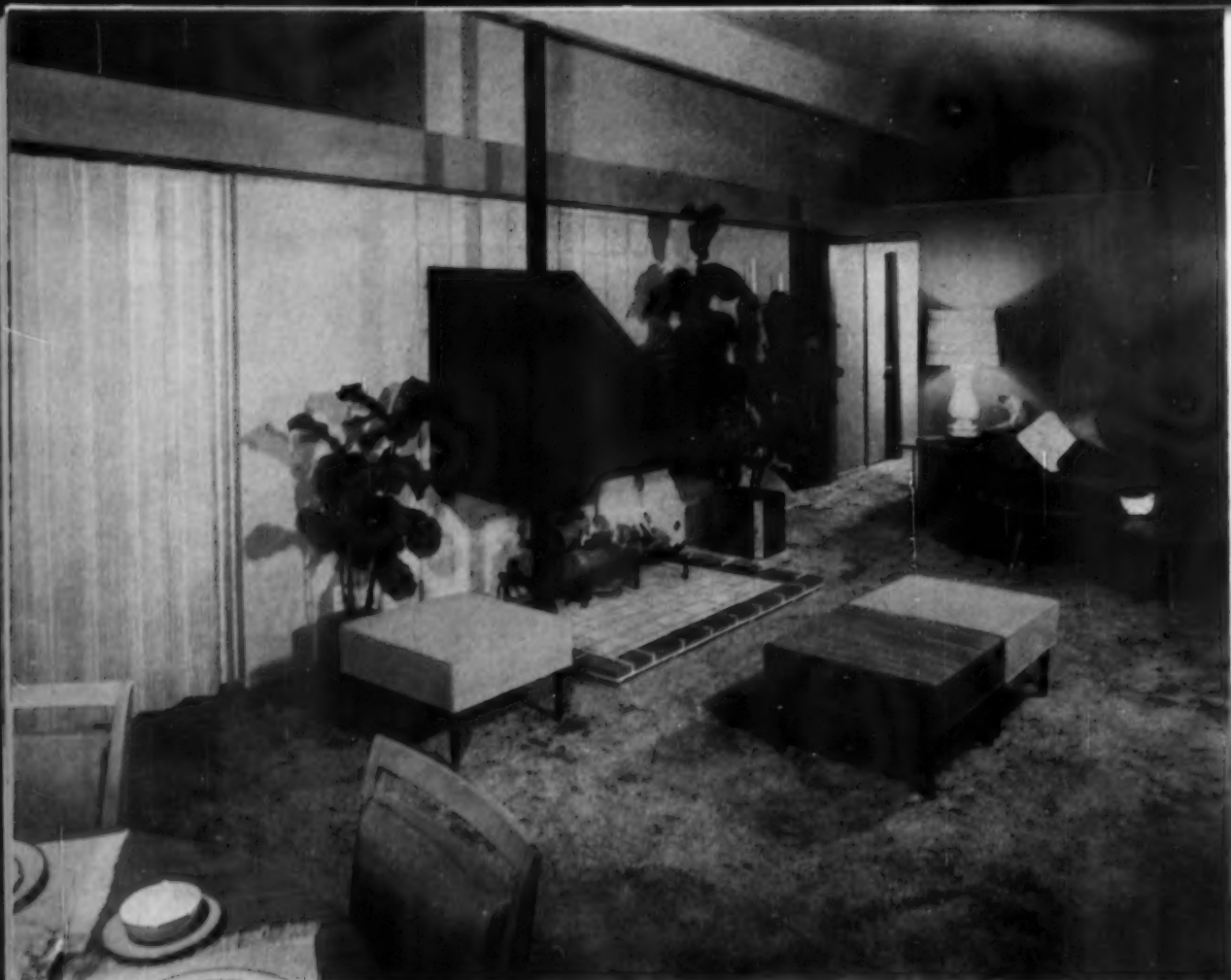
The side of the house facing the terrace is formed almost entirely of glass with doors leading from each room directly onto the terrace. But on the street side, the wall is a continuous masonry veneer and wood up to the roof line at eaves with a fixed glass gable. The wall facing the driveway has a stucco surface below the group of strip windows.

The rooms are a clear-cut expression of the exterior. Ceiling follows the slope of the roof except in the corridor and one side of the kitchen, where it is furred down to accommodate the heat ducts. In the living room, the ducts occur at the same level as in the corridor but are encased

MORE



Built-in snack table and kitchen can be concealed by folding door. Note heating duct in exposed position



Fireplace strikes a fresh note in design. It is placed flush with the inside wall of the living room against a background of concrete blocks

in wood and exposed for the full length of the room on the fireplace wall. Track of the sliding wood screen for the opening between kitchen and living area is attached to the side of this encased duct (see picture on page 73).

The unique fireplace is formed by a metal hood and hearth extending into the room. The kitchen side of this masonry unit has a barbeque. Built-in wardrobes and storage areas in bedrooms, dining room and kitchen are set up as complete wall units. Various types of dry-wall materials, including birch paneling, are used as partial wall treatment.

Note that the plan is rectangular in shape, except for a break at the kitchen wall. This shape contributes to economy in building. The roof line, in spite of the kitchen wall irregularity, is an unbroken surface. The difference in width is taken up by having a wider overhang on the kitchen side of the house. All major rooms face toward the terrace. Circulation to all rooms is excellent, with quiet and living zones on either side of the center of the house.

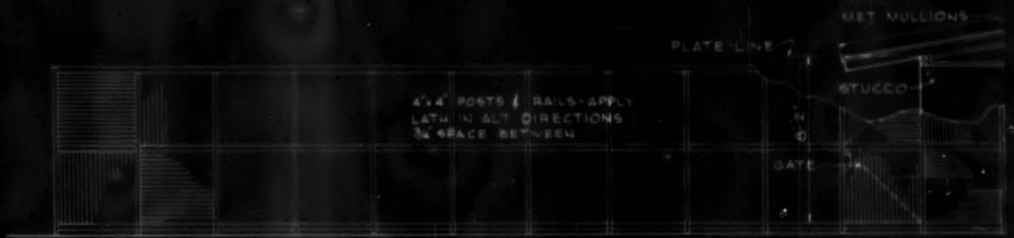
BRAND PRODUCTS USED

Arcadia sliding doors
 Crane plumbing fixtures
 Day & Night gas furnace
 Durasteel medicine cabinet
 G-E Disposal
 G-E Dishwasher
 G-E Textolite counters
 Hallmark accessories
 Hermosa clay tile
 Matco asphalt tile
 Minneapolis-Honeywell controls
 National Tutch latch
 Ra-Tax folding door
 St. Anthony range hood
 Thermodor heater
 Weiser hardware
 Western-Holly range and oven

For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.

SEE GATEFOLD BLUEPRINT FOR WORKING DRAWINGS ►

AMERICAN BUILDER



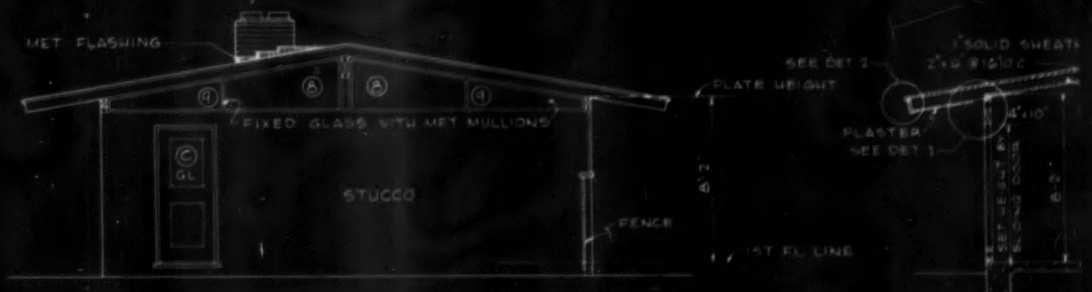
FRONT ELEVATION
SCALE 3/8"=1'-0"



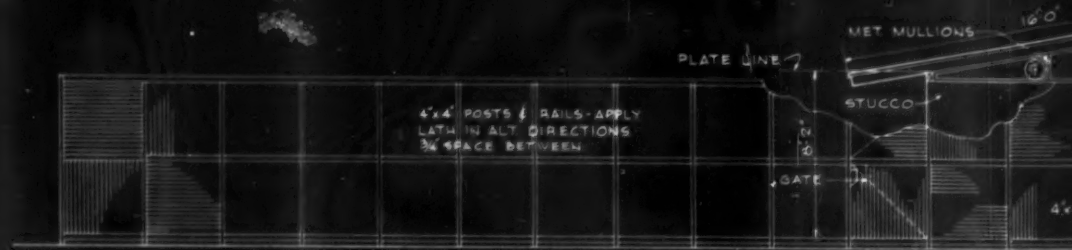
RIGHT SIDE ELEVATION
SCALE 1/4"=1'-0"



LEFT SIDE ELEVATION
SCALE 3/8"=1'-0"

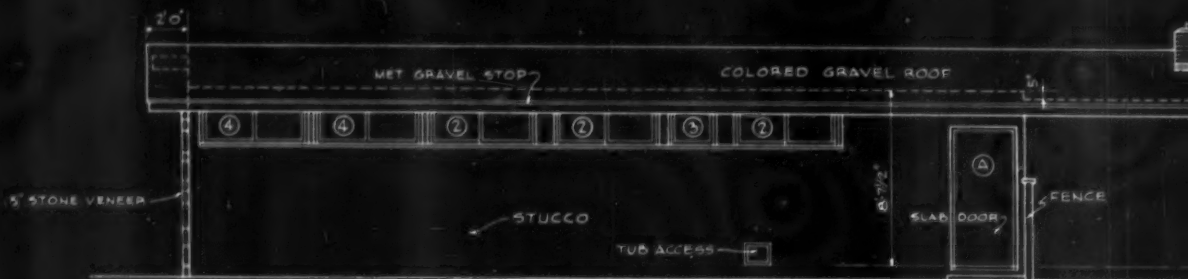


REAR ELEVATION
SCALE 3/8"=1'-0"



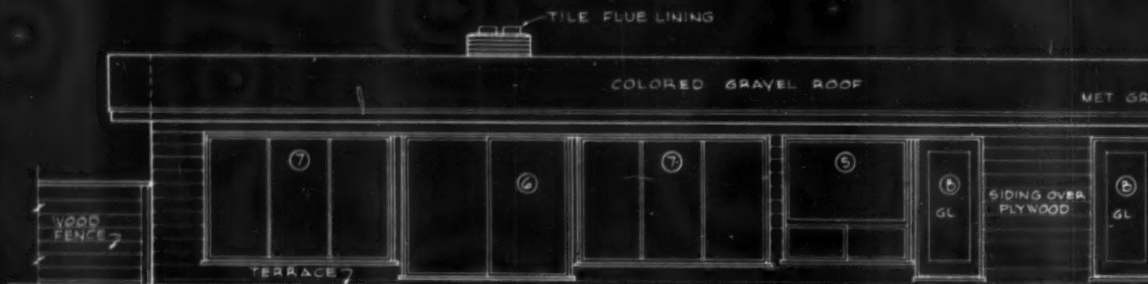
FRONT ELEVATION

SCALE 1/8"=1'-0"



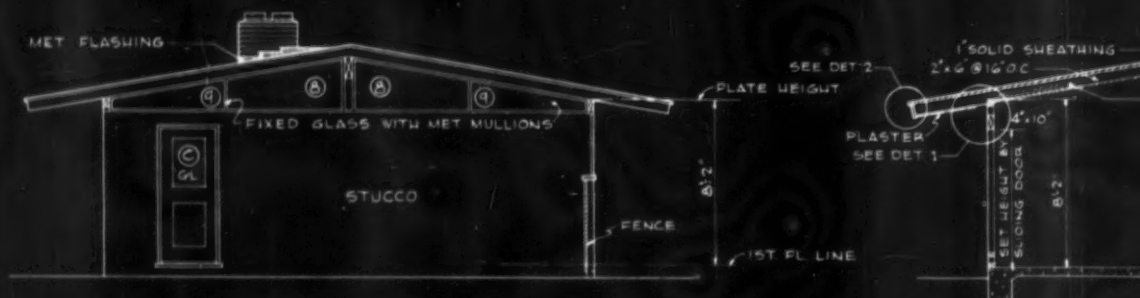
RIGHT SIDE ELEVATION

SCALE 1/8"=1'-0"



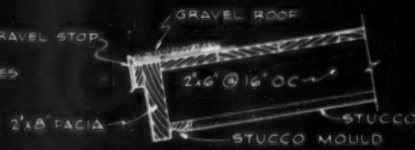
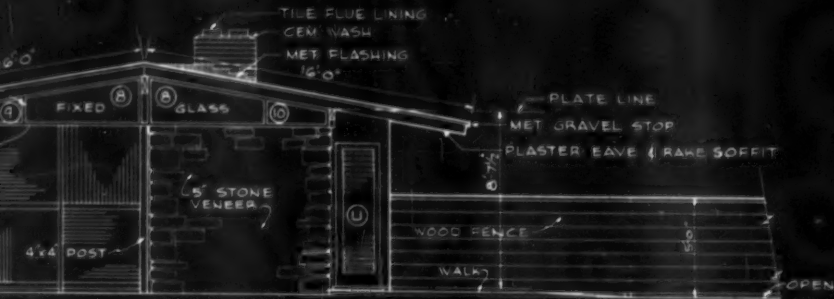
LEFT SIDE ELEVATION

SCALE 1/8"=1'-0"



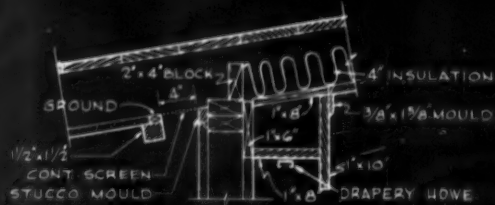
REAR ELEVATION

SCALE 1/8"=1'-0"



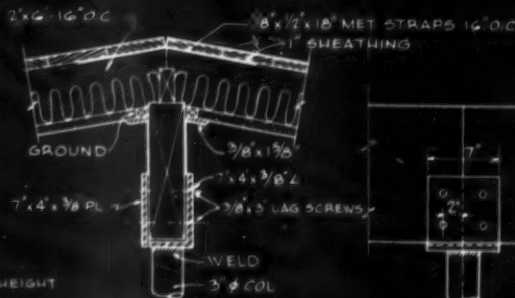
DETAIL 2

SCALE: 3/4"=1'-0"



DETAIL 1

SCALE: 3/4"=1'-0"

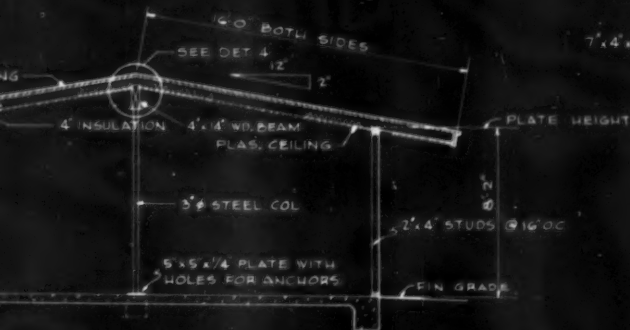


SECTION

ELEVATION

DETAIL 4

SCALE: 3/4"=1'-0"



CROSS SECTION

SCALE: 1/8"=1'-0"

DESIGN NO. A.B. 218

AMERICAN BUILDER BLUE PRINT SERIES

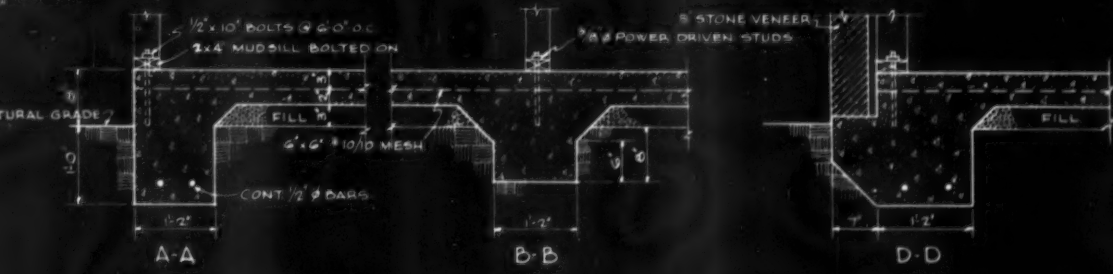
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SUN GOLD INC. 3631 10TH ST.
RIVERSIDE, CALIF.

Simmons Boardman Publ. Corp. 79 W. Monroe St. Chicago 3, Ill.



PLAN



TYPICAL FOUNDATIONS

SCALE: 1/4" = 1'0"



SECTION THRU TERRACE

SCALE: 1/4" = 1'0"

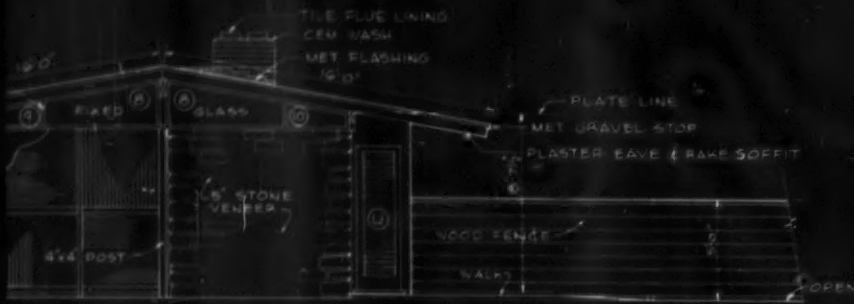
DESIGN NO. A.B. 218

AMERICAN BUILDER BLUE PRINT SERIES

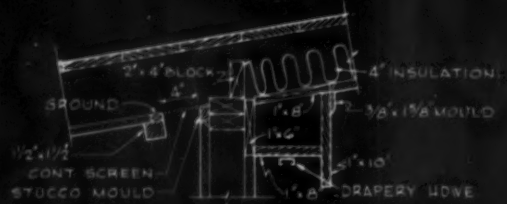
DESIGNED BY

SUN GOLD INC. 3631 10TH ST. RIVERSIDE CALIF.

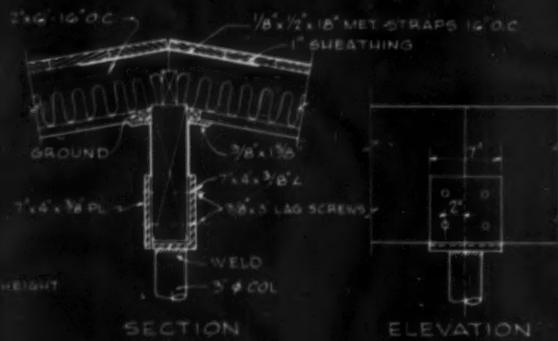
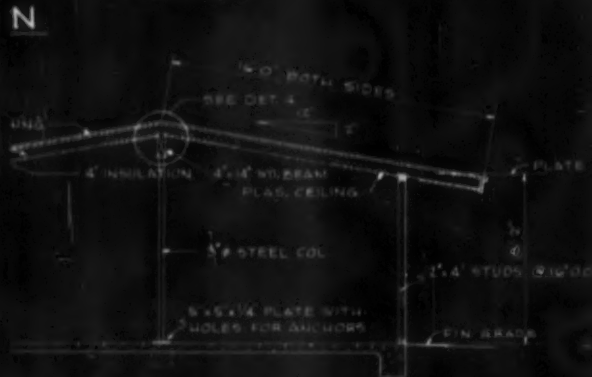
Simmons, Boardman Publ, Corp 79 W Monroe St, Chicago 3, Ill



DETAIL 2
SCALE: 3/4"=1'-0"



DETAIL 1
SCALE: 3/4"=1'-0"



DETAIL 4
SCALE: 3/4"=1'-0"

CROSS SECTION
SCALE: 1/8"=1'-0"

DESIGN NO. A.B. 218

AMERICAN BUILDER BLUE PRINT SERIES
DESIGNED BY
SUN GOLD INC. 3631 10TH ST
RIVERSIDE, CALIF.

Quantity List of Materials

For American Builder Blueprint House No. 218

Sun Gold, Inc., Designer

General Information

House — Type	frame and stucco
Area	1,485 sq. ft.
Cube	14,850 cu. ft.
Average height taken for cube was 10 ft.	

Excavating

Trench for foundation	220 lin. ft.
Chimney and column footings	34 cu. ft.

Cement Work

Foundations	585 cu. ft.
Concrete work	1,502 sq. ft.
Thickness	5 in.
Sidewalks	395 sq. ft. 4" thick reinforced with 6"x6" #10/10 mesh
Anchor Bolts	31 — 1/2"x10" bolts 8 — 3/8"x10" studs
Miscellaneous	1,502 sq. ft. 6"x6" #10 wire mesh reinforcing 365 lin. ft. 1/2" diameter reinforcing rod 3" thick stone fill under concrete floor

Masonry

Type	stone
Walls	75 sq. ft. 5" veneer stone
Chimney	125 cu. ft. concrete block and assorted bricks
Flue lining	10 lin. ft. 8"x17" 10 lin. ft. 13"x21"
Cap	cement wash
Fireplace	1
Throat and damper	2
Lintels	2
Miscellaneous	1 metal hood for fireplace 1 grill

Iron Work

Lally columns	1 — 3" diameter 9'0" long and cap
---------------------	-----------------------------------

Millwork

Windows — Type	sliding and fixed
Material	wood
Windows glazed including trim	
Wood horizontal sliding	2 — 27"x31 1/2" 6 — 27"x16 1/2"
Fixed sash	1 — 20"x16 1/2" 4 — 26"x16 1/2" Mull. 6 — 34"x72" 3 — 68"x48" 6 — 34"x20" 4 — 68" wide 3 — 66" wide 1 — 32" wide
Fixed over pair gl. jalousies	
height determined by angle of roof	
Exterior doors — Material	wood and steel
1 — 3'0"x6'8" slab	
1 — 2'8"x6'8" 1 gl. 1 wd. pan.	
1 — 2'0"x6'8" louver	
3 — 2'8"x6'8" 2 gl. pnts.	
2 — 4'0"x6'10" steel & gl. sliding	
Interior doors — including jamps and trim	5 — 2'8"x6'8"x1 1/2" 2 — 2'4"x6'8"x1 3/8" 1 — 2'0"x6'8"x1 3/8"
Special interior doors	9 birch V-joint over 3/4" plywood wardrobe doors 10 wardrobe doors size and type not given (sliding)

Special interior millwork	1 set kitchen cabinets; 1 snack table; 1 dressing table and cabinet; 2 drawer cases; 1 linen case; dining room and kitchen wardrobes
---------------------------------	---

Carpentry

Beams and girders	3 — 4"x14"x24"0" 1 — 4"x 4"x10"0"
Foundation plates	15 — 2"x 4"x12"0"
Studding and plates	100 — 2"x 4"x 8"0" 52 — 2"x 4"x16"0" 150 — 2"x 4"x10"0"
Ceiling joist	8 — 2"x 4"x 8"0" 4 — 2"x 4"x16"0"
Roof rafters	112 — 2"x 6"x16"0"
Framing lintels	2 — 4"x10"x20"0" 1 — 4"x10"x22"0" 2 — 2"x10"x18"0" 2 — 2"x10"x16"0"
Subfloor	concrete slab
Roof sheathing	2,800 b.f. 1"xRW
Side wall sheathing	120 sq. ft. plywood
Side wall materials	120 b.f. 8" bev. siding
Flooring — Hardwood	509 sq. ft. oak parquet
Asphalt tile	950 sq. ft.
Exterior material — Soffits	288 lin. ft. stucco moulding
Eaves	12 — 2"x8"x18"0" 216 lin. ft. 1"x2" 140 lin. ft. 2"x2" 70 sq. ft. screen wire
Ceiling insulation	1,600 sq. ft. 4" thick
NOTE: no sheathing figured under stucco	
Fences	9 — 4"x4"x16"0" 6 — 4"x4"x12"0" 18 — 4"x4"x 8"0" 2 — 2"x6"x16"0" 1 — 2"x6"x 8"0" 14 — 1"x8"x16"0" 7 — 1"x8"x 8"0" 476 — lath 4'0" long

Sheet Metal

Flashing	at chimney
Miscellaneous	208 lin. ft. gravel stop sheet metal hood in kitchen

Roofing

Type	tar and colored gravel
Area	23 squares

Interior Walls

Area to be covered	3,500 sq. ft.
--------------------------	---------------

Stucco

Exterior walls	727 sq. ft.
Soffits	432 sq. ft.

● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Edward Hines Lumber Co., Chicago.



Some splits have been tough to frame, but . . .

Now you can simplify split-level

"Start with a straight rectangular plan, and use as few bearing partitions as possible."

This is the key to easier split-level framing methods as practiced by Nat Siegel the young and progressive head of Fern Homes of West Islip, New York. His latest group of 4-level splits, one of which is shown above, has been a sell-out. What is equally important, they have been built faster and at lower cost because of the simplified framing methods adopted by Siegel and perfected with the aid of architect Herman H. York of Jamaica, New York, who designed the houses.

Siegel estimates his methods have saved 15 per cent on carpentry labor alone, and there are other economies that swell the total saving on his houses. Sales price is \$14,900 for the 4-bedroom, 2-bath model which also has a 21½x11-foot "family room." He sold 83 houses last year.

The Siegel-York cost cutting technique may be summarized this way:

1. Adopt a simple plan. Avoid jogs, L-shapes or irregular perimeters. Have a minimum of bearing partitions. In the house shown here, there is just one, which runs the length of the house, and all floor joists bear on it.

2. Keep the "split line" going straight, that is, avoid any jogs or zig-zags in the line where the change of level occurs. To illustrate: in the house shown with this article, the change in level takes place in a straight line running whole length of building through its center.

3. Frame the building so all structural members run in the same direction. In this house all joists and rafters run from front to back. Maintain a regular beam or joist pattern. As Siegel put it, "then no one has to do any thinking—they just drop the members into place."

4. Plan the house for use of standard lumber lengths. All joists are 2 x 8's, 12 feet long, set in place without cutting. Studs are either eight feet long, or exactly half that, four feet long. The one exception to the use of standard 12-foot long floor joists is at the kitchen-dining room bay. Here a 14-foot joist is used. It is cantilevered out two feet to form a useful but inexpensive projecting bay.

5. Plan the job to avoid cutting into framing, or any extra cutting of any kind. For example, Siegel uses baseboard radiation to avoid having to cut into the wall studs for convactor openings. He uses floor-to-ceiling closet doors that eliminate framing the closet opening; all he has to do is screw a track into the ceiling joist which he has located at that point. His three stair sections are simple and interchangeable. His framing of the roof overhang which extends across the front



framing

House plan is a simple rectangle with one bearing partition running entire length through center. This is also the line where change of level occurs, which simplifies framing.

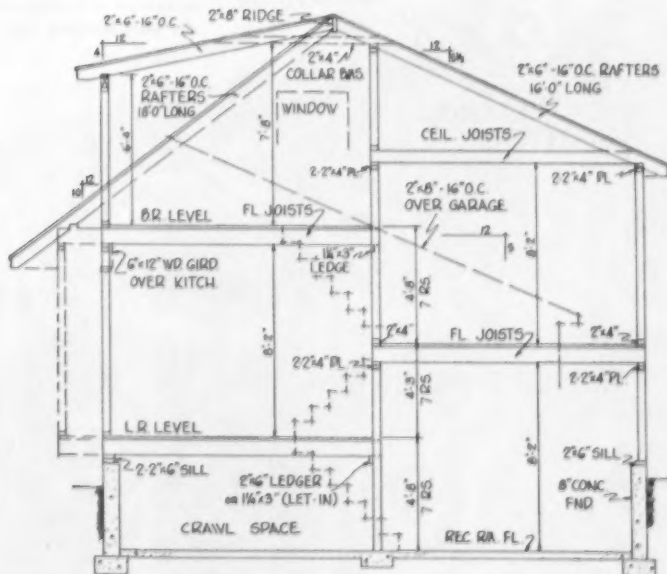
of the house is simple and ingenious. He cantilevers the second floor joists out two feet to support the lookout rafters and gets a wide overhang with little labor cost.

6. Lay out the operation so small crews of two to four men become expert in each step of the framing procedure. Siegel has broken the carpentry framing into 12 operations done by 12 specialized crews. These are the crews in the order they operate:

Pre-Cutting and nailing. One man and helper pre-cut all lumber with electric hand saw (with table attachments). They cut studs, jack-studs, headers, cripples, bridging, etc., also nail together sub-assemblies.

Foundation sills and floor joists. Two carpenters install center partition, first and second floor joists.

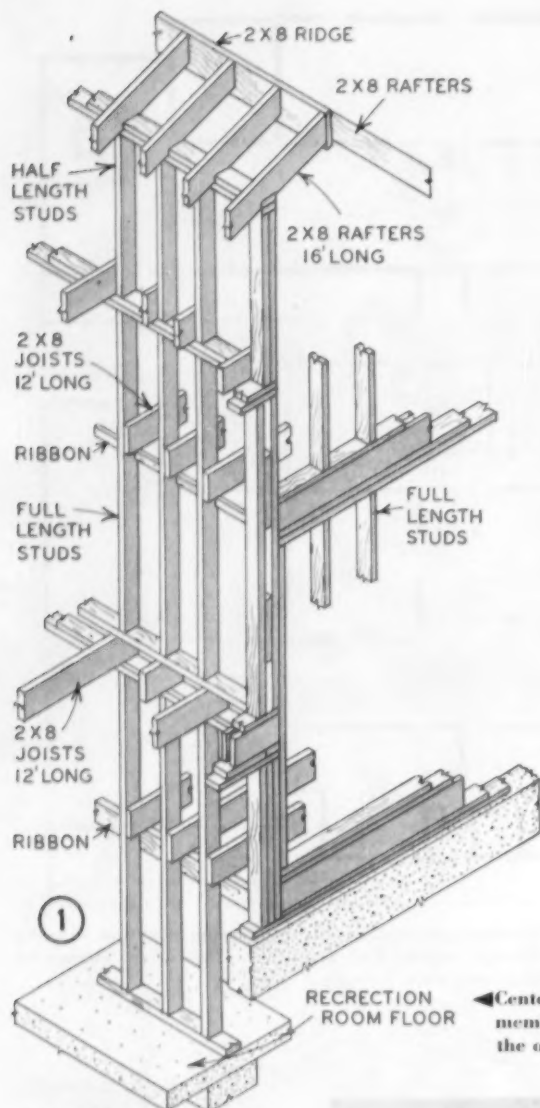
Sub-Flooring. One carpenter and helper lay sub-floors.



CROSS-SECTION shows 4-level plan, use of four and eight-foot studs, interchangeable stairs, clever cantilever treatment of front bay and roof overhang.

Three simple rules make split-level framing easier

1. Have a minimum of bearing partitions, avoid L-shaped plans or irregular perimeters.
2. Keep the "split line" straight, that is, avoid zig-zags in the line where change of level occurs.
3. Frame building so all structural members run in same direction and maintain a regular beam or joist pattern.



CENTER BEARING PARTITION

Split-level framing under way; note bearing partition in the center. (No. 1)

Partition sills and plates. One carpenter and helper.
Framing crew. Erect walls and partitions on first and second floors. Sections are built flat, tilted into place. Three or four carpenters.

Sub-Flooring. Third level.

Sills and plates. Third level.

Framing crew. Completes third floor and roof.

Sheathing. Four carpenters. All sheathing runs same way.

Windows and doors. Two carpenters install preassembled windows and outside doors. These are in frame, complete with glass and trim.

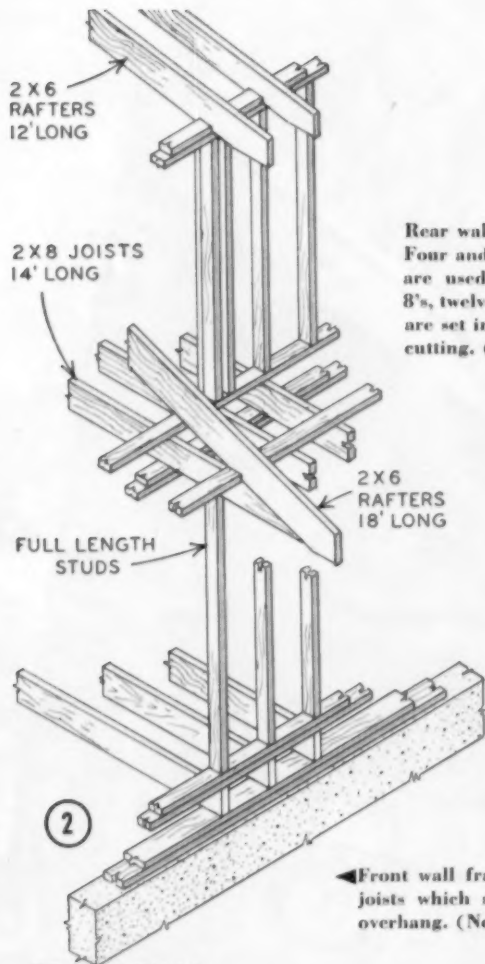
Soffits, etc. Crew of two carpenters install soffits, rakeboards, gable trim.

Clean-Up. Carpenter and helper set metal door frames, install blocking at windows, complete interior blocking.

These are the twelve principal carpentry framing crews and when the job is big enough, each does nothing but the one operation. At other times, the same crew may do two or three operations, but the attempt is always to keep the same men working at specialized jobs at which they have become experienced and expert.

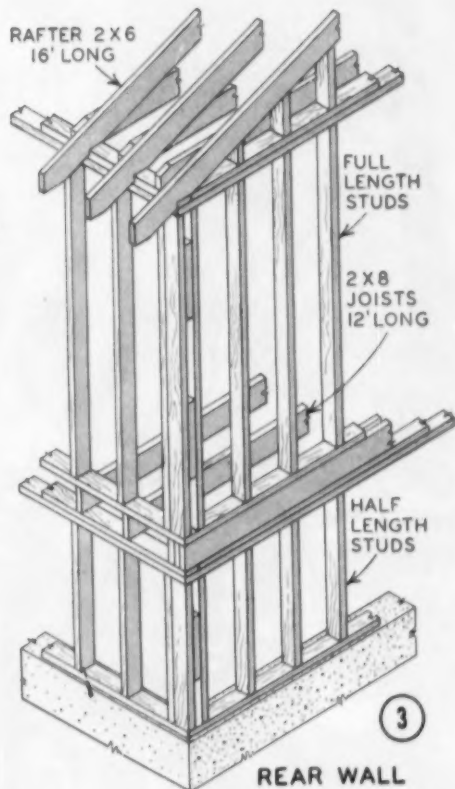
◀ Center bearing partition detail showing how all framing members are supported. This runs length of house, is the only bearing partition used. (No. 1)





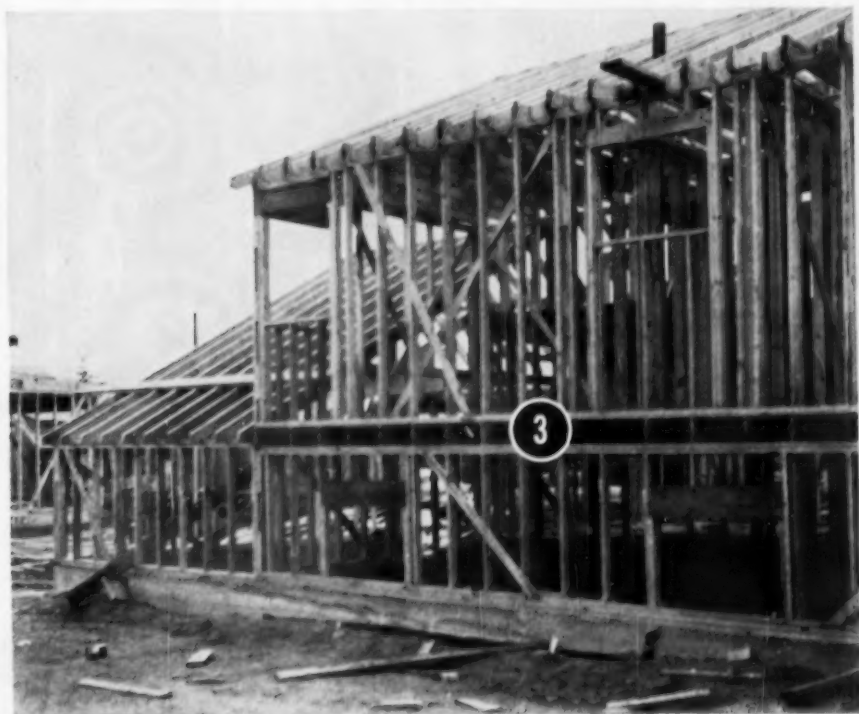
FRONT WALL

Rear wall framing detail. Four and eight-foot studs are used; joists are 2 x 8's, twelve feet long. They are set into place without cutting. (No. 3)

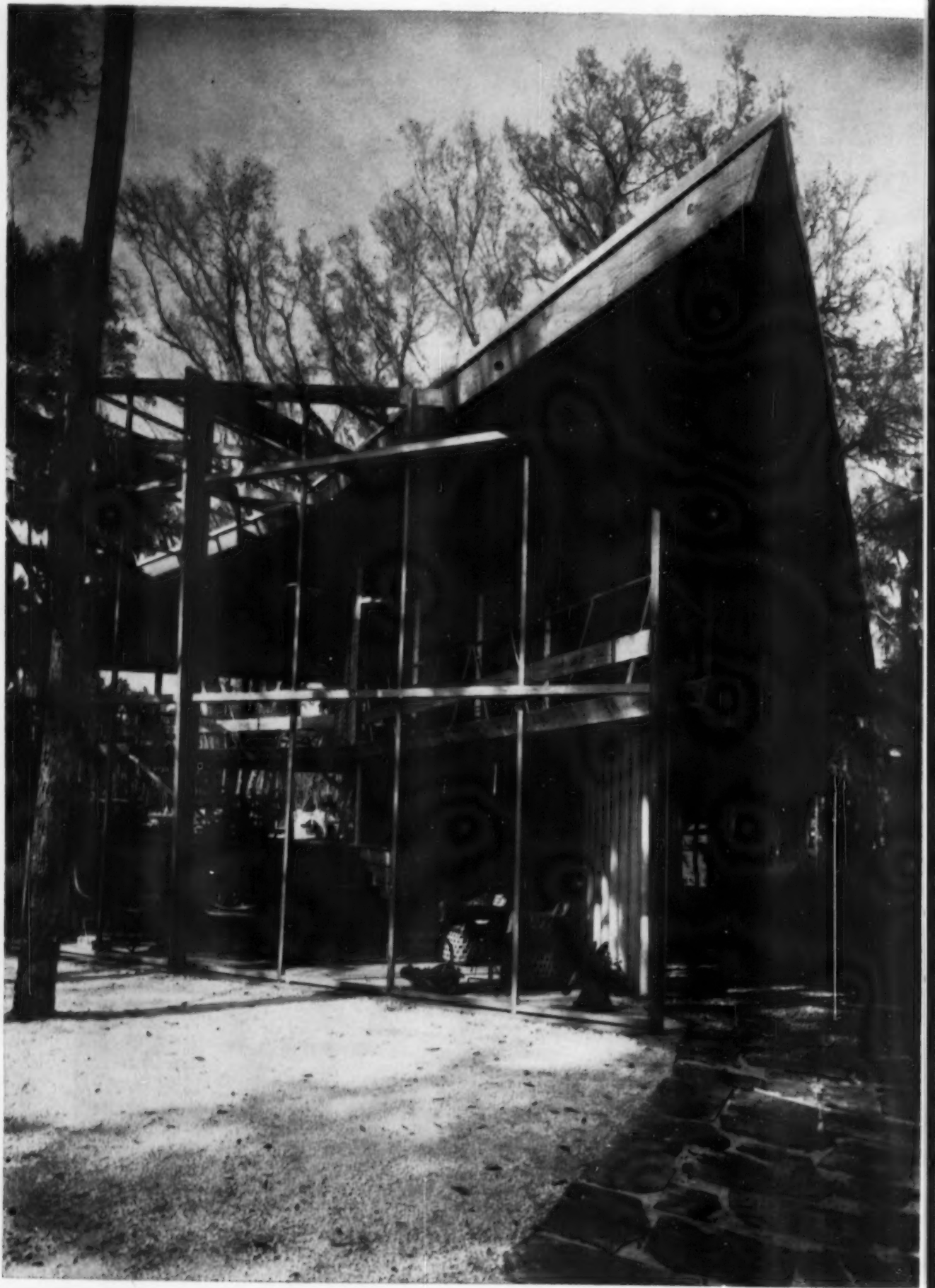


REAR WALL

Front wall framing detail. Note cantilevered second floor joists which support lookout rafters to form front roof overhang. (No. 2)

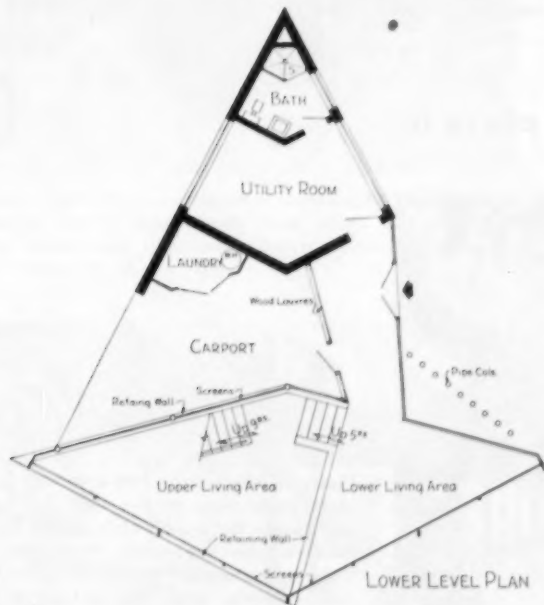
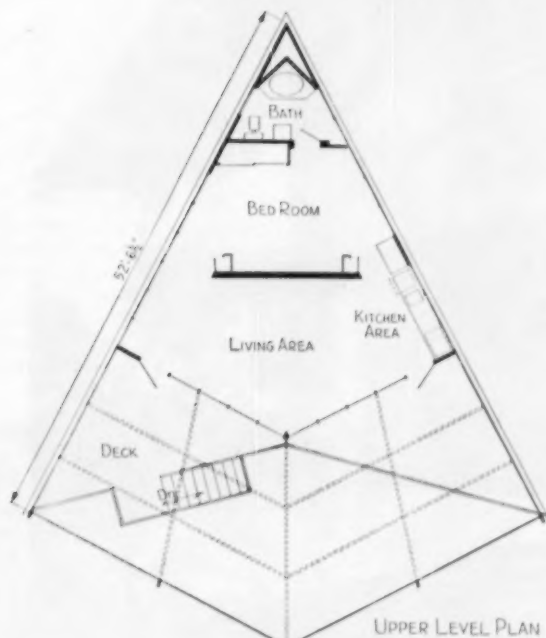


How split level framing looks from rear of house. Framing work is divided into 12 operations, each performed by a small crew trained in that work. Lumber is precut on site by two-man crew.



What Builders Can Learn From Florida

(that they can't learn from California)



- California indoor-outdoor living ideas have swept the country, deeply influencing the design of houses everywhere—and for the better, too.
- But actually, in building for indoor-outdoor living comfort, Florida is up against problems of climate more common to many other parts of the country.
- Insects, dampness and high humidity, the problem of termites—these problems are as common in the lake country of central Wisconsin or on the Jersey shore, as they are in Florida.

So it is that Florida houses that are designed and built to cope with a hot-humid climate have a unique story to tell about design and construction techniques which are of more than casual interest to the rest of the country.

George Ely, builder-designer in the St. Petersburg area, who builds stilt houses in his Bay Vista Park subdivision, applies his experience in home building in the Philippines, Central America and the West Indies, plus a highly organized craft approach to the building process.

Ely's approach is to capture cross ventilation through his rooms with floor-to-ceiling jalousie walls. He also raises the house above the ground, after the manner of native houses in the tropics, which in this way catch the breezes. Shaded areas, screened against insects, also open up the house and gain for it large extra living space. Yet, walled areas are sufficient for providing comfort in all zones of the house during cool or disagreeable weather.

Ely's methods, both in design and construction technique, are described in detail in the pages that follow.

This unique triangular structure with its 2-story outdoor room is a Vision-aire home built by George Ely in Bay Vista Park subdivision, St. Petersburg, Florida. Ely builds in the \$18,000-\$30,000 price range, offers many ideas on how to build to beat high humidity and heat. The following pages give a description of these ideas

MORE ►



George Ely's houses in St. Petersburg place the main living zone on a concrete slab raised 7 feet off the ground

One way to beat dampness is to live above it

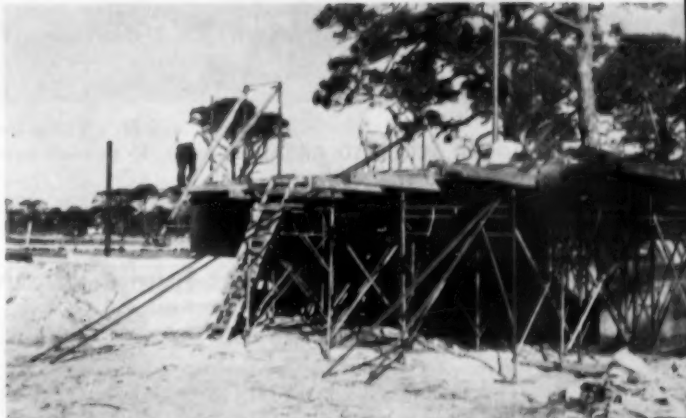


Concrete block walls and a series of steel posts support the slab. Steel tied inside the 6-inch slab carries it between the supporting members. This construction repels termites, adds strength, gives fire and hurricane protection. Above the concrete deck, steel posts and beam support a 4-inch plank roof. Between the posts are inserted jalousie windows, jalousie louvers or a solid wall. Steel units for posts and beam are thinner, give less bulky mullions. Large wood members above steel posts are supports for the screened porch

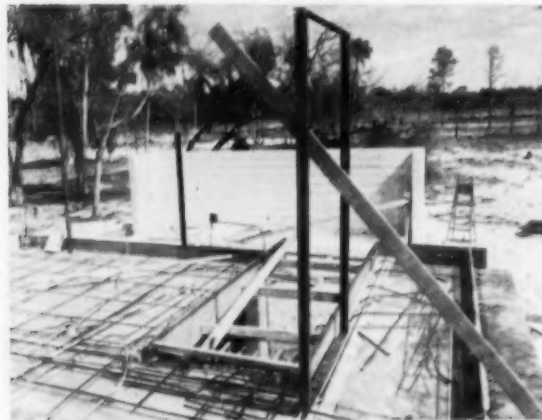
Solid roof distributes movement. Ely claims that his 4 by 4-inch double tongue and grooved roof deck acts as a single unit to distribute movement through the entire building mass



Rather than the usual poured footings, Ely uses a 9 by 12-inch grade beam. Block work above the beam has steel ladder-type reinforcing between each course to resist movement in the earth



The concrete slab is poured at the second floor level. Forms must be elevated similar to the ones used in heavy construction. Plywood is used as the base of the form. The concrete tests to 3,000 pounds per square inch



Steel work is a major part of slab preparation. Electrical and plumbing lines are imbedded before slab is poured, as are the steel door and window frames



Massive beams and posts are for the two-story screened structure at front of the house. Posts are eypress and are screened with Fiberglas to reduce maintenance

MORE ►



BIGGER SCREENED AREAS

George Ely's Vision-aire design combines a 2-story screened outdoor room open to the sky through screen cloth with a protected balcony at the second-floor level

Ideas for beating hot-humid weather, *continued*



The unusual triangular shape of Ely's houses (see plan on page 85) gives a structure of one-room depth and cross ventilation for all rooms. These bedrooms are oriented to catch the prevailing breezes. Both walls have large jalousie openings

AMPLE VENTILATION





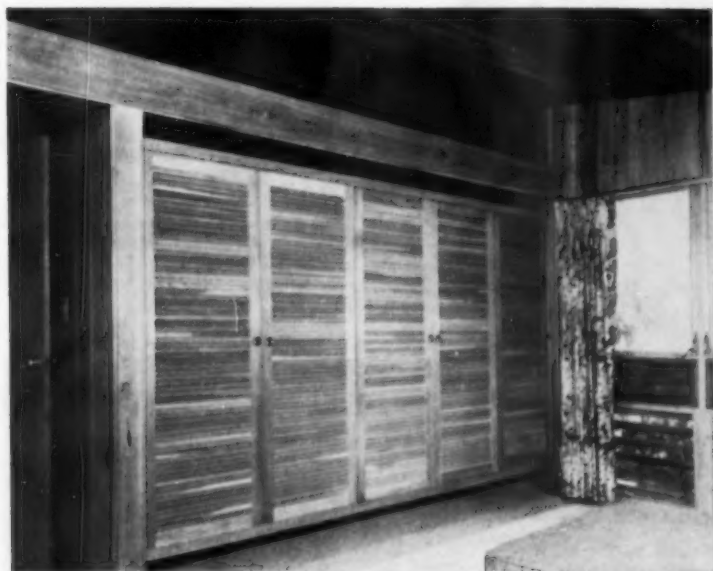
DINING OUT

Balcony accommodates all kinds of activities. This is a view of the dining end



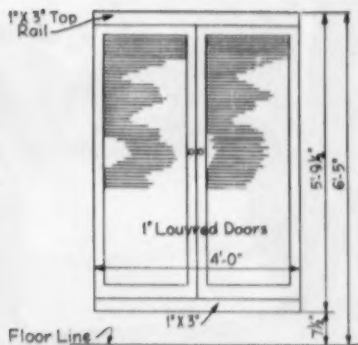
BUILD THE CABINETS OFF THE FLOOR

The base cabinets are raised off the floor to eliminate damp dark corners that breed insects. Openness underneath gives the needed ventilation as well as easy maintenance. Built-in refrigerator-freezer and oven fit nicely into this pattern

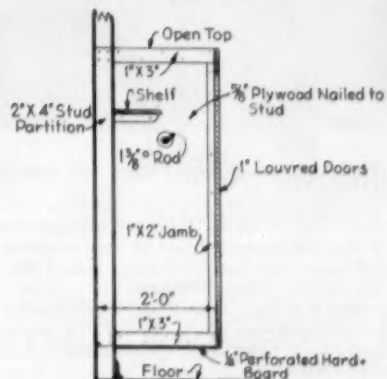


HOW TO BUILD A CLOSET

Closets built off the floor have perforated hardboard bottoms and louvered doors for good air circulation. The closet unit is cantilevered from the wall (see sketch.) A $\frac{3}{8}$ -inch plywood divider is nailed to the face of the stud, projecting out into the room. The closet framework is then nailed to the plywood divider



ELEVATION



SECTION

Ideas for Tomorrow's Job

3 tested ways
to build better



▲
You can prevent cracks from shrinkage in plank and beam ceiling

Instead of using the common V-joint in milling roof decking, use a slip joint in the pattern shown here. This kind of joint will allow the decking to expand or contract without noticeable defects appearing on the underside, Charles M. Searle of Colorado Springs has tested this idea on some 170 houses and rates it as "very practical."



This home-made attachment will save dollars on trenching

This attachment for the front end of a standard loader bucket is saving money for the David D. Bohannon Organization of San Mateo, California. It lowered the overall cost of the excavation of footings for 1,100-square-foot house and double garage to around \$35, including the cost of cleaning out the trenches by hand labor. Time per house for the trenching operation is from 13 to 16 minutes depending on soil conditions. Note the semi-circular shoe which attaches to a portion of the blade of the original loader bucket and prevents the bucket from being drawn down to a greater depth than necessary during trenching. Angle iron braces running to the top of the loader bucket hold the supplementary bucket in place. The machine used is a No. 5 Allis Chalmers head loader.

▼
How to lower the silhouette of the house

By forming a notch on the inside of the foundation stem walls, floor joists can be placed down inside the foundation. This eliminates the need for porch steps and adds considerably to the appearance of the house. (Another idea being used successfully by Charles M. Searle of Colorado Springs.)



You, too, get "So Much More" from National Homes!

