

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

★ MAY 1956

75 CENTS

California
trends
for builders
anywhere



SPECIAL REPORT
WHAT is happening in remodeling
all over America
HOW you can benefit
locally

NUTONE IN-BUILTS

ALL FIVE for only \$150 LIST

NuTone IN-BUILT Food Center . Combination Food Mixer, Blender and Sharpener recessed in any wood or steel kitchen counter top. ↓



Mixer—Food Blender—Knife Sharpener U.S. and foreign patents pending.



Recessed power unit. Stainless steel plate fits flush with counter.

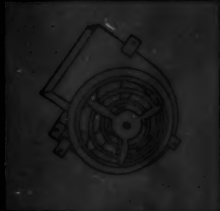


1 NuTone In-Built FOOD CENTERS

COMBINATION FOOD MIXER
BLENDER AND SHARPENER

2 NuTone In-Built EXHAUST FANS

FOR FRESH CLEAN AIR IN
KITCHENS AND BATHROOMS
\$19.95 to 39.70 list



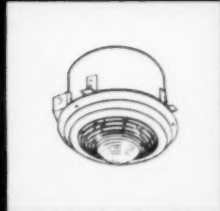
3 NuTone In-Built RANGE HOODS

FOR GOOD VENTILATION
AND SPARKLING BEAUTY
\$22.50 to 59.50 list



4 NuTone In-Built CEILING HEATERS

THE WORLD'S SAFEST HEATERS
FOR TOASTY-WARM BATHROOMS
\$24.95 to 64.95 list



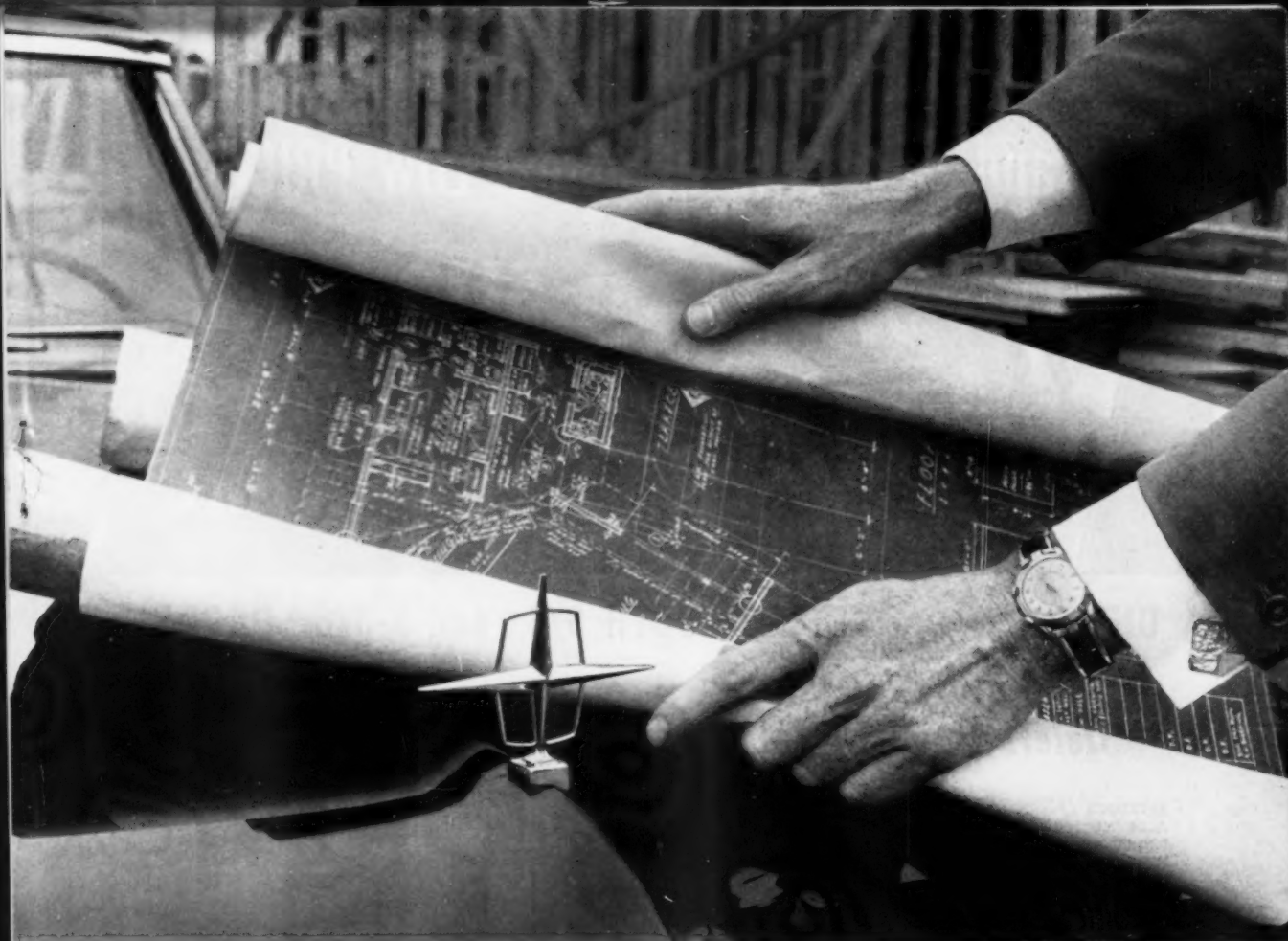
5 NuTone In-Built DOOR CHIMES

"CHEERFUL EARFUL" AT THE DOOR
IN TUNE WITH THE MODERN TREND
\$6.95 to 27.95 list



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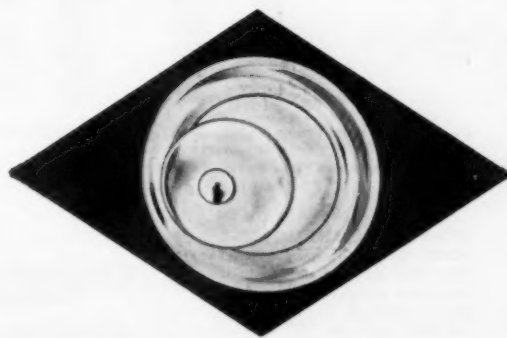
CATALOGS, INSTALLATION DATA . . . WRITE
NUTONE, INC. DEPT. AB-5 CINCINNATI 27, OHIO



A DISCRIMINATING BUILDER...

A discriminating builder is concerned with the quality of every product he uses. In automobiles, apparel and accessories he selects the finest. In building homes he uses the same discretion.

That's why discriminating builders everywhere are installing Kwikset's "600" line locksets in the finer homes they build. They have found these handsome locksets offer dependable, trouble-free performance and are backed by Kwikset's famous unconditional guarantee.



"A Finer Lock for Finer Homes"



KWIKSET SALES & SERVICE COMPANY, ANAHEIM, CALIFORNIA

Brand NEW LINE at a real LOW PRICE!



SLIDING DOOR HARDWARE

ONE PACKAGED SET FITS BOTH 3/4" and 1-3/8" DOORS

**Installs Fast!
Quiet! Trouble-Free!**

EXTRUDED
ALUMINUM
TRACK —
HEAT TREATED
FOR EXTRA
STRENGTH



Doors can be hung with hangers attached, cannot jump track.

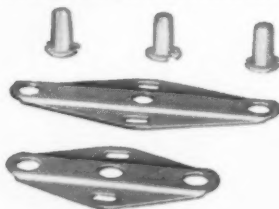
BIG 1"
SELF-
LUBRICATING
NYLON WHEELS



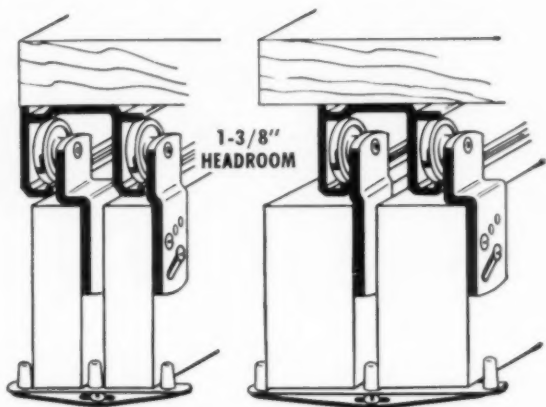
HEAVY STEEL
HANGERS

Slotted screw holes for easier, more exact adjustment to plumb doors.

STURDY STEEL AND NYLON
DOOR GUIDE. Fastens to
floor with just two screws.
Two steel plates and three nylon
guides supplied. . . .
Use short plate for 3/4" doors.
Use long plate for 1 3/8" doors.



THE MOST SIMPLE SLIDING DOOR HARDWARE BY FAR



3/4" DOORS

1-3/8" DOORS

JOBBERS, order stock today!
THRIFTEE PAK
LIST PRICES

- 504 for two 2'0" doors.....\$ 5.50
- 505 for two 2'6" doors.....\$ 6.20
- 506 for two 3'0" doors.....\$ 6.90
- 507 for three 2'0" doors.....\$ 8.10
- 508 for four 2'0" doors.....\$11.00

less your discount

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MFG. CO., CHICAGO.

STERLING HARDWARE MFG. CO.

2345 W. NELSON ST. • CHICAGO 18, ILLINOIS

The Opportunity Page

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

A profit in giving

More and more builders have discovered a good way to help their community as well as themselves: donate school sites to the town. Joining the growing list of those who have gone one step farther is Henry Alper of Detroit who offered two cottage-type schools to the Nankin Mills School District for which they will pay \$175 a month in mortgage costs.

Good public relations

Local builder groups might take a tip from the Builders Assn. of Metropolitan Detroit which has a new service for home owners and prospective home owners. They have published a 34-page book designed to lead the novice through all steps—legal, financial and practical—of selecting, buying and taking care of a home.

OHI—a \$10.5 billion bonanza

OHI opportunities look even better with the release of FHA figures showing that home modernizers are becoming better credit risks all the time. American Builder takes you on a city-by-city remodeling journey beginning on page 17. And in July, AB brings you a special "how-to-do-it" remodeling issue.

Seasonal opportunity

If you're a year-round builder, plan completion of your house in areas favored by purchasers at various seasons of the year. A survey conducted by B. J. Bergton, Teaneck, N. J., broker shows dwellings in areas with nearby shopping and transportation have greater appeal in the winter; those with a more rural atmosphere and on larger plots are more highly favored in warmer months.

Vandalism affects everyone

If your area is troubled by vandalism on construction sites, you might follow the lead of the HBA of Greater Cleveland which provides posters and leaflets on vandalism to parents, schools and civic groups. Melvin Freeland, president of the Cleveland group, points out that this is not an isolated industrial problem, but one which should be met by concentrated efforts of all citizen groups.

A word to the wise

Watch your successful competitors for new ideas. Travel, look, study, act to make sure your houses will sell no matter what happens to the market. This good advice came from Frank W. Cortright, former executive vice president of NAHB, and currently director of building research for Mullins Manufacturing Co. Another good tip from Cortright: "It's easy to sit back and build the same successful house over and over again, but there is danger of awakening too late when a slow market period comes along."

Middle-income market

Prefabbers have the opportunity to capture the middle price housing field, says John C. Martin, head of General Motors Corp.'s Frigidaire future product planning department. Calling the middle and upper middle income groups the underprivileged class as far as housing is concerned, he sees the mass-produced, modular component house as one practical answer.

Help for small builders

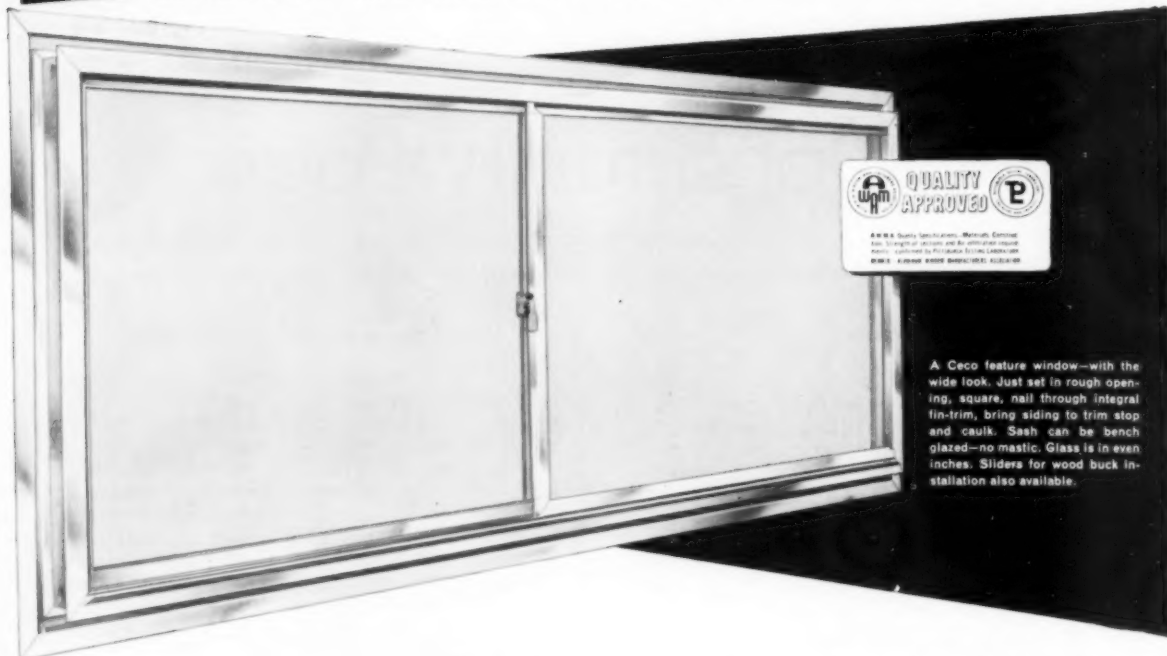
Dramatic trend in the home building industry is the growing use of bigger component parts. For the small builder, their use means faster jobs, requiring less skilled labor. Your component parts workbook begins on p. 110. AB will continue this story in June.

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CECO WINDOWS—THE LINE DESIGNED WITH THE BUILDER IN MIND...



A Ceco feature window—with the wide look. Just set in rough opening, square, nail through integral fin-trim, bring siding to trim stop and caulk. Sash can be bench glazed—no mastic. Glass is in even inches. Sliders for wood buck installation also available.

CECO-STERLING
ALUMINUM FIN-TRIM
← **SLIDING** →
← **WINDOWS** →

Do you install the same window in all your homes? No. That's why Ceco has more windows for you to choose from than any other manufacturer. We know your problems. Whatever window you want, whatever your wall construction, Ceco has the answer for you. Here you get windows *engineered for quick installation and lasting performance* . . . windows, too, to meet changing demands. For the development of the Ceco line is a continuing process . . . moving through engineering, testing, manufacturing and coordinated delivery of quality-approved windows. You can be sure of helpful counsel from Ceco . . . for Ceco Windows truly are designed with you in mind. So call in your Ceco man today.

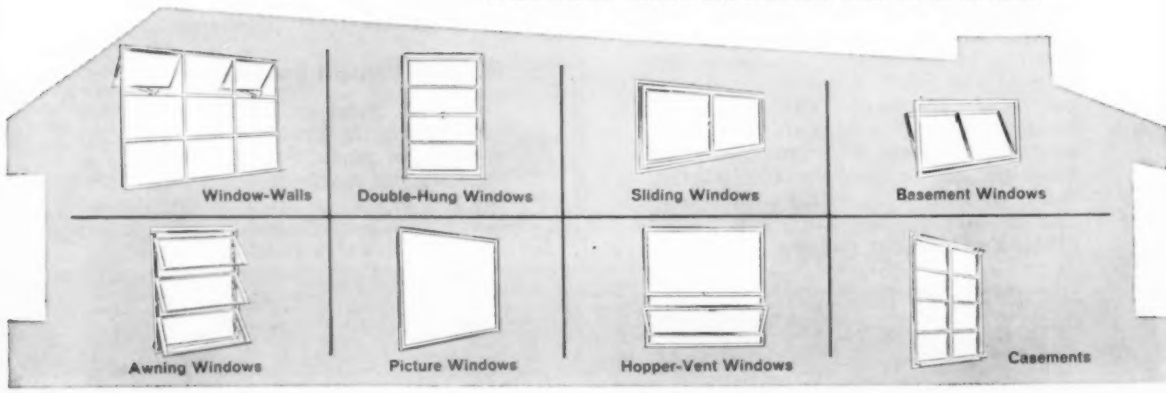


AMERICA'S WIDEST LINE OF STEEL AND ALUMINUM WINDOWS AND SCREENS

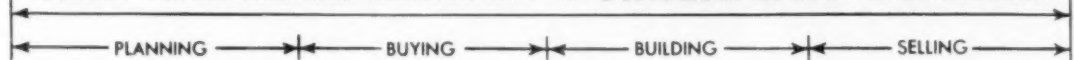
CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 West 26th Street, Chicago 50, Illinois

IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE



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READER'S GUIDE

MAY

- 3 The Opportunity Page
- 5 Reader's Guide
- 7 Reader's Guide to Advertising
- 9 Impact
- 11 The Building Outlook
- 13 Pulse of Building
- 15 Tomorrow's House

- News**
- 25 National news
 - 27 Dickerman's column
 - 28 Northup's column
 - 29 News of your region
 - 229 Manufacturers' news

- Houses & Plans**
- 30 House of the month from your region
 - 69 What you can learn from the California proving grounds today
 - 70 How you can deliver more living space for the money
 - 74 3-way fireplace: new heart of the house
 - 76 The post-and-beam idea is moving outdoors
 - 78 Built-ins: they're moving outdoors, too
 - 80 There's a new look to the entry: it's a built-in garden
 - 82 Blueprint House: "Flexibility" helped sell 300 houses in 3 months
 - 110 Here's a new way to custom-build with stock parts

- Features**
- 17 Special Report: Remodeling for profit
 - 101 Bathroom accessories: sure sales dividends
 - 106 Pools: growing sales tool for builders

- Departments**
- Cover photo: Trudy Richards Homes, by Robert C. Cleveland
 - 121 The Payoff Departments
 - 157 Supermarket for Builders
 - 159 New Products and equipment
 - 187 Catalogs and manufacturers' literature
 - 206 How to do it better
 - 212 Ask the experts: Reader queries analyzed
 - 216 Keeping up with the law
 - 218 Technical guide: Here's how to add built-in lighting for sales
 - 222 Better detail plate: Cantilevered hearth
 - 232 The Month Ahead

READER'S GUIDE TO ADVERTISING ON PAGE 7 →

Big promotion sells this great name in birch flush doors!



Four color advertising in America's greatest home magazine

This advertising goes direct to the biggest group of home buyers in all America — a public 4 million strong — all willing and able to buy what you sell.

They're pre-sold and stay sold. Only Atlas Plywood doors are quality controlled from American forest to finished product — a big plus in your reputation as a builder.

Sell the door that gives you and the home-owner more. Order your complete Atlas Plywood promotion kit now. Write Dept. AB-9, 1432 Statler Bldg., Boston 16, Massachusetts.

Plus every merchandising help to get your share


A built-in customer appeal, that's what an Atlas Plywood flush door gives your model home. Build with Atlas Plywood doors and you build more profits.

Atlas Plywood

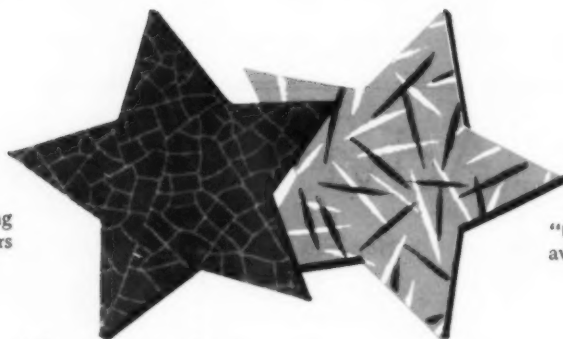
CORPORATION

FROM AMERICAN FOREST TO FINISHED PRODUCT

Boston 16, Mass. Distributors in all principal cities



"CRACKLE"—a trend-setting pattern, in 6 gay colors



"HEYDAY"—a modern design, available in 5 gorgeous colors

General Electric presents...

2 NEW SALES "STARS" in the G-E Textolite line



 **Textolite**[®]

PLASTIC COUNTER SURFACING

Here they are—"Heyday" and "Crackle"—the two great, new, G-E Textolite patterns you first saw previewed at the NAHB Show in Chicago last January. Like all G-E Textolite surfaces, they'll stay bright and beautiful, because they resist heat, stains, and scratches. And, with Textolite on counters

★ ★ ★

OVER 75 PATTERNS AND COLORS are yours with G-E Textolite! Woodgrains, Marble designs . . . and special G-E patterns like Medley, Ming, and Cross Current, are all highly styled to appeal to your prospects—and to help make that sale—right in the kitchen.

and walls—you can literally offer your prospects "years of wear—with minutes of care." Textolite wipes clean in a jiffy . . . needs no special maintenance! So, whenever you want the practicality of plastic, plus long-wearing beauty—be sure to specify G-E Textolite surfacing.

General Electric Company
Section AB 5-6, P.O. Box 5911
Cleveland 1, Ohio

Please send me the new 1956 full-color booklet with a complete selection of G-E Textolite patterns.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

GENERAL  **ELECTRIC**

Impact

To The Editors:

American Builder
30 Church Street
New York 7, N. Y.

Constructive Gripe

Sirs: Thanks for your letter in reply to my gripe about advertising without prices. Perhaps I should say To Hell With Them but often we need just the product advertised NOW, but by the time you find out the price and where you can buy, the need has been satisfied by using some available product. . . . I think many manufacturers believe that the customer is still begging for them to sell, rather than realize we are in a buyer's market.

—F. R. Gooding

Greenville, Del.

In his earlier letter Builder Gooding had written: "Do you ever get a spell of frustration at the Nth degree? If you were a builder trying to find out the price or who sells the products advertised in American Builder you would go NUTS too. . . . Two weeks or two months after writing we receive a copy of the same ad as printed in your magazine but never the price or name of the distributor. Two or three months after that a salesman may call with the inquiry notice which is so old that we have forgotten about it.

"In the construction business we need materials and equipment promptly and not after the job is completed. . . . If there is anything you can do to get your advertisers to list prices (FOB or subject to change or otherwise) and tell where available you will be doing a great service to your readers even if the advertiser does not need the business. Can it be that business is so good that advertising is just another way to reduce taxes?"

Next move: the advertisers!

Correspondence Closed

(Last January Mr. DeDoes questioned an AB statement, "According to the wiring people, electrical consumption in 1963 will reach one trillion kilowatt hours compared with the present 540 million kwh." The increase of 2000 fold was impossible, he declared. Now he clarifies further:)

Sirs: From power statistics of the month you will see that the present generation of electrical energy is not 540 million kwh per year but 500 plus billions. There's the error.

—A. DeDoes, City Hall

Kalamazoo, Mich.

For a while we felt like the bank that lost the million dollar note; now we've found our three decimals.

More Baths

Sirs: I have read American Builder for many years and the March issue I just received is very interesting and informative. May I suggest in your blueprint houses you carry some with 2 baths or 1½ baths. . .

—James M. Hanlan, builder

Caldwell, N. J.

The trend is in that direction, clearly enough, and that's where we're going too.

A Wise Wire

Sirs: Congratulations on your technical guide feature driveway design March American Builder p. 245. Each year fatal driveway accidents occur involving small children. In the interest of safety requesting reprints to forward to all metropolitan Pittsburgh home builders. Advise.

—Joseph L. Walsh, rep. for Harry C. Leezer, distributors.

An alert response in a good cause.

A Long-time Friend

Sirs: Enclosed you will find a copy of American Builder 1926 Specifications and Working Plans complete. I have been a reader of your magazine quite a long time and would like to see more complete Quality list of materials in your up-to-date homes so that a new builder or a prospective home owner knows what he is paying his hard earned money for.

—Bernard Knapp

Newark, N. J.

We try our best, as the current Blue Print House shows. We'd like to do the same with all the houses we print, but . . .

Mutual Admiration

Sirs: I have just looked over the March issue, and think that the wallpaper feature turned out very well. Especially the color lends itself particularly well to this type of presentation, and I congratulate your printers for having the color shots as much on registry as they are. It was nice working with you on this little project!

—George Bonham

Selvage & Lee New York

And riposte thanks to George for his help.



"By golly, it is a light fixture!"

(Cartoon by Virgil Parich—courtesy Pomona Tile Manufacturing Co.)



CONDENSATION IS DESTRUCTIVE

Inflow or outflow of HEAT through roofs and walls causes discomfort, increases heating and cooling bills. Inflow in summer or outflow in winter of WATER VAPOR not only causes discomfort, but its condensation to liquid water fosters timber rot, peeling paint, cracking plaster, crumbling mortar, rust and corrosion. It can make sills, studs, beams and plates decay; necessitate costly recurrent repairs. Sufficient vapor is generated weekly in the average home by a family of four, to condense into 76 quarts of water!

Vapor flowing out of a building in winter also entails a heat loss. It takes 1,060 Btu's to convert 1 lb. of water to vapor. The same amount of heat (from *only* 1 lb. of vapor), will raise the temperature of the air in TWO 13' x 14' rooms, with 8' ceilings, from a cold 50° F to a warm 70° F.

DENSE MOLECULAR STRUCTURE

Because of their dense molecular structure, metals have a vapor permeability of almost zero; will permit little or no vapor to pass. **Metals are the best vapor barriers.**

Fortunately, there is available an effective and inexpensive metallic barrier to vapor, which is also a most efficient thermal insulation. It consists of successive sheets of aluminum, permanently air-spaced apart, in pre-fabricated form, which open up automatically as installed. It comes in continuous lengths up to 750'; with no "breaks" every few feet for accelerating the flow of heat and of vapor. Because of its scientific construction, condensation on or within it is minimized.

Each reflective surface of each sheet of aluminum has 97% reflectivity and 3% absorptivity and emissivity for Radiation or heat-rays. (Radiation represents 50% to 93% of all heat flow through building spaces, depending on direction.) Because of multiple air spaces of low density, heat flow through it by Conduction is slight. The multiple sheets of fiber and aluminum retard Convection.

NATIONAL BUREAU OF STANDARDS TESTS

The National Bureau of Standards conducted a remarkable series of tests to determine if condensation can form in or on reflective aluminum when exposed to considerable vapor as in crawl spaces. The results were published by the Technical Division of the National Housing Agency as "Technical Bulletin No. 38." Those interested in retarding condensation formation and the flow of heat and vapor, will find this booklet invaluable for study and reference. We will send a copy free if you'll fill in the coupon.

INFRA INSULATIONS CAN BE PURCHASED

from 3¢ to 12¢ per sq. ft. depending on the type.

Infra Insulation, Inc., 525 Bway., N.Y.C., Dept B-5.

Please send NHA's "Technical Bulletin No. 38."

NAME

FIRM

ADDRESS

The Building Outlook

SMALL TALK

AIR CONDITIONING

Predicts Mason M. Roberts, General Motors Corp. vice president and head of its Frigidaire division: "Both new and old homes without air-conditioning . . . will be rendered completely obsolete throughout two-thirds of the country within ten years." It is reported that FHA, which up to now has permitted installations of a permanent nature only, will relax its requirements on the use of room and window units.

MORE HARDBOARD

You can expect a 40 per cent increase in production facilities of the nation's hardboard makers within the next two years. In addition to expansion moves announced by present manufacturers, new companies are entering the field.

AUTOMATION IN GARBAGE

The time-honored profession of garbage collector is on the way out. More and more municipalities are passing ordinances that require new dwellings to have on-site garbage disposal facilities.

LICENSING BUILDERS

What's the outlook on rules regulating building? Many communities have passed—or are considering the passage of—licensing laws that require certain standards for builders. You'll find out how members of the industry feel about this situation in American Builder's survey feature appearing on page 25.

NORTHERN EDITION

SMALL BUILDERS ARE ALARMED over the scarcity of improved lots. From Detroit, Fred Morrelli, who builds about 25 houses annually, reports that small builders are being forced into the land development business. Some have kept going by banding together and financing a developer who sells them lots at market value with 30 per cent paid in advance.

WHO'S GOING TO BUILD ALL THE NEW HOMES needed this year and in the future? Earl W. Horttor, chairman of NAHB's labor committee is worried over lack of apprentices entering the building trades. He notes that only 75,000 to 80,000 men are currently being trained, not enough to keep abreast of the number who leave the industry's labor force each year. Even a minimum of 200,000 trainees would make no allowance for construction program needs predicted for the next decade.

SHORTAGES OF BUILDING MATERIALS, continue to plague the industry. An NAHB economic report, prepared by able economist Nat Rogg, sees prospects for a 15 per cent increase in cement capacity this year, but states that supply will certainly continue tight through mid-year. Not much improvement in the glass situation is expected unless automobile production continues to decline.

FUTURE OF GI HOME LOAN program, for veterans of World War II, is in doubt. The law doesn't expire until July 26, 1957, but an increasing number of persons are interesting themselves in its extension or expiration. Various members of Congress advocate an extension, but Rep. Teague of Texas, chairman of the house committee on veterans' affairs, recently stated he would like to see it expire. President Eisenhower's budget message indicated similar feeling. Korean veterans have until 1965 to apply.

Here's beautiful news! New Flintwood "32"!

... the only 32" asbestos siding
... in eye-filling two-tone colors ... with
Wrap-Around Dura-Shield® Silicone Protection!

You've got to *see* it to believe it! For Flintkote's new Flintwood "32" offers you a brand new concept of color-tone, surface protection and proportion in siding!

Let's take the last-named advantage, *first!* A 32" length! You apply Flintwood siding across two studs which are normally 16" apart. You can apply it over insulation sheathing in new construction. And have all joints nailed into the studs ... doing away with special fasteners.

And that's not all! If you use Flintwood "32" in 16" width (as available in the East), much fewer units of siding are required per square. Only 30, in fact!

If you use Flintwood "32" in 9 $\frac{5}{8}$ " widths, (as available now in the West and South), you still need only 52 units per square.

What *colors* ... and two-tone effects! What range! Dark brown * ... light brown ... dark green ... light green ... white ... ivory ... and gray. Sidings to please *everyone!*

And ... every individual panel of Flintkote Flintwood Asbestos-Cement Siding is completely protected with Flintkote's new "Wrap-Around" Dura-Shield Coating! Front ... back ... edges ... corners ... yes, *even the nail holes*. And the facing shield of silicone gives added protection against moisture and staining.

So take Flintwood "32" from *here* ... and use it to make homes more beautiful ... customers more satisfied ... and profits more gratifying. Ask your Flintkote Representative to show you Flintwood "32" siding today.

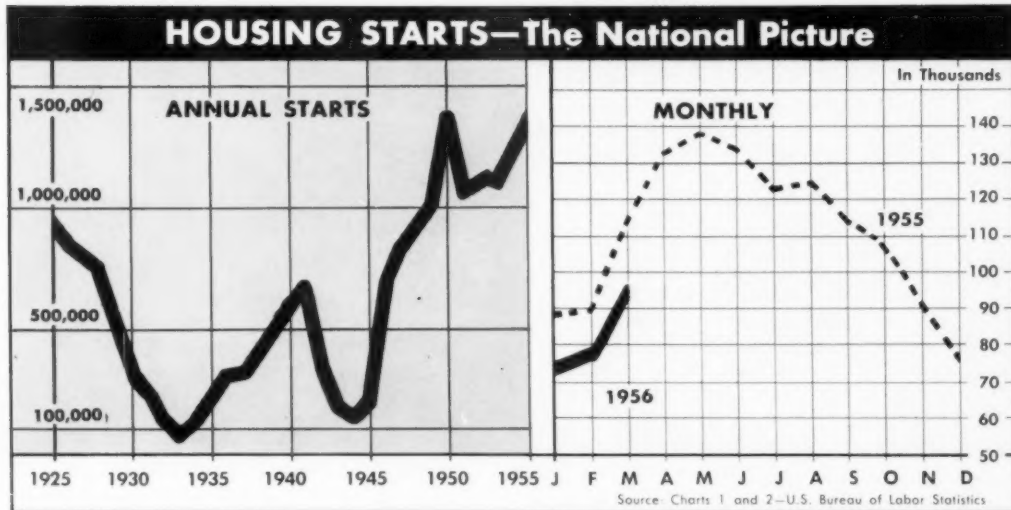
THE FLINTKOTE COMPANY, Building Materials Division
30 Rockefeller Plaza, New York 20, N. Y.

*not available in the East at present

FLINTKOTE

Style and Color Leader since 1901





Interpretation 1

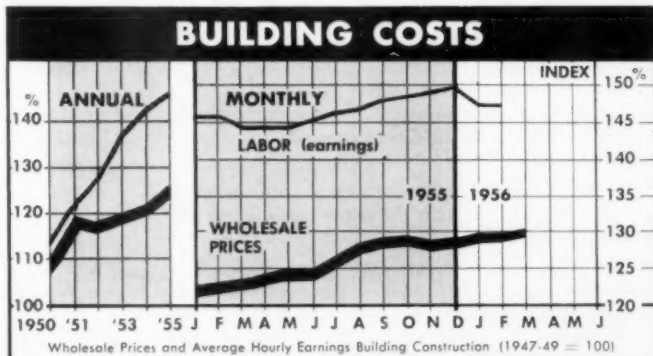
96,000 MARCH STARTS fell off 16% from 1955. First quarter total starts indicate an annual rate of 1,203,000.

Failure of March starts to rise as much as usual reflects pessimistic attitude about money. The steady business boom, causing keen competition for credit, indicates that consumer demand for housing will continue well ahead of available financing. Most of the increase in starts since January has been for conventionally-financed units.

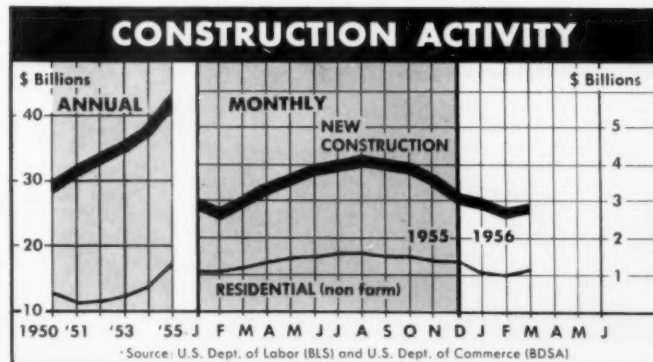
15 LEADING HOME BUILDING AREAS

Dwelling units built in Metropolitan areas during 1955. (BLS)

		% Change 1954-55
Los Angeles	103,720	n.c.
New York	96,637	+ 2
Chicago	60,062	+23
Detroit	40,511	- 1
San Francisco	32,058	+13
Washington	22,215	- 7
Miami	16,362	+ 1
Cleveland	15,718	+17
Baltimore	15,340	- 1
Denver	13,091	+ 3
Atlanta	11,521	- 8
Boston	11,444	+ 7
Buffalo	10,902	+23
Phoenix	10,130	+14
Seattle	9,874	- 1



2 **NEW RECORD** was set for building materials price index which rose to 130.4. Lumber, insulation were among higher-cost items.



3 **NEW PEAK** was reached for first-quarter construction. Business and community facilities gains offset home building drop.



Flip the switch to more home sales with

LIGHT FOR LIVING

LIGHT for Living in your model home is a traffic builder that goes to work with the flip of a switch. It's a "sales clincher" for any home.

Light for Living brings out the beauty of furnishings. It adds color and warmth. It makes the entire home more useful for all the family.

Right lighting, so vital to comfortable living, depends on your careful planning of *wall lighting* . . . and your selection of the correct *lighting fixtures* for your model home. The technique is "light-conditioning" . . . and here are two useful books to help light-condition your homes. These are just two of the many ways General Electric is working to



The wall-to-wall lighted valance illuminates draperies and ceiling; and a lighted wall bracket dramatizes the buffet area. The hanging fixture combines pleasant upward light with spotlight sparkle for the table. This flexible lighting plan provides a mellow atmosphere for relaxed dining—and a strong sales plus for the builder's model home.

help the building industry make the most profitable use of Light for Living.

WALL LIGHTING GUIDE—a colorful new book, with specific installation instructions, shows how to build more sales appeal into model homes by the effective use of lighted valances, cornices and wall brackets. Here is truly the decorative, the eye-catching phase of Light for Living.

LIGHTING FIXTURE GUIDE—40 easy-reading pages, designed to make the selection of fixtures as easy as possible. Builders who use it can put more sales value into their homes, and provide buyers with a visible guide to light-conditioning the home they select.

Send for your two books today! See how Light for Living can help you sell more homes, quicker, for better profits.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Clip This Coupon and Mail It With 50¢ Today!

General Electric Co.
Large Lamp Dept. AB-5
Nela Park, Cleveland 12, Ohio

Please send me _____ copies of "Wall Lighting Guide"
and "Lighting Fixture Guide" at 50¢ per pair.

NAME _____

STREET _____

CITY _____

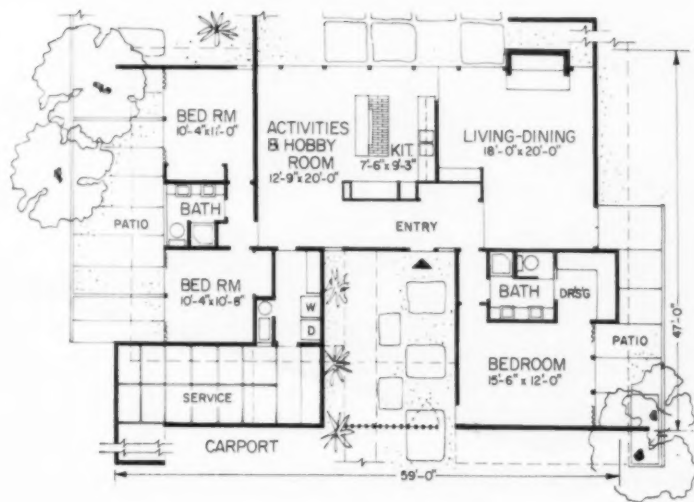
ZONE _____

STATE _____

Tomorrow's House



This California prediction . . .



. . . opens for business in June

Open space—planned for privacy

Our first Tomorrow's House is no longer dream stuff. It is about to be built as the showpiece of the Los Angeles Home Show, June 14-24. It offers no science-fiction copy, no revolving with the sun push-button gremlins; but a forward-looking use of outside space integrated with daily living.

Design is by Palmer & Krisel, L. A. architects; the model is to be built by Midwood Construction Co., headed by Jerome Snyder and Max Levene. Strategic partitioning

wards off the curse of open planning: goldfish-bowl lack of privacy.

A garden court, secluded by a latticed fence, leads to the entry hall, with a short-cut sliding panel to the master bedroom. The compartmented master bath is reached from a passage between living area and bedroom, and from the dressing room. The second bath is between the small bedrooms, which have sliding window walls.

Wide overhangs and white chip feature the roof.

▶ LEADING THE TARGET

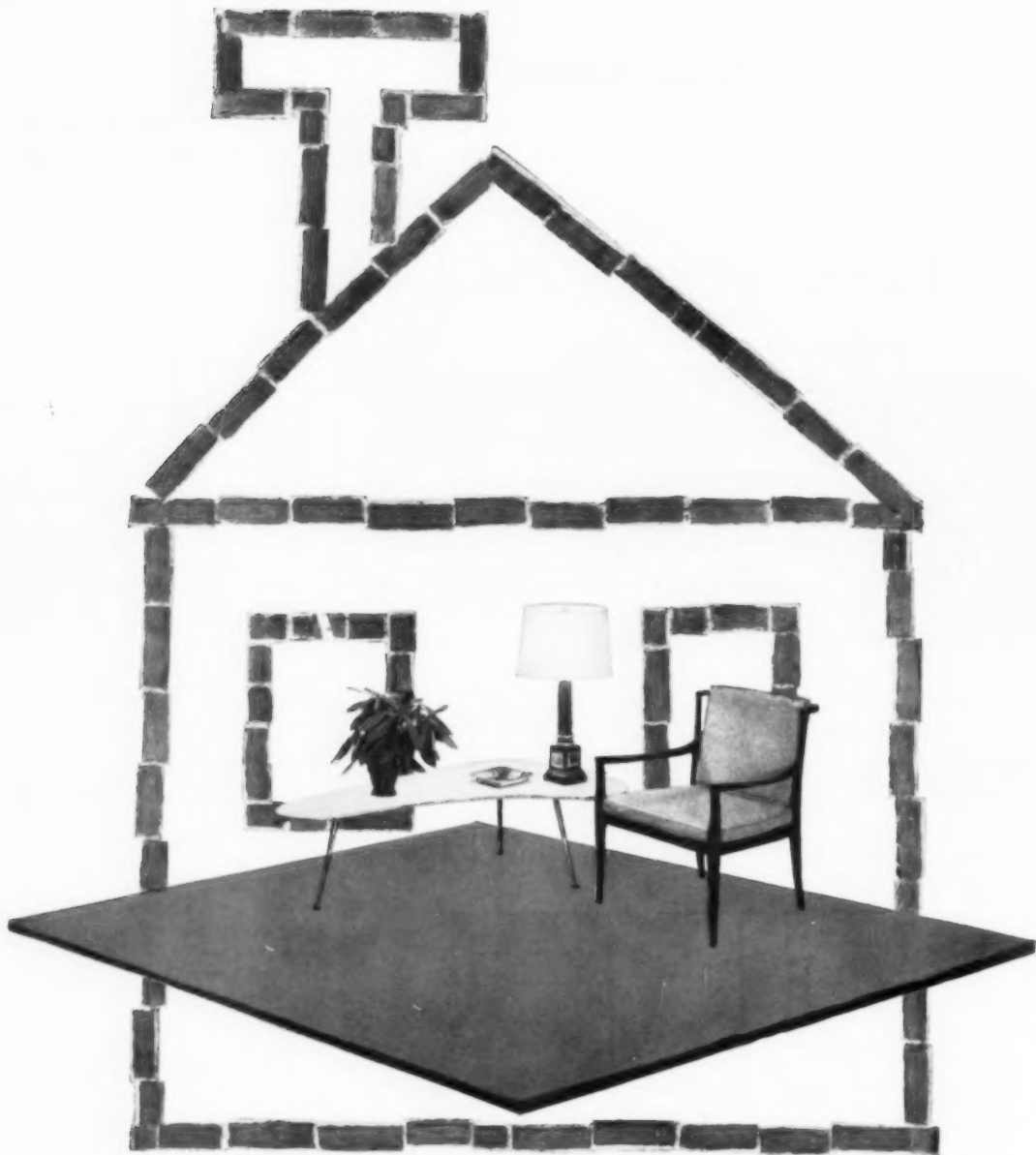
The future is ahead of us, sure enough: it gets here before we realize it. American technology and our industry are both moving so fast that American Builder is bringing you a special page to report on the dream stuff that becomes reality even as we watch.

There are two shapes of the things to come: structural design and products-equipment.

The complex equipment of the home to come—solar batteries, heat pumps, cleaning, labor-saving, entertainment devices—will be operated from a central panel, says Pres. M. D. Hooven of American Institute of Electrical Engineers. You punch instructions for next day's program on a tape fed into the switchboard. Who decides? That's not science, but marital relations.

Experimenters on solar heat, which is closer to your business than you think, are now applying their techniques to increase efficiency of the heat pump. Philip Sporn of American Gas & Electric Co. was co-author of a paper on the problem at the International Symposium at Phoenix last November.

Polyurethane foam is good to fill the void between panels and insulate between floor joists. It has excellent adhesion properties and reduces noise and resists vermin. But you can't buy it yet, said Chuck Topping of du Pont who "cooked up" a loaf of it at the PHMI March meeting, told prefabbers. "Builders should not think of using chemical products as direct substitutes for age-old materials . . . but only where their properties overcome the handicap of high cost per unit."



CARPET HELPS SELL MORE HOMES

Across the country the facts are clear: houses offered with famed Alexander Smith carpeting sell faster.

The most beautiful wall-to-wall carpeting can be included in the house mortgage for so little more a month your customer won't even feel it. Customers no longer need defer buying—you make it possible for them to enjoy superb carpeting *from the start*.

All this—and you can save your customers money, too. For wall-to-wall carpeting permits installation of excellent plywood floors instead of costly hardwood, at savings of up to \$4 a square yard.

Tell your customers this good news—show them the wide choice of carpeting they can enjoy—link your name to Alexander Smith—and lock up the sale.

start with **Alexander Smith** 

295 FIFTH AVENUE, NEW YORK 16, N. Y.

REMODELING FOR PROFIT

Editor Ed Gavin has barnstormed America's most remodeling-conscious cities to bring you an exclusive grass-roots report on how builders are implementing the OHI idea at the local level:



SPECIAL REPORT:

Remodeling for profit . . .

If you've been wondering what is happening in remodeling all over America and how you can benefit locally, this eight-page report gives you the answers.

To put it together, American Builder editors selected ten cities where remodeling was really paying off. Some of the cities were selected because remodeling was profitably tied to a civic urban renewal program. Some were selected because local home builders associations had created special remodeling divisions. Some were selected because a few local builder remodelers seemed to have individual set-ups that were good models for other American Builder readers. Our report is therefore a cross-section of methods for implementing the Operation Home Improvement idea locally.

On the very last page, our editors have summarized their findings. You will find that summary helpful in making your own plans to tie-in with the big promotional barrage on remodeling this year.

HERE'S YOUR ORGANIZATIONAL WORKBOOK ▶



AMERICAN BUILDER'S
Ed Gavin was first non-builder ever to receive NAHB's Distinguished Service Award.

▼
January 16, 1956: Washington, D. C.

1—Understand what OHI means

American Builder editors were among the 472 people who met on the day Home Improvement Year was launched in the name of the President by Albert M. Cole, Administrator of The Housing and Home Finance Agency.

Mr. Cole's declaration was also the official opening gun for Operation Home Improvement, a year-long promotional push on the part of private enterprise to inspire Americans to improve their homes. OHI is sponsored nationally by the U. S. Chamber of Commerce.

The HHFA Administrator

quickly pinpointed the government's interest in home improvement: "... municipal bankruptcy was facing the Nation . . . the richest nation on earth would inevitably become the richest slum on earth unless the flood of new slums could be brought under control by rehabilitating middle-aged homes . . ."

"It is in the older areas that more than half of the Nation's people live today. The total property investment . . . is considerably in excess of \$200 billion dollars."

Mr. Cole estimated that about

\$14 billion would be spent on improving some 20 million homes this year.

John R. Doscher, executive director of OHI, then pinpointed how the building industry tied-in:

PROFIT IDEA:

"... with new home building starts running at a relatively stable rate, home improvement is . . . the one factor that will keep the building industry not only busy but expanding in preparation for the building boom . . . in the 60's."

▼
January 22, 1956: Chicago, Ill.

2—Don't get a black eye

Rehabilitation group hears of implementation-plan



ED GAVIN and members of his American Builder staff work with NAHB

rehabilitation committee members during 1956 convention in Chicago.

"R emodeling and urban renewal must be policed by legitimate builders to keep shyster operators from giving the industry a black eye." Editor Ed Gavin told a specially called meeting of the NAHB's rehabilitation committee. He then told of American Builder's plan to publish an organizational handbook in the May issue. It's purpose: to show the builder/contractor how to make his responsibility as a "re-builder" a profitable and pleasant business.

▼
February 14: Boston, Mass.

3—Play up kitchens and baths

The nation's biggest merchant-remodeler, Peter Turchon of Homes, Inc., told an American Builder editor that home modernizers should concentrate major changes on kitchens and bathrooms. "Bring them up to date," he said, "and the whole house gets

a completely new lease on life. Homes, Inc., which modernized 500 houses last year, buys groups of properties, reconditions them, then resells them on rent-like, easy-payment plans.

Other advice: try to avoid structural changes; don't go into re-

modeling on a shoestring; don't be too "artistic"; do a thorough cleaning job as the first step.

PROFIT IDEA:

Investigate modernization of neglected 2 and 3-family houses.

▼
March 12: Louisville, Ky.

4—Tie-in with urban renewal

Builders and realtor do well with "pilot" corporation



EDITOR ED GAVIN hears about Louisville's plan to self-support drives for rehabilitation of areas near "core" of city and complete redevelopment of other "hopeless" areas.



LOUISVILLE'S Property Renewal Committee did not select a "hopeless" community for pilot-area: Negro section had fine community facilities, including this good library.

Louisville's Property Renewal Committee, a busy new Chamber of Commerce operation, is out to rehabilitate some 25,000 out-of-date houses by having the city set two good examples in housing areas near the heart of town. One area is white, the other Negro.

In each pilot-area, the first step towards rehabilitation has been taken by a new "pilot" corporation. It's called the Housing Renewal Corp. and it was formed by two builders (David H. Wilson and Herman L. Lodde) and a realtor (Michael J. O'Dea).

Mr. O'Dea is chairman of the Property Renewal Committee and Mr. Lodde is an active member; Mr. Wilson is a member of NAHB's rehabilitation committee.

What they're out to prove in Louisville has national significance: they don't want FHA funds for rehabilitation, only FHA insurance backing. In short, they want to prove by what they have *already done* that such services as architectural planning, color design, proven building practices and adequate financing do not require government funds . . . only gov-

ernment faith.

Even now, they have gone one step further: a new Development Corporation has been established to raze and completely redevelop (with apartments) one area that was beyond rehabilitation of existing structures.

PROFIT IDEA:

A new corporation devoted to remodeling—perhaps one that includes a realtor who knows older housing areas—is a good "hedge" against the hard-sell of new homes.

▼
March 13, Chicago, Ill.

5—Tie in with local HBA

It almost goes without saying that when American Builder investigated "remodeling for profit" it had to report what the Chicago Metropolitan Home Builders Association has done to make "remodeling for profit" compatible with an urgently felt need to keep Chicago's remodeling "shysters" in their place.

Chicago is American Builder's home town. Editor Ed Gavin knew very well that the local HBA's new

remodeling "arm" (the Home Improvement Contractors Council) was exactly the kind of policing—by legitimate builders—that OHI needed if the housing industry was not to get a black eye from shyster operators.

John R. Downs, executive vice-president of the HBA, had outlined the purposes of the newly formed HICC at a meeting of the Rehabilitation Committee of the National Association of Home

Builders on January 22 (see opposite page): its members would establish ethical standards for remodelers in Chicago; they would guarantee themselves to be fair and unambiguous in their contracts; they would be honest about their materials and methods; they would educate the public on proper practices in the remodeling field; they would eventually join in cooperative advertising to counter the high-pressure boys, establish a

REMODELING FOR PROFIT: AN ORGANIZATIONAL WORKBOOK

bonded membership to "insure" customers, even develop standard contracts that eliminate all "fine print" clauses.

A major accomplishment of the new HICC was a "remodeling

booth" at Chicago's mammoth Modern Living Show on April 7. Members of the HICC took turns manning the booth; there was no "sell" other than the quiet selling of the integrity of HICC members.

About 250,000 Chicagoans attended the show.

As soon as the HICC considers itself mature enough, it will work with civic officials on Chicago's urban renewal program.

Even now, the HICC is working with Chicago's Metropolitan Housing Council on revisions of the city's Code on Existing Houses.



EXECUTIVE COMMITTEE of Chicago's HICC meets with American Builder editors to give them details of newly drawn Code of Ethics for remodeler-members.

PROFIT IDEA:

Many of Chicago's HICC members concentrate their work in one or two areas of the city. That's because word-of-mouth advertising brings in most of the business.

▼ **March 15, 1956: Washington, D. C.**

6—Start off with a bang

A dramatic rehabilitation builds prestige fast



BEFORE: Schott's Alley, in the shadow of the Capitol, was a Washington disgrace. Thirteen broken-down houses opposite State Office Bldg., had been boarded-up for years.



AFTER: New remodeler Albert G. McCarthy made a name for himself fast by converting houses into \$175-per-month apartments; he rents them to Congressmen and Senators.

Two good ideas for builders who want to branch into remodeling are working out well in Washington.

The first is the way a new remodeler selected a seemingly hopeless site, rehabilitated it completely, rented it profitably and made his reputation with it (see above). Remodeler Albert G. McCarthy, also a builder-realtor, now has his office in the project.

He financed all the work at Schott's Alley himself and spared

no luxury touches. Each house has two bedrooms and a bath upstairs and a living room, dinette and kitchen downstairs.

The second idea at work in Washington is a new company: Rebuilding, Inc. Its officers and directors include a banker, an architect, two builders, an insurance expert and a lawyer. They're out to prove that rehabilitation or redevelopment is the function of private enterprise.

To accomplish this, the com-

pany offers remodeling services on a contract basis, extends credit if necessary, sometimes will buy property outright as an investment.

When an entire area is to be rehabilitated, the company feels that residents within that area should be stockholders. Thus 50,000 shares of its common stock are now up for sale for \$250,000.

PROFIT IDEA:

Remodeling a little slum-pocket pays big dividends in publicity.

▼ **March 19, 1956: Los Angeles, Calif.**

7—Know your local money men

Financial interests in L.A. are behind OHI



EXECUTIVE COMMITTEE members of the Modernization Chapter of BCA of California meet with American Builder editors to explain help extended by local money market.



OHI COMMITTEE chairman, Mrs. Winifred Pike, executive assistant to Fritz B. Burns, tells managing editor Walter Browder of "superb" promotional job by local banks.

Two groups in Los Angeles with a common interest in remodeling are both benefiting from the help of a common ally: the local money market. Executives in both the newly formed Modernization Chapter of the Building Contractors Association of California and the Los Angeles OHI committee told American Builder editors that they considered the cooperation of local lending agencies a model performance. Here are some examples:

When steering committees for

both groups were setting themselves up in business, executives of the lending agencies offered their counsel.

The agencies have referred many inquiries on remodeling to the two groups.

Some have simplified lending procedures. The California Federal Savings and Loan, for example, gives accredited remodelers a deal that allows them to offer customers "package financing" for as much as \$2500 on a five year repayment plan. One qualification is that the

remodeler must open a savings account for \$1000; but when each loan is approved and each job finished, the bank rebates two per cent of each loan to the remodeler's account.

PROFIT IDEA:

Most banks agree that they have plenty of "referrals" to offer but that their lists of "substantial" remodelers are short. Get on your local lists fast.

▼ **March 20: Rochester, N. Y.**

8—Join a city-wide drive

Nearly 400 remodelers and building supply dealers met recently in Rochester, N. Y., with city officials and other business representatives to coordinate various local home improvement programs into one big city-wide drive.

Rochester's Home Builder's Association was one of many local groups that set up a budget of \$25,000 as the target for initial advertising and publicity.

The HBA also proposed a "con-

trol center" where home owners could be referred to well-established remodelers. Also, some of the HBA members who have only engaged in new home building in the past are now considering ways to expand their activities to relieve what may turn out to be an acute shortage of responsible remodelers. Credit organizations will help in this attempt to protect both owners and remodelers from unqualified opportunists.

To encourage home improvement, a model house is being modernized. It will have cost \$12,000 and will be equal to houses currently selling there for \$15-\$17,000.

PROFIT IDEA:

Check your local potential against Rochester's: Census data show that 58% of Rochester's 147,923 dwelling units were over 30 years old in 1950.

▼ **March 23, 1956: Buffalo, N. Y.**

9—Rely on realtor-help

Builder-realtor tie-up sparks Buffalo's program

One of the highlights of Buffalo's recent Better Homes Exposition was the awarding of prizes in a highly successful "Idea Contest" on home and neighborhood improvement. The contest was sponsored jointly by the Ni-

agara Frontier Builders Association and the Buffalo Real Estate Board in cooperation with the city school's Clean-up Campaign.

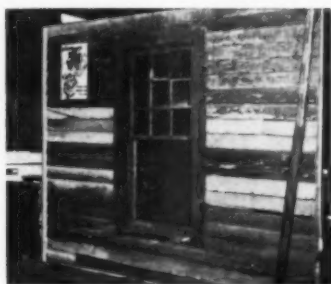
Fifty winners—25 in high schools, 25 in elementary schools—were selected from 91,000 en-

tries; prizes worth \$2,000 were given away.

That's merely one example of how Buffalo's realtors and builders are working together on OHI. Another: both local associations are sharing the responsibility of protecting the public from OHI fly-by-nights. The realtor-group refers all calls on remodeling (about 15 each week) to the builder-group, which keeps referral lists.



BETTER HOMES EXPOSITION stressed OHI in all ads. Many booths featured



remodeling. Ancient bathroom-kitchen displays were popular.

PROFIT IDEA:

An Idea Contest can give the OHI idea plenty of free advertising: all Buffalo papers played it up heavily and local TV donated about 50 hours of free time to promote it.

▼ **March 26: Corning, N. Y.**

10—Bid a "package" job

An American Builder editor visited the firm of Smith, Langhans and McClaughlin, Inc., because they specialize in one phase of remodeling and because they plan to double their volume by playing up their ability to handle a complete remodeling

package on any job.

The company specializes in kitchens and baths. Last year, they did 12 of each—as a sideline to their heavy construction work—at about \$3000 per kitchen and \$1500 per bath.

They estimate the whole pack-

age, subbing out plumbing and electrical work and using their own masons, carpenters and painters.

PROFIT IDEA:

Try to get franchises on lines of quality merchandise: wood and metal cabinets, for example.

▼ **March 28: New Castle, Del.**

11—Give a good guarantee

If you're in an area that's besieged by fly-by-night remodelers, take a lesson from the Beatty Construction Co. Give a year's guarantee on every remodeling job.

Beatty says it's his strongest sales point in fighting fast-talking remodelers and their TV-ad bait:

"It's common procedure for a customer to check our contract against a fly-by-nighter, who always quotes a lower price. But our guarantee saves many a job."

Another salespoint: the quality of Beatty's personnel. His manager is both a construction and a sales

expert. Beatty says that accurate estimating is thus assured.

PROFIT IDEA:

Custom builders can get into remodeling most easily by starting with "additions": porches, extra rooms, garages, etc.

▼ **March 29, 1956: New Orleans, La.**

12—Start a Mediation Board



BOARD member (right) talks to both parties before dispute goes to Board.

New Orleans is short-stopping any chance of having its rehabilitation program get a black eye in the courts: a Mediation Board has been set up by the city to iron out troubles between remodelers and property owners before they get that far.

The board consists of one paid member (an attorney), a staff member from the Housing Improvement office and a member of the Citizens Advisory Committee

on rehabilitation. Their strongest weapon in enforcing their findings is to threaten to take a remodeler's name off the "recommended list." The city makes the list available to anyone who asks for it or who is ordered to update his house by building inspections.

Profit Idea:

A Mediation Board often works in favor of the contractor, saving him court costs and settlements.

▼ **March 30, 1956: Oakland, Calif.**

13—Give the city support

There's real profit in tying-in with city plans



OAKLAND'S Citizens Committee for Urban Renewal staged a special meeting to hear Ed Gavin, Editor of American

Builder, discuss some of America's fastest-moving rehabilitation programs and to report on their own.

Builders in the San Francisco Bay area—particularly those who are branching out into remodeling—are working closely through their trade association with Oakland's Citizens Committee for Urban Renewal. Everybody's benefitting:

The Citizens Committee has had a building expert—Jack Hennessy, executive vice president of the Associated Home Builders of The Greater Eastbay, Inc.—to give them counsel from the very beginning of their efforts at urban renewal. As early as May 23, 1954,

Hennessy was a member of a 7-man steering committee that developed the formal organizational plan for the Citizens Committee.

Between then and now, the city has progressed far enough to have been selected as a "pilot city" for urban renewal by OHI and by Albert M. Cole, HHFA Administrator.

Recently, the builders tied-in once again with a rehabilitated model home (taken from the city's first pilot area) at their Home and Garden Show in late April. The association will use the home to

merchandise remodeling much the same way as automobile dealers merchandise cars: they'll show a thoroughly remodeled house, not a stripped model; they'll leave it up to customers to decide how much or how little to "buy."

PROFIT IDEA:

After the home show is over, the city will buy the remodeled home from the builders and move it back to the area it came from. There it will be a continuing display on remodeling as well as headquarters for renewal inspectors.

This checklist will help you cover all the bases

- ▶ **FIRST STEP:** don't go into remodeling on a shoe string and don't consider remodeling unless you're a craftsman or employ people who are. It's tougher work than new construction and you can easily lose your shirt or your reputation. But there's this advantage: competition—among top-flight remodelers—is light. Good remodelers seldom *go after* business; once the word about them gets around, *business comes to them*.
- ▶ **SECOND STEP:** encourage your local builders' association to develop a remodeling division and carefully screen the new membership to keep out fly-by-night operators. You'll find that the public as well as lending agencies are anxious to locate lists of reputable remodelers.
- ▶ **THIRD STEP:** work with your city government on urban renewal. Nothing will build your reputation for integrity faster. Also, whether you go into rehabilitation or the complete redevelopment of blighted areas, urban renewal can be profitable. It might be advisable to organize a special corporation for renewal work, perhaps sell stock to finance it.
- ▶ **FOURTH STEP:** get to know your local money market on remodeling. In some areas, lending agencies have "package deals" on financing that are wasting-on-the-vine for lack of demand from reputable remodelers. Also, all lending agencies receive many inquiries for remodelers that they are anxious to turn over to the right people. What's more, you cannot talk business to customers unless you have a second-nature insight into whether or not banks will support the amount of work that must be done.
- ▶ **FIFTH STEP:** if Operation Home Improvement is a going-concern in your area, tie-in with it. You can get display material by sending \$5 to OHI at 10 Rockefeller Plaza, New York 20, N. Y.
- ▶ **SIXTH STEP:** work closely with reputable realtors. You can do this individually or by having your local builders' association work with the local realtors' association. If you plan to start a special corporation on remodeling, a realtor should be included.
- ▶ **SEVENTH STEP:** get your feet wet in one of two ways. You can plunge into remodeling all the way by redeveloping a city eyesore (see WASHINGTON—page 20). Or you can slip into the business gradually: if you're a custom-builder, "additions" to houses (porches, new rooms, garages) may be the best way; if you're a contractor, specializing in kitchens and baths gives you plenty of quick volume. In any case, bid the job as a "package" and give at least a year's guarantee on it.
- ▶ **EIGHTH STEP:** watch for a new series of articles on remodeling in *American Builder*, including an 8-pager on estimating, and a special "how to" issue in July that covers everything from roofs to cellars.

PRESSTIME ROUNDUP

Should states license builders?...

Evidence of builders' increasing desire for professional recognition is reflected in answers to the American Builder cross-country survey: "With the influx of new builders, do you favor state licensing laws requiring certain operating standards?"

In favor, T. V. Standard, president, HBA of Macon, Ga., maintains "the state license law is a must, if the home building industry is ever to attain the distinction of being a profession which it so justly deserves."

"Builders must have the respect of government agencies and lending institutions," he says, "in order to do a job. The home buying public deserves the protection of knowing that all licensed builders are honest, financially responsible and that they will take pride in every home they build, being sure to give the best value for every dollar."

Taking an opposite tack, Albert

White, president, and Walter Neller, national director, Michigan Assn. of Home Builders, report "directors and builders are unanimously opposed to any further restrictive legislation. . . . Builders feel that in a community the size of Lansing, local codes and regulations, along with FHA and VA, give adequate control and protection to the public. State licensing would be a step down the road to governmental control and regulation. Let's keep the building business a business of opportunity."

But Robert C. Gerholz, president, Flint Assn. of Home Builders, points out that state directors "recently voted not to oppose a bill now before our legislature, requiring licensing of builders in counties with over 100,000 population. There is no doubt that state license laws are fairly administered, that they can do a great deal to keep the type of builder out that is not a credit to our business."

Florida HBA, William C. Deme-tree, president, of Jacksonville, has the matter under discussion. "If American builders desire recognition as professional men," he says, "then standards must be established."

Flat rejection of state regulation comes from Lester W. Prokop of the Prokop Building Co., Houston, Texas. "There are too many controls now," he contends. "Opportunity in the building business is unlimited and the field should be left open to those who believe they can succeed."

"In our district," says Hudson J. Force, Akron, Ohio, "we are for a county-wide building code. Too many people are doing a bad job of structural framing. We definitely know it's impossible to put in a state-wide license law, but something has to be done with people who are building and not doing a good job."

... if so, what standards should be established?

Strongly for state licensing is Jerry A. Wendling, president of Wendling Bros. Co., Dover, Ohio, who suggests: "1. License review board composed of long-established builders, engineers, architects and state officials; 2. periodic review by board of yearly reports and references on builder's operation; 3. at least five years' experience as builder, or responsible position with other builders, required to obtain initial license; combination business administration and technical exam desirable. 4. License classified as to type and scope of operation builder is qualified for."

Basic rules suggested by a Tri-

Cities builder in the Iowa-Illinois area include: 1. knowledge of basic building codes and construction standards; 2. fundamentals of mortgage financing; 3. some basic real estate law; 4. builder must furnish labor and material, not labor alone.

A state license law "should require a contractor to have at least five years of carpentry and architectural experience combined," reports Edwin J. Kotke, St. Paul.

J. F. Carabin, president, Cincinnati HBA, calls for some standards but warns against rules "so severe as to stifle initiative."

Basic rules of good character and financial stability are suggested by

J. R. Coarsey, past president, Nashville, Tenn., HBA. "Our legislature meets in January 1957. We plan necessary legislation then."

A Wisconsin builder reports that his state, which attempted to pass a licensing law in 1950-52, might consider such a rule now to solve two problems. "What (or who) is a builder?" needs to be defined, he says, because of lawyers, real estate men and others entering the field without building knowledge and "casting doubt on values offered."

In addition, he cites unfair competition by "weekend" carpenters contracting on their own, while working for an employer.

... are changes necessary where state law exists?

One of California's largest builders, Richard S. Diller of Beverly Hills, finds the standards set by the State Contractors License Board "most efficient," but thinks responsible builders would like a no-lien law by purveyors of materials, "so that many innocent contractors are

not forced to pay doubly because they cannot watch all materials coming into their tracts."

Virtually all Mississippi builders are subject to law administered by the State Real Estate Commission, with construction supervised by FHA, VA and city building de-

partment, financial responsibility checked by banks and title insurance companies. George Cain of Jackson, Miss., sees no additional control needed, says: "it is hard enough to coordinate and comply with requirements of the authorities we are already dealing with."

Builders offer additional features this year to capture their share of the housing market

Last year's gimmicks apparently are not strong enough to sell this year's houses. Many builders, in the campaign to fill their 1956 quota of new homes, are turning up more and better merchandising practices.

Answering an American Builder spot check on successful merchandising features, Edward Rose & Sons, Detroit, listed cathedral ceilings, one and one-half or two baths, garbage grinder, dressing table in bath, stove hood with built-in vent fan, full closet utility through use of by-passing doors, and circuit breakers.

But this year, Irving Rose points out his firm is adding slide-out shelves in kitchen and linen closet, and a built-in bread box. More four-bedroom houses are scheduled.

Clyde H. Smithwick of Jacksonville, Ark., who found colored bathrooms, colored all-electric kitchens, central heating and air conditioning most popular selling points last year, reports "for 1956, we are adding an extra full bath to our houses, plus patios."

