

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

★ NOVEMBER 1955

75 CENTS


First aid for
sick subdivisions

1956:

— dark side
— bright side



Planning your 1956 bathrooms



SEPARATE SPLASH PLATE AVAILABLE AT EXTRA COST

NUTONE Hood • Fan

**NEW SOLID TOP RANGE HOOD
... WITH NUTONE FAN IN WALL**

**DUCTS IN WALL — HORIZONTAL OR
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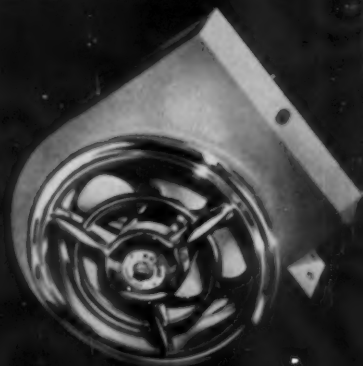
NEW MODERN DESIGN . . . Recessed "Curved Front" fits any cabinet or shelf. 24 inch - 30 inch - 36 inch - 42 inch sizes.

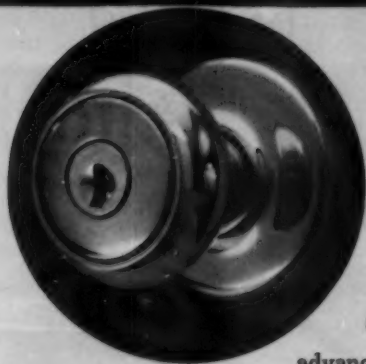
BUILT-IN SWITCHES . . . Control fan and concealed "Non-Glare" light.

NEW LOW PRICES . . . Mass production makes it possible to offer these deluxe range hoods at a cost even the lowest priced homes can afford.

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KWIKSET SALES AND SERVICE COMPANY, Anaheim, California



"400" LINE

The quality lock for budget building



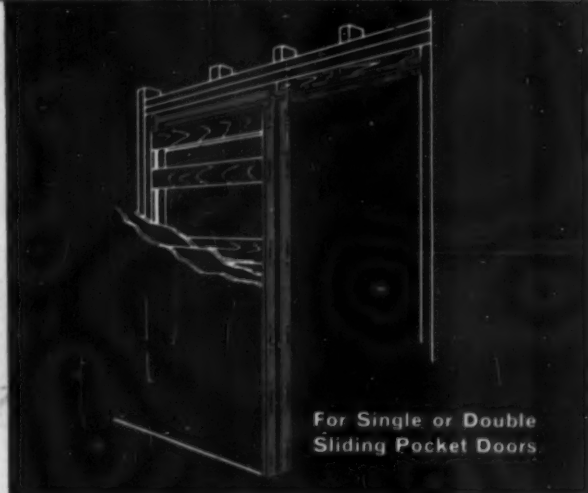
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**POCKET DOOR
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Here is the only universal, warp-proof Pocket Door T-Frame for all standard interior door requirements. It is designed for single or bi-parting doors 1-3/8" thick, 6'-6" or 6'-8" high. Any type of wall material may be used . . . lath and plaster, dry wall or plasterboard, wood paneling or tile. Available for 2'-0", 2'-4", 2'-6", 2'-8" and 3'-0" doors.



For Single or Double Sliding Pocket Doors

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- Adjustable Hangers with Nylon Rollers
- Aluminum Door Guide
- Bumper • Screws • Instructions



Steel Header
Aluminum Track



Steel Jamba
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Door Guide



EASY TO INSTALL...

FOR A PAIR OF DISAPPEARING DOORS

Double pocket doors give a center opening twice the width of by-passing doors and make a convenient opening for walk-in closets. They create extra living space if used between rooms. The doors disappear into wall pockets when opened and meet in the center of the doorway when closed. Easy to install. Ask for Series 1200B for Bi-Parting Pocket Doors which includes two T-Frames and coupling.



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The Opportunity Page

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

Opportunity after disaster

Because most of the established \$2 billion flood damage recently suffered in six northeastern states was not covered by insurance (flood insurance is virtually unobtainable), FHA is now leading a move to get the government to provide that kind of coverage. Builders in those states report strong interest on the part of both citizens and civic officials in long-range financing for sound, permanent homes to replace those that were lost. All that's needed, if disaster strikes again, is ready insurance money.

Reputation clincher

What's good will worth? Plenty, according to C. W. Zimmerman, Inc., of Dayton, O. Repeating a successful reputation-builder of a year ago, the firm has just given another party for the 84 families that bought its houses within the past year. Swimming, golf and plenty of good food helped make the customers they sold really "sold."

Opportunity in 1956

Next year will be a "merely terrific" year for light construction. To see just how terrific, turn to page 77 and read American Builder's forecast. There's a dark side to next year but don't let it worry you. Your dollar volume should be the same in 1956 as it was in 1955, if you take advantage of our predicted new opportunities in light construction.

Bigger by a third

You'll get even more out of attending the NAHB's Annual Convention and Exposition in 1956 (Chicago: January

22-26) than you did this year. It will not only accommodate 450 exhibitors (compared to 344 this year) but will offer a greater diversification of building products than ever before. For the first time, for example, the show will include light construction equipment.

Old folks at home

There's a bright, new market in home-building that a few are capitalizing on: the retired home-buyer, a prospect whose ranks are growing. (For each of the past five years, the number of people over 65 has increased more than twice as fast as our total population.) American Builder will show you what to build for them soon.

Opportunity by decree

When HHFA Administrator officially proclaims—with reams of attendant publicity—that "'56 is Home Improvement Year," here's the potential market that may prick up its ears: nearly half of the nation's 45 million homes need some annual upkeep, but 42 percent of our home-owning families spent nothing at all on their homes last year. Some 20 million houses urgently require repairs, major improvements or even complete remodeling.

Little luxuries mean a lot

Tomorrow's customer will insist on a better-equipped house. You can see the sort of things they'll want in an article on National Home Week trends in this issue (pages 80 to 85). It all goes to prove that buyers' tastes are changing. Building opportunities are there for those who know in which directions those changes are going.



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Pampa, Texas



ROBERT P. GERHOLZ
Flint, Michigan



ALBERT BALCH
Seattle, Washington



N. F. MOLNAR
Cleveland, Ohio

"Nationally advertised products help us sell homes"



LAWRENCE P. SMITH
New Orleans, La.



DALE J. BELLAMAH
Albuquerque, N. M.

Here are twelve prominent builders who have two things in common. 1. All use many nationally advertised—*Post*-advertised products in the homes they build. And 2. They all say these famous names make a big difference in their sales. *Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.*



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The Saturday Evening
POST

—gets to the heart of America

Reader's Guide

November 1955

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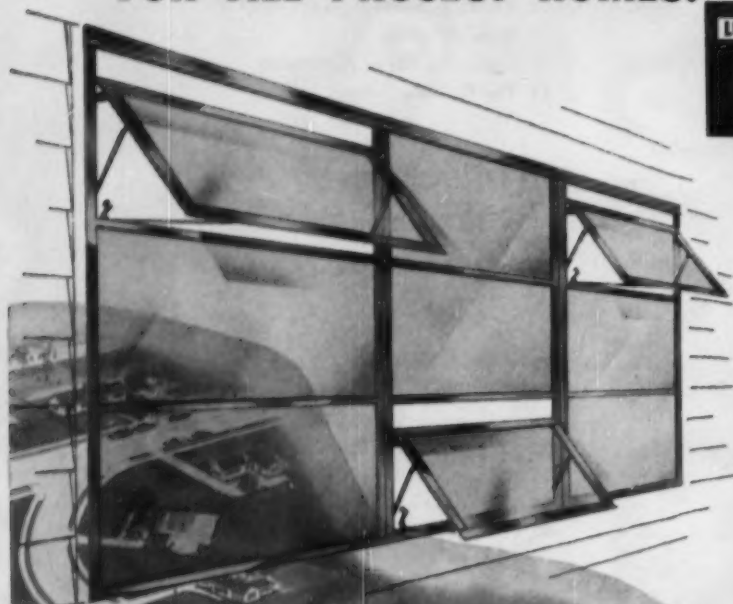
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LUDMAN *Leads in window engineering*

**WITH 3 QUALITY WINDOWS
FOR ALL PROJECT HOMES!**



**FULL WEATHERSTRIPPING ROTO-TYPE
OPERATOR SMART, MODERN APPEARANCE
At A Price Within The Reach of EVERY Project Builder**

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Here's a type of window that's sweeping the country in major building developments. Now, LUDMAN Engineering Research has established new quality standards Completely *Weatherstripped* to make it the tightest-closing Housing Window with beautiful Under-Screen Roto-Type Operator to make it the easiest to operate with handsome, substantial sections for smart, modern appearance designed to make it easiest to install.

Unlimited combinations are available, with any desired venting arrangement. Although designed for lowest-priced housing, this quality window has features that make it desirable even in the best homes. The coupon will bring you all the facts about this window.

SEND FOR FREE FOLDER TODAY

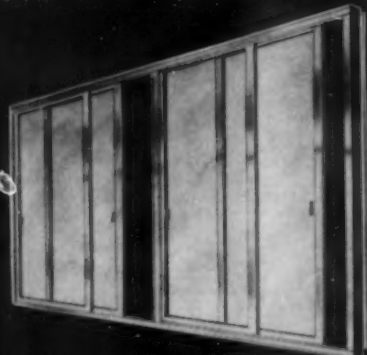
LUDMAN *Corporation*

LUDMAN products are carried by leading dealers everywhere

LUDMAN
Auto-lok
WINDOWS



For the builder who wants to add proved sales-appeal by providing an awning window with 100% ventilation and an exclusive night vent, the famous AUTO-LOK recognized everywhere as the finest known as the tightest-closing window ever made adds the "Quality-Look" and consumer acceptance. Successful Project Builders from Coast to Coast have learned that AUTO-LOK is worth the difference!



Another LUDMAN Contract-Closer the new Aluminum All-Weather Sliding Glass Doors engineered by LUDMAN with the builder in mind. Easiest to install no adjustment required smartest appearance exclusive separate sub-sill prevents damage during construction and many other exclusive features. Investigate the cost of using LUDMAN'S finest quality Sliding Glass Doors. You'll be amazed at how much sales-appeal you'll add to your house sales-appeal that adds value out of all proportion to the slight extra cost.

Ludman Corporation, North Miami, Fla.—Dept. AB-11

Please send me full information on:

Auto-Lok Windows. All-Weather Sliding Glass Doors. The new Housing Window.

Name

Firm

Street

City Zone State

READER'S GUIDE TO

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

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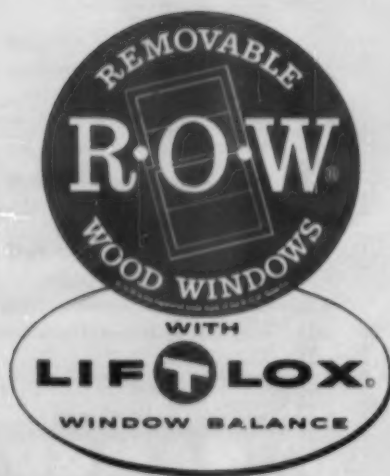
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*Appears in West Coast edition only.

LIFT OUT

DOUBLE-HUNG!



PRESS LEFT . . . WASH OR PAINT

Builders and home buyers are insisting upon the brand name products that make homes more livable—more saleable. R·O·W windows lift out for quick, safe washing or painting *inside* the home. They are the best known and most popular windows available.

They are weather-tight in all seasons because spring-pressure compensates for seasonal changes—insures a snug fit without binding.

Equipped with LIF-T-LOX, they are beautifully balanced for easy operation. *LIF-T-LOX* does not attach to the sash—does not interfere at all with the wonderful lift-out feature.

See your local lumber dealer or write

R. O. W. SALES COMPANY, 1327 ACADEMY AVE. • FERNDAL 20, MICHIGAN

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GLIDING!



ALL PURPOSE . . . REMOVABLE

For high wall privacy—or big operating picture windows—HIGH-LITE gliding windows insure distinctive styling. Like the famous R·O·W double-hung windows they are held pressure-tight by concealed springs, AND—THEY LIFT OUT ENTIRELY for easy cleaning or painting, inside the home.

First developed for kitchen, bedroom and bath installations, this great new window has now gained wide acceptance in larger sizes for living areas. A full range of sizes and styles is available almost everywhere.



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

R·O·W. SALES COMPANY, 1327 ACADEMY AVE. • FERNDAL 20, MICHIGAN
NOVEMBER 1955

WHO SAID AIR IS FREE?

Were it not for Radiation and Convection, empty air spaces inside walls, roofs, etc. would be the best insulation. But why pay costly labor and storage bills for handling "free" air entrapped **before** it is used in bulky insulation? Bulky materials also require more freight cars, trailers and trucks. The "free" air is paid for over and over again.

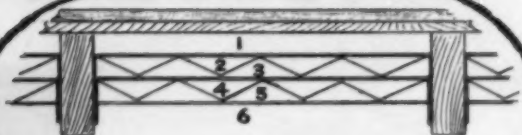
Multiple accordion aluminum envelops large volumes of air and creates layers of air spaces **only** as it is opened when finally stapled in place. This air is **really** free.

With respect to radiant heat flow, the aluminum sheets have 97% reflectivity, and 3% absorptivity and emissivity. Low conduction results from the preponderant air spaces of low density. The layers of multiple aluminum and fiber retard inner and outer convection. The tough aluminum sheets are almost impervious to vapor flow. Infiltration under flat stapled flanges is slight. Condensation formation on or within is minimized by the scientific construction of multiple layers of joist-to-joist, full-depth* accordion aluminum, fiber, and air spaces. *Patent applied for.

MILLION SQ. FT. IN ROOM 12' x 13' x 13'

Because of the low volume of unopened, practically airless multiple aluminum, an ordinary passenger auto will easily hold 20,000 sq. ft. A railroad freight car, a huge interstate trailer, or a number of trucks would be needed to transport an equivalent amount of ordinary insulation.

The AMERICAN SOCIETY OF HEATING & AIR-CONDITIONING ENGINEERS has published a booklet which describes convection, conduction, and radiation heat flow through ordinary air spaces, and what happens when an ordinary building space is lined or subdivided by reflective metals, thus creating *reflective* air spaces. Ask us for a copy — it's free.



THIS AIR IS FREE!

Numbers 1 to 6 are air spaces



Multiple accordion aluminum as it comes compactly from package contains very little air.

As installed creates multiple layers of "free" air.

INFRA INSULATION, INC.
525 Broadway, New York, N. Y., Dept. (B-11)

- Please send ASHAE booklet "Insulating Effect of Successive Air Spaces Bounded by Bright Metallic Surfaces."
 Please send samples.

Name _____

Firm _____

Address _____

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

Type 6-PS about 10¢ sq. ft.

Type 4-PS about 8¢ sq. ft.

The Building Outlook

SMALL TALK

ON THE DRAWING BOARD

It probably won't be long before you mention anti-radioactivity as a sales plus: The U.S. Forest Laboratory has developed a "diffusion board," suitable someday for roof and siding, that filters out poisonous gas and radioactive fallout. And Louisiana State University has just hit upon a radioactive brick.

STUDY IN CONTRAST

The Small Business Administration reports that nearly 40 percent of new houses in the \$7 to \$15 thousand price range are designed without garages. Automobile manufacturers, on the other hand, expect 1955 to be a record year; and nearly 5 million Americans are two-car families!

WHERE DO YOU FIT?

An FHA survey based on July 1 building costs for a "standard" house (a one-story frame building of 897 sq. ft., not including lot, heating, basement, garage, porch or landscaping) reveals that Phoenix, Ariz., builds it for least (\$6,224) and Cleveland, O., for the most (\$9,157). Seventy cities were covered in the survey. We'll publish all the figures next month.

NORTHERN EDITION

OUR NEIGHBORS TO THE NORTH are having their own housing boom: Canadian construction will be up about 8 percent in 1955, according to "Canadian Home Builder," with dollar volume in new construction and repair work soaring to new record highs. Estimated volume for this year is \$5,058 million. The previous record, set in 1954, was \$4,690 million.

TRADITIONAL CAPE COD and Colonial, without any gingerbread, is very much part of a national trend to simpler houses with cleaner lines. That's the opinion of NAHB president Earl W. Smith. Architectural effect for the sake of effect is going out, he says. "Even the Cape Cod and Colonial styles are reverting to the original models, which were uncluttered with frills because the more limited techniques of the day enforced simplicity." Mr. Smith also predicts further national acceptance of truly contemporary homes.

AIR CONDITIONING AS STANDARD EQUIPMENT is just around the corner. American Builder editors noticed the trend in their tour of 25 cities during National Home Week. In Charlotte, N. C., for example, all 25 houses in the Parade of Homes included air conditioning in the prices of the houses (\$16,500 to \$25,000). In Long Island, N. Y., builders George B. Rabinor and Milton Saper are including built-in air conditioning in the master bedroom of their new Oakdale Green houses for \$12,790. The trend, of course, is part of a larger one to better-equipped houses in 1956.

TRADE-IN HOUSING, an idea that many builders have taken to, is due for a setback next year: newly tightened credit regulations will make it tougher to sell older houses because of the newly required larger down payments and shorter mortgage terms. Expect lower prices on older houses, a longer time required to sell them.



Winter needn't be a stopper if you're erecting Inland Homes

These Quality Features

... make it highly profitable
to erect Inland Homes

- Distinctive Designs
- Finest Engineering
- Conventional Type Construction
- Highest Quality Materials
- Precision Manufacturing
- Beautiful Exteriors
- Well Planned Interiors
- Large Rooms
- Oversized Wardrobes
- Aluminum Double Hung Windows
- Large Picture Window or Panorama Window
- Aluminum Double Foli Insulation
- Hardwood Floors
- Birch Flush Doors
- Sliding Wardrobe Doors
- Extra Wall Space for Furniture Arrangement
- Large Bookcase in Living Room
- Recessed Bath Space
- Linen Closet in Bathroom
- Large Dining Space in Kitchen
- Window over Kitchen Sink
- Enameled Steel Kitchen Cabinets with Formica Counter Tops
- Quality Hardware

... the INLAND HOME package
lends itself to WINTER BUILDING!

The Inland package is under roof in less than one day. With a little advance planning you can erect an Inland Home almost any day. The winter bug-a-boo is minimized. Advantages both sales and profit wise come your way.

You are building when there are no shortages such as labor, lumber, gypsum board, cement—when subcontractors are anxious for your business—when mortgage processing is handled faster—when you have less competition from other builders.

We have a complete story that tells you how easy it is to build any one of more than 60 Inland Home models this winter. Write, wire or 'phone us NOW if you want to take advantage of winter building. No obligation.

Inland Homes
CORPORATION

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**"How I SOLD 68 HOMES in
one weekend BY USING the
LEWYT ^{BUILT IN} AIR CONDITIONER
as STANDARD EQUIPMENT!**

...we included the Lewyt Built-in Air Conditioner in all master bedrooms! It proved so successful that we are currently installing it in 1,000 apartments. Plans for all future home projects specify Lewyt!"



... says Mr. George B. Rabinor,
prominent East Coast builder

**LEWYT BRINGS YOU A TOTALLY NEW
IDEA OF BUILT-IN AIR CONDITIONING!**

Only 15 inches deep—the Lewyt can be installed in any outside wall, with no unsightly "overhang" inside or out! There are no ducts to install ...no "window problems"...and there's nothing to mar the beauty of your buildings! Best of all, the Lewyt is sold direct from factory to builder for less than the cost of a window unit!

The revolutionary Lewyt can be installed in one room or every room! It's a complete unit in itself with individual controls and thermostat built right in! *Plus*—2-speed motor! "Whisper-quiet" operation! Choice of cooling capacities—and more! For details, mail coupon today!

F. H. A. APPROVED



Lewyt pictured in master bedroom of \$12,790 Oakdale Green home—750 home project built by Rabinor and Saper, Oakdale Green, Long Island, N. Y.

LEWYT

BUILT-IN

WALL AIR CONDITIONER

By the makers of the famous Lewyt Vacuum Cleaner

LEWYT AIR CONDITIONER CORPORATION
DEPT. AB-11
57th Street and 1st Avenue, Brooklyn 19, N. Y.

Please send me complete information on
your revolutionary new LEWYT BUILT-IN
WALL AIR CONDITIONER.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

HOW TO OPEN UP A HOME

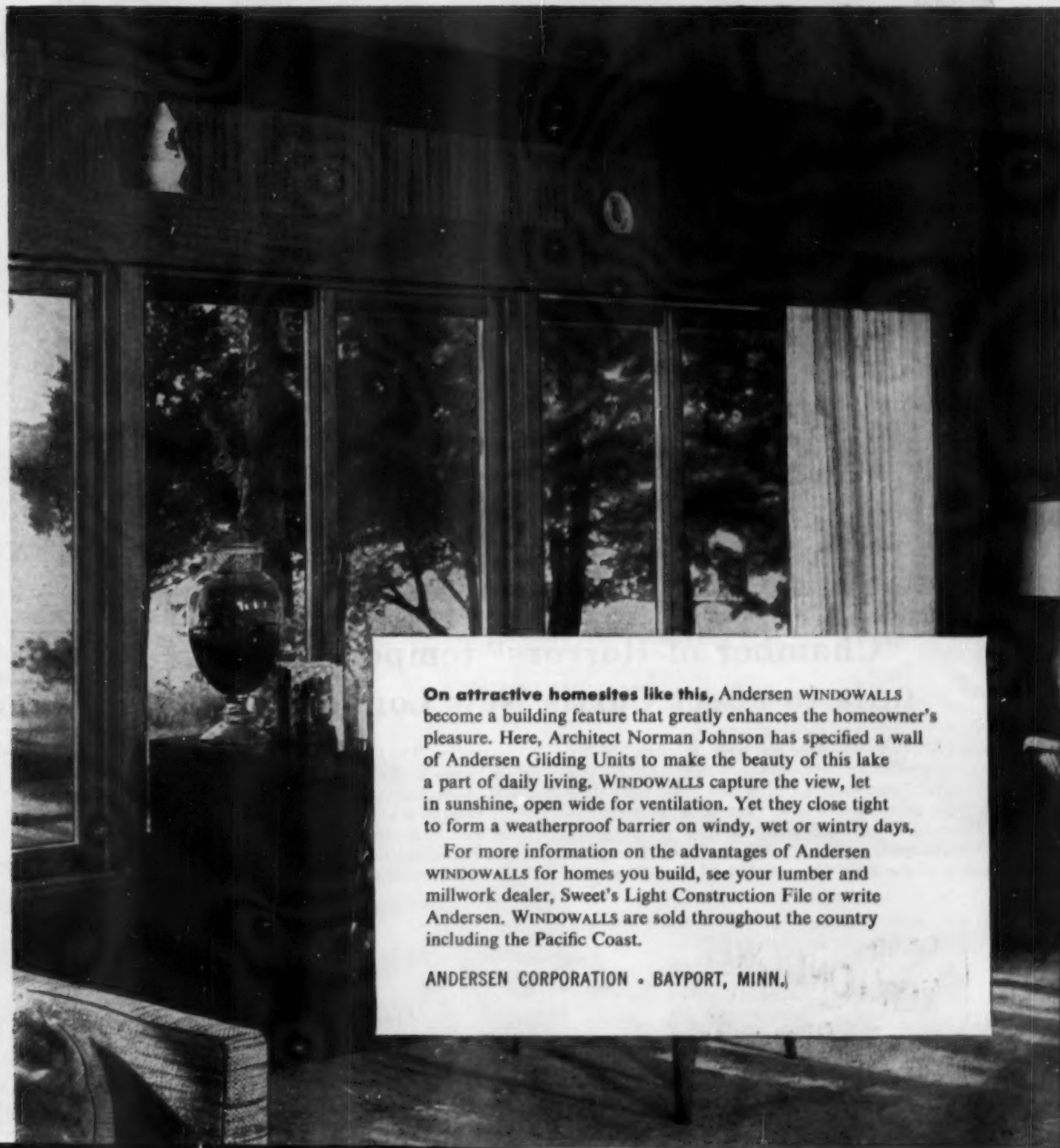
Andersen



TO OUTDOOR LIGHT AND BEAUTY

Windowalls

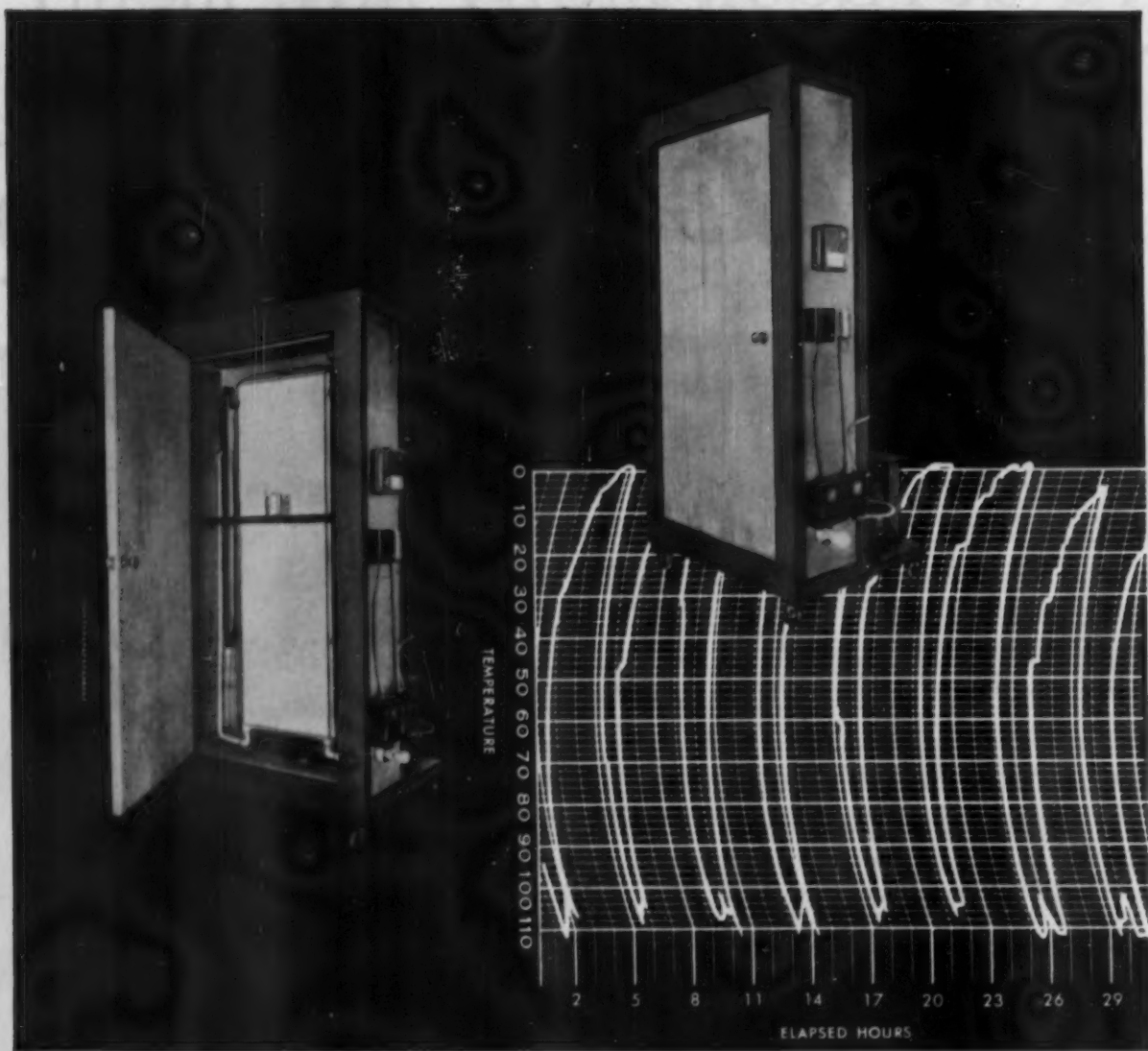
TRADEMARK OF ANDERSEN CORPORATION



On attractive homesites like this, Andersen WINDOWALLS become a building feature that greatly enhances the homeowner's pleasure. Here, Architect Norman Johnson has specified a wall of Andersen Gliding Units to make the beauty of this lake a part of daily living. WINDOWALLS capture the view, let in sunshine, open wide for ventilation. Yet they close tight to form a weatherproof barrier on windy, wet or wintry days.

For more information on the advantages of Andersen WINDOWALLS for homes you build, see your lumber and millwork dealer, Sweet's Light Construction File or write Andersen. WINDOWALLS are sold throughout the country including the Pacific Coast.

ANDERSEN CORPORATION • BAYPORT, MINN.



"Chamber of Horrors" temperature test fails to affect Curtis New Londoner Door

From 110° F. to 0°—over and over, through 166 long cycles of sweltering heat and below-freezing cold! That was the rigid test which a Curtis New Londoner hollow-core flush door endured in a "chamber of horrors" specially designed by Curtis engineers.

What happened to the door? Just *nothing*. The special bonding of the 3-ply face panels held firm. There was

no peeling. The locked-in, all-wood hollow core retained its dimensional stability. New Londoner doors, you see, are unaffected by temperature changes.

Curtis New Londoner doors and all Curtis Woodwork are sold by leading lumber and building-material dealers. For complete information, write Curtis Companies Service Bureau, Clinton, Iowa.



CURTIS WOODWORK
Heart of the Home

NEW

PRE-PASTED

*"Just wet
the back"*



Bolta-Wall

VINYL TILE

... SO EASY TO INSTALL!

1.

WET THE
BACK
WITH
WATER...



2.

... AND
PUT IT
IN PLACE



3.

PARTIAL
TILES ARE
CUT WITH
SCISSORS!



No special tools...no messy pastes... finish your jobs quicker and easier...

Bolta-Wall vinyl tile are now PRE-PASTED! All you have to do is wet the special, super-strong adhesive on the back and press the tile in place. No messy pastes... no special tools! Goes up quicker and you are off the job sooner... *with no mess to clean up!*

PRE-PASTED Bolta-Wall tile (8" x 8") is the fastest, easiest working tile ever offered... cut to fit any shape with ordinary scissors.

Low in cost... beautiful... washable... stain and scuff resistant... Bolta-Wall is ideal for walls and ceilings in the home, office or institution.

Bolta-Wall ALSO AVAILABLE IN ROLLS!

Four distinctive Bolta-Wall effects—*Bamboo, Mahogany, Leathergrain,* and *Georama* solid pastels—are available in rolls for immediate shipment. Send for complete data.

**GENERAL
PLASTICS**
The General Tire
& Rubber Company



**YOU CAN
HANDLE MORE
WORK...MAKE
MORE PROFITS!
MAIL THIS
COUPON NOW!**

BOLTA PRODUCTS, Lawrence, Mass.
Division of The General Tire & Rubber Co.

Send me complete information on low cost

- BOLTA-WALL PRE-PASTED VINYL TILE and
 BOLTA-WALL in rolls.

Name _____

Address _____

City _____ Zone _____ State _____



CALKING &

GOIN' GREAT GUNS

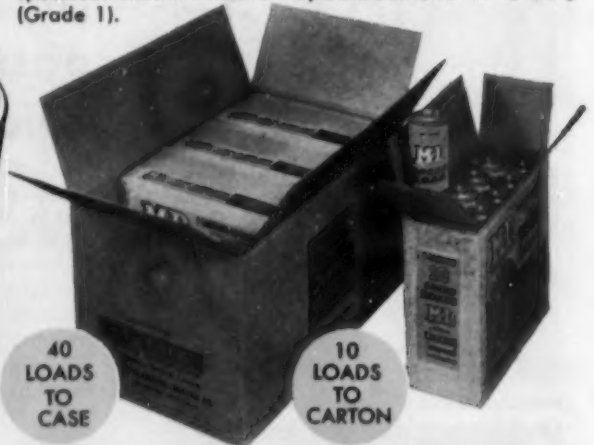


The "Original" CALKING LOAD

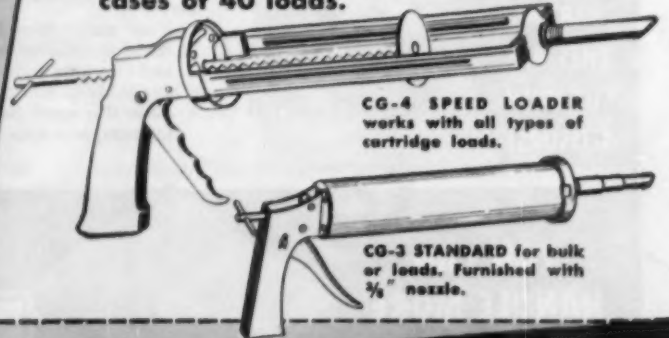
Dressed up in a

BRIGHT NEW LABEL!

Here's the fastest way to calk cracks around windows and doors. M-D SPEED LOADS are available in Off-White or Pure White Color. Also available with or without Plastic Nozzle. Off-White Load shipped without nozzle unless specified. Meets Federal Specifications TT-C-598 (Grade 1).



Packed 10 SPEED LOADS to a carton or in cases of 40 loads.



CG-4 SPEED LOADER works with all types of cartridge loads.

CG-3 STANDARD for bulk or loads. Furnished with 3/8" nozzle.

MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA



GLAZING COMPOUNDS

with BUILDERS and DEALERS

HAND SQUEEZE TUBES

for small jobs

No gun needed. Simply remove cap from built-in nozzle, fasten key over crimped end, turn key and start calking. Here's a fast-moving item for over-the-counter sales. Packed 12 tubes in a handsome "Silent Salesman" display carton that can be quickly set up on your counter.



M&D CALK CALKING COMPOUND

in Bulk—Knife or Gun Grade

Off-White Color available in knife grade or gun grade only. Pure White Color available in gun grade only. Off-White shipped unless White specified. Gun grade meets Federal Specifications No. TT-C-598 (Grade 1). Available in 1/2 pt., pt., qt., gallon, 5 gal. and 55 gals.



M&D GLAZE GLAZING COMPOUND

Always stays "PUT"

Here's the perfect material for glazing wood or metal sash, replacing putty, setting plumbing, filling cracks, boatwork of all kinds. Clean to handle, easy to use. Will not dry out, harden, crack or peel. Available in 1/2 pt., pt. and qt. cans; 25, 50, 100, 880 lb. drums.



M&D PLASTIC ASPHALT CEMENT

for all jobs!

Ideal for sticking down asphalt shingles and floor tiles . . . for use on roofs, chimneys, flashings. Packed 10 loads to a carton . . . with or without plastic nozzle. Shipped without nozzle unless specified. Also available in 2 1/2 and 10 lb. cans; 50 lb. pails; 550 lb. drums.



DEALERS
ORDER TODAY—your order will
receive prompt shipment!

BUILDERS!
Sold by all Hardware, Lumber
and Building Supply Dealers



Today's Fastest-selling Garage Door Operator

ALLIANCE



"GENIE"

LIFT-A-DOR

-and here's the reason!...

TV Advertising that Packs a Powerful Punch!

Millions see Alliance Lift-A-Dor TV demonstrations right in their homes!

National Magazine and Newspaper Advertising!

Intensive Sales Promotion! Trained Alliance experts work closely with dealers — customers. Help you sell!

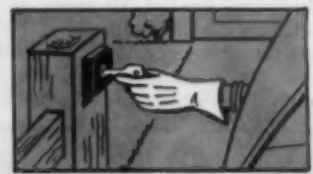
Thousands of Skilled Service Technicians and Installers from Coast to Coast! An army of radio-electronic experts already know how to service or install Alliance Lift-A-Dor!

Alliance Lift-A-Dor is Pre-sold for You!

ALLIANCE "GENIE" AUTOMATIC GARAGE DOOR OPERATOR is the first low-cost, quality, automatic operator! Opens, closes, locks, unlocks garage door; turns lights on or off. List prices from \$69.95 to \$219.95 plus installation.



RADIO CONTROL operates from push button or car dash.



KEY-LOCK CONTROL operates from driver-level box.

THE ALLIANCE MANUFACTURING CO., INC., Alliance, Ohio



Washington Post and Times Herald photo.

Housing busts out all over

Center opens with fanfare: Nixon's three goals

Just before he opened the building to the public with a golden key, Vice President Richard M. Nixon said the new National Housing Center in Washington, D. C., should help bring about three important objectives:

- Research and an exchange of ideas which will aid the entire population.
- "Dedicate ourselves not just to houses but to homes."
- Improvement in "the already dynamic program to end slums and blight."

Nixon's brief speech before 1,500 persons and network television news cameras (see picture above) climaxed dedication ceremonies held during the fall directors' meeting of the National Association of Home Builders.

What will NAHB's new \$2,500,000 headquarters mean to members? W. Hamilton Crawford, the Center's board chairman, said it would instill a pride of ownership, provide an important, top-flight address in Washington and, for the first time, establish one permanent place for anything new to be shown.

National Home Week: better than ever

"It was the greatest Week ever."

"Activity far exceeded our fondest expectations."

These and similar superlatives were voiced in many of the 200 cities and metropolitan areas observing National Home Week. Heavy sales activity will keep the participating builders busy most of the winter.

More important, the great interest generated by builders' concentrated efforts to give more potential buyers what they want in modern homes has given a big jump to an intensified fall selling campaign, resulting in thousands more home orders for winter and spring delivery.

Ever since it was first conceived eight years ago by Edward G. Gavin, editor of American Builder, National Home Week has grown steadily in size and importance. Today, it stands out as the top merchandising promotion in industry. Walton Onslow, director of the program, reveals how it got that way on the next page. For new trends in housing it has uncovered, see pages 80-85. For outstanding local activities, see pages 26-27.

National Home Week leaves tremendous impact on public

By Walton Onslow, Director, National Home Week

Record-breaking sales—more public recognition—high interest among prospective home owners—national promotion on many levels: all these marked the 1955 National Home Week.

From all reports received at this writing, National Home Week this year was the most successful ever staged. Behind this fact lies an intensification of the National Association of Home Builder's promotion program and extensive activities by local NAHB associations and their members.

Promotion of the Week actually began in April and May. A strong effort was made to contact national advertising agencies and manufacturers of building materials to increase their interest in the big event. A steady stream of promotion material went to local associations from NAHB headquarters. This included suggestions for local promotion, press releases, pictures, radio and television material, sketches for window displays and other information to stimulate public interest.

Radio-TV step up action

This year, increased emphasis was placed on radio and TV activities. Instead of one promotion kit, two were issued—one for real estate editors and one for TV and radio stations. For the first time, an animated TV "short" was professionally produced and distributed. These were accompanied by two TV slides.

Numerous radio and television stations were advised that the kits were available directly to them, upon request. These announcements were made through separate channels which resulted from personal contact with the Radio Advertising Bureau, Television Bureau of Advertising and the National Association of Radio and Television Broadcasters. Each of these groups was most cooperative in informing its respective memberships about the kits. Requests were received from 48 stations, in addition to stations contacted by local associations. The majority of these requests came from communities having no local associations.

This year, National Home Week



Onslow

received good coverage on network television programs. Special recognition was given the Week on Westinghouse's "Studio One" over CBS-TV (Sept. 12) and on the "Voice of Firestone," sponsored by the Firestone Tire and Rubber Co. over ABC-TV (Sept. 12). Frigidaire, which sponsors the Arthur Godfrey morning program on CBS gave us full cooperation as well as did the NBC "Home" show.

Dozens of splendid newspaper sec-

tions devoted to National Home Week were published this year. The tremendous spread accorded the Week carried the message to millions of families.

Manufacturers chipped in

Many national manufacturers featured National Home Week in their advertising. These ads appeared in magazines and other consumer publications. Their advertising mat services reached thousands of newspapers.

The extensive preparation this year resulted in such a tremendous impact on the public that other industries have intensified their efforts to stage a "national week" observance. However, home builders are still out in front with their promotion.



'THE WEEK' GOES TO THE BALL PARK

HBA of Greater Cincinnati introduced National Home Week to the public at "Home Builders' Night" in Crosley Field, picking a winning game. At home plate (from left) are Earle W. DeLaitre, executive vice president; Al Koch, president; Waite Hoyt, former New York Yankee star; Birdie Tebbets, Cincinnati manager; Mayo Smith, Philadelphia manager; Robert Harpenau, home week chairman. Hoyt received a plaque "for his contribution to better living in the homes of Cincinnati through his baseball broadcasts."



ALL IN DAY'S WORK FOR BUSY BUILDER PRESIDENT

Fresh from National Home Week visitations to St. Paul, Minn., and Niagara Falls, N. Y., NAHB President Earl W. Smith snips ribbon officially opening 16-day Parade of Homes at Sacramento, Calif., on September 17. At his left are John Jacobson, president, Associated Home Builders of Sacramento; Mrs. Lucille Corbett, "Mrs. Sacramento," and E. L. Schutt, general chairman; at right, city officials join in with local builders.

Rep. Rains urges builders tell Congress way to help steady mortgage market

Just prior to the series of public hearings the House Banking & Currency Committee's subcommittee on housing is holding numerous key cities, Georgia Congressman Albert Rains, chairman, said the committee intended to find out if the administration had gone too far in its program of restricting housing credit.

Appearing at the National Assn. of Home Builders fall directors meeting last month in Washington, Rains expressed hope that no more drastic action will be taken to dampen the outlook for home building and added: "I'm not too sure but that the action already taken isn't too drastic."

He urged that NAHB make some type of recommendation to Congress next year which will assist it in "a steadying of the mortgage market." He said he has often declared in Congress that "if you strangle down the home building industry in America, you knock prosperity into a cocked hat."

Rains declared that "no one has made a convincing argument to me that the recent rate of home construction has reached unhealthy proportions."

Plan research house

David C. Slipper, chairman of the NAHB division of research, reported the association has a research house of its own in the planning stage and will be ready to announce the details at the Chicago convention next January. He said that NAHB is engaged in a survey of materials in short supply: "As we increase production to the 1960s, the quantity of dry wall, portland cement, etc., available is going to be very important."

About 800 delegates and their wives were registered at the meetings, which were conducted by Earl W. Smith, president, in the Mayflower Hotel. Among resolutions adopted, one realigned two NAHB

regional territories. Region 2 now embraces all of New York state, including Long Island, while Region 20 includes all of New Jersey.

'Spike Club' winners

Michael O'Neil, Kansas City builder, was announced as the grand prize winner of the annual Spike Club contest, having obtained 76 new members between January 1 and September 10. His prize: two round trip airline tickets to Washington plus \$200 for expenses. Other top winners were Wayne Wilkins, builder of Waterloo, Iowa, 71 new members, and Ansel Arnold, secretary of the HBA of Hartford County, Conn., 45 new members.

The 1956 slate of officers for the NAHB Executive Officers' Council was reported as Earle W. DeLaittre, Cincinnati, president; Leo D. Mullin, Kansas City, first vice president; Robert Barker, Charlotte, N. C., second vice president; S. A. Dansyear, Miami, secretary, and Eugene Miller, Denver, treasurer. They will be installed at the annual convention in Chicago.

DICKERMAN'S COLUMN

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

Memo to pessimists: watch next year's sales

We have some disquieting news for those pessimists who can only be happy when things look bad. The housing market in the years ahead looks good!

- Household formation is high.

- Older and poorer housing is being removed from the supply at a rapid rate.

- The vacancy rate is low.

- A lot of people intend to buy houses.

These are not things we dream up. These are shown by government studies.

The Census Bureau says that we have been forming new non-farm households at a million-a-year average in the period 1950-55. (The word "non-farm" is important because we are talking about non-farm housing.) In the past year, the figure at 850,000 was somewhat lower than the five-year average; over the period the volume is not very far below the number of new non-farm housing units built. Last year you may recall seeing statements that we were building

at a far faster rate than we were forming new households.

'Over-building' refuted

Some scare stories even reported new housing being built at double the rate of household formation. These statements showed a basic misunderstanding of the figures because they were based on comparisons of non-farm housing units with all U. S. households. Inasmuch as people had been moving from the farms in this period, and farm households were declining at the rate of 150,000 a year, the U. S. total, which included the farms, was lower than non-farm alone. These census figures certainly refute the over-building argument on that score.

Other studies all point in the same direction. For example, for some time housing experts have been assuming that we were losing older housing from the supply because of demolition, etc., at the rate of only 50,000 to 100,000 a year. Recently the Bureau of Labor Statistics, on the basis of studies in a number of cities, said: "It is possible that in the neighborhood of 250,000 to 300,000 non-farm

dwelling units have been withdrawn from the housing supply annually in recent years."

Why vacancies continue low

Thus, with the high rate of new household formation, the high levels of losses of older housing, it is easy to understand why Commerce Department reports a low level of vacancies.

In 1950, in the middle of a housing shortage, only 1.6 per cent of the housing was vacant and available for use; in the second quarter of this year, the comparable figure had risen to only 2.3 per cent, barely enough to give our fast moving population some elbow room. As the First National City Bank pointed out in its recent news letter: "The conclusion can hardly be avoided that the amount of home building for replacement has been considerably under-estimated."

All of these figures go far toward explaining the market factors underlying a recent Federal Reserve Board study showing that more people than ever before intend to buy a house in 1955 or 1956.

A word to the pessimists. Watch next year's sales!



Dickerman

1,046,700 houses started in first 9 months of 1955

Housing starts in 1955 zoomed well past the million mark in September to reach a 1,046,700 total for the first nine months of the year.

The sharp dip in starts which many anticipated in September due to mortgage credit restrictions failed to materialize. New non-farm housing units begun during the month totaled 113,000, only 115,700 less than the total recorded in September, 1954. Only 1,300 were attributed to public housing.

With three months to go, starts are only 173,000 below the 1,220,000 high mark for all of 1954. If they hold close to the final-quarter pace set last year, the 1955 total will approximate 1,350,000.

Bureau of Labor Statistics announced the seasonally adjusted annual rate for September was 1,230,000 units. Revised totals for June were reported: upward 5,800 from 129,000 to 134,800.

VA hits 5-year high

Appraisal requests for 55,974 proposed homes were received by the Veterans Administration in August—9 per cent above the 51,412 received in July and slightly above the August, 1954 total of 55,350.

GI home loan guaranty applications received by VA in August totaled 66,305, third highest month in its eleven-year history. Only the 1950 months of August and October, when 69,327 and 67,000 applications respectively were received, topped this. These applications cover existing units as well as proposed homes.

Vacancies few

Available vacant units in the United States amounted to 2.3 per cent of the nation's housing during this year's second quarter.

That's the overall showing in final results of the sample survey conducted by the Census Bureau. It represents a slight increase since April, 1950, when the vacancy rate was 1.6 per cent.

The "for sale" portion of the vacancies (about 0.5 per cent) was the same as in 1950 "despite the record volume of new construction in recent years," the bureau reported. Median sale price for non-farm units was up from \$8,500 to \$10,200.



U. P. Photo

Earl W. Smith (left), NAHB president, welcoming I. K. Kozuilia, head of the Soviet housing delegation, on its arrival at Washington airport.

Soviet builders tour

Ten high Soviet housing officials were spending the month of October on a nation-wide tour sponsored by NAHB, which included stops in 13 metropolitan areas chosen to present a wide variety of the newest in home and apartment building.

Rough weather delayed arrival of the Russians a day so that they missed the dedication ceremonies of the National Housing Center in Washington. However, they toured the center later and expressed considerable curiosity over many new products on display.

Heading the delegation was I. K. Kozuilia, USSR minister of city and urban construction. Others included V. Y. Isaev, chief, board of construction, Leningrad; A. F. Dubrovin, USSR deputy minister, city and urban construction; P. A. Spysnov, chief, division of sanitary technical construction; F. A. Sheveler, senior scientific researcher, Vodgeo Construction Institute; A. V. Vlasov, president, Academy of Architecture; L. P. Miasnikov, deputy minister of timber, cellulose and paper production; N. P. Lysenko, chief, board of construction, Kiev; V. N. Galitzky, chief, board of housing and public construction, Moscow, and V. S. Timofeyev, chief of office, board of construction, Moscow.

'Home', 1956 version

Eldridge Snyder, New York architect, has been commissioned to design the 1956 version of the "House That Home Built," sponsored by the NBC-TV program, "Home," in cooperation with NAHB. According to Dick Linkroum, executive producer, NAHB members will see models of the 1956 home via closed-circuit telecast during their Chicago convention in January.

BLS forecasts materials will still reflect price rise

The outlook is for "continuing pressure on building material prices."

That's the forecast made by Isabel P. Hughes of the Bureau of Labor Statistics' division of prices and cost of living. Despite government actions tightening mortgage credit, she found that the demand for building, "especially housing," continues at a high rate with a substantial replacement market.

Of recent trends, the Hughes analysis said: "The rise in building materials prices has continued into 1955, with the overall increase amounting to nearly 2 per cent from January to June . . . Of the major building materials only three—douglas fir lumber, millwork and warm air furnaces—showed less strength in prices in the first half of this year than in the first half of 1954 . . . Those materials which have shown the greatest increases so far in 1955 include lumber, electric wire, asbestos cement shingles and plumbing equipment, particularly vitreous chinaware and brass fittings."

Wins model contest

James Litten, 17, of Flint, Mich., is the grand prize winner of \$500 in the second annual model home contest sponsored by the National Assn. of Home Builders. Litten, a 12th grade student at Dye High School, together with his sponsor, James Randall, superintendent of Dye Schools, also won an all-expense-paid trip to Chicago, where they will appear at the NAHB convention in January. The model was entered by the Flint Association of Home Builders.

Awards 4 houses

Winners of four completely furnished houses to be built on lots of their choice have been announced by the Hotpoint Co. as Mrs. Robert B. Todd, Oakland, Calif.; Mrs. Jay Shoots, Cuba, N. Y.; Mrs. Norman A. Herendeen, El Paso, Texas and Mrs. Edmund J. Freundt, Indianapolis. The houses, each representing a \$30,000 value, are the four top prizes in a contest sponsored by Hotpoint last May and June. They were designed by the following architects: Stanley Reese, New York; Norman C. Nagle, Minneapolis; Bruce McCarty, Knoxville, Tenn., and Donn Emmons, San Francisco.

Names in the news

Cyrus B. Sweet has a new title—FHA assistant commissioner for Title I. He was formerly known as director of the Title I home improvement program.

The change, FHA Commissioner Norman H. Mason said, "will bring more direct leadership to the Title I program at a time of growing interest in home repair and modernization." A former president of the National Retail Lumber Dealers Association, Sweet has been with the FHA since July, 1954.

Bruce C. Kixmiller, Jr., Vincennes, Ind., businessman and Reserve Corps major, has been appointed to the newly created FHA post of Special Assistant for Armed Services Housing. He will put into effect the new amendments to Title VIII of the National Housing Act.

Philip W. Kniskern of Philadelphia, Pa., has been engaged by the Urban Renewal Administration to make a comprehensive review and reevaluation of land disposition procedures and



Sweet

policies in connection with URA's slum clearance and urban renewal program, Commissioner J. W. Follin reports. Kniskern is past president of the American Institute of Real Estate Appraisers, National Association of Real Estate Boards and the Urban Land Institute.

Water heater tests

Building Research Advisory Board in Washington, D. C., is studying performance standards for domestic water heaters for the Federal Housing Administration, according to William H. Scheick, executive director. A committee of 14 representatives in industry, government, educational and scientific fields has been named to study data, list problems and recommendations and make a report to FHA so that it can be used to help revise the minimum property requirement.

Criteria under study includes that which will insure reasonable life of the equipment (8-10 years); study and recommendation on safety valves and determination of the proper clearances between hot water heating equipment and adjacent construction.

Dean F. M. Dawson of the College of Engineering at Iowa State University, is chairman of the committee.

Dealer conventions listed for 1956

DATE ASSOCIATION

JANUARY

9-11 Kentucky RLDA, Louisville
23-25 Northeastern RLA, New York
24-26 Western RLA, Portland
25-27 Southwestern LA, Kansas City
31-Feb. 2 Michigan RLDA, Grand Rapids

FEBRUARY

1-3 Middle Atlantic LA, Atlantic City
2-4 Intermountain LDA, Salt Lake City
7-9 Illinois L&MDA, Chicago
7-9 *Tennessee BMA, Chattanooga
8-9 LDA of Western Penn., Pittsburgh
15-17 Mountain States LDA, Albuquerque
15-17 *Virginia BMA, Roanoke
21-23 Wisconsin RLA, Milwaukee
22-24 Nebraska LMA, Omaha
24-25 *West Virginia L&BSA, Charleston
28-Mar. 1 Indiana L&BSA, Indianapolis

MARCH

13-15 Carolina L&BSA, Charlotte
14-15 Louisiana BMDA, New Orleans
20-22 Independent RLDA, St. Paul
21-23 *New Jersey LA, Atlantic City
22-23 Mississippi RLDA, Biloxi

APRIL

9-14 Montana RLA, Billings (tentative)
10-12 Southern California RLA, Los Angeles
15-17 LA of Texas, San Antonio
16-18 *BMM of Georgia, Savannah
17-19 Arizona RL&BSA, Flagstaff
19-21 *Florida L&MA, Palm Beach Shores

* No exhibits

DEALER'S VIEWPOINT

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

Lumber dealers provide more services for customers

A survey conducted recently by a national consumer magazine has produced some exceedingly interesting information about lumber dealers and their present day merchandising practices. For example, the survey revealed that more than two-thirds of the dealers offer their customers plans and planning service, time-payment financing arrangements, and contractor services.

It is assumed that, in some cases at least, the dealers help their customers arrange for these services instead of performing the service themselves.

More parking sites

These findings played a large part in stimulating our announcement some weeks ago to the effect that

lumber dealers from now on will help their customers arrange for all details involved in carrying out home improvement work.

The survey showed also that 84 per cent of the dealers provide off-the-street parking facilities for customers and that nearly half—46 per cent—stay open on Saturday afternoon and 13 per cent remain open at least one evening per week.

More dealers advertise in newspapers than in any other medium, according to the survey with 62 per cent of the dealers saying that they advertise regularly in newspapers and another 28 per cent advertising occasionally in the press.

With 50 per cent using radio advertising regularly or occasionally and 81 per cent using direct mail, it is obvious that not too many dealers are sitting back and waiting for customers to seek them out. Television advertising is being used regularly or occasionally by only 11 per cent

of the dealers nationally but by 19 per cent of those located in the western part of the country.

Products list growing

Another section of the survey dealt with the products which dealers offer for sale. As might be expected, almost all—more than nine out of ten—carry lumber, millwork, plywood, insulation, roofing, siding, sheathing and flooring.

In addition, 90 per cent carry nails, screws, nuts, and bolts, while 83 per cent sell builders' hardware, 82 per cent handle paint, and 81 per cent handle hard materials, especially cement and brick.

These facts all seem to add up to the conclusion that retail lumber dealers have been expanding the scope than some people have believed and of their operations to a greater extent that they are alert to modern merchandising methods and opportunities.



Northup



'OPEN HOUSE TO BETTER LIVING'

Connecticut Congressman Thomas Dodd (left) at National Home Week banquet in Hartford with "Miss Connecticut," Audrey Figlar; Mrs. William Gallow, New Britain, and Harold Fenton, president, HBA of Hartford County. Mrs. Gallow was awarded a \$500 bond for slogan captioned above, the winning entry among 3,000 in contest seeking best NHW definition for the county.



OHIO GOVERNOR STAMPS HIS APPROVAL

Governor Frank J. Lausche proclaims "the Week" in presence of "Mrs. Ohio" (Mrs. William Aubry, Toledo) and Ohio HBA officials (clockwise): D. A. Spitznaugle, secretary; Clifford M. St. Clair, executive vice president; A. B. Stanbery, NAHB regional vice president; John L. Morley, treasurer; Paul Kessler, second vice president and Melvin E. Kimmey, president.

Nat'l Home Week reassures builders of strong market

Record crowds and reports of brisk sales in many of the approximately 90 northern state municipalities celebrating National Home Week emphasized two points:

- Attractive displays by builders of their late '55 and '56 model homes draw widespread interest from present and near-future buyers.
- Thus, charges of overbuilding are generally unfounded.

American Builder editors, traveling through the North, found:

1,600 binders on Long Island

Consensus of the 150 builders who displayed some 500 model houses on Long Island, N. Y., was that National Home Week "was the biggest yet." A survey taken among 11 real estate sales agencies who represent about half of the projects showed nearly 1,600 purchase binders accepted during "the Week."

Jerry Spiegel opened a 220-home project in the \$13,390 range at Bethpage, took 62 binders during the week and converted 49 of them to contract stage by October 7. Promotion included distribution of 15,000 copies of a "Catalog of Homes," two large panel display centers in banks, announcements and interviews on 65 radio and television programs.

While conservatism in exterior de-

sign still prevailed in Buffalo and Rochester, new homes displayed a strong trend to increase use of built-ins. About 100,000 visited 71 houses in Buffalo, a week later had signed up for 400 units.

1,000 sales in Pittsburgh

In Pittsburgh, 14 builders staged a one-site parade in suburban Monroeville; 140 others opened houses on scattered sites. At the end of NHW, the 200 association members reported 200 sales, then the observance was extended a week. The builders held a drawing for a "millionaire's vacation" for two at Fort Lauderdale, Fla., courtesy of Art Corace, association past president.

Hartford County, Conn., long-time stronghold of the two-story colonial, exhibited 38 houses, including eight split-levels. Several builders indicated

that while the "splits" were selling "well enough," they would build a greater percentage of ranch and two-story Colonials in the near future. However, the largest project in the area comprises three split-level models.

Boston experienced the greatest interest to date in National Home Week and plans to keep its committee functioning to formulate plans for a Parade of Homes next fall, according to Louis Merlino, chairman. The builders contributed to a fund for three pairs of tickets to Bermuda, which were awarded to three visitors on their prospect lists. Some 4,000 cards were received the first six days.

Twenty-five Philadelphia builders participated in a "treasure chest key hunt" in which the winners received certificates worth \$100 to \$250 toward the down payment on a house.



'PARADE REST' AT HAMILTON, OHIO

Members of HBA of Butler County at brief siesta during Parade of Homes at Hamilton, Ohio: from left, Joseph J. Murphy, executive secretary; Ray McMullen, Harold Molter, John Hicks and William Wood, president.