So Much More in Designs

The all-new 1955 National homes, created by the famous architect Charles M. Goodman, AIA, with color styling by the noted authority Beatrice West, achieve an all-time high in beauty.

So Much More in Value

Unequaled buying power plus revolutionary assembly-line methods enable National Homes to offer far more house for far less money. The same high quality "brand name" materials are used in all National homes regardless of the price range.

So Much More in Pre-selling

Tremendous prestige and public acceptance for the National Homes name have been created by advertising regularly in LIFE, BETTER HOMES & GARDENS, and many other leading magazines—more than all other producers combined.

So Much More in Promotion

The ad illustrated here is just one of many promoting our Spring Open House. Over 60,000,000 full-color reader impressions, plus large local ads wherever National Homes Open Houses are being held, insure a most successful operation.

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Builders of National Homes get expert counsel on land acquisition, site planning, financing, local advertising and sales—a complete personal service.

Be sure to read the article on National Homes
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You Get *So Much More* from National Homes!



See for Yourself at
NATION-WIDE OPEN HOUSE!

So Much More in new designs... thirty-two new floor plans by National's master architect, Charles M. Goodman, AIA... abundant floor-to-ceiling closets and storage space—big kitchens with efficient layouts—aluminum sash windows. So much more in luxurious surroundings all through the house!

So Much More in the precision of National's engineered construction... every detail from roof-edge to finish! So much more in top grade material—from kiln-dried lumber to the last coat of paint specified by National's famed color-stylist Beatrice West. So much more in structural strength of completed home!

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NO DOWN PAYMENT for Veterans in many areas!
through the down payment for non-veterans in monthly payment program.

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Nation-wide OPEN HOUSE Showing Starts February 26th...
Watch local paper for time and location



The brilliant new 1955 "Custom-Line" 1 bedroom living room has floor-to-wall overlooking patio. Look in yellow pages of phone book under "Builder" Home, Dept. FC-11, Lafayette, Ind., for details of all 1955 models.



... all adding up to
So Much More **Volume-Profit for You!**

In hundreds of cities, National Homes builder-dealers are now cashing in on our Spring Promotion. They're reaping the harvest of pre-sold prospects, by offering so much more in beauty, comfort, value.

If you, Mr. Home Builder, have been wondering where you will go this year—consider going NATIONAL! Write for the franchise facts!

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**Better Homes
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*Dining room with WINDOWWALL of Andersen Gliding Units,
Harlan Rathbun, Denver, Architect.*

WINDOW PLAN FOR A HOME WITH A PATIO

THE PERMANENT VIEW OF A LOVELY YARD is a pleasure every homeowner enjoys. Here spacious WINDOWWALLS, of Andersen Gliding Window Units in a dining room, make outdoor beauty a part of indoor living . . . a particular treat for family meals.

Yes, all through the house Andersen WINDOWWALLS frame the view, provide full ventilation, bring in sunshine. Yet they close tight to form a weatherproof barrier on wet or wintry days. For they're both windows and walls. They're Andersen WINDOWWALLS, made of durable, insulating wood.

For specification data see your millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWWALLS are sold by established millwork dealers throughout the country including the Pacific coast.

TRADEMARK OF ANDERSEN CORPORATION

Andersen
Windowwalls*

COMPLETE WOOD WINDOW UNITS

ANDERSEN CORPORATION • BAYPORT, MINN.



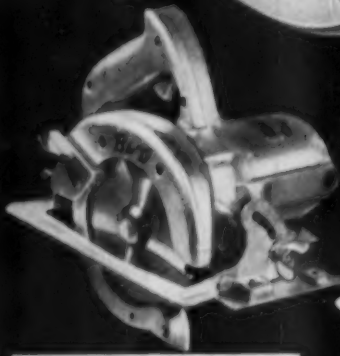
These features carpenters



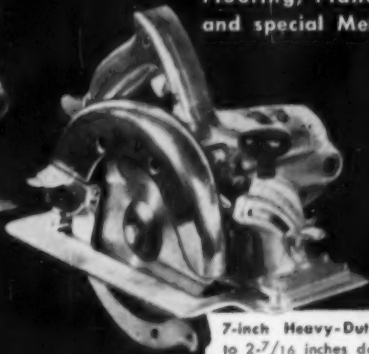
Combination Blade is standard equipment, all models. Additional blades available: Carbide-Tipped, Crosscut, Flooring, Planer, Friction and special Metal-Cutting.



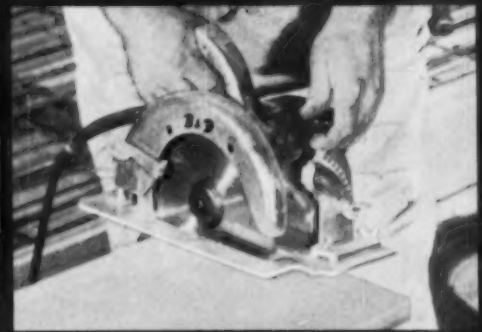
"Very good motor—gives lots of power. New lever was needed—will save more fingers than anything ever put on a saw."



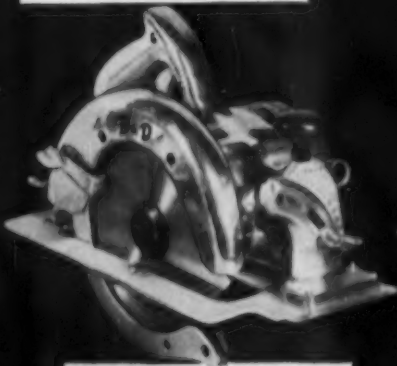
6-inch Heavy-Duty Adjustable Saw. Cuts 0 to 2 inches at 0°; to 1- $\frac{1}{2}$ inch at 45°. **\$64.50**
Without auxiliary handle.



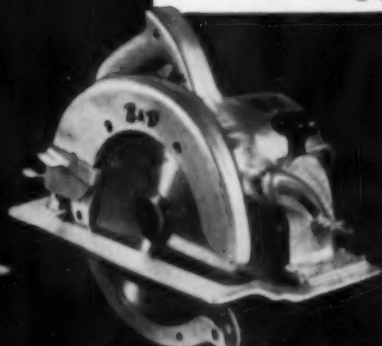
7-inch Heavy-Duty Saw. Cuts to 2- $\frac{7}{16}$ inches deep at 0°; to 1- $\frac{1}{2}$ inch at 45°. **\$84.50**



"With shoe on both sides, I can cut from either side without saw falling off. An all-round, handy saw."



8-inch Heavy-Duty Saw. Cuts to 2- $\frac{13}{16}$ inches deep at 0°; to 2- $\frac{1}{16}$ inches at 45°. **\$96.50**



9-inch Heavy-Duty Saw. Cuts to 3- $\frac{1}{2}$ inches deep at 0°; to 2- $\frac{3}{8}$ inches at 45°. **\$114.50**



"The B&D Saw has a lot of power and it's not heavy to use. I like the lower guard lever—good safety factor."

tell you why more and more are buying Black & Decker Saws



"Light and well-balanced. New features are great improvements. In all my years as a carpenter, I've never seen features like these."

"Pack plenty of power. And these saws don't throw sawdust in your face! I like the features of the B&D Saws."

"The B&D Saws are sure powerful. Those new features, like the cutaway top guard, make a snap out of any job."

Here are the better-built features that make new Black & Decker Heavy-Duty Saws best yet!

There are good reasons for those carpenters' comments above! First, powerful Black & Decker-built motors, specially designed for each size saw! Next, built-in depth and bevel adjustments with extra-large wing nuts for faster, tighter adjustment! Next, saw-grip handles at natural hand-sawing angle for easier handling, better control! Larger, sturdier shoe extending way beyond the blade for steady cutting from either side! A king-size lift lever on the lower guard, so that your fingers stay safely away from the blade when you retract the guard for pocket cuts! 2-point suspension at all cutting depths! Cutaway guard for line-of-cut visibility! There's just no end to all the good things you'll find in these new Black & Decker Saws! Your dealer is

ready to demonstrate them to you. See him today, or mail the coupon below to get descriptive literature on all models and accessories.

See "Tools-Electric" in phone directory for

Black & Decker
PORTABLE
ELECTRIC TOOLS 

MAIL COUPON FOR ADDITIONAL INFORMATION

THE BLACK & DECKER MFG. CO., Dept. H103, Towson 4, Md.

Gentlemen: Please send me additional information on Black & Decker Saws and accessories.

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City Zone State

Low-cost apartments put



Outside stairs and cantilevered balcony provide access to upstairs units. Building is at extreme rear of 50 x 125-foot lot, has through driveway from front to alley.

This 3-unit job cost only \$10,200—brings in \$210 per month

What this owner wanted was a low-cost, 3-unit apartment he could build in his back yard to produce a good rental income.

What he got was this cleverly planned building with three housekeeping units, carports, individual entrances, air conditioning—all for \$10,200. He is able to rent the units for \$70 a month so it makes a good investment.

It is located at the rear of a 50 x 125-foot property in Austin, Texas. A driveway goes right through the plot from front street to rear alley. There are millions of sites just like it—and many prospective customers would be interested in this kind of income building.

Each apartment has its own private entry. In the case of the two upper units this is by means of rustic wood stairs and a cleverly cantilevered balcony enclosed with 1 x 12 rough boards. The 2 x 10 roof rafters are carried

out for a 5-foot-4-inch roof overhang which shades the big windows and protects the balcony.

Construction is of straightforward wood framing throughout, with heavy beams (3 2x12's) carrying much of the second floor load. The beams are supported by 3-inch pipe columns. Extra-size steel windows are used. Interior is finished in natural pine. Since the apartments are air conditioned, the building is insulated with 3-inch mineral wool batts throughout.

The individual 17 x 19-foot housekeeping units are skillfully laid out to provide adequate kitchen and bath facilities and a livable room. Built-ins add to its workability and include book shelves, drop-leaf table, ironing board, laundry and linen storage.

The building was designed by architect R. Gommel Roessner and built by Paul Toungate.

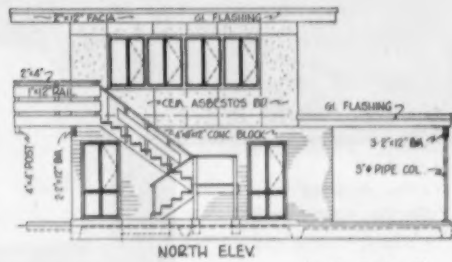
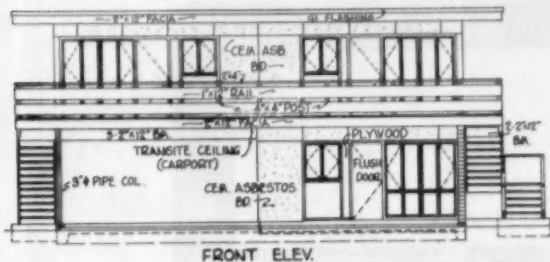
back yard in business



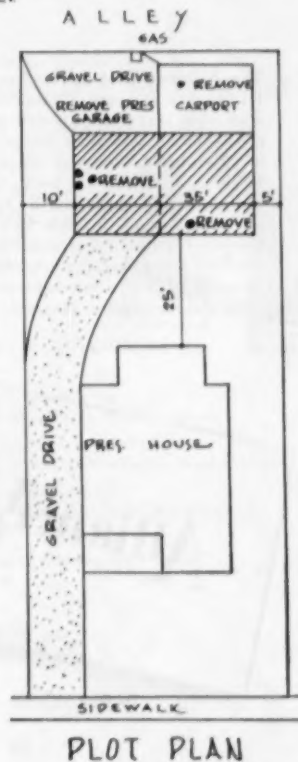
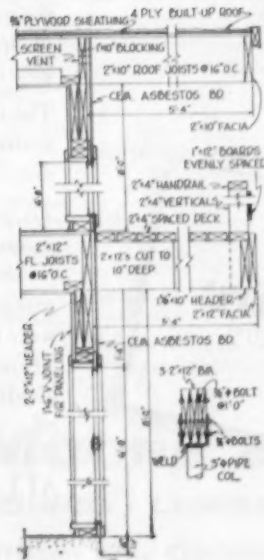
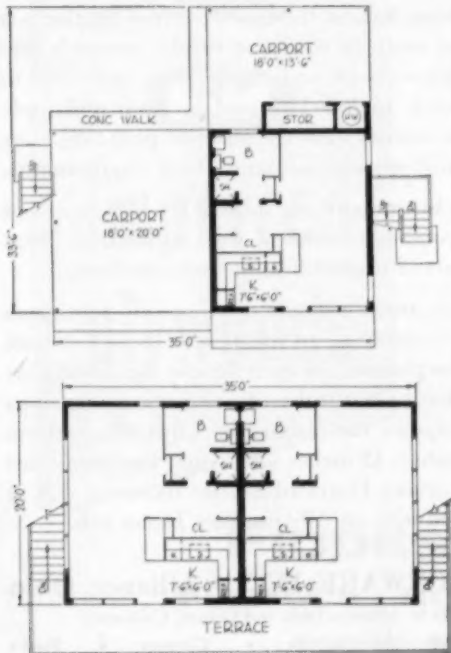
17 x 19-foot housekeeping units have natural pine interiors, large windows and are air conditioned.



Cantilevered balcony is protected by 5-foot-4-inch overhang, has floor of 2 x 4's.



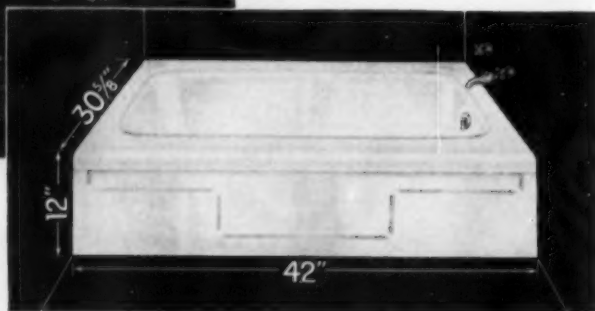
Narrow lot calls for 35-foot wide structure. Upper floor is carried on heavy beams (3 x 12's) supported by 3-inch pipe columns. Roof has 2 x 10 joists cantilevered out for wide overhang. Exterior wall is asbestos cement board.





The Hartford Statler
 William B. Fabler, *Architect*
 George A. Fuller Co., *Contractor*
 C. H. Cronin, Inc., *Plumbing Contractor*

ALLIANCEWARE
“Junior” Bathtubs
 ANSWER AN UNUSUAL DEMAND
 IN THE NEW HARTFORD STATLER



The AllianceWare Junior has all the fine quality of every AllianceWare tub with wide seat rim; patented grab rail construction; leakproof flange; choice of 5 stainproof colors and white. Size—42" long, 30 $\frac{1}{8}$ " front to back, 12" high—makes this an unusually suitable tub where space is limited. As a shower receptor the Junior far exceeds in roominess and convenience the ordinary shower stall. Write for complete dimensions and installation diagram.

The planning behind the new Hartford Statler is a fascinating story of the most careful research into what people—guests and employees—do or like to do in a hotel. Included among the great multitude of detailed studies were the shortest plumbing runs and the most efficient minimum bath requirements.

The many insurance companies in Hartford conduct training courses of several weeks duration. "Students" demand minimum-cost accommodations.

To provide these accommodations six minimum rooms or "roomettes" in addition to the regular size rooms, were planned for each floor of this hotel that research built. Bathtubs of ordinary dimensions were too large for the "roomettes." But AllianceWare "Junior" tubs—42 inches long—met the conditions ideally. So every Hartford Statler roomette—78 in all—is fitted with an AllianceWare Junior tub.



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Plants in Alliance, Ohio and Colton, California

Bathtubs • Lavatories • Closets • Sinks

AMERICAN BUILDER



*How to make
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USE



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Builders know that F-M imported plywood panels actually cut finished-costs while adding distinctive "luxury" appeal to homes and other quarters.

Dealers find several advantages (including extra profit) in the wide selection*, low price and prompt service offered by each F-M warehouse.

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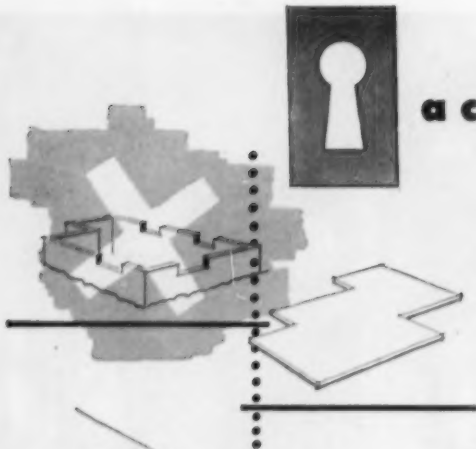
Fiddes-Moore & Co.
1721 Circle Ave., South Bend, Indiana

Northern Plywood & Door Co.
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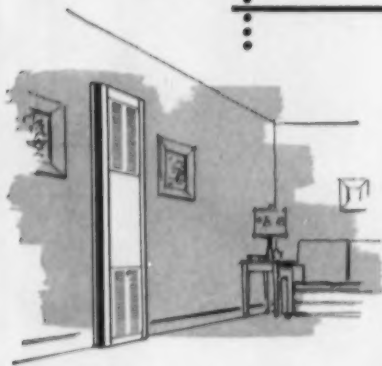
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a confidential look at a smart builder's note book

*Use slab Foundation instead of Basement...
- More living space for less money
Use TEMCO Gas Wall Heaters*



Got to make the most of Floor space-Use TEMCO Gas Wall Heaters- they fit between standard studs.

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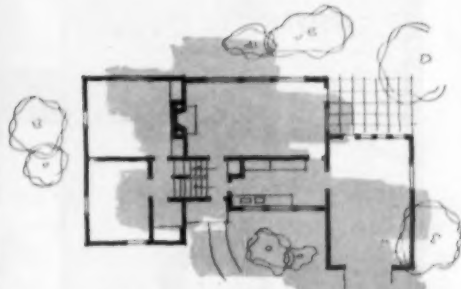
In your home planning, add up all the advantages of TEMCO Automatic Gas Wall Heaters and you'll arrive at the same conclusion. By using TEMCO Automatic Gas Wall Heaters, you can build more attractive, more flexible, more saleable houses and build them at a figure which adds up to fast sales and fine profits too. That's because TEMCO Gas Wall Heaters:

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Orangeburg's famous Taperweld joints seal root-proof with a few hammer taps . . . no cement, no

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ORANGEBURG MANUFACTURING CO., INC. • Orangeburg, N. Y. • West Coast Plant, Newark, Calif.

ORANGEBURG ROOT-PROOF FITTINGS



1/4 BEND



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Orangeburg Fittings are precision made of famous Orangeburg materials and include a complete line of 1/4 bends, 1/2 bends, Wyes and Tees. Each fitting has the exclusive Taperweld Joint for making fast, root-proof joints.

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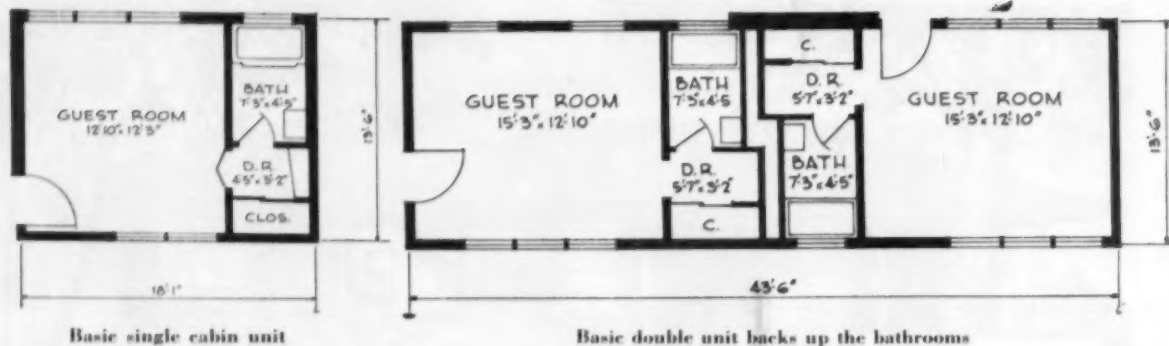
Orangeburg Manufacturing Co., Inc.
Dept. AB-35, Orangeburg, N. Y.

Please send me all the facts on Orangeburg Root-Proof Pipe.

Name _____

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New Motel Trend?

With a minimum of plan

The 102-unit Terrace Motor Motel of Austin, Texas, is based on the repeated use of two simple basic plan patterns. These are a single and a double rental unit arranged in the form of cabins and used singly or in groups of two or three adjoining one another or connected by entrance porches or carports. The double unit consists of two single cabins with bathrooms back to back with a continuous pipe space between, which also acts as a sound deadener.

Great variation in the use of exterior materials, as well as the varied placement of the units, gives each building individuality, in spite of the fact that roof lines and roof surfaces are similar. All the roofs are of the built-up type and follow a pattern of gables with an acute sweep-back from the ridge to the eave. All roof framing members under the porches, carports and overhanging eaves and gables are left exposed. Flat ceilings, however, are provided for all the rooms.

The exterior walls are laid up in patterns of two or more materials. These materials include Cabin Creek Arkansas stone, face brick, common brick, wood siding, rough sawn timbers, corrugated asbestos shingles, Oak Hill stone, used brick, Roman brick, hand-split shakes, wood shakes and wood shingles.

The site has a differential of 58 feet in elevation from the office unit, which is located on the highway, at the low point. A number of large spreading trees provided key spots for cabin groupings. The location of the roads was determined after these cabin groupings had been settled, and a fixed pattern of roads was carefully avoided. On some of the roads, where the difference in the grade is excessive, cabin groupings are provided with basements on the low side (see picture). This space is used by the management for service areas.

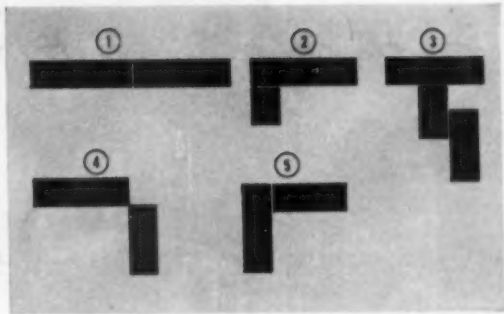
In positioning the units on the site, two doubles were used end to end in only one instance. All other combinations avoided this monotony. Where units were used singly, plenty of space was allowed around them, and in all cases, planting areas and curbed lawn spaces are an integral part of the arrangement.

Architects were Niggli & Gustafson, A.I.A.

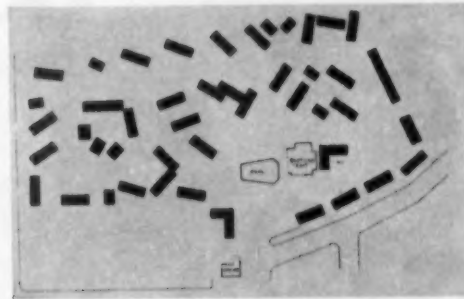


... a maximum

AMERICAN BUILDER

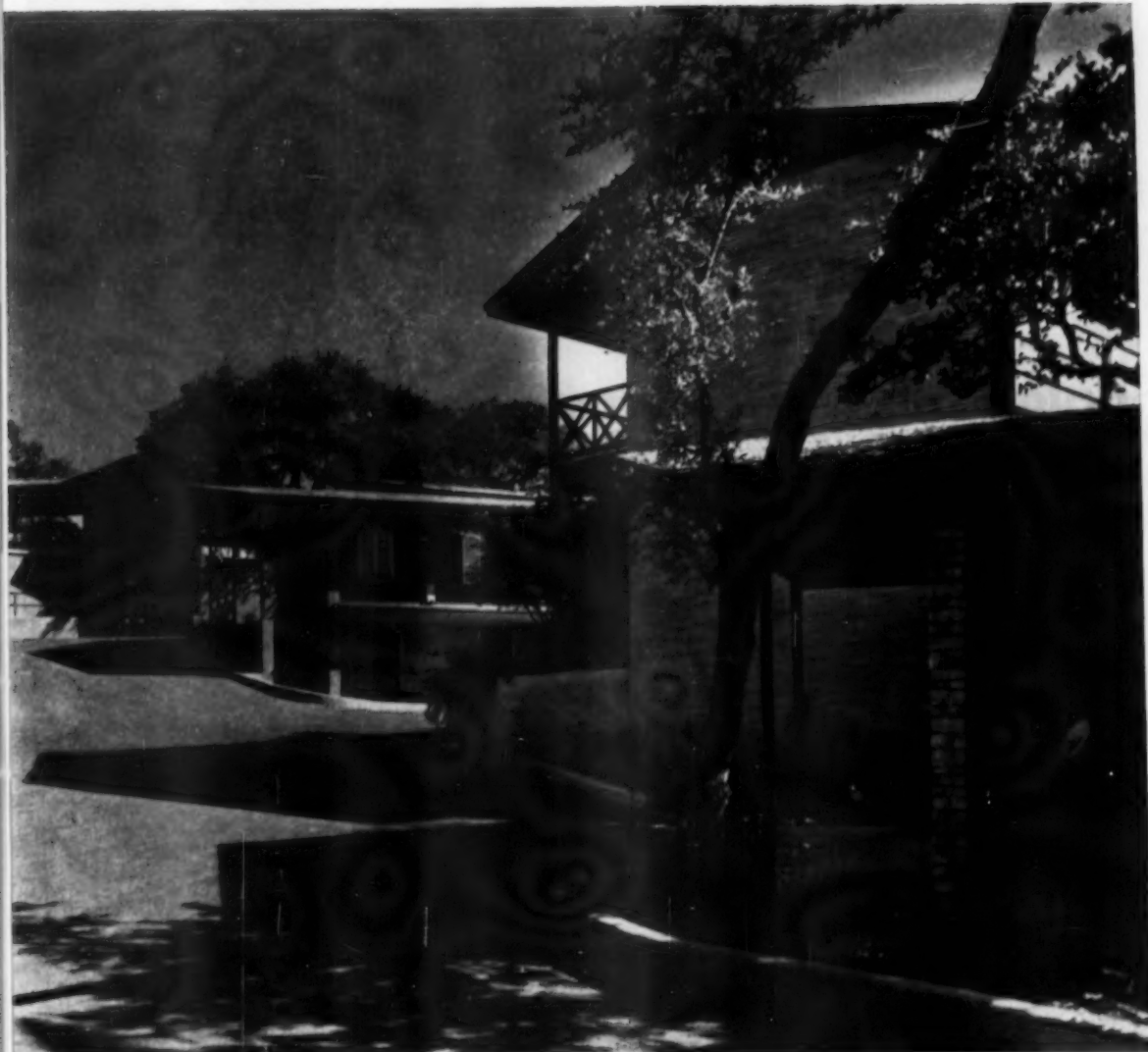


Five or more combinations of the units are easy

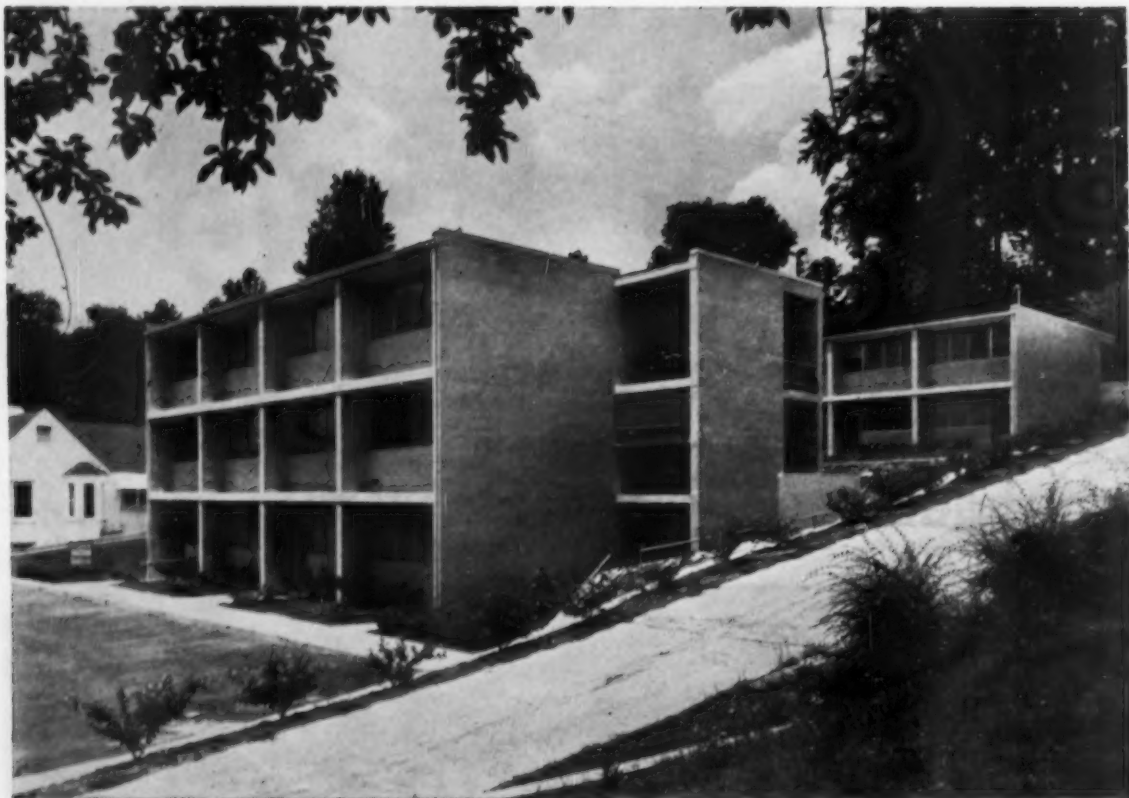


Plot plan shows variety of placement

changes . . .



of variety for a cabin motel



1 The grade rose 40 feet from front to rear of 211-foot plot

2 Southern exposure meant relating design carefully to cooling load

Balancing 4 problems successfully

Wondering what to do with that hilly near-in site? This step-up apartment idea is a smart answer

From the start, the biggest problem that plagued Mallin and Spickard, builders of these Atlanta, Georgia, apartments was the sharp grade of the site. The 105 by 211-foot plot rose 40 feet from front to rear.

Then the city passed its new 100 per cent parking law—one parking place for every apartment. That also complicated matters.

And of course, rental income had to be considered—the maximum number of units possible on this valuable close-in site.

All of these problems—and a southern exposure which meant careful relation of design to cooling engineering—were handled with skill, with John W. Cherry, Atlanta architect, assisting.

Two concrete masonry structures were cut into the hillside, one three stories high, and the other, two. In each, the first-floor entrances are at front, but upper floors have entrances at rear via outside balconies.

Parking areas are provided close to the entrances.

There are two areas—one at the street side and the other between the buildings. This second area (for 11 cars) is at the level of the second floor of the front building, making access to the second and third floors very easy.

In all there are 20 two-room apartments and twenty parking places. The outside entrances work well in Atlanta. These are rented as furnished apartments (\$100 per month) and all are fully air conditioned and equipped with individual thermostats.

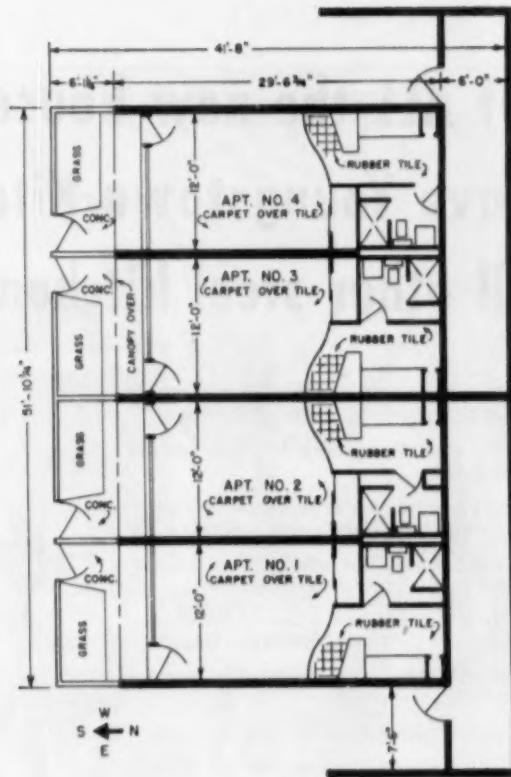
To cut down cooling costs, the apartment fronts, which face due south, are protected with protecting concrete fins which keep out the direct rays of the sun. The building is of concrete masonry construction which also helps reduce the air conditioning load in summer.

Individual apartments are 12 x 25¼ feet, with a 12 x 16-foot living room, kitchen and bath.

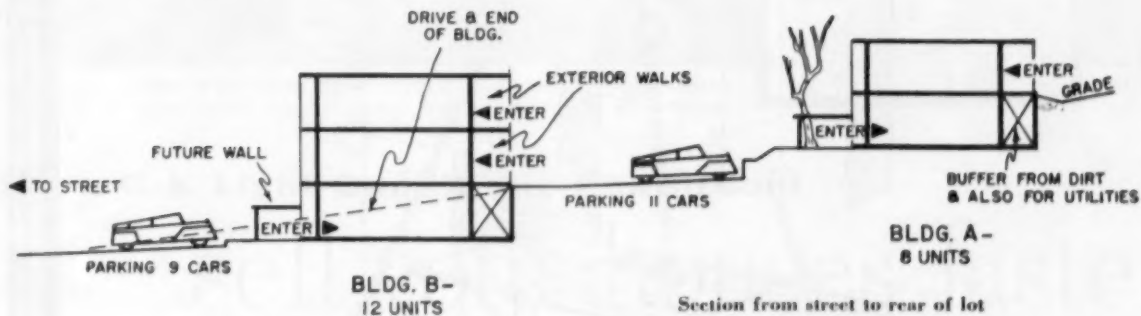
Long buffer areas are provided in each building between rear of first floor apartments and the dirt banks.



3 The city required offstreet parking space for every unit



4 High value of this near-in land demanded high density



which cover first floor exterior walls at rear of each building. These buffer areas were created for storage areas, mechanical equipment and to keep dirt away from the living areas of first floor apartments, thus keeping down dampness. (See plan above.)

Heating and air conditioning is from a central station system, with a water chiller and a gas-fired boiler which supplies chilled water in summer and heated water in the winter, to a fan-coil unit located under the window in each apartment.

Floors are asphalt tile and carpet. Baths are tiled, both floors and walls. Walls and ceilings are plastered. Exterior walls are reinforced on both sides with steel mesh and sprayed concrete applied.

The total cost of building construction was approximately \$100,000 or \$5,000 per unit, including everything except land, architects and financing fees and furnishings. Cost per square foot of living area is \$13, \$5 per square foot for balconies, stairs and basements.



View of kitchen end of typical apartment. Partition walls are of heavy concrete masonry to deaden sound, with precast concrete joist spanning between bearing walls

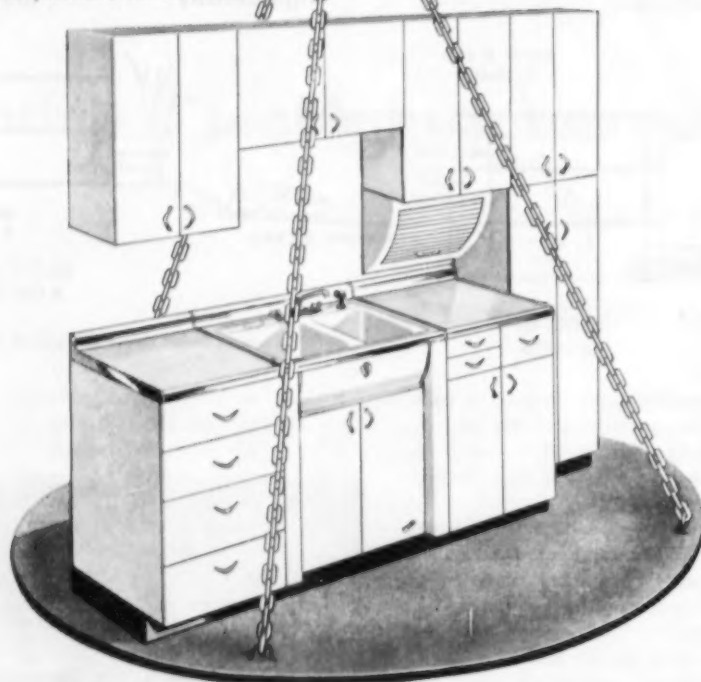
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More often than not, today's builders specify their steel kitchens be Youngstown Kitchens.

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STEEL
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MULLINS MANUFACTURING CORPORATION • WARREN, OHIO



Rows of G-E Deluxe Warm fluorescent lamps are concealed behind panels of corrugated translucent plastic. Panels are lightweight, easy to install.

Let a G-E Light Conditioned bathroom

sell your houses faster

THIS room shows how lighting can add many times its cost to the value of a house. Leading interior designer Bertha Schaefer created it especially for General Electric as an example of how lighting can "make" a room.

Light Conditioning makes this bathroom a show-off selling feature, the kind many alert builders use to close sales.

Keys to the room's beauty and use-

fulness are five General Electric Light Conditioning ideas.

- ① G-EDeLuxeWarm fluorescent lamps shine through a plastic ceiling to give the effect of an open sunlit sky.
- ② Built-in G-E sunlamps above the mirrors make the bathroom a sun-room, too.
- ③ G-E fluorescent lamps, flanking the center mirror, give shadow-free light for shaving or applying makeup.
- ④ Unusual luxury touch: G-E PAR-38

spotlights serve as pedicure lamps.

- ⑤ A shielded General Electric ozone lamp banishes all odors electronically.

Any or all of these General Electric Light Conditioning ideas can add sales appeal to your bathrooms at a minimum of extra cost. Light Conditioning can do just as much for other rooms, too. For more information on G-E Light Conditioning write General Electric, Dept. 166-AB-3, Nela Park, Cleveland 12, Ohio.

GENERAL  ELECTRIC

How to Build a Watertight Concrete Masonry Basement Wall

National surveys of prospective home owners repeatedly have disclosed that in most sections of the country an overwhelming number of people planning new homes want basements—and they want them dry. A leaky basement is more than

an expensive annoyance to the home owner. It also is a lasting discredit to the builder. Remember, it is far easier and less costly to build basements watertight in the first place than to have to repair leaks after the house has been finished.



1 Dampen (but do not soak) wall with a fine spray to prevent block from absorbing water in plaster and to assure better bond. Spray only about 20 sq. ft. of wall area at a time.



2 Starting 6 in. above the finished ground line, apply the first, or scratch, coat of portland cement plaster $\frac{1}{4}$ in. thick. Use 1 part of portland cement to $2\frac{1}{2}$ parts of damp sand.



3 After the scratch coat has partially hardened roughen the surface lightly with a scarifier to provide a better bond for the second coat. Allow the first coat to harden for 24 hours.



4 Spray the roughened scratch coat lightly. Do not soak. Keep just ahead of the application of the second coat so that water does not evaporate before the second coat is applied.



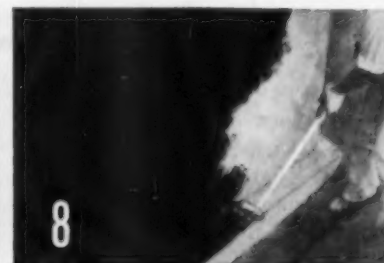
5 Apply the second coat of portland cement plaster. Make it $\frac{1}{4}$ in. thick. Trowel it on firmly to insure a good bond with first coat. Use the same mix as described in point No. 2.



6 Trowel the second coat of plaster down over the edge of the footing to form a smooth cove. This will prevent water from collecting around the juncture of the wall and footing.



7 After the second coat of plaster has hardened sufficiently so as not to be damaged by a fine spray keep the wall damp for at least 48 hours. This will insure proper curing.



8 Using stiff brush thoroughly cover plaster with hot bituminous material applied in 2 coats at right angles to each other from 6 in. above finished ground line down over edge of footing.



9 In poorly draining soils lay line of concrete drain tile with open joints around outside of footing. Protect open joints with building felt. Then cover pipe with 18 in. of coarse gravel.

IMPORTANT—Never backfill until the first floor is in place. Otherwise the unbraced wall may crack under the pressure of the backfilled earth. This may result in leaks even though the wall has been properly constructed.

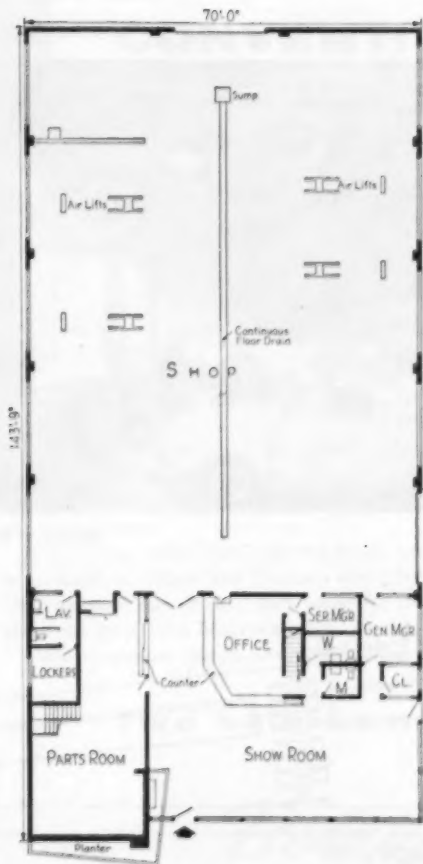
PORTLAND CEMENT ASSOCIATION

A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work
33 West Grand Avenue, Chicago 10, Illinois



The show room portion, architecturally, is in direct contrast to shop walls. Future extension of front will help overall appearance

Laminated beams are gaining



BUILDERS:

Blanchard Construction Co.
Portland, Oregon

ARCHITECTS:

Max P. Williams & Robert B. Martin, A.I.A.
Portland, Oregon

TRUSSES:

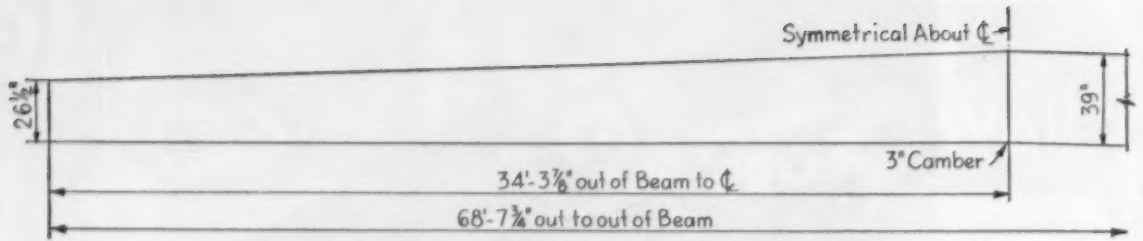
Timber Structures, Inc.

This new garage and show room building in Beaverton, Oregon, is a semi-fireproof type of structure, built outside of the fire zone limits of the city. The builders used materials easily obtainable in the area.

Laminated beams are used for the roof support in both shop and show room. Trusses over the shop area span from wall to wall, a distance of $68'-7\frac{3}{4}''$, thus providing a post-free space where work may be carried on with the minimum of interference. Beams are tapered with maximum depth at center having 25 laminations. Purlins $6'' \times 12''$, spaced $7'0''$ on centers and placed at right angles to the beams, provide support and nailing for the 2×6 -inch roof deck over which is applied a built-up roof surface.

The show room beams are of a cantilevered type extending $8'0''$ beyond the face of the supporting posts at front wall line. These are tapered upward with full depth at wall and reduced to four inches at the extreme projection. Angle iron clips tie beams to vertical posts. Beams are placed $8'0''$ on center with 2×6 -inch decking above. The underside of decking is exposed as the finished ceiling in the show room.

(Continued on page 110)



TAPERED AND CAMBERED BEAM FOR SHOP

(Continued from page 109)

A minimum of wood is used in connection with the glass walls of the show room. Vertical structural posts and transoms are rabbetted for glass stops. Underside of roof decking is slotted to receive glass. This gives the impression that the ceiling of the show room and overhang is a large unbroken area.

Exterior walls consist of glass and wood for show room, concrete block for shop and parts room and face brick for street front of parts room. A five-inch thick reinforced concrete slab is laid over a five-inch thick gravel fill for the entire floor area. Partitions in parts and show room are of frame with plaster walls.

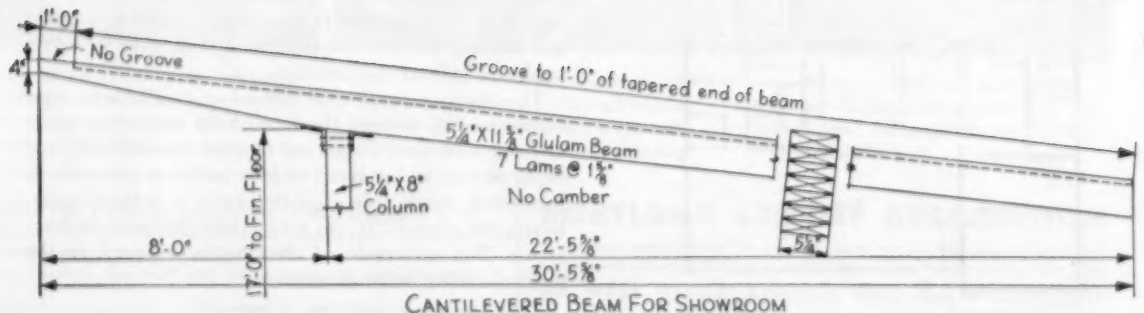
This building contains 9,800 square feet and was erected for \$3.00 per square foot. This includes the installation of hoists, air lines, hose reels and other equipment.



Interior of show room



Interior of shop



CANTILEVERED BEAM FOR SHOWROOM



**N.A.H.B.
CONVENTION
Chicago, 1955**

The talk of the show

Briggs Beautyware "stopped" the show in Chicago with a striking Coral and Gray exhibit featuring new design bathroom fixtures, a new line of color kitchen sinks and a wide range of styling for any type of home.

"Sell Faster with Color" was the Briggs exhibit theme. Architects, Builders, Jobbers and Plumbers responded by the thousands. They stopped, they looked, they asked for complete information about the great 1955 Beautyware line.

Modern contour design, new color styling, advanced engineer-

ing and the economy of the Briggs two-bath package, have made Beautyware the big favorite across the board. And, thanks to a complete national warehousing system, Beautyware is available everywhere in the full range of styles and colors—Coral, Pearl Gray, Sky Blue, Sea Green, Sandstone and White.

1955 promises to be a record year for residential building, and Briggs is honored to have Beautyware made first choice by so many leaders in the building industry.

Briggs Manufacturing Company, Detroit 26, Michigan

Two bathrooms—a must in every modern home

Beautyware by

BRIGGS



Builder — M. T. Broyhill & Sons Corp., Arlington, Va.

500-Home Broyhill Park -- Built and Sold Out in 8 Months!

Here's a house that was sold before it was completed. It's one of 500 homes at Broyhill Park, a beautifully planned community in suburban Arlington, Va., just across the Potomac River from Washington.

Prices ranged from \$13,100 for a wide selection of attractive ranch houses to \$20,300 for the handsome two-level "Eastern Rambler" shown above. Included were such sales catching features as complete electric kitchens (dishwasher, garbage disposal, range and refrigerator), oak flooring, ceramic tile baths and steel casement windows throughout. No wonder all 500 homes were sold out well before Broyhill Park was completed in December, 1954!

Steel windows always add a big plus value to homes like these. Look at the crisp, clean lines of the ranch windows in that Eastern Rambler. They promise floods of cheery sunlight, plenty of healthy fresh air, and a broad, sweeping view from within. And steel's great strength, which permits those slim frames and muntins, also assures the home owner long, trouble-free service.

But steel windows do more than add sales appeal. They help you to keep your building costs down in *two ways*: (1) steel windows cost less than most other types, and (2) steel windows cost less to install because they come factory-assembled (with a steel casing, if desired) for fast installation.

You'll find that a wide selection of steel windows in all standard types and sizes is available from your local building supply dealer. Or contact the nearby representative of any manufacturer of steel windows. See Sweet's file 16b.

For many years manufacturers of fine steel windows have used solid, hot-rolled sections of open-hearth carbon steel made by Bethlehem.



MAXIMUM LIGHT AND AIR . . . Steel casements are always popular. See how slim the framing members are, allowing the most natural light and the best view. Ventilating lights swing out to catch every breeze. Storm windows and screens clip on easily, *from the inside*. Available in many stock types and sizes; Bonderized, prime painted and factory assembled. Many can be glazed with insulating glass.

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BUILD FASTER...SELL FASTER WITH
STEEL WINDOWS





Another New Westinghouse Dishwasher gives that "custom matched" appearance to your kitchens!

This new Under-Counter model DWD, only 24" wide, has all the outstanding features and performance that builders have admired in the popular DWC (contour front) models. The DWD's flat front lines up with kitchen base cabinets in those installations where that is desirable.

These Westinghouse Dishwashers not only wash and dry dishes sparkling clean but *sanitize* them in water guaranteed by the Dishwashers to be of *germ-killing* temperatures. Just think how that sales feature alone will interest house prospects.

All models have pump-operated

drains. A special Y-tail pipe is provided for making a simple, inexpensive connection to the sink drain line.

Get information on these and other Westinghouse Appliances from your distributor, or write direct.

WESTINGHOUSE ELECTRIC CORPORATION
Electric Appliance Division • Mansfield, Ohio

Betty Furness says: "I can't think of any appliance which gives more appeal to a new home than a Westinghouse Dishwasher. It says 'less work, more leisure' to every prospective buyer."



Makers of Refrigerators • Home Freezers • Ranges • Laundromats • Clothes Dryers • Dishwashers • Water Heaters • Vent Fans • and Food Waste Disposers

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





Better Prospects—Hand-Picked for You— By Ponderosa Pine Woodwork

In this year of quality-minded home buyers, Ponderosa Pine Woodwork—sponsoring the quality wood for windows, doors and cabinets—is staging the biggest promotional campaign in its history. Its purpose: to help the builder who uses products of quality Ponderosa Pine to sell his houses as better-value homes.

In striking, full-page advertisements—appearing regularly in The Saturday Evening Post—Ponderosa Pine Woodwork is telling an audience of 20,000,000 why Ponderosa Pine windows, panel doors and cabinets are the mark of a better home. Rich in beauty—and lasting in value—Ponderosa Pine Woodwork can make your selling job easier and more profitable.



These are members of and contributors to Ponderosa Pine Woodwork

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A new front full of eye-catching ideas

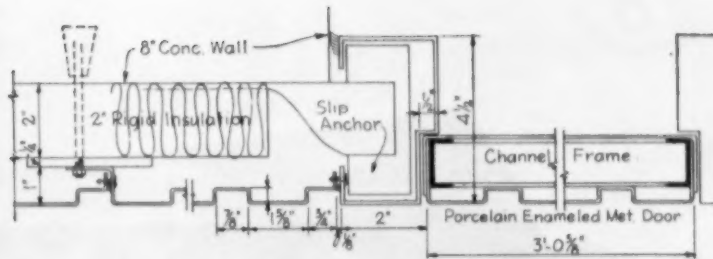
This new home for a savings and loan association in Newport Beach, California, combines in its facade a number of new and striking design ideas for a commercial building. Number one is the two-story wall of Solex tinted glass of the elevation's main section. This wall is shielded by reinforced precast lightweight concrete louvers. They are not only functional, relating to the building's air conditioning load, but have been sprayed with an orange-colored plastic for color value. A horizontal belt of white stucco breaks across the glass wall at the mezzanine level and is partially repeated at the roof line above the entrance panel.

The entrance is dramatized by a white stucco butterfly marquee supported by V-shaped stainless steel columns, lighting is built in.

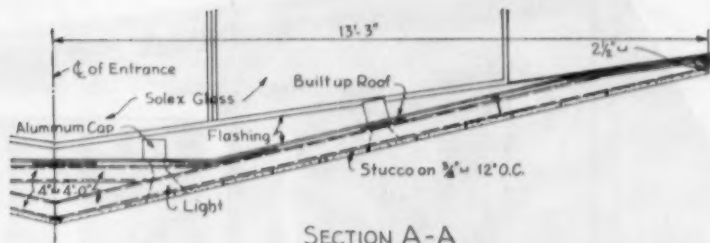
The V-shaped section of the roof (beyond main section) is trimmed in aluminum, and porcelain enameled metal siding (see detail) is used for this section. This repeats the vertical note of the louvers in a finer line.