Built-in appliances, sliding doors to terraces, more closet space are stressed by H. Dlugach & Co., Memphis, in newspaper advertising, billboards and brochures.

Fred P. DeBlase, Rochester, N.Y., anticipates featuring air conditioning this year: "In my opinion, it's the real 'look-ahead' feature in home building."

Trade-ins push sales

A trade-in program is most successful "in terms of a very competitive, hard-sell situation," declares George M. Pardee Jr. of Pardee-Phillips Construction Co., Los Angeles. "If we can sell the potential purchaser's existing home we have a much better chance of selling him a new home."

"As far as our houses this year are concerned, we figure that the complete packaged kitchens are going to be the biggest selling feature. We are planning on complete built-ins: range, oven, washer, dryer, dishwasher, refrigerator, disposal, vent fan and hood; in other words, making the kitchen the focal point and interesting point of the house."

Additional space is foremost in the minds of many builders.

"With today's larger family," declares George A. Donnay of Donnay-Reitz, Inc., St. Paul, "uppermost in our minds in developing the present house we're building, was space, square foot area. . . . We are including in this house a hood and fan and would like to include the built-in range and oven, but for fear of getting out of the price bracket we are not doing it today. We would also like very much to include, and know that it would have a lot of merchandising value, a shower compartment in connection with the half-bath."

Donnay reports the new plan has met with wide acceptance, with 50 sales to show by April 1.

In the Long Island small home field (up to \$14,000), R. T. Watson of the Gulf Construction Linwood Corp., Babylon, N. Y., finds "emphasis is for maximum number of bedrooms, minimum three, four if possible; at least one and one-half baths. Kitchens are now receiving considerable attention, the tendency being to provide more cabinets, built-in ovens and broilers."

Howard Quinn, president of Quinn Home Builders, Inc., Chicago, is going all out for five-bedroom houses and is "bringing back" two-story colonial design to do it. He's also including ranch and split-level designs with three or four bedrooms in his new Beverly Terrace project, has sold 22 houses in six weeks.

Mrs. Henny Mollgaard of Milwaukee's Mollgaard Co. observes

that "average Milwaukeean are not too demanding on air conditioning, built-in oven, automatic appliances, one and one-half baths, family room. Young people love these but cannot afford such merchandising features." Her new models stress a vestibule, small covered porches, adequate dining area, sliding closet doors, double compartment sink, disposal, larger water heater, vanity. She banks on good construction and reputation as excellent merchandising features.

In St. Louis, Warren Vatterott is adding to his new models a playroom, half-bath, half-garage and room for an additional garage.

Effective use of signs

Signs play a big part in merchandising the new Gump & Gaynier addition at Dallas. Robert J. Gump reports the firm displays a series of "Burma-Shave" signs around the property, each highlighting some feature of location. A contest is held among salesmen to design clever window displays, changed each 30 days. "If a house is sold," Gump explains, "because some prospect came in the office as a result of seeing the display, the salesman is awarded \$50."

In New Orleans, Morgan Earnest is equipping his homes for air conditioning or future air conditioning and tying in with a national promotion. He's also building up good will by donating prizes for a civic association landscaping contest in one of his completed developments.



CLASS IN MERCHANDISING AT NATIONAL HOUSING CENTER: One of four groups which met in separate sessions daily during first three-day short course in merchandising held by NAHB in Washington. Course director James M. Boyd, vice president, Theatre for Industry, is at left of the microphone.

Study three R's of merchandising

The right place with the right house at the right price and terms—that's the three R's of merchandising new homes, 105 builders from 27 states and the District of Columbia learned at the first merchandising short course sponsored by the National Assn. of Home Builders and the National Housing Center in Washington.

The three-day seminar (tuition \$135) was doubly oversubscribed and a second course was set for May 14-16.

Thomas P. Coogan, chairman of the Housing Center, advised the "class" to "determine your market;

don't build to an arbitrary range. You've got to sell to people who can afford to buy your merchandise.

"Everyone is pressuring you," said Coogan, president of Housing Securities, Inc., and a former NAHB president. "Bankers prefer to service a \$15,000 mortgage to a '10.' You yourself are prouder of the \$20,000 houses you build than those that cost \$15,000 or \$10,000. . . . There's a tendency on the part of FHA and other agencies to crowd you into larger houses, to urge people to want a family room, four bedrooms, etc.—teach everybody to want these things for which they cannot pay.

"Your job is to try to bring these people and the houses for which they can afford to buy together."

Importance of a good market analysis of a builder's community,

rather than complete dependence on national statistics was stressed by E. Everett Ashley 3rd, chief of the HHFA reports and statistics section. He said such study should include inventory of unsold new dwellings, employment and income, population trend, migration and mobility, volume of new building and source of financing.

Edward R. Carr, former NAHB president, said: "Don't mind paying through the nose to get a good location. You'll get it back through quick turnover, added price, etc."

Emphasizing trees, he declared: "We carefully plan to save at least one or two good-size trees on each lot. Value of these trees is worth more than the \$100 to \$150 it costs us to save them. It'll cost you from \$50 to \$100 to plant one tree."

DICKERMAN'S COLUMN

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

Merchandising: the fifth 'M' of home building

The nation's home builders, faced with the prospect of ever-increasing competition for the consumer dollar in the weeks and months ahead, are as a group paying more and more attention to merchandising their product. The few that are not probably will be shaken out of the industry in the not-too-distant future.



Dickerman

Competition in this free economy of ours is not to be feared. It is to be welcomed. It is good for the consumer and therefore, good for the industry. It does not necessarily mean a reduced sales volume, although those who find themselves out-distanced by their competitors obviously are going to be hurt. But for the industry as a whole, good merchandising practices can and will expand the market by whetting consumers' new home appetites.

And that, if I read the signs correctly, is where much of the market is going to lie until around 1965 when new family formations will greatly expand the residential building horizons.

Merchandising—good merchandising, that is—is far more than just

advertising and selling although these are, of course, two major ingredients. Good merchandising to be effective starts with sound market analysis and progresses through every step of the building process to and through post-sales service.

There's an old axiom that cannot be repeated too often: Your best salesman is a satisfied customer. If he is happy with his new house, you can be sure his friends are going to hear about it. And by the same token, if he is unhappy you can be equally certain that everyone within shouting distance is going to know all about it. Good quality, good design, good value all are essential to good merchandising of houses.

One of the fundamental jobs of NAHB and its 250 local affiliated associations is to spot trends, analyze them and take whatever steps are necessary to meet the new developments. Thus, for the last several years there has been an awareness that the day was approaching when the forces of supply would spark a return to a highly competitive housing market. Accordingly, certain preparations were made.

Today, NAHB offers its membership a wide variety of merchandising aids—special courses of instruction, facilities for obtaining new and saleable designs, developments in new

materials and techniques, promotional material, tips on land planning and use, a continuous flow of information on the various methods of financing and periodic reports on financial and economic trends.

Of the latter, it is important always to remember that local conditions can and do vary to a considerable degree from national trends. NAHB, therefore, is encouraging its local affiliated associations to conduct comprehensive local market surveys and to stay constantly on top of the economic and financial developments within their own area. A hike or a cut in mortgage discount rate; the building of a new factory, or a layoff of workers in an existing one; too many or too few houses built in a particular price bracket—all have an effect on the housing market and on merchandising.

There are today five basic elements in home building—market, money, materials, men and merchandising. I call them the five "M's." All are interrelated, all are important. The builder who does a thorough job of analyzing and managing these elements is going to stay in business and make a profit. The builder who does not is headed for trouble and, more likely than not, already has encountered it.

VA to engage building analysts

What it considers an important step toward stricter compliance with minimum property requirements in the GI home loan program has been taken by Veterans Administration.

Each regional office has been instructed to appoint a qualified construction analyst to its staff. The analyst's primary duties will be to:

- Make on-site property inspection.
- Report on performance of each VA compliance inspector, including any irregular relationships with builders or others.
- Determine adequacy and quality of exhibits used by the inspectors.
- Evaluate adequacy and effectiveness of supervision by builders.

Names make news

Fred B. Morrison has succeeded Arthur W. Viner as executive secretary of the Voluntary Home Mortgage Credit Program. Morrison has been with VHMCP as executive secretary of its Region IV committee.

William A. Ulman has resigned

as the Housing and Home Finance Agency's assistant administrator for Congressional liaison and public affairs, but will continue as a consultant.

Because of the illness of Charles S. Mattoon, Cyrus B. Sweet has been appointed to act as assistant commissioner for operations of Federal Housing Administration. Sweet will continue to serve as Assistant Commissioner for Title I, although active management of Title I will be directed by Leland McCallum, chief of field supervision for Title I.

John F. Austin Jr., president of T. J. Bettes Co., Houston, has been designated next president of the Mortgage Bankers Assn. of America.

Building Material Suppliers Assn. has elected Burton D. Ayers, Ayers Fuel & Supply Co., as president, succeeding Seymour S. Winokur.

James F. Steiner is new manager of the National Chamber of Commerce's construction and civic development department.

PHMI ups '56 goal

Expansion of production, research and services was a recurrent theme at the 13th annual meeting of the



ACCEPTING PHMI PRESIDENCY is George Price, with Harry H. Steidle, manager, an attentive listener.

Prefabricated Home Manufacturers' Institute March 25-27 in Chicago. Having hit 93,000 units in 1955, and aiming for 120,000 in '56, the Institute was reminded by its newly-elected president, George Price, and its outgoing leader, Pete Knox, of the need to retool for the task.

Price, executive vice president of National Homes Corp., urged closer study of membership and performance standards; government liaison committee, increased guidance by the executive committee.

DEALER'S VIEWPOINT

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

Effective displays: an aid to merchandising

Effective display of lumber yard products has assumed new importance because of five significant developments in the merchandising of building materials.

First of those developments is the fact that a large number of new or improved building products have come onto the market and need to be shown so that the trade, including carpenters and contractors, can become familiar with them.

Second is the fact that most dealers have begun to stock and sell more lines of products, and the new products cannot be expected to sell well unless they are put out on display.

Third is the tremendous promotion being given to the home mod-

ernization market through Operation Home Improvement and otherwise. Showing the home owner the variety of materials and styles, sizes and patterns that are available is one of the best ways to turn interest into action.

Fourth is the do-it-yourself movement, where it is essential to show the week-end carpenter what to do and how to do it.

Fifth, many dealers are trying to encourage a certain amount of self-service as a means of lowering sales expense and stimulating impulse sales of items that the customer can pick up and carry to the counter.

Because of these trends, four rules deserve special emphasis in lumber yard display, in addition to traditional rules that dealers observe:

- Every item on display should be plainly identified with a sign telling customers what it is, and how and when to use it, and why it is a good

choice for the job at hand.

- Every item should be plainly priced so that the customer can judge its value. Pricing is imperative, if self-service is to take hold.

- Dealers should put their full line out on display. Unless customers know that the product is carried in stock, they aren't likely to ask for it.

- Dealers should use all available display space to display the products they carry. This rule applies whether the store is large or small. In fact, the smaller the showroom, the more reason for using all available space effectively.

Using all available display space means placing attractive displays outside the store, in the windows, on the counter, along the walls, and out on the floor, so that customers will see product displays wherever they look while waiting to make their purchases or when looking around for good ideas.



Northup

Minneapolis plans regional sessions

A midwest housing conference directed to builders operating in seven states and central Canada, will be sponsored by the Minneapolis Home Builders Assn. Sept. 27-30 at the Leamington Hotel, Minneapolis.

W. D. Coffman, general chairman, reports the program will concentrate on mortgage problems peculiar to the northern area, business management, co-operative land development, heating, condensation and ventilation problems and a series of "how-to-do-it" sessions. In addition, a 90-booth exhibit area will be set up, while social functions and housing tours will supplement business sessions.

Co-chairman named include Q. A. Collins, exhibits; Henry T. Peterson, program arrangements; James T. Pearson, promotion; Harold R. Rosendahl, speakers; E. Harold Johnson, tours. ●

Cleveland gets 'green light'

After three years of governmental red tape, HBA of Greater Cleveland announced its plan to build apartments in the city's urban renewal area has received FHA approval under Section 220 and is ready to proceed. Alex A. Treuhaff, chairman of the three-year-old HBA affiliate, Private Enterprise Redevelopment Corp., said work is expected to start next month on an initial group of six two-story buildings containing 66 suites. He said:

"Our object is to demonstrate that organized home builders are prepared to do their part in redevelopment and have the know-how to lead the way. We want to set a pattern to show that private enterprise can rebuild a city without cost to taxpayers, after the land has been cleared and made available."

Chicago's Land Clearance Commission has announced plans to clear a 40-acre "severely blighted" area on the city's south side and put up the cleared land for sale by bidding.

Said City Housing Coordinator James C. Downs Jr.: "We believe we will get several redevelopment companies interested."

In Pittsburgh, 31 builders have joined a campaign of the Pittsburgh

Press to promote 1956 "homes of safety" May 12-20. HBA of Metropolitan Pittsburgh's home show June 5-10 will feature a model town, with plastic replicas of homes now being offered by various members. George Wetzel, contractor in Pittsburgh suburbs, is supervising erection of a split-level home being built by members of North Suburban Lions Club. With donations of labor and materials coming in, club hopes to sell house for about \$17,500, turn profit over to charity. ●

School controversy grows

School districts have no moral or legal right to force builders to donate land or cash for new schools, according to Mills Wilber, education consultant of Michigan's Department of Public Instruction. However, he told Detroit builders that he thought it good business on their

part to set aside sites to be sold to a district at or near cost.

"I do feel," he said, "that the responsibility belongs to the entire school district, not just one corner of it. Too often people living in a suburban area think of newcomers as some kind of foreigners or another breed of cats."

Meanwhile, builders planning over 1,000 units in suburban Nankin Township, got this warning from the area planning commission chairman:

"We are not going to permit more homes to go up without provisions to educate the children they bring to us. . . . The building industry is getting a black eye here and elsewhere for this sort of thing, leaving us with a terrible problem. We have been considering a ban on new permits and unless you improve your public relations, we may be forced to take a drastic step." ●



HOMES FOR KOREA CHECK FOR \$1,001, raised by HBA of Northern New Jersey, is presented by Fred R. Brunetti, president, to Joseph B. Haverstick, NAHB president, during 95-member tour through National Housing Center.



ALL ABOARD FOR EUROPEAN HOUSING TOUR: Some of the 39 builders and wives at start of two-week trip sponsored by HBA of Greater Cleveland to study housing in France, England and Italy. Another trip is planned for fall.



ARCHITECTURAL TEAM of E. P. Eroh, AIA, and H. A. Northron, landscape architect, worked with Qvale Associates, color coordinators, to produce this house. Builder wanted outdoor and indoor space to be carefully integrated.



Bruce Kinzler: he stockpiles topsoil, sub-heats garages, supplies marble thresholds and does a super job with . . .

"Sight-planning"—it

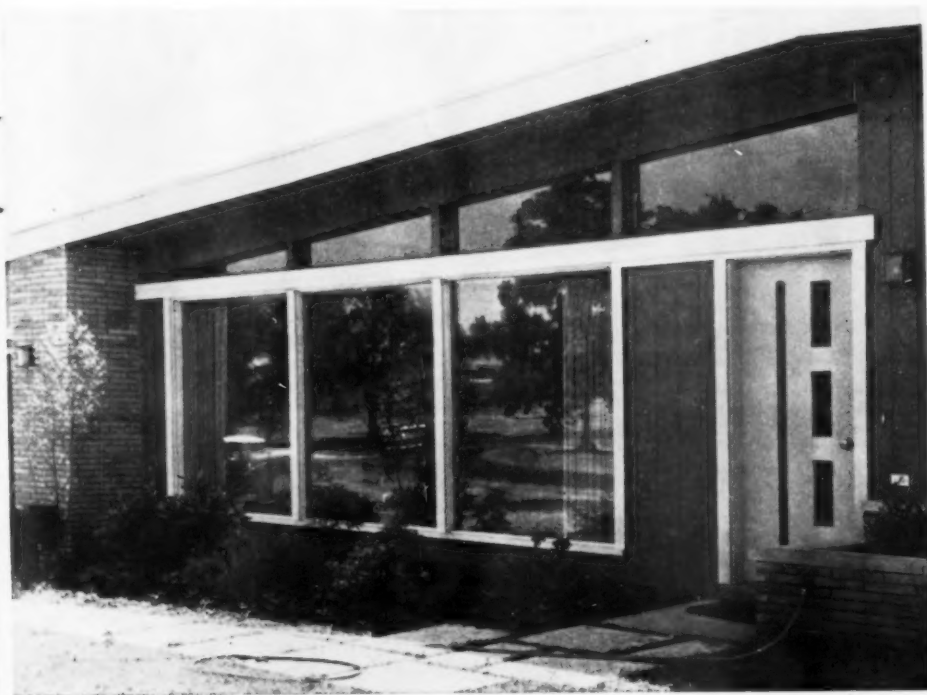


Drawing a direct bead on country-minded Detroiters, builder Bruce Kinzler of Bloomfield Hills, Mich., is offering forty Devon Brook houses, one of which is shown here. His aim is to provide the best looking and best-equipped packaged deal in the area—for \$33,700.

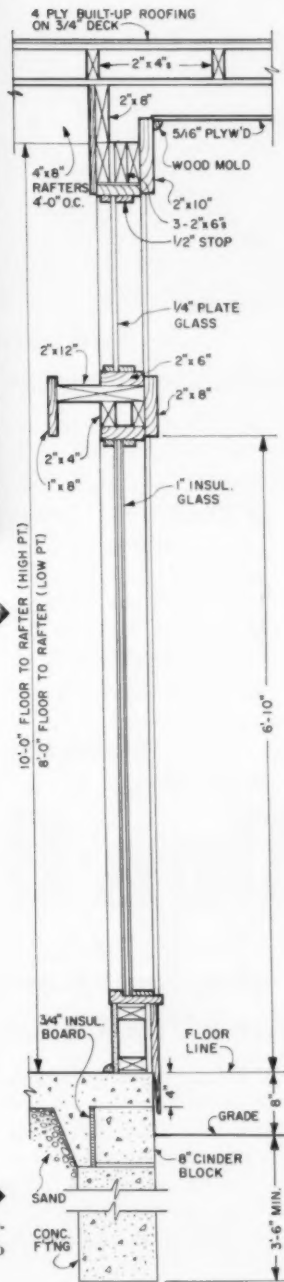
The house is color-coordinated from top to bottom, inside and out. It has an acre of landscaping, a deep well and septic tank, terrace and play yard, garden, trees—and an eighteen-foot picture window view of the outdoors. And it has quality materials: Frigidaire fold-back range units, Briggs fixtures, Luxaire furnace, Sonoaire heating ducts, Alwintite and R.O.W. windows.

◀ **FULL CARPETING**, random-length walnut paneling, painted beam ceiling and raised-hearth fireplace are features of living-dining area of Kinzler's house.

the MONTH for May



◀ **IMPRESSIVE ENTRANCE** detail has 36" overhanging eave, gable glass and Pittsburgh Twindow wall. Siding is V-jointed, white-trim redwood.



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HOW

sets this house apart



TO LIVING AREA of 1,757 sq. ft. is added 506 sq. ft. of sub-heated garage area. Built-in storage area is in family room.

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(All figures as of March 21, 1956)



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who've agreed to make a sizable home improvement in 1956. 28,459 of the entries are concerned with the kitchen-utility area!

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A SASH IN THE HAND -



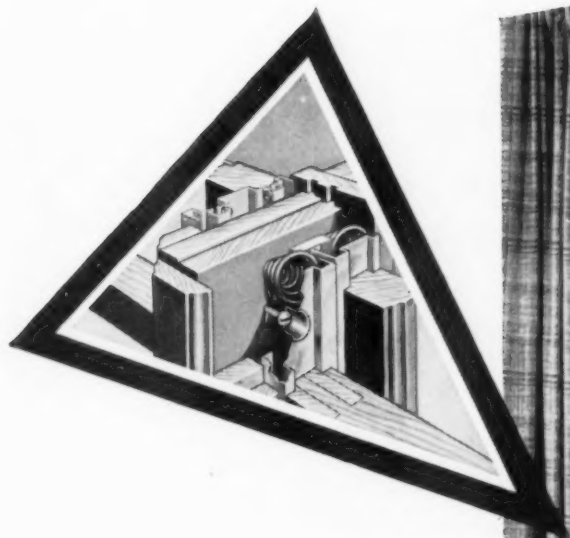
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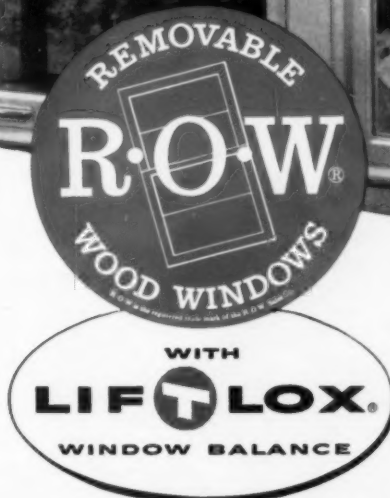
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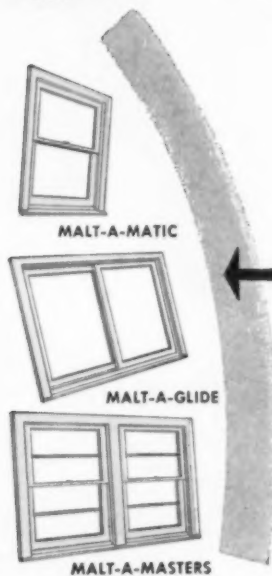
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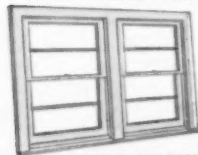
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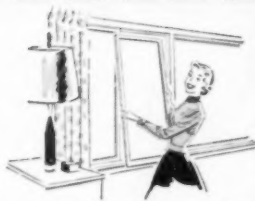
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No. 436 Design
with 2 5/8" rose



No. 430 Design
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Polaris 10" trim



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with 431B 5 1/2" auxiliary rose

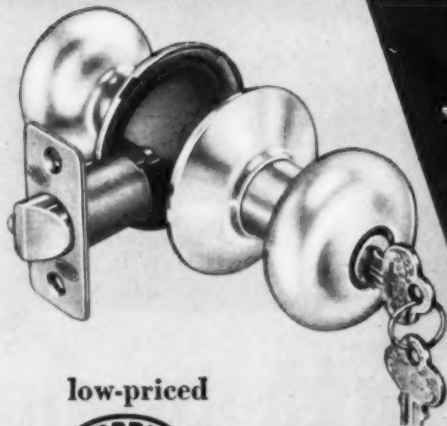


Windsor Design
No. 403 with
3" rose



Crestwood Design
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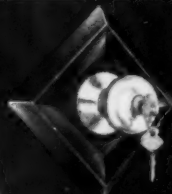


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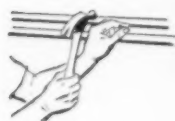
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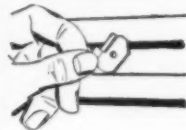
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SAVANNAH OAK PANELING
 in RANDOM-WIDTH PLANKS

A sales sensation with home prospects . . . and a home style leader with builders everywhere, Savannah Oak Paneling now comes in blond. This gives you a double barreled selling tool! Honey-tone finish for prospects who want walls of traditional elegance. Blond for prospects who want walls of brilliant modern design. Both panelings have the same easy installation features . . . both offer the same cost cutting advantages.

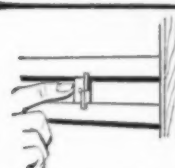
Planks go up fast with the exclusive Georgia-Pacific Clip and Strip System.



1. Nail furring strips



2. Insert clips in strips

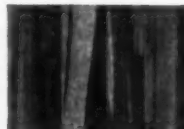


3. Engage clips to panels



4. Lock panels to clips

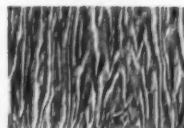
You can make more sales with these other G-P best sellers in standard size panels.



G-P Prefinished
 RED GUM



G-P Prefinished
 BIRCH



G-P
 RIPPLEWOOD



G-P
 STRIATED PLYWOOD

GEORGIA-PACIFIC
 PLYWOOD COMPANY

270 Park Ave., New York 17, N. Y.

Give them the NAME THEY KNOW!

Air Conditioning and Heating

by

FRIGIDAIRE

DIVISION OF GENERAL MOTORS



Have you this
FRIGIDAIRE
Fact Packet?



This Architect and Builder's Portfolio of Products is filled with complete data on the eleven different Frigidaire conditioning units for both warm weather and all-year use. Places every useful fact at your finger tips. Write or wire for your packet today.

** And all of this is equally true of the complete line of FRIGIDAIRE Gas and Oil Furnaces.*

Full-home air conditioning is no longer a novelty, and today's home owners don't have to be content with unknown or little-known names. They look for the name they know and trust—and more people know and trust the name FRIGIDAIRE than any other name in refrigeration and air conditioning.

Put this fact to work for you as you offer home owners the great advantages of full-home air conditioning. Add the word FRIGIDAIRE and you add a world of prestige and power—and earn the respect of the millions who own and enjoy the great variety of General Motors products.

Features? All Frigidaire Conditioning units are packed with them—and we provide you with facts about each and every one. But even more important is the single word best known to all America. Not just air conditioning. Air conditioning by FRIGIDAIRE!*

FRIGIDAIRE DIVISION, GENERAL MOTORS CORPORATION, DAYTON 1, OHIO

FRIGIDAIRE



Conditioners



HERE'S WINDOW BEAUTY
THAT WRAPS UP SALES



Andersen *Windowalls*

TRADEMARK OF ANDERSEN CORPORATION



Residence in Rockford, Illinois, C. Edward Ware, architect

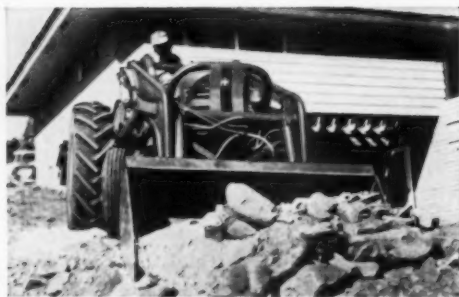
Andersen WINDOWALLS add a powerful sales feature to this home. Flexiview Units installed over operating Andersen Flexivents assure sunshine, fresh air, a view. Yet they close tight to form weathertight walls. They're windows and walls . . . Andersen WINDOWALLS of treated, insulating wood.

For further information see your lumber or millwork dealer, Sweet's Light Construction Files or write Andersen. WINDOWALLS are sold throughout the country including the Pacific Coast.

ANDERSEN CORPORATION • BAYPORT, MINN.



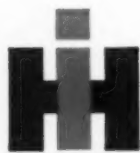
NEW! International® 300 Utility Tractor now with **POWER STEERING**



Up to 1,000 pounds greater built-in weight gives the new International 300 Utility stamina to cut downtime, traction to step up output.

Steer single-handed, maneuver in cramped quarters . . . keep the other hand free to control equipment! The new International 300 Utility with power steering gives the operator finger-ease control of the wheel—even with heaped half-yard bucket on a heavy-duty loader. One-hand steering lets him load, doze, backfill, grade and level *on the go*. With the 300 Utility built-in strength and stamina, users report they move up to 25 per cent more dirt in a day than with lighter-weight, harder-to-handle outfits.

IH power steering blocks kickbacks from the front wheels to lessen operator fatigue—yet retains the "feel of the wheel" and normal self-return. It is powered from the tractor's regular Hydra-Touch hydraulic system, eliminating the cost of a separate pump.



Your IH Dealer will demonstrate! Look in the classified directory . . . phone today for an on-the-job test. More than 50 items of special duty equipment let you match

IH utility tractor power to your job. For free specification folders, write International Harvester Company, Dept. AB-5, P. O. Box 7333, Chicago 80, Ill.

See your

INTERNATIONAL HARVESTER DEALER

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



WOW!



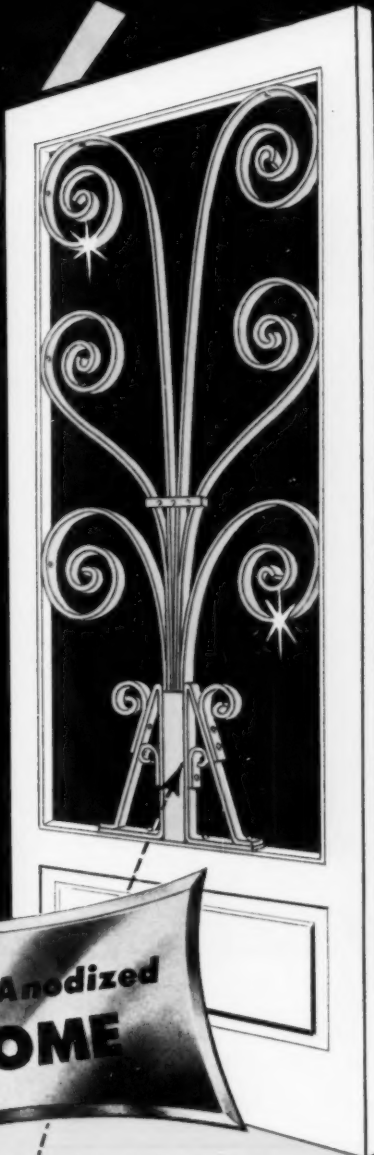
FITS-ALL

Adjustable

SCREEN DOOR GRILLES

Now come in

3 exciting finishes



**ALBRAS Anodized
BRASS**

**ALBRIGHT Anodized
CHROME**

Silvery Satin
ALACROME

**Striking New
Beauty**

FITS-ALL NO. 8

This graceful grille adds beauty to any screen door. designed to fit all standard doors and adjustable to many others. Packed in individual, colorful display cartons with full instructions and necessary screws. Available in 3 finishes.

Never rusts - never dulls - never tarnishes

America's most beautiful screen door grilles are now available in three exciting, lifetime finishes that give them new eye-appeal and new sales appeal! ALBRAS Anodized Brass . . . ALBRIGHT Anodized Chrome . . . Silvery Satin ALACROME. These permanent finishes will never rust, never tarnish, never dull, never chip. They stay everlastingly beautiful. Never before have you been able to choose from such a complete line of M-D adjustable screen door grilles in so many beautiful, enduring finishes.



MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 - OKLAHOMA CITY 1, OKLAHOMA

SEE
NEXT 2
PAGES



These Beautiful



Now Available in ...



← FITS-ALL No. 5

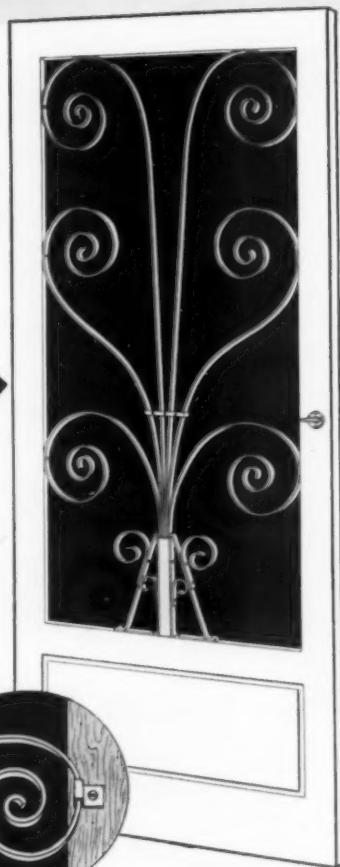
Gracefully designed, yet fully adjustable for nearly all standard size screen doors. Easily installed on wood or metal combination doors. Each grille packed in attractive individual carton with complete instructions for installing and suggestions on how to arrange scrolls. Available in three finishes.

FITS-ALL No. 8

Another new grille that is selling like hot cakes. Features M-D's patented "flower-pot" style holder which makes it easy to install and adjust this popular grille on nearly all standard size screen doors. Individually packed in colorful carton with complete instructions and screws. Available in three finishes.

Surface Clamps Included

Surface clamps are furnished FREE with Grilles No. 5, FS, 8 and 9. These clamps make it easy to install grilles on the surface rather than between stiles. Simply place clamp over each scroll as shown at right.



← FITS-ALL No. S6

This striking grille is an All-American favorite. Graceful in design and available in three finishes. Easily installed and fully adjustable on standard size screen doors. Packed in individual colorful carton with full instructions and necessary screws.

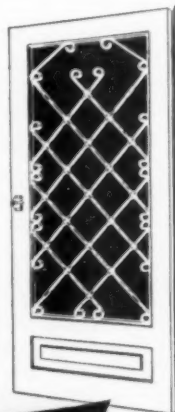
FITS-ALL NO. 9

This graceful grille adds beauty to any screen door, designed to fit all standard doors and adjustable to many others. Packed in individual, colorful display carton with full instructions and necessary screws. Available in 3 finishes.



FITS-ALL No. FS

Here is a popular grille that provides full protection for full-size panel screen doors. Fits-All No. FS can be adjusted to fit doors from 22" to 30" wide, and from 75" to 55" high between stiles. Available in Anodized Brass, Anodized Chrome and Alachrome finishes. Packed 6 grilles to a carton.



DEALERS

ORDER TODAY — your order will receive prompt shipment.

BUILDERS

Sold by all Hardware, Lumber and Building Supply Dealers.

Adjustable SCREEN DOOR GRILLES

**ALBRAS Anodized
BRASS**

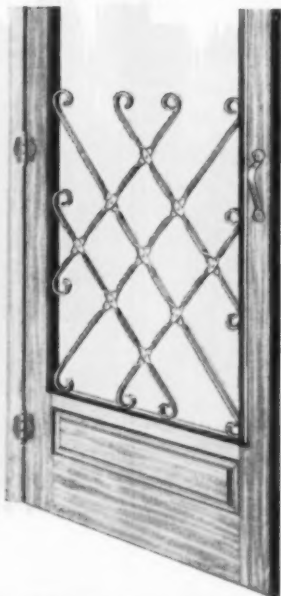
A rich-looking, brilliant finish.
Never rusts, tarnishes or dulls.

**ALBRIGHT Anodized
CHROME**

A bright, everlasting finish.
Never rusts, tarnishes or dulls.

**Silvery Satin
ALACROME**

A beautiful soft, silvery satin
finish. Will not rust, tarnish
or dull.



FITS-ALL No. 1

Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 3/4" in width between stiles and from 40 1/2" to 30 3/4" high. Squared up size is 30 3/4" x 30 3/4". Packed 12 to carton, screws furnished.

FITS-ALL No. 3

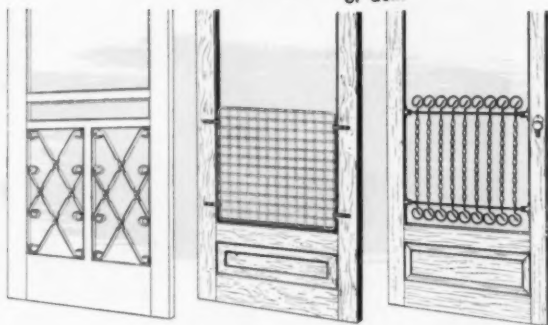
For lower section of door with cross-bar. Fully adjustable from 14" wide and 32 1/2" high between stiles to 25" wide and 25" high between stiles. 12 to carton.

FITS-ALL No. 4

For upper section of doors. Adjusts from 19 1/2" wide and 34" high between stiles to 33 3/8" wide and 20 1/4" high between stiles. Packed 12 to carton.

FITS-ALL No. 7

Adjusts from 14" wide and 33 3/4" high between stiles to 26" wide and 26" high. Squares up at 26" x 26". Packed 12 to carton.



FITS-ALL No. 2

For doors with divided sections. Each side adjusts from 13" wide and 19 3/4" high to 14 1/2" wide and 17 1/2" high. Packed 12 pairs to carton.

M-D MESH GRILLE

Interlaced ribs form strong protection for screen. Available for 32" and 36" doors. Packed 6 or 12 to carton.

NU-WAY GRILLE

Easily installed on doors or as window guards. Fits 30" and 32", 36", 42" doors. Available in steel black enamel or in aluminum with all 3 finishes.



M-D PUSH GRILLE No. 4

An expensive, graceful push grille 4" high for either 32" or 36" doors. Available in all 3 finishes. Packed 12 to carton.



M-D PUSH GRILLE No. 6

Another handsome, low-priced push grille for aluminum or wood doors. 6" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors. Packed 12 to carton.



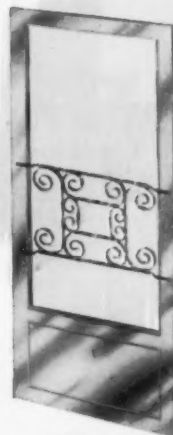
M-D PUSH GRILLE No. 15

A graceful addition to any combination door—wood or metal. 16" high for either 32" or 36" doors. Packed 12 to carton.



M-D PUSH GRILLE No. 16

Made especially for combination doors—wood or metal. 15" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors. Packed 12 to a carton.



MACKLANBURG-DUNCAN CO.

P. O. BOX 1197 - OKLAHOMA CITY 1, OKLAHOMA





CREATE EXCITING ARRANGEMENTS
by combining stock-size PELLA CASEMENT WINDOWS.

Pella

WOOD CASEMENT WINDOWS

Eliminate these 6 window chores

1 PUTTING UP AND TAKING DOWN SCREENS

2 PAINTING AND REPAIRING SCREENS

3 STORING SCREENS

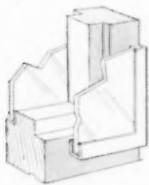
4 PUTTING UP AND TAKING DOWN STORMS

5 PAINTING AND REPAIRING STORMS

6 STORING STORMS



ROLSCREENS simply roll up and down like window shades...store in neat-compartments at window top. The home owner is forever rid of seasonal chores. And, no costly storage space is required.



DUAL GLAZING...the self-storing storm window...stays in place the year 'round. It insulates against summer heat as well as winter cold. Reduces street noises, too. A swing-out hinge allows exterior glass to be washed from indoors.

PELLA CASEMENTS are completely factory assembled, reducing installation costs. Wood-lined steel frames combine beauty, strength and insulating qualities.

Ventilating sash glass sizes up to 24" in width and 60" in height. Stainless steel weather-stripping seals out dust and drafts. See our catalog in Sweet's. Distributors in principal cities of United States and Canada.

Pella

WOOD CASEMENT WINDOWS



CLIP AND MAIL TODAY

**ROLSCREEN COMPANY, Dept. H-57
PELLA, IOWA**

Gentlemen: Please send me:

Free "Library of Window Ideas," a helpful 20-page booklet.

FIRM NAME _____

ADDRESS _____

CITY _____

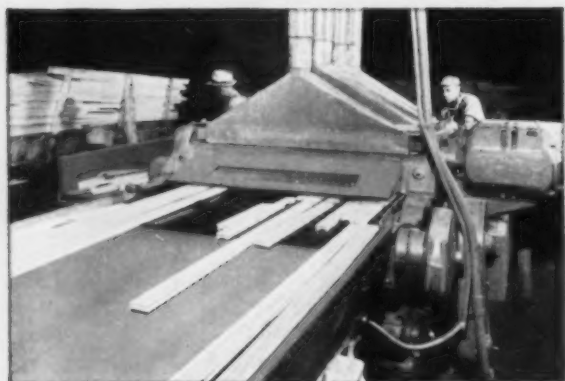
ZONE STATE _____

ATTENTION MR. _____



*How much
sand*

Bruce PREfinishes



**SANDED
SATIN-SMOOTH**

1. Three-drum sanders give Bruce Prefinished Flooring a far smoother surface than you can get with on-the-job sanding, regardless of the number of cuts.



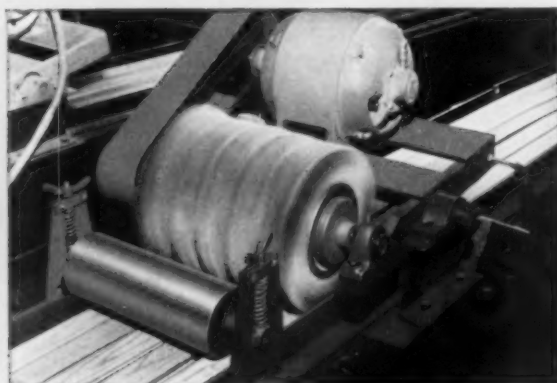
**FILLED
AND FINISHED**

2. For even coverage, the Bruce wood filler and penetrating finish are sprayed on... then buffed into the pores to bring out the full beauty of the wood.



**BAKED INTO
THE WOOD**

3. This baking process, using infra-red lamps, conditions and toughens the finish on this flooring to give it extra durability and resistance to scratches.



**WAXED AND
POLISHED**

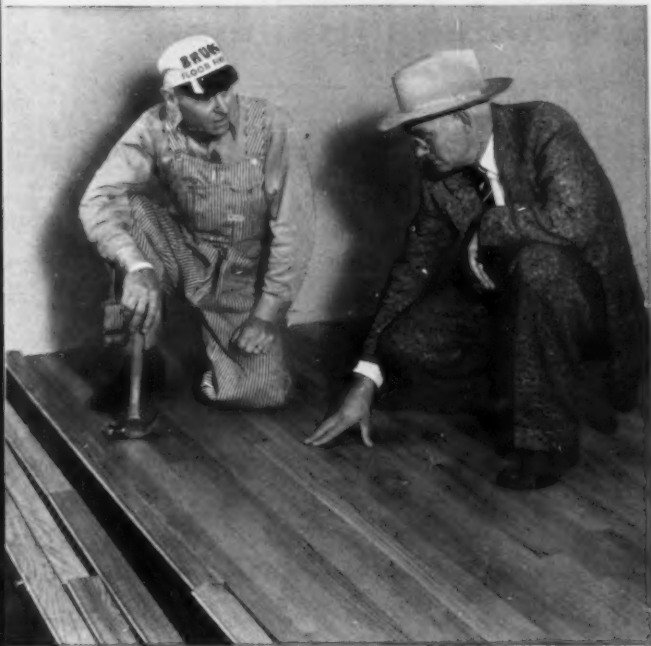
4. The Bruce prefinish, which will outwear surface finishes 3 to 1, is completed with a hot application of solid wax polished to a handsome protective sheen.

• *Factory methods give Bruce floors
a fine finish at low cost*

*is it costing you to
and finish floors on the job?*

Floors for 3½¢ a Foot

**Builders save up to \$100 or more per house
and get these plus values with Bruce Prefinished Floors**



- The finest finish ever given hardwood floors . . . and it's always uniform.
- Time saving of 3 to 4 days per house . . . faster completions, faster sales, faster turn-over of construction loans.
- More sales appeal. Consistent advertising in leading magazines has created tremendous acceptance for Bruce Prefinished Floors.

*Let us show you
how to cut
floor costs*

Mail Coupon

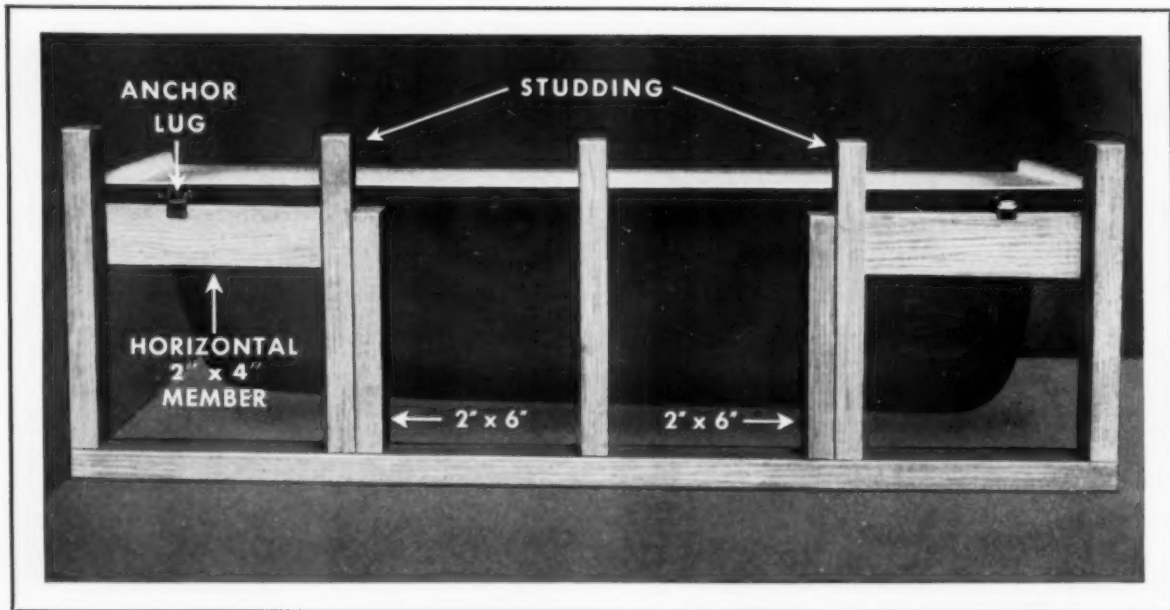
BRUCE
PREfinished
 **Hardwood Floors**

E. L. BRUCE CO.
1528 Thomas St.,
Memphis 1, Tenn.

Please send information on
Bruce Prefinished Floors to:

Name _____

Address _____



The AllianceWare Method of Bathtub Installation

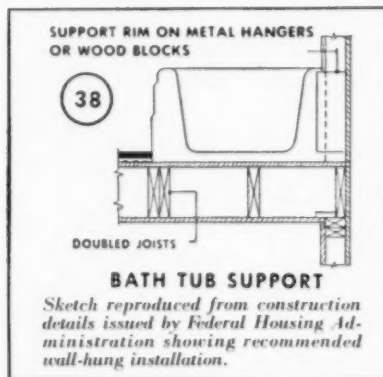
Saves your Customers Future Headaches!

● Building authorities agree that the one method of installing a bathtub to minimize the effect of the shrinkage in lumber is to *hang the tub from the wall*.

Recognizing this method as one that also cuts installation costs, all AllianceWare tubs are equipped with anchor lugs designed to fasten over two horizontal supports nailed to the studding. This wall-hung method is fully protected by AllianceWare U. S. Patent No. 2237272 — a feature exclusive with AllianceWare. The back of the tub is held firmly against the wall line by means of the anchor lugs and is supported by the two 2" x 6" vertical members. The front of the tub is fully supported by the apron. At no time can the tub pull away from the wall, because the anchor lugs prevent shifting. This method eliminates the need for any other supporting devices.

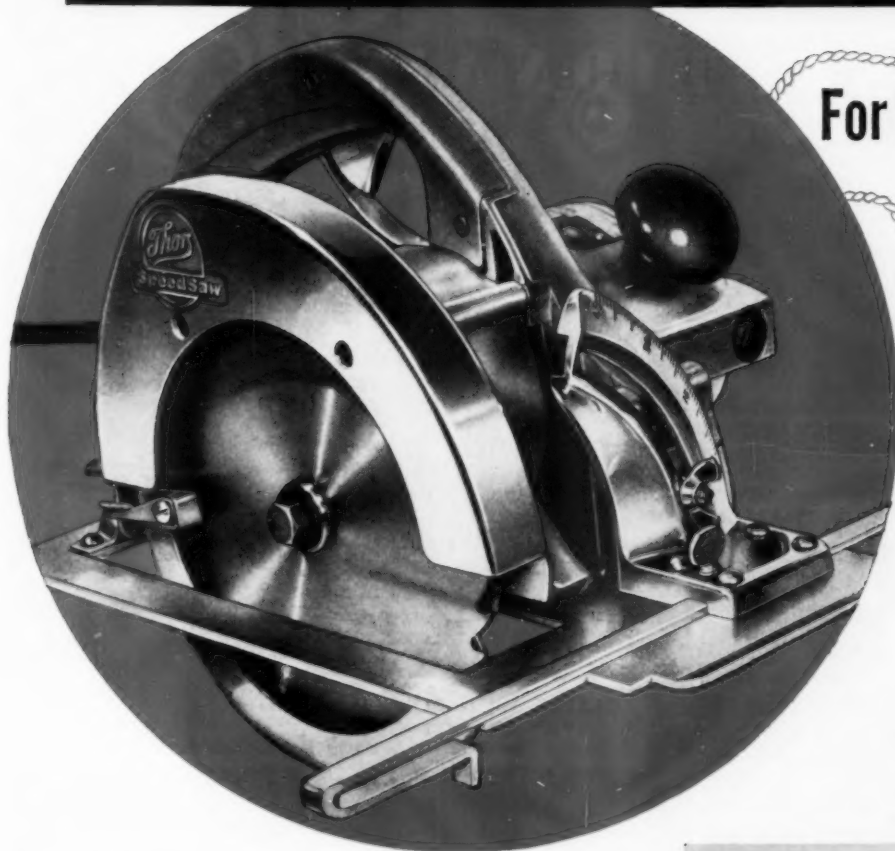
Added to the advantages of this method is the AllianceWare tub-to-wall seal obtained from the integral flange that extends a full inch from the rim of the tub where it joins the wall. The AllianceWare wall-guard flange prevents water from seeping over the rim and damaging wall or floor behind the tub.

ALLIANCEWARE, INC. • Alliance, Ohio
Bathtubs • Lavatories • Closets • Sinks
 Plants in Alliance, Ohio; Colton, California; Kilgore, Texas



Only heavy-duty electric saw at a down-to-earth price!

New! Thor SpeedSaw



For heavy-duty
service!

PRICED AT
ONLY
\$64⁹⁵
MODEL 475

7¼" BLADE

All ball bearing! Tele-
scoping blade guard!
Cuts 2 x 4's at 45°. Weighs
14½ lbs. Speed 5400 r.p.m.

This new Thor SpeedSaw is built for the kind of fast, accurate cutting which today's expert carpenters demand. Thor's super-power and all ball-bearing construction makes every sawing job a breeze.

Thor's new heavy-duty electric SpeedSaw delivers a full 1.75 h.p. to the blade—power aplenty to handle the toughest jobs. All this power comes packed in an easy-to-handle saw weighing just 14½ lbs. And you get Thor heavy-duty power and performance at just about half the price you'd expect to pay.

Standard equipment includes one combination blade, rip fence and 10-ft. cable with grounding connector. Steel carrying case and Thor special purpose blades

are available at moderate extra cost. See your Thor electric tool dealer or write for information. SpeedWay Manufacturing Company, a division of Thor Power Tool Company.



SpeedTools

Compare these features!

BLADE GUARD rides on ball bearings; can be withdrawn safely for plunge cuts.

GEARS are helical-cut alloy steel, completely sealed in special grease.

BEARINGS are finest quality sealed ball bearings throughout.

MOTOR is series-wound universal electric, built for heavy duty.

ADJUSTMENTS are easy for depth of cut to 2½" @ 90°, 1¾" @ 45°; angle cuts to 45°.

VENTILATION is positive, through the motor, for cool running. Sawdust blower keeps cut-off line clear.

THOR POWER TOOL COMPANY, Aurora, Ill.

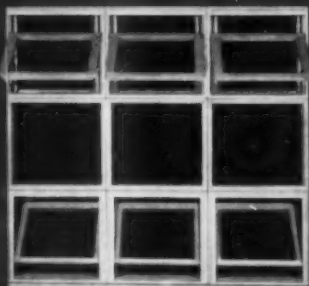
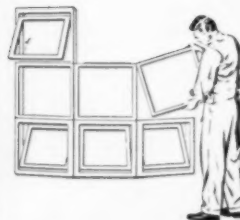
Branches in all principal cities

NOW...for the first time it is possible to select **EXACTLY** the type of window you require with

Woodco SECTIONAL Windows

for the Beautiful point-of-view...

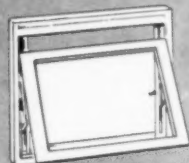
SINGLE LIGHT UNITS that permit any desired window arrangement ...easily, quickly



If you desire the dramatic sweep of a straight Woodco **HOMESTEADER**® panel type window, then select

Woodco SECTIONALS

that blend into an exciting gallery of light and ventilation.

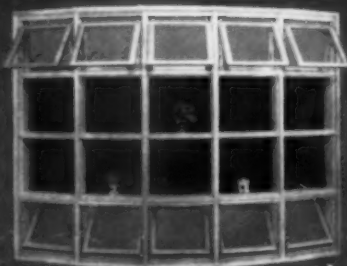


BASIC AWNING ROTOR-OPERATED

GLAZED WITH DOUBLE-STRENGTH "A" QUALITY GLASS
(Insulating Glass Optional)



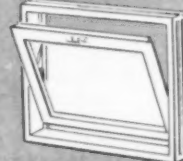
BASIC STATIONARY UNIT



If your plans call for the graceful curve of a Woodco **BOWBAY**® window, then choose

Woodco SECTIONALS

that flow into exactly the type of architectural line required.



BASIC HOPPER UNIT

There is a combination of **Woodco SECTIONALS** for any of hundreds of possible arrangements.

Write for further information, specifications and prices to:



ROCKWELL of RANDOLPH, Inc.
Manufacturers of Woodco Products and Stock Millwork
Randolph, Wisconsin

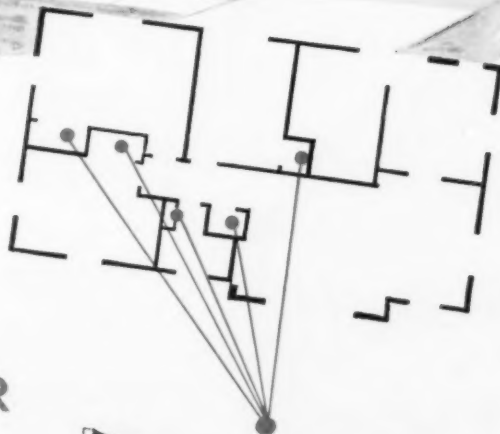
another fine product of the famous Woodco family



SOLD

HOMES SELL FASTER WHEN
CLOSETS ARE LINED WITH

AROMATIC RED CEDAR



Put your homes in a class of their own. Turn-over your home construction dollar faster too . . . with cedar lined closets. They are bonus features home buyers are demanding today.

Aromatic Red Cedar Lined Closets add beauty and utility to any home. For example, the rich color of Aromatic Red Cedar adds quality and distinction to a once drab closet. It provides a solid base for accessories and because the finish is part of the wood, it never needs painting or patching . . . special features the home buyer is looking for today.

Profits go up because most appraisers add at least \$100 to the value of a home with a single cedar closet. Your additional cost is little or nothing.

To sell your homes faster . . . to make a greater profit on your next project . . . **make sure you include Aromatic Red Cedar Lined Closets.**



This seal of quality identifies ready-to-use closet lining produced only by the Aromatic Red Cedar Closet Lining Manufacturers Association. It is your guarantee of quality.

AROMATIC RED CEDAR CLOSET LINING MANUFACTURERS ASSOCIATION

221 N. LaSalle St. • Chicago I, Ill.

Here's exciting new variety for the bathrooms you install!

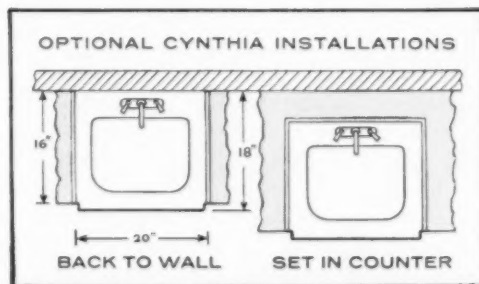


New **ELJER** Cynthia can be installed in any counter . . . 16 inches or deeper

Eljer's graceful Cynthia lavatory meets every design need for countertop installations. Mount it back to the wall in a 16-inch-deep counter with side mounting strips. Or set it in a deeper countertop . . . and trim with a U-shaped rim.

The Cynthia is made of vitreous china. It is noncorrosive and will resist the effects of all ordinary acids. It is available in white or six lovely pastel shades . . . and color-matched to other fixtures in the popular Eljer line. Features concealed front overflow and integral soap dishes.

See your plumbing contractor for full information. Or write: Eljer Division of The Murray Corporation of America, Three Gateway Center, Pittsburgh 22, Pa.



ELJER

DIVISION OF THE **MURRAY** CORPORATION OF AMERICA

THE ONLY NAME YOU NEED TO KNOW IN PLUMBING FIXTURES



New! The Sherman Major Power Digger

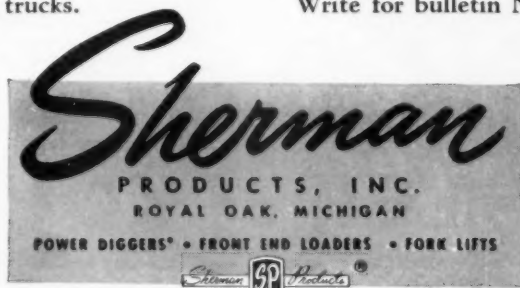
**with Many Advanced Features to
Increase Versatility and Earning Power**

The all new Sherman Major Power Digger has been engineered to take full advantage of the ruggedness and economy of the Fordson Major Diesel Tractor. This heavy-duty unit will dig 12 feet below grade, reach 18 feet 3 inches behind the tractor rear axle, dig throughout a swing arc of 180° and will carry a full bucket to a height of 8 feet 8 inches for loading trucks.

Additional features of the new Sherman Major Power Digger include twin crowd cylinders, heavy steel plate construction, large diameter hinge pins, heavy steel castings, replaceable hardened steel bearings at hinge points, and a newly designed dipstick, boom, cylinders, bucket and sub-frame assembly.

Write for bulletin No. 741.

See the Sherman
Major Power Digger soon
at your local
FORD TRACTOR DEALER



*Designed, Engineered and
Manufactured jointly by
Sherman Products, Inc.,
Royal Oak, Michigan,
Wain-Roy Corporation,
Hubbardston, Mass.

©1956 Sherman Products, Inc.



*New
24-inch
Lavatory*

KOHLER

Tahoe

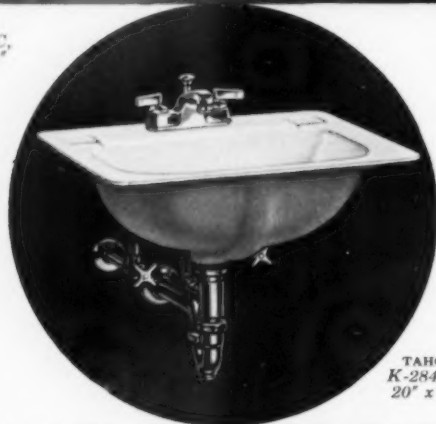
Enameled Cast Iron Lavatory for Building-in

The popular Kohler Tahoe in the 24-inch size provides the selling appeal of a spacious basin, shaped for comfortable use, in a first quality built-in lavatory for cabinets and counters. Flat, true rims make it easy to fit and install.

Other attractive features include a front overflow with chromium-plated brass ferrule, two integral soap dishes, and the convenient Centra combination fitting with aerator and Synchro pop-up drain.

The sparkling Kohler enamel is fused to a base of non-flexing iron, cast for rugged strength and rigidity. Available in pure white and six pastel colors. Kohler fittings, made expressly for the fixtures, match in style, quality and serviceability.

TAHOE
K-2841-C,
24" x 18"



TAHOE
K-2841-C,
20" x 18"



First Quality Only

Each Kohler lavatory casting is inspected, before enameling, to make sure it is smooth and sound. All Kohler products are inspected thoroughly after every manufacturing operation.

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

WHEN YOU SEE THIS KIND OF WORKMANSHIP,
EXPECT TROUBLE...



GOOD workmanship is one of the most important factors in preventing leaky brick walls.

Good workmanship includes wetting the brick, securing full head and bed joints, backplastering the face brick — and laying the brick carefully to keep the bond. The position of the brick should never be shifted after the mortar has stiffened.

Expect trouble when brick are shifted or tapped into place after the mortar has stiffened. Cracks will result and the wall may leak.

Brixment mortar has high water-retaining capacity. It resists the sucking action of the brick. It stays plastic and workable longer. Brixment mortar therefore makes it easy for the bricklayer to lay the brick accurately, before the mortar has stiffened.

Brixment mortar has great plasticity, high water-retaining capacity and bonding quality, great resistance to freezing and thawing, and freedom from efflorescence. Because of this combination of advantages, Brixment is the leading masonry cement on the market.

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CUSTOM BUILDER—Peter Sepper, Jr., President, The Sepper Construction Co., Fairview Park, Cleveland, Ohio, builder of \$25,000—\$30,000 1½ story brick ranch-style homes. Plastering Contractor: Tony Delia & Son, Cleveland.

"Our reputation for fine luxury homes," says Mr. Sepper, prominent builder of 100 custom houses a year, "is based on top quality materials and workmanship from start to finish. Homeowners today expect the very best when they buy an expensive home. We've noticed that Gold Bond Lath-and-Plaster construction helps to give our homes the feeling of elegance and permanence that our type of prospects want. The entire sales job is easier when we specify Gold Bond Lath-and-Plaster construction."

"Gold Bond LATH-and-PLASTER gives our homes the feeling of SECURITY people want"

"This is the time of the comparative shopper, as far as new development homes are concerned," says Mr. Bloom, builder of over 125 homes in the Akron area. "When people go from one group of homes to the next in looking for the best quality for the price, we've got to have quality construction that sells hard. We've found from experience that Gold Bond Lath-and-Plaster adds an atmosphere of security to our homes. Sturdy, fireproof walls and ceilings are natural insurance that a home is built to last."

The feeling of permanence, luxury and safety is becoming increasingly important in today's home sales picture. Give *your* homes, either custom or development types, the advantage of quality construction. Specify materials that work together to give you the best results. Specify Gold Bond Lath-and-Plaster.



DEVELOPMENT BUILDER—David Bloom, President, B & I Construction Co., Arkon, Ohio, builder of 125 \$13,600—\$14,700 2-and-3 bedroom homes in Lynn Acres, Cuyahoga Falls, Ohio. Plastering Contractor: Charles R. Mosley, Barberton, Ohio.



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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.

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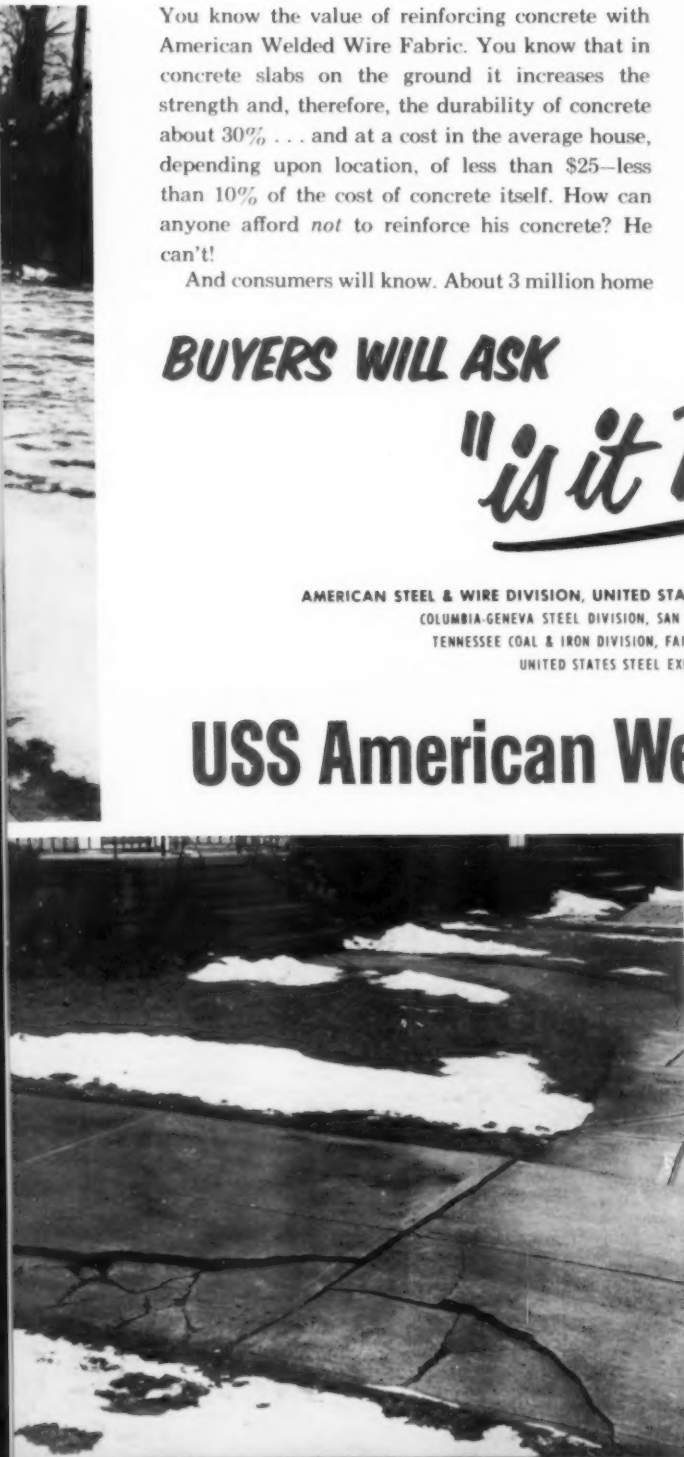
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BUILDERS! Tie-in with the nationwide promotion of American Welded Wire Fabric Reinforcement. American Welded Wire Fabric is the lowest cost extra value you can put in your home. Use it, and tell buyers about it. Tell them in your advertising, in your promotion and publicity, and at your demonstration homes. See your building supply dealer and work out a tie-in promotion that will help both of you sell *more*, more easily. Send the coupon for free merchandising aids that will help you.

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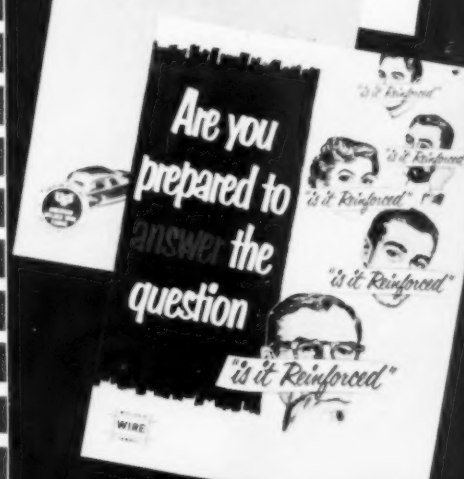
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What you can learn from the California proving ground today

Today, most prospects for the purchase of a new home know a good plan, recognize smart design and understand the value and reliability of branded building products. What's more, most of these prospects are something more than just curbstome authorities on heating, lighting, structural soundness, new kitchen and bathroom planning and appointments, and other features that determine housing value and livability.

As a result, today's prospect is looking for and expects originality in the selection and use of materials and appliances—in short, *distinction* in his new home.