N. Y. builders sell 300 units on first days in Chicago

National Home Week brought an unusual success story to Chicago. Norman K. Winston and David Muss, New York builders, opened three "Long Island-type" split-level models in suburban Melrose Park with plans for an initial section of 300 homes ranging from \$21,900 to \$28,500. All were reported sold the first Sunday, after a police-patrolled crowd of 30,000 persons mobbed the place for two days.

Six persons took up South Side Builder Harry Quinn's offer of free moving by buying a home during the week. If a seventh "hot prospect" is added to the list, Quinn will have a long-distance move from Michigan on his hands.

Over 100 Chicago builders exhibited new models and agreed it was their most successful NHW, aided materially by active participation of all city newspapers for the first time.

Twain Cities records up

Minneapolis and St. Paul both estimated their NHW turnout at 250,000. "We found far greater action than ever in the past," said Larry Nelson, Minneapolis HBA executive vice president. The participating 27 builders featured 28 homes, reported 98 sales and over four times as many good prospects. Area's largest project



BOOM TIME JUST AHEAD?

James R. Moody, new executive secretary of Rockland County (N.Y.) HBA, whose territory anticipates a rapid influx of population on completion of New York's Thruway next year.

NOVEMBER 1955



WEST GERMAN DELEGATION VISITS LONG ISLAND

Part of German builder-architect group studying American methods hear Vincent Tipaldi, construction superintendent at Eastwood Village, Centereach, N. Y. They were guests of Bernard Krinsky, builder, during stop on a tour arranged by the Long Island Home Builders Institute.

netted 28 of the sales; the only builder with two models, 10.

St. Paul reported 55,000 visitors at 38 models the opening day of its biggest NHW in history. Promoting interest were a half-hour television show, a symbolic ten-millionth post-war house, a key contest and a three block-long parade through downtown streets.

"Over \$5,000,000 in sales," was the success story in St. Louis from C. T. Wilson, chairman. Over 175,000 people inspected the 104 houses shown by 71 builders. "Sales rate stepped up noticeably," said E. R. Elgin, chairman at Kansas City, where 83 builders displayed 115 houses, including 43 furnished units and seven X-ray models. KC also had one of the most elaborate plan books of the year, gave it wide distribution.

\$3,300,000 at Indianapolis

Indianapolis builders put on a big show of 185 houses, 50 per cent more than last year. By the end of the Week, 11,743 visitors were actually counted in the 77 homes flying NHW banners, and association members had racked up 170 sales for \$3,300,000. Public reaction, as analyzed by Marion County Residential Builders, was impressed by 15 to 20 per cent increased use of air conditioning, and a strong swing back to basements.

Ohio, with at least 15 metropolitan areas participating, probably led all states in number of NHW celebrations. Over 200 houses were shown at Cleveland, where a coupon contest was held to determine the winner of two free trips to Washington. Toledo merged its 30-house display with its biggest home show, at which Peggy

King, television singer, was crowned "Miss Home Queen of 1955." Dayton exhibited 24 houses, and held a prize drawing for visitors who filled out questionnaires to tell what they liked in price range, size and type of home, etc.

Hamilton, Ohio, prepared floats, engaged the high school band to get its 12-house parade rolling, also sold plan books with ballots to be used in a "beauty queen" contest. Youngstown had another one-site parade with 14 houses. "Homer Material," life-size figure made up of building materials, "appeared" on the scene and his picture went with all advertising matter. Columbus delayed its parade (16 houses on one site, 13 others in various locations) two weeks, sold six of the units before opening day.

Omaha HBA built a display house, auctioned it off to the highest bidder.



BUILDERS GIVE PLAY SITE

Milwaukee Mayor Frank P. Zeidler (left) receiving deed to two-acre playground site from Frank W. Beverly, president, Milwaukee Builders' Assn. Charles W. George, vice president, locates tract on city map.

27-N

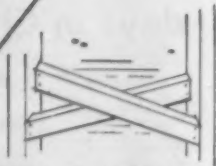
**THYER
HOMES**

DETAILS MAKE A BIG DIFFERENCE



ROOF TRUSSES—All Thyer homes with the exception of contemporary models have trussed roofs. The truss provides an even distribution of roof load over the entire roof area. Thus the load is carried only by the outside walls . . . and bearing partitions are eliminated.

EXTERIOR WALL FINISH—Red cedar shakes and asphalted asbestos shingle backer applied over asphalted felt on a 1-inch nominal sheathing provides a warm, tight home. Vertical siding is used on some models to create special design effects.



FLOOR SYSTEM—Floor framing is 2 x 8 on 16-inch centers. A double row of bridging providing additional strength; subfloor is nominal 1-inch sheathing; finish floor 3/4"-2 1/4" inch face select hardwood in all principal rooms with 5/8" inch plywood elsewhere.

FRAMING—Exterior walls and interior partitions are 2 x 4 on 16-inch center with double 2 x 4 top plate. To provide added rigidity for the frame, corner bracing is used in all outside corner panels.



INTERIOR WALL FINISH—1/2" inch gypsum board with invisible joints "welded" with tape and gypsum cement assure a wall that is virtually crack-proof and can be decorated with one of the modern wall treatments.



"Thyer fabricated units have been awarded Parents' Magazine Commendation Seal."



MAN TO MAN . . .

Thyer details sell themselves

Sure it's the woman who buys . . . but it's the man in the family who puts his stamp of approval on construction details. He's the one who critically views the technical aspects of a new home and gives a silent nod pro or con.

Once you sell "Jones" on construction and what it means to his family, Mrs. Jones will take it from there. And, of course, when you're talking details you'll want Thyer construction in the homes you sell.

For further information on Thyer's unique construction details, mail the attached coupon today.

THE THYER MANUFACTURING CORPORATION

2854 Wayne Street
Toledo 9, Ohio

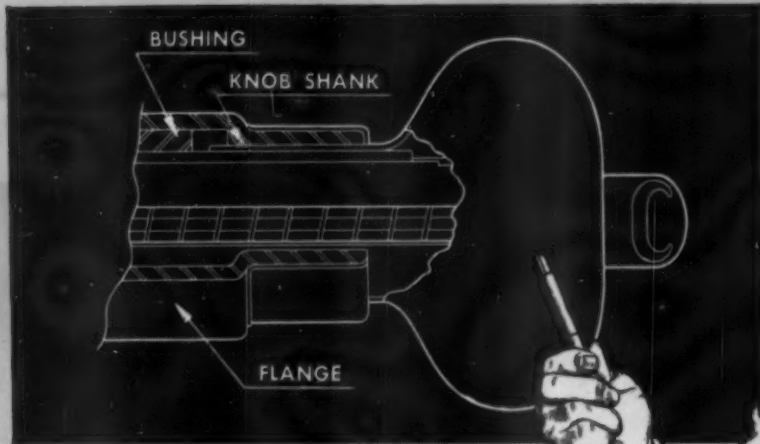
515 East Yazoo Street, Dept. 5
Jackson, Miss.

Gentlemen:
Please have a Thyer factory representative call.

Name _____

Address _____

City _____ Zone _____ State _____



If you're from "Missouri" too...

For a quick picture of the Stilemanor's *no-wobble* knob construction, look at the above diagram. The heavy brass bushing or sleeve, as we call it, forms a large bearing surface for the knob spindle. This results in a brass to steel bearing which is extremely wear-resistant. The long outer end of the flange provides a bearing surface for the knob shank. Now the combination of these two large bearing surfaces reduces any

tendency to knob wobble even after wear takes place.

You can appreciate such technical details much better than future buyers of your houses . . . but they'll like the *no-wobble* feature . . . and there's one thing certain, wobbly knobs won't develop to haunt you. Be sure to check this point when you ask your dealer about all the constructional advantages of the "Stilemanor" Line.

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

Another feature to speed installation . . . slots on inner rose plate engage prongs on lock case for lining up screw holes quickly.



RUSSWIN[®] "Stilemanor"

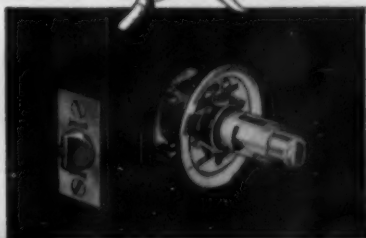
STANDARD DUTY LOCKS AND LATCHES
Products of the "All Star" Builders' Hardware Line by

RUSSELL & ERWIN DIVISION
THE AMERICAN HARDWARE CORPORATION

Four attractive designs . . .
two available in cast brass
or bronze (Brunswick-illustrated);
two, in wrought brass,
bronze or aluminum.



All popular functions:
turn button and push button
locksets with dead locking
latches; push button
locksets with and without
dead locking latches;
plain locksets.





FOR \$15,490: 4 BEDROOMS, 3 BATHS

New tricks with a split-

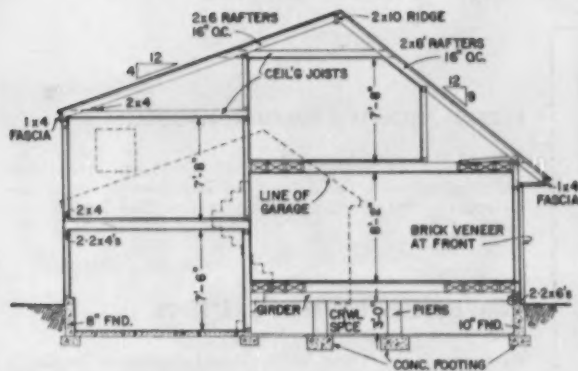


LARGE LIVING ROOM occupies ground level, is 20 ft. long. Entry is by way of foyer (see plan on next page), with a closet and planter. One corner of living room has dining el, with pass-through and side, entry directly off kitchen.



RECREATION ROOM, boiler room and bath occupy below-grade level. Room is 18½ feet long and 13 feet wide. Crawl space (under living room) adjoins recreation and boiler rooms, has two-inch concrete floor, with 2 x 8 joists.

the MONTH for November



BEARING PARTITION separates front half of house from rear. Four levels are shown in this cross section, with bedroom levels occupying both front and rear. Slab and 10-inch foundation walls are on footings below grade.

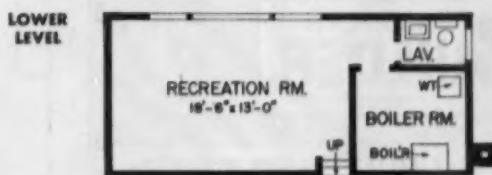
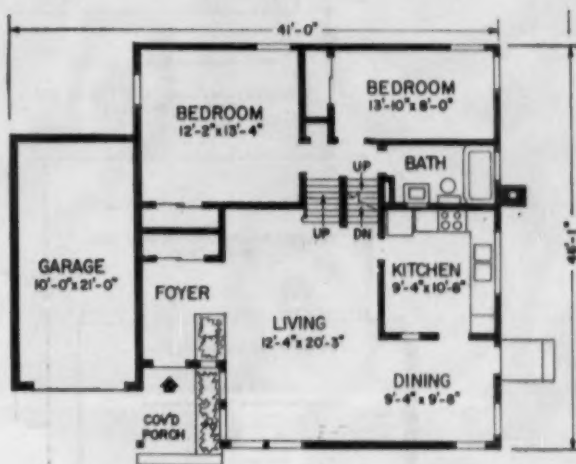
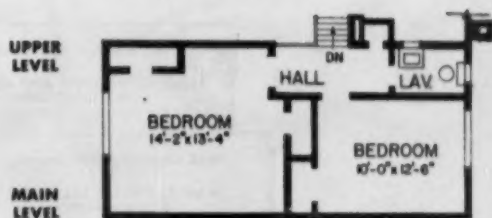
DECEPTIVE APPEARANCE of house from front is caused by angle of view. House is actually longer in front than in back, as above section shows. Planter at entry extends into living room. Note corner grouping of windows.

level house . . .

This Long Island house is a split level with a Cape Coddish look from the front. Actually it has four levels: the two top levels are bedrooms, the two lower ones living room and recreation-utility areas. The net result of this space division is a total of 1,400 square feet of living area, plus 370 additional square feet of recreation room—all for \$15,490. Only unused part of this house is the 428-square foot crawl space under the living area, which is blessed with a two-inch concrete floor.

As the section view above shows, the house is not split in the conventional manner (side to side) but front to back. An off-center, standard 2x4 bearing partition splits the two halves of the house. Among the advantages of this type of split level is that the bedrooms are not above the garage (and open to continuously cold or drafty floors).

Designed by architect Herman H. York for Long



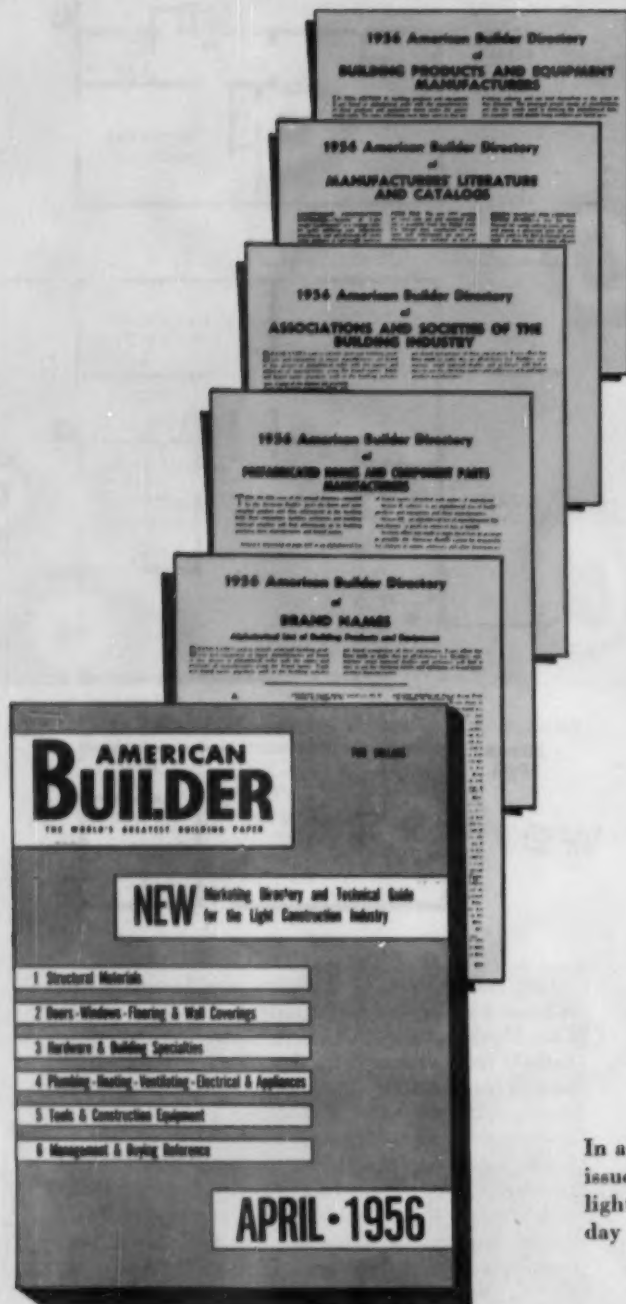
Island builder Sheldon H. Solow, this four-level split is located in the new community of Wiltshire Woods, East Huntington. Besides four bedrooms and three baths it features a separate entrance vestibule, corner picture windows in living and dining areas, pass-through kitchen counter, finished recreation room and attached over-size garage.

The sales report on this house is an indication of how well it was initially received. Opening on a weekend, Tylon Realty sold 21 out of a possible 25 houses, with crowds listed at 5,000. Builder Solow is contemplating an additional tract of 75 houses in the near future, using this same house.

How do Long Island builders do it? How can they offer so much house for the money? For one thing, they operate in a super-specialized, volume-building area. Every job is sub-contracted; a carpenter, for example, may do nothing but hang doors all day.

LOOK at the 5 big DIRECTORIES in the APRIL 1956 AMERICAN BUILDER

The NEW Marketing Directory and Technical Guide is just another American Builder EXCLUSIVE in the Light Construction Field



BUILDING PRODUCTS & EQUIPMENT MANUFACTURERS

A classified Directory that builders will use throughout the year to locate the names and addresses of the manufacturers of the products and equipment they buy.

MANUFACTURERS' LITERATURE & CATALOGS

Reviews of the latest catalogs and literature available from manufacturers. Builders will find this a valuable source of technical information.

ASSOCIATIONS & SOCIETIES OF THE BUILDING INDUSTRY

An alphabetical listing of Building Material Manufacturers and other service organizations in the light construction industry. A source of information for answers to technical problems.

PREFABRICATED HOMES & COMPONENT PARTS MANUFACTURERS

In addition to a directory of all major house-prefabricators who sell the builder this directory will list those manufacturers who make component parts which are complete assemblies.

BRAND NAMES

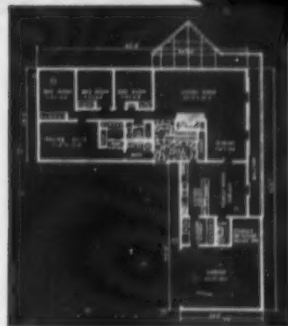
An alphabetical list of products and equipment with the manufacturer's name and address. A directory designed to aid in locating a company name when only the brand name is known.

In addition to these 5 big DIRECTORIES the 1956 April issue will provide builders with a year 'round manual of light construction. Technical data that can be used every day in their ESTIMATING DESIGNING and BUYING.

American Builder
1956 Directory

THE WORLD'S GREATEST BUILDING DIRECTORY

Prediction come true



... at long last, and pre-assembled, too! With all the grace and spaciousness that yesterday was only a dream, Scholz California Contemporary designs are far and beyond even the most daring predictions for this type of construction.

The accompanying illustrations typify one of the many Scholz models especially adapted to hillside environment. The living room, dining area, rear terrace elevation, and the front elevation all index the distinctiveness of Scholz designs.

Bonafide Builders: Wire or call collect for complete information.



California Contemporary

SCHOLZ HOMES, INC.

2001 N. WESTWOOD • TOLEDO 7, OHIO



"Carpet sells homes faster"

says leading Dallas builder



Billy G. Underwood, successful Texas builder, knows that he sells homes faster when he includes carpet as part of the package.

Mr. Underwood showed his first model home with wall-to-wall carpet in 1953. Results were so immediate and so gratifying that, today, he's completely sold on the use of carpet to move his homes fast.

Why? Because surveys show women prefer carpet 13 to 1. But when they're buying a new house their cash and credit are tied up. They feel they can't afford carpet for their new home.

And that's where Billy Underwood cashes in. He includes carpet in the purchase price. The buyer chooses from a variety of colors and patterns offered by a local retailer. She gets her new house *complete* with the wall-to-wall carpet she's always wanted. And Mr. Underwood has made another sale.

Many builders all over the country are using carpet to sell their homes faster. How about you? Get together with your local carpet retailer to see what carpet can do for you. Or write the Carpet Institute for information on selling homes complete with carpet.

HOME MEANS MORE WITH CARPET ON THE FLOOR

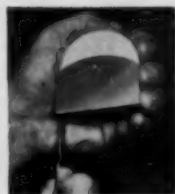
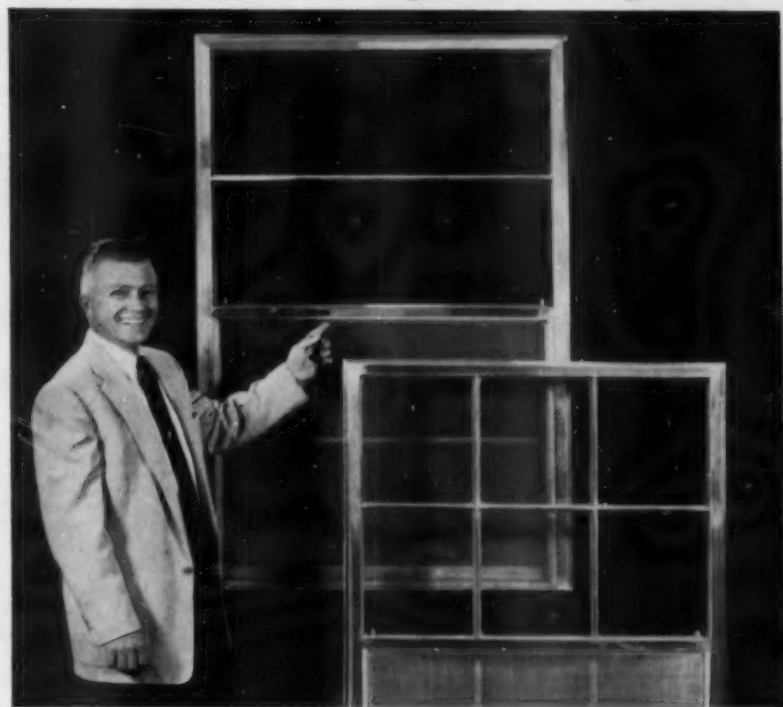
More Quiet • Comfort • Beauty • Safety • Easier Care

Buy carpets designed and made for the American way of life by these American manufacturers

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

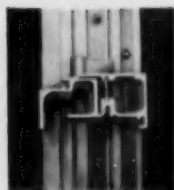
How **apco** America's Finest Aluminum Window... reduces building costs...speeds new home sales!



PULLMAN SPRING TAPE BALANCES of stainless steel are concealed within jambs. Offer silent, trouble-free service... assure easy, finger tip operation.



TWIN LOCKS assure maximum protection. Made of sturdy aluminum alloy, they are placed at extreme sides of meeting rail. Do not obstruct vision.



BUILT-IN WEATHER-STRIPPING of aluminum-backed woven wool pile makes APCO Windows weathertight... dust-free... draft-free. Eliminates binding and sticking.

SUCCESSFUL BUILDERS HAVE USED OVER 1,000,000 **apco** WINDOWS TO SELL HOMES FASTER!

Beautiful APCO design and smooth operating performance impress prospective home buyers... make homes easier to sell. APCO adds style and grace that makes windows a strong selling feature rather than a construction detail.

*Completely Assembled Unit... Ready to Nail
Into Opening... Reduces Building Costs!*

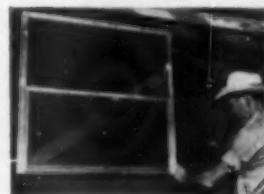


APCO Window arrives completely glazed, screened, weather-stripped, with installation hardware attached.

APCO Window can be handled easily by one carpenter. Needs no adjusting, no fitting.



Easily installed in a matter of minutes, APCO Window gives lifetime, trouble-free operation.



The single-hung APCO Aluminum Window is engineered to reduce costs of new home construction, remodeling and light commercial building. Because APCO's fixed meeting rail is tenoned through the jamb, APCO Windows are stronger, more rigid, easier to operate.

You insure structural beauty and lifetime customer satisfaction when you use APCO. Single-hung and picture window units available in all popular sizes. See Sweet's Light Construction File 5a/ALM for complete details and specifications.

Special offer to dealers and distributors!

All over America dealers and distributors are selling APCO Windows with the help of APCO's strong national advertising program. Over 1,000,000 selling messages in HOUSE & HOME, PRACTICAL BUILDER and AMERICAN BUILDER, plus direct mail, pre-sell your window customers, make greater profits for you. Inquire about the APCO franchise in your area. Mail coupon today.

Get the **apco** story!

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Rush me the complete APCO story.

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(AB-4)



NEW, DRAMATIC G-E "Kitchen

Exclusive 4-in-1 unit comes internally plumbed and wired . . . in 5

IMAGINE THIS VERSATILE "built-in" in your homes. What a powerful selling asset for you over other houses in your price range.

An internally plumbed and wired G-E "Kitchen Center" combining an automatic dishwasher, range, Disposall®-equipped sink, and a washer-dryer. All mounted under one stainless steel counter. **ALL WITH A SINGLE INSTALLATION IN ANY TYPE KITCHEN!**

Not only is the G-E "Kitchen Center" beautiful, compact and appealing . . . but its simplicity and versatility permit just about any kitchen design you want. **AND WITH ONE INSTALLATION IN ANY TYPE KITCHEN.**

Why not see your nearest G-E distributor about this great new "Kitchen Center," or write direct to: General Electric Company, Kitchen Unit Section, Appliance Park, Louisville 1, Kentucky.



All "Kitchen Centers" are available in 5 G-E Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown. Only G-E has the "Kitchen Center."



Center" for your homes!

Mix-or-Match colors for every kitchen . . . even homes as low as \$12,000.

ONLY G-E CAN OFFER YOU a complete selling program like this:

Here is a complete plan to help you sell your G-E-equipped houses faster and easier.

General Electric will help you design and plan your kitchens . . . help you determine just where your General Electric "Kitchen Center" and appliances should be installed and displayed for greatest appeal.

Furthermore, G.E. will provide you with a complete and *tested* merchandising program to help you promote and display this exclusive appliance in your model homes.

All this, plus a certificate that indicates to your customers that the kitchen design has been certified by the General Electric Company.

When you consider that 55 out of every 100 women think G.E. makes the best home appliances, you know what a powerful sales weapon this certificate can be.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

**"We save money
with Certain-teed
Lite-Mix® Plaster"**

—says Victor L. Peterson, Gen. Mgr.
M. J. Peterson, Inc., Builders, Tonawanda, N.Y.



"We Give a Guaranteed Service Policy to Every Homeowner. You Can See Why It's Important That Our Plaster Stand Up."



"We save money in the long run with Certain-teed Lite-Mix," says Mr. Peterson. "We give a Guaranteed Service Policy to every homeowner. And one of our biggest headaches before we used Lite-Mix exclusively was cracks and splits in the plaster. Lite-Mix minimizes this problem all the way. We just don't have any troubles with this plaster."

Mr. Peterson continues, "We've been using Certain-teed building materials since 1930, practically the entire line. We've obtained results with Certain-teed Lite-Mix that we simply have not been able to find in any other plaster, and we've tried them all. Certain-teed Lite-Mix has top workability . . . is 50% lighter . . .

minimizes cracking . . . is easier for the men to work with. And it gives us an even, uniform surface for a finishing coat. We would not use any other material. Our men are in universal agreement. They prefer Certain-teed Lite-Mix to any other plaster on the market.

"Since Certain-teed is a brand recognized by the public as a quality product, we capitalize on it in our own presentation. There is no question but that it helps us make our sales."

What Mr. Peterson says about Lite-Mix is typical. Certain-teed Lite-Mix gives you durable, lightweight walls and ceilings, and saves you time, labor and materials. We'll be glad to

tell you more about it. Write for complete information now.



A. W. Peterson, plastering contractor for M. J. Peterson, Inc., says that Lite-Mix is stronger and has a uniform suction. Here Lite-Mix Plaster is being applied over Certain-teed Beaver Gypsum Lath.

Certain-teed

REG. U.S. PAT. OFF.

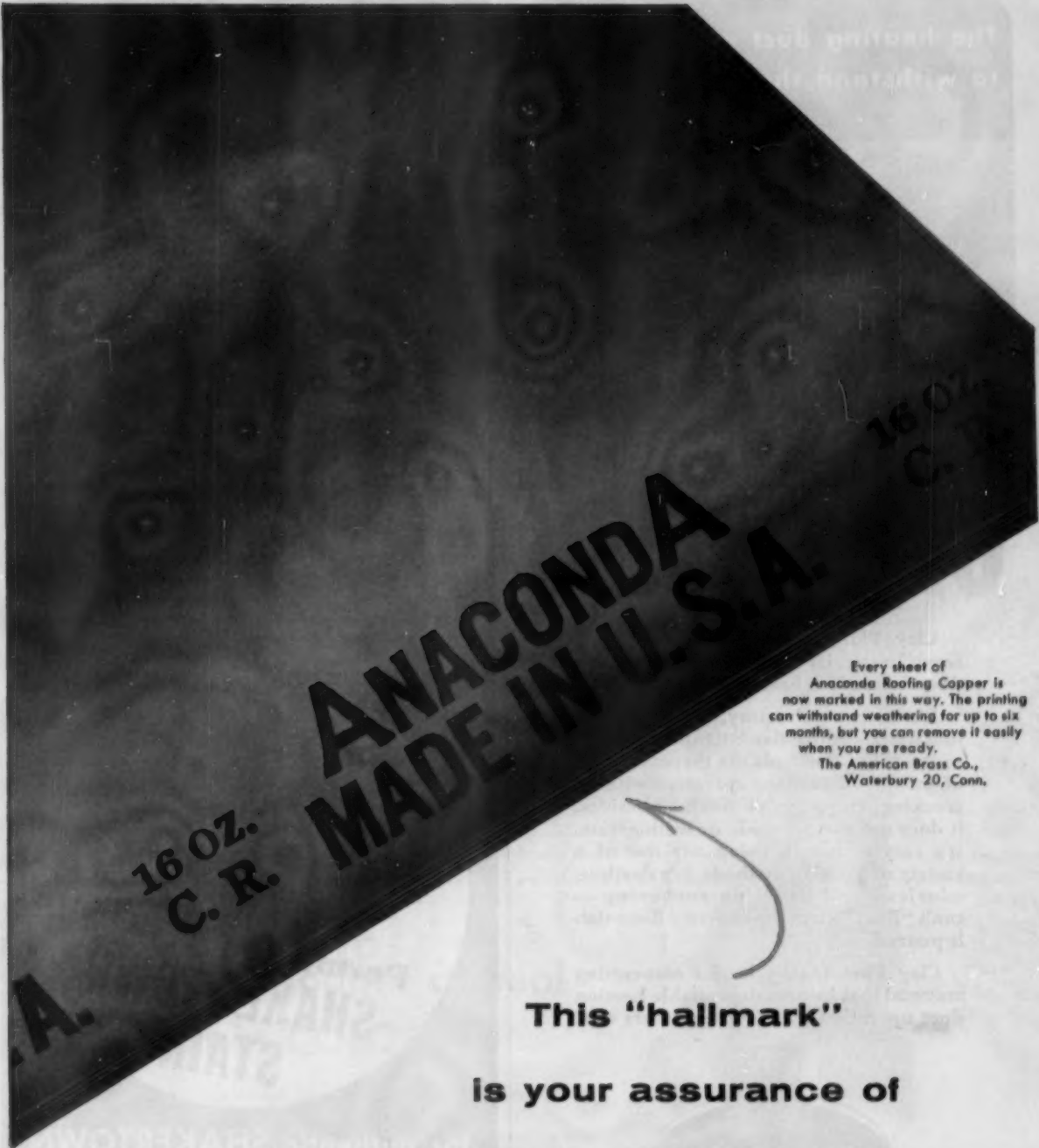
Quality made Certain . . . Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

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ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
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FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER



Every sheet of Anaconda Roofing Copper is now marked in this way. The printing can withstand weathering for up to six months, but you can remove it easily when you are ready.
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This "hallmark"

is your assurance of
quality sheet copper—

in the gage and temper you want

for better sheet metal work use

ANACONDA[®]
COPPER

The heating duct material built
to withstand thermal **SHOCK...**

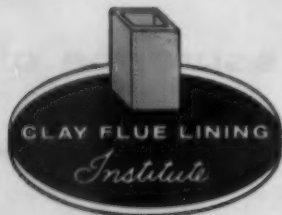


CLAY FLUE LINING

Clay Flue Lining is the "common-sense" material for underfloor heating ducts in modern basementless homes.

It's a true refractory, built to serve indefinitely at live-flame temperatures ... so it easily withstands the thermal shock of on-and-off furnace operation without cracking, chipping, or flaking. Besides, it does not rust, corrode or disintegrate. It's easy to install, using any one of a variety of jointing methods. It's dustless, odorless, and needs no anchoring — can't "float" when the concrete floor-slab is poured.

Clay Flue Lining is the cost-cutting material that insures dependable heating duct operation . . . *It never wears out!*



You Can Trust This Mark of Quality

CLAY FLUE LINING INSTITUTE
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The Evans Brick Co. • The Kaul Clay Mfg. Co. • The Kopp
Clay Co. • Larson Clay Pipe Co. • Malvern Flue Lining, Inc.
Mill Hill Clay Products, Inc. • Natco Corp. • Peerless Clay Corp.
Struttsville Brick Co.

FL-155-10



cost no more with famous
SHAKERTOWN PRODUCTS

Now included in every carton of Shakertown Sidewalls and Glumac Units, the new colored nails are a surprising time-saver. Make a better finished job, too. They're zinc-coated, thin-shank 6d nails with special checkered heads and blunt points to reduce splitting.



for authentic **SHAKERTOWN**
beauty and economy

You can SEE the difference in this new specially-developed stain for cedar shingles and shakes. It's the exciting result of more than 35 years' development of shingle products. Adds more uniform longer lasting color. Won't crack, peel or blister on cedar shakes. In twelve colors to suit your needs. The Perma Products Co., 20310 Kinsman Rd., Cleveland 22, Ohio.

first name
in
cedar shakes

Shakertown



Everlasting shopper appeal with built-in COLOR

Drab store fronts today do not pay! Customers are attracted by colorful Kawneer Zourite (porcelain-enameled or alumilited aluminum). It is a facing material that resists chipping, cracking and fading, providing years and years of shopper appeal. Use it as a sign backing, and as a covering for columns, pilasters, bulkheads, soffits and pylons. Plan now to remodel store fronts with practically no interference to normal operations using Kawneer Zourite, doors, store-front metal and sun-control products. See your Kawneer dealer or write for additional information.

Kawneer Aluminum Zourite Facing in ten attractive colors

- Velvet Black
- Alumilite
- Alumilite Gray
- Academy Blue
- Marine Blue
- Harvest Brown
- Spring Green
- Sunset Red
- Winter White
- Flame Orange





Atlas Plywood full-color page ad as shown in Better Homes and Gardens reaches 4 MILLION ready-to-buy families!

We're pre-selling your customers!

Here's a star flush door salesman with a great sales story. Four million Better Homes and Gardens families see for themselves that versatile Atlas Plywood flush doors add enduring beauty to any decor, any room. You couldn't buy a better salesman for your next building project. Modern homemakers know that Atlas Plywood flush birch doors offer lifetime beauty.

Atlas Plywood flush doors give you an additional sales feature. And they'll stay sold, because they're quality controlled

from American forest to finished product. That means guaranteed customer satisfaction — your surest way to build greater profits.

Cash in on this pre-selling. Install the

door that gives you and your customer more. Specify Atlas Plywood flush birch doors. For complete details, send for free color folder. Write Dept. AB-3, 1432 Statler Bldg., Boston 16, Mass.

Atlas Plywood
CORPORATION
FROM AMERICAN FOREST TO FINISHED PRODUCT
Boston 16, Mass. Distributors in all principal cities



**LOOK JOE! CUT ANY
MASONRY MATERIAL IN SECONDS
with A CLIPPER MASONRY SAW***



MODEL HD
Wet or Dry Cutting
A Model to fit every Budget,
priced from \$265

*...and at the
Lowest Cost
per cut!

The
FIRST
and still
the **FINEST**
MASONRY SAW



**IT'S YOURS ON
FREE TRIAL**

Order **YOURS—TODAY—** and discover for yourself how a **CLIPPER** will pay for itself in increased profits—from increased production at lower cost! **CLIPPER'S "On-The-Job" FREE TRIAL** guarantees satisfaction at no obligation!

**WHY "4 Out of 5"
Buy Clipper Blades...**

Manufactured under the most advanced Quality Controls known to the industry for consistent quality and for peak performance, Rim to Stub and Blade to Blade.

by the Makers of
CLIPPER MASONRY SAWS
and
CLIPPER CONCRETE SAWS



ONLY Patented Features such as these make Masonry Sawing Economical! "Select-A-Notch"—Pressure Equalizer Spring—Wet-or-Dry Pump and Water Application... features found **ONLY** on Clipper Saws!

**Select The CLIPPER BLADE
DESIGNED FOR YOUR JOB**

● **New "POLK-A-DOT" Triple Reinforced Blades**

"Safest Blades Ever Made"—in specifications for **EVERY** material—**HARD** to **SOFT!** Triple-Reinforced for Triple-Protection, Clipper's exclusive "Polk-A-Dot" design reduces side friction... blade runs smoother and cooler... delivers maximum power to the cutting edge... cuts faster... lasts longer.

● **WET or DRY ABRASIVE BLADES**

There's a Clipper Abrasive Blade to quickly, efficiently cut **ANY** masonry material, Hard or Soft, with **PROVEN** performance—and at lowest cost to you!

● **DIAMOND BLADES**

Outstanding Performance—a part of every Clipper Diamond Blade. Available for cutting **ANY** Masonry Material.



KANSAS CITY, MO.

Better
Mail the
Coupon
NOW!



Genuine Clipper Products Are Sold Only Direct, from Factory Branches in Principal Cities, Coast to Coast. Consult Your Phone Book, or Mail Coupon for Same Day Service

CLIPPER MANUFACTURING CO.
2813 N. WARWICK • KANSAS CITY 8, MO. 205X

- Please send complete information on Clipper Masonry Saws.
 New CLIPPER Break-Resistant "Polk-A-Dot" Abrasive Blades.
 Clipper Diamond Blades Clipper Standard Abrasive Blades
 Clipper Concrete Saws

NAME _____

ADDRESS _____

CITY _____ STATE _____

NEW INTERNATIONAL®



Slam the new International 300 Utility tractor with loader into piled earth, crushed stone, or other materials . . . there's ample weight for traction to fill a half-yard

loader bucket full in one pass. In test after test, the International 300's superior traction and easier gear shifting produces faster loading.

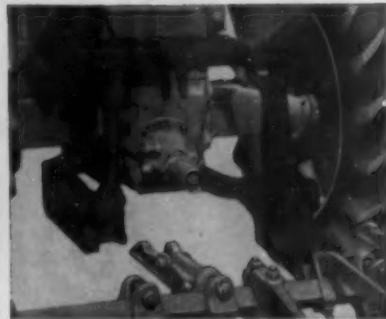
HOW YOU SPEED UP WORK WITH AN INTERNATIONAL 300



Unlimited hydraulic control with one, two*, or three* Hydra-Touch control valves. Front and rear pto drives available for equipment with built-in pumps. Front and rear-mounted equipment may be operated individually or both at the same time. Hydra-Touch controls both single and double-acting cylinders. "Live" hydraulic pump is pressure-loaded to maintain full pressure after long use.



10 speeds forward, 2 reverse, with IH Torque Amplifier* drive. Costs less than conventional underdrive, and lets operator increase or decrease speed in any gear on the go! Start heavy loads in TA, then step up speed 33 per cent without stopping to shift gears. Or, when engine starts to lug down under a heavy load, pull the TA lever and step up pull-power as much as 45 per cent, again on the go.



Just Back . . . HITCH! . . . and Go with backfill or leveling blade, dirt scoop, . . . attach other rear-mounted equipment minutes faster with IH Fast-Hitch.* Simply back the tractor to automatically engage equipment coupling beams. If you already own equipment for three-point attaching, a low-cost adapter lets you convert it for easy seconds-quick IH Fast-Hitch.

*Optional equipment

300 UTILITY TRACTOR

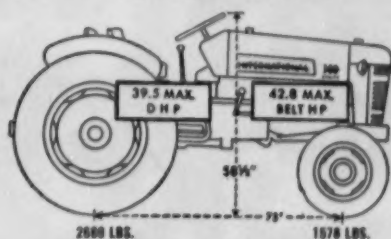
10 speeds forward with exclusive Torque Amplifier Drive...change speed, boost pull-power up to 45% ON THE GO!

Here's a new utility tractor built to outperform and outlast anything you've seen up to now. It has up to 1,000 pounds more built-in weight to deliver traction where lighter weight utility tractors slip or stall. Every pound is working weight—more powerful engine, stronger chassis, more rugged power train and axles, with power-weight balance to step up pull and push power. It's all tractor, built with characteristic IH stamina to stay on the job over the long pull!

The husky engine delivers 39.5 maximum draw-bar horsepower—produces 4,379 pounds pull.

Change speed, boost pull-power ON THE GO! Optional Torque Amplifier drive gives you 10 speeds forward—from 1.5 to 16.7 mph—and 2 reverse. In any gear, you can change speed and boost pull-power up to 45 per cent on the go, without touching the

clutch, the throttle, or shifting gears. Power is delivered to the rear wheels without interruption while changing tractor speed. With TA and independent power take-off, you can change travel speed while keeping power-operated equipment at constant rpm!



Unmatched traction and stability! Drawing shows power-weight balance of bare tractor—up to 1,000 pounds more built-in weight, with center of gravity only 25 1/2 inches from the ground!



Backhoe and loader combination owned by Tuppen Construction Co., Shreveport, La. Mr. B. I. Tuppen shopped the field and chose the International 300 for its weight, power, and 10 forward speeds.

Sales and service near your job . . . ANYWHERE . . . from the world's largest network of tractor dealers. Look in the classified directory . . . 'phone for an on-the-job demonstration. There's a com-



Fast-Hitch McCormick® mower on International 300 Utility tractor, owned by Wichita Township, Sedgwick County, Kansas. Side-mounted hydraulic-drive mower also mounts on the International 300.

plete line of equipment to give the new International 300 Utility tractor its great job range. For specification folder, write International Harvester Co., Dept. AB-11, Chicago 80, Ill.

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units—General Office, Chicago 1, Ill.



SEE YOUR
INTERNATIONAL HARVESTER
DEALER

BALSAM-WOOL

NU-WOOD SHEATHING

NU-WOOD TILE



Three easy steps to quality building

Here are three products—nationally known and advertised—that can add a big measure of value to the homes you plan or build!

There's Balsam-Wool® Sealed Insulation—one insulation that is guaranteed—positive in application and designed to keep its high efficiency throughout the life of the house.

There's Nu-Wood® Insulating Sheathing—the sheathing that saves building time, while it adds strength and gives maximum weather protection.

And there's Nu-Wood Tile—acoustical tile to fit in with the new trend towards *quiet* in the home—plus a whole family of decorative ceiling tile, in fade-proof colors with the famous Shadowline joints.

More comfort—more quiet—more beauty—all these are values that home buyers quickly appreciate. And they get all three with these famous Wood Conversion products! Wood Conversion Company, Dept. 118-115, First National Bank Building, St. Paul 1, Minnesota.



BE SURE TO SEE THE EXHIBIT OF BALSAM-WOOL AND NU-WOOD PRODUCTS AT THE N.A.H.B. NATIONAL HOUSING CENTER OPENING IN WASHINGTON, D.C., THIS FALL.

GOLD COAST CHERRY

a
Beautiful
buy.....



... any way
you look at it!

SURE, it's beautiful to look at . . . in grain and figure, in warm, light, *modern* color. Glamorous rotary-cut Gold Coast Cherry is the *new* beauty star in flush doors.

More good news! Gold Coast Cherry cuts finishing costs: its beautiful color makes stain unnecessary — its smooth, close texture requires no filler.

Price? *Actually lower than many domestic hardwoods!*

That's Mengel rotary-cut Gold Coast Cherry — eye-appeal, *buy*-appeal — any way you look at it.

See for yourself: order an inspection lot from your distributor. Why not phone or write him . . . *this very profitable minute?*

Door Department, THE MENGEL CO., Louisville 1, Ky.
World's Largest Manufacturer of Hardwood Products
(Mengel Permanized Furniture, Doors,
Kitchen Cabinets, Wall Closets)



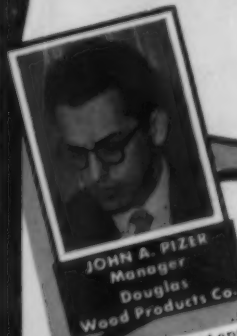
MENGEL

Flush
DOORS

12 pcs per opening
10 openings
120 pcs to saw
2 ends of each piece
240 saw cuts to
case 10 doors



Ready Hung DOORS
PAT. NO. 2489088



JOHN A. PIZER
Manager
Douglas
Wood Products Co.

"When I stopped to figure how much time is spent measuring, marking and saving the door frame materials for a house (240 cuts in the average house), it was easy to see where the saving is in using Ready Hung Doors. And besides that, I have eliminated 240 chances for mistakes which might ruin expensive materials."

John A. Pizer
John A. Pizer, Mgr.

**ASK YOUR LUMBER DEALER
READY HUNG DOORS MADE BY:**

- | | |
|--|---|
| ALBANY, N. Y. Hessing Millwork Corp. | MARIION, IND. General Millwork Corp. 225 E 2nd St. |
| BALTIMORE, MD. Central Building Supply, Inc. 210 St. Michaels St. | NEW YORK, N. Y. Lumber Wholesaler Co. Box 183, Orange, N. J. |
| BIRMINGHAM, ALA. National Woodworks, Inc. P. O. Box 5616 | PITTSBURGH, PENN. The Lumber & Door Co. 36th St. and 840 E. 8 |
| BOSTON, MASS. A. W. Hastings & Co., Inc. Somerville 44, Mass. | ROCHESTER, N. Y. The Whittier-Jackson Co., Inc. P. O. Box 686 |
| BUFFALO, N. Y. The Whittier-Jackson Co., Inc. 307 Hamburg St. | SAN ANTONIO, TEXAS Ready Hung Door Mfg. Co. Box 398, Graven St. Sta. |
| CLEVELAND, OHIO The Whittier-Jackson Co., Inc. Box 536, Massillon, Ohio | SAN FRANCISCO, CALIF. Ready Hung Door Mfg. Co. Oakland, Calif. |
| DAYTON, OHIO Dayton Lath & Door Co. 9 Norwood Ave. | SEATTLE, WASH. Acme Millwork, Inc. Box 668, Kirkland, Wash. |
| DENVER, COLORADO Lumber Supply, Inc. Box 6800 17th St. 116 | SPOKE FALLS, S. DAK. Jordan Millwork Co. |
| GRAND RAPIDS, MICH. Mackenzie Mfg. Corp. 701 Ave. N., 4950 | ST. PAUL, MINNESOTA Minnesota Wood Specialists, Inc. Box 210, St. Paul Park, Minn. |
| HOUSTON, TEXAS Southwest Lath & Door Co. P. O. Box 124 | SYRACUSE, N. Y. Hessing Door Co. |
| LOS ANGELES, CALIF. Ready Hung Door Mfg. Co. 200 S. Victoria Blvd., Burbank | TORONTO, CANADA C. Lloyd & Son Limited N. Park P. O., Ontario |
| | WACO, TEXAS Frank Shivers Lath & Door Co. P. O. Box 1490 |



A door and frame packaged unit complete with the door hung and locked and the frame trimmed both sides, ready to install in any rough opening in 20 MINUTES.

READY HUNG DOOR CORP., FORT WORTH, TEXAS



**OWENS-ILLINOIS
GLASS BLOCK***

— and
**Modular
Brick**

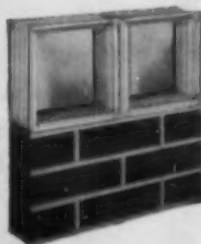


**... building materials
that "belong" together**

Owens-Illinois Glass Block are handled in the same way as modular brick. Same mortar materials and similar laying technique . . . go in at the same time. Three modular brick equal one 8" glass block.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. Panels fit perfectly into modular size openings . . . no cutting of brick . . . no "squeezing" of mortar joints . . . no frame is necessary.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.



*Formerly known as INSULUX

Because glass block and modular brick "fit," two 8" block are easily substituted for six standard modular brick; two 8" block can be used in place of a standard concrete block.

OWENS-ILLINOIS

GENERAL OFFICES **Ⓜ** TOLEDO 1, OHIO

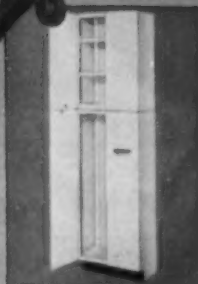
STRESS **Quality**

IN THE ONLY ROOM YOU FURNISH



DISPLAY THIS
Republic Steel
Kitchens
 WARRANTY

**Quality features
 that look custom...
 right from stock units!**



UTILITY CABINETS—Ideal for laundries, bathrooms, utility rooms, as well as in the kitchen. Door operates by touch-latch.



BUILT-IN OVEN CABINETS—For most all popular gas and electric built-in models. Ovens belong in fireproof steel cabinets.

Let prospects admire the kitchens you put in your homes. Then let them see the simple, straightforward warranty of Republic, and you're on the way toward closing a sale. Republic Steel Kitchens guarantees you that its products shall be free from defects in workmanship and materials. This warranty is in effect for one complete year from the date of your purchase.

The warranty stands; it's honored, but rarely used. That's because Republic controls quality *all the way*. It is the only manufacturer *producing and using its own steel* to fabricate steel kitchens. That means the right steel is used for the right purpose. Better construction prevails throughout because of Republic's up-to-the-minute design and production facilities. More features for the money result from economical methods, and rigorous inspection assures you of perfect units delivered on your job site.

To you, of course, Republic offers the finest in kitchen equipment to enhance the sale of your homes. You can forget the sale once it's been made... no expensive call-backs to fix warped doors, binding drawers, or splintered surfaces.

With Republic's warranty, you'll make sales through the kitchen—with confidence!

See your Republic Steel Kitchens distributor or write to:



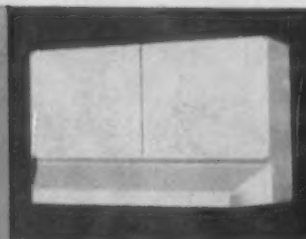
Republic Steel
 Berger Division
 1022 Belden Avenue
 Canton 5, Ohio



STAINLESS STEEL 36" SINK
 —This double-bowl beauty of Republic's Endure® Stainless Steel is prized right with porcelain competition.



SURFACE RANGE CABINETS—One of the many ways to achieve the new built-in look! This particular cabinet can also be ideally used under a 30" sit-down counter.



VENTILATOR CABINET AND HOOD
 —This beautiful, practical ventilator cabinet blends right in with the rest of the line. Adds a custom look to the kitchen.



PENINSULA CABINET—Economical way to build a divider counter in open kitchen planning. Note convenient pass-through opening.

Doors with **VISADOR** Lights and Louvers make **IMMEDIATE, FAVORABLE** Impressions on home buyers . . .



that's why we say:

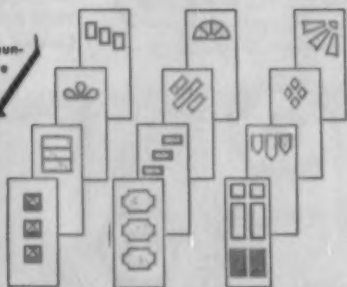
for flush panel doors
VISADOR



**THE WAY
TO GREATER
HOME SALES**

- **SALES PERSUADERS:** home-buyers PREFER and BUY homes with Visador-equipped doors (they're practical and attractive).
- **VARIETY:** more than 500 styles in lights and louvers to key the door to every taste and design.
- **ECONOMY:** costs little to add this appealing sales-push to homes you build.
- **SPEED:** Visador lights and louvers are prefabricated for easy installation so dealers can furnish many of door styles desired the day order is received.

Only a few of hundreds of attractive door designs available . . . write for our complete catalog.



Ask your Building Supply dealer to furnish you with doors glazed with Visador Lights for superior beauty and finest quality.

The **VISADOR Co.**

P. O. Box 10312 • Dallas, Texas

The Best STEEL PLASTER GROUNDS

(FOR DOORS
AND WINDOWS)



The COMPLETE
QUALITY
LINE

- Hot galvanized steel
- True, precision-rolled shapes
- Excellent paint adherence
- 1/2", 3/4" and 7/8" grounds
- Standard 7', 7'3" and 10' lengths
- Shipped in wooden crates

No. 40

No. 58

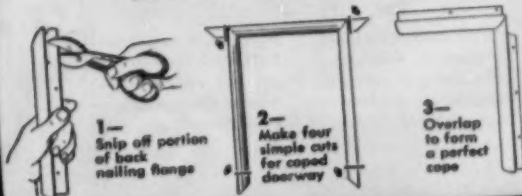
No. 59

No. 49

NO. 50-QUARTER-ROUND

FACTORY MITERED
Right hand miter one end; left-hand other

For COPED JOINTS here's how:
(No hemmed edge to interfere)



CASINGS INC.

2408 N. FARWELL AVE.
MILWAUKEE 11, WIS.

Conveniently Located Warehouse Inventories
for Fast, Efficient Service:

No. Hollywood, Calif. • San Francisco, Calif.
Denver, Colo. • Orlando, Fla.
St. Paul, Minn. • Kansas City, Mo.
Helena, Mont.

when the Code calls for a **1 or 2-hour fire rating . . .**

it's a clear case for

SHEETROCK*

FIRECODE

60

GYPSUM WALLBOARD



Fire protection plus! Underwriters' Laboratories rated! SHEETROCK-FIRECODE 60, $\frac{5}{8}$ " thick, combines all the advantages of regular SHEETROCK with a specially formulated core—result: even greater resistance to the spread of fire.

Ideal in commercial and residential buildings requiring fire rated partition and floor and ceiling construction.

For a one hour rating: a single layer of FIRECODE 60 wallboard on both sides of a 2x4 wood stud partition.

For a two hour rating: two layers of FIRECODE 60 wallboard on both sides of a 2x4 wood stud partition.

For complete details, see your U.S.G. dealer or salesman, or write to Dept. AB-5, 300 W. Adams St., Chicago 6.



the greatest name in building

UNITED STATES GYPSUM

Powerful eye-ful—new Ford Trucks for '56

... with more horsepower per dollar
than any other truck line



Comparisons of all makes of trucks, based on net horsepower and suggested list prices, show that Ford gives you more power for your money than any other truck line.

America's Easiest-driving Pickup ...with Fordomatic

"It makes my job easier"—

"It saves me money"—

SAY FORDOMATIC OWNERS



"We've spent practically nothing for maintenance in over 2½ years," says Max Rapszyk, (Florist). "With conventional trucks you can't avoid shocks to the drive line. Fordomatic ends all that."

"Fordomatic sure makes my job easier," says Peter Gallette, (Air Cond. and Refrig. Repair). "Shifting and clutching are a big part of the work of driving. With Fordomatic I've said goodbye to all that work."



NEW POWER with either the 167-h.p. Y-8 or the 133-h.p. Six engine. Gas-saving, proven Short Stroke power in both engines—and at no extra cost!

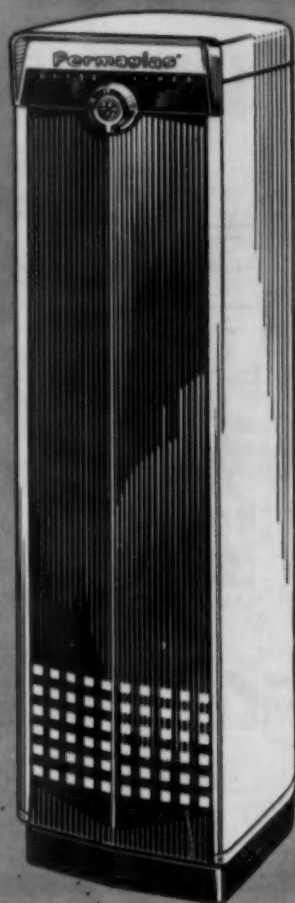
NEW CAPACITY—F-100 rated up to 5,000 lbs. GVW—new 8-ft. box at low extra cost or a 6½-ft. box (standard).

A FORD SAFETY FIRST—Lifeguard steering wheel and door latches . . . safer tubeless tires standard on all models.

Now—save time, work and money—with the new Fordomatic Pickup for '56! *Fordomatic eliminates sixteen hand and foot operations* for every traffic stop; gives you a big advantage in sand or mud. *Fordomatic cuts maintenance costs*—no clutch means no clutch repairs, the end of shocks to the drive line, less maintenance expense. *Fordomatic cost is low. Fordomatic improves trade-in value*—used truck buyers will pay extra for the pleasure of no-shift driving. The trend is to Fordomatic in trucks as well as cars, and buyers will want an up-to-date truck. Treat yourself to a Fordomatic test drive at your Ford Dealer's.



Sell the
water heater
that's



YEARS AHEAD

Permaglas®

IT'S EASIER TO SELL THE MOST ACCEPTED—
MOST ADVANCED—GLASS-LINED WATER
HEATER IN THE INDUSTRY

Through research  ... a better way

A.O. Smith
CORPORATION
PERMAGLAS DIVISION • KANKAKEE, ILLINOIS

... in glass lining

Sixteen years of success—over 2,500,000 installations—give Permaglas the only proved glass-lined tank. Starting before 1921, A. O. Smith coats more steel with glass than any other manufacturer.

... in styling

Permaglas gives you the water heater the world has been waiting for. Exclusive aqua-and-copper styling dresses up your showroom, catches their eyes... AND SELLS! Permaglas is more profitable.

... in features

Only Permaglas gives you patented HEETWALL construction that eliminates temperature build-up, saves heat, gives you a REAL difference to sell. And only Permaglas has EYE-HI temperature control.

FOR BUILDING HOMES . . .
and REPUTATIONS



..... LIFETIME *Quiette* SWITCH

Junior *Quiette* SWITCH

INTERCHANGEABLE *Quiette* SWITCH

1891
TYPE



QST-1
TYPE



QS-1
TYPE

ALL TYPES NOW AVAILABLE WITH SCREW OR SCREWLESS WIRE-LOCK TERMINALS

THE COMPLETE LINE of



Quiette

LIGHT SWITCHES

Quiet, Safe, Mechanical Operation For Both Incandescent And Fluorescent Lights

In light switches, quiet and quality are in demand. The quiet operation of Arrow-Hart QUIETTE Light Switches appeals to prospective home buyers and helps turn them into satisfied home owners. The quality construction of Arrow-Hart QUIETTE Light Switches helps keep them satisfied . . . and recommending the builder to other prospective home owners.

LIFETIME ratings: 15 amp - 120-277 volt ac only;
20 amp - 120-277 volt ac only.

INTERCHANGEABLE ratings: 15 amp - 120-277 volt ac only;
20 amp (with screws only) - 120-277 volt ac only. S.P. and
3-way screwless switches are available with line shunts.

Junior ratings: 15 amp - 120 volt ac only. Screwless
switches are available with either line or ground shunts.

All types are listed as standard by Underwriters' Laboratories, have alloy silver contacts that will carry substantial loads, and are available in single or double pole, 3-way or 4-way, with Brown or Ivorylite handles.