Giving weight and a feeling of strength is the stone facing used for the full wall at the left of the entrance and as a base 7 feet high around the exterior wall surfaces not given over to glass areas.

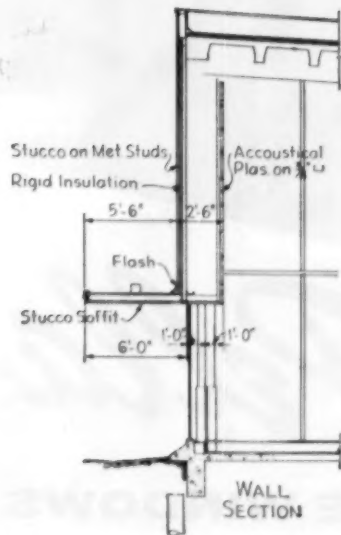
Architect of this home was W. G. Knoebel.



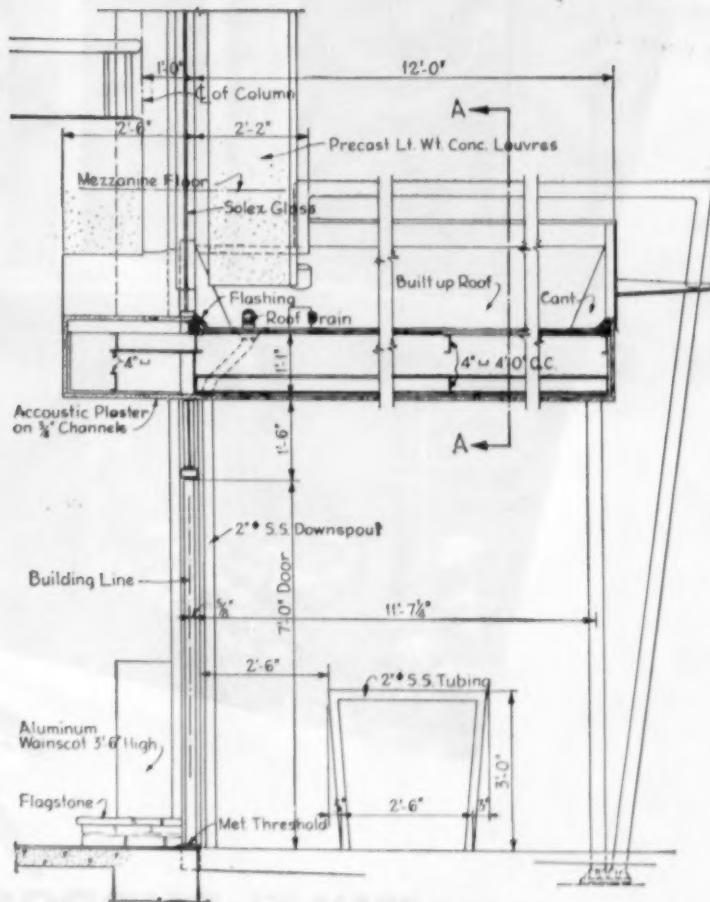
TYPICAL SECTION OF PORCELAIN ENAMELED METAL SIDING



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AMERICAN BUILDER

For you . . . high-style windows at no extra cost

Give your homes a fresh, new sparkle at no extra cost. Do it with MULTI-PURPOSE WINDOWS styled by Pella. Install them as casements, awning windows, hopper vents, or picture windows. See how this new idea in window styling attracts people to your homes. Home buyers love the simple beauty and work-saving convenience of PELLA MULTI-PURPOSE WINDOWS. That's why homes with Pella windows sell so fast.

MULTI-PURPOSE WINDOWS are designed for you, the builder. They come completely factory-assembled, with all sash hardware attached. You get Pella's exclusive underscreen operator at no extra cost. Frame is flat on all four sides for quick, easy installation. Sash and frame are made of select Western Pine to give a lifetime of service. Stainless steel weatherstripping seals out drafts.

Find out today how easy it is to increase the sales appeal of your homes with money-saving PELLA MULTI-PURPOSE WINDOWS. No other window gives you so much value for your window dollar. See Pella catalog in Sweet's File or write ROLSCREEN COMPANY, Dept. G-20, Pella, Iowa.

Pella

MULTI-PURPOSE WINDOWS

WHAT THEY'RE SAYING ABOUT PELLA MPs



"Multi-Purpose Windows helped us sell 32 homes in three days. Fixed and ventilating units were combined in living rooms to form attractive picture window arrangements. Ribbon windows were placed high on the wall for privacy in bedrooms. Effects were pleasing, inside and out." —

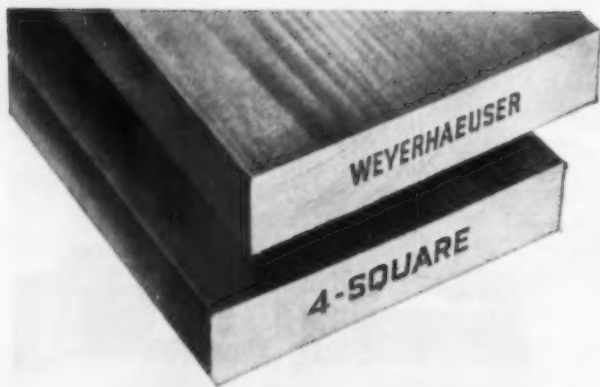
Jack Sargent, Jayhawk Construction Company, Topeka, Kansas



"Your versatile Pella Multi-Purpose Windows enable us to customize a home design to the buyer's taste . . . and yet their reasonable price keeps costs low. The Pella Underscreen Operator gives our buyers more in the way of convenience and comfort without adding to the price of the homes!" — Millard T. Hartman, Pres., Edison Park Homes, South Bend, Indiana



"Multi-Purpose Windows are the most outstanding awning type windows we have found from the standpoint of quality materials and construction. Self-storing screens and storm sash stay in place all year 'round" — William R. Harvey, Harvey Construction Company, Bettendorf, Iowa



This brand name
on lumber now launches a

Great new program

THAT...
↓

Spotlights Services

5

leading magazines
spotlight

**WEYERHAEUSER
4-SQUARE
BUILDING SERVICES
in 15,628,508 homes!**

The big new Weyerhaeuser 1955 program opened with a full-color page in the Saturday Evening Post on February 19. This will be followed by five more colorful pages in the Post, plus advertisements in Better Homes and Gardens and in American Home. The 4-Square Farm Building Service will be featured in two leading farm magazines . . . Better Farming (Country Gentleman) and Successful Farming . . . in addition to the Saturday Evening Post. Together these magazines form one of the most powerful buying influences in the country.



Weyerhaeuser Sales

● Builders in home and farm fields will welcome the added sales stimulus resulting from this year's wider consumer advertising concentration on Weyerhaeuser Building Services.

Starting with a four-color full page advertisement in the February 19 issue of SATURDAY EVENING POST, this greater Weyerhaeuser promotion will describe to home building prospects who read America's top ranking magazines, all the advantages of the Weyerhaeuser 4-Square Home Building Service.

In their favorite national farm journals, farmers across the nation will read of the 4-Square Farm Building Service with its scores of correctly engineered service buildings — and many specially designed modern farm homes.

This mass coverage to a nationwide audience sells

the idea of home building . . . the value of 4-Square Building Services . . . the local 4-Square Lumber Dealer as a dependable source of quality products and sound advice in the selection of a Building Contractor.

Builders working closely with their local Weyerhaeuser 4-Square Lumber Dealer will find this extensive consumer advertising of much help in closing more profitable business.

Good building prospects . . . wide consumer acceptance of the Weyerhaeuser 4-Square Brand Name . . . good design and sound engineering of Building Service plans . . . these are but a few of the advantages.

Contact your local Weyerhaeuser 4-Square Lumber Dealer who makes these Services available. He is in position to be of service to you.

to create prospects for alert builders



Company ST. PAUL 1, MINNESOTA

Farm building



Allen Photo

1. Single crib for labor-saving hog feeding in White County, Indiana. Capacity 900 bushels, 8x28x10 feet

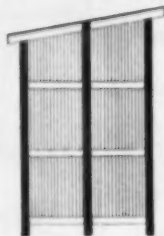


Hedrich-Blessing

2. Double crib for about 6,000 bushels, with 15x48-foot driveway for machinery shelter, was built in DeKalb County, Ill.

You can build these three low-cost cribs

from this one unit →



with simple construction →

Here's how you do it . . .

This basic unit for a corn crib is simple to build, can be enlarged to fit farmer's needs, and can form the basis for three different low-cost cribs, as shown in photos 1, 2, and 3.

Before building, point out to your farm customers that it is important to select a good location that will be convenient from the standpoint of use of the corn—handy to grinder, feeders or loading and hauling facilities if corn is to be sold.

Help him to avoid places that will

shade the crib from the sun and prevent good circulation of air. Place the building north and south to give maximum exposure to sun and wind. Be sure to keep it narrow enough for satisfactory drying. Gain space by increasing the height and the length—never by increasing the width. Notice that this crib is built on a 5-foot module. To add to length by 5 more feet, merely add three extra poles 5 feet distant.

Different types of floors may be

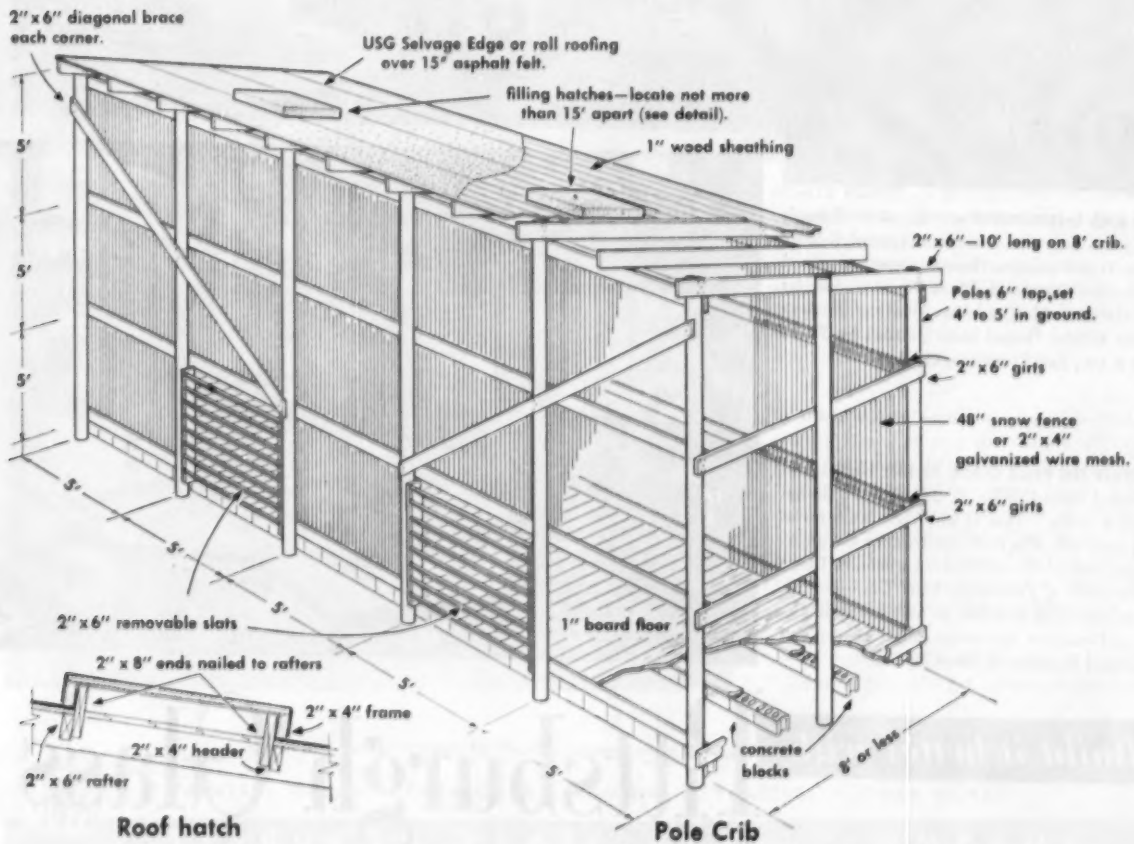
used. You can make piers of timbers, railroad ties or poles and cover them with boards. You can lay a concrete floor or lay rows of concrete block beneath building to support floors as was done on the single crib shown in the photograph below or as shown in the detailed drawing on the facing page.

Use pressure-treated poles. Then, attach snow fence, galvanized wire mesh or space 1x2's over poles to retain the grain.



University of Missouri Photo

3. Double crib with driveway, which is 30 feet wide for low-cost machinery storage space. Rolling doors may be added to one or to both ends. Width of driveway may be varied



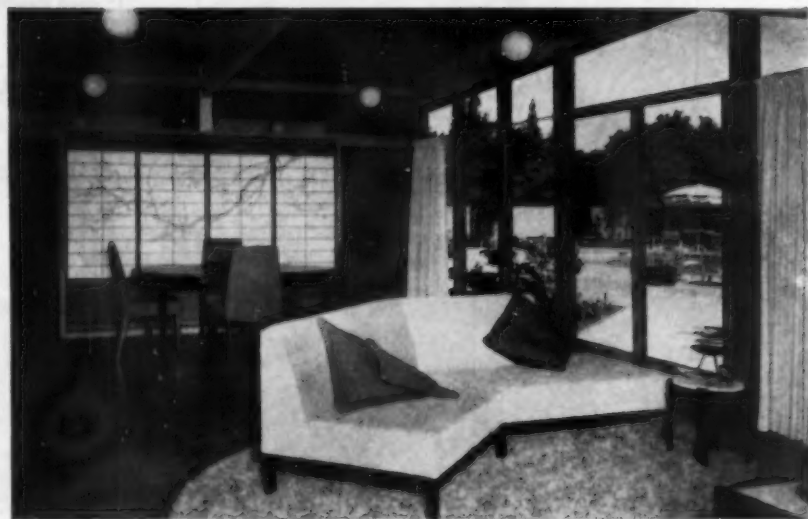
"Eichler Homes depend heavily



CLEAR AND UNDISTORTED are the views through the big windows which are a feature of Eichler Homes. That is because these windows are glazed with flawless Pittsburgh Plate Glass . . . famous for its clarity and high quality. All of the windows in these Eichler Homes were installed by W. P. Fuller & Co., San Francisco, Calif.

By W. P. Fuller & Co., San Francisco, Calif.

WHATEVER THE PRICE CLASS, Eichler Homes give paramount consideration to the idea of "design for better living." That is why these award-winning homes reflect in their construction the greatest enjoyment of the outdoors from indoors. Large window walls of Pittsburgh Plate Glass are utilized to make this possible, as well as to complement and enhance the architectural beauty and exceptional livability of these homes.

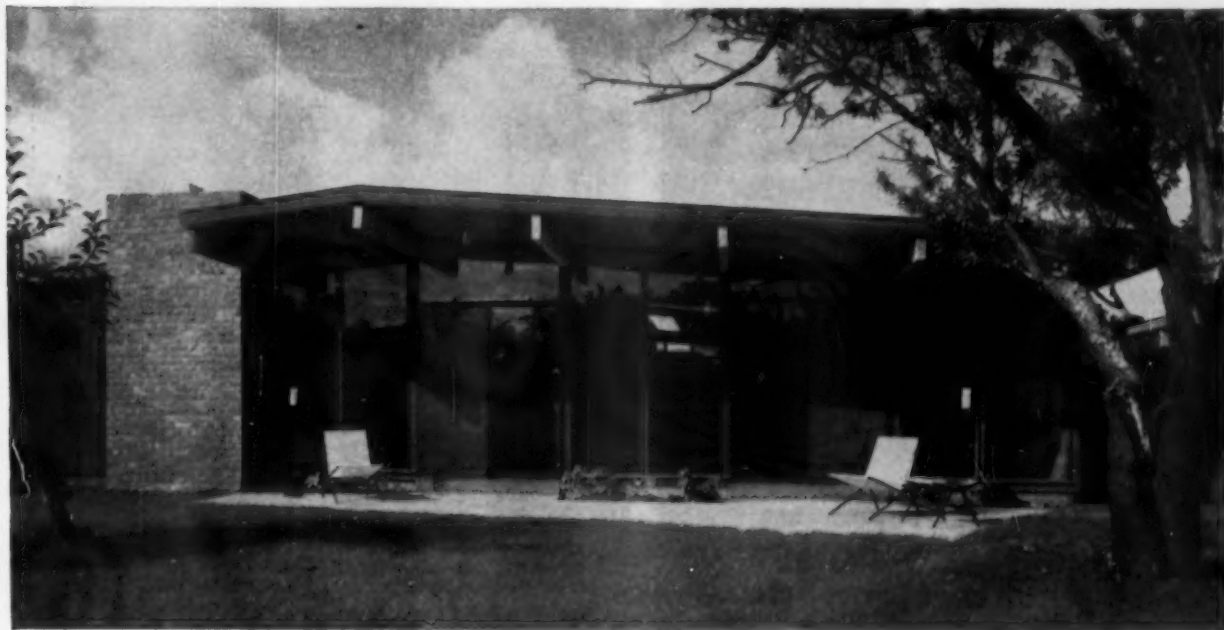


Build it better with

Pittsburgh Glass

on quality Pittsburgh Plate Glass for beauty and livability,"

says J. L. Eichler, President, J. L. Eichler & Sons, Palo Alto, Calif.



EICHLER HOMES are distinguished for the recreational freedom they offer to home buyers. The construction of these homes is marked by experienced, intelligent use of today's best materials and the most advanced building methods. Pittsburgh Plate Glass is used in these homes to give them their open, "joy-of-living" feeling and to help emphasize their high quality.

IN THESE HOMES, as in the most modern and attractive homes all over the country, Pittsburgh Plate Glass helps to achieve that extra measure of comfort and pleasure which buyers demand today. Builders use large areas of Pittsburgh Polished Plate Glass, Solex® green-tinted heat-absorbing glass, or Twindow® or TwindoWeld®—Pittsburgh's windows with built-in insulation—to give home buyers the best possible values.

*Every nickel you spend on glass shows,
And the results far outweigh the cost.*

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass products.

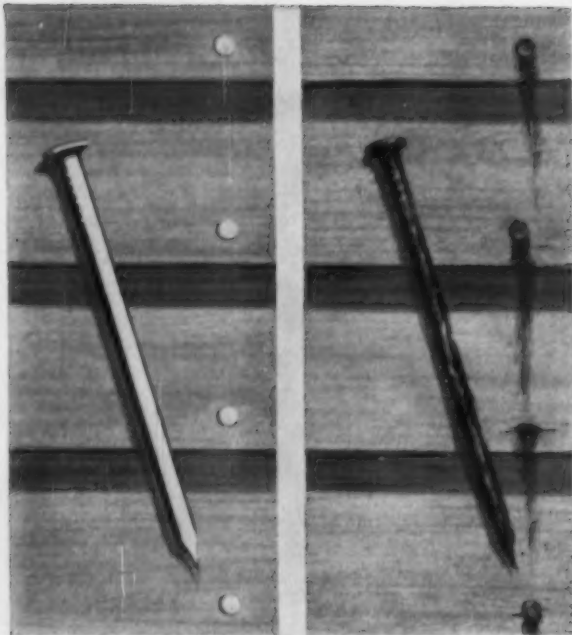


PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

HOW TO BUILD



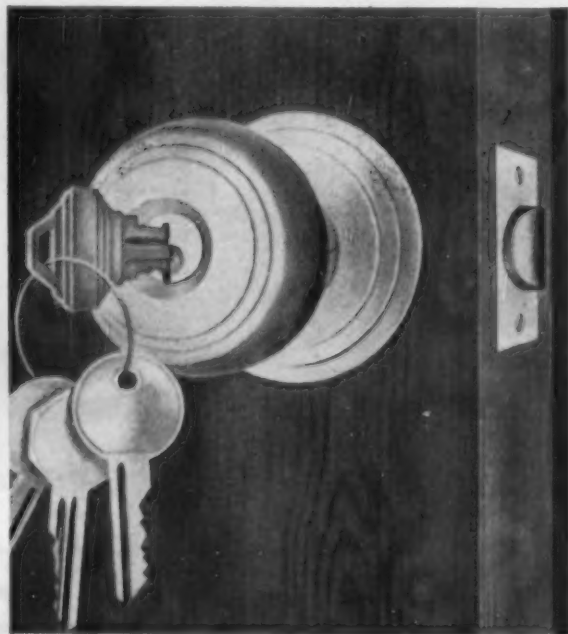
Aluminum nails add sales appeal because they never "rot out"... never cause ugly red rust streaks on siding to mar exterior beauty.



Aluminum wall tile adds sales appeal because it won't chip or crack. Won't rust. Modern flat appearance. Light in weight and easy to install.



Aluminum foundation vents add sales appeal because they require no painting or other maintenance. Never develop ugly red rust stains.

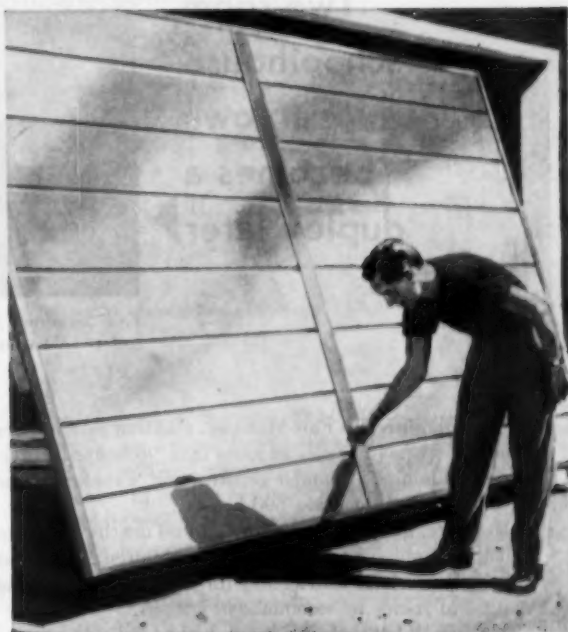


Aluminum locks and keys add sales appeal because their bright, modern appearance is a credit to any house. Tough, solid aluminum lasts a "house-time."

SALES APPEAL INTO YOUR HOME!



Aluminum shower doors add sales appeal because they maintain their shining good looks under hardest usage. Corrosion-resistant. No rust stains.



Aluminum garage doors add sales appeal because their light weight makes them easy to open and close. Clean, handsome appearance. Strong, durable.

YOUR speculative houses are *easier to sell* when you use *aluminum* building products. That's because aluminum products are usually associated with quality houses.

Among aluminum's advantages are light weight, strength, corrosion resistance, economy, modern beauty.

As a basic producer of aluminum, we do not make any of the products shown here. Our efforts are put behind the job of serving manu-

facturers—to help improve their products and reduce costs.

Engineering assistance is available from our qualified aluminum engineers. Or for names of building products manufacturers who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.



Kaiser Aluminum

setting the pace—in growth, quality and service

◀ Kaiser Aluminum helps build demand for aluminum building products like these through consistent, colorful advertising in national magazines like *Saturday Evening Post* and *Time*.

What's the answer to the

**Two-room
schoolhouse
in Iowa
becomes a
duplex later** ▶



Fair Meadows School now contains two large classrooms with playrooms and toilets in basement

E. T. McMurray's Fair Meadows addition in West Des Moines now has families in more than 96 houses. Forty-five more houses are under construction. Eventually, the development will contain 800 houses.

However, the new community had no nearby school to which it could send its very young children. The West Des Moines school district was forced to arrange for the renting of rooms to accommodate classes.

McMurray felt that, in a sense, he had helped to create

this school housing problem with the houses he built in West Des Moines. He felt, that as a builder, he had an obligation to help work it out.

McMurray offered to build a duplex schoolhouse for the temporary use of the Des Moines community school district. They were delighted to accept his offer. Now the District rents the building for \$1 a year. If the need arises, McMurray is ready to build another schoolhouse for the same purpose.

**Street of
classrooms
will become
street of homes** ▶



Connecting breezeways will be removed when schoolrooms become homes

Linda Mar is a new community of homes south of San Francisco, with more than 350 school children. Although Linda Mar had an excellent school site, it had no money to build the needed facilities. A bond issue was not feasible. To send the children to distant schools required \$60,000 worth of new school busses.

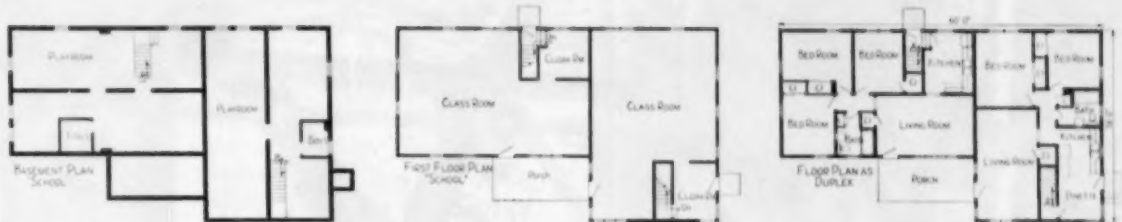
The problem was not only a social one, but it was a sales problem as well. The prospect of double-session schools for their children was a definite deterrent to parents considering the purchase of a home.

Andred F. Oddstad, Jr., principal builder in Linda Mar, with architect Victor Abramson and county and district school authorities—and also with the cooperation of a bank willing to invest \$155,000—worked out a quick and simple low-cost interim solution.

Oddstad agreed to build, next to the future school-ground, a string of 11 residential structures each on its own lot—all connected by a sheltered breezeway. These classroom houses are just like other houses in Linda Mar except they were built without interior partitions.

school-building problem?

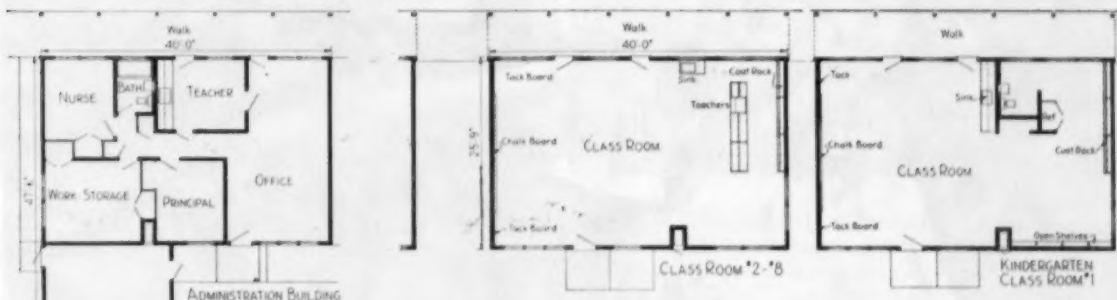
Builders are using a double-change to solve the no-money no-school problem quickly and cheaply in our new and mushrooming communities



Basement and first floor of building used as a school. Plan at far right shows how building will be partitioned to create duplex units

Planned as a two-room school house, the building can later be turned into a duplex housing unit whenever the School District is through with the building. McMurray used trussed-roof construction in the 85x130-foot building to eliminate the need for interior bearing walls. One story and constructed of brick and frame, the building has two classrooms 23x35 feet to be used as first grade and kindergarten classrooms. The basement has playrooms and toilets.

Cost of the building was \$24,600. When completed and ready for use as duplex the cost will be approximately \$27,000 including land. McMurray feels that he may be able to recoup his investment when the building is eventually sold as a duplex housing unit. In the meantime, his sales organization definitely feels that the Fair Meadows School has been a strong contributing factor in many of their sales.



At left, plan of administration building shows how each classroom will be partitioned later as residence. Teacher's room will be kitchen, office will be dining-living area and other rooms will be bedrooms. Note addition of garage. Above, plans of units used as schoolrooms. Kindergarten schoolroom has its own toilet. Upper-grade classroom is shown above right

Ten of the 26x40-foot units are used as one-room classrooms. The eleventh unit is designed as the administration building. It has interior walls and a garage. The lower grades have their own washrooms. A separate structure houses toilet facilities for the upper grades.

As soon as Linda Mar can afford to build permanent schools, 11 buildings will be unlinked by dismantling connecting breezeways. Garages will be added to 10 classrooms, each will become 3-bedroom ranch-style dwelling.

Oddstad agreed to turn the units over to the school

board on a loan arrangement for as long as they are needed. The school board pays \$950 a month for rent. Total cost of the convertible school is \$155,000. A San Francisco bank put up the money needed with the understanding that Oddstad would take over the buildings and convert them into homes when they were no longer needed as schoolrooms.

The school board estimates that it would cost \$300,000 to replace the Oddstad school with a conventional one having 10 classrooms.

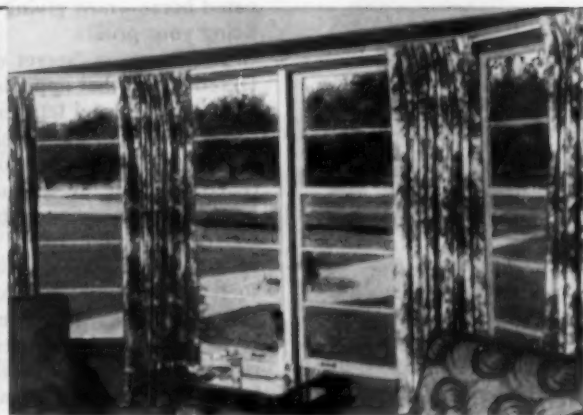
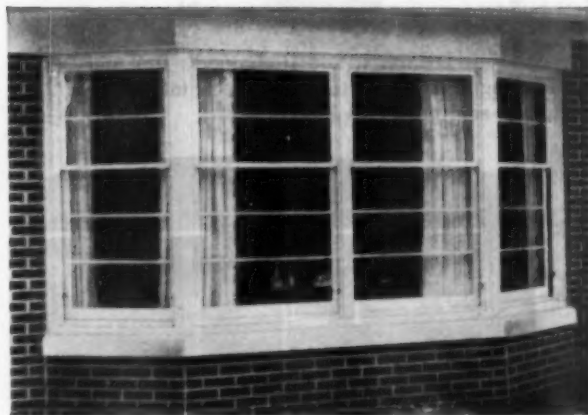


Finger-tip Operation that lasts a lifetime is built into every Curtis Silentite double-hung wood window unit. The sash are balanced by coiled springs housed in the junction of jamb, sash and stop. The sash are factory-fitted to the frames and the side play permitted by the sliding bars and double Z spring weatherstrips provide for ease of operation without affecting weather-tightness. In effect, the sash "float" in the opening. Silentite's ease of operation is a powerful sales feature in the homes you plan or build. There are many other exclusive features, too!

Made to Order for Quality-Minded Home Buyers

These Guaranteed Silentite Windows

So advanced in design that they are patented—so excellent in materials and workmanship that they are guaranteed—Curtis Silentite double-hung window units mark the better home. For the home owner, they mean extra value; for the architect and builder, they mean quick and easy installation. That's because Silentite is not a frame alone or a window only. It is a complete unit consisting of frame, window, sash lock, interior trim, screen and storm sash. The basic frame is adaptable to every type of wall construction. Silentite units are made in eleven different designs and in all commonly used sizes. Your clients and customers know Silentite—for it's been nationally advertised for more than twenty years.



Superior Weather-Tightness is an outstanding feature of Curtis Silentite double-hung windows. They have withstood the supreme test of sand storms, blizzards and floods, and have retained their weather-tightness and ease of operation unimpaired. Here, Silentite double-hung units are shown in an attractive living room bay.

Many Beautiful Combinations using standard Silentite frames, jamb liners, stops and windows are possible, and the variations are practically unlimited. In smaller sizes, these window units are useful in fabricating "ribbon" windows. Used in multiples, larger sizes are often used for enclosing porches and breezeways.

See your Curtis Woodwork Dealer for full details about the many types and styles of Silentite windows—including double-hung, casement, convertible, awning and panel windows. Your dealer will furnish Curtis Catalog and architectural details upon request. For helpful literature and the name of the nearest dealer, write to Curtis Companies Service Bureau, Clinton, Iowa.



CURTIS WOODWORK

Heart of the Home



The large, low-income family needs a large, low-cost home!

RICHMOND'S *Peerless*
**MORE THAN 1000 SQ. FEET
 OF FLOOR SPACE FOR \$2989!**

Look—more than 1000 sq. ft. of floor space in a *quality*-constructed home that sells for only \$2.65 per sq. ft.! It's **PEERLESS**, Richmond's new pre-fabricated home—now giving low-budget families **BIG** living area without sacrificing your profits.

The **PEERLESS** "secret of success" is **DESIGN**, and Richmond's staff perfected a plan that appeals to lending institutions, turns prospects into happy home-owners, and lets you enjoy a real profit advantage.

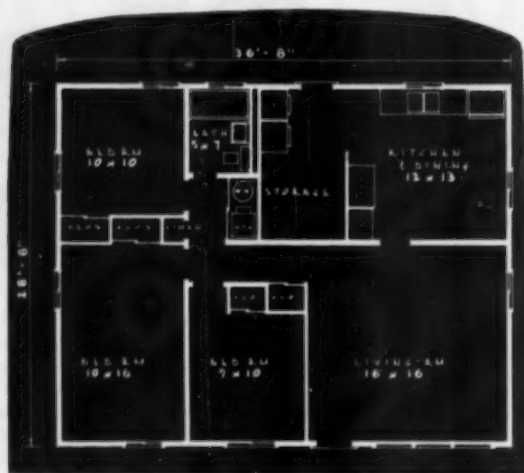
Yes, **PEERLESS** has ample floor space — the feature that **SELLS** the low-income brackets. There's a huge, 256 sq. ft. living room, a spacious dining area, a 160 sq. ft. master bedroom, plus generous bath and kitchen areas. And, every specification *proves* that there's built-in quality that has always distinguished the entire Richmond line!

For big space, high quality, and real **SELL**, nothing in the industry can top Richmond's **PEERLESS . . . 1051 sq. ft. of good living and HIGH PROFITS!**

Write **NOW** for Richmond's new **PEERLESS** Plans and Cost Figures!

Get the amazing story and start building your profits today!

Investigate Richmond's **FREE Finance Plan!**



**CHECK
 THESE
 SPECIFI-
 CATIONS
 NOW!**

160 sq. ft.
 Master Bedroom
 Conventional
 2 x 4, 16 o.c. Framing
 Aluminum Windows
 256 sq. ft. Living Area
 Redwood Sliding
 Closet Doors

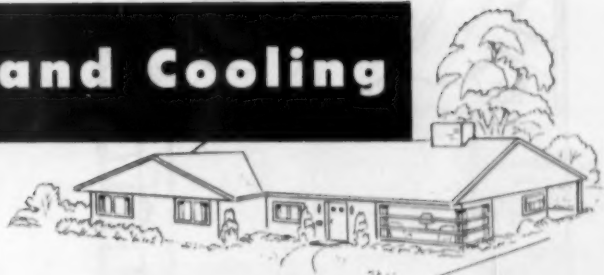
Birch Cabinets
 Really Adequate
 Dining Area
 Your Choice of Exterior
 and Front Elevations
 Self-Aligning Wall Panels
 Quality Construction
 Throughout

Insulated
 Sheetrock or Plaster
 Formica Counter-Tops
 Window Walls
 Factory-Applied
 Cedar Shakes
 Deluxe Van Packer
 Chimney



RICHMOND HOMES, INCORPORATED
 DEPARTMENT 1 • RICHMOND 1, INDIANA • PHONE 8-1989

Better Heating and Cooling

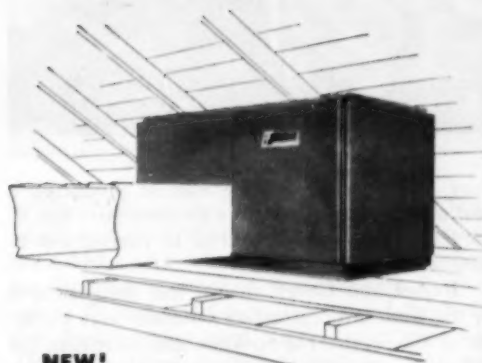


...for Basementless Homes



NEW!
GAS-FIRED DOWN-FLOW FURNACES

A compact design, approved for closet installation. High capacity for use with small duct systems. Available in 80,000, 100,000 and 120,000 Btu/hr inputs.



NEW!
HORIZONTAL COOLING UNIT

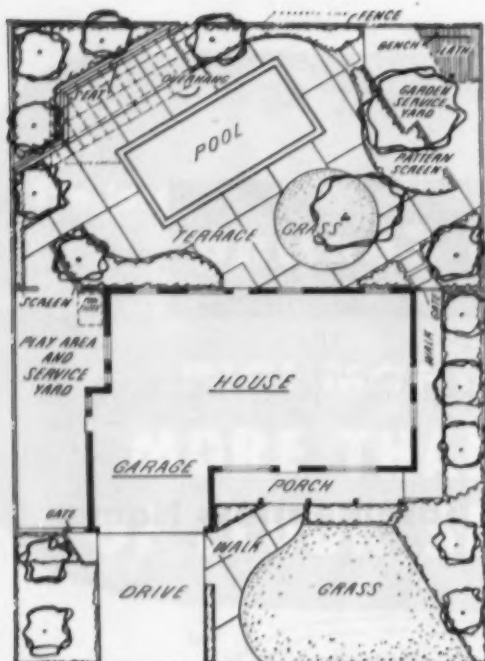
Add central cooling without sacrificing space! Installs in attic or crawl-space or suspends. Available in 2 and 3-ton capacities.

These all-new, Janitrol conditioners have been designed specifically for the perimeter-type systems used in today's popular basementless construction. They have the extra quietness and compactness required for closet, crawl-space or attic installations. And both units are built and backed by Janitrol... makers of quality equipment with a proved record of durability, performance and economy!



Janitrol
HEATING AND AIR-CONDITIONING
DIVISION

SURFACE COMBUSTION CORPORATION, COLUMBUS 16, OHIO
IN CANADA: ALVAR SIMPSON LTD., TORONTO 13.



Try a tested



● dramatizing the lot



● For a medium-priced subdivision where the basic house offered does not include anything really revolutionary or new, an ingenious landscape plan developed for the model house will give the development the much-needed sales punch. Following this principle in a 50-house subdivision in San Francisco, the David D. Bohannon Organization took an average 72x95-foot lot and gave it a patio terrace opening off the dining room and featured a small, low-cost pool (\$1,650 installed, including filter) and sheltered barbecue area. This did the trick. Visitors to the model home-and-lot stepped up to 5,000 a week. The do-it-yourself angle was stressed so that the moderate income buyer could feel that he was approaching estate-type living merely by taking fullest advantage of his average-size yard.

● storybook design



● It may sound corny, but the idea of producing a furnished model house to key in with some fairy tale or folk story known to everybody can be carried out in good taste and with good results.

This "Hansel and Gretel" house was designed and built by the Guthrie Construction Company as a single-lot fill-in on a main street in Spokane, and more than did its job of calling city-wide attention to the Guthrie building activities. During construction the house was hidden from public view by a 20-foot plywood fence, and Guthrie's regular TV program included "tease" mentions of what was going on behind that fence. This built up lively curiosity. Within 30 minutes after the TV announcement of the house's opening, 67 visitors arrived. During six weeks of very bad weather, 6,000 came.

sales booster



● a talking house



● The "talking house" idea drew big crowds to E. J. Mankin's Carlisle Plaza Addition in Albuquerque. Two furnished models were equipped with microphones and loudspeakers operated by men working from a house trailer located 100 feet to the rear of the houses. All broadcasting equipment inside the houses was completely concealed. As visitors came up the front walks, they were greeted by a "voice," and as they went through the houses, voices from hidden loudspeakers pointed out such features as the beamed ceiling, steel windows and all-year air conditioner. Visitors could ask questions which would be picked up by the microphones and answered from the trailer. Even the Buick parked in the carport "talked." Its job was to greet visitors, entertain small fry and answer questions. Equipment was rented.



● car in the mortgage

The "Exclusive" **NEW**
WINN-RAU - RUDY FICK
 Kansas City's Largest Builder World's Largest Ford Dealer
"Home-Car" PLAN
 A BRAND NEW FORD IN THE GARAGE!
 (Car Optional On This Plan)

FROM K.C. STAR SEPT. 12, 1954

OWN A CAR WITH HOME! It is now possible to buy a new home and a new car at the same time. This is the "Home-Car" plan. It is a plan that allows you to buy a new home and a new car at the same time. The plan is so simple that you can understand it in a few minutes. It is a plan that allows you to buy a new home and a new car at the same time. The plan is so simple that you can understand it in a few minutes. It is a plan that allows you to buy a new home and a new car at the same time. The plan is so simple that you can understand it in a few minutes.

● Buyers of the Winn-Rau homes in Kansas City not only get a new house but a new Ford in the carport, too, if they want it. Under a "Home-Car" plan worked out by Winn-Rau Corporation and Rudy Fick, local Ford dealer, every home purchaser also has the opportunity of buying a new Ford on joint mortgage terms.

The acquisition of a new car is optional, and a buyer does not have to have an automobile to trade in. But if a buyer does have a trade-in car, he can get a minimum of \$300 for it. This money is applied to the closing costs of the home or is applied to the down payment if more than \$300 is received.

This plan enables buyers to purchase a home with less cash down, and in many cases, no cash down; payments for house and for car are less, and a buyer with a lower salary may qualify for a loan.

Of the first 36 home buyers in the builder's Highland Crest subdivision, 22 bought new cars, too. Houses offered under the "Home-Car" plan are priced at \$10,600, \$10,720 and \$10,950.

4

building ideas to help you sell the higher quality market



QUALITY ROOF DRAINAGE PRODUCTS made of genuine Republic ENDURO Stainless Steel by Republic's Berger Division provide lifelong service. Gutters, downspouts, flashing—all resist rust and corrosion, never stain painted siding. Strong enough to withstand ice and snow damage and to resist buckling. Can be painted or not. Light weight makes them easy to handle, easy to hang. No special tools or equipment required. Here's a really high-quality feature your sheet metal subcontractor can install. Available in regular jobber stocks. Return coupon for more information.

You know of the growing trend toward quality recognition. You know how it is growing stronger . . . how rising family incomes and living standards are emphasizing quality rather than merely price. And now government housing agencies and mortgage lenders are encouraging the new higher-quality housing.

Republic Steel Building Products fit right in with this quality trend. Yet, you pay no price penalty for taking advantage of them. Republic Steel Kitchens and Truscon Metal Windows and Doors are completely competitive in installed cost. The wiring protection provided by Republic ELECTRUNIT EMT and the lifelong

service of Republic Stainless Steel Roof Drainage Products are real quality features that you can sell . . . and sell hard.

The new building climate offers good evidence that tomorrow's mass market will be the quality house. Be sure that you're planning for tomorrow. Specify, ask for, insist on and use Republic Steel Kitchens, Truscon Metal Windows and Interior Steel Doors, Republic ELECTRUNIT EMT and Republic Stainless Steel Roof Drainage Products. Your local distributors and jobbers have them all in stock. Return the coupon for complete details and specifications and the location of your nearest source.

REPUBLIC STEEL

World's Widest Range of Standard Steels and Steel Products



QUALITY WIRING PROTECTION is provided by Republic **ELECTRUNITE EMT**, the original lightweight electrical raceway. Exclusive "Inch-Marked"® feature makes it economical for electrical contractors to install. Exclusive inside-knurling makes wire-pulling easier. No threads to cut—compression-type connectors and couplings keep moisture away from wires. It's galvanized to resist rust. Tell your electrical subcontractor you want a modern pull-in grounded steel raceway system. Tell him to insist on Republic "Inch-Marked" EMT. It's another quality feature that sells homes.



QUALITY WINDOWS are made by Republic's Truscon Steel Division, world's largest manufacturer of metal building products. New Truscon Aluminum Awning Windows can be specified and used with complete confidence in their highest quality. In modular and regular sizes. Ventilators operate simultaneously from single crank. Exclusive operating mechanism unmatched for positive action and trouble-free design. Each ventilator weatherstripped with vinyl plastic for airtight seal. Available through dealers backed by Truscon's nationwide warehouse service.



QUALITY KITCHENS made by Republic Steel—the only producer which can guard quality all the way from "ore to store." The Republic line is big, complete. You can design and install custom kitchens from economical standard items. Special feature is Republic's new 36-inch double-bowl stainless-steel cabinet sink. More standard cabinets for built-in ovens and counter top ranges so popular now. See your Republic Steel Kitchens distributor. Return coupon for his name and address.

Republic Steel Corporation
3128 East 45th Street
Cleveland 27, Ohio



Please send me details on specifications describing:

- Republic Steel Kitchens **ELECTRUNITE® EMT**
 Republic **ENDURO®** Stainless Steel Roof Drainage Products Truscon Metal Windows and Doors

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

K-1020

FOR *Big* HOUSING PROJECTS
IT'S CLAY PIPE
...by the **MILE!**



More Than 100 Miles of Clay Pipe Go Into 9,000-Unit Housing Project at San Diego

An estimated 630,000 feet of Vitrified Clay Pipe has been installed in San Diego's city-wide defense housing project . . . constructed under Title IX of the Federal Defense Housing Program. The 9,000-unit rental project cost approximately \$60 million and is operated under private management.



Yes, Clay Pipe is being used literally *by hundreds of miles* in big housing projects all over the country. It's the *only* pipe that's absolutely safe against all the common causes of sewer pipe failure. Clay Pipe can't rust or corrode. It's completely unaffected by the acid gases that sewage waste generates. Hot detergent solutions can't cause it to turn soft or spongy. And for the maintenance-conscious builders of rental property, Clay Pipe is a "must," because it's the only pipe that is *guaranteed for 50 years*. Every section of Vitrified Clay Pipe has a built-in future of trouble-free performance. The next time you plan or install new sewerage, insist on Vitrified Clay Pipe. *It never wears out.*

NATIONAL CLAY PIPE MANUFACTURERS, INC.

1520 18th St. N. W., Washington 6, D. C.
 311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio
 703 Ninth & Hill Bldg., Los Angeles 15, Calif.
 100 N. LaSalle St., Rm. 2100, Chicago 2, Ill.
 206 Connally Bldg., Atlanta 3, Ga.



C-150-2

THESE DENVER, COLORADO, BUILDERS BELIEVE

"All the Comforts of Home"

SHOULD INCLUDE **FASCO**

VENTILATING FANS



Donald E. Harmelink, Partner
Harmelink Bros.
Denver, Colorado



Robert J. Harmelink, Partner
Harmelink Bros.
Denver, Colorado



"We try to give people what they're looking for at a price that makes each of our homes an outstanding buy. A lot of people are looking for FASCO ventilation in their new homes. FASCO has a complete line that takes care of any ventilating problem we may have. And there are no service call backs with FASCO. We can install them and know they're going to do a good job for many, many years."

Donald E. Harmelink and Robert J. Harmelink



The Harmelink Bros. use FASCO Ventilating Fans in kitchen and bath in their new homes in Denver, Colorado. The brick home pictured above, which attracted considerable interest during National Home Week in Denver, is representative of the high quality stressed by Harmelink Bros.



MODEL 1021 "CEIL-N-WALL" DELUXE
For Large and Medium Sized Kitchens

This FASCO Kitchen Ventilating Fan is adaptable for a wide range of installations—inside wall above stove—thru cabinets—in ceiling. Housing 3/4" thick. Engineered for most difficult type of exhausting—by pressure, thru ducts. New FASCO Turbo-Radial Impeller develops pressures unobtainable by ordinary fan blades. 10" impeller, 530 C.F.M.



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FASCO

FASCO INDUSTRIES, INC.
235 Augusta Street
Rochester 2, N. Y.

SUBD. <i>Park Oaks</i>		% CON PER HSE	PAY OUT AMT	HAROLD E. PARKER, INC. PRODUCTION CONTROL												
LOCATION <i>San Francisco</i>	SUPT. <i>Joe Smith</i>			Lot 1	Lot 2	Lot 3	Lot 4	Lot 5	Lot 6	Lot 7	Lot 8	Lot 9				
				FHA 04 239167	FHA 04 239168	FHA 04 239169	FHA 04 239170	FHA 04 239171	FHA 04 239172	FHA	FHA	FHA				
				Co. 6821	Co. 6822	Co. 6823	Co. 6824	Co. 6825	Co. 6826	Co.	Co.	Co.				
				Elev. 1	Elev. 2	Elev. 3	Elev. 4	Elev. 5	Elev. 1	Elev.	Elev.	Elev.				
				Plan #4	Plan #4	Plan #4	Plan #4	Plan #4	Plan #4	Plan	Plan	Plan				
				% COMPLETE	% COMPLETE	% COMPLETE	% COMPLETE	% COMPLETE	% COMPLETE	% COMPLETE	% COMPLETE	% COMPLETE				
				1 Space 25%	1 Space 25%	1 Space 25%	1 Space 25%	1 Space 25%	1 Space 25%	1 Space 25%	1 Space 25%	1 Space 25%				
1	LABOR, BUDGET & COST															
	SET FORMS	10	40.00	60.00												
	LAY OUT AND FRAME	29	172.00	180.00												
	ROOF AND FACIA	15	80.00	88.00												
	FINISH AND TRIM	15	88.00	88.00												
	FENCE	03	16.00	16.00												
	CLEANING	08	16.00	20.00												
	REPAIR	02	12.00	12.00												
	MISCELLANEOUS	06	30.00	36.00												
	SUPERINTENDENT	17	180.00	100.00												
	OTHER															
2	COST AND PRODUCTION				OR	ST	%FIN	OR	ST	%FIN	OR	ST	%FIN	OR	ST	%FIN
	GRADE TO START HOUSE	100%	25.00	25.00	X	X	X	X	X	X	X	X	X	X	X	X
	SERVICE POLES				X	X	X	X	X	X	X	X	X	X	X	X
	WATER ON JOB				X	X	X	X	X	X	X	X	X	X	X	X
	COMMIT. RECORDED				X	X	X	X	X	X	X	X	X	X	X	X
	DATE START CONST.				X	X	X	X	X	X	X	X	X	X	X	X
	PERMIT (MARK No. ABOVE)	100%	2.00	2.00	X	X	X	X	X	X	X	X	X	X	X	X
	LAY OUT FOUNDATION				X	X	X	X	X	X	X	X	X	X	X	X
	EXCAVATE FOOTINGS	100%	2.00	2.00	X	X	X	X	X	X	X	X	X	X	X	X
	OUTSIDE SEW & WAT. ETC.				X	X	X	X	X	X	X	X	X	X	X	X
	FOUNDATION FORMS				X	X	X	X	X	X	X	X	X	X	X	X
	REINFORCING BAR				X	X	X	X	X	X	X	X	X	X	X	X
	ROUGH PLUMBING	40%	14.00	29.00	X	X	X	X	X	X	X	X	X	X	X	X
	SEW & WAT. LINE COVERED	100%	2.00	2.00	X	X	X	X	X	X	X	X	X	X	X	X
	FOUNDATION CONC. FOUR				X	X	X	X	X	X	X	X	X	X	X	X
	REMOVAL FOUND. FORMS				X	X	X	X	X	X	X	X	X	X	X	X
	ROCK OR OTHER FILL				X	X	X	X	X	X	X	X	X	X	X	X
	MEMBRANE				X	X	X	X	X	X	X	X	X	X	X	X
	WIRE MESH				X	X	X	X	X	X	X	X	X	X	X	X
	SUB-FLOOR OR SLAB	50%	2.00	3.00	X	X	X	X	X	X	X	X	X	X	X	X
	CONC. WUKS. DR. PATIO	40%	1.00	2.00	X	X	X	X	X	X	X	X	X	X	X	X
	LAYOUT, FRAME, BLOCK, BACK				X	X	X	X	X	X	X	X	X	X	X	X
	RAFTERS OR BEAMS				X	X	X	X	X	X	X	X	X	X	X	X
	MASONRY FIREPLACE				X	X	X	X	X	X	X	X	X	X	X	X
	FRAMES SPEC. WOOD		25.00	77.00												
	ROOF SHEATHING & FACIA				X	X	X	X	X	X	X	X	X	X	X	X
	HEAT & SHEETMETAL RO.	60%	76.00	91.00												
	ELEC. WIRING	70%	106.00	107.00												
	SASH INSTALLED	100%	84.00	79.00												
	TOP PLUMBING, JACKS	10%	88.00	23.00												
	ROOFING & INSULATION	100%	199.00	238.00												
	VENTS, ACCESS DOORS				X	X	X	X	X	X	X	X	X	X	X	X
	OUT DOOR FRAMES				X	X	X	X	X	X	X	X	X	X	X	X
	EXTERIOR LATH OR WIRE				X	X	X	X	X	X	X	X	X	X	X	X
	SHEETROCK HUNG	20%	79.00	93.00												
	TAPE ROCK	38%	119.00	139.00												
	GLAZING	100%	49.00	53.00												
	EXTERIOR SCRATCH COAT	50%	140.00	258.00												
	WARDROBE DOORS	100%	53.00	79.00												
	EXT. BROWN COAT				X	X	X	X	X	X	X	X	X	X	X	X
	TEXTURE SHEETROCK				X	X	X	X	X	X	X	X	X	X	X	X
	JMBS, DBS, CASE, STOOL				X	X	X	X	X	X	X	X	X	X	X	X
	CABS, BASE, THRESHOLDS	100%	95.00	108.00												
	BATH COROLITE-TIE	100%	33.00	66.00												
	RIT TILE OR OTHER	100%	43.00	43.00												
	EXT. COLOR COAT	50%	140.00	258.00												
	GARAGE DOOR	100%	25.00	28.00												
	PAINTING	50%	198.00	243.00												
	SPLSH. ELS. & FIN. CONC.	10%	52.00	62.00												
	FIN. HARDWARE & ACCESS				X	X	X	X	X	X	X	X	X	X	X	X
	FIN. HEAT & METAL	40%	57.00	60.00												
	FIN. ELEC. & FIXTURES	30%	45.00	47.00												
	SASH HARD. & SCREENS	100%	7.00	16.00												
	SHADES & BLINDS	100%	7.00	16.00												
	FINISH PLUMBING	50%	243.00	369.00												
	ASPHALT TIE	100%	107.00	138.00												
	GAS CO. LINE FIN.				X	X	X	X	X	X	X	X	X	X	X	X
	GRADING, LWN. SHRBS, TREE	100%	22.00	22.00												
	HOUSECLEANING	100%	12.00	12.00												
3	INSPECTIONS - DATE ORDERED & INSPECTED				OR	FIN.	OR	FIN.	OR	FIN.	OR	FIN.	OR	FIN.	OR	FIN.
	FHA FIRST				8/9	8/5	8/9	8/5	8/9	8/8	8/8	8/10	8/8	8/10	8/9	8/11
	FHA INTERMEDIATE				8/5	8/6	8/5	8/6	8/5	8/7	8/9	8/10	8/9	8/11	8/9	8/11
	FHA SECOND															
	FHA THIRD															
	C FIRST															
	C SECOND															
	C THIRD															
	VETS ADMIN.															
4	MATERIAL DELIVERIES				LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.	LOAD NOS.
	HARDWARE - LOADS		1, 10, 6, 64		7, 10	7, 10	7, 10	7, 10	7, 10	7, 10	7, 10	7, 10	7, 10	7, 10	7, 10	7, 10
	MILLWORK - LOADS		34, 5, 58													
	LUMBER - LOADS		10, 2, 34		10	10	10	10	10	10	10	10	10	10	10	10

Production and Budget done

Many spots here

Not included in Budget, etc.