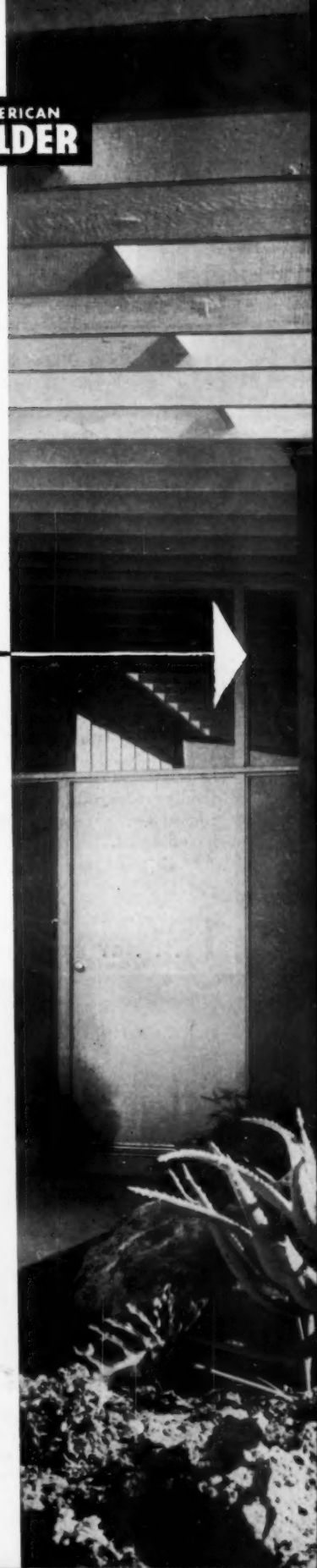
I have just spent three weeks in California and I want to tell you this: California builders—north and south—are building-in *distinction* as easily as builders elsewhere are building-in wall ovens. I think our editors prove that point in the next 22 pages.

What's more, I think you'll see for yourself that much of that distinction (call it salesmanship) is as good in New England, the midwest and the south as it is in California.

As you read these pages, don't stick your head in the sand and say "It can't happen here." Remember how you once reacted to California ranch houses, post-and-beam construction, sliding doors, patios and all the rest.

Instead, look at these ideas squarely and figure out fast how to adapt them to your own competitive situation. In just a few short years, what you're reading about now will be common as dirt.

Ed Havin
LOS ANGELES, 1956



How you can deliver more living

Here's a California builder who economizes with plan and plot to create a "Space Saver" house

The basic idea in designing this house was to give it a feeling for space even though it might be relatively small in area. Called the "Space House," it was built by The Century Company and designed to offer more space for the money. The builders knew that such a house would be a hot sales item. They opened the house to Nature with three separate outdoor areas, each fenced for privacy. They opened the kitchen to the family room, made the two areas work together. Realizing the importance of the outdoors in relation to the house, they called in architectural landscapers Eckbo, Royston & Williams. William F. Sigal, head of the company, with Robert Huston and Albert Sigal designed the "Space House" for their Century Woods development in Campbell, near San Jose. The house has 3 bedrooms, 2 ceramic baths, all-important family room, fireplace, landscaped outdoor living rooms, 2-car garage—a package that sells for \$12,750, including lot.



1 . . . BY EXTENDING INDOOR LIVING SPACE BEYOND WALLS



FAMILY ROOM has wall of glass overlooking the fenced terrace. Outdoor extension of interior areas doubles living areas. Even when terrace is not in use, glass walls create feeling of space beyond limits of the family room.



CONCRETE PATIOS, as an extension of indoor space, are provided by The Century Co. and are included as part of the \$12,750 sales package. Aluminum sash used are by Sun-view Metal Products. Steel sliding doors are by Arcadia.

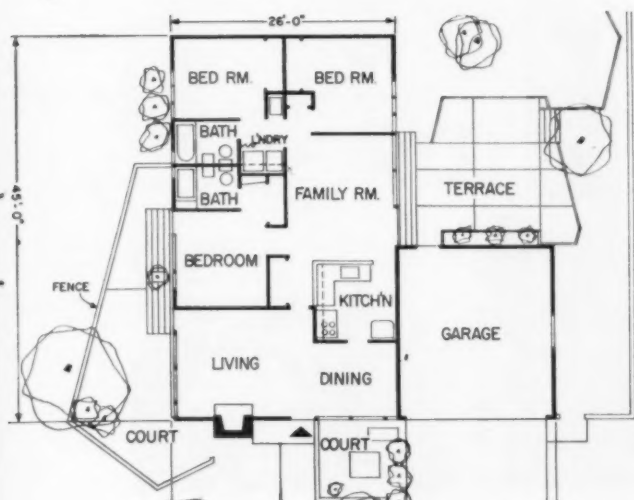
space for the money

Photos by Morley Bass



↑
WHAT
↓
SHOW
↓

SPACE HOUSE has a look of privacy about it. This house and others in Century Woods development were built in what was once a pear orchard. Builders saved every possible tree, opened development when the trees bloomed.



EASY TO BUILD, house is basically a simple rectangle. Note how family room assumes its role as center of house, how fencing delineates courtyards as extra rooms. Price includes hardwood floors, forced-air heat, summer cooling.

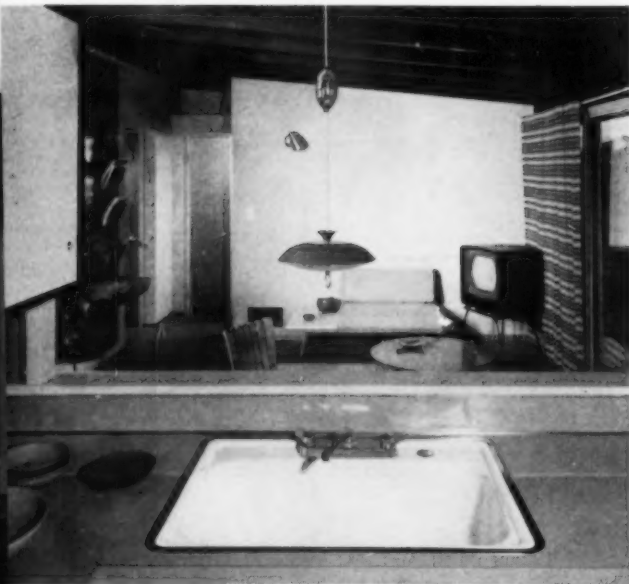


ALTERNATE PLAN is builder's simple solution to the "cookie-cutter" look along street. Plan at left is merely turned on its side, garage is moved to front. Terraces and courtyards adapt readily to their new environment.

2 . . . BY FENCING OUTDOOR SPACE FOR PRIVACY



4 BY BUILDING CABINETS THAT DIVIDE SPACE BUT DON'T



CONTROL-CENTER KITCHEN offers a full view of the family room for supervision of children's play. Housewife also has plenty of light, a view through glass doors to family terrace. Plumbing fixtures by Crane. Countertop: Formica.



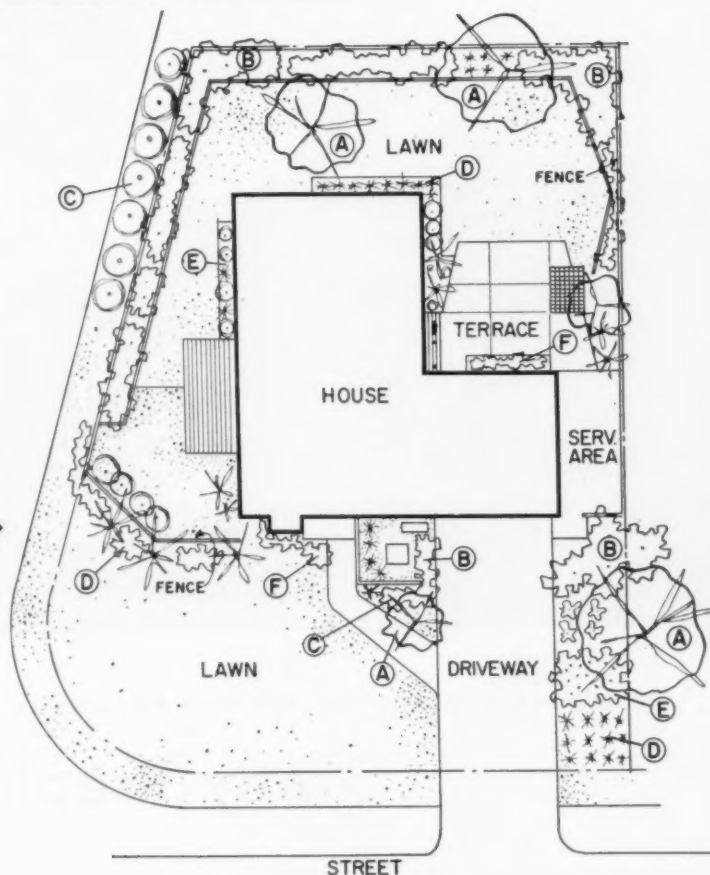
WOOD CABINETS define kitchen area, yet do not impede view of housewife toward family room or to hall. Two walls of kitchen are really no more than dividers, allow both rooms to work together. On floor: Matico asphalt tile.

← WHAT

3 . . . BY LANDSCAPING OUTDOOR LIVING SPACE

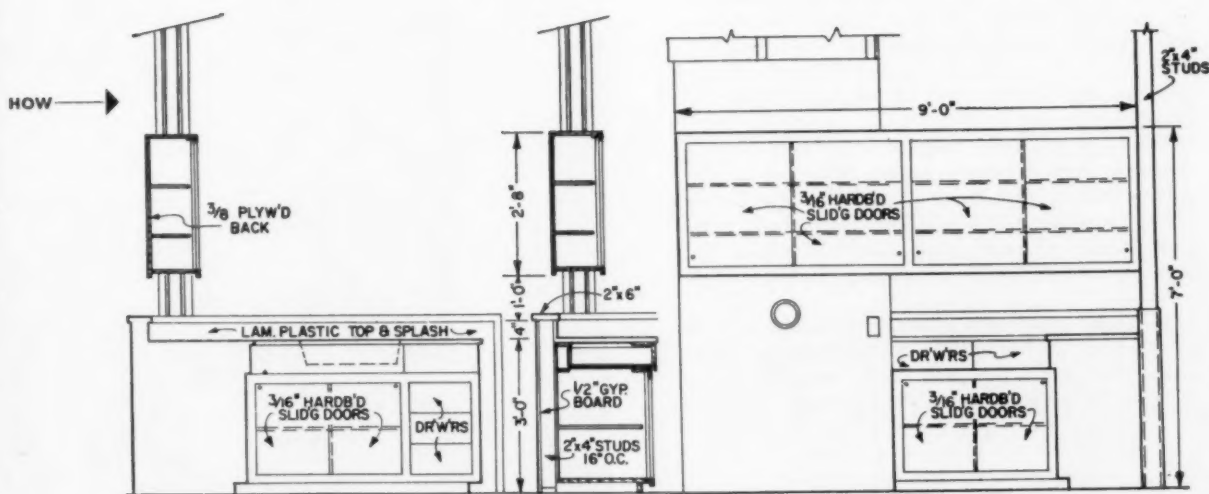
The landscape development plan shown at the right is one suggested solution to the integration of the "Space House" with its lot. Builder Sigal has Eckbo, Royston & Williams make up a plot plan for each house in his development. Owners get a plan like the one shown at right.

Owner also gets list of trees, plants and shrubs recommended for shady or for sunny locations to fit with landscaping plan for his lot. In the plan at right: A: existing pear trees; B: large shrubs; C: medium shrubs; D: annuals; E: perennials; F: dwarf shrubs.



◀ **FULL FENCING** around lot and fencing around courtyards is provided as part of the price package. View of living room, left, shows feeling of space yet privacy is achieved.

ISOLATE ROOMS



HOW TO BUILD CABINETS shown at left is illustrated above. Other equipment: U.S.G. sheetrock, Customaire furnace, Sylvania built-in radio system. "An item which we used for the first time and liked very much," says Bill Sigal,

"was prefabricated metal frames for interior doors, made by Atlas-Universal Company of San Francisco. These come with butts attached and the carpenters found they saved a great deal of time in hanging doors."



Photos by: Fred Lyon

CALIFORNIA TRENDS FOR BUILDERS ANYWHERE:

3-way fireplace: new heart

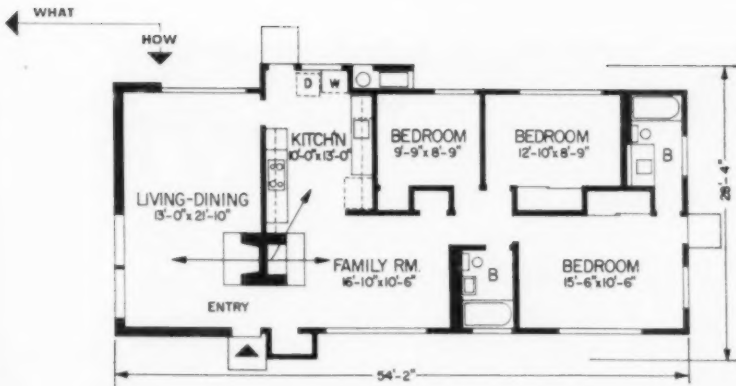
The core of this house is the fireplace, around which all living activity centers. The fireplace really works in *three* ways: it services the living room, the family-activity room and the kitchen. On the living room side, there is a fireplace. On the opposite side there is a barbecue and wood box. The barbecue is very near the kitchen to make its use practical, but is still a part of the family room for convenient dining.

The house has three bedrooms, two baths, and a complete General Electric kitchen arranged in corridor efficiency that leads naturally to the family room. The house also has Schlage locks, Tuffy toilet seats, Stanthony range hood, Crane plumbing fixtures, Jensteel medicine cabinets, and Pierson sashless windows.

The house shown here is one of the model units in a 3,000 home project built by Stern & Price in Sacramento, California. The price of the house shown is \$15,750. The architect was L. W. Gerhardt.

FAMILY ROOM AND KITCHEN, though separate rooms, lead easily, naturally from one to the other. Fireplace-barbecue acts as a natural extension of cabinets in kitchen. Note General Electric built-in refrigerator, Textolite countertops. ▶

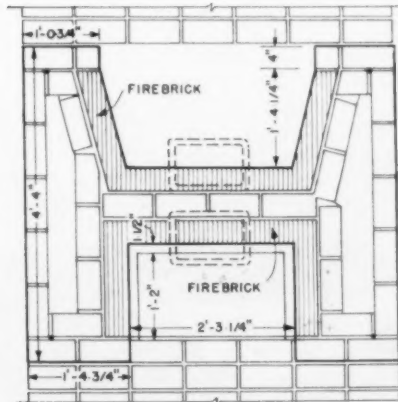
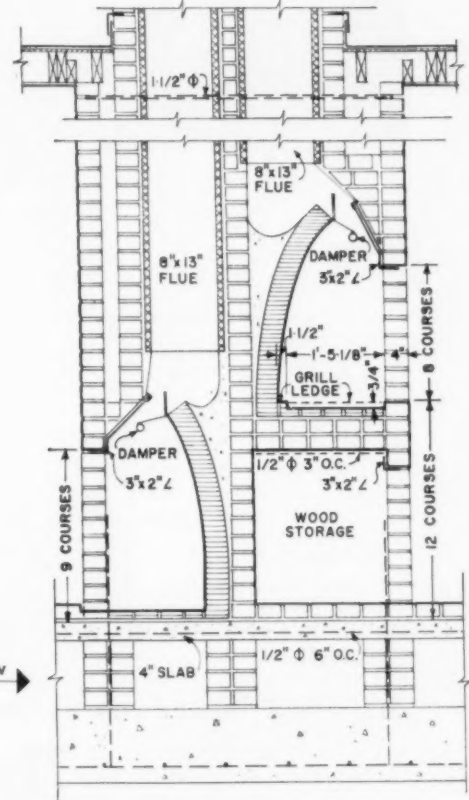
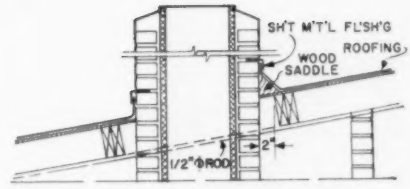




PLAN OF HOUSE illustrates how fireplace becomes core of the three activity areas. Room areas in house are exceptionally spacious. Exterior of house has brick veneer base, plywood upper walls, stucco on sides and rear elevations.

LIGHT AND LOW PITCHED, this house has plenty of space too, won an award from *Parent's Magazine* for the best house for children. To the right of the house is a courtyard for outdoor living created by fencing and garage.

of the house

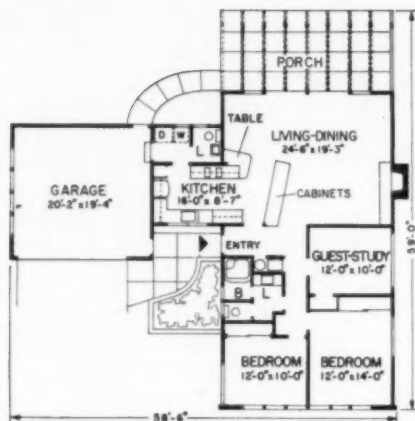


FIREPLACE DETAILS shown, above, illustrate how to build a fireplace, that works well for three principal rooms of house. Directly above: cross-section of base of fireplace; next, vertical sections through fireplace.





GLASS WINDOW wall in gable end emphasizes house's post-and-beam construction as it is carried out beyond exterior wall, to create porch. This house was built by builder Lee Bolles, Jr. of Sacramento.



◀ **THREE BEDROOMS**, 1½ baths (full bath is nicely compartmented), two-car garage, interesting kitchen, Chrysler Airtemp cooling make up Bolles' sales package for \$23,000. Note good circulation.

POST AND BEAM moves outdoors to form a sheltered terrace for outdoor living—virtually another living room. Sales price of \$23,000 includes lot, draperies, carpets. It also includes landscaping and fencing. ▶

CALIFORNIA TRENDS FOR BUILDERS ANYWHERE:

The post-and-beam idea



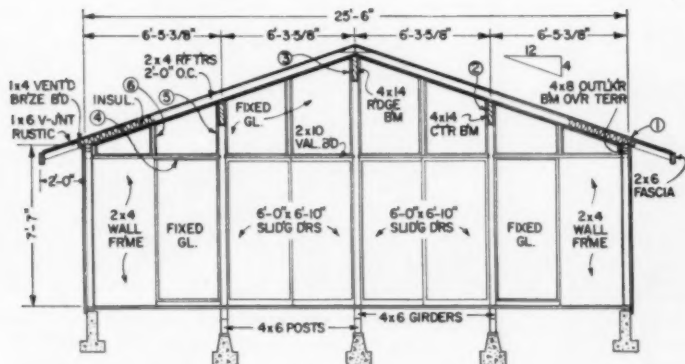
DELUXE MODEL has 1,350 sq. ft., sells for \$23,000. Bolles builds standard models with fewer extras, three exterior

choices on owner's level lot for \$15,750. Photos: Courtesy of U. S. Gypsum's *Business of Building Magazine*.



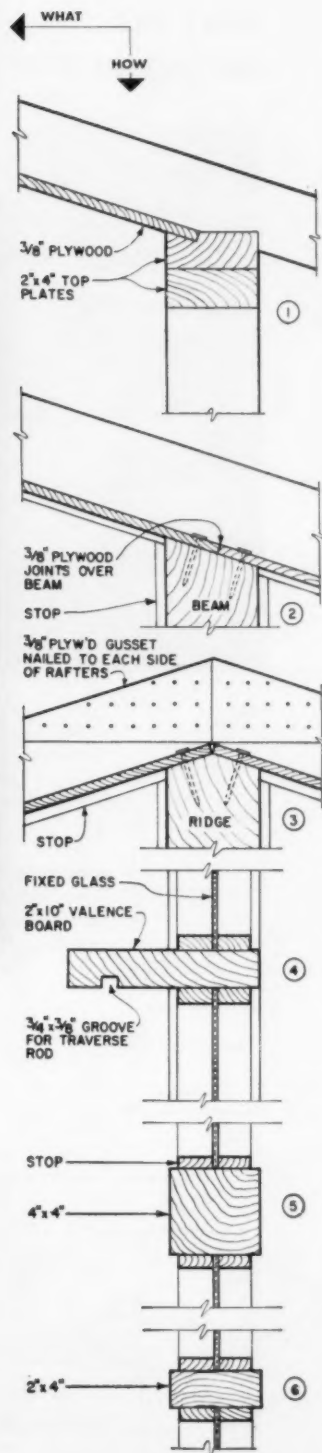
Photos by: Marley Baer, THE BUSINESS OF BUILDING MAGAZINE

is moving outdoors

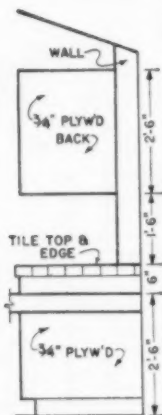
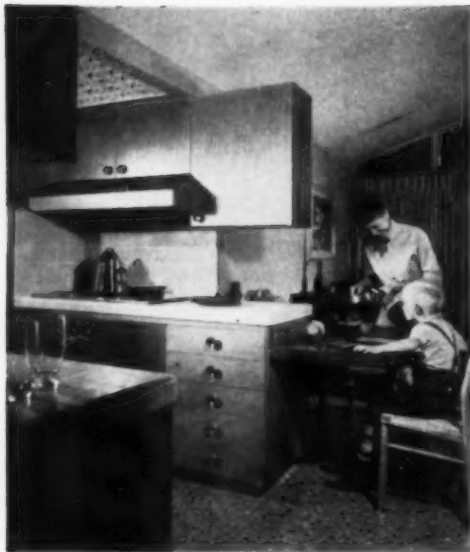


CROSS SECTION of house shown above indicates fenestration, and construction of post-and-beam. Numbers on illustration represent details drawn for you at the right

margin. Bolles uses Arcadia doors, Crane fixtures, Soule steel sash and Weiser locks. He gives buyers choice of extras: like mahogany paneling for an extra \$200.



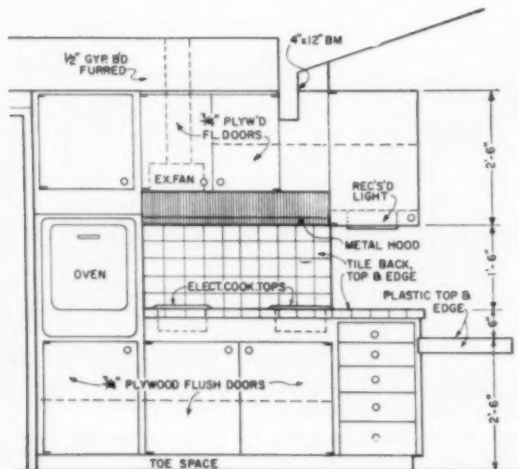
**BUILT-INS
FOR BETTER KITCHENS**



▲ **CABINETS** in Bolles kitchen incorporate lunch bar as seen at right of photograph. Cabinets in this kitchen are of mahogany.

◀ **SIDE VIEW** of cabinets is shown at left. "Deluxe" model kitchen includes Hotpoint appliances. Note Stanthony hood in photo above.

▼ **DRAWING BELOW** shows you how Bolles kitchen is arranged. Ceramic tile is used behind cooking tops. Architects were Rickey & Brooks.



► **FREE-STANDING BENCH** is one of the outdoor built-ins planned to augment use of chairs.

► **DETAIL** of free-standing bench shows construction. Galvanized pipe is 1 1/4" placed 4' on centers. Seat is made of 1x2" redwood laminations separated by chalks.

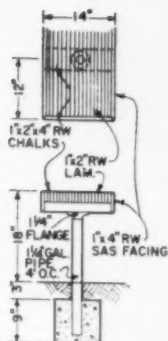
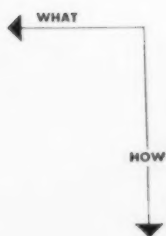
CALIFORNIA TRENDS FOR

Built-ins:



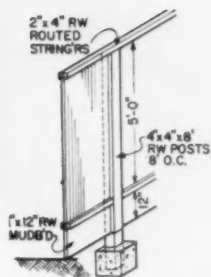
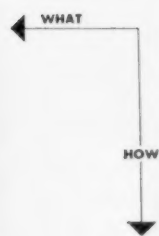
► **PLANTER AND BENCH** are combined here. Fencing behind serves as background for plants.

► **PLANTER SEAT** is constructed same as free-standing bench above, but is supported by 2x4 redwood bench supports in concrete. Creosote wood exposed to soil.



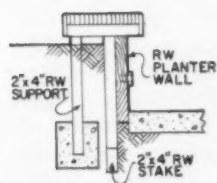
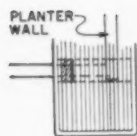
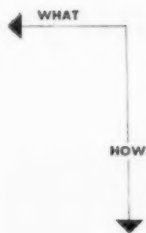
FENCING FOR PRIVACY, to screen undesirable views is becoming standard built-in.

FENCING is made of redwood posts 8' on centers, 2x4 routed stringers hold 1x2 redwood combed palings as screening. Mudboard must be 2x12 redwood when retaining soil.



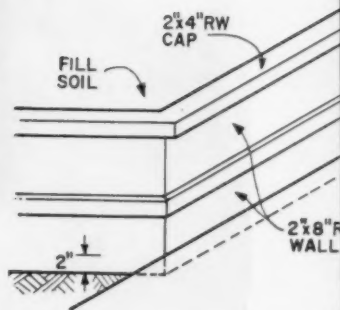
BUILDERS ANYWHERE

they're moving outdoors, too



RAISED PLANTERS create interest through change of elevation, could serve as sandboxes.

DETAIL at right shows how to build planter. Outdoor built-ins were designed by Courtland Paul & Associates for L. E. Dixon Co. Rancho San Jose project Covina, Calif.





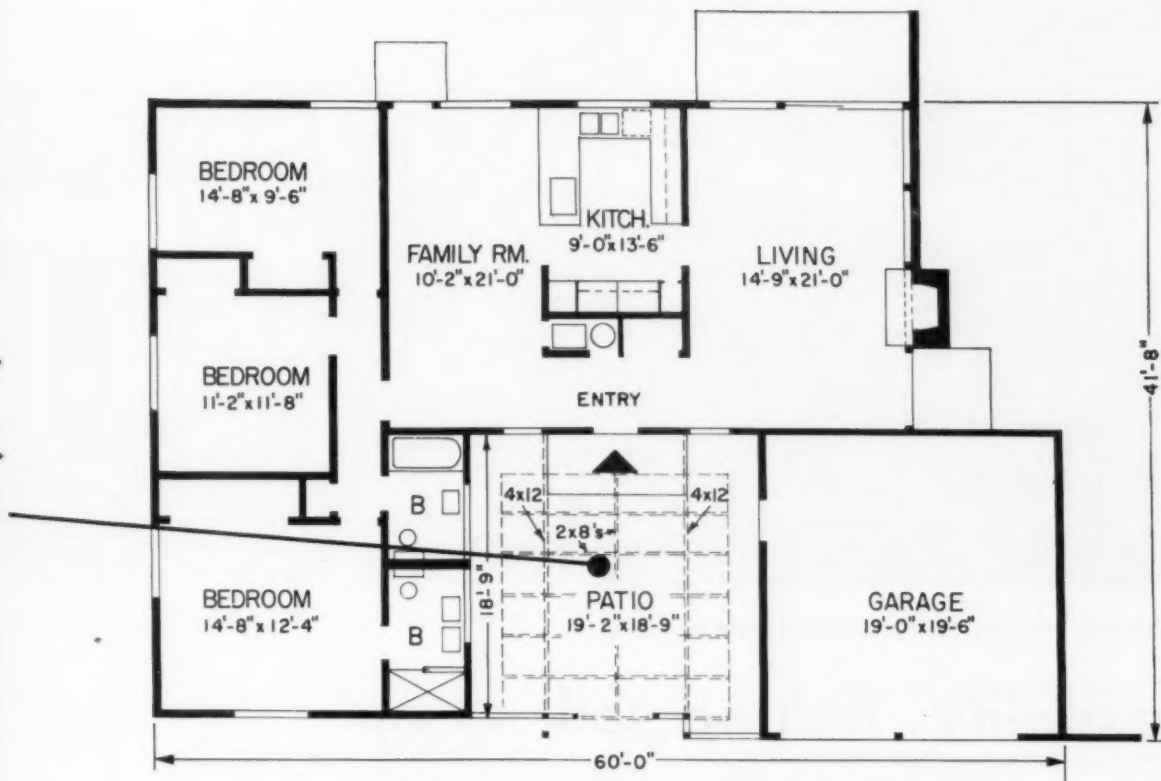
CALIFORNIA TRENDS FOR BUILDERS ANYWHERE:

There's a new look to the entry:



IN LIVING ROOM, smartly designed wall of brick extends from fireplace right outside to far side of patio.

The trend toward greater emphasis on indoor-outdoor living is reflected in the entrance patio of this house built by George D. Buccola at his New Sherwood Forest development in Anaheim. The house is literally built around and over a patio. The effect is that the entry here takes on new meaning as a built-in garden. The ridge of the gable is directly over the patio entrance. The appearance of the street-front elevation is that of a very long, low-pitched and uninterrupted gable. It gives the house an expansive look. The roof above the patio is merely a framework allowing light and air to penetrate the patio-entrance. Buccola's house was designed by Smith and Williams of Pasadena and sells for \$18,100. This includes a complete General Electric kitchen, with built-in range, oven, wall refrigerator, dishwasher, washer-dryer and disposer. It also includes Kwikset locks, Arcadia sliding doors, Tradewind fans, Minneapolis-Honeywell controls.



◀ **GARDEN PATIO** leads directly to front door with clear glass panels on either side. Exterior front elevation of house is painted charcoal grey with trim. Rest of house is finished in stucco. House also has lath and plaster walls.

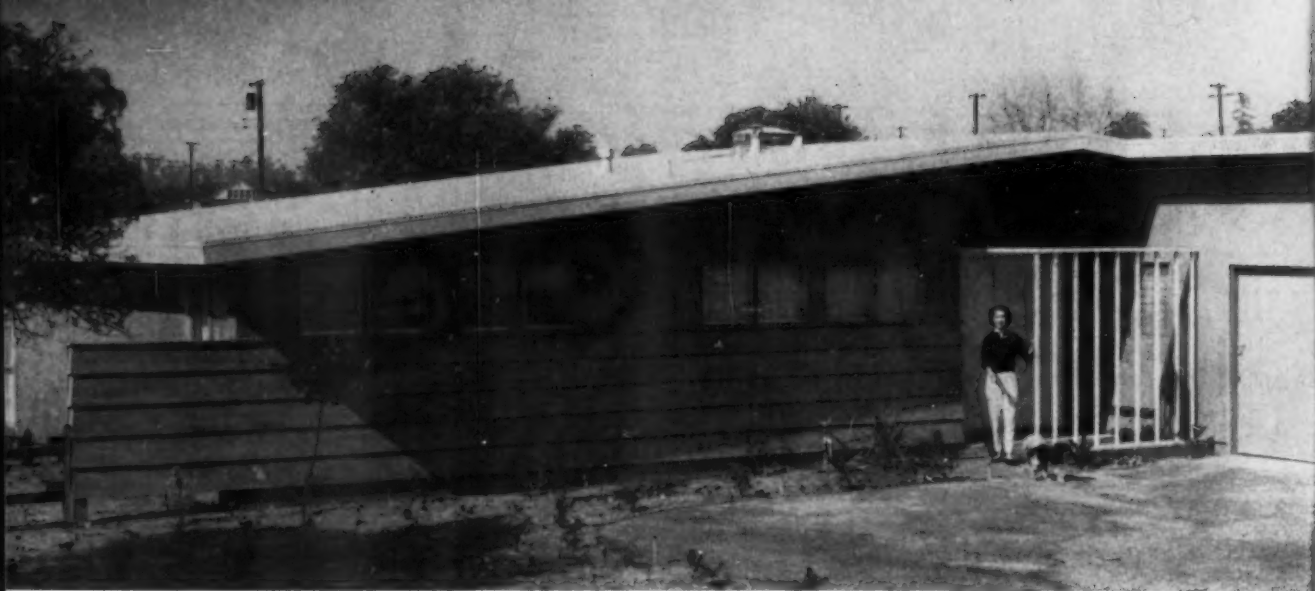
FAMILY ROOM and living room are separated by kitchen so it works equally well with either area. Entry leads easily to either activity area. House has Expanko imported cork floors, Pioneer heat, Hollywood shower doors.

it's a built-in garden



MODEL SHOWN ABOVE is one of six builder-developer Buccola puts up in New Sherwood Forest. Interiors feature

built-in dressing tables, pullman sinks with marble tops. Photos of Buccola house are by Julius Shulman.

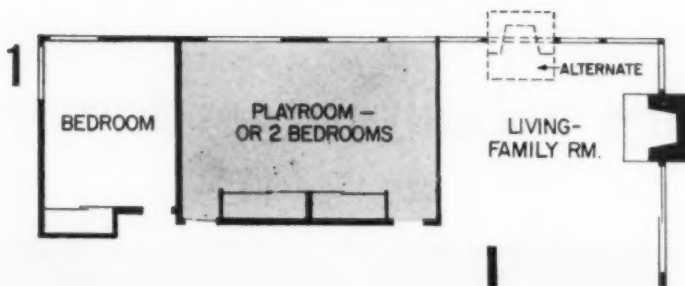


CALIFORNIA TRENDS FOR BUILDERS ANYWHERE:

"Flexibility" helped sell 300 houses in 3 months

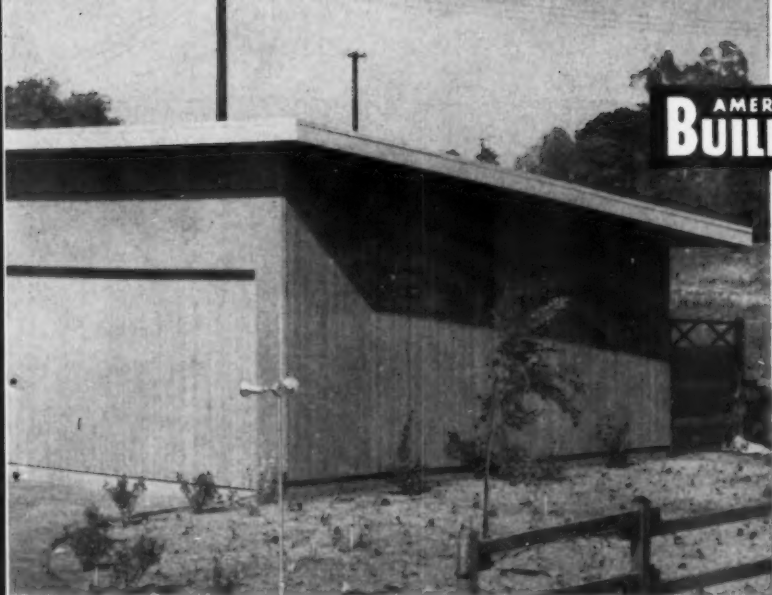
There were 300 homes in the first tract of houses built by Trudy Richards Family Residences at Covina Knolls, California. The builders allotted themselves a full year to sell them—then sold them all in 3 months. Reason for the fast sales: flexibility. Buyers are tempted with 4 floor plans tailored to the family's needs. The living room can shrink or grow. Sliding doors (see cover) define a fourth bedroom or open to enlarge living area. Kitchens are color-matched with all appliances included except refrigerator. Buyers have a choice of 25 elevations. This means that there is less chance of the appearance of similarity in a Trudy Richards block of homes—always a good sales point. Buyers can purchase extras to add to basic house. They get a 2-car garage, fireplace, 2 luxury baths. Price of the Trudy

SLIDING DOORS make living room shrink or grow to fit the needs of the family. The extra room becomes a fourth bedroom or an extension of the living room. ▶



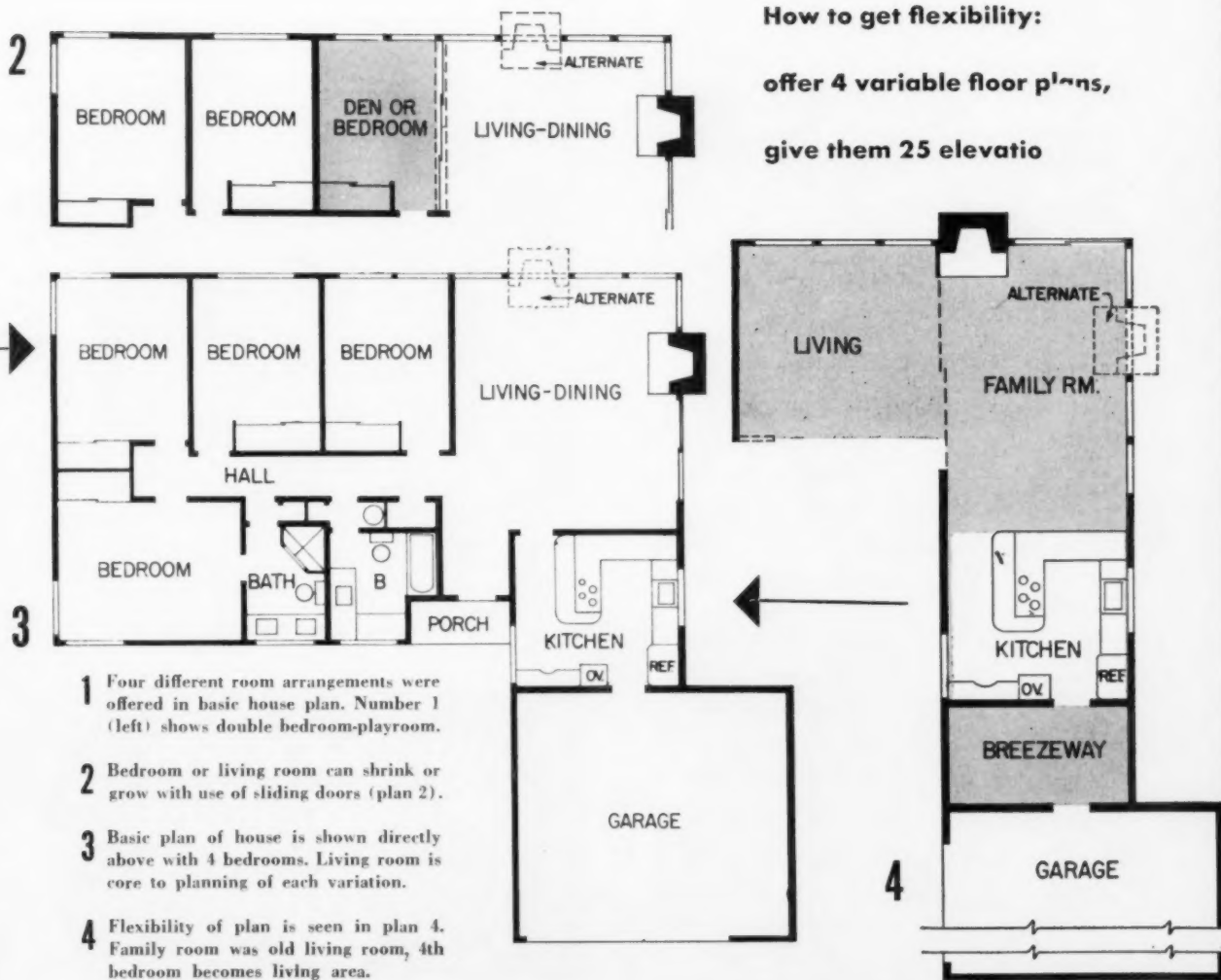
**Planning of Trudy Richards Houses
starts with the living room**





Photos by Robert C. Cleveland

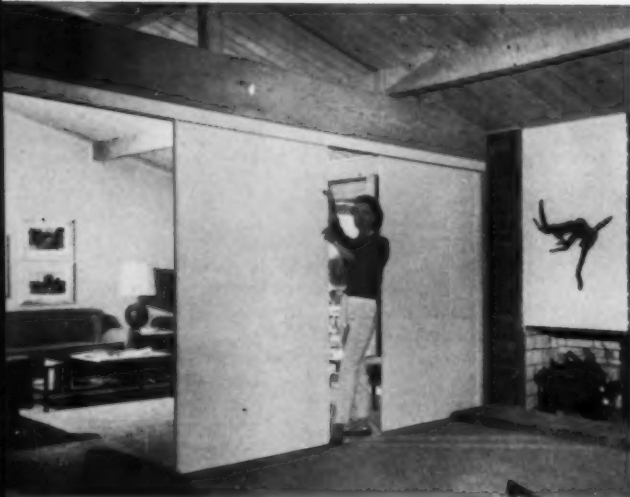
ONE OF 25 elevations offered by Trudy Richards tract at Covina Knolls. Lots are 7,500 sq. ft. (or over) in size, include lawn in front with 12 shrubs. Other tracts are being built at Palos Verdes and Anaheim. For more about other elevations, turn to page 89.



How to get flexibility:
offer 4 variable floor plans,
give them 25 elevations

- 1 Four different room arrangements were offered in basic house plan. Number 1 (left) shows double bedroom-playroom.
- 2 Bedroom or living room can shrink or grow with use of sliding doors (plan 2).
- 3 Basic plan of house is shown directly above with 4 bedrooms. Living room is core to planning of each variation.
- 4 Flexibility of plan is seen in plan 4. Family room was old living room, 4th bedroom becomes living area.

FLEXIBILITY, continued



SLIDING DOORS between fourth bedroom and living room can be closed to separate the areas—one of the extras offered buyers. Fireplace is one of 4 available designs.



FLEXIBILITY of plan is demonstrated here with sliding doors open. Living room doubles in size. Buyers can also choose location of fireplace on one of 2 elevations.

Richards basic house: \$16,600. Extras are part of the package. Some extra luxury items that a buyer gets as part of the sales price are: 4 fireplace designs—choice of 2 locations for it; 25 exterior elevations; 4 floor plans; 2-car garage; ample lot; a TV jack metal mast holder—2 TV outlets. Buyer can purchase these extras: built-in refrigerator for \$225 extra; patio for \$140; parquet floors for \$407. Buyer can also purchase complete redwood fencing.

BRAND NAME PRODUCTS USED

- | | |
|--|--------------------------------|
| American-Standard fixtures | Holmes garage door opener |
| Caloric built-in gas oven and range | Hollywood shower door |
| Formica countertops | Jumbo-Tex sheathing paper |
| Gladding McBean stainless steel kitchen sink | Magnetrip switch box |
| General Electric | Minneapolis-Honeywell controls |
| built-in range, oven | NuTone chimes |
| dishwasher | Pioneer heating |
| garbage disposer | Pioneer hot-water heater |
| washer-dryer | Pionite countertops |
| Textolite countertop | Trade-Wind kitchen fan |
| | Weiser locks |
| | Wright door closer |

Woodall Glide-All Sliding Doors

QUANTITY LIST OF MATERIALS ON PAGE 228

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.

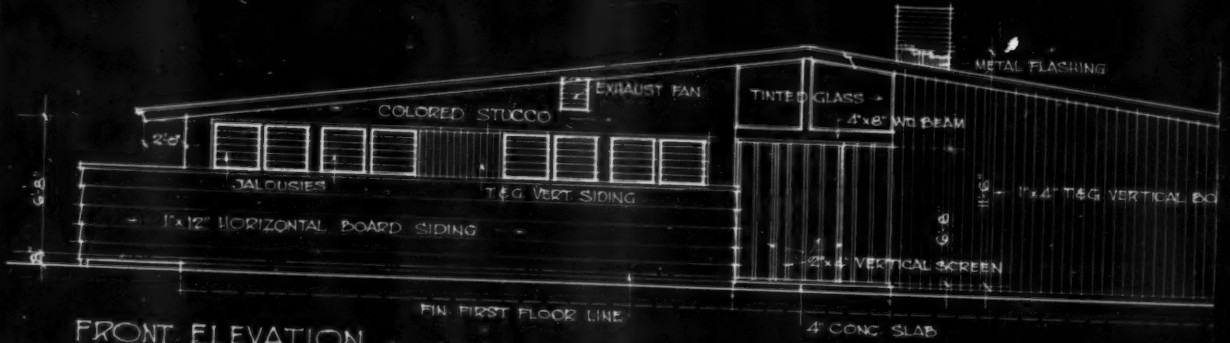


GARDEN PATIO, shown above, is provided by builder as an extra if owner wants it, including 200 sq. ft. of scored concrete and egg-crate roof. Note built-in barbeque.

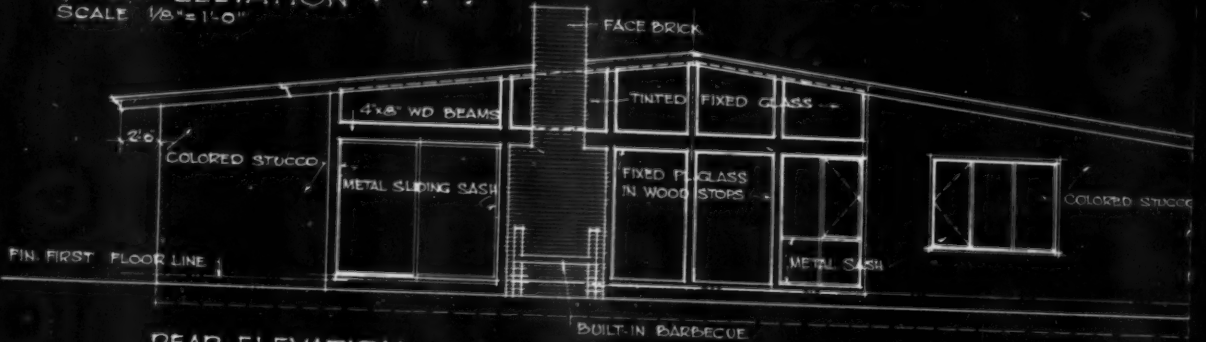
Designed by Trudy Richards Inc. Copyright, 1955

**AMERICAN BUILDER
BLUEPRINT HOUSE**

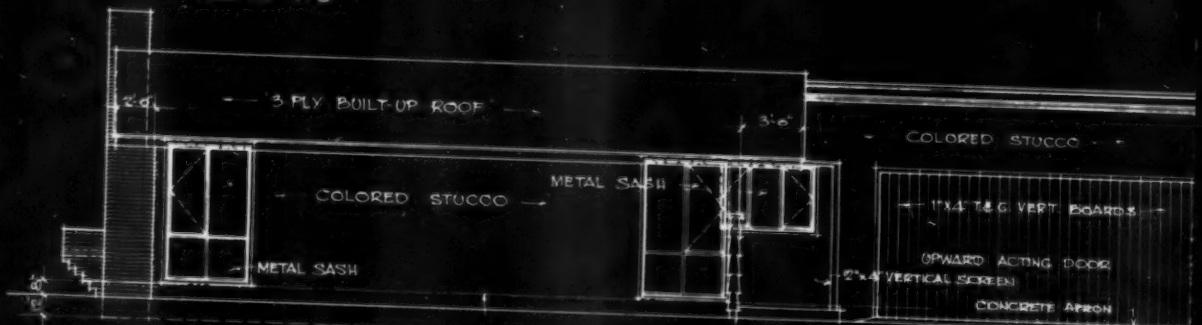
230



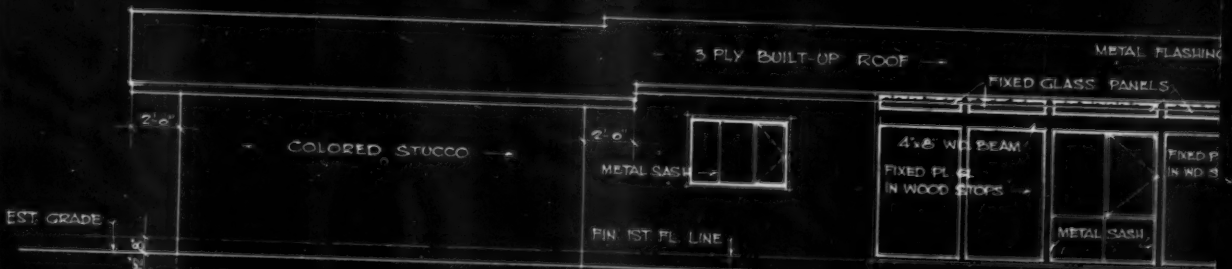
FRONT ELEVATION
SCALE 1/8" = 1'-0"



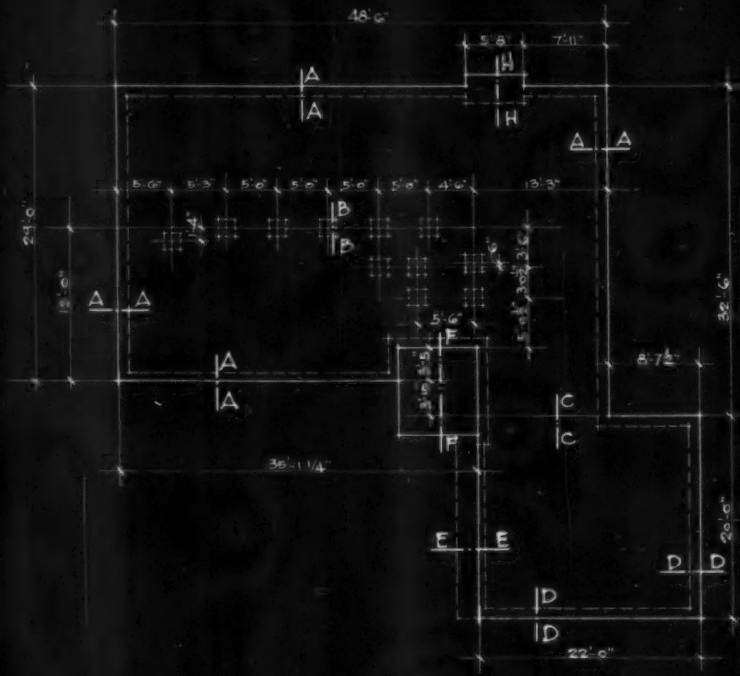
REAR ELEVATION
SCALE 1/8" = 1'-0"



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

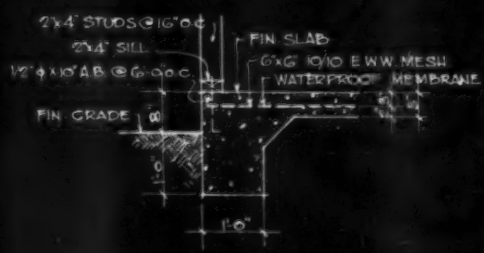


RIGHTSIDE ELEVATION
SCALE 1/8" = 1'-0"

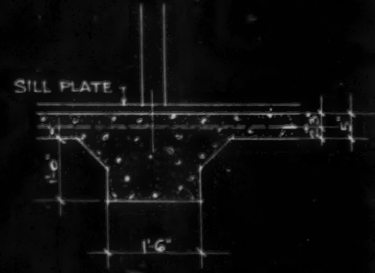


FOUNDATION PLAN
SCALE 1/16" = 1'-0"

NOTE
ALL INTERIOR DOORS 1 3/8" THICK
ALL EXTERIOR DOORS 1 3/4" THICK



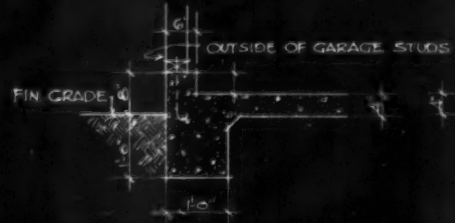
SECTION 'A-A'



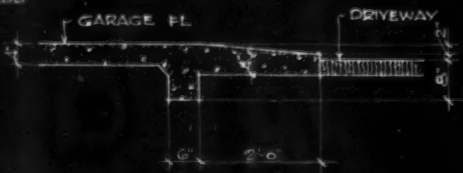
SECTION 'B-B'



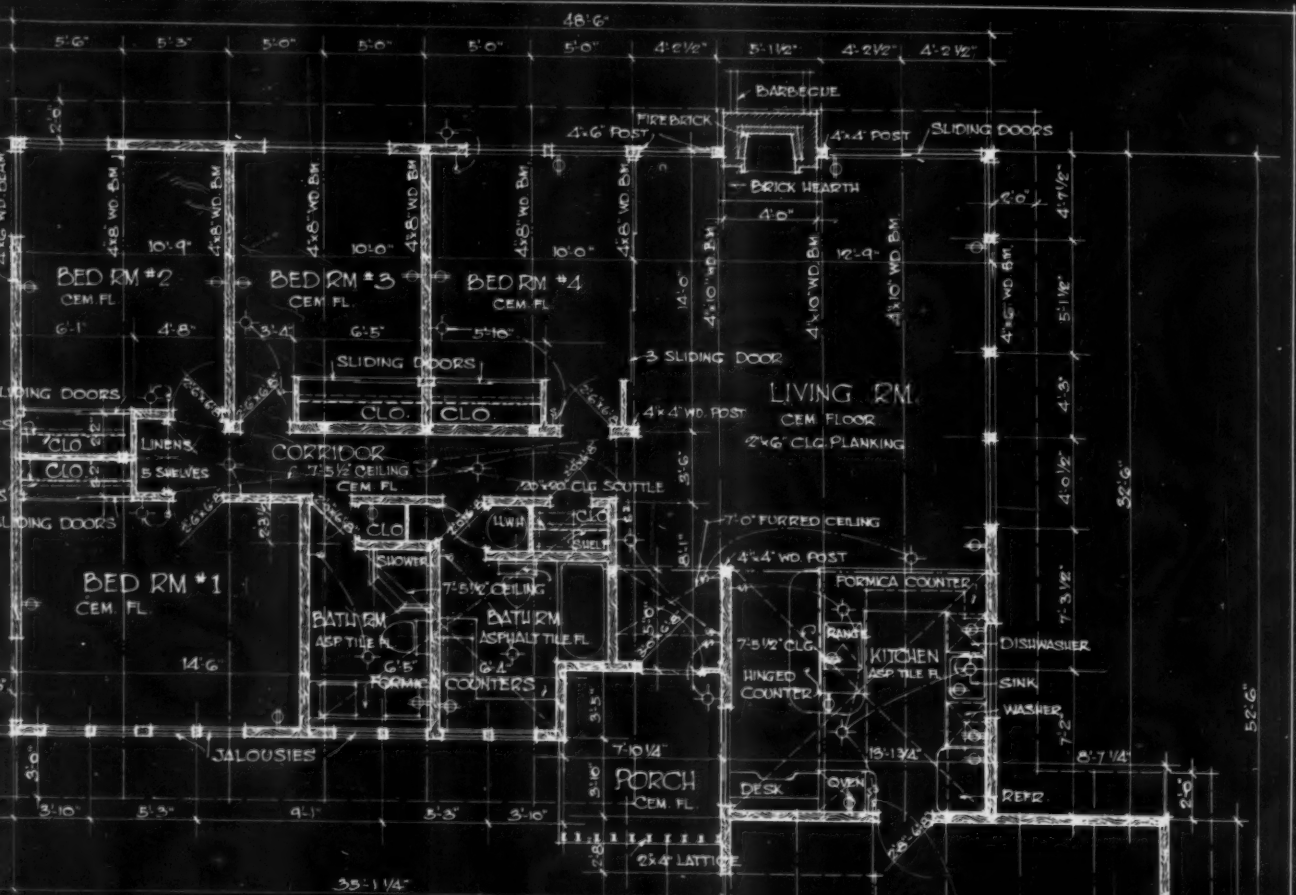
SLAB AND FOOTING
SCALE 3/8" = 1'-0"



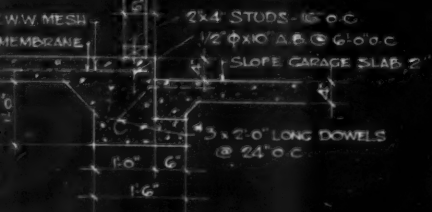
SECTION 'D-D'



SECTION 'E-E'



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



SECTION "C-C"

DETAILS
SCALE 1" = 1'-0"

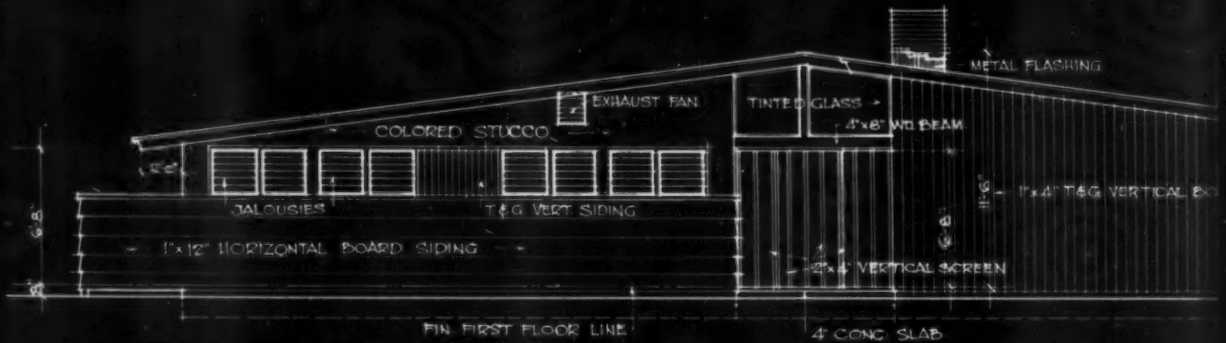


SECTION "F-F"

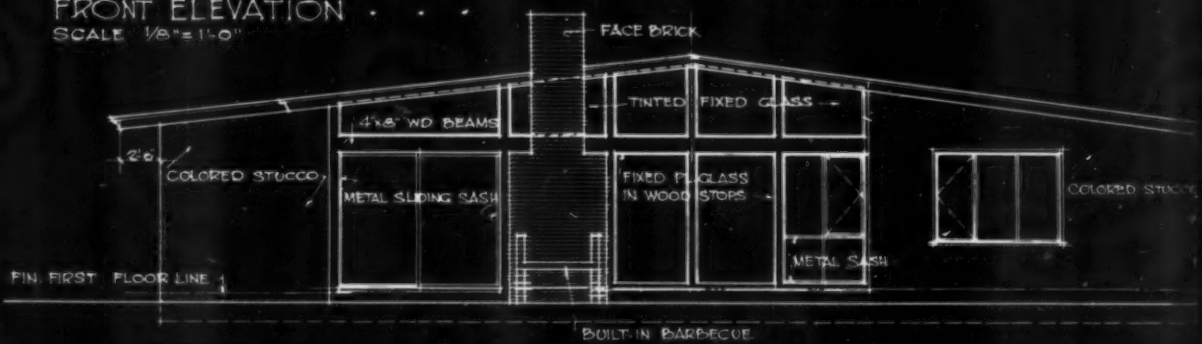


SECTION "H-H"

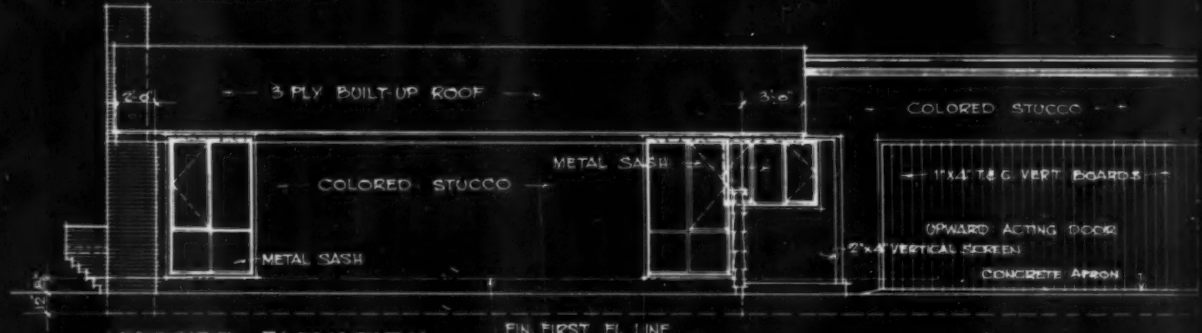
DESIGN NO. A. B. 230
 AMERICAN BUILDER BLUEPRINT SERIES
 DESIGNED BY
 J. H. LEHMAN
 BEVERLY HILLS, CALIF.
 Simmons Boardman Publ. Corp. 30 Church St. New York, N.Y.



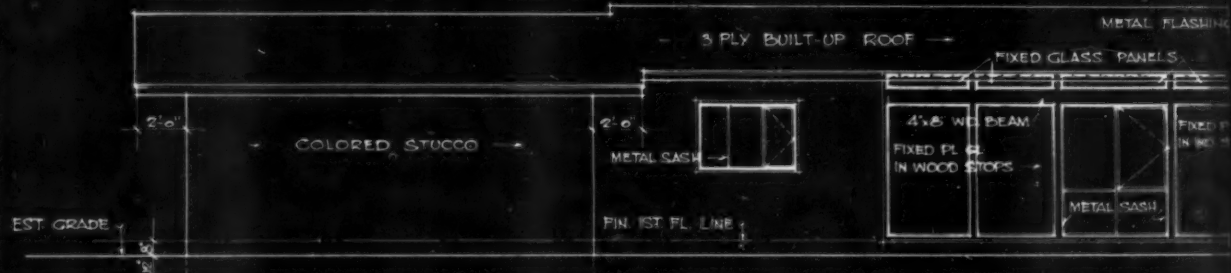
FRONT ELEVATION
SCALE 1/8" = 1'-0"



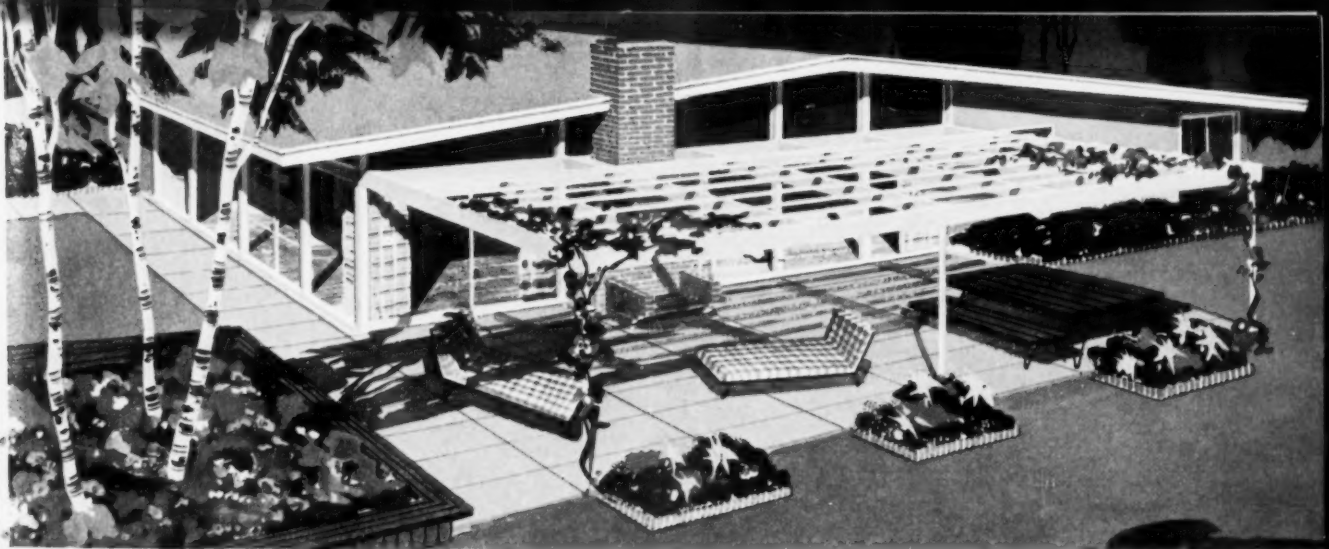
REAR ELEVATION
SCALE 1/8" = 1'-0"



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



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



PATIOS, OUTSIDE BARBEQUES, as extra sales features, help beat down sales resistance. Houses are designed so fireplaces and patios can be placed to advantage on lot. This enhances exterior appearance of the many models available.

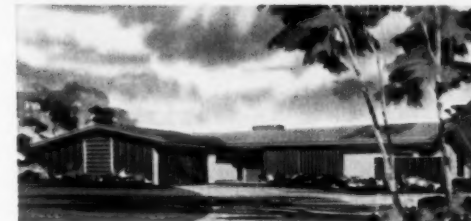
FLEXIBILITY continued

Buyers can choose from 25 styles

“What kind of a house do you want?” Trudy Richards, Inc., asks every model home visitor that question. They screen consumer opinion for ideas that will click design-wise with a homemaker’s dreams and demands. The result has been that the builders offer 25 exteriors—a style choice for every buyer. There are five interesting architectural styles to choose from, three major variations in roof and ceiling construction. Type “L” has exposed 2-inch roof sheathing, $\frac{1}{2}$ -inch fiberglass insulation; post-and-beam construction; $1\frac{1}{2}/12$ pitch colored rock roof. Type “M” is the same as “L” except pitch is $2\frac{1}{2}/12$. Type “H” has red cedar shingle roof on a $4\frac{1}{8}/12$ pitch roof. Some of the architectural styles include: Hawaiian modern, California contemporary, rustic, traditional.

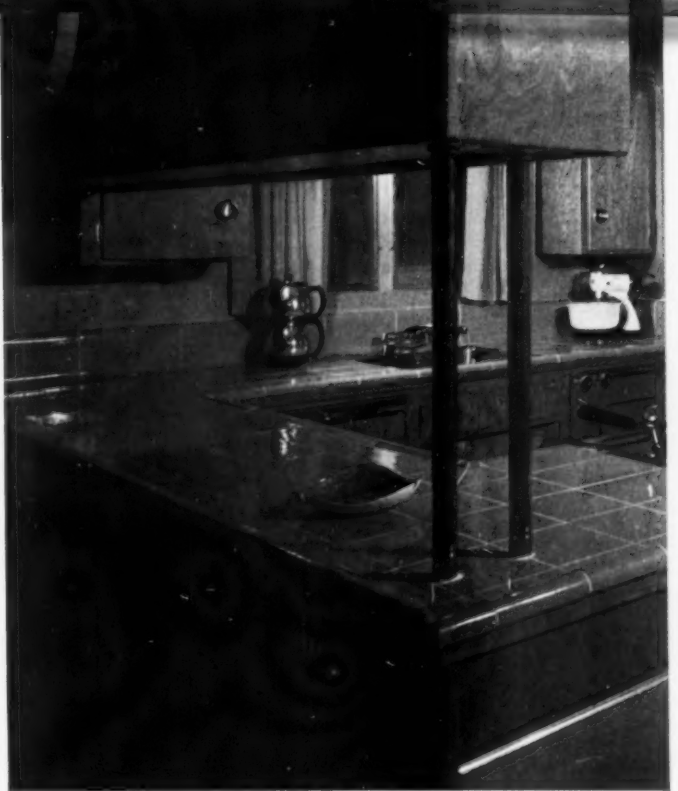


GABLE FRONT ELEVATION, shown above, is one of the popular models at Covina Knolls. At right are five typical examples of exteriors offered buyers. Interiors, custom-color selections by C. Tony Pereira.



BUYERS LIKE TRUDY RICHARDS' KITCHENS IN COLOR . . .

PERHAPS one of the best sales features in Trudy Richards Family Residences is the kitchen. The buyer is tempted to finalize his purchase when he or she sees these well-planned, colorful work areas. He notes the careful selection of quality products such as Caloric gas built-in ranges and ovens, GE built-in appliances, ceramic tile, Formica, Pionite or Textolite counter tops, Trade-Wind exhaust fans and Gladding McBean stainless steel sinks. He sees American Standard fixtures, Weiser hardware, Pioneer heating, Minneapolis-Honeywell controls and Woodall Glide-All sliding doors. These luxury details, plus the two bathrooms with spacious vanity lavatories and buyer's choice of planter dividers are attributes of better living buyers go for. Together with the flexibility of plan and the variety of elevations, they add up to a hot sales package that accounts for Trudy Richards' success in selling 300 houses in 3 months.