ARROW-HART

WIRING DEVICE DIVISION

103 HAWTHORN STREET, HARTFORD 6, CONN.

OFFICES, SALES ENGINEERS AND WAREHOUSES IN:

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|------------|-------------|--------------|-----------------|
| ATLANTA | DALLAS | NEW YORK | HAVANA, CUBA |
| BOSTON | DETROIT | PHILADELPHIA | TORONTO, CANADA |
| CHICAGO | LOS ANGELES | ST. LOUIS | SAN FRANCISCO |
| CINCINNATI | MILWAUKEE | SEATTLE | LONDON, ENGLAND |
| CLEVELAND | MINNEAPOLIS | | |

Quality

WIRING DEVICES • MOTOR CONTROLS
ENCLOSED SWITCHES • APPLIANCE SWITCHES



WIRING DEVICE DIVISION

AS

THE ARROW-HART & HEGEMAN ELECTRIC CO.
103 HAWTHORN STREET, HARTFORD 6, CONN.

Please send my copy of "New Quiette Switches" folder (Form WD-ST-75)

NAME _____
POSITION _____
COMPANY _____
CO. ADDRESS _____
CITY _____ ZONE _____ STATE _____



HOME BUYERS . . .

FINANCIAL AGENCIES . . .

APPRAISERS . . .

everyone agrees:

**quality products reflect a real value—
and *AMERICAN-Standard* means quality!**

The continuing job of selling your houses is made easier when you use quality American-Standard products. For the American-Standard name is well known . . . and trusted. When prospects see that you've used these quality products, they have confidence in the quality of the entire construction . . . quickly get in the buying mood.

Because American-Standard has a reputation for always providing the newest and finest in product design and construction, American-Standard products have earned wide public acceptance. And because they're the best advertised and promoted products in the field, they offer the plus factor of immediate customer recognition. You can be sure your customers will remain *satisfied* customers, too, when your houses are American-Standard equipped. American-Standard products are so well made, so thoroughly researched and tested before reaching the market, that call-backs and complaints are negligible.

For an added measure of beauty, convenience and *sales appeal*, use quality American-Standard products in the houses *you* build.

**There's a COMPLETE LINE
to choose from**

**Plumbing . . . Kitchens . . .
Heating . . . Cooling . . .**

PLEASE TURN PAGE FOR EXAMPLES

See for yourself why

Quality AMERICAN-Standard products enhance the value of your houses



These examples will give you a good idea of why houses equipped with American-Standard products have built-in sales appeal. Notice the up-to-the-minute styling of these products . . . the extra-convenience features that prospective customers look for. And all American-Standard products have sound construction details that mean years of dependable, economical service for the home owner, good will for you.

In short, quality American-Standard products have the extras that are so important to today's quality conscious home buyers. Check the handsome American-Standard products pictured here and you'll see several ways to make *your* houses even more appealing, more saleable . . . more profitable. For further information on these products—or about the *complete* line of plumbing, heating, cooling and kitchen products—write to the Plumbing and Heating Division, American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pennsylvania.

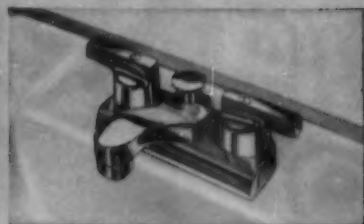
For an extra bath in limited space, use a Restal Receptor Bath. Measuring only 38" x 39", the 12"-high Restal provides complete bathing convenience in shower stall space! Its cost, too, is comparable to that of a properly installed shower stall. The Restal is sturdily made of enameled cast iron and comes in six colors and white.



The popular trend is to hot water heat . . . and with good reason! Modern, space-saving baseboard panels distribute the warmth quickly and uniformly throughout each room . . . provide clean, even, draft-free comfort. And they're easy and economical to install.



The heart of an efficient heating system is a dependable cast-iron boiler by American-Standard. Both the oil-fired unit above, and its gas-fired counterpart, feature factory-assembled sections for fast, low-cost installation in basement, utility room or garage.



New fittings add new bathroom beauty. You can add extra sparkle and glamour to your homes with these two new lines of American-Standard fittings. The Monogram line can be distinctly personalized with your customer's initials. And these satin-chrome finished fittings come with handles that are crystal clear or in five attractive colors. The new Quality line of fittings has a trim, modern shape and is finished in gleaming Chromard. Both lines feature the Nu-Re-Nu valve assembly, designed for long service and minimum maintenance . . . and both lines have self-aligning escutcheons to assure a neater, easier installation.



Heatrim Baseboard Panels deliver gentle warmth throughout each room . . . even the space near the cold exterior wall becomes completely usable. They replace old, bulky radiators . . . give complete freedom in decorating . . . can be painted any desired color. The heart of the baseboard is a small, finned copper tube that both carries the heated water and transmits the heat to the rooms, thus holding installation costs to a minimum.



AMERICAN-Standard

Designed with the builder in mind...

NEW G-E DISHWASHER OFFERS UNMATCHED FOR QUICK,



We don't claim that kitchens like this will actually sell your houses for you—but it is a well-known fact that when kitchens are equipped with G-E Dishwashers and Disposalls,[®]

those houses are *easier* to sell! Why don't you contact your G-E distributor right away and ask about the new low, low prices available to accredited builders?



G-E Dishwashers are also available in this free-standing model with work surface of Textolite[®] or baked enamel. Front panels of free-standing and built-in models available in five Mix-or-Match colors or a choice of four natural woods.

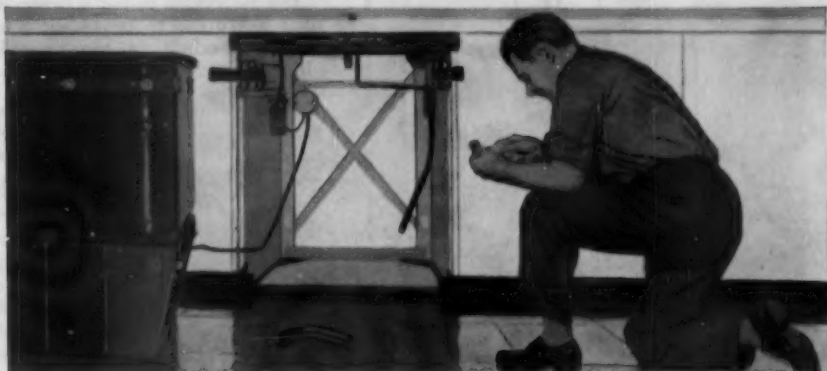


AMERICAN BUILDER

ACCESSIBILITY LOW-COST INSTALLATION!



Here's why G-E Dishwashers are easier to install:



1.

No reaching—no stretching around unit to install! The entire tub can be easily removed from the cabinet, thus providing ample working room to

make plumbing and electrical connections. Pre-stamped knockouts on each side of the cabinet permit easy installation of right or left drain.



2.

Simplified internal plumbing makes possible quick installations in a number of different ways. A G-E Dishwasher may be connected to the drain directly, or through a waste air gap. It may also be connected to a disposer (as illustrated) or to the sink drain.

3.



New, low-cost waste air gap method of installation provides maximum sanitation, eliminates the need for prior roughing-in. One drain is used for both sink bowl and dishwasher, eliminating the cost of a second drain. An excellent installation for existing homes, too.

For a completely modern kitchen, install a G-E Disposall that flushes away food waste before it can become garbage! Illustrated are Models FA4 and FA45—exactly the same except that the FA45 is 2 inches shorter to accommodate installations with space problems.

Progress Is Our Most Important Product

GENERAL  ELECTRIC



*If you sand floors for a living
and would like*

NO MORE DOWNTIME

Here's exactly the sander you are looking for, Mr. Floorman . . . the American Super 8 designed to outperform all others with more plus features, more quality from drum to lever, more long-life dependability, more speed . . . a sander that consistently gives higher production, bigger profits on job after job!

American Machines are made of top-flight raw materials . . . supplied by leading reputable firms . . . fabricated, tooled and machined by our own expert craftsmen so as to produce a product that is *all sander . . . all-ways better!*

You as a user can feel secure in owning a Super 8 with the knowledge that you won't experience costly downtime. Features that spell Super 8 superiority include specially designed 2 H.P. American motor . . . drum driven by vari-speed pulley . . . speed range from 1600 to 2800 r.p.m. for greatest efficiency under varying conditions . . . motor starts under practically "no-load" . . . double capacity dust pick-up system . . . a great machine in every detail by "The Greatest Name in Floor Machines" for more than 50 years.

AMERICAN SPINNER

This teammate of the Super 8 keeps up the fast pace when you do edges, stairs, halls, closets. First with 2 H.P. motor . . . exclusive disc pad construction!



ADD TO YOUR INCOME!
Make repairs quickly, easily
with all-new professional
CONCRETE GRINDER

This completely portable Concrete Grinding Attachment fits all-purpose 16" American Floor-King . . . really works, anyone can operate! Complete with exclusive Thermoid Disc—you can run machine without shock or vibration, as easy as disc sanding! 6 fast-cutting carborundum stones quickly eat through rough uneven concrete, old or new, or brick surfaces . . . results in a smooth even job.

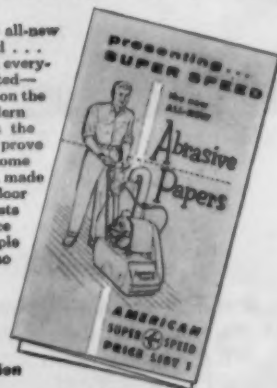


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• WORLD-WIDE SALES AND SERVICE

AMERICAN BUILDER

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California and
Florida agree on—

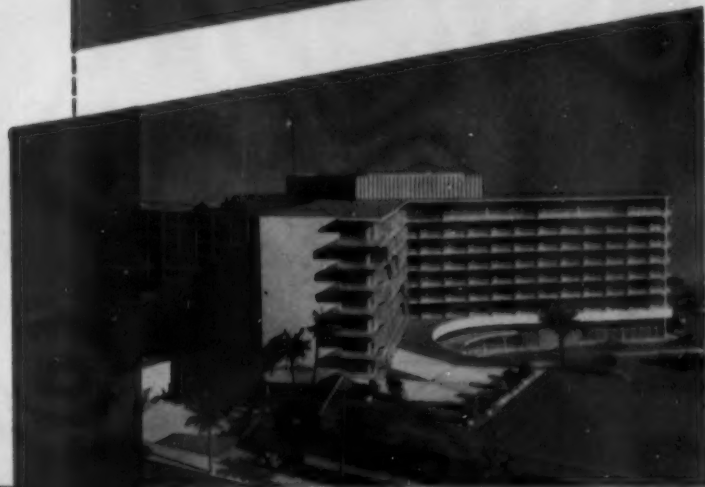
HALL-MACK
bathroom accessories

CALIFORNIA'S BEVERLY HILTON

Newest and finest in the Conrad Hilton group, this ultra-modern structure has three wings emanating from a central service 'core.' A rare blend of good taste and striking beauty. Architect: Welton Becket, FAIA, and Associates.

FLORIDA'S FABULOUS FONTAINEBLEAU

From its formal gardens and private yacht anchorage to its superbly decorated guest rooms, this amazing Miami Beach resort hotel is a story 'spectacular' come to life. Architect: Morris Lapidus.



THE BEVERLY HILTON



THE FONTAINEBLEAU

Superlatives fall flat in describing the fabulous new Fontainebleau and Beverly Hilton hotels.

A continent apart, yet these famous hostelrys share one thing in common good taste...

each is equipped with Hall-Mack Bathroom Accessories—throughout! When modernizing, re-decorating, or building, specify Hall-Mack to give bathrooms extra sparkle and zest. Clean and simple, these gleaming chrome accessories belong in every bathroom... for solid utility and sheer beauty. Designed to blend with any decor... priced to meet any budget... Hall-Mack's sparkling bathroom accessories give this much used room a real lift.

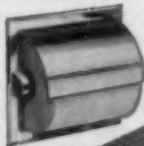
NO. 319 • TISSUE HOLDER



NO. 338
CONCEALED LAVATORY UNIT



NO. 478
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HOLDER



NO. 499
SOAP HOLDER



NO. P-1805 • MEDICINE CABINET

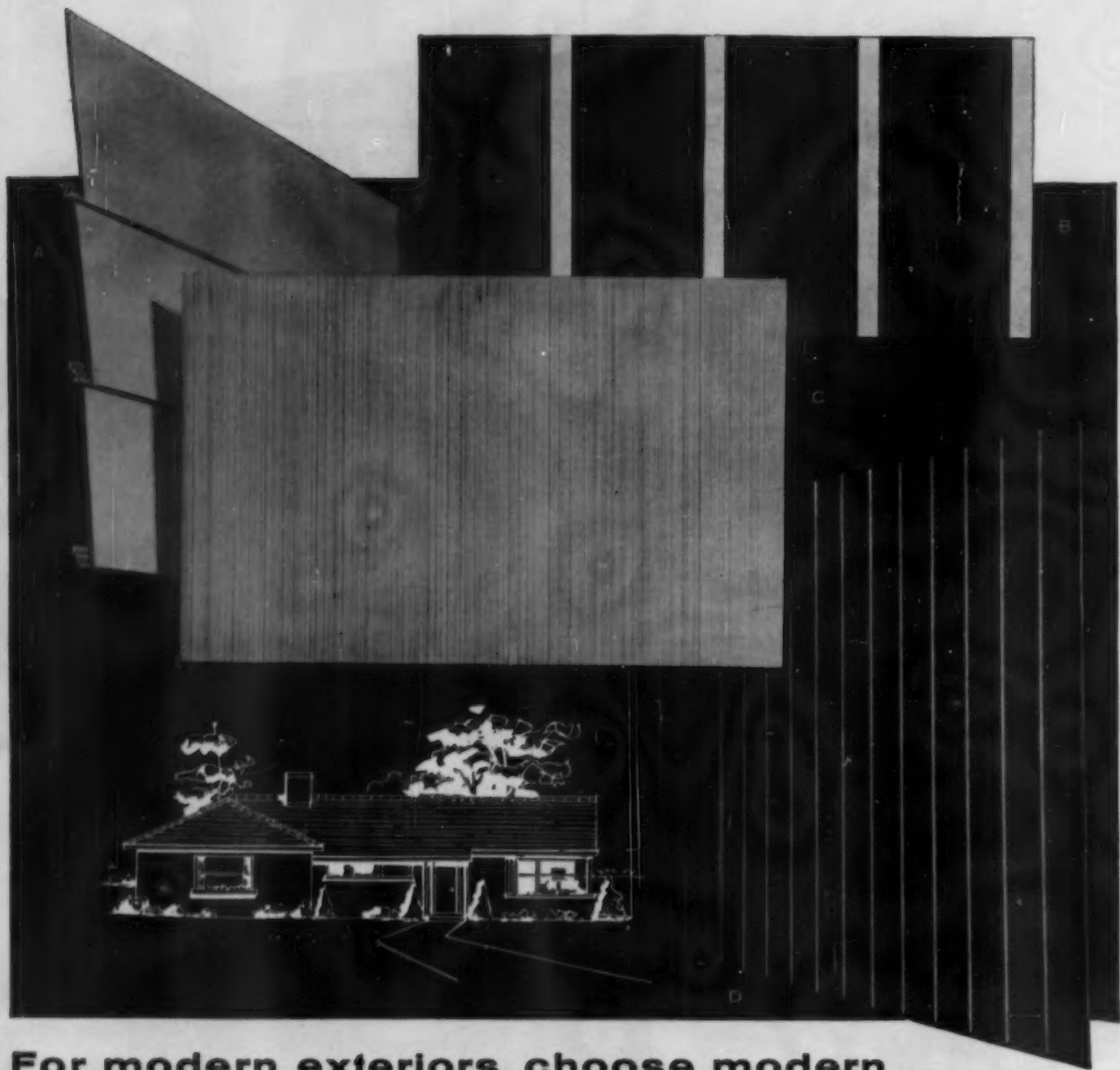


NO. 495 • TOWEL BAR



HALL-MACK COMPANY

LOS ANGELES 7, CALIFORNIA • 1280 West Washington Blvd.
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For modern exteriors, choose modern materials—Masonite Corporation offers four!

Now it's easier to get the eye-pleasing, modern effects you want. Choose one or more of these sturdy, grainless Presdwood® panel products.

They have all the rugged strength, weather-resistance and durability you demand, plus welcome economies in both application and painting.

Masonite Shadowvent (A) is the improved lap siding with the revolutionary vented aluminum shadow strip that permits invisible nailing. Panels are primed; one additional coat covers.

Tempered Presdwood (B) panels with batten strips cover big areas fast, fit many architectural styles.

Masonite Ridgewood (C) presents a distinctive combed surface texture. Sizes for lap siding, panel siding or shingles.

Masonite Panelgroove (D) is a brand new Tempered Presdwood product, $\frac{1}{2}$ " thick, with grooves every 4". Continuous vertical design is completed with shiplapped edges. For gables, end walls, sill courses, and accent areas.

All these and other famous Presdwood products are sold by your building materials dealer. For more information, write Masonite® Corporation, Dept. AB-11, Box 777, Chicago 90, Illinois.

Look for this man  He makes the difference

MASONITE CORPORATION

MANUFACTURER OF PRESWOOD PANEL PRODUCTS

**The Homeowner wants it because it's BEST!
The Builder needs it because it CUTS COST!**



Finger Tip Control



Install set
in 5 minutes

UNIQUE WINDOW BALANCE

Here are 6 good reasons why it's best for the Homeowner and for You!

- The Unique Balance achieves constant, accurate balance through its accelerated spiral rod which controls the increase and decrease of spring tension.
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- The Unique Balance is quiet, smooth-

working, and, for all practical purposes, proof against wear. Actual tests prove trouble-free operation for over 100 years. The new nylon bushing cuts friction, allowing finger tip adjustment of the window.

- The Unique Balance is used throughout the world in all types of construction. It is simple and quick to install (5 minutes per window average), adjustable to weight variations, beautifully packaged in sturdy, shelf-happy cylinders.

- Over 160,000,000 Unique Balances are now in use all over the world.

unique

Order now through your Millwork Dealer or local Builder's Supply Dealer, or write for size chart and price list to

UNIQUE BALANCE COMPANY, INC. • 25 BRUCKNER BOULEVARD, NEW YORK 54, N.Y.

take HIS
word for it...



W. M. Mayo, Jr., of W. M. Mayo Builders, Charlottesville, Va., had this to say about last year's NAHB Show: "I've attended for the past 7 years, but I think this show was one of the best . . . I was impressed by the great number of new products shown, and the exhibitors' sincere interest in explaining how to use their products."

take OUR
word for it . . .



You said it, Mr. Mayo . . . better than we can! We hope you'll be back for this year's show . . . there'll be more exhibits, more space for product demonstrations, more program features, more builders, dealers, jobbers, architects and manufacturers represented.

We've secured the facilities of the Chicago Coliseum this year, in addition to the Hilton and Sherman Hotels! This means that scores of manufacturers will be able to exhibit at this great builders' show for the first time.

take ADVANTAGE
of this
ONCE-A-YEAR
OPPORTUNITY!

12th annual
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CONVENTION
EXPOSITION
CHICAGO
January 22-26

MORE THAN 600 EXHIBITS . . .

Everything in building materials and home equipment . . . scores of brand new products, improved "standards" by the hundred, will be displayed by all leading manufacturers.

TALKS . . . DISCUSSIONS . . . DEMONSTRATIONS . . .

by experts in every field—merchandising, building methods, finance, taxes, building management and dozens of other vital topics.

GET READY . . . REGISTER NOW!

Whether you're a builder, dealer, contractor, jobber, architect, mortgage man or manufacturer—whether you're a member of NAHB or not—you belong at this greatest of shows for the building industry.

If you are an NAHB member, register through your local chapter. If you're not a member, register in advance and make hotel reservations through Convention Headquarters. Advance registration fees (\$15 for men, \$10 for women) must be sent with hotel reservation request. Make checks payable to

National Association of Home Builders. Please show name, address, business classification and date of arrival for each person included in your request. Do it today!

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Build More Saleable Area into Homes with BESSLER

Disappearing Stairways



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Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog material should be in your hands for ready reference—write now!

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2. A real stairway—not a ladder.
3. Seven well-engineered models—for every need.
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15. Doors made of White Pine and Fir in two-panel and flush types; hardwood doors in flush type only.
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18. IMMEDIATE DELIVERY!
19. Meets all building codes.

THE BESSLER DISAPPEARING STAIRWAY CO.

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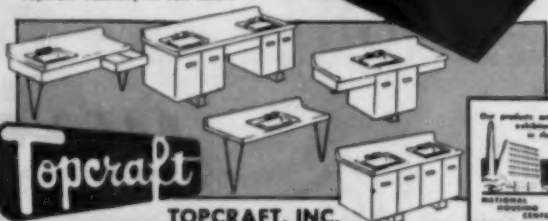
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TOPCRAFT VANITORIES AND MEDICINE CABINETS give your homes the PLUS that counts . . . yet, they're priced LOW. Write for literature of the complete TOPCRAFT Royale line . . . SIX beautiful models, skillfully crafted of America's leading, nationally advertised laminates! State whether you're a builder, dealer, distributor, agent.

see FORMICA
ad in September issue
page 228

which features the beautiful
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Cheapest
EXTRA VALUE
 you can put in a house



You're building quality homes that are going to last a long time. You're putting in extra value everywhere you can. The cheapest extra value you can buy is American Welded Wire Fabric concrete reinforcement. A Welded Wire Fabric reinforced concrete ground slab is approximately 30% stronger than an unreinforced concrete slab of equal thickness. Therefore, it costs less to build with reinforced concrete. Since a reinforced slab is 30% stronger than an equal thickness of unreinforced concrete, Welded Wire Fabric adds many years of extra service to floors, foundation slabs, driveways, patios, sidewalks, and porches.

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*BUYERS WILL ASK
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COMMERCIAL PROPERTIES, where traffic is heavy and frequent, need the extra strength and durability of American Welded Wire Fabric Reinforcement.



Buy a Dodge Truck and pocket the difference

Save first, and always, with a Dodge truck! New low prices bring famous Dodge dependability within the reach of every truck owner. What's more, Dodge work-proved long life and low operating costs mean extra savings over the years.

As for performance, Dodge offers you the greatest power line-up of any trucks on the road! Smooth-running Dodge Sixes are famous the world over for economy. New Dodge Power-Dome V-8's, with 169 to 202 hp., are the most advanced, most powerful engines in any leading trucks.

But see for yourself. Your dealer has a Dodge truck which will save you money and speed your work. See him today.

"Mile-after-mile economy"

Says **JOHN G. JOHNSON**
Walter S. Johnson Building Co., Inc.
Niagara Falls, N. Y.

"It's not just the low initial cost that keeps us sold on Dodge trucks—it's their mile-after-mile economy of operation that counts even more."



DODGE

Job-Rated

TRUCKS

WITH THE FORWARD LOOK



AMERICAN BUILDER



The best cellars feature Chase Copper Tube

You add *extra-value* to the whole home with hot and cold water lines of Chase copper tube. *More years* of trouble-free service, *more efficient* water flow with little or no increase in cost!

That's because Chase copper tube *resists corrosion*—can't clog with rust! Diameter for diameter, this copper tube passes *higher water volume* than lines of rustable metal! Its smoother inside surface cuts friction to a minimum, assuring fast and efficient discharge of fixtures.

Chase copper tube is easier to handle. Can be *quickly cut* to the required length with ordinary tools. Rugged, leakproof solder joints are made *without* time-consuming threading. Long lengths are available; require *fewer joints*.

Specify Chase copper water tube for hot and cold water lines. Add extra quality at little or no extra cost!



Chase copper drainage lines, too, give superior service over the years...add extra-value to any home!

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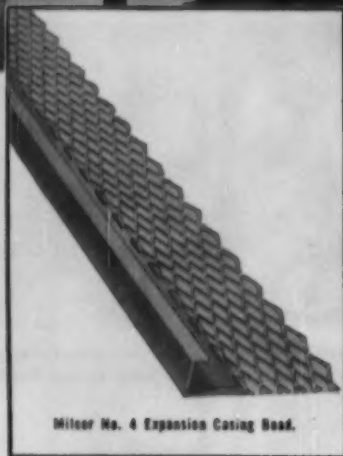
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(*sales office only)

In this doorway, Milcor No. 4 Expansion Casing Bead acts as trim and grounds for plaster. Note the perfect corners.



Milcor No. 4 Expansion Casing Bead.

MILCOR CASING BEAD ADDS TO APPEARANCE, PERMANENCE, SALABILITY

PROSPECTIVE owners like the effect of spaciousness achieved by using Milcor Casing Bead around doors and windows. They appreciate the simple beauty that harmonizes with modern interior decoration.

They also like the fact that Milcor Casing Bead doesn't warp or shrink. It's easy to keep clean—there are no

cracks to become dirt-clogged. That's because the expanded metal wing which is part of the Milcor Casing Bead provides a secure plaster bond.

There's a Milcor Casing Bead that fits the homes you're planning — in both solid and expansion-wing types. Milcor Catalog No. 254 shows the complete line. Available upon request.

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M-195

Leading San Francisco Builder Chooses "Pioneer" by American Kitchens —

Kitchens of natural birch and antique copper featured in 1100 medium-priced homes



"They add comparatively little to our costs, and the homes practically sell themselves", say partners of *Standard Building Company*

"It's hard for a builder to decide whether to use wood or steel kitchens in his homes, but we've found the perfect answer!" says Fred Gellert of the Standard Building Company of San Francisco.

"We're using the only kitchen that combines the best of both," adds his brother Carl. "It's American Kitchens' new 'Pioneer'—gives you the beauty of natural birch and antique copper, and it's built on a chassis of rugged steel. Buyers recognize it immediately as top quality,

and you know how often the kitchen clinches the sale."

In the business for over 30 years, the Gellert brothers have built over 9,000 new homes since 1946. They, like famous builders everywhere, recommend labor-saving, customer-pleasing American Kitchens products. And if you haven't already discovered the money-saving advantages of American Kitchens, mail the coupon below—let us prove that American Kitchens *sell homes faster!*




FRED GELLERT, Partner,
Standard Building Company,
San Francisco, California.



CARL GELLERT, Partner,
Standard Building Company,
San Francisco, California.

YOU ARE CORDIALLY INVITED to visit the American Kitchens Exhibit in the new National Housing Center in Washington, D.C. We'll be looking forward to seeing you!

American Kitchens Sell Your Homes Faster!

AMERICAN KITCHENS DIVISION  CONNERSVILLE, INDIANA



Dishwashers



Disposers



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- I'd like to have "no obligation" quotation on my next kitchens.
- Please send your new Architects' and Builders' File.

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SPECIFY WATER REPELLENTS MADE WITH "LINDE" C-25 SILICONE

CONTROL EFFLORESCENCE: Preserve original building beauty with lasting control of unsightly efflorescence, streaking, staining.

KEEP BUILDINGS CLEAN: Since water cannot penetrate, rain washes dirt and dust right down to the ground. Yet walls can still "breathe."

RETARD WEATHERING, SPALLING: Eliminate chipping, cracking, spalling due to freezing by keeping water out of masonry.

PREVENT WATER SEEPAGE: Damage from water penetration to interior wood, plaster, paint is a thing of the past. Maintenance costs drop.

LONG LASTING: Accelerated weathering tests indicate effectiveness lasts up to ten years.

APPLIES WITH EASE: By low-pressure spray or flood brushing. Dries quickly for clear, colorless finish.

Will Make A Brick Float



This lighter-than-water fire brick was coated with masonry water repellent made with *Linde* C-25 Silicone, and dried thoroughly. Placed in tank, it repels the water and floats like a cork. Untreated, brick would soak up water and sink instantly.

Sample Specifications

1 All above-grade masonry exposed to weather shall be treated with clear silicone masonry water repellent.

2 At the time of application to new construction, any mortar shall be at least 30 days old. If weather has bordered on freezing, the age before treatment should be approximately 60 days. Product used shall be a concentration of at least 3% *LINDE* C-25 Silicone in mineral spirits.

3 After all mortar has properly set, one flooding coat of clear silicone water repellent as specified shall be applied to all masonry surfaces from top down to grade. The water repellent shall be delivered to the site in sealed containers, and be applied in strict accordance with the manufacturer's instructions. At the time of treatment the building shall be dry. Following rain, two to three days of clear weather shall have elapsed to allow the masonry to dry. Application can be made at any temperature between 0 deg. F. and 100 deg. F. It will take longer for solvent evaporation at the lower temperature. Coverage shall be sufficient to provide a run-down of 6 to 12 inches. Approximate coverage per gal. should be as follows:

| | |
|--------------------------------|----------------------|
| Hard-Fired Brick | 150 sq. ft. per gal. |
| Concrete Block | 150 sq. ft. per gal. |
| Soft Brick | 100 sq. ft. per gal. |
| Light Weight Aggregate Brick . | 75 sq. ft. per gal. |

4 Normal safety precautions common to handling hydrocarbon solvents should be taken to prevent fires, to avoid excessive inhalation of solvent fumes, and to avoid excessive contact with the skin.

FOR FURTHER INFORMATION WRITE DEPT. E-11.

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Photo by Hedrich-Blessing, Furniture by Heywood-Wakefield

Beautiful pegged oak floors aren't expensive now!

Only in appearance is this delightful floor expensive! Alternate 2 $\frac{1}{4}$ " and 3 $\frac{1}{2}$ " widths, beveled edges and walnut pegs give Bruce Ranch Plank Floor the beautiful decorative effect of costly random width plank. Yet the cost is only a few dollars per house more than plain strip floors. That's possible because it's

pegged and finished at the factory and laid just like strip flooring. The informal beauty of Bruce Ranch Plank with its decorator-approved "Scratch Test" Finish is always in style . . . for modern or traditional homes. See our catalog in Sweet's. Write for color booklet.

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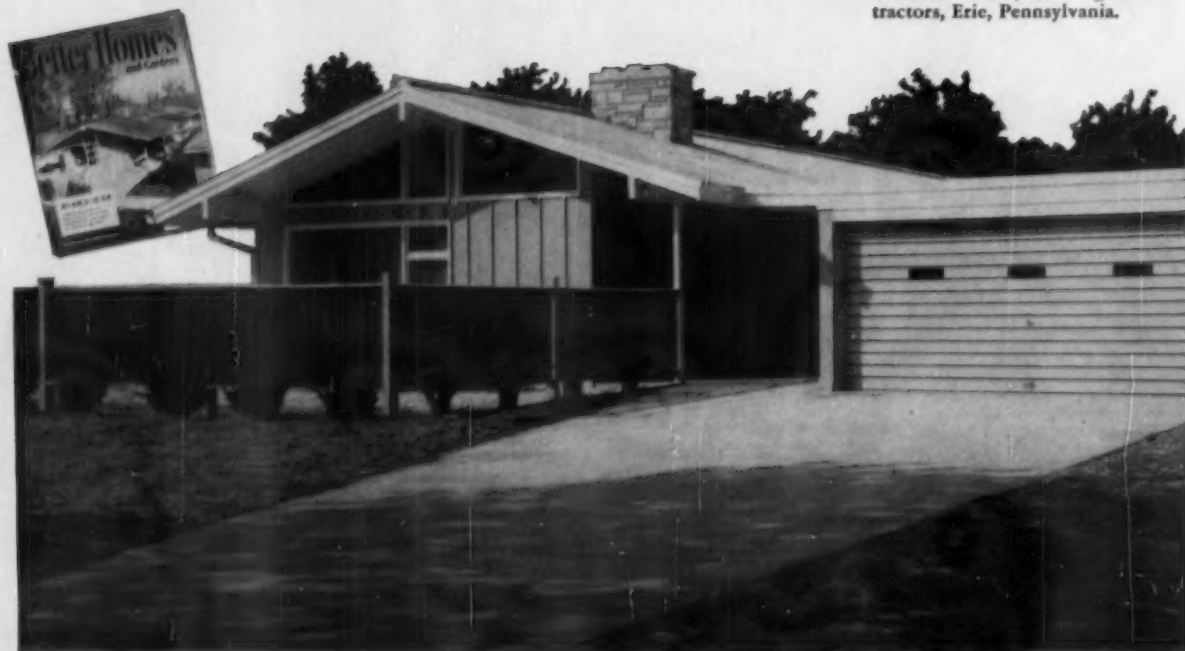
Bruce Ranch Plank Floor

Naturally Beautiful!

"Ceiling and roof go up together on this Better Homes and Gardens IDEA HOME OF THE YEAR"



say Reg Little and C. O. Oliver, of Little & Oliver, Building Contractors, Erie, Pennsylvania.



Gold Bond "Economy 250" saves Erie builders time and materials

A new roof construction system—together with the finest building materials—helped to make the Erie, Pa., IDEA HOME OF THE YEAR a money-saver for the builders as well as for the home buyers.

Gold Bond "Economy 250" Corrugated Asbestone, used with Gold Bond Gypsum Wallboard, permits permanent, fire-resistant roof and ceiling to be put up at the same time. The roof forms an exposed beam ceiling inside. Two men work above the roof and one works below. Horizontal ceiling joists and tape joint treatments on ceilings are eliminated. Pre-cut sheets of corrugated and gypsum board cut down handling time. The entire job produces a handsome roof and ceiling in keeping with the modern designs of this IDEA HOME, and

saves substantially on materials and labor.

Little & Oliver also used Gold Bond Rock Wool Twinsulation, Gold Bond Lath and Plaster with resilient attachment clips, Gold Bond Gypsum Sheathing, Gold Bond Permaboard with backer strips, and Exterior and Interior Gold Bond Velvet Paint.

Little & Oliver are just two of the many progressive builders who are taking advantage of the undivided responsibility offered by buying all building materials from one established manufacturer—the National Gypsum Company.

See how Gold Bond "Economy 250" Corrugated Asbestone can be used in building one of these money-saving roofs for you. WRITE Dept. AB-115 for more details.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK



LATH, PLASTER AND LINI



GYPSUM BOARD PRODUCTS



INSULATION BOARDS PLANKS AND TILES



ROCK WOOL INSULATION



PAINTS AND TEXTURES



ACOUSTICAL TILES



ASBESTOS ROOFING AND SIDING

• • CORRUGATED ASBESTONE

This couple knows they're getting lifetime protection against sewer failure. The tag tells them so.

"Your plumbing drainage system is designed to last a lifetime —



it's Cast Iron Soil Pipe and Fittings"



Let hidden plumbing help sell today's "second home" buyer



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TO HELP YOU SELL . . . we'll give you tags and booklets that explain and dramatize the advantages of cast iron. Display the tag on cellar pipe to *show* your owners you've given them permanent protection. They'll also take home the colorful 16-page booklet which explains "What You Should Know About Plumbing Drainage." Samples of these valuable sales aids are yours for the asking . . . write for them today.



NOVEMBER 1955



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G. E.'s new Custom Range—the easily installed "built-in" appliance that housewives want in their modern kitchen. Completely automatic with all Calrod units—no open coils—especially vented to prevent staining of wall cabinets.



G. E.'s Washer-Dryer Combination with *under-counter installation!* Exclusively G-E . . . a versatile, fully automatic combination that frees over 5 square feet of kitchen floor space.

Dramatize your homes with

THESE DRAMATIC G-E APPLIANCES are available in G.E.'s 5 Mix-or-Match colors: Canary Yellow, Turquoise Green, Petal Pink, Cadet Blue, Woodtone Brown. Only G.E. offers you this exciting color choice throughout the entire line!



G.E. sells the kitchens that sell your houses! Here are dramatic, "wanted" appliances that give your houses *extra value* . . . a solid selling edge over others in the same price range.

These G-E "built-ins" are versatile, and easily installed.

They permit you the kitchen design you want, and they answer the prospect's demands for styling, convenience, beauty and efficiency.

Progress Is Our Most Important Product



G. E.'s new Wall Refrigerator-Freezer hangs on the wall like a picture—freeing floor space for base cabinet storage and additional work surface—adds unmatched glamour and sales appeal to kitchen. Capacity: 11 cubic feet.



G. E.'s Under-counter Dishwasher—king-size capacity. Eliminates hand pre-rinsing. Front panels available in natural wood (knotty pine, birch, oak, or mahogany) as well as G.E.'s Mix-or-Match Colors.

these wonderful G-E "Built-Ins"!

Best of all, these "built-ins" are financed through the Package Mortgage, making them available to home buyers at low monthly payments.

At the same time, you include the cost of these appealing appliances right in the cost of the house!

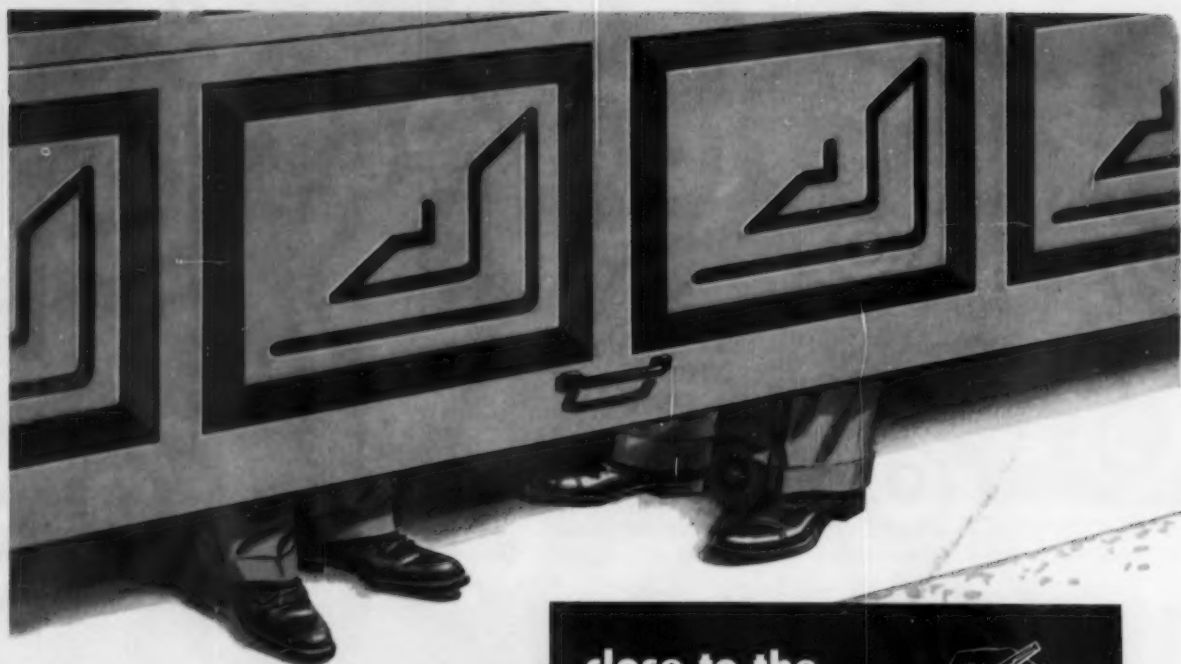
Furthermore, these dependable General Electric appliances are available in exciting G-E Mix-or-Match colors.

These are the dramatic appliances that open the way to more home sales for you. And why not . . . when 55 out of every 100 women think *G.E. makes the best home appliances.*

Contact your G-E distributor *right now*, and let him help you to the best sales season you ever had.

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GENERAL  **ELECTRIC**



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Show your home-buying prospect Ro-Way's Taper-Tite track, Seal-A-Matic hinges, ball bearing rollers and Power-Metered springs. They prove that Ro-Way quality is *built in* . . . right down to the last fine feature. And they imply similar superior quality throughout the house.

Be sure to emphasize Ro-Way's striking beauty too. A Ro-Way garage door greatly enhances the overall eye appeal of any property. Then . . . to really point up Ro-Way quality . . . demonstrate the smooth, quiet, easy operation of these functionally perfect enclosures.

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1956 BUILDING:

How much will you sell next year?

▶ **THE BRIGHT SIDE:**

1956 will be a "merely terrific" year for light construction, including home building. Look for good gains in commercial construction. Demand for better-equipped homes will continue.

▶ **THE DARK SIDE**

Private new residential construction will decline somewhat in 1956, particularly for lower-income families. Housing starts in early Spring will be down enough to worry builders.

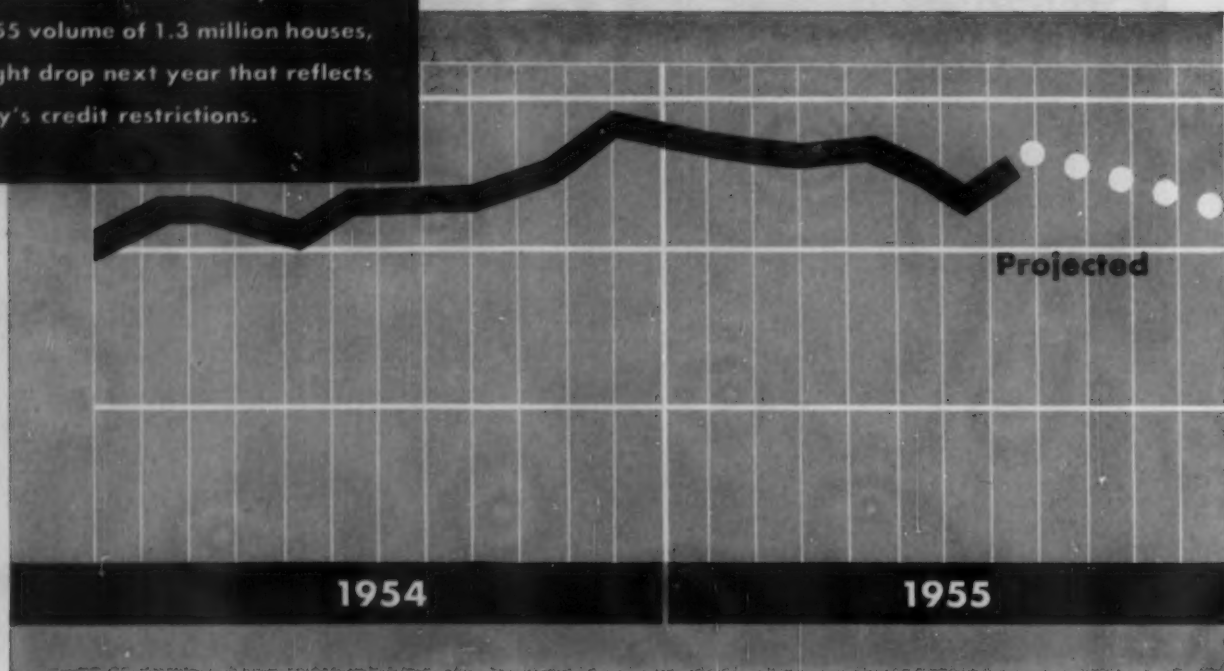
When you come to April 15, 1956, confine your worries to the taxes you'll pay on what you made *this* year. Don't worry about making a lot less in 1956. Don't worry despite what you'll then be reading about housing starts.

They'll be down, of course, in the Spring of next year. That's to be expected. Housing starts always reflect what has happened three to six months earlier. They'll be reflecting then what you're worried about now: today's tighter credit controls, today's tough money market, today's economic jitters over the effect of Eisenhower's illness on business.

The housing starts you'll be reading about next Spring will have little crystal ball value for the balance of next year. They'll be down (in some areas, the decrease will be less than in others), but the year itself will come very close to matching the good business you will have had in 1955. Truth of the matter: 1956 will be merely terrific.

Just how terrific? American Builder's annual forecast is spread over the next two pages. We give you the bright side, the dark side and a very positive prediction. You can start figuring ahead right now. ▶

▶ **HOUSING STARTS:** They indicate a 1955 volume of 1.3 million houses, a slight drop next year that reflects today's credit restrictions.



Seasonally adjusted

Building in 1956 will be

FORECAST: total construction will increase nearly 4% over 1955

Look for dollar gains in every major construction category except private new residential construction. Look for similar dollar volume there.

Total construction next year will be worth slightly more than \$56.5 billion compared to \$54.5 billion this year. The total market breaks down this way, dollar-wise:

Private new residential construction will maintain its 1955 dollar volume of \$15 billion.

Maintenance, repairs and remodeling (including both residential and non-residential structures) will gain nearly 3½ percent. It will go from \$14.5 billion in 1955 to \$15 billion in 1956.

Public construction will gain 5½ percent, from \$12.1 billion to nearly \$12.8 billion.

Private non-residential construction, including public utilities and farms, will gain 7 percent, from \$12.9 billion to better than \$13.8 billion.

FORECAST: 1956 housing starts will drop 5 percent from 1955 levels

This year should close with 1.3 million starts; next year should close with about 1.25 million.

The 5 percent drop will occur mostly in the early Spring and will mostly affect housing for lower-income families. Tighter VA and FHA credit regulations, now in effect, are the main cause; but over-extension of credit among lower income families, primarily on new automobiles, is another cause. Look for some curtailment of speculative building in the low-cost field.

FORECAST: housing starts will not outrun household formations

The old bromide, peddled in some corners as a means to an end to curb home builders, is that housing starts are exceeding household formations. This is erroneous for 1955 and it will be erroneous in 1956.

According to NAHB economist Nathaniel Rogg, "figures on household formation have been among the most misunderstood in the whole field of housing statistics. Most housing statistics, such as starts, deal with non-farm housing only. When household formations are compared with starts, the proper comparison for both is on a non-farm basis."

You can see this for yourself if you look at Census Bureau estimates of non-farm household formations during the last five years: they in-

American Builder

forecasts 1.25

million starts,

a 5% decrease

1956

1.5

1.0

0.5

0

Millions of units

merely terrific

creased by an average of a million a year to total 9.3 million for the period 1948-1955. Housing starts, for the period, totaled 8.9 million.

The confusion arises when figure-jugglers compare non-farm housing starts with household formation figures that include both non-farm and farm.

As for 1956, there is no reason to believe that the 1948-1955 trend—outlined above—will reverse itself. If anything, evidence points to the fact that housing starts may fall even further behind the non-farm household formations.

The low level of vacancies reported by the Commerce Department in mid-summer is one such piece of evidence. It averaged a little better than 2 percent and was "low enough," according to Commerce Secretary Weeks, "to dispel recent apprehensions about over-building . . ."

FORECAST: new opportunities ahead in commercial construction

Because it follows the movement of people, commercial construction in 1956 is a gilt-edged security for builders. With suburbia bigger in 1955 and bound to get even bigger next year, it is pure logic to see at least an 8 percent increase in commercial construction in 1956.

Schools, hospitals, and churches are not included in that percentage. American Builder's estimate for them: an additional 5 per cent.

The need for more commercial construction will be accentuated by next year's greater disposable income, tax cuts, eased credit.

FORECAST: better equipped houses, despite price, will sell better

The VA and FHA restrictions on mortgage credit have nibbled away at a marginal market: the lower-income family. That means your big market for 1956 is fairly well-heelled.

The biggest spenders, those families that make \$5 thousand or more a year, will increase about 1.5 million over 1955. Between 1946 and 1955, their number increased 13 million, better than 300 percent. As you read this, they total some 17 million.

They're not only the biggest spenders, they're becoming the biggest "experts" on housing. They know what they want, and they want plenty.

In this issue, we give you the biggest "big trends" observed by our editors during National Home Week for 1955. These trends point the way to the most saleable houses of 1956:

A family room, preferably adjacent to the kitchen, is a must.

So is indoor-outdoor living, preferably in two areas: outside the family room, outside the living room.

So is a really whiz-bang kitchen, one with built-ins, one that's centrally located in the house, one that has such gimmicks as an island-range.

Other trends: light colored, low pitched roofs; splits that look like ranches from the front; two car garages, perhaps with hobby areas in them; post and beam ceilings; compartmentized bathrooms; multiple bathrooms, usually 2½; even air conditioning, included in the price.

FORECAST: be glad you're alive in an election year

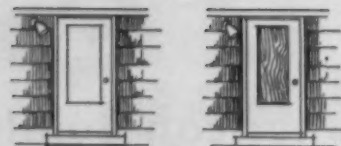
The housing boom, since 1946, has been the handmaiden of America's booming prosperity.

That's why, when the boom became so big it became staggering, the Eisenhower administration decided to include credit restrictions in housing among other money tighteners it has recently imposed. The Eisenhower administration was simply scared to death that the boom would get so big it would blow its top and explode.

That was before Ike became ill.

Now, the Republicans will want to be very, very sure they haven't doused the boom with too much cold water. They don't think Ike will run; and if the boom begins to fizzle, they'll never get Nixon or anyone else in the White House next year. That's why they'll ease up: They'll cut taxes, loosen credit, worry less about budget balances. Result: a merely terrific year.

► While the nation's officials were cutting tapes and otherwise opening parade after parade of homes, American Builder editors were covering 25 key cities to get a first-hand look at what the public is buying. We found that

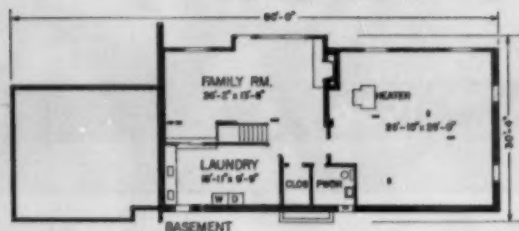


ENTRANCES are tidier. Fewer cases of painting screen door one color, staining front door another. Use of decorative iron has almost doubled.

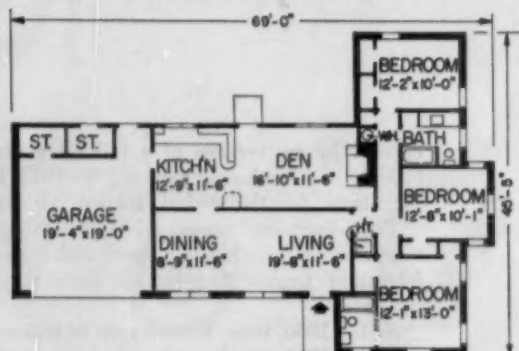
Buyers' tastes are



BASEMENT family room is big, all-purpose area that keeps noise and clutter away from rest of house. Like outdoor terrace, it has become a must for splits and bi-levels. Builder: L. T. Pflanz, Rochester, N. Y.



BASEMENT FAMILY room in a Rochester house opens on terrace. Living room extends out over terrace. Between laundry and family room are sliding doors and counter for serving snacks. Two-unit electric range is in laundry.



EXTENSION of kitchen is what this Ft. Worth family room is. Separation of two areas is done by counter, with drawers on family room side as well as kitchen. Living room parallels kitchen, is also used for dining.

... here's how Home Week

TREND #1: THE FAMILY ROOM. Focal point of the entire house, it has virtually replaced the dining room. Even the pre-fabs have it. Without it the builder will find himself behind his competition.

Keystone of today's family room is informality,

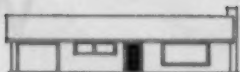
which is characteristic of our whole way of life. You see it reflected in the use of such unpretentious materials as pine panels, exposed beams, bamboo furnishings. Sometimes the room becomes a catch-all for the entire range of family activities; other times



LESS GINGERBREAD homes, like this one; better uses of stone, brick, wood. Fronts are better for it.



CLEANER DESIGN. This is true of traditional as well as modern. Jalousies are moving north.



GARAGE DOORS integrated with rest of house. Carports coming in more and more, especially in south.



DECORATIVE DOORS often are effective color-accents if care is taken not to let them dominate entire front.

changing . . .



forecasts the big trends

it becomes a reading room, den, TV viewing room or children's play area.

Whether off the kitchen or on the ground level, as shown in the two typical examples above, the family room is fast becoming the favorite place for

entertaining. Hence the need for locating it directly off or close to the kitchen. And where this isn't possible, as in the ground-level family room above left, then a second food preparation and serving area must be provided—in this case, the laundry.

FAMILY ROOM is proving best place for serving meals, children's play, watching TV. Sliding doors open on terrace overlooking Ft. Worth skyline. Builder: Sabine Valley Lumber Co., Ft. Worth, Texas.

What buyers will be

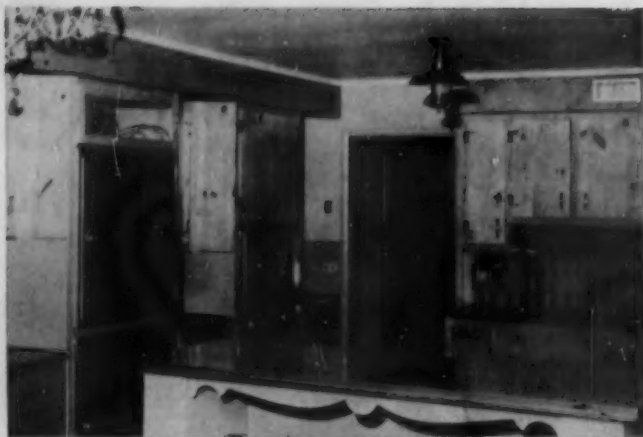
TREND # 2: more bountiful kitchen built-ins

The big impetus to built-ins for the kitchen is still the separation of the oven from the range. "No-stoop" is still the selling cry. For the builder and kitchen designer, "no-stoop" means flexibility in planning. Warm toned wood cabinets are even more popular as the natural surrounding for the informally placed cooking units.

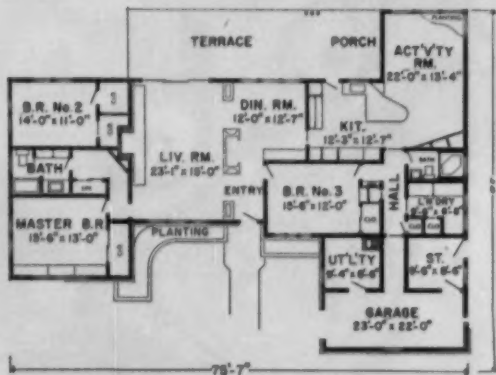
Metal has not gone out of use—far from it, from what American Builder editors saw during National Home Week. But so varied are the colors with which metal work surfaces and cabinets are now infused or enameled that even natural stainless steel, as in the appliances and tiles at right, add to color contrast.

An inevitable step this year was to build in the refrigerator too. Some builders favored frames for upright standard models; others break into a completely fresh approach with the refrigerator and freezer wall units either piggy back (as at right), side by side, or separated when necessary. The wall-hung side-by-side unit is also coming in.

Many Parade houses showed the near-9' work unit, with laundry, dishwasher, range, disposer, sink.



"ROAST PIG SIZE" oven and refrigeration units were chosen by Ken Corrigan, Columbus HBA president, for the Parade house he built for his own occupancy. View is from window-walled play-music room. Plan (below) shows central location of kitchen. "B.R. No. 3" will be office.



OPEN YET PRIVATE is feeling of kitchen by L. T. Pfans in Rochester, N. Y. suburb. Hanging cabinets avert goldfish bowl look.



IN-LINE ARRANGEMENT of equipment in island counter is advantage of this 8½' work center. Built-in ironing board is hidden under wall refrigerator. Builder: William D. Coffman, Minneapolis, Minn.

looking for . . .

TREND # 3: better indoor-outdoor living



SLIDING GLASS WALLS from kitchen-family room to outside patio permit mother to watch children at play. Indoor barbecue adds to outdoor quality of room. Area is set off from rest of house by a 7' high mahogany divider. Builder: Leonard Homes, Lake Mills, Seattle.



BALCONY outside living room is dominant feature of rear elevation of Pittsburgh Parade house by Amore Co. (see house front on next page), with full-length glass window walls for downstairs playroom too.

Patio, porch, terrace, lanai and other elements of outdoor living are becoming hard to distinguish from home interiors.

The two elements of pleasant confusion in Parade houses seem to be the window-wall and the indoor planter. When placed together—for example, a planter recessed in the floor next to a sliding glass wall opening on a garden—the ultimate is reached, short of knocking the walls out.

Builders all over the country built planters into the largest available indoor stone surface—the fireplace. A simple trick of unifying inside and out was to run the facade stone through the wall to form the fireplace area.

The lanai—a planter actually or seemingly open to the sky—often uses corrugated plastic as the light medium. Low-pitched roofs extending over carports and front terraces are cut away to spot sunlight on a flower patch (Burch & Gottlieb, Pittsburgh; Molter, Hamilton, Ohio).

The old-fashioned screened porch, sometimes with jalousie doors, is coming back, and full-length glass is irresistible where the playroom is at the lower level.



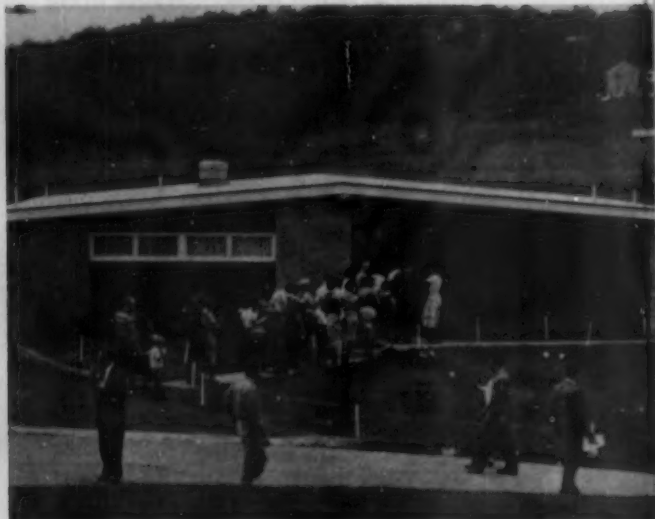
OUTDOOR LIVING out front is protected by carport roof, shielded by fence in National Home by Burman—Anderson, Annandale, Va.

Builders will include



TREND #4: light and low-pitched roofs

GLEAMING WHITE GRAVEL is the reflective roof surface of this 1-story ranch by Stern & Price, Cupertino, Calif. 2/12 pitch roof has 3-ply hot-mopped base for gravel.



TREND #5: low front, two-level back

LOW-FLYING single level front with low pitch for the white marble chip roof, this well-attended house by Amore in Pittsburgh has two levels overlooking the rear slope.