How to keep solvent in project building

(Continued from page 141)

Labor he draws a red line under the superintendent's line to show the relationship of money spent to work done. Under Cost and Production he draws a red line through the superintendent's "X's," denoting payments made, and thus providing a visual record of what has been paid the subs and what has not.

The accountant then computes the weekly budget-cost comparison (upper right hand corner of form). Let's examine this process in detail:

Suppose that one week under Labor the superintendent shows three forms finished and half of a fourth form. The time cards for the week show the accountant that \$242 has been spent on setting forms during that week. The budget on forms for that week is therefore 3½ times the payout amount for setting forms. If the payout amount is \$60, then the total budget on forms for that week equals \$210, or 3½ times \$60. The accountant then divides the

money actually spent on forms (\$242) by the payout amount, getting 4 with \$2 left over. Thus forms for 4 houses should be complete, and the accountant draws his red line under the superintendent's black line on the control sheet. The extra \$2 is recorded on a separate sheet, "forms to be picked up next week."

The superintendent then sees that the red line is two spaces ahead of his black line and so knows that he is \$30 behind the budget on forms. Thus, a red flag has been raised, and the superintendent can go into the situation and find out what is delaying the forming operation. Without this kind of production control, the builder would never know just where he had gone over the budget.

So much for the working of the two main sections of this system. Section 3, for Inspections, is used to coordinate money due the builder with money paid out. Turn now to Section 4—Material Deliveries.

This section on hardware, mill-

work and lumber is designed to show these materials delivered by load only and received satisfactorily. The payout amounts are by load number and are kept on a separate sheet. This arrangement is used because Parker purchases materials by loads, giving each load a number. Each lumber load, for instance, contains exactly so many pieces of pre-cut lumber. Parker has a firm price on each load before it is delivered and does not check lumber bills but pays by the load.

As the loads arrive satisfactorily at the job, the superintendent records the load number on the production control sheet under the proper lot number. When the accountant sees the load number recorded, he pays for that load and draws a red line through the load number on the control sheet. Since each load is packaged for a certain house and dropped at that site, Parker saves the cost of moving materials around the project.

NEW Beauty . . . Safety . . . Practicality! EPRAD "HIGHLANDER" FIBER GLASS



Tub Enclosure!

Add charm and safety to the bath, plus \$\$\$\$\$ to the value of the home with this inexpensive, easily installed enclosure for the tub. Ideal for remodeling.

The SAFEST Made!

Made of shatterproof Fiber Glass panels set in extruded aluminum frames, panels are hung on nylon slides for a lifetime of easy operation. Unique design provides entire-length handles on both sides.

Your choice of 5 attractive colors

CHECK THESE ADVANTAGES

- Non-corrosive, translucent Fiber Glass doors
- Anodized-aluminum frames
- Pressure-sensitive gasket insures tub seal
- Unbreakable — completely safe for children
- Entire unit virtually self-cleaning
- Fits any 5 or 5½' recessed tub
- Eliminates wet floors
- Built packaged complete

Write for free literature and protected sales territories.

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EPRAD

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There's a BESSLER way to open new floor areas—at a profit to you.



There's an easier, better way to get your home-buyers up into their attics and upper floor areas! It's the BESSLER DISAPPEARING STAIRWAY method. Used for over 40 years in new and old homes of every type. Safety-engineered in every detail. Meets all building codes. Attractively priced! Immediate delivery!

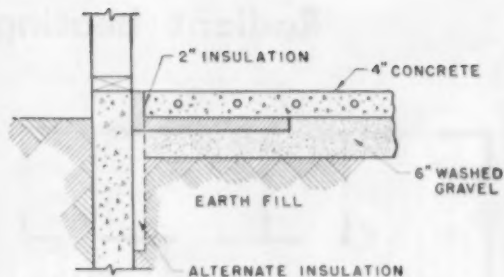
FREE BESSLER CATALOG!

Gives complete specifications on 7 Bessler Disappearing Stairway models. Hundreds of thousands in daily use. More sales and service features than any other type. Write now!

SEE
SWEET'S

BESSLER DISAPPEARING STAIRWAY CO.

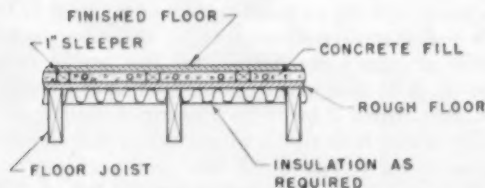
1900-A East Market Street, Akron 5, Ohio



Typical slab construction with radiant heating

Check your construction practice for radiant heating

When panels are part of a slab foundation: A thickness of 4 inches for the slab is suggested. Clean washed gravel or crushed rock 6 inches deep should be placed under the slab. It is important never to use cinders or material that may contain sulphur or other impurities. These impurities might cause corrosion of the copper tubing. The edge of the slab should be insulated with 2 inches of insulation that will not absorb moisture. This insulation should extend a minimum of 2 feet under or below the slab. The earth below the slab should be undisturbed to prevent settling.



Typical wood floor construction with radiant heating

Wire mesh reinforcing may be used to give a stronger construction. When it is used, it should be placed under the tubes, and the tubes wired to it. Then the reinforcing and tubing may be adjusted to the proper depth by lifting the reinforcing with a hook while pouring the concrete. Where the soil is wet, a moisture barrier of two layers of building felt placed above the gravel and hot-mopped with asphalt will keep the slab dry.

The heat loss from a concrete panel at or near ground level will occur chiefly from the outside 2 feet of the panel. This loss does not affect the panel output but allowance for it is necessary in sizing the boiler.

Panels with a wood floor: In proper installation, sleepers or nailing strips, 1-inch thick, are nailed to the subflooring to provide a space under the finish flooring for the tubes and to provide a means of nailing the finish floor without puncturing the tubes. Before the

(Continued on page 144)

here's where a workman feels the big difference in a goldblatt tool



A Goldblatt tool takes it easy on a man. And it helps him do a better job faster.

From trowels and hand tools to mixers, salamanders, and more than a thousand other tools, the tools you buy from Goldblatt are made for the professional workman—the professional builder and contractor. They're made to help the professional workman use his skill to the best advantage. They're made to take as much work out of working as any tool can.

Every day of the years of service a man gets from a Goldblatt tool is proof that quality pays for itself, pays for itself in long usefulness, efficiency and comfort.

Do yourself (or your firm) a favor. Stop by your dealer's and take a look at Goldblatt tools. Or if you prefer to window-shop for tools by mail, mail us the coupon for your free copy of our 100-page 1955 catalog, "1,056 Tools." No obligation, of course.

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1912 Walnut, Kansas City 8, Mo.

Goldblatt Tool Company, Dept. M 3
1912 Walnut St., Kansas City 8, Mo.

Please send me free your 1955 Goldblatt Tool Catalog, "1,056 Tools for the Trowel Trades."

Name _____

Address _____

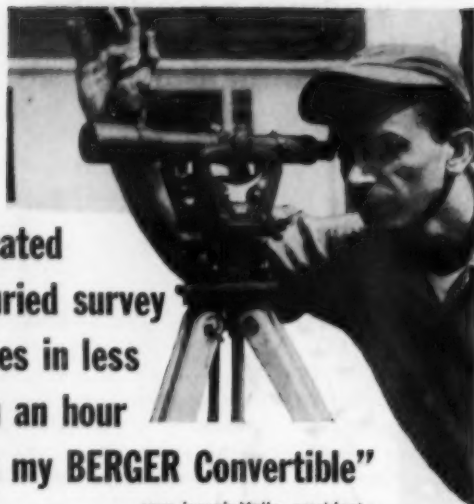
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Address _____

1056
tools



**"I located
8 buried survey
stakes in less
than an hour
with my BERGER Convertible"**

... says Joseph Valle, president,
Joseph Valle Contracting Co., Yonkers, N.Y.

Watch a builder like Joseph Valle behind his Berger Convertible and you'll see why he says: "It's one of the first things on my jobs and practically the last to leave. I use it for checking existing site contours, staking out foundations, checking cuts and fills, laying out sanitary and storm drains—right up to establishing final grades. And it hasn't been down for repair in the two years I have it."

That's because the Berger is built for builders—designed to be consistently accurate, simple to set up for quick readings, easy to level up. The image you see through the 12", 24 power telescope with its coated optics is *right side up*. Rigid and sturdy—of brass and bronze construction—it takes the bumps in the field and stays on the job without time lost for repair.

Before buying a Convertible... Compare!

This table compares the Berger Convertible with the other two leading instruments—shows why so many more builders buy BERGER.

	Berger Convertible	Convertible No. 1*	Convertible No. 2**
TELESCOPE	24-26 power 34 mm. clear aperture bronze vial sensitivity 60 sec.	less 30 mm. clear aperture fabricated vial sensitivity 90 sec.	less 33 mm. clear aperture zinc die cast vial sensitivity 120 sec.
OPTICS	Coated	Coated	Coated
FOOT PLATE	Brass Trivet integral	Aluminum Trivet integral	Brass Trivet points separate
HORIZONTAL CIRCLE	Forged Brass	Aluminum	Brass
YOKE FRAME	Bronze	Aluminum	Zinc
TANGENT PIECE	Brass	Aluminum	Integral with clamp
TELESCOPE CLAMP	Brass	Aluminum	Zinc
PLATE LEVEL	Yes	No	No
CASE	Mahogany transit case	Level type box	Level type box
STRAP	Padded leather handle	Plain leather *Retains higher than Berger	Plain leather **Retains lower than Berger

Quick delivery—thanks to enlarged capacity

Price \$219, complete with mahogany transit case, tripod, plumb bob, sun shade and instruction manual.

Write for literature on this and 12" Dumpty Level, Service Transit-Level. And ask about our Engineers' Transits and Levels.

C. L. Berger & Sons, Inc., 37 Williams St., Boston 19, Mass.

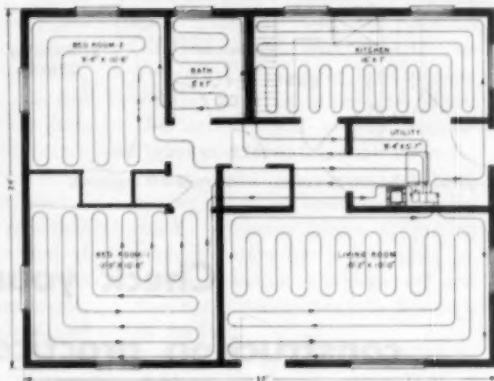
THE BEST IN SIGHT IS

BERGER

ENGINEERING AND SURVEYING INSTRUMENTS... SINCE 1871

Radiant heating

(Continued from page 143)



Typical tubing arrangement. In order to utilize the full panel, the tubing should be within 3 inches of the outside wall. Total circuit length is obtained by adding the length of tubing required to and from the panel to the length of tubing required for the panel. To obtain the required length, bathroom and bedroom 2 are treated as one panel.

finish floor is nailed in place, a weak sand-cement mortar should be placed over the tubes and leveled flush with the sleepers. This mortar is necessary to provide good heat transfer.

It is not recommended that one panel be used to heat rooms above and below it since satisfactory control of the system is difficult. For this reason, the underside of the panel is insulated to limit the reverse heat flow.

Tube spacing: For economy it is best to use as wide a tube spacing as possible without resulting in too much temperature gradient between the tubes or too high an average water temperature that would create hot spots. A 12-inch spacing is the maximum allowable for a tube buried 2 inches in concrete. Either 1/2-inch or 3/8-inch type K or type L copper tubing may be used. The maximum recommended total length of any one circuit of the 3/8-inch nominal water size tube is 130 feet; it is 200 feet for the 1/2-inch tube. The circuits should be arranged so that the total length of each circuit is about the same.

These standards for the design of radiant heating floor panels come from the research program of the Radiant Heating Laboratory at Montana State College.

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big APRIL ISSUE —

An indispensable marketing service

and guide to the

**great world of light construction products
and their makers.**



RED TOP* Insulating Wool

Proof of RED TOP Wool's insulating efficiency is its "k" factor—.27 per inch. RED TOP is the wool that unpacks, installs, and *stays* at full thickness for full-time effectiveness. Cuts costs, too—the easy-handling, lightweight 8-ft. or 4-ft. blankets staple or nail up fast. Fire-resistant; lasting. Available in Economy (1½ in.), Medium (2 in.), and Full-Thick (3-in.) blankets—or in nodulated form for pouring or blowing.

INCREASE SALES APPEAL

DECREASE HEAT LOSS 66%†

Insulate with these two U.S.G. products



USG* Insulating Sheathing

A 25/32" thickness of USG Insulating Sheathing insulates three times better than an equal thickness of yellow pine! In addition, USG Insulating Sheathing is strong. No corner bracing is required when the 25/32", 4-ft. wide square-edge board is used. Yet it's lightweight, easy to handle and apply. Sheds water, repels wind and weather. Saws on the studs to any dimension. Gives full surface coverage—no face loss. Needs no building paper unless local regulations require it.

† The "U" factor for a wall incorporating wood siding, wood sheathing, gypsum lath and plaster is 0.25; for a wall sheathed with 25/32" USG Insulating Sheathing and insulated with 2-in. Red Top Wool blankets, "U" factor is .084—a decrease in heat loss through exterior walls of 66%.


For complete information, see your U.S.G. Representative, or write to Dept. A-B-1, 300 West Adams St., Chicago 6, Ill.

* T.M. Reg. U.S. Pat. Off.

UNITED STATES GYPSUM

The Greatest Name in Building






I chose

LENNOX

and an all-season air conditioning
expert went to work for me for nothing!

—says Floyd R. Kimbrough, Sr.
Jackson, Mississippi



Meet one of the nation's most outstanding builders—Floyd R. Kimbrough, Sr., of Jackson, Miss., president of Kimbrough Homes, Inc. By year's end he will have completed more than 125 homes with all-season air conditioning by Lennox—and already far along in the planning stage is a development of 125 more homes in the \$30,000 range, all to be Lennox-equipped.

"Our Lennox man is Curtis Seal, president of Independent Plumbing and Heating Company," Mr. Kimbrough says, "and we really lean on his knowledge and skill. I can walk onto any of my starts after his men leave and find a job perfectly sized, properly balanced, and with top-notch engineering right down to the last fitting.

"Just as important, I know Lennox equipment will be installed according to my production schedule. I get highly specialized work—in planning, installation, and service—and of course it doesn't cost me a penny extra.

"That's why I say: 'I chose Lennox—and an all-season air conditioning expert went to work for me for nothing!'"

Take a tip from the experience of successful builders all over the country who, like Floyd R. Kimbrough, Sr., depend upon their Lennox dealer-experts. Specify Lennox heating and cooling equipment, and you know you're putting extra comfort into your homes, extra profits into your operations.

Heating-cooling twins — the Lennox GH5 heating unit and CB10 cooling unit—in a Kimbrough home in Jackson, Miss. The installation will completely comfort-condition the home winter and summer, providing air that's filtered clean, humidity-controlled, freshened, heated or cooled, and gently circulated to every room.



Skilled Lennox craftsmen install a Lennox Stowaway heating-cooling package. The Stowaway's compactness makes it ideal for attic or crawl space application. Addition of either a water- or air-cooled horizontal-flow cooling unit gives a complete, efficient, all-season air conditioning system that's out of sight and out of the living area, allowing absolute freedom of interior design.



Curtis Seal

president of Independent Plumbing and Heating Company, Jackson, Miss.—one of 5,278 Lennox dealer-specialists offering builders expert planning, installation, and service on all-season air conditioning. *Wherever you build, there's a qualified Lennox dealer nearby!*



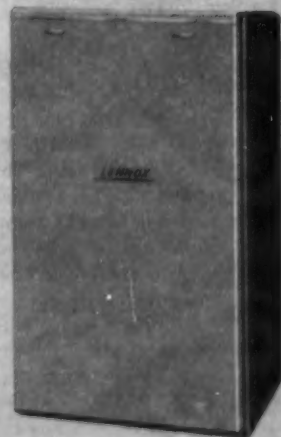
Lennox Opens New Market for All-Season Air Conditioning

If you've had a critical water problem with conventional summer cooling, new air-cooled Lennox units shown at right and below will solve it! *The Lennox CAB-1 series* has a highly efficient air-cooled condenser, and retains advantages of the 100% hermetic system. Maximum life, minimum service requirements. Two- and three-ton capacities. *Lennox remote-type air cooled units* are ideal for space-saving installations. Compressor, condenser blower and automatic controls are placed *outside* the space to be air conditioned. Evaporator, expansion valve and drier fit above, below or in duct work of the furnace. Extra-large condenser; three- and five-ton capacities.



Short Cut to Faster Sales—the **LENNOX SALES CONDITIONING PLAN FOR HOME BUILDERS**

Move your Lennox-equipped homes faster! Take advantage of the merchandising assistance Lennox offers: more than a dozen practical selling aids that include colorful individualized tract brochures, unique displays, newest ideas in model home point-of-sale material. Get in touch with your Lennox dealer, or wire collect today to your nearest Lennox branch office.



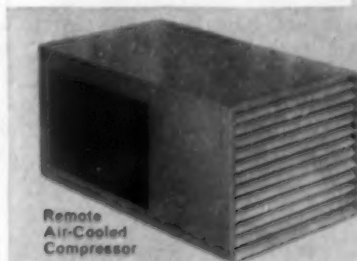
CAB1 Air-Cooled Air Conditioner

It's Good Business to Buy

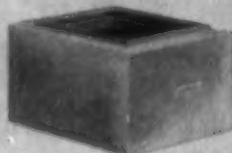
LENNOX

World's Largest Manufacturers
of Warm Air Heating Systems

PLANTS IN: MARSHALLTOWN, IA.; COLUMBUS, O.; SYRACUSE, N.Y.; FT. WORTH, TEXAS; SALT LAKE CITY, UTAH; DECATUR, GA.; PASADENA, CALIF. IN CANADA: TORONTO AND CALGARY.



Remote
Air-Cooled
Compressor



Remote Evaporator



1 Center stone pier on front wall is built out to meet the sweep-back of the roof gable. The division in the use of materials is interesting



How many faces can it have?

4 ways to give a \$12,000 house the custom look

Good variations in house design, particularly on a street front that has a fixed lot width, are not hard to get when the builder joins forces with an architect who understands his problem.

This joining of talent by Haby Seay the builder and Wallace B. Thomas the architect, both of San Antonio, Texas, has produced fresh designs for a 50-house project of 2- and 3-bedroom homes in that city.

Of these designs, four are shown here to indicate how several good motifs, slightly changed, can be effectively used to convey a custom look to each house.

In holding these houses to a \$11,500 and \$12,500 sales price, both men knew they couldn't go off the "deep end" on design, yet they wanted to get away from a project look. So they hit upon the sweep-back gable, the use of beam ends and stone piers positioned by the sweep-back. These motifs, in turn, brought into the picture splayed walls, planters both high and low, stub porch walls, angled windows in gables and other innovations. The design of the front was further accented by a basket weave type of fence that extends over to the lot line. The result is well-designed and reasonably priced

housing and a good community development.

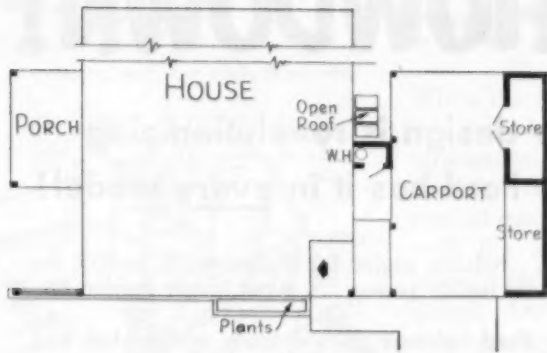
The four basic plans vary in size, some having three complete bedrooms while others have two with a third possible through use of living space shut off by accordion doors. Adjoining carports and storage areas are a part of each plan. The rooms, in each case but one, are arranged with living-dining area across the front and with bedrooms ranging down the side and rear. Entrance in all cases is through the living room.

All houses are placed on a five-inch thick concrete slab on grade, having an 18-inch deep perimeter grade beam at outside walls. The slabs are heavily reinforced with $\frac{1}{2}$ -inch round rods 12 inches on centers. Grade beams are reinforced with two $\frac{3}{4}$ -inch round rods top and bottom with $\frac{3}{8}$ -inch stirrups 15 inches on center. This is necessary to meet FHA standards for this area. Walls above, except on the street side, are framed with 2x4-inch studs 16 inches on centers. The front walls are a combination of frame and stone or brick.

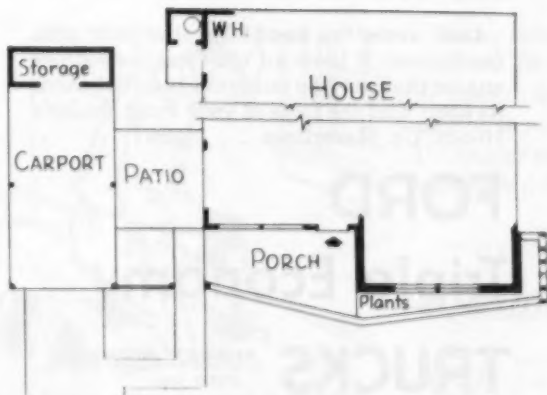
A feature of this builder's framing is a metal shield placed at the intersection of wood beams and studs for all openings to prevent the cracking of plaster.



2 This front shows a leveling out of the roof sweep-back over the carport, with a wide sweep of glass across the gable front.



3 In this case a normal roof projection is substituted for the sweep-back. Result is good because of the high planter and the equal division of glass and wall above it.



4 Again, the roof sweep-back is a major factor in design. A porch recessed into the plan perimeter is made possible without loss of light to the adjoining room.

Look under the hood!

On now - Truck
Event of the Year -



HOODS UP SHOWDOWN!

A new type short-stroke engine design is revolutionizing truck performance. Ford, and only Ford has it in every model!

It's the automotive news of the year! First the car industry goes short-stroke V-8. Now the truck industry begins to follow suit. Small wonder! This new engine design increases piston ring life up to 53% . . . saves up to 1 gallon of gas in 7

. . . reduces engine friction as much as 33% for more usable power . . . gives longer engine life.

Ford—pioneer in V-8 truck power—has had Short Stroke V-8's on the road for three years.

Today, *only* Ford offers an "on-the-job" tested, money-saving Short Stroke engine in *any* truck model you choose . . . with 4 Short Stroke V-8's and a Short Stroke Six.

Look under the hood! Be sure your next truck doesn't have an old-type, *long-stroke* engine that may be outdated before it earns its keep. Get the facts at your Ford Dealer's Hoods Up Showdown . . . now!

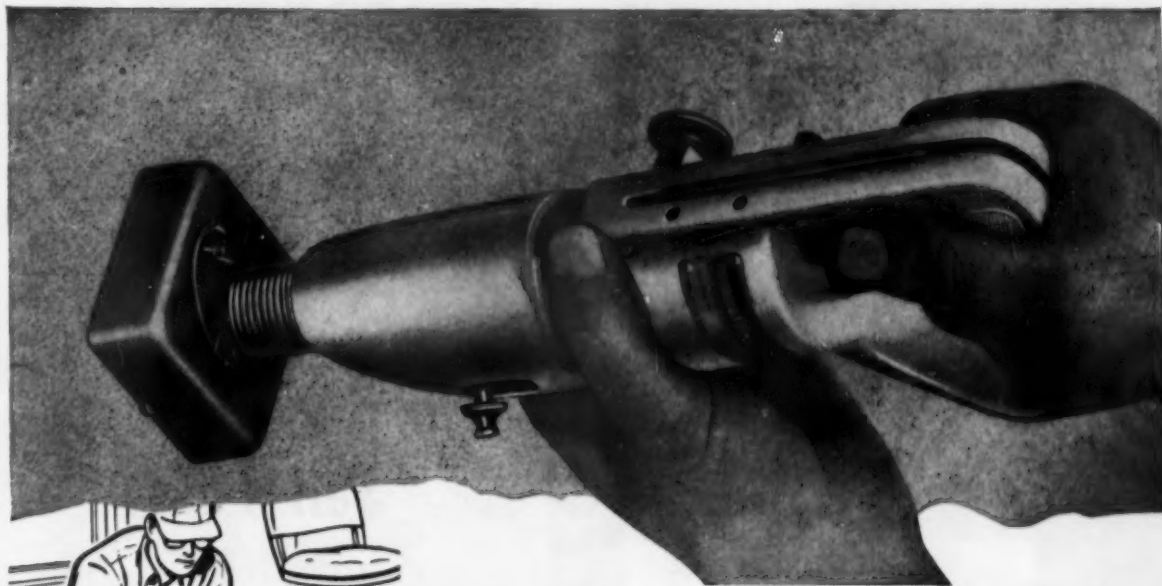


Short Stroke power to haul heavy loads faster—economy that keeps operating costs low. New Ford F-100 Pickup gives you a money-making choice of the Short Stroke 132-h.p. *Power King* V-8 or Short Stroke 118-h.p. *Cost Clipper* Six. Payloads up to 1718 lbs.

FORD

Triple Economy

TRUCKS ^{THE} MONEY MAKERS FOR '55



Anchoring seats, bar stools to concrete



2" x 4" plates to concrete floor



Carpet gripper anchored to concrete

REMINGTON STUD DRIVER saves up to 80% fastening costs on "special" jobs

When it's an unusual fastening job that has to be done quickly, efficiently—let the Remington Stud Driver take over. There are special guards, interchangeable with the standard guard, that adapt it for practically any application. And the Stud Driver's cartridge-powered action enables one man to set up to 5 studs a minute—a saving in time and labor of approximately 80% over old-style methods.

Setup time is cut to a minimum with the Stud Driver. There are no holes to drill; no laborious hammering is necessary. A squeeze of the trigger and the tool's powerful cartridge drives the stud home—

solidly and permanently into steel or concrete. Compact and portable, the Stud Driver has a field of use limited only by where a man can go.

DISCOVER FOR YOURSELF how this lightweight (6 lbs.) fastening tool can cut costs for you. Let us send you our new booklet which shows how the Remington Stud Driver anchors furring strips, structural channels and many other fabricated materials to concrete or steel. Just clip and mail the coupon for your free copy.

MAIL THIS COUPON TODAY

Industrial Sales Div., Dept. AB-3
Remington Arms Company, Inc.
Bridgeport 2, Connecticut

Please send me a free copy of the new booklet showing how I can cut my fastening costs.

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Underwriters' Laboratories, Inc.

NEW LOW PRICES

ON 54" STEEL AND CAST IRON CABINET SINKS



54" Standard Cabinet with Enameled Cast Iron Sink
Cabinet #61026, Sink #24511, Fig. Pack #69644

Suggested List Price \$12995



54" Standard Cabinet with Enameled Steel Sink
Cabinet #61026, Sink #65011, Fig. Pack #69644

Suggested List Price \$9995



"Easy Living" KITCHENS

BY UNIVERSAL-RUNDLE CORPORATION, NEW CASTLE, PENNSYLVANIA

AMERICAN BUILDER

**in U/R's Spring
Sell-Fest!**

Here's a big opportunity for you to get these popular standard cabinet sinks at a special price for your new homes! Both models include many of the famous U/R quality features. This means you can offer your homes with the same fine cabinet sinks as always—but at lower cost.

U/R fixtures—base and wall cabinets, food waste disposers and accessories—are a plus feature in any home of any price. They actually serve as a selling tool, because people see the beautifully designed U/R fixtures, recognize the U/R name, and are further convinced that only the finest materials have gone into the construction of your homes. Despite these low prices all of these cabinet sinks include many of U/R's outstanding quality features. Write Universal-Rundle Corporation, 329 River Road, New Castle, Pennsylvania.

**OFFER GOOD DURING
MARCH AND APRIL ONLY!**

Check These Features—ordinarily found only in the highest priced models of other lines:

- Sound-Proofed Doors and Drawers • No Sharp Edges
- Genuine Bulk Insulation • Die-Drawn, Rounded Corners
- Glide-Easy Drawers Operate Smoothly and Quietly
- Worry-Free Vitreous Enamel Sink Top
- Matched Modern Handles • Wide Opening Doors
- Highly Polished Chrome Faucet and Sink Strainer
- Easy-To-Clean Surfaces • Recessed Toe Space

HERE AT LAST, IS A PACKAGE HOME WITH

the built-in prestige and design
that quality builders can be proud to
put into their finest areas.



at \$30,000

or \$13,000

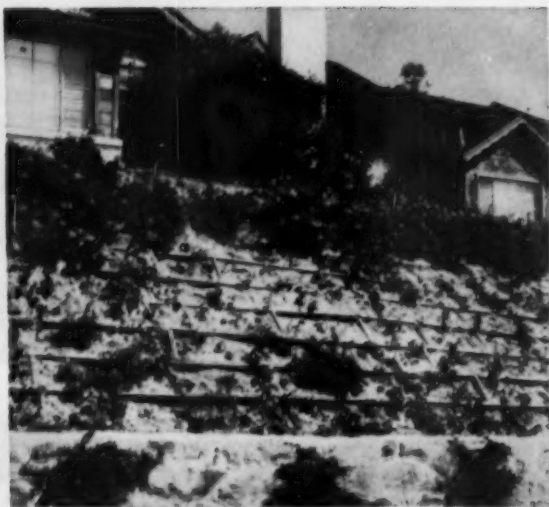


scholz
California contemporary
homes

2061 WESTWOOD • TOLEDO 7, OHIO



Railroad ties (illustrated here), redwood logs or pine battens used as cribbing will retain earth fill where slope conditions call for medium to high devices



Mulch may be held within the compartments of a wooden egg-crate slope holder. Base of holder should butt against a masonry wall, concrete curb or deep-set posts

Now that flat sites are getting scarcer . . .

Hold That Slope!

How to tie down a hillside site

Natural slopes generally remain unaffected and undamaged by rains and/or runoff water. Nature's work of matting the slope with twigs, leaves and roots keeps the falling rain from loosening the soil and also retards the speed of runoff water. However, where these natural slope-holder conditions have been disturbed, the problem is to duplicate them as closely as possible.

A workable method where the slope does not exceed 1½:1 is to provide a 3- to 4-inch cover of topsoil over the existing surface followed by a seeding of fast-growing grass.

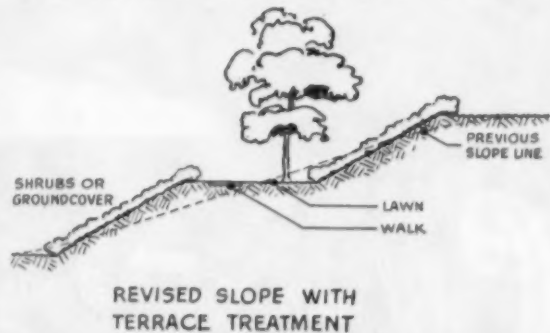
When working with more erosive types of soil, on fill slopes and slopes that exceed 2:1, spread out or bean straw uniformly over the slope and compact it with a sheepsfoot roller. This makes an excellent mulch while plants are becoming established and also when they are growing. The sheepsfoot roller closely knits the topsoil so that its water-holding capacity is reduced and will not saturate to the point where it will induce slipping. Mulch disperses precipitation and absorbs it also, thereby slowing and reducing excessive water runoff and aiding in seed germination.

Hillsides frequently pose engineering problems that no one but an expert should attempt to solve. Many builders retain professional landscape guidance at the beginning

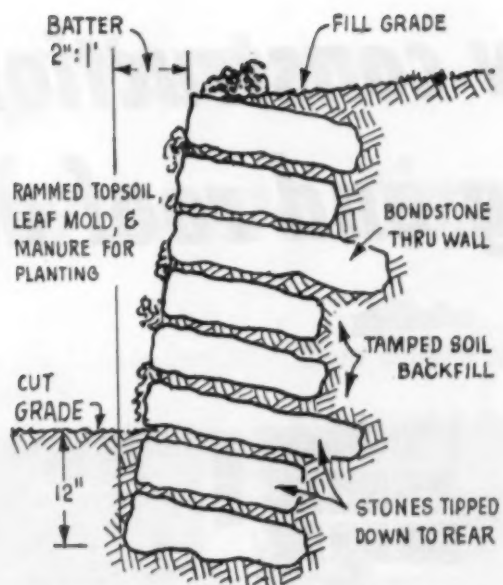
of a housing project to work out the drainage and grading problems because these have a direct bearing on the final landscaping results.

When a landscape contractor is employed, he will arrange to have the topsoil stripped and stockpiled, analyze and condition the topsoil for more plant growth, balance cuts and fills where necessary and produce designs for terraces and retaining walls if required.

Illustrations by Glenn L. Black, California Landscape Contractors Association

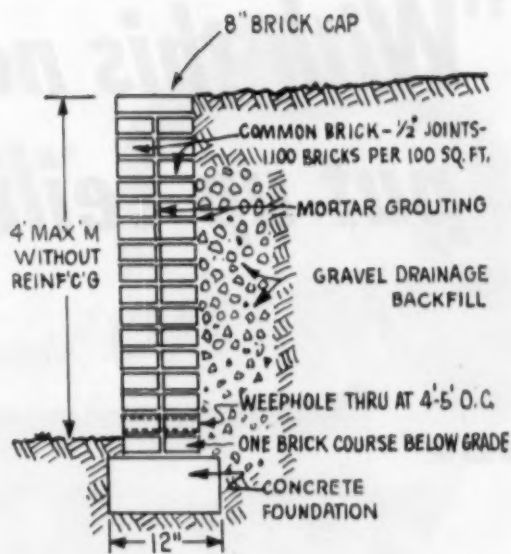


Sketch shows principle of terracing where plants only are used. Steeper slopes require retaining walls to keep the soil in place



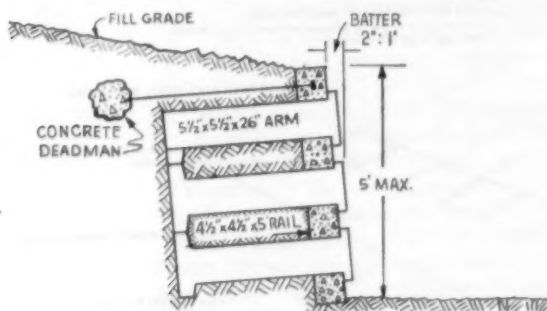
FREESTANDING STONE WALL

A retaining wall of free standing flag or flat fieldstone lends itself to informal terracing design and must be sloped back off center for better anchorage



LOW BRICK MASONRY

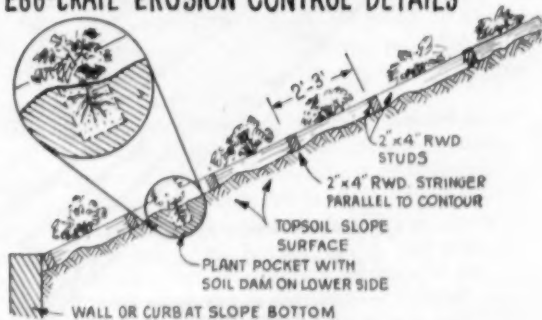
If masonry walls are placed closer together than they are tall, a structural design may be essential. Masonry walls over 4 feet in height should be reinforced



PRE-CAST CONCRETE POSTS

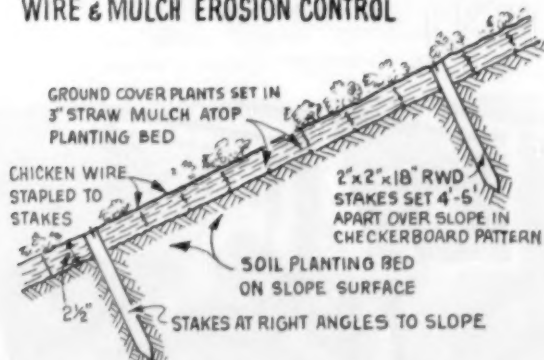
Pre-cast concrete posts and rails holding and supporting each other in place can be used as cribbing to hold back the soil on a slope or embankment

EGG-CRATE EROSION CONTROL DETAILS



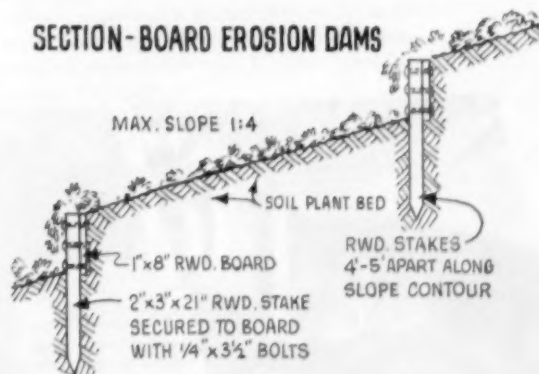
Slope-stopping engineered devices usually aren't attractive, but they are not meant to be. It isn't too long before they are completely obscured by plantings

WIRE & MULCH EROSION CONTROL



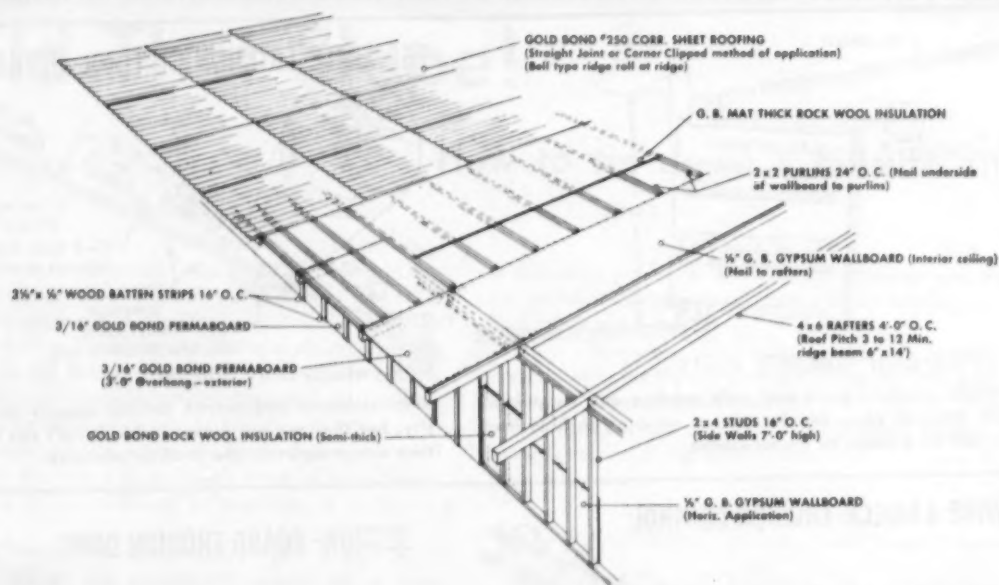
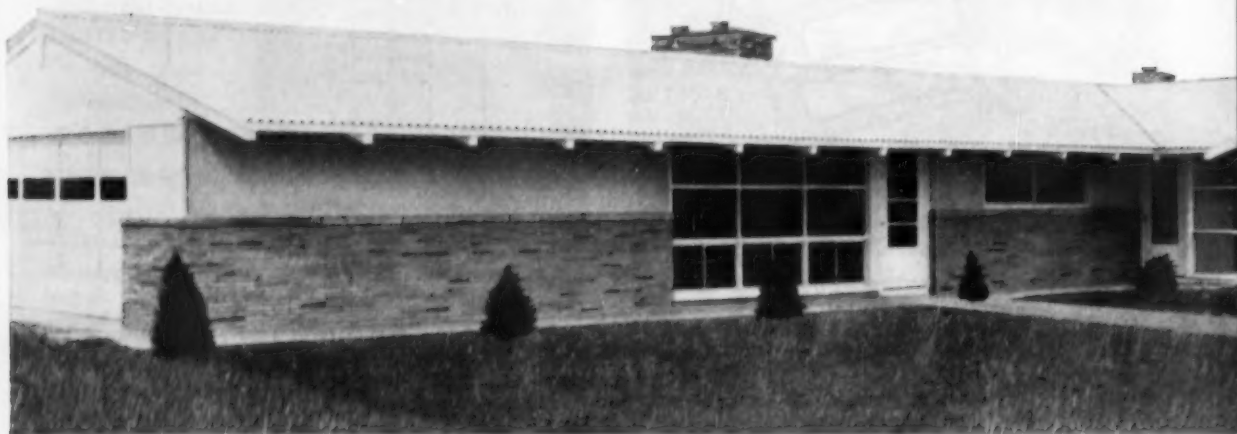
Only redwood or lumber treated with a wood preservative, galvanized or copper nails and staples and galvanized wire should be used as needed

SECTION-BOARD EROSION DAMS



The slope may be divided into sections with slope holders of 1x8-inch redwood to produce board erosion dams. Be certain that stakes are long enough to hold rigidly

"With this new construction put up ceiling and roof at



Two men nail on permanent roof of Gold Bond Economy "250" Corrugated Asbestone, while third man nails Gold Bond Gypsum Wallboard to purlins from interior.

Unfinished interior, showing Gold Bond Rock Wool Semi-Thick Blankets with Gold Bond Gypsum Wallboard—for sturdy, fire-resistant walls that take any decoration.

Popular exposed-beam ceiling provides a rich, expansive interior. Here is a building system that produces a luxury look at low construction costs.

system we the same time!"

**"Gold Bond Corrugated
Asbestone used with Gold
Bond Gypsum Wallboard
saves us time and materials"**



Ralph Aldridge

say **RALPH and JACK ALDRIDGE** of *Aldridge Construction Service, Inc., Kokomo, Indiana, about their new all-Gold Bond Home.*

"Using Gold Bond Gypsum Wallboard and Gold Bond Economy "250" Corrugated Asbestone on this ranch-style home has opened an entirely new concept of ceiling and roof construction to us," says Mr. Aldridge. "We put up a permanent, fire-resistant roof and sturdy, fire-resistant walls and ceilings faster than we ever expected. We saved \$176 in labor and materials on the roof alone!"

The roof doubles as an exposed-beam ceiling. Construction is fast...two men work above the roof and one works below, forming a progressive type of building team that allows Gold Bond Gypsum Board, Permaboard, Mat-Thick Rock Wool and Economy "250" Corrugated Asbestone to go up at the same time. Gypsum Board is laid on top of the rafters and nailed. 2" x 2" purlins run at right angles on top of the board. The Gypsum Board is also nailed from the underside to the purlins and Rock Wool Blankets are placed between the purlins. Economy "250" Corrugated Asbestone is then nailed over the top to form the exterior roof.

Exterior walls of this 77-foot long, 24-foot wide house have Gold Bond Gypsum Sheathing with 3/16" Gold Bond Flat Asbestos

Cement Permaboard nailed over it. The walls are insulated with Gold Bond Semi-Thick Rock Wool Blankets placed between the studs. Interior surfaces are Gold Bond 1/2" Gypsum Wallboard. This wall system provides unlimited flexibility in both exterior and interior decorative finishes and trim.

Mr. Aldridge finds that the combined use of Gold Bond materials speeds up the entire home construction job. Pre-cut sheets of corrugated and large gypsum board panels minimize handling on the job. No horizontal ceiling joists are needed, saving lumber footage. He saves better than 50% on ceiling labor, because no tape joint treatment is required on the ceiling and Rock Wool insulation is merely laid in place. This unique building design provides substantial savings in materials, labor and construction time. Mr. Aldridge is another builder who has found that it pays to take advantage of the undivided responsibility resulting from purchasing a complete line of building products from one reliable manufacturer...National Gypsum Company.

WRITE for construction details on the Aldridge all-Gold Bond House, showing the big savings offered to builders by this system.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK

**Build better with
Gold Bond**



BUILDING PRODUCTS



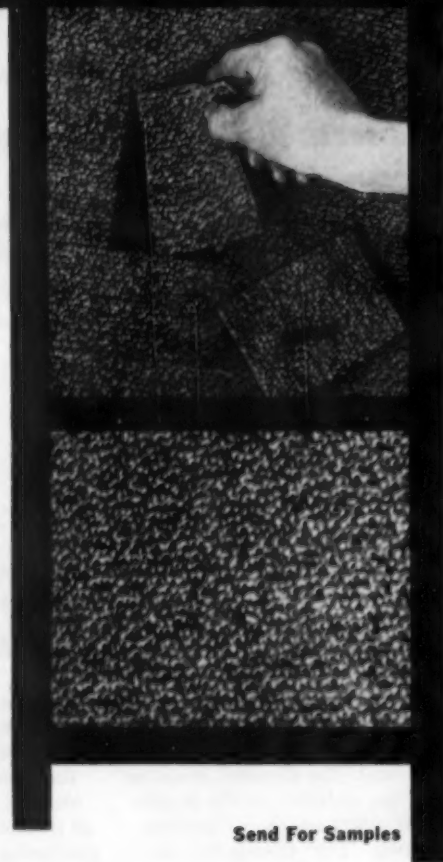
LOMA LOOM CAN'T BE PERMANENTLY DAMAGED

There is no such thing as a *permanent* stain, cigarette burn or scuff damage in **LOMA LOOM** carpet.

Just cut out the damaged section and replace it with a new piece the same size and shape. No one can tell where the repair was made.

Amazing? That is only one of the reasons for the popularity of **LOMA LOOM** carpet. In addition, **LOMA LOOM** — a tough Nylon and sturdy wool blend with a built-in sponge rubber cushion — is both noise proof and shock proof; it retains and radiates heat.

LOMA LOOM is economical to install, and it can be laid over cement, tile, sub-flooring or plywood.



LOMA LOOM *The Carpet With The Built-In Sponge Rubber Cushion*

Send For Samples

LOMA LOOM "NU-TREND" *In Custom-Dyed Colors*

LOMA LOOM "SUPER" *The Ultimate In Quality*

Selling Agents, WEIL BROS. TEXTILES, INC., 31 East 32nd Street, New York 16, N. Y.

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ONE PARK AVENUE, NEW YORK 16.  NEW YORK

Low-cost way to make your homes
beautifully, profitably DIFFERENT!

new

LUXTROL

light control

Here's the feature that will set your homes apart from competition. The feature that will give your homes "that final touch" for faster sales!

It's an entirely new concept in home light control. New LUXTROL Light Control!

LUXTROL brings to homes, for the very first time, light that's truly *controlled*. Light that glides from dark to bright, bright to dark at the turn of a dial.

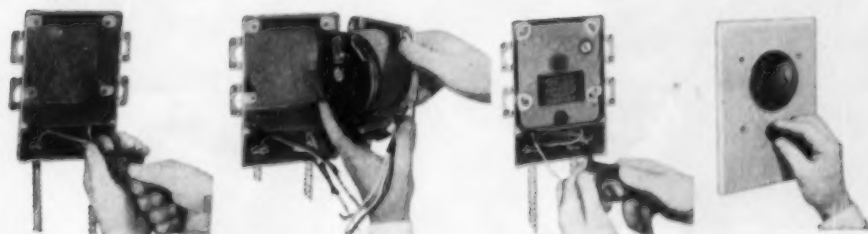
Gone are old-fashioned "on-off" switches. Gone is "all-or-nothing" lighting.

In living room or TV room, bedroom or nursery, dining room, bar or den, LUXTROL offers your prospects the perfect level of light for every occasion, every activity, every mood.

New LUXTROL is a soundly engineered autotransformer-type unit with brush and winding in constant contact and both fuse and thermal overload protection. It controls not only incandescent light but fluorescent and cold-cathode as well. It operates smoothly, silently, safely, is approved by Underwriters' Laboratories.

Best of all, LUXTROL is priced surprisingly low and **requires no complex wiring**. It replaces ordinary wallswitches, is just as easy to incorporate in your designs, just as easy to install.

We invite you to arrange a personal LUXTROL demonstration. Simply call Western Union Operator 25 in your own city and ask for the name of your LUXTROL distributor.



New LUXTROL Light Control is as easy to install as an ordinary wallswitch!



THE SUPERIOR ELECTRIC COMPANY
3035 Demers Ave., Bristol, Conn.

Please send me full technical data on new LUXTROL Light Control.