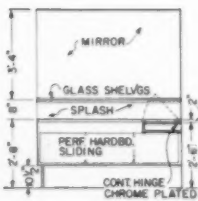
CALIFORNIA TRENDS FOR BUILDERS ANYWHERE

It adds up to a hot

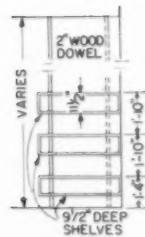
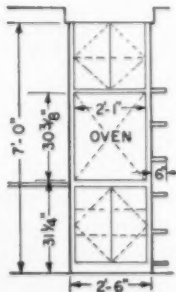
Customers get luxury built-ins for bathrooms and a choice of planter dividers . . .



LAVATORY AND VANITY are built into one of the 2 bathrooms and has plenty of storage, counter space.



BUILT-IN OVEN is placed in wood cabinet at convenient height with storage space above, below.



CUSTOMER CAN CHOOSE one of these easy-to-build planter-separators shown on this page or next.





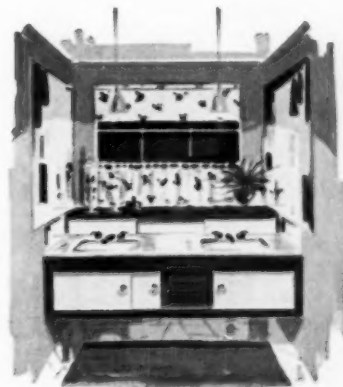
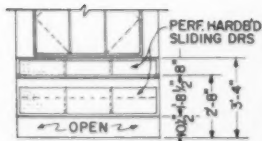
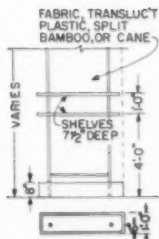
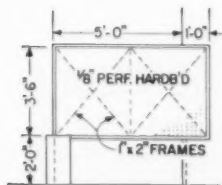
EVERY APPLIANCE a buyer-housewife could possibly want is included in kitchens built by Trudy Richards Family Residences. General Electric built-in oven, range, dishwasher, disposer and washer-dryer are included. Refrigerator is extra.

◀ **STEP-SAVING LAYOUT** of kitchen is U-shaped, has built-in desk, coffee bar, ample cabinet space, is color-styled with natural wood cabinets, GE "mix-or-match" colors. If a customer prefers, builder installs Caloric gas range and oven.

sales package



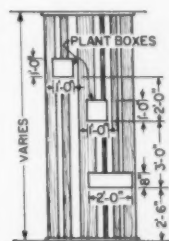
ACCOMPANYING DRAWINGS show you how to build units. This one is one of simplest.



SECOND LUXURY BATHROOM has double lavatories built into pullman type cabinets.



PLANTER-SEPARATORS are used in Trudy Richards' houses to divide living-dining areas.



WOOD CONTAINERS are used as planters in this divider made of random-width wood slats.



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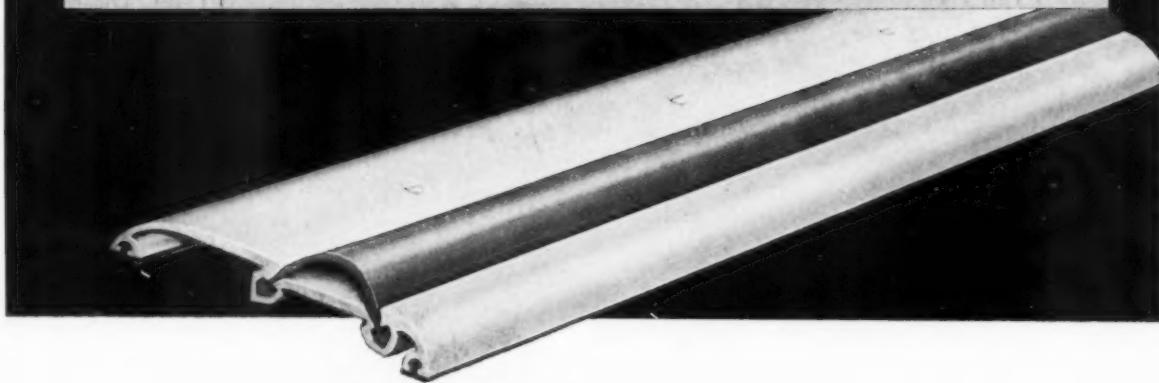
The exterior of this new ranch house proves a point: Today's colorful asbestos siding—*applied with undercoursing*—creates as beautiful, as luxurious a sidewall as you will find anywhere. Note how the soft, green color blends with its setting; how the heavy shadow lines contrast dramatically with the trellis over the outdoor "living room." In design and over-all appearance, this house has real sales appeal. And remember: an asbestos roof and sidewalls provide a firesafe, weatherproof, low-upkeep exterior that means *extra* value. For more information on the new beauty and design possibilities of asbestos-cement products, write today for your free copy of "Advanced Designing—1956".

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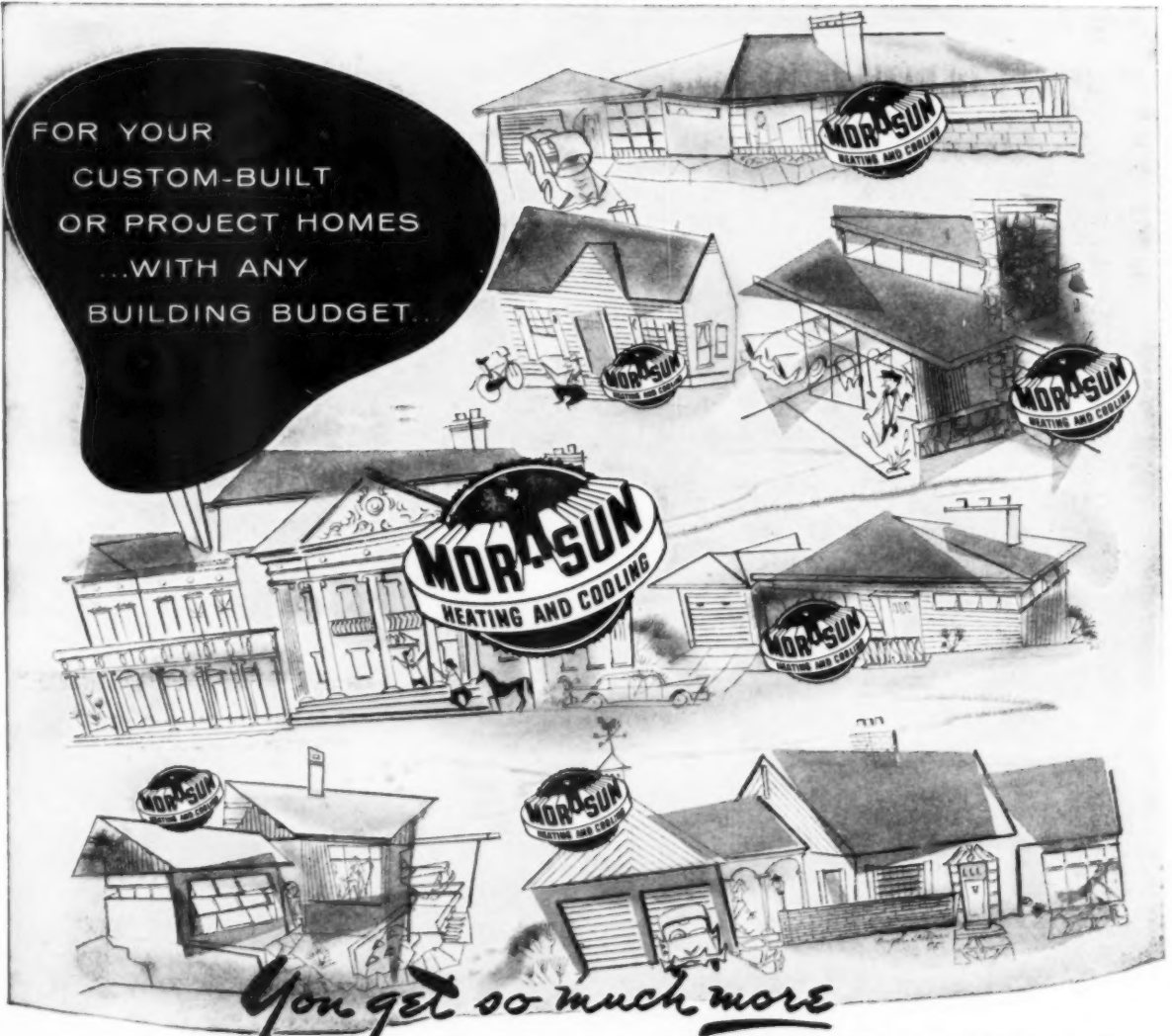


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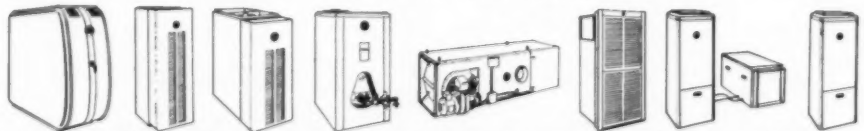
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● There's a Mor-Sun Warm Air Furnace and Air Conditioner for every home heating and cooling requirement... the right size... the right price... for new construction or modernization.

Bathroom accessories: sure sales dividends

Looking for a guarantee that your 1956 bathrooms will do their part in selling homes? Here's a "can't miss" formula for accessories, complete with checklists to measure your bathrooms against. Choose from the wide range of accessories: first, your

standard bath needs (with an eye to convenience and quality); second, extra luxury touches for comfort and sales appeal. Result: a bathroom accessorized to please and sell. **Added product information is yours by circling reply card, page 158.**

CHECKLIST:

Standard bath set-up . . .

- | | |
|--|---|
| <input type="checkbox"/> TOWEL BAR: There should be at least two. For variation, there's the towel ring. | <input type="checkbox"/> MEDICINE CABINET: A most important "standard" now complete with self-lighting. |
| <input type="checkbox"/> SOAP DISH AND GRAB BAR: Safety combination goes on wall above the bathtub. | <input type="checkbox"/> ROBE HOOK: Small but vital bathroom convenience goes on door or near tub. |
| <input type="checkbox"/> TOILET TISSUE DISPENSER: Toilet paper can be concealed or on an attractive roll. | <input type="checkbox"/> SOAP DISH COMBINATION: Soap, water glass, toothbrushes all in one concealed unit. |

FOR A LOOK AT STANDARD EQUIPMENT




CHECKLIST:

Sales building extras . . .

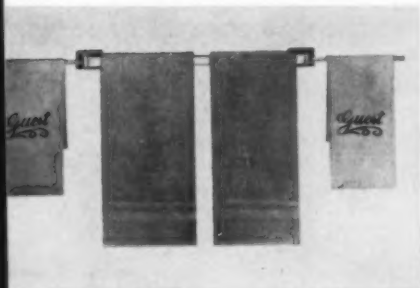
- | | |
|--|--|
| <input type="checkbox"/> TUB, SHOWER enclosures of matching Vinyl. | <input type="checkbox"/> TOWEL CABINET gives extra storage space. |
| <input type="checkbox"/> CABINET UNIT for separate shower use. | <input type="checkbox"/> RELAXATION UNIT holds magazines, paper. |
| <input type="checkbox"/> GLASS ENCLOSURE to fit the recessed tub. | <input type="checkbox"/> RECESSED HOLDER dispenses face tissues. |
| <input type="checkbox"/> BATHROOM VANITY , luxurious and practical. | <input type="checkbox"/> SHOWER CONTROL has built-in thermostat. |
| <input type="checkbox"/> RECESSED SHELF for bathtub necessities. | <input type="checkbox"/> SHAMPOO FITTINGS mounted above lavatory. |

TURN PAGE FOR THE EXTRA EQUIPMENT



Here's a foolproof formula for

1. Choose top-notch "standard" accessories



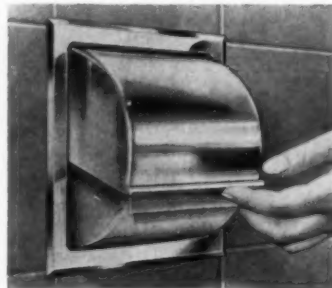
TOWEL BAR

Double-duty basic towel bar has extender rods at either end to add to its towel-holding capacity. From F. H. Lawson, listed at about \$6. (Circle No. 5001 on reply card, page 158).



SOAP DISH GRAB BAR

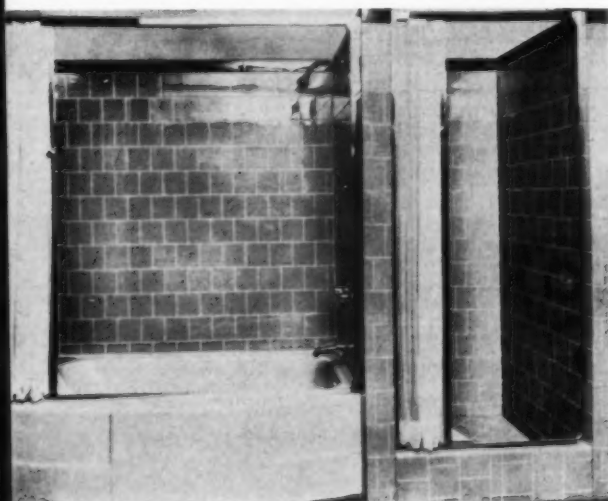
Standard safety accessory: a horizontal grab bar surmounted with soap dish to be placed above the tub or along the shower wall. Under \$5.50. F. H. Lawson. (Circle No. 5002, p. 158).



TOILET TISSUE DISPENSER

Revolving hood on Hall-Mack's recessed toilet tissue holder lifts to expose paper for use. Chrome plated with solid brass hood. List: \$10.50. (Circle No. 5003 on card, page 158).

2. Glamorize with some luxury "touches"



TUB AND SHOWER ENCLOSURES

Light but not sight admitted by folding curtains of Vinyl set on non-corrosive extruded aluminum frames. Made by Tubdor Inc. and listed at about \$40 for any size. Curtains come in choice of decorator colors. (No. 5007, page 158).

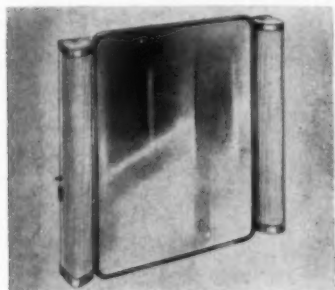


SHOWER CABINET UNIT

Your bathroom does double duty with a separate cabinet shower. "Standard Terrazzo" model of Henry Weis Mfg. Co. features baked enamel 18-gauge galvanized rim, non-slip floor. About \$144 for 36 x 36" size. (No. 5008, page 158).

best-selling bathrooms:

FOR MORE INFORMATION CIRCLE REPLY CARD, P. 158



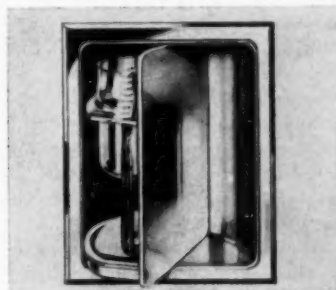
MEDICINE CABINET

Twin light fixtures featured as part of cabinet's integral construction. National Steel Cabinet Company's "Uni-Lite," with 16" x 22" mirror, at \$37.19. (Circle No. 5004, page 158).



ROBE HOOK

Simply styled standard accessory—a robe hook of chromium plate on solid brass, listed by Hall-Mack at \$2.25. Also comes with diamond or square wall flange. (Circle No. 5005, p. 158).



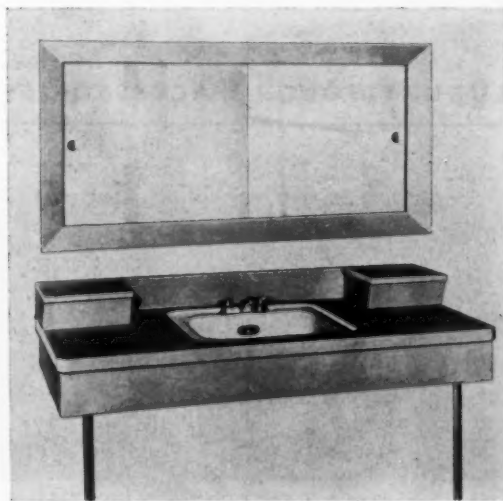
SOAP DISH COMBINATION

Out of sight behind revolving panel of recessed lavatory unit are soap, water tumbler and toothbrushes. About \$21.50 from Hall-Mack Co. (Circle No. 5006 on reply card, page 158).



GLASS TUB ENCLOSURE

Bathing comfort, draft free, from Shower Door Company of America's recessed double rollaway tub enclosure. "Permalume" line has semi-obsure glass, double bearing direct suspension, 60" height. About \$160. (No. 5009, page 158).



SINGLE BOWL VANITY

A practical luxury, sales sure: National Vanity's new "Classic" vanity listed at under \$50. Low price unit of firm's three lines, it features two cosmetic boxes, Formica surfacing, matching medicine cabinet. (No. 5010, p. 158).

... result: an accessorized bath to

Builder Charles Fry of Madison, Wisconsin banks on "luxury-touched" bathrooms (plus similar kitchen fittings) to sell his quality houses. On a \$25,000 house, for instance, he invests from \$800 to \$900 on the main bath alone. Result: a real "best-seller" bath to be proud of.

As a luxurious yet practical background for his "accessorized bath," Builder Fry used a copper tan ceramic tile for the walls and lavatory countertop, then matched it against light tan paint on the upper walls and a random ceramic tile on the floor. Cost of the tiling: about \$45.

Selecting his "standard" accessories, Fry made one big departure: in place of the usual medicine cabinet he installed one large mirror, for about \$75, over the twin lavatory (picture at far right), then finished it with overhead soffit lighting costing about \$50. Storage drawers and cabinets are oak built-ins for which he paid about \$85 installed.

"Luxury-touch" accessories play a vital role in selling the quality house, and as such Fry's budget provided for quite a few. Such glamor items (highly practical, too) are pictured at right: built-in scales, pre-fab built-in "relaxation unit" (about \$20), goose-neck reading light, exhaust fan and infrared heat lamp both installed in the ceiling. Details at right to add to your own "checklist."

Photos: William Wollin



WHAT: Built-in scales are recessed below window. Handle opens them into convenient position.

HOW: Ready for weighing. Scales by National Metal Arts, cost \$32. (Circle No. 5011, page 158).



◀ "LUXURY-TOUCH" ACCESSORIES CONTINUED . . .



RECESSED TOWEL SHELF

Decorate and add utility with a mirror shelf recessed above the tub. Chromium plated brass flange, by Hall-Mack, about \$21. (Circle No. 5015, page 158).



TOWEL, UTILITY CABINET

Extra storage space, always a sales-getter, provided by Miami-Carey's utility cabinet. Five glass shelves 6½" deep, 14x34" door. About \$34. (Circle No. 5016 on card, page 158).



RELAXATION UNIT

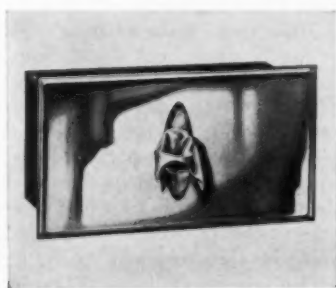
Luxurious catch-all for toilet tissue, reading matter, ash tray, etc. gives extra comfort touch. Hall-Mack offers it in chromium-plated brass, for \$21.50. (Circle No. 5017 on card, page 158).

be proud of



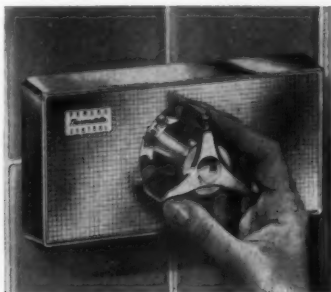
TWO-WAY READING assistance provided by Raymor Inc. with imported gooseneck light. Listed at about \$17. (No. 5012 on page 158).

CEILING SALES dividends by Pryne Co. Exhaust fan (left), about \$25. (No. 5013, page 158). Infrared heat lamp, \$14. (No. 5014, p. 158).



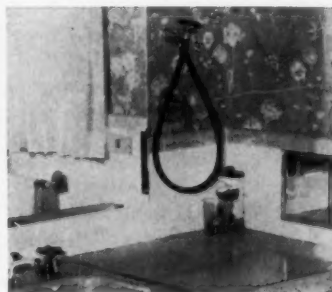
TISSUE HOLDER

Housewife appeal guaranteed with a recessed tissue holder. Removable face panel of chromium plated brass. By Hall-Mack Co., listed at \$8.40. (Circle No. 5018 on reply card, page 158).



SHOWER CONTROL

Safety first, comfort second in a "Type H Hydroguard" with thermostatic control of shower temperature. Fittings accessible under dial. About \$60. Powers Regulator Co. (No. 5019, p. 158).



SHAMPOO FITTINGS

Last-word luxury for \$45: shampoo hose and fittings plus a non-scald mixer. Shampoo by Speakman Co. (No. 5020, page 158); mixer by Simmons Engineering (No. 5021, page 158).



**1 Custom pool,
prestige item**

A PLACE FOR GOOD LIVING is tone set by builder Vient-Petty with this 20,000 gal. gunite Landon pool put next to one of first homes in \$30,000 range at La Canada, Calif. Result: houses sold, and 40% of buyers put in own pools.



**2 Community pool
for a subdivision**

Pools: growing sales tool for

**There's a coming market for swimming pools:
over 8 million American families now
have an income of \$7,000-and-up per year.**

Like air conditioning and TV, a private swimming pool is no longer Hollywood show-off stuff. Today it's a symbol of better living for the wide middle-income market.

Community pools have helped sell large developments (Levitowns, Bayberry in Westchester, N.Y.) for some time. But now, more and more builders are dipping their toes into the "private pools included" (or optional) venture. It's a logical move: While pushing dirt, why not dig for a pool?

What's more, you can honestly tell a prospect, "A pool will keep up the resale value, maybe reduce

fire insurance, help keep the family together, and substitute for the vacations eaten up by the down payment."

Special know-how and equipment are needed for the various concrete pools (gunite, dry-pack, poured, pre-cast), so better not try one yourself, although some of the newer developments in prefabricated steel and wood forms, and prestressed blocks, open the way for increased builder participation. Likewise the simpler types—vinyl or fiberglass—permit more do-it-yourself by the builder.

Some manufacturers of nationally distributed pools like to take on builders as franchised instal-

lers, but busy seasons conflict. Some builders, like Anthony Brothers in California, do both. Some contractors have deserted home building in recent years for pool work, and happily ride the boom.

Over 30,000 pools in 1956, costing \$325 million, are forecast by Bob Hoffman, publisher of the trade paper, *Swimming Pool Age*, of New York. Many of these will be family size, about 15x30, with 10,000 gallons. Prices on concrete jobs are being pushed down to about \$3,000; fiberglass will go below that soon, and vinyl liner types with concrete block sides are about \$2,000—all including the efficient filters which make the whole pool boom possible.

Two cautions: builders must seek engineering advice on costs and local ground conditions, since concrete must be thicker in the north than in non-frost areas. And they must tell buyers to expect \$5 a week maintenance cost—chemicals, cleaning, etc.



▲ **DEDICATION DAY** of piano-shaped 75x44 pool at Larrimore Lawns, 450-home Norfolk, Va., project. Builders Goldrich and Berger expect a similar Paddock pool to help sell an 800-home plan this year—plus a 10-acre private lake.

builders

SOME ANSWERS ON POOLS

Q Who does the installation?

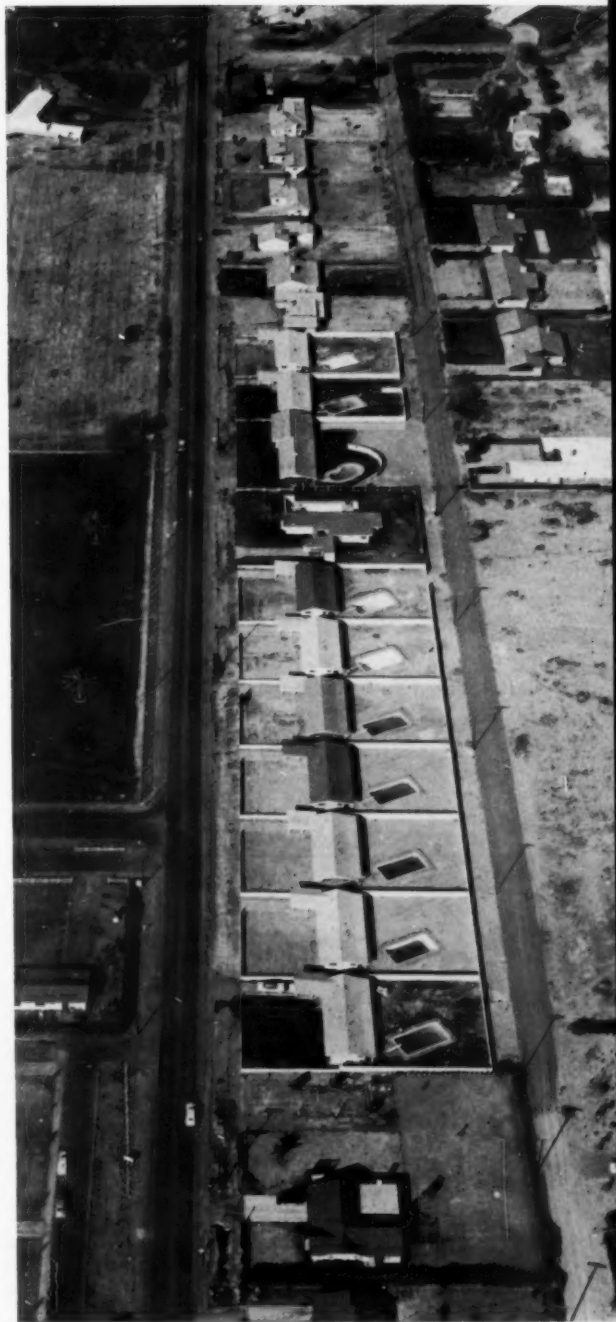
A Usually, the local pool specialist. Some types permit do-it-yourself.

Q Don't pools use too much water?

A Not with filters, which clean water the year-round, no refilling necessary.

Q Isn't maintenance a nuisance?

A Backwashing, filter, sweeping, replacing chlorine and algicide take a couple of hours a week.



3 Individual pools in a development

ALL IN THE SWIM—Reliance Builders of Scottsdale, Ariz., included these \$3,000 pools with ten \$22,500 homes and stimulated sales. Big Phoenix tract man John Long includes \$1,775 pool with 3 br., 2 bath homes for \$9,725.

**THERE'S A WIDE CHOICE IN SIZE, SHAPE, PRICE, AND CONSTRUCTION TYPES;
WHATEVER YOUR PROGRAM, BE READY FOR THE GROWING DEMAND . . .**

WHICH POOL IS BEST FOR YOU? HERE'S WHAT YOU SHOULD KNOW

CONCRETE is still the dominant material; gunite eliminates seams, permits free form.

Pressure-sprayed concrete over reinforcing rods, with rubber base or new epoxy surface, is popular for large and small pools. In poured types, new ideas are Refinite-Sheldon process (Ralston, Neb.), with simple flexible steel forms, and Rocform (Detroit), with prefabbed wood-panel forms. National (Birmingham) features pre-cast block sides held by concrete poured in the block holes, and nuts tightened on vertical rod ends.



1 LUXURIOUS kidney shape, 20x40, by Wagner of Darien, Conn., is gunite, in \$10,000 range.

DURABLE FIBERGLASS, requiring no finish, is still new in pools, but promises well.

Color-fast and inert chemically, fiberglass pools will probably drop in price as the market grows. Installation can be learned by skilled home-building crews. A carefully fitted base of mixed cement and sand is usual in Florida; year-round retention of water is recommended to offset winter ground-heave. A 15x30 oval model was offered Buffalo Home Show visitors by Frontier Co. at \$3150 complete with filter, 2-foot promenade.



1 NEAR COMPLETION, this Florida job by De-lorich of Miami shows skirt of concrete.

VINYL LINER is a good way to open up the wide middle-income individual home market

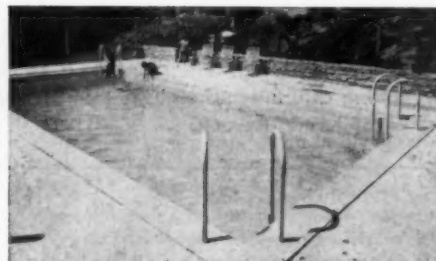
The single thickness of cement block which frames the highly competitive vinyl liner is within the scope of trained masons, but must be put in solidly, with respect for local ground conditions, or there's trouble. Bare earth is tamped smooth for the floor. International of White Plains, N.Y., features the Esther Williams Pak, 15x30, 3 to 7 ft. deep, sells for \$2,000. Paradise Pools get \$1835 for 12x27, \$2875 for 16x34.



1 ESTHER herself models first unit, at Pacific Palisades, will demonstrate at N.Y. Coliseum.

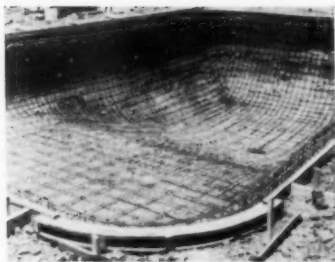
PREFABRICATION, part of every building picture, is also prominent in swimming pool construction

Builders working on a tight time schedule may well look into metal and concrete prefab pools. Metal fabricators have manufacturing and shipping facilities for one-piece units, which retail at about \$3800, without filter, for 16x30 size. Site work involves fitting the excavation, a six-inch layer of crushed rock for sure drainage, and piping for the filter system. Thorough paint job is important for metal, tight jointing for concrete prefabs.



1 ALUMINUM 16x32 Chester pool, bathhouse, landscaping, etc. cost four families \$1700 each.

ABOUT SIZE, SHAPE, PRICE AND HOW THEY'RE MADE AND INSTALLED



2 REINFORCING GRID in Paddock of Calif. job shows depth contour.



3 PRESSURE-SPRAYING is next step in another west-coast pool.



4 HAND TROWELING gives easy-to-clean surface. Shade helps curing.



2 PIE-CUTS overlap, are screwed and joint-seamed for tightness.



3 TESTING with water; note special backfill mix, joint seam, ribs.



4 SNOW TESTS American Pool Co.'s year-round work in Ardsley, N.Y.



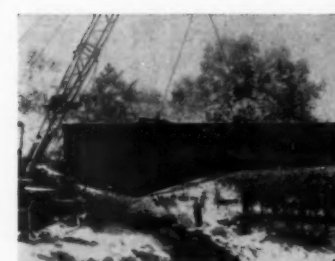
2 BLOCK WALL and coping in place, men tamp earth floor smooth.



3 LINER SPREAD, the main drain to filter is filled and tested.



4 COMPLETE PAK includes filter, ladder, chemicals, vacuum, board.



2 STEEL POOL by Tower, Providence, R.I., is set into place.



3 PRESTRESSED factory-built wall by Amcrete fits key in laid floor.

**OFFER TO INCLUDE A POOL
IN THE FINANCING DEAL!**

Willingness of banks to finance pools is growing. You can turn "down payment blues" into a sales point. "Have that vacation after all—right at home, with a bank-financed swimming pool."

Here's a new way to

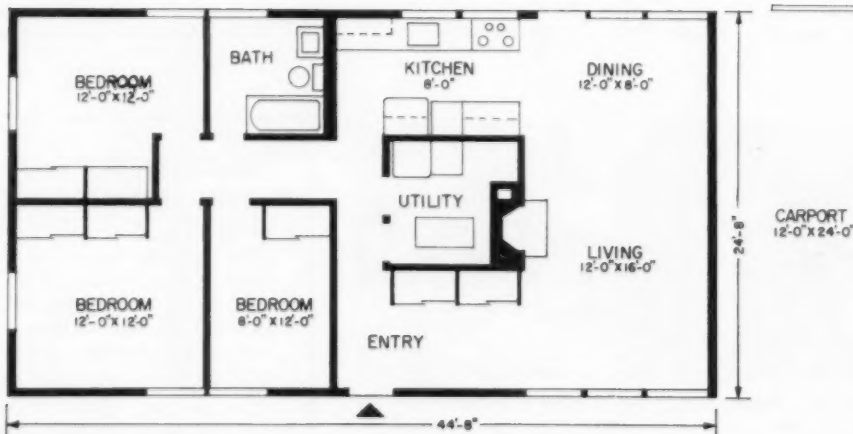
If a components building system is going to pay off for the smaller builder, it has to do two things: give him close to prefab efficiency, still leave him flexibility in size and layout. The reasons for this are obvious: in an area of large developments, he has to compete on a dollars-and-cents basis with the big boys. And in an area where custom builders predominate, he has to match them in offering a variety of sizes and floor plans.

The house shown below is the first built from the newest of the component systems by Techbuilt, Inc., of Cambridge, Mass., and designed by Carl Koch and Associates. This layout offers 1050 square feet of living space plus a carport, and is expected to sell for around \$12,000 and up, excluding land and depending on equipment and finish. It is probably the smallest practical house built by this system, particularly for a development model.

▼ **WHAT**



Photo: Living For Young Homemakers



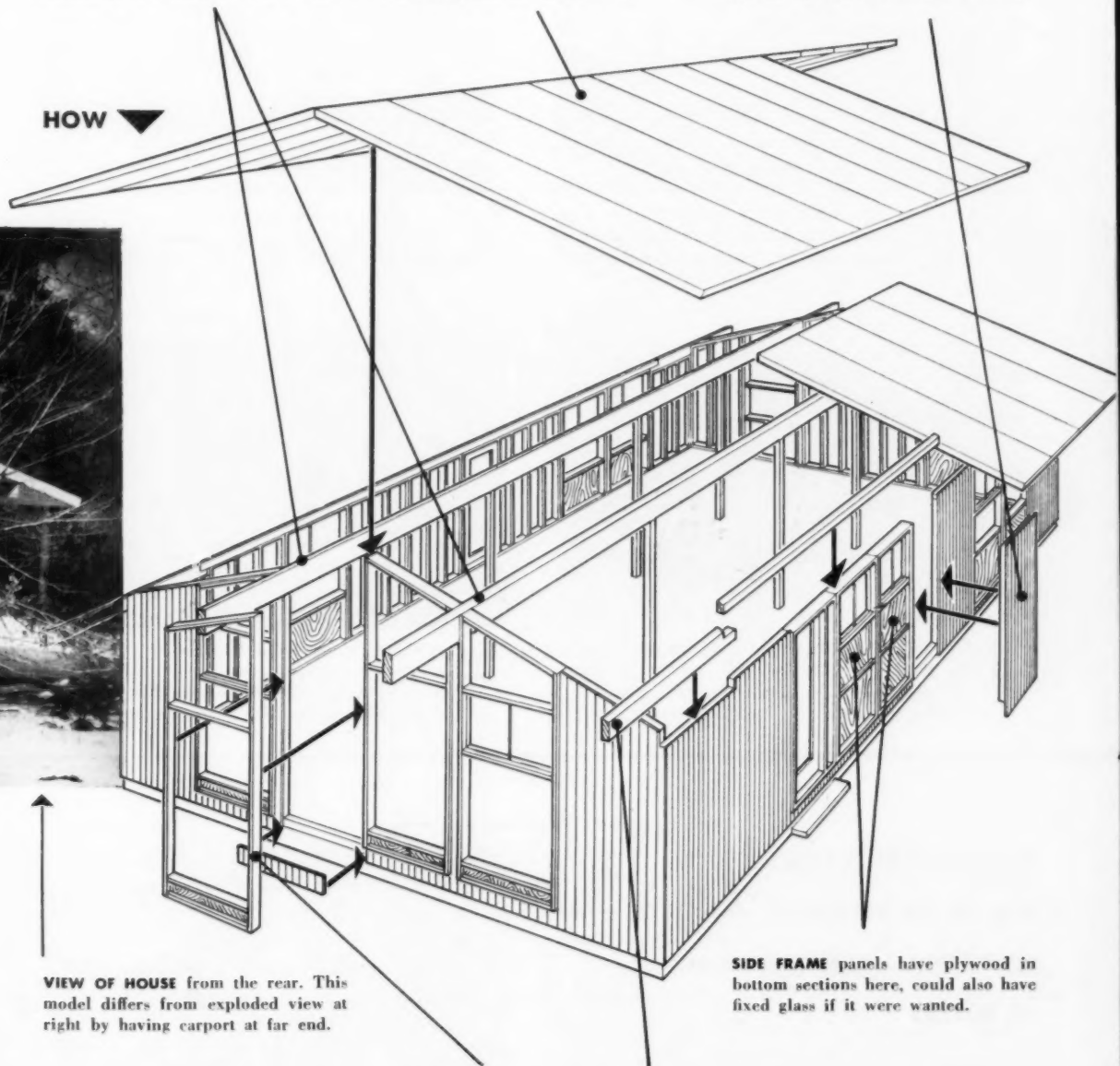
custom-build with stock parts

TWO beveled 4 x 12 girders carry the inside portion of the roof load, are themselves supported by 4 x 4 posts.

ROOF PANELS are four feet wide, use 2 x 4 rafters. They include sheathing, insulation, and finished ceiling.

FOUR FOOT solid wall panel is of 2 x 4 studs, plate and shoe. Grooved plywood is both sheathing and siding.

HOW ▼



VIEW OF HOUSE from the rear. This model differs from exploded view at right by having carport at far end.

SIDE FRAME panels have plywood in bottom sections here, could also have fixed glass if it were wanted.

GABLE END frame panel. If this house had carport, this panel would be replaced by solid one and frame on top.

FOUR BY EIGHT outlooker is extension of beveled 4 x 4 plate, which is notched into it over end wall panel.

PLAN SHOWS emphasis on space assigned to living areas. Note interesting way utility room was handled.

HERE'S HOW IT GOES TOGETHER ▶

You build faster and easier

One of the biggest advantages of building with components is the ease and speed with which a house goes up. In the case of the one here, the panels arrived by truck in the morning in the middle of a snowstorm. Despite snow, sleet, cold, and a regular swamp of mud, the truck was unloaded and the side walls put up and plumbed by the end of that same day. By the end of the third day the roof was on. One more day's work would have finished the glazing, and the rest of the work could have been carried on in comfort under cover. All of this was done by a crew of four, seeing the house for the first time.

One of the fine arts of setting up a components system is knowing where to stop: too much pre-fabbing of parts can mean loss of flexibility. By using roof panels of a set size, Techbuilt has limited itself

to a 24 foot width, but the length can be run out indefinitely in four foot increments. Solid and window frame panels can be juggled around to give dozens of design combinations.

Interior partitions are not a part of the package; too many would have to be built to handle different plans. But closets and room dividers are included; they can go in rooms of almost any size and shape.

In theory, there is no limit to the size of house that can be built under this system. Actually, with a set width of 24 feet, anything longer than about 60 feet would look peculiar. To take care of this, a "Link section" 16 feet square can be set up between standard sections to make a really big house. As shown below, this breaks up the roof line and makes even an 80 foot house attractive.

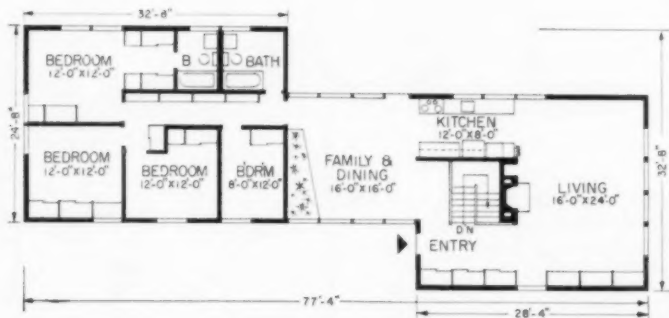


3. WITHIN TWO HOURS of raising the first panel, house has reached this point. Work on the first day included unloading the truck, was done in a blinding snow and hail storm, still went fast.



4. INSIDE VIEW OF GABLE END clearly shows panel system. Four by four posts in wall hold roof girders; one at left will be sawed off. This is start of the second day, when the sun decided to come out.

**BUILDERS CAN OFFER
DOZENS OF DIFFERENT
FLOOR PLAN COMBINATIONS
TO BUYERS**



BIGGEST MODEL built so far by the new system is the plan shown above. The units at either end are built from the same parts used in the small model; the "link section" in the center is made of special parts. This house is a hill-side model, has basement under the living section.

LONG, LOW LINE and attractive handling of the roof profile are shown in this picture. At far right are two more floor layouts suggested by Techbuilt. All models may be built on a slab, crawl space, or basement. In the latter case, stairwell is built in utility room space.

with parts, not pieces



- 1.** **FIRST WALL PANEL** is set into place. By the time truck carrying panels arrived, sills had been set and leveled. Note how panels were set around foundation in proper order for quick erection.



- 2.** **GABLE END WALL** is plumbed and braced before sidewall panel is nailed to it. As with all such component systems, parts must be accurately plumbed and squared for everything to fit properly.



- 5.** **ROOF PANELS** are sent up on one side of the roof, tacked down. Carpenter here is lining them up; when straight they will be spiked down with 60 spikes. Panel bottoms are finished ceiling.



- 6.** **ROOF SHINGLES ARE READY** to go on by afternoon of the third day. Note how girders and plate out-lookers are carried out to support carport roof. Scaffolding is a help but not really necessary.

Photo Credit—Better Homes & Gardens

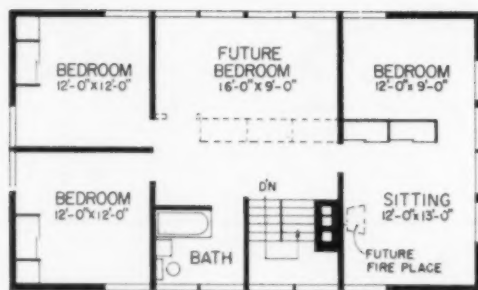




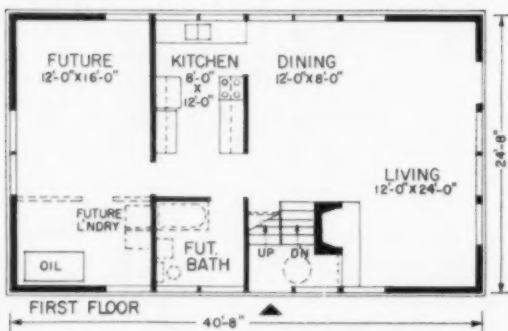
SECOND LARGEST MODEL in the two story series. Here, the idea of the split level house is carried to its ultimate and most efficient conclusion: the whole house is pushed down three feet, cellar and first floor become one.

COMPONENTS WORKBOOK continued

Here's a two story model



SECOND FLOOR



FIRST FLOOR

REASON FOR THE POPULARITY of this house is easily seen: it offers 1900 square feet of space which can be laid out to any owner's specifications. Some builders sell this model for under \$17,000 with two baths.

Techbuilt started business two years ago with a line of two story houses; the most popular model is shown here. Biggest feature proved to be size. By using two floors, and pushing the first floor part way below grade to utilize otherwise wasted foundations walls, this house provides a whopping 1900 square feet of living space.

Like its new baby brother, this house gives the builder a panelized shell to finish as he sees fit. Unlike the little house, the panels are not provided with finished exterior walls, but are merely sheathed; the builder adds shingles, vertical siding, brick or whatever he wants.

While this house proved popular with many custom builders, its distinctly contemporary appearance scared many buyers, and prevented it from becoming a good development house. Also, while the cost is comparatively low (under \$17,000 in some areas) it is still high enough to keep it out of the mass market of the new, smaller house. It will probably continue to sell well to the buyer who wants low cost custom accommodations in a bigger house.

Products used: Teco split ring connectors; Visqueen vapor barrier; Roddis exterior doors; Reynolds aluminum windows; Lam Workshop electric fixtures; Alfol insulation; Wasco plastic skydomes; Geneva metal kitchen cabinets; Formica counter tops; Hotpoint appliances; Percoflash boilers; Thrush water circulating systems; Rittling baseboard convectors; U. S. Plywood.

**BUILD THIS COMPLETE SWIMMING POOL
IN SEVEN DAYS AT HALF THE COST!**

NATIONAL

*Pre-Stressed, Pre-Cast,
Concrete Unit*

POOL

**Complete "Package" Delivered Direct
To Pool Site In Trailer Truck!**

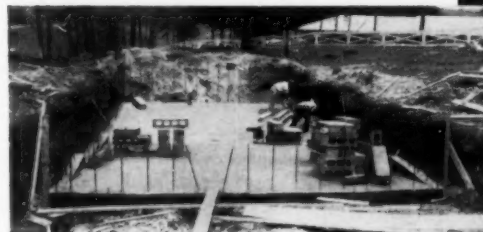
The NATIONAL POOL "package" is delivered to your pool site in a delivery truck and includes all fittings and filter system which purifies and keeps water safe for healthful swimming at all times. Construction requires no special equipment and can be done with local labor without previous experience. Specially designed interlocking precast concrete wall sections grooved to fit each other solve cost problem. Pool walls are scientifically prestressed to prevent cracking. New method of construction allows swimming pools to become within reach of all budgets.

Prices start at \$1,300.00 for 16' x 34' Private Pool complete with Filter System, Pump, Motor and Fittings.

SAME BUILDING PROCEDURE APPLIES TO LARGEST TYPE POOLS AS WELL AS SMALL FAMILY TYPE PRIVATE POOLS



Excavation for pool showing steel reinforcement for floor and inside pool walls.



Vertical pre-stressing steel rods are ready for specially interlocking precast wall sections to be placed over them. No heavy construction equipment needed. All work can be done with local labor.



Walls being pre-stressed by tightening nuts above steel bearing plates, after concrete mixture has been poured inside pre-cast concrete sections. Prevents cracking. No forms required.

The finished pool has been coated inside with snow white marbleite. Tile border and coping around top.



NATIONAL

P. O. BOX 888 • BIRMINGHAM, ALABAMA

pool equipment co.

NEW! LOW COST!

**7-SECTION
GARAGE DOOR**



the "NIAGARA" model

MORRISON

Roly-Door

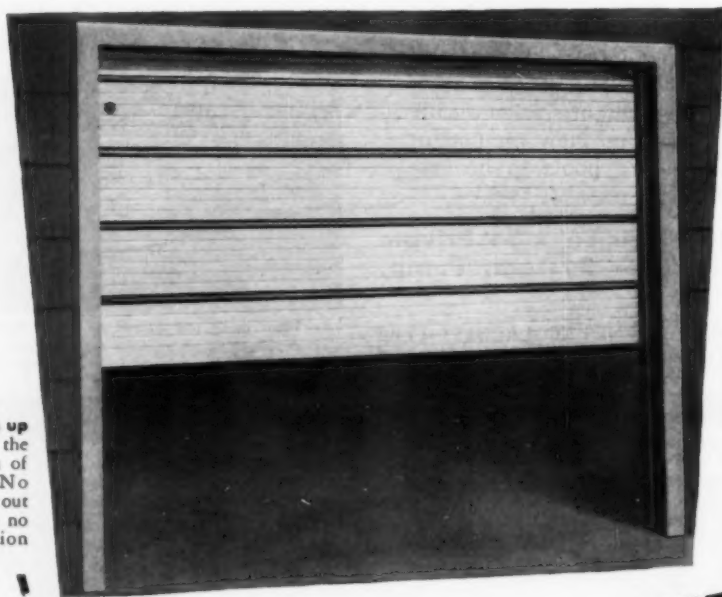
... PRICED FOR MULTIPLE-
HOUSE PROJECTS AND LOW
BUDGET INSTALLATIONS

**STEEL SECTIONAL
OVERHEAD DOORS**

The NIAGARA is a quality garage door, designed and priced specifically for modest priced homes of every type. It allows you to offer your feature-conscious prospects all the advantages of an all-steel sectional garage door — not as an "extra" — but for the same cost to you as an ordinary wood or one-piece metal door. The NIAGARA's unbelievably low price is the result of expert design and modern mass production methods. There has been no compromise with materials or workmanship . . . the NIAGARA is fully guaranteed for one year.



The NIAGARA rolls up completely inside the garage at the touch of your fingertips. No awkward swinging out motion to avoid — no dangerous projection outside the garage.



Here is a garage door that adds both value and saleability to your houses. Once your prospects test the NIAGARA's amazing fingertip operation — consider the lifetime durability of its all-steel construction — and learn about its many other exclusive advantages from you — they're one step closer to signing on the dotted line.



If the garage door you're now buying does nothing more than close an opening in the garage, change to the NIAGARA. It comes in two popular widths — 8 and 9 feet — and two heights — 6 feet 6 inches and 7 feet. For complete information on the NIAGARA and other Morrison Roly-Door Models, look for the name of the nearest Morrison Roly-Door Distributor or Dealer-Installer in the Yellow Pages of your Telephone directory or write directly to Roly-Door Division, Morrison Steel Products, Inc., 644 Amherst Street, Buffalo 7, New York.



There's a Morrison Roly-Door for every overhead door application

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

● Also manufacturers of MOR-SUN WARM AIR FURNACES and MORRISON SERVICE BODIES

IN CANADA — OVERHEAD DOOR SUPPLIERS, 1330 Bloor Street W., Toronto 4.

SPEED UP

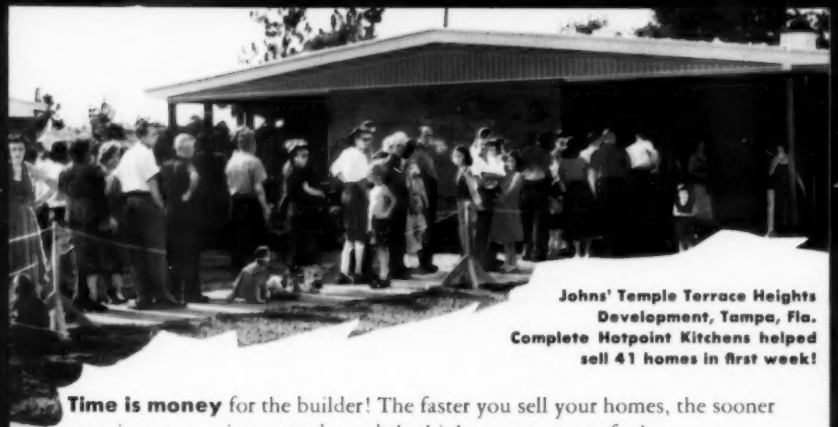
**your home
sales with**

Hotpoint

kitchens

in

1956!



**Johns' Temple Terrace Heights
Development, Tampa, Fla.
Complete Hotpoint Kitchens helped
sell 41 homes in first week!**

Time is money for the builder! The faster you sell your homes, the sooner your investment is returned—and the higher are your profits!

To help win immediate buyer approval, more and more builders are capitalizing on the powerful sales appeal of famous Hotpoint Kitchens.

The reason is simple. Your prospects know that the Hotpoint name means the **BEST**... in quality... in dependability... in beauty... and in **exclusive** automatic features. The **HOTPOINT NAME** enjoys immediate recognition through fine performance, as well as national magazine advertising and the "Ozzie and Harriet" television show.

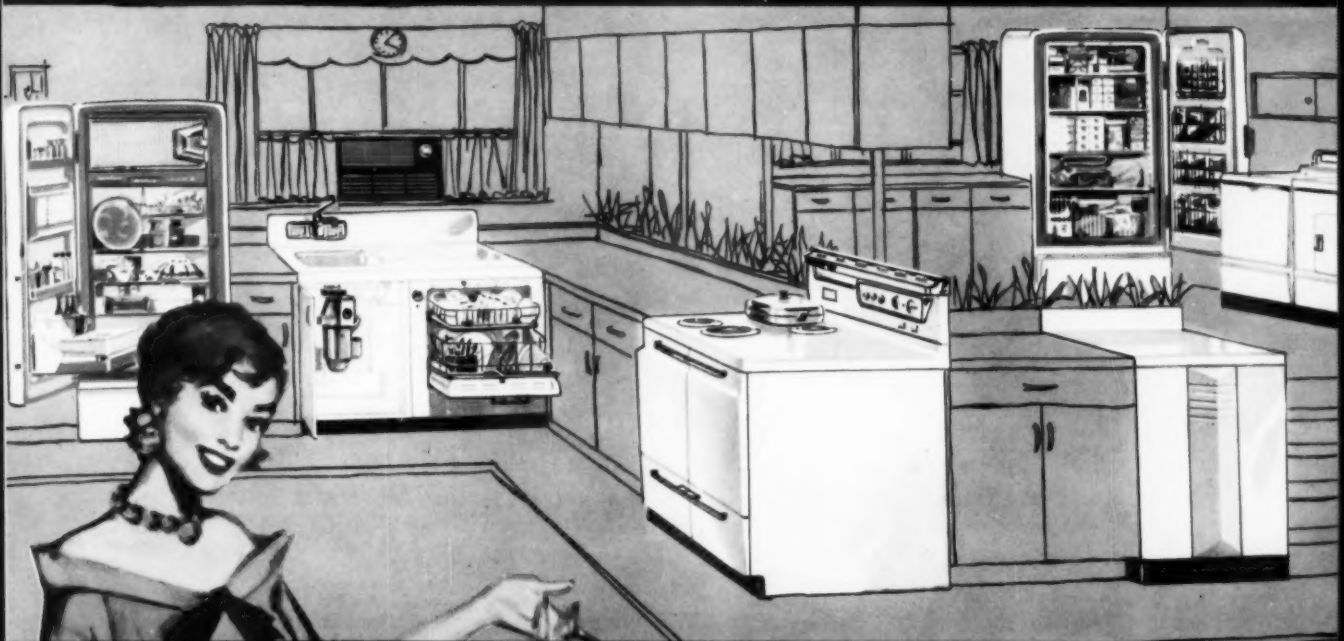
Hotpoint popularity can work for you—as it did for Paulsen Brothers, Long Island. Complete Hotpoint Kitchens helped sell 54 of their Chapel Hill homes (priced at \$11,990) in the first weekend offered!

According to Paulsen Brothers, "The kitchen is the ideal showcase for quality in a home. That's why we chose Hotpoint Colortone Appliances. The sales record shows it was a wise choice."

Hotpoint's complete line offers a kitchen combination for **any** home—**regardless of its style or price tag!** Hotpoint Appliances, of course, can be included in VA and FHA mortgages.



Refrigerators* • Disposalls* • Air Conditioners • Dishwashers* • Ranges* • Water Heaters • Food Freezers • Automatic Washers* and Clothes Dryers* • Customline*



*Available in famous **Hotpoint Colortones**



Now you can put the Built-In sell of
Hotpoint "Living-Room" Kitchens
 in homes in All Price Ranges!

Hotpoint
 "Living-Room" Kitchens
 are what the 1956
 home buyer wants!

It's a fact that this year's prospects are looking for kitchens that are as warm and friendly and beautiful as the other "living" areas in the home—kitchens for living in and entertaining in, as well as kitchens that offer the very latest in work-saving convenience.

Cash in on this demand by including "Living-Room" Kitchens with Hotpoint built-ins in your home. In the tighter 1956 home market, your Hotpoint "Living-Room" Kitchen will be your biggest sales feature—the one that makes prospects choose your homes over those of a competitor.

These glamorous rooms will sell your homes faster—bring you speedier returns on your investment—and higher profits per home! When you build in Hotpoint—you build in profit!

• **Widest variety of Models, Prices and Finishes—** Whether you build luxury homes or modest homes, you'll find the right combination of Built-Ins among Hotpoint's complete selection of models—in 5 beautiful colors and gleaming stainless finish.

PLUS

• **Maximum ease of installation—** Hotpoint Built-Ins are specially engineered to save you time, labor, and money.

• **Enthusiastic public demand for a famous brand name known as the "Finest."** Hotpoint's superior features and quality are sold to your prospects by powerful advertising—and proved by the outstanding performance of Hotpoint Appliances in millions of American homes. When prospects see Hotpoint Appliances in your houses, they know they're getting a well-built, well-equipped home.

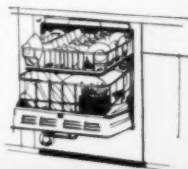
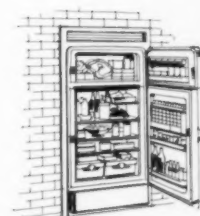
look to **Hotpoint**

• **Hotpoint Built-In Super Oven**—Big enough to cook meal for 24 people! Rota Grill for barbecue treats. Eye level controls include automatic timing clock and electrical time measure. Lower cost non-automatic model and de luxe double oven model also available.

• **Hotpoint Built-In Surface Cooking Units**—Feature Super "2600" Calrod® unit that cooks faster than *any* other gas or electric unit. Available in 2-unit sections with remote-control, color-lighted pushbuttons, and 4-unit section with self-contained, rotary switches. Plug-In French Fryer, Griddle also available.

• **Hotpoint Built-In Refrigerator-Freezer**—Combines the beauty of a built-in with the convenience and big capacity (12 cu. ft.) of a free-standing unit. Less expensive to buy and install than other built-ins. Lower-cost, one-door models also available.

• **Hotpoint Built-In 24-Inch Dishwasher**—At the touch of a button—automatic pre-rinsing. Spot-Less Washing, with fresh detergent in each of 2 washes. Spot-Less Rinsing, with super wetting agent in final rinse to prevent spotting. Spot-Less Drying to a gleaming sparkle. 2 models.



In 1956, let Hotpoint "Living-Room" Kitchens speed up profitable home sales for you. You'll be surprised how little it costs to take advantage of the sales appeal of America's quality line of built-ins.

Hotpoint Built-ins can be included in VA and FHA mortgages, so you can offer a complete Hotpoint Kitchen to your prospects for only a few dollars a month.

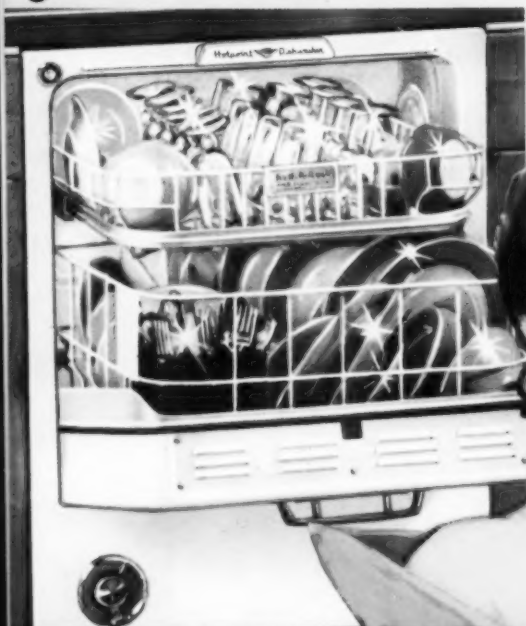
Get the details from your Hotpoint Distributor's Built-In Sales Book!

for the finest—first!

Exclusive

Hotpoint SPOT-LESS DISHWASHING

Outmodes All Other Methods— HELPS SELL HOMES FASTER!



Every prospective home buyer wants this greatest of all dishwashers! Women are sold on the superiority of the Hotpoint Dishwasher—and they'll recognize it as a symbol of your home's high quality. And remember, there are more Hotpoint Dishwashers in use than any other brand!

- NEW 24" WIDTH
- NEW PUSHBUTTON CONVENIENCE

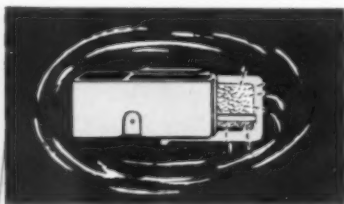
Same large capacity
Racks roll out separately
Hold service for 8

Dishes Sparkle...Glasses Gleam...Silver Glistens...The Result of 2 Exclusive Hotpoint Features

TWO COMPLETE 5-MINUTE WASHES with fresh detergent each time



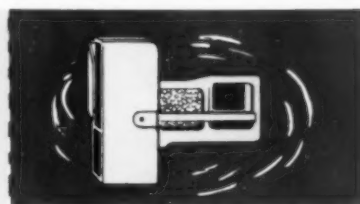
An equal amount of detergent is poured into both cups of Hotpoint's Automatic Dual-detergent dispenser.



Then the tank-type cover is cocked to seal one of the cups. During first wash, the detergent in first cup mixes with the swirling water.



Meanwhile, water collects in both tanks. At the end of the first wash, it automatically drains out through a small hole in one of them.



Weight of water in other tank causes cover to flip down, exposing fresh detergent for second complete wash—a Hotpoint exclusive!

TWO THOROUGH RINSES...with super wetting agent in final Spot-Less rinse



Everything is rinsed twice—and "Rinse-Dry," a super-wetting agent, is automatically injected in the final rinse.



RESULTS AFTER
ORDINARY
RINSING

AFTER HOTPOINT
SPOT-LESS
RINSING

Just compare the actual results! "Rinse-Dry" breaks the surface tension of the water, so drops cannot form to dry and leave spots.

Hotpoint Spot-Less dishwashing—the automatic result of Spot-Less Washing, Spot-Less Rinsing, and Spot-Less electric-heat drying!

Available in
**5 COLORTONES,
COPPERTONE,
AND
CUSTOMLINE**
(Satin Chrome Finish)

Hotpoint Dishwashers can be included in VA and FHA mortgages. Write Hotpoint, or call your Hotpoint Distributor.

look to **Hotpoint** for the finest—first!

The Payoff Departments

New Products and Catalogs..... page 157 →

Builders' Supermarket for new products and equipment, and for manufacturers' literature, on bathrooms, floors, walls, lighting, building specialties, etc. Just detach the handy reply card at the beginning of the Supermarket and go right on through, circling the items that can mean money in your pocket

How To Do It Better..... 206 →

Ideas for the man on the job, offered to builders by builders: Tricks with hot water heating, eliminating shimming on head jambs, reinforcing base to receive cleats, etc.

Ask The Experts..... 212 →

Our staff of experts analyzes reader queries, and may have some valuable tips for your operation. This month, the experts discuss laying a foundation for brick veneer construction, pouring concrete under water, reducing sound transmission between two floors of a house, etc.

Keeping Up With The Law..... 216 →

The capital gains tax and the sale of land are brought into focus by American Builder's legal consultant

Technical Guide..... 218 →

Detailed drawings and complete specifications tell you all you need to know about increasing sales by building lighting into your homes

Better Detail Plate..... 222 →

This design for a cantilevered fireplace may fit into your next houses

The Month Ahead..... 232 →

Things for alert builders to think about in the month of June

The first and only automatic

NEW **BEST-VENT**[®]

PRIMARY ALUMINUM WINDOW

Best-Vent's *Double-Ventilating Action* is the first basic improvement in window design in the last hundred and fifty years—a fool-proof, automatic provision for constant, gentle, draft-free ventilation! Just a touch opens top *and* bottom sash—instantly, simultaneously. Operation is *smooth* and *effortless* because the weight of the upper sash actually helps raise the bottom! Hot, stale air "piled up" at ceiling level is quickly released, instantly replaced by cool

air flowing in at the bottom. Best-Vent is geared to modern methods of residential construction, designed in consultation with window-conscious builders and built to eliminate costly "call-backs." Best of all, Best-Vent is *sensibly priced*. And it's only one of the quality primary aluminum windows in the Per-Fit Line—double-hungs, sliders, picture windows, window walls. If your dealer isn't acquainted with them, let us know, or have him write to:

PER-FIT PRODUCTS CORPORATION
1123 E. 52nd Street • Indianapolis, Indiana

Saves 25% to 50% in time—finished window



Best-Vent arrives individually cartoned, ready to install. Pre-glazed, or can be glazed on the job. Simply snap on pre-cut fin trim and lift window into place. No need to cut or trim—special trades eliminated!



Drive nail through sill fin and sheathing into framing; with nail as pivot point, level frame, square and plumb, and finish nailing around extra-wide fin trim. Practically rack-free construction.

double-ventilating window!



can be installed and trimmed in minutes!



Aluminum interior finish trim or plaster trim fits quickly into place with no cutting necessary. No hardware to install, no final adjustments to make. Snap-on mullion covers unify multiple installations.



Just look at the work you save! Imagine—as many as twelve windows installed and finish trimmed in an hour! No separate sill, drip cap or side frame. No need to sand, prime, paint or clean glass.



Look what this Builder says about REYNOLDS *Lifetime* ALUMINUM Gutters and Downspouts

Flecker-LaBeau, Inc., have built hundreds of "Blue Ribbon Homes" featuring economical design and quality construction. Read their letter carefully...it proves what Reynolds Lifetime Aluminum Gutters mean both in quick-sale value and in permanent customer satisfaction.

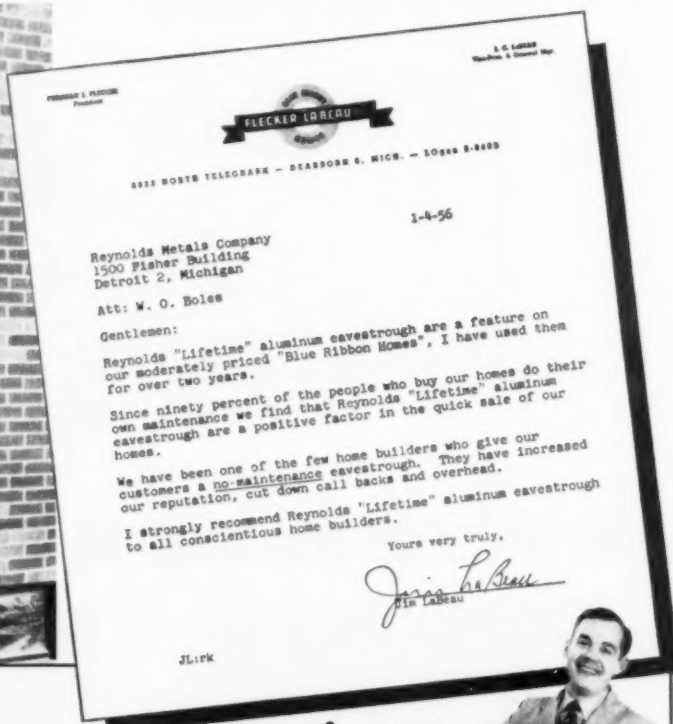
Few other features you can specify make such a big impression at so little cost. The soft

white gleam of aluminum at the eaves sets off a house. And homeowners have learned this gleam means *freedom from rust*...no painting.

Choose from the variety of styles, sizes and finishes listed below. Write for literature, including suggested architectural specifications. Reynolds Metals Company, Building Products Division, 2003 S. Ninth Street, Louisville 1, Ky.



Ogee Box Gutter, embossed or mill finish, in 4", 5" and 6" sizes, with Square Corrugated Conductor Pipe. Half-Round Eavestrough, embossed or mill finish, in 5" and 6" sizes, with Plain or Corrugated Round Conductor Pipe.



NEW!