TREND #6: compartmentized baths

DIVISION OF BATHROOM into compartments avoids bottlenecks. Note more counter and shelf space, pre-cast terrazzo tile floors, built-in magazine racks and ultra-violet lamps,

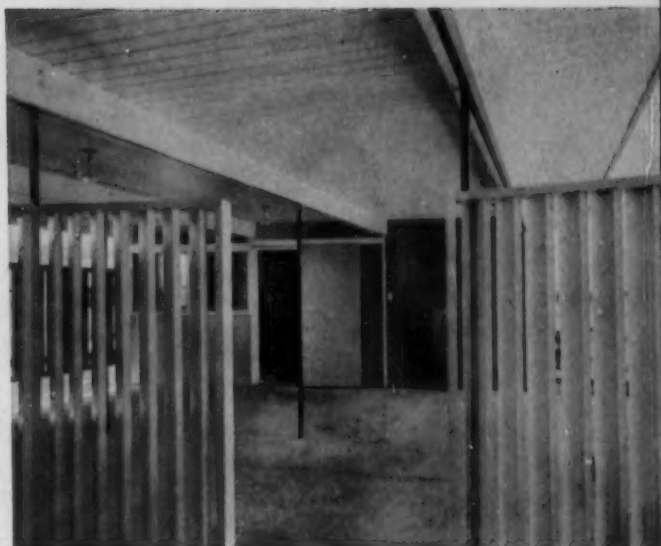
hair dryers. This photo, from Richmond Radiator Co., best illustrates the big NHW trends. Others to watch: the sunken bathtub, even an A-bomb-resistant bath.

custom-touches



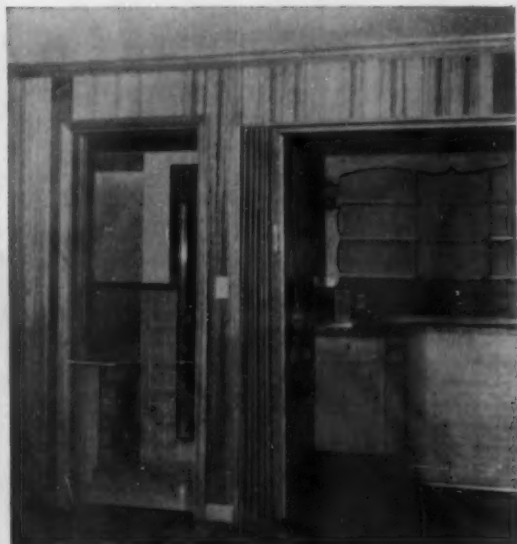
TREND #7: post and beam ceilings

OPEN LOOK with exposed beams and taller cathedral living room ceilings are gaining favor, as in the middle level of the "Mikado" by Dan Ostrow at Greenwood Knolls, Md.



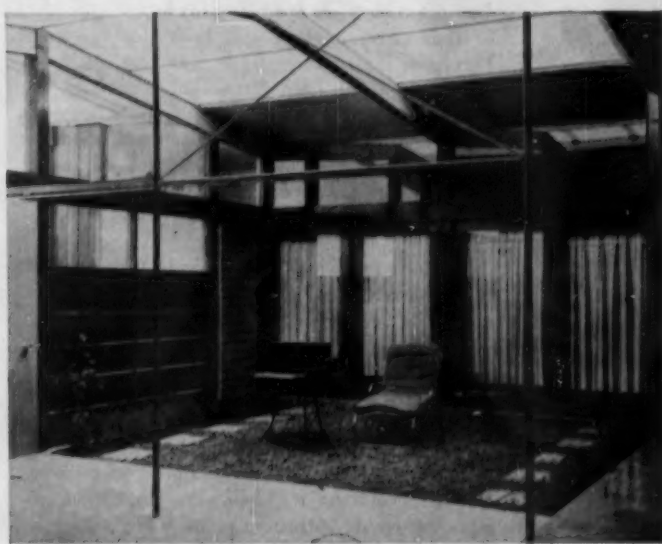
TREND #8: 2-car garages or carports

DOUBLING UP car storage and multiple use of this space is becoming standard practice. Not so common is added workshop. Builder: A. E. Harris, Corpus Christi, Tex.



TREND #9: handy extra bath

VALUE OF EXTRA bath is seen in Byrd entry in Columbus, sold before completion. The second bedroom was made a playroom, its dressing above a bar, for snug parties.



TREND #10: more indoor planting

LAWN CENTER inside house is feature of U-shaped Corpus Christi plan by I. R. Magee, Jr. Soft diffused light from plastic roof panels makes for pleasant relaxing.

How to plan your 1956 bathrooms

THE TREND TO SUMPTUOUS BATHROOMS

Notice the use of the plural—bathrooms, not bathroom. The two-bathroom house has become the standard of good living today. Some 22 per cent of homes now being built have a minimum of a bath and a half (full bathroom plus powder room), while 12 per cent have two complete bathrooms. The figures are based on statistics supplied by leading speculative builders, who last year accounted for approximately 78 per cent of all new home building.

The trend is in sharp contrast to the period 1948-1953. Early post-war homes were houses with minimum floor space, small rooms, and a single bathroom. In 1950, only 8 per cent of new homes boasted a second bathroom or powder room.

Now the trend is increasingly towards more living space and greater luxury. While the average 1950 house had about 900 square feet of floor space, the average new house today has closer to 1,100.

With more floor space in the home, bathrooms are getting larger again. And the larger the bathroom, the greater the opportunity to equip it with the features prospective buyers find so desirable.

Good bathrooms, because they exert such a powerful influence on sales, deserve the most careful planning at every stage. The plumbing contractor selected to make the installations should sit in with the architect when preliminary bathroom sketches are being made.

Remember, whether you build for the wage earner or the carriage trade, you can easily put in the kind of bathrooms that will help sell your houses and enhance your reputation as a builder. The wide range in prices and materials now available for bathroom installations makes this possible, as well as desirable.

The half-bath is valuable

While it may not be possible to plan for two full bathrooms in an average house, space can always be found for that all-important half-bath or powder room, which adds so much to the livability of the house, and hence to its sales appeal. By squeezing in a shower stall where space permits, or a receptor tub, the powder room can be made to function as a second bathroom. And don't forget the possibility of utilizing inside space for a half-bath, now that FHA accepts the inside bathroom plan.

On the following pages, American Builder, working with the Plumbing and Heating Industries Bureau points up those over-all trends in bathroom planning and design which builders should take into consideration today.



BUILDER FRED SWANDA of Tulsa this year banked heavily on bathroom appeal in a house he presented for National Home Week. Tile countertop, built-in storage, glass-enclosed tub and dramatic wall paper were attention-getters.

THE TREND TO

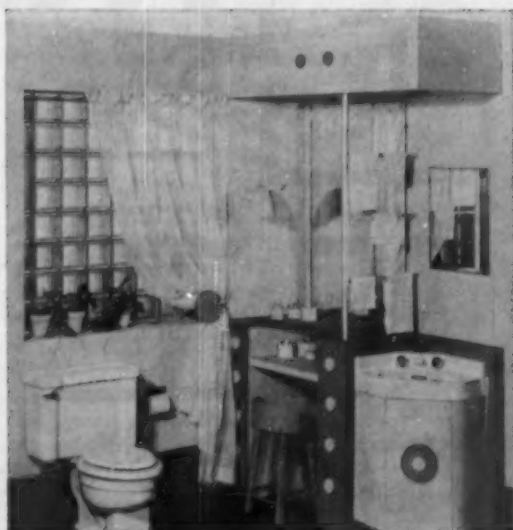


THE SPACE IS VERY SMALL but it has been possible to include a shower stall. The narrow lavatory helps. Triangular-shaped corner lavatories help beat the space problem. Half-bath near a breezeway or patio entry is good.

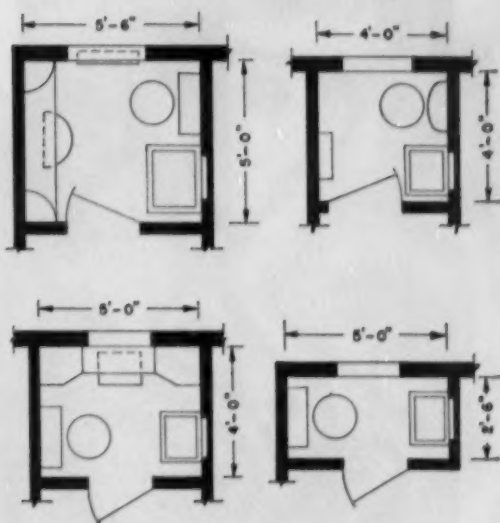


THE CHANGING BATHROOM: larger, more colorful, has more fixtures, storage, and at the luxury level is compartmentized to create handsome bathroom-dressing combinations. Sliding door here screens tub and water closet.

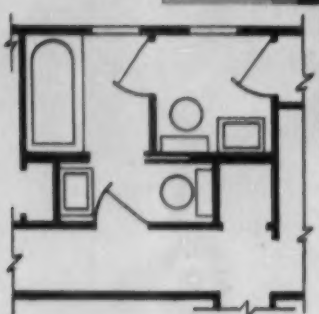
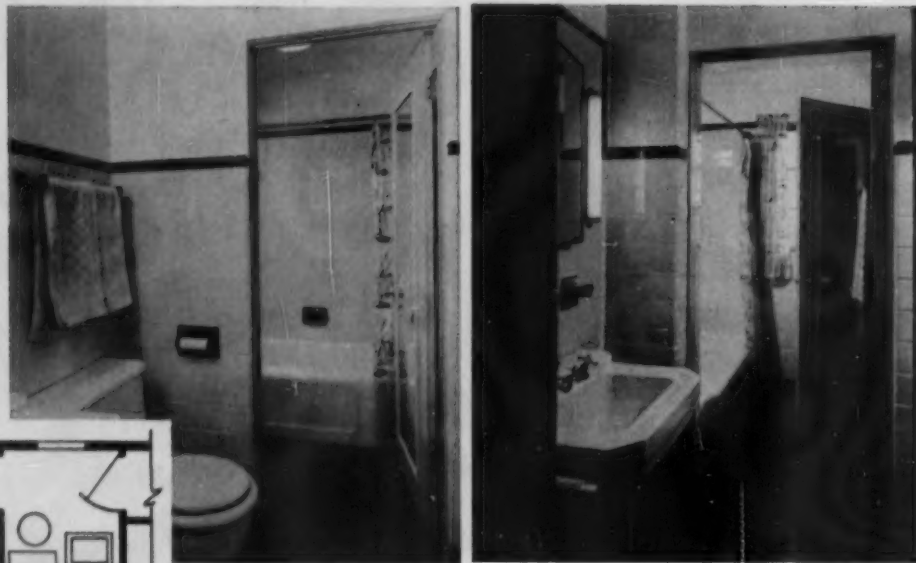
MULTIPLE BATHROOMS



TRIANGULAR-SHAPED corner lavatory is combined here with a built-in dressing table to give the powder room a different look. In ranch-type house, powder room should be located near kitchen and service zone.



FOUR WAYS to arrange a powder room in different sized spaces. Upper right uses space-saving small home flush valve water closet. For the split-level or two-story house, a powder room on the main floor is now standard planning.

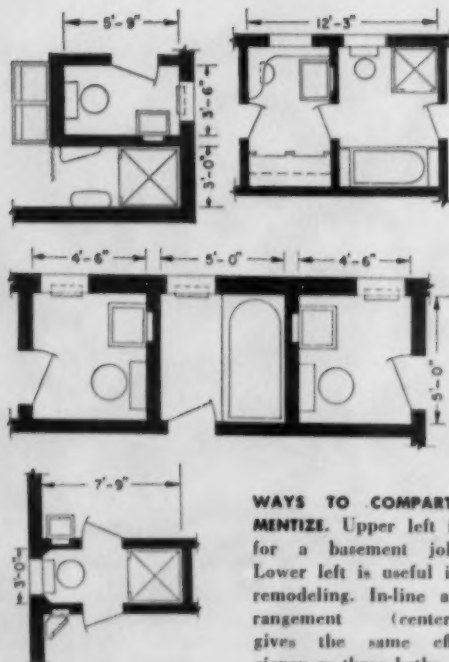


ONE OF THE BEST WAYS to gain multiple use for bathroom equipment is this 2-in-1 installation which combines two half-baths with a room containing the tub-shower combination. One of the half-baths (left) is entered from the master bedroom. Each room can be closed off for complete privacy.

Compartmentizing is here to stay



CREATING A DRESSING ROOM for a master bedroom can be done by compartmentizing, as shown here. Another way would be to install the tub, glass enclosed on both sides, between two half-baths, one more elaborate than the other.



WAYS TO COMPARTMENTIZE. Upper left is for a basement job. Lower left is useful in remodeling. In-line arrangement (center) gives the same efficiency as three baths.



TWIN LAVATORIES flank dressing table with make-up box. For the larger room, a back-to-back arrangement is a novel way to place twin lavatories. Also in larger rooms, prefabricated countertop lavatories with cabinets underneath can effectively be installed in pairs. Or install in bedroom, backed up to bath.

... so are multiple fixtures, and color

The twin lavatory idea is going great guns, since it is such a simple way to ease the bathroom traffic problem. Fixtures are even available in junior size to accommodate children, and using these to create a children's bathroom (or even a combined adult-child bathroom) stands out as something different. As the children grow older, the juvenile-sized fixtures can be replaced by conventional fixtures.

Extra fixtures installed in powder rooms can give second bathroom service in limited space. Very useful for this is the receptor tub, which requires only a little larger floor area than the receptor floor of a shower cabinet. The bidet, little used in this country but standard in European bathrooms, is another extra that is beginning to appear in new homes.

The increased use of color in bathrooms is very marked. Thirty per cent of moderately-priced homes are being equipped with matched colored fixture ensembles. Soft pastels are the popular choice. Fixtures at prices only slightly more than for white are available in pink, blue, green, yellow, suntan, ivory and gray, as well as in deeper tones of certain basic colors. The color is permanently fused into the glaze.



SOMETHING NEW, the dental lavatory, is beginning to find its way into more and more home bathrooms. Here it is paired with a lavatory under covering mirror.



DRESSING TABLE-LAVATORY combination, with custom-built countertop and storage space, is a compact way to give elegance and increased utility to a moderate-sized bathroom. Here are two good examples of what can be done.



IN ROOM at right note the use of fluted glass panel and lighting to help give unity to the arrangement. This kind of an interpretation of the vanity lavatory gets a rousing response from Mrs. Buyer today.

Built-ins are for bathrooms



THE PREFABRICATED SOLUTION to bathroom storage space is the vanity lavatory with cabinets underneath. The counter-top can be extended with prefab cabinet units.



PEGBOARD panel enclosures for storage are featured in combination with this custom-built vanity lavatory. Upper built-in, under mirror, is for medicines and cosmetics.



BUILT-IN STORAGE off the floor can be done with wall niches and drawers, as shown here. Then the lavatory may be installed in a running countertop without obstruction underneath. This leaves plenty of leg room under counter.



NICHE STORAGE, square bathtub, lavatory with broad slab surfaces, and one-piece water closet make an up-to-the-minute room. Tub enclosures can be sliding or hinged glass or plastic panels. Shower fitting is standard.

in a space-planned house . . .

**Not enough storage space, has
long been the cry of bathroom critics.**

**Today builders are answering
with more and better built-ins.**

Built-in storage arrangements for bathrooms as well as kitchen are rapidly coming to be an earmark of the well-planned and built home. Most forward looking builders today consider built-in storage units as basic bathroom equipment.

Of course, many bathrooms will lack sufficient available wall space to permit custom built-ins. One very excellent way to get around this obstacle is to use a prefabricated vanity lavatory, in which storage cabinets and drawers are part of the fixture installation. All of the major manufacturers of plumbing fixtures offer prefabricated vanity lavatories, some models of which are designed especially for minimum-sized bathrooms.

In the vanity lavatory, the fixture is sunk in a stain and burn-resistant plastic or ceramic tile coun-

tertop, in most cases. Beneath the countertop on each side is ample space for cleaning materials, soap, towels and wash cloths, toilet and facial tissues, and other supplies. Some units incorporate a locked compartment for medicines, and a pull-out hamper.

The built-in refinements that are now helping to transform bathrooms seem somehow a part of the whole story of the rich variety that exists today in style and type of bathroom fixtures.

Modern lavatories, bathtubs and water closets are designed in a wide range of shapes and sizes. There is a type suitable for the demands of every installation. Lavatory bowls are square, rectangular, oval or D-shaped. Some lavatories have a flat slab surface, others a raised shelfback for laying out toiletries and medicines. Lavatories can be wall hung, pedestal mounted or set on chromium-plated brass legs. Fittings—combination faucets and pop-up drains—are of the same metal.

Water closets generally are of either the close-coupled or one-piece type, the latter low and streamlined, with bowl and tank in a single, continuous casting. Flushing action is swift and quiet. Some closets are designed to prevent the flush tank from sweating and dripping during humid weather.

(For more information on bathroom planning, see page 160—a full page of New Bathroom Products.)

NEW TOOLS WITH MOBILITY AND POWER



NEW PRIME MOVER powered wheelbarrow hauls $\frac{3}{4}$ -ton, can be changed from dump bucket to flat bed. Dump bucket hauls 10 cu. ft. (liquid level, 16 cu. ft. heaped). Lists at \$690. The Prime Mover Co., Dept. AB, Titn. A. E. Dahl, Box 340, Muscatine, Ia. Circle No. 1101, on Reply Card, p. 188.

POWER-PACKED "Onan 205AJ" electric generating plant delivers 2,500 Watts (AC), enough to operate several electrical tools or floodlights simultaneously. Weighs 154 lbs., lists at \$399. D. W. Onan & Sons Inc., Dept. AB, Minneapolis 14, Minn. Circle No. 1102 on Reader's Reply Card, p. 188. ▶



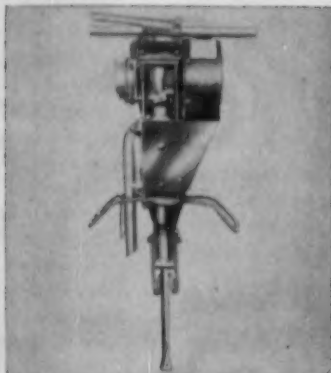
Trying to do a competitive building job with non-competitive tools? Glance at these pages to see where you stand.

They're using

NEW FASTENING, DRILLING, NAILING TOOLS



WITH INTERCHANGEABLE barrels, Remington Model 455 Stud Driver does many jobs with single tool, is double-barreled, powder-actuated. List price $\frac{1}{4}$ -in. tool: \$134.75. C. J. Turner, Remington Arms Co. Inc., Dept. AB, Bridgeport, Conn. No. 1104 on card.



SYNTRON Gasoline Hammer Rock Drill drills to 13 ft. depth at 2 ft. per min. with Syntron drill steels. Price: \$595. FOB Homer City. Write Syntron Co. Attn. L. R. Morgan, 618 Lexington, Homer City, Pa. or circle No. 1105, on Reader's Reply Card, p. 188.



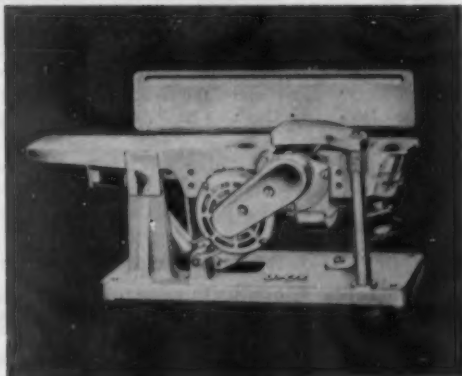
NAIL-A-MATIC automatically fed nail driver nails from 2-d to 16-d nails in hard, soft woods at any angle—50 nails per minute. Model 2-5A: \$870. Matrix Engineering Corp., Attn. G. Congdon, 3016 E. Lake, Minneapolis, Minn. or circle No. 1106, p. 188.



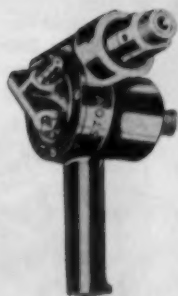
WORKING through openings as small as 6x20 in. and any angle to 70 deg., the Robinson portable conveyor handles 18 bundles of lath per minute, is 16 ft. long, 125 lbs., power supplied by K90R Kohler engine. E. C. Robinson, Dept. AB, 756 S. Broadway, Los Angeles, Calif. Circle No. 1103 on Reader's Reply Card, p. 188.

new tools for peak production

NEW SANDING AND POLISHING TOOLS



THE SKIL PORTABLE electric power plane, Model 100, can be converted into a stationary jointer-planer in a few minutes with its specially designed stand, drilled to permit solid mounting. Plane gives full 3-in. cut. Cutters provide 27,000 cuts per minute. Skil Corp., Dept. AB, 5033 Elston Ave., Chicago, Ill. or circle No. 1107 on Reply Card, p. 188.



THE STOW RW wet-angle head for wet rubbing of concrete has an attachment for water hose so that water runs through center of grinding wheel. Button allows operator to apply water, grind at same time. The RW angle head can be connected to Stow's gasoline vibrators. List price: \$70.62. Stow Manufacturing Co., Dept. AB, Attn. C. Hotchkiss, 443 State St., Binghamton, N. Y. Circle No. 1108 on Card, p. 188.

NEW TOOLS FOR PEAK PRODUCTION continued . . .



MASONRY DRILL cuts round holes 2 in. deep, adjusts from 2¼-5¼ in. diameter. Price \$32.50. Randles and Reynolds Machine Co., Dept. AB, Box 264, Alpena, Mich. or circle No. 1109.



"TWO-WAY Panel Saw" eliminates wasted time, manpower, produces cleaner, more accurate cuts. It is 12 ft. long, 6 ft. 7 in. high, 24 in. wide. Weighs 140 lbs. One man can cut a

4x10 ft. panel quicker than two men using a table saw. Saw is by Black & Decker. For more about rig, write Richard C. Bennett Mfg. Co., Dept. AB, Laceyville, Pa. or circle No. 1110.

New tools for better, faster cutting



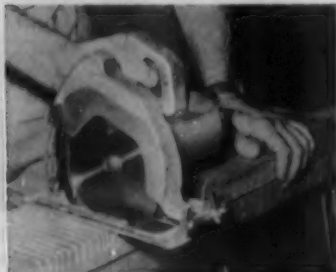
CONCRETE saw's 14.6 h.p. gasoline engine is easily accessible. Saw has ball-bearing, rubber tire wheels. Price \$645. Champion Mfg. Co., Dept. AB, St. Louis, Mo. or Circle No. 1111.



THE 1936 DeWalt "Power Shop" has 50% more power. Features conversion to woodworking jobs like sanding, shaping etc. Price: \$239. DeWalt, Inc., Dept. AB, Lancaster, Pa. No. 1112.



"ROUTO-JIG" combines functions of jig saw, router, jointer and shaper table. Price of Model 140: about \$50. Porter-Cable Machine Co., Dept. AB, Syracuse, N. Y. Circle No. 1113.



LIGHTWEIGHT (7 lbs.), the Model 65 circular saw cuts to 2.06 in. depth, bevel cuts 1.72 in. at 45 degrees. Mall Tool Co., Dept. AB, 7725 So. Chicago Ave., Chicago, Ill. Circle No. 1114.



BOOSE WOOD-WORKER rips, cross-cuts and miters up to 2½ in. at 90 degrees, bevels full 2 in. at 45, has ¾ h.p. motor. Reamstown Products Co., Dept. AB, Reamstown, Pa. Circle No. 1115.

For more information about the products seen on these pages, circle the appropriate number on the Reader's Reply Card, page 188. For news about more new tools and new products, turn to page 157.



New MPR's aim at better value, better construction

Upgrading of insulation and slab requirements and easing the way for inclusion of carpeting are the main features of Revisions 53, 54 and 55 in Minimum Property Requirements announced in August

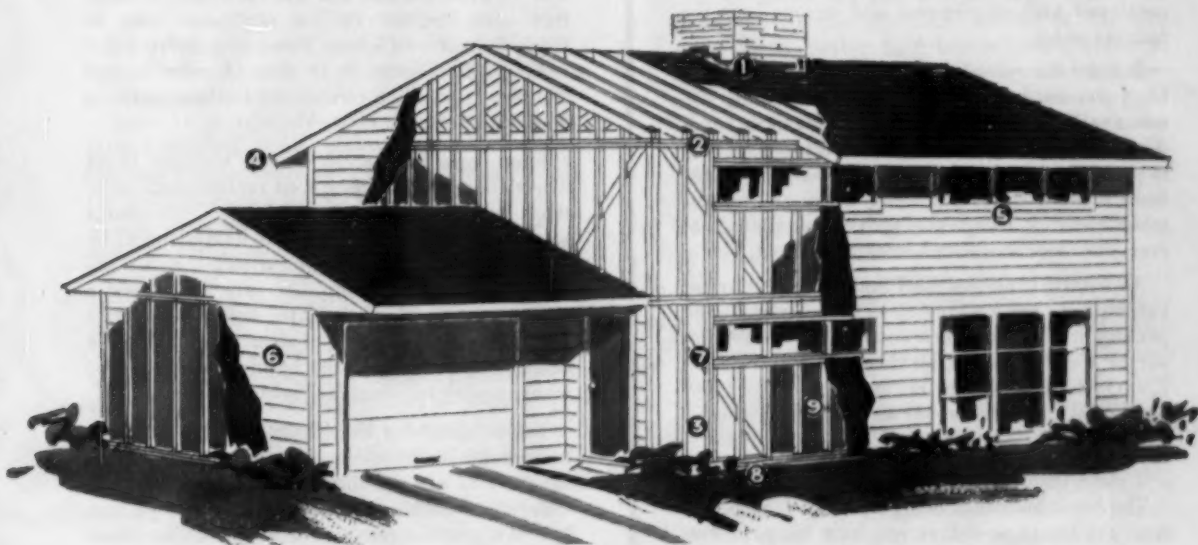
by FHA Commissioner Norman P. Mason.

The requirements for slab-on-ground construction resulted from studies by the Building Research Advisory Board of the National

Academy of Sciences. Other recommendations are being considered.

The revisions followed consultation with industry representatives and the FHA Architectural Standards Advisory Committee.

- 1. PAINTING METAL:** not required for unexposed galvanized sheet in roofing or flashing; exposed, one coat over zinc dust-zinc oxide primer; two coats over other primer.
- 2. RAFTER PLATES** to be anchored as specified to masonry walls and, in earthquake areas, to wood frame. Elsewhere, anchorage unnecessary in wood joist floor system.
- 3. CARPETING** promised by builder or owner allows use of plywood or other hard surface instead of finished floor. Carpet is still not accepted as part of realty.
- 4. GUTTERS AND DOWNSPOUTS** required only where soil conditions, drainage, eave flashing etc. produce damage by surface or ground water.
- 5. NAILING** with hot-dipped galvanized or aluminum nails suspends requirement to set face nails and seal with putty after prime coat.



- 6. GARAGES**, when included, require an added length of 20' from 19', and widths of 10' for one car and 18' 4" for two cars, from 17' 6".
- 7. CORNER BRACING** permitted on inside faces of studs, without being let into corner posts. Use 1x4's at 45° from sill bottom to plate top.

FINAL ACCEPTANCE. Buildings shall be complete and ready for occupancy, equipment installed, utilities ready or promised on occupancy.

- 8. CONCRETE SLAB ON GROUND:** maximum tolerance from stated thickness $\frac{1}{2}$ ". Wire mesh reinforcing 20 lb. per 100 sq. ft. when required. Integral finish or 1" topping, troweled smooth. Minimum thickness 4"; when used as finish floor or base for other finish floor, slab must be impervious to water. With ground water within 1' of slab, 4" thick bed of clean gravel or crushed stone, and 55 lb. roll roofing or equivalent, edges lapped and sealed and turned to top at slab edge, are required. When below grade, barrier is extended up to 6" above grade. For basement floors, minimum thickness 3"; garage, terrace and porch, driveway and walks, 4".

- 9. THERMAL INSULATION:** the calculated hourly heat loss is reduced from 60 Btu to 55 Btu per sq. ft. of floor area, to 40 Btu where electrical units are main heat source. Perimeter insulation shall be non-capillary and unharmed by wetting, fungi, or termites, with specified compression resistance, thermal value, and width. Restrictions on loose fill insulation depend on roof slope and use of attic fans and eave vents. Insulation of various types must be labeled. Vapor barrier membrane is required under specified conditions. Panel coils or grids require insulated joint between dissimilar metals; screwed joints forbidden in concrete.

The problem they say has no

▶How it got started

Babies, not builders, started the growing problem of inadequate community facilities.

First, World War II stopped home building, except for emergency industrial housing. Then G.I.'s rushed to wed and bed before their trip overseas, setting the still prevailing pattern for young parenthood. Then the returning heroes demanded housing, reasonably enough. Then enough vets' marriages survived the trials of doubling up with in-laws to produce the post-war baby boom. And now continued high employment and income keep the babies coming.

Despite the record of 10 million homes in the ten years since the war's end, home building has never really caught up with the backlog of demand. Already the pressure for land to meet this backlog is pushing many builders up tough slopes and far from schools, city water and sewage systems and other facilities that make up the good life that everyone associates with home ownership.

As NAHB President Earl Smith keeps pointing out, builders are working close to the market; the pent-up demand has taken much of the speculation out of the speculative building. And this year's 1,300,000 starts will go up to 2 million in 1960. Then what's so bitter about an assured market?

The future—promise and shadow

The home builder is being squeezed by a prong from the future as well as one from the past. The gadget in the Census Bureau clicks a new birth every eight seconds—4.1 million times last year. Now we're 164 million; in 1956 we'll be 192 million.

Facilities for tomorrow's generations must be thought about *today*, if our nation is not to split its skin and fall apart. Acquiring land, the ancient symbol of man's drive for a better life, will bring both builder and home owner up against the newer social needs, community facilities.

The very term implies a higher order of living, with the whole community responsible, not merely the builder, who, because he has been unjustly blamed for their shortage in the past, must now start thinking beyond just getting land "further out" and putting a house on it.

▶How it grows . . .

Problems that spring from achievement are not the less serious; but, if it's any solace, let us remember that few difficulties ever arrived under more happy auspices—larger families, more home ownership, longer life expectancy—than the problem of community facilities.

Today, over 23 million families—over 56% of non-farm families—own their homes (that's more than twice the 11 million of 1940). By the late 1960's, when the post-war babies will be forming their own families, 75% of our people may be living in their own homes. However gratifying that estimate may seem, it is also, in view of our troubles in handling community facilities today, a terrifying prospect.

Four more facts accelerate the problem in all directions: 1. Old houses need replacement: more than 2/3 of housing reported in the 1950 census was 25 years or older. 2. We are living longer: by 1975 there will be 31 million over 60. 3. We are trading houses in and up, like cars: if we need a better one now, why wait till the one we have wears out? 4. We are on the move: about 9 million people changed addresses in each of the last five years, many moving to "shortage" areas.

Before observing the impact of these facts on community facilities, let us face the brutal economic situation of every builder. Rising costs of land, materials and labor make it tougher—as Nat Rogg, NAHB economist, puts it—"to keep a major promise we have made . . . to provide good housing opportunities for Americans of all income classes."

Very conservative FHA figures say land cost has doubled since 1947. The Aldon Construction Co. of Los Angeles paid \$3,850 an acre in suburban Buena Park last year; now adjacent land brings \$6,500. Take a more modest \$2,000 an acre cost; at four lots to an acre, you must add \$1678 in development costs per 60 ft. lot, according to a detailed analysis by Henry Wheeler, president of the San Diego Building Contractors Association.

Materials are up 10% over last year, but builders must absorb much of the rise. The boom is blamed: new construction through August totaled \$27 billion, 13% over last year. A further rise in costs next year is very possible.

solution →

- . . . But builders are helping the community find
- and spend the billions needed for schools,
- sewers, parks for a growing population

. . . in all directions

▶ How it may be solved

The ever increasing burden

Heaviest and most pressing is the *school load*. The school age population was 28,096,000 in July, a rise of about 6 million since mid-1950. The sharpest increase was in the 5-13 bracket—26.8%; these will be using schools for a good while.

Last year we spent \$2,616 million on school buildings, almost 25% over 1953. But a conservative estimate of the demand for the next decade is an average of \$4,290 million each year. So 1954's big 2½ billion is only ⅓ of what it should have been. This year so far we're only 20% over last—nowhere near enough.

Some large subdividers and some groups of smaller builders (who cooperate on projects like Orvilton Heights, Syracuse) have helped shoulder some of this burden and set land aside for schools. This is often an unspoken price for permission to build. But when officials attack builders for giving kids a place to live where no schools exist, they are only confessing their own short-sightedness in failing to have school land ready.

Water and sewerage is looming up fast as a major problem in community facilities. Over 1,000 communities experienced problems of water shortages or stream pollution in the last three years, said Walter L. Picton, Deputy Director of the division concerned in the U. S. Department of Commerce, in *Construction Review*, March. Since the war over a period of nine years the population served by public water supplies increased by 22 million. The next ten years will see at least another 21 million, with a per capita increase from 136 gallons per day in 1945 to an estimated 189 by 1965.

The present accumulated backlog amounts to \$10 billion of work. Add \$15 billion over the next decade, for obsolescence and depreciation, plus new requirements, and you have a "staggering total."

Had enough? Consider these added figures:

| | Annual average to 1965 | 1954 activity | 1954 % of needs |
|-------------------------------|---------------------------|------------------|--------------------|
| Water and sewerage | \$2,500 million | \$1,029 | 40.7 |
| Hospitals | 2,200 million | 653 | 29.7 |
| Other municipal facilities | 2,280 million | 880 | 38.6 |
| Roads (local & state) | 9,200 million | 3,458 | 37.6 |

Notice we don't say, "How to solve the problem." We set down here ideas which many builders are already thinking, and some are carrying out.

Just as armament sparked our economy in the late '30's, so building, the defense industry of the future, can carry us in prosperity into the '70's.

Home Builders Associations have started well in handling their own community problems. The Parade of Homes idea is wonderful training for cooperative action in public relations, dealing with officialdom, buying land together, developing it, building harmoniously, putting in roads and sewage plants. Such training will stand them in good stead in handling "tough" areas like Detroit, for example, whose metropolitan area has 105 permitting jurisdictions, each with its own sewer, water and other regulations, and 150 independent school districts. Or the country around Dayton, where there are 86 different governing bodies.

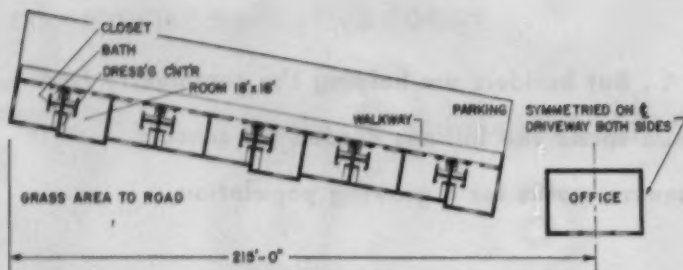
A promising approach to such confusion, says Nat Rogg, is the Metropolitan Area Plan, already in effect in Toronto, Canada, and in the London County Council. Each locality maintains its own individuality, but would contract with the Area Council for school, park and protective services.

Builders are ready to take the lead. They can organize *civic action* to bring parents, churches, business groups together on *everybody's* problem.

Builders should explore new ways to finance school costs. Georgia, for example, used a state bond issue to be retired by a gasoline tax.

Builders should get behind the movement to bring outlying areas into central planning groups, by getting officials of suburbs together.

Small builders can band together to build a community, share expense of facilities, provide better plans, parking, play areas, etc. They can advocate new parking areas financed by towns, paid for by meters. They may solve sewer problems with new types of disposal systems. They should explore scattered sites where facilities now exist. They can call for broadening the tax base by zoning for rounded communities with commercial as well as bedroom facilities. Already the industry is helping with schools. Prefab schools go up faster and cost less than old-line ones. Home plans are modified for school use until bonds are set up.



FLOOR PLAN of the Moonlight Motel in Kansas City showing one of the two wings extending out from the center office building. Parking facilities are in the rear, convenient to the individual entrances. A covered walk runs the length of both wings. Angle permits supervision of all units from office.

MOTEL'S FACADE faces the highway and is parallel to it. With entrances in the rear, the front can be treated simply and attractively. Cut stone facing, window shutters, gables and trellises give the building a homelike atmosphere. Big lawn and careful planting of shrubs invite the motorist to drive in.



For a rainy day investment . . .

**THESE THREE BUILDERS TURNED MOTEL OWNERS.
NOW THEY'RE RUNNING THRIVING BUSINESSES.**

**1 Chester C. Andes, Kansas City, Mo.,
owner and builder. 20 units.**

There is nothing very unusual about the design or construction of this attractive motel. What is out of the ordinary is that the contractor who built it still owns it, and is very glad he does.

The experiences of Chester Andes, and of the other two builders who own the motels in this article, seem to indicate that they made a sound investment. Andes, in his first year of operation, netted 15 to 18 percent on an appraised evaluation of \$200,000—a healthy return in any business—and did it with an average of 90 per cent year-round occupancy. Since then, repeat business has raised this rate.

There are several reasons why a motel is a good investment for a builder. It gives him a way to absorb idle men from other jobs; and since the owner is the builder as well, it follows that he can build the motel at cost. Finally, as pointed out previously, the motel business can be very lucrative.

But there are difficulties too. Lending agencies are liable to be skeptical of the ability of a builder to step successfully into this new field. In this case, the builder was offered only 35 per cent of the appraised value. And the actual managing of a motel requires experience. Andes has solved the problem by hiring a resident manager.



OFFICE BUILDING is located between the two apartment wings, and connected with them by covered walks. Resident manager lives in apartment over the office. Note non-commercial air, only one small sign.



... builder-owned motels



CANTILEVERED ROOF over office projects about forty feet, is constructed entirely of steel. It acts as attention getter,

persuades motorists to stop and stay. Attractive feature is balcony for second floor apartment units.

2 Sam Reed & Son, Denver, Colo.

Owners and builders. 45 units.

Financing was also a problem for Sam Reed & Son, builder—owners of this forty five-unit motel in Denver, Colo. The insurance company they went to was reluctant to lend more than 40 per cent of the motel's valuation to an owner with no managerial experience. Reed promptly found a couple that had that experience, and went ahead. A return of 10 per cent on an assessment of \$500,000 seems to show that things are being well run.

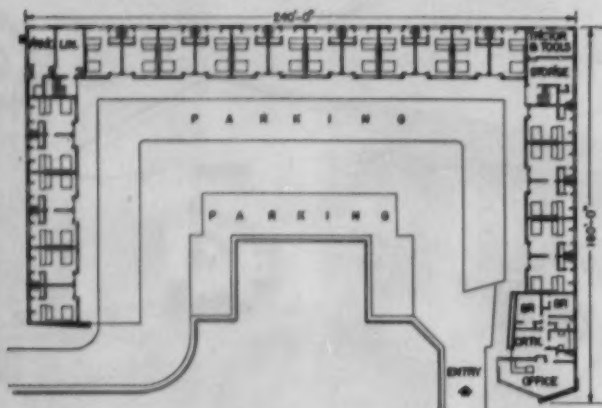
Many extras have been included in the Riviera Motel to make sure that last year's 80 per cent oc-

cupancy rate will be even higher in the future. It is a striking looking two story, modern structure of brick and stone. Corresponding to the covered walk on the first floor is a protected balcony that connects the units on the second floor. And right next to the road, where a passing motorist can't possibly miss seeing it, is a 20'x40' swimming pool.

Several items that would be considered luxuries in the normal course of homebuilding are musts in a motel. If the climate is hot, air conditioning should be installed—usually as a central system with controls in each room. And no motel would be complete without TV sets in every room. They are usually coin operated, and pay for themselves in a short time.

PLAN IS U-SHAPED . . . ▶

... AND HAS A SWIMMING POOL



FLOOR PLAN of Reed motel, showing 20' x 40' pool next to the road. It is a big drawing card. Office is at the right on lower floor of the two story structure.

All of the motels here have covered walks. This is comfortable for the customers, but also serves a practical purpose. Employees have to carry linens to rooms every day, and heavy rain or snow could render this work slow and difficult.

Probably the most important consideration in planning a motel is location. It must, of course, be on a busy highway, but in this age of superhighway building there is always a chance that traffic will be siphoned away. All sources of community and traffic planning must be carefully checked.

If the road carries heavy truck traffic, a site near a grade would be undesirable. The noise of changing gears is difficult to sleep through, and a customer so bothered is not likely to return for a second stay. The same applies between units of the motel—common partitions should be soundproofed.



INTERIORS are bright, tastefully furnished. Two walls are brick. Where units are separated by frame wall, studs are staggered, insulation woven in for soundproofing. Thermostat controls heat separately from other apartments.



COVERED PORCH provides sheltered promenade in front of all units. Unfinished ceiling, rough brick, give a ranch house flavor.



CLOCK TOWER is the dominating feature of the center section of the Shamrock Motel. The wall here is set forward four feet, making these rooms bigger than in other sections.



LOW ROOF LINE, deep porches, give this motel a lazy, sprawling ranch house look; actually, horseshoe-shaped

plan is most efficient way of laying out motel. Office, at far left, commands supervisory view of all apartment units.

3 Ron Freeman, Omaha, Nebraska

Owner and builder. 32 units.

Where land does not command premium prices, a more spread-out plan permits easier parking. Also, as is the case with the Shamrock Motel, built and owned by Ron Freeman of Omaha, Nebraska, the area in the middle of the layout, at present nothing more than a lawn, later can be converted into a recreation area with a swimming pool and other attractions.

Despite the problem of financing, Freeman has done well in his first year of operation, clearing a net of 20 per cent on an appraised valuation of \$250,000. The basic reasons for his success are the same as those of the other two builders mentioned here—attractive buildings in good locations, and, of course,

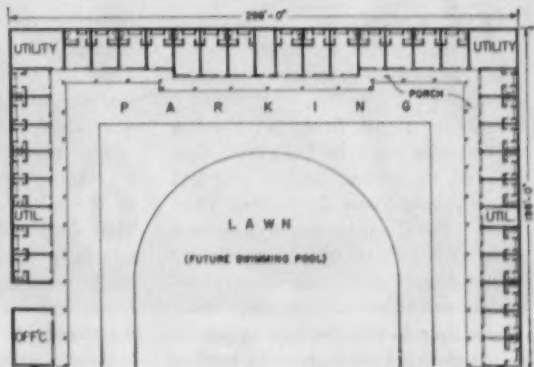
a good job of managing, whether by the owner or by a hired manager.

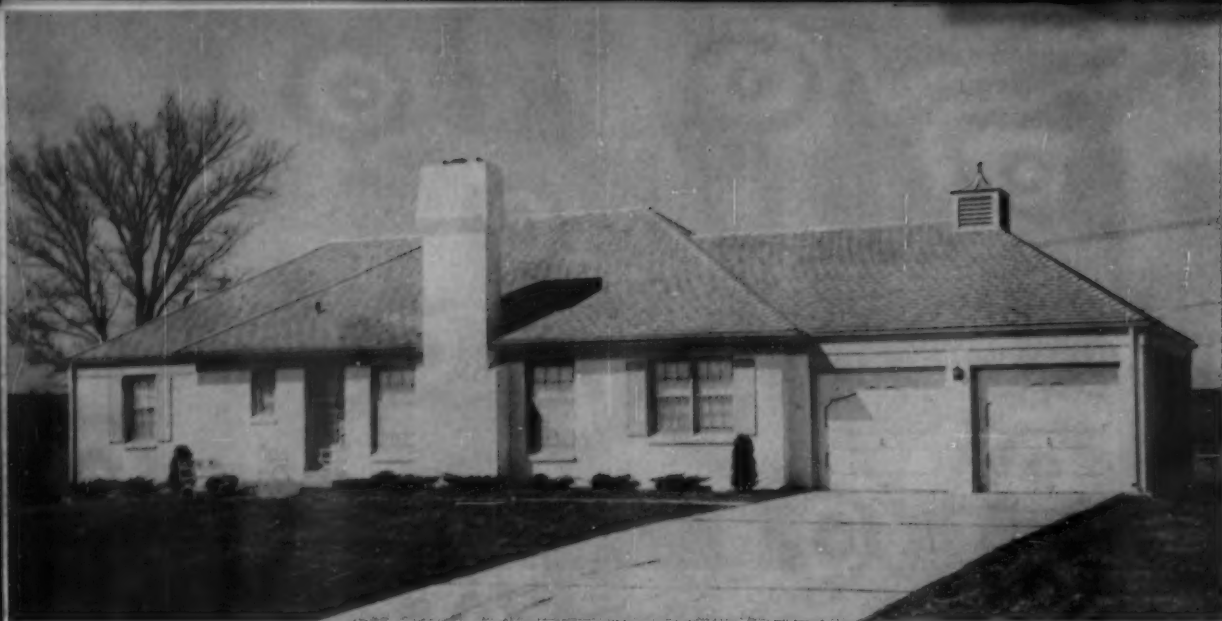
Good food is a basic necessity for the success of a motel. None of the three here has its own restaurant, although it would be perfectly feasible for them to put one up; it is an absolute certainty, however, that there is a good eating place no more than a couple of minutes' drive away, or perhaps a small community with several good restaurants, and perhaps a movie theatre or two.

The first appearance of a motel is the string that pulls the motorist off the road. These three motels are of three design types—colonial, modern, and ranch—yet they have one important thing in common; they are attractive examples of their architectural type. And they are successfully run, which makes them good investments for the men who built and own them.

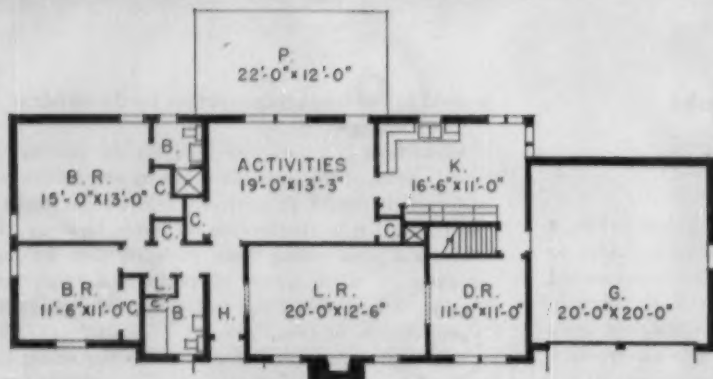


BIG LAWN in center of motel is decoration now, could be the site of a swimming pool in the future. Office, at the end of the left row, is a separate structure. "Bridal Suite" on opposite end is made up of two regular rooms.





AN EXPOSED CHIMNEY is the dominant architectural feature of this two bedroom house by Albert Hoetling of Kansas City. The two-car garage gives house a longer, lower look.



INFORMAL LIVING is stressed in the floor plan. The activities room opens onto a porch in the rear of the house. Emphasis is on lots of elbow room.

Here's how to hedge the bet

The surroundings are traditional, but buyers want homes that "live modern." Which design should you pick? Here's one answer.

This Kansas City, Mo., development proves a builder can eat his architectural cake and have it too.

When Kroh Bros. acquired a 1000-acre tract in Leawood, they found themselves with a problem common to many developers. They were building in an area where the architectural motif was strictly traditional, and contemporary design would have stuck out like a sore thumb. But the buying public was showing an increasing prefer-

ence for the comfort and convenience of modern houses, with their easy upkeep, labor saving features, and bright openness. The question—which style to build?

The answer: Instead of betting everything on one type of design or the other, Kroh Bros. hedged. They built exteriors that were as tastefully traditional as even the most conservative owner could want; but inside they put layouts that were 100 per cent up to date.

Buyers approved of the results

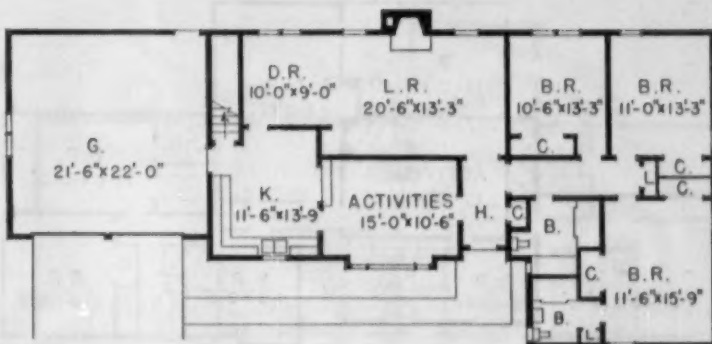
to the extent that they snapped up the more than 1100 houses that have been built so far.

Leawood's homes sell for between \$28,000 and \$38,000, a price range that permits the wide use of brick, molded cornices, shutters, columned porches, and other detail that points up the attractiveness of good traditional design.

Besides building their own houses, Kroh Bros. also sell lots for other builders to develop. To maintain architectural control over these units, Joseph W. McCoskrie, an architect who also builds on the tract, is retained by the company to pass on all plans.



PROJECTING BAY WINDOW is traditional architecture's answer to the glass wall. House's construction is of brick, laid up in skintled mortar. John G. Zimmerman is the builder.



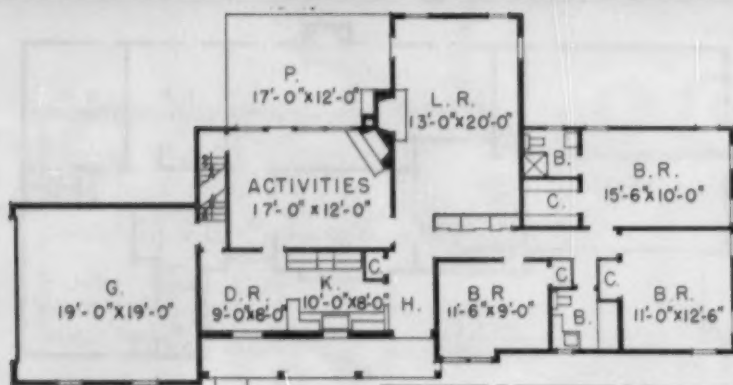
PASS-THROUGH from kitchen permits family room to double as a children's dining room. Sloping site lets basement open to ground level in rear.

on contemporary ...



ANOTHER VERSION of the above model, this house achieves luxury price variation by the use of board and batten siding on the ell,

and a different window and shutter treatment. Luxury price range of houses permits such extras as garage cupola.



TRADITIONAL STYLE adds flexibility to this house by Joseph W. McCoskrie. The jogs and setbacks, at home here, would look strange imposed on the simple lines of a contemporary house.

AND HERE'S HOW that flexibility pays off: a handsome and inviting front porch, and an outdoor living area in the back that includes a barbecue.

HEDGING THE BET ON CONTEMPORARY continued

The feeling is traditional

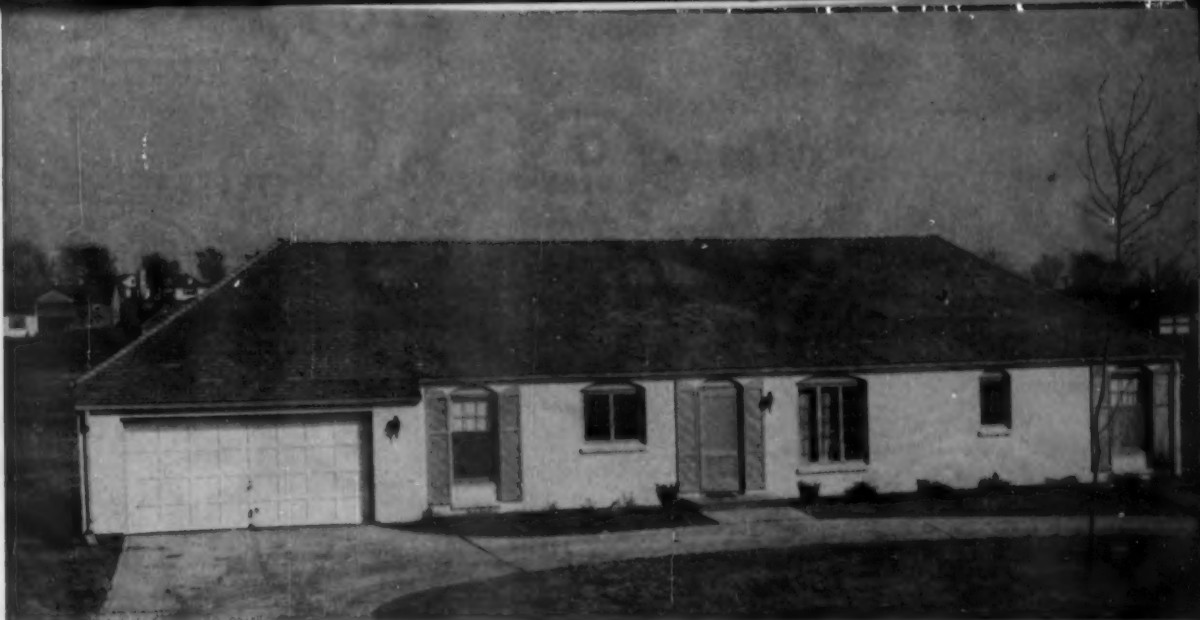
While the exterior styling of Leawood's houses is uncompromisingly traditional, the interiors are uncompromisingly modern. Sleeping, living and service areas are sharply defined, with each section reached directly from the center hall. A minimum of space is wasted in corridors. Large family rooms that open off the kitchen are featured in every plan. Closets are big and plentiful and generally equipped with sliding doors.

In the majority of cases, houses are laid out with living areas in the back, and family or living rooms opening onto screened porches. Bi-level planning is used

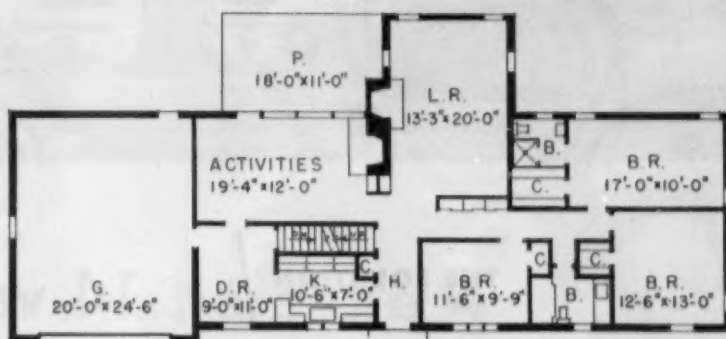
where the lot slope permits, with the basement floor at ground level. All houses have full basements and attached two-car garages.

Whether her home is modern or traditional in style, today's housewife demands a thoroughly modern kitchen with the latest gadgets. Under McCoskrie's direction, Leawood kitchens are compact and easy to work in. Wall ovens, counter ranges, dishwashers and garbage disposers are included in each house in addition to standard equipment. Year-round air conditioning either comes with the house, or ductwork is designed to accommodate it at a future date.

As might be expected in a development of this size and price class, a large area of land has been set aside for recreation purposes. The idea was first proposed by a group of Leawood residents; Kroh Bros. decided it made sense, and it came into being as a joint project of community and company. Now, on a ten-acre site near the center of the development there is a country club, with swimming pool, wading pool, tennis and shuffleboard courts, picnic grounds, and a club house with shower and locker facilities and a short order kitchen. Members pay a fixed initiation fee and low monthly dues.



STEEP PITCH ROOF, trademark of traditional style, has saleable advantage over lower roofs, provides plenty of attic storage, plus the possibility of more rooms later on.



ALMOST UNBROKEN facade faces street in this plan, which is otherwise practically identical to plan on opposite page. It was also built by McCoskrie.

... the living is modern



RECREATION AREA includes this 100 x 65 foot swimming pool, adjoining wading pool for children. A wide terrace surrounds the pool. Tennis courts are in the background.



FOCAL POINT of the country club section is this clubhouse, recently enlarged. It houses a dining room and a short order grill, with showers for the sports minded.

THE PROBLEM /

33 houses, and



THE SOLUTION /

14 variations from

When Edward A. Sweeney and Philip Winston decided to build "Meadow Wood" at Sands Point, New York, they ran into a design problem. Sands Point doesn't welcome merchant building; zoning regulations called for

a minimum living area of 2000 square feet, and builders were forbidden to put identical houses within 900 feet of each other. And just to make sure, separate plans and renderings had to be submitted for every unit.

In spite of this, Sands Point looked like the ideal spot for the project, so Sweeney and Winston took their problem to the architectural firm of Ryder, Struppmann and Neumann, Jamaica, N. Y.

Their solution: to hold building

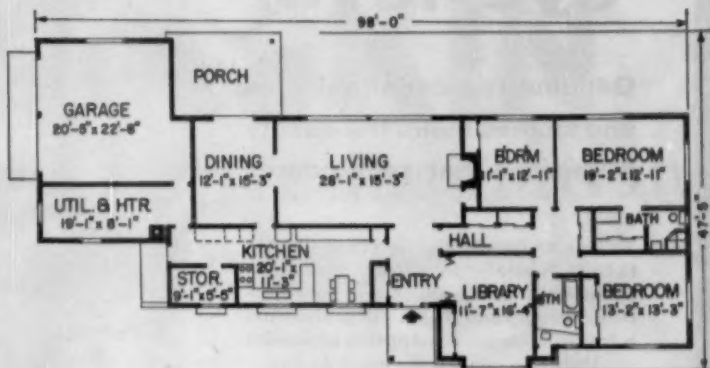


MAID'S ROOM and bath have been added in this model. Living room has two 9-foot windows.

they can't look alike . . .



◀ **ONE** exterior treatment of the basic plan. The dramatic combination of siding materials is held together by the low sweeping line of the roof.



BASIC PLAN has 28x15 foot living room, two baths, and plenty of storage space. Heating is forced warm air, with ducts set in the concrete slab.

one basic plan . . . here are 4

costs down to a competitive level, stick as closely as possible to one basic plan. And to meet zoning requirements, build 14 exterior variations of that plan.

Four variations are shown here. They look like what they are—big homes in the \$38,000 to \$50,000 bracket—but they don't look like each other. And with each of the 33 houses occupying a full acre, the effect is that of a group of handsome, custom built homes.

Differences in the exteriors are more than skin deep. Roof lines are changed, as are windows and their placement. Siding materials are used in varying combinations, and include clapboard, shingles, board and batten, vertical V-joint and brick.

Seven of the design variations are based on the floor plan reproduced here, and the other seven are modified by the addition of a maid's room and bath.



BRICK along this protected front porch provides texture and color contrast.



ROOF line is broken by gable. Verticals are accented by boards and battens.

Tri-level or eye-level

Genuine red cedar shingles and shakes make the quality difference that sells homes

Pick an architectural style you would like to build. Whatever you choose—traditional, contemporary or something in between—cedar shingles and shakes will provide you a host of *exclusive* construction economies . . . then help you sell the house *faster*.

That's because red cedar is the *real* article.

TAKE THE ROOF. It is the most important single unit in any house. It's got to be good. If you build with cedar shingles over economical spaced sheathing it *will be* good! It will have natural charm and beauty as well as superior function. That's why a cedar shingle roof is the *accepted* roof. And why many builders have discovered that cedar on the roof is like having another salesman on the ground!