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

How-to-do-it tips from



● **When installing wall insulation**, be sure that the vapor barrier is on the heated side of wall, and that the material is trimmed to fit space snugly, with enough vapor barrier left over for stapling at both ends of studs



● **You can omit subflooring . . .** with oak block flooring laid over a concrete floor slab having a moisture barrier under it, and hot asphalt applied about 1/4-inch thick over the slab



● **When nailing built-up roof trusses**, spots for indicating nail locations in splices can be accurately positioned by spraying red paint from pressurized container over holes in metal template



● **To keep run-off water out of insulating roof deck slabs**, nail galvanized metal roof edge with drip cap to roof. Roof edge also serves as a stop for built-up roofing

the NAHB Convention

● How to Get a Better Lath and Plaster Job

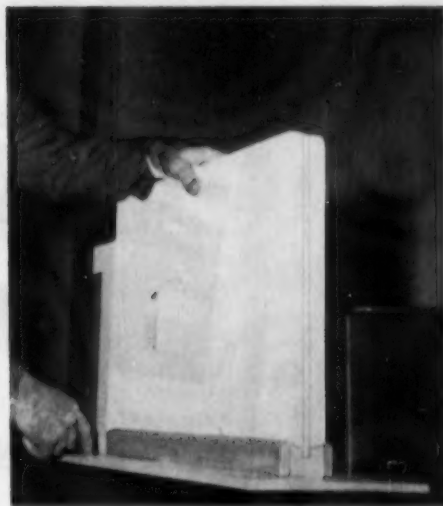
The Gypsum Association suggests the omission of the last two nails of the uppermost gypsum lath on the walls and the last two nails of the ceiling lath. This allows some lateral and vertical movement of the framing before throwing an unreasonable stress into the plaster. Cornerite is stapled to the lath and ties the adjacent pieces together but is not nailed to the framing. Cracks in plastered ceilings are effectively minimized by staggering the long edges of the gypsum lath and placing the end joints beneath every fourth joist. Over this continuous joint is stapled a row of striplath



● The Type of Clip is Important

Using any one of three clip systems will make for more complete isolation of the lath and plaster from the framing. One spring clip type of attachment holds the lath away about $\frac{1}{4}$ inch. The second clip is of a similar type but without the spring action. A third type of clip is made entirely of wire. In no case is the lath attached rigidly to the framing. Lloyd Yeager is the demonstrator

At the annual January convention held by the National Association of Home Builders in Chicago, the big How-to-do-it circus always draws top attention. This year American Builder's camera-eye caught these views of the 7-stage demonstrations



● Extra floor space can be gained by constructing a 2-inch solid, studless gypsum lath and plaster partition that is non-bearing. Plaster is applied $\frac{3}{4}$ -inch to both sides of the $\frac{1}{2}$ -inch gypsum lath. The entire partition is held in wood or metal runners secured to the floor and ceiling

Ads like this sell Plankweld for us —

YOUR LUMBER DEALER IS NOW FEATURING

Beautifully pre-finished, easy-to-install wood paneling
for as little as \$60*

Weldwood Plankweld—a wonderful new kind of real wood paneling—goes up quicker than you can say "Do it yourself!" Comes in 6 fine woods—all guaranteed for the life of your home!

Just imagine your fireplace wall, or a corner of your dining room, recreation room, bedroom—or maybe your kitchen—paneled in lovely natural wood. The warm, rich texture of wood makes a superb background for your wood walls help you blend different periods of furniture, and unusual colors and materials. . . fine wood adds that touch of visual excitement so sought after by professional decorators and designers.

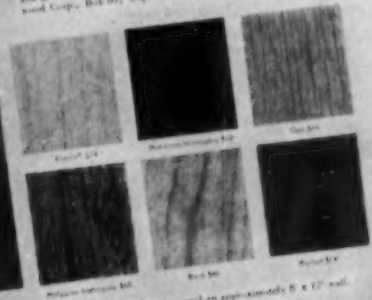
And Plankweld's so easy to put up, you'll be amazed. Each panel is edge-grooved, starting in a corner, you put up the first panel against the wall and slip a special metal clip into the groove; the clip is nailed directly to your old wall (no tarring strips, no nailing through the panel itself). Then you fit the next panel into the groove of the first (forming the "notch" and "lip" and so on. What could be simpler!

No staining—no waxing! Plankweld is already pre-finished with the expert knowledge that only the best can bring.

Guaranteed for life. Plankweld—like all Weldwood wood paneling—is unconditionally guaranteed for the life of the building in which it is installed.

Start this Saturday: give your home a decorative "new look" in a few hours. Do a wall in beautiful Plankweld—in luck and wait for the compliments!

Send today for free letter that shows 5 Plankweld woods and gives installation details. Write to United States Plywood Corp., Box 64, Dept. AH-2-5, New York 46, N. Y.



See both natural look and other fine Plankweld woods at your lumber dealer's or visit any of the 73 United States Plywood or U.S. Mengel Plywoods stores in principal cities. See for yourself how beautiful and wood paneling can be!

* All prices shown are for Plankweld to panel an approximately 8 x 12' wall.

Weldwood Plankweld

A PRODUCT OF UNITED STATES PLYWOOD CORPORATION
World's Largest Plywood Organization
33 West 54th Street, New York 36, New York

Over 13,325,000 families will see this Plankweld ad in The Saturday Evening Post, Better Homes and Gardens, House Beautiful, American Home, House & Garden and Sunset. These families are among your best customers for homes, so use the brand of paneling that they know best—Weldwood Plankweld!

and sell homes for you!

Consistent Plankweld advertising pre-sells your customers on Plankweld paneling for unsurpassed quality and unusual beauty in a home.

With the consumer, Weldwood is the best known name in plywood according to a study by an independent research organization. With Weldwood Plankweld you get a "brand name" that your customers know and trust.

It's a brand they buy themselves! Homeowners' response to Plankweld advertising has ranged from "good" to "fantastic" according to our dealers.

Beautiful Plankweld can sell your homes for the same reasons these homeowners buy it.

A Plankweld home is a step ahead of the crowd! Plankweld paneling makes a home in any price class more attractive, more wanted.

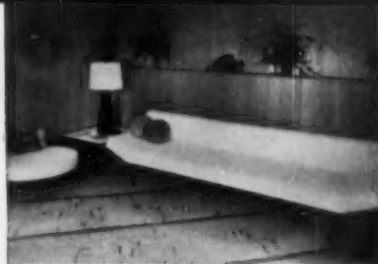
Plankweld's extra easy to put up! 16 1/4" wide by 8' high panels go over studs

with special clips that eliminate face nailing. No nail holes to putty—no butted seams to worry about. What could be easier!

Plankweld comes already pre-finished! All Plankweld is *pre-finished* by expert woodcraftsmen. And you pay less for factory Plankweld pre-finishes than for ordinary on-the-job finishes!

Plankweld's guaranteed for life! Your customers know—as you do—that this guarantee is backed by the United States Plywood Corporation . . . the best known name and reputation in the plywood industry!

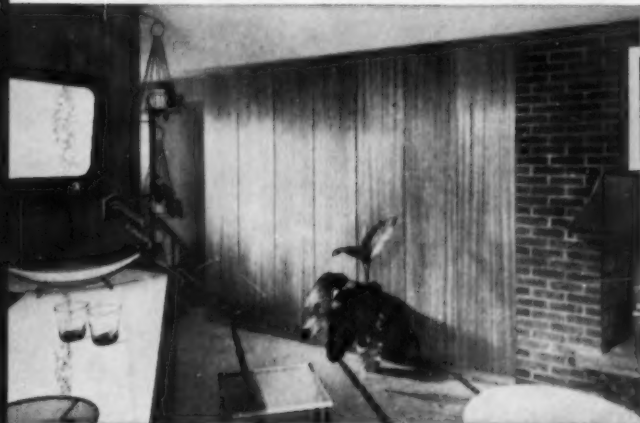
See your lumber dealer or mail the coupon, or visit any of the 73 United States Plywood or U.S.-Mengel Plywoods showrooms in principal cities.



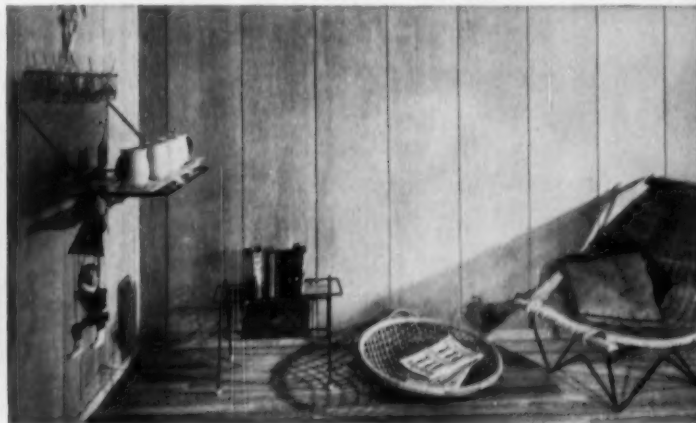
Plankweld is perfect background for both modern and traditional homes. It comes in six fine woods: Oak, Philippine Mahogany, Walnut, Korina®, Honduras Mahogany and Birch.



A corner of a room or even one wall of Plankweld gives a lift and sparkle to a whole house. Naturally beautiful wood has a warm and friendly look that can boost your sales!



Plankweld paneled den in Philippine Mahogany is important selling feature in Saddle Harbor Estates, Long Island, N. Y. Builder—Irving Warfield, Arch.—A. H. Salkowitz.



Oak Plankweld paneling in game room helps to carry out look of quality at Salem Ridge development, Huntington, L.I. Builder—Boris Gertzen Assoc. Arch.—Matern & York.



Use Beautiful Weldwood Doors
Available in woods to match paneling, they help carry out decorative scheme and create illusion of spaciousness. Weldwood Stay-Strate Doors® are also guaranteed for life against warping, sticking or binding. It's a guarantee that will end your door problems forever!



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SALES FEATURE
for you!**

You know today's buyers expect home air conditioning—either already installed or provided for as a "future." You know—and now your customers know—that air conditioning makes rustproof ducts a *necessity*. So make a virtue of necessity...feature rustproof ducts of Reynolds Aluminum, properly engineered for air conditioning.

Reynolds will gladly supply you with consumer folders that tell not only the rustproof story but the facts on how aluminum's smoother surface speeds air flow, how aluminum's lower emissivity saves winter fuel. Signs for your building sites also available. Write to

Reynolds Metals Company,
General Sales Office, Louisville 1, Ky.

WARNING!
AIR CONDITIONING MEANS
MOISTURE CONDENSATION!



**AVOID COSTLY
RUST DAMAGE
HERE . . .**

**Insist on Rustproof Ducts of
REYNOLDS
ALUMINUM**

Any modern home you build or buy *must* have a duct system properly engineered for air conditioning. That means cool air in summer...cold metal...moisture condensation *for sure!* With ordinary metal rust damage can be serious—even to tearing down walls! Insist on rustproof ducts of Reynolds Aluminum. Look for this Seal. Write for booklet! Reynolds Metals Company, General Sales Office, Louisville 1, Kentucky.



SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

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Aluminum

makes Sales Features wherever you use it!

In an ever mounting number of building uses, aluminum creates new sales features. Ductwork—once scarcely looked at by the customer—now makes a powerful selling story if it is rustproof aluminum. So do aluminum louvers, flashing, gutters. Where the feature is a part of exterior design—siding, windows, doors, combination storm sash and screens—you have the double selling story of modern beauty plus freedom from maintenance. And in details throughout the home—hardware, thresholds, moldings—the soft gleam of aluminum marks the modern builder, sells the modern buyer!

For standard building products designed in Reynolds Aluminum, call your regular supply source. For other product requirements, call the nearest Reynolds office listed under "Aluminum" in classified telephone directories. Or write to **Reynolds Metals Company**, General Sales Office, Louisville 1, Kentucky.

For quick reference see Catalog *5a* in Sweet's Architectural File.
Re



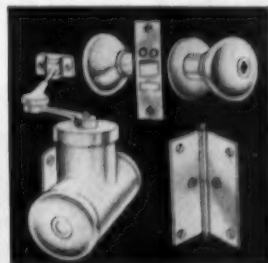
Aluminum thresholds are neat, clean, long-lasting. Easy to install, economical.



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Always beautiful, aluminum siding won't rot, warp, shrink, swell or crack. Fire-resistant.



Aluminum hardware attracts by its soft white lustre, non-tarnishing. Wide variety.

This seal, color-printed on Aluminum Foil, is a new identification for Products or Parts "Designed in Reynolds Aluminum."

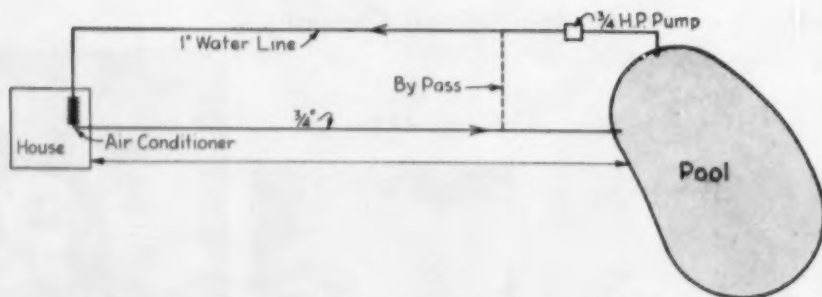


ALUMINUM



NEW APPROACH:

Pool Instead of Cooling Tower?



A desirable refinement to this plumbing scheme would be the adding of a $\frac{3}{4}$ -inch by-pass with a throttling valve at point shown by dotted line. This would enable regulation of water through the condensing unit. Outlet water temperature could be set at 95 degrees F. when design conditions are in effect

This pool hook-up works well

The water in the 20,000 gallon swimming pool of this house in California's San Fernando Valley doubles as the cooling agent for the air conditioning system, thus doing away with a cooling tower and the servicing nuisance that goes with it. The water is pumped off the bottom of the pool, where it is coolest, and returned just under the surface after passing through the condenser of the 3-ton Lennox cooling unit located inside house.

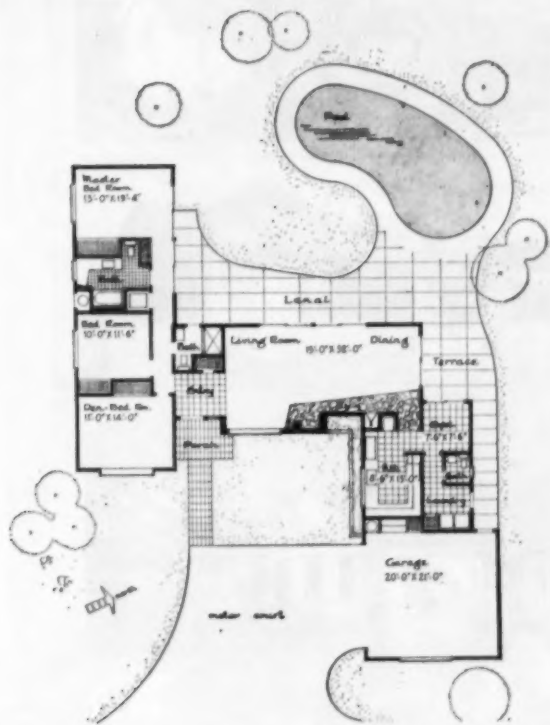
The pool is located about 40 feet from the cooling unit. A $\frac{3}{4}$ -h.p. Peerless pump is used to overcome the

60 feet of total head in the system. Pool temperatures in the San Fernando Valley rarely exceed 85 degrees F., and the Lennox unit operates at its maximum efficiency with 95-degree F. water leaving the condenser. So this job was sized to circulate $9\frac{1}{2}$ gallons per minute on the basis of 85-degree F. water entering the condenser and 95-degree F. water leaving it.

Calculations showed that the pool temperature would be raised only 2.3 degrees F. for eight hours of continual operation of the cooling unit. However, if the



House was built as a demonstration model by the Glendale-Burbank chapter of the Builders-Contractors Association of Los Angeles. It was designed by Paul Lawton Burkhard, Jr., A.I.A. The cooling system was worked out jointly by the Andrews and Schroeder Heating Company, Burbank, and the Lennox Furnace Company, Pasadena



total tonnage of the system is over six tons, careful attention must be given to the maximum allowable pool temperature.

Whether the initial investment in the cooling system is less with pool water instead of a cooling tower depends on the distance of the pool from the cooling unit. In any case, a larger pump will generally be required with a pool than with a tower because of the distance the water must be pumped plus the additional head required to raise the water off the bottom of the pool.

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Manager
American Home Bldg.
Seattle, Washington

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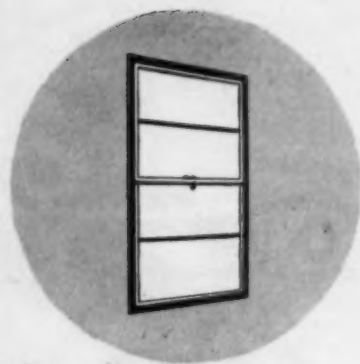
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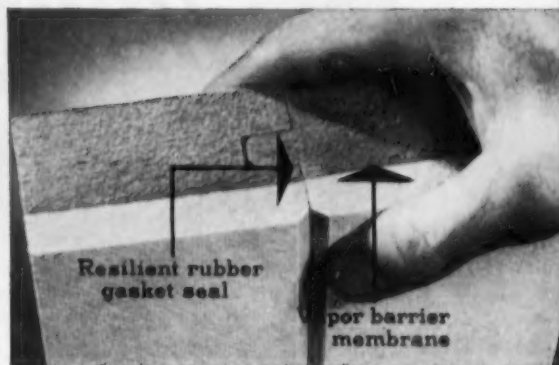
... says Jack Dobbratz, Prospect Heights, Illinois



Insulite combines Roof Deck, Insulation and Finished Ceiling in a single money-saving product. Saves \$80 to \$300 per M sq. ft. on exposed-beam ceiling jobs in any climate. Jack Dobbratz puts it this way. "I figure 1,000 sq. ft. of wood decking takes 34.3 man-hours and costs me \$111.48. With 2" Insulite Roof Deck, I can lay the same area in 7.5 hours at a cost of only \$24.38. On a 1600 sq. ft. roof, that's a saving of \$139 on labor alone." Dobbratz saves another \$207 on finishing materials and labor with Roof Deck's pre-finished ceiling. Here's how.



It's Roof Deck. Two by eight-foot units cut application time 45% or more. Only one material to handle. New Insulite Roof Deck eliminates need for separate roof boards, insulation, lath and plaster and ceiling finishing. Roof Deck can save 12 man-hours or more per 1,000 sq. ft. of surface compared with 2"x6" D&M roof sheathing.



It's Insulation. No need for other insulation. Two-inch Roof Deck, for example, is comparable to 2" wood deck plus 1" fiberboard insulation and meets heat loss requirements for roof and ceiling construction. Absorbs sound better than wood or plaster. Exclusive vapor barrier combination protects against condensation within the unit.



It's Finished Ceiling. The underside of Insulite Roof Deck is finished with white flame-resistant surface at the factory. Simply lay Roof Deck over pre-finished beams and the ceiling is done. No need to plaster, paint, stain or wax. Reduces labor and material costs. Insulite Roof Deck is available in 2'x8' units, 1 1/2", 2" and 3" thick with or without Insulite's exclusive vapor barrier.



Bildrite Sheathing saves extra \$04 on Dobbratz home. Goes up faster, easier. Cuts application time as much as 43% compared with wood. Adds strength. Four-foot Bildrite has more than twice the bracing strength of horizontal wood sheathing, thus saves corner bracing. Water-proofed throughout with asphalt. Eliminates need for building paper.

Roundup: 15 ways to cut construction

● Five years ago Arthur and Francis Oman of Weymouth, Massachusetts, started putting together ideas to bring down their building costs. The simplified system they now use to produce a tract house of 864 square feet takes the whole house building operation into account. None of these ideas are individually radically new or different, but they add up to important total savings (15 per cent) in labor, time and cost of operation.



1 Center beams and lally columns are eliminated completely from the houses by using 24-foot long 12-inch floor joists over a 22-foot wide foundation. Three sets of bridging are used for added rigidity.



2 Wall sections are built flat on the rough floor, using it as a foundation. Then exterior wall shingles are applied and windows installed. The full wall sections are then tilted up into place.

3 All lumber is pre-cut at the mill or on a saw outfit at the site.

4 Plywood is used for walls, floors and roofs, is applied with a minimum of cutting.

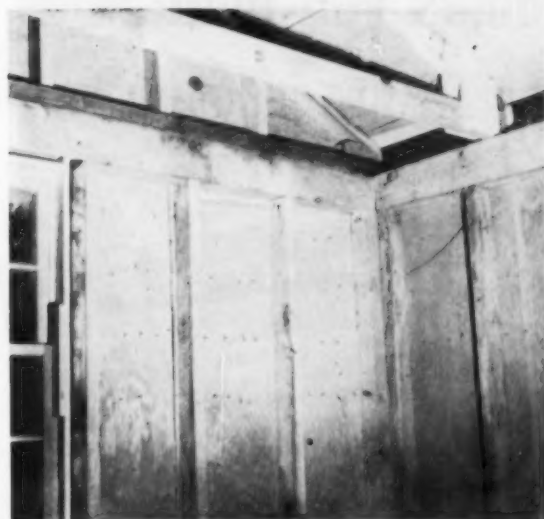


5 Simple 2 by 4 trusses with a 24-foot span are built on a platform at the site. The truss eliminates need for load-bearing partitions.

6 Non-load-bearing interior partitions are constructed with 1 by 3 studs.

7 Stock kitchen counters and cabinets are used, laid out to require little site work. They are set in place without any carpentry required.

costs today



8 Studs are pre-cut to length and are tied together with a 4 by 6-inch roof plate laid on edge. This heavy plate eliminates extra headers over windows.

9 Corner detail consists of a 4 by 6 plus a 2 by 4.

10 Rafters are 2 by 4's 14 feet long.



11 The gas-fired warm-air furnace has high-velocity 4-inch ducts that are easy to install. Heating system and ducts are put in with common labor.

12 Water piping is of 1/2-inch copper tubing, easy to install.

13 Low-cost 14-inch concrete block chimney is used; it is built with common labor.

14 There is little cutting on the job, practically no waste.

15 Close, on-the-job, daily supervision by the builders insures smooth, coordinated operation with no waste.

MARCH 1955



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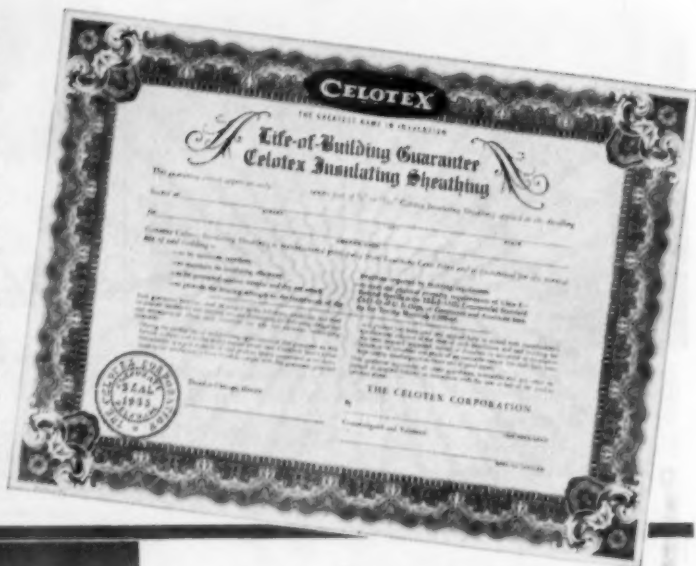
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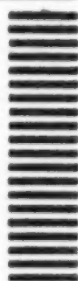
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 only \$7.00

TEL-O-POST

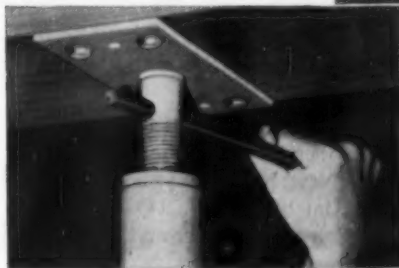
Rx

for preventing
 ... cracked plaster
 ... sticking doors
 ... open joints

● Install "Tel-O-Post" under sagging beams in cellars, under porches, in garages, barns . . . prevent cracking plaster, sticking doors and windows, open joints.

"Tel-O-Post", the *original* adjustable steel post, supports loads up to 22,000 pounds . . . can be installed in 20 minutes.

Insist on genuine "Tel-O-Post" with the patented locking pin to insure safety. Ask for it by name at your building supply or lumber dealer. For free booklet write Brainard Steel Division, Dept. AB3, Griswold St., Warren, Ohio.



Once TEL-O-POST is mounted in position, just turn the built-in jack to raise the sagging beam. Easier than jacking up your car! After floor has been leveled (per instructions) leave TEL-O-POST permanently in position. Patented locking pin prevents accidents.

SAVE WITH THESE BRAINARD BUILDING PRODUCTS

LINTELS



BRICK WORK CEMENT BLOCK

Brainard formed lintels cut construction costs. Waste is eliminated. Unique rib construction eliminates costly tuck pointing . . . provides maximum strength with minimum weight.

"BRITE-LITE" AREAWALLS



Heavy galvanized coating reflects maximum light into the basement . . . makes basements brighter. Resists rust and corrosion. Areawalls are ductile and strong.

"STEEL-STRONG" BUILDING POSTS



One man can install in 15 minutes. Available with either standard base plate or adjustable jack screw to eliminate shimming and trial and error fitting. Structurally acceptable for mortgage-financed properties.

Brainard

SHARONSTEEL

STEEL DIVISION
 SHARON STEEL CORPORATION

COMPLETE STRAPPING SYSTEMS & MATERIALS •
 WELDED STEEL TUBING • ELECTRO-GALVANIZED STRIP STEEL •
 SCAFFOLDING • PALLET RACKS • BUILDING PRODUCTS

Offices in principal cities throughout the U. S.

another
DEXTER
first



Exclusive with Dexter Dialmatic*
— Mounting Spacer** assures cor-
rect mounting quickly — easily.



Dexter Dealers are featuring this
operating display.

NEW!

DIALmatic

DOOR CLOSER

Col. No. 80

Just turn the fingertip dial to regulate door closing speed! That's the Dexter Dialmatic — by makers of Dexter Lifetime Locks.

Exclusive new fingertip dial regulator** assures wonderful new ease and simplicity in adjusting closing speeds of screen, combination and light interior doors. No tools of any kind required . . . just a twist of the wrist moves the dial a "click" at a time to adjust the

Dialmatic closing action powered by torque spring.

Dialmatic lets doors open to full 120° — hold-open device is simple and fool-proof. New by-pass valve provides positive latching action. Oversize steel tube is 1 3/8" in diameter and finished in attractive metallic grey.

Write today for full information on the exclusive Dialmatic Door Closer by makers of Dexter Lifetime Locks.

BY DEXTER

DEXTER LOCK COMPANY Grand Rapids, Michigan

A subsidiary of National Brass Company

*Reg. U.S. Pat. Off.
**Patent Pend.

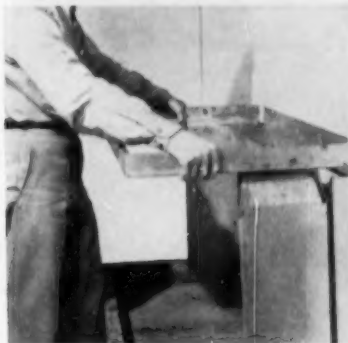
In Canada: Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Monterrey, Nuevo Leon



1. FIREPLACE FRAME is secured to wall with 6-lag screws



2. FIREBOX SECTIONS, pre-formed, are put in position without mortar



3. HOOD SUPPORT is then set in place



4. HEARTH TRIM slips into place



5. DOME TRIM is fastened to unit after flexible fire-screen is put in its place



6. HOOD ASSEMBLY is set onto hood support, completing the assembly of fireplace itself

Prefab fireplace can be installed in from 4 to 6 hours

A prefabricated fireplace and chimney unit that eliminates masonry and can be installed in from 4 to 6 hours using semi-skilled labor is available. Built to Underwriters' specifications for installation against any wall surface—combustible or non-combustible—the unit can be mounted flush with wall or recessed into it.

The outer shell of the fireplace is steel, with stainless steel trim. The firebox is formed of high impact ceramic material. Except for the trim, the entire unit is prime

coated to be painted with any interior paint. A flexible screen is furnished as standard equipment.

The cantilever designed hearth, raised 15 inches above the floor, will burn wood up to 27 inches in length.

The smart, modern lines of the fireplace blend with any style of architecture or decorative scheme.

(Continued on page 182)

7. FIRST CHIMNEY SECTION is set on hood; is not attached to wall. Additional sections bring chimney to roof



look how
KEYMESH
 Galvanized reinforcing lath
 multiplies
 fire resistance

**Ceiling Fire Endurance Test of Open Web Steel Joist.
 Floors with Concrete Slabs and Gypsum Ceilings.***

	Fire endurance limit—
No finish on ceiling	7 min.
Gypsum lath and plaster ceiling added ¹	1 hr. 43 min.
Same, with KEYMESH -type reinforcing lath added ²	4 hr. 26 min.

1. $\frac{3}{8}$ " gypsum lath covered with $1\frac{1}{4}$ " of gypsum plaster with expanded perlite aggregate.

2. $\frac{3}{8}$ " gypsum lath, reinforced with 20-gauge, 1" hexagonal mesh; then covered with only 1" of gypsum plaster with expanded perlite aggregate. The use of hexagonal mesh fabric in $\frac{3}{8}$ in. ceiling ($\frac{3}{8}$ " gypsum lath; $\frac{1}{2}$ " plaster) gave almost four times the resistance obtained without, the report states.

*Building Materials and Structures Report 141 National Bureau of Standards

Once again Keymesh-type plaster reinforcing lath has demonstrated its ability to multiply firesafety at amazingly low cost. First, as part of a new, low-cost system for fireproofing structural steel and beams. Next, 50% greater fireproofing when added to gypsum lath and plaster ceilings of wood frame construction. Now, over twice the endurance on open web steel joist construction.

How can Keymesh add so much at such low cost?

Here's why! The complete coverage of this multidirectional reinforcing holds the plaster in place so it continues to fight fire until structural failure occurs. At the end of the 4 hour and 26 minute period, "no plaster had fallen". On the test without the 20-gauge hexagonal mesh "nearly all the ceiling was down".

In addition to greater firesafety, Keymesh produces stronger ceilings; gives far more crack resistance.

Why build to burn, when it costs so little to multiply the fire resistance of buildings with lath and plaster, reinforced with Keymesh.

Recommended and used by America's leading lathing and plastering contractors.

KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

KEYMESH • KEYBEAD • KEYCORNER • KEYSTONE WELDED WIRE FABRIC • KEYSTONE NAILS
 TIE WIRE • KEYSTONE NON-CLIMBABLE AND ORNAMENTAL FENCE

*For highest quality at lowest cost,
 use the 3 KEYS TO STRONGER PLASTER*



2d 11e 3d

KEYMESH lath for over-all reinforcement. Made of galvanized woven wire. Especially recommended for ceiling construction.

KEYCORNER strip lath, preformed to fit snugly in corners. Lies flat when applied to joints. Galvanized to prevent rust streaks.

KEYBEAD corner lath with precision formed bead for outside corners. Open mesh assures strong, solid plaster corners.



8. Well-designed chimney housing above roof completes installation

Fireplace, cont'd.

As an aid to handling and installing, the fireplace is delivered to the job in nine separate cartons.

It is the product of the Uni-Belt Division, Vega Industries, Inc., Dept. AB, Syracuse 5, N. Y.

Circle No. 1 on coupon this page

Triple-reinforced blades cut masonry

A triple-reinforced "Polk-A-Dot" blade for cutting all masonry materials hard to soft is available. Its name derives from the thousands of raised abrasive "polkadots" which cover both sides of the blade, each acting as an extra cutting edge. These "Polk-A-Dots" reduce side friction and the resultant drag, allowing a maximum of power to be

delivered to the cutting edge of the blade. Additional benefits are found in cooler, smoother running blades that cut faster with less wear, reducing cutting costs. Clipper Manufacturing Co., Attn. Harold J. Wright, Sales Manager, 2800 Warwick, Dept. 601-AB, Kansas City 8, Mo.

Circle No. 2 on coupon this page



Circular saw blades arbores for all makes

Circular saw blades for cutting wood, plywood, masonite and plastic are available. Named "Tuff-Tooth" they come in a range of standard sizes, arbores for all popular makes of table, radial arm and portable saws. Blades are chromium impregnated by a special electrolytic process said to leave blade tension unaffected because it involves only 1/2 inch to 1 inch of its outside diameter. Manufactured by Standley Chrome Tool Co. of Berkeley, literature should be requested from Price & Rutzebeck, Tool Specialists, Dept. AB, P.O. Box 30, Hayward, Calif.

Circle No. 3 on coupon this page



Steel sectional garage doors available in 100 standard sizes

Morrison Roly-Door has redesigned its steel sectional upward-acting garage doors and now offers a complete line for residential, commercial and industrial use. Over 100 standard sizes are available. There are two complete lines: The L series consists of doors 8, 9, and 10 feet wide (without torque tube and truss bars). The H series consists of doors 10, 12, 14, 15 and 16 feet wide (with torque tube and truss bars). Both lines available in sixteen standard heights at 6-inch intervals from 6 feet 6 inches to 14 feet. Complete details, including prices, are available from Morrison Steel Products, Inc., Dept. AB, 601 Amherst St., Buffalo 7, N. Y.

Circle No. 4 on coupon this page

Lightweight paving breaker for all types of masonry

A light weight paving breaker, known as Model DB-35, is recommended by manufacturer for light excavation and demolition work on floors, walls and all types of masonry construction. Outstanding features are a chrome-plated cylinder bore; a wafer plate valve that assures positive piston hammer action; a replacement cylinder bushing; a metered throttle valve. Breaker has net weight of 37 pounds; is 23 1/4 inches long, 14 3/4 inches wide, with a depth of 4 1/2 inches. Price is \$220. Davey Compressor Co., Dept. AB, Attn. J. T. Myers, Vice President, Kent, Ohio.

Circle No. 5 on coupon this page

USE THIS COUPON FOR FREE INFORMATION ON PRODUCTS AND EQUIPMENT

CIRCLE ITEMS ON WHICH YOU WISH MORE INFORMATION. MAIL TO AMERICAN BUILDER, 79 W. MONROE ST., CHICAGO 3, ILL.

- | | | |
|------------------------------------|------------------------------------|---------------------------|
| 1. Prefabricated fireplace | 21. Wood folding doors | 32. Reversible doors |
| 2. Blades for cutting masonry | 22. Ranch windows with ventilators | 33. Blueprint rack |
| 3. Circular saw blades | 23. Heavy-duty concrete saw | 34. Aluminum storm sash |
| 4. Sectional garage doors | 24. Air-cooled air conditioner | CATALOGS |
| 5. Paving breaker for masonry work | 25. Noiseless air conditioner | 35. Submergible pumps |
| 6. Folding stairway | 26. New-type measuring instrument | 36. Bathtub hangers |
| 7. One-man concrete finisher | 27. Solid-core flush doors | 37. Steel door frames |
| 8. Scoop loader | 28. "Carpet flooring" | 38. Built-in-wall awens |
| 9. Filler for concrete forming | 29. Folding door | 39. Oak flooring |
| 10. Truss-type level | 30. Automatic oil heater | 40. Hardwood strip floors |
| 11. Packaged chimney | 31. Colonial hardware | 41. Sliding glass doors |

SERVICE ON THIS COUPON EXPIRES IN 90 DAYS—ACT NOW! (MAR. 1955)

NAME

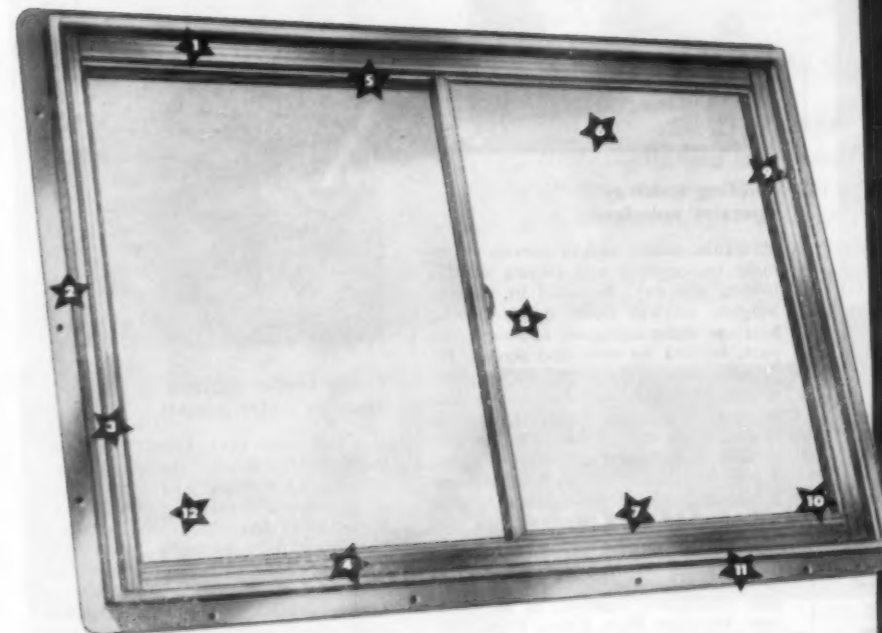
FIRM TITLE

STREET

CITY ZONE STATE

Please print name

Strikingly New!
SLIDE-TITE
Aluminum Horizontal
PRIME WINDOWS



A Dozen Different Extra Value Features

Winter Seal—leading extruders-manufacturers of aluminum products for the home—now introduce an outstanding new horizontal sliding prime window—SLIDE-TITE. As the name implies—it operates smoothly, easily, quietly—yet is sturdy, snug-fitting and weatherproof.

This horizontal window is a must for modern living—and Winter Seal SLIDE-TITE is a must for top quality at low price. Check the advanced features at the right and then check with your jobber. If he doesn't yet handle SLIDE-TITE, write Winter Seal at the address below—TODAY.

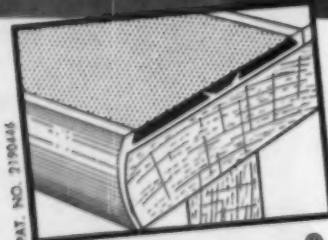


EXTRUDERS—MANUFACTURERS
—Aluminum combination storms and screens for all window types—Conventional and Round Top Combination Doors—Separate Screen and Storm Panels—Primo Slide-Tite Sliding Windows—Jalousie Windows and Doors.

WINTER SEAL CORPORATION • MEYERS ROAD • DETROIT 27, MICH.
WINTER SEAL OF CANADA, TORONTO 15

NOTE: Winter Seal products are designed for KD shipment and easy local assembly. Write for information on how this saves time for Jobbers, Dealers and Builders. Franchise distributorships available.

Specify this **EXTRA**
Margin of Safety
and Durability
for Modern Stairs



TUFF-TRED

SAFETY STAIR NOSING

In all types of buildings . . . wherever there are stairs . . . you can eliminate slipping hazards, protect and preserve architectural beauty with TUFF-TRED Safety Stair Nosings. Made of polished extruded aluminum. Anti-slip, with semi-resilient filler containing better than 60% abrasive grains. May be used with any resilient floor covering 1/8" thick, or over. Standard length 12 feet; colors—tile red, brown, gray and black. Investigate TUFF-TRED and you'll understand why this stair nosing is used so extensively . . . for the extra margin of safety and durability so important today. A few choice distributorships and dealerships are available. Write, wire or 'phone . . .

GOODLOE E. MOORE

INCORPORATED

DANVILLE, ILLINOIS

In Canada: W. D. ELMSTIE, Ltd.
4837 St. Lawrence Blvd., Montreal, Canada

**AMERICAN
BUILDER**

Your Guide to **NEW PRODUCTS** Information



**Folding stairway
operates noiselessly**

Hydraulic safety checks prevent slamming on opening and closing of this folding stairway. Actuated by counter weights, stairway closes tightly. Roller bearings make operation effortless. All parts secured by bolts and screws. Insulated door panel keeps out summer heat from room below, prevents loss of heat to attic in winter. Comes in two standard sizes: 8 foot 0 inches and 9 foot 9 inches. For ceiling heights 7 foot 0 inches to 8 foot 9 inches, use 8 foot 9 inch size. For ceiling heights 8 foot 9 inch to 9 foot 9 inches, use 9 foot 9 inch. Figure from finished floor to finished ceiling. Frame made to fit 26x54-inch opening in ceiling; also 30x54-inch (special) at no extra cost. Precision Parts Corp., Dept. AB, 400 N. 1st St., Nashville, Tenn.

Circle No. 6 on coupon, page 182



**New concrete finisher is
one-man portable**

This concrete finisher is fitted with retractable, balanced wheels for portability about the job and in the warehouse. The wheels are engineered so that only one man can move the finisher from place to place. In addition,

a "positive action" clutch which engages power smoothly without bucking or grabbing has been added. The finisher is available in a choice of electric or gasoline power and in three ring sizes, 29-, 36-, and 48-inches in diameter. A free-floating drive base has been designed to give more accurate pitch adjustments for both floating and finishing trowels. The Champion Manufacturing Co., Dept. AB, 2028 Washington Ave., St. Louis, Mo.

Circle No. 7 on coupon, page 182



**Scoop loader handles
loads to 5,000 pounds**

New one cubic yard "Load Plus" scoop loader with torque converter, rear-axle power steering and front wheel drive handles loads to 5,000 pounds. Turns in 14 foot radius, hoists bucket from ground to dumping clearance in 9 seconds, travels at speeds to 18.7 mph forward and 28.2 mph in reverse. Torque converter drive eliminates shock loads and automatically adjusts power to load requirement. All loading functions are hydraulically actuated. Also available with 4-wheel drive, Jaeger Machine Co., Dept. AB, 550 Dublin Ave., Columbus 16, Ohio.

Circle No. 8 on coupon, page 182



**All magnesium filler
for use in concrete forming**

This all magnesium filler for use in concrete forming comes in four, six and eight inch sizes. These fillers are extruded pieces that have been slotted and punched to match both standard Symons magnesium and steel frame panels. The new fillers have slots every six inches, permitting their use on step footings on a six-inch module. Symons Clamp and Mfg. Co., Dept. AB, 4249 Diversey Ave., Chicago, Ill.

Circle No. 9 on coupon, page 182

**WATERLESS COOLING
with
GAS OR OIL HEATING**

YEAR 'ROUND air conditioning will soon be a *must* for successful selling. Satisfy that need, even in smallest homes, with compact, low-cost WILLIAMSON Yeararound Air Conditioning. For basementless homes, simply install ASSEMBLED Counter-Flow Furnace plus exclusive Waterless Counter-Flow AIRrefrigeration. Use only 2 FEET SQUARE of floor space for heating and cooling. Install cooling coil enclosure and conduit line now . . . complete the system anytime. For basement homes, install ASSEMBLED Lo-Boy or Hi-Boy with Duct Type AIRrefrigeration. Let WILLIAMSON Yeararound Air Conditioning boost the selling power of your homes!

ASSEMBLED WARM AIR FURNACES

- Units occupying less than 2 feet square
- Hi-Boy, Lo-Boy, Counter-Flow and Horizontal Units
- Pre-wired and pre-assembled . . . 10-minute installation
- 20 gas models, 12 oil models . . . 60,000 to 145,000 BTU
- Famous Williamson symbol on all units for extra merchandising value



WILLIAMSON
YEAROUND AIR CONDITIONING

• LESS COST • LESS SPACE

**WATERLESS COOLING
featuring Exclusive Counter-Flow AIRrefrigeration**

- No additional floor space required
- Eliminates the use of water, water tower and pump
- Costly water and sewer connections avoided
- Easily installed . . . 90% factory pre-wired
- Condensing unit outdoors . . . saves space, eliminates indoor compressor sound
- Operating costs equal to other systems
- Versatile console waterless cooling units also available
- Choose from complete line of 2, 3 and 5 ton waterless models
- Water-cooled units, and duct, pipe and fittings for any system also available

WILLIAMSON Yeararound Air Conditioning assures you *more profit* with less cost, less space and less labor. Write for full details TODAY!

THE **WILLIAMSON**
HEATER COMPANY

3595 MADISON ROAD CINCINNATI 9, OHIO

Save Time · Save Money
Hang Doors 3 Times Faster
with McKINNEY
NON-MORTISE HINGES

Here's a practical and proved non-mortise hinge you can depend on to make door hanging easier, faster and more economical—and give complete satisfaction.

8 BIG QUALITY FEATURES



1. Heavy $\frac{1}{2}$ " shoulder . . . means extra supporting strength.
2. E-Z-Out Pin . . . it comes out with a flick of the screw driver . . . at the top—for easy application.
3. Non-rising pin . . . pin stays in place . . . where you want it when door is hung.
4. Heavy gauge . . . not lightweight . . . made to carry a door 1 $\frac{1}{2}$ " thick.
5. Staggered screw holes . . . regular drilling . . . won't split wood doors.
6. No special tools required . . . screw driver does the whole job.
7. No mortising . . . hang doors quicker . . . 3 times faster. And if door must later be removed—neither door nor jamb is permanently marred.
8. Self aligning . . . easy to use . . . no measuring or cutting.

Available in the popular $\frac{3}{4}$ inch size . . . in your choice of three finishes —dull brass plated, bright nickel plated and bonderized prime coated.

Order now from your Building Supply Dealer or Hardware Dealer—or write for folder giving detailed information.

McKINNEY
 MANUFACTURING COMPANY
 1715 Liverpool St., Pittsburgh 33, Pa.

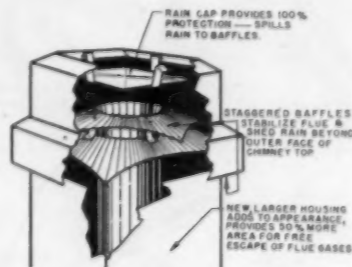
AMERICAN BUILDER
NEW PRODUCTS



This truss-type level is easy to read

This truss-type level made of extruded I-beam magnesium features easy-to-read, replaceable window glasses set in rubber mountings. All edges are milled perfectly parallel. Window glasses are 100 per cent waterproof and dustproof. Can be easily replaced in field without tools. Identified as #113 Featherlite Magnesium Level by the Manufacturer. The 24-inch size costs \$6.70. The Stanley Works, Dept. AB, Attn. E. C. Benfield, New Britain, Conn.

Circle No. 10 on coupon, page 182



Here's a packaged chimney with rainproof cap

The new cap of the Thulman chimney provides 100 per cent protection from the rain, according to its manufacturer. It is one-inch larger in both horizontal dimensions. Its baffles are so arranged they prevent water-and-soot stains down the outside of the chimney. These baffles also act as stabilizers for the top of the flue. Unit is available for either one or two flues. The Majestic Co., Inc., Dept. AB, Huntington, Ind.

Circle No. 11 on coupon, page 182

LS-68 $\frac{3}{4}$ -yard shovel crane has hydraulic controls, wide lower frame, single-flange track rollers, numerous special attachments. Sold by franchised distributors. Link-Belt Speeder Corp., Dept. AB, Attn. Jake Haveman, Cedar Rapids, Iowa.

Circle No. 12 on coupon, page 182

SELLS HOMES FOR YOU!

FRANTZ No. 10 Overhead GARAGE DOOR



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.

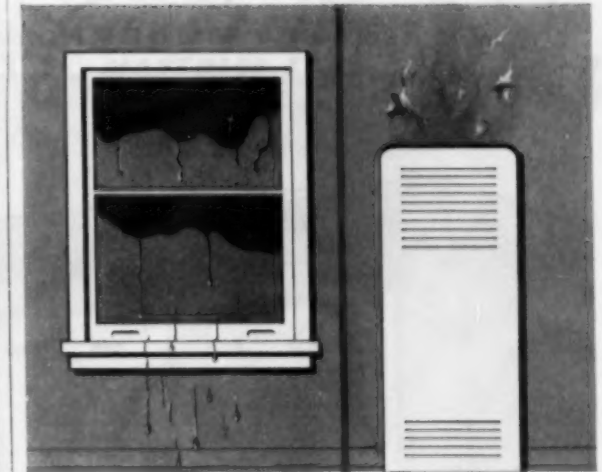
The Frantz No. 10 is quickly installed and easily adjusted for perfect balance. It helps sell a home for you because it has everything you could want in a one-piece door, plus "Powermatic" Action that assures home-owner satisfaction. Needs only 2" headroom, and is as beautiful in looks as in operation. 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

FRANTZ
 GARAGE DOORS AND HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILL.
 MARCH 1955

what home buyers don't know CAN hurt them...and you!



Blistered walls . . . unhealthy, stale-smelling room air . . . condensation damage to walls and furnishings . . . rusted out appliances and vent pipes . . . these are just some of the results when gas appliances are not properly vented. They hurt the home owner and his dissatisfaction hurts you.

Because your client depends on your specifications to protect him, why be content with an inferior vent that can jeopardize his confidence in you and your homes? Why?—when such venting failures can easily be prevented by a correctly designed gas vent.

Be sure of correct gas venting in your homes . . . specify METALBESTOS

- the modern double-wall, insulated vent
- keeps inner pipe hot, provides a strong draft for quick, complete removal of vent gases.
- outer pipe stays cool, prevents dangerous overheating of adjacent construction.
- easily installed — no cementing, no heavy bracing — saves time and labor.
- durable all-metal construction, can't break or crack, highly corrosion resistant.

Insist on dependable gas venting . . . specify METALBESTOS

. . . it costs less to be sure with the best.

Listed by Underwriters' Laboratories, Inc. as a Type B vent for use with approved gas appliances.



METALBESTOS DIVISION
 WILLIAM WALLACE COMPANY · BIRMINGHAM, CALIF.

Stocked by principal jobbers in major cities. Factory warehouses in Atlanta, Dallas, Philadelphia, Des Moines, Chicago, New Orleans.

Simplicity...

the keynote of **MODERN** design



MORRISON

Roly-Door

steel sectional garage doors

TODAY'S HOME BUYERS are looking for the kind of clean, functional simplicity you find in Morrison Roly-Doors.

SMART LOOKING, blending smoothly with all types of architecture, they bring the garage into proper perspective with the rest of the house.

BONDERIZED ALL-STEEL CONSTRUCTION provides durable, lasting beauty in a modern, weatherproof garage door that

won't rot, warp, sag or absorb moisture.

SMOOTH, SAFE, SILENT, EFFORTLESS OPERATION is a sales-clincher for every prospect who raises and lowers a Roly-Door.

LOW INSTALLED COST, you can install Roly-Doors on your homes for the same price as ordinary garage doors.

OVER 100 STANDARD SIZES, there's a Roly-Door for every size and type home.

WRITE
for complete
details

See why
better builders
everywhere are
using Morrison
Roly-Doors.

Roly-Door Division, Morrison Steel Products, Inc.
644 Amherst Street, Buffalo 7, New York
Send us complete information on Roly-Doors and
the name of the nearest Roly-Door Distributor.

Name..... Title.....
Firm Name.....
Street Address.....
City..... Zone..... State.....

In Canada, Roly-Door Distributors, Ltd., 1330 Bloor Street, W., Toronto 4

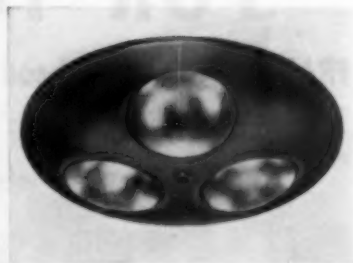
Also manufacturers of MOR-SUN WARM AIR FURNACES and MORRISON SERVICE BODIES

Your Roly-Door Distributor also has a complete line of Roly-Doors for all
commercial and industrial applications. Ask about them today.



**AMERICAN
BUILDER**

NEW PRODUCTS



Ceiling heater is installed between joists

Easy to install, this ceiling heater is a recessed fixture installed between ceiling joists. It is prewired to a built-in pull box, and does not require a special circuit. Available in 1-lamp and 3-lamp units with either chrome or painted finish. The unit is quiet, has no fan or motor to service. It directs infra-red heat rays from ceiling to floor at the flick of a switch; no waiting for elements to heat up, or hot air to circulate. Pryne & Co., Dept. AB, 142 N. Towne Ave., Pomona, Calif.

Circle No. 13 on coupon, page 182



Belt on woodworking sander travels 1,350 sq. ft. per min.

This sander for all-around woodworking has 3-inch wide belt that travels 1,350 square feet per minute. Ideal size for doors, sills, large panels, tables and cabinet work. Belt can be adjusted for tension and alignment with handy knob. Features silent roller chain drive. Sealed, self-lubricating ball and bronze bearings cannot be affected by sawdust. Polished aluminum housing—10¼ pounds. Belt size 3-inch by 24-inch. Comes with tube lubricant, three assorted abrasive belts and 10-foot cord. Mall Tool Co., Dept. AB, 7740 So. Chicago Ave., Chicago 19, Ill.

Circle No. 14 on coupon, page 182

Aluminum storm and screen window is first such unit in which four sections each ride in continuous separate track. Listed at \$30 per 26x26 glass size. Jamaica Sash & Door Co., Dept. AB, Attn. Eugene J. Peiper, New Hyde Park, L. I., N. Y.