BUILDERS TYPE REYNOLDS ALUMINUM REFLECTIVE INSULATION

Lighter-grade, lower-cost insulation and vapor barrier developed especially for builders. Foil bonded to 40-lb. kraft paper. Rolls of 250 and 500 sq. ft., 25" and 36" widths, foil 1 side and 2 sides.



See "FRONTIER," Reynolds great dramatic series, Sundays, NBC-TV Network.

REYNOLDS ALUMINUM BUILDING PRODUCTS



1. BUILDING . . . to help you build

If you were to visit the new Armstrong plant in Macon, Georgia, right now, the girders you see above would be covered with brick. Inside, you'd see machinery being installed to increase the production of every building product in the Armstrong line. More material will soon be coming out of this new plant—so specify Armstrong Temlok Roof Deck, Temlok Sheathing, and Cushiontone for your 1956 homes now. Turn to the next page for full information on how just one of these Armstrong building products can help you build faster . . . and sell faster.



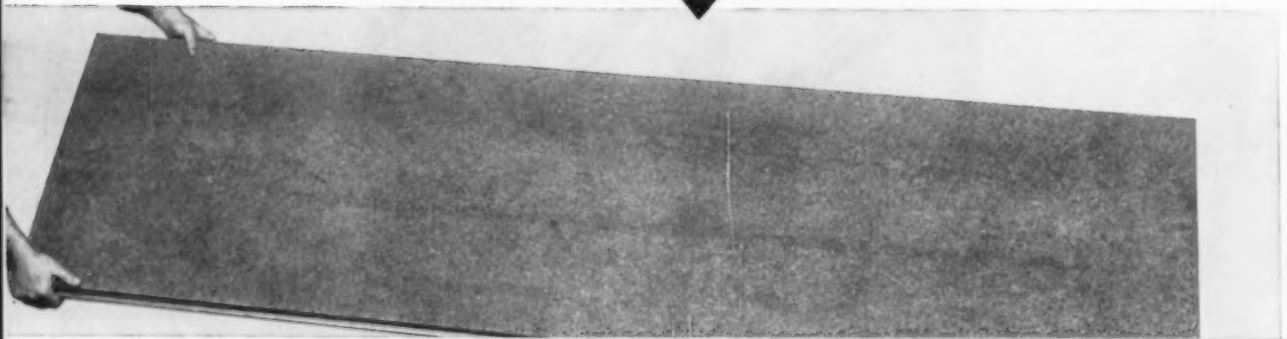
2. MORE TEMLOK ROOF DECK ON THE WAY

With an increased quantity of Temlok Roof Deck available soon, you can make plans now to use this modern cost-cutting material in your new homes. Temlok Roof Deck may simplify your roof and ceiling design . . . and will certainly reduce the amount of materials you'll need. Plan to use a flat or low-pitched roof with an exposed beam ceiling. Then forget about roofing boards, roof insulation, roofing paper, and ceiling finish. You'll get all these with Armstrong Temlok Roof Deck.

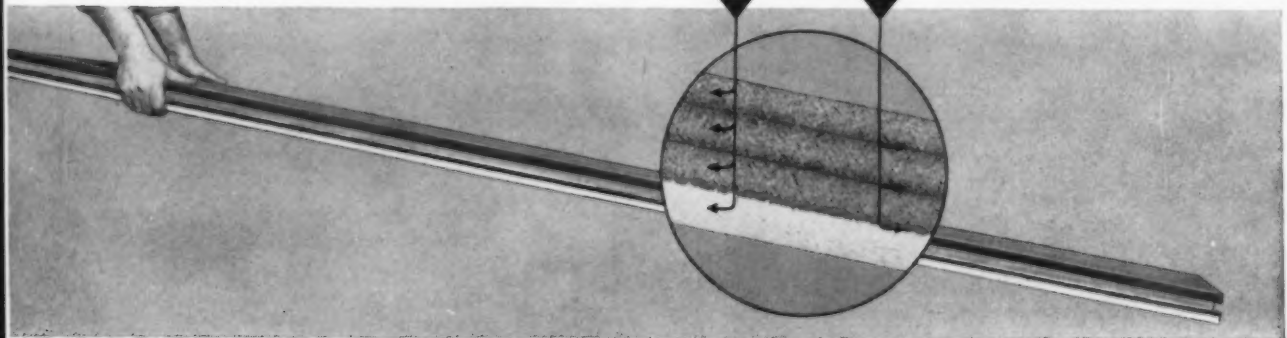
3. MODERN MATERIAL DOES FOUR JOBS AT ONCE

A glance below shows you how Temlok is a 4-in-1 material. (1) Temlok provides a strong, permanent roof deck that withstands 300 lbs. per square foot. (2) Multiple layers of asphalt-impregnated fiberboard give complete roof insulation regardless of climate. (3) The cement that laminates the layers acts as an efficient vapor barrier. (4) Two coats of light ivory paint applied at the factory create a beautiful ceiling finish.

BUILDS STRONG ROOF DECK ①

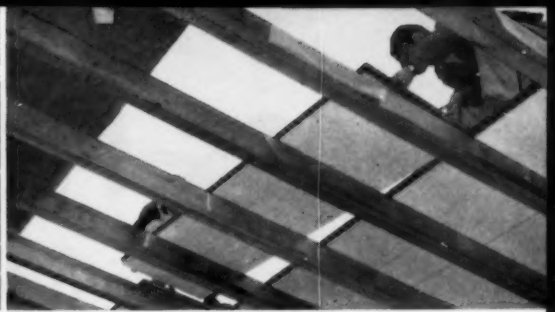


PROVIDES COMPLETE ROOF INSULATION ② . . . **AND** ③ **EFFICIENT VAPOR BARRIERS**



CREATES BEAUTIFULLY FINISHED CEILING ④





4. CUTS INSTALLATION TIME 50%

With Temlok Roof Deck, four men can cover a 30' x 40' roof in 7 hours, compared to 14 hours with conventional materials. Big labor savings are possible because 16 sq. ft. of roof deck, insulation, vapor barrier, and finished ceiling are installed each time a 2' x 8' Temlok board is nailed to the beams. Your savings with Temlok Roof Deck can cut your costs up to \$250 per house.

5. HELPS YOU SELL HOUSES FASTER

The attractive open beam ceiling created by Armstrong Temlok Roof Deck provides a distinctive appearance to your houses. It will appeal to modern and traditional tastes alike. Also, tell your customers that the insulating value of Temlok Roof Deck keeps fuel and air-conditioning costs low.



For free booklet that shows you how to build profitably with Temlok Roof Deck, write Armstrong Cork Company, 3505 Rider Ave., Lancaster, Pa.

Plan your 1956 homes with

Armstrong BUILDING MATERIALS

Temlok® Roof Deck • Temlok Sheathing • Temlok® Tile • Cushiontone® Ceilings

GLASS-FIBERED PLASTER

Only Certain-teed
gives you



WORKS CLEANER... FASTER... EASIER!

Now Certain-teed gives plasterers an entirely new kind of fibered gypsum plaster that helps them give you better plastering jobs at no extra cost!

Bestwall glass-fibered plaster is a new patented formulation employing textile glass filaments cut to a carefully controlled length best suited for plastering. Plasterers who have field-tested it report new, higher standards of performance and on-the-job workability. In down-to-earth plasterer's language, this means:

● **TIME SAVED**

... the glass fibers do not foul up mixer blades—or build up on the box, hoe or hod.

● **FASTER, EASIER PLASTERING**

... no "balling" of fibers with

consequent grooving of plaster; less backtracking and smoothing are required.

● **MORE UNIFORM SURFACE**

... better base for finish coat.

● **BETTER KEYING**

... uniform distribution of individual filaments of carefully controlled lengths, with 30 to 40 times as many fibers as any other fibered plaster produces better keying on metal and perforated lath... fewer plaster droppings.

Try the new Bestwall Gypsum Plaster for yourself. See if it isn't the best-performing fibered plaster you have used. Write us today or call your Certain-teed salesman or dealer for more information.



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain... Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT, 100 EAST 42ND ST., NEW YORK 17, N.Y.

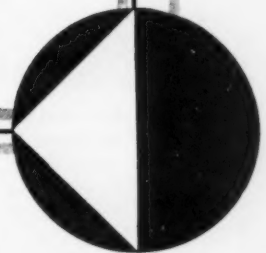
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER-SEALER



The upstairs bedroom is where most people want a second phone



An outlet at a convenient height is ideal for kitchen installations



Upstairs . . . downstairs . . . wherever the modern family sleeps, works, or plays, good planning calls for built-in telephone outlets . . . and concealed telephone wiring.

BELL TELEPHONE SYSTEM



Your Bell telephone company will be glad to help you work out economical concealed wiring installations. Just call your nearest business office and ask for *Architects and Builders Service*. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Flexivents win ...help sell out project



"I prefer Andersen Flexivents for ease of handling and practically complete lack of maintenance and adjustment problems," says Sam Yarosh of Clifton, N.J., builder of 131-unit Rolling Hills project at Paramus, N. J. "Flexivents cut my installation costs to the bone."



"High public acceptance of Andersen Flexivent Windows has resulted in our furnishing many large developments including Rolling Hills," says Harold Kramer, Vice-President of Kramer Lumber & Supply Co., Clifton, N. J. "We believe Flexivents have been a major help in increasing our business."

...reports New Jersey dealer-builder team

From all sections of the country, Andersen Flexivents are winning praise from men who build homes for sale. They're turning to Flexivent as the ideal utility window for its extreme versatility, high quality, low cost and proven customer acceptance. For the next project you build or furnish look into the many advantages offered by Flexivent Windows.

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

ANDERSEN CORPORATION • BAYPORT, MINNESOTA

View of homes nearing completion in Rolling Hills project indicates wide variety of window combinations possible with versatile Andersen Flexivents.



customer enthusiasm before completion



Shop assembly of Flexivent Units into larger window groups is method used on Rolling Hills project. Assembled units are trucked to building site as needed. "No unit so easy to stock as Flexivent," says Mr. Kramer.



Alternate method for combining Flexivents into large window groups is to build units up right in the window opening. Flexivents come completely packaged ready for immediate assembly and installation.

Andersen Windowalls*

COMPLETE WOOD WINDOW UNITS

*TRADEMARK OF ANDERSEN CORPORATION



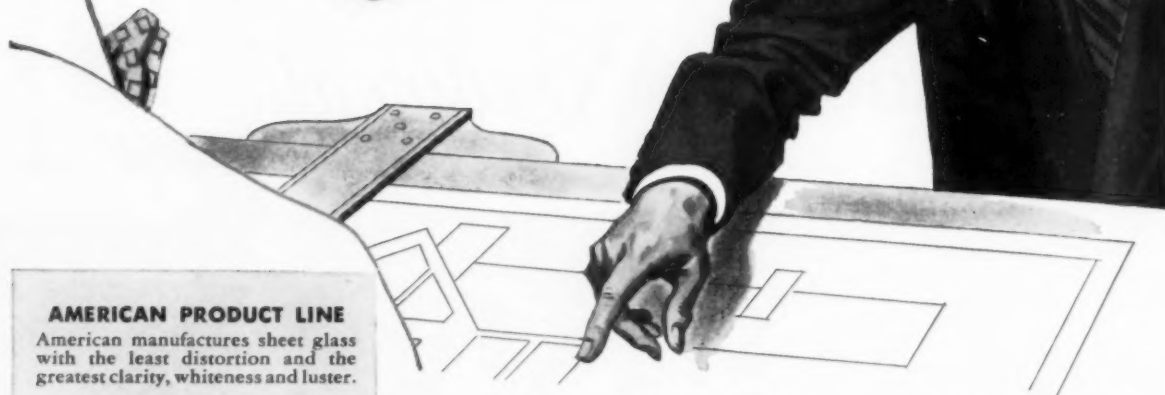


"American

LUSTRACRYSTAL* will substantially cut glass costs"



"And it meets all other requirements, too!"



AMERICAN PRODUCT LINE

American manufactures sheet glass with the least distortion and the greatest clarity, whiteness and luster.

LUSTRAGLASS—single and double strength for conventional glazing.

LUSTRACRYSTAL—economical heavy sheet glass for larger openings and many other applications.

* MAX. SIZE—72" height x 120" width. Information on larger sizes available on request.

THICKNESS— $\frac{3}{16}$ ", $\frac{1}{8}$ ", $\frac{1}{4}$ ".

LUSTRAWHITE—a picture glass of exceptional clarity and flatness.

LUSTRAGRAY—for better television viewing; and special glazing.

BULB EDGE GLASS—for use as counter dividers, wind deflectors and shelves.

THIN GLASS—for microscope slides and covers. Extremely flat and true to tolerance.

SUPRATEST—a laminated safety glass.

PANAL—a fiberglass-reinforced plastic structural panel.

WATCH OUR PRODUCT FAMILY GROW

Economy-wise architects and builders, nationally, are specifying and using American Lustracrystal instead of costlier plate glass for many glazing applications. Builders following this practice have reported saving as much as 35% on glass costs.

Economy is only part of the Lustracrystal story. Greater strength, more resistance to wind pressure and impact, makes Lustracrystal a very dependable structural glass.

Lustracrystal provides unimpaired vision and is produced with a fire-finished luster that adds external beauty to modern structures.

Always specify and use AMERICAN for:

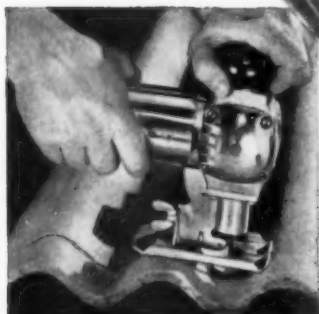
- True Economy
- Dependable Strength
- Crystal Transparency
- Lustrous Beauty

MODERN GLASS
Best at a Glance
... Use **American**

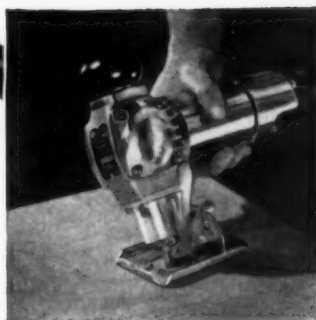
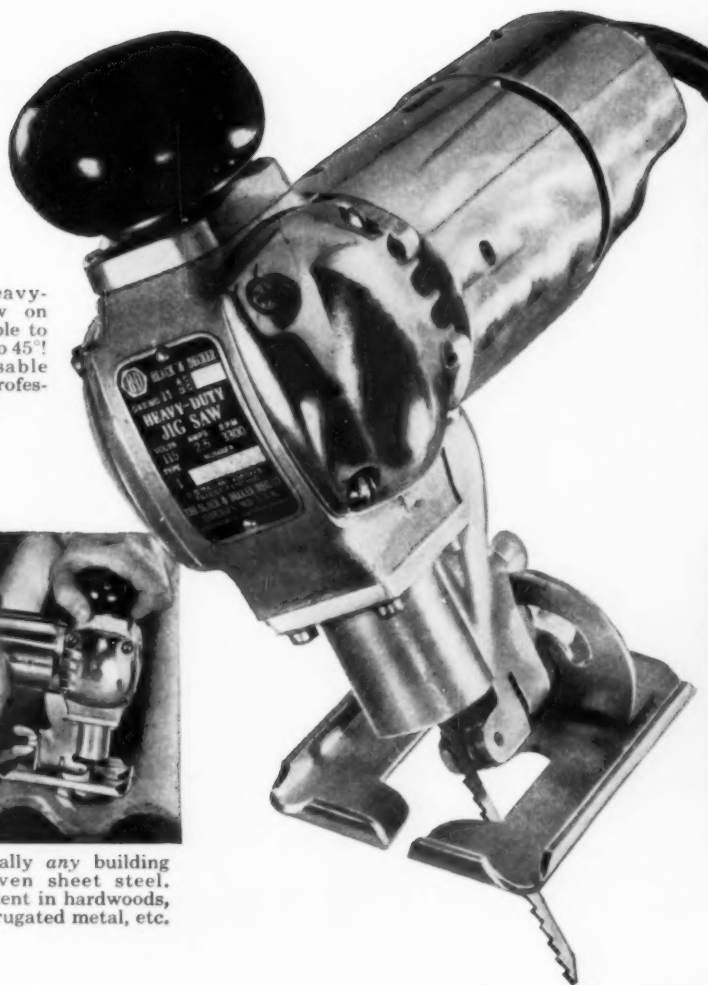


AMERICAN WINDOW GLASS CO., PITTSBURGH, PA.
PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
JEANNETTE, PA. • OKMULGEE, OKLA.

The only heavy-duty jig saw on the market able to cut bevels up to 45°! An indispensable tool for the professional builder.



Cuts practically any building material, even sheet steel. Equally efficient in hardwoods, Micarta, corrugated metal, etc.



Cuts intricate patterns—makes curved, straight or irregular cuts—sawdust blown away from cutting line for finer accuracy.



Cuts in places inaccessible to circular or hand saws! Makes pocket cuts in panels, baseboards, floors.

NEW Black & Decker Heavy-Duty Jig Saw cuts to 45° angle...on either side!

An impressive B&D advantage—whole shoe swings right or left for bevel cuts! Cuts heavy stock—even 2 x 4's—because it's powered by a custom-built B&D motor. Runs cool, without stalling. Faster cutting, too... full 1-inch stroke.

You'll like the easy way this B&D Jig Saw handles—extra knob gives two-fisted grip, and

unique reciprocating action means less vibration, smoother performance. Let your B&D dealer demonstrate its power, speed and versatility... show you exactly why it's already a favorite tool with builders everywhere. Or write: THE BLACK & DECKER MFG. Co., Dept. H-105, Towson 4, Maryland.

Ask your B&D dealer about the world's most complete builder's saw line—B&D Heavy-Duty 6", 6½", 7", 8" and 9" models—all power-built with B&D motors... all backed by the famous Black & Decker name!



LOOK IN THE YELLOW PAGES UNDER "TOOLS-ELECTRIC"

Black & Decker®

PORTABLE ELECTRIC TOOLS

"Surface beauty" that goes pocketbook deep

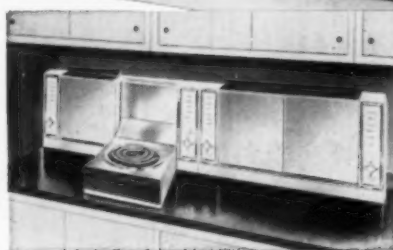


These Frigidaire Fold-Back Surface Units let your kitchens present a beautiful expanse of unbroken counter space, which women love.

In addition, they mean you're offering a bonus of about 5 square feet more counter area, every minute they're not in use.

And you present this buyer-attraction with substantial advantages to you.

Installation is simple and fast. There's no separate wiring for controls required, and the Frigidaire unit has its integral controls out of reach and sight of toddlers.



*Eliminates need
for costly
back-splash*

Their continuing satisfaction is assured by the largest and best-organized service force in the field, with responsibility for service resting with locally available service facilities.

Here's another ultramodern Frigidaire Appliance, a strong buying incentive for house shoppers. In *your* kitchens, it will speed the sale of your homes.

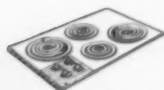
FRIGIDAIRE



Built and
Backed by
General Motors

ELECTRIC WALL OVENS AND RANGES

Frigidaire Builds ALL "Heart of the Home" Appliances:



Built-in Surface Units



Freestanding Ranges



Wall Ovens



Refrigerators



Dishwashers



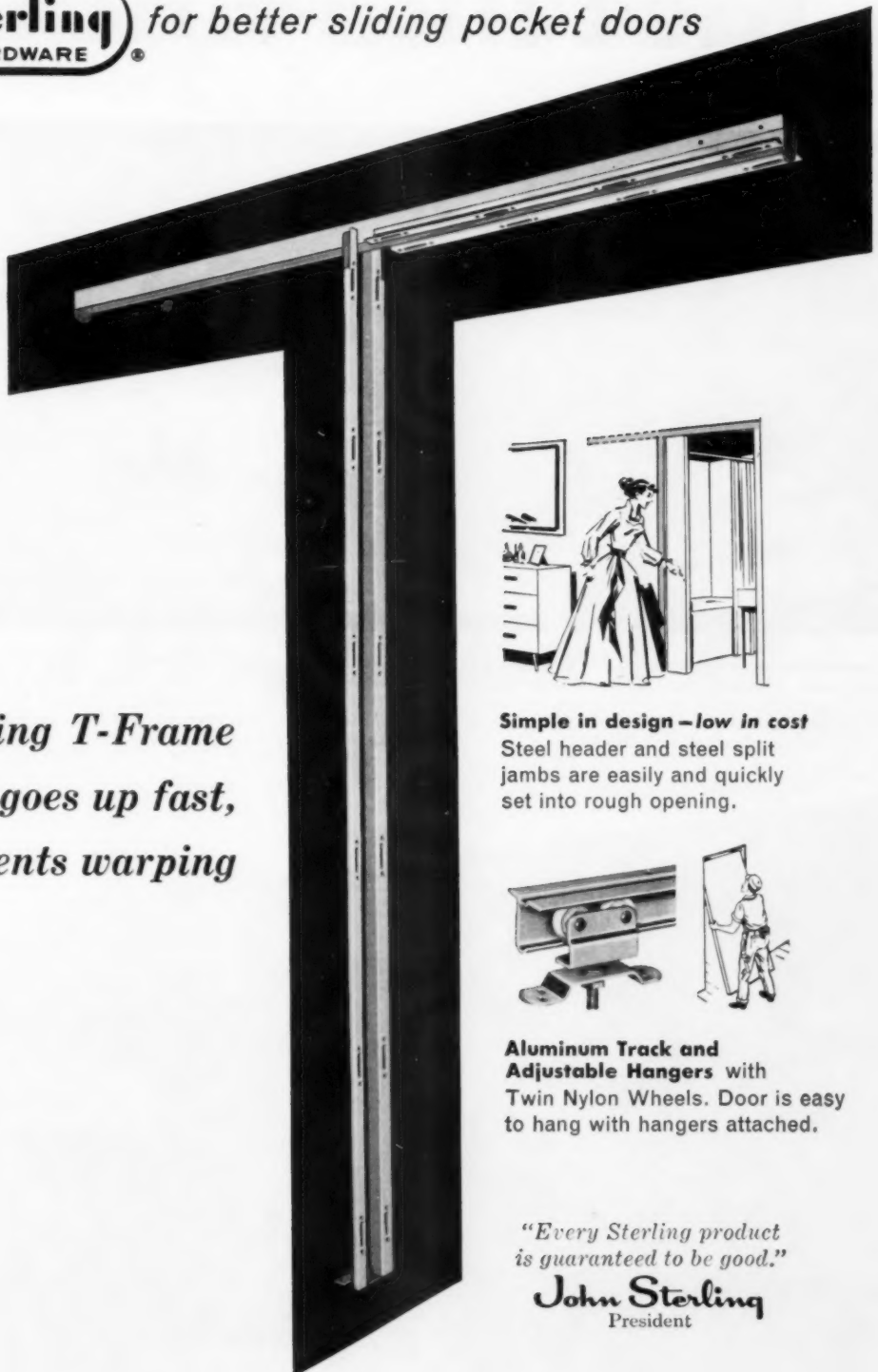
Automatic Washer-Dryer Combinations



Heating Plants—Room Conditioners



for better sliding pocket doors

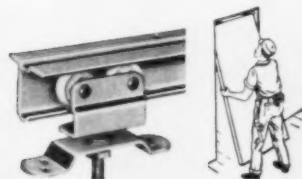


*Sterling T-Frame
goes up fast,
prevents warping*



Simple in design - low in cost

Steel header and steel split jambs are easily and quickly set into rough opening.



Aluminum Track and Adjustable Hangers with

Twin Nylon Wheels. Door is easy to hang with hangers attached.

"Every Sterling product is guaranteed to be good."

John Sterling
President

See our catalog in Sweet's or write for complete details today

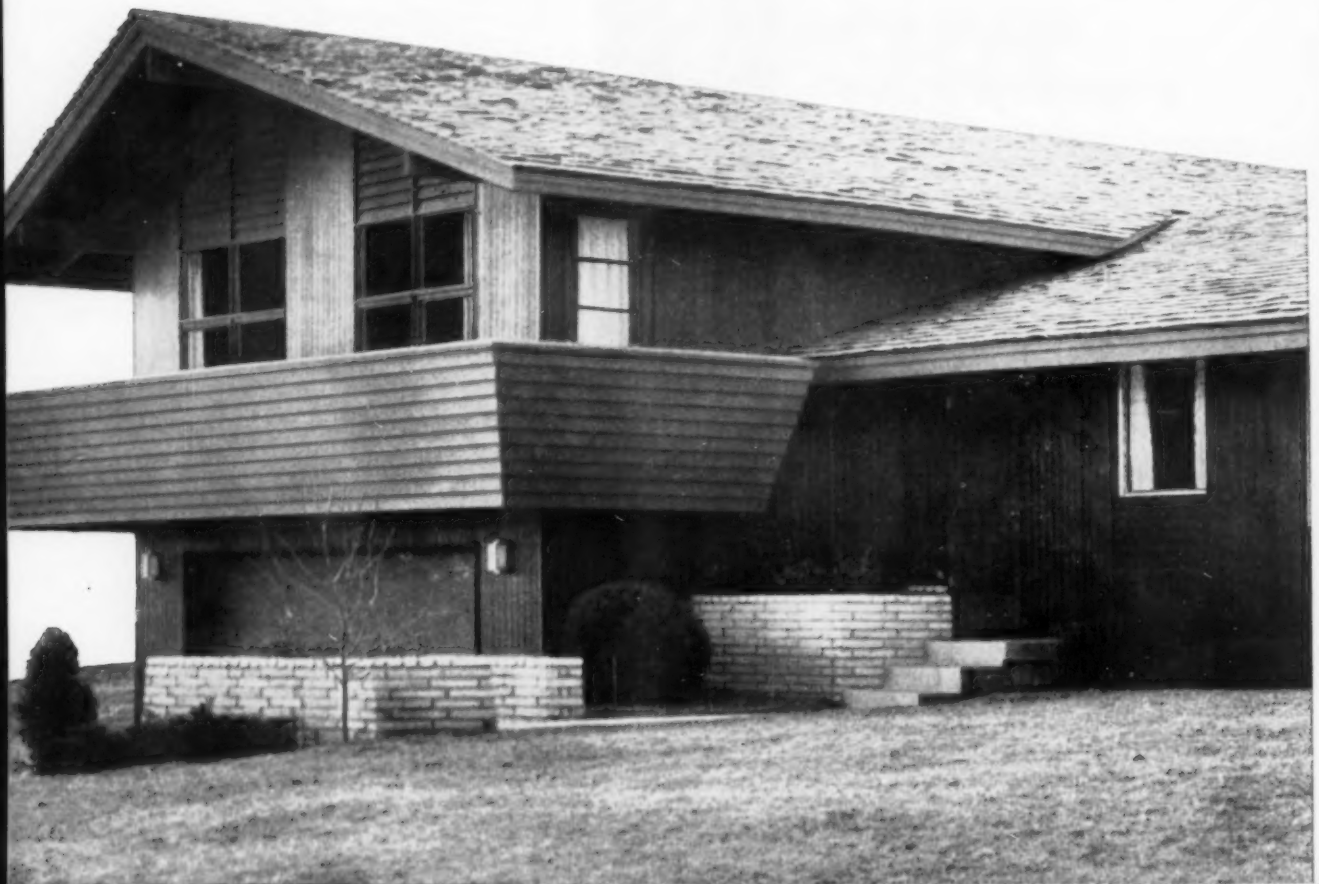
STERLING HARDWARE MANUFACTURING CO. • CHICAGO 18, ILLINOIS

"Just like finding



A smooth-working team sparked the building of this handsome home. Advice on Insulite products came from Insulite's Edward E. Merrick (left). "The team work was simply unbeatable," says Builder Jed K. Giles (right), "and that's typical of all my dealings with Insulite."

Saves time, saves material . . . Bildrite Sheathing cuts easily, handles easily, goes up fast. It can cut sheathing time up to 46% when compared to wood. Virtually eliminates waste, too. Asphalt protected against moisture throughout, yet is permeable to vapor.



a crisp \$100 bill"

...That's what Kansas City builder calls Bildrite savings'

Builder-Engineer Jed K. Giles says, "The saving I made with Bildrite Sheathing was just like finding a nice crisp \$100 bill . . . except that we knew just where and how to find it. The saving made us just as happy as the good-looking results we got on this \$31,500 home, because every dollar bill counts in this market."

This award-winning tri-level home, sheathed with Bildrite, was chosen for the award by House & Home magazine. Named most popular

in the Parade of Homes by The Kansas City Star, it was sold within 3 days after its first showing. Design was created by Linscott, Kiene & Haylett, Kansas City architects.

Jed Giles, active NAHB member, has used the full line of Insulite products ever since he started business.

*Want to figure your own savings with Bildrite?
Write for free literature and cost-comparison forms.*

build better and save with **INSULITE**



INSULITE, Made of hardy Northern wood

Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

INSULITE AND BILDRITE ARE REGISTERED T.M.'S U.S. PAT. OFF.





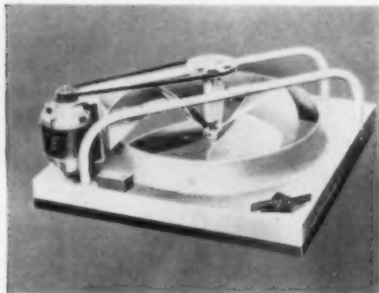
Bellcroft Estates, Bellmawr, N. J.
 Developed by Cardinal Homes, Inc.
 Attic fans by Emerson-Electric
 Builder: Altschuler and O'Dell
 Designer: Morris Altschuler
 Electrical Contractor: S. Peskin and Sons

Build more sell into your new homes with new Emerson-Electric attic fans

Prospects for your new homes more readily become buyers when they see that you are featuring Emerson-Electric attic fans as "standard equipment." It gives them added assurance that you are offering quality throughout.

Here is the very best, yet a rock-bottom priced installation that pays large dividends in luxury living. It will help to close many sales. And, the long-life features of Emerson-Electric attic fans assure years and years of trouble-free summer comfort. They are designed for quick, inexpensive installation.

Write for complete data—ask for Fan Bulletin No. 1024
 THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI



New 24" and 30" ACTIVE-AIR attic fans. The 24" fan, 5200 C.F.M., list price is only \$76.55, ceiling shutter list \$27.85; list price of 30" fan, 7000 C.F.M., is \$85.30, ceiling shutter list \$31.00.



You put added "sales appeal" in your homes with the new 8" ACTIVE-AIR ventilator in kitchens, bathrooms and utility rooms. For wall or ceiling installation, mirror-finish grille—list price \$23.75.

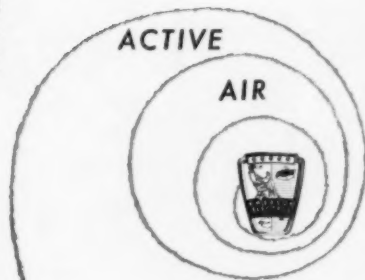


Typical narrow-hall installation of Emerson-Electric ACTIVE-AIR attic fan. Provides summer comfort throughout the home—restful sleep even on hottest nights.

All backed by the
 famous 5-YEAR
 factory-to-user
guarantee
 at no extra cost!

Emerson-Electric

of St. Louis • Since 1890



AMERICAN BUILDER



IF YOU HAVE A STAKE IN NEW CONSTRUCTION

anywhere in the 37 eastern states, Dodge Reports will tell you daily what's coming up, the man to see, what the job requires, when bids are due, who gets the contracts. They give you all the information you need to sell, to plan ahead, to pick and choose the jobs you want.

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- General Construction
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NAME _____

COMPANY _____

ADDRESS _____



Finer than ever!
New Speedmatic
with
telescoping guard

It's here . . . the *all-new* Model 528 Speedmatic! And it sets wholly new standards of quality and performance in the heavy-duty professional saw field.

Model 528 retains all the outstanding advantages of the Model 508 which it replaces—and adds a host of new features of its own. Bigger, more powerful motor . . . new, safer telescoping guard of patented design that won't bind or drag on angle cuts . . . exclusive calibrated depth gauge . . . big, 8 $\frac{1}{4}$ " blade with Porter-Cable's exclusive Kickproof Clutch . . . and many more.

The Model 528 Speedmatic is precision-built throughout, for years of the hardest kind of service.

It's at your dealer's now—be sure to see and try it!

Model 528 Speedmatic Saw, \$130. In handy kit with accessories, \$145. Write for full catalog of the complete Porter-Cable line.



PORTER-CABLE MACHINE COMPANY

6015 N. Salina Street, Syracuse 8, New York
 saws • belt sanders • finishing sanders • drills • routers • planes

In Canada: write Porter-Cable, Ltd., Box 5019, London, Ont. Canadian prices slightly higher.

ORANGEBURG[®] ROOT-PROOF PIPE

meets modern building requirements



No home is modern today unless it is modern underground, too. That's why builders, architects, plumbers and sanitary engineers are recommending and using dependable, non-metallic Orangeburg Pipe. Rust-proof . . . root-proof . . . tough . . . resilient — Orangeburg lasts for years underground.

With 200,000,000 feet in use, Orangeburg Pipe is one of the famous brand names that help sell homes fast.

For house sewers, septic tank

**Easy to Install
No Cement — No Caulking
No Compound**

The famous Orangeburg Taper-weld joint seals root-proof and watertight with a few hammer taps. Long, 8-foot lengths are light, easy to handle, to grade, to install. Orangeburg saves trouble and money. Complete line of fittings simplify installation.



UNDERGROUND
49 YEARS

connections, storm drains and other outside non-pressure lines use Orangeburg Root-Proof Pipe with Taperweld joints that are scientifically designed to keep roots out. For septic tank disposal fields, foundation drains and wet spots in lawns or fields, use Orangeburg Perforated Pipe.

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Sweet's
or write for copy

ORANGEBURG MANUFACTURING CO., INC.
ORANGEBURG, NEW YORK
WEST COAST PLANT: NEWARK, CALIFORNIA

Go Modern Underground, . . . With **ORANGEBURG[®] ROOT-PROOF PIPE AND FITTINGS**

PLANNED FOR YOU WITH YOUR HIGH STAKE IN HOME MODERNIZATION

new K&M products...
new K&M advertising...
more profits for all!

K&M IS A CO-SPONSOR of Operation Home Improvement (OHI)—the industry-wide year-long campaign to encourage more families to improve their homes.

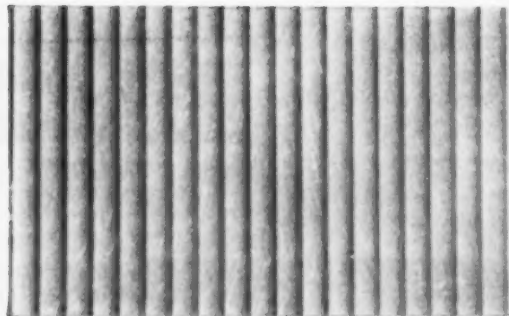
POWERFUL K&M ADVERTISING at every level helps make your K&M-OHI selling easier . . . shows consumers how to make '56 the year to fix! K&M ads will be in—

Better Homes & Gardens
Home Modernizing
Progressive Farmer
Successful Farming

. . . and the great Colgate-Palmolive—Home Modernizing Contest will reach millions more customers!

OHI MEANS BETTER BUSINESS FOR ALL! Builders, contractors, architects tap a great market with modernization plans and products. Quality K&M materials make each OHI job a reputation-builder as well as a profit-maker!

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



New K & M asbestos-cement DECORATIVE SHEETS

*Versatile, attractive,
ribbed and fluted material
ideal for outdoor and indoor application!*

Their light-and-shadow textures improve any home's appearance! The sheets' natural color is gray, but painting will fit them into any color scheme. Can't rot, corrode, or burn. They're easy to handle and apply.



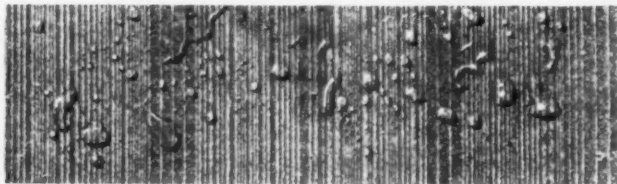
IMPROVED K & M ROOFING SHINGLES

6 smart colors! *Lindenwold, Peacock Blue, Antique Red, Green Pastel, Red Pastel and Rustic Brown.*

FIRST COST CAN BE LAST when K&M asbestos-cement roofing shingles are used. They never burn, rot, or corrode—last for a lifetime—improve the home's value and appearance. K&M "Dualay" shingles can be applied either straight-butt or thatched-butt. Storm anchors keep the sturdy K&M roof on tight during the wildest weather!



NEW Silicone-treated K & M SIDING SHINGLES



Water balls up . . . then runs right off!

INCREASED RESISTANCE TO DIRT AND MOISTURE is a big selling feature of Silicone-treated K&M siding shingles. Water-borne dirt—the cause of streaks and discolorations around windows and trim—doesn't readily gain a foothold to mar the beauty of the house.

NEW COLORS! SUNTAN! APACHE GOLD! DOVE GRAY! TRUGREEN!



KEASBEY & MATTISON

COMPANY • AMBLER • PENNSYLVANIA

Send latest information on:

- K&M Roofing Shingles
- K&M Siding Shingles
- K&M Decorative Sheets

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FIRM _____

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CITY _____ ZONE _____ STATE _____

When modern gals inspect them
will your homes be selling you?

Easy-to-clean Milcor Casing Bead will please them

Who is more important to please in selling a home than the lady? No one — because she's the one who spends most of her hours there. She's the one who has to keep it neat, clean and liveable.

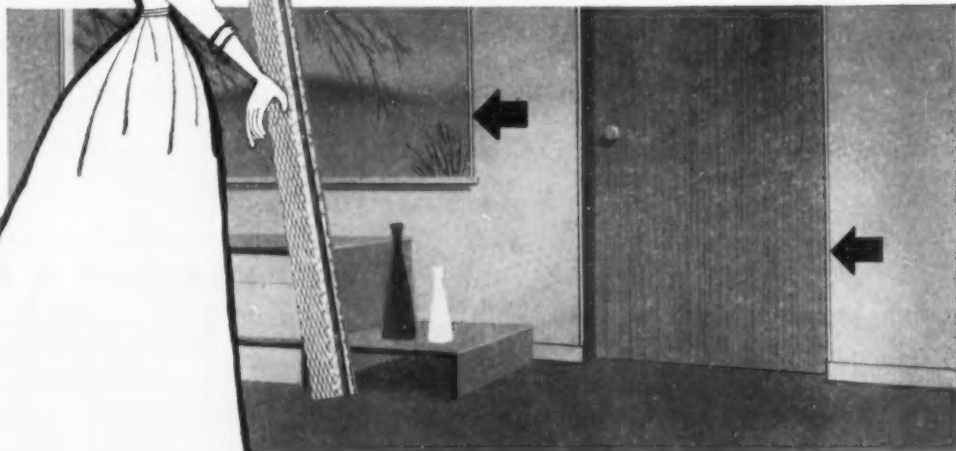
That's why she likes Milcor Casing Bead around doors, windows, and other wall openings. In the spirit of modern design, it blends into the plaster wall. It can't collect dust. And because it's made of steel, it can't crack, splinter, swell, warp, or mar under impact.

Savings in finishing make the final cost actually less than for wood casings. The finish requires no sanding, no filling, less painting.

Send today for Milcor Catalog No. 254.

MILCOR[®]
Casing Bead

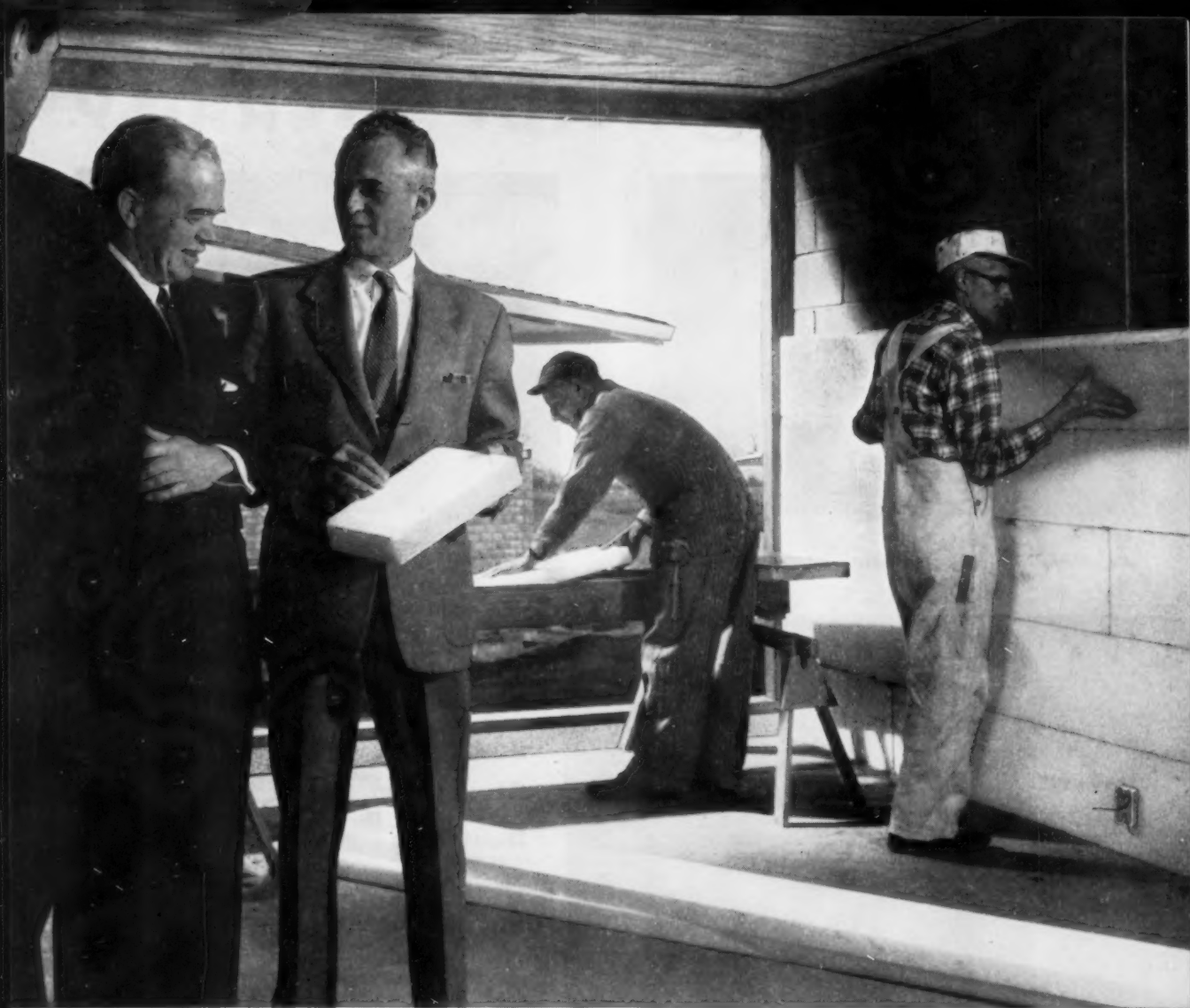
*A variety of styles is available—
in solid-wing and expansion-wing
types. Shown is Milcor No. 4
Expansion Casing Bead.*



INLAND STEEL PRODUCTS COMPANY

DEPT. F, 4025E WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN
BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DETROIT
KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW YORK • ST. LOUIS





New cost-cutting construction *introduced by Styrofoam insulation method*

Now Dow plastic foam insulation eliminates furring, lathing . . . assures warm, waterproof masonry walls . . . with construction method proved in low-temperature structures.

Authorities have been astonished recently to see how damp-free masonry homes can be erected in less time—without furring or lathing—by using the low-temperature method with Styrofoam® (a Dow plastic foam).

This rigid, water-resistant insulation bonds to masonry walls with portland cement mortar. Plaster keys directly to its surface. Time-consuming jobs are eliminated, and the result is a dry, well-insulated structure.

These are a few of the many reasons why experts agree that Styrofoam brings a new concept to home construction. Yet no special tools or training are required.

Proved best by industry—

Styrofoam has been manufactured in commercial quantities since 1943. In that time it has been used with exceptional success in industrial installations across the country. The list of foremost organizations that have used Styrofoam reads like "Who's Who"! Now increased production makes the unique advantages available to the builder field. Its low thermal conductivity, its high resistance to water and water vapor, combined with

its exceptional strength and light weight, add up to make a superior insulation for all building needs.

Everyone benefits—

With Styrofoam the home owner enjoys the finest insulation—plus smooth, long-lasting plaster walls. The builder profits from the elimination of furring or lathing—plus exceptional ease of handling. And the architect is able to specify walls he knows will remain dry.

Brochure of architectural details is available at no cost from Plastics Sales Dept.

THE DOW CHEMICAL COMPANY,
Midland, Michigan.

Builder shows 4 steps to



1 MASONRY wall is erected according to usual practice ...



2 MORTAR of portland cement is applied to Styrofoam ...



What do the unique advantages of Styrofoam mean to builders?

One of the first concerns of every builder is to erect faster-selling structures—at lower cost. And Styrofoam now makes an outstanding contribution to help accomplish these twin goals. For instance—

Styrofoam is so strong, so rigid that concrete floors are poured over it without additional support (so larger sections can be applied at one time!).

It is the lightest of all rigid insulations, weighing only 2.4 ounces per board foot (for easier handling on the job).

It is not affected by water or water vapor because of its noninterconnecting cellular structure. Even after a weeks immersion, only the open surface cells show any evidence of moisture (for dry living quarters).

The low thermal conductivity cannot be matched by any other insulation with comparable properties. The average "K" factor is 0.25 BTU-in./sq. foot-hr.—°F. (for comfortable housing, winter and summer).

Exhaustive tests indicate Styrofoam lasts a lifetime (for higher-value structures and completely satisfied clients).

It is nondusting, nonflaking, and can be cut easily with common tools (for low investment).

It is clean, odorless and nonirritating to the skin (for contented workers).

Advantages like these can be turned to the builder's profit—write for free brochure of architectural details and specify number needed. Address: Plastics Sales Dept. THE DOW CHEMICAL COMPANY, Midland, Michigan.

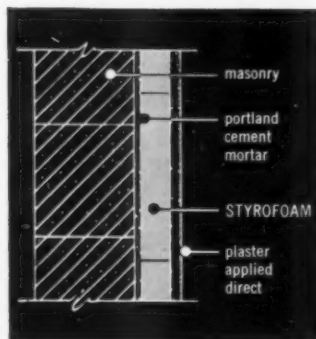
eliminate furring, lathing



3 **STYROFOAM** adheres readily to masonry without furring!



4 **PLASTER** keys directly to Styrofoam without lathing!



Styrofoam is readily adhered to masonry surfaces by portland cement mortar, cold-setting asphalts or roller-coat-applied hot melt.

comparative (u) values

wall type	wall thickness	(u) values		
		A	B	C
Brick	8"	.50	.30	.158
4" face	12"	.36	.24	.139
Rest common	16"	.28	.20	.123
Concrete	6"	.79	.39	.180
	8"	.70	.36	.175
	10"	.63	.34	.170
	12"	.57	.33	.166
Concrete Block	8"	.56	.32	.164
	12"	.49	.30	.158
Cinder Block	8"	.41	.27	.146
	12"	.38	.25	.142

Where:

*A = plain wall

*B = furred, lathed and plastered wall

*C = 1" thick Styrofoam with plaster direct—no furring or lathing

engineering data

thermal properties

Thermal Conductivity (K factor) B.T.U./ft./hr./in./°F.

Linear Thermal Coefficient of Expansion

Specific Heat

Resistance to heat (maximum recommended temperature for continuous use)

0.23—0.27 at mean temperature of 40°F.

.00003 to .00004 in./in./°F. between °F. and 80°F.

0.27 B.T.U./lb./°F. at 40°F.

Styrofoam 22—175°F.
Styrofoam 33—155°F.

physical properties

Density (lb./cu.ft.)

Compressive yield strength (p.s.i.)

Tensile strength (p.s.i.)

Shear strength (p.s.i.)

Flexural strength (p.s.i.)

Compressive modulus (p.s.i.)

Bending modulus (p.s.i.)

Modulus or rigidity (shear modulus) (p.s.i.)

	Styrofoam 22	Styrofoam 33
Density	1.6—2.0	1.7—2.3
Compressive yield strength	16—32	16—38
Tensile strength	45—61	65—95
Shear strength	27—36	30—40
Flexural strength	42—61	48—99
Compressive modulus	1200—1700	1500—2000
Bending modulus	1000—1285	1250—1760
Modulus or rigidity	700—1600	1000—1300

water resistance properties

Capillarity

Water absorption

When subjected to 90°F., 90% relative humidity for 15 days

Water adsorption

When completely submerged for one week

None

Less than 0.03% by volume

Water pick-up only on surface cells less than 0.15 lb./sq. ft. of area.

vapor transmission

When Styrofoam acts as a barrier between spaces having different atmospheric conditions.

1.0—2.0 grains/sq.ft./hr./in. of thickness/in. of Hg. vapor pressure difference.

Copyrighted by The Dow Chemical Company 1955.

you can depend on **DOW PLASTICS**

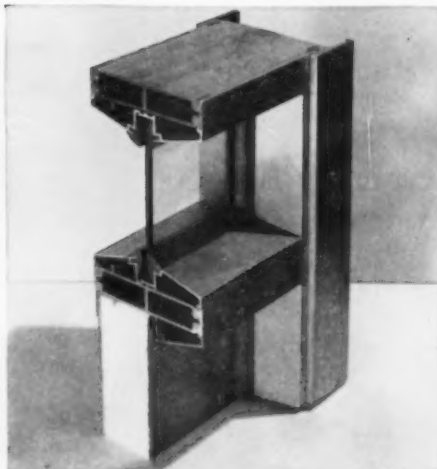


Check these other applications where

Styrofoam is superior



CAVITY WALLS may be constructed with air space on either side of Styrofoam.



WALL PANELS with Styrofoam cores are available from several manufacturers.



FOUNDATION AND SLABS—Unusually satisfactory with wet-proof Styrofoam.



ROOFS—Exceptional strength is combined with light weight to reduce dead load.



LOW-TEMPERATURE CONSTRUCTION—Unique combination of properties.



INDUSTRIAL EQUIPMENT—Tanks, pipes and heat exchangers perform better.

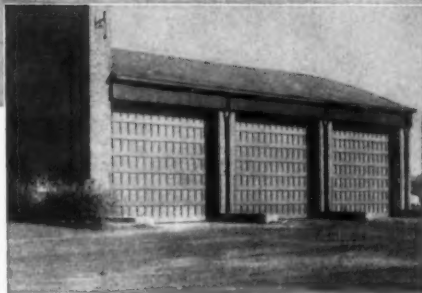
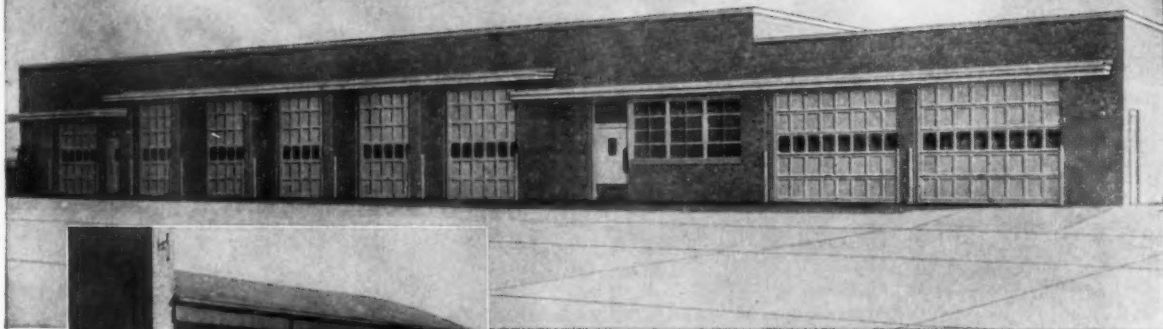
Free Brochure of Architectural Details

A brochure of architectural details for various applications of Styrofoam is available to you without charge. Address: Plastics Sales Department THE DOW CHEMICAL COMPANY, Midland, Michigan.

you can depend on **DOW PLASTICS**



**Ro-WAY Commercial Doors now available
with MASONITE® DORLUX® PANELS**



there's a Ro-Way for every Doorway

**COMMERCIAL
INDUSTRIAL
RESIDENTIAL**

No extra cost • Lifetime guarantee

Ro-Way commercial and industrial doors have always been noted for outstanding quality in design, materials, construction and performance.

Now Ro-Way adds another fine feature—Masonite Dorlux panels. Optionally available on any custom-built commercial model, Dorlux panels offer many advantages:

- A dense, grainless material with a strong, 2-ply finished thickness of 1/4"
- Impact strength equivalent to or in excess of 1/4" plywood
- Effectively resists knocks, bumps and other hazards
- Written guarantee not to split, splinter, crack or delaminate
- Maintains dimensional stability under all weather conditions
- Smooth surface takes and holds paint beautifully to look new longer

One more good reason to specify Ro-Way—for all your commercial and industrial overhead type door applications.

ROWE MANUFACTURING CO., 770 Holton St., Galesburg, Ill.



Nationwide sales and installation service. See your classified telephone directory for nearest Ro-Way distributor.



®MASONITE CORPORATION

**EXTERIOR GRADE DORLUX® PANEL
Lifetime Guarantee**

The panels of this door are Exterior Grade Dorlux, a product of Masonite Corporation. Dorlux is a wood product selected by the manufacturer of this door to give you the best in quality, beauty, and service. These panels are guaranteed not to split, splinter, delaminate or crack due to any natural conditions of weathering. If a Dorlux panel fails in any of these ways, notify Masonite Corporation, giving conditions of failure and name of door manufacturer. After verification of the failure, Masonite Corporation will furnish a new door section or an entire new door, depending on the circumstances, at its expense.



**ROWE MANUFACTURING CO.
GALESBURG, ILLINOIS**

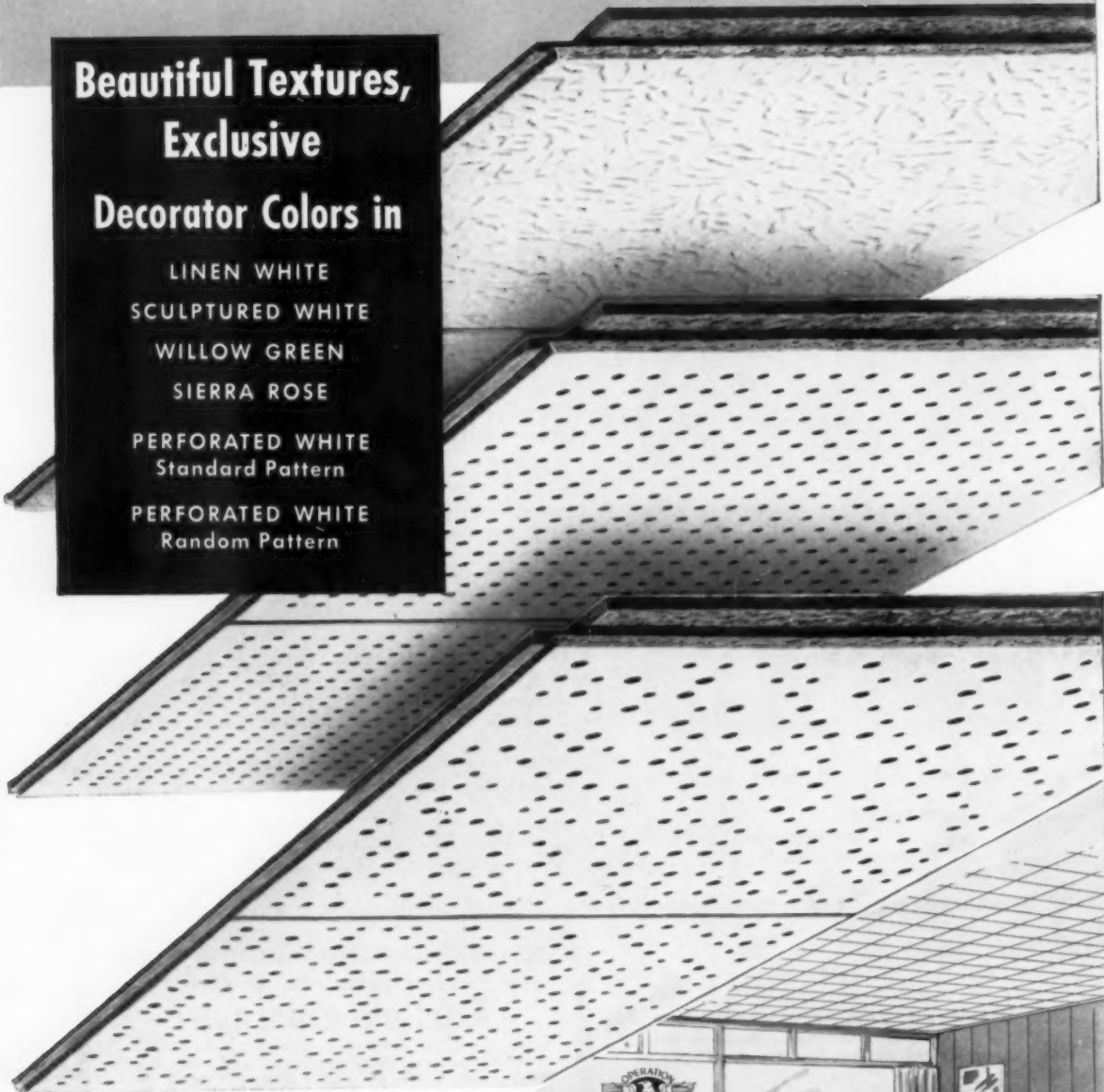
CELOTEX
REG. U.S. PAT. OFF.

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**Beautiful Textures,
Exclusive**

Decorator Colors in

LINEN WHITE
SCULPTURED WHITE
WILLOW GREEN
SIERRA ROSE
PERFORATED WHITE
Standard Pattern
PERFORATED WHITE
Random Pattern

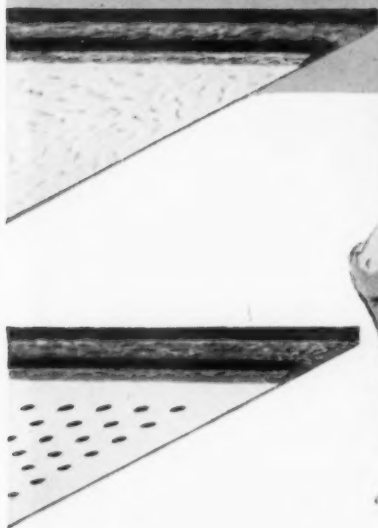


**...for those "special" rooms
in new-home construction
or remodeling**



Insulating Tile Board

**Speeds Installation in
New Construction and Remodeling Jobs!**



**...COVERS TWICE THE
CEILING AREA WITH EACH TILE!**

Celotex Twintex Insulating Tile Board provides an added selling feature for all your new home building . . . with eye-appeal and construction advantages that help you make quicker, easier sales. For attractive, economical finishing of those "special" areas like TV rooms, recreation rooms, all-family all-purpose rooms! Excellent for your remodeling jobs, too.

Cross-scored to look like two square tiles, each Celotex Twintex Tile goes up in much less time than two square units. You reduce your costs through simpler application (one-trade, one-step), and because all finishes are *pre-decorated*.

Ideal for interiors of all kinds . . . in a wide range of attractive colors and textures to meet every job requirement. Combines superior insulation value with truly outstanding decorative appeal. Available in new random perforated, standard perforated, linen white and sculptured types; or with plain surface in choice of smart decorator colors.

NEW!

"E-Z" JOINT DESIGN

New, scientifically-designed "E-Z" Joint speeds application, conceals staples or nailheads. Units join quickly, interlock securely. Note tapered tongue for easier positioning without forcing, and improved stapling (or nailing) flange, for easier alignment and fastening.



GET THE FACTS NOW!

Contact your Celotex representative today, or write direct, for complete information on how Celotex Twintex Insulating Tile Board can help you sell more remodeling jobs . . . make your new homes more saleable . . . while holding costs down!

Build Better . . . Build with Genuine

CELOTEX
REG. U.S. PAT. OFF.

BUILDING PRODUCTS

THE CELOTEX CORPORATION, 120 S. LASALLE STREET, CHICAGO 3, ILLINOIS

LAMINATED BEAMS

maintain original beauty



Westwood Estates, Strongsville, Ohio, architects Hart & Weiss. The natural warmth and beauty of the 2½" x 13" exposed Rilco beams add dramatic interest and distinctive appearance.

• • • No splitting, warping or twisting

"Exposed beam homes sold 6 times first day," report Hart & Weiss, architects on the Rilco Laminated Beam homes built for Westwood Estates in Strongsville, Ohio. These homes sell because their beauty is permanent. Rilco beams offer a fine machine finish and unlike solid timber, they will not split, twist or warp.

Individual plies of West Coast Douglas Fir are kiln dried to approximately 12 per cent moisture content before being glued into finished Rilco members—thus dimensional stability and permanent beauty are assured—an important factor in selling any home.

Available in sizes difficult or impossible to obtain in solid timber, Rilco beams can be flat, pitched or tapered for overhang. Erection is remarkably easy. Westwood Estates contractors, R. A. Koplow and I. W. Konigsberg found Rilco "plank and beam construction saved valuable time and money—it took only one hour to tilt up the post and beam frame."

Rilco laminated beams and arches are offering new design, beauty and economy for homes, churches, schools, commercial and industrial buildings. Built to precise specifications, they come on the job securely wrapped, ready for any wood finish. Rilco service engineers will gladly consult with you.

Write for information.

RILCO
works wonders with wood

RILCO LAMINATED PRODUCTS, INC.

2511 FIRST NATIONAL BANK BLDG.—ST. PAUL 1, MINN.

District Offices: Wilkes-Barre, Pa.; Fort Wayne, Ind.; Tacoma, Wash.

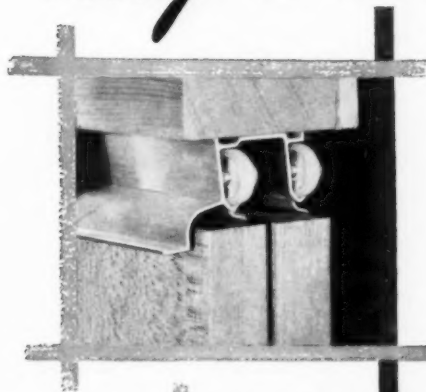


Roof deck also serves as finished ceiling eliminating purlins, joists, bridging, sheathing, lath and plaster.



Contractors R. A. Koplow and I. W. Konigsberg erected these twelve Rilco post and beam frames in one hour. Pitched beams spaced 6' o.c. have a clear span of 21' 6" with a 3' 6" overhang.

Why use "Washington" plaster ground* track?



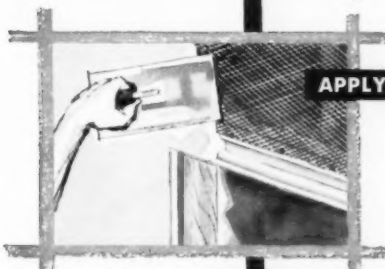
because:

- saves time and labor
- easy to install
- eliminates wood trim
- can be used with wallboard or plaster
- completed installation has a clean, contemporary appearance.



FASTEN TRACK TO HEADER

Plaster Ground* Aluminum Track is attached to the header before the house is plastered. It is available in 2 sizes—No. 642 track for $\frac{3}{8}$ " to $\frac{3}{4}$ " by-passing wardrobe doors; No. 643 track, for 1" to $1\frac{3}{8}$ " doors.



APPLY PLASTER OR WALLBOARD

After track is attached to header, plaster may be applied right down to the bead on the track. Track channels are masked to prevent plaster from dropping into "V" groove. Remove masks when plastering is completed. If wallboard is desired, it also may be set flush with the plaster ground of the track. If wood trim is desired, it can be applied when used with wallboard.



HANG DOORS & FASTEN GUIDE

Next, hang doors. The Washington No. B666N double wheel hanger with pivoted cross-arms is suggested for use on $\frac{3}{8}$ " to $\frac{3}{4}$ " doors. No. B668N hanger for 1" to $1\frac{3}{8}$ " doors. Double wheel hangers used with this aluminum track will accommodate doors weighing up to 100 lbs. Single wheel hangers can be used on these installations if desired.

WASHINGTON® LINE

Manufactured by Washington Steel Products, Inc.
Dept. AB-5, Tacoma 2, Washington

For more information, fill out and mail coupon below:

To: Washington Steel Products, Inc. Dept. AB-5, 1940 East 11th Street, Tacoma 2, Washington	
Gentlemen:	NAME
Please send information on Washington Line Rolling Door Hardware.	TYPE OF BUSINESS
	ADDRESS
	CITY.....ZONE...STATE.....

"Washington" also manufactures Cabinet Hardware, Metal Accessories for wood cabinets, and Kitch'n-Handy cabinet attachments.

*Pat. Applied For



Six reasons why G-E built-in



CANARY
YELLOW

TURQUOISE
GREEN

WOODTONE
BROWN

PETAL
PINK

CADET
BLUE

5 Mix-or-Match colors

California builder sold 132 homes in 22 days. He writes "G-E built-ins and color did it." The response to these \$13,500 to \$17,500 homes at West Covina is one of dozens of examples of how colorful General Electric ranges help close the sale for builders.



"General Electric appliances are selling our homes" comes the enthusiastic report from 7 builders in the Chicago area. Here is a canary yellow General Electric built-in range in a Brynhaven Happiness Home. It styles up the kitchen, makes selling the rest of the house easy.



"Out of 36 homes, 30 ordered built-in ranges" wired salesman of Currey—a successful Denver, Colorado development. "And," he adds, "only one specified white." Home builders coast to coast agree G-E built-in ranges are selling homes almost on the strength of the kitchen alone.

ranges belong in your kitchens

Mix-or-Match colors give the range and its surroundings an expensive "decorator" look that helps attract prospects. Ovens and surface units are also made in satin chrome and stainless steel.

Easily installed. Surface unit assembly fastens with a few thumb screws.

Spacesaving G-E built-ins don't take space for separate broiler. So they allow more storage room.

Twin oven-venting system keeps cabinets and walls from streaking.

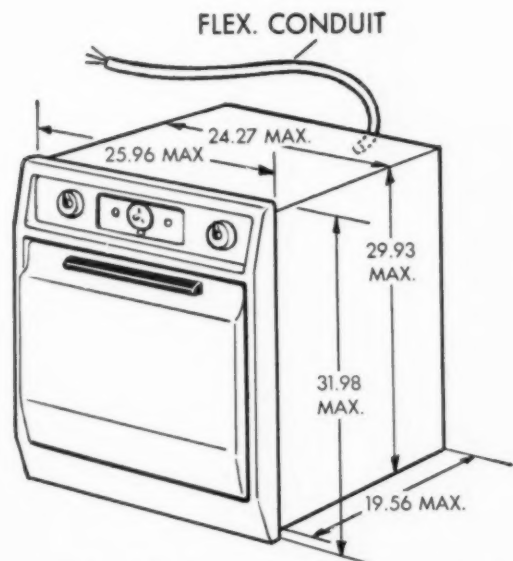
Popular with women. 55 out of 100 questioned said they believe General Electric makes the best appliances.