WALLS, TOO, benefit from the inherent quality of cedar. Beautifully striated, dimensionally square cedar shakes are being used on the most elaborate homes in our land . . . yet they remain the *lowest priced genuine sidewall material on the market!* Double-coursed over economy-grade shingles, cedar shakes create the thick layers and heavy bands of shadow that buyers favor. And, like a shingle roof, sidewalls of cedar are *naturally* insulated.

YES. Whether you're building split-levels or ramblers, colonials or contemporaries, cedar shingles and shakes will help create the architectural beauty—the *genuineness*—that sells houses. Plan to feature shingles and shakes on your next job. You'll agree

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to your houses



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**L
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E**

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Pastel inserts — four colors come with each switch — or any wallpaper or fabric may be inserted behind the cover.

Installation is easy — simple snap-in wiring does the trick! It uses regular line voltage, and you don't have to fuss with unsightly wall plate screws.

For complete information and prices, call your local Honeywell office, or write Honeywell, Dept. AB-11-81, Minneapolis 8, Minn.

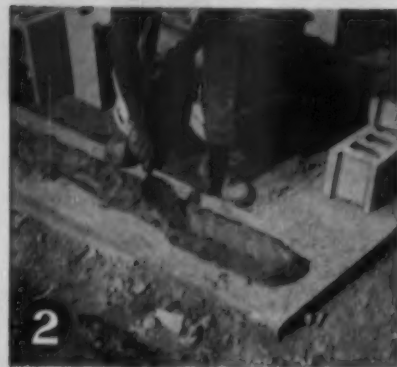
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How to lay the FIRST COURSE in Concrete Masonry Walls



The old saying, "Work well begun is half done," is especially true in laying up masonry walls. When the first course of a concrete masonry wall is laid with care it is much easier to build the rest of the wall straight and true. Yes, walls well begun are half done and here's the way to begin them:

1 After locating the corners it is a good practice to string out the block for the first course (without mortar) in order to check the spacing. A chalk line snapped on the footing or foundation helps you align the block accurately.

2 Place a full mortar bed on the footing or foundation and furrow it with a trowel to provide plenty of mortar along the bottom edges of the face shells of the block.

3 Begin the wall by laying the corner block. Position it carefully into its exact and final position.

4 Butter the ends of the face shells liberally. By placing several block on end you can apply mortar to the vertical face shells of three or four block in one operation.

5 Bring each block into its final position by pushing it downward into the mortar bed and sideways against the previously laid block. This insures well-filled vertical mortar joints. Always lay block with the thicker end of the face shell up because this will give you a larger mortar-bedding area for the succeeding courses.

6 After laying three or four block use a mason's level as a straightedge to make sure the block are correctly aligned.

7 Check the block with a level to make sure they are at the proper grade.

8 Make a third check with the level to establish that the block are plumb. If block are out of alignment, not at grade or out of plumb make the necessary adjustments by tapping the block with your trowel handle.

For more information write for a free, illustrated booklet, "Recommended Practices for Laying Concrete Block." Mailed only in U. S. and Canada. Address Dept. A11-3.

PORTLAND CEMENT ASSOCIATION

33 W. Grand Ave., Chicago 10, Ill.

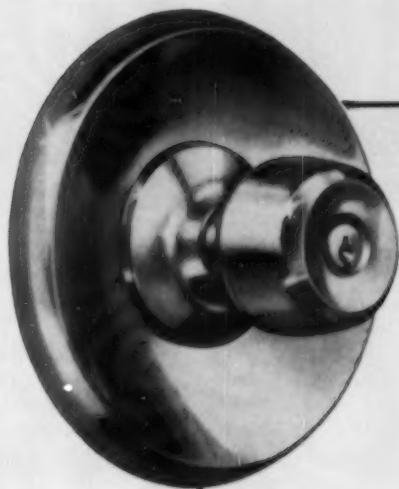
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work



NATIONAL LOCKset

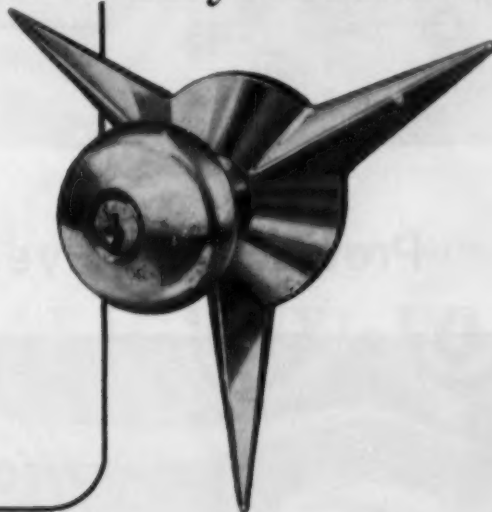
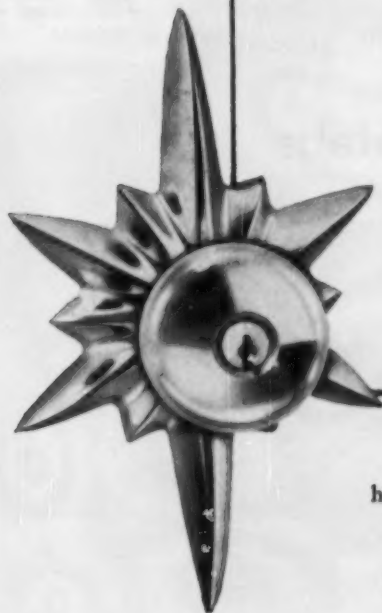
Pat. Applied for

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New Designs

*broaden selection . . .
maintain style leadership*



These new NATIONAL LOCKset knobs and escutcheons have been designed with the architect and builder prominently in mind. Exquisite beauty and broad selection provide unlimited freedom to create striking and original effects. Besides, NATIONAL LOCKset is easily installed . . . time proven for quality . . . known for long-term, dependable service.

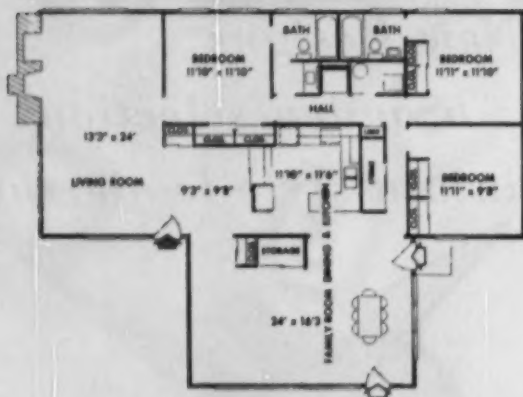
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NATIONAL LOCK COMPANY

Rockford, Illinois

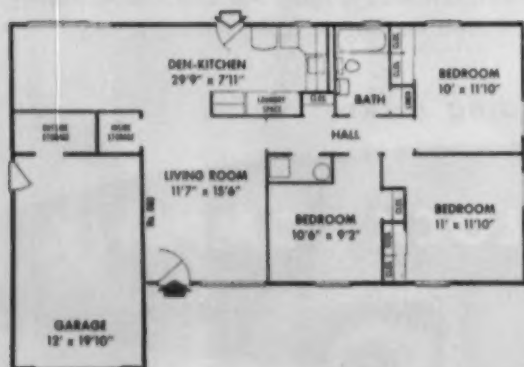
Merchant Sales Division



With nearly 100 representatives of the press on hand, National Homes opened its new 90-house-a-day plant in Tyler, Texas, early last month. Also on display were National's newest models, built by Percy Andrews, franchised builder-dealer in Tyler. Biggest news at the high priced end of the line was the Ridgefield (above), priced at \$27,000. Architect Charles H. Goodman has designed a handsome, highly livable house that should be the talk of the industry for months to come.


Representing 40 per cent of the nation's prefab market, National's houses can be considered an accurate preview of the latest trends in the field.

Preview: next year's prefabs . . .




All the news at Tyler was not made in the luxury class. Working in association with Goodman, architects Sidney Milam and John Roper of Dallas have produced the Le Marque, shown here, a three-bedroom house with attached garage that is being offered at an amazing \$10,600, including land.


The family room, adjoining the kitchen in the Ridgefield and part of it in the Le Marque, seems destined to be the big news in prefabs, as in conventional homes (see page 80). But perhaps the most important prediction was made by National President James R. Price. In 15 years, he said, half the homes in the country will be prefabs.




VINYLFLO—gives almost seamless sweep of flooring. 21 handsome in-laid patterns. By the yard, 6' wide. Install over suspended sub-floors, wood or concrete.



VINYLTILE—makes an ideal kitchen floor for any housewife. Resists ordinary grease, acids, alkalis. Install above or on-grade, even over radiant heating. 27 patterns.



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VINYLTOP—the quiet, flexible, modern material for one-piece counter and back-splash. Cuts and coves easily for economical installations. 17 patterns 30"—36"—42".



Floor: GOLD SEAL VINYLFLO (CHARCOAL & PINK NO. 2024 AND CLOUD PINK NO. 2021) Counter: VINYLTOP NO. 2021

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grease and jam to finger-paints and crayons cleans in a jiffy.

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GOLD SEAL
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CONGOLEUM-NAIRN INC., KEARNY, N. J.

BUILDER:

Western Homes Construction Co.
Portland, Oregon

ARCHITECT:

James C. Gardiner, A.I.A.
Portland, Oregon

SQUARE FOOT AREAS:

| | |
|------------------------------|---------|
| House, full area | 1554 |
| Garage, full area | 462 |
| Total square foot area | 2016 |
| Cost per square foot | \$10.00 |

CEDAR SHINGLES, vertical redwood siding and rough board fence give house a "country look." The garage wing brings the driveway conveniently close to the front entrance in the event of bad weather. Brick planter is luxury touch. ▶



50,000 people decided





this house was terrific

This handsome house was one of the big hits of Portland's National Home Week. Some 50,000 people visited it, and most of them came away thinking it was terrific. It isn't hard to see why.

First, Architect James Gardiner has designed a house that looks and feels like the rugged country surrounding it. The cedar shingles on the roof, the redwood walls, and the ground-hugging silhouette all help create a house that is part of its land.

Second, the house incorporates most of the features that today's homebuyer has come to associate with modern living: lots of built-in storage space; two full baths; a big family room, and a two-car garage that can double as additional play space for the kids in rainy weather.

There are a lot of other features, too, that help make this a lot of house for the money. All cork floors, for instance, except for the linoleum in the kitchen and family room, and the ceramic tile on the bathroom floors. A dishwasher and a clothes washer and dryer are included as standard equipment. Kitchen cabinets are birch, counters are formica, and there are plenty of both.

◀ **TERRACE** is reached by doors from both living room and family room. The roof overhang and recessed living room wall provide protection from high summer sun. The clerestory windows allow added light into the living room.

This is a house that lets in lots of light. There are many windows and they are big, particularly in the living room, where floor-to-ceiling glass opens out onto the terrace. And just for good measure, clerestory windows are set into the gables—even in the garage.

Inside, textured and contrasting materials provide a feeling of richness. Overhead the plant-and-beam roof is left exposed and finished naturally to become an attractive ceiling. In the living room, vertical redwood tongue-and-groove boards cover one wall, while around the fireplace another wall of stacked-joint brick is built up to door height.

BRAND NAME PRODUCTS

| | |
|---------------------------|----------------------------------|
| Armstrong linoleum | Lannax furnace |
| Bryant quiet switch | Lightcraft light fixtures |
| Briggs plumbing fixtures | Minneapolis-Honeywell controls |
| Celotex sheathing | Mosaic tile |
| Dodge cork tile | Overhead garage door |
| Douglas fir "texture 111" | Preservative paint |
| Empire thresholds | Pryne fan |
| Feldman light fixtures | Pushmatic electric panel |
| Formica counters | U.S. Gypsum sheetrock |
| Hotpoint dishwasher | Van Ness jalousies |
| Hotpoint water heater | Washington line kitchen hardware |
| Kwikset hardware | Washington "sliding door" |

For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 30 Church St., New York 7, N.Y.

TEXTURES ARE VARIED, RICH



BRINGING THE OUTSIDE WALLS INSIDE

VERTICAL redwood boards on the wall between the living room and all-purpose room echo the outside of the house. Wall goes up only to door height, ends in soffit which holds recessed light fixtures. Roof overhang, seen through window, adds to room's apparent length.



ROOM FOR THE FAMILY TO RELAX

KITCHEN and all purpose room form one big informal living area. Mother can cook, wash, and still keep a close eye on the kids. In background is the kitchen, showing large cabinet storage provided. Washing machine, in foreground, and clothes dryer, are part of house package.



PARTITIONS ARE KEPT AT DOOR HEIGHT

LIVING room-kitchen partition does not reach to ceiling. Glass between top of partition and ceiling keeps out kitchen odors, maintains the feeling of space. Fireplace wall at far end of living room also is door height. It is brick, with stacked joints.

SEE BLUEPRINTS ON OPPOSITE PAGE FOR DRAWINGS. ▶

AMERICAN BUILDER



FRONT ELEVATION

SCALE 1/8" = 1'-0"



REAR ELEVATION

SCALE 1/8" = 1'-0"



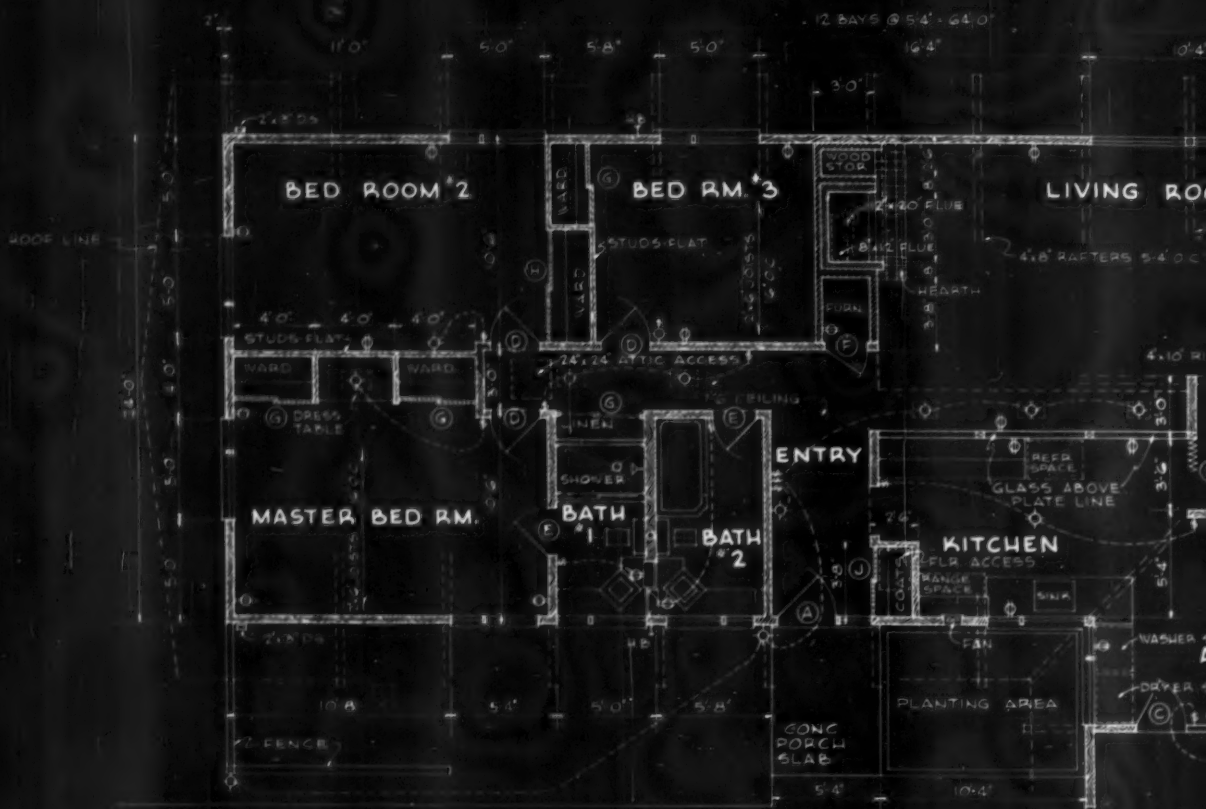
LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"



RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"



FLOOR PLAN

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



FOUNDATION PLAN

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

TYPICAL FOUNDATION

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



FRONT ELEVATION

SCALE 1/8"=1'-0"



REAR ELEVATION

SCALE 1/8"=1'-0"



LEFT SIDE ELEVATION

SCALE 1/8"=1'-0"

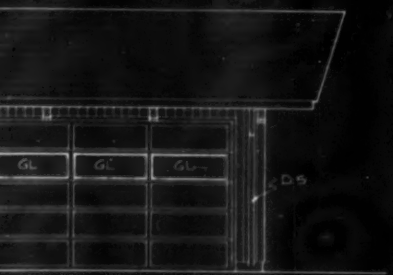


RIGHT SIDE ELEVATION

SCALE 1/8"=1'-0"



ON



N

| |
|--|
| DESIGN NO. A.B. 225 |
| AMERICAN BUILDER BLUE PRINT SERIES |
| DESIGNED BY |
| JAMES C. GARDINER AIA |
| PORTLAND, OREGON |
| Simmons-Boardman Publ. Corp 30 Church St. New York 7, N.Y. |

BLUEPRINT HOUSE continued



THE BEDROOM, OR DEN, as the owner wishes. Instead of using wallboard on masonry wall behind fireplace, brick is repeated to create interest in otherwise ordinary room.



TWO COMPLETE BATHS are included, set back to back to minimize plumbing costs. Sinks are recessed into vanity counters, which extend across entire length of bathrooms.

Quantity List of Materials

For American Builder Blueprint House No. 225

James C. Gardiner, Architect

GENERAL INFORMATION

| | |
|------------------------|----------------|
| House—Type | frame |
| Area | 1,554 sq. ft. |
| Cube | 17,094 cu. ft. |
| Garage—Area | 462 sq. ft. |
| Cube | 4,620 cu. ft. |
| Porch and planter—Area | 112 sq. ft. |

EXCAVATING

| | |
|------------------------|--------------|
| Trench for foundation | 215 lin. ft. |
| Chimney | 1 |
| Column footings | 30 |
| Crawl space excavation | 75 yds. |

CEMENT WORK

| | |
|------------------|-------------------------|
| Foundations—Wall | 215 cu. ft. |
| Pier pads | 38 |
| Planter | 35 cu. ft. |
| Concrete work | 721 sq. ft. |
| Thickness | 4" |
| Anchor bolts | 62— $\frac{1}{2}$ "x10" |
| Foundation vents | 7—24"x 8" |

MASONRY

| | |
|--------------------------------|------------------------------|
| Type | brick |
| Walls | 220 sq. ft. |
| Planter | 27 sq. ft. |
| Chimney | 6 cu. ft. plus part of wall |
| Flue lining | 16—lin. ft. 8"x12" vitre |
| | 12—lin. ft. 12"x20" tile |
| Fireplace | 1 |
| Throat and damper | 1 |
| Lintels | 3 |
| Chimney & fireplace foundation | 46 sq. ft.—8" concrete block |

IRON WORK

| | |
|-----------------|--|
| Steel strapping | 7— $\frac{1}{8}$ "x2 $\frac{1}{4}$ "x36" |
| Threaded rod | 7— $\frac{3}{8}$ " dia. x 42" |

| | |
|-----------------|----------------------|
| Stopped-in sash | 3—2'-10"x2'-5" |
| | 3—3'- 4"x3'-5" |
| | 2—5'- 0"x3'-0" |
| | 2—2'- 4"x1'-5" |
| | 4—3'- 4"x4'-0" |
| | 1—4'- 6"x3'-4" |
| | 1—5'- 0"x3'-5" |
| | 2—3'- 4"x6'-8" |
| | 1—2'- 6"x6'-8" |
| | 2—6'-2"x2'- 2"x4'-2" |
| | 2—5'-2"x2'- 0"x3'-6" |
| | 1—0'-10"x6'-8" |

MILLWORK

| | |
|---|--|
| Windows—Type | Fixed and jalousie |
| Material | wood stops |
| Windows glazed including trim | |
| | 2—1'-6"x1'-5" |
| | 2—1'-6"x2'-5" |
| | 3—1'-6"x3'-5" |
| | 2—1'-6"x4'-0" |
| | 3—7'-6"x4'-0" |
| Exterior doors | wood slab |
| | 1—3'-0"x6'-8"x1 $\frac{1}{2}$ " |
| | 2—2'-8"x6'-8"x1 $\frac{1}{2}$ " |
| | 2—2'-6"x6'-8"x1 $\frac{1}{2}$ " |
| Garage door | 1 upward acting with glass in 4th sctn. 16'-0"x7'-0" |
| Fence—redwood | 100 lin. ft. 1"x12" |
| Flower box shelf | 24 lin. ft. 2"x12" 6 lin. ft. 4"x12" |
| Interior doors, including jambs and trims | |
| | 3—2'-6"x6'-8"x1 $\frac{1}{2}$ " fl. |
| | 1—2'-2"x6'-8"x1 $\frac{1}{2}$ " fl. |
| | 1—2'-2"x6'-8"x1 $\frac{1}{2}$ " fl. |
| | 6—2'-0"x6'-8"x1 $\frac{1}{2}$ " fl. |
| | 2—2'-8"x6'-8"x1 $\frac{1}{2}$ " fl. |
| | 2—1'-8"x6'-8"x1 $\frac{1}{2}$ " fl. |
| | 1—3'-6"x7'-6" fabric |
| Lavatory cabinets | 2 sets |
| Kitchen cases | 2 sets |

CARPENTRY

| | |
|----------------------------|---|
| Beams, girders and rafters | |
| | 1—4"x14"x22'-0" |
| | 1—4"x12"x18'-0" |
| | 2—4"x 8"x22'-0" |
| | 33—4"x 8"x16'-0" |
| | 4—4"x 8"x12'-0" |
| | 72 lin. ft. 4" x 10" |
| | 258 lin. ft. 4" x 8" |
| Foundation plates | 215 lin. ft.—2"x6" |
| Posts | 45 lin. ft. 4"x4" |
| Bridging | 150 lin. ft. 1"x4" |
| Studding and plates | 1,119 lin. ft. 2"x4" plus 320 pcs. 2"x4"x 8'-0" |
| Ceiling joists | 25—2"x6"x24'-0" |
| Framing lintels | 104 lin. ft. 4"x6" 11 pcs. 2"x4"—5'-0" |
| Sub floor | 3,800 bd. ft. 2"x6" D.&M. |
| Roof sheathing | 7,600 bd. ft. 2"x6" |
| Side wall sheathing | 1,700 sq. ft. 1/2" asph. imprag. bd. |
| Side wall materials | 2,200 bd. ft. 1"x6" V jointed redwood D.&M. |
| Flooring—Cork | 1,027 sq. ft. |
| Line | 335 sq. ft. |
| Ceramic tile | 85 sq. ft. |
| Insulation | 3,600 sq. ft. 1/2" rigid |

SHEET METAL

| | |
|------------|---------------|
| Gutters | 175 lin. ft. |
| Downspouts | 5—2"x3"—9'-0" |
| Flashing | at chimney |

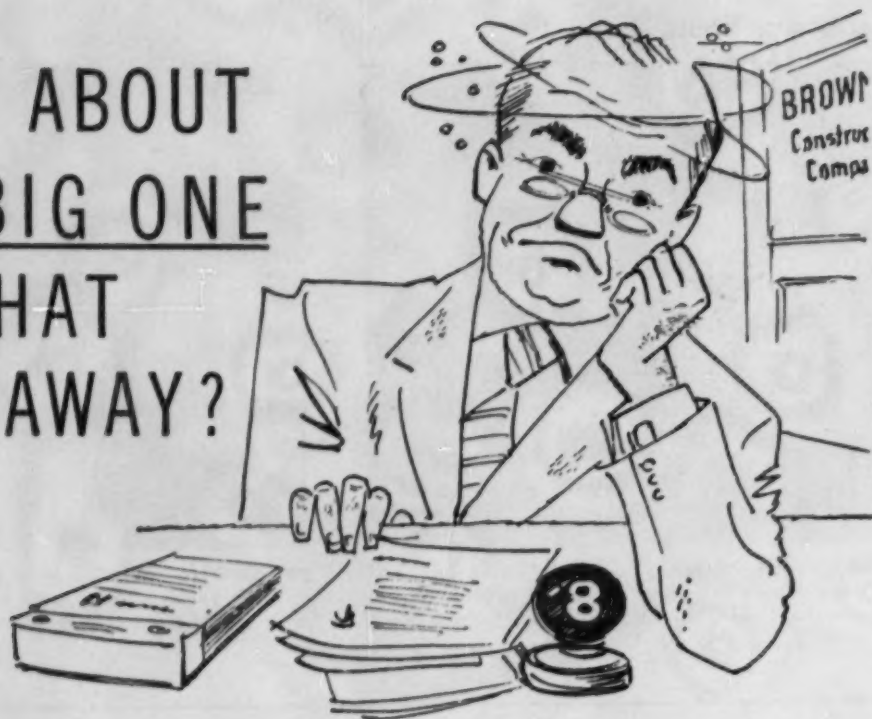
ROOFING

| | |
|------|----------------|
| Type | cedar shingles |
| Area | 38 squares |

INTERIOR WALLS AND CEILINGS

| | |
|--------------------|--------------------|
| Area to be covered | 6,000 sq. ft. |
| Material | 1/2" plaster board |

HEAR ABOUT THE BIG ONE THAT GOT AWAY?



● There was a big one . . . a big construction job coming up right in his own back yard. Brown thought he had his territory covered like a tent . . . had sources of information he could depend on. Yet a competitor landed this nice piece of business . . . and Brown lost out because he didn't know about this choice opportunity . . . right under his nose.

How come? This competitor gets and uses Dodge Reports every day. He knew all about who was building what . . . and where. He knew who to see and when to take action. Dodge Reports told him about this job . . . and tells him every day about other choice jobs in his area too. He knew about this job when it was being planned and when the bids were due . . . he had ample time to do what was needed to get the job.

More than 1000 Dodge field men are constantly investigating new construction opportunities in every local market in the 37 eastern states. Their daily reports, issued locally or for any area you might suggest, are backed by the nation-wide facilities of the Dodge organization. This selling service insures a greater number of new, current business prospects for any firm with a stake in new construction.

Why not take a look at some typical Dodge Reports covering work right in your territory? We'll gladly let you see them and send along our informative book telling how others use Dodge Reports.



Write today
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Timely, accurate construction news service East of the Rockies

F.W. DODGE



CORPORATION



We don't buy motors—
we build them!

The heart of your electric tool is the motor—completely built by Black & Decker! All the power you need *and then some*—because each motor is built for a specific tool and the job it must do! B&D motors stand up!

Service ... one of 42 Black & Decker factory service branches is located "next door" to you. Staffed by experts to give fast, efficient service, genuine replacement parts.

Black & Decker[®]

Heavy-Duty Saws mean faster work, lower operating costs, more convenience...and they're

POWER-BUILT

TO LAST!

Black & Decker Heavy-Duty Saws—6", 7", 8" and 9" models—are built for power, speed and accuracy, to help you do *better, faster building*. Built-in bevel adjustment with accurate, easy-to-read quadrant, PLUS larger wing nuts permit easy, instant cutting angles to 45°! Larger, sturdier shoe permits safe right or left hand operation. Line-of-cut is always visible, for hairline accuracy. Full finger protection with

new, improved lift-lever on guard. Comfortable saw-grip handle and overall lightweight *balanced power* reduce operator fatigue. Specify Black & Decker Saws—power-built to last! Write to THE BLACK & DECKER MFG. Co., Dept. H111, Towson 4, Md.

Saws • Drills • Sanders • Hammers • Glue Pots • Grinders ... Black & Decker's complete line of portable electric tools are *all POWER-BUILT* to complete your jobs faster, better, easier!



Leading Outlets Everywhere Sell

BLACK & DECKER
PORTABLE ELECTRIC TOOLS



Anything Less is an Old-Fashioned Truck!

If you don't get all the modern advantages new Chevrolet trucks offer, you stand to lose money on the job today and at trade-in time tomorrow!

Look at it this way. The more modern the truck, the more quickly and efficiently it does the job. And if it's loaded with ultra-modern features, you're bound to be farther ahead at trade-in time. Now look at the way Chevrolet fills the bill. Even so-called new trucks are old fashioned without all these Task-Force advantages!

Shortest stroke V8's* of any leading truck—the most modern truck engines money can buy! Their compact, short-stroke design means longer life because of less friction and wear. Chevrolet's extra-rugged

and dependable high-compression Sixes are ultra economical to keep humming. They squeeze more power out of a tankful of gas!

The latest in cab comfort and safety—new High-Level ventilation, panoramic windshield, concealed Safety Steps—features that boost driver efficiency!

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Work Styling—Here's light- and medium-duty styling that's matched to the job; modern styling that calls attention to your business! Your Chevrolet dealer has complete details. See him soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*V8 standard in L.C.F. models, an extra-cost option in all others except Forward-Control models.

NEW CHEVROLET *Task-Force* TRUCKS

NOW!

A sensational new

LOW PRICED PORTABLE HEATER



THE HERMAN NELSON

"THRIFTY"...

For Home Builders • Plasterers • Bricklayers • Carpenters • Plumbers

Never before a Herman Nelson Portable Heater at this low price! The "Thrifty" is especially designed for smaller building jobs—framing, plastering, plumbing, masonry work. It offers outstanding economy—with low first cost, low operating cost. It may be used indoors or out, and canvas ducts may be used to spot heat where wanted. "Sealed flame" indirect firing insures complete safety and dependability. Fewer moving parts insure longer, trouble-free service.

The "Thrifty" operates continuously for 18 hours maximum without re-fueling. Oil-fired, it uses only 0.7 to 1.25 gallons of fuel per hour. Safety controls protect against overheating—flame failure—motor failure. Heat output can be regulated. Electric motor powered. Capacity 50,000 to 170,000 BTU per hour. No other unit at or near its price can match the performance and safety of the new Herman Nelson "Thrifty" Portable Air Heater!

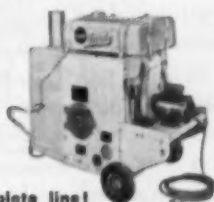


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Interchangeable power plants—gasoline engine or electric motor. Gasoline or oil fired. 75-425,000 BTU capacity.

HERMAN NELSON PORTABLE PRODUCTS

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Please rush complete literature on portable heaters. Also send me your monthly Weather Forecast Chart, at no cost or obligation to me.

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NOW! THERMOSEAL!

Aluminum Prime Windows backed by this famous name!

The F. C. RUSSELL Company



To every builder this means... from the moment you place your prime window order, you're protected by F. C. Russell Company quality, service and experience.

Thermoseal Aluminum Prime Windows are a new product... and there's an old saying that if you want to know where a new product is going, find out where the manufacturer has been. The F. C. Russell Company has always been and *still is* the leader in the field.

AND TAKE A LOOK AT THESE THERMOSEAL PROFIT ADVANTAGES!

- No on-the-job glazing, painting, re-fitting or later adjusting.
- Big savings on installation time and cost. Choice of four surrounds to meet any building need.
- Built-in Fiberglas Screen that won't rot, corrode or stain—never needs painting.
- Fully weatherstripped with built-in felt weatherstripping.
- No sash cords, weights or balances. All hardware attached.
- Available with insulating sash (optional) which provides year 'round rainproof, draft-free ventilation.

THERMOSEAL HELPS YOU SELL!

A trouble-free performance record—plus years of National advertising—have preconditioned your customers to expect a better home when it's equipped with Russell products! You can use this "consumer acceptance" as another big sales feature when you build with these precision-made Thermoseal Prime Windows!

THE COMPLETE NEW THERMOSEAL LINE OF PRIME WINDOWS INCLUDES:

- ✓ Horizontal slide windows
- ✓ Futvue ventilating windows
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- ✓ Multi-lite ventilating picture windows
- ✓ Glass jalousie louvered window

Write for full information and free literature on Thermoseal Prime Windows and all the other nationally famous F. C. Russell products.

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THE F. C. RUSSELL COMPANY

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WARRANT
OF QUALITY



Here's the only tool
you need for all
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New Double-Duty

REMINGTON STUD DRIVER

**Sets both 1/4" and 3/8" studs in
steel or concrete—in seconds!**

Light-, medium- or heavy-duty fastening, the new Model 455 Remington Stud Driver speeds the job. It sets *two* different size studs... up to 6 studs per minute, either size... and offers new possibilities in anchoring conduit clips, steel frames, wood forms and many other fixtures.

Powerful 22 and 32 caliber cartridges drive 1/4" and 3/8" studs *solidly* into steel or concrete. For special medium-duty work, the smaller cartridge is used with the larger stud. Result: the greatest flexibility ever in a cartridge-powered tool! Just clip coupon for details.

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Please send me your free booklet which shows where and how to use the cost-saving Remington Stud Driver fastening method.

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A.B.-11

**Only 90 seconds
to change barrels**
Easy change from one
stud size to the other
right on the job!

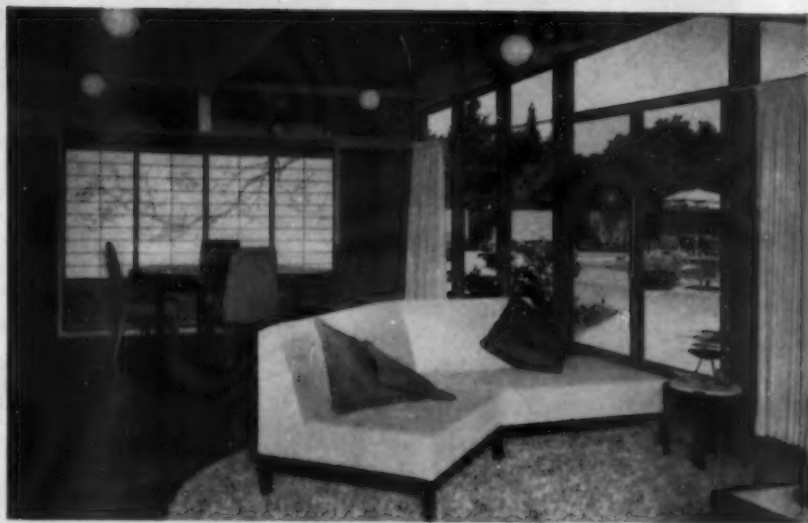


"Eichler Homes depend heavily



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 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.

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 TwindowWeld®—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

TWO-FAMILY HOUSES, TOO...

"ENGINEERED FOR YEAR-ROUND AIR CONDITIONING"

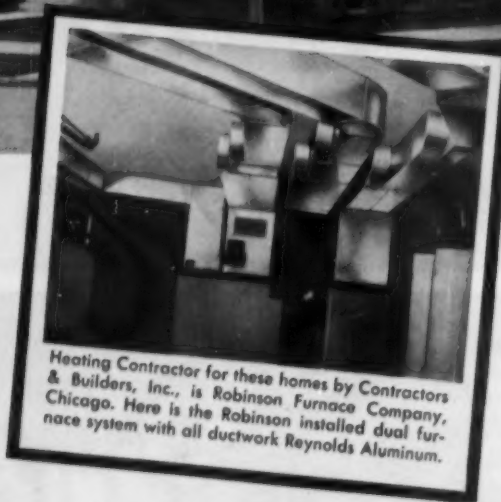


... with rustproof ducts of **REYNOLDS ALUMINUM**

The Skokie Development by *Contractors & Builders, Inc.*, Chicago, features two-family houses simple in design but modern in layout and conveniences. And important in their sales points is an air-conditioned future... already engineered into the heating and duct system.

That means the ducts are aluminum—rustproof Reynolds Aluminum. When the time comes to put cooled air through these ducts, you know there's likely to be moisture condensation. But you know moisture can't hurt the ducts.

More and more builders are promoting this feature. And Reynolds backs the promotion with intensive advertising to homebuyers... national magazine ads and important TV advertising. Take advantage of it. Sell future air conditioning. And identify your ducts as aluminum—Reynolds Aluminum.



Heating Contractor for these homes by *Contractors & Builders, Inc.*, is *Robinson Furnace Company, Chicago*. Here is the Robinson installed dual furnace system with all ductwork Reynolds Aluminum.



SIGNS FOR YOUR BUILDING SITES AVAILABLE... CONSUMER LITERATURE FOR DISTRIBUTION. ALSO "Designed in Aluminum" SEALS FOR IDENTIFICATION. Write to REYNOLDS METALS COMPANY, General Sales Office, Louisville 1, Kentucky.



REYNOLDS ALUMINUM

See "FRONTIER," Reynolds new dramatic series, Sundays, NBC-TV Network.

UPSON PRIMED SIDING...

the

PRE-PRIMED

long siding at the price of
short siding

Nowhere can you buy a quality siding, pre-primed in long lengths at such a low price!

Upson Primed Siding is causing a sensation in the field. Because Upson Primed Siding is *pre-primed* on face and two edges. One coat of paint covers perfectly. Builders report savings up to \$30 per 1000 sq. ft.

And what's more you save on application time, no short lengths or waste. *No knots or splinters. Fewer joints.*

And the finished job is beautiful. Upson Primed Siding stands up to any weather. Waterproofed and toxic treated to resist mold, fungi, termites.

Upson Primed Siding was developed by Upson Research and has been thoroughly field tested. Prime coat factory controlled, precision applied. Resin-emulsion coating produces a protective coating of unsurpassed quality. Buy Upson Primed Siding for your next job.

Full details and sample free. Mail coupon today!



Built in Willmar, Minnesota, this house used 1,100 square feet of Upson Primed Siding. Just one coat of outside paint did the job. Painters said Upson Primed is the easiest of all sidings to paint. Coverage was phenomenal. Builder delighted with minimum waste and beauty of finished job.

45th



PROVEN QUALITY YOU CAN TRUST

Year

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More than
3,000
AllianceWare
Fixtures

in Color

are installed in these
***\$30,000—\$40,000** homes
of Greenfield Village



Greenfield Village Homes are all equipped with these AllianceWare Fixtures.



Greenfield Village — Cincinnati, Ohio; Builder: Lang Brothers, Inc.; Plumbing Contractor: Jones Plumbing and Heating Co., Inc.; Plumbing Wholesaler: Main Supply Co.; All of Cincinnati, Ohio

When Lang Brothers Company of Cincinnati, Ohio, planned the Greenfield Village development in a most desirable residential area, they determined that quality construction throughout would be the first consideration. The results of their insistence on quality are evidenced in the photographs below.

The entire Greenfield Village development comprises 550 homes. Of these, 389 have two baths and the remainder one and one-half baths. All bathroom fixtures—bathtubs, lavatories and closets—are AllianceWare—in color.

Discriminating builders recognize that there is only one quality to AllianceWare—the very best we know how to produce. So AllianceWare goes into the finest homes, apartments and hotels. Added to high quality are AllianceWare design advantages that assure customer satisfaction. Every AllianceWare tub has a patented “grab-rail” construction for safety in entering or leaving the bath. AllianceWare’s exclusive wall-hung method of installation keeps tubs from shifting or settling, while the AllianceWare wall-guard tiling flange prevents leaks between tub and wall.

The features of AllianceWare in modern styling, high quality and lighter weight with a choice of white and five colors are appreciated by builders and home-owners alike.



ALLIANCEWARE, INC.

Alliance, Ohio

Plants in Alliance, Ohio and Colton, California

Bathtubs • Lavatories • Closets • Sinks



Why every piece of **PALCO***

Architectural Quality Resawn

Redwood Siding is

VERTICAL GRAIN

PALCO
Plain Resawn
"BEVEL" and
"BUNGALOW"
Siding

PALCO
RABBETED "BEVEL"
and "BUNGALOW"
Siding

On flat grain, only the surface toward the bark is resistant to splintering "shell-out" after long exposure. If siding is *resawn* from flat grain blanks, every other piece necessarily faces the heart, providing an inferior surface.

That's why The Pacific Lumber Company insists that all *Palco** Architectural Quality *resawn* redwood siding must be cut from *vertical grain* blanks, assuring that every piece will provide the full measure of lasting beauty and resistance to weather. This is but one of many extra premiums in value provided by *Palco**. . . at no extra premium in cost. For a free guide to more effective specification of the best in redwood, fill out and mail the coupon below, or write for Bulletin No. L-501.

When you specify *Palco** Architectural Quality Redwood for exterior or interior design . . . you can be sure that it is

- Certified Dry
- All Clear Heart or A Grade
- Highest uniformity of grade
- Vertical grain on all resawn patterns
- Where flat grain is specified, pattern is always cut from the bark side

LB-501

SEND FOR THIS FREE BULLETIN



Specify the best in Redwood **PALCO***

THE PACIFIC LUMBER COMPANY

Since 1869 • Mills at Scotia, California

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*Trade Mark ®

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

NOVEMBER 1955

THE PACIFIC LUMBER COMPANY

100 Bush St., San Francisco 4, Calif.

Please send me, without obligation, the new bulletin outlining basic redwood specification data, with charts showing standard *Palco** redwood patterns, sizes, grades and grains.

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

The Case of the Carefree Carpenter



Here's the case and what's in it for you!

The Stanley No. 183 Builder's Kit contains a carefully selected, tested and proved collection of time-saving, cost-cutting door hanging equipment for the modern carpenter. Built around the versatile Stanley Electric Router, starring here as a hinge mortiser, this kit has what it takes for up-to-date door hanging.

The same 3/4 hp motor that powers the router at 22,000 rpm powers the new J48 16" jointer plane — a real work eater when it comes to fitting doors.

Other vital accessories included in this builder's kit are:

Router base • Template guide • Straight and circular gauge Arbor • Mortising bits (2) • Grinding wheel • Grinding arbor Cutter grinding attachment • Door and jamb butt template Carrying case • Plane cutter

Your dealer has Stanley No. 183 Builder's Kit, or write Stanley Electric Tools, 400 Myrtle St., New Britain, Conn.



... and the Round Cornered Hinge



Here's Stanley's famous 241 hinge . . .

With round corners for use with electric mortisers. Check off the features that make this hinge the Standard of the World.

1. Flat button tips
2. Hole in the bottom for quick pin removal
3. Clean, accurate countersinking
4. Easily seated, non-rising, lubricated pin
5. Complete interchangeability of leaves
6. Smooth steel, toughened by cold rolling

Stanley Round Cornered Hinges are available in any size or finish desired, in plain joint or ball-bearing, either regular weight or extra heavy.

Your dealer has them, or write for details to Stanley Hardware, 10N Lake St., New Britain, Conn.

REMEMBER  THREE HINGES TO A DOOR

STANLEY



The Stanley Works, New Britain, Connecticut

THE STANLEY WORKS, NEW BRITAIN, CONNECTICUT • HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING



Brand New Edition of Famous Westinghouse Twins— America's best-known, most-wanted laundry pair!

WITH NEW FEATURES TO ATTRACT YOUR PROSPECTS

NEW Pushbutton Laundroguides . . . NEW Color-Glance Controls . . . NEW Soap 'N Water Saver and Weigh-to-Save Door on the Laundromat® . . . exclusive Direct Air-Flow System in the Dryer . . . and the same fine performance and dependability which has earned the Westinghouse Laundromat and Dryer their outstanding public acceptance.

These Westinghouse Laundry Twins in your houses will be an assurance to your prospects of the quality you provide throughout. And intensive Westinghouse national ad-

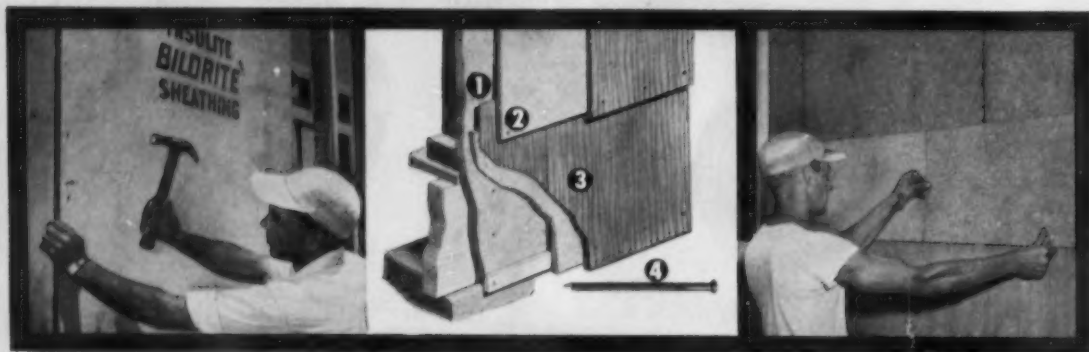
vertising in magazines . . . in newspapers . . . on Studio OneSM, plus strong co-operative advertising locally will give you the kind of merchandising support you want.

For details, see your local Westinghouse distributor or write direct to Contract Sales Department, Westinghouse Electric Corporation, Mansfield, Ohio.

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

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

"We saved \$85...yet home...with Insulite's



Bildrite Sheathing goes up faster, easier. Cuts application time as much as 43%. 4-ft. sheets have twice the bracing strength of horizontal wood sheathing, thus save corner-bracing. Asphalt treated throughout for moisture protection — eliminates need for building paper. Can be used or stored anywhere in any weather. Eliminates costly waste.

This system will save you money:

(1) Bildrite Sheathing (2) Shingle-Backer (3) Outer-course Shingles (4) Grooved nail. Developed by Insulite, this combination makes a strong, tight exterior wall. Has more than twice the insulation value of wood sheathing, felt and double-course wood shingles combined. Withstands 250 M.P.H. winds.

Insulite Shingle-Backer speeds completions.

Adds extra insulation value to sidewall. Developed by Insulite, the handy panels apply far faster and easier than wood undercourse shingles—cut application time in half. Produce deep, modern shadow lines. No matching waste. Protected throughout with asphalt. In easy-to-handle packages.



added quality to this Shingle-Backer System™



B. Lue Bettilyon, co-president, Bettilyon's, Inc., Salt Lake City, Utah says, "We save \$85 and build a much better home with Insulite's Shingle-Backer System. Bildrite and Shingle-Backer cut our sheathing and undercoursing time almost in half. On top of that there's no more expensive waste. And our home buyers get a much stronger sidewall—better looking, better insulated. The savings and the top-notch materials sold me on Insulite's Shingle-Backer System." Pictures at left show how Insulite's Shingle-Backer System can help you build better for less.

Send for free cost-comparison forms and literature—write Insulite, Minneapolis 2, Minnesota.

Build better and save with

INSULITE



Made of hardy Northern wood



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

INSULITE AND BILDRITE ARE REGISTERED TRADE MARKS



WHAT A BARGAIN!

Thermopane

IN EVERY WINDOW FOR

\$1.17 A MONTH



A Chicago builder sells a house for \$24,950. Completely glazing it with *Thermopane** costs about \$275 more than with DSA window glass. On a 25-year mortgage, that adds only \$1.17 per month.

And it's one of the builder's best salesmen. It's a quality feature that impresses his customers. They love the "no storm sash to bother with" angle. They're enthusiastic about the annual savings in fuel costs. And after they've bought one of these homes, they tell their friends how much they like living in it. They are understandably proud that their house has *Thermopane*.

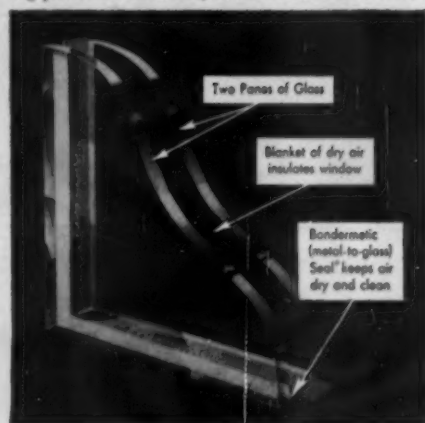
Thermopane sells and keeps selling for you. Design your houses for standard sash which take standard sizes of *Thermopane*. Call your L·O·F Glass Distributor or Dealer listed in yellow pages of phone books under "Glass". Or write for complete data. Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

Great demand has created a temporary shortage of *Thermopane*. Place your order with your L·O·F Glass Distributor or Dealer as soon as your building plans are set. It may avoid construction delay.



Thermopane
INSULATING GLASS

LIBBEY·OWENS·FORD a Great Name in Glass



AMERICAN BUILDER



New Prefabricated

Uni-bilt FIREPLACE

Installs in 4 to 6 man-hours...
Complete from hearth to chimney top



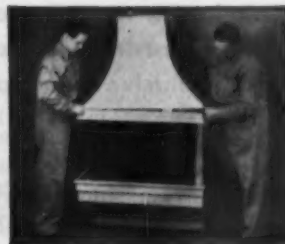
1 Frame is fastened directly to studs with lag screws.



2 Hearth & firebox are formed of interlocking ceramic sections.



3 Stainless steel trim and flexible fire screen are easily installed.



4 Fireplace hood sets on hood support channel—fits tight to wall.



5 Interior chimney sections are extended through ceiling and roof.

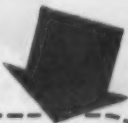


6 Attractive exterior chimney housing completes the installation.

● At last—a real wood-burning fireplace complete with chimney that semi-skilled workmen can install in 4 to 6 man-hours! No special tools needed! No masonry required! It's the new Uni-bilt Fireplace—low in cost, high in the sales value it adds to your houses.

The Uni-bilt Fireplace is approved by Underwriters' Laboratories for installation directly against any wall, floor, ceiling or roof material. Can be installed in new or existing homes with complete safety. It blends in with any style of architecture and can be painted to harmonize with any room decoration.

Be among the first to offer the Uni-bilt Fireplace in your homes. Mail coupon below for full details.



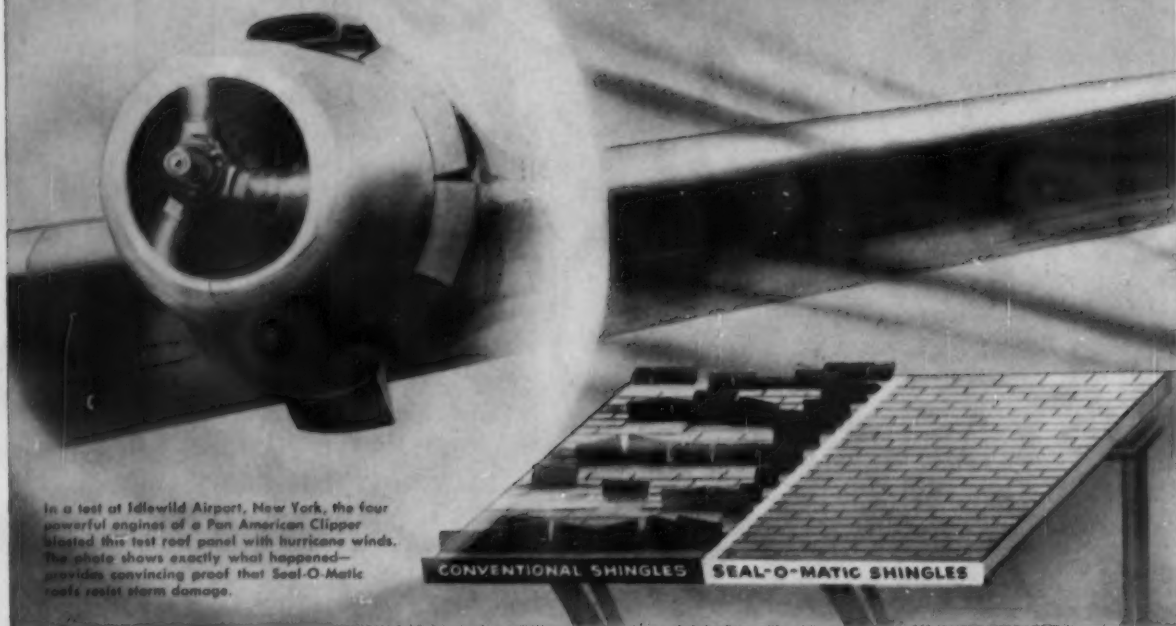
Vega Industries Inc.,
Uni-bilt Division
411 Glen Ave., Syracuse 5, N. Y.

Send complete information on the new Uni-Bilt Fireplace.

Name.....
Company.....
Street.....
City..... Zone..... State.....

I am a: ... builder ... architect ... dealer

Holds Fast even in Hurricane Winds!



In a test at Idlewild Airport, New York, the four powerful engines of a Pan American Clipper blasted this test roof panel with hurricane winds. The photo shows exactly what happened—provides convincing proof that Seal-O-Matic roofs resist storm damage.

It's the new patented Johns-Manville **SEAL-O-MATIC** The asphalt shingle that seals itself down



Here's the Secret

A stripe of special petroleum resin, developed by J-M Research, is factory-applied to the underside of each shingle. The sun's heat seals it down automatically.

This is the most important roofing development in 20 years! It's brought to you exclusively by Johns-Manville.

Seal-O-Matic® Shingles have been proved in use on thousands of homes. They have weathered full-force hurricanes intact, while nearby roofs were severely damaged. Seal-O-Matics grip tight—stay flat. Wind and rain can't get under the edges, even on roofs of low slope (2° minimum).

Cash in on this remarkable advance in roofing today! For full particulars about Seal-O-Matics call your nearest J-M Office or write Johns-Manville, Dept. AB, Box 111, New York, N. Y.

See "MEET THE PRESS" on NBC-TV, sponsored on alternate Sundays by Johns-Manville



Johns-Manville



Now—as easily and fast as you can complete an ordinary kitchen—you can put modern, beautiful, sales-building Tappan Built-In Ranges in your homes. New Tappan electric Built-In ovens drop into standard 24-inch oven cabinets.

The Tappan stainless steel cooking top shown above drops into standard 36-inch cabinets and requires *only one rough opening*. No front cut-out for switches. You install it in minutes. Electric cooking tops are also available in 2-element drop-in units and 4-element, 30-inch and 36-inch set-on units. There's even a matching griddle.

Oven and surface units for every plan and price ... loaded with sell-on-sight features

You can choose the units to fit your plan and price. Ovens in smart Lusterloy or Copperloy finishes with solid or Visualite-Window doors. Surface units to fit any kitchen plan. And all of them have the quality cooking features that have made Tappan the finest name in cooking.

Special deal for builders!

Call, wire or mail this coupon today

No other built-in has so many wanted features

- Best-baking chrome-lined oven
- Convenient Visualite oven window
- Lift-off oven door for easy cleaning
- Eye-level automatic controls
- Versatile, smokeless broiling
- Super fast, 7-heat surface units

choose either electric or gas ... please every buyer

Reduce labor costs, simplify specifications. Let the top name, Tappan, help you cash in big on the built-in trend. Get complete information and price lists right away.

Dept. ABB-115, The Tappan Stove Co.,
Mansfield, Ohio.

Please send me complete information and prices on the new Tappan gas and electric built-in ranges.

NAME _____ TITLE _____

FIRM _____

ADDRESS _____

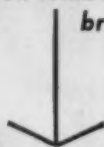
CITY _____ STATE _____

I build homes

I remodel homes



This brand name
on lumber
brings you



A line of quality and services to



The 4-Square Home Building Service portfolio illustrates 148 beautiful modern homes, each one professionally planned for extra value. The Farm Building Service portfolio illustrates over 200 ideal farm buildings and equipment items, plus 22 charming farm homes. Singly, or together, these Services are highly effective in stimulating building prospects and in helping to close actual sales.



Colorful full-page advertisements in the Saturday Evening Post, plus programs in Better Homes and Gardens, American Home, Small Homes Guide, Farm Journal, and Successful Farming, feature the 4-Square Services promoting public acceptance of Weyerhaeuser 4-Square products and services.



Colorful planning materials, including descriptive folders, catalogs, and farm and home building books, are available to builders through their local Weyerhaeuser 4-Square Lumber Dealers.

Weyerhaeuser Sales

Many builders are strengthening their position by featuring Weyerhaeuser 4-Square Lumber products . . . because these products have a reputation for uniformly high quality . . . and because many years of advertising have built up a remarkable consumer acceptance for the Weyerhaeuser 4-Square brand name.

Builders are also profitably using the 4-Square Home and Farm Building Services in their selling. These Services include

scores of professionally designed homes and farm structures, complete with blueprints and material lists.