Circle No. 15 on coupon, page 182

EVEREADY BRIKSAW



**CUT ANY MASONRY
MATERIAL FAST...
...AT LOWEST COST!**



Cutting WET (Dustless) or DRY, Eveready Brik-Saw is the fastest, most efficient Masonry Saw on the market. The simplicity of BrikSaw's design plus the EXCLUSIVE labor-saving features, make BrikSaw the most profitable to operate masonry saw for any job.

EXCLUSIVE FEATURES



"Adjusta-Height" lets cutting head change elevation for materials of varying thickness... adjusts in 4 seconds.

Swing the cutting head to any desired position with this "Toe-Matic" foot treadle. Fast shift from one type of masonry material to another.

One piece cutting head for immediate, easy portability. Off saw frame in 21 seconds flat!

Automatic pressure control for the blade. Adjusts cutting pressure to hardness or softness of material.

EVEREADY XTRA-CUT ABRASIVE BLADES

Consistent, uniform quality—the blades you buy next month will give the same peak cutting performance as the blades you buy today. Available in both WET and DRY cutting specifications, to fit every Masonry and Hand Power Saw

YOUR
EVEREADY DEALER CARRIES
THE MOST COMPLETE LINE
OF MASONRY AND CONCRETE
CUTTING EQUIPMENT

EVEREADY TUFFIE REINFORCED BLADES

For Masonry Saws and Hand Power Saws. Virtually unbreakable... recommended for difficult edge cuts... grooving... grinding cuts. Internally reinforced with NYLON "SAFETY-WEB". You can drop it, bend it, twist it.

EVEREADY POWR-DRIVE CONCRETE SAW



Takes the "Push-Pull out of Concrete Sawing—drives FORWARD AT CONTROLLED SPEED! "POWR-DRIVE" increases cutting footage with less operator effort—cuts at the lowest possible cost per lineal foot, whether used on small patching or trenching jobs or on continuous, full-scale joint cutting of highways, streets, airport runways.

INCREASE YOUR JOB PROFITS

Increase job profits... lower cutting costs with a PORTABLE Eveready BrikSaw on the job. Cut any shape, any size... all types of Masonry, Stone, and Refractory materials in SECONDS... Always a better, faster job with EVEREADY BRIKSAW.



FREE BOOK

FREE BOOK on Masonry cutting... requested by more than 18,000... will be sent without obligation... or ask your dealer.

EVEREADY RED-I-CUT DIAMOND BLADES



NEW Continuous Rim For Masonry Saws cut two to three times faster than standard abrasive blades when used to cut hard, dense, vitreous materials such as Glazed Tile, Glass Block, Fire Brick, Marble, etc.

EVEREADY DEALERS...
in Most Principal Cities in the United States and Canada

Write for the Name of Your Nearest Dealer.

EVEREADY BRIKSAW CO. • 1505 S. MICHIGAN BLVD.
CHICAGO 5, ILL.



16 DESIGNS FOR Window and Floor Displays

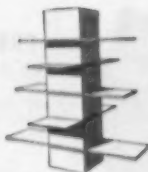
—adaptable to any
retail business



**Announcing a new plan,
whereby the building materials dealer builds
for himself both good will and new business**



Shadow Box
with shelves



Stacks O' Shelves



Pyramid Shelves



Tilt Board

From cut-out display letters to a range of display designs—any retail establishment can now have smart, modern display fixtures for little more than the cost of the materials. No special tools or skill are required to build these displays.

These patterns were created by Easi-Bild®, the originator of Do-It-Yourself Patterns. The primary material used is Homasote Board—Standard or Type RD— $\frac{1}{8}$ " and $\frac{3}{16}$ " thick—available in Big Sheets up to 8' x 14'. Homasote is strong, durable, flexible and economical. It works easier than wood, takes any paint, stain or laminate glue can hold.

The user simply traces the pattern onto the Homasote and cuts out with a simple saw or jig saw. Each pattern contains full-size templates, step-by-step directions, complete materials list, complete assembly and finishing instructions.

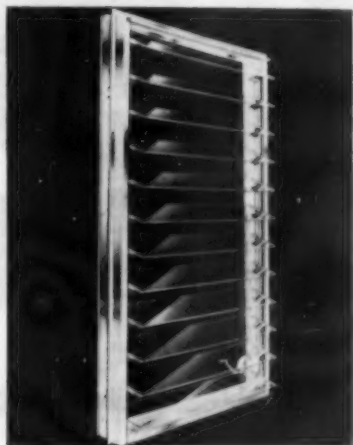
The Homasote Stores Display Book contains 16 designs which can be used in dozens of combinations. As a Homasote dealer, you sell this book—at a profit—for \$7.50—or the individual patterns at \$1.00 each. Obviously, you then sell the complete materials list... If you don't yet know the details of this new, year-round merchandising plan, please write or wire us immediately. Kindly address your inquiry to Department C-10.

HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

AMERICAN
BUILDER

NEW PRODUCTS



Jalousie window is fully weatherstripped

Weatherstripping this jalousie window was accomplished by floating stainless steel weather cushion at jambs, Koroseal at head and sills. Plus features include sloping sill. Sure-Lock lower clip, heavy extruded frame $3\frac{1}{8}$ inch depth, $4\frac{1}{2}$ inch louvers and heavy duty premium operator. Specially designed meeting rail eliminated mullions in multiple units. Ware Laboratories, Inc., Dept. AB, P.O. Box 37, Riverside Station, Miami, Fla.

Circle No. 16 on coupon, page 182



Laundry tub features two compartments

This flat rim laundry tub with two compartments is 40x22-inches overall. Made of "Perma-Gloss" in "Whiter-White," the unit will not crack or craze under sudden changes in water temperature. It's acid-resistant and easily cleaned with a whisk of a damp cloth. Smooth, continuous surface and rounded corners eliminate joints, cracks or crevices that collect dirt. Its trade-name is B-590 Laundray. Richmond Radiator Co., Dept. AB, P.O. Box 111, Metuchen, N. J.

Circle No. 17 on coupon, page 182

Attract
More Prospects . . .

Sell
Homes Faster . . .

Reduce Sales
Expense . . .

Speed Capital
Turn-over . . .

Can you afford anything less than

BORG-WARNER'S

Hydraline

**CENTRAL SYSTEM HEATING
AND COOLING WITH FORCED WATER**

Individual Room Control
... perfect temperature
balance

Concealed Piping . . .
in-wall units measure only
14" x 17 1/4" x 4 3/4"

Flush to wall . . .
out of the way

Builders tell us:

"We can't afford to buy on 'price' alone . . . sure, price is important, but . . . our home building prospects are shopping for higher quality features . . . now the most important of which is year 'round air conditioning with a central system.

"The heating contractor should be reminded that anything that adds real merchandising value to our homes, which makes our homes more desirable, easier to sell at a better price, and which gives us real advertising value locally, are the real issues.

"After all, what prospect is concerned about a reasonable difference in price to get such features when they are amortized over a twenty or thirty year period?

"Think of the edge it gives us over competition to offer a Hydraline year 'round air conditioning equipped home—the gentleness and uniformity of forced hot-water heating in winter; cooling and dehumidification in summer; individual room control—perfect temperature balance in any type of structure; forced air filtering in every room; the option of installing heating or cooling, or both, or adding either at a later date; no valuable 'living' space lost to bulky duct-work . . . Backed by Borg-Warner—Famous For Quality Products."

To get ahead, and to stay ahead, today's builder must look ahead. Hydraline is not sold on "price" alone . . . but then, we believe builders would rather tell prospects of the quality in their homes, rather than defend a substitute . . .

In Air Conditioning—Just the Best!

WRITE OR WIRE FOR COMPLETE INFORMATION



Hydraline PRODUCTS DIVISION
TRADE MARK

BORG-WARNER CORPORATION

18538 MACK AVENUE, DETROIT 36, MICHIGAN





Here's a label that brand-conscious Americans know!

Home buyers are becoming more brand-name conscious every year, and 1955 is going to see more and more people insisting on quality materials. The L·O·F Window Glass label represents just that—top quality and top preference. To keep alive this preference for quality L·O·F products, the

famous L·O·F shield will be printed more than 234,000,000 times in 1955 advertising. Take advantage of this acceptance by using the window glass that bears this famous label. Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.



LIBBEY · OWENS · FORD

A Great Name in Glass

AMERICAN
BUILDER

NEW PRODUCTS



A "Companion Unit" for warm air furnace

This summer air conditioner is designed as a "Companion Unit" for an Armstrong winter air conditioning furnace or any good warm air furnace. It is made in two sizes, of two and three ton capacities. Where larger capacities are needed, these two sizes can be combined to deliver four, five and six tons of refrigeration. An automatic change-over damper automatically directs the flow of air through the cooling unit when it is in action, and through the furnace when that unit is operating. Armstrong Furnace Co., Dept. AB, 851 W. 3rd Ave., Columbus, Ohio.

Circle No. 18 on coupon, page 182



Flooring for on-grade installations

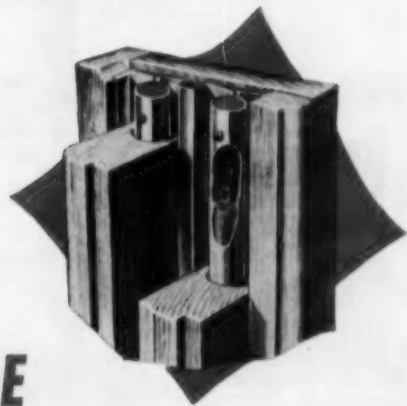
Tile flooring for on-grade installations over radiant heat is available. Named Ranchtile, the product is fabricated of linoleum with a special wear layer and backing to give moisture and alkali resistance. It can be laid directly on-grade without running the risk of curling or buckling. Tests show it to have a high resistance to soiling, abrasions and indentations. Available in nine bright colors which go all the way through to backing, eliminating color wear-off. Congoleum-Nairn Inc., Dept. AB, 195 Belgrove Drive, Kearny, N. J.

Circle No. 19 on coupon, page 182

MARCH 1955

QUIET SASH BALANCE SAVES TIME AND MONEY

It's Easier
To Install!



SILENT GLIDE

The Only Sash Balance On The Market That Properly Balances Windows and Stops Window Operation Noise

This is the sash balance that builders prefer because it's easier to install and quiet in operation. You have a feature to sell when the windows of your houses are equipped with Triple Seal Metal Weatherstripping and Silent Glide Sash Balances. The sash is easily movable and there is a perfect seal against wind, dust and dirt.

Savings In Installation

Just two steps are required to install Silent Glide Sash Balances with Triple Seal Metal Weatherstripping. (See illustration at right.) You save time and money on the job!

Perfect Seal

Triple Seal Metal Weatherstripping seals both sash at four points. It's designed to keep the firm contact that seals out cold, wind and dirt.

No Material Loss

Everything for one window comes in one package. It's easier to handle in the mill or on the job. More time savings. Also available in bulk for mill assembly of window units.



FREE — Hand Model

If you are really interested in using and want to know more about the finest combination window unit on the market, write for a free hand model of Silent Glide.

There's a Greater Demand For Air Conditioning

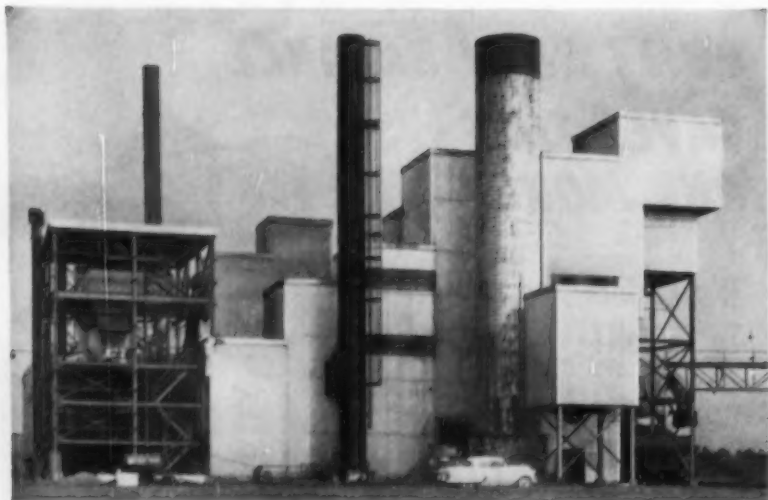
Be sure your windows are equipped with Triple Seal metal weatherstripping to get the most efficient air conditioning possible.

For information, see your dealer, sash and door jobber or write direct.



HETTINGER'S
Triple Seal
PATENT NO. 2,472,580

The Weatherproof Products Corporation, Box 8498, Kansas City 14, Mo.



MR. MERLE C. KELCE, of the Sunlight Coal Company, St. Louis, Mo. says they specified Kaiser Aluminum corrugated industrial sheet for their Lynnville, Indiana plant (above) because, in his words:

"Aluminum sheet gave us best value"

"ALUMINUM SHEET was an obvious choice for our Lynnville plant," says Mr. Kelce, "because it was lower in cost than any other building material offering so many advantages.

"The corrosion resistance of Kaiser Aluminum sheet was a big plus, because the plant is subjected to corrosive fumes and gases. And of course, aluminum sheet is so strong and durable it will last many years without maintenance of any kind."

Not only does Kaiser Aluminum Industrial Roofing and Siding give extra

value at low cost, it provides immediate savings. Its light weight means reduced transportation, handling and erection. In addition, it often requires a lighter, less-expensive under-structure.

For A.I.A. File and complete information contact any Kaiser Aluminum sales office listed in your telephone directory. Or write Kaiser Aluminum & Chemical Sales, Inc. General Sales Office, Palmolive Bldg., Chicago 11, Ill.; Executive Office, Kaiser Building, Oakland 12, Calif.

Kaiser Aluminum

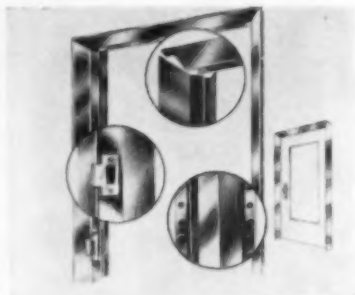
Industrial Roofing and Siding

Get all these advantages with Kaiser Aluminum Corrugated Sheet

- Light Weight**—Reduces transportation costs. So easy to handle that construction is faster, lower in cost. Often permits the use of lighter, less expensive framing.
- Strong**—The increased depth ($\frac{7}{8}$ "") of the corrugations of Kaiser Aluminum Roofing provides greater load carrying capacities over the longer spans required in modern industrial construction.
- Corrosion Resistance**—High resistance to most industrial fumes. Can't streak with red rust stains. Maintains its attractive appearance indefinitely.
- Low Maintenance**—Never needs painting. Resists heavy winds and hail.
- Cooler, Brighter Interiors**—By reflecting hot sun rays, aluminum keeps interiors as much as 15° cooler. Aluminum's high reflectivity insures extra interior heat.
- Low Cost**—Provides a combination of advantages not available in other materials at any price.

AMERICAN
BUILDER

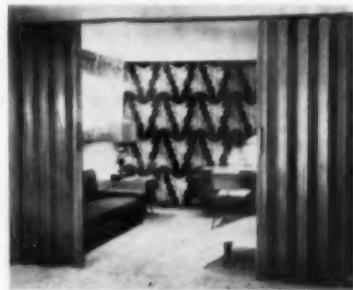
NEW PRODUCTS



Steel interior door jamb features adjustable installation

Three-piece jamb nails on standard rough openings used for wood jambs. No planing or fitting of door is necessary, as jamb is adjustable during installation. Miter joints on adjustable head and side pieces assure snug, accurate fit. Strike plate assembly adjusts to fit any door, eliminating rattles. Plaster lock holes bond plaster to jamb, guard against cracks. Priced at \$9.34 f.o.b. factory; available from building supply dealers. Trimco Metal Products Co., Dept. AB, Attn. D. Williams, 6304 Olive St. Rd., St. Louis 5, Mo.

Circle No. 20 on coupon, page 182



Wood folding doors have varied applications

Wood folding doors are a stock product which can be used as room partitions, space dividers, closet fronts and built-in custom cabinets. Individual laminated panels, $\frac{3}{8}$ -inch thick and $3\frac{3}{8}$ -inch wide, joined by a continuous spring hinging, stack to six inches for the average interior door opening. Track with concealing wood mould, all attaching hardware and latch are standard equipment. Doors are pre-fitted to install quickly and easily in any prepared opening. Available in pine, oak, mahogany or birch veneer. Furnished painted, clear varnished or unfinished. Available in stock sizes or custom-built to specifications. Rols-green Co., Dept. AB, Pella, Ia.

Circle No. 21 on coupon, page 182

Vornado[®]

SENSATIONAL 2 h. p. AIR COOLED PACKAGE UNIT FOR RESIDENTIAL INSTALLATION, TO RETAIL FOR LESS THAN \$500⁰⁰ WITH STRONG PROFIT MARGINS



"it's a
Builder's Dream"

The sensational new Vornado 2 H. P. package unit with twin 1 H. P. systems can be easily and economically installed in old or new construction. Can be installed in the attic, breezeway, utility room, or crawl space. Can be tied into present duct work or with portable prefabricated duct work.

- Completely air cooled!
- Twin system—thermostatically controlled.
- Easy installation.
- Adaptable to furnace duct work.
- Prefabricated duct work available.
- No plumbing or cooling tower.
- Complies with latest F. H. A. and V. A. requirements.

If *I can make a better-than-average margin and sell this for less than \$500.00 for either old or new construction, please send me complete details by air mail—without obligation, of course.*

THE O. A. SUTTON CORPORATION

WICHITA 1, KANSAS - P. O. BOX 1845A

Please send me complete details on Vornado's new 2 H. P. Package Unit, Model B200A

Name _____
Position _____
Company _____
Type Business _____
Street Address _____
City _____ State _____

A Product of **The O. A. SUTTON CORPORATION - Wichita, Kansas**

Specialists in manufacturing comfort cooling appliances



FIR PANEL DOORS

for 1955

Style for today—in beauty that lasts

Fir panel doors with their beautiful proportions, dramatic shadow accents and picture frame moldings are a perfect medium in the contemporary demand for color and texture. They're equally graceful in settings of traditional conservatism and the frank warmth of modern architecture.

Doors made like fine furniture

Fir panel doors *have to be* carefully made—because there is no hidden construction. Every beautifully fitted joint, every framing member is exposed to view. Every stage of construction—much of it by hand—must be flawless. Dowels and glue, frame and panels are permanently welded together by presses, make a strong, rigid unit that won't come apart, won't warp or "fall down."

Dependability—and cost—that make friends

The tradition of skilled craftsmen using only select, straight-grain, old growth Douglas fir heartwood to make fir panel doors has built a reputation for dependability . . . a reputation that carries over to the builder who uses them. Only the most critically inspected doors carry the **FID** hallmark—your guarantee that the door meets rigid industry and U.S. Commercial Standards. Cost? Still dollars less than most good quality doors on the market.

Wide selection for any house door needs

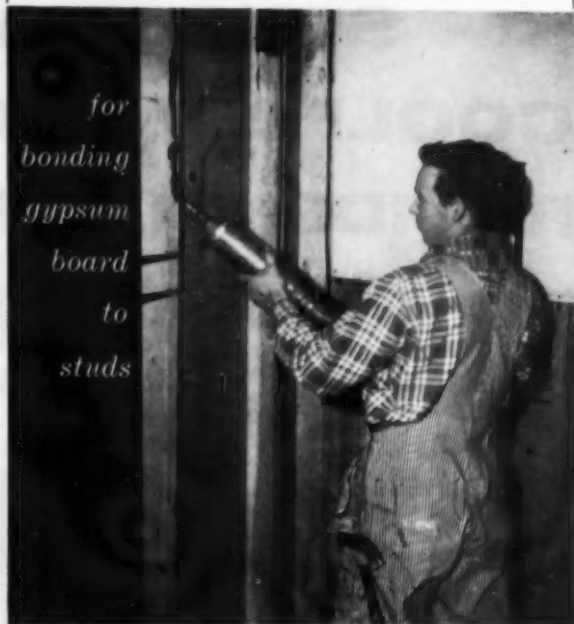
The fir door catalog lists 68 interior, entrance, garage and specialty doors. To build your reputation for quality—specify **FID** hallmarked fir panel doors, inside, outside.

FREE DOOR DECORATOR GUIDE

45 combinations show how to make exciting decorator pieces with fir panel doors and House & Garden's 1955 colors.

SEE YOUR DEALER OR WRITE FIR DOOR INSTITUTE, TACOMA 3, WASH.

Sensational new Dry Wall Adhesive



BUILDER ANDY PACE, South Bend, Indiana, uses Miracle Dry Wall Adhesive and Miracle method to speed dry wall installation, substantially reduces his costs!

Eliminates nail popping!

Uses 50% less nails!

Lessens racking!

You speed dry wall installation, save substantially in time and costs. Spakling and refinishing are minimized, with so many less nail holes to fill! Racking, strain, and vibration are greatly reduced. Miracle Dry Wall Adhesive, formulated and developed specifically for installation of gypsum board to studs, does a better-than-ever dry wall job in every way!

Here's how: Before erecting gypsum board, Miracle Dry Wall Adhesive is applied to each stud full length, using a 2½ quart caulking gun with ¾" nozzle. Gypsum board is put up and nailed 18" o.c., with one nail only on center of intermediate studs.

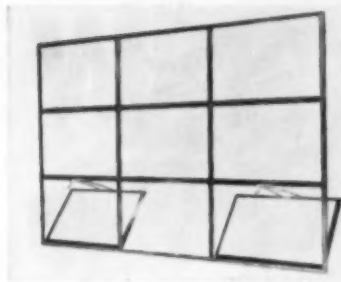


FREE: Colorful, illustrated brochure describes dry wall method, details time and cost saving. Write for your free copy without obligation today.



MIRACLE ADHESIVES CORP.

214 E. 53rd Street, New York 22, N. Y.



Ranch windows have awning-type ventilators for air circulation

Steel-frame ranch windows available in complete range of types and sizes are designed to use standard sizes of Thermopane, Twindow or standard glass. Units are opened and closed with roto operators, can be screened from inside. List prices range from \$4 to \$76, sold through building supply dealers and distributors. The Steelcraft Mfg. Co., Dept. AB, Attn. Nat L. Lehman, 9017 Blue Ash Road, Rossmoyne, Ohio.

Circle No. 22 on coupon, page 182

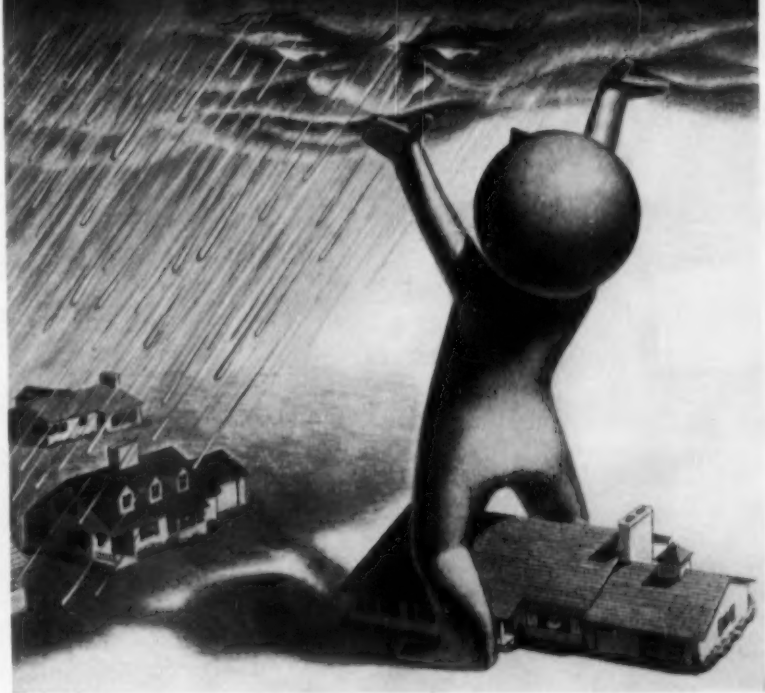


Heavy-duty concrete saw achieves speed to 12 feet a minute

"Powr-Drive" is a concrete saw designed for heavy duty use. It is equipped with a 25 HP 4-cylinder, air cooled gasoline engine that drives the saw under full load at speeds up to 12 feet a minute. Two abrasive coated wheels act as a smooth, positive friction drive to both rear wheels of the saw, eliminating slippage, jerking, and bumping or twisting of the blade. Movement is smooth and constant. Unit is engaged or disengaged by easy-to-reach foot pedals. Cutting speed is quickly set by turning the control lever on the variable speed transmission. Eveready BrikSaw Co., 1509 So. Michigan Blvd., Dept. 201-AB, Chicago 5, Ill.

Circle No. 23 on coupon, page 182

**BEST WAY TO BEAT
THE WATER MENACE**



**...masonry water repellents
made with G-E DRI-FILM® silicones**

No wonder masonry water repellents containing silicones have become the standard in the industry!* They offer *lasting* protection against the Water Menace because they're *erosion resistant*! They provide "defense in depth"—penetrate masonry pores deeply to keep water out—yet permit masonry to "breathe"!

Masonry water repellents made with General Electric DRI-FILM silicones prolong the life and preserve the beauty of structures, old and new. Easily applied, they retard spalling and cracking, control efflorescence and keep surfaces cleaner.

Ask your water repellent supplier about a treatment based on G-E DRI-FILM silicones! For the names of suppliers using DRI-FILM in their products, just write to General Electric Company, Section 55-2A, Waterford, New York. (IN CANADA, write to Canadian General Electric Company, Ltd., Toronto.)

*Sales by suppliers have jumped almost one million dollars each year since 1950!

Point and Chemical Manufacturers!

DRI-FILM silicones offer you a profitable opportunity to add a superior masonry water repellent to your product line. Ask us about DRI-FILM 103, a new G-E silicone with important manufacturing advantages!

G-E silicones fit in your future

GENERAL  ELECTRIC

**Hal Anderson,
Dallas builder of
quality homes...**



uses Wright Vinyl Tile in every unit

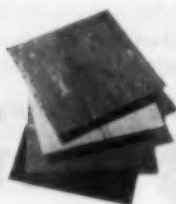
The firm of Hal Anderson & Associates, Dallas, designs and builds ultramodern homes in the \$100,000 to \$200,000 price range, exclusively. Each Anderson built home has Wright Vinyl Tile in its kitchen.

Says Mr. Anderson: "When you build homes at over \$100,000 as we do, you can't afford to compromise on design, materials or workmanship. These must be of such high quality as to positively and quickly command the selling price."

Wright Vinyl Tile answers Mr. Anderson's requirements for a floor that is at once luxurious and practical.

Because it is beautiful, tough, waterproof, easy to maintain, and extremely durable—Wright Vinyl Tile is well adapted for use in all public and residential buildings. Please send for samples and literature and for the name of your nearest distributor. Wright Manufacturing Co., 5203 Post Oak Road, Houston, Texas.

WRIGHTEX
WRIGHTFLOOR
WRIGHT VINYL TILE
ECONOTILE

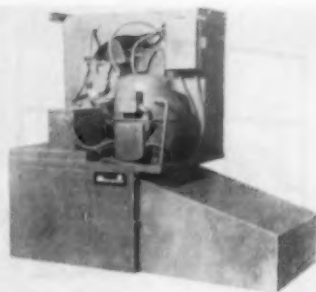


WRIGHT RUBBER TILE

The 100-Year Floor!

**AMERICAN
BUILDER**

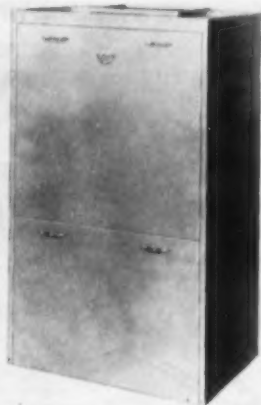
NEW PRODUCTS



Air-cooled air conditioner designed for small homes

This small-home air conditioner needs no plumbing, no water. The unit goes in the attic above any one-floor plan with central hall; eliminating all duct-work. Hall ceiling is dropped to act as dispersal chamber. Can be used with any type of heating and does both cooling and dehumidifying. Carries 5-year guarantee. Marvair, Dept. AB, Muncie Gear Works, Inc., Muncie, Ind.

Circle No. 24 on coupon, page 182



"Floating chassis" eliminates "knocking" in this conditioner

By isolating the refrigeration unit and blower from cabinet of this air conditioner by means of resilient rubber mounts, the noisy vibration usually caused by metal-to-metal mounting is eliminated. This is a unique feature of this line of air conditioners designed as companion units for the Utility forced air furnaces. Installation may be made either at the time of original construction or added to existing heating systems where ducts are suitable. Other features are over-sized condensers that operate with city water or cooling towers; hermetically-sealed compressors, and complete flexibility of control connections for all types of heating-cooling installations. Utility Appliance Corp., Dept. AB, 4851 So. Alameda St., Los Angeles 58, Calif.

Circle No. 25 on coupon, page 182

Who stands behind your doors?

IF they're Mengel Doors, your worries are over. Every Mengel Door is built to meet or exceed the most rigid specifications — is *guaranteed* in accordance with the Warranty of the National Woodwork Manufacturers Association — is backed by Mengel's long years of experience and "know-how" in the manufacture of doors. *Mengel is the world's largest manufacturer of hardwood products* — including Mengel Permanized Furniture and Mengel Kitchen Cabinets.

These fine, *guaranteed* doors are available in three different types, for *every* kind of job — "Palace or Project". Each is an outstanding value, and is competitively priced. Write for complete information — AIA File No. 19-E-1.



Door Department
THE MENGEL COMPANY
Louisville 1, Kentucky



I do not throw ze bull today
I only come here for to say...

TRACY'S **PIC·A·DOR** *SELLS HOUSES!*

Tracy
KITCHENS

FOR COMPLETE INFORMATION
MAIL THIS COUPON TODAY

Dept. (AB-3)
Tracy Kitchens Division, Edgewater Steel Corp.
P.O. Box 1137, Pittsburgh 30, Pa.

*I would like to have more information on Pic-A-Dor
and the other big things coming from Tracy.*

NAME _____

ADDRESS _____

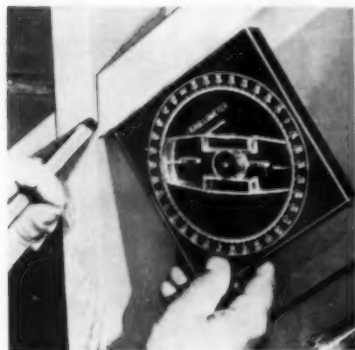
CITY _____ STATE _____

How the ladies go for Pic-A-Dor in a new home! Tracy's sensational Pic-A-Dor brings choice-of-the-rainbow colors and endless decorating possibilities to steel cabinets. Yes, the cabinets themselves are heavy-gauge steel—but the doors can be *any* material, *any* color to put tremendous new sales appeal into every house you build. Glass and perforated or solid hardboard doors are available from Tracy. Your supply house can provide any other material—Formica, Marlite, plywood, leatherette, plastics—just name it.

Put Pic-A-Dor in the kitchen . . . in utility rooms, game rooms, laundries, bars. Use Pic-A-Dor as smart, ultra-modern room dividers. Make the most of it! Pic-A-Dor sells houses!

Come on along with the BIG things coming from Tracy!

Foremost Producers of Stainless Steel Sinks and Quality Steel Kitchens



Low-cost instrument figures the angles in degrees

Designed to take the place of a level, protractor, square or transit is the Krollometer, a 6-inch-square instrument shown here. A movable dial containing two spirit levels shows the angles in degrees on one side, while tables on reverse side translate the degrees to inches per foot drop, carpenter square measurements, and percentages of grade. Any angle can be set and work done directly from the Krollometer without additional figuring. This instrument can also be used in surveying rough ground, sloping banks, ditches and grading. Price is \$8.95. Krollometer Mfg. Co., Dept. AB, P.O. Box 284, McMinnville, Ore.

Circle No. 26 on coupon, page 182



Solid-core flush doors come in stock sizes to 4x8 feet

Mengel stabilized solid-core flush doors can be had in standard stock sizes 4x8 feet, in thicknesses of 1 3/8-inch and 1 3/4-inch. Standard light openings, louvers or special openings are furnished as desired. Face veneers are assembled with the grain running vertically, at right angles to the grain of the cross-banding. Both faces are smoothly belt-sanded. The Mengel Co., Dept. AB, Louisville 1, Ky.

Circle No. 27 on coupon, page 182

More houses UP. More owners IN. in record time!



By switching from conventional to prefabricated construction, home builders who formerly limited themselves to selling a few houses a year today are putting them up by the score.

More houses up means more profits for you. You can determine accurately what your costs will be and, at the same time, offer the buyer "more house for the money".

Prefabrication offers you cost control, faster starts, shorter on-site erection time, quicker completions. Give yourself these competitive advantages . . . give the buyer advantages of fine architecture, the last word in living comfort and more investment security. You can do it with prefabrication.

Write for a list of home prefabricators and learn the advantages of a dealership.

Subscribe now to "PF", the official monthly journal of PHMI. Keeps you fully informed of new opportunities in this fast growing field. \$3 a year.



PREFABRICATED HOME MANUFACTURERS' INSTITUTE



925-20th Street, N.W.,
Washington 6, D. C.

3 places a home buyer feels the difference with Regulaire*

Around the feet

Playing "footsie" with cold, drafty floors isn't a smart home buyer's idea of comfort. Floors can't get cold in a home equipped with Perfection's Regulaire.



Around his head

Regulaire automatically insures continuous warm air circulation that provides uniform temperatures from floor to ceiling—no hot heads or cold feet.

In his pocketbook

Regulaire gives comfort at lower thermostat settings. Ends overheating and "cold 70's." Home-owners save fuel and money.



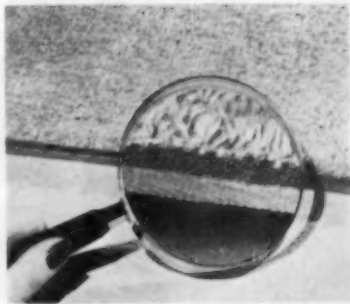
For you, too, Regulaire offers extra benefits in selling. It's a sales clincher with prospects who are looking for real comfort because Regulaire—exclusive with Perfection—is the one big difference in furnaces today. Ask your heating contractor about Perfection with Regulaire. Or write Perfection Stove Company, 7602-C Platt Ave., Cleveland 4, Ohio.

*PAT. PENDING

Perfection YOUR HOMES DESERVE
AUTOMATIC HEATING
AIR CONDITIONING

AMERICAN
BUILDER

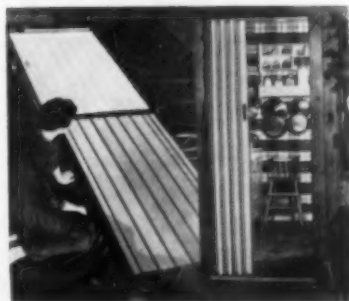
NEW PRODUCTS



"Carpet flooring" can be made an integral part of house

Conventional carpeting integrated to latex form underlay combined with 1/4-inch fiber flooring is the formula used to produce the "carpet flooring" pictured. Manufactured in 4-foot wide sheets, it becomes an integral part of the house when nailed to subfloor or cemented to slab. Banks will accept it as part of home when so installed. Sold direct to builders at a net cost of \$5.12 a square foot or less. Luxor Products Co., 369 S. Maple St., Akron 2, Ohio.

Circle No. 28 on coupon, page 182



Magicfold door has do-it-yourself feature

This low-cost folding door features a special vinyl cover that is heat sealed horizontally every 4 1/2 inches to form elongated pockets. Pre-cut 1/8-inch thick hardboard slats slide snugly into these pockets making a solid core folding door. Known as "Magicfold," is available KD from the manufacturer at \$17.95 for a size of 2-feet by 6-feet 8-in. Fully assembled, same door sells for \$19.95. Carried by lumber dealers, home furnishers, building supply dealers. Closures, Inc., Dept. AB, Attn. Sol M. Collins, 533 E. Forest Ave., Detroit, Mich.

Circle No. 29 on coupon, page 182

DOES THIS COMMON PROBLEM COST YOU MONEY ... DELAY YOUR JOB SCHEDULE?



NEW CONSTRUCTION. How many times have you been forced to break job schedules, pay idle workmen or lose their services while waiting for a rough slab floor to be torn out and repoured or a new layer laid down or attempt costly repair work?



VANDALISM OR ACCIDENTS. Perhaps your trowelers did a perfect job—and tomorrow's schedule is all planned but that evening the tarp or straw "roughs up" slab or the neighborhood kids decide to play "Grauman's Chinese Theatre" by leaving their cute little footprints or expressing art in your job.



REMODELING JOBS. You discover that the floor slopes or that rough, unprofessional patch jobs underfoot must first be corrected before you can do your job—and your bid covers the entire job.

All new professional tool quickly solves problem of smoothing rough concrete completely portable for job-to-job use fits all-purpose 16" American Floor-King anyone can operate, apprentice or boss

PRACTICAL SOLUTION . . .

This professional Concrete Grinding Attachment really works! 6 fast-cutting carborundum stones quickly eat through rough uneven concrete, old or new, or brick surfaces. Exclusive Thermoid Disc absorbs shock, making it easy as disc sanding . . . results in a smooth even job. Efficient for big jobs (we know, we make heavyweight terrazzo grinding machines, too)—yet handy for small work.

All-New Floor-King with adjustable-detachable handle and 10 other profit features makes every job easier.



Self-attaching tool; twist machine handle clockwise to remove.

Write now for FREE demonstration on your job at your convenience . . . no obligation. Performance will amaze you! Attachment pays for itself on first job! Literature on request. The American Floor Surfacing Machine Co., 511 So. St. Clair St., Toledo 3, Ohio.

THE **A** **AMERICAN**
FLOOR SURFACING MACHINE CO.
ESTABLISHED 1903

PERFORMANCE PROVED MACHINES

NATION-WIDE SALES AND SERVICE

KOHLER Electric Plants

for on-the-job power that
saves time and expense



MODEL 1.5M29, 1500 watts, 115 volt AC. Manual starting. Weight 130 pounds. Also 115 volt DC weighing 101 pounds.

**Kohler Co., Kohler, Wisconsin
Established 1873**



A portable Kohler Electric Plant provides low-cost electricity anywhere, any time—eliminates cost, bother and delays of temporary power line hook-ups. Operates saws, drills, planers, grinders, plumbers' pipe threaders and cutters, other power tools. Engineered throughout by Kohler. Two-wheel, rubber-tired hand truck available. Kohler sole supply models range in size from 500 watts to 35 KW. Write for folder C-4.

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PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS
AIR-COOLED ENGINES • PRECISION CONTROLS

Avoid Tool Damage And Loss With KARYALL COMPARTMENTS



KEEP YOUR TOOLS AND MATERIALS ORGANIZED — SAVE TIME AND INCREASE YOUR PROFITS

- KARYALL COMPARTMENTS convert any 1/2, 3/4 or 1 ton pick-up truck into a handy mobile workshop.
- KARYALL COMPARTMENTS give you more strength for less money. They are built in 78", 88", 96" and 108" sizes to fit full length of truck bed. Shipped complete with mounting brackets for easy installation.
- Immediate delivery from our stock.

Call Atlantic 1-8470
or write for prices today

Name

Company

Address

City State

KARYALL BODY, INC.

8321 Clinton Road Cleveland 9, Ohio
Department A

READYBUILT Fireplaces

★
No Home Complete Without a Fireplace!



★
Shipped Complete, Ready to be Installed!

★
Adds beauty, cheer and comfort to any home, old or new.

The modern fireplace that fulfills all modern day requirements—used with gas or electricity.

Large variety of attractive models in brick, stone, wood, etc., available.

Furnished complete—ready to be installed by a handy man—shipped anywhere.

DEALERS, BUILDERS and HOMEOWNERS write for catalog and full information. Dept. AB

The READYBUILT PRODUCTS COMPANY
1705-23 McHenry Street Baltimore 23, Md.

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BUILDER

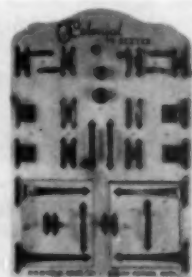
NEW PRODUCTS



Automatic oil heater for low-cost housing

This Even-Temp In-A-Wall furnace, Model WF-100A, is a complete, self-contained circulating warm air heating plant with an output of 52,000 Btu. Approved for zero clearance. This model is especially adaptable for installation within a wall partition or mantel. It may be set directly on a wood or concrete slab floor and connected to a separate chimney, or combined within the fireplace flue. Heat delivery is from front and back. Extension boots are available when registers must be projected beyond normal wall thickness. Unit is approved by FHA, VA, as well as private financing. Northwest Metal Products, Inc., Dept. AB, Attn. J. F. Parker, President, 55 Spokane St., Seattle 4, Wash.

Circle No. 30 on coupon, page 182



Colonial design hardware

Cabinet hardware of authentic colonial design is available at low cost in antique black, antique iron, and antique bronze. The complete line includes matching knobs, latches, pulls, strap hinges, and both flush and 3/8-inch offset hinges. The hardware is suited for natural or painted surfaces in kitchens, den, recreation room, rumpus room, library, or cottage. Dexter Lock Co., Dept. AB, Grand Rapids, Mich.

Circle No. 31 on coupon, page 182

AMERICAN BUILDER

Biggest House-selling Combination . . . COAST TO COAST

"Pioneer" by American Kitchens



Plus American Kitchens — New Exclusive

Color Styling Service

BY BEATRICE WEST

The kitchen trend that is sweeping the nation will sell your homes faster! It's "Pioneer" by American Kitchens combining natural birch, antique copper, and a sturdy steel chassis that is easy and quick to install. And here's a new plus . . . the expert color consultation of Beatrice West . . . FREE to users of American Kitchens.

Complete color schemes and decorating hints are created to provide you with the answer to your changing color problems.

For full information on this great house selling service . . . the "Pioneer" line . . . and the ever popular white all steel line—send in coupon at lower right hand corner.



BEATRICE WEST of New York City, the nation's foremost home color consultant and interior designer, has color styled over 100,000 homes for 724 builders.

American Kitchens

Constructed of Steel for Lasting Appeal!
SELL YOUR HOMES FASTER



American Kitchens Division, Dept. AB553
AVCO Manufacturing Corporation
Connersville, Ind.

I'd like to have "no obligation" quotation on my next kitchen.

Would like literature and complete information.

Name _____
(Please Print)

Address _____

City _____ Zone _____ State _____

AMERICAN KITCHENS DIVISION CONNERSVILLE, IND.

YOUR LUCKY DAY

--the Day You Specify

DRYWALL TRIM

Edge Guard • Corner Guard

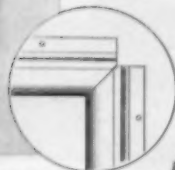


Drywall trim is the answer—hundreds of builders will tell you that. They know from the *Net Profit* angle. Actually saves time and money.



No. 101 Edge Guard

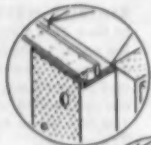
Spring action grips board. No spackle required. Galvanized steel for $\frac{3}{8}$ " - $\frac{1}{2}$ " - $\frac{5}{8}$ " board. Lengths 7' - 12'. U. S. Pat. No. 2,663,390. Can. Pat. No. 506,022.



$\frac{3}{8}$ " and $\frac{1}{2}$ " factory mitered at no extra cost. $\frac{5}{8}$ " square cut.

No. 220 Corner Guard

—for External Wallboard Corners designed to give extra protection against hard bumps. Means correctly finished corner. Knurled for good spackle adhesion. Nails securely through wallboard to stud. Means a better job at low cost. Size 1" x 1" — 8' - 6'8" lengths.



No. 106

No. 106 and 108 Edge Guard

Easily installed at door jambs or windows. Is butted at corner, nailed through board or partition ends into stud. Knurled for good spackle adhesion. Provides a neat, protective finished edge. Paint adheres readily. For $\frac{3}{8}$ " - $\frac{1}{2}$ " - $\frac{5}{8}$ " board. 7' - 12' lengths.



No. 108

DRYWALL TRIM, INC.

2408 N. Farwell Ave. • Milwaukee 11, Wisconsin

Write for complete information

AMERICAN BUILDER

NEW PRODUCTS



Doors on these cabinets swing left or right

Single door wall cabinets designed and built so they are completely reversible and may be hung with hinges and door swing on whichever side necessary is an innovation of the Birch-Lure line of the I-XL Furniture Co. This unique feature means that one cabinet will serve for both right and lefthand openings, reducing wall cabinet inventory up to 50 per cent. I-XL Furniture Co., Dept. AB, Goshen, Ind.

Circle No. 32 on coupon, page 182

Blueprint rack holds 12 to 18 sets of drawings, eliminates lifting and folding of prints, need for hole punching. Rack sells for \$89.50 direct from maker. Momar Industries, Dept. AB, Attn. M. L. Weiss, 4323 W. 32nd St., Chicago 23, Ill.

Circle No. 33 on coupon, page 182



Aluminum storm sash cuts heat loss

Specially designed interlocking meeting rail and closure strips cut heat loss to the absolute minimum with this 'Orange' "Triple-Slide" aluminum storm window. Its panels ride on stainless steel—no sticking, no jamming, no binding. Panels can be cleaned or changed from inside the house, and are self-storing. Storm enclosures for picture windows, horizontal sliding windows, casement windows and a combination storm and screen are also available from this manufacturer. The Eagle-Picher Co., Dept. AB, American Bldg., Cincinnati 1, Ohio.

Circle No. 34 on coupon, page 182



Why Oliver offers two tractors for the same kind of work

Pictured above is the Oliver Super 55 wheel tractor. Below, the "OC-3" crawler. Both do the same kind of work. Both have mounted equipment that includes: front-end loaders, bulldozers, angling-blade and hydraulic 3-point hitch that takes scrapers, booms, forks, scoops, post diggers and many other tools.

Together these two tractors can produce far more than a single larger crawler or wheel tractor. Put a loader on one, bulldozer on the other and you have a team for any job. A 3-point hitch on each tractor makes equipment twice as useful, half as

expensive—buy one tool, use it on either machine. This interchange even includes an all-hydraulic $\frac{3}{8}$ -yd. backhoe.

These tractors are compact and easy to handle. They get around fast, work in small quarters, take little fuel and can be used in *two* places at one time! And when half this team is a crawler, your work continues year

around, in all weather.

If your work does not permit two tractors, then pick the one that fits best, saves the most. The "OC-3" is gasoline powered, the Super 55 offers gas or diesel power. If you want to see these tractors and drive them yourself, or learn about the many mounted tools they use, call or see your Oliver Industrial Distributor.

THE OLIVER CORPORATION
400 W. Madison Street, Chicago 6, Illinois



A complete line of industrial
wheel and crawler tractors



THE FEATURE THAT SELLS THE KITCHEN



Stiglitz **INFRA-AIRE BUILT-IN RANGE**

MORE BUILDER FEATURES **MORE** Merchandising Value

only
Stiglitz
INFRA-AIRE

offers you an Insert and a Stack-On Oven built to fit standard wood or steel cabinets now on the market.

offers you an insert oven so perfectly insulated it requires just $\frac{1}{8}$ " clearance for installation in wood or masonry.

offers you a self-contained control cooking top requiring only 3" depth — allows full use of top drawer space. These units contribute to high appraisal values.

offers you a front-control cooking top that takes just minutes to install. Newly developed installation "ears", an exclusive Stiglitz feature, cut costly installation time.

offers you such a wide color range: white or gray porcelain enamel, stainless steel, antique copper, brushed chrome AND a wide variety of colored enamels to match ceramic installations.

Stiglitz Infra-Aire Built-In Electric ranges are priced competitively with other built-ins on the market, but we invite you to COMPARE QUALITY. We know you'll find better construction and more features in the Stiglitz Infra-Aire than in any other make.

THE *Stiglitz* **INFRA-AIRE**
Built-In ELECTRIC RANGE

THE STIGLITZ CORPORATION, DEPT. A, 2007 PORTLAND AVE., LOUISVILLE, KY.

Please send free literature, specifications and prices on Infra-Aire Electric Ranges.

Name _____ Street _____

City and Zone _____ State _____

Certain Territories Still Open for Live Distributors • Phone Now

CATALOGS

SUBMERGIBLE PUMPS AND WATER SYSTEMS—A new series of F&W submergible pumps are illustrated and described in recent publications issued by manufacturer. Specification tables and charts supplement pictorial presentation of units. Ask for Bulletin S-51 and Catalog No. 211. Flint & Walling Mfg. Co., Inc., Dept. AB, Kendallville, Ind.

Circle No. 35 on coupon, page 182

BATHTUB HANGERS—A handy pamphlet is available showing outstanding features and universal applications of the Lucke leakproof bathtub hangers. A copy can be had by writing William B. Lucke, Inc., Dept. AB, Post Office Box 177, Wilmette, Ill.

Circle No. 36 on coupon, page 182

STEEL DOOR FRAMES and matching room trim are but two of the array of building products manufactured by Kewanee that are featured in their Bulletin B-454. Photographs and line drawings are supplemented with descriptive copy, specifications and charts. Kewanee Manufacturing Co., Dept. AB, Kewanee, Ill.

Circle No. 37 on coupon, page 182

BUILT-IN-WALL OVENS—A four page color brochure contains installation details of new Martha Washington line. Complete specifications described for gas and electric built-in ovens, broilers and surface units. Martha Washington Distributing Co., Dept. AB, 163 Avenue A, Bayonne, N. J.

Circle No. 38 on coupon, page 182

OAK FLOORING—A four page Del-Fair Oak Floors pamphlet presents in summary, key data on oak flooring in standard strip, Oakblok and Plank. Installation data, types of wood, sizes, grades, finish and milling characteristics are covered. To obtain copy write D. L. Fair Lumber Co., Dept. AB, Louisville, Miss.

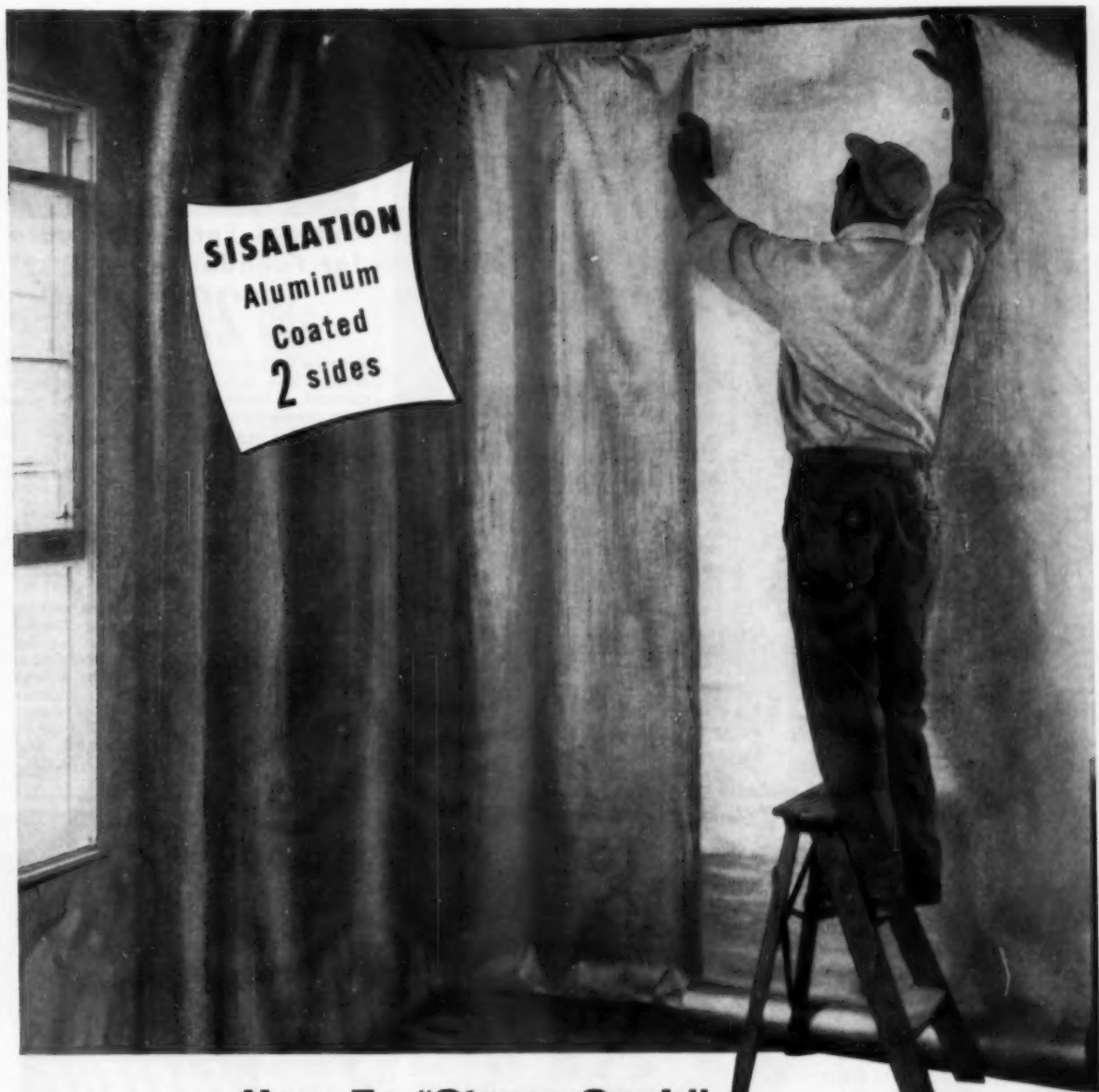
Circle No. 39 on coupon, page 182

HARDWOOD STRIP FLOORS over concrete slabs—A four page how-to-do-it folder gives step by step method of installing hardwood floors over concrete slabs through use of screeds affixed to the slab in mastic. Titled "How to install hardwood strip floors over concrete slabs," pamphlet is available from the National Oak Flooring Manufacturers' Association, Dept. AB, 814 Sterick Bldg., Memphis 3, Tenn.