More features. Pushbuttons, big wide-opening ovens. "Focused Heat" broilers. Four widely spaced top units. For details write to General Electric Company, Appliance Park, Louisville 1, Kentucky.

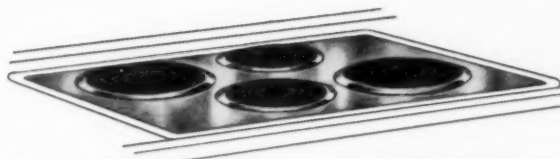
NO OTHER BUILT-IN RANGE HAS ALL THESE FEATURES

Easiest built-in ranges to install!

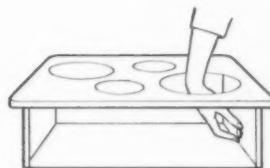
Oven installs easily with only one rough-in opening in a 27-inch cabinet or is made to fit (and made to match) General Electric Cabinets. Put oven at any height, practically anywhere in the kitchen. And you can build luxury sales appeal into your homes by installing a pair of General Electric built-in ovens, above each other or side by side.



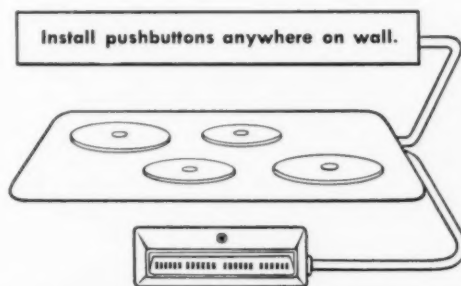
Same wide 21-inch oven as General Electric uses for all its ranges. Holds a huge meal. Lined with eye-catching "starlight" grey enamel. Calrod® bake units and "Focused Heat" broiler are enclosed. No old-fashioned open coils.



Install cooktop in minutes. Sealed-tight, sink-rims installation in a 36-inch base cabinet lets you mount cooking surface flush with countertop. The whole surface unit assembly drops neatly and quickly into place.



Simply reach through to fasten. Counter gripper thumb screws give easy, "stand up" installation—cut installing time in half.



Multiple-position pushbuttons can be mounted in front of cooktop cabinet, or in any back wall position. Switch box fits between studs on 16-inch centers. Special plug permits installation in the wall without disconnecting surface units.

GENERAL  ELECTRIC

take a
good look at **DOUGLAS FIR**



Architect, Rand Margus

one of 10 woods from the

WESTERN PINE region

Rugged strength, straightness, durability, high nail-holding ability—those are the traits that make Douglas Fir unsurpassed for heavy construction. It's an economical wood for residential and light construction, too, and much in demand for industrial uses, poles, ties, boxes and crates.

Douglas Fir comes in 3 select, 5 common, 3 structural, 4 dimension, 4 factory grades. It is available from most Western Pine Association member mills in straight or mixed cars—together with the other woods of the Western Pine region.

the Western Pines

IDAHO WHITE PINE
PONDEROSA PINE
SUGAR PINE

the Associated Woods

DOUGLAS FIR
LARCH
WHITE FIR
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INCENSE CEDAR
RED CEDAR
LODGEPOLE PINE



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to help you sell **DOUGLAS FIR**

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WESTERN PINE ASSOCIATION,
Yeon Bldg., Portland 4, Oregon

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a Ceramic Tile Cement
with so many advantages

NEW MIRACLE "flo-eez"
CERAMIC TILE CEMENT



**BETTER
IN
EVERY
WAY
POSSIBLE**

Easier to trowel
Greater coverage
More waterproof

Insist On MIRACLE: The Adhesive with a twenty-year record of achievement in setting Clay Tile.



YOURS ON REQUEST: Authoritative manual effectively describes Miracle "Thin-Set" Method for setting tile. 20 full-size pages of facts, illustrations, and isometric drawings show how to install tile on new work and for modernization. Send for your free copy of this valuable brochure, without obligation. Write today. Dept. AB-5



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ADHESIVES CORPORATION**

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Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas.

Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed).

AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .

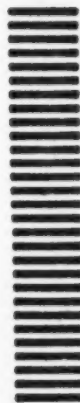


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CATALOGS

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MAIL THIS CARD TODAY — WE PAY THE POSTAGE

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NAME KIND OF BUSINESS

STREET

CITY ZONE STATE MAY, 1956

SERVICE ON THIS CARD EXPIRES IN 90 DAYS — ACT NOW!

Latest built-in... a cleaning system

Latest advance in home cleaning is a free-flowing tube vacuum system which is scarcely seen or heard, and vacuums wet as well as dry surfaces.

Vacu-Flo consists of a vacuum producer, no-thread zinc-coated slip-fittings and tube, and inlet valves, and is designed for building-into either new or existing houses.

All areas of a room can be reached from one inlet valve to which a lightweight vinylflex hose with attachments is connected. Inlets can also be located in basements or on outdoor porch or patio walls to take advantage of Vacu-Flo's heavy cleaning abilities with coal dust, wood dust, puddles, etc.

Streamlined tubing connects with a stationary power unit mounted in

the basement, garage, attic or carport. A cyclonic action, powered by a heavy 1 H.P. motor, deposits about 98% of the dust in a large receptacle at the base of the unit, then exhausts the fumes to the outdoors.

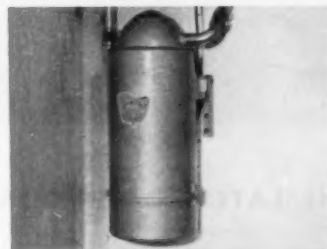
Vacu-Flo can be installed in a six-room house at a cost to builder of about \$240 with a valuation when installed of about \$400. Installation is estimated at \$50 to \$75, including labor and electrical work. Further information: H-P Products Inc., Vacu-Flo Division, Attn. Norman E. Hovey, Dept. AB, Louisville, Ohio. ●

Circle No. 5022 on reply card, p. 158

POWER UNIT is fitted with easily removable receptacle at bottom, and needs only infrequent emptying. ▶



INLET VALVE has "flip up" lid to lock vacuum hose into place, automatically seals closed when released.



Light, strong, adaptable... a new concrete



LIGHT IN WEIGHT, self-insulating and dry, with a "warm to the touch" feel—typical characteristics of a block of Elastizell-type concrete.



A new lightweight concrete described as strong, self-insulating, highly moisture-resistant and adaptable to many uses is now on the market.

Elastizell is the name of the liquid chemical used as a base for making the concrete from universally available materials. The two basic ingredients of Elastizell, a foaming agent and a water-soluble plastic agent, are mechanically mixed with wet cement in a special mixer. The use of the plastic agent gives cells or bubbles a coating of high tensile strength. Result is a homogeneous bubble structure that is light in weight because of the high volume of air used.

Present applications of Elastizell-type Concrete: As a self-insulating floor slab on grade in home construction (because of its high moisture resistance it will "take" any kind of floor covering); in roofing, as an insulating, moisture-resistant roof fill and in the form of lightweight, precast floor panels.

◀ **SPECIAL MIXER** is used to mix wet concrete and Elastizell. Result: a homogeneous cellular structure.

Also claimed: positive control of densities from 40-150 lbs. per cu ft., and strengths from 600-3,000 lbs. per sq. in. for floor fills, 300-600 lbs. per sq. in. for roof fills.

Cost of Elastizell itself is about \$10 per gallon. Elastizell-type concrete sells from \$18 to \$25 per cu. yd. Company now franchising distributors. Write Information Dept., Elastizell Corp. of America, Dept. AB, 15555 W. Mc Nichols Rd., Detroit 35, Mich. ●

Circle No. 5023 on reply card, p. 158

OTHER NEW PRODUCTS IN THIS ISSUE

Bathrooms	pps. 101-105, 160 ▶
Building specialties	p. 170 ▶
Floors and walls	p. 163 ▶
Heating and ventilating	p. 180 ▶
Lighting	p. 178 ▶
Safety and sound devices	p. 169 ▶
Tools	p. 173 ▶
Windows and doors	p. 175 ▶
CATALOGS	p. 187 ▶

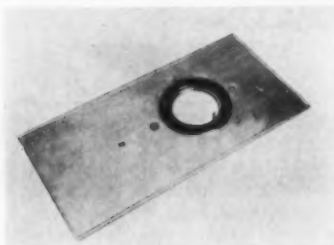
REINFORCE WITH STEEL WIRE TO REDUCE MASONRY WALL CRACKS



Solution to a problem: cracks in masonry construction resulting from a combination of restrictive forces and shrinkage can be greatly reduced with the use of Keywall reinforcing, according to its manufacturer. Lateral strength of masonry walls may be increased from 25% to 65% depending upon the amount of Keywall used. Supplied in rolled form, the steel reinforcing is easy to handle. It can be cut and lapped at the corners without increasing the thickness of mortar joints at the corners. Keystone Steel and Wire Co., Dept. AB, Peoria, Ill.

Circle No. 5024 on reply card, p. 158

THE LATEST BATHROOM ACCESSORIES FOR 1956 . . .



Stainless steel closet base

Sparkling cleanliness and extra sanitation for the bathroom are provided by Sani-Flor, a stainless steel closet base. Designed to fit all makes and styles of closets, Sani-Flor gives permanent protection against moisture, and deterioration of floors covered with linoleum, asphalt, rubber or plastic tile. Base is 26"x12", comes complete with template. List price: \$13.65 from plumbing supply houses. Hollaender Manufacturing Co., Attn. John H. Hosking, Dept. AB, 3841 Spring Grove Ave., Cincinnati 23, Ohio.

Circle No. 5026 on reply card, p. 158



New drape towelink

Miami-Carey presents a new

double drape towelink to add extra interest to the bathroom. Made of brass covered chrome, the towelink comes in 30" length, list price: \$7.35; and 36" length, at \$7.70. Also available in single drape sizes. Distributed through hardware stores, plumbing suppliers, building jobbers. Information from L. C. Underwood, Dept. AB, Miami-Carey Div., Philip Carey Manufacturing Co., Lockland, Cincinnati 15, Ohio.

Circle No. 5027 on reply card, p. 158



Towel ring in five finishes

General Chrome is introducing its towel ring No. 21 in five new finishes: bright brass, brushed chrome, bright black enamel, dull black enamel and bright copper. Designed to give a customized finish to both bathrooms and kitchens, ring is listed at \$3.00. General Chrome,

Attn. Herman H. Miller, Dept. AB, 1720 Mishawaka Ave., South Bend 15, Ind.

Circle No. 5028 on reply card, p. 158



Shell design in tiles

"Shell Caprice" tile by Pomona . . . a decorative touch to bathroom or kitchen with stylized seashell designs. Shells, on background of white Perma-glaze with blue touches, are in pink-beige, brown and black. Six designs in all, on 4 1/2" tiles, may be used separately or as complete pattern. Distributed through company's 14 branch offices. Information from Dick Scherbacher, Dept. AB, Pomona Tile, 629 North Labrea Ave., Los Angeles 36, Calif.

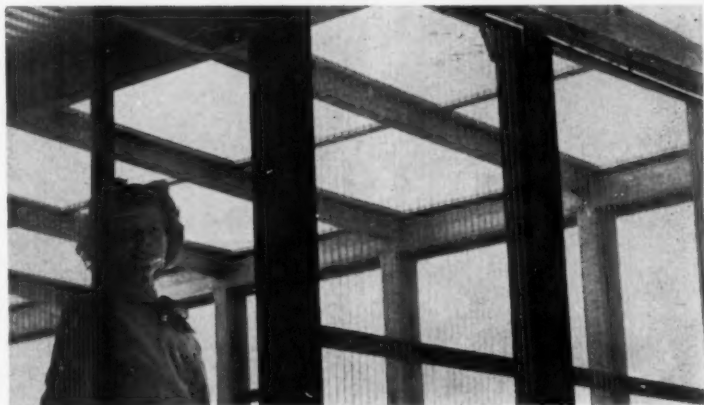
Circle No. 5029 on reply card, p. 158

for one-stop shopping use the reply card, p. 158

LOUVERED ALUMINUM SCREENING OFFERS MORE SHADE, PRIVACY

Louvered shade screening of high-strength, hard temper, marine alloy aluminum with an Alodine finish is now on the market. Extra shade and privacy are provided by tiny inch-wide horizontal louver bars set at a slight outward angle (17 degrees), almost 18 to the inch. Available in most widths from 18-42 in., also in 44, 46 and 48 in. Suggested price: 29 cents per sq. ft. From wholesale and local firms or, made up, from screen manufacturers. Consumer Service Div., Dept. AB, Kaiser Aluminum, 1924 Broadway, Oakland 12, Calif.

Circle No. 5025 on reply card, p. 158

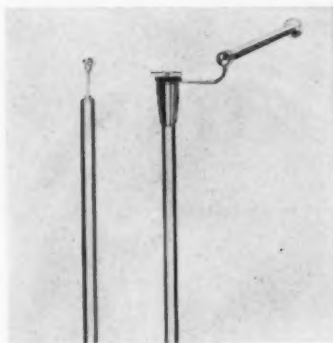


. . . CONTINUED FROM PAGE 105

Removable chrome ash tray

Gleaming new bathroom accessory: a lustre chrome ash tray. Attached to bathroom wall, the fixture has removable tray for easy cleaning. Lists at \$1.98, distributed through housewares wholesalers. Inquiries to Lynn E. Richardson, Dept. AB, Autoyre Company, Oakville, Conn.

Circle No. 5030 on reply card, p. 158

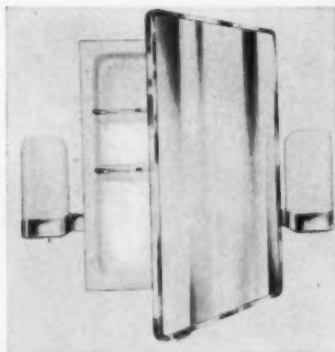


Towel bar and lavatory legs

A new HS line of hexagon lavatory legs and towel bars is available from Reed Cromex. Engineered to fit all lavatories with patented Lok-flange on the escutcheon model (right) which features matching towel bar to the wall; and unifit adapter on regular lavatory leg (left). HS-25 with towel bar is for

vitreous china lavatories, lists per pair at \$12.50. HS-75 lavatory legs, to fit all cast-iron enamel lavatories, pair, \$5.56. Both triple-plated with copper, nickel and chrome. Reed-Cromex Corp., Dept. AB, 492 South Green Rd., Cleveland 21, Ohio.

Circle No. 5031 on reply card, p. 158



Incandescent-lighted cabinet

Smartly-styled by F. H. Lawson . . . a new incandescent lighted bathroom cabinet, No. 3657-65. Features include chrome-plated light fixture which accommodates up to a 100-watt standard shape frosted bulb for better bathroom lighting; a 16"x24" plate glass mirror with stainless steel frame; rounded inside corners for easy cleaning; stainless steel toothbrush holder; two glass shelves. List price: \$47.00. F. H.

Lawson Co., Attn. L. F. Wilmhoff, Dept. AB, Cincinnati 4, Ohio.

Circle No. 5032 on reply card, p. 158



Wood-trimmed cabinet

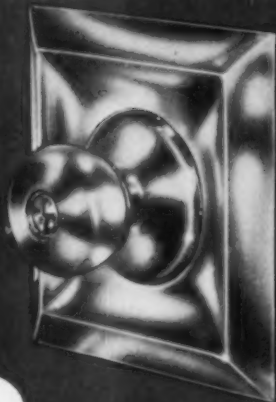
A line of sliding, mirror-front bathroom cabinets, wood-trimmed to match other woods in the home, now offered by Tedrick Brothers. In maple, oak or Philippine mahogany trim, cabinet has all-steel interior with baked-on enamel, two 15"x20⁷/₈" mirrors which glide easily on steel and plastic tracks, three adjustable glass shelves which may be fixed at six different levels. Cabinet itself is 29¹/₄" x 21³/₄" and weighs only 27 lbs. complete. List price: \$35. Information from Tedrick Brothers Mfg. Co., Attn. Howard Kratzer, Dept. AB, Kent, Wash.

Circle No. 5033 on reply card, p. 158

FOR A GRAND ENTRANCE



PORTRAIT design — diamond



PORTRAIT design — square

Regal BY DEXTER

All Dexter Regal Tie Bolt Key-in-Knob Locks are Lifetime Guaranteed, available with pin or disc tumbler cylinders, deadlocking or spring latch. Solid brass exterior, cold-rolled steel interior parts. Knobs armored brass, steel reinforced. Locks reversible for any hand of door without disassembly. Requires only 1 3/8" hole through door. Standard or two tone finishes.

Attractive mounted displays available in Decorator colors: red, blue, green or ivory.

NO LOCK INSTALLS FASTER THAN A DEXTER

DEXTER LOCK DIVISION

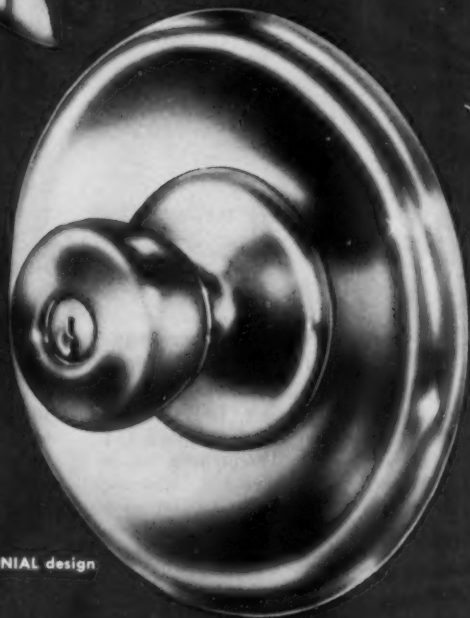
Dexter Industries, Inc.

Grand Rapids, Mich.

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City



RADIANT design



COLONIAL design

RECOMMENDED FOR SAFETY AND ECONOMY... ELECTRIC HOT WATER HEAT



The new Precision Electric Hot Water Generator is recommended by its manufacturer for home or commercial heating, for hot water supply, as an auxiliary heating system, and for many other uses. Generator provides almost instantaneous heat without any smoke or fumes, and without danger from flames. Its safety features allow it to be installed almost anywhere in the house. Complete unit with water circulator, heating elements, thermostats, generating tubes and safety valves ready for installation and can be used with any type of hot water heating such as baseboard, floor coils, convectors or cast-iron radiators. Nine models of varying capacities, listing from \$910 to \$1,635. Precision Parts Corp., Attn. Paul V. Harmon, Dept. AB, 400 North First St., Nashville 7, Tenn.

Circle No. 5034 on reply card, p. 158

FLOORS AND WALLS...



Sandpipers in the kitchen

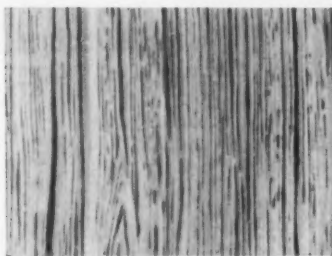
Hermosa glazed ceramic tile now brings a decorative sandpiper design into the kitchen or work area. Price is \$.95 for each 6x4½" tile. Two are required for a two-bird panel design; two for a three-bird panel. Plain tile used to complete background. Background is salt and pepper with yellow, oatmeal and pink accents. Information from Gladding, McBean & Co., Dept. AB, 2901 Los Feliz Blvd., Los Angeles 39, Calif.

Circle No. 5035 on reply card, p. 158

New designs in wall covering

"Bayou" (above) is one of six new designs in Columbus Coated Fabric's heavy duty Guard line. Available in off-white, grey and mocha. "Bayou" looks like grained wood. It is described as virtually indestructible, scuff-proof, stain-proof, fire resistant and washable and is recommended

for heavy traffic areas such as stairways, corridors, below chair rails, etc. The entire line is textured or textured and printed clear vinyl plastic bonded onto heavy cotton fabric



backing. Printed Guard of 48" widths retails at \$4.02 a yd. Columbus Coated Fabrics Corp., Attn. William Burget, Dept. AB, 7th Ave. and North Grant, Columbus, Ohio.

Circle No. 5036 on reply card, p. 158

Aluminum foil for insulation

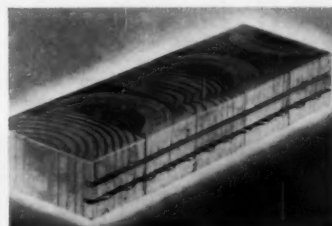
"Lumaskin," a reflective insulation and moisture barrier is described by the manufacturer as reflecting 95% of all heat waves striking it. Compounded of aluminum foil, asphalt bonded to one or both sides of creped quality kraft, Lumaskin offers insulation without bulk, as well as an economical and flexible sheet which acts as an effective vaporsealing medium. Available in 25", 33" and 36" wide rolls, easy to handle and

install. Price: about 3½ cents per sq. ft. More information from R. A. Mills, Dept. AB, Angier Corp., Framingham, Mass.

Circle No. 5037 on reply card, p. 158

Flexible strip block floor

A wood block flooring material designed specifically for school gyms,



laboratories, vocational shops and similar uses is announced by the makers of Kreolite floors. Called "Flexible Strip End Grain, Wood Block Flooring," it is made from 1½"- or 2"-thick kiln-dried pine blocks, wire-trussed together to form end grain planks. Strips interlock with patented steel wire spline to make a splinter-free, resilient floor. Price: \$1.10 per sq. yd. and up, depending on location. Information from T. V. Cherrington, Dept. AB, Jennison-Wright Corp., Post Office Box M, Toledo, Ohio.

Circle No. 5038 on reply card, p. 158



New, Improved
SIMPLEX
 folding stairway
QUALITY AT LOW COST
 for effortless operation
 Balanced Spring Action

● **Simple and easy to operate**

No adjustments necessary. All parts interchangeable.

● **Rugged and strong**

Manufactured of highest quality materials—No. 1 kiln dried lumber throughout. All hardware fabricated of heavy steel.

● **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". (Slight additional cost for 9'9" size.) Frame made to fit 26" x 54" opening in ceiling. Figure from finished floor to finished ceiling. Trim is not furnished.

● **Shipped in one package—completely assembled**

Requires very little installation expense. Shipping weight, 8'9", 53 pounds; 9'9", 56 pounds.

● **Manufactured in Precision's modern plant**

A Precision-built product engineered and built for ease of operation and for durability. All parts secured by bolts and screws—no nails.

Approved by leading architects, builders, and lending agencies.

Stocked by over 200 jobbers in the U. S. and Canada

Prices reduced 30 percent! Check with your jobber.



● Don't overlook storage needs in building the modern home. The new, improved Simplex Folding stairway, built by Precision, is the most economical way of providing adequate storage space. Hundreds of thousands of Precision-built stairways are now used in homes throughout the United States and Canada.

Double hinges on each folding joint of the Simplex Folding Stairway make this stairway stronger and more rigid than ever!

One of the most outstanding improvements this year on the Simplex Stairway is a heavy duty swinging type door hinge. This hinge is completely concealed from view when the stairway is closed.

Another new feature offered with the Simplex Folding Stairway is the tie rod beneath each of the steps.

AMERICAN BUILDER NEW PRODUCTS

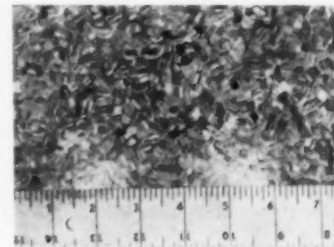
FLOORS AND WALLS



Plastic wall paneling

Adaptable for residential or commercial interior decorating: a new plastic wall paneling by Miraplas. Described as durable, inexpensive to install and maintain and particularly adaptable to heavy-duty areas in home or commercial buildings. Miraplas panels can be installed without furring over plaster, sheet rock, concrete or cement block walls. Comes in 11 colors, in 12-in. wide sections 8 ft. long which can be cut, mortised and trimmed with simple wood-working tools. Inquiries to Jack Schwartz, Dept. AB, Miraplas Tile Co., 980 Parsons Ave., Columbus, Ohio.

Circle No. 5039 on reply card, p. 158



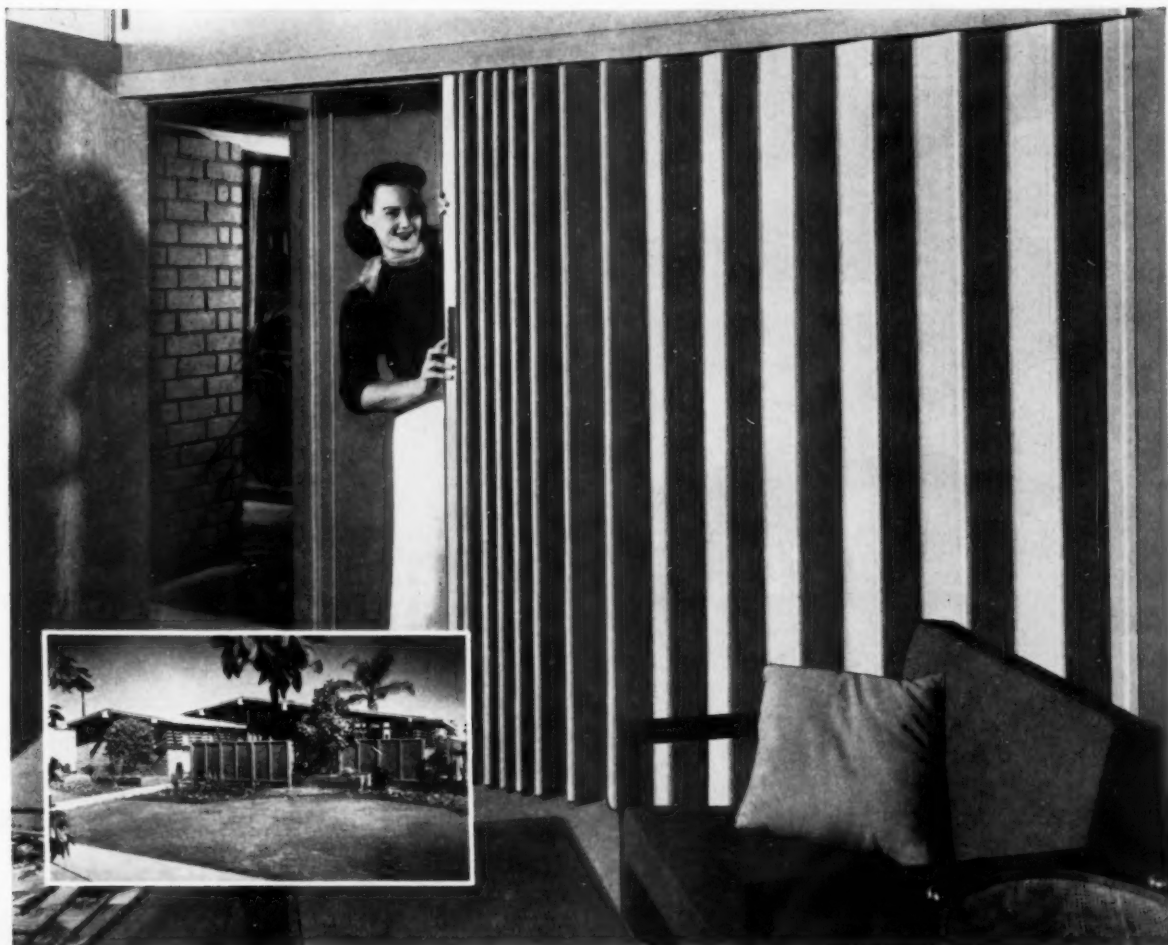
"Agatine" in rubber tile

B. F. Goodrich presents "Agatine": a rubber floor tile of special composition which features a multicolored, banded, agate-like structure throughout the full thickness of the tile. Decorative yet sturdy and scuff-resistant. "Agatine" is naturally resilient for underfoot comfort, and super-dense for non-porous, easy-to-clean surface. Comes in standard 9" x 9" floor tiles; in 1/8" thickness for heavy traffic areas, 80-gage for homes and lighter traffic areas; many color-choice. Retail price: about \$.65 per sq. ft. for 80-gage thickness. Inquiries to Walter F. Garlow, Dept. AB, B. F. Goodrich Co., Flooring Div., Watertown 72, Mass.

Circle No. 5040 on reply card, p. 158

PRECISION PARTS CORPORATION

400-AB NORTH FIRST STREET NASHVILLE 7, TENNESSEE



Builder Ross W. Cortese uses FOLDOOR as movable partition in typical Frematic Home, Anaheim, Calif.

Frematic Homes Choose Foldoor!

For making homes *sell* faster, you can't beat FOLDOOR by Holcomb & Hoke. These are the folding doors that operate easiest—with 61% less hinge friction. That look better—with exclusive cornice for a "finished" look. And that are sturdy—as proved in thousands of installations. That's why Frematic Homes, Inc. of Anaheim, Calif. chose FOLDOOR by Holcomb & Hoke. That's why, whether you're building one home or 1,000 in 1956, it will pay you to investigate Holcomb & Hoke's line of folding doors. Remember, *only* Holcomb & Hoke makes a *complete* fabric-covered line. Three price ranges for every home . . . a deal for everybody—a deal for you!

INSTALLING DISTRIBUTORS IN ALL PRINCIPAL CITIES

In Canada: FOLDOOR OF CANADA, Montreal 26, Quebec



HOLCOMB & HOKE MFG. CO., INC.
 1545 Van Buren St.
 Indianapolis, Indiana

Please send full details on FOLDOOR

NAME _____

ADDRESS _____

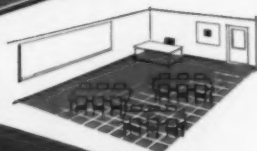
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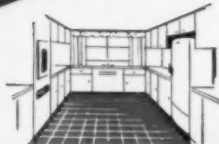
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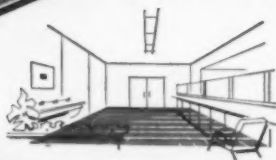
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VINYL



In every tile of



WEARS LONGER,
WITH OR WITHOUT WAXING

Because of its high percentage of vinyl, the more dense surface of Bolta-Floor has greater wearability, easier maintenance . . . will retain its rich natural lustre years longer, with or without waxing.

Bolta-Floor is produced in a full range of 22 fashionable decorator colors . . . 5 solid and 17 marbled. It's available in 4 tile sizes (6 x 6, 9 x 9, 12 x 12, 18 x 18), 2 roll widths (27" and 54") and in 3 gauges* ($\frac{1}{8}$ ", $\frac{1}{32}$ " and .080 gauge).

To be sure of finest quality vinyl flooring with assured top performance, specify Bolta-Floor —another superior product of The General Tire & Rubber Co.



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THEATRES • HOTELS
MOTELS • APARTMENTS
BANKS • HOMES**

**The General Tire & Rubber Co.
Flooring Division • Akron, Ohio**



BEST GROUND WORK FOR RADIANT HEATING!

Even the best-designed radiant heating system is only as good as its materials. That's why it's so important to use Chase copper water tube and solder-joint fittings. Whether the system is built into a slab floor or plaster ceiling, this combination of copper tube and fittings assures higher efficiency right from the start, peak performance over the years.

You can actually see why Chase copper tube and fittings perform so well together. Both tube and fittings are made to close tolerances. As a result, they allow complete flow of solder around every fitting, *and assure leak-free connections!* Corrosion-resistant, they need no extra precautions against rust—as with ferrous metals.

Chase copper tube and fittings are easier to handle, too! This lightweight tube comes carefully packaged in 60 or 100 foot lengths that require fewer joints. Soft temper makes the tube easier to uncoil on slab or ceiling, to bend without kinking. **Yes, Chase** copper tube and fittings mean quality radiant heating installations at down-to-earth over-all costs!

Chase

BRASS & COPPER CO.

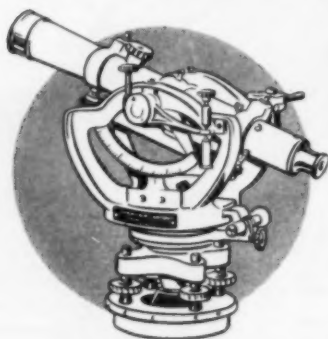
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*Prices subject to change without notice.

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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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AMERICAN BUILDER NEW PRODUCTS

FLOORS AND WALLS



Cork underlay cushions hardwood, flexible tile

"Cork-Tex Underlay" acts as a cushioning for a resilient hardwood or flexible tile floor when laid on concrete. Cork-Tex is made of milling cork. A $\frac{1}{4}$ -inch or $\frac{1}{8}$ -inch thick. Cork-Tex Underlay permits fast handling and installation, yet gives resiliency and durability. Cork-Tex is laid on concrete, on grade or on suspended floors, and reduces impact shock, disturbing noise reflection and transmission. It is an integrated underlay permitting complete protection without cost of space-consuming sleeper or sub-floor, the manufacturer says. List price: .125 per sq. ft. LCL (for $\frac{1}{4}$ -in. thickness). Cork Sales Dept., Continental Can Company, Inc., Dept. AB, Bond Crown & Cork Div., Wilmington 99, Del.

Circle No. 5041 on reply card, p. 158



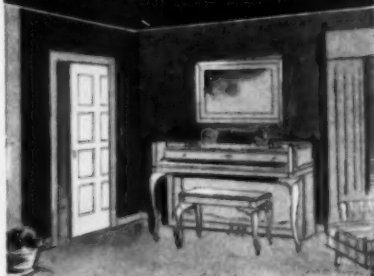
"CorkAtile" flooring now available in vinyl

Hako "CorkAtile" is now available in Vinyl as well as previously made asphalt tile. Vinyl floor tile is highly resilient, greaseproof, non-shrinking and non-curling, easy to cut and trim

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... the modern decorative way ...

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SLIDING DOORPOCKET
for $1\frac{1}{2}$ " doors



More room for living when a door slides into the wall the Kennaframe way.



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Pivotal connection and jamba makes easy fit and plumb.

FEATURING REMOVABLE TRACK

- All Steel Frame
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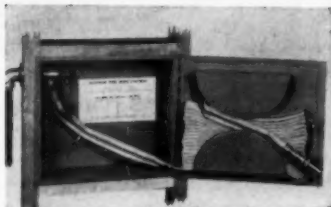
Kennatrack
CORPORATION

ELKHART, INDIANA
In Canada: Toronto, Ontario

and can be laid over almost any sub-floor. Both types of "CorkAtile" come in three natural cork shades: light medium and dark for interchanging. Vinyl tile priced at 12 cents per tile. Information from Carl Resnikoff, Dept. AB, Mastic Tile Corp. of America, P.O. Box 1151, Newburgh, N.Y.

Circle No. 5042 on reply card, p. 158

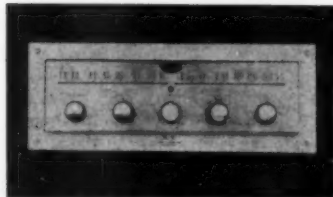
SAFETY AND SOUND



Household fire station in steel cabinet

A household version of a fire hose cabinet is now offered by W. D. Allen. Compact in size (14x12x4"), hose is completely enclosed in steel cabinet which can be wall hung or recessed between studs. Hose lengths vary from 30 to 75 feet, are placed on instant release rack, with adjustable nozzle permanently attached. Listed from \$33.00 to \$52.50 depending on hose length. Inquiries to A. D. Symonds, Dept. AB, W. D. Allen Manufacturing Co., 566 W. Lake St., Chicago 6, Ill.

Circle No. 5043 on reply card, p. 158



Hi-Fi system now ready for building-in

Hi-Fidelity is available now to the home builder as another "built-in" extra for his houses. Music and Sound's system features an AM-FM radio tuner, full 10 watt amplifier and built-in preamplifier. Speaker system installs in wall, covers four rooms. One 12-in. co-axial Hi-Fi speaker and three 8-in. speakers used, all with volume controls. List price: \$239.50 complete for four rooms. Inquiries to H. J. Lemmon, Dept. AB, Music and Sound Inc., 118 Leslie St., Dallas, Tex.

Circle No. 5044 on reply card, p. 158

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AND ALUMINUM WINDOWS

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AMERICAN BUILDER NEW PRODUCTS

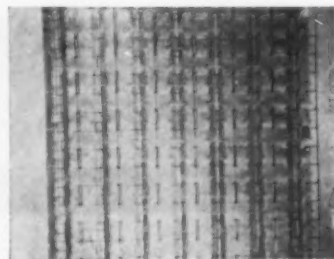
BUILDING SPECIALTIES



New non-shrink mortar pre-mixed, ready to use

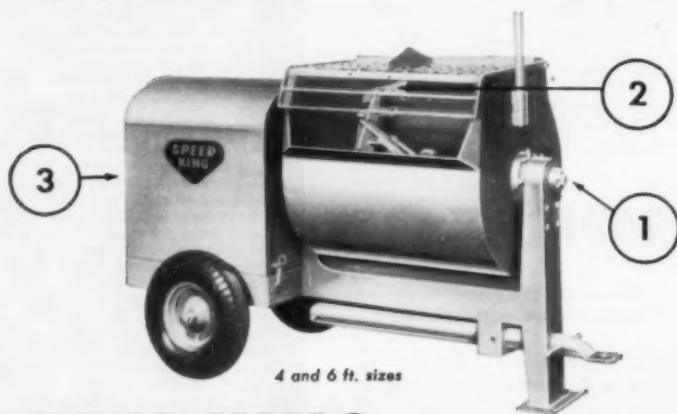
New ready-to-use, non-shrink mortar, called Embecco Pre-Mixed Mortar, has been developed for many concrete repair applications and water resistance to water penetration is important. Contains specially prepared iron particles, which serve to overcome shrinkage while mortar is hardening. Bonds tightly to old concrete and mortar. High compressive and flexural strength of product give it high wear resistance. Iron particles serve as reinforcement and make mortar extremely tough. List price: 8 cents per lb. and lower. FOB Buffalo, N.Y., depending upon quantity. Master Builders Co., Attn. D. C. Dressler, Dept. AB, 7016 Euclid Ave., Cleveland 3, Ohio.

Circle No. 5045 on reply card, p. 158



Improved plaster base has strong fibrous backing

A new plaster base known as Slotted Steeltex Type A is designed for application over all types of framing. It is composed of a 2x2-inch mesh of 16 gauge electrically welded, galvanized steel wires to which is attached a strong fibrous backing. Backing has slots at intervals across the sheet and each row is staggered to permit easy location of supporting studs or channels. Furnished in sheets 30 1/2 x 49" packed in cartons containing 50 sq. yds. Pittsburgh

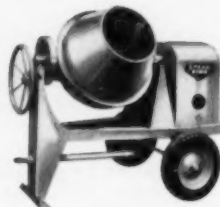


4 and 6 ft. sizes

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with long-proved Jaeger features

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- (3) Heavy duty engines (or electric drive). Shift lever engages, disengages power. Send for catalog, low prices, name of dealer.



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Division of The Jaeger Machine Company

Steel Products Division, Dept. AB,
Pittsburgh Steel Co., Grant Bldg.,
Pittsburgh 30, Pa.

Circle No. 5046 on reply card, p. 158

New anchors designed for brick, wood, glass

New screw anchors for brick, wood, glass, plastic, masonry, metal, etc., now on the market. Named "Scru-tite," these self-expanding screw anchors are made of Tenite, are remarkably light yet far tougher than ordinary anchors. Tenite plastic used in Scru-tite is much more conformable than metal. Because of this and exclusive straight untapered design, Scru-tite anchors take a full, firm grip on side walls of any hole and once screw is in, their outer surface actually follows the crevices of the hole for a really solid permanent grip. In many sizes. Price of 8x1, \$1.60 per 100. Mastercraft Plastics Co., Dept. AB, 95-01 150th St., Jamaica, Long Island.

Circle No. 5047 on reply card, p. 158



New coated abrasive suited to dry-wall sanding

A new coated abrasive product, said to be particularly suited to dry-wall sanding is now available. Called "Fabricut," the mesh-type material consists of silicon carbide mineral grains resin-bonded to a synthetic cloth backing. Usually used for dry-wall sanding in grits 100 or 120, "Fabricut" has an abrasive action that feathers tape and plaster seams smoothly and evenly. This type of coated abrasive gives longer life than other types for this operation because of mesh construction and double coating of mineral grains. Can be cleaned simply by tapping it. When one side is worn out, the material may be turned over and used on the other side. Minnesota Mining and Mfg. Co., Attn. David Farkell, Dept. AB, 900 Fauquier St., St. Paul 6, Minn.

Circle No. 5048 on reply card, p. 158

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The true quality of plywood sheathing isn't always visible. What's *inside*—glue quality...inner-ply quality—is all-important.

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for wall sheathing



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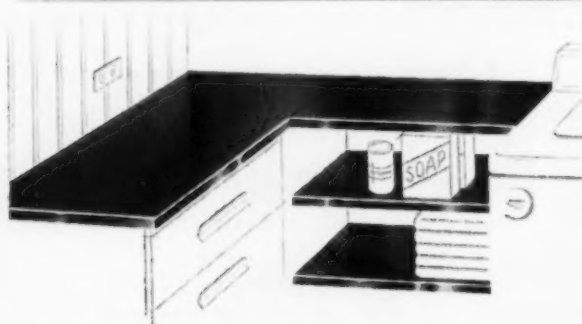
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★ **Gates 2 x 4 Panel System**
A high wall forming method using Gates 2 x 4 Form Ties to create a strong form, light in weight.

★ **Gates Sheathing System (Rod)**
For small projects. Gates Rod Type Form Ties provide leak-proof forming; minimizes watering and bracing.

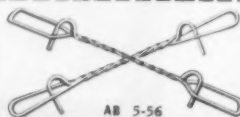
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Eliminates sheathing. Excluding ties, ONLY investment is 2' x 8' x 3/4" plywood sheet, rods, hinging hardware.

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Reduces erection time; no backing required; no hinges except at corners.

★ **Gates Sheathing System (2' x 4")**
One of the most economical methods using Gates 2 x 4 Form Ties; no hardware required.

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Saves 40% on the job. ONLY hardware used are hinge straps and bolts.

★ **Gates Low Wall Strap Tie System**
For faster, more efficient low-wall forming. Gates strap tie has built-in spreader, pre-punched nail holes.



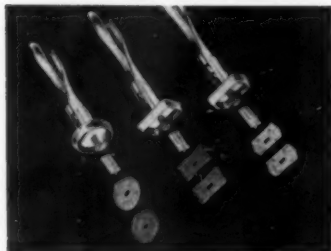
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GATES & SONS, INC.

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BUILDING SPECIALTIES



New tool cuts switch-box holes neatly, quickly

The "Quickutter" is a new tool that cuts switch-box holes neatly and quickly in drywall. It comes complete with cutting heads for 2x3, 2x4, or 4-inch round switchbox openings. The new tool—by the use of cutting dies—cuts perfect openings in 3/8, 1/2 or 3/8 inch drywall that fit single, double, or multiple 2x3 switch boxes or 2x4 or 4-inch round boxes. Tool eliminates patching of irregular holes cut by conventional methods. Breaks away no excess drywall, every hole perfect in shape. List price: \$24.95 complete. Hartmeister Mfg., Inc., Dept. AB, 2020 W. Barberry Place, Denver 4, Col.

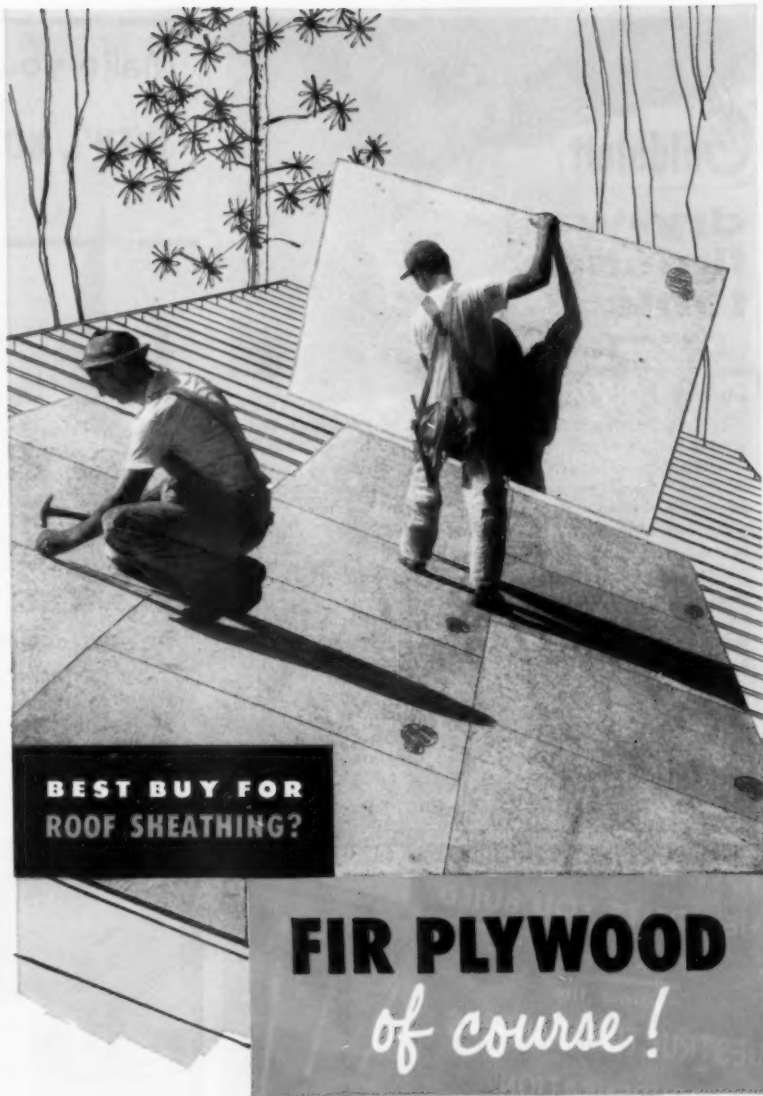
Circle No. 5049 on reply card, p. 158



Trencher digs footings for 54 houses in one day

A Cleveland Trencher under the expert direction of a thoroughly skilled operator has dug footing trenches for as many as 54 houses in one day. The excavating job for each house includes trenches for interior and exterior walls and for house-service water lines as well, a total of over 300 lineal feet of trench per house, 13 inches wide by 12 inches deep. For more information, write to Cleveland Trencher Co., Dept. AB, 20100 St. Clair Ave., Cleveland, Ohio.

Circle No. 5050 on reply card, p. 158



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- Dry! Won't shrink or swell
- Ideal base for shingle, composition or built up roofing
- Far less waste, fewer nails

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Do Fine Work Easier:

Trio practically eliminates sanding of joints and nail spots. This 3-in-1 tool shears, feathers, and finishes with 3 interchangeable blades: 11" x 4" concave shearing curve; 11" x 4" straight working edge; 8" x 4" concave shearing edge. Comfortable plastic handle. Order No. Trio, complete with high carbon spring steel blades, **\$4.95**. With rust-resistant stainless steel blades, **\$5.95**.

New dry-wall hawk made of long-lasting stainless steel. Light, well balanced, easy to use. Try it and you'll never go back to a bread pan! Complete with sponge rubber callous preventer and comfortable, detachable handle. Order No. DWCH, **\$2.75**.

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against the
DESTRUCTIVE DANGERS of CONDENSATION and DAMPNESS!

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Don't accept "second best" substitutes!

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Quick and easy to install. Just drill a hole and push in place. No nails or screws needed.



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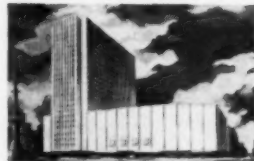
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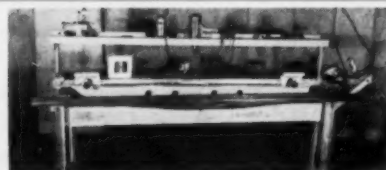


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MASTER PREHUNG DOOR EQUIPMENT
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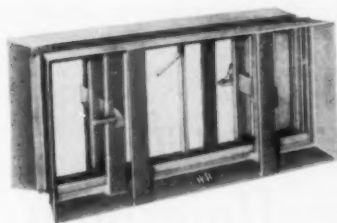
WINDOWS AND DOORS



New Bar-Lock operator for Andersen window

Optional equipment for the Andersen Flexivent window now includes a new Bar-Lock operator, designed so that corners of sash close tightly and assure continued weather-tightness. Special spring deflection bar, 12 in. long, anchors Bar-Lock operator to Flexivent sash, eliminating leakage and providing extra strength. Arm is jointed into three sections to permit three open positions without extending into room. New pre-cut, toxic-treated Seal-Trim, including exterior casings, subsill and flashing also available for Flexivent windows. Inquiries to Donald Wilson, Dept. AB, Andersen Corp., Bayport, Minn.

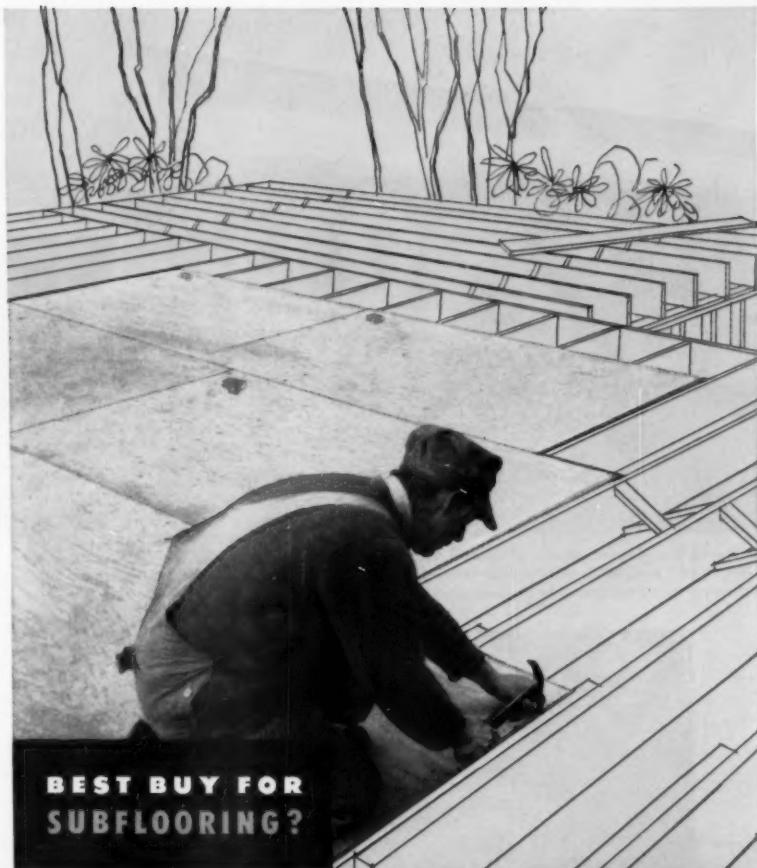
Circle No. 5051 on reply card, p. 158



Two-piece window bucks for easy installation

New line of 2-piece window bucks for use in installing steel basement windows in poured concrete foundations is offered by the H & R Manufacturing Co. Bucks are for use with 12-, 16- and 20-inch windows. Each has two half-bucks available in 2¾ in. and 4¾ in. thicknesses. By combining half-bucks, complete buck can be assembled for pouring 8-, 10- and 12-in. walls. Bucks are made of heavy 10-gage steel. Half-bucks range in price from \$7.50-\$10.50. H & R Manufacturing Co., Attn. Sam Shields, Dept. AB, Cleveland, Ohio.

Circle No. 5052 on reply card, p. 158



BEST BUY FOR SUBFLOORING?

FIR PLYWOOD
of course!

here's why...

- 50% time and labor savings
- Adds strength and rigidity
- Strong, solid, squeak-free
- Fewer nails, less waste
- Won't warp, twist or cup
- Seals out drafts from below
- Fits standard joist spacing
- Large, light, easy-to-handle

FREE!
FIR PLYWOOD
FACTS BOOK

Handy 48-page specification guide. Contains application, finishing, grade data. Douglas Fir Plywood Assoc., Dept. AB, Tacoma 2, Washington.

GENUINE
DOUGLAS FIR PLYWOOD
PLYSCORD
INTERIOR TYPE GRADE DD
SHEATHING

INSIST ON DFPA GRADEMARKS!

DFPA grademarks are your assurance of plywood quality. Specify PlyScord® grade for subfloors, wall and roof sheathing. Other grades for other jobs.

DFPA
TESTED
QUALITY

WSP

Plywood of other western softwoods available; look for this DFPA grademark.



This Purex warehouse, made of Kaiser Aluminum, was designed by Dave R. Edwards Co. and erected by Columbia Structural Steel Co. Highly corrosion-resistant, it will never need painting or protective finish of any kind.



The entire warehouse is illuminated by natural light coming in through the monitor in the roof and reflected by the aluminum ceiling and walls. Note that overhead lighting is not being used.



Purex Corporation cuts costs with warehouse made of Kaiser Aluminum

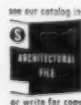
"Kaiser Aluminum Roofing helped cut costs on our new warehouse," says Al Stoneman, Executive Vice President, Purex Corporation, Ltd., Los Angeles. "The corrugated aluminum resists corrosion so well that we don't need paint or other protective finishes, even though we are located in an industrial area where refinishing of other building materials is frequently required. Building maintenance costs are very low."

Not only does Kaiser Aluminum Industrial Roofing and Siding provide greater protection and lower maintenance . . . it also assures *immediate savings*. Its light weight reduces transportation and handling costs. And it often requires lighter, less expensive supporting structures.

Whatever you're building—think of Kaiser Aluminum—for better value at lower cost! For A.I.A. File and

complete information, contact any Kaiser Aluminum sales office listed in your telephone directory. Or write Kaiser Aluminum & Chemical Sales, Inc., *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.

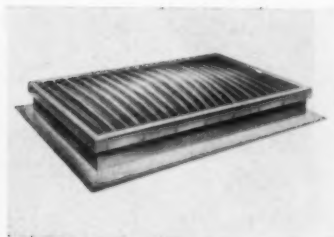
Kaiser Aluminum



see our catalog in
ARCHITECTURAL
FILE
or write for copy

Industrial Roofing and Siding

WINDOWS AND DOORS



Self-contained curb and roof flange in skylight

Marcolite's new line of skylights—of tough fiber glass reinforced translucent structural panels set in an extruded aluminum frame—includes the above model featuring a self-contained curb and roof flange. Curb construction and flashing eliminated with new design which requires only roof opening into which pre-assembled unit is set. Complete line of skylights features 24 standard sizes in each of two basic models. Prices from \$30 to maximum \$341 per unit. Information from Robert Slater, Dept. AB, The Marco Co., 45 Greenwood Ave., East Orange, N.J.

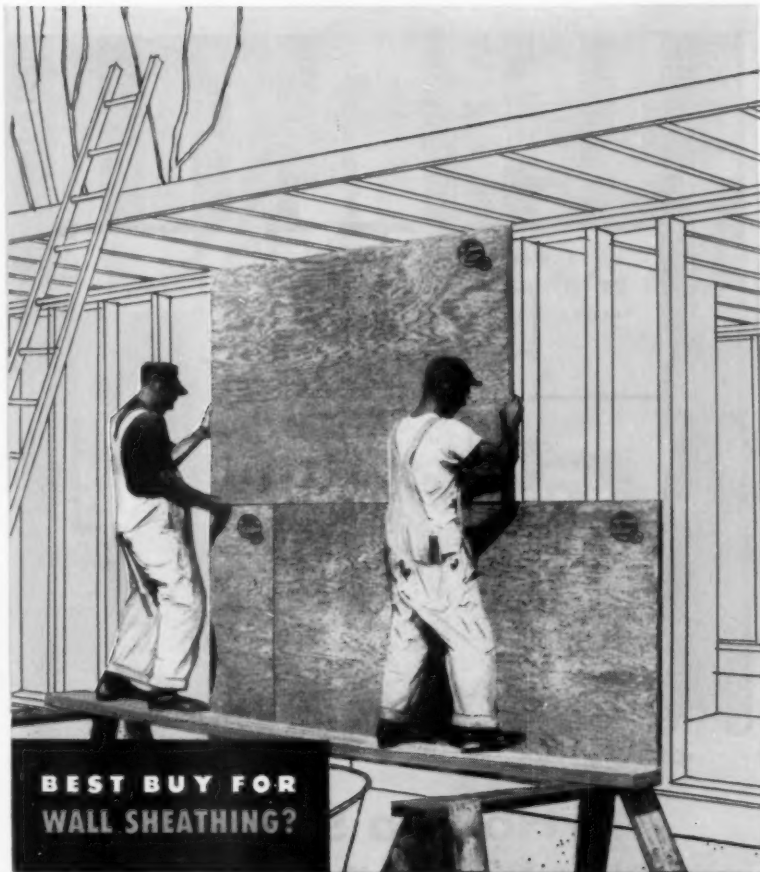
Circle No. 5053 on reply card, p. 158

Pocket frame for doors to ease installation

New "No-Warp" pocket frame has been engineered by Standard-Keil for absolute trouble-free installation of in-the-wall doors. Exclusive feature is 1-piece integral aluminum track and header, which assures no track jumping, plus nothing to loosen or rattle. The 3/8" prime steel jamba replace the 2 x 4 studs. Also included: rustproof hangers of prime steel, new type single nylon guide. Jamba have wood inserts so that wall materials, either wet or dry may be easily applied. Cost: About \$26. Information from Michael Klein, Dept. AB, Standard-Keil Hardware Mfg. Co., 2413 Atlantic Ave., Brooklyn, N.Y.

Circle No. 5054 on reply card, p. 158

With American Builder's new Supermarket, you can easily get more information on the products you like. See reply card on page 158.



BEST BUY FOR WALL SHEATHING?

FIR PLYWOOD
of course!

here's why...

- Finest construction known
- 25% time and labor savings
- Twice as strong and rigid
- Ideal for shear walls
- Won't split or puncture
- Far less waste, fewer nails
- Eliminates diagonal bracing
- Solid, grips nails firmly

GENUINE DOUGLAS FIR PLYWOOD

FREE!
FIR PLYWOOD
FACTS BOOK

Handy 48-page specification guide. Contains application, finishing, grade data. Douglas Fir Plywood Assoc., Dept. AB, Tacoma 2, Washington.

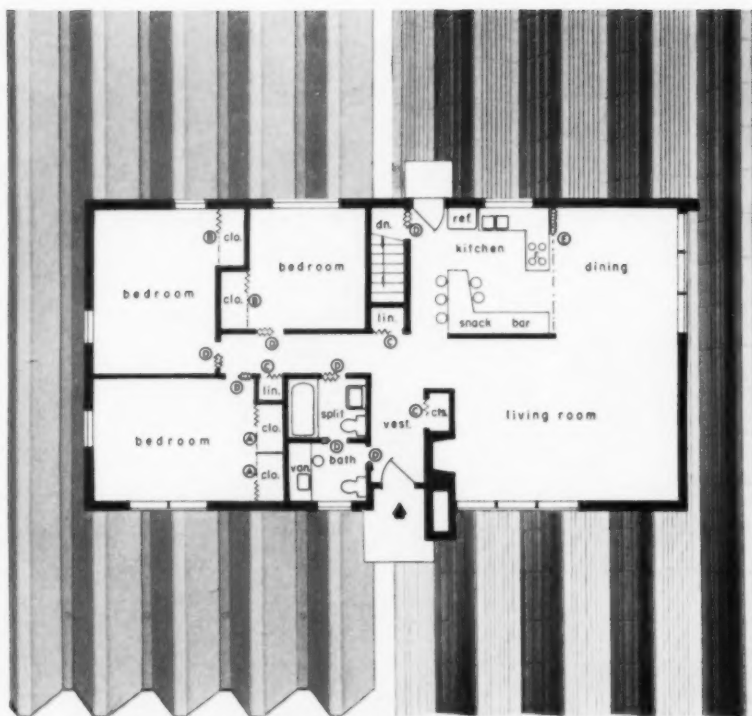
PLYSCORD

HEAVY-DUTY TYPE GRADE D6 SHEATHING

INSIST ON DFPA GRADEMARKS!

DFPA grademarks are your assurance of plywood quality. Specify PlyScord® grade for subfloors, wall and roof sheathing. Other grades for other jobs.

Plywood of other western softwoods available; look for this DFPA grademark.



Hufcor Laminated Accordion Door

Fashionfold Basswood Folding Door

How to Save Over \$200 per House

New Hough Door Construction System Saves and Sells

Actual on-the-job cost comparisons including paint, trim, labor, etc. prove that you can save hundreds of dollars with the Hough Door Construction System. The secret: using both Hufcor and Ra-Tox Fashionfold doors instead of space-consuming swinging and sliding doors. The floor plan above is an actual illustration of the system. Seven Hufcor doors, one Hufcor room

divider and seven Fashionfold doors were used for a net saving of \$323.79. Find out now how this system works. Ask the Hough distributor in your area to help you make a cost analysis of your own floor plans, or—

Write today on your letterhead for details of the Hough folding door Construction System



Hufcor accordion doors with 5-ply semi-rigid laminated covers are built on the vertical pantograph principle. Designed to assure more sound reduction, these doors also have a trim-line architectural beauty and an inborn toughness that makes them the ideal folding wall or closure for kitchen, bedroom, bathroom and other openings.



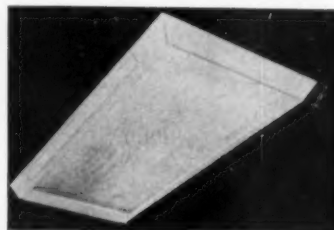
Ra-Tox Fashionfold basswood slat doors are distinctively designed to add "plusses" to the decor of your homes. They save wall and floor space, provide full accessibility, provide needed closet ventilation, are easy to operate and withstand a tremendous amount of abuse. Ideal for closets, utility areas, room dividers.

pronounced HUFF

HOUGH

MANUFACTURING CORPORATION
1044 South Jackson Street, Janesville, Wisconsin

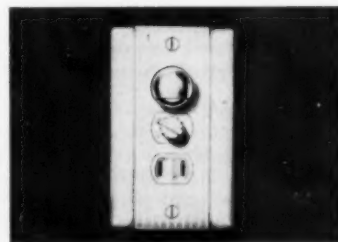
LIGHTING



Commonwealth thin fixture solves low ceiling problem

Holdenline Company's new "Commonwealth" unit, only three inches deep, was especially designed to solve a remodeling problem in low-ceilinged office building. Available in one to eight lamp size, with Corning #70 lens, ballast in end, with or without light panels at sides. Glass frame swings down for easy access and maintenance. Surface mounts easily, cuts installation costs. Prices range from \$66.28 to \$216.90 depending on size, no. of lamps, etc. Write E. M. Smith, Dept. AB, Holdenline Company, 2301 Scranton Road, Cleveland 13, Ohio.

Circle No. 5055 on reply card, p. 158



Switch glows in dark for many combinations

Roto-Glo quiet switch that glows in dark can be combined with other wiring devices to make thousands of combinations of switches, pilot lights, night lights and convenience outlets. Two or three devices can now be installed in space formerly taken by single wall switch. Switch "turns" on like a TV set, makes no noise, glows all night, can be mounted in about 1/5 space of old-fashioned switches and outlets. List price: \$88 per 100 for single pole switch, ivory. Information from T. A. Mager, Dept. AB, Pass and Seymour Inc., Syracuse 9, N.Y.

Circle No. 5056 on reply card, p. 158

The *heads-up* way to hang

**MENDEL
DOORS**

.... for maximum merchandising benefit



You hang Mengel Doors the same way you hang other flush doors. With one notable exception. Mengel Doors, you know, are now trade-marked with the famous 'Mengel-Man' symbol permanently doweled into the stile.

So it's good head-work to hang Mengel Doors with the 'Mengel-Man' *heads up*. That's the way the public is used to seeing the

'Mengel-Man'! And they've known him (and respected the quality he represents) for many years—in Mengel *Permanized* Furniture.

For your pride and protection—and your customers' too—show the 'Mengel-Man' trade-mark. Let its nationally advertised name and fame work for you. Door Department, THE MENGEL COMPANY, Louisville 1, Ky.

Mengel Doors equal or exceed the requirements of Bureau of Standards specifications CS200-55

How to Use Scaffold Brackets



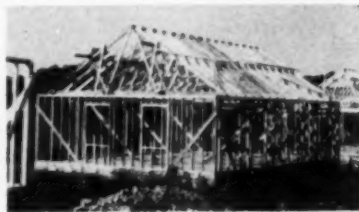
TO INSTALL window framing and siding on this home in Shaker Heights, Ohio, William F. Monroe, builder, uses safe, easy to install "Trouble Saver" Scaffold Brackets. These brackets are usually set in rows at levels of about 6 ft. Bearing on the house at three different points, each "Trouble Saver" Bracket provides maximum stability, permitting men to work faster in greater safety. Although made of strong rail steel, they are easily handled and can be installed in far less time than it takes to build a makeshift wooden scaffold. "Trouble Saver" Scaffold Brackets are available in 3 and 3½ ft. lengths for nail, studding or bolt attachment. Any one type can be converted to any other with "Trouble Saver" Bracket Attachments. THE STEEL SCAFFOLDING COMPANY, 856 HUMBOLDT ST., BROOKLYN 22, NEW YORK, TELEPHONE: EVERGREEN 3-5510. Dept. AB

YOU CAN BUILD YOUR OWN



by using Teco data and Wedge-Fit timber connectors

HOME BUILDERS save time, material, and labor with TECO Trussed Rafters that are simple to fabricate, easily assembled, and quickly erected with minimum labor.



Send for FREE Teco Trussed Rafter data for your specific jobs.

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1319 18th Street, N. W., Washington 6, D. C.

AB-563

I am planning to build houses. Please send FREE data on foot span trussed rafters, with a slope of in 12, also booklet on "How to Build Wood Frame TECO Trussed Rafters."

Name.....

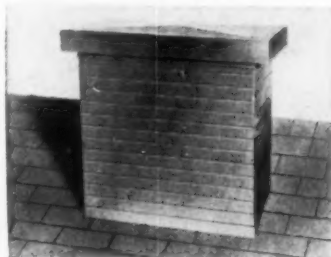
Firm.....

Street.....

City..... Zone..... State.....

AMERICAN BUILDER NEW PRODUCTS

HEATING AND VENTILATING



Pre-assembled metal chimney for "new-look" homes

New on the market is the Air-Jet "Contemporary" model, a pre-assembled metal chimney manufactured by General Products Corp. Features horizontal shadow lines machine-pressed into the outside surface of the chimney, for a new, low look. Of lightweight, all metal construction (weighs less than 100 lbs.), chimney takes one man hour for installation. UL approved for use with coal, oil, wood and gas. List price: \$55. General Products Corporation, Attn. Ray C. Brillhart, Dept. AB, Fredericksburg, Va.

Circle No. 5057 on reply card p. 158



Ventrola introduces new line of ventilators

Ventrola's new Model 20 with automatic "Weatherlok" shutter is one of a completely new line of ceiling ventilators, wall ventilators and range hoods offered by the firm. Line is designed to harmonize with modern home decor, as well as offer cost and performance advantages to project builders. Model 20 list price: \$35.95. Information from Albert A. Lipsitz, Dept. AB, Ventrola Mfg. Co., Owosso, Mich.