Both the Building Services and Weyerhaeuser 4-Square Lumber products are advertised nationally to the public every month. This produces building prospects who are favorably disposed toward builders who offer them the Services and who use Weyerhaeuser 4-Square Lumber products —available through retail lumber dealers.

products... help you Sell



**KILN-DRIED
FRAMING**
in a
Variety
of Species

WOOD SIDING
in
Many Widths
and Types

**DECORATIVE
PANELING**
in
Wide
Selection

**PRECISION
MOULDING**
for
Interior and
Exterior Trim

**BEAUTIFUL
FLOORING**
of
Selected
Woods

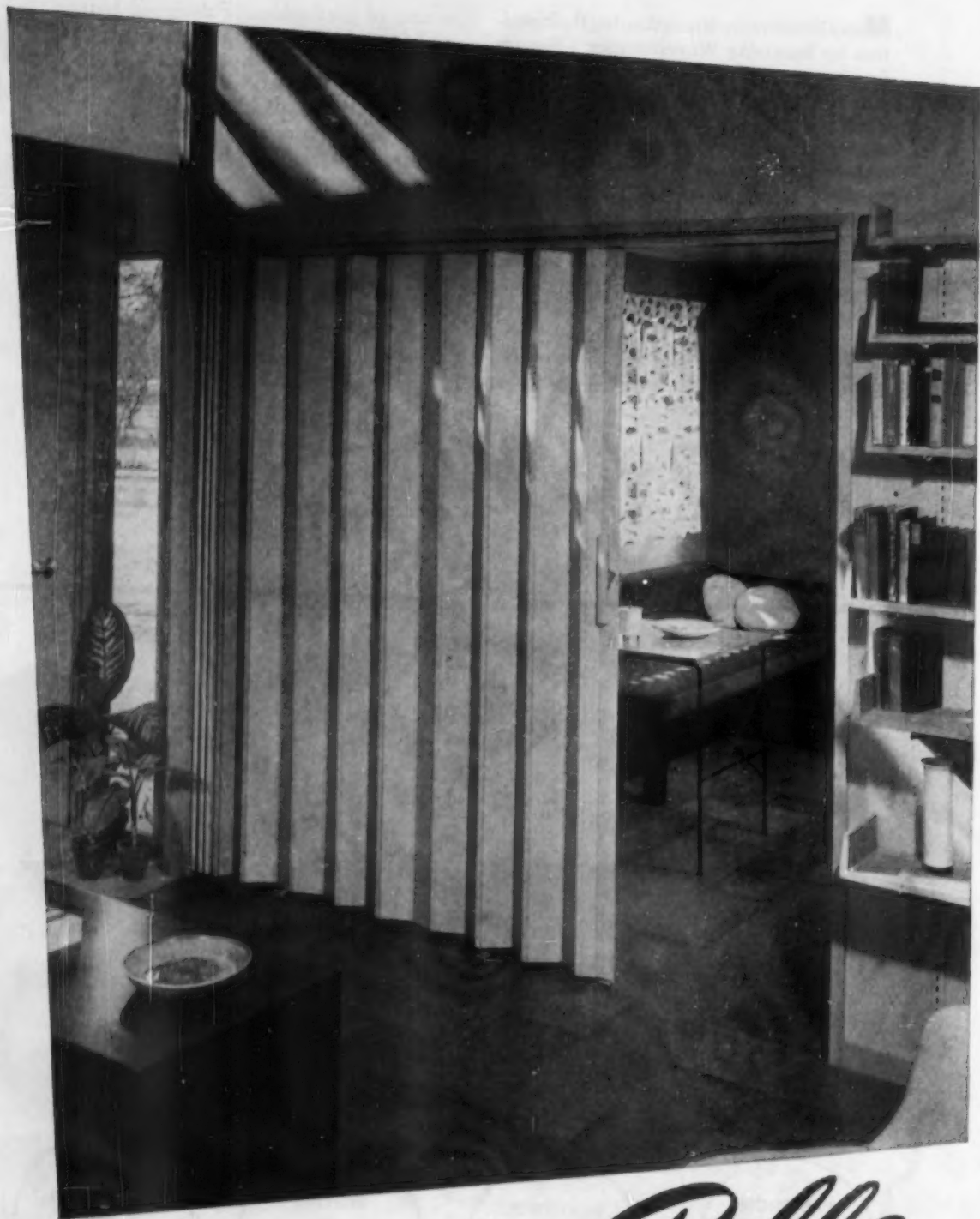
**FINISH
WOODS**
in
Plys and
Wideboard

**WOOD
SHEATHING**
with
All its
Advantages

Company ST. PAUL 1, MINNESOTA

NOVEMBER 1955





Pella

WOOD FOLDING DOORS

Beauty **WORKS FOR YOU** **WITH WOOD** **FOLDING DOORS**

The rich-grained beauty of PELLA WOOD FOLDING DOORS will give your homes the appealing, "luxury-look" that reflects extra value. Home buyers like the warm, friendly veneers of birch, oak, pine or Philippine mahogany that blend with or match woodwork and furniture.

Use PELLA DOORS as room dividers to make small rooms serve as large ones . . . use them for closets, storage walls, regular doorways, kitchen pass-throughs. Achieve the open planning with maximum privacy that today's home buyers appreciate.

Doors fold to 2" or less per foot of opening width. This "tight stack" is due to PELLA'S exclusive concealed spring hinging, which also enables doors to open and close quietly.

PELLA DOORS are sturdily constructed with solid wood laminated cores . . . aren't subject to deterioration or warpage, even in below-grade rooms where humid conditions may exist.

Available in stock or custom sizes, finished or unfinished, factory assembled, complete with all hardware and concealing track mould. There is no costly fitting on the job. Send for sample of laminated PELLA Door Panel today. Mail coupon below. Or see our catalog in Sweet's Light Construction File. Representatives in principal cities of U. S. and Canada.

Pella

WOOD FOLDING DOORS

CLIP AND MAIL TODAY!

•••••
• **ROLSCREEN COMPANY, Dept. G-96,**
• **PELLA, IOWA**

• Gentlemen: Please send **FREE** sample of laminated PELLA
• Door Panel and literature on PELLA Wood Folding Doors.

• _____
• NAME

• _____
• ADDRESS

• _____
• CITY

• _____
• ZONE STATE



Quiet helps sell kitchens . . . and kitchens help sell houses. Tell prospects that Cushiontone soaks up the sounds of children, appliances, and TV before they can build up into racket. Then prove Cushiontone's efficiency by striking a ruler on a counter top. Prospects will be impressed by the way Cushiontone soaks up noise and provides a beautiful ceiling finish that won't crack.



In one application, Cushiontone provides a finished ceiling. A carpenter simply nails furring to joists, then fastens Cushiontone to the furring with staples or nails, and the job is done.



National ads every month in leading "shelter" magazines help presell your prospects on the new comfort of quiet with Armstrong Cushiontone . . . and give you another well-known brand name to help you sell homes.



Promote sound-conditioned kitchens . . . take advantage of the competitive edge Armstrong Cushiontone gives your homes. Cushiontone not only absorbs noise but also creates beautiful ceilings with its smart Full Random design. Your local Armstrong Building Products Dealer can supply you with promotional materials.

Quiet kitchens add new sales appeal to your houses

*Homes are easier to sell when their
noisiest area is sound conditioned
with attractive Cushiontone ceilings*

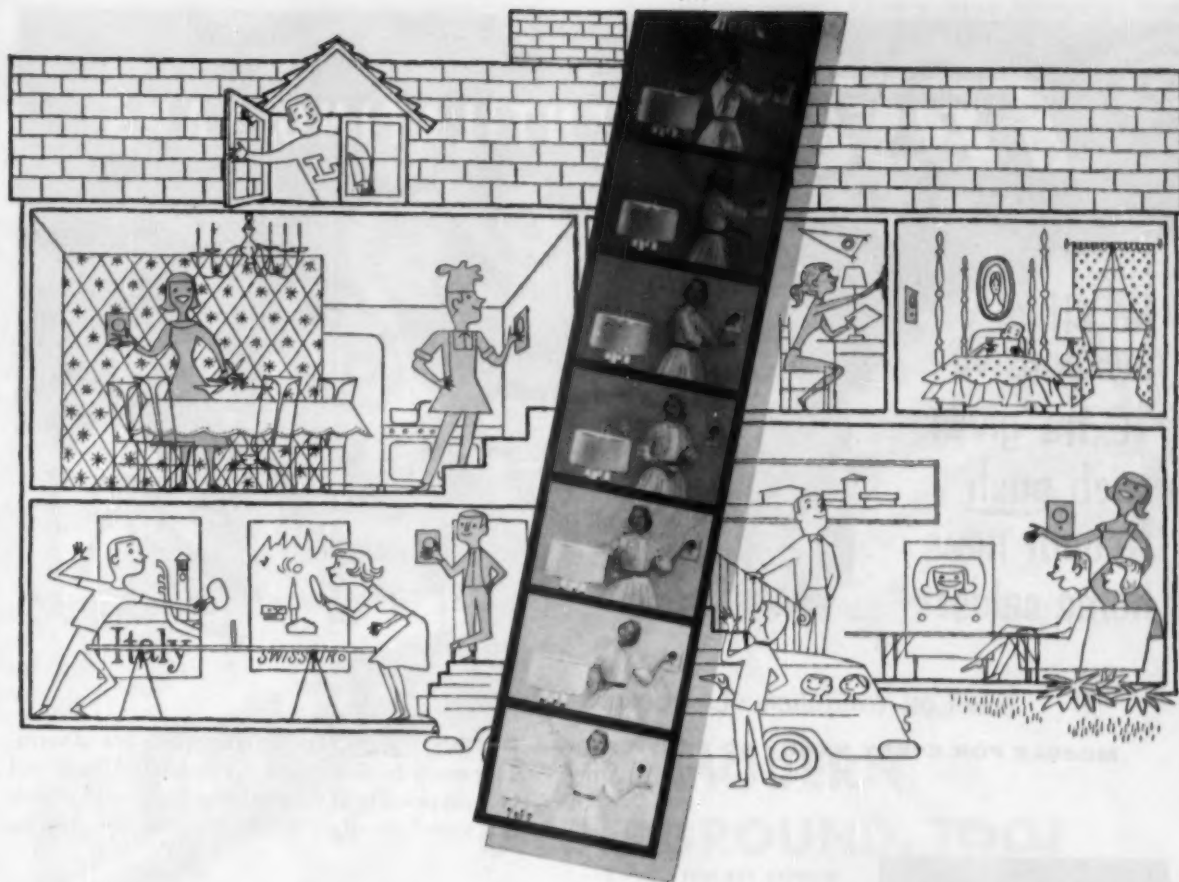


Cushiontone costs little extra yet it adds the new comfort of sound conditioning as a strong selling feature. Cushiontone is a complete acoustical ceiling in itself, it replaces plaster and comes factory finished, ready to install. For full details on attractive Cushiontone ceilings, see your Armstrong Building Products Dealer or write Armstrong Cork Company, 4211 Rieker Avenue, Lancaster, Pennsylvania.

Armstrong
CEILINGS

Cushiontone® • Temlok® Tile

... to quiet and beautify homes



You can turn a dial and make your competition look old-fashioned! **NEW LUXTROL** light control

Here's a new, easy, *practical* way to set your homes apart from competition . . . to make them beautifully, profitably *different*.

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 is 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*.

LUXTROL is *not a rheostat*. Instead it is a soundly engineered autotransformer type unit. It has both fuse and thermal overload protection. It controls fluorescent and incandescent and cold-cathode lighting. 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 wall-switches, is just as easy to incorporate in your plans, just as *easy to install* — not only in homes but in non-residential applications too.

SEE NEW LUXTROL FOR YOURSELF. ARRANGE A PERSONAL DEMONSTRATION. We'll send you the name of the nearest distributor and full technical data, just send us the coupon.



New LUXTROL Light Control requires no complex wiring, is as easy to install as an ordinary wallswitch!



**THE SUPERIOR
ELECTRIC COMPANY**
3115 Demers Ave.,
Bristol, Conn.

Please send me the name of the nearest distributor and full design data on new LUXTROL Light Control.



Name _____

Street _____

City _____ Zone _____ State _____



Watch for our mobile display, "a mansion on wheels," with the latest on lighting in actual room settings.

FASCO VENTILATING FANS

No other
inexpensive
"Extra" gives
such push
to your new
home sales!



Low-Cost Ventilation - Low-Cost Installation

MODELS FOR EVERY NEED • NO SERVICE CALL BACKS FASCO offers a complete line of ventilating fans for every building need . . . in kitchen, bath and utility rooms . . . at prices to fit your building budget. All models guaranteed 5 years! Specify FASCO for *your* new homes.



MODELS 728-1021

For inside walls and ceilings. Turbo-Radial Impeller develops greater pressures. 728, 7" impeller, 325 CFM; 1021, 10" impeller, 530 CFM.

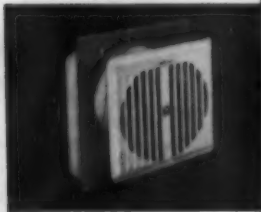
MODEL 880

For single story houses—in ceiling. Simple to install—low in cost—high efficiency. 8" blade, 475 CFM. Also model 1080, 10" blade.



MODELS 882-1082

Automatic wall ventilating fan Switch operated. 882, 8" blade, 375 CFM; 1082, 10" blade, 550 CFM.



MODELS 847-1047

OUTSIDE WALL VENTILATING FAN

A sturdy, efficient, low-cost fan for any home. Automatic pull-chain operation. For outside walls, 4 1/4" to 15" thick. 847, 8" blade, 475 CFM; 1047, 10" blade, 650 CFM.

Write Today for literature on the FASCO fan line.

ALL THE FEATURES
BUILDERS WANT—
DESIGNED WITH HOME
BUYERS IN MIND

FASCO

FASCO INDUSTRIES, INC.
2115 AUGUSTA STREET
ROCHESTER 2, N. Y.

Our products are
exhibited
in the





Another Installation of
Genuine
ORANGEBURG[®]
 ROOT-PROOF PIPE

GO MODERN UNDERGROUND, TOO!

More and more builders and architects are turning to Orangeburg Root-Proof Pipe because it is ideally suited for modern construction methods (over one million installations are now giving trouble-free service to homes from coast-to-coast).

Today's construction demands speed and quality and Orangeburg's speed of installation and proved quality are unsurpassed by any other pipe.

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

caulking, no compounds. The long 8 ft. lengths are so light one man can easily carry several lengths . . . so rugged and durable that drain lines installed 49 years ago are good as new today.

Get all the facts, for where time is money, it pays to use *genuine* Orangeburg Root-Proof Pipe.

Use Orangeburg Root-Proof Pipe for house sewers, storm drains and other non-pressure lines. Use Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains, wet spots everywhere.

ORANGEBURG[®]

ROOT-PROOF PIPE

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

ORANGEBURG ROOT-PROOF FITTINGS



1/4 BEND



WYE



1/2 BEND



NEW TEE
 Now Ready

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.

SEND FOR ALL THE FACTS

Orangeburg Manufacturing Co., Inc.
 Dept. AB-115, Orangeburg, N. Y.

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

Name _____

Address _____

City _____

State _____



GRACIOUS DINING AREA of "Garden City" homes is highlighted by rich charm of Philippine mahogany Plankweld. So many of the fine features you build into a house are hidden from prospective buyers' eyes—but a beautiful wall of real wood like this shows openly the care a builder puts into every detail.



RUSSELL P. MILLER, President of Sampson Bros., Inc., says:

"Plankweld is the easiest wood paneling we've ever installed.."

Successful developers of new Pittsburgh suburb "Garden City" find real wood Plankweld a low-cost competitive selling feature for homes

Why Plankweld's ease of installation cuts costs.

(1) Plankweld comes to a job-site completely pre-finished by skilled factory craftsmen. You don't do any staining, don't have to wait for drying. There's no sealing or waxing involved, no matching of colors or wood figure.

(2) Plankweld panels are exactly 16 1/4" wide by 8' high, and overlap to fit perfectly on 16" studs. Installation is so easy and quick that builders like Mr. Miller find Plankweld the most economical way they can give homes the warmth and beauty of real wood.

(3) Special concealed metal clips fasten Plankweld to studs, wall or furring strips and eliminate face nailing. You have no problems with joints, no nail holes to fill.

(4) Plankweld's 8' height makes trimming to fit a standard-height ceiling unnecessary. And its lines are so neat and clean that you can eliminate moldings completely, creating an attractive effect while you save time and money.

It takes only 30 minutes to panel a straight 12' x 8' wall with Plankweld, even with unskilled labor. Just put the panels up—and the job's done!

Get further details on how easy and inexpensive it is to build prospect-impressing beauty into every home you build. See your lumber dealer or consult the Architects and Builders Service Desk at any of the 87 United States Plywood showrooms in principal cities . . . or mail the coupon on the right.



HOW TO MAKE BASEMENT SPACE INTO SELLING SPACE. The builders of "Garden City" used Philippine mahogany Plankweld to finish off the basement of one of their model homes as a recreation room. As a handsome "idea-room," it stimulates buyers into imagining what *they* could do for the room. Choose from these Plankweld woods: birch, Korina®, knotty pine, oak, Philippine mahogany, Honduras mahogany and walnut.

it costs less and looks better"



This plaque will help you sell homes. Use Plankweld in interiors and this plaque—displayed in your model home—puts all the weight of United States Plywood's constant advertising and promotion behind you. Many builders find it helpful to point out the plaque and draw attention to our famous unconditional lifetime guarantee inscribed on it.



Weldwood® Plankweld†

A product of
UNITED STATES PLYWOOD CORPORATION
The Best Known Name in Plywood

TRADE MARK AND PATENTED

United States Plywood Corporation
55 West 44th Street, New York 36, N. Y.

Please send me your free 24-page Contractors and Builders Book containing full data and specifications on Weldwood Plankweld, and other Weldwood panels. AB-11-5

NAME

FIRM

ADDRESS

CITY.....STATE.....

"Gold Bond LATH and PLASTER gives us Luxurious Interiors we can SELL!"



CUSTOM BUILDER

Robert Hoag, President, Robert W. Hoag Realty Co., Milwaukee, Wisconsin, builder of handsome \$35,000-\$70,000 homes. Plastering Contractor: Gordon Klue.



"Lath and Plaster gives us more flexibility with the interior design of expensive homes," says Mr. Robert Hoag, prominent Milwaukee custom-home builder. "Our luxury homes are built with the finest materials... the kind that show up even when the house is completed. We know

from experience that not only are the working qualities of Gold Bond Lath and Plaster excellent, but that the final result will be in keeping with our type of homes every time. When we specify Gold Bond construction, our salesmen have an easier time getting the prospect sold."



DEVELOPMENT BUILDER

Val Zimmermann, President, Zimmermann Homes, Inc., Milwaukee, Wisconsin. Mr. Zimmermann builds fine development homes following a family tradition of 107 years. Plastering Contractor: John Duerlinger.



"To keep selling homes, I have to maintain a business reputation that took us a century to build," says Mr. Val Zimmermann. "We back our development homes with a quality workmanship guarantee. We demonstrate this workmanship by showing prospects cut-away wall construction details. Gold Bond Lath and Plaster gives us permanently sturdy, fire-

proof walls and ceilings that have been a paramount factor in our selling success."

Whether you're building luxury homes like Mr. Hoag or development homes like Mr. Zimmermann, you'll see the difference that quality insurance makes. Gold Bond Lath and Plaster consistently assures top performance, fireproof construction and beautiful results.

NATIONAL GYPSUM COMPANY • BUFFALO 2, NEW YORK



METAL AND GYPSUM LATH



GYPSOLITE PLASTER



GAUGING PLASTER



FINISH LIME



EXTRA-FIBRED PLASTER



ACOUSTICAL PLASTER



KEENE'S CEMENT

• • LATH AND PLASTER

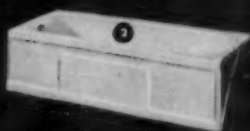
You asked for it!

Ingersoll has it!



A "PROJECT" PRICED "CUSTOM" QUALITY BATHTUB

CHECK THESE FEATURES



- ✓ Full 5 feet long recessed tub with sound deadener.
- ✓ Acid-resisting, stainproof porcelain enamel finish. Medicines, soaps or bleaches will not effect this finish.
- ✓ Accurate, die-formed steel eliminates expensive roughing-in changes or carpentry alterations.
- ✓ High filling-in flange assures positive, permanent, waterproof seal between tub and wall.
- ✓ Straight bottom and ends eliminate special, costly cutting of floor and wall tile.
- ✓ Light-weight of porcelain on steel means faster, easier, low cost installations.

It's here at last . . . a bathtub designed specifically for low budget homes with all the fine quality advantages and appearance of high priced bathtubs. How has Ingersoll done it? With modern mass production methods using the latest techniques and materials. And, the Ingersoll way means economy without sacrificing quality. Here, at last, are bathroom selling features you can afford. Write or wire for details and prices.



INGERSOLL PRODUCTS DIVISION
Borg-Warner Corporation
CHICAGO 43, ILLINOIS

Here's the latest of the new Regal line of Dexter Key-in-Knob locksets — The Regal Portrait Design — 5" backset with escutcheon $5\frac{3}{4}" \times 5\frac{3}{4}"$, mounts either diamond or square. Portrait is available with pin or disc tumbler cylinder, deadlocking or spring latch.

Like other Dexter Regal locksets, exterior is solid brass, interior parts cold rolled steel. Available in standard or two-tone finishes.

Knobs armored brass, steel reinforced. Lock reversible for any hand of door without disassembly. Requires only $1\frac{3}{8}"$ dia. hole through door.

Regal BY DEXTER

PORTRAIT DESIGN



Portrait mounted square.

Attractive mounted displays are available in Decorator Colors: red, blue, green or ivory.

DEXTER LOCK DIVISION

DEXTER INDUSTRIES, INC. Grand Rapids, Mich.

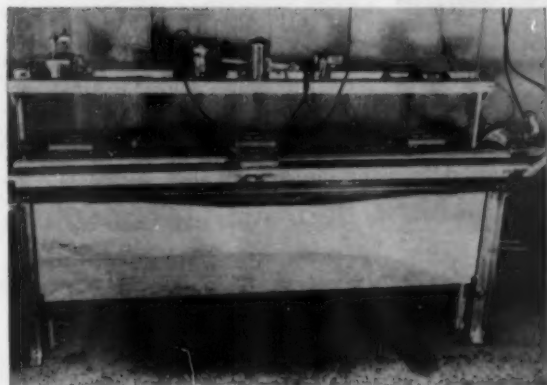
No lock installs faster than a Dexter

In Canada:

Dexter Lock Canada Ltd., Guelph, Ontario

In Mexico:

Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City



ENTIRE UNIT of Master Pre-fitted Door Equipment (except power tools) is shown here. Door has been placed in specially constructed bench. Rail acts as clamp for door and also as the control of the width of the door.



OPERATOR is shown here planing door on the hinge side. The plane has attachments on it to control the bevel exactly and also to size the door perfectly. After planing is finished, next step is to use combination door and jamb stop.

WITH TODAY'S NEW EQUIPMENT . . .

You can hang 50 doors a day . . .

The Master Z & K Pre-fitted Door Equipment consists of a series of jigs and a specially designed bench with which doors can be fitted quickly and with precision. The manufacturers, the Z & K Tool Company of Lebanon, Pennsylvania, say you can hang 50 doors a day with their equipment.

The Master Z & K pre-fitted door

equipment comes pre-set to the manufacturer's standards but can be changed to meet the standards of any part of the country. A space of only 3x7 feet is required and the unit is said to be complete without any additional equipment required to manufacture pre-fitted door units. An experienced operator will produce the first unit within a few hours after the

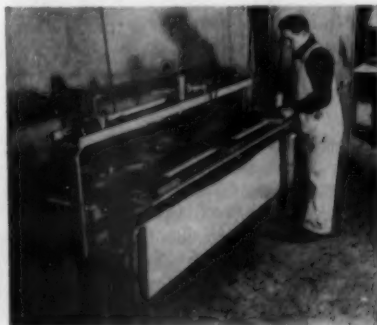
time of the equipment's arrival, the manufacturer says. The manufacturer also has a system of tools for the hanging of a perfect wooden door to a steel buck.

Available immediately. List price: from \$127 to \$450. Z & K Tool Company, Dept. AB, Attn. James H. Kercher, 407 Sand Hill Road, Lebanon, Pa.

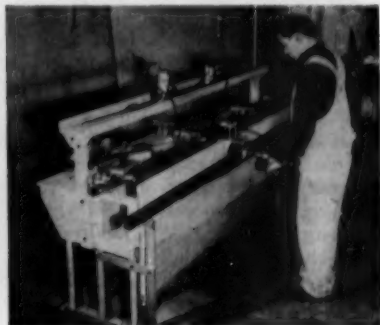
Circle No. 1116 on Readers' Reply Card, p. 188



PLACE JIG on door. Slide combination door and jamb stop on left hand side of rail against top of door.



ROUTE for hinges on door and jamb. Third hinge unit can be left off the rail when doing two-hinge doors.



DRILL spindle hole. Special adapter engages drill spindles instantly. The lock is drilled in less than 1/2-minute.



Digs down 10 ft. deep, loads 9 ft. high

The Pippin Excavator and Pippin Angling Bulldozer have been accepted for mounting on the International 300 Utility tractor. The excavator digs to a depth of over 10 feet and loads truck to a height of nine feet with back hoe bucket and twelve feet with shovel bucket. The front-drive pump can be used for operation of excavator and front end attachments. The Angling Bulldozer features a heavy tubular push arm. The blade is available with angling bracket for quick angling 12¼ or 25 degrees left or right. List price of Pippin excavator is \$2,245, plus bucket. FOB factory. Pippin Construction Equipment, Inc., Dept. AB, Attn. W. J. Beresford, White River Junction, Vermont.

Circle No. 1117 on Readers' Reply Card, p. 188



New all-hydraulic trencher detaches in 90 seconds

A new all-hydraulic attachment called the Jet Trencher is being offered for use on the Oliver OC-3 loader. It features a 2-point hitch permitting the operator to hook up or remove the trencher in 90 seconds, and without leaving the tractor. With the trencher detached, the 2-point hitch holds the counterweight for front-end loader, or takes attachments such as a scarifier bar, grader blade, etc. The Jet Trencher digs to a depth of 12 ft., lifts to 11½ ft. and clears 7½ ft. for easy loading of high trucks. Various

bucket sizes are available. Oliver Corp., Dept. AB, Attn. R. C. Hurlburt, 400 W. Madison St., Chicago, Ill.

Circle No. 1118 on Readers' Reply Card, p. 188



Ditcher stays level regardless of terrain

The Shawnee Scout Model 70 Ditcher can be adapted for installation on The TerraTrac "300," "400," and "500" crawler tractors. New features of the Scout: individually controlled, self-leveling hydraulic outriggers that keep the unit level regardless of the slope of the ground. Scout digs 12 ft. deep, loads 8½ ft. high, reaches 14 ft. The complete line of Shawnee tools can also be mounted on International Harvester, John Deere, and J. I. Case tractors. List price of Shawnee Ditcher on I-H 300: \$2,000 FOB Topeka. Shawnee Mfg. Co., Dept. AB, 1947 N. Topeka Blvd., Topeka, Kans.

Circle No. 1119 on Readers' Reply Card, p. 188



Has clear dumping height of more than 9 ft.

A clear dumping height of over 9 ft. enables the new 1 cu. yd. Model "600" Terraloader to load high-sided trucks and tall hoppers with ease. Use of larger direct-action lift and tilt cylinders, with precision-tooled steel castings in loader assembly provide greatly increased lifting speed, greater shake-out action for releasing sticky materials. Price of Terralac Model "600" with all accessories and 1 cu. yd. Terraloader: \$7,843. list FOB. American Tractor Corp. Dept. AB, Attn. L. D. Rojzman, Terra Dr. Churubusco, Ind.

Circle No. 1120 on Readers' Reply Card, p. 188

New trencher digs 4 ft. deep, trenches 14, 16, 18 in. wide

The Universal Trencher holds line and grade without effort, is hydraulically controlled and trenches easily in small places. Other features are cross trenching, square trenches, and strips pipe lines. The Universal is approved for mounting on the John Deere 40 Crawler Tractor. Heller Mfg. Corp. Dept. AB, 1849 E. Slauson Ave., Los Angeles 58, Calif.

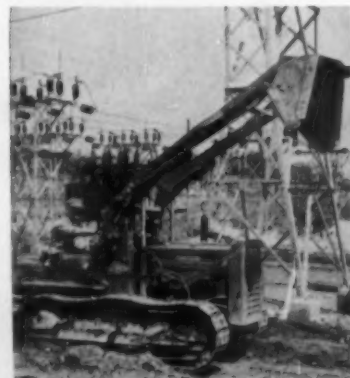
Circle No. 1121 on Readers' Reply Card, p. 188



Small tractor: 4-wheel hydraulic brakes

Four-wheel hydraulic brakes, previously available only on larger machines in the line are now standard equipment on the Michigan Model 75A tractor shovel. It has a 1 cu. yd. bucket capacity and weighs 12,750 lbs. With 4-wheel drive and rear wheel steering, it is offered with either 77 hp gasoline engine or an 80 hp diesel engine. The Model 75A has 4 speeds forward and reverse, with a maximum of 26 miles per hour in either direction. Construction Machinery Div., Clark Equipment Co., Dept. AB, Attn. C. G. Kennedy, Benton Harbor, Mich.

Circle No. 1122 on Readers' Reply Card, p. 188



Moves 300 yards of dirt a day!

Norman Fritz (shown above) used the John Deere 40-C tractor with the Heavy Duty Ateco Loader attached to

grade for home construction at a rate as high as 5 lots in a working day. He averaged 300 yards of dirt moved per day. Average fuel consumption: about a gallon an hour. Price of John Deere tractor: about \$2,500 to \$3,500. For more about the tractor and the Ateco Loade attachment write to John Deere, Dept. AB, 3400 River Dr., Moline, Ill.

Circle No. 1123 on Readers' Reply Card, p. 188



Digger has 360 degree swing

The new 1/2-yard Model 360 Hopto Digger has a full 360-degree swing from its travel position when boom is extended over the cab of the truck. Three-eighth and one-half yard non-spill backhoe and shovel buckets are available. Completely hydraulic the 360 has an extension arrangement which permits straight-sided vertical digging. Has a digging depth of 17 ft., surface reach of 24 ft., backhoe loading height of 12 ft. on a 16 ft. 6 in. radius and a shovel bucket loading height of 14 ft. Price of 360 less carrier: about \$9,000. Badger Machine Co., Dept. AB, Attn. U. S. Shugart, 1124 West 5th St., Winona, Minn.

Circle No. 1124 on Readers' Reply Card, p. 188

Ditcher has 16 forward digging speeds

The Buckeye 308 has 16 digging speeds forward, ranging from .80 to 19.10 ft. per minute. The 308 is a heavy-duty wheel-type ditcher especially designed for digging cross-country ditch and for city gas, water, oil, sewer, conduit and cable lines. It digs to a maximum depth of 5 ft. 6 in. with optional width of cut varying from 16 in. to 32 in. increments. It is exceptionally fast and flexible in all types of soils and under almost any job condition. Gar Wood Industries, Inc. Dept. AB, Attn. A. F. Dries, Wayne, Mich.

Circle No. 1125 on Readers' Reply Card, p. 188



H-5 Hydrocrane is hydraulic

The new all-hydraulic H-5 Hydrocrane has an 18,000-lb. maximum lift. It can be equipped with a standard 2-piece boom (telescoping from 24 ft. to 36 ft. long) or with an optional high-lift, 3-piece boom (extendible from 38 ft. to 50 ft. long). Mounted on easy-to-handle truck with its boom resting over the truck cab, moves smoothly through city traffic. Its comparatively short tail swing is advantageous for close-quarter work. Attachments: low-headroom type, dual-ram, 1/2-cu. yd. clamshell bucket and 39-in. dia. lifting magnet. Bucyrus-Erie Co., Dept. AB, So. Milwaukee, Wisc.

Circle No. 1126 on Readers' Reply Card, p. 188

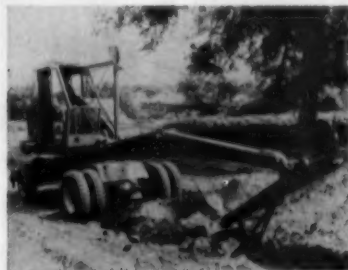


Ford reversible scoop handles materials, earth

This new Ford rear-mounted, reversible scoop is designed to handle a wide variety of industrial operations, ranging from material handling to earth moving. It will handle up to 7 cu. ft. of material and attaches to the 3-point implement linkage of any Ford tractor. Driver controls all operations of the scoop from the tractor seat. Digging depth: 6 in. List price: \$67.50. Tractor & Implement Div., Ford Motor Co., Dept. AB, Attn. F. W.

Conover, 2500 East Maple Rd., Birmingham, Mich.

Circle No. 1127 on Readers' Reply Card, p. 188



Shovel-crane self-propelled

The new Schield "Bantam CR-35" is a self-propelled 3/8-cu. yd., 6-ton shovel-crane designed for materials handling. Features: 12,000 lbs. lifting capacity, outside turning radius of 19 1/2 ft. Bantam's 9 fast-change attachments are interchangeable on the new self-propelled model. Attachments include crane, clamshell, dragline, shovel, trench hoe, magnet, grapple, pile driver, and backfiller. Price of Cruiser Model CR-35 with complete backhoe: \$12,060. FOB Waverly. Schield Bantam Co., Dept. AB, Attn. Vernon Pray, Waverly, Ia.

Circle No. 1128 on Readers' Reply Card, p. 188



Has 4-wheel drive, 2 cu. yd. capacity

The third and largest of the new 4-wheel drive tractor-shovels has been added to the "Payloader" line. The new unit is designated as the Model HO and has a capacity of 2 cu. yds. Features of HO Payloader: "pry-out" bucket action, 40 degrees of "break-out" at ground level, new complete "power-shift" transmission, greater horsepower, more weight. List price FOB Libertyville: \$15,000 for gas; \$16,650 for diesel. The Frank G. Hough Co., Dept. AB, Attn. M. L. Crawford, 811 Seventh St., Libertyville, Ill.

Circle No. 1129 on Readers' Reply Card, p. 188

More earth-moving equipment, p. 162



The trend is to marble

Marble panel bathrooms are on the way back to prominence in American homes. Shown here is a bathroom finished with Marlite black and gold marble panels said to be easy to clean. Paneling is easy to install around wash bowls and on walls and ceilings and may be cut with a regular hand saw. Marlite is available in verdi antique, Skyrose, black and gold, Jaune benou and rose de brignoles. Marsh Wall Products, Inc., Dept. AB, 268 Main Street, Dover, Ohio.

Circle No. 1130 on Readers' Reply Card, p. 188



Azrock Terrazzo Tones give high style to bathroom floors

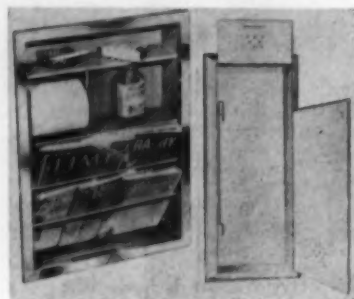
Azrock Terrazzo Tones are asphalt tile with unique color-chip mottling in six color combinations plus reproductions of natural cork colors. Tiles are easy to clean because of smooth surface and resistance to greases and oils. Price varies depending upon floor area and design from approximately 25¢-to-40¢ per square foot installed. Uvalde Rock Asphalt Co., Dept. AB, Attn. William K. Clark, P.O. Box 531, San Antonio, Texas.

Circle No. 1131 on Readers' Reply Card, p. 188

Bathroom built-ins save space

Jensen Industries offers two built-in fixtures that save space and add convenience. The magazine rack-paper

holder has shelves for room deodorant, cigarettes and ash tray. The polished aluminum bar, double rack holds both large and small magazines. Price: \$12.30. The wall hamper has automatic double catch gravity lock and the full piano hinged side opening for



easy clothes removal. Top and bottom vents prevent mildew. Price: \$17.75. Both are constructed of die formed steel. Jensen Industries, Dept. AB, 159 South Anderson Street, Los Angeles 33, Calif.

Circle No. 1132 on Readers' Reply Card, p. 188



Porcelain-on-aluminum tile

A new wall tile of porcelain fused on aluminum at temperatures of 900-1000°F. has just been announced by Vikon Tile. The tile has a beautiful surface-finish, glass-hard, cleans fast and easily. Is highly resistant to chemicals, unaffected by cleaning agents, and damage-free in heavy duty, it is also free of fire hazard. It is easily installed and can be cut and bent to fit. Will not chip or craze. Vikon Tile Corp., Dept. AB, Attn. E. Robert Grauert, Washington, New Jersey.

Circle No. 1133 on Readers' Reply Card, p. 188

"Rose Pink" plumbing fixtures

"Rose Pink" is the new color now available in plumbing fixtures being produced by Universal-Rundle. It is a delicate pastel tone, yet has depth of color. The color is produced by the action of the heat on the pigment in the ceramic glaze. The successful formulation of a pastel pink marks

another contribution to better bathrooms by the original makers of matched colorware in plumbing fixtures. Universal Rundle Corp., Dept. AB, New Castle, Pa.

Circle No. 1134 on Readers' Reply Card, p. 188



Moderately-priced "ShowerGlass" enclosures

Shower Door Co. offers a less-expensive shower door under the Permalume label, and called Shower Glass. The new line offers three shower doors for shower stall enclosures, a rollaway (two door) enclosure for large shower stalls and daylight bathrooms, and the popular rollaway model for recessed tubs. A full 7-year unconditional guarantee is offered. Available through distributors. Shower Door Co. of America, Dept. AB, 1301 Chattahoochee Ave., N. W., Atlanta 13, Georgia.

Circle No. 1135 on Readers' Reply Card, p. 188



Vanity and medicine cabinet

On permanent display at the National Housing Center in Washington, D. C., is the Topcraft Vanity and Medicine Cabinet. Crafted of America's leading, nationally advertised laminates, the units have been used by prominent builders. Topcraft, Dept. AB, 4207 Menlo Drive, Baltimore 15, Maryland.

Circle No. 1136 on Readers' Reply Card, p. 188

Here are
19 REASONS
 why these new 1956
AMF De Walt Power Saws
 speed your cutting...
 lower your costs



MODEL GW-1 WITH 10" SAW. With 1½ hp direct-drive motor, 120/240 voltage change switch. 10" saw blade cuts 3" deep, rips 26" wide, cross-cuts 16" wide on 1" stock. Steel base with welded carrying handles, carries through 30" door. Safety key switch, guard, anti-kickback device. Weighs only 183 lbs. \$382.50 complete delivered.

Larger sizes available

Use your De Walt for framing, concrete forms, interior trim work, special built-ins... for every cutting need.

Join the thousands of builders who have found an AMF De Walt the *one modern, cost-saving way* to cut and finish lumber, in the shop or on the job.



The modern, versatile, job-proved De Walt Power Saw...

- 1 Does everything on the job, from framing to finishing.
- 2 Saves as much as 60% in power tool costs.
- 3 Instantly adjusts for any cut you want.
- 4 Gives machine-tool accuracy on all cuts—makes fitting easier, faster, finer.
- 5 Cuts lumber waste... salvages odd sizes.
- 6 Gives far safer, easier top-side cutting.
- 7 Saves as much as 90% in layout and marking time.
- 8 Reduces worker fatigue—operators like De Walt's easy handling.
- 9 Has big capacity in either size... with powerful, compact, direct-drive motor.
- 10 Complete in every way... sets up instantly on the job.
- 11 Conveniently lightweight... easily carries to any spot on the job site.
- 12 Gives modern, straight-line materials handling.
- 13 Has quick-set stops for all popular angle cuts.
- 14 Makes possible production-line cutting on the job.
- 15 Does special millwork... without mill costs.
- 16 Cuts all popular building materials including aluminum.
- 17 Has Underwriters' Laboratories, Inc. and Canadian Standards Association Approval for your extra protection.
- 18 Makes work go faster, more efficiently... one saw operator keeps a dozen or more carpenters busy nailing.
- 19 Custom-built, direct-drive motor minimizes maintenance.



MODEL MB-F WITH 9" SAW. Portable, with new ¾ hp direct-drive motor, 120 V. 9" all-purpose saw blade cuts 2½" deep, rips 24" wide, cross-cuts 15" wide on 1" stock. Safety key switch, safety guard, and anti-kickback device. Weighs only 140 lbs. \$239 complete delivered.

Send for valuable Free Booklet on Job-Tested Methods for Cutting Building Costs.

MAIL THE COUPON TODAY.

AMF De Walt Inc., Dept. AB-55-11, Lancaster, Pa.
 In Canada: De Walt Canada Ltd., Guelph, Ontario

Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.

Please send handy Common Rafter Meter. I enclose 25¢ in coin.

Name

Company

Address

City Zone State



Offer your buyers a

LIFETIME

FOLLANSBEE

TERNE

ROOF



The most important structural feature of your homes . . . is the roof—because it's the roof that provides shelter which is the primary function of a house.

You can make the roof the most important SALES FEATURE of your homes too if you point this fact out to your buyers and provide a lifetime FOLLANSBEE TERNE roof.

And in addition to its permanence, a terne roof offers them modern design features, greater reflectivity, color and safety from fire and, properly grounded, from lightning.

Remember too, a terne roof weighs only about 70 pounds per square, giving you the opportunity to save on the sub-structure.

Ask your sheet metal contractor about terne roofs. He'll tell you that a terne roof is a roof you can really sell. Terne is tops for gutter, conductor, valleys and flashing too.



FOLLANSBEE

STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

Cold Rolled Strip • Terne Roll Roofing • Polished Blue Sheets & Coils

Sales Offices in Principal Cities



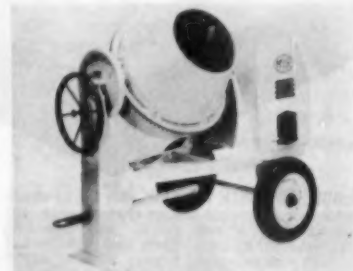
AMERICAN BUILDER NEW PRODUCTS



Small, rubber-tired ditcher is rugged, versatile

The Model 702 Ditcher is a versatile tool, ideal as a supplementary machine that can dig the size trench needed for house services, for gas and electric lines, etc. It can be equipped with either of 2 digging booms. One digging 30 inches deep can be equipped with either a 2¼-in. or 4½-in. bucket line. The other digging 40 inches deep can be equipped with 2½-in. or 5-in. lines. Switching from digging width to another involves a change in bucket line which can be done by one man with hand tools in from 15 to 20 minutes. Price: about \$2,500. Barber-Greene Co., Dept. AB, Attn. Robert McClure, Aurora, Ill.

Circle No. 1127 on Readers' Reply Card, p. 188



Anti-friction bearings for small tilting concrete mixer

Muller Machinery Co. announces an important improvement in the design of their 3½-S Tilting Type Concrete Mixer. The main spindle bearing is now Timken equipped, and the countershaft bearings are provided with roller bearings. The adoption of mechanical bearings has resulted in longer machine life, lower maintenance and replacement costs, and reduced power requirements. The mixer has a capacity of 5 to 6 cubic feet of loose material and is rated at 3½ cubic feet of mixed concrete. Available now at \$402. Muller Machinery Company, Inc., Dept. AB, Attn. Walter Muller, Pres., Metuchen, N. J.

Circle No. 1128 on Readers' Reply Card, p. 188



Loader uses tractor's hydraulic system

The Davis Model 102 Loader is designed and accepted as special duty equipment for the new International 300 Utility Tractor. The loader uses the tractor's hydraulic system. It features twin dump cylinders with down pressure, heavy-duty box-frame construction throughout, and a 11 cubic foot material bucket with high carbon steel cutting edge. List price of loader using tractor hydraulic system: \$525. FOB Wichita. Mid-Western Industries, Inc., Dept. AB, Attn. R. E. Jordan, 1009 So. West St., Wichita, Kans.

Circle No. 1139 on Readers' Reply Card, p. 188

For more information about the International 300 Utility Tractor, write to International Harvester Co., Dept. AB, Attn. D. C. Elliott, 180 N. Michigan, Chicago, Ill.

Circle No. 1140 on Readers' Reply Card, p. 188



Aluminum scaffold legs

Steel Corner Tape's easy to assemble scaffold legs are designed for time saving and easy carrying. They slip on any size plank. The tightening of two wing nuts produces the lightest scaffolding ever made. Weight is $3\frac{1}{2}$ lbs. per leg. List price: \$10.75 per set. Steel Corner Tape Corp., Dept. AB, 121-07 133rd Street, South Ozone Park, New York.

Circle No. 1141 on Readers' Reply Card, p. 188

NOVEMBER 1955

New Sliding Door Hardware

STANLEY



Easy to Install

Stanley Quality at a Competitive Price

One Set Packaged For Both $\frac{3}{4}$ " and $1\frac{1}{4}$ " By-Passing Doors

HERE'S WHY:

- Low headroom needed — only $1\frac{1}{4}$ ".
- Jump-proof track — doors lift on or off without removing hangers — cannot be derailed in vertical position.
- Steel track press formed for perfect straightness, bonderized and aluminum finished for corrosion resistance.
- V-shape track for smooth operation and dirt clearance.
- Nylon rollers permanently lubricated for silent operation.
- Heavy gauge steel hangers, electro zinc plated.
- $\frac{3}{8}$ " vertical adjustment* with positive lock-in-place feature.
- Adjustable nylon floor guide. Only 3 screws required.

***VERTICAL ADJUSTMENT**
Specially designed hangers permit $\frac{3}{8}$ " vertical adjustment without loosening the three installation screws. Serrations, machine screw and lockwasher insure positive locking and minute adjustment. Unique design permits the use of the SAME hanger for both the $\frac{3}{4}$ " and $1\frac{1}{4}$ " doors by reversing both the bracket and roller on the REAR $\frac{3}{4}$ " door.



STANLEY

2804 and 2808

2804 for $\frac{3}{4}$ " Doors
2808 for $1\frac{1}{4}$ " Doors

See these new 2800 Series Sets at your hardware or building supplies dealer. Check the ease of installation . . . low headroom — only $1\frac{1}{4}$ " . . . doors lift on and off track without removing hangers . . . hangers adjust without loosening screws in doors. This is Sliding Door Hardware that's Stanley made to sell, to install and to operate easier.

For complete details write Stanley Hardware, 10 N Lake Street, New Britain, Conn. Ask for 2800 Catalog No. G88.

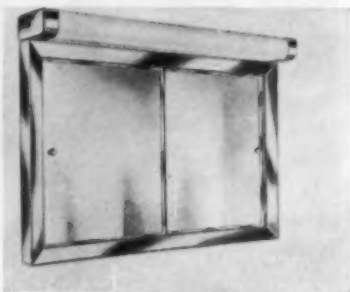
Two More New Sets With Built-In Header Trim

Same hangers, same features as 2800 sets, with built-in header trim as integral part of extruded aluminum track. Saves labor and expense of extra trim. Anodized aluminum finish ready for paint, or suitable as is. Everything in one package . . . for 2 or 3 by-passing doors . . . 4', 5', 6' or 8' openings.

STANLEY

The Stanley Works • New Britain, Conn.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING



Here is a bathroom cabinet with plenty of room

General Cabinet Corporation presents a line of bathroom cabinets of quality materials. These cabinets are said to be low in price. Sliding door panels are made of quality plate glass, encased in stainless steel frame. Top light constructed of 20-gauge steel equipped with switch and convenient outlet. General Cabinet Corp., Dept. AB, 1809-11 W. Thomas St., Chicago 22, Ill.

Circle No. 1142 on Readers' Reply Card, p. 188



Shatter-proof Fiberglass bath enclosures

Beauty-glas enclosures are made of panels formed of polyester resins reinforced with Fiberglas mat. Highly resistant to fire and mild acids, these panels are immune to extremes of heat or cold. They will not rot or mildew, will not crack, craze, shatter, or break. Models fit any recessed tub from five to five and one-half feet that has straight front rim surface 1 3/4 inches wide for seating the bottom track. Prices: from \$89.95. Available in five decorator pastel colors. Beco Corp., Dept. AB, 2915-17 Canton Street, Dallas 26, Texas.

Circle No. 1143 on Readers' Reply Card, p. 188

FOR
SUBFLOORS,
WALL OR ROOF
SHEATHING

**CUT
APPLICATION
COSTS
with**

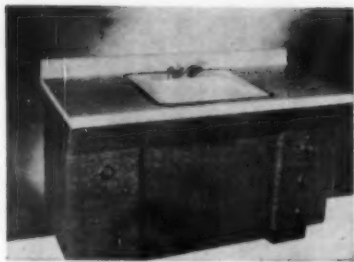
**GENUINE
DOUGLAS FIR PLYWOOD**
PLYSCORD
INTERIOR TYPE GRADE C-D
SHEATHING

**DFPA
TESTED
QUALITY**

● SAVE up to 50% on application costs using time-tested PLYSCORD sheathing. Walls sheathed with PLYSCORD are up to twice as strong. On roof decking, PLYSCORD won't shrink or swell; the finish roofing won't be damaged by buckling. PLYSCORD subfloors provide a smooth, level working platform—firm, cup-free, squeak-free. Remember: PLYSCORD!



INSIST on DFPA grademarked fir plywood! EXT-DFPA and PLYSHIELD for outdoor use. PLYPANEL for paneling, built-ins. PLYSCORD for sheathing. PLYBASE for underlayment. PLYFORM for concrete form work. Other grades for other uses.



Firm offers 160 bathroom vanity styles and designs

Glissade's vast line of 160 different bathroom vanity styles and designs features a wide color range and the easy maintenance of post-formed Formica with a no-drip front edge and coved back. There are no cracks or crevices for dirt to accumulate or metal to rust. The plywood used in these vanities is creosote-treated, and piano hinges are used for strength and durability. Liebman Bathroom Specialties, Inc., Dept. AB, 1437 Bushwick Ave., Brooklyn, N.Y.

Circle No. 1144 on Readers' Reply Card, p. 188

Backhoe cuts costs, saves time

The Henry Hydraulic Backhoe is said to cut costs and save time because it has 20 per cent greater digging power which means faster, easier and better digging. Digs to depth of 10 feet 6 inches. Has multi-cylinder operation, a self-anchoring frame and 160 degree swing radius. Also has replaceable bronze bushings with large diameter pins at all pivot joints. The Henry Mfg. Co., Inc., Dept. AB, 1700 N. Clay St., Topeka, Kans.

Circle No. 1145 on Readers' Reply Card, p. 188



Fluorescent unit has dropped Plexiglass diffuser

Model 22 is a flushed recessed unit for home, office and plant lighting. Units are equipped with a specially designed removable pan, independent of the housing and containing all wiring connections. This permits all types of repair work with a minimum disassembly. The Plexiglass diffuser is satin-smooth for even, optimum illumination from the two 20- or 40-watt lamps. Units may be supplied with plaster frames at additional cost. Instant start is available for all units. Atlas Electric Products Co., Dept. AB, 315 Ten Eyck St., Brooklyn 6, N. Y.

Circle No. 1146 on Readers' Reply Card, p. 188

IT'S NOT THE SAME WITHOUT THE NAME

INSIST ON THIS GRADE TRADEMARK

D.F.P.A. TESTED QUALITY

GENUINE DOUGLAS FIR PLYWOOD

PLYSCORD

INTERIOR TYPE GRADE C-D

SHEATHING

● THIS distinctive PLYSCORD-stamp on the panel identifies genuine D.F.P.A. fir plywood sheathing — quality-tested by D.F.P.A. to protect the buyer and assure performance. Write for new PLYSCORD calculator — handy slide rule giving recommended nailing procedures, thicknesses, etc. FREE from Douglas Fir Plywood Association, Tacoma 2, Wash.








INSIST on D.F.P.A. grademarked fir plywood! EXT-DFPA and PLYSHIELD for outdoor use . . . PLYANEL for paneling, built-ins PLYSCORD for sheathing . . . PLYBASE for underlayment . . . PLYFORM for concrete form work. Other grades for other uses.

You can save more on every door!



...with

CORBIN® *Guardian*

RESIDENTIAL CYLINDRICAL LOCKS

- SAVE ON UNIT COST
- SAVE INSTALLATION TIME
- SAVE COSTLY CALL-BACKS

You can give every door in the house that CORBIN look of quality with Guardian Locks . . . and save 3 ways in the bargain!

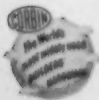
First; the unit cost of the Guardian is *low*. The more you install, the more you save. Second; installation is a *snap*. Only two bored holes required. Screw slots on inside rose plates speed assembly. Self-aligning lock is 100% reversible . . . fits any

door 1 3/8" to 1 3/4" thick. Third; performance is smooth, long-lasting, *troublefree*. Advanced features like the "Spring-Ring" rose plate prevent lock complaints—eliminate service call-backs. Available with round-cornered latch front and strike when so specified.

Put CORBIN quality into all your construction and *save* . . . with the Guardian, leader in the low-price field. And remember, CORBIN backs all parts and workmanship with a *full* guarantee—right down the line.

BEAUTY • QUALITY • PERFORMANCE

- All external parts in gleaming brass, bronze, or aluminum
- Rust-resisting, precision-fitted internal parts
- Available in 5 most-wanted functions



P & F Corbin Division
The American Hardware Corporation
New Britain, Connecticut, U.S.A.

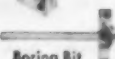


The "Spring-Ring" inside rose plate, one of many trouble-saving Guardian features. Ring's large contact area minimizes embedding . . . and spring action automatically "takes up" slack — maintains snug fit.

These Corbin Aids Speed Installation



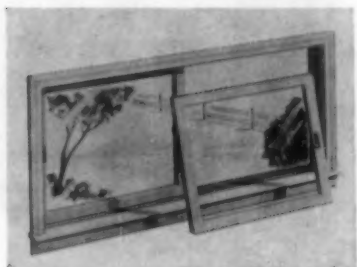
Mortising Tool for latch fronts



Boring Bit



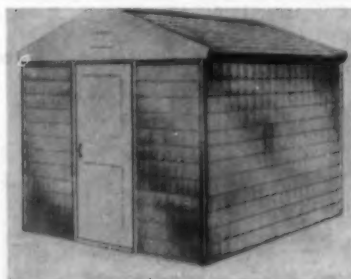
Boring Jig



Weathertight sliding sash can be removed easily for cleaning

A new sliding window unit that is removed by simply pressing the sash upward has been added to the line of Crestline Millwork. The roll-out action of the sash is achieved by using the manufacturer's Alumaflex Weatherstrip in the head. The weatherstrip has flexible aluminum alloy wings that permit instant removal while maintaining a snug, weathertight fit in any climate. No springs or adjustments are ever needed. Unit with glass size 14x24, lists at \$17.87. Available now through millwork distributors. The Silcrest Co., Dept. AB, Attn. Warren Holzem, 100 Thomas St., Wausau, Wisc.

Circle No. 1147 on Readers' Reply Card, p. 188



Aluminum, packaged "storport" can be erected in 4 to 6 hours

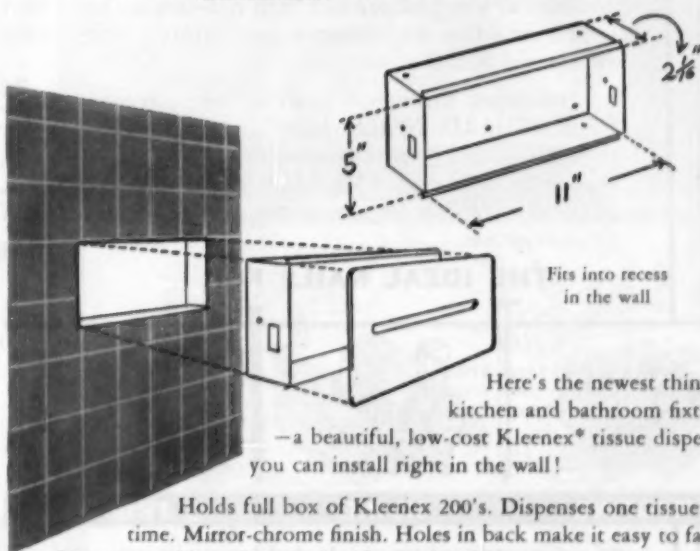
An all-aluminum, packaged "Storport" is now available to bring a low-cost answer to the storage problem. The "Storport" is made of embossed wood-grain aluminum so that it makes an attractive addition to a home or development, is 8x10 feet long and 6 feet to the eaves. It is large enough for a tool house, work shop or store room. The average man can build it in from 4 to 6 hours, its manufacturer says. The only tools required are pliers and screw driver. Suggested retail price: \$298. General Products Co., Inc., Dept. AB, Attn. R. C. Brillhart, Box 661 Fredericksburg, Va.

Circle No. 1148 on Readers' Reply Card, p. 188

Now! A "built-in" Kleenex dispenser for the home—only \$1.25!



New Recessed Kleenex Cabinet



Holds full box of Kleenex 200's. Dispenses one tissue at a time. Mirror-chrome finish. Holes in back make it easy to fasten cabinet to studding. Price to builders only \$1.25.

MAIL THIS COUPON NOW!

KIMBERLY-CLARK CORPORATION
Cellucotton Division, Dept. SS-3
919 N. Michigan Ave., Chicago 11, Illinois

Please send me complete information about the new recessed cabinet

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

© T. M. REG. U. S. PAT. OFF.

STORMGUARD**DOUBLE DIPPED
IN MOLTEN ZINC
FOR EXTERIOR WORK****NAILS****New!****DOUBLE DIPPED
IN MOLTEN ZINC
TO CHECK FORMATION
OF STAINS, STREAKS
AND RUST**

- Reduce Maintenance • Keep Property Neat, Clean
- Save on Painting • Uphold Property Value

The savings just begin when you use Maze STORMGUARD NAILS to apply roofing, siding and trim. Especially designed to check formation of ugly stains, streaks and rust at less cost per nail than non-ferrous nails, they reduce building maintenance and painting costs—offer substantial first cost savings.

Developed through 8 years of research and testing, STORMGUARD NAILS have a solid steel core for strength—a heavy zinc coating for corrosion resistance, applied by an exclusive Maze DOUBLE DIPPING process. STORMGUARD is the new choice in a stain-checking nail for exterior use.

THE IDEAL NAILS FOR**ROOFING****SIDING****TRIM**

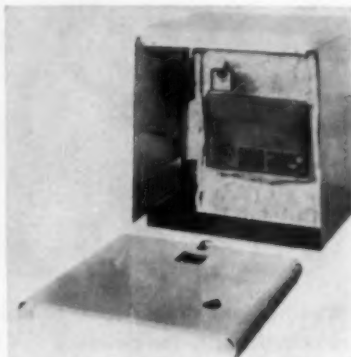
For roofing, siding and trim . . . to check formation of stains, streaks and rust . . . there are STORMGUARD NAILS in standard lengths and gauges; all required sizes.

A COMPLETE LINE OF NAILS

W. H. Maze Company produces a complete line of top quality nails, conveniently packed for shipment, display and use: Drywall, Flooring, Underlayment, Roofing, Siding, Pallet, Lead Head, Screw, Ring Shank.

*Write for Samples and Prices!***W. H. MAZE COMPANY** ESTABLISHED 1848

Peru 3, Illinois

AMERICAN BUILDER NEW PRODUCTS**Heating unit is now equipped with a timesaving jacket**

A new Timesaver Jacket has been developed by the National Radiator Co., for its Model K Packet all-in-one home heating unit. No screws are needed to assemble the top and four side panels of this white-enameled enclosing cabinet around the Packet. It can be put together in five minutes or less, the manufacturer says. The new jacket is shipped with the six panels lying flat in a square carton. This carton accompanies the factory-assembled National Packet, which also is shipped in a single crate ready for immediate installation. Approximate consumer cost: \$471 for oil-firing and \$410 for gas-fired unit. The National Radiator Company, Dept. AB, Attn. C. J. Philage, Johnstown, Pa.

Circle No. 1149 on Readers' Reply Card, p. 108

**Low-cost scaffold for light duty work**

This steel scaffold provides platform heights up to 12 feet, permitting work as high as 18-20 feet and is recommended for light duty work—outdoor or indoors. The scaffold is sold for \$150 for a package which includes: 3 rectangular 6-foot frames, 3 tapered 6-foot frames, 3 platform brackets, 6 rubber safety shoes, 4 pivoted cross-braces. The scaffolding can be assembled in 5 different ways for various kinds of jobs. Safway Steel Products, Inc., Dept. AB, Attn. J. C. Jay, 6234 W. State St., Milwaukee 13, Wis.