Circle No. 40 on coupon, page 182

SLIDING GLASS DOORS—The new Gardena series of low-cost weather-stripped steel frames for sliding glass doorwalls is subject of a four page, two-color catalog. Graphic presentation of section details clearly delineates simplified method of installation into a rough opening. Fast reading charts present the three basic types, available frame dimensions for each, and actual glass sizes required. Steel-bilt, Inc., Dept. AB, 18001 S. Figueroa, Gardena, Calif.

Circle No. 41 on coupon, page 182



**How To "Storm-Sash"
the walls of a 5-Room House for *30.**

Here's a big sales feature . . . for little added cost. Sisalation, a positive vapor barrier, prevents paint peeling, wood rotting, plaster cracking. Insulation value equal to about 1" of bulk insulation. Keeps your houses cooler in summer . . . warmer in winter. Reenforced for fast application without tearing. In rolls, 36 and 48 inches wide. Send coupon for sample.

Copper Armored Sisalkraft — For concealed flashing at 1/5th cost of heavy gauge copper.

Sisalkraft — Rugged, waterproof building paper for slab waterproofing...curing concrete.

Send Coupon for Samples . . .

SISALATION
POSITIVE VAPOR BARRIER . . . REFLECTIVE INSULATION

AMERICAN SISALKRAFT CORPORATION
Attleboro, Mass. • Chicago 6 • New York 17 • San Francisco 5

AMERICAN SISALKRAFT CORPORATION
Dept. AB-3, Attleboro, Massachusetts

Please send samples and more facts on Sisalation — Copper Armored Sisalkraft — Sisalkraft —

Name.....
Company.....
Address.....
City..... Zone..... State.....

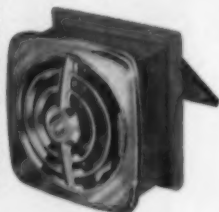
Broan

LEADS with
Motordor
EXHAUST FANS



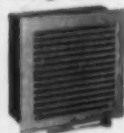
Motordor Automatic Fans in
12", 10" and 8" sizes

No other Exhaust Fan has all of the BROAN Motordor features. No. 11C Fan (10") with "FANTOMGRIL" and No. 840C (8") with Venturi-Design grille are illustrated. Fan motor and Outer Door motor both are controlled by a single switch for automatic operation.



Why BROAN Exhaust Fans are preferred

Every modern advance in home ventilation is represented in today's complete line of BROAN Ventilating Fans. In addition to the fully automatic MOTORDOR Fans, the BROAN line includes 8", 9", and 10" Chain Control Wall Fans, and 8" and 10" Ceiling Fans — adapted to every possible installation requirement in kitchens, bathrooms, nurseries, recreation and utility rooms, regardless of size.



Broan Chain Control Fan with "FANTOM-GRIL"—No. 6C



Broan 9" Ceiling Fan No. 872



Broan Electric Heater No. TU-15, Thermostat Control.

"FANTOM-GRIL" is exclusive

"FANTOM-GRIL", the only grille that conceals fan interior from view, makes possible the greater volume and efficiency of airflow.

Distinguished by modern design, top-ranking quality, and an outstanding quarter-century record of satisfactory service in hundreds of thousands of homes, BROAN equipment . . . including fan-type electric heaters . . . is recognized as the leading preference of Architects, Electrical Contractors, Builders and Homeowners.

Write today for FREE 1955 Catalog

BROAN MFG. CO., INC.

1681 NORTH WATER STREET
MILWAUKEE 2, WISCONSIN

AMERICAN
BUILDER

NEW PRODUCTS



Low-cost custom-type steel base and wall kitchen cabinets

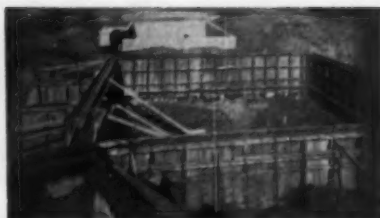
Custom-type features are incorporated in low-cost kitchen cabinet line. Wall cabinets have cup hooks and plate grooves. Base cabinets have Formica tops, insulated doors, chrome hardware. Price range for wall units is from \$14.95 to \$19.95; base cabinets with tops priced to \$54.95 through appliance dealers, etc. Marvel Metal Products Co., Dept. AB, Attn. Marvin Berz, 3843 W. 43rd St., Chicago 32, Ill.



Big new water heater for apartments and other buildings

This new Model 718 Burkay water heater is rated as one of the largest gas-fired commercial water heaters on the market. It has an input rating of 420,000 Btu per hour and will produce 403 gallons per hour at 100 degree temperature rise. It is approved by AGA for use with natural, mixed and manufactured gases. Over-all dimensions are 27 inches in diameter, 78 inches in height including the 10-inch diameter skirt-type draft hood. Sold through dealers and/or plumbers. A. O. Smith Corp., Permaglas Div., Dept. AB, Attn. D. D. Williams, Kankakee, Ill.

Renew your subscription today!



Symons Form Hardware for Foundation 24' x 32'

Cost **\$223⁵⁶**

Symons Forms can be erected and stripped faster, are safer, require a minimum amount of waling and bracing, and produce better looking walls.

FORM HARDWARE SUMMARY

Quantity	Item	Cost
512	Short Connecting Bolts	\$ 53.76
32	Long Connecting Bolts	3.52
344	Wedges	35.36
1200	Steel Strips	48.00
992	Stop Plates	39.68
8	Inside Corner Brackets	2.80
44	Waler Sets	13.44
4	7' Outside Corners	32.00
	Total	\$223.56

Take advantage of Symons Engineering and Sales Service. Send in the plans for your next job and get complete layout and cost sheet which will show the number of standard panels your job requires, as well as the number and size fillers and corner pieces needed, plus all form hardware necessary. Our Catalog F-9 will also be sent upon request. Symons Clamp & Mfg. Co., 4261 Diversey Avenue, Dept. C-5, Chicago 39, Illinois.

WOULD YOU INVEST \$31.40* TO SELL YOUR HOMES FASTER?



A Built-in RADIO



. . . is a mighty profitable investment—and the patented Flush Wall Radio is approved by Underwriters' for installation in walls

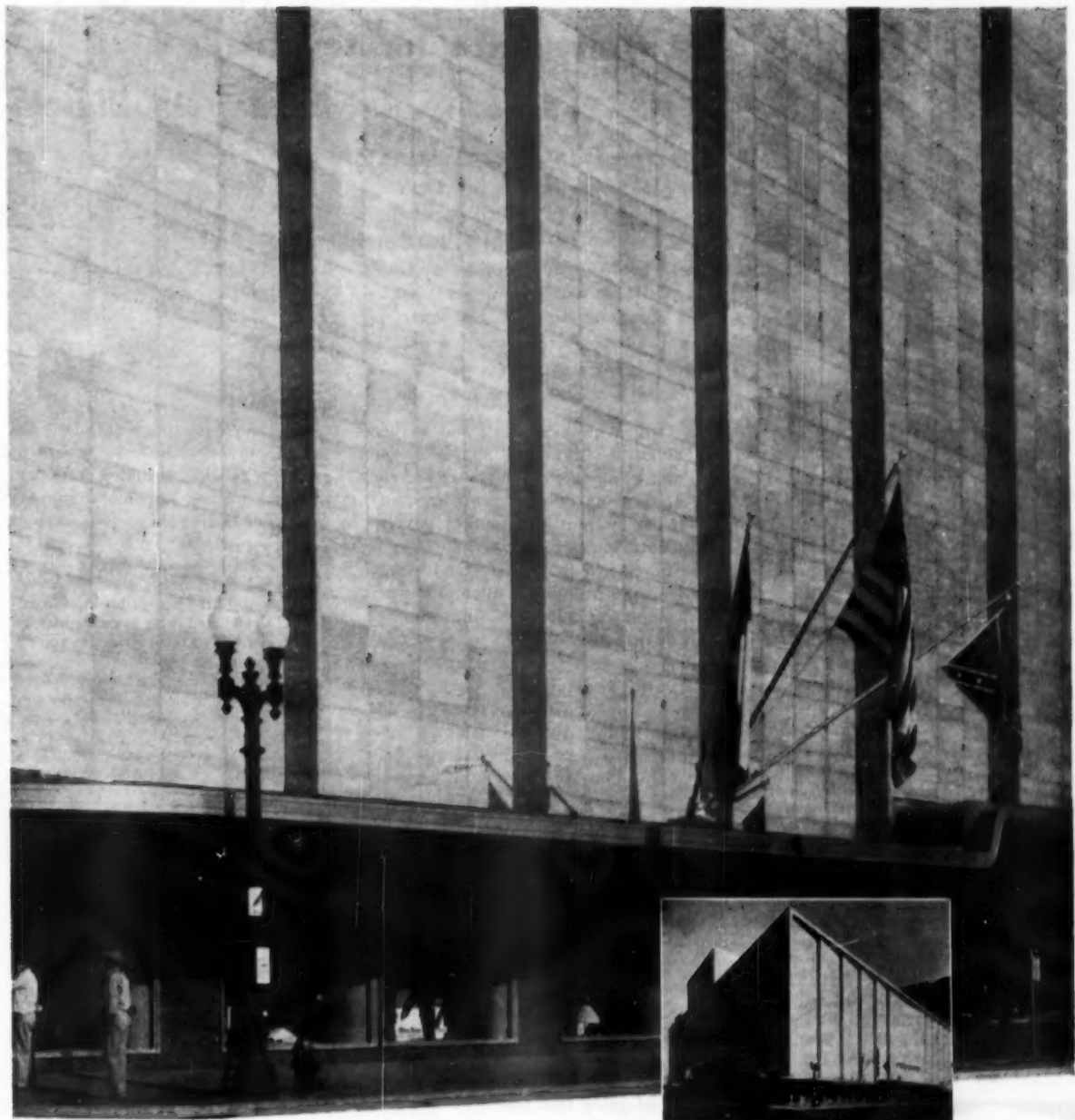
- 3 1/2" deep . . . fits standard 4" partition
- Installs as easily as an electric outlet

* Lower prices in quantities

Write today for specifications

FLUSH WALL RADIO CO.

1012 AB-6 Cleveland St., Clearwater, Fla.



Foley's Department Store, Houston, Texas
Kenneth Franzheim, architect

stone

JOINS TODAY'S BUILDING WITH GREAT BUILDING OF THE PAST

Start planning where you will — for beauty, for economy, for permanence, for utility — there is one adaptable material which honestly meets all requirements, and that is **STONE**. It performs admirably for today's requirements, even as it forms a cultural bridge with the past. Build better with **STONE**.

*For additional information about **STONE**, its variety, characteristics, availability or uses, write the Building **STONE** Institute.*

BUILDING STONE INSTITUTE, 40 EAST 56 STREET, INDIANAPOLIS, INDIANA





LOW COST STEWART

KNOCK DOWN FAN

FOR ATTICS OR WINDOWS

DEALERS:

Big seller for "do-it-yourself" market

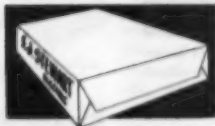
BUILDERS:

Attic fans at fraction of usual cost

DEALERS:

Here is one of the finest items for the ever-growing "do-it-yourself" market. This splendid profit-making package fan gives the home workshop enthusiast a window or attic fan of fine quality and professional appearance at a price that will induce multiple unit sales. Only precision parts are used. Composition blades are washable and will not warp, bend or rust. Stewart Fans are easy to stock, easy to display and most important, easy to sell.

SMOOTH, SILENT OPERATION AT ALL TIMES. NO VIBRATION. AVAILABLE IN 24" and 30" SIZES



Packed in a shallow flat package 3" x 18" x 38"

TAKES LITTLE SHELF ROOM

BUILDERS:

Add sales appeal to your houses with these low cost, easily assembled "Knock-Down" fan outfits. High quality fans designed for use as window or attic fans. Generous discount for volume builders.

Send for Bulletin WA 2153 for Further Details.

S. J. STEWART (ELECTRIC)

527 St. Joseph St., New Orleans 12, La.
Phone: RAYMOND 4308-4309

Loyalty oath for tenants

beaten in Illinois

By John F. McCarthy
Attorney at Law



Much has been said and written about loyalty oaths and non-communist affidavits. They have become a common requirement in many fields, both in and out of government. However, recently, the Illinois Supreme Court repulsed the Chicago Housing Authority's attempt to evict tenants of public housing who refused to sign such statements. (*Chicago Housing Authority vs Blackman*, 4 Ill. 2d 319.)

Section 25.01 of Chapter 67½ of the Illinois Revised Statutes (the Illinois Housing Authorities Act) required each tenant to sign an oath affirming, among other things, that he was not affiliated directly or indirectly with any communist organization or any foreign political organization which advocated the overthrow of constitutional government by force. The Housing Authority, by resolution, required each tenant to sign a further certificate that he was not a member of any of the groups on the list of subversive organizations compiled by the Attorney General of the United States. In adopting that resolution the Authority relied on a federal statute, known as the Gwinn Amendment to the Independent Offices Appropriation Act of 1953. That statute provided that no public housing unit constructed with the aid of federal funds should be occupied by any person who was a member of any organization designated as subversive by the Attorney General.

The Illinois Supreme Court held that Section 25.01 of the Illinois Housing Authorities Act was invalid because it made no distinction between innocent and knowing membership in communist organizations. It pointed out that tenants were ex-

cluded solely on the basis of membership in or affiliation with such groups regardless of their knowledge of the purposes of such organizations. The court said:

"The Statute does not require the tenant to swear merely that he 'knowingly' or 'to the best of his knowledge' is not affiliated with organizations of the prescribed character. Instead it requires him to know as a matter of certainty whether every organization to which he belongs in fact advocates the overthrow of constitutional government by force or other unlawful means. Unless he is sure that it does not he cannot conscientiously take the oath, and as a result he is excluded from the public housing accommodations."

The Illinois Supreme Court further held that the resolution of the Housing Authority requiring a certificate of non-membership in organizations designated as subversive by the Attorney General likewise was invalid. It took the position that the resolution was beyond the requirements of any Illinois statute or of the Gwinn Amendment to the Independent Offices Appropriation Act. The Court said:

"While the Housing Authority may voluntarily contract with an agency of the Federal government within the authority granted to by the State, and may take action reasonably calculated to secure the financial aid of the Federal government, such action must have some relation to the statutory purpose. The purpose of the Illinois Housing Authorities Act is to eradicate slums and provide housing for persons of low-income class. It is evident that the exclusion of otherwise qualified persons solely because of membership in organizations designated as subversive by the Attorney General has no tendency whatever to further such purpose."

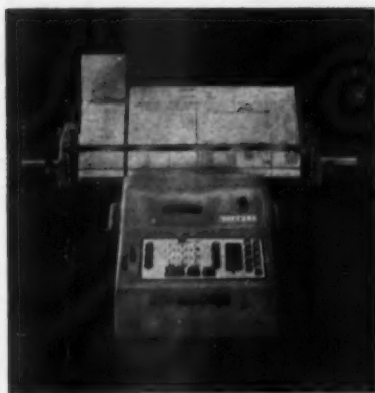
to builders and building suppliers:



The Olivetti Printing Calculator cuts overhead costs by making all figure-work quick, easy, and automatic. The printed tape record can be quickly verified for accurate entry; attached to invoices, pay-rolls, lumber tallies and other papers; filed; shown to suppliers and customers. Multiplication and division are completely and uniquely automatic. Costs less than, but does the work of, 2 separate machines: a calculator and a fast 10-key adding machine with direct subtraction.



these calculators can help cut your overhead



The Olivetti Automatic Carriage Printing Calculator provides mechanized bookkeeping. It automatically calculates, and prints desired figures on record-forms, automatically moving to the proper columns. It can perform 21 separate operations automatically, in desired sequence; the sequence can be quickly changed. Its platen splits to take a 3-inch tape; it then operates exactly like the Olivetti Printing Calculator (above).

olivetti

The Olivetti Printing Calculator, proved thoroughly dependable in 7 years of commercial use, has a lower cost maintenance contract than any comparable machine. More than 20,000 are on the job in the United States today. They are sold and serviced by 450 Olivetti dealers in every state of the Union, and by Olivetti branch offices; immediate delivery. No spare part is ever more than 24 hours away from any Olivetti dealer. Some of America's great corporations have specified "Olivetti". Why don't you investigate work-saving Olivetti machines? Send the coupon.



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

outdoor look

Here is a good example of fireplace design reduced in scale to fit harmoniously into the glass wall desired for the living room.

This has been accomplished by exposing a minimum of the fireplace front within the room and by placing the brick face back of the adjoining wood jamb of the door and fixed glass units. In this way the jambs serve two purposes; as a frame for the doors and windows, and as a frame for the brick front of the fireplace.

The indoor-outdoor look is achieved by reducing the fireplace structure above the smoke chamber to the width of the flue and the brick required to enclose it.

Reducing and positioning the chimney at an angle to the wall does three things. It allows easy cleaning of the exterior glass surface that continues in front of the chimney. It gives a pleasing slant to the chimney, viewed either from the inside or the outside. It also eliminates much of the bulk that is typical of the average chimney. With the inside face of the fireplace flush with the adjoining wall, the mass of masonry is confined to the exterior, but in such a way that it is kept in scale with the other features.

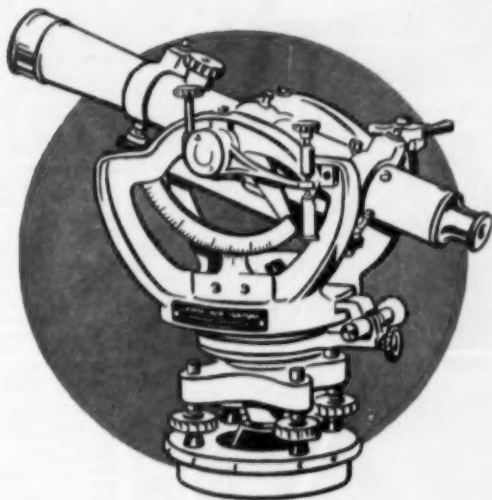


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Harold Bissner
Los Angeles

Detailed by
K. Roderick O'Neal, A.I.A.
Chicago, Ill.



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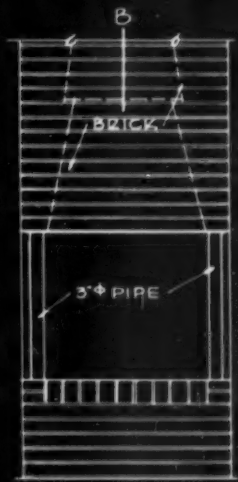
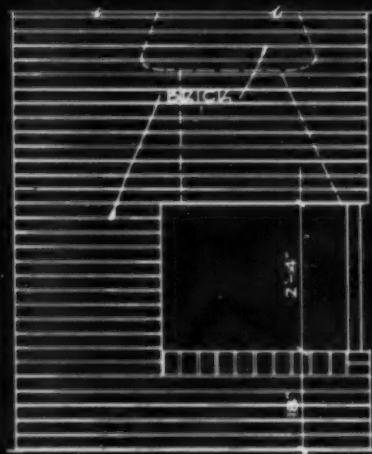
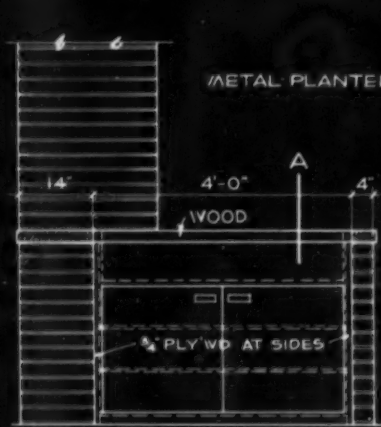
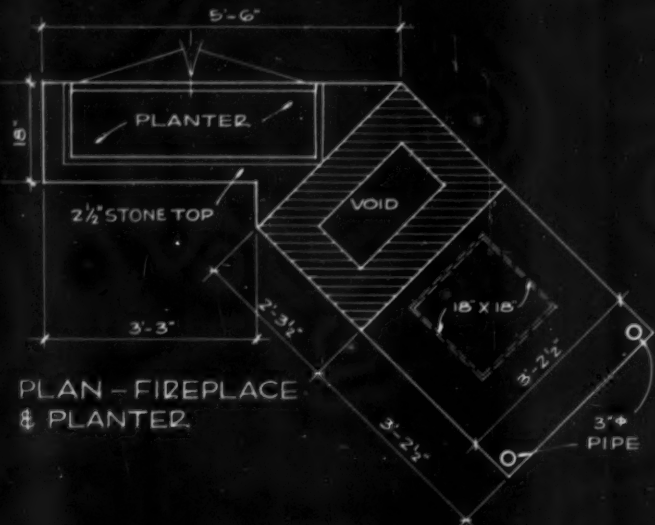
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NO. D-124 FIREPLACE . . .



a room divider

With the trend toward open planning, the fireplace now takes on a new position in room layout. This is at variance with its traditional position in the center of an exterior wall.

In its new position, as shown in the photograph on the opposite page, the fireplace is located at an angle and acts as a room divider, separating the living area from the hall and dining room. A low wall of masonry on the living room side continues this separation of the two main units. A metal planter box is inserted into the top side of this wall with the space below arranged with shelves for storage. Plywood doors on the dining room side provide access to this space.

The actual fireplace area is square, being open on three sides. The back side and the raised floor of the opening is lined with firebrick. An extended hearth was not considered necessary because of the depth of the fireplace opening. The corners of the opening are supported by three-inch round columns placed under a continuous $\frac{3}{8}$ x 6-inch plate that occurs around the three sides of the opening. The throat is lined entirely with an angled metal casing with the damper placed at the high point. An 18 x 18-inch flue liner above the smoke chamber is centered on the fireplace opening below.



Designed by
John D. Harrison
Detroit, Mich.

Detailed by
K. Roderick O'Neal, A.I.A.
Chicago, Ill.



One-man trowel cuts finishing cost in half

This handy little power trowel gets around pipes and into tough corners. It works fast and is a breeze to handle.

It's a one-man tool. Only 70 pounds in weight and 24 inches across, you can carry it anywhere, through doors and down the stairs, even haul it in your car.

But it's no toy. The Master Midget does a professional job faster and easier than several men on their knees. Users say it cuts their costs in half.

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The Midget is low cost, much less than big power trowels. That's why one of our customers told us, "We paid for it on four basement jobs."

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Technical Guide

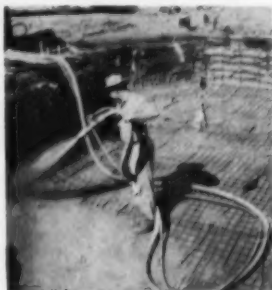
WARM WEATHER AHEAD:

Here's how to plan a swimming pool



In starting the excavation, power equipment enters the swimming pool at the shallow end. Wood collar is staked in place on three sides with top set to grade, forming the top of Gunite bond beam

Gunite in operation. Steel is in place, blocked clear of the earth on floor and walls. Sandbags are stacked solidly at point of entry of the excavating equipment. Gunite floor is placed first, continuing the side walls of the pool. The Gunite rebound must be removed at once



Rough Gunite shell is completed. The coping which is in place is masked off to protect it while the walk areas are installed. Walks must slope 1/4-inch to one-foot away from the pool. Walks can be flagstone, brick or concrete but must be non-slip



Once thought of as a luxury item, the swimming pool now is fast being considered a necessity. This applies to the private pool for single-family dwellings. The increase can be attributed to the simplified methods of construction that are now in use.

One of the basic requirements for building a pool is that the floor must rest on firm undisturbed soil. The type illustrated in this article eliminates the use of forms on most of the work. The soil along the sides of the excavation is first shaped to the desired contour. Reinforcing rods of proper size, installed in both directions in floor and sides, are then placed in position. These are secured by chairs, spacers or hangers. Gunite is placed monolithically and pneumatically in the walls and floor in successive layers after the previous layer has had its initial set.

Planning is important

The pool should be located where it can be seen from the most lived-in room of the house and where it gets the most sun. The deep end of the pool should be placed so that diving will be against, not into the sun. A minimum of five feet should be maintained between the house and the pool. The recommended sizes for pools are shown in the chart below.

Pool walks should be at least three feet wide on all sides, with additional space at the springboard. Thus, a 20x40-foot pool with walks and a 12-foot springboard will require an over-all area of 26x54 feet minimum. In addition, further allowances should be made for planting areas. A rule-of-thumb method can be used for computing the size of the pool required by allowing 36 feet of water area for each swimmer and 100 square feet for each diver.

(Continued on page 220)

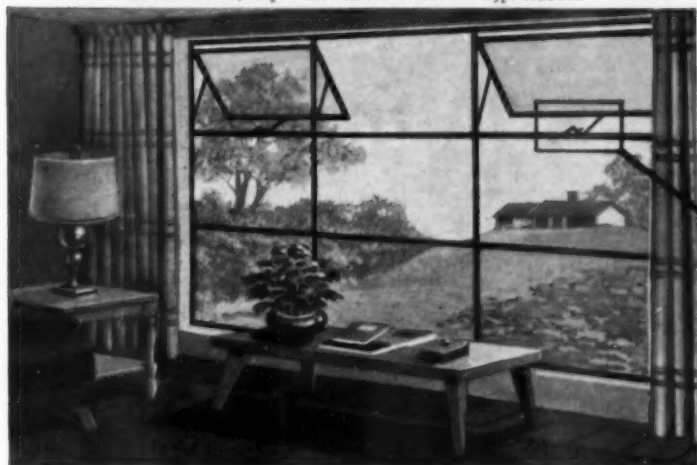
PRIVATE POOL SIZE AND FILTER CHART									
POOL WIDTH	POOL LENGTH	A	B	C	APPROX. GALLONS	FILTER SIZE	PUMP CAPACITY	MOTOR SIZE	
15'	30'	11'	11'	8'	15,000	1-unit 30" Diam.	58 GPM	3/4 HP	
to 16'	32' 34'	11'	11'	10' 12'	to 21,500				
15'	35'	11'	12'	12'	21,500	1-unit 36" Diam.	85 GPM	1 HP	
to 20'	38' 40' 42'	12'	12' 13' 13'	14' 15' 17'	to 30,500				
18'	45'	12'	13'	20'	30,500	1-unit 42" Diam.	115 GPM	1 1/2 HP	
to 20'	48' 50'	12'	13' 13'	23' 25'	to 41,500				

The completed pool, size 16'0" x 35'0". The springboard and ladder may be installed at time of building pool or added later

Since **HOPE'S** 1818
ROTO TYPE RANCH WINDOWS

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

Illustrated below, Hope's Roto Ranch Window—Type R 33212



NEW!
*Underscreen Roto
 Operators*



Check these desirable new features:

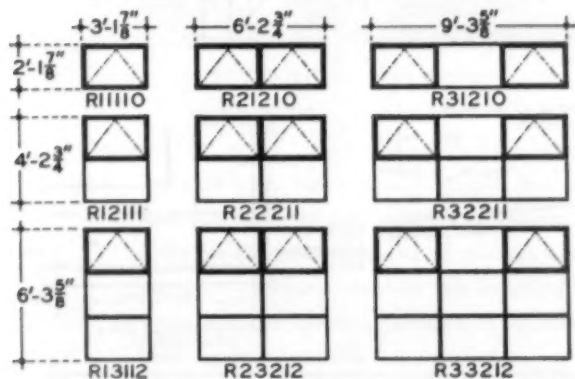
HOPE'S ROTO RANCH WINDOWS are available in a *full range* of sizes for every room in the house... bedroom, kitchen and view windows for living areas.

New wide (1 $\frac{3}{4}$ ") muntins in proper proportion to the panes provide great rigidity and harmonize with residential construction. Ventilators are located as shown, omitted entirely, or located where desired on special order.

- ✓ You open and close your Hope's Ranch Window ventilators as easily and quickly as automobile windows. The die-cast roto operator has an extension arm of stainless steel and bronze bearing surface.
- ✓ Ventilators project outward at bottom; awning effect gives window ventilation even in rainy weather.
- ✓ New flat-type fixed screens need never be touched. No fussing with bulky-looking and unsatisfactory wickets.
- ✓ Hope's Ranch Windows can be glazed with standard units of "Thermopane" and "Twindow" (to eliminate storm sash) or with single panes of sheet or plate glass.

No other Ranch Window in the same price range possesses all the features of Hope's New Roto Type — and Hope's prices are low. The window illustrated is priced at less than \$50 with worthwhile quantity discounts.

TYPES AND SIZES



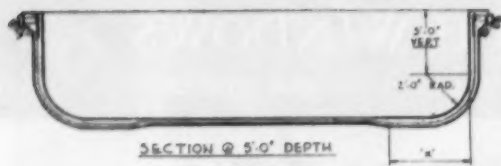
Glass Sizes: Fixed Lights 36" x 24"; Ventilators: 34-11/16" x 22-11/16"

For Further Information, Write for Bulletin 145-AB

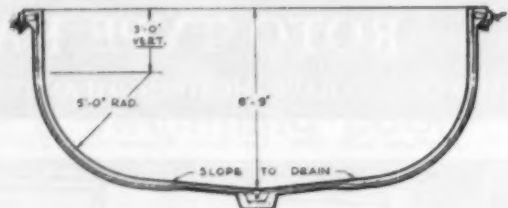
HOPE'S WINDOWS, INC., Jamestown, N. Y.

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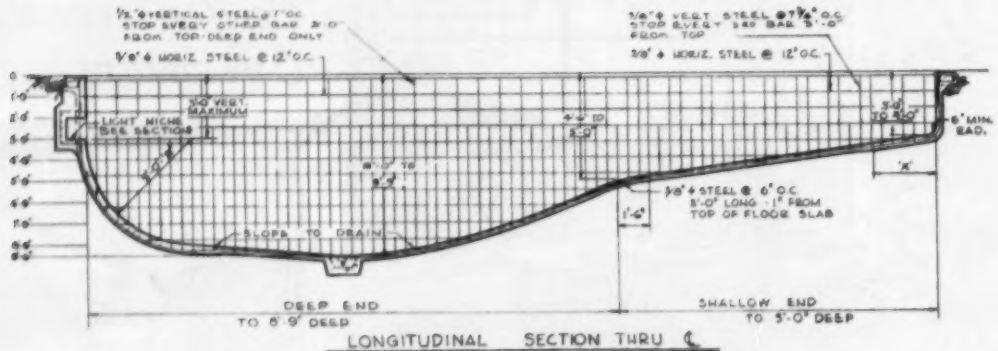
How to plan a swimming pool



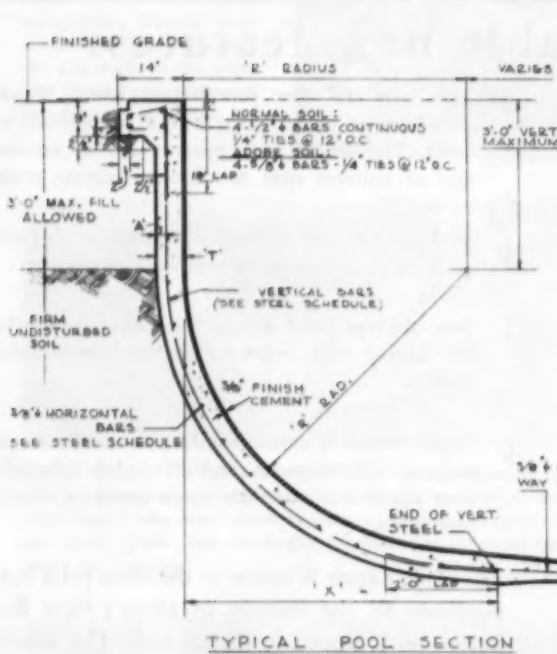
SECTION @ 5'-0" DEPTH



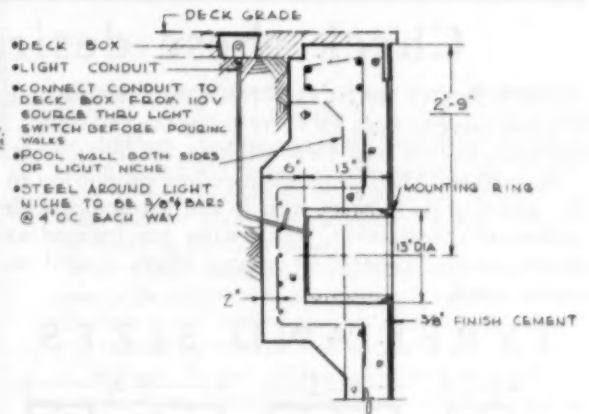
SECTION @ MAIN DRAIN



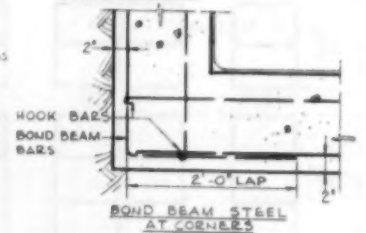
LONGITUDINAL SECTION THRU



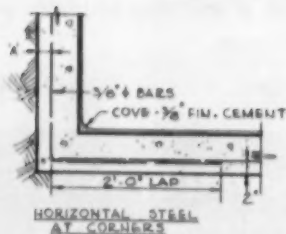
TYPICAL POOL SECTION



SECTION LIGHT NICHE



BOND BEAM STEEL AT CORNERS

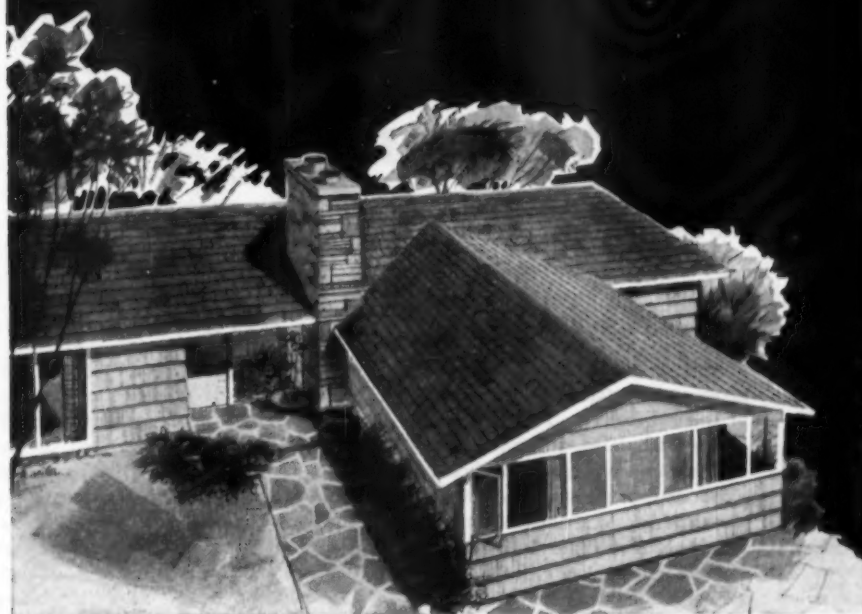


HORIZONTAL STEEL AT CORNERS

STEEL SCHEDULE					
SECTION	DEPTH AT % OF POOL	(R) INSIDE RADIUS	WALL THICKNESS	VERTICAL BARS SIZE & SPACING	HORIZONTAL BARS SIZE & SPACING
WALL	SHALLOW	3'-0" TO 5'-0"	6" TO 2'-0"	4" 2" 3/8" @ 7 1/2" O.C.	3'-0" - 4'-0" 3/8" @ 12" O.C.
	DEEP	5'-1" TO 8'-9"	2'-1" TO 5'-0"	5" 2" 1/2" @ 7" O.C.	4'-1" - 8'-0" 3/8" @ 12" O.C.
FLOOR THICKNESS	STEEL SPACING		ADDS SOIL CONDITION: INCREASE 'T' & 'R' DIMENSIONS BY 2"		
	4"	3/8" @ 12" O.C. BACK WAY		INCREASE 'X' DIMENSION BY 2"	

Photographs and data courtesy, Lando, Incorporated, North Hollywood, California

Genuine Sales Appeal Begins with Genuine Cedar



**CEDAR
SHINGLES**



**CEDAR
SHAKES**



Today's home buyer is critical, selective and well-informed on building methods and building materials. He leans to the *natural*, looks for the *genuine*, insists on *quality*. And the new Housing Act—with its lower down payment structure—enables him to *afford* quality. Cedar shingle roofs and cedar shake walls add the obvious measure of quality that sells homes—yet they cost no more than many substitutes.

your best "outside salesman" is cedar

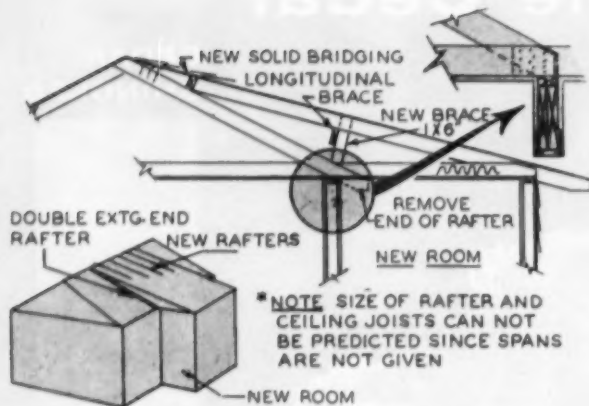


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- Concrete Work
- Framing
- Roofing
- Heating and Plumbing
- Air Conditioning
- Wiring
- Insulation
- Interior Finish
- Power Equipment



How to remove a bearing wall to add a room

How can I take a back wall out of a house and build an addition to the existing house? I want to remove the exterior bearing wall where the new room is to be added. I will have to remove about 14 feet of this bearing wall.

L. O., Pasadena, Md.

The accompanying drawing will show you how your job can be done. Notice that a continuous plate is used over the 14-foot portion of the bearing wall you want to remove.

Notice also that the continuous plate is supported with two timbers, possibly 2x12's. However, the size

of this beam cannot be accurately given without the known dimensions of the rafters, etc. The size of the rafters and ceiling joists for the addition cannot be predicted either since spans were not given. See a local architect or engineer. You will also have to increase the size of the supports at either end of the 14-foot opening to hold the new beam and the plate.

Double the existing end rafters of the old roof. Nail new rafters, at ridge, through existing sheathing to existing rafters. Space new rafters same as that of existing rafters. Wilbur Tuggle, Structural Engineer

Plywood for subfloors, roof decking—How thick?

I want to use plywood instead of 1x6's for subflooring and to use plywood for the roof. What thicknesses would you suggest for each?

J. S., Danville, Ill.

The FHA minimum for plywood roof sheathing on a pitched roof is $\frac{3}{16}$ -inch for 16-inch rafter spacing using wood or asphalt shingles and

$\frac{3}{8}$ inch for flat roofs where rafters are spaced 16 inches on center.

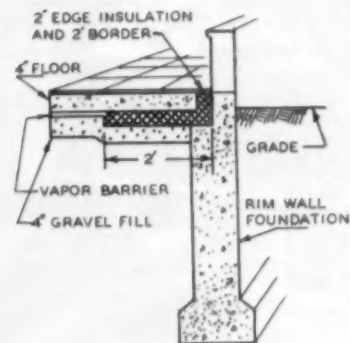
The FHA will approve a minimum thickness of $\frac{5}{8}$ -inch plywood for subfloors. They will permit its use as a base for linoleum or composition-type finish floor material, where joist spacing does not exceed 16 inches and where all joints are solidly blocked.

How to insulate a slab foundation

What would be the best way to insulate the foundation of a home that will be built without a basement?

H. K., Detroit, Mich.

In all cases, the concrete slab should be separated from the founda-



tion with 2-inch insulation. There should not be any contact between the slab and the foundation.

A minimum of 2-inch thick insulation should be placed against the inside face of the foundation from the top faces to at least 2 feet in depth. Another way of insulating the foundation is to place 2-inch thick insulation horizontally for 2 feet as shown in accompanying illustration.

Use an insulation of a type similar to foam glass or impregnated cork. Place a good grade of moisture barrier on top of the bed of sand before pouring the concrete floor slab.

Got a problem you can't solve? "ASK THE EXPERTS"—a group of industry authorities—experts in their fields. They'll give you the answer.

Write to "Ask the Experts," American Builder, 79 West Monroe St., Chicago 3, Ill. We'll publish as many questions and answers as we can.

The SelecTemp heating system is one of the most popular features in this home built by McCaugherty & Co., Inc., 816 S. Spring St., La Grange, Ill. Two weeks' showing attracted 8,000 visitors.



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One of the greatest problems in every home is maintaining the most comfortable temperature for each member of the family and each family activity. That's why SelecTemp heating with a thermostat in every room, including bathrooms, is delighting home-buyers and builders throughout the country. With SelecTemp heating, grandmother can enjoy a 78° room, for instance, while mother is able to work comfortably in a 67° kitchen and young children nap in bedrooms with a healthful temperature of 65°.

Rooms stay at the selected temperatures. Each SelecTemp room heater quickly compensates for heat gains

and losses, such as oven or fireplace heat, warm sunlight entering a room, or cold winds striking the house.

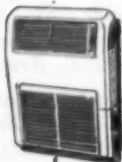
Many builders who have shown new homes equipped with SelecTemp heating say that it has outstanding sales appeal. Read the "SelecTemp Highlights" at right, and send for booklet containing complete description of this revolutionary new heating, with specifications for builders and architects.



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THERMOSTAT IN EVERY 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 are automatically modulated, as required to offset heat loss from room.

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BOILER LOCATION. Boiler can be placed in any desired location, with proper distribution of heat to every room. Year-around domestic hot water coils available.

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

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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.

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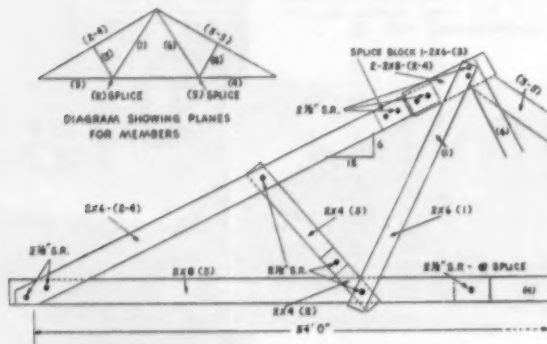
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ask the EXPERTS



Put trusses 4 feet on center!

We are planning to build a store building and want to use roof trusses so that load-bearing partitions within the building will not be necessary. We plan to have each truss bolted, not nailed, and to have each truss cover a span of 35 feet spaced 16 inches on center. The ceiling height will be 8 feet. Is this a good plan or is there a better way of building and spacing trusses? Should the studs of the walls be 2x6's or 2x4's?

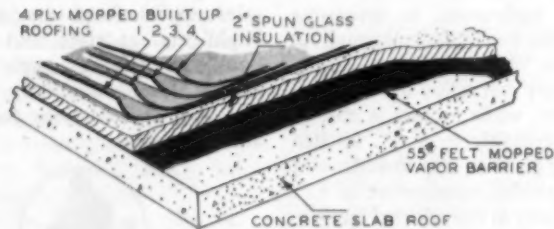
G. E. P., Vinton, Iowa

The truss illustrated here would be the sort of framework you would

need for your store building. Note that the truss shown is for a span of 34 feet. Space each truss 4 feet on center. The span of the truss was shortened from 35 feet to 34 feet in order to arrive at a more workable solution. The truss was also designed to be spaced 4 feet on center rather than 16 inches on center, cutting down on the number of trusses needed by two-thirds.

Use grade "A" lumber. Two-by-four-inch studs are adequate for a ceiling 8 feet high if mid-height bridging is used.

Wilbur Tuggle, Structural Engineer



Moisture drips like rain—how to stop it

A customer of ours is troubled with a serious condensation problem. The roof and ceiling is of poured concrete. There is a 3x3-foot ventilator on the roof. Water literally falls from the ceiling like rain. How can we stop this condition?

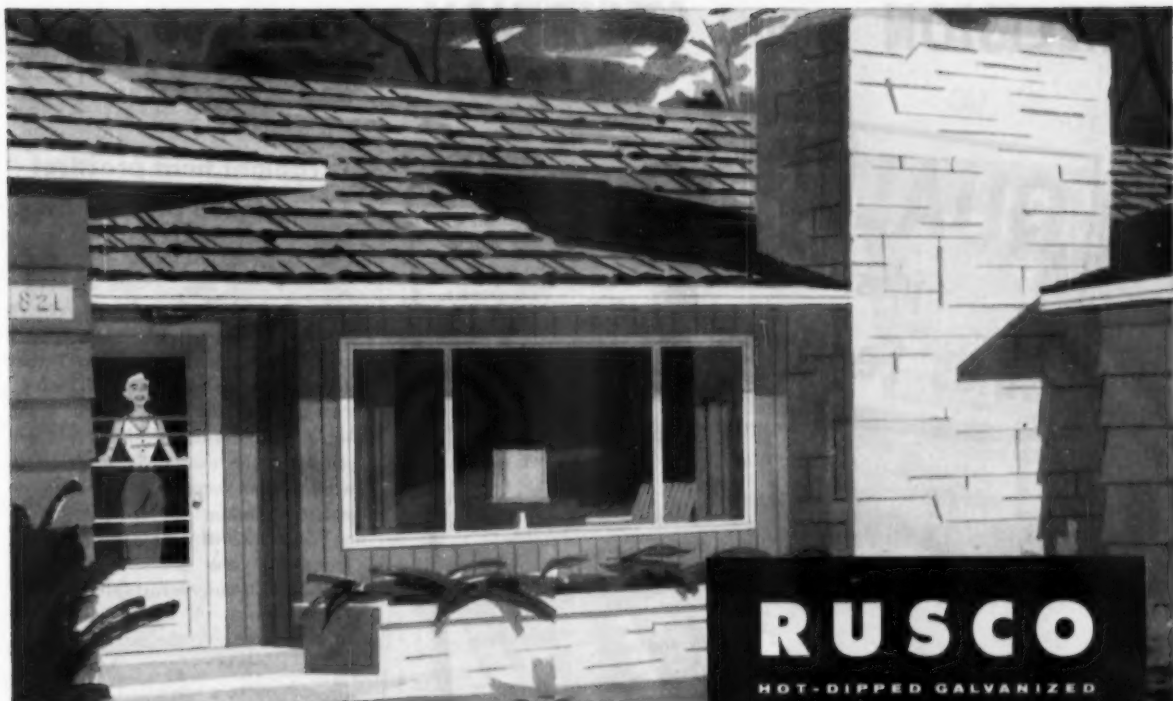
F. T. C., New Haven, Conn.

The reason for condensation on the underside of the concrete deck is the lack of insulation. Due to the high conductivity of concrete, heat

is lost very rapidly, and therefore the inside surface of the concrete is cooled considerably to cause excessive condensation.

Apply a vapor seal course over the top surface of the concrete. It is extremely important that a good solid mopped vapor seal course be applied. Then apply two inches of insulation followed by application of built-up roofing.

C. E. Lund, University of Minnesota



THE BEAUTIFUL RUSCO HORIZONTAL SLIDE WINDOW

*the Window that brought
A NEW LOOK to Building*

Rusco Primes are fast becoming known as "the Builders' window." These finish-painted, ready-to-install units cut building costs—eliminate time consuming, on-the-job painting, glazing, refitting and later adjusting! The complete window is a finished unit the minute it goes into the window opening! Rusco Prime Windows can be installed, on the job, in as little as five minutes!

These highly functional hot-dipped galvanized steel Prime Windows are available in all popular styles—Horizontal Slide, Vertical Slide and Fulvue Slide. And they're made in all standard shapes and sizes.

Here's What You Get in a Rusco Prime Window

- **MADE OF TUBULAR HOT-DIPPED GALVANIZED STEEL.** The special purpose steel that prevents corrosion—bonded and finished in beautiful baked-on enamel just like a fine automobile.
- **ELIMINATES HANDLING OF "EXTRAS."** Nothing to change! Nothing to store! Rusco Windows with insulating sash (optional) and Fiberglas screen completely eliminate separate storm windows and screens.
- **EASY TO OPERATE.** The RUSCO PRIME WINDOW slides smoothly and silently on super-quality felt that banishes all possibility of binding or sticking! There's nothing to get out of kilter. No pulleys—no weights or counter-weights.
- **OFFERS SAFETY AND CONVENIENCE.** Each sliding glass panel or screen is quickly removable—from the inside—for easy cleaning. A remarkable safety factor.
- **AVAILABLE WITH INSULATING SASH**—and Fiberglas screen, as an integral part of the unit. Insulating sash gives Rusco's exclusive MagicPanel® year 'round, rainproof, draft-free ventilation.

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**STEEL PRIME
WINDOWS**



RUSCO FULVUE
VERTICAL SLIDE WINDOW



RUSCO VERTICAL
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TWO STANDARD SIZES: 8'9" and 9'9". For ceiling heights 7'0" to 8'9", use 8'9". For ceiling heights 8'9" to 9'9", use 9'9". Figure from finished floor to finished ceiling—not floor to floor.

Frame fits 26" x 54" opening in ceiling; also 30" x 54" (special) at extra cost.

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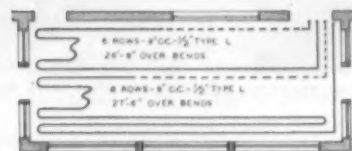
Is radiant heat practical for a glazed porch?

I want to build a year-round glazed porch, and I intend to have a concrete and tile floor in which there is to be hot-water heat in copper piping. What would be the best way to make an installation of this kind?

W. E. M., Medford, Wisc.

An installation of this type, because of the extremely large glass area, is the exception rather than the rule for radiant floor panels.

Some spill of cold air will result from the glass areas, and it will probably be uncomfortable to a per-



NOTE: INSTALL COILS 2" BELOW TOP OF CONCRETE FLOOR
VALVE EACH COIL - 1/2" M. T. 1307

son seated close to the outside walls on cold days although drapes will help to correct this problem.

The use of a floor panel system for an installation of this type is generally discouraged because of the high heat output required and the necessity of having a floor surface temperature of over 85 degrees F. In your case, however, the system will probably be satisfactory if the porch temperature does not have to equal the house temperature in extreme cold weather. With this in consideration, the illustration shows how to install copper coils in the concrete slab for your glassed-in porch.

It is generally recommended that there be a maximum output of 40 Btu/(hr) square feet with a design surface temperature of 85 degrees F. In this case, a higher heat output can be obtained from the panel surface since the mean radiant temperature of the outer walls is lower than that of the ordinary residence due to the large glass area.

Since no information was given on wall insulation, a U-value of .10 was assumed for the exposed wall and ceiling and an outside design temperature of minus 10 degrees F.