Circle No. 5058 on reply card, p. 158

CATALOGS BEGIN ON PAGE 187



Better-quality concrete block for better homes

More homes are being built with concrete block masonry than ever before. And many builders are learning that concrete block made with Duraplastic* air-entraining portland cement are better in quality. They have more uniform dimensions, truer edges, are more cleanly formed, and generally better in appearance. Naturally, such block make better-looking masonry. In addition, Duraplastic-made block are more weather-resistant, and add durability to concrete block walls. For better masonry on your jobs, use concrete block made with Duraplastic cement.

Close-up of concrete block wall shows flush vertical joints, and tooled horizontal joints, to accentuate long wall lines. Concrete block painted with durable white portland-cement-base paint provides a decorative contrast to stone masonry. Cement paint increases both the attractiveness and weather-resistance of block walls. Above residence in Harrington Park, N. J.

D-162

UNIVERSAL ATLAS CEMENT COMPANY

UNITED STATES STEEL  CORPORATION SUBSIDIARY

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*DURAPLASTIC® is the registered trade-mark of the air-entraining portland cement manufactured by Universal Atlas Cement Company.

AIR-ENTRAINING PORTLAND

Atlas® Duraplastic Cement

MAKES BETTER-QUALITY CONCRETE PRODUCTS

United States Steel Hour—Televised on alternate Wednesdays—See your local newspaper for time and station

When they ask about the roof...

Meet a pair of your prospects. They're sold on the livability of this house . . . its color-matched kitchen . . . its carefully designed layout. Now they're inquiring about construction fundamentals. For one thing, they want to know about the roof.



Give them the assurance of **BARRETT** Asphalt Shingles

Home buyers want proof of solid, lasting values before they take that step of a lifetime. One way to help bolster their confidence in a new house is to top it with a roof of Barrett Asphalt Shingles. Millions know the Barrett reputation for fine roofing and they're immediately at ease on that score.

This ready consumer acceptance, reinforced by national

advertising, is one of the important dividends you reap with Barrett Asphalt Roofs. You can make the roof a real selling point with stylish Barrett Shingles in new decorator colors.

Your Barrett dealer will show you the complete line of colors and styles in economical Barrett Asphalt Shingles.



Barrett **SNOW WHITE** and pastel shingles, featured in the *Saturday Evening Post*, actually keep house cooler by reflecting the sun's heat. Here's a summer sales angle for builders everywhere.

BARRETT DIVISION
Allied Chemical & Dye Corporation
40 Rector Street, New York 6, N. Y.



BARRETT ROOFS

THE GREATEST NAME IN ROOFING



"Features like these will help sell 250 Laurel Homes for us" says home builder R. L. Deman about



Admiral®

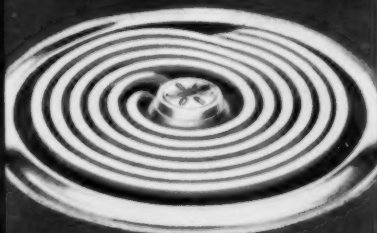
BUILT-IN ELECTRIC RANGES



UNLIMITED CHOICE of Surface Unit Settings—from lowest simmer to fastest boil; and all "in-betweens."



WON'T LET FOODS BURN, won't scorch pans. "ATC" Cooking Unit makes every pot and pan automatic.



KITCHENS STAY COOLER with Super-speed "Microtube" Units. Super-fast (bacon sizzles in seconds).



OUTDOOR-STYLE BARBECUING and roasting right inside the oven with King-Size Rotary Roaster.

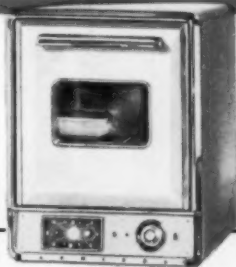


CUSTOM OVEN fits cabinet only 24" wide, yet is large enough to cook a 36-pound turkey automatically!

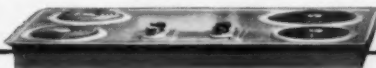


"ELEVATOR" BROILER RACK raises, lowers food at touch of a lever, without removing rack from oven.

"ADMIRAL OFFERS MORE FEATURES per dollar than any other competitive make," says R. L. Deman, builder of the 250-unit Laurel Homes Development in California. That is why Mr. Deman chose Admiral Built-In Electric Ranges.



ADMIRAL BUILT-INS add sparkling beauty to kitchens to help sell homes faster... cost less to install...offer greater flexibility to kitchen planning through a choice of three different cooking tops. Send coupon today for further details.



COLOR AT NO EXTRA COST! Big, feature-packed family size Admiral Refrigerator in Shell Pink, Sea Mist Green or Primrose Yellow at same low cost as in White (Model D800)! This bonus helps sell homes!

MAIL TODAY!

Admiral Corp. • 3800 Cortland St. • Chicago 47, Ill.

Please send me complete information on Admiral
 Built-Ins, Refrigerators, Freezers, Electric Ranges, Air Conditioners and Dehumidifiers.

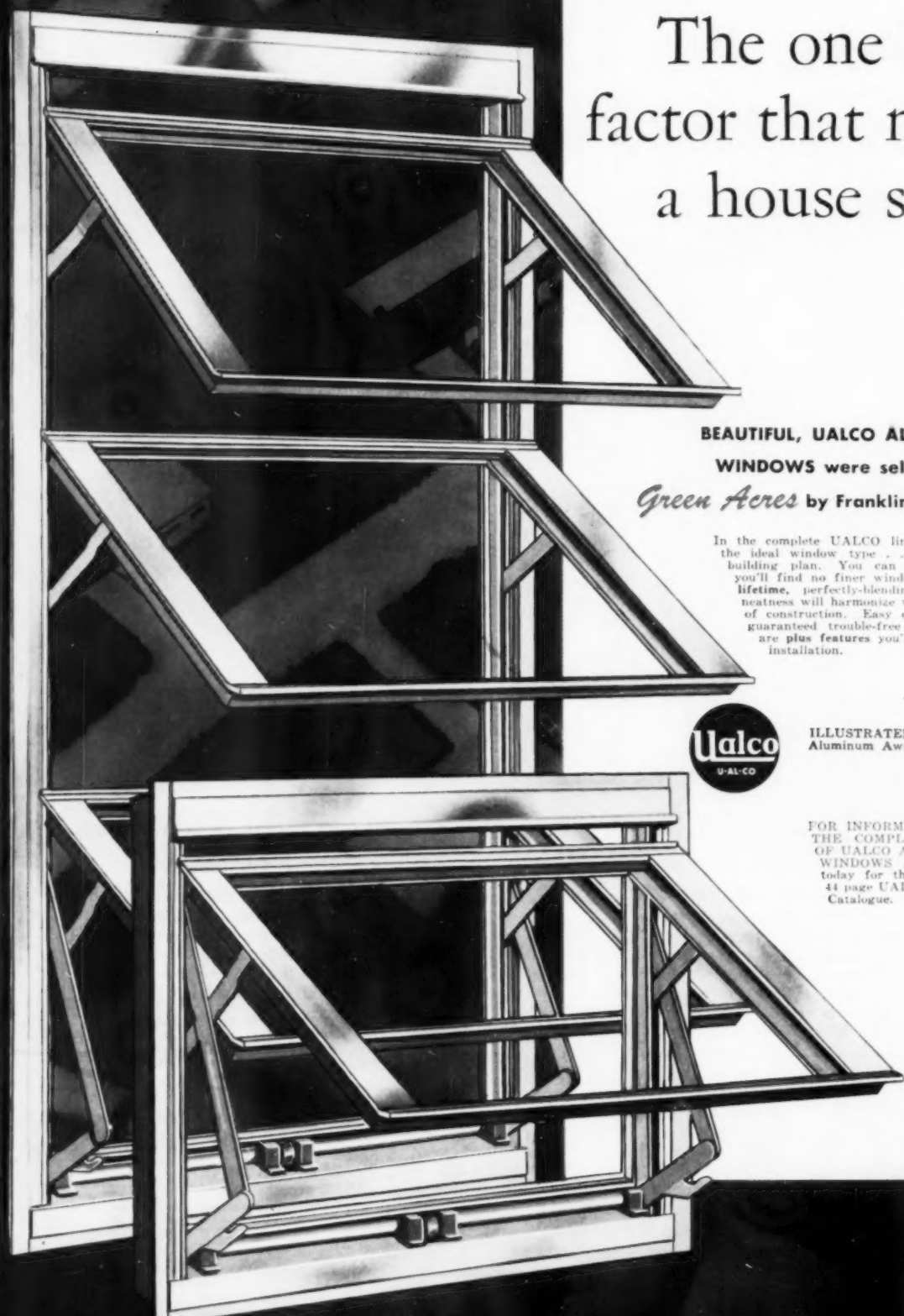
Name _____ Title _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

No. of Units Planned _____



The one big
factor that makes
a house sell!

BEAUTIFUL, UALCO ALUMINUM

WINDOWS were selected for

Green Acres by Franklin Builders

In the complete UALCO line you'll find the ideal window type . . . for every building plan. You can rest assured you'll find no finer windows . . . the lifetime, perfectly-blending aluminum neatness will harmonize with any type of construction. Easy operation and guaranteed trouble-free maintenance are plus features you'll add to any installation.



ILLUSTRATED the UALCO Aluminum Awning Window.

FOR INFORMATION ON THE COMPLETE LINE OF UALCO ALUMINUM WINDOWS . . . write today for the big, new 44 page UALCO Sweet's Catalogue.



Good Planning

Architects and builders doing the **BIG BUSINESS** today are using **GOOD WINDOW PLANNING** as one of their strongest selling points! It makes good sense . . . it's what the home-buyer wants!

The price tag doesn't make a house a home! Today's buyers are looking for all their own personal and private ideas faithfully wrapped up in brick, wood, mortar, stone and glass.

They're looking for beauty of line . . . good use of materials and architectural planning. They're looking for livability . . . built-in charm, comfort and good arrangement. In fact, good planning at every stage rears up as the answer to every important detail. Good planning makes a house a home . . . In the eyes of the buyer!

THE PART THAT WINDOWS PLAY is truly important. No other one factor enters so powerfully into the planning and building of today's houses. Look around you . . . look back over the years! Today's house is open . . . alight in the beauty and utility of good window planning! Today's house belongs to the whole area of living . . . **indoors and outdoors.**

GOOD WINDOW PLANNING BEGINS WITH UALCO WINDOWS of lifetime aluminum! With the complete UALCO line . . . double-hung, casement, ranch-wall, projected and awning types . . . you can create any custom window design you desire in the houses you plan and build. Every advantage of modern window engineering is built into the complete UALCO line . . . every pleasant concept of beauty in frame and sash construction . . . and every structural detail is perfectly designed for lasting quality and lifetime satisfaction.



SUBURBAN WILMINGTON'S MOST DRAMATIC NEW HOMES . . . each one a perfect example of good planning!

The builders of GREEN ACRES, high in the hills above Wilmington, Delaware, are Mr. Irving I. Medgeben and Mr. Leon Weiner of Franklin Builders of Wilmington. Their architect is Mr. Theo Brandow of Philadelphia. When completed, GREEN ACRES will be a beautiful setting for 400 exquisitely planned homes. Each home carefully calculated to provide the utmost in modern livability . . . each adding to the distinction of an already distinguished community.



LEON M. WEINER



IRVING I. MEDGEBEN

World's Largest Manufacturer of Aluminum Windows

Southern Sash

SALES & SUPPLY COMPANY, Inc.
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WAREHOUSE AND SALES OFFICES:
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ENGINEERING PLANNING SERVICE:
Specially designed to assist architects, engineers and contractors in making "take-offs" and solving their window problems.

QUIZ FOR TOP-FLIGHT

“DIRECT-TO-BUILDER” MANUFACTURERS’ REPS

WHAT 8-LETTER WORD MEANS
ONE SOURCE, FOUR COMPLETE LINES
AND UNLIMITED OPPORTUNITIES FOR REPS?



Built-in Ovens, Ranges & Hoods



Kitchen Cabinets & Formica Tops



Bathroom Vanities & Medicine Cabinets



Sliding Doors

THAT'S
A CINCH!

Only **NATIONAL** offers top-flight manufacturers' reps the opportunity to handle four outstanding lines, yet deal with only one source.

Only **NATIONAL** offers reps the opportunity to get in on the ground floor in select territories with an aggressive, hard-hitting company.

Only **NATIONAL** offers four completely new lines with every design and convenience feature imaginable to provide the rep with an opportunity to really earn what he's worth.

Only **NATIONAL** offers the rep the backing of an experienced, sales-promotion minded company to help make his job easier . . . most profitable.

AND ONLY NATIONAL MAKES THIS OFFER: if you feel you can do a bigtime job with builders with these four new lines, get in touch with us immediately. We're offering you an association with an aggressive, hard-hitting organization with the newest, most sought-after lines manufactured. **What can you offer in return?**

Write giving complete details.

The really aggressive Rep will telephone at once!

National

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KITCHENS
VANITY
DOOR

151 Ave. A, Bayonne, N. J. • HEmlOCK 6-8200

THE LATEST INFORMATION IS YOURS FOR THE ASKING

You'll find more than 30 catalogs of manufacturing firms listed below and on the following pages. For one-stop shopping use the reply card, page 158, and circle the items you want as you read.

RED CEDAR SHINGLES—Five new ideas on roof application of cedar shingles are now available in a colorful six-page folder. Featured in "Distinctive Roof Applications" are Dutch Weave, Thatch, Ocean Wave, Serrated and Pyramid roofs—all designed to add quality appearance at a minimum cost. From Red Cedar Shingle Bureau, Dept. AB, 5510 White Bldg., Seattle, Wash.

Circle No. 5059 on reply card, p. 158

AID TO COMPLETE WIRING—Rodale Manufacturing offers in its General Catalog No. 54 a complete up-to-date line of wiring devices for home, industry and community building. A 52-page catalog with illustrations and specifications. From Rodale Manufacturing Co., Dept. AB, Emmaus, Pa.

Circle No. 5060 on reply card, p. 158

DESIGN WITH WINDOWS—Use of fenestration as an important design tool is amply illustrated in a planning kit entitled "48 Ways Light Can Make Money For You." Plans feature 48 different modular window unit, for unlimited combinations in custom and prefab homes, schools, etc. From Fabrow Manufacturing Inc., Dept. AB, 7208 Douglas Rd., Toledo, Ohio.

Circle No. 5061 on reply card, p. 158

MISSISSIPPI GLASS—For residential and commercial use—in Catalog No. 56-R. A 12-page booklet describing Mississippi Glass Company's extensive line of the following: translucent glass, figured glass, structural corrugated. It gives the dimensions, advantages and functions of each product; is generously illustrated. Mississippi Glass Co., Dept. AB, 88 Angelica St., St. Louis 7, Mo.

Circle No. 5062 on reply card, p. 158

BAKELITE PLASTICS, RESINS—New information about properties and uses of these materials. The 12-page booklet summarizes technical data about the wide range of special and general purpose Bakelite phenolic, vinyl, styrene, polyethylene, fluorothene, polyester, silicone and epoxy plastics and resins, and Krene film and sheeting. Bakelite Co., Dept. AB, 260 Madison Ave., New York 16, N. Y.

Circle No. 5063 on reply card, p. 158

A BUILDERS' PORTFOLIO—Richmond Radiator Co. has published a portfolio designed to serve as reference guide to plumbing fixtures. Included is a 32-page catalog on vitreous china and cast-iron plumbing fixtures, samples of colors in the Richmond line, individual sheets showing typical installations of fixtures and an "idea sheet" for bathroom decoration. Richmond Radiator Co., Dept. AB, P.O. Box 111, Metuchen, N. J.

Circle No. 5064 on reply card, p. 158

FAMILY ROOM PANELING—Catalog illustrates how six treatments are prepared, applied and finished off. Folder also instructs on pre-use, storage, sanding, pre-staining and nailing of paneling for different species of pine and other woods. Western Pine Assn., Dept. AB, 510 Yeon Bldg., Portland 4, Ore.

Circle No. 5065 on reply card, p. 158

LOUVER DOOR DESIGNS—The latest Visador styles are published in a 21-page illustrated booklet. Included is a data sheet which gives additional information on the entrance and louver door designs shown. The Visador Co., Dept. AB, 8500 Sovereign Row, Dallas, Tex.

Circle No. 5066 on reply card, p. 158

POWDER-ACTUATED FASTENERS—Ramset has a new catalog including the following features: Fasteners are shown in full size and photographed. Fasteners are grouped with the tool for which they are intended, also divided into sections by surface. Guards are illustrated both photographically and in outline drawing. Olin Mathieson Chemical Corp., Ramset Fasteners, Inc., Ramset Div., Dept. AB, 12117 Berea Rd., Cleveland 11, Ohio.

Circle No. 5067 on reply card, p. 158

REVERE ON HOME BUILDING—Many virtues of copper, brass and aluminum as building materials for the home are presented in 2 colors in a 30-page booklet entitled "Building to Endure with Revere." Photographs and simplified detail drawings show specific applications in this field of these three metals. Revere Copper and Brass Inc., Dept. AB, 230 Park Ave., New York 17, N. Y.

Circle No. 5068 on reply card, p. 158

KEYLINE GARAGE DOORS—The Calder Mfg. Co., makers of a full line of upward-acting sectional garage doors, gives complete details on its new Keyline door in a free folder. The Keyline features Calder's Wedge Tight Track Action. Calder Manufacturing Co., Dept. AB, Lancaster, Pa.

Circle No. 5069 on reply card, p. 158

NEW BUILDING PRODUCTS—Macklanburg Duncan's 1956 catalog of quality building specialties is a 60-page booklet describing such products as weather strips, caulking compounds, moulding and trim, thresholds, screen door grilles, numbers and letters, sliding door hardware, aluminum levels, binding and edging. Macklanburg-Duncan Co., Dept. AB, Box 1197, Oklahoma City 1, Okla.

Circle No. 5070 on reply card, p. 158

STANLEY

Electric Tools



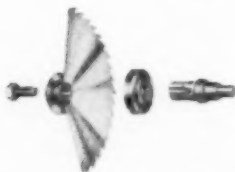
Heavy duty builders saws extra features... low prices

Here's a complete new line . . . 3 heavy duty builders saws with new work-saving features and new money-saving prices.

8" H85, Now only \$79.95, cuts 2 $\frac{3}{8}$ " at 90° 2 $\frac{1}{8}$ " at 45°

7" H70, Now only \$69.95, cuts 2 $\frac{3}{8}$ " at 90° 1 $\frac{3}{4}$ " at 45°

6" H65, Now only \$59.95, cuts 2" at 90° 1 $\frac{1}{2}$ " at 45°



Power plus protection!

Exclusive Stanley drive protects saw motor against impact shock when blade hits nails, etc., ensures full cutting power at all other times.

Extra, easy-to-use features of new Stanley builders saws are:

- Two position handle
- Polished dirt resistant finish
- Least blade exposure
- Stanley-made motors
- Anti-friction bearings
- "Tru-View" vision from both sides
- Easier depth adjustment
- Easier bevel adjustment
- New functional steel base



Ease of operation!

Exclusive Stanley blade guard makes starting cuts easy. Guard never sticks regardless of angle of cut . . . no "hang-up" or "drift" in starting.

Look for these fine saws at the Stanley Electric Tool distributor near you. For his name and address along with fully illustrated power tool catalog No. 12, write Stanley Electric Tools, 105 Myrtle St., New Britain, Conn.

STANLEY

Catalogs . .

COATED TARPAULINS—Latest information on new coated nylon tarpaulins in a new 16-page booklet issued by Amerotron Corp., a Textron American Company. "Facts About Coated Superlite" details its properties, advantages and specifications. Superlite, Dept. AB, Amerotron Corp., 1407 Broadway, New York 18, N. Y.

Circle No. 5071 on reply card, p. 158

TREND-SETTING KITCHENS—A 16-page, full-color book shows actual photographs of the newest kitchens in outstanding homes from all over the country. New built-in equipment, striking new color treatments and unusual kitchen layouts are featured. Revco Inc., Dept. AB, Deerfield, Mich.

Circle No. 5072 on reply card, p. 158

REMCON REMOTE CONTROL DEVICES—A new 16-page booklet describes Remcon's self-energized remote control devices, said to be light years ahead in multipoint switching—a low-voltage relay with a built-in transformer. Booklet shows in colored diagram and step-by-step drawings how simple Remcon is to install. Pyramid Instrument Corp., Remcon Div., Dept. AB, Lynbrook, N. Y.

Circle No. 5073 on reply card, p. 158

OPEN-WEB STEEL JOISTS—A new 20-page bulletin gives description and states properties and advantages of lightweight open-web steel joists for floor and roof supports. Design data and load tables included. Illustrations of accessories and installation data for builders. Joseph T. Ryerson & Son, Inc., Dept. AB, P. O. Box 8000-A, Chicago 80, Ill.

Circle No. 5074 on reply card, p. 158

HINGES FOR MODERN BUILDINGS—A new 8-page catalog that describes and illustrates a representative variety of the hinges for churches, schools, hospitals, libraries and commercial buildings. McKinney Mfg. Co., Dept. AB, 1715 Liverpool St., Pittsburgh 33, Pa.

Circle No. 5075 on reply card, p. 158

PLYWOOD PRODUCTS—For builders and architects, describes standard fir plywood; construction plywood (interior and exterior); six decorative plywoods, and veneer faced plywood in birch, Philippine mahogany and knotty pine. Associated Plywood Mills, Dept. AB, P. O. Box 672, Eugene, Ore.

Circle No. 5076 on reply card, p. 158

TO INSTALL MINERAL WOOL—How to install mineral wool pneumatically is the subject of an 8-page illustrated manual of the National Mineral Wool Association. Gives step-by-step procedures with photographs and drawings, methods to follow in insulating attics, roofs, sidewalls, basements, crawl spaces. Ask for Research Bulletin 29, National Mineral Wool Assoc., Dept. AB, 2906 Americas Bldg., Rockefeller Center, New York 20, N. Y.

Circle No. 5077 on reply card, p. 158

FENESTRA BASEMENT WINDOWS—Fenestra basement and utility windows, screens, storms and lintels are featured in a new 8-page, two-color folder. Twelve-gauge steel forms for installing Fenestra basement windows in poured concrete walls are also covered. Detroit Steel Products Co., Dept. AB, 3101 Griffin St., Detroit 11, Mich.

Circle No. 5078 on reply card, p. 158

SCREEN OR COMBINATION DOOR—Called "Com-o-dor," products is described in a four-page booklet. For use in both Southern and Northern climates. Ideal as a screen door, it is easily converted to a perfect door for all weather use, by adding an "accessory" storm sash. Carr, Adams & Collier Co., Dept. AB, Dubuque, Iowa.

Circle No. 5079 on reply card, p. 158

GLASS FIBER PRODUCTS—New catalog with a complete, condensed explanation of firm's many products and their applications. Describes and illustrates uses of Microlite and Super Fine blanket insulations for thermal and acoustical treatments, as well as Microflex compressed board, a resilient cushion material. Ask for Form WPD-11, L. O. F. Glass Fibers Co., Dept. AB, 1810 Madison Ave., Toledo, O.

Circle No. 5080 on reply card, p. 158

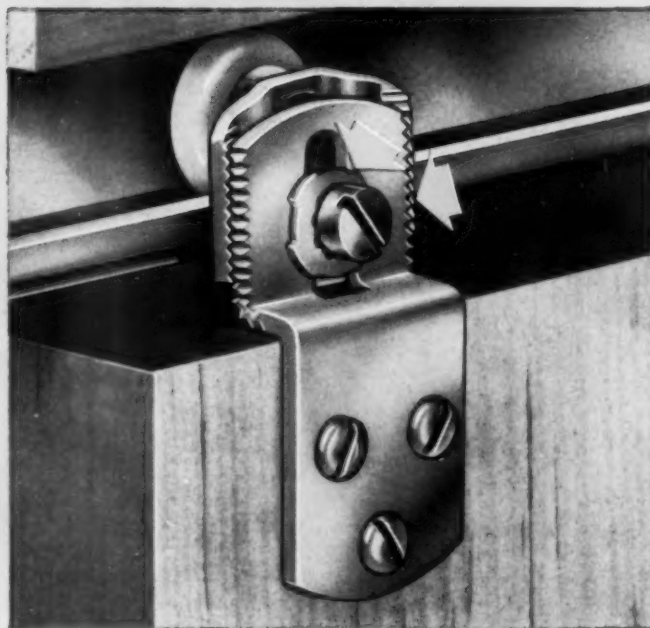
WARNING LIGHTS, BARRICADES—New 2-page catalog describes Flasher Safety Light traffic warning lights and barricades. The new 3-color catalog sheet is illustrated with action photos, line sketches and cut-away drawings. Ask for catalog LL-1677, R. D. Fageol Co., Dept. AB, P. O. Box 328, Kent, Ohio.

Circle No. 5081 on reply card, p. 158

FLUSH SECTIONAL DOORS—A colorful new 6-page brochure illustrates new line of Graham Flush Sectional doors. A specifications and installation chart provides a working plan for pre-planning. Graham Door Sales Co., Dept. AB, 6901 Carnegie Ave., Cleveland, Ohio.

Circle No. 5082 on reply card, p. 158

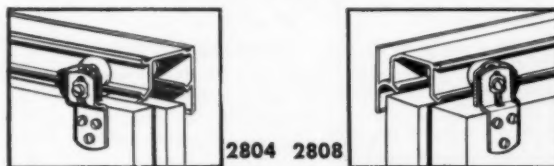
STANLEY Hardware



Key to easier installing of by-passing doors

Take a close look at the serrations, machine screw and lock-washer on the hanger pictured above. You can now use them to tremendous advantage in installing sliding doors. They'll let you make up to $\frac{3}{8}$ " vertical corrections *without loosening the three installation screws!*

The hanger itself is part of Stanley's new 2800 hardware — one set designed for *both* $\frac{3}{4}$ " and $1\frac{3}{8}$ " by-passing doors. This set is loaded with extras for the installer's convenience — from the jump-proof track that needs only $1\frac{3}{8}$ " headroom, to the adjustable floor guide to fit any width door.



2804 2808

These new sliding door tracks have built-in header trim, eliminating the labor formerly needed to install separate trim. Like the 2800, the sets are for 4', 5', 6', or 8' openings. 2804 for $\frac{3}{4}$ " by-passing doors, 2808 for $1\frac{3}{8}$ " doors.

See these sets at your dealers now. Write Stanley Hardware, 105 Lake St., New Britain, Conn., for free copy of 8-page folder G-38.

STANLEY

Select **LUFKIN** WHITE CLAD

for
faster,
easier,
more accurate
measurements

SUPER MEZURALL

Sturdy $\frac{1}{2}$ " line . . . 10 and 12 ft. lengths . . . 16" centers indicated . . . marked feet and inches one edge, consecutive inches on other edge . . . extra-long adjustable hook . . . featherweight case.



REGULAR MEZURALL

Featherweight case is lightest yet strongest die cast case made . . . $\frac{1}{2}$ " snow white line with jet black figures . . . wears extra long because of tough clear plastic coating . . . 6, 8, 10 and 12 ft. lengths.



FREE "SEE THRU" BOX

All White Clads are packed in a handy reusable plastic box.

BANNER WHITE CLAD

Snow white $\frac{1}{2}$ " line made of bondarized tempered steel for long wear . . . graduated feet, inches and 8ths . . . rugged welded steel case covered in durable vinyl . . . 25, 50, 75, 100 ft. lengths.



348

BUY **LUFKIN** TAPES • RULES • PRECISION TOOLS
AT YOUR HARDWARE OR TOOL STORE
THE LUFKIN RULE CO., SAGINAW, MICH. • BARRIE, ONTARIO

LEARN TO ESTIMATE

You can estimate building construction costs quickly and accurately, and bid on profitable commercial and industrial jobs without worry about "What did I leave out?" or "Am I bidding too high, or worse yet, too low?". Become a successful building contractor by devoting some spare time to the study of our estimating course.

WHAT WE TEACH

We teach you to read plans, list and figure the cost of materials, estimate the costs of labor, and the other things that you need to know to bid on construction work with confidence. The labor cost data that we supply is not vague and theoretical—it is specific, complete, and accurate—it gives you the actual cost of labor required to do work in your locality at today's wage scales. We teach you to prepare estimates complete in every detail.

OUR GUARANTEE

Best of all you don't need to pay us one cent unless you decide that our course is what you need and want. We will send you plans, specifications, estimate sheets, cost data, and complete instructions for ten days study, so that you can see for yourself what this course can do for you. Mail the coupon today—we will do the rest.

CONSTRUCTION COST INSTITUTE

Dept. A556—Box 8788
University Station—Denver 10, Colorado

Send me your course on how to estimate building construction costs for ten days study. If I decide to keep it, I will send you \$19.75 (payable in two monthly payments) as full payment. Otherwise I will return the course, and there is no further obligation.

Name _____

Address _____

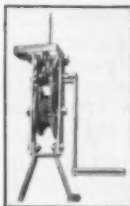
City _____ Zone _____ State _____

Sasgen

"CAM-LOCK" SCAFFOLD WINCH

takes the FALL out of rope and fall swing staging!

- assures maximum job safety
- close-fits cornice hook
- eliminates ropes . . . cuts costs



PATENTED SASGEN CAM-LOCK AND PAWL DESIGN

- permits fast raising
- limits letdown to 30-40 RPM
- positively stops runaways



Sasgen 500-lb. capacity single line winch shown . . . holds fifty feet of $\frac{1}{16}$ " steel aeronautic cable. Long-famous Sasgen construction: all steel, bronze bushed drum and pinion shafts. Weight without bail and cable: about 10 lbs.

"Cam-Lock" Winch shown on new Sasgen Bail at right . . . can be furnished for use with old style bail. Write for data.



SASGEN DERRICK COMPANY

3103 GRAND AVENUE • CHICAGO 22, ILLINOIS

Catalogs . .

PLASTIC PIPE—A new 28-page bulletin, No. 24, is now available describing National (polyvinyl chloride) Plastic Pipe. Complete installation procedures and chemical resistance are included. National Tube Div., United States Steel Corp., Dept. AB, 525 William Penn Pl., Pittsburgh, Pa.

Circle No. 5083 on reply card, p. 158

ROLLING DOOR HARDWARE—A new 12-page Catalog No. T-55 is now available describing the complete line of residential rolling door hardware manufactured by Washington Steel Products. Describes wheels and hangers, aluminum track, steel track and rolling door accessories. Washington Steel Products, Inc., Dept. AB, Tacoma 2, Wash.

Circle No. 5084 on reply card, p. 158

"MAGIC LINK"—A new 4-page, two-color brochure describes the new Modernaire Awning Type Convertible wood window with the "Magic Link" operator release. Brochure provides complete size, installation and accessory information. Modernaire Corp., Dept. AB, 8400 Kinsman Rd., Cleveland 4, Ohio

Circle No. 5085 on reply card, p. 158

HEATING-COOLING CONDITIONER—A new 8-page illustrated bulletin is now available describing Webster Heating-Cooling Conditioners. Contains dimensions, heating and cooling capacities, control arrangements and specifications. Both air-cooled and water-cooled chillers and a water tower described. Warren Webster & Company, Dept. AB, Camden, N. J.

Circle No. 5086 on reply card, p. 158

REINFORCED PLASTICS—American Cyanamid Co. is responsible for this 38-page illustrated catalog on the history and uses of reinforced plastics. Available from American Cyanamid Co., Plastics and Resins Div., Dept. AB, 30 Rockefeller Plaza, New York 20, N. Y.

Circle No. 5087 on reply card, p. 158

FOR SCHOOL BUILDERS—How to achieve more for your money with the modern wood school demonstrated in a 25-page booklet of the National Lumber Manufacturers. Progress in structural design with wood is one of ten fully illustrated features. National Lumber Manufacturers Association, Dept. AB, 1319 Eighteenth St., N.W., Washington 6, D. C.

Circle No. 5088 on reply card, p. 158

(Continued on page 193)



trial by fire in a gourmet's workshop

POMONA TILE

All is poised in anticipation of sampling a culinary triumph. A sizzling, scorching, red-hot skillet is whisked from fire to tile top. No need for worry! This kitchen deck surface, fashioned of Pomona Tile's flint-hard Perma-glaze, really defies abrasions, highly potent acids, and red-hot temperatures. That's why Pomona Tile is the natural choice for installations surrounding built-in ranges. Color is Sandalwood, softly rich, handsomely textured in the popular 6"x 4 1/2" size. For client satisfaction, it's always smarter to specify Pomona Tile.

Write for free catalog with actual tile samples of full line of colors.

POMONA TILE MANUFACTURING CO.

629 N. La Brea, Los Angeles 36, Calif. • Webster 8-3861

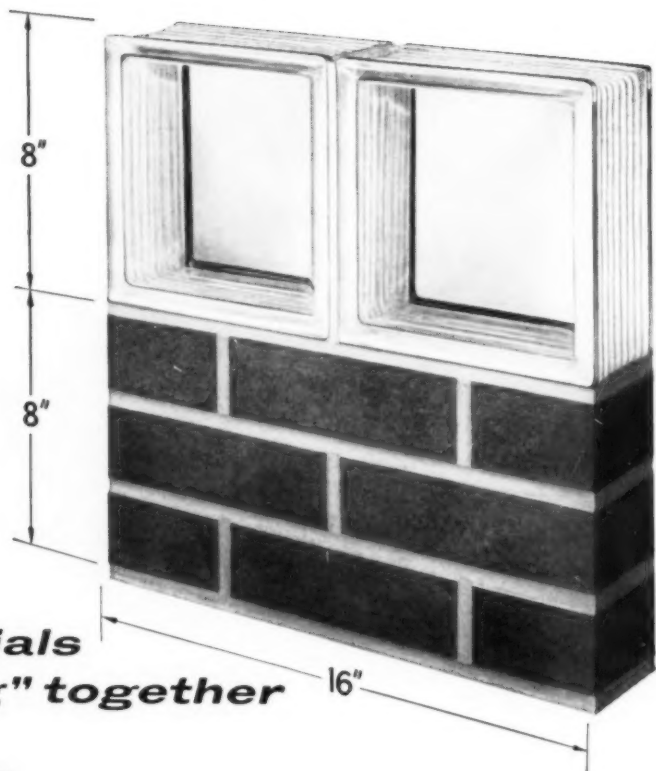
Seattle • San Francisco • Pomona • Long Beach • Arkansas City, Kan. • Houston • St. Louis
Phoenix • Salt Lake City • N. Hollywood • N. Kansas City, Mo. • Chicago • Denver • Dallas

OWENS-ILLINOIS GLASS BLOCK

AND

MODULAR BRICK

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




Glass block and modular brick "fit." Two 8" glass block are easily substituted for six standard modular brick; two 8" block can be used in place of a standard concrete block. When you use glass block in side walls you have no delays in construction. They go in at the same time as the rest of the masonry.

Owens-Illinois Glass Block are handled in the same way as modular brick and concrete block—same mortar materials and similar laying technique . . . go in at the same time.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for you to handle. Panels can be made to fit any size opening . . . no frame is necessary. Because Owens-Illinois Glass Block have a specially designed corrugated mortar-bearing surface, you benefit from cheaper and faster masonry construction. And only Owens-Illinois Glass Block have this design feature.

To save you additional time and money, all mortar-bearing surfaces on O-I Glass Block are pre-coated with a special grit material for easy installation and all exterior faces have O-I's "magi-clean" finish for easy cleaning.

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.

OWENS-ILLINOIS GLASS BLOCK
AN  PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Catalogs . .

(Continued from page 190)

PRE-FAB MODELS—Pre-Bilt Construction Inc. offers a selection of literature on cottages, garages and their best-selling "Kent" model, a 3-bedroom house. Prices range from \$7,000 to \$12,000 complete. More information available from James Blum, Dept. AB, Pre-Bilt Construction Inc., Box 344, State Road Rte. 6, North Dartmouth, Mass.

Circle No. 5089 on reply card, p. 158

UTILITY CABINET — A new 4-page folder describes the many uses of Glidoor utility cabinets. These versatile cabinets can be used in laundry, game room, kitchen, powder room, workshop, bathroom, or dining room. Specifications and installation procedures are included. Tracy Kitchens, Div. of Edgewater Steel Co., Dept. AB, P.O. Box 1137, Pittsburgh 30, Pa.

Circle No. 5090 on reply card, p. 158

DAMP-PROOF PAINT—A new damp-proofing paint, "Vaportite," which permits release of absorbed moisture but repels incoming water, is one of 13 products described in the Manual of Floor Patching and Underlayment Materials. Technical information on all sub-surfaces which require patching. Allied Compositions Co., Inc., Dept. AB, 11-15 44th Road, Long Island City 1, N.Y.

Circle No. 5091 on reply card, p. 158

COLD-APPLIED BUILT-UP ROOF—A 12-page catalog that includes detailed application instructions for putting on a new cold-applied built-up roof has just been issued. It also includes materials required for taking care of almost any type of roof or damp-proofing problem. Gedwin Industries, Inc., Dept. AB, 214 Spring St., Michigan City, Ind.

Circle No. 5092 on reply card, p. 158

ALUMINUM PIPE—A new 18-page booklet, "Aluminum Pipe and Fittings" describes the product's characteristics and advantages for each of its major fields of application. Specifications, description of fittings, and methods of installation are included. Aluminum Co. of America, Dept. AB, 1501 Alcoa Bldg., Pittsburgh, Pa.

Circle No. 5093 on reply card, p. 158

Rust is a HORRID word!

STORMGUARD

NAILS

Eliminate Stains and Streaks



Asphalt Shingle Roofing—R102



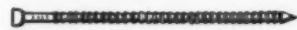
Cedar Shingle Roofing—R112



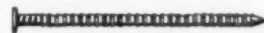
Metal Roofing—R134S



Wood Siding—S206A



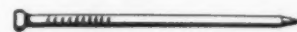
Cedar Shakes—S235A



Asbestos Siding—S214A



Insulated Asphalt Siding—S245



Finishing Nail—T315

Illustrations are slightly smaller than actual size

Everyone in the building business knows the headaches, bad feelings and expense which can be caused when the careless use of ordinary nails results in stains and streaks on costly siding and trim.

Stormguard Nails are specialized stain-resistant fasteners that prevent these troubles . . . for a cost at least one-third less than most non-ferrous nails. Designed in 85 sizes and types, Stormguards are engineered for specific nailing jobs with roofing, siding and trim; double-dipped in molten zinc to resist rust.

Stormguards drive well, hold anchor-tight and eliminate stains without counter-sinking or puttying. They are designed to meet FHA requirements.

Easy to stock, easy to sell, easy to use—Stormguards are packed in convenient 5 lb. cartons, clearly labeled to avoid mixing on the job and to reduce waste. They're readily available in standard gauges and lengths, plain or anchor (ring) shanks. Sizes are right for each purpose, as recommended by trade associations.

Stock, sell and use Stormguards now. Order from your jobber, or write direct

WRITE FOR FREE HANDBOOK

Get all the facts in this handy booklet. Request free sample nails in desired types or sizes. Get the full story.



W. H. MAZE COMPANY

PERU 3, ILLINOIS





1. IT ALL STARTED IN CHICAGO at the NAHB show. Thousands of builders heard Perfection's extra profit story for the first time and the verdict was unanimous. "Here's a way to buy heating and cooling equipment that makes real sense!"



2. PERFECTION'S "BIG BOOK" TOLD THE STORY (the lady in white helped, too). The response to this new way to buy heating was so overwhelming that we're repeating it in these pictures.

We repeat...

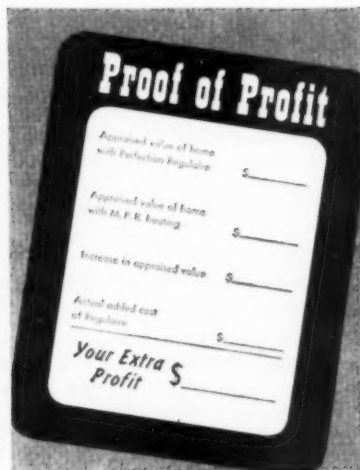
BUILDERS GUARANTEE THEMSELVES AN EXTRA PROFIT ON EVERY HOUSE!



3. STOP trying to save a couple of bucks on buying furnaces. Start making a healthy profit on them instead. That's what Perfection says and here's the sure way to do it...



4. PUT IN THE FURNACE YOU CAN MAKE MONEY ON in more ways than one! That's a Perfection with Regulaire Modulated Heat... the only way to insure full-time comfort clear to the floor.



5. THERE'S NO MYSTERY about how builders can make extra profit with Regulaire. Houses equipped with Perfection furnaces bring a bigger loan appraisal. You can figure out the profit for yourself.



6. BUILDERS CAN CASH IN ON THE SUMMER COOLING TREND, TOO. It's a big "plus"... a good tie-in sale. And besides, Perfection gives more cooling per kilowatt. Unique new method drastically cuts installation time and costs.



8. FEATURING A BETTER FURNACE can help you sell the house. It's happening every day with Perfection with Regulaire. And you get an extra selling push when you use the unique "Guaranteed Comfort" home-selling aids offered only through your Perfection dealer-contractor.



10. WELCOME IS A GREAT WORD . . . and every prospective buyer that enters a "Guaranteed Comfort" home gets a warm welcome the minute the front door is opened. Even the red sheathing paper that protects the floors says "welcome". It's all a part of Perfection's home merchandising program for builders.



7. GREAT NEW HOME SELLING IDEA helps sell homes faster. "GUARANTEED COMFORT" assures prospects that *their* welfare is a prime consideration. Builders automatically qualify for this "hot" new promotion by using Perfection Regulaire equipment . . . engineered, figured, installed and serviced by local Perfection *guaranteed* dealers.



9. FIFTY PERCENT OFF. Perfection Regulaire furnaces and cooling units are furnished for model homes at exactly *half* the regular cost. (How many model homes will you have?)

Simple story, isn't it? But a sweet one for every builder!

What it adds up to is **EXTRA PROFIT** in your pocket on every Perfection Regulaire furnace you put in . . .

• **A NEW HOME** • **A MODERNIZATION JOB**

Start *making* money on the furnaces in *your* homes. See your Perfection dealer or write to Perfection Industries, Division of Hupp Corporation, 7707-B Platt Ave., Cleveland 4, Ohio.

TALK TO

Perfection

AUTOMATIC HEATING / SUMMER COOLING



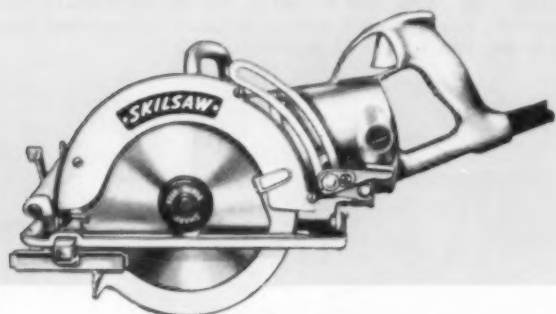
New! Improved!

GREATEST SKIL SUPER-DUTY SAW VALUES

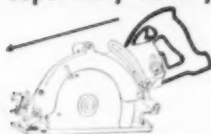
Offer Better Performance, Easier Handling, Longer Service!

Increased power and speed—plus lighter weight—make SKIL Model 77 and 825 Saws the cutting champions! Now these famous SKIL Super-Duty Saws offer additional, *brand-new* advantages. New SKIL superiority that brings you even greater cutting smoothness, stamina, safety and handling ease!

SKIL assures unmatched new performance on all cuts, through all materials, in residential and heavy construction work. Try this unequalled super-duty cutting. Let a demonstration prove how these powerful yet lightweight saws give easier, faster, safer cutting—and *keep* cutting longer!



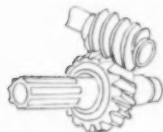
Brand-new SKIL features make these super-duty saws your better-than-ever buys!



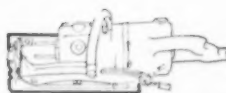
• **New Contour Handle!** Improved to assure most comfortable grip! Avoids strain even through long, rough and steady use.



• **New Variable Torque Clutch!** For the first time, a clutch that really works! Eliminates kick-back, protects against tool damage. Foolproof, completely dependable.



• **New Improved Gearing!** Advanced design gives more gear contact for higher efficiency, long service, quieter operation.



• **Heat-Treated Aluminum Foot—40% Stronger!** Comparable to steel in yield strength, yet lightweight. Remains true and accurate under hardest use.

Plus these famous SKIL Super-Duty advantages!

- Telescoping Guard for safety • All Ball-bearing to reduce friction • Full-Size Top Handle for control • Blade visible at cut for accuracy • Foot Design permits right or left cuts • Sawdust Blower for clear sighting • Rugged, high-speed universal motors

BIG SKIL INTRODUCTORY OFFER
\$22⁵⁰ TRADE-IN
ON YOUR OLD SAW!

It's the talk of the building trade! Your chance to make big savings on a matchless SKIL Super-Duty Saw value! A \$22.50 cash allowance for your old saw—regardless of make, age, or condition—when you purchase SKIL Model 77 or 825! Exchange your old saw for the finest, most advanced saw you can own, *and save \$22.50!* Hurry! Offer must close July 31, 1956!

SKIL Model 77 (7¼" Blade—Super-Duty)—Brand-new features mean smoother performance, easier handling, longer life. Speed already increased to 4500 r.p.m. and weight cut to 15½ lbs. Power output boosted 100%. Depth of cut 2¾"—bevel cuts 2" dressed lumber at 45°. Preferred for all-around carpentry—the standard for general construction. Cuts wet lumber and all other tough materials, such as metal, stone, compositions.

Price, Model 77 (less case)..... \$115.00
Trade-in Credit..... 22.50
YOUR COST, ONLY.....\$ 92.50

SKIL Model 825 (8¼" Blade—Super-Duty)—Outstanding new features! Speed boosted to 4000 r.p.m. and weight reduced to 16½ lbs. Power increased 107%. Depth of cut 2¾". Bevel-cuts 2" rough lumber at 45°. A powerful, super-duty saw, ideal for use on either residential or commercial construction. Powered to cut 2" rough lumber easily—wet or dry. Also many other tough, resistant materials.

Price, Model 825 (less case)..... \$135.00
Trade-in Credit..... 22.50
YOUR COST, ONLY.....\$112.50



SKIL Introductory Trade-In Offer Good At All Authorized Distributors. Call the One Nearest You Today!

FREE! Mail Coupon Today!

SKIL
PORTABLE TOOLS

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

SKIL Corporation, Dept. AB-56

5033 Elston Ave., Chicago 30, Ill.

I'm interested in \$22.50 trade-in savings!

Please advise name of nearest SKIL Distributor.

Have a salesman call to make a demonstration.

Name _____

Company _____

Street _____

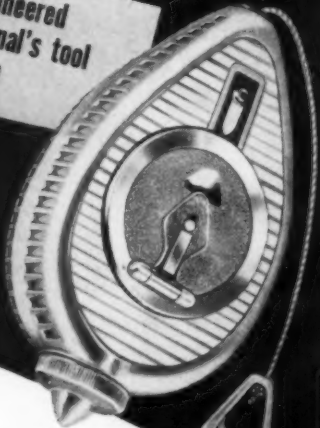
City _____

Zone _____ State _____

NEWLY DEVELOPED EVANS
CHALK line
PLUMB line

—precision engineered
—real professional's tool
—a popular price

RETAIL ONLY
\$1.49
50 ft.



More features than any other Chalk Line made!

- Built-in Plumb Bob tip for easy one-man work.
- Slide action brake separate from rewind handle. Automatically unlocks on rewind.
- Sturdy die-cast aluminum case practically indestructible.
- Easy to fill. 1/4 turn screw opening - won't come loose accidentally.
- Hook ring for one-man chalking and plumbing.
- Rewind handle folds flush.
- Unconditionally guaranteed.
- Available with 50-ft. and 100-ft. lines.

STOCK EVANS CHALK CARTRIDGES
Spill-proof refills

Perfect for use in any Chalk Line. Retail 10¢ each - one full ounce and Evans Replacement Lines - wound on reusable plastic reel. 50 ft. 25¢ retail.

RETAIL **\$1.49**
FROM 6 ft.

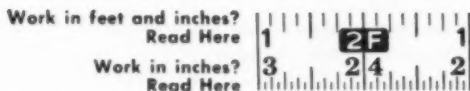
EVANS KING-SIZE
6, 8, 10, 12-ft. TAPES

Stand Up Straight for One-Man Measurements



Now, long upright measurements are easy and accurate with these new Evans King-Size Tapes. 33% wider blade (full 3/4") stays straight up - does not bend or buckle! Free belt clip for handy carrying, and Free Tenite Utility Case with every tape. Self-adjusting sliding end hook always starts at zero for accurate inside-outside measuring. Stock all four sizes for multiple sales!

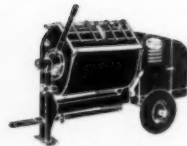
FAMOUS EVANS DOUBLE MARKINGS



Evans RULE CO.

400 Trumbull St. • Elizabeth, N. J.

MULLER MACHINES
combine
high quality with
low price



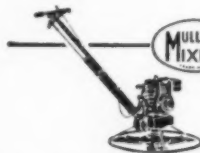
PLASTER and MORTAR MIXERS

Five sizes, 2 to 10 cu. ft. Electric or gasoline. Muller Lifetime Paddle Shaft Seal. Power throwouts on smaller models, disc clutch on larger. Rubber scraper blades optional.



CONCRETE MIXERS

Three models, 3 to 6 cu. ft., tilting type. Ample drums, fast mixing action. Timken Bearings, electrically welded construction. Electric or gasoline.



POWER TROWELS - Sizes 24", 29", 34" and 44" dia., B & S Engines. Stationary guide ring. Clutch and speed controls on handle.

Ask for prices and name of local dealer. You will be agreeably surprised with Muller's low prices.

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Metuchen 4, N. J. Cable Address MULMIX

KEES GALVANIZED METAL BUILDING CORNERS
Made for the Job!

There's a Kees building corner made especially for the job, whether the construction is of wood or of hardboard siding.

Corner for hardboard construction

Made of 28 gauge zinc coated steel, Kees corners make possible that "mitered look" without the slow, expensive work of cutting and fitting the ends of the siding. Metal corner is unnoticed after building is painted.



Two corners for typical wood construction

Lower flanges overlap and make tight joints. Joints can't pull part, and moisture can't rot the corner because it is completely covered.



Sizes and patterns available for all widths and thicknesses of lap siding and various patterns of drop siding, in addition to sizes made especially for hardboard.

ORDER FROM YOUR JOBBER
Write P.O. Box 600 for Free Catalog

"Since 1874"



F. D. KEES MFG. CO.
BEATRICE NEBRASKA

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Shure-Set

the hammer-in fastening method



*Fasten to concrete or steel,
to brick or block,
in $\frac{1}{2}$ the time and $\frac{1}{3}$ the cost*

■ MAKES FASTENING JOBS EASY

Now you can fasten wood and steel to concrete, steel, cement block and other hard materials—with a sure, easy, positive tool that holds fasteners firm!

Shure-Set uses no outside power; it makes your hammer power more effective. Just insert fastener in tool and drive it accurately in place. One tool sets any length fastener in two diameters, $\frac{1}{4}$ " and $\frac{3}{16}$ "—a duo-barrel tool!

Serves all fastening requirements which are too tough to nail and too light to require RAMSET®, the original powder-actuated fastening system. Especially suited for use in cement block, cinder block and in mortar joints between tile and brick. Sets fastener with pin-point accuracy.

■ SAVES TIME AND MONEY, TOO

Not only does Shure-Set anchor fasteners straighter, deeper and stronger—it does the job quicker and at $\frac{1}{5}$ the cost of old-style methods.

It's a required tool for every construction job using light concrete or steel. Write today for details, prices, and the name of your nearest dealer:

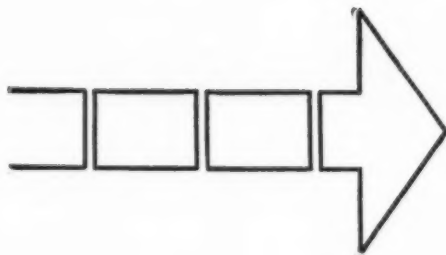
Shure-Set is designed especially for these and countless other uses, by:

- | | | |
|---|---|--|
| ■ carpenters, for shelves, paneling | ■ ornamental iron columns, window guards | ■ maintenance men partitions, shelving |
| ■ electricians conduit, wire mold | ■ lathers & plasterers channels, corner beads | ■ interior decorators carpet strips, brackets |
| ■ general contractors furring strips, wire mesh | ■ plumbers straps, ducts, brackets | ■ telephone companies panel boards, wire clips |
| ■ sheet metal workers downspouts, hangers | ■ sign erectors metal, enamel, wood | ■ plant protection relays, clips, conduit |

Shure-Set... BY THE MAKERS OF *Ramset*®
Ramset Fastening System
WINCHESTER-WESTERN DIVISION
OLIN MATHIESON CHEMICAL CORPORATION

12113-E BERE A ROAD

CLEVELAND 11, OHIO



**MADE
LIKE A
CRAFTSMAN
WANTS**

ARB

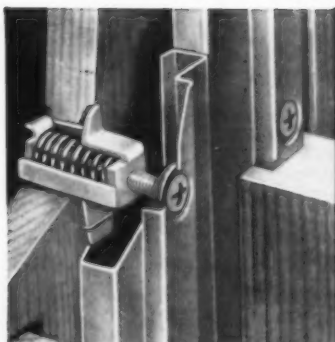
QUICK-
LIFT-OUT
ADJUSTABLE
BALANCED

WOOD WINDOWS

Your reputation as a supplier of quality windows is *safe* with A.R.B. Sound design is one reason. Fine craftsmanship is another. The pictures at the left supply solid proof.

A.R.B. Wood Windows slide "smooth as silk" — and as quietly. To offset wood shrinkage and swelling, the positive adjustment—spring loaded *metal* screws turning in *metal*—is as easy as turning a key. Where a balance is desired, the "Finger Lift" is silent, simple, sure.

Craftsmanship has *satisfied* more than 1½ million A.R.B. Wood Windows buyers. The building trades like them, too.



DOUBLE-HUNG. The entire tension unit consists of an aluminum box installed on the left frame. All A.R.B. aluminum is smooth, for easy, silent window operation. Weather-stripping is not necessary.



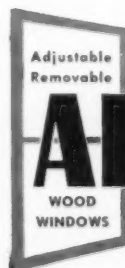
GLIDER. Showing the upright aluminum weather seal, and the well braced aluminum combination track and sill protector. (The protector is provided with drain holes to prevent the accumulation of moisture.)



To disconnect the Balance (for window removal) the tiny plunger is pressed and held as the window is raised. To reconnect, the window is replaced and shut. The Balance spring is sound-deadened.

See your lumber dealer, or

WINDOW

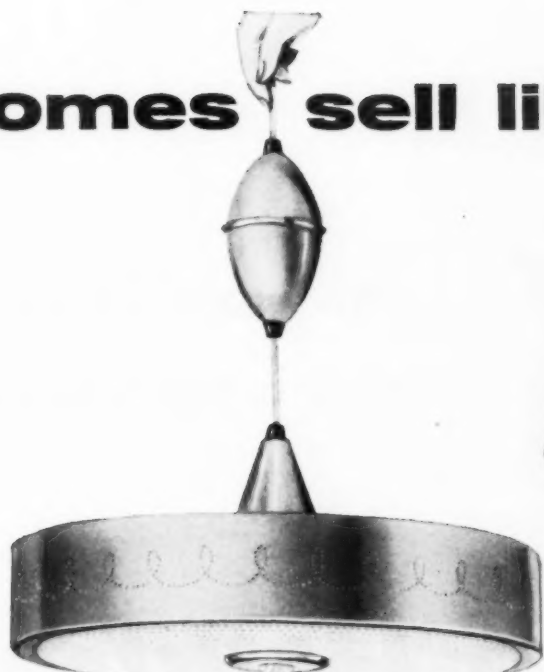


SALES CO.

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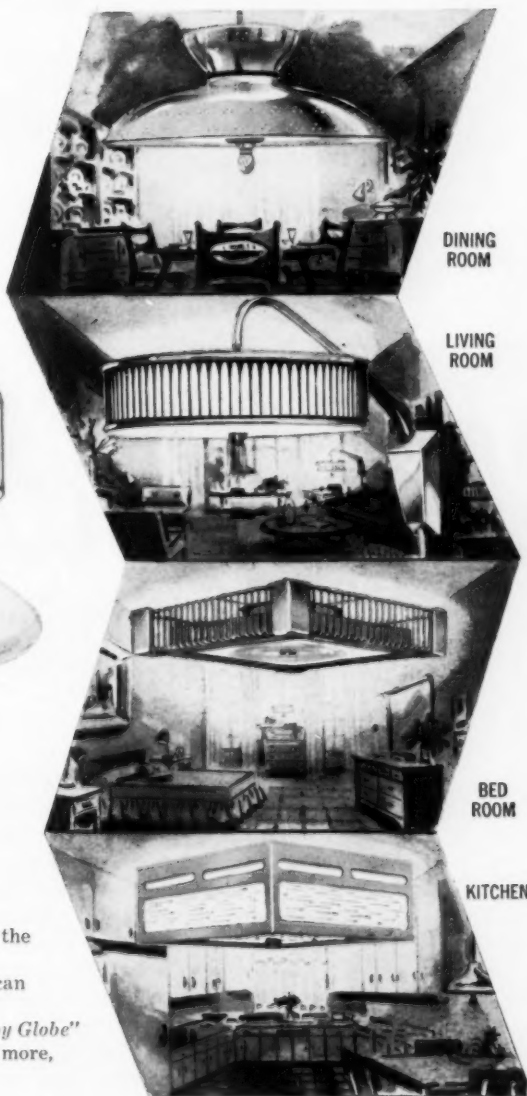


when you light them

with

GLOBE

The homes you build are bound to sell faster when they include quality lighting fixtures by GLOBE. Here's why. The lighting "plus" that Globe adds to your homes is just the thing to sell today's quality-conscious customers and keep them sold! Home buyers have learned that better lighting can make a world of difference to every room in their home. And builders everywhere are finding that "better lighting by Globe" are just the buy-words to close the sale for them... What's more, it takes so little to add so much in style, in value, in *saleability*... with GLOBE.



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LIVING ROOM

BED ROOM

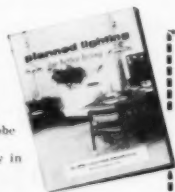
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of the American
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FREE — Send for the new full color catalog featuring the complete and comprehensive Globe line. It's a portable lighting showroom that features nearly 200 fixture illustrations, many in colorful room settings.



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Yes, please send me the 44-page full color Globe Lighting catalog, "Planned Lighting for Better Living", plus the name of my local Globe distributor.

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West Coast Hemlock

An ideal lumber for framing and sheathing

● In the Pacific Northwest grows a species of Hemlock that is superior to Hemlocks grown elsewhere in its yield of high quality, multi-purpose lumber.

To the natural superiority of this West-grown species, extra values are added by Weyerhaeuser processing. Through careful selection and logging . . . forest products research . . . modern milling equipment . . . scientific seasoning . . . our mills produce a wide variety of fine Hemlock lumber items.

Weyerhaeuser 4-Square West Coast Hemlock dimension is excellent for framing because it is strong and stiff. The stress grades of Hemlock dimension include 1600 f Select Structural,

1450 f No. 1 and 1100 f No. 2.

Boards of Weyerhaeuser 4-Square West Coast Hemlock are good sheathing items and serve dependably and economically for a wide range of other uses.

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decorative lighting by **vir**den

**For new homes or old —
this Virden fixture works selling magic**

Smart, handsome Virden lighting will help you sell your homes. Buyers today are style-conscious, and the more you put in your homes, *at a reasonable cost*, the easier they will be to sell.

This reel-concealed, pull-down fixture is one of the best selling tonics you can give your homes. The smartly styled 20" top reflector and the spotlights are finished in gleaming brass . . . a finish that fits any decor. A thin, strong cable that disappears into the canopy is hidden by a coiled black cord. Fixture holds in any position from 24" to 57".

This is just one of the many styles of Virden fixtures that will give your home that selling plus. Fill out the coupon below to learn about all the other decorative lighting fixtures by Virden.



Write today for Miniature Booklet No. 56 showing all of the popular Virden styles, including the Virden line of pull-down fixtures and where to buy them.

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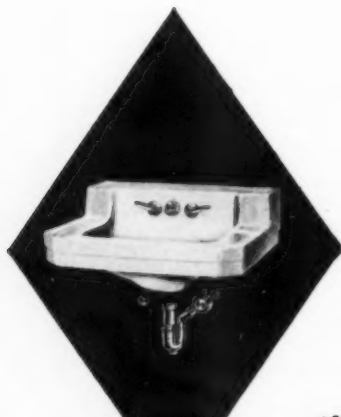
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the fastest
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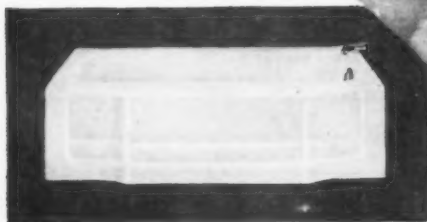
...THE COLORS- choice of seven sparkling pastels or famous Richmond "Whiter-White."

...THE STYLING- designs to fit every plumbing need-residential, commercial, industrial.

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TO BUILD YOUR
REPUTATION FOR QUALITY
AND BRING SALES YOUR WAY



RICHMOND

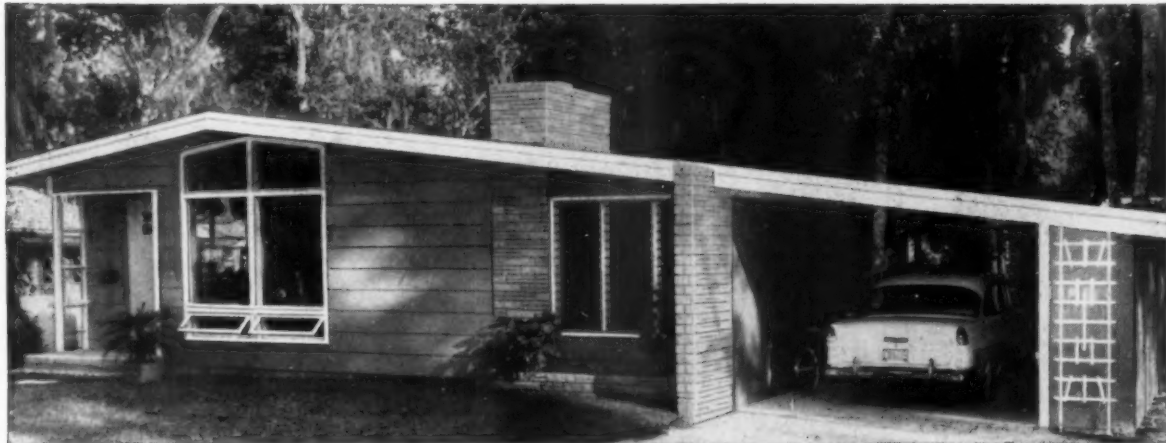
PLUMBING FIXTURES

DIVISION OF RHEEM
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primed by Upson • uniform lengths • ready for finishing!



factory applied, highest quality prime coat

Primed by Upson with one of the most efficient exterior resinous coatings developed especially for this purpose by the Upson Chemical Corp. Better water resisting, wearing and painting qualities. Builders may save \$30 to \$50 per house on painting costs alone. Now in use across the country. Get facts and start saving!

no waste, easy to apply

Cut to uniform size; 12" wide by 12' long. Has 10" exposure for modern look. There's almost no waste. No shorts. Won't split, check, crack or splinter. Applied in conventional manner.

beautiful finished job for less money

Upson Primed Siding assures a beautiful, lasting exterior. Edges are straight and true with deep shadow lines. Paint lasts longer. Priced for project requirements. Get the whole amazing story. *Mail coupon today!*

A smart looking Florida home finished with beautiful Upson Primed Siding. Upson stands up to all kinds of weather, has greater insulating value than most wood siding.



Note the neat, straight-edged appearance of Upson Primed Siding. Paint applies easier, lasts longer, too.

UPSON

WALL AND
CEILING PRODUCTS
SIDING, SHEATHING



94% wood fibers laminated for great strength

FREE DETAILS . . . MAIL COUPON

THE UPSON COMPANY
815 Upson Point, Lockport, New York

Please rush free details on Upson Primed Siding.

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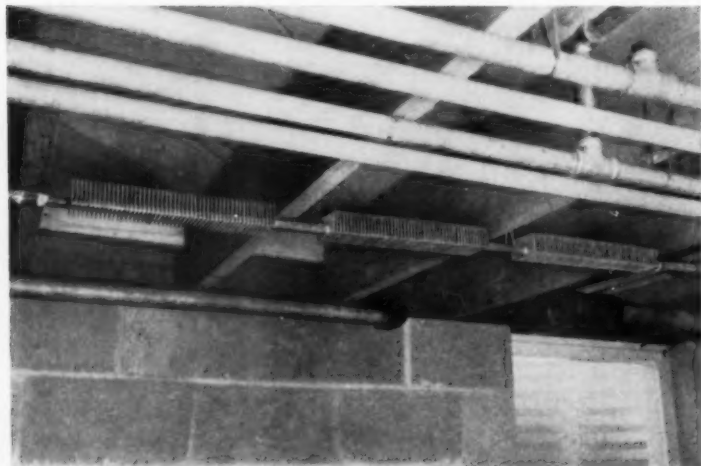


Photo: Plumbing and Heating Industries Bureau

Here's how hot water heat reaches hard-to-get spots . . .

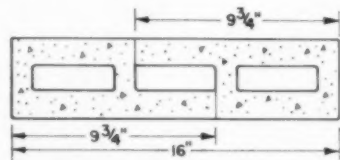
Baseboard convectors have proven to be one of the best and most popular ways of using hot water heating, but their construction often makes it difficult to install them in some parts of the house. The above photo shows one method of dealing with a typical problem.

The room above the floor is the kitchen; as is generally the case with modern kitchens, base cabinets take up most of the wall space, leaving no room for the baseboard convectors. Air circulating from adjoining rooms will not be sufficient to warm the kitchen.

In this case, the builder solved the problem by running the hot water return line under the kitchen, and far enough out from the wall to be beyond the front of the base cabinets. He attached fins at the points where the line ran between the floor joists. Hot air, rising off the fins, warms the pocket between the joists, and in effect, turns the kitchen floor above into one big radiant area. The fact that the water supply is from the return line means that the water

will be relatively cool, and not over-heat the floor.

One of the most useful applications of this heating idea is in split level homes where the living and kitchen areas are over a crawl space. The crawl space is usually cold, making a cold kitchen floor.



How to save on blocks

Here's an idea that will stretch a few extra inches from a sixteen inch cinder or concrete block that has to be broken. Make the break on one side nine and three quarter inches from the end; then turn the block over and make a break the same distance from the opposite end. The result will be 19 1/2 inches of block from one 16 inch unit. This idea is

especially useful where openings have to be made in block walls for pipe or conduit.