Circle No. 1150 on Readers' Reply Card, p. 108

AMERICAN BUILDER

Here's how to cut 2/3 from your planing expense!

Put a SKIL Electric Plane on the Job

...A Combination Tool for Both Edging and Surfacing

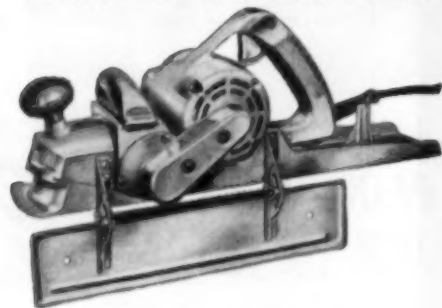
Make the most of your skilled workmen's time. The new SKIL Electric Plane lets a man do three times as much work as hand methods. And, do each job more accurately.

Almost as light in weight as a hand plane, the SKIL Plane gives a smooth, ripple-free finish with perfect fit. Though compact and easy to use, the SKIL Plane is also sturdily built to take the toughest jobs with a minimum of maintenance.

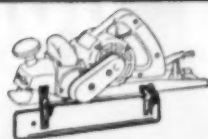
Your modest investment in a SKIL Combination Electric Plane quickly pays for itself. See it and try it at your distributor's today.

FREE TRIAL!

FREE on the Job Demonstration



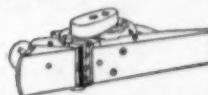
Model 100... **\$129⁵⁰**



PERFECT BALANCE: Unique placement of motor over the work allows edging and surfacing with perfect balance at all times.



TOOTH-BELT DRIVE: Noiseless; absorbs shock, tough... easily replaced. Needs no oiling!



STRAIGHT CUTTERS: Simple to sharpen; less expensive to replace than curved cutters.



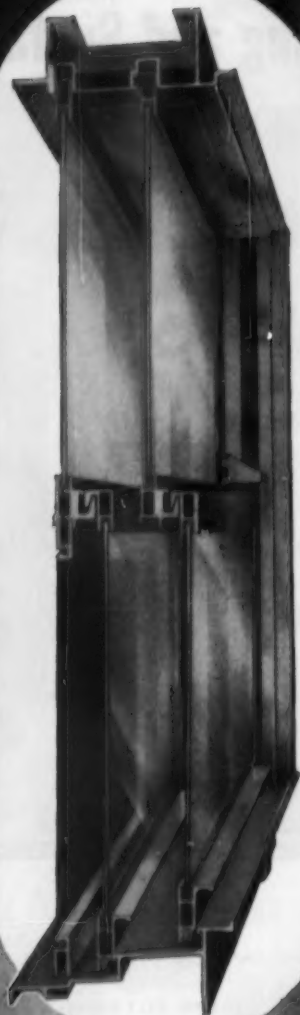
REVERSIBLE CHIP DEFLECTOR: Convenient, easy to change to left or right.



NEW SKIL PLANE STAND (Model 10750)—Convert your plane to a jointer planer with SKIL Plane Stand. Quick, simple adjustment locks plane solidly into place. Has quick-acting spring guard usually found only on heavy-duty models.

SEE YOUR DISTRIBUTOR FOR COMPLETE INFORMATION OR CALL YOUR NEARBY SKIL FACTORY BRANCH

This Window STOPS WIND



Testing Laboratories report extruded aluminum Fleetlite most airtight of all operating windows.

DUST

Mohair weatherstripping and snug interlocking double sash seal out dust.

NOISE

Double windows protect hospitals, dormitories, offices, hotels and other buildings from outside noise.

HEAT

Air space between outside and inside sash insulates against heat, makes air conditioning practical.

COLD

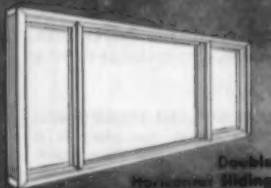
Complete weatherstripping and double sash blocks cold, saves fuel costs.

Yet Opens

Instantly - Easily

All Sashes are cleaned from the inside. No Maintenance. Nothing to Store.

HELPS SELL HOUSES AVAILABLE IN MANY SIZES OF DOUBLE, DOUBLE HUNG - DOUBLE HORIZONTAL SLIDING - MATCHING PICTURE WINDOWS



Fleetlite
AMERICA'S Finest WINDOW

- Chart of Standard Window Sizes
 - Typical Installation Details
 - Location of Fleetlite Installations in my area
 - Quotation on Windows for Attached Plans
- Gentlemen: Please rush the material checked above

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

FLEET OF AMERICA, INC., 511 New Walden Ave., Buffalo 25, N. Y.

AMERICAN BUILDER NEW PRODUCTS



Striated and plank textures in blond hardboard

Oregonbord hardboards are manufactured by an embossed process that provides a raised beadlike texture on the surface of the board. Using this process the manufacturer is able to offer blond hardboard in two new designs: the improved Rib-tex, a striated, vertical texture covering the entire surface in tempered and standard grade and in 4x8-foot panels and Plankette, a 7- and 9-inch random plank pattern in tempered and standard grades and in 4x8-foot panels. List price: varies from \$150 per thousand to \$250 depending whether 1/4 or 3/4-inch or standard or tempered. Chapman Manufacturing Co., Dept. AB, Corvallis, Ore.

Circle No. 1131 on Readers' Reply Card, p. 108



Wood screw anchor for use in brittle materials

This new wood screw anchor has been designed especially for brittle material, for holding fixtures, sinks, cabinets, towel racks, and similar items. When the anchor is used and the screw inserted within is tightened, the anchor tends to expand and twist sideways. The pressure exerted causes the fins to imbed into the wall material. Made in various sizes to take care of practically any type wood screw finishing job, list price varies per unit from 10 cents up depending upon size. Distributed through wholesale hardware supplies and mill supplies to retail hardware dealers. U. S. Expansion Bolt Co., Dept. AB, Attn. R. Robinson, York, Pa.

Circle No. 1152 on Readers' Reply Card, p. 108



*A lifetime of protection
in 6 captivating colors*

The K&M roofing shingles illustrated are Rustic Brown. Other "Dualay" colors are Antique Red, Peacock Blue, Green Pastel, Red Pastel, and Lindenwood.

K&M "DUALAY" ASBESTOS ROOFING SHINGLES ADD VALUE TO ANY HOME !



You'll find it profitable to build the important sales features of "Dualay" asbestos-cement shingles into any home. There's a choice of six smart colors to add rich beauty and extra value.

One shingle—two effects. You can apply "Dualay" shingles either straight butt or thatched butt. Because of their large unit size and self-aligning design, they can be laid up quickly and easily.

Get all the facts. You'll find details on K&M "Dualay" shingles in *Sweet's Light Construction File* and *Sweet's Architectural File*. Further information will gladly be supplied by your K&M distributor. Or write directly to us for descriptive color folder. *Literature on K&M siding shingles is also available.*

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

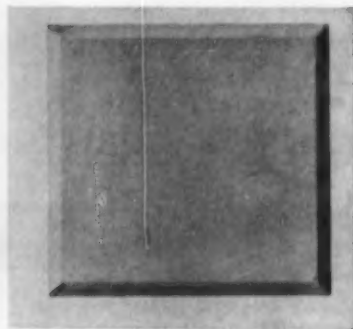




**Electronic device cleans air
of dust, pollen, germs**

"Dustronic" is an electronic air cleaner with alternate positive and negative electronic plates that trap and destroy all airborne particles of dirt, dust, pollen and germs. It fits into any forced-air heating or cooling system, needs no sewer and water connections. The manufacturer says that the unit uses less electricity than a small household light bulb. Radex Corp., Dept. AB, 2076 Elston Ave., Chicago 14, Ohio.

Circle No. 1153 on Readers' Reply Card, p. 188



**New plastic wall tile features
mottled effect of color tones**

Textone tiles have a mottled finish in which flecks of darker tones appear at different levels of the tile creating a feeling of depth. The result is a tile finish similar to the "granite" tiles produced by the ceramic tile industry. Available in five colors, the tiles can be ordered in the Cleveland Bevel-Edge and in the Budget Bevel tile lines only. Cermak Tile Co., Inc., Dept. AB 4901 Brookpark Rd., Cleveland 29, Ohio.

Circle No. 1154 on Readers' Reply Card, p. 188



**Electric baseboard features
baffle for more warm air flow**

A new electric baseboard, described as the only one available with a surface temperature that stays below 125 degrees, has heat reflecting power of aluminized steel. Its zig-zag air passages channel air over the heating elements and the reflective baffle increases the flow of warmed air, yet lowers the surface temperature of the baseboard. It has individual room temperature control. Comes in 32- and 48-inch lengths. Height: 6 inches. Thickness: 2 1/16 inches. List price. \$17.07 for 420 watts; \$23.71 for CBB48A with 640 watts. Sold by leading electrical distributors. Cavalier Corp., Dept. AB, Attn. Melvin Wessel, 343 West First St., Chattanooga, Tenn.

Circle No. 1155 on Readers' Reply Card, p. 188

**Extruded moldings for counters
available in copper-gold tones**

A new copper-gold color has been added to many shapes in the line of Chromedge extruded aluminum moldings. Called "Cop-r-Gold," the finish is produced by color-anodizing processes. The manufacturer has added their Cop-r-Gold finish to their Sink-Lok frames for kitchen sinks and lavatory bowls, and to the Sure-Fit back-splash designed for all types of built-in counters. The B & T Metals Co., Dept. AB, 425 West Town St., Columbus, Ohio.

Circle No. 1156 on Readers' Reply Card, p. 188

**Aluminum siding with built-in
insulation makes old homes new**

The new 3-D Inselum aluminum siding has a 1/2-inch thick, built-in insulation. Easy to apply, in one simple step, insulation board and the aluminum panel are applied. The insulation board is nailed directly to the sidewall on a prescored nailing line. The aluminum siding is then applied by inserting the lip of the lower edge under the insulation and resting



the top in a factory-cut groove in the insulating board. The next piece of insulation board is rested on top of the aluminum siding, and then the process is repeated. No nails go into the aluminum, only through the insulation, so all nails are concealed. List price for 1 square including insulation board: Approximately \$30 to \$35 depending upon location. Jones & Brown, Inc., Dept. AB, 439 Sixth Ave., Pittsburgh 19, Pa.

Circle No. 1157 on Readers' Reply Card, p. 188

**Single shank used on
four bit sizes**

"Speed-Bits" in 3/8-, 1/2-, 3/4- and one-inch sizes are so designed that only one shank is needed for all sizes. Shape is such that tool cuts freely and double curve helps expel chips, reducing and usually eliminating clogging. Edw. L. Sibley Mfg. Co., Inc, Dept. AB, Attn. W. I. Stearns, Bennington, Vt.

Circle No. 1158 on Readers' Reply Card, p. 188

**Complete kitchen is packaged
in TV console size area**



The new "Dwyer 400" includes electric burners, storage space, cutlery drawer, refrigerator, sink, and indirect lighting over the working surface in one compact packaged kitchen that takes up little space. The cabinet that contains these facilities is one that looks more like a TV console than a kitchen when the top of the unit is closed. A single plumbing connection suffices. The unit is available in sand or black mahogany colors. List price \$495. Dwyer Products Corp., Dept. AB, Attn. L. P. Dwyer, Jr., Michigan City, Ind.

Circle No. 1159 on Readers' Reply Card, p. 188



SPEEDS SITE PREPARATION—Ford Tractor and angle dozer saves time on land clearing, roughing out driveways, cutting access roads. Use it for backfilling, clean-up and landscaping, too.



LOWERS EXCAVATING COSTS—Ford Tractor and backhoe is ideal for digging footings, bell holes, laterals and septic tank holes. Easy hydraulic operation. Compact for maneuverability.



DIGS TRENCHES FOR LESS—Ford Tractor and trencher digs up to 800 lineal ft. per hour. Widely used for gas and water lines, sewer systems and electrical conduits. Easy to move from job to job.



MAKES LANDSCAPING EASY—With this combination, one man can scrape, scarify, back-fill and level without leaving the tractor seat. Widely used by nurserymen for soil preparation.

From site preparation to clean-up FORD TRACTOR POWER CUTS BUILDING COSTS!



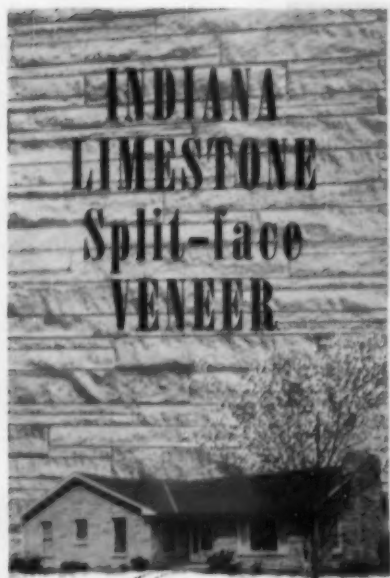
**TRACTOR AND
IMPLEMENT DIVISION
FORD MOTOR COMPANY
BIRMINGHAM, MICHIGAN**

Profit-minded builders are turning more and more to power equipment as a means of lowering building costs. And, on a wide variety of applications, the equipment they are turning to is Ford!

You'll find low-cost Ford Tractors and Equipment used to clear land before construction starts . . . for excavating and trenching . . . for materials handling . . . for clean-up work after construction is completed . . . for rough grading and finish landscaping.

Even builders who subcontract all work of this sort own Ford Tractors as a sort of insurance. The cost of a Ford Tractor is so low that they find it practical to have one for stand-by use—for emergencies that arise when subcontractors are not available, and for last minute street maintenance and area clean-up on "open house" days.

Chances are that there is at least one place, and possibly many, on your current project where Ford Tractor power can lower your costs by saving time and labor. To find out, call your nearby Ford Tractor and Equipment Dealer. He's at your service!



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LIMESTONE
Split-face
VENEER**

The magnificence of real quarried Indiana Limestone Veneer is one of the best sales incentives you can build into any house. It not only adds that spark of glamor for which every prospect is looking, but it increases your profits as well. No other building material brings the builder greater return per dollar spent. No other building material gives the buyer greater value per dollar invested. And no other building material is able to add so much to your reputation now — and for the future.

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CITY _____

STATE _____

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LIMESTONE



Kitchen dining nook can be quickly assembled

The "Suburban WH" (wall-hung) kitchen nook can be assembled in only a few minutes. The upholstered backs and seats are shipped complete with cleared strips in a corrugated carton. The four cleats are nailed or screwed to the wall and the backs and seat are merely hung in place. Tables are shipped knocked down but the tops are drilled to receive the bases, cutting assembly time to a minimum. These nooks are available in five colors of Duran plastic coverings with a fabric-like texture. Table tops are made of Formica. Nooks are available in two standard sizes, 4x5 feet (either right or left) taking a 42x30-inch table. (Photo above is of a 4x5 right hand.) The 4½x4½-foot unit takes a 36x36-inch table. Special sizes are made for quantity orders. Both sizes list for \$129.50 complete with table. Less table, list price is \$93.50 (FOB Buffalo, N.Y.). The Dormalux Company, Dept. AB, 158 Mechanic St., Buffalo, N. Y.

Circle No. 1160 on Readers' Reply Card, p. 188



Powder-powered tool weighs less than 6 pounds

The "Creary Drive-It 330" is a new high-powered but lightweight powder-powered tool for use in all types of construction. It weighs less than 6 pounds and is only 13 inches long, packs a .25 caliber wallop and is adaptable to a .38 caliber drive as well as nearly all jobs in its lighter caliber. The "330" uses 56 different sizes and kinds of drive pins which makes it applicable to general construction work of nearly every sort. Price \$115, each

kit complete. Sold through authorized distributors only—30 days delivery. Powder Power Tool Corp., Dept. AB, Attn. Ron Craton, 7526 S. W. Macadam Ave., Portland, Ore.

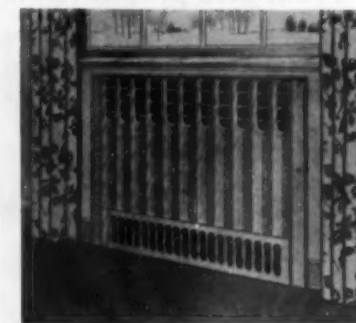
Circle No. 1161 on Readers' Reply Card, p. 188



New line of built-in ranges

Featuring stainless steel finishes in both gas and electric models, "Modern Maid" built-in ranges and ovens offer a complete line. The electric top units require a maximum depth of three inches which allows for more cabinet space beneath. Retail price for oven is \$199.95 while top burners list at \$159.95. Available through builders supply houses. Tennessee Stove Works, Dept. AB, Chattanooga 1, Tenn.

Circle No. 1162 on Readers' Reply Card, p. 188



Cast iron radiator blends radiant and convected heat

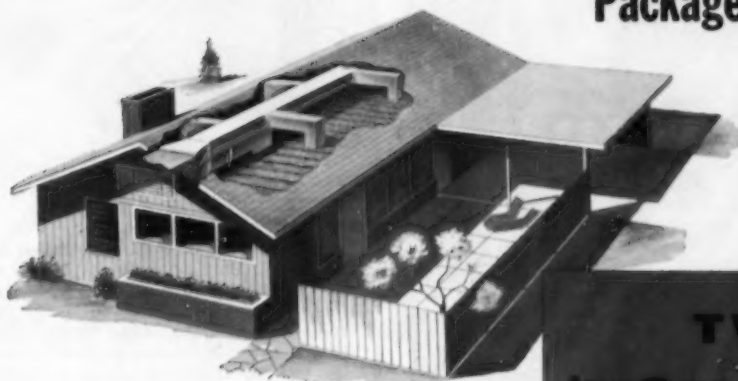
Only 20 inches high and 5 inches wide, the "Radiant" is suited for installation under low windows and in kitchens and bathrooms where space limitations are a factor. A cast iron radiator, the Radiant is said to provide a perfect blending of radiant and convected heat on steam or hot-water systems. Simplified piping hook-ups make it easy and inexpensive to install. Utica Radiator Corp., Dept. AB, Utica, N. Y.

Circle No. 1163 on Readers' Reply Card, p. 188

You owe it to yourself. . .
Investigate this Sensational New

Vornado®

Packaged Home Air Conditioner



*...designed for the
mass home market*

TWO SIZES
for 2 or 3 bedroom homes

**NOW, FOR THE FIRST TIME . . . any buyer
of your homes can afford Air Conditioning**

LOWER COST Self-contained, air-cooled unit, and exclusive new prefabricated duct drastically lowers unit and installation costs.

FAST INSTALLATION Can be easily added to heating duct work, or a complete ready-to-assemble duct kit of Fiberglas is provided where needed.

HIGH PERFORMANCE Twin systems with commercial compressors produce maximum cooling and constant humidity control.

FULLY GUARANTEED Factory warranty (backed by the experience of building over 7 million Vornado cooling appliances) assures satisfactory service.

FHA Designed and manufactured for use in FHA mortgage-insured properties.

**Act Now...get the full details on
these new central air conditioners
before you finalize your plans.**

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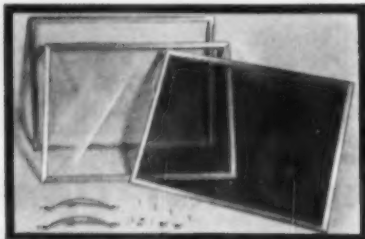
"We're putting this new WINDOW IDEA into 600 NEW HOMES!"



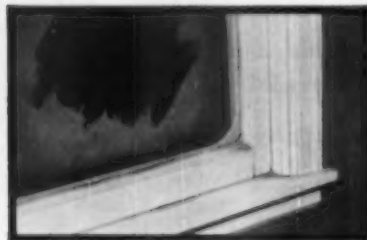
ORRIN THOMPSON, veteran builder who enjoys the reputation of always giving the homeowner more for his money, builds more homes in a year than any other contractor in the large, Minneapolis-St. Paul area. He has built a total of more than 3000 homes in the past 10 years. This year he's putting DeVAC BILT-IN windows into 600 Twin City homes.



This remarkable window idea gives the homeowner a complete, double-hung unit that's honestly low cost. And it gives the builder a chance to increase the value of the home with no extra cost and considerably less labor.



The millwork manufacturer builds the above BILT-IN kit into any prime sash. The contractor does not have to worry about storms, screens, hardware, installation of hardware, painting, etc. The result is a double-hung unit that is installed fast and easy.



The BILT-IN features wood where you want it and aluminum where it counts. No messy condensation. Aluminum is anodized to prevent corrosion which results many times from plaster left on the metal.



The DeVAC BILT-IN is self-storing. Housewives like the easy way the inserts just lift out for fast cleaning. Homeowners can forget the bothersome chore of changing and storing storms and screens.

DeVAC BILT-IN DISTRIBUTORS

Bardwell-Robinson, Fargo, North Dakota
Bardwell-Robinson, Bismarck, North Dakota
Curtis Companies, Inc., Minneapolis, Wausau,
Sioux City, Lincoln, Topeka
Jordan Millwork, Sioux Falls, S.D.

A. A. Kindom and Sons, Minneapolis, Minn.
Knecht Lumberman Supply, Rapid City, S.D.
Lake Street Sash & Door, Minneapolis, Minn.
Snell Sash and Door, St. Paul, Minn.,
Omaha, Neb.

Distributorships available in key areas.

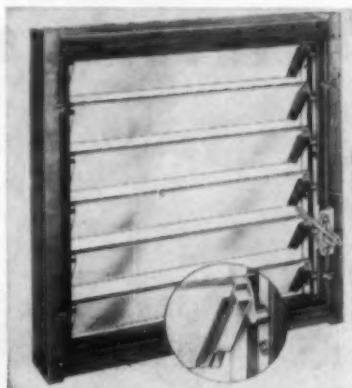


Write direct to DeVAC for literature, details and price list if there is no distributor near you

DeVAC, INC.

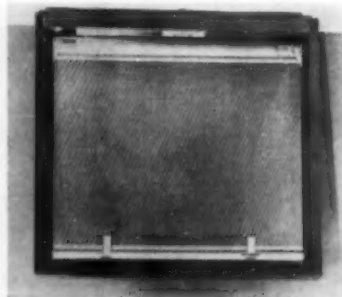
5900 WAYZATA BLVD., MINNEAPOLIS, MINNESOTA

AMERICAN BUILDER NEW PRODUCTS



Jalousie unit for replacement of standard sash

Recommended as a replacement unit for double-hung or casement windows as well as for prime window purposes the "Melbee" jalousie is furnished in complete kit form. Made of die cast aluminum, with moving parts of stainless steel, patented features are designed to prevent air and water leakage. Size ranges fit standard sash openings and typical retail price is \$55.40 for 36 by 63 unit. Available through regular distributor channels. ML&B Jalousie Co., Inc., Dept. AB, Attn. C. F. Johnson, 3130 East 93rd St., Cleveland 4, Ohio. Circle No. 1164 on Readers' Reply Card, p. 108



Tension screen fits windows without sagging or losing shape

A new type of tension window screen, is guaranteed to fit windows without sagging or losing shape. The screens are held tight to the windows by two coil springs in the top rail in which all the tension is centered rather than in the screen itself. The springs carry a 20-year guarantee. Because each screen is cut for the window, and is attached with just 2 or 3 springs, it is practically invisible from the inside. The Springtite Screen Mfg. Co., Dept. AB, Attn. J. H. McElroy, 1671 Jonesboro Rd., S. W. Atlanta.

Circle No. 1165 on Readers' Reply Card, p. 108

AMERICAN BUILDER

Now in easy to clean vinyl-asbestos tile
and low cost asphalt tile



MATICO's great flooring achievement

MATICORK
TILE FLOORING

MATICORK tile flooring captures all the rich handsomeness of true cork flooring, yet is far more economical and practical. Now available in vinyl-asbestos tile as well as asphalt tile, durable, easy-to-maintain MATICORK can be used on, above or below grade...presents no special installation problems. No wonder so many architects and builders are selecting MATICORK for projects of every type. MATICORK is available in light, medium and dark cork shades, in vinyl-asbestos and asphalt tile. Size: 9" x 9" Thicknesses: Asphalt - 1/8" and 3/16"; Vinyl-asbestos - standard gauge and 1/8".



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Mastic Tile Corp. of America
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Please send me Free color chart and complete data on MATICORK Tile Flooring.

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City.....Zone.....State.....



THOMAS J. WATSON, JR.

Portrait by Fabian Bachrach

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“I have always been proud of the fact that IBM was one of the first companies to put into effect the Payroll Savings Plan for the purchase of United States Savings Bonds, and I am delighted to see this patriotic endeavor continuing year by year and increasing throughout our organization. Today thousands of IBM employees, through their participation in the Plan, are helping their country and providing for the future of their families and themselves.” **THOMAS J. WATSON, JR., President**
International Business Machines Corporation

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AMERICAN BUILDER



Styled for **TODAY'S HOMES**



FRANTZ famous No. 10 RIGID OVERHEAD has "New Look" FOR ADDED PRESTIGE APPEAL



with **FRANTZ Exclusive SELF-OPENING "POWERMATIC" OPERATION**—just turn the handle. Door glides up to full open position!

The Frantz No. 10 size 8' x 7', with its automatic opening feature, has long been the outstanding rigid, or one piece, door in its field. Now it has been given a **NEW** design to provide the distinguished appearance found in high priced sectionals, but at the low cost of a rigid! Those sleek horizontal lines are also available in No. 7, size 8' x 6'6", No. 19, size 9' x 7' and No. 21, size 16' x 7'. Cash in now on these smartest buys of the year!

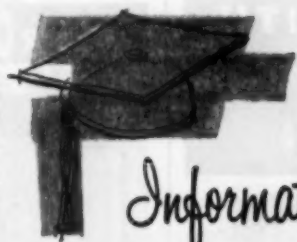
Look behind the No. 10, too! You'll find a host of features, like exclusive "Powermatic" self-opening, full length angle braces, heat-treated, oil-tempered power springs, pre-fitted parts for speedy installation, and the low 2" headroom. These and other features—*real* features—account for the remarkable popularity of the No. 10.

Write today for Catalog No. 302

FRANTZ

GARAGE DOORS AND HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS



Information Please...

Architect:

"How can I plan for the most efficient venting system?"



Builder:

"What type of vent is best for both economy and buyer satisfaction?"



Client:

"How can I be sure of a safe and durable gas venting system?"



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This new, specially prepared 16-page book is full of all the latest facts and helpful information about correct gas venting—its design, planning and installation. You'll find it an important, up-to-date addition to your information file, one that can save you considerable time and money.

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START WITH
A *finer*
FRAME!



- ★ Quality
- ★ Economy
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ONE-DER Metal Door Frames

Rigid, accurate fabrication assures trouble-free door installations . . . no sagging or binding. Quickly and easily installed at low cost . . . hinges and brass strike attached. Available in all standard sizes. Fabricated of heavy, rust-proofed rolled steel . . . finished with gray primer of rust-inhibiting paint. All corners mitered and reinforced, exposed surfaces at welds dressed to smooth finish.



For Further Details . . .
See Sweet's Catalog

for Doors
and Windows

ONE-DER FRAME Corporation

1232 37th PLACE, N.
P. O. Box 3068 • Birmingham, 6, Ala.

AMERICAN BUILDER NEW PRODUCTS



Combination door has storage compartments for panels

The "Kangaroo" aluminum combination door is a new product featuring a compartment inside the kick plate for storage of screen or storm panels. Retail price of the Kangaroo door is \$49.95. The Weather-Proof Co., Dept. AB, Attn. I. Gomberg, 1407 E. 40th St., Cleveland 3, Ohio.

Circle No. 1166 on Readers' Reply Card, p. 188



Package unit fan line adds 30-inch diameter model

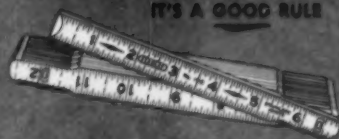
The AVP-30 Package Unit Attic Fan has a 30-inch diameter which was added to the manufacturer's line of 36- and 42-inch fans. The smaller fan is designed to fill the need for a smaller fan wherever ceilings are too narrow for the larger sizes. Manual or air operated shutter 1/4 h.p., 500 r.p.m. Ceiling hole size: 31x31 inches. Certified rating: 5,000 cfm. UL approved. List price: \$110. Bar Brook Mfg. Co., Inc., Dept. AB, Attn. Taylor Barnes, 6135 Linwood Ave., Shreveport, La.

Circle No. 1167 on Readers' Reply Card, p. 188

BE PRECISE

Say **STANLEY**

IT'S A GOOD RULE



New Plastic Finish Wears 4 Times Longer

Easy-to-read markings last 4 times longer, too. Big, black numbers and sharply defined graduations embedded in selected maple sticks on white enamel finish . . . tough plastic, applied afterwards by special process, ensures long, accurate rule life.

Model 106 6 ft. rule — only \$1.59 at your favorite hardware dealer. He has a complete selection of Stanley Zig-Zag, and Pull-Push Tape Rules to show you.

Write Stanley Tools, 1009 Elm. St., New Britain, Conn., for free booklet on measuring tools and how to use them.

STANLEY

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Make Racks, Railings, Gates, Platforms, Car Ports . . . So Many Items . . . **BETTER, FASTER and FOR LESS . . . with**

Nu-Rail SLIP-ON FITTINGS
AN ENTIRELY NEW METHOD OF FITTING PIPE

NO WELDING
USE ALL PARTS OVER AND OVER AGAIN!



USE ANY I.P.S. PIPE OR TUBING . . . NO THREADING

Nu-Rail Slip-On Fittings are specially designed to facilitate a quick, easy and economical method of pipe fitting . . . a complete departure from conventional threaded fittings. Versatility of application is unlimited. Nu-Rail Fittings are available in a wide and complete range of I.P.S. from 3/4 x 3/4" to 2 x 2", including reducing sizes from 1 x 3/4" to 2 x 1 1/2". Get acquainted with Nu-Rail NOW! Write for literature.



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3837 Spring Grove Ave. Cincinnati 23, Ohio

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**Dixie OFFERS
QUALITY, BEAUTY,
LOW COST!**



For The Finest In Custom-Planned Kitchens



Top-Surface Units, Level with Counter

In choosing a source for modular gas cooking units, you'll be overlooking a valuable one, unless you contact DIXIE, an old name in a new field — one of the nation's largest range manufacturers. Here's why:

1. Dixie gives you a "quality-price-value" combination not equalled in the industry! A strong claim! Yes, but this has brought Dixie up from 35th place to among the "Big 5" in gas range sales in 5 years. It took something powerful to do that! It's Dixie's "quality-price-value" combination!
2. New designs include all that's new and wanted in modular unit construction.
3. Dixie is built first to last!
4. Priced to keep kitchen costs down!

*Here's America's
Newest
Gas Range Sensation*



Hit of the Summer Furniture Shows! Dixie now offers dealers an entirely new type of gas range, giving the biggest cooking capacity ever seen in small space. Featuring:

1. 30" range with large griddle.
2. Full-width oven.
3. Full-width broiler.
4. A price all can afford.

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Fully Automatic
GAS RANGES



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Gives data on finishes, sizes, features, prices. Write telling us your requirements. Our engineers will give you a helpful answer.

DIXIE PRODUCTS, BUILT-IN DIVISION
Dept. 1124, Cleveland, Tennessee

- Please send Quick Fact Sheet on Dixie Modular Units.
 Also send facts on the "Hit of the Market" 30" Range.

NAME _____

ADDRESS _____

CITY _____ STATE _____



What's in a name?

As an experienced builder, you know that the right name is often a powerful selling "tool." Take Emerson Electric fans, for instance:

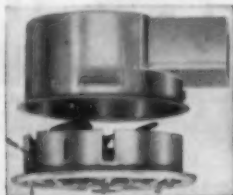
You don't have to "sell" this famous name in fans—it sells for you! For over 60 years the Emerson Electric reputation for quality, performance and unflinching service has stood unchallenged. Everybody

knows and immediately accepts this first name in fans. Use this acknowledged fact as an asset that costs no more—add the reputation of Emerson-Electric to your own. You'll find it pays! There's a built-to-last Emerson-Electric unit for every home use. Send for Emerson Electric Fan Bulletin No. 1013. **THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.**

MODELS FOR EVERY VENTILATING SERVICE



The Emerson-Electric Built-in Ventilator with Well Sleeve is easily installed in brick, masonry or frame kitchen walls. Decorative grille blends with modern kitchen equipment.



The Emerson-Electric Ventilator for Ceiling Installation—designed for kitchens, game rooms, laundries and bathrooms. Can be furnished with or without sleeve and outside grille.



The Emerson-Electric Attic Fan is made for economical over-all summer cooling. Suitable for either horizontal or vertical mounting—blade sizes from 24-in. to 48-in.

Emerson-Electric
of St. Louis

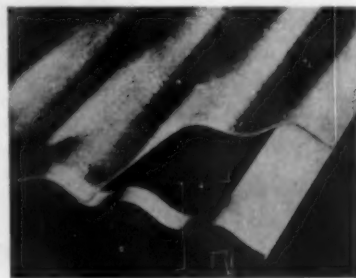


AMERICAN BUILDER NEW PRODUCTS

Full-mortise butt hinge is low-cost, lighter in weight

A new "Builder's Special" full-mortise butt hinge is now available. Known as the 540 Series, this new butt hinge is made in both square and round corners, has full-size pin with flat button tip and full-size knuckles. It is swaged to standard specifications and is completely deburred—furnished either electroplated dull brass or bonded prime coat. Available at hardware and building supply wholesalers. Griffin Mfg. Co., Dept. AB, 1515 Cherry St., Erie 6, Pa.

Circle No. 1168 on Readers' Reply Card, p. 188



Corrugated plastic closures available in decor colors

New pliable vinyl plastic closure strips in decor colors for use with corrugated sheet material are now available in both horizontal and vertical strips in standard 2½x½-inch corrugations. H-P Corrugated Plastic Closures are soft enough to form a watertight and airtight seal in any corrugated sheet material installation. Horizontal strips are molded 34½ inches long, vertical strips, 36 inches long, can be easily fastened with nails, bolts or screws. Hanszen Plastics Co., Dept. AB, 835 So. Good Latimer Expressway, Dallas, Texas.

Circle No. 1169 on Readers' Reply Card, p. 188

A good "moving-in" day present from builder to buyer

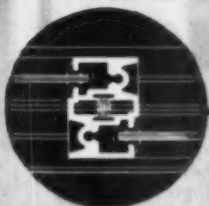
New designs and new individual gift packages are announced for the Baldwin line of forged brass door knockers. The knockers are now available in Colonial, Dutch, English, French, Penthouse and Ranch styles. The gift boxes simulate natural pine finish and are fitted with clear acetate cover. Prices range from \$1.15 to \$2.70, net. The items are now available from leading wholesalers and dealers. Baldwin Mfg. Co., Dept. AB, Attn. Henry Fayerman, 1290 Central Ave., Hillside, N. J.

Circle No. 1170 on Readers' Reply Card, p. 188

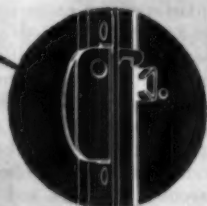
announcing the *NEW*...
kewanee



the positive
 weather-tight
 horizontal
 slider
 builders
 have been
 looking for!

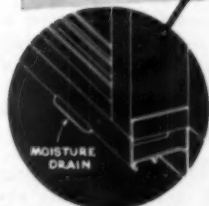


Vents including meeting rails are fully weather-stripped.



Vents have independent self-locking hardware.

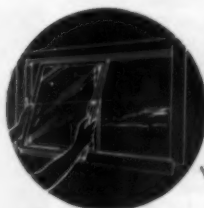
After months of tireless research and engineering by Kewanee engineers—specialists in building product design for 35 years—the new Kewanee Aluminum Horizontal Sliding Window is here! Its rapid, simple installation is geared to the pace of modern home building. Its weather-tightness, effortless operation and attractive appearance will delight the home owner. The result is the finest Aluminum Sliding Window available. Like all Kewanee quality products it's economically priced, too!



Tubular sill assures maximum strength. Kewanee design keeps out rain and moisture.



Vents glide on frictionless Nylasint glides.



Vents lift out easily for cleaning.

Available in a wide range of sizes. Non-standard sizes available at slight extra cost.

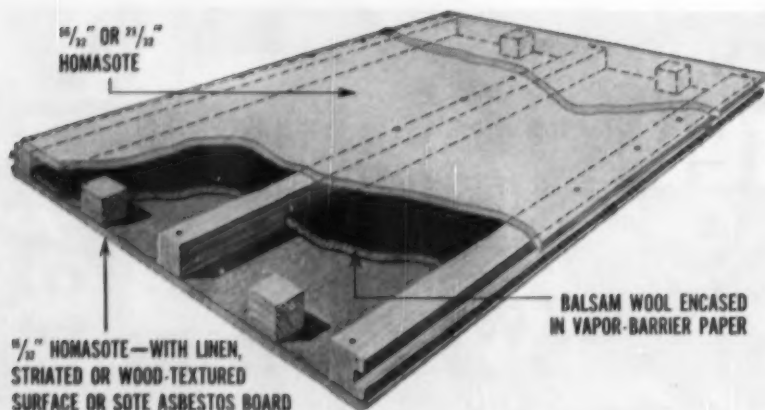


**YOUR
 NEW
 CATALOG
 IS HERE!**

**WRITE
 FOR IT
 TODAY!**

kewanee *Manufacturing Company*
 1155 GEORGE STREET • KEWANEE, ILLINOIS

UTILITY WINDOWS • STANDARD AND MASTER BASEMENT WINDOWS • STEEL WINDOW BUCKS • FORMED STEEL LINTELS
 NOVEMBER 1955



5/16" HOMASOTE—WITH LINEN, STRIATED OR WOOD-TEXTURED SURFACE OR SOTE ASBESTOS BOARD

BALSAM WOOL ENCASED IN VAPOR-BARRIER PAPER

ANNOUNCING WILSON AIR-COR ROOF DECKING

—makes condensation problems a thing of the past
—custom-made to your specifications

No matter what the interior or exterior conditions—of climate, temperature or humidity—you need no longer have a condensation problem. The solution—as presented in Wilson Air-cor Roof Decking—is scientific, unique, yet amazingly simple.

Two air channels, running the length of each 2' x 8' panel, insure continuous air circulation across the entire roof—automatically and in sufficient volume to absorb all normal condensation. For extreme conditions, forced air could be used.

Use this scientifically engineered roof decking on flat or pitched roofs—and on any type of structure. Then apply built-up roofing, shingles, slate or metal, as your design requires. The panel is designed for rafter spacing up to 48" o.c.; nail holes are pre-drilled to your order.

The strength is there; the insulation value is there. (With built-up roofing and 1 1/2" Homasote, the U factor is 0.15.) Here is new insurance on air-conditioning investments.

Each panel is made up of three 2" x 2" wood members, 12" o.c., horizontally. On one edge is a wood tongue; on the other a groove. The top and bottom sheets are weatherproof Homasote. According to your specifications, the top sheet may be either 1 1/2" or 2 1/2" in thickness; the bottom sheet (which can serve as finished ceiling) may be of Standard, Striated or Wood-textured Homasote or of Sote Asbestos Board.



HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

The top piece overlaps 5/16" on the groove side, thus shutting out moisture (and also the asphalt of built-up roofing). The bottom piece has a 45° bevel on each side. This overlaps the wood members by 1/32" to insure a tight joint between sections. Between the wood members—over the bottom piece—a barrier of 3/4" Balsam Wool, completely encased in vapor-barrier paper, is glued. At each end of each panel two wood blocks—1 1/2" x 1 1/2" x 1 1/2"—provide for satisfactory nailing to rafters or joists. Panels are easily cut to any dimension (or supplied in special lengths, to order).

Sound-deadening partitions and sub-flooring. For interior, sound-deadening partitions, Wilson Air-cor Panels are supplied in 2', 3' and 4' widths and in heights up to 11' 2". The combination of Homasote and Balsam Wool creates an unusually efficient sound-deadening barrier... For use in partition walls, the Homasote surfaces are applied as panels beveled on both sides—and without overlap... For sound-deadening between floors, use the panels as sub-flooring; nail the finished flooring direct to the wood members of the panels.

Wiring.—An additional advantage of the air cores is that electric wiring—whether conduit or cable type—may be passed across the roof, thus wiring the building from above. This is not only the most economical method, but permits the placing of light fixtures wherever desired.

Our Engineering Service is available to work with you on any specific problems of roof decking, partitions or sub-flooring. Let us give you complete details and specifications. Kindly address your inquiry to Department L-9.



AMERICAN BUILDER NEW PRODUCTS



Steel kitchen cabinets introduce wood-grained plastic fronts

Arterest's new line of steel cabinets features plastic fronts on doors and drawers in either white or birch wood grain. Use of the birch-grain plastic on the cabinet fronts combines the advantages of steel with the look of wood. Arterest plastic front cabinets will not chip, burn or stain and will not require refinishing. These cabinets also have sound-deadened panel doors with rubber bumpers and quiet latches. Stainless steel edging around all doors and drawers eliminates chipping or wear at exposed joints. Arterest Manufacturing Corp., Dept. AB, Attn. J. A. Liniger, 1856 No. Kostner Ave., Chicago 39, Ill.

Circle No. 1171 on Readers' Reply Card, p. 168

New line of built-in ovens, twin surface cooking units

A new line of built-in range ovens and twin surface units are now available from Philco Corp. Known as the "Philco Customline," the oven, with brushed stainless steel door, is Model 156-W and the twin surface unit is Model 155-W. The built-in oven is designed to fit the standard 24-inch cabinet. The built-in twin surface units include 8-inch and 6-inch surface elements and may be mounted to fit the user's specifications. The surface-unit controls are designed for remote installation. Suggested list prices: Oven Model 156-W, \$179.95; twin-surface units (pair), \$69.95. Philco Corp., Dept. AB, Tioga and C Streets, Philadelphia 34, Pa.

Circle No. 1172 on Readers' Reply Card, p. 168

AMERICAN BUILDER

Bright Ideas

to impress home buyers and dramatize
the quality wiring in your new homes



SILENT Mercury Switches with and without

lighted handle



You can add greatly to the sales-appeal of the homes you build by installing G-E Silent Mercury Switches at small extra cost. Home-buyers are intrigued with the switch that turns lights ON and OFF without making any sound at all!

Now as an added feature, the new G-E Silent Mercury Switch is available with a lighted handle. When light is OFF, a tiny neon light inside the handle goes on, making the switch easy to locate at night. (Colorful display cards for use in your "show houses" fit behind switch plates, call prospects' attention to lighted handle and silent operation of switch, associate your homes with the G-E trade mark of quality.)

A G-E Silent Mercury Switch with Lighted Handle will operate a whole year on less than 1¢ worth of electricity, and last indefinitely. It saves the home-owner money when installed as a cellar

pilot light. And in a nursery or entrance hall, a lighted handle switch is worth its weight in gold.

"SILENT SALESMEN"

As simple to wire as an ordinary "click" switch, G-E Silent Mercury Switches add a touch of luxury to your homes that the home-buyer finds hard to resist. Their smoother operation and longer life speak, moreover, for the quality of the wiring *throughout* the house . . . build buyer confidence in the homes you build.

Ask your electrical contractor to show you the new Silent Mercury Switch, both with and without the lighted handle. New G-E product developments like this, backed by national advertising, can boost home sales for you. And G-E quality switches — installed throughout the house help keep your houses *sold*. Wiring Device Dept., General Electric Company, Providence 7, R. I.

G-E Remote Control Wiring System

— enables home-owner to control important lights in and around house from one switching point — at bedside, for example. Or to turn one light OFF (or ON) from many locations. To add this dramatic sales feature to your homes costs only slightly more than conventional wiring.

G-E Electric Radiant Heating

— the completely hidden heating system today's home-buyers want. Eliminates need for chimney, furnace, radiators, fuel tanks, connecting pipes or ducts, and utility room. Radiates a warmth from the ceiling as natural as that of sunlight.

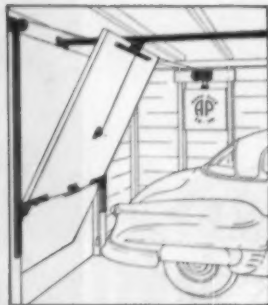
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Progress Is Our Most Important Product

GENERAL ELECTRIC

50-50 PUSH-OVER ALLITH GARAGE DOOR HARDWARE

- USE YOUR OWN OR ANY STANDARD DOOR
- NO MAINTENANCE COSTS
- SIMPLIFIED INSTALLATION
- ADAPTABLE FOR ANY TYPE GARAGE



ALLITH hardware works with equal efficiency on either custom or mill-made doors. All working parts simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather.

Unit shipped complete to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Write for details.

MANUFACTURED BY
ALLITH
PROUTY, INC.
DANVILLE,
ILLINOIS

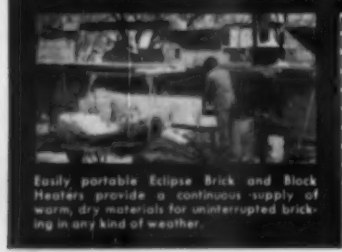
NEW ... Brick and Block Heater for FAST, UNINTERRUPTED BRICKING in COLD, RAIN, SNOW, or ICE



\$210⁰⁰
Cost of complete unit, without heater torch. Shipped fob, Rockford, Ill.

Masonry contractors and builders have increased their number of profitable working days by using this fast, convenient method of drying wet bricks and blocks. Brick layers have improved the quality of their work, and can now strike joints during cold and wet weather under conditions and speed equal to summer work. Unit assembly permits fast, easy "knock-down" and erection at job site.

Territories open to dealers and distributors.



Easily portable Eclipse Brick and Block Heaters provide a continuous supply of warm, dry materials for uninterrupted brick-ing in any kind of weather.

Eclipse Fuel Engineering Co., 1100 Buchanan Street, Rockford, Ill.

Please rush my copy of your new Brick and Block Heater Catalog.

I'm interested in selling Brick and Block Heaters.

Name.....

Firm.....

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

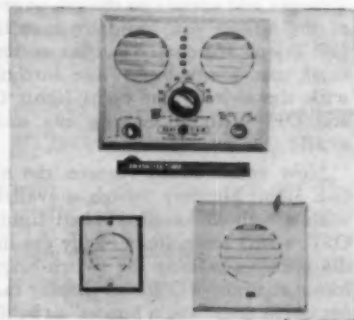
AMERICAN BUILDER NEW PRODUCTS



New ventilating fan is easy to install and clean

The new line of Miami-Carey ventilating fans features snap-in propeller and motor assembly for easy installation and cleaning, one-piece grille, neoprene grommet mounted to insure vibration-free operation, a weather-sealed louver, fan warranty and five-year guarantee on all motors. They are available in 8- and 10-inch models in chrome or white enamel grilles. List price of model 261: \$29.92. The Miami Cabinet Div. The Philip Carey Mfg. Co., Dept AB, Attn. M. L. Charles Underwood, Cincinnati 15, Ohio

Circle No. 1173 on Readers' Reply Card, p. 188



Radio system is interphone, pipes music throughout house

This interphone and music communication system consists of a master unit with 6-tube superheterodyne receiver, 3 remote speaker panels and a front door speaker panel. All units contain Alnico permanent magnet speakers, as well as microphones for a complete two-way intercom operation. The new system, called "Radio-Com," has been designed so that it will fit between the studs. List price: \$116.75. Trans-Tel Corp., Dept. AB, Attn. B. A. Williams, 736 No. Highland Ave., Hollywood 38, Calif.

Circle No. 1174 on Readers' Reply Card, p. 188

Your Guide to **NEW PRODUCTS** Information

**HERE'S
REAL HELP
for
YOU**

The post card below is designed to help readers of *American Builder* get complete data about new product items and catalogs shown in this issue. All you need to do to get further information is to circle the desired items listed on the reverse side of this card and mail it to us.

No postage is necessary. We will forward your requests to the manufacturer who will send you complete data.

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First Class Permit No. 153, Sec. 34.9, P. L. & E., New York, N. Y.

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AMERICAN BUILDER
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Circle

**ITEMS BELOW
and MAIL *this*
POSTCARD
TODAY**

new products information service

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

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|-----------------------------|------|------|-----------------|------|
| WESTERN NEW PRODUCTS | 1124 | 1143 | 1162 | 1180 |
| | 1125 | 1144 | 1163 | 1181 |
| 1101-W | 1126 | 1145 | 1164 | 1182 |
| 1102-W | 1127 | 1146 | 1165 | 1183 |
| NEW PRODUCTS | 1128 | 1147 | 1166 | 1184 |
| 1101 | 1129 | 1148 | 1167 | 1185 |
| 1102 | 1130 | 1149 | 1168 | 1186 |
| 1103 | 1131 | 1150 | 1169 | 1187 |
| 1104 | 1132 | 1151 | 1170 | 1188 |
| 1105 | 1133 | 1152 | 1171 | 1189 |
| 1106 | 1134 | 1153 | 1172 | 1190 |
| 1107 | 1135 | 1154 | 1173 | 1191 |
| 1108 | 1136 | 1155 | 1174 | 1192 |
| 1109 | 1137 | 1156 | CATALOGS | 1193 |
| 1110 | 1138 | 1157 | 1175 | 1194 |
| 1111 | 1139 | 1158 | 1176 | 1195 |
| 1112 | 1140 | 1159 | 1177 | 1196 |
| 1113 | 1141 | 1160 | 1178 | 1197 |
| 1114 | 1142 | 1161 | 1179 | 1198 |

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STREET

CITY ZONE STATE

PLEASE PRINT NAME AND ADDRESS

NOVEMBER, 1955

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!

CATALOGS

CONCRETE EQUIPMENT CATALOG—A 16-page illustrated catalog (No. 552) shows this manufacturer's complete line of concrete equipment. Complete data is given on Stow's universal electric and gasoline concrete vibrators, portable concrete grinders, gasoline and electric rotary trowels, and concrete vibrating screeds. For catalog No. 552 write Stow Manufacturing Co., Dept. AB, 142 Shear St., Binghamton, N. Y.

Circle No. 1175 on Readers' Reply Card, p. 188

SMALL CAPACITY DUCT FURNACES—Specifications and performance data on a new series of small capacity duct furnaces are included in a new bulletin, B-55-D, issued by the Reznor Manufacturing Co. The D series Duct Furnaces covered by this bulletin are available in 50, 75, 100 and 125 thousand Btu models. Reznor Manufacturing Co., Dept. AB, Mercer, Pa.

Circle No. 1176 on Readers' Reply Card, p. 188

FLUSH METAL SWING DOORS—Flush metal swing doors to fit every need in the home, and also for use in apartments, resorts, motels, clinics and small shops, are described in a new 8-page, 2-color folder. The folder illustrates 1 3/8-inch Fenestra door, frame and hardware units, which are packaged by the manufacturer for quick and easy installation. Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.

Circle No. 1177 on Readers' Reply Card, p. 188

FANS, MOTORS, TOOLS—A 132-page Motor Book, is published every two months by W. W. Grainger, Inc., furnishing dealer prices and brief descriptions on a wide selection of electrical equipment—including fans, fan parts, motors, blowers, compressors, pumps, tools, etc. For a copy write W. W. Grainger, Inc., Dept. AB, 118 So. Oakley Blvd., Chicago 12, Ill.

Circle No. 1178 on Readers' Reply Card, p. 188

DESTRUCTIVE MOISTURE—"Protect New Home Construction from Destructive Moisture" is the title of a new booklet explaining the cause and effect of destructive moisture and one way of eliminating it. W. R. Meadows, Inc., Dept. AB, 5 Kimball St., Elgin, Ill.

Circle No. 1179 on Readers' Reply Card, p. 188

FORCED AIR GAS FURNACE—Sequoia Manufacturing Co. illustrates in a new catalog sheet its latest development in the forced air gas furnace field, the "Pacer" series. Sequoia Manufacturing Co., Dept. AB, 1000 Brittan Ave., San Carlos, Calif.

Circle No. 1180 on Readers' Reply Card, p. 188

STAINLESS FASTENERS—A comprehensive 8-page brochure describing stainless fastener styles and sizes in stock is now available. Included are data and illustrations on screws, bolts, nuts, washers, rivets, "AN" fasteners, nails, pins, etc. Allmetal Screw Products Co., Inc., Dept. AB, 821 Stewart Ave., Garden City, N. Y.

Circle No. 1181 on Readers' Reply Card, p. 188

THERMOPANE INSULATING GLASS—A new technical manual on Thermopane insulating glass revised to include data on glazing air-conditioned buildings has been prepared. The 28-page book compares the effectiveness of single, double and triple glazing in retarding winter heat loss and summer heat gain, their light and solar radiation transmittances and surface condensation points. Copies of booklet, Form TP-25, may be obtained by writing to Owens-Ford Glass Co., Dept. AB, 608 Madison Ave., Toledo 3, Ohio.

Circle No. 1182 on Readers' Reply Card, p. 188

HOW TO INSTALL PRE-FORMED COUNTERTOP PLASTIC SURFACING—A simple 10-page instruction booklet shows step-by-step how any builder can install Curvatop, the new pre-formed countertop plastic surfacing, easily and at low cost. The manual is complete with illustrations. Consoweld Corp., Dept. AB, Wisconsin Rapids, Wis.

Circle No. 1183 on Readers' Reply Card, p. 188

THE USES OF CONCRETE MASONRY—A new 16-page booklet called "Concrete Masonry Comes of Age" describes in text and illustration what you should know about concrete masonry, the product, the industry and the many advantages of using concrete in homes, churches, commercial buildings, etc. Besser Company, Dept. AB, Alpena, Mich.

Circle No. 1184 on Readers' Reply Card, p. 188

GYPSUM WALLBOARD CATALOG—All of its Bestwall gypsum wallboard products are presented in a new 16-page catalog issued by Certain-teed Products Corp. Illustrated application instruction for gypsum wallboard are included as well as a description of the Certain-teed Hummer Systems of multiple-layer application. Certain-teed Products Corp., Dept. AB, 120 East Lancaster Ave., Ardmore, Pa.

Circle No. 1185 on Readers' Reply Card, p. 188

MEDICINE CABINETS—Now available is this manufacturer's catalog 221, describing in detail the more than 170 different model cabinets and bath accessories available. Includes practical installation information and specifications. National Metal-Art Mfg. Co., Inc., Dept. AB, 1901 Eighth Ave., Brooklyn, N. Y.

Circle No. 1186 on Readers' Reply Card, p. 188



You Can't Miss With A WHITE



Universal Level-Transit

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Whatever you're looking for in a transit . . . look no further . . . WHITE'S got it . . . and in good measure! More than 40 years of know-how assure you of ACCURACY . . . to within 5 minutes on the vernier. SIMPLICITY . . . designed without unneeded frills or gadgets for fast adjustability and easy reading. DURABILITY . . . built for rough going, winter or summer and for years on end. PRICE . . . model 3000 complete with tripod for only \$199.50* is a value you can't equal. Fill in coupon below for complete details and name of nearest dealer.



. . . manufacturers of fine optical instruments that engineers, surveyors, meteorologists and navigators have regarded as standard for more than 40 years.

*Prices subject to change without notice.

Do you want ALL the details? MAIL THIS COUPON TODAY.

DAVID WHITE COMPANY—Dept. AB, 301 W. Court St., Milwaukee 12, Wisconsin

Yes, I'd like full details and prices on DAVID WHITE instruments and name of nearest dealer.

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ADDRESS _____
CITY _____ ZONE _____ STATE _____

BUILDERS FACTS ON MIRACLE-WOOD

MIRACLE-WOOD



The wood filler that will readily accept a stain and can be painted over. Workable as wood!

MIRACLE-WOOD



The wood filler that will not shrink and can be power sanded to a paper edge!

MIRACLE-WOOD



The wood filler that dries quickly without crumbling and can be planed!

MIRACLE-WOOD



The wood filler used to smooth grain irregularities in plywood and other wood!

Packed in $\frac{1}{8}$, $\frac{1}{4}$, 1, 4 and 8 lb. cans. Special introductory display offered. Write, wire or call for catalog sheet and price lists today!

Several Sales Territories Available!

NEWTON
MANUFACTURING CO., Inc.
45 LOWELL STREET, NASHUA, N. H.

CATALOGS

CATALOG ON TRACTOR SHOVELS

—The all-wheel drive Michigan Model 175-A, with a $2\frac{1}{4}$ cubic yard capacity and the smaller $1\frac{1}{2}$ cubic yard Model 125-A, their design, construction and operation are completely described and fully illustrated in a new 12-page catalog (No. 1250-P) offered by Clark Equipment Company, Dept. AB, Construction Machinery Div., Benton Harbor, Mich.

Circle No. 1187 on Readers' Reply Card, p. 188

JOB-TESTED CUTTING METHODS

—“New Ways to Make Money On Your Cutting Jobs with ‘Job Tested’ AMF DeWalt Methods” is a 16-page booklet which justifies capital goods expenditure by pointing out the various ways in which the firm’s machinery can reduce costs and increase profit margins for the user. DeWalt Inc., Dept. AB, Attn. Dick Richardson, Lancaster, Penna.

Circle No. 1188 on Readers' Reply Card, p. 188

PLASTIC-FINISHED WALL AND CEILING PANELS

—A full-color 8-page catalog featuring the complete line of Marlite plastic-finished wall and ceiling panels and all other Marsh products is available. A complete description of Marlite planks and blocks, a new type of tongue-and-groove paneling, is included. A page of the catalog is devoted to hollow-core Korelock, another type of tongue-and-groove paneling. Marsh Wall Products, Inc., Dept. AB, Dover, Ohio.

Circle No. 1189 on Readers' Reply Card, p. 188

LOW-COST EARTHMOVER

—What makes an earthmoving unit give consistently high production at low operating cost? This and other questions about a low-cost unit are answered in a new booklet titled “DW21 Low Cost Earthmover” published by Caterpillar Tractor Co., Dept. AB, Peoria, Ill.

Circle No. 1190 on Readers' Reply Card, p. 188

RESIDENTIAL AIR CONDITIONER

—A 20-page booklet describes the Vornado Residential Air Conditioner, Model B200A. The booklet illustrates with a pictorial record the simple steps involved in installing the unit. The photographs are made up from a sound slide film. O. A. Sutton Corporation, Dept. AB, Wichita, Kansas.