The calculated heat loss for these conditions shows 20,780 Btu/(hr). The floor panel would operate at a maximum surface temperature of 90 degrees F., and have an output of 62 Btu/(hr) square feet when the outside air temperature is minus 10 degrees F. A mean water temperature of 130 degrees F., will be required under design load.

What is a fair profit to take?

What would be fair profit to take in the building of a restaurant approximately 128 feet by 56 feet? As builders in charge of construction, we did all layout work, footings and helped with the foundation. We hired all carpenters and carpenters' helpers, and did the timekeeping.

We did all the necessary carpenter work to construct the building—framing, building trusses, roofing, siding, lathing, and all trimming.

There were approximately 4,750 carpenter hours and 1,500 helper hours involved. There was approximately \$19,000 spent in building materials.

B. E. M., Warehouse Point, Conn.

On the basis of the number of carpenter and helper hours consumed and amount of building materials used, the total cost of this structure, as far as your company was concerned would be approximately \$50,000.

On a structure of this size built in the Chicago area, a builder would request a minimum of five per cent for overhead and five per cent for profit. This would be a total of 10 per cent over and above the cost of labor and materials.

In the overhead item is included: office rental, clerical help, supervision, workmen's compensation insurance and all other miscellaneous items. This may be reduced in your area depending upon local conditions.

The five per cent profit is the minimum for this area. Often builders request and obtain 10 per cent for profit and five per cent for overhead, making a total of 15 per cent. The total of 10 per cent should be a minimum charge for your services.

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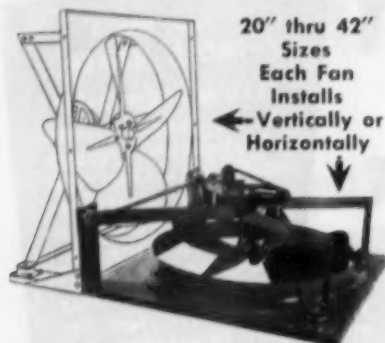
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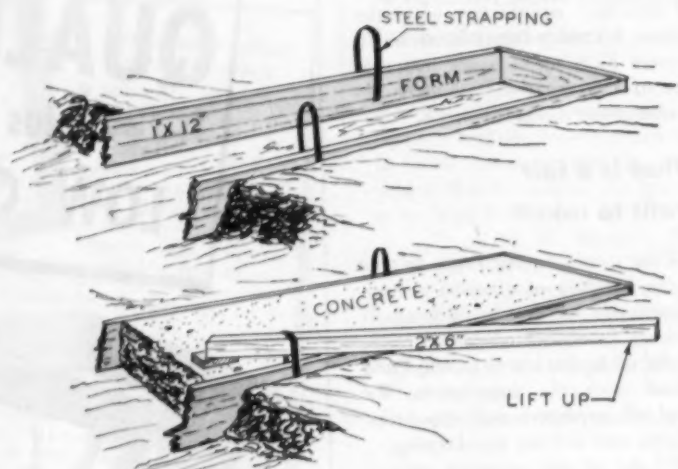
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American Cancer Society



how would you do it?

Ideas for the man on the job

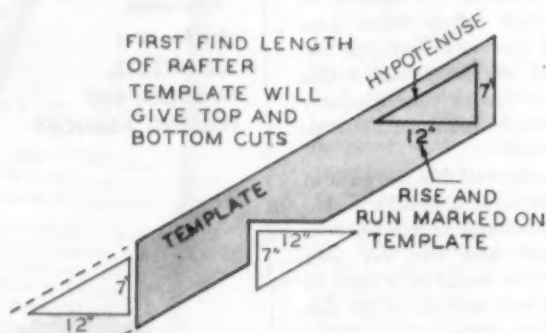


Use steel strapping to pull concrete forms

Use steel strapping on form lumber to help remove forms from ground around concrete placements. Apply the steel strapping in loops as shown in the illustration. Nail them in place, grease them where they contact the concrete on inside of form.

When you want to remove the forms later, just place a piece of 2x6 through the strapping and pry the forms up without trouble. Forms can then be used again for another concreting project.

E. L. Schwatt, Brigantine, N. J.



How to make a rafter framing template

Use a template, similar to the one shown, to get ridge and eave cuts. Here's how you can make one:

Get a short length of 2x4 or 2x6. Suppose that the pitch of the roof you want to frame is a 7-12 pitch as the one in the illustration. Draw a triangle one leg of which is 7 inches long, the second 12 inches long. Draw the hypotenuse line to join both ends, forming a triangle.

If you place the hypotenuse parallel with the top side of the rafter, the

short leg of the triangle will give you the eave and ridge cuts. Flop the triangle over, and you will get the cut to fit over the wall plate.

To cut many rafters for the same pitch, merely place the template on the end of the rafter to be cut. Mark rafter for the eave cut. Then place template at other end and mark the ridge cut. Templates like this one can be made for each of the pitches you ordinarily use.

A. N. Nelson, Kansas City, Mo.

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how would you do it?

Ideas for the man on the job

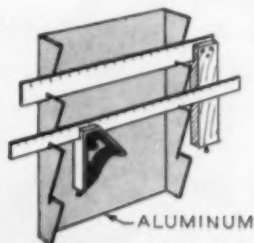


**Keep your
hammer
within easy
reach**

Make this hammer holder from #10 wire, clothesline wire, or other. Bend wire in the shape shown here. You can fasten the holder to your belt or your nail apron so your hammer is always within easy reach.

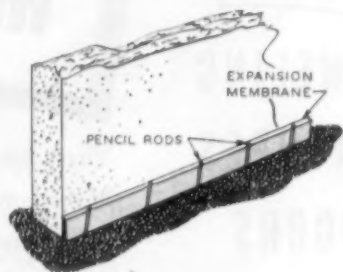
J. W. Wasson, Denham Springs, Va.

**Rack for
squares, rulers**



Use sheet metal of desired size and cut saw-tooth edges on two sides with hack saw. File all edges and corners. Then, bend each saw-tooth edge perpendicular to face of sheet. Rack can be nailed or hung on wall.

A. R. Tanner, Cold Spring, N. Y.



To hold membrane in place

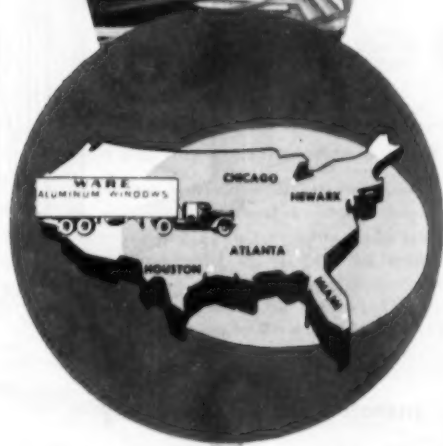
The illustration shows an easy way to hold expansion membrane in place against a wall while placing concrete. Cut pencil rods into 14- or 16-inch lengths. Drive these rods into the ground close to the base of the wall. Then pull them away from the wall at the top and slip the expansion strip behind them. If the membrane sags away from the wall at the top, it is only necessary to slip wooden blocks between the pencil rods and the strip. When concrete is placed and weight of it supports strip, remove pencil rods.

E. B. McFetridge, Apponaug, R. I.

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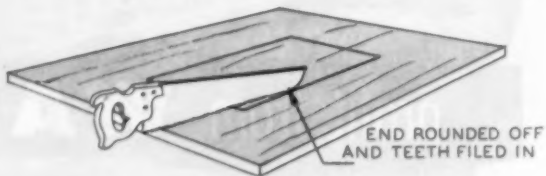
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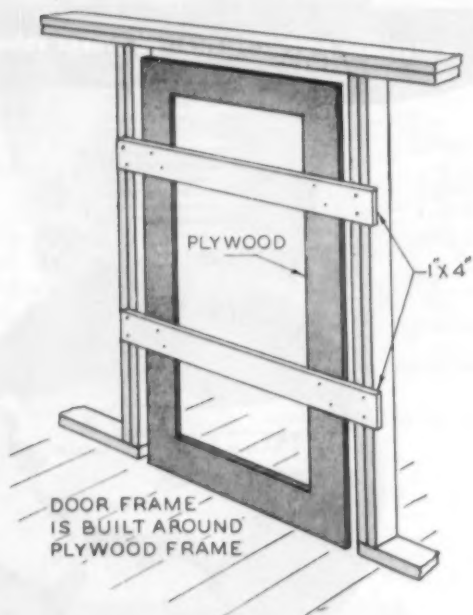
Ideas for the man on the job



Make your hand saw do double duty

By rounding off the end of your hand saw and by filing teeth on the curve, you will find this saw very handy in starting saw cuts in partitions, floors, plywood, etc.

H. Miller, Bartley, W. Va.



Install door jambs easily

Here is a suggestion to speed up the job when you have many door jambs to install and all of them are the same size.

Use a piece of plywood. Cut it to exactly the size of the doors you want to hang later. Cut out the center of the plywood so that a margin of 6 inches is left on both sides and at the top and bottom. Then take two pieces of 1x4-inch lumber. Cut each at least 6 inches longer than the width of the door opening. Nail the 1x4's to the plywood and to the framing members. Make sure that the plywood is placed square in the opening. Place the door jamb in the clearance spaces between the plywood and the rough framing. Shim the jamb where necessary, then nail the jamb in place without the need for further checking.

J. Weislo, Indian Orchard, Mass.



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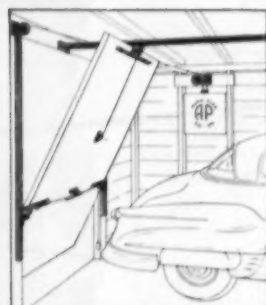
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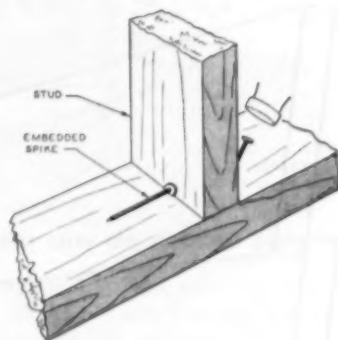
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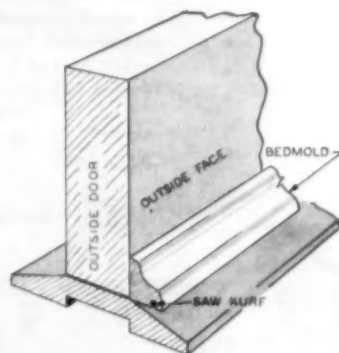
How would you do it?



Starting spike when nailing stud

The next time you have to start a large nail on a stud and the stud keeps on shifting off the mark, try this: Take another spike and lay it flat on the plate so that its head lines up with the mark on the 2x4. Now strike the head of this nail so it will bite into the wood as indicated in the drawing. The stud can then be nailed easily without shifting because the head of the embedded spike will provide sufficient resistance.

—H. E. Fey, New Braunfels, Tex.



Keep water out with bedmold

If you have trouble with the wind blowing rain under the outside door, nail a piece of 1 x 1 1/4-inch bedmold that has a saw kurf in it about 1/4-inch deep and 1/4-inch from the front edge of moulding. The saw kurf will serve as a drip stop.

—J. M. Tillett, Knoxville, Tenn.

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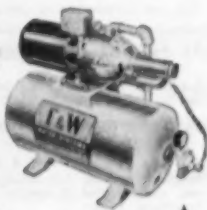
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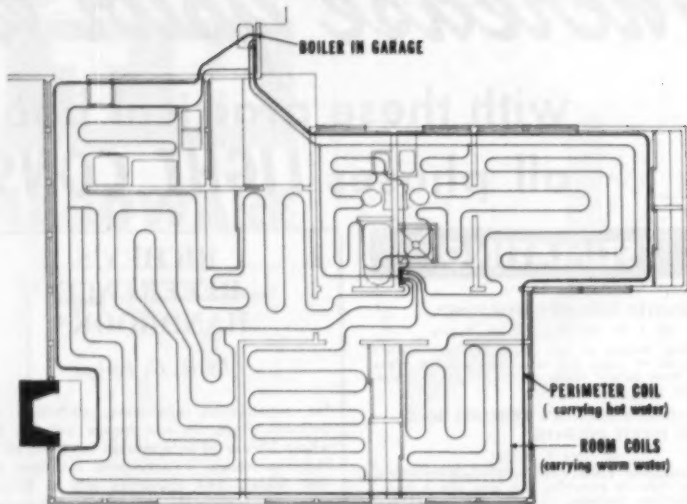
Change from shallow well
to deep well at no extra
cost, by moving jet off
pump down into well.

Send for F & W Data
Book No. 211 for your free



Farm-Used, Farm-Proved for 89 Years

New idea for heating . . .



How to be warm on frosty mornings without heating up the whole house

This radiant heating system has a separate $\frac{1}{2}$ -inch copper coil around the perimeter of the house, six inches from the outside walls, which carries water at a higher temperature and in greater volume than do the $\frac{3}{8}$ -inch copper coils in the slab floor. On cool mornings or evenings, when some heat is needed but not enough to heat up the floors, the boiler pumps 110-degree water into the $\frac{1}{2}$ -inch coil, furnishing heat in a hurry. Then the system can be turned off, thus preventing the floors from getting too hot.

A by-pass from the perimeter coil mixes the 110-degree water with the system's return water, which is about 75 degrees, and so achieves a temperature of about 95 degrees for the water flowing through the pipes in the floor.

The perimeter coil offsets the additional heat loss at walls and windows and gives more rapid increase in temperatures when needed. It is also said to lower installation costs. When the perimeter coil is used, the floor tubing is placed on 18-inch centers instead of 12-inch centers.

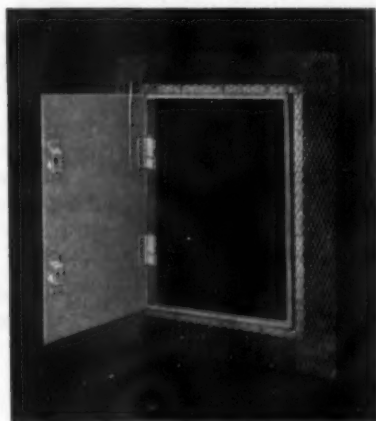
Another feature of this system is that each room is coiled separately with a balancing valve which controls the flow of water. This makes it possible to vary the temperature from room to room. The bathroom, for instance, can be set for a higher temperature than the living room.

The system was designed by Tom W. Boothe of Boothe Radiant Heat, Incorporated, San Rafael, California, for the use in a new planned community of 4,500 homes being built near San Francisco.

Save time and money on
every access door you install!



MILCOR Steel Access Doors give your homes the extra value of steel for less than the cost of wood



You can get a Milcor Steel Access Door to meet the requirements of any building. There are 11 different sizes from 8" x 8" to 24" x 36", in styles both with and without expansion wings — ready to install in plaster or non-plaster walls.

GOOD building practice requires access doors in residential construction for quick, convenient servicing of plumbing and other utility systems.

Milcor Steel Access Doors are your best bet to fill this requirement. They cost you less than a wood door made on the job! Yet they give you important advantages you can't get in wood. Milcor Access Doors can't warp, crack, shrink or rot. They go

in flush with the wall or ceiling — need no special framing, cutting or fitting. Papering or painting is done right over them — one finish coat usually covers. No sanding or filler coats needed.

Make this saving on every home you build — and, at the same time, give your customers the best! Order Milcor Steel Access Doors from your building supply dealer. Literature available upon request.

INLAND STEEL PRODUCTS COMPANY

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*Reg. U. S. Pat. Off.

MARCH 1955

237



BEFORE



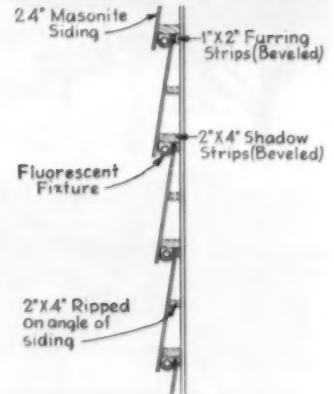
AFTER

Shadow-strips make old front new

Five courses of Masonite siding, 24-inch wide, applied so as to exaggerate their shadow-strip effect, transform the front of this commercial structure in Orange City, Iowa. Multi-colored neon lights installed underneath the courses make the shadow-strips as striking

by night as by day. Sketch shows how siding was applied.

Large letters for the new front were cut from Presdwood, smaller ones from heavy gauge sheet metal. Metal arms extending from the siding set off lettering in relief. Cost of improvement was about \$1,500.



“ERECTION COST CUT ONE-THIRD with RILCO BEAMS”

Says Contractor



Exterior view, Reelsville School, Reelsville, Indiana



Classrooms, Reelsville School

Here's what M. E. Rilenge of the M. E. Rilenge Construction Company of Terre Haute, Indiana, says about the Rilco Glued Laminated Structural Members used in this school:

“Rilco Laminated Beams were about one-third cheaper to install than the conventional steel structure. This is due to the fact that there was no welding for connections and we were able to erect them with the conventional stiff leg type of derrick; thus saving the cost of a crane. We are pleased with Rilco products and the ease with which they are installed.”

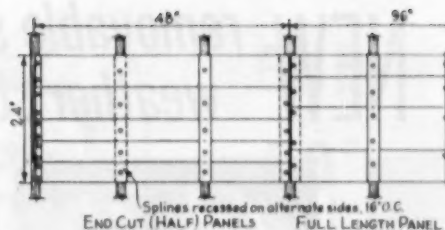
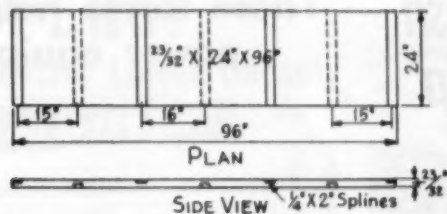
You'll find job site erection is simple with Rilco. Unskilled labor can produce professional results in less time, at less cost, with pre-cut and drilled RILCO members.

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RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.

2511 FIRST NATIONAL BANK BLDG., ST. PAUL 1, MINN.



Utility panel for wall and roof sheathing and subflooring. Seven splines (cross ties) are dadoed alternately on sides and spaced on 16-inch centers, ends spaced 15-inches. Nailing method shown at right

This sheathing panel eliminates bracing, nailing strips

The quickening trend to panelized construction spotlights this 24x96-inch utility panel to be used for wall and roof sheathing and subflooring. Very simple in design, it was developed and rigidly tested by the Western Pine Association, and has won *FHA* approval for use in house construction.

In using this panel as wall sheathing, the usual corner bracing may be safely omitted. Nailing strips may also be eliminated, since siding, shingles, shakes and other materials can be applied without the need of nailing to studs. End splitting is virtually eliminated by the transverse splines on the panel ends. This makes for a smooth and stronger base for application of siding and finish flooring. By recessing the splines, the advantage of constant panel thickness is obtained, thus facilitating easy application.

The panel is made of a number of 8-foot boards of

varying widths, laid edge to edge to form a modular width of 24 inches. At intervals of 16 inches along the 96-inch length, the boards are dadoed $\frac{1}{4}$ -inch deep by 2-inches wide. Alternate dado grooves are cut on opposite faces along the panel length so as to balance construction. A resorcinol-type adhesive is applied to the dadoed area and splines measuring $\frac{1}{4} \times 2 \times 24$ -inches are glued in place. The splines must be free of defects. Knots exceeding $\frac{3}{4}$ -inch diameter on the face and all material containing spike knots or severe grain slope are not admissible.

Each board is nailed with at least one 8d nail at each bearing. Maximum spacing of nails at each bearing is 6 inches o.c. When ends of panels are cut, boards less than 8 inches wide are nailed at the end support with two 8d nails, and boards 8 inches or more in width are nailed with three 8d nails.

BUILDERS:

Even for low-cost housing...
the "sell" of paneled walls!
Now it's practical, thanks to
this new no-nail discovery.



*Trademark

And for Finishing Plywood Panels,
use these Wizards with Wood.

FIRZITE—White for "woody" pickled or blond finishes on any wood, and for undercoating fir plywood paint jobs; **Clear** for taming wild grain on fir plywood. **SATINLAC**—for a rich, modern natural wood finish that also preserves the wood.

See Sweets Catalog for specifications. Write for details NOW!

Imagine! Put up Without a Single Nail—
this plywood paneled wall!

Made possible by a revolutionary new Weldwood Wizard
Weldwood® CONTACT CEMENT

Now! Plywood wall panels erected without nails, nail holes, puttying or extra finishing. Weldwood Contact Cement makes it possible. It's a revolutionary new concept in adhesives. Bonds *instantly* and *permanently* on contact. No clamps or presses! Simply install direct to studs or furring.

With Weldwood Contact Cement, pre-finished plywood paneling is practical as never before. Even a single paneled wall is a sales magnet to a buyer.

For applying *Micarta* and other laminates; new Weldwood Contact Cement is easier to use—bonds equally sure to any base!

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sell today!—write for full information.

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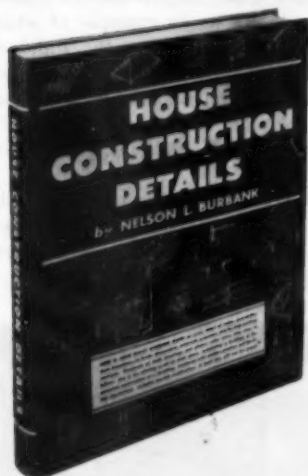
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Cedar shakes form the exterior of this new Oregon church. Interior walls are of Douglas fir plywood

**church features
fir plywood interiors,
cedar shake siding**

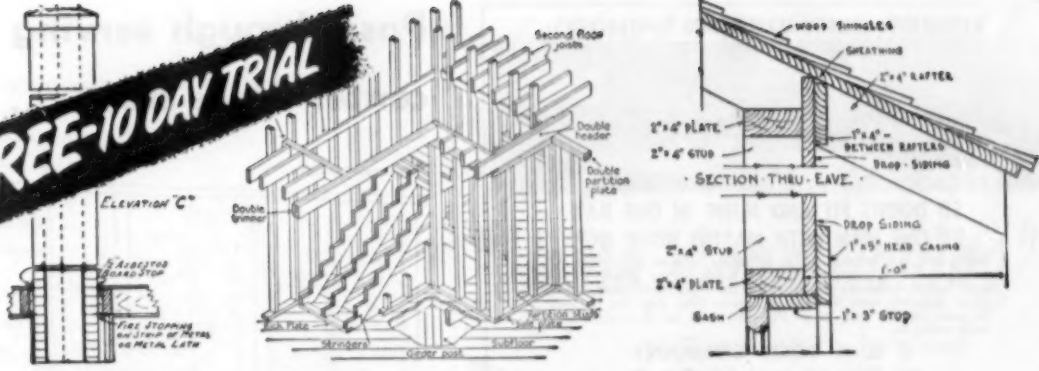
The recently completed Emanuel Lutheran Church, Willamina, Oregon, stands out as an example of what the plywood industry can contribute to the finished work on a public building. Built at a total cost of \$45,000, the building has a seating capacity of 185. The interior walls and pews are made of Douglas fir plywood, and the chancel is paneled with Sea Swirl decorative fir plywood.

The structure was designed by Norman T. Mansell, Philadelphia architect. The supervising architect was William I. Williams, Salem, Oregon. Howard Brothers of McMinnville, Oregon, was the general contractor.



Chancel has parquet paneling of Sea Swirl decorative plywood, creating dignified and attractive interior

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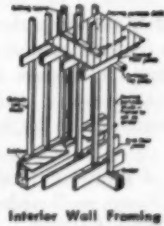
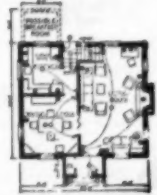


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Send today for your FREE copy of "On the Level," a booklet that tells and shows how to use the Levelall.

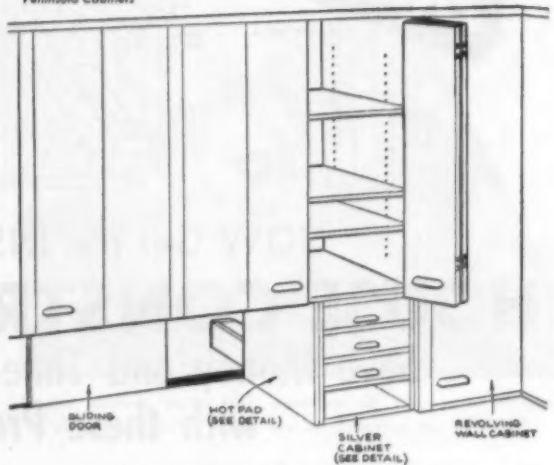
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Please send free booklet, "On the Level." Mail me 75' Deluxe LEVELALL @ \$12.95 Regular 50' model at \$9.95 Ship postpaid full price enclosed. Ship C.O.D.

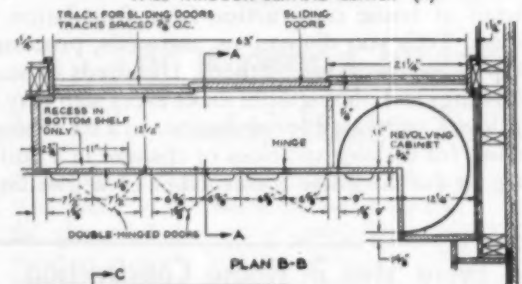
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Pass-through serving center saves steps . . .

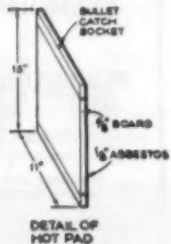
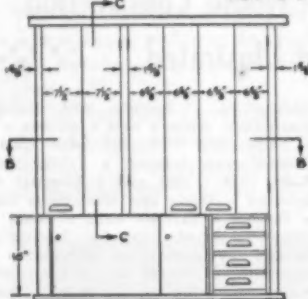
Peninsula Cabinets



PASS THROUGH SERVING CENTER (A)



PLAN B-B



Here's one you can build on the job

A pass-through serving center such as this makes a popular addition to a house. It can be built on the job—forming most of the wall between the kitchen and dining room. Or its main features, the passway, sliding doors and two-faced storage cupboards, could be built into a peninsula unit.

This is one of a large number of built-ins detailed in a new book just published by Simmons-Boardman "How to Build Cabinets for the Modern Kitchen."

take a
good look at **PONDEROSA PINE**



one of 10 woods from the

WESTERN PINE region

Straight, close and uniform-grained, lightweight, light-colored, workable, nailable, paintable, Ponderosa Pine is the pick o' the pines! Suited for all residential and light construction use — for fine paneling, woodwork, windows and doors — for furniture and specialty cuttings.

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to help you sell

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WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon

Pass-through serving center

(Continued from page 245)

plementary shelves between the cabinet shelves make better use of available shelf space for flat or low objects can be placed on them, Heavy dishes and those most often used are kept on the bottom shelves of the Lazy Susan. Storage near counter level is always an excellent rule for reducing fatigue. An asbestos-covered hot pad is at hand for use under hot dishes that might mar the counter or table finish. A bullet catch holds it snugly in place while not in use.

MATERIALS (wall cupboard and silver cabinet)

- 1" x 12" (nom.) stock (30 linear feet) to make—
 1 pc. 51" long—wall cupboard-Lazy Susan partition.
 1 pc. 36" long—left end wall cabinet.
 1 pc. 44 3/4" long—wall cupboard bottom.
 3 pc. 44" long—adjustable shelves.
 1 pc. 15" long—hot pad.
 2 pc. 15" long—silver cabinet sides
 2 pc. 10 1/4" long—top, bottom silver cabinet.
 1" x 2" (nom.) stock (18 linear feet) to make—
 3 pc. 35 1/4" long—vertical face strips.
 1 pc. 51" long—vertical face strip.
 1 pc. 44 3/4" long—horizontal face strip.
 3/4" plywood (3' x 4' panel) to make—
 2 pc. 7 1/2" x 35 1/4" (or 1" x 8" (nom.) stock)—doors.
 4 pc. 6 5/8" x 35 1/4" (or 1" x 7" (nom.) stock)—doors.
 1/2" plywood—silver cabinet drawer supports.
 3/4" plywood—drawer fronts, sides, supplementary shelf ends.
 1/4" plywood—drawer bottoms, supplementary shelves.

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GARBAGE**



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For complete indoor disposal of trash and garbage, Majestic makes a full line of home incinerators — from low-cost basement units that use the waste itself as fuel, to the gleaming, automatic, gas-fired model illustrated. A modern "convenience" feature that homebuyers are demanding!

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300-A Erie Street, Huntington, Indiana

Majestic
INCINERATOR

AMERICAN BUILDER

Letters

Product still going strong after 31 years

Sir: Not having looked at an *American Builder* in a number of years, your recent January issue brought back memories. One was the New Products item on Master Woodworker. In 1924, through an ad in your magazine, I purchased this machine. It is still going strong. Only replacements made in all these years are two sets of brushes in the motor, several new belts and new saws.

Trusting you have many more years of continued success in publishing a fine magazine, I am

Martin Sator,
Contractor-Builder,
Hankins, N. Y.

Wants kitchen equipment in standardized sizes

Sir: Your publication could do a constructive job on standardization of all kitchen appliances and equipment.

For instance, the entire front line of the average kitchen layout could be streamlined if kitchen equipment were built to a standard depth, and curved projecting doors and large handles eliminated.

Standard refrigerators have the most difficult shapes to fit into the average kitchen layout. Their curved swelled fronts, round corners, various depths and widths in odd measure make it impossible to avoid unsightly, hard-to-clean spaces between refrigerators and cabinets. Rear projecting vents and rear plug-in outlets generally require 2 to 4 inches of space at rear of box. As a result, most boxes project from 4 to 8 inches beyond front line of cabinets, sticking out like a "sore thumb."

Standard ranges have all kinds of rounded corners, various depths, no toe space and backsplashes that vary in height and seldom match the backsplash of the sink or work counter. These backsplashes could swell out for switches, but they should swell back to the same height as backsplash of adjacent equipment.

Most washers and dryers, also freezers, have no backsplash, cannot

(Continued on page 251)



Same wages . . . 12 to 15 yards more concrete

With this Jaeger 3 1/2 S Auto-Loader you load while you mix and measure as you load. The power shaker action of its hopper charges the drum in a flash the instant you open the gate. Dual-mix drum, with extra big bucket and flight blades, insures thorough mixing and discharges faster. Machined steel drum tracks and rugged construction thruout for long service.



3 1/2 S Tiller
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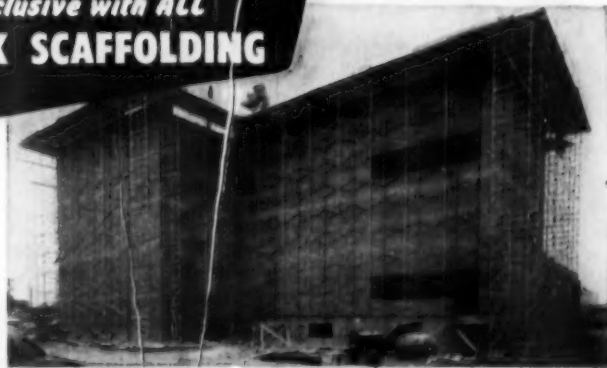
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To attach cross braces, place slotted ends onto studs, then tighten wing nuts. To remove braces, loosen wing nuts a few turns.



Yes . . . Bill-Jax takes only a fraction of the time needed to set up or take down ordinary steel scaffolding. To attach or remove cross braces, it is never necessary to completely remove wing nuts . . . and no tools are required. Contractors everywhere find this a big money saving feature. It will pay you, too, to scaffold with Bill-Jax.

RENT OR BUY. Sales and rental outlets in principal cities.
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BIL-JAX INC.
Archbold, Ohio

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YOU CAN BUILD
Better
PORCHES
Cheaper!

Coffman
ORNAMENTAL IRON
Helps you do both!

Of load-bearing solid bar construction; strength tested in a variety of popular designs proved by public preference—Coffman Ornamental Iron increases the value of a home.

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1 Hang post to soffit with lag screws.



2 Plumb post, and wedge legs extending below floor line.



3 Standard step forms for 7" risers & 12" treads.



4 Final check before pouring concrete. Set-up time is only 40 minutes!

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TODAY



Mass produced under strict quality control, like other standard building products; the Posts, Railings, and Brackets are METAL millwork parts packaged in stock sizes and designs. This permits easy, fast, built-in-place installation. A great saving at no loss of your labor time! It is delivered along with your other building materials right on schedule—no waiting—no jobs halted—no delayed closing.

Looks better—IS better!

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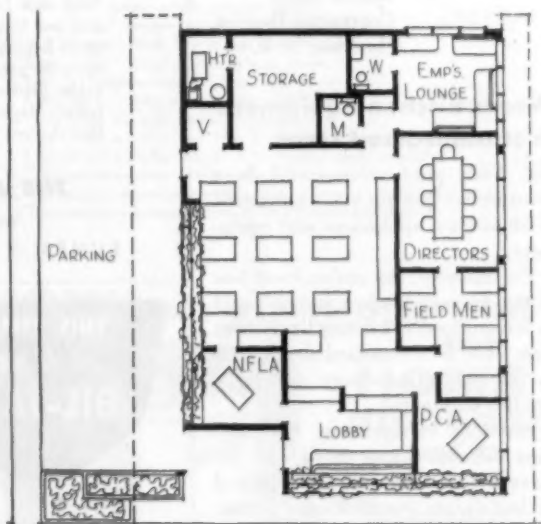
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No interior supports . . .



Posts on concrete piers are 6-inch galvanized pipe stanchions spaced 12 feet o.c. Masonry walls are lightweight concrete brick

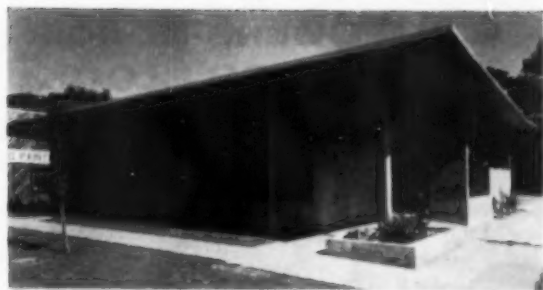


give unlimited room arrangements

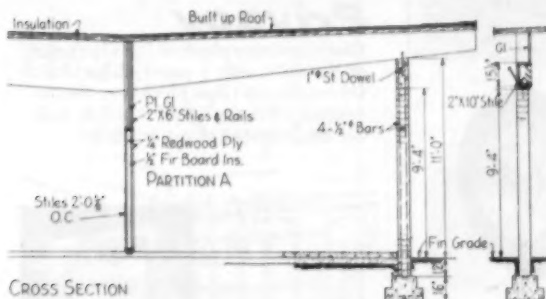
When the owners requested demountable partitions for their new Salem, Oregon, office building, designer W. F. Severin of Los Angeles specified 57-foot laminated beams to span the building without other supports.

The laminated beams are supported by steel columns on the exterior of one side of the building. A bearing wall supports the other end of the beam. This leaves the interior area free for any possible change in wall arrangement.

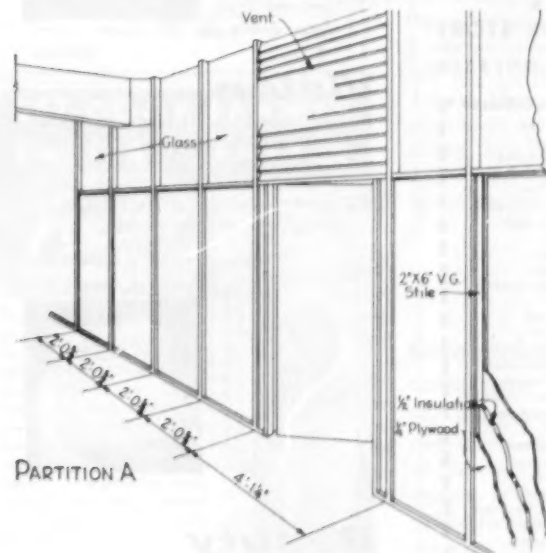
Partitions that can be easily dismantled were made of two sheets of 1/4-inch plywood set into a wooden framework. Between the two sheets of plywood was placed 1/2 inch of insulation. The upper portions of the partitions contain louvers or glass for ventilation and light.



Steel columns provide exterior supports, allow maximum freedom for window placement. Elimination of interior supports gives great freedom in arranging office area



Drain for butterfly roof is located inside the building to eliminate possibility of freezing and clogging in winter



Removable partitions are plywood sheets set in a wood framework. Striated t&g roof decking is used on the ceiling and continued on the soffit of the overhang

The site of the office building is a former used car lot. Its concrete slab was retained. Radiant heating coils were laid over the old concrete slab. Then a new concrete slab was placed over it. The balance of the original slab serves as a parking area.

Electric conduit was laid directly on top of the striated t&g decking that forms the ceiling. One inch of insulation was placed over the decking, then built-up roofing was used to surface the butterfly roof. The cost of the building was about \$9.25 per square foot.

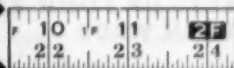


Evans King-Size 10-ft. Steel Tape STANDS UP STRAIGHT for UPRIGHT MEASUREMENTS

Those long upright measurements are easy and accurate with this new EVANS King-Size 10-ft. White-Tape. The 33% wider blade (full 3/4") stays straight up without bending or buckling. You get a free belt clip and Tenite utility case with every tape. Sliding end hook for inside or outside measuring and . . .

it's marked so you don't have to figure!
no other tape is marked this Evans way.

This Edge — marked in feet and inches with foot markings at every inch



This Edge — marked in inches from 1" to 120"

Whichever way you work, in inches or feet and inches, you read instantly without having to stop and figure.

The EVANS King-Size White-Tape is the Top 10-ft.

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another EVANS value— THE ONLY 12-FOOT POCKET WHITE-TAPE

Standard blade
1/2" wide

Now, a pocket steel tape that measures a full 12 feet — eliminates the inconvenience and inaccuracy of adding two measurements as you do with shorter tapes. Exclusive EVANS double markings (same as King-Size above). Chrome plated case is no bigger than cases for shorter tapes. Self-adjusting sliding hook for 100% accurate inside or outside measurements. Each tape packed in FREE transparent Tenite utility case.



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400 Trumbull Street, Elizabeth, N. J., U. S. A.

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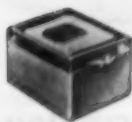
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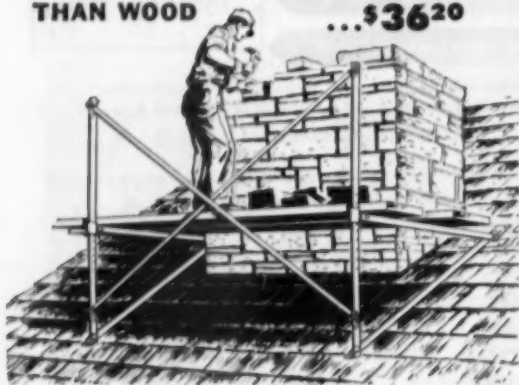


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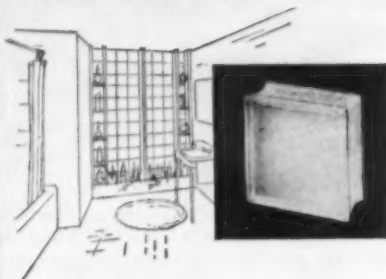
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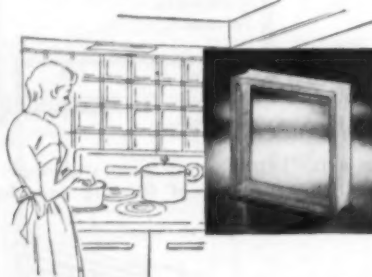
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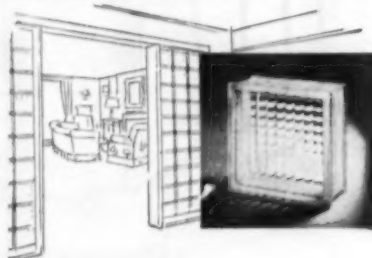
Privacy

Give a customer plenty of light but none of the sight with a panel of No. 365. Owens-Illinois Glass Block has the insulating efficiency of an 8" brick wall . . . won't frost or sweat in winter.



Vision

For a "solid" wall she can "see through," use a panel of No. 370. You'll flood her kitchen with daylight, yet make it easy to keep spic and span. Soil marks, even grease, rub right off . . . a wipe renews their sparkle.



Beauty

Here's a use that's as practical as it is beautiful. These panels of No. 316 block do much to set off the doorway . . . help bring light to the hallway.

Let Owens-Illinois Glass Block help you sell your homes faster by adding visible evidence of extra value. For information or help with a specific problem write Kimble Glass Company, subsidiary of Owens-Illinois, Dept. AB-3, Toledo 1, Ohio.

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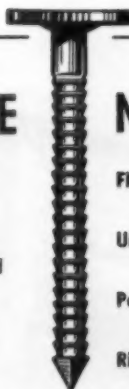
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SPECIFICATIONS: 5" through center x 1 1/4" on ends x 6' 5 3/4" long. Net wt., 9 lbs.

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MARCH 1953

Letters

(Continued from page 247)

be installed flush with the wall and so don't line-up with other kitchen equipment.

I think washers, dryers, sinks, freezers and refrigerators—all kitchen equipment—should have one standard depth, same toe-space contour and a backsplash beyond the 24-inch line of the cabinets. No waste space should occur between cabinets and appliances; no cracks, crevices or unsanitary joints appear in the working top. Such standardization by the appliance manufacturers would definitely avoid most of the objections to the average kitchen installation.

Harold P. Mueller,
Builder-Designer,
Jenkintown, Pa.

Likes AB's new format

Sir: I took time out to peruse the December issue of *American Builder*. I was attracted by the cover first, and then the design ideas—*Ideas in Action*. There is a tremendous improvement in makeup and readability. Maybe this has been going on for some time, but anyway, please accept my congratulations.

Irvin A. Blietz,
Designer and Builder,
Wilmette, Ill.

Gives most complete coverage

Sir: Would you please send me complete one-quarter inch working plans of Blueprint House No. AB212 that appears in your October issue. Your publication gives the most complete coverage for the home building industry of any I have tried.

B. R. Barrett,
General Contractor,
Kingston, Ont.

Enjoyed AB's convention breakfasts

Sir: I want to thank you for the many courtesies shown me while in Chicago. Dick and I especially enjoyed the breakfast. It was one of the highlights of the convention.

(Continued on page 252)

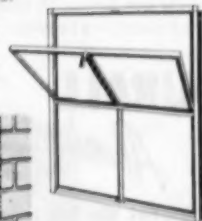
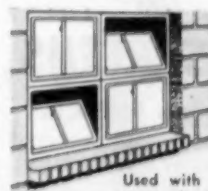
build more window sales with ALL-STEEL IN-A-SLIDES

STANDS BY ITSELF!
SASH REMOVABLE FOR GLAZING
TIGHT SEAL—DOUBLY WEATHER-PROTECTED

- NEW MONARCH ALL-STEEL IN-A-SLIDES are in ever increasing demand among builders and home owners everywhere.
- In-A-Slides are of better design and stronger construction. Outstanding in quality.
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- In-A-Slides afford deflected ventilation.
- In-A-Slide windows, screens and storm sash are bondarized and will resist rust.
- In-A-Slide sales are soaring, pyramiding profits for the dealer.

MONARCH UTILITY WINDOWS

Ideal for all commercial building, this economy window incorporates many of the outstanding features of the well known In-A-Slides.



MULLIONS

Used with Standard In-A-Slides, Monarch Mullions make sturdy multiple utility window units of from 2 to 6 to a section. Fit wall openings of various sizes.

SCREEN AND STORM SASH TO MATCH
Sold Through Dealers Only



When you think of Basement Windows... think of
NEW MONARCH MACHINE & STAMPING COMPANY
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DES MOINES 9, IOWA



Cost you less!

You can install Durall Tension Screens on windows, porches and breezeways at less cost than frame screens, and make them a sales feature of the house.

Cost less to buy—far less expensive than other screens or combination windows (28" x 54" size list \$5.10)

Cost less to put up—no fitting, 5 screws and they're up, installed from the inside in 10 minutes.

Give more value—all aluminum—last a lifetime. Tension holds them tight to the window frame—bugs can't get in!

Easier sales—house buyers know through national advertising that Duralls go up easy, come down easy . . . from inside . . . Roll up to store away in small space . . . Never need painting.

Any size up to six feet wide—immediate delivery! Styles to fit any type window. Also available with Kaiser Aluminum Shade Screening.

Start today to use Duralls, the smart, modern screens. Your lumber, building supply or hardware dealer has them or can get them for you. Or write for full descriptive booklet.



DURALL
Aluminum Tension
SCREENS

New York Wire Cloth Company, Inc., York, Pa.

*When you use insect screening,
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OPAL . . . heavily galvanized steel

ALBURA . . . lifetime aluminum

LIBERTY BRONZE . . . never rusts

All have the extra-strong,
exclusive Multi-Strand edge

Letters

(Continued from page 251)

If you will please send me details on component parts of house which you demonstrated at Sherman, I will be most grateful.

Again, many thanks for a wonderful time.

Chas. R. Byrd, President,
Byrd Real Estate Co. Inc.,
Birmingham 3, Ala.

Sir: Just a note to tell you that I appreciated having breakfast with your group last week and enjoyed your dynamic speech. Sorry that I did not get to visit with you more, but hope that you get out here and look me up again this year.

James H. March, Realtor,
Tacoma, Wash.

Articles stir interest in steel reinforcement

Sir: I've read with interest and appreciation in your November issue the article entitled *Is Crackproof Concrete Possible?*

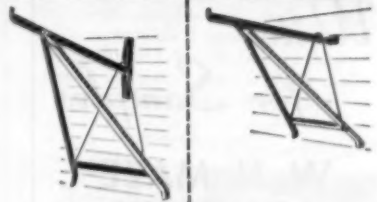
The Wire Reinforcement Institute represents the manufacturers and producers of over 95 per cent of the welded wire fabric used in this country. It was organized to conduct research and disseminate information aimed at improving steel fabric and the many ultimate products it reinforces, such as residential and commercial concrete structures, highways reinforced concrete pipe.

Your article has contributed to greater understanding of the need for steel reinforcement. Indicative of the interest it has aroused are the many requests for reprints this office has received. For this assist to reaching our common goal—longer lasting, more economical concrete construction—many thanks.

Frank B. Brown,
Managing Director
Wire Reinforcement Institute,
Washington 4, D. C.

Sir: Thanks to *American Builder* for relaying my letter seeking additional information relating to the article *Is Crackproof Concrete Possible?*, *American Builder*, Nov. p. 136). The Wire Reinforcement Institute has mailed complete technical data in reply to my question.

Wm. Stewart,
Trimmins, Ont.
Canada



These Brackets Cut Erection Time

You can install "Trouble Saver"® Scaffold Brackets faster than it takes to build a make-shift wooden scaffold. And once they're up, you know you've got a level and positively secure footing. Light and easy to manage, yet sturdily built of rail steel to provide a safe working platform. "Trouble Saver" Scaffold Brackets are a sound investment because they save time and materials every time they're used.

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ONE-MAN LADDER JACK
Adjusts to any pitch on either side of ladder.



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Uses side rails of ladder for extra-safety.

Write for complete information on all "Trouble Saver" Scaffolding Accessories.

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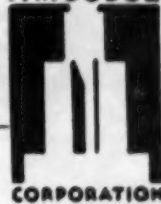
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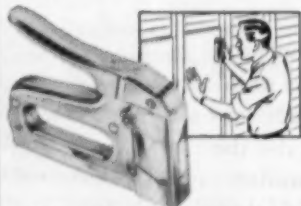
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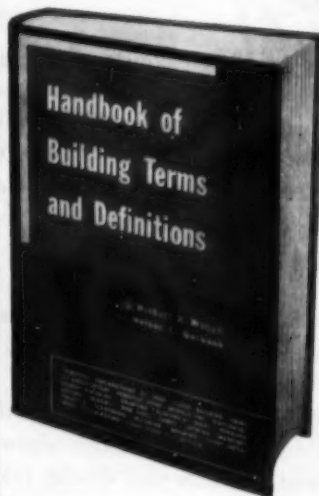
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positive regarding the meanings of them all. The only safeguard is to turn to an accepted authority.

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I enclose remittance of \$5.00. Please send me postpaid, one copy of HANDBOOK OF BUILDING TERMS AND DEFINITIONS. I have 10 days to examine the book and, if not satisfied, can return it within that time for full refund.

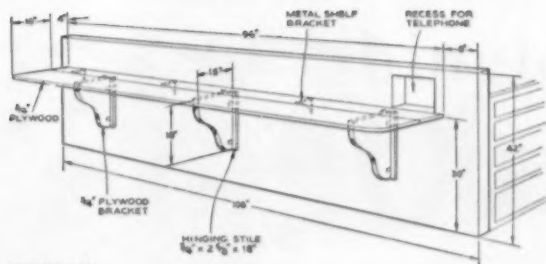
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AMERICAN BUILDER

Yes, they like snack bars . . .



SNACK BAR

Materials

- 3/4" plywood (4' x 8' panel) to make— 5 pc. 1" x 3" nominal stock 18" long — stiles.
 1 pc. 16" x 8" — bar. 4 3" shelf brackets.
 1 pc. 4" x 8" — ledge. 6 1 1/2" x 1 1/2" hinges (for brackets).
 5 pc. 15" x 18" — brackets. 4 3" x 3" hinges (for bar).

You can build this one in a very narrow space

A snack bar is a popular sales help in many a kitchen these days. Here is one you can build in a very narrow space—along almost any free wall, or as pictured, attached to a peninsula dividing kitchen and dining area. It is one of a large number of ideas for builders contained in the new book: "How to Build Cabinets for the Modern Kitchen" just published by Simmons-Boardman.

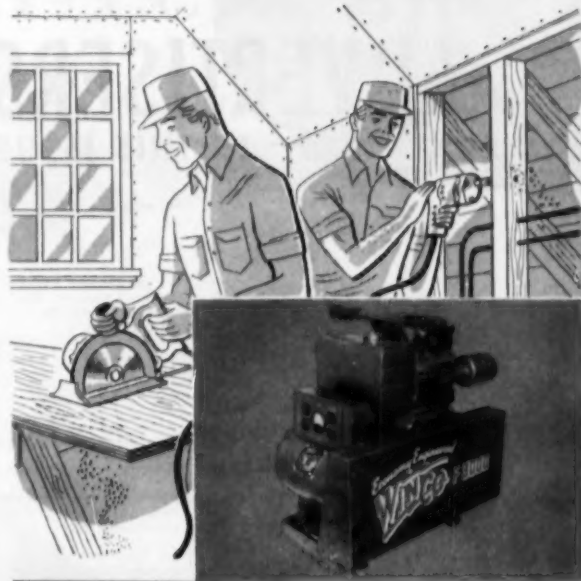
If the snack bar is hinged so it can be dropped when not in use it will fit even more spots in the house, such as a bit of hall or connecting passage. The peninsula should follow standard wall construction, studs and any standard surfacing—lath and plaster, plaster board, etc. On the bar side, the peninsula might be faced with plywood. Frame the telephone recess as part of the peninsula construction.

Position the stiles opposite wall studs and screw them in place. Hinge the plywood brackets so they all swing in one direction. Space the bar hinges so they won't interfere with the swing of the brackets. Include some means of locking the plywood brackets to the under side of the bar when it is up. A hook and eye for each bracket will do although a catch that latches automatically will be more convenient.

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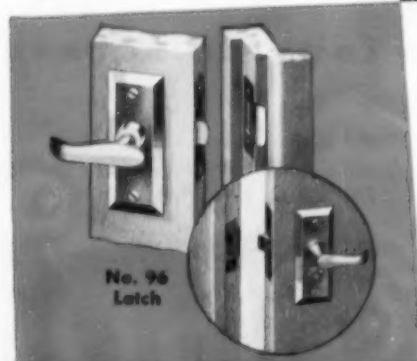
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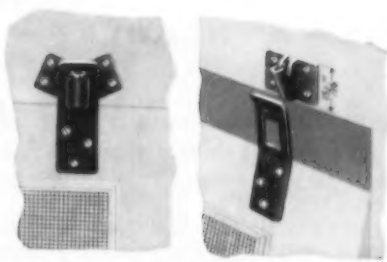
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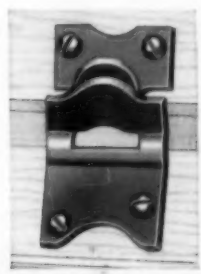
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