Circle No. 1191 on Readers' Reply Card, p. 188

HARDWARE—A new catalog No. 10, is available showing a complete line of residential and commercial builder’s hardware. Detailed specification information and price list included. Quality Hardware Mfg. Co., Dept. AB, 762 E. Slauson Ave., Los Angeles 17, Calif.

Circle No. 1192 on Readers' Reply Card, p. 188

CARPET SELECTION FOR HOUSES

—“Home Means More With Carpet on the Floor” is a 12-page guide giving practical advice on how to use carpets to best advantage. Sections in the booklet explain many of the terms buyers of carpets will want to know. Principal weaving processes are explained. Two pages are devoted to answers to the ten questions most often asked. Carpet Institute, Inc., Dept. AB, 350 Fifth Ave., New York 1, N. Y.

Circle No. 1193 on Readers' Reply Card, p. 188

HARDWARE—Catalog No. 155 is an 88-page booklet describing this company’s complete line of hardware and building supplies for the construction industry. Morgan-Wightman Supply Co., Dept. AB, 1541 Salzman Ave., St. Louis 20, Mo.

Circle No. 1194 on Readers' Reply Card, p. 188

CEILING FIXTURE

—designed for single or continuous installation, is useful for commercial interiors. Called “Sightron,” unit is 48 inches long, designed to fit standard 12-inch ceiling opening. Eight-page catalog supplement available from Lightolier, Inc., Dept. AB, 346 Claremont Ave., Jersey City 5, N.J.

Circle No. 1195 on Readers' Reply Card, p. 188

FLUSH DOOR FOLDER

—A new 4-page folder on flush doors is fully illustrated and contains detailed descriptions of Atlas Plywood’s line of hollow and solid core doors. Grades, core construction, light specifications, sizes and measurements. Atlas Plywood Corp., Dept. AB, 1430 Statler Bldg., Boston 16, Mass.

Circle No. 1196 on Readers' Reply Card, p. 188

VACATION COTTAGE

—Four-page booklet illustrates and shows plans of an architect-designed vacation cottage and some of its variations. Techbuilt, Incorporated, Dept. AB, 55 Brattle St., Cambridge 38, Mass.

Circle No. 1197 on Readers' Reply Card, p. 188

ROOM THERMOSTATS

—A six-page brochure to tell architects and builders about thermostats and their design is now available from the General Controls Co., Dept. AB, Glendale, Calif.

Circle No. 1198 on Readers' Reply Card, p. 188

Columbus development

Ernest G. Fritsche, president, Associated Builders of Columbus (Ohio), points out that the cost breakdown on the Olmstead-Fasset Apartments, in Columbus, did not include land costs (see page 162, September, “Against a background of national failure . . .”). American Builder is glad to inform its readers that the over-all unit cost would therefore be higher.

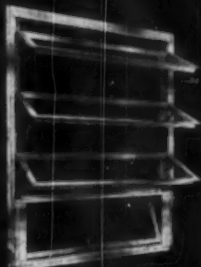
WARE

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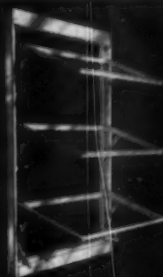
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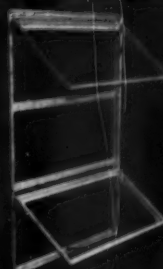
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WARE MONUMENTAL AWNING



WARE AWNING - Intermediate



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Symons Catalog No. F-10, which describes and illustrates the Symons Forming System, will be sent upon request. Symons Clamp & Mfg. Co., 4261 Diversey Avenue, Dept. K5, Chicago 39, Illinois.

Builder wins damages from union as a result of illegal demands

By John F. McCarthy
Attorney-at-law



Recently the Supreme Court of Colorado upheld a judgment of the District Court of Arapahoe County in that state in favor of a contractor and against a union for \$26,000 (*Denver Building and Construction Trades Council v. Shore*, No. 17417, August 2, 1955). This amount was awarded as damages suffered by the contractor when union engineers quit work in violation of their contract, and under circumstances made unlawful by the Taft-Hartley Act and the Colorado Labor Peace Act (Col. Rev. Stat. Ch. 80 Art. 5).

Henry Shore, the plaintiff, was engaged by the State of Colorado to construct a highway in the vicinity of Cherry Creek. He employed both union and non-union men. The former were engineers and members of the Engineers Union, one of the 24 unions which comprised the Denver Building and Construction Engineers Union. Among the non-union labor were men laying and tying steel in forms for the construction of a bridge, a part of the highway project.

On August 15, 1948, a representative of the Denver Building and Construction Trades Council demanded that Shore, the plaintiff, employ union labor exclusively on the highway project. He insisted that the work of laying and tying steel in forms for the construction of the bridge be assigned to the Iron Workers Union, another member of the Council. When plaintiff refused, a picket line was established. The members of the Engineers Union refused to cross the picket line and man their various machines. This resulted in substantial delay of the highway project and damages to the

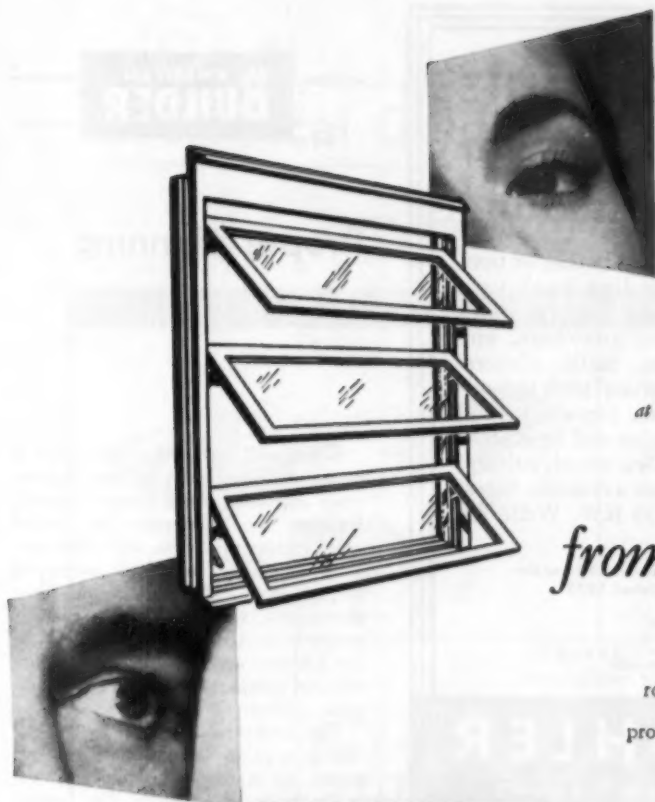
suing contractor, Shore.

The Colorado Supreme Court, in upholding the District Court's award and judgment, observed that peace prevailed on the highway project until the interference interposed by the unions' representatives. It pointed out that the difficulty which arose was due to the unions' demands and actions. The Court concluded that under such circumstances the union must be held liable to the extent of all damages caused, unless the unions' actions were protected either by the Taft-Hartley Act or the Colorado Labor Peace Act.

The Court emphasized that the refusal of the engineers to work was a violation of the existing contract between Shore and the Engineers Union. It also pointed out that picketing to force an employer to assign work to certain union members was a violation of both the Taft-Hartley Act and the Colorado Labor Peace Act. The Court concluded, therefore, that the unions' actions were not protected by any legislative enactment.

Employers often are in a quandary when faced with union demands. They often inquire as to their right to recover damages which result from a union's illegal demands. This case is an answer at least to the latter question. However, it also points up another difficulty, namely, the great delay in obtaining adequate relief.

Here the illegal activity was in August, 1948. The Supreme Court's decision upholding the award and judgment for damages was exactly seven years later. Justice delayed often is justice denied, although ultimately realized in this case.



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Weight 130 pounds.
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Proper planning of storage space

Good, well designed, closet space is a feature that today's home buyers want and look for in today's market. Builders too, appreciate the added sales feature they have when they can show adequate and well equipped storage space. While closets need not necessarily be large, they can, if properly designed and fitted out, do the job they are supposed to—provide efficient compact storage, in the minimum amount of space.

The Technical Guide plate on the facing page gives the space requirements for garments which are normally hung in a closet. The recommended heights (of the pole above the floor) data may be used to plan closets that are "double-decked" in part, with short garments hung above one another.

To aid the builder in planning drawer space and other wardrobe requirements, this plate also gives space dimensions of those common articles of clothing normally stored either flat or folded.

The second detail page provides a ready reference to the many inexpensive closet fixtures which are available to the builder. Factory manufactured and attractively finished, these fixtures require a minimum amount of labor to install and add a glamorous touch, as well as increased efficiency, to any closet.

To help in planning the closet to accommodate these fixtures, the essential overall dimensions are given. While many of these fixtures have fixed dimensions many others are adjustable to fit almost every requirement.

For further information about any of the products shown on this plate just write the Technical Guide Editor of American Builder.

(Courtesy of Knappe & Vogt Manufacturing Co., Grand Rapids, Mich.)

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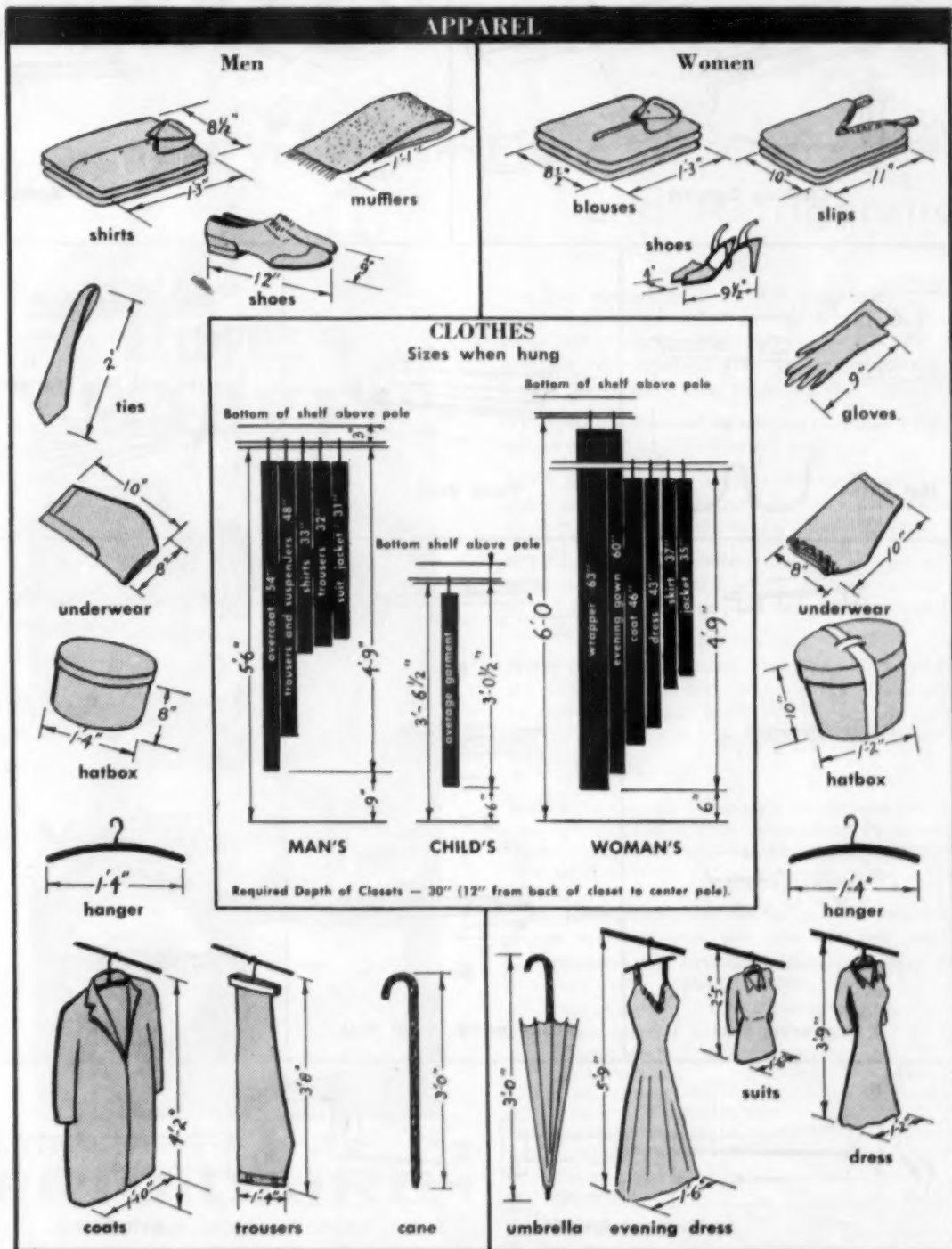
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SCAFFOLDING • TRISTLES • HOIST TOWERS • STAGES

Technical Guide

Space requirements for clothing storage

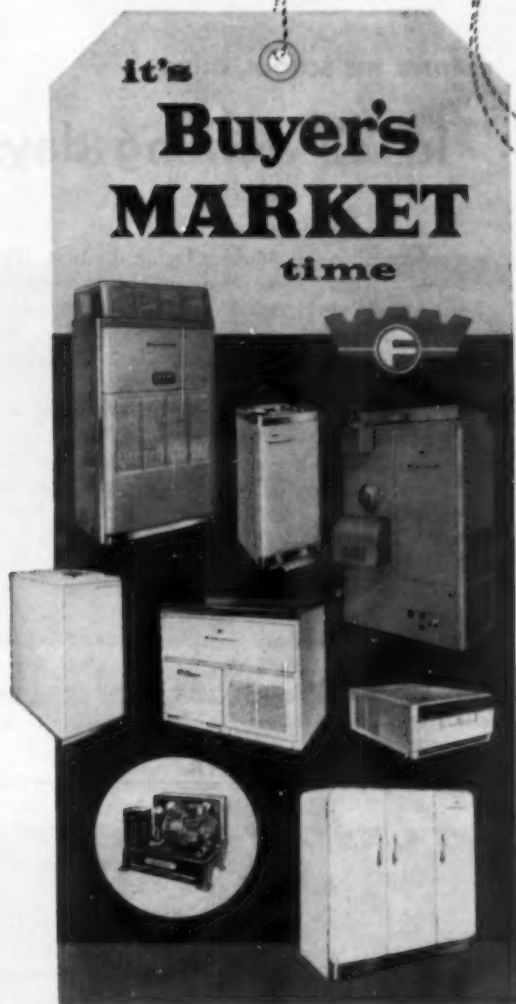


Closet Fixtures

| | | |
|---|---|---|
| <p>Center Support</p> <p>Clothing Carriers</p> | <p>Shoe Racks</p> | |
| <p>Hat Racks</p> | <p>Purse Rack</p> | <p>Trouser and Skirt Hangers</p> |
| <p>Disappearing Rack</p> | <p>2 Bar</p> <p>3 Bar</p> <p>4 Bar</p> <p>Disappearing Towel Rack</p> | <p>Tie Racks</p> |
| <p>Garment Brackets</p> | | <p>Belt Rack</p> |

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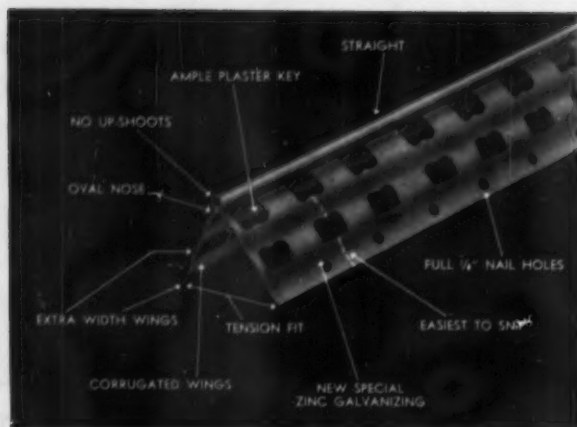
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PACKAGED SCHOOL from National Homes utilized 8-ft. module bay system, using $5\frac{1}{8}$ in. x $6\frac{1}{2}$ in. laminated columns and $5\frac{1}{4}$ in. x $11\frac{1}{4}$ in. laminated beams.

BEATING THE SCHOOL CRISIS

In 21 working days

Mushrooming communities facing the twin dilemmas of overcrowded classrooms or no classrooms at all have set up a cry for more and cheaper school facilities, to be erected as rapidly as possible. Now, application of prebuilding technique to school construction may prove to be the solution.

National Homes Corporation has designed a 2-classroom unit, totaling 2,700 square feet, that proves the workability of the system. An 8-classroom pilot unit, constructed at Lafayette, Ind., was completed 21 working days after completion of the concrete foundation, at a total cost of \$36,887 per 2-room unit. Similar space built conventionally would have cost \$27,000 per classroom.

Core of the building, National's package, costs \$9,372. Concrete foundation and subcontracts brought the cost to \$30,485.65, excluding walks, drives, rough and finish grading. Profit and overhead were estimated at 10 per cent.

BASIC UNIT:



COMPLETE package for National's test project, built in Lafayette, Ind., cost \$36,887 for the two-classroom unit.

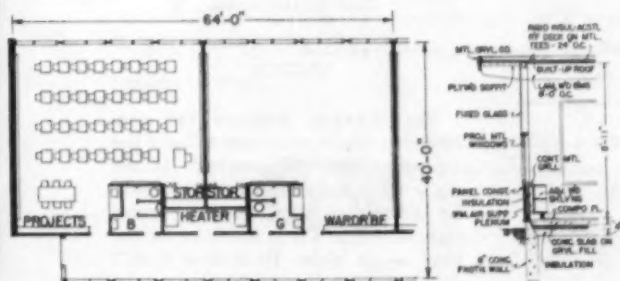


FINISHED schoolhouse is ready for use 21 working days after completion of foundation—combining beauty, economy and utility to a rapidly mushrooming community.

an 8 room school



CLASSROOM all comes out of the package, at a total cost amounting to approximately two-thirds the cost for conventionally constructed, similar classroom space.



PLAN of the basic two-classroom unit. As many rooms as desired can be obtained. Detail shows wall construction.

NOVEMBER 1955

**Zip 'em out! Then Zip
They're in again!**



Chamberlin's New Weather Strip for Removable Sash

Sash removal is a cinch—they literally ZIP OUT . . . ZIP IN! Flexible, floating full width metal runways hold sash weather tight—automatically adjusting to frame expansion or contraction. Sash slide easily but won't creep or drop. No home adjustments. Add this more modern, more efficient weather strip feature to your present line of windows.

Has Unequaled Advantages

for the Mill

- 1 Designed to save material and labor costs at the mill.
- 2 Designed to insure satisfied customers and minimum service.
- 3 Chamberlin stands behind it.

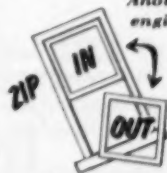
for the Builder

- 1 Sash can be primed, stored and kept clean during construction. Glass breakage reduced.
- 2 Roughing-in is as simple as A B C—no special blocking.
- 3 Balances and all weather strip installed at the mill.

for the home owner

- 1 Zip-in . . . Zip-out Chamberlin equipped windows are fully weather stripped.
- 2 Sash give and take with the weather like a cushion. Slide easily. Won't creep or drop.
- 3 Window washing becomes an 'inside' job. Press sash left and it rolls out. Zips back in place.
- 4 No need to remove stops and mow woodwork . . . ever.
- 5 Zip out the sash and it's a cinch to interchange and wash combination storm windows and screens.
- 6 Sash can be taken out and conveniently painted.

Another product of Chamberlin's 57 years of engineering and manufacturing experience



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Information

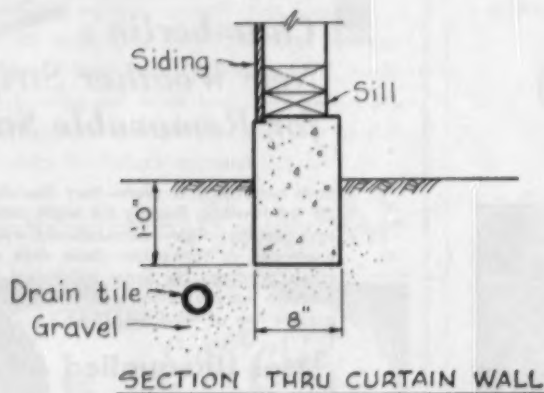
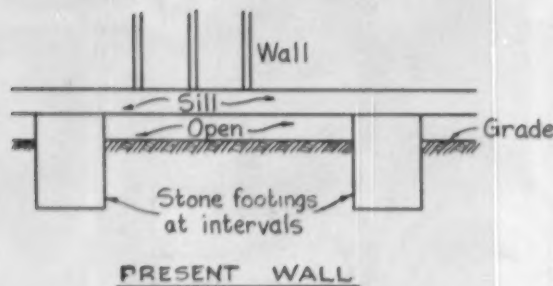
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- Insulation
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- Wiring
- Air Conditioning
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- Interior Finish



Curtain wall between footings helps make the barn habitable ...

I have converted an old barn to a year-round rental. It rests on stone piers with the wood sill six to twelve inches off the ground. The space under the barn is open. What would be the best method of closing in between the piers?

A. R. S., Clinton, Conn.

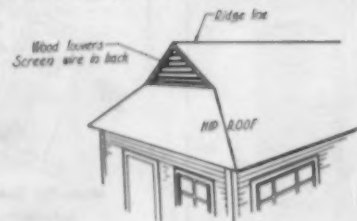
From the description of the foundation, I can assume that a typical elevation of the building would appear as above:

The most economical method of permanent closure for the open space would be the construction of a concrete curtain wall in the areas between the present stone footings. See the drawing above, for the recommended section: Since this wall takes

no load, the present stone footings will continue to support the barn.

A drain tile system to carry away runoff water would be advantageous in keeping the area under and around the barn dry.

Not enough ventilation



Moisture has warped the roof boards and raised the thick butt shingles on

a house that I recently built. The roof eaves are provided with four 6x10 inch metal louvers for ventilating, but the moisture, which can be assumed to come from the plaster, still prevails. What should I do differently?

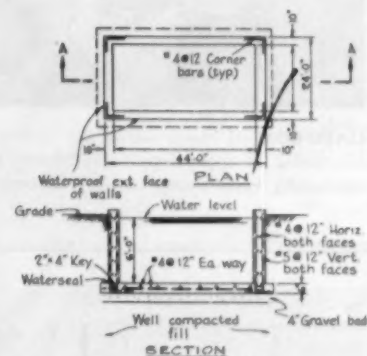
E. E. C., Reedsburg, Wisc.

Adequate ventilation of the attic space is the only solution for the moisture problem you have encountered. Apparently the moisture from the plaster aggravated this condition. In addition to the small louvers in the eaves, it is advisable to provide screened louver vents at or near the high point of the roof as indicated in the drawing.

A swimming pool must be permanently built

I have contracted to build a poured concrete swimming pool, size 24'0" x 44'0". The sides and bottom will be reinforced and a 2x4 inch wood key placed at the intersection of floor and walls. Is this method all right? Would it be possible to make the walls of timber?

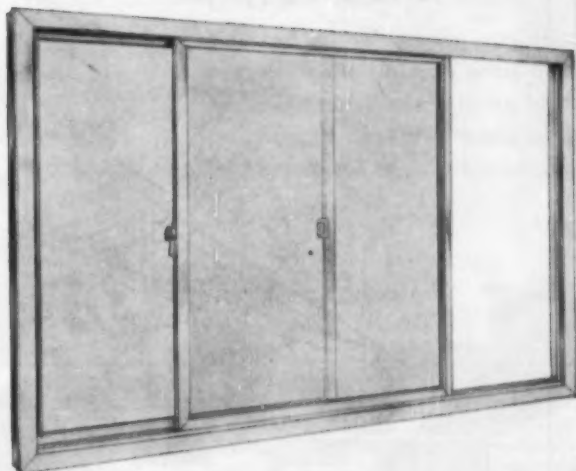
D. O. F., Perkasi, Pa.



The drawing indicates the construction details necessary to build the swimming pool of concrete. If the walls were built of timbers it would be difficult to keep the pool water tight. Using 2x4 inch members for the keys is all right. If desired 6"x6"/#6x#6 welded wire fabric may be substituted for the #4 rods at 12" o.c.

(Continued on page 202)

It's new — it's horizontal — the window with the **WIDE** look



The new Ceco-Sterling Aluminum Horizontal Sliding Window

. . . the CECO-Sterling aluminum sliding window

Flowing Sweep—the Wide Look . . . those words describe the beauty and grace of Ceco's newest window product, the Ceco-Sterling Aluminum Horizontal Sliding Window. Designed for long, low, sprawling homes, this new window gives an architectural accent to horizontal lines. Builders everywhere know features make homes saleable. Consider these customer benefits gained with the Ceco-Sterling Aluminum Sliding Window: Sash slide in special anti-friction sill track made of zinc-alloy, assuring continued easy operation; Sill track is easily removable for cleaning—an exclusive feature; Screens can be securely attached from inside without clips; High window placement affords privacy, gives more usable wall space for furniture; Sash easily removed for 100% ventilation or cleaning. And here's a window that's easy to install. You just set the window in the rough opening, square it, and nail through the integral fin-trim. Then you bring the exterior siding material up to the trim stop . . . no exterior trim to buy. Apply caulking and the job is done. So see Ceco for the finest windows—easiest to install.



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Sliding Windows offer privacy, more wall space for furniture, and over-bed ventilation.

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— with lower cost adhesive installations

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How Adhesive Installations Cut Your Tiling Costs



◆ Mastic bed on dry-wall cuts down preparation time and costs.

Grouting of tile joints ◆ is quick and easy.



◆ Tiles are set quickly and easily on mastic bed.

Job clean-up time is held ◆ to minimum.



Be sure adhesive manufacturer's setting instructions are followed.



Use only adhesives bearing this seal—signifying that they meet minimum performance standards set by U. S. Department of Commerce

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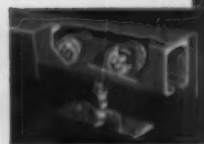
A PERFECT
INSTALLATION
EVERY TIME



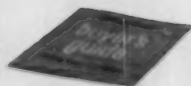
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ask the EXPERTS

How to ventilate attics and crawl spaces

I have a moisture problem on the underside of the roof boards of my attached garage. The condition is worse near the lower edge of the roof in the area of the overhang. The house is framed with hip roof and overhanging eaves. The garage has plastered walls and plastered ceiling with no insulation over the ceiling. A modern natural gas-fired (warm air) furnace is installed in the garage. A natural draft ventilator is installed in the roof over the garage near the peak and another is installed on the underside of the overhanging eave. What causes this moisture condition and what can be done about it? Where can I get information as to the proper ventilation for crawl spaces?

G. C. M., Jackson, Mich.

The occurrence of condensation on the underside of roof boards is not uncommon. Barring some unusual humidity condition, the solution to your problem should be one of adequate attic ventilation. It is assumed, of course, that your gas-fired heater in the garage is properly vented to the outdoors.

To provide sufficient attic ventilation for normal conditions, you should have one square foot of vent area for every 150 square feet of ceiling area. These vents should be distributed around the entire perimeter of the house.

A good set of rules to follow for venting crawl spaces is contained in the booklet "How to Control Moisture in Homes" published by the National Mineral Wool Association, New York. On the subject of crawl spaces it has this to say:

"Proper drainage of the crawl space should be provided so that water will not collect in this area. Surfacing the crawl space with waterproof concrete or a layer of heavy 55-pound coated roll roofing lapped three inches will prevent the moisture from getting into the space between the ground and the house.

"In the absence of other means of effective condensation control, ventilation of the crawl space should

be provided. The HHFA recommends the total net area of ventilation to be not less than two square feet per 100 linear feet of building perimeter plus $\frac{1}{3}$ of one per cent of the crawl space ground area. Good practice includes the following:

"1. Use at least four vent openings, with one near each corner of the building.

"2. Vents should be placed as high as possible in the walls, but no higher than bottom of floor joists. Vents at ground level should be protected against entrance of surface water.

"3. Vents should remain open all year.

"4. With vents, lower temperatures may be expected under the first floor, and insulation should be installed between the floor joists and around exposed pipes and ducts for comfort and to prevent deterioration.

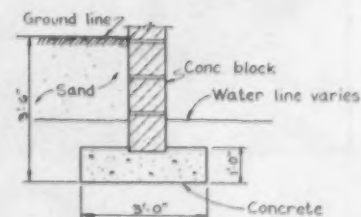
"5. When good ground cover is applied, at least 10 per cent of the HHFA ventilation formula is still recommended."

Celotex Corporation

What size should footings be?

Can you tell me the size and kind of footing required for a one and one half story cottage foundation. The exterior walls are cinder block stuccoed. The house is located near the water's edge and the soil is fine sand.

P. G., Woodlyn, Pa.

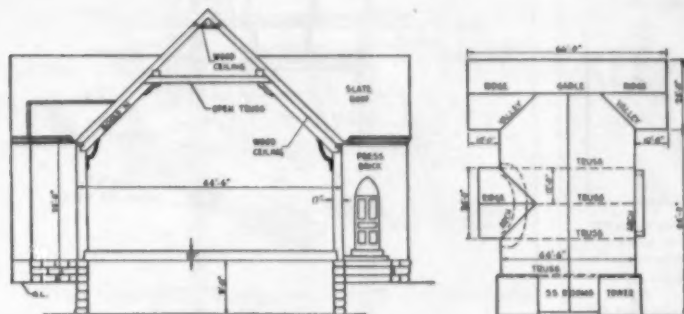


TYPICAL SECTION - ALL SIDES OF BUILDING

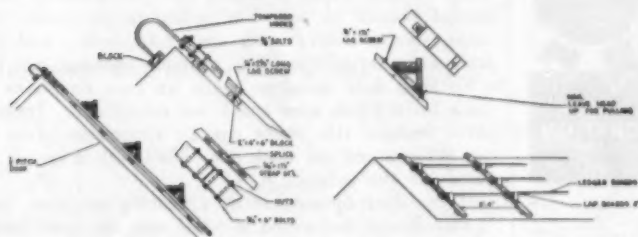
Assuming that a spread concrete footing can be poured in this area, a typical section might appear as indicated in illustration above. The submerged sand foundation is considered to take not more than 1000 lbs. per square foot bearing pressure. The 3'0" spread will be sufficient to satisfy this criterion.

How to do it better

Ideas for the man on the job



CROSS SECTION of 50-year old church that needed repairs and roof reslating.



DETAILS of scaffold brackets and placement of scaffolding, for this job.

Church roof kept in balance while being repaired . . .

We developed a "floating scaffold" when we had to repair and reslate two areas 30 x 64 ft. on the half-pitch roof of a 50-year old church, the ridge being 46 feet above grade.

We had twelve $\frac{7}{8}$ -in. tempered hooks made and bolted them to 2x4's spliced together for ribs used with brackets, as shown here. These brackets were secured with leg bolts, always boring holes for them smaller than the bolts and rounding off the bolt heads to thread through the button hole of the bracket, for quick removal.

Ribs were blocked up with 2x4's every four feet, and secured with lag bolts to keep them from dropping out when the scaffold was subjected to weight. As we removed the slate, we covered the roof with asphalt impregnated felt paper cut in 10 and 12 foot lengths.

When we proceeded to remove the slate from one-half of one side of the roof, it was discovered that the roof began to swing out with every step on the scaffold, and did not swing back afterwards.

To keep the roof in balance, the scaffold was switched to the other side by unloading part, pulling rib up to a balance at comb of roof and turning to position and reloading a section at a time. This required two hours for four men, but when the slate was removed from that half of the roof, the roof returned to a balanced position.

When laying the new slate, only $\frac{1}{2}$ of each side could be placed at one time to keep the roof in balance. When the supporting blocks were in this way, we shifted and reset them. One ton of slate was distributed on this scaffold at one time, with four men applying. And all of this slate was laid without one piece being cracked.

C. Fred Kelso, Sabina, Ohio

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- 6—FULL WIDTH SAFETY TREADS
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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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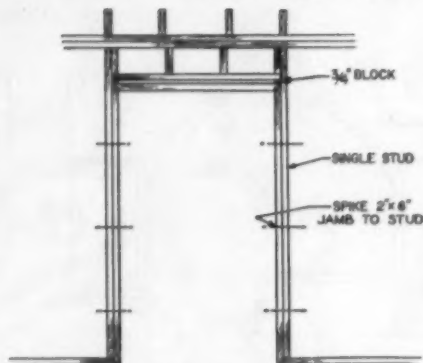
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How to do it better—

Eliminates shimming behind door jams



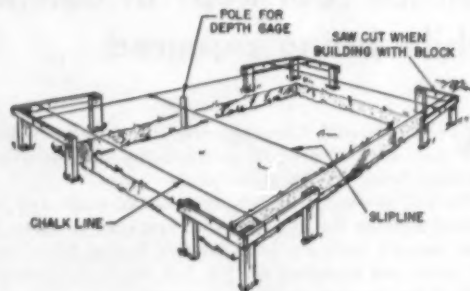
When framing interior partitions, we use single studs for door openings with a 2x6 pine masonry jamb sanded smooth on one side, spiked to the studs. The stops almost always cover the spike heads, and the jamb-with-stud will result in a plumb opening.

To keep door openings exact, we have templates of 1x6's for a 2-foot door and 2-foot 6-inch door. Time is saved because the jambs can be slipped in place in ten minutes and the flush door fitted with a couple of passes on the jointer.

If the door opening is in a bearing partition, two 3/4-inch blocks are nailed in place over the head jamb. This jamb is beveled for plastered walls and serves as a ground for the plaster.

J. Mack, Elmira, New York

Uses slip line to level basement floor



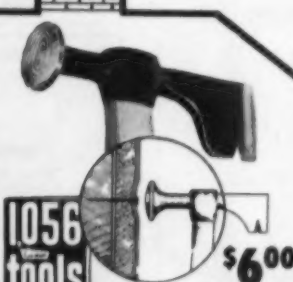
I set up the batter boards with a transit to obtain a guide from the bottom of the cellar to the finished foundation. If concrete blocks are used, I cut a line in the batter boards eight inches inside of the outside lines and use these lines up to grade level, or all the way up, if preferred.

A slip line is strung across from the outside lines so that it can be moved from one end of the building site to the other. This is used for leveling the basement floor for rough digging.

H. J. Hack, Johnsburg, N.Y.

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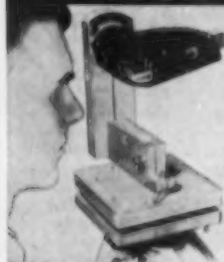
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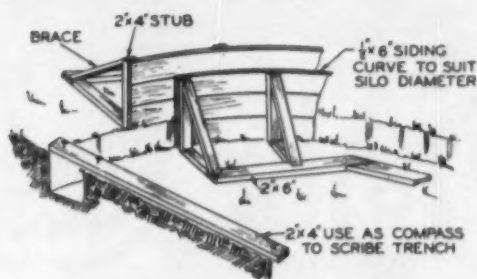
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Do you know how to do it better? We'll pay ten dollars for each idea sent in that is used in the magazine. Address contributions to How To Do It Better, AMERICAN BUILDER, 30 Church Street, New York 7, N. Y.

Ideas for the man on the job

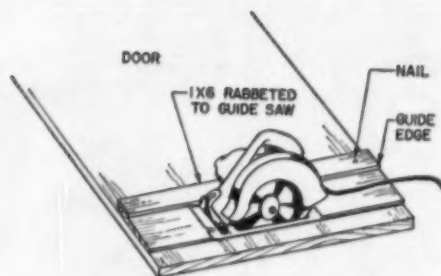
Forming details for 12 foot silo



I am submitting a plan for forming the foundation for a round silo 12 feet in outside diameter that I have found to be very satisfactory. Forming material is of 2x4 stub studding, and the form walls are of 1/2-inch by 6-inch lap siding.

H. R. Spencer, Valley Falls, Kansas

Template aids in clean door cuts

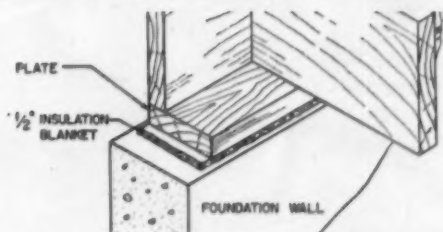


If you are having trouble in trimming doors with a hand power saw because the wood tears, how about trying my idea?

Make a template to fit your electric power hand saw out of a piece of 1x6 or similar board, and rabbet it out to fit your saw. Use four or six penny finishing nails to secure the template to the door and line the edge of the template with the trim marks on the door.

F. Friedli, Logan, Utah

Use plate seal over foundation and under the bottom plate

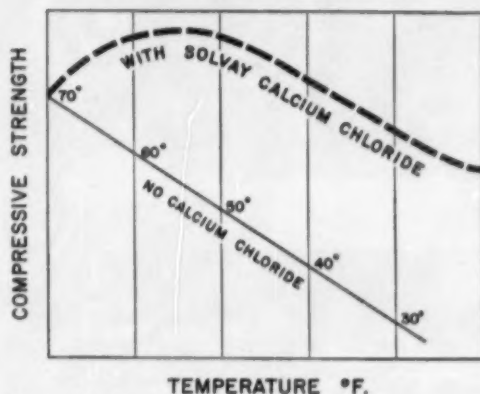


Blanket type insulation one-half inch thick placed on the top of concrete block, or poured concrete slab and foundation walls, will provide a plate seal that closes up irregularities. This seal will also keep air currents from passing under the sill plates. When the weight of the super-structure increases, the insulation blanket will condense in thickness.



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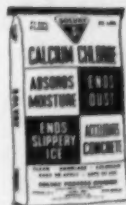


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center . . .

A good location for a business development is always preferable, but good design can make a location of secondary value appear just as attractive, as these pictures show.

The entrance pylon was erected at the intersection of the offstreet with the main artery, thus calling attention to a five store shopping center in the rear, starting approximately 160 feet back. This center contains a number of large chain stores and has an area that provides parking for 423 cars.

This pylon contains a large milk-white glass enclosed sign above the roof line, calling attention to the shopping center in the rear. It also provides a stone seat which extends around three sides of the stone back. This is sheltered by the roof above. The pylon thus becomes a convenience not only to shoppers, but also as a bus-stop shelter.

This is an extremely sturdy design, as can be seen from the plate at left. A 16"x16" concrete pier and 24"x24" concrete footing are utilized beneath the concrete walk. A steel frame is used for the horizontal roof framing and the vertical pylon, which in turn is supported by 4" pipe columns. These members are covered with redwood facing.

The underside of the roof is plastered, and recessed lighting is set into the framing along the perimeter of the roof. The seat and back are constructed of Crab Orchard stone.

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Detailed by:

T. J. Nychay

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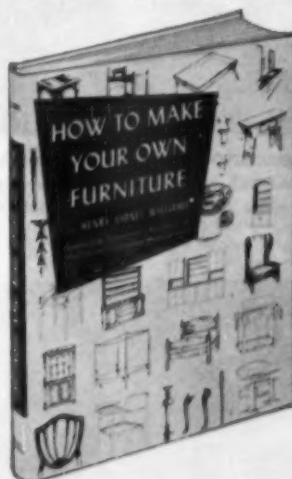


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PITTSBURGH, PENNSYLVANIA: a parade without a queen is unthinkable. Here it's Miss Jane Daugherty, demonstrating a built-in oven.



HAMILTON, OHIO: One queen wasn't nearly enough for this parade. Each builder provided his own; and, as shown here, suppliers did too.



DALLAS, TEXAS: just to make sure that no one could miss the parade after dark, Dallas used these two giant Navy type searchlights. Trust Texas to do it big and bright.



DALLAS: the idea of a free movie theatre was to keep the kids out from underfoot so mom and pop would be sure to see all the houses. The kids don't seem to mind at all.



DALLAS: parade chairman Bob Gump (Left) and HBA treasurer Wm. Gaynier present builder Guy Warren with participation plaque. (Right) W. H. Roberts, HBA Secy.



SEATTLE, WASHINGTON: these three men are co-builders of Lake Hills' 4500 homes. They are (L to R) Kinney Leonard, Ted Valdez, and George Bell. Swimming, anyone? They say the water's fine in Seattle.



TULSA, OKLA.: builder E. H. Sorenson, right, greets VIP's visiting the parade. (L to R) Bernice Strawn, home equipment editor, *Women's Home Companion*, Mayor L. C. Clark, Tulsa, and "Mrs. America," Mrs. Ramona Deitemeyer.



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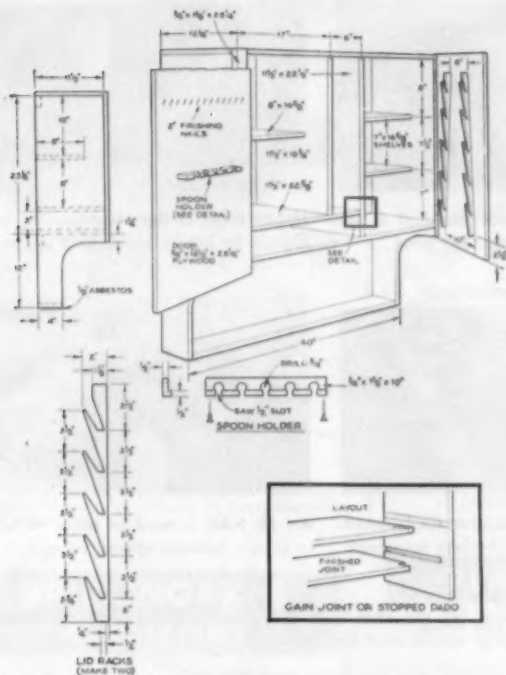
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AMERICAN BUILDER

Over-the-range cabinet is bonus kitchen feature



The housewife who cooks approximately 1,000 meals per year will appreciate the builder who provides this easily constructed over-the-range cabinet. Another of the built-ins featured in the new Simmons-Boardman book, "How to Build Cabinets for the Modern Kitchen," this cabinet is a step-saver. Seasonings and other supplies fit on the open shelf; door storage brings pan lids within reach; compartments hold large platters or frying pans.

The boxed inset shows a type of joint that the cabinet maker should master. The gain, or stopped, dado provides the rigidity and strength of the straight dado but does not make its presence known by a visible notch in the vertical member. It is possible to dado other shelves into the up-rights, but well-fitted butt joints will serve. In either case, mortise two cross braces into the back edges of the ends at points indicated and screw into place. Lay out one side of lid rack on 1/4" plywood; tack it to another piece of the same stock; saw both sides simultaneously. The rack can be screwed or nailed in place, but gluing it would make firmer construction, as well as offering a finer appearance.

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| 1 pc. 40" long—top. | 1 pc. 11" long—spoon holder. |
| 1 pc. 39" long—shelf. | 3/4" plywood to make— |
| 1 pc. 22 1/2" long—shelf. | 2 pc. 18 1/2" x 25 1/4"—doors. |
| 1 pc. 22 1/2" long—partition. | 1/4" plywood to make— |
| 1 pc. 18 3/4" long—partition. | 2 pc. 2" x 20"—rack. |
| 1 pc. 8" x 16 1/2"—shelf. | 1/2" asbestos. |
| 2 pc. 7" x 16 1/2"—shelves. | 2" finishing nails. |
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SHORT PIECE of the wood parting bead should be left in place, as a guide.



HEAD STRIP must be securely fastened. Seven nails is the absolute minimum.



AN 8D NAIL is used in place of hook to secure balance spring to sash.

- 1 To avoid breakage, lay the sash flat on the floor. Make sure the floor is free of nails, etc., that would mar the wood.
- 2 Nails should be driven into the hook and flat strips not more than 1½ inches apart. Wider spacing won't hold the strips securely.
- 3 When a wood parting bead is replaced with a metal one, a piece of the old wood bead about 3 in. long should be broken off and replaced in the bottom of the parting bead slot. This will insure proper alignment, make the metal bead more rigid, and prevent drafts in the lower corners.
- 4 Instead of using a hook to attach the balance spring to the sash, drive an 8d nail into the sash at the tenon joint. The nail will penetrate almost twice as deep as the hook, and will hold longer.
- 5 Consider the time of year when you weatherstrip. Do a tight job in winter, but in summer leave enough play to allow for later expansion.
- 6 Rub paraffin on sliding metal strip immediately after installation. It won't draw dirt, will last longer than oil, is better for the wood.
- 7 Caulking between wood and masonry should be applied at least ¼ in. thick, and bellied so there is enough to crust.
- 8 When grooving the sash, work on the putty side. The groover will ride more evenly.
- 9 Use a minimum of seven nails in applying the head strip. If less are used and the sash warps, the strip will loosen and be damaged in subsequent closings. The sill strip, which is more subject to wind and water, should be secured with at least twenty nails.
- 10 Felt sash plugs should be installed at the meeting rail area.
- 11 Windows should be put in so they do not touch the parting stop or the trim stop.
- 12 If the sash is too loose, packing strips from ½ in. to 1¾ in. wide should be put under the rib strips at the sides.

Demonstration by Elmer Luebke, Chicago. Photos courtesy of the Weatherstrip Research Bureau.

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**Associations: their role
in the construction field**

**Manufacturers' associations are growing
in number and importance. They benefit you
as well as industry. Here's why . . .**

The next time a load of materials is delivered to one of your jobs, take a close look at some of the markings on it—for instance, the carton that contains those aluminum windows. It probably carries a stamp which says, "Quality Approved—Aluminum Window Manufacturers Association." And before one of your carpenters planes off the bottom of that door, see if there isn't an "FDI-A" stenciled there—the mark of the Fir Door Institute. An "SCR" (Structural Clay Research) brick is marked with the imprint of the Structural Clay Products Institute. And you are undoubtedly familiar with the seal of the Underwriters Laboratories, attesting the fireproof qualities of the product that carries it.

Chances are that you, like most builders, are at least aware of the existence of these and other trade associations; but do you know the role they play in the construction field, or, more specifically, how they benefit you and your customers?

Go back for a moment to those aluminum windows, and the Aluminum Window Manufacturers Association seal that they carry. The AWMA is made up of a majority of the aluminum window manufacturers in the country. They have decided that while competition is important in their business, it is equally important for them to get together and establish a standard of quality for their industry. In other words, if Manufacturer X sells a type of window that jams after a week of operation, not only will his product suffer, but the entire aluminum window industry will get a black eye. Conversely, if the AWMA seal is recognized as a guarantee of a high level of excellence, and most window brands carry that seal, every manufacturer will benefit.

It is for this reason that most associations have adopted standards and specifications that a product must meet before it is permitted to carry the association seal of approval. This means that you, as a builder, can be confident of the quality of the material you are using. And it means that an architect can call for the use of any association approved product, and know just what minimum specifications it will meet.

In addition to setting up standards, many associations undertake research projects. Such programs might well be beyond the financial reach of small manufacturers, but they are perfectly feasible for the combined resources of the entire membership. The results of such research are, of course, made available to all participating companies, and the subsequent improvements in the product benefit every dealer, builder, and homeowner that uses it.

As you can verify by thumbing through the pages of this magazine, trade associations advertise. This helps to create confidence in the industry, and to increase demand; and with the increased volume of business there usually comes a decrease in cost. Here again, everyone benefits. And there is another way in which associations are helping to cut prices—by the standardization of sizes in many of their products, and the tendency toward reducing the number of different sizes manufactured. All signs point towards more of this activity in the immediate future.

The value of the association to manufacturers in the building products industry is becoming more and more apparent, as shown by the fact that there are now, according to the U. S. Department of Commerce, almost two hundred and fifty such associations in the construction field. These groups represent everything from the Acoustical Materials Association to the Woven Wire Products Association, and include some 100 metal product associations, 65 lumber associations, 60 stone, clay and glass groups, and 20 in the utility, paint, petroleum and transportation fields.

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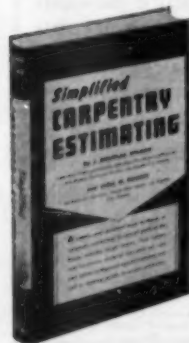
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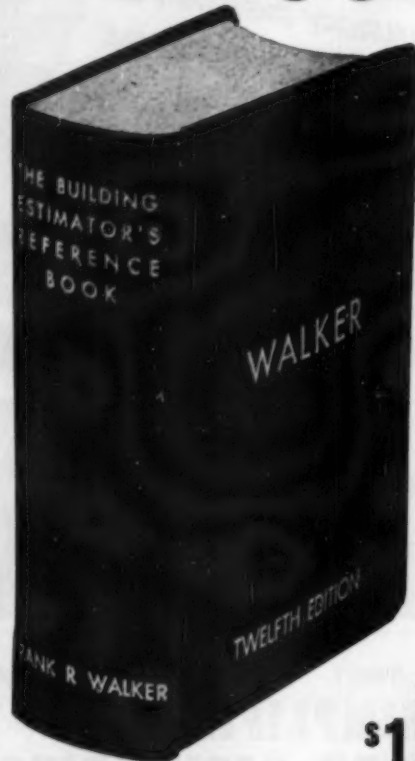
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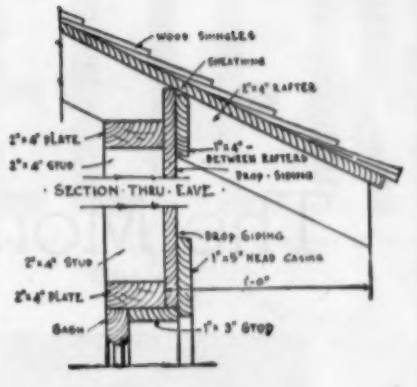
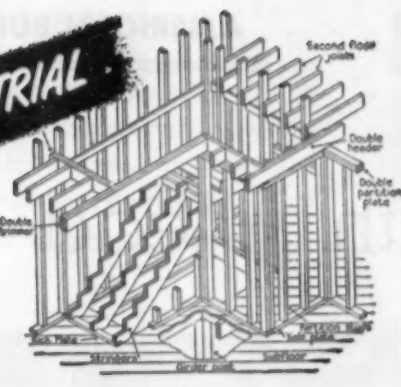
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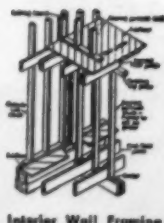
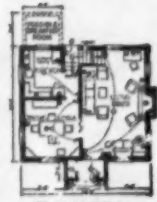


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The Month Ahead

DOUBLE PLAY

Leave it to Texas! An article on W. W. VanDerHeck's homes in Highland Hills, San Antonio, that appeared in the September issue of American Builder, was played up in nearly 20 columns of advertising in the September 18 real estate section of the San Antonio Sunday Light. Big as life on the front page: the Texas homebuilder and his sales manager beaming at a well-thumbed issue of the magazine.

IN BUSINESS

Our new Research Department, bigger and better than ever, is now operating at 30 Church St., New York 7. The man to write, if you need information that has been, can be or should be dug out: research director J. W. Milliken.

QUESTION OF PRIDE

We expected a lot of The National Housing Center, newly opened by the NAHB in Washington, D.C. But we never expected anything quite so beautiful and functional. We tried to show it to you, in words and photos, in October; but we'll be first to say: you've got to see it for yourself, that's all. We're pleased at comments on our story, of course, and more than pleased that you liked our cover photograph of the building. But we say again: it was just an appetizer for the main course.

Roundup time

The biggest National Home Week in homebuilding history is being given the biggest NHW coverage in publishing history in this and the next issue of American Builder. As most of you know, American Builder editors covered just about every fourth city that staged a NHW parade. Then we rushed back and beat the deadline for *this* issue to bring you our news report and the six-page trends article that you have probably just finished reading. Here-tofore, you got your NHW coverage in December, when it was interesting—if somewhat cold—news. In December, of course, we bring you "Best Model Homes of 1955." It's a complete article that covers winners in American Builder's annual NHW contest. Its value, of course, is not merely a matter of what builder got which award; its real value lies in what information it brings you to help you plan your own best-sellers for 1956.

Question marks

Have you ever wondered what improvements and new features are "most wanted" by new home buyers? Or what builders themselves consider the most needed improvements in new home building? Or what changes in home building techniques will occur in the next five years? Stop wondering the minute your December issue arrives. It answers all these questions in detail.

Grist for the mill

When editor Ed Gavin addressed a luncheon of the Prefabricated Home Manufacturers' Institute at Lookout Mountain, Tenn., on November 1 and said that "mechanization was the answer to better housing values," one of the busiest note-takers was an American Builder reporter. His purpose: material for a look-ahead article on prefab in February.

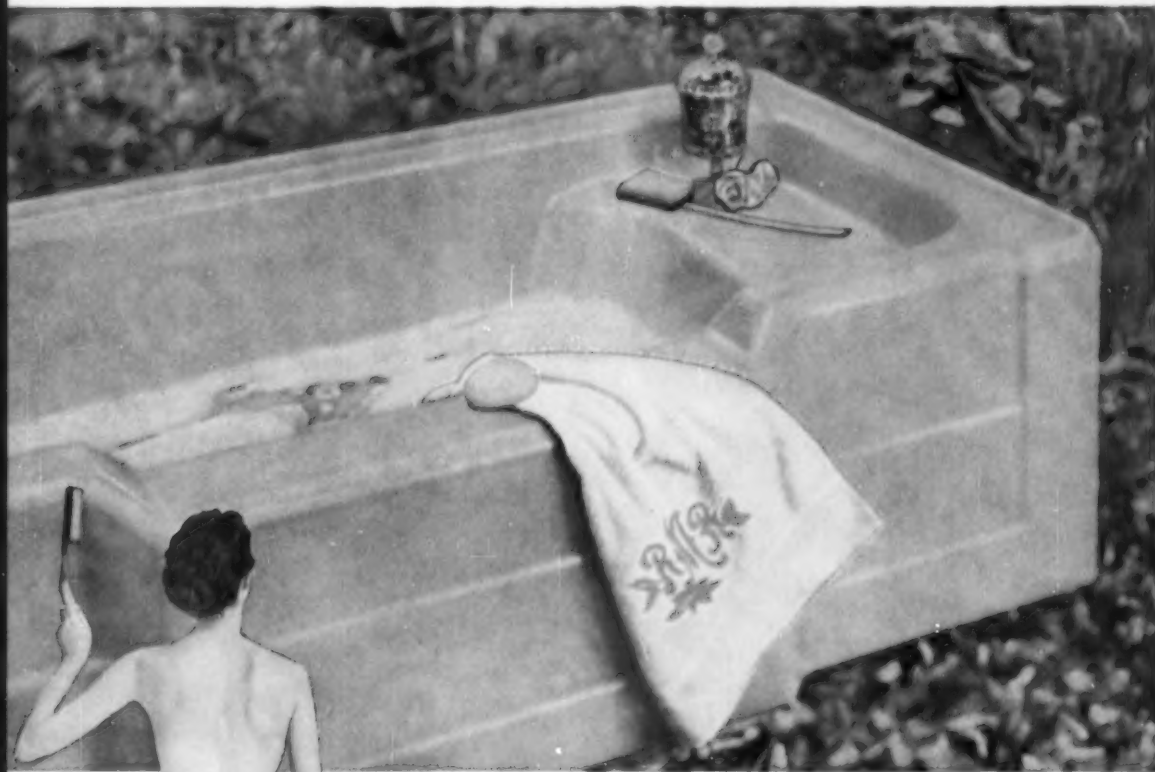
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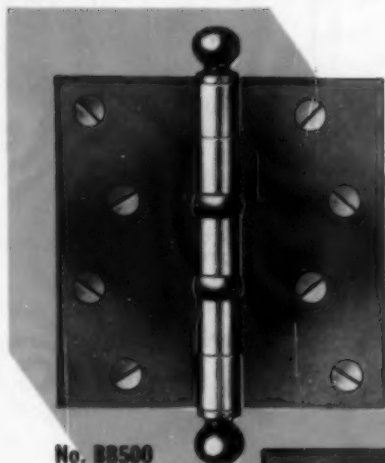
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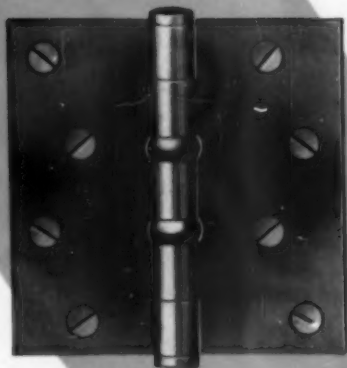
ELJER — the only name she needs to know in plumbing fixtures

**Ambassadors of good will
creating fine impressions everywhere!**

National Ball Bearing
DOOR BUTTS
Doors swing so s-m-o-o-t-h!



**No. BB500
Ball Tip Butt**



**No. BB502
Button Tip Butt**



Use three Butts instead of two

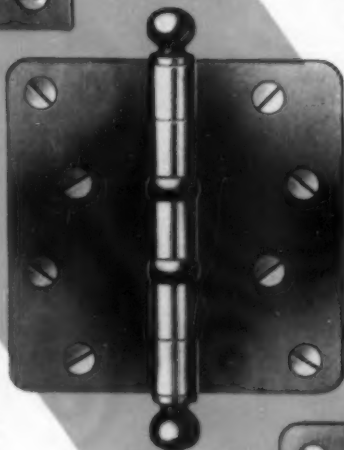
Leading architects and builders recommend the use of three butts to every door instead of two, thereby assuring even distribution of the weight of the doors which are thus held in perfect alignment; there is likewise less danger of doors warping in a three butt installation.

Butt sizes are 3½, 4 and 4½ inch and can be furnished in the template-type of butt if desired.

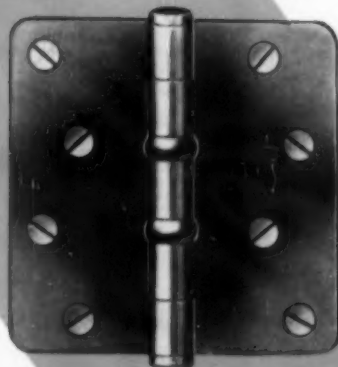
These brass finished, precision-built butts have that quality look that gives the assurance of strength and service dependability.

A generous assortment of styles and sizes are available to serve practically every door requirement.

Butts are made in either the ball or button-tip styles and with square or round corners whichever best fits the project at hand



**No. BB500RC
Ball Tip Butt**



**No. BB502RC
Button Tip Butt**

National **MANUFACTURING COMPANY** - Sterling, Illinois