N. Dolhaneryk, East Lansdowne, Pa.

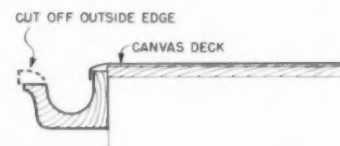
Eliminates shimming head of jamb



When framing for steel casement sash that require 1/2" or 3/4" margin all around for inside screen clearance, leave out the top cripples and run the trimmers clear up. After setting the frame, set a 2x4 flat on the top of the frame. This saves time shimming the head of the jamb. Inside doors can be framed the same way.

A. L. Bunker, Wilmington, Calif.

Wood gutters that won't leak



A wooden gutter was used on an open flat deck. The deck was canvas covered, set in white lead, and the canvas was carried down over the edge of the gutter. Despite this, a leak developed between the gutter and the fascia. In a heavy downpour, the gutter couldn't carry the water away fast enough, and it worked up under the canvas.

The above illustration shows how the problem was licked. The outer lip of the gutter was sawed off; now, in a heavy rain, the water overflows this edge before it can reach the edge of the canvas.

W. E. Bengston, Greenwich, Conn.

(Continued on page 208)

for
eye appeal
 and
utility



use

HALL-MACK®
 bathroom accessories
 in sparkling *chrome!*

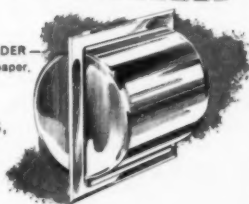


RECESSED TOW'LESCOPE —
 concealed utility bar for drying
 nylons, lingerie—for guest towels.



HALL-MACK RELAXATION UNIT—
 is styled for comfort and convenience.

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 revolving hood protects, covers paper.



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 DEALERS EVERYWHERE

Here's a beauty treatment that will make you proud of the bathroom you design and build . . . year after year. Whether you are remodeling a "middle-aged" room — or planning a "new" bath, you'll find a fresh, bold beauty in every brilliantly polished Hall-Mack accessory that adds character and convenience to any bath. Hall-Mack gives you the best known name in bathroom accessories — over 30 years of quality leadership — complete lines to fit every budget — and a wide selection of new and unusual specialties that add "sparkle" to any bath. For quality, convenience and economy — you can always recommend *with confidence* Hall-Mack bathroom accessories.

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AB-5

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in many models can help **YOU**
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Whether you're a builder . . . prefabricator . . . subcontractor or supplier . . . here's a check list of important ways that special gift Zippos can help your business:

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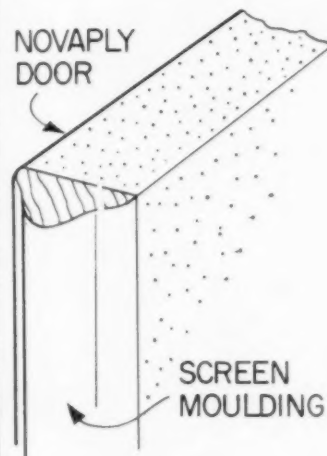
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Firm _____

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How to do it better . . .

(Continued from page 206)

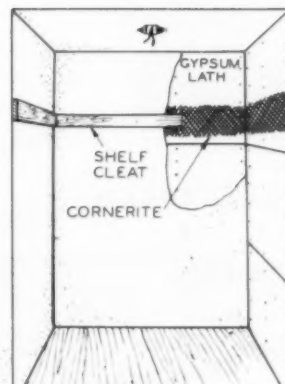


Finishing Novaply edge with screen molding

Three quarter inch Novaply is often used for sliding doors in closets, and the raw edge can look unfinished. I find that a 3/4 inch screen molding glued to the edge gives a finished and workmanlike appearance, and also adds somewhat to the rigidity of the door.

N. J. Mettelka, Manitowoc, Wis.

Reinforces plaster for shelf



When lathing closets to be plastered, I nail a piece of metal lath cornerite in the location on the walls where the shelf cleats are to be nailed later. In linen closets the cornerite extends the full height of the closet in the corners. This extra reinforcing will eliminate cracks in the plaster when nailing the cleats to the finished wall.

E. B. McFetridge, Apponaug, R. I.

(Continued on page 210)

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BESSLER
DISAPPEARING
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 quickly . . .
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Gives you complete handy reference data on entire Bessler line, for quick selling or application to any stairway job. Write for it now! Ask for your FREE copy of the Bessler Wall Chart too.



BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio

Complete Only
\$49⁵⁰
 LESS DRILL

★ CUTS CEMENT FINISHING TIME } 1/2
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 SAVE



F.O.B. Muncie, Ind.



1-Man Operation—
 No Experience
 Needed.

Your 1/2" or 3/8" drill attaches easily to Pony Trowel. Same set of self-adjusting steel blades both float and finish. Gives smoother surface without topping even under difficult weather conditions. Durably built of aluminum alloy with 20" troweling ring. Competitive in every way to engine driven trowels except price. Pays for itself in one day's operation.

EXTRA BLADES \$2.75 set
 WIRE BRUSH ATTACHMENT AVAILABLE
 New, faster way to clean slabs.
 Slips on easily.

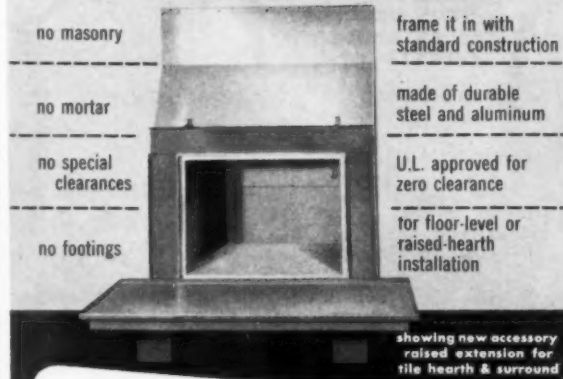
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 DEPT. I-3, 324 W. HOWARD ST., PARKER, INDIANA

MAY 1956

NO PROBLEMS

— with this
woodburning
fireplace



Majestic THULMAN FIREPLACE

This is the wood-or-coal-burning fireplace you've heard about that can be set on *any floor and framed in with conventional construction*—no masonry needed, and no fussy clearances because the clearance is built in! Made of durable aluminum-clad steel and cast iron and stainless steel, it can be placed at floor level or raised to any desired height, and finished in any choice of mantel treatment or facing material.

One man, in less than an hour, can put in a Thulman Fireplace. In another hour, the chimney—which goes *between* standard joists and rafters—is erected and the job is complete. The triple-wall ventilated casing and flue safely allow zero-clearance installation, since *ample clearances are built in*. Tested and labeled by Underwriters' Laboratories, Inc.

New "brick" top housing

The fireplace chimney is topped on the roof with an attractive aluminum housing, embossed and painted to resemble wire-cut red brick. Double tops for massive appearance or for furnace and fireplace flues in combination are available.

For the most modern, most complete, and most economical line of summer and winter air conditioners, you can't find any to match Majestic. Our 1956 line is the fruit of many years of experience in the Home Comfort field.

Write for free folder and
 name of nearest dealer

The Majestic Co., Inc.,

433 Erie Street, Huntington, Indiana



209

BIGGEST HIT in "BUILT-INS"

FOR NEW OR
EXISTING
CONSTRUCTION



JUST PLUG
HOSE INTO
ROOM INLET

Vacu-FLO Built-in VACUUM SYSTEMS



NO MACHINE
OR CORD
TO LIFT, LUG
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FEATURE Vacu-FLO FOR TOP ATTENTION AND EXTRA SALES POWER

Newest practical attraction for your model home promotions. Profit with the major publicity and advertising in leading national publications. Be first in your area to feature Vacu-Flo. We'll help you. Here's real appeal:

- ★ Dustless cleaning
- ★ Vacuums wet or dry surfaces
- ★ No machine noise in living area
- ★ Maximum vacuum efficiency at all times
- ★ Eliminates machine to lift, lug or tug around
- ★ Safe—no electrical cord to tangle or trip over
- ★ Built to serve the life of your home

H-P PRODUCTS, INC., LOUISVILLE, OHIO
DEPT. A

Please send me Vacu-Flo brochure and information.

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City _____ Zone _____ State _____

How to do it better . . .

(Continued from page 208)

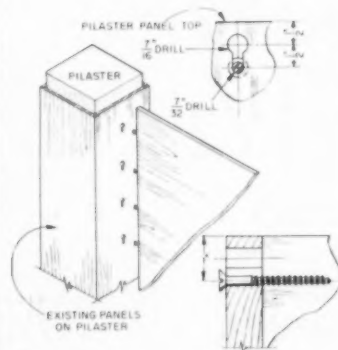


Hole puncher and hammer for corrugated metal roofing

A little work can turn an ordinary ball peen hammer into an all purpose tool for installing corrugated roofing. The ball end of the hammer is ground off as shown above. One sharp blow punches a hole in the iron, the hammer is reversed, and the nail is driven.

Jay Fitzgerald, Lodge Grass, Mont.

Panels can be fixed without fasteners showing



We had a job of installing plywood panels to pilasters that were finished with $\frac{3}{4}$ -inch boxing that was not to be disturbed or damaged. The idea illustrated here was adopted by putting wood screws in the vertical edge of the panel. These were installed at regular spacings and holes similar to keyholes were made in the center of the pilaster boxing to receive them.

The screw heads are put in the corresponding holes and slipped into place. This method can be used in places where close assembling is required.

A. E. Crozier, Portland, Oregon

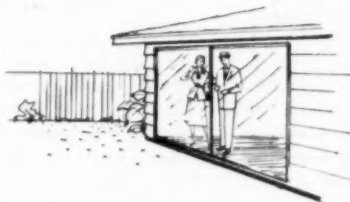
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In today's increasingly competitive home market, the seller must rely more than ever before on nationally recognized brands and features in competing for the attention of the buyer. National recognition of Arcadia quality, participation in prize-winning projects everywhere, and an overwhelming preference for Arcadia on every level of the current market are just three reasons why more buyers, builders and architects specify Arcadia steel or aluminum sliding glass doors. Your nearest Arcadia distributor can give you many more reasons. You'll find his name in the Yellow Pages.



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sliding glass doors



ARCADIA METAL PRODUCTS - FULLERTON, CALIF.
Distributors in Canada, Puerto Rico & throughout
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& Natl. Assoc. of Home Builders.

Help build a better America . . . See an architect

E-Z DOOR VISE

"HOLDS THE DOOR WHILE YOU BORE"



\$4.25 EACH
Postpaid

C.O.D.'S ACCPTD.

- Adjustable Non-Marring Door Clamp
- Non-Slip Rubber Feet
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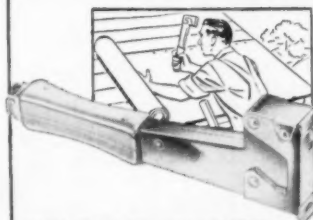
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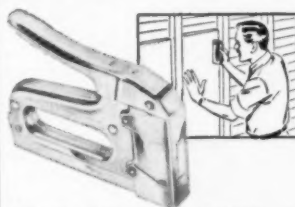
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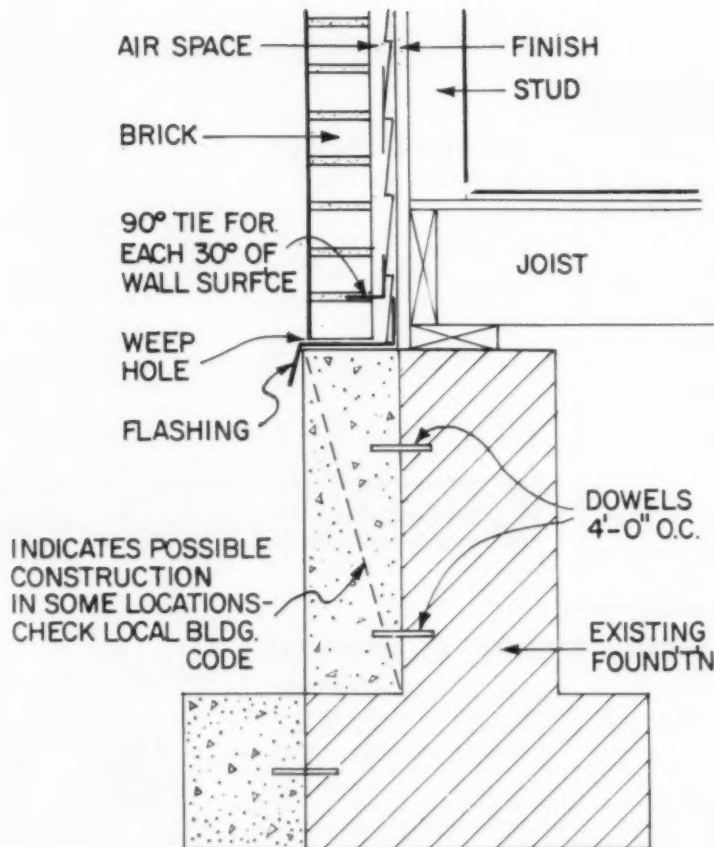
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Adding brick veneer to an existing foundation . . .

QUESTION: I've been asked to build a new home over an existing basement residence. The owner would like a brick veneer exterior but the basement walls were not formed for the conventional brick ledge. Is there a practical way to get to this brick ledge without hand digging to the existing footing? The walls are 8 feet high, 8 inches thick and reinforced. I've had

the suggestion of bolting a $4\frac{1}{2}'' \times 4\frac{1}{2}'' \times \frac{3}{8}''$ angle iron. Do you think this is ample?
Rex Chamberlain, Larned, Kan.

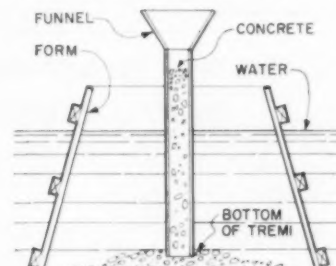
ANSWER: The use of angle iron would be ample but it has to be designed to sustain the total weight of the wall. Since the foundation is already reinforced it might be practical to insert dowels in the concrete and pour a ledge about two feet below the top of the foundation to act

as a brick ledge. Excavating to the top of the foundation footing is the best method of providing a ledge for the brick. An additional four inches of concrete should be poured and doveled to the footing as shown above. In case the brick veneer is carried over a frame wall, ties should be provided to anchor them together. In addition, it's a good idea to leave an air space between them and provide weep holes as shown. Otherwise moisture will cause trouble.

Pouring concrete under water

QUESTION: On page 360, paragraph 2 of your October, 1955, issue you mention a dry mix for pouring concrete under water. Would you please explain?

Gregory Xedis, Syracuse, N. Y.



ANSWER: In pouring concrete under water one of the best methods is to use a tremie. This consists of a funnel attached to a pipe and inserted into a form which has already been placed under water. The pipe is lifted as the concrete begins to pile up in the form. The water is displaced slowly and the concrete is not permitted to segregate. A dry mix is one in which no water is added to the cement, sand and gravel. The mix is poured into the funnel and picks up the necessary water when entering the form.

Crack-proof swimming pool

QUESTION: A customer of mine wants an expensive swimming pool that can be left flooded in winter for ice skating. How should the concrete be reinforced to prevent cracking

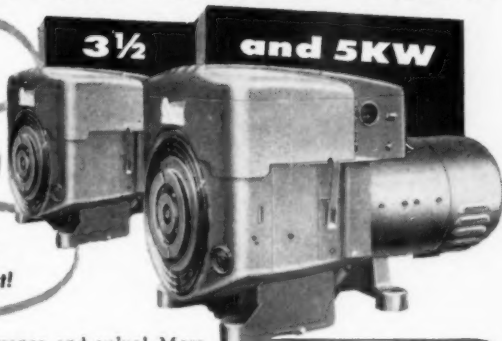
(Continued on page 214)

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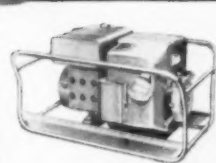
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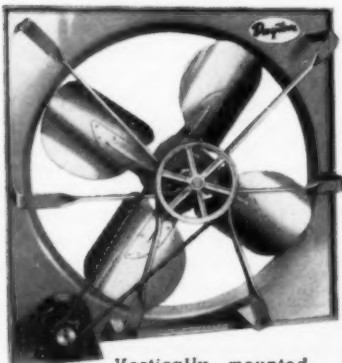
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ALL WELDED CONSTRUCTION The Service-way is built of heavy gauge steel—electrically welded and reinforced to last as long as the house. Overlapping flanges on frame and door assure a snug fit—keep out rain, snow and wind. Slide bolts lock door securely from the inside. Service-way comes fully assembled, ready to install.

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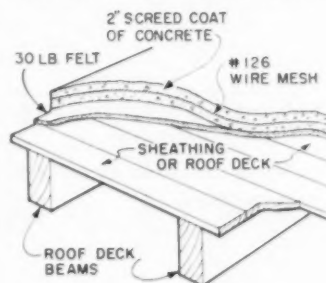
(Continued from page 212)

when the ice expands?

D. V. A., Trenton, N. J.

ANSWER: Arnold Sheldon of Clinton, N. J. has perfected a kidney-shaped pool with vertical sides. It can be poured with flexible steel forms, requires no skilled labor. Ice damage in winter is said to be impossible. The pool costs around \$3,000. For more about it write the Refinite Corp., 233 Broadway, New York, N. Y. See also Portland Cement Association's "Concrete Swimming Pools," 1955 *Swimming Pool Data and Reference Annual* and page 108 of this issue.

Roof deck for a porch floor



QUESTION: How can a flat roof deck be covered so it can also be used for an upstairs open porch? What kind of material should be used for roofing?

Lester A. Duncan, Palatine, Ill.

ANSWER: If the roof beams are strong enough you can put down 30 lb. felt over the sheathing and pour a 2-inch screed coat of concrete over the deck with an impregnated color pigment. Be sure to use No. 126 wire mesh or its equivalent in the concrete screed. Two other solutions are possible: You can use asphalt topping (if the heat of the sun is not too intense); or you can put down 30 lb. felt as before and cover it with asphalt or rubber tile. Be sure to use a water-proof adhesive.

Got a problem you can't solve? Write and "ASK THE EXPERTS." In addition to American Builder's own staff, your questions will be answered by Joseph Steinberg, head, and Martin A. Stempel, instructor, of the Construction Technology Department of New York City Community College.



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KEEPING UP WITH THE LAW:

The capital gains tax and the sale of land



By **JOHN F. MCCARTHY**
Attorney-at-law

The struggle by taxpayers to achieve capital gains, and resulting lower tax rates, under the Federal Internal Revenue Code, for profits which they receive is unending. An interesting example involving sales of land, and resulting in a decision favorable to the taxpayer, is found in a recent decision of the Federal Court of Appeals in the case of *Chandler v. United States*, 226 F 2nd 403.

In that case, many years ago, the taxpayer received three million acres of land in Texas as compensation for its construction of the state capitol building at Austin. Until 1912 the taxpayer used that land for raising cattle. At that time the taxpayer decided to liquidate its holdings. It sold, from 1915 through 1932, over 700,000 acres of land for approximately \$10,747,000; from 1932 through 1941, over 187,000 acres for \$1,291,000; and from 1942 through 1950, over 290,000 acres for \$5,000,000. During the latter period, there were 536 separate sales transactions, an average of 59 real estate sales per year.

The Commissioner of Internal Revenue contended that the taxpayer had gone into the real estate business and was selling land in the ordinary course of trade or business, much as a merchant might sell his stock-in-trade. If so, any profits realized would have been regarded as ordinary income taxed at higher rates. On the other hand, the taxpayer contended that it was disposing of capital assets, similar to investments. On that theory any profits received would have been regarded as capital gains taxed at lower rates. The Federal Court of Appeals agreed with the taxpayer.

The Court pointed out that often the determination of whether moneys arose from the sale of capital assets was quite difficult. The Judge observed that quite frequently the ultimate decision depended on the precise facts of the particular case. The Court said:

"Had the lands been sold in a single unit there probably would have been slight debate concerning their capital asset status. But the market place is hardly glutted with prospective buyers clamoring for million acre tracts. It seems odd to penalize this taxpayer because it actively sought to dispose of these holdings. Defendant would insist that Capital (the taxpayer) sit idle, wishing for a buyer or buyers, under the threat that any selling effort would result in deprivation of capital asset treatment. Despite the blurring, in relevant precedent, between capital gain and ordinary income we think the specific facts established in this case warrant capital gain treatment for taxpayer's transactions."

Ordinarily a taxpayer who sells large quantities of land over a long period of time has been thought of as one in the real estate business, and any profits realized have been regarded as ordinary income. This case indicates that such a conclusion does not necessarily follow, and that due regard for the facts of a particular case may effect a different result. In this connection, consideration must be given to Section 1237 of the new Federal Internal Revenue Code of 1954, which provides that an individual, who is not otherwise a real estate dealer, does not become such in disposing of a tract of land held for investment purposes by subdividing it in order to facilitate its sale.



**"Yes, all the houses in this development
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"Believe me, there's a real competitive sales advantage in offering houses built of concrete masonry. All I have to do is point out the very obvious advantages of my concrete masonry houses—their long life, resistance to destructive attacks by decay, moisture, vermin, termites and fire. Customers are quick to realize the disadvantages of building with short-lived materials that require continuous and expensive upkeep and maintenance.

"Variety is mighty important to the builder and I get unlimited variety with one material—concrete masonry. That's because the block can be laid in many pleasing patterns and finished with portland cement paint in a wide choice of beautiful and long-lasting colors. And the wonderful part of it is that a two-coat paint job lasts for years.

"I get variety on the inside, too, by using concrete masonry walls and partitions. I take advantage of the popularity of this trend by stressing the acoustical, insulating and firesafe features of concrete masonry walls.

"Another trend I capitalize on is the fact that more and more families want the added space and convenience of a basement. My houses are easier to sell because concrete block basements give me this added space at low cost and buyers are attracted by this additional useful area for their workshop, laundry or storage.

"Yes, concrete masonry construction has given me many sales advantages. And I've had real help from the 'Concrete Masonry Handbook.' It's sent free, but only in the U.S. and Canada, by the—

PORTLAND CEMENT ASSOCIATION Dept. 5-3, 33 West Grand Avenue, Chicago 10, Illinois
A national organization to improve and extend the uses of portland cement and concrete through scientific research and engineering field work

Built-in lighting, once a luxury item, is well on its way to becoming as standard as the built-in oven. People who work, study and play under new and improved methods of lighting in factories, offices and schools now demand better lighting within their homes. And that's why you, as a builder, now have a bright new sales tool.

Advances in the variety, sizes, light output, light control and diffusion of both incandescent bulbs and fluorescent tubes work to your advantage. Expanding varieties of lighting equipment are being designed to shield these light sources and to control their light output for the most useful and effective light distribution. The technical details on these pages can show you the most desired and most effective applications of new built-in lighting in your new homes.

The new concept of lighting calls for the coordination of lighting with living habits, building structure, materials and furnishings. It eliminates the traditional concept of an exposed light "fixture" and replaces it with the lighting element incorporated into the structure of the house itself. It is equally applicable to contemporary or traditional architecture.

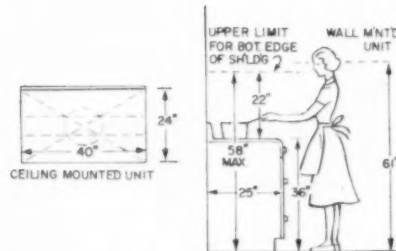
A basic consideration in residential lighting is that of defining the areas to which the light for the specific job must be delivered. Each of these areas may be described by its size and location in the room. The actual surfaces to which the illumination is to be delivered may be flat or contoured, and may have varying depths. For the sake of simplicity, each area here is considered a plane. The positioning of these test planes is based on the average heights of men and women when standing and seated for the task to be performed.

If no part of the user's body, or any other obstruction, is between the lighting fixture and the job to be done, then the luminaire (lighting fixture) is well-designed and well-installed. Lighting delivered primarily to a visual task is known as local lighting; light that is distributed primarily throughout an interior is called general lighting.

The recommendations (continued on page 220)

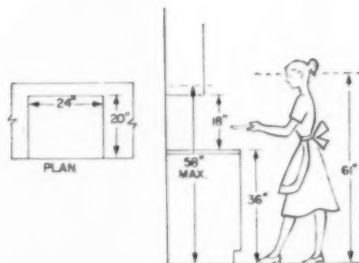
ACKNOWLEDGMENT

Data for this article has been taken from "Recommended Practice for Residence Lighting," prepared by the Committee on Residence Lighting of the Illuminating Engineering Society. Copies of this book may be obtained from the Society, 1860 Broadway, New York 23, N.Y. Price: \$1.00.



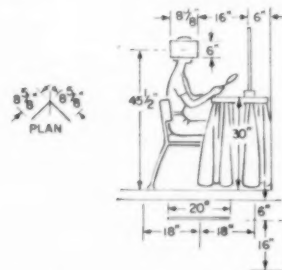
► FOR LESS WORK ON LAUNDRY DAY

The area to be illuminated in the laundry is 48 in. wide, 20 in. deep, and is 32 in. above the floor. The shielding edge of wall mounted lighting units should not be higher than 58 in. above the floor for maximum visibility. Average standing position is shown in the illustration. Details for mounting a ceiling fixture are shown at left, above.



► BETTER VISIBILITY AT RANGE AND SINK

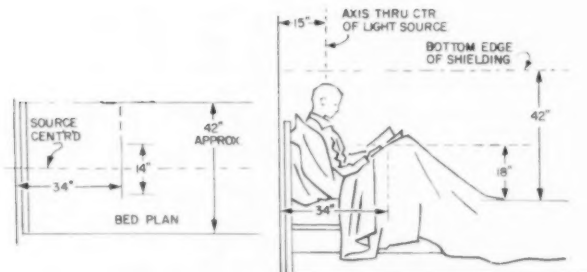
The area to be illuminated is 40 in. wide and 24 in. deep. It represents the entire area of the range or the sink top, and is 36 in. above the floor. The lower shielding edge should not be mounted higher than 58 in. above the floor. Ceiling mounted units should be centered over the work surface, for maximum visibility and best working conditions.



► LIGHTING THE DRESSING TABLE

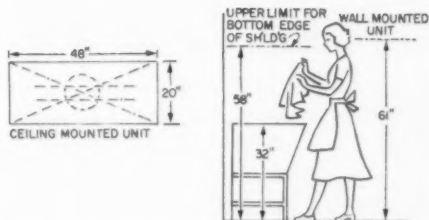
For facial make-up at dressing tables, the two illumination planes are the same as the vertical pair for the bathroom mirror, but located at the average woman's cheek height. Wall fixtures should be centered 36 in. apart and project 6 in. out from wall. Center of fixture is in line with test plan center 45 1/2 in. above floor, seated, and 58 1/2 in. standing.

to add built-in lighting for sales



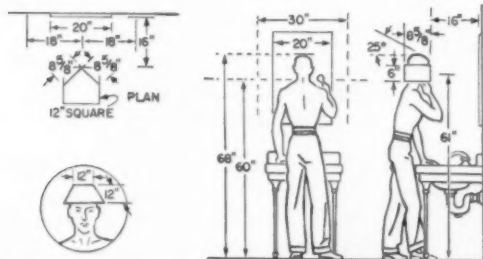
▶ A LIGHT FOR READING IN BED

Variation in bed heights requires positioning of the reading plane and the luminaire with respect to the top of the mattress. Eyes should be 20 in. above mattress and allows desirable 15-degree tilt of reading matter, according to recommended posture practice. With wall-mounted luminaires, the lower edge of the shielding should be 30 in. above the mattress.



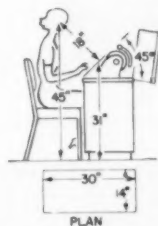
▶ STANDING AT THE WORK COUNTER

The area to be illuminated at the work counter surface is 24 in. wide and 20 in. deep. It is located with its front edge along the work counter and is 36 in. above the floor. The lower shielding edge of wall mounted lighting units should be not higher than 58 in. above the floor. Data for this article was from information available from the Illuminating Engineering Society.



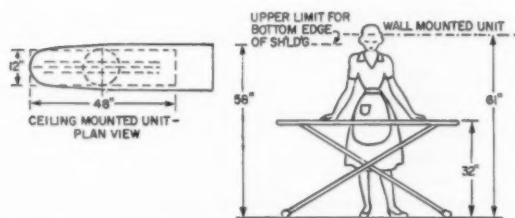
▶ MAXIMUM ILLUMINATION FOR SHAVING

The details at left, above, represent the areas to be illuminated on the face, and the angles of illumination to be supplied. Shielded vertical brackets (minimum 700 lumens each) centered 60 in. above floor and 30 in. apart combined with a ceiling fixture (minimum 1300 lumens) mounted 12 to 18 in. out from the wall will supply 40 footcandles of light on the three planes.



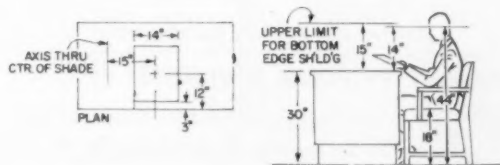
▶ MACHINE IRONING NEEDS LIGHT, TOO

The area to be illuminated is 30 in. wide and 14 in. deep. Its center is 31 in. above the floor and is tilted up 45 degrees, toward the eyes of the individual. Wall mounted lighting units should have their lower shielding edge not higher than 48 in. above the floor. Ceiling mounted units should be centered 5 in. back from the front edge of the illuminated plane, for best illumination.



▶ A BETTER LIGHT FOR HAND IRONING

The area to be illuminated is 48 in. wide and 12 in. deep. It is 32 in. above the floor. If a wall mounted lighting unit is used its shielding edge should not be higher than 58 in. above the floor. Ceiling mounted units should be centered over the work surface as illustrated in the plan, below the illustration. This is one of the most difficult of all situations to light properly.

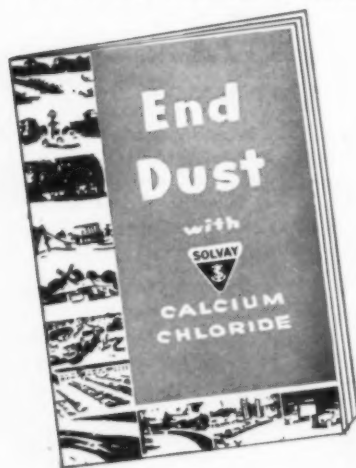


▶ BETTER LIGHT FOR DESK WORK

The horizontal test plane is 3 in. back from the front edge of the desk. The selected eye height is 14 in. above the desk top. The indicated upper shielding limit of 15 in. above desk is the practical limit for best light distribution. Two luminaires provide more useful light than a single one, unless it is a linear luminaire above and parallel with the desk.

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TECHNICAL GUIDE: BUILT-IN LIGHTING

included here are practical and attainable for the majority of homes you build. Many of the sketches show a plan for mounting a ceiling luminaire in relation to the specific task. The dashed circle gives the position for incandescent lamps, while the parallel straight dashed lines show the position for fluorescent tubes.

► The table below lists the most common home tasks involving critical vision, typical task areas and the recommended lighting for each. Near a window on a clear day, these requirements will usually be exceeded. As distance from the window increases additional electric light sources are required.

The requirements listed, as suggested by the Illuminating Engineering Society, are given in footcandles. One footcandle is equal to one lumen (a unit measuring light output) uniformly distributed over one square foot of surface. Data on the lumen output of typical residential light sources may be obtained from the catalogues of individual lamp manufacturers, or from the Illuminating Engineering Society's Light Sources Committee.

MINIMUM ILLUMINATION FOR HOUSEHOLD ACTIVITIES

Activity or task	Footcandles
READING	
Prolonged periods, fine type	40-50
Casual periods, books, magazines	20-30
STUDYING	40-50
WRITING OR TYPEWRITING	25-40
GAMES	
Cards, general games	10-20
Table tennis, recreational	20-50
DRAFTING, OTHER DETAIL WORK	50-100
SEWING	
Casual, on light goods	20-30
Prolonged, on light goods	30-50
Prolonged, average sewing	50-100
Fine needlework, on dark goods	Over 100
KITCHEN WORK	
General	10-20
Sink, range, food preparation center	40-50
DINING	
General	5-10
If table is used for reading or study	20-40
LAUNDRY (All laundry equipment)	40-50
MAKE-UP (Dressing tables and dressers)	20-30
SHAVING (Bathroom mirror)	30-40
BENCH WORK	30-50
GENERAL LIGHTING	
Halls and stairs	4-8
General circulation in rooms	5-10

How You Can Build Quicker Sales
with **MOUNT AIRY**
GRANITE
ASHLAR

Here's the building stone that adds to your reputation as a better builder and makes quicker home and remodeling sales for you. Exterior facing of entire home with Mount Airy Granite Ashlar actually enhances its value as much as 20% — at no more than 8% above average cost to build.

What's more — Mount Airy Granite Ashlar offers you additional construction savings. It is cut to brick thickness in multiples of brick rises which means less skilled labor can easily knap the sticks into required lengths and set in the wall.

Prospective home buyers are sold at first sight on the dramatic beauty of this distinctively different, light-in-color granite which adapts itself to so many designs . . . and are more than pleased with its



Dramatic application of Mount Airy Granite Ashlar . . . 3-way inside fireplace and outside barbecue pit on terrace of Mount Airy granite blended with pink and red granite. Home of Mr. and Mrs. William L. Walker, Statesville, North Carolina. Contractor: James C. Walker, Jr., Hollywood, Florida.

durable, maintenance-free characteristics. Mount Airy Granite Ashlar is most attractive, too, when used with brick homes for sills, lintels, steps and copings.

Before you build — Why not check the quick-sale advantages of Mount Airy Granite Ashlar? Write us for complete details.

NORTH CAROLINA GRANITE CORPORATION
Mount Airy, North Carolina

BUILDERS!
POCKET
BIGGER PROFITS!

FREE BOOKLET
TELLS YOU HOW!

Save time and money! Get practical, down-to-earth answers to "HOW TO CUT CHIMNEY COSTS"!

This booklet is packed with job-tested facts! Ways to eliminate costly operations . . . save on materials . . . build chimneys faster and at far less cost! Facts like this mean money in your pocket! Get your copy today!

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WITH AIR-JET PACKAGED CHIMNEYS!

Cut costs in 3 big ways! Save time . . . labor . . . money!

FOR FREE BOOKLET WRITE

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PRODUCTS CO., INC.
Dept. AB-1 FREDERICKSBURG, VIRGINIA



FOR QUALITY, DURABILITY and LOW-COST

LOOK FOR **WINFIELD**

WOOD SECTIONAL
GARAGE DOORS

with Exclusive TAPE-R-TRACK!

WINFIELD DOORS will be on display at the 1956 International Home Building Exposition! May 12-20 at the N. Y. Coliseum BOOTH No. 3099



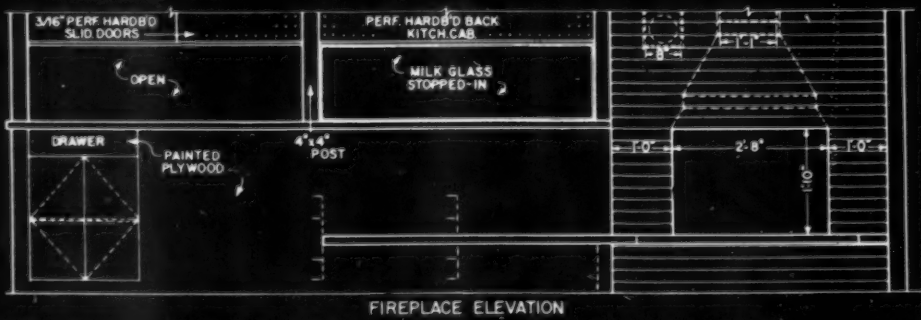
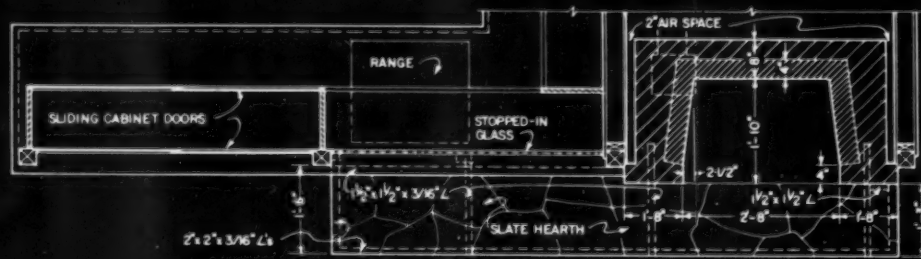
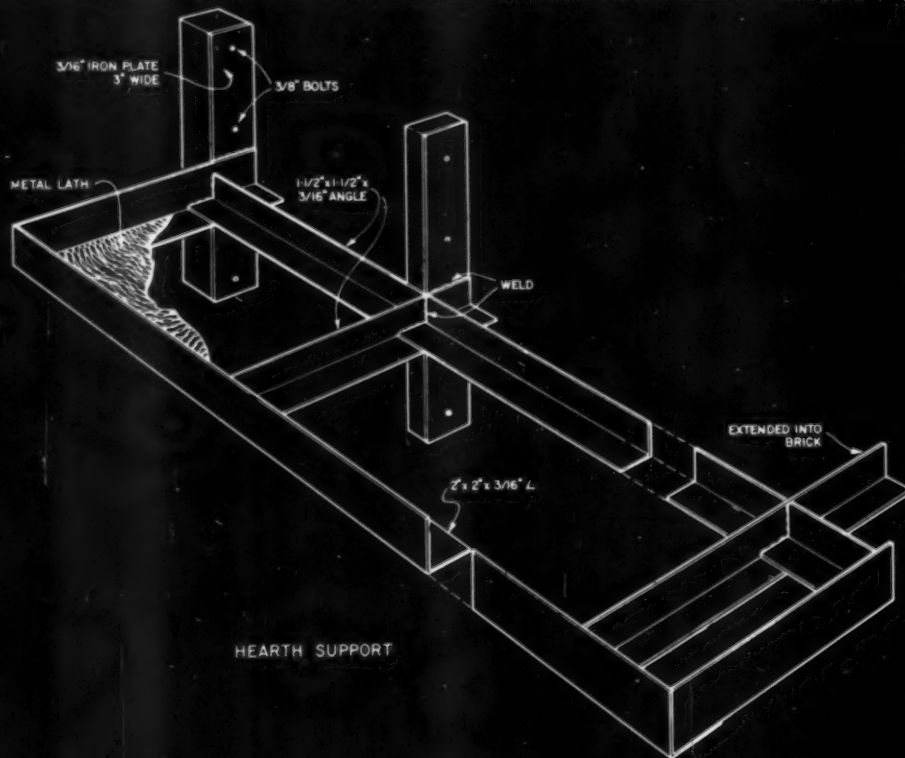
Please send me your new, complete Brochure on these outstanding garage door values . . . WINFIELD!

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WINFIELD Door Corporation
Muncy Ave., West Babylon, L. I., N. Y.—P.O. Lindenhurst, N. Y.

Slick way to cantilever a fireplace

AMERICAN BUILDER'S BETTER DETAIL PLATE . . . NO. D-138: CANTILEVERED SLATE HEARTH



hearth . . .

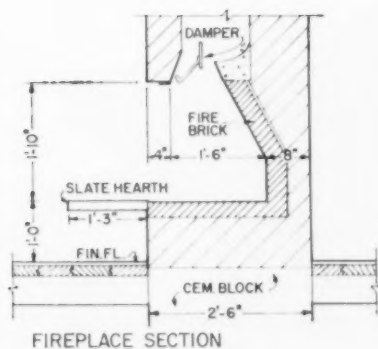


Photo: Dearborn-Massar



RAISED SLATE HEARTH is almost 10' in length. Angle iron support is tied to posts as well as brick fireplace.

One of the striking features of this Tacoma Master Builders' home-show house is the fireplace-cabinet separation between kitchen and living room. Cantilevered from the fireplace is a slate hearth with angle iron supports bolted to 4" x 4" and 2" x 4" framing members.

Metal lath is tied to the framework and then covered with mortar. In this bed of mortar are laid flag-stone-like pieces of slate. The use of a fine cement-sand mix is recommended. The slate is laid so that the surface is flush all around.

The base counter is faced with plywood which is notched to fit around the hearth. If necessary, a strip of quarter-round may be used to finish off the joint.

Architect:

Robert B. Price

Builder:

Sherman Rowland

Tacoma, Wash.

"The Heatilator Fireplace will uphold your reputation as a dependable builder"



Home Owners Prefer It . . .

3 to 1!

The builder with a reputation to maintain won't risk it on anything but proved materials. He knows that the Heatilator Fireplace has been thoroughly proved over 30 years in 3 out of 4 homes with heat-circulating fireplaces—more than can be claimed by all other units combined. Here's why . . .

The Heatilator Fireplace Unit . . .

. . . has lived up to every sales claim made for it . . . there are more Heatilator Fireplaces in use to prove those claims than all other makes combined.

. . . has kept in step with progress over the years. It has been steadily improved for more efficient operation. It is the only unit specifically designed for today's modern homes.

. . . is the only fireplace unit with a positive Pressure-seal Damper. By sealing off the chimney air-tight, it eliminates costly loss of heat in winter and of cooled air in summer.

. . . is sturdily constructed with fully welded seams throughout and a one-piece boiler plate firebox designed to last under even the severest usage.

Build with the Fireplace Unit That Builds Your Reputation

Heatilator Inc., 625 E. Brighton Ave., Syracuse 5, N. Y.

HEATILATOR® Fireplace

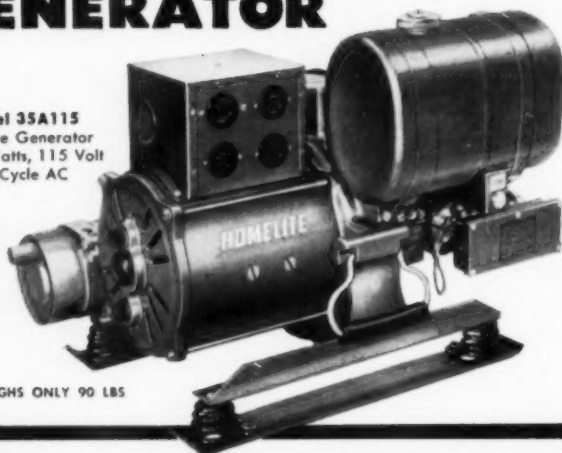


ALL NEW DESIGN!

Simple... Foolproof... Low Cost

1500 WATT HOMELITE GENERATOR

Model 35A115
Homelite Generator
1500 Watts, 115 Volt
60 Cycle AC



WEIGHS ONLY 90 LBS

As easy to move as an electric hand saw!

- 1. New Money-Saving features** . . . No DC brushes; just two easy-to-get-at collector ring brushes . . . No commutator or DC windings . . . No intermediate couplings; armature keys directly to shaft. Fewer parts to wear out — longer trouble-free generator service.
- 2. Constant Voltage** . . . less than 4% change from no load to full 1500 watt capacity . . . assures long service life for your electric tools . . . guarantees top performance at all times.
- 3. Overload Capacity** . . . 1500 watt continuous duty with generous overload capacity prevents tool stalling under heavy loads . . . insures uninterrupted service even when starting loads exceed operating loads.
- 4. Compact and Lightweight** . . . one man can easily carry this 90 lb. generator wherever you need electricity to power time-saving

electric tools. No need for long, hazardous power-consuming cables.

Whatever tools you want to operate — electric saws, drills, floodlights, grinders, belt sanders, hammers, — the new Homelite 35A115 generator can save you money. For a free demonstration or additional information, call your nearest Homelite representative, or write:

SAVE EVEN MORE! New Homelite idle control unit, available as optional accessory, runs engine at idle speed when no current is drawn . . . automatically brings engine to full speed when load is applied.

Ask your Homelite representative to show you how this easily-installed accessory reduces engine wear . . . increases service life . . . cuts fuel consumption.

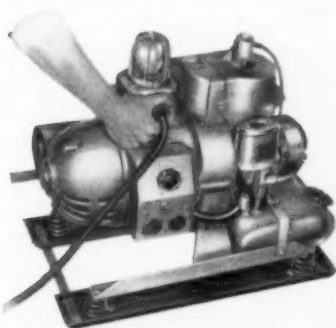
HOMELITE A DIVISION OF TEXTRON AMERICAN, INC.
505 RIVERDALE AVE., PORT CHESTER, N. Y.
Manufacturers of Carryable PUMPS • GENERATORS • BLOWERS • CHAIN SAWS

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from a full line of
HOMELITE
Carryable
Construction
Equipment



**SELF-PRIMING CENTRIFUGAL AND
DIAPHRAGM PUMPS**

Sizes: 1 1/2" to 3" — capacities to 15,000
g.p.h. for dewatering and water supply.



**ELECTRIC GENERATOR SETS FOR
TOOLS AND LIGHTS**

Complete range of sizes and voltages
up to 5,000 watts.



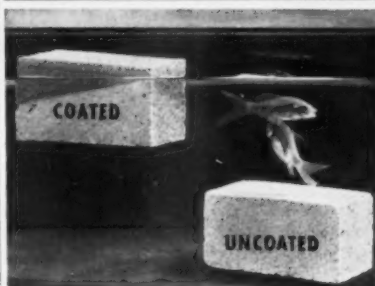
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CHAIN SAWS**

Complete line of saws with clearing and
brushcutter attachments for every
woodcutting job.

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**MORE PROFIT with
SPECIAL PAINTS
for MASONRY!**



Actual photo shows how a porous block—treated with Medusa Masonry Paints—holds out water so well that it actually floats. Photo shows how uncoated block, without this protection, soaks up water instantly and sinks.

Whether you're contracting a new home or renovating an old one, it will pay you in added volume and satisfied customers if you'll sell "protection against moisture." Too many times, a finished house is turned over to its owner with either no protective coating on the masonry surfaces, or insufficient protection through the use of ordinary paints. Home-owners become irritated when driving rains soak their walls, and damage and repair bills mount. You can avoid this customer irritation and increase your contract volume by pointing out, at the very beginning, that Special Paints are needed for Masonry.



MEDUSA MASONRY PAINTS can solve every masonry paint problem. We offer you Portland Cement paints for prime coats, or for exterior and interior finishes in many attractive pastels; and Rubber Base paints; flat or gloss, for exterior or interior use, both in many beautiful colors. With Medusa clear Silicone, you can offer the new, modern way to make masonry water-repellent. All 5 products are tested and proven.

MORE PROFIT FOR YOU—Include a coating for masonry surfaces in all your bids. Brick • Stucco • Concrete • Block • Asbestos • Cement Shingles—you'll boost volume and profits by coating these surfaces with Medusa's specialized paints.



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Illustrated, colorful 28-
page Book, plus elaborate
Color Charts and
other Aids, sent to you
on request. Excellent
material for sales work
with your customers.
Send for free copy now.

**MEDUSA
MASONRY PAINTS**

Court Square Building, Baltimore 2, Md.



Homes constructed by
Palmer & Krueger, Kenosha, Wisconsin

**Magnesium Forms
Speed Work on
Kenosha Jobs**

Jim Krueger of Palmer & Krueger, Kenosha, Wisconsin says that after several days rain which left the ground muddy and substantial water in the excavation, his men were still able to strip Symons Magnesium Frame Plywood Forms from one job, load them on a truck, and take them to another job at the other end of town, unload them and set them up ready for pouring by 1:30 P.M.

ACTUAL SET-UP TIME—2 HOURS

The foundation was 30' x 42' with window bucks and brick ledge. Walls were 7 feet high and 10 inches thick. Jim Krueger credits the fast set-up to Symons Lightweight Magnesium Frame Plywood Forms and his crew of 4 experienced men.

90 USES PER SET PER YEAR

Palmer & Krueger has two sets of Symons Magnesium Frame Plywood Forms. They pour an average of 6 foundations per week. Before each use, the forms are oiled with a horse hair window brush that has a six foot handle. Forms set up one day are always stripped the following morning. Time required for stripping is approximately one hour.

FREE ENGINEERING SERVICE

Upon receipt of your plans our engineering staff, which is experienced with all types of forming, will furnish complete form layouts and job cost sheets on your form work—at no charge or obligation. Our salesmen are always available for consultation and to give advice on form erection, pouring and stripping methods. Builders throughout the country use this service to their benefit and profit.

Rentals—Symons Forms, Shores and Column Clamps may be rented with purchase option, all rentals to apply on purchase price.



SYMONS CLAMP & MFG., CO.

4261 Diversey Avenue, Chicago 39, Illinois, Dept. E-6

Please send complete information on Symons Plywood Forms in Magnesium Frames.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

QUANTITY LIST OF MATERIALS

For American Builder Blueprint House
No. 230
Trudy Richards Family Residences
(Continued from page 91)

GENERAL INFORMATION

House—Type	frame
Area	1,461 sq. ft.
Cube	16,802 cu. ft.
Garage—Area	440 sq. ft.
Cube	4,844 cu. ft.
Porch—Area	64 sq. ft.

EXCAVATING

Trench for foundation	255 lin. ft.
Chimney and col. footings	1 chimney and 11 piers
Basement excavation	none

CEMENT WORK

Foundations	383 cu. ft.
Concrete Work	
5-Inch House Slab	1,355 sq. ft.
4-Inch Garage Floor,	
Apron, Porch	525 sq. ft.
Sidewalks	none
Anchor Bolts	65—1/2"x10"

MASONRY

Chimney	165 cu. ft. brick
Flue Lining	1 Vitro 9"x10"—14'
Fireplace and Barbecue	
Throat and damper	1
Lintel	1
Brick Hearth	6.7 sq. ft.

IRON WORK

Steel Mesh	6x6 #10 in concrete slab
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MILLWORK

Windows—Type	Jalousie, casement, fixed plate
Material	Wood and steel
Windows Casement	5—20"x46" 3—16"x34" 1—28"x46"
Windows Steel	3—18"x36" 8—22"x24" 6—22"x48" 1—32"x48" 2—32"x24"
Fixed Plate Glass in Wood Stops	5—46"x76" 3—46"x 8" 1—64"x 8"
Jalousie	8—2'0"x2'0"
Metal Sliding Sash Irregularly Shaped Tinted Glass	2—46"x76" 3—46"x36"x42" 1—57"x30"x36" 1—96"x18"x28" 1—38"x42"x38" 1—46"x36"x30"
Exterior Doors—Material	Wood Slab
Sizes	1—3'0"x6'8" 1—2'8"x6'8"
Garage Doors	1 Upward Acting 16'0"x7'0"
Interior Doors (Including jambs and trim)	
Sliding Doors	6—2'8"x6'8"
Swinging Doors	4—2'6"x6'8" 3—2'0"x6'8" 4—1'8"x6'8"
Sliding Partitions	3—3'8"x6'8"

EXTERIOR MILLWORK

Lattice	33 lin. ft. 1"x12" bd. siding fence 5'0" high and 2"x4" lattice 12" o.c. vertical screen 8'0" wide x 7'0" high
---------	--

INTERIOR MILLWORK

Special	2 sets lavatory counters 1 built-in desk 1 set kitchen cases and counter tops 1 hinged dinette counter
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CARPENTRY

Beams	4—4"x10"x24'0" 2—4"x 6"x24'0" 1—4"x 6"x18'0" 2—4"x10"x12'0" 2—4"x 6"x12'0" 7—4"x 8"x16'0" 5—4"x10"x22'0" 1—4"x 6"x16'0" 7—4"x 8"x18'0"
Posts	2—4"x 6"x12'0" 12—4"x 4"x10'0" 4—4"x 4"x 8'0" 1—4"x 4"x12'0"
Foundation Plates	420 lin. ft. 2"x4"
Studding and Plates	500 lin. ft. 2"x4" plate 100—2"x4"x12'0" 85—2"x4"x10'0" 90—2"x4"x 8'0"
Ceiling Joists	16—2"x6"x14'0" 10—2"x6"x16'0" 5—2"x6"x 6'0"
Roof Sheathing	5500 bd. ft. 2"x6"
Side Wall Sheathing	1700 sq. ft. area to cover
Side Wall Materials	Stucco—1300 sq. ft. and 400 bd. ft. 1"x4" D&M
Furring	100 pcs.—1"x2"x10'0"
Flooring	300 sq. ft. asphalt tile over slab
Fascia	225 lin. ft. 2"x8'0"

SHEET METAL

Gravel Stop	225 lin. ft. G. I.
Flashing	at chimney

ROOFING

Type	3-ply, built-up
Area	26 squares

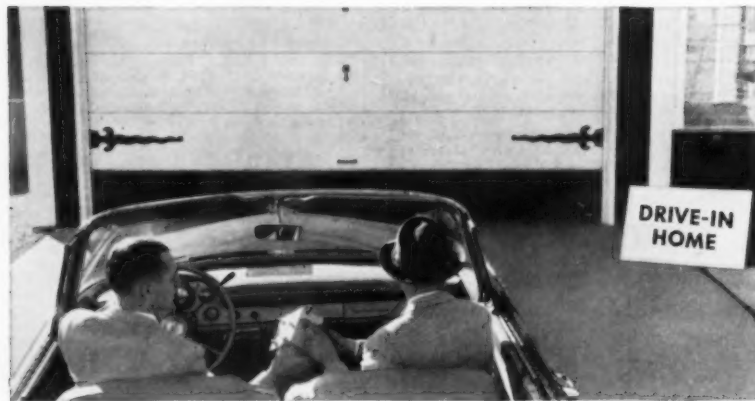
INTERIOR WALLS

Area to be covered	3000 sq. ft.
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Barcol
DOORMAN

Sell houses this new pushbutton way



You drive the buyer right in... to a home he can't resist!

AT ONLY \$198.00* Barcol Doorman glorifies your moderate-priced house with a luxury personality! You pay more for appliances half noticed by today's home buyer—but imagine your prospect's eyes when you show him a home he drives right into, just by touching a button on his dash!

The spectacular sales kit supplied includes a portable electronic demonstrator that plugs into your dash cigar lighter. Let your buyer press the button as you drive up... house sold before you say a word!

Distributor installs and guarantees every unit, and he's prepared to dress up your houses with famous Barcol OVERdoors, Barcol Doorman-equipped, on a package basis at moderate cost. He's your promotional right-hand man, all the way! *F.O.B. Factory

Tear out this ad... Send it to us, clipped to your letterhead, for a demonstration of the sensational new Barcol Doorman Home-Selling Kit! Or check under "Doors" in phone book for Barcol distributor.



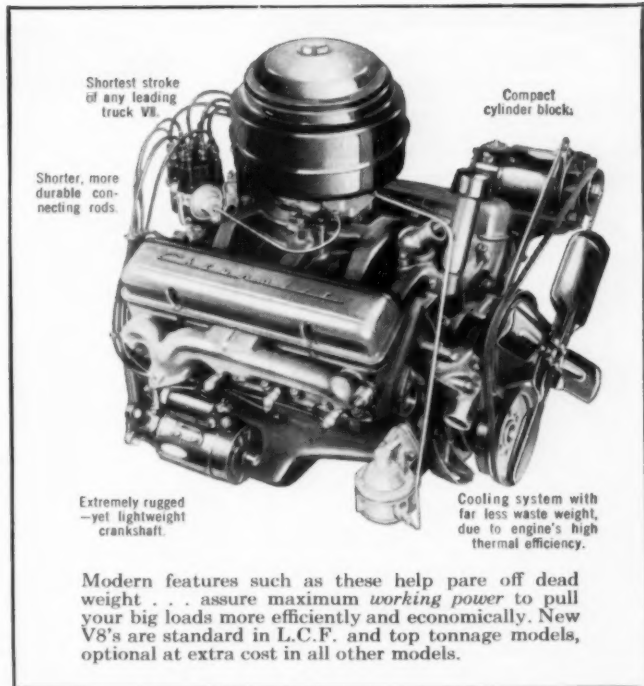
Barber-Colman Company
DEPT. Q65, ROCKFORD, ILLINOIS

Pound for pound the most powerful truck V8's are Chevrolets!

They put out more horsepower per pound than any other V8 in any truck! That means greater efficiency, less dead weight, more pound-pulling power for you

Here's *proof* of years-ahead engine design! These new Chevy V8's weigh up to 200 pounds less than competitive V8's, yet are fully comparable in power output. Every last ounce of "flab" has been eliminated—and what's left is the leanest muscled, best-performing powerplant the trucking industry has ever known!

One basic reason for this compact efficiency is *short-stroke design*—the shortest stroke of any leading truck V8. Shorter stroke, of course, means less piston travel, less engine wear, maximum pulling power from less fuel. But, when



Shortest stroke of any leading truck V8.

Compact cylinder block.

Shorter, more durable connecting rods.

Extremely rugged—yet lightweight crankshaft.

Cooling system with far less waste weight, due to engine's high thermal efficiency.

Modern features such as these help pare off dead weight . . . assure maximum *working power* to pull your big loads more efficiently and economically. New V8's are standard in L.C.F. and top tonnage models, optional at extra cost in all other models.

combined with Chevrolet precision engineering, it means *even more*. It makes possible, for example, a more compact cylinder block . . . shorter, more durable connecting rods . . . a crankshaft that is lighter in weight yet extremely rugged. Here, every component part reflects hair-splitting efficiency that wastes nothing!

To you, it means *low-cost* hauling, longer engine life, weight-saving power to pull beefed-up loads! See your Chevy dealer soon for all the facts about the right V8 for *your* job. . . Chevrolet Division of General Motors, Detroit 2, Michigan.



Yes — there are lots of reasons why a Chevy truck will do more for you on your job!

In addition to great V8's, these brawny beauties now offer new high-compression sixes . . . a choice of manual or automatic transmissions in every Series . . . exclusive Powermatic transmission . . . tubeless tires . . . and many more far-ahead features.



NEW CHEVROLET TASK·FORCE TRUCKS

Anything less is an old-fashioned truck!

**FOREMOST SOURCE
for AREAWALLS**

SAINT PAUL CORRUGATING CO.

IMPERIAL

Lux-Right

The Nation's Best

Most complete line in U.S.A. Three shapes: Streamlined-straight, Round, Square. Special sizes our speciality.



IMPERIAL LUX-RIGHT: Long recognized as outstanding for American homes. Hand-dipped galvanized after fabrication.

ECONOMY LUX-RIGHT: For medium-priced homes where price is a factor. Economy grade tight-coat galvanized.

CASEMENT: For lower floor rooms in basement, hill or split-level homes. Square type. Right angle corners let the windows open wide.

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We prepay freight on 12 units or more. Dealers everywhere. **FREE** illustrated folder gives full details on complete line... Phone your distributor, or write us.

AB-4

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Manufacturer of Kitchen Ventilating Hoods has several openings, for manufacturer's representatives. Competitively priced. Liberal commission. Write **COLORTONE HOODS, INC.**, 103 E. Carleton Road, Hillsdale, Michigan.

MANUFACTURERS REPRESENTATIVE WANTED

Ten-year-old Michigan concern manufacturing all-steel folding closet doors and patented-type steel garage doors is seeking representation in most states. Direct inquiries to **Stylecraft, Inc.**, Roseville, Michigan.

To sell more **BUILDING PRODUCTS** and **EQUIPMENT** pre-sell the **BUILDER!** American Builder reaches more builder-buyers than any other building publication!



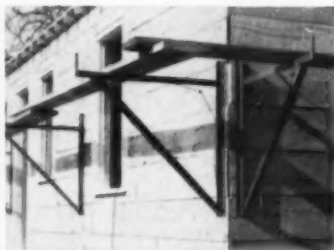
**A
GOOD
LAW
TO
BREAK**

The law of averages says that cancer will kill one out of every six Americans. But the law does not have to prevail. You can help break it in two ways. By having a thorough medical checkup every year... and by sending a contribution to your Unit of the American Cancer Society or to Cancer, c/o your town's Postmaster. Fight cancer with a checkup and a check.

AMERICAN CANCER SOCIETY

**SLOAN'S BUILDING BRACKETS
FOR SAFE CONSTRUCTION**

Over 200,000 Sloan's Brackets and Ladder Jacks in use today. Interchangeable folding Scaffold Bracket nails on or uses bolt hook attachment.



We manufacture a complete line of

**FOLDING
SCAFFOLD
BRACKETS
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BRACKETS
AND
LADDER
JACKS**

Notice Our staging equipment is one of the best if not **THE** best on the market today. A set of these brackets will pay for themselves on two jobs, and last a lifetime. For safety, compactness, durability, they have no equal. Each item is fully guaranteed.

DEALERS WANTED

Write for folders and price list

L. J. Sloan Scaffold Bracket Co.

P.O. Box 6399
Minneapolis 23, Minn.

The **PENN** Package

**Your Best Buy
... with all the
Plus Features of
Forced Water Air Conditioning**



Complete package units with all the advantages of forced water for winter heating, summer cooling and year-round domestic hot water. See your Penn Wholesaler... get the complete story about the big volume and profit possibilities in the Penn Line.

PENN BOILER AND BURNER MFG. CORP.
LANCASTER, PENNSYLVANIA

Manufacturers' news . . .

An all-expense-paid, fifteen-day three-country trip to Europe is being awarded as first prize in the national consumer contest sponsored by Weather-Proof Co. of Cleveland. The contest, to run from May 1 to June 30 also features a free European vacation for two for the dealer from whose store the first-prize winner gets his entry blank. Other consumer prizes include four Bermuda vacations for two and ninety-five Wepco product prizes. . . . Thor Power Tool Co. has formed a construction equipment division to be headed by William J. Miller and Elmer R. Stitt, former president and vice-president of the Master Vibrator Co. . . . Frank G. Hough Co., Libertyville, Ill., is building a 55,000 sq. ft. addition to its plant, which, it reports, will make it the largest plant in the world devoted exclusively to manufacturing tractor shovel equipment. . . . Pomona Tile Manufacturing Co. will double production at its Arkansas City, Kan., plant through expansion of production facilities including added kilns. . . . Permaglas Division of A. O. Smith Corp. produced its 3,000,000th glass-lined water heater February 14. . . . A new source of supply for galvanized sheets opened with the start of a new continuous hot-dip galvanizing line by Jones & Laughlin Steel Corp. . . . James R. Maxim, who for the past ten years has been associated with Minneapolis Honeywell Regulator Co. as builder contact representative, is Builder Participation Coordinator for the 1956 International Home Building Exposition, May 12-20, at the New York Coliseum.



Smith



Reynolds

Harry C. Smith has been elected a director and appointed to newly created post of vice-president marketing, for Residential Homes, Inc. . . . J. Louis Reynolds, vice-president of Reynolds Metals Co., has been elected executive vice-president, succeeding Marion M. Caskie. . . . New

chairman of the board of directors of Carrier Corp. is Cloud Wampler, who is succeeded as president of the corporation by William Bynum. . . . Edward H. Peterson is the new treasurer of the Crane Co. . . .



Stark



Slipher

Jack Stark has been named director of public relations, advertising and sales promotion of the Ludman Corp., according to an announcement by Max Hoffman, president of the Miami aluminum window manufacturing company. . . . Two appointments have been announced by the Atkins Saw Division, Borg-Warner Corp. B. L. Owens is director of sales and James E. Butler is sales manager for both industrial and hardware sales divisions. . . . David C. Slipher has been retained by the Frigidaire division of General Motors Corp. as a consultant on research, design and marketing of appliance and air conditioning products for the home building industry. Slipher is a member of the board of trustees of NAHB's Research Institute and is currently associated with the Fritz B. Burns organization. . . . Hotpoint Co. has named W. Sten Peterson manager of market research.

Merger of Rheem Manufacturing Co. and Richmond Radiator Co. calls for John J. Hall, president of Richmond, to become vice-president of Rheem in charge of a separate Richmond division. . . . As part of a general expansion program, John W. Parrish, president of Loxscreen Co., Inc., announced the acquisition of Southern Moulding and Manufacturing Co., Inc.

General Anthony C. McAuliffe, recently retired from the U.S. Army, heads the newly-created engineering and construction division of American Cyanamid Co. and in that capacity will be president of the company's engineering subsidiary, Chemical Construction Corp. . . . H. R. Bryant has been appointed sales manager of Westinghouse re-

frigeration specialties and C. W. Paulson was named manager of the company's room air conditioner department. . . . Expansion of the sales department of Tait Manufacturing Co. has resulted in the following promotions: Frank G. Hickey, Jr., is general sales manager in charge of domestic and foreign sales; James F. Pease is product sales manager; Melville Sorrell is marketing manager; and Brand Laseter is field sales manager. . . . C. Richard Sword has been appointed manager of sales of Aerovent Fan Co., Inc. . . . John D. Benedetto has been named general sales manager of Bakelite Co., plastics division of Union Carbide and Carbon Corp. . . . Kwikset Locks, Inc., has announced the appointment of Robert T. Yerxa as general sales manager. . . . New general sales manager of H. C. Little Burner Co., Inc. is John V. Youngblood. . . . American Zinc Institute, Inc., has produced a 16 mm. sound and color motion picture, "Zinc Controls Corrosion," available to agricultural, industrial, technical and educational groups. . . . Robert E. Anderson, Sr., president of the Robertson Manufacturing Co., of Trenton, N. J., has been elected president of the Tile Council of America, Inc.



Hickey



Beneditto

Changes at Philco Corp. came with the retirement of James H. Carmine, president, at the end of April. Board of directors had agreed informally, he noted, that James M. Skinner, Jr., presently a director and vice-president and general manager of the television division, will become president. Indications were that William Balderston would be reelected chairman of the board, Donald L. Rheem, formerly executive vice-president and co-founder of Rheem Manufacturing Co., has been elected chairman of the board. . . . New assistant to executive vice-president of operations at United States Steel Corp. is C. D. King. . . . Reflectal Corp., architectural products subsidiary of Borg-Warner Corp., announced the election of Raymond G. Nordstrom as vice-president and general manager. He was formerly assistant to the president of the firm's Ingersoll Products division.

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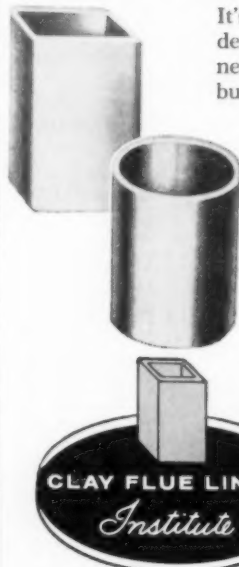
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The Month Ahead

WEATHER TROUBLES?

Take a hint from Wichita builders. They're putting their spring home and garden show under roof—the University of Wichita fieldhouse. Des Moines did the same thing earlier.

START NOW

To get ready for their June opening Milwaukee paraders started way back in February, broke ground in March. If you plan to have an entry ready by fall, now's the time to get the ball rolling. And here's a tip from the MBA: don't put your \$17,500 models next to a \$27,700 house.

SPLITS OR RANCHES?

Madison, Wis., builders will open their parade May 26—weather permitting. In case you're toying with the idea of entering a split level here's Madison's ratio of splits to ranches: 1:18. But elsewhere, of course, it will differ.

SUMMER COOLING

A great number of buyers are still hesitant about summer cooling, especially after the late winter we've been through. But you can still offer it as an extra. In fact buyers prefer it that way—they think they can always add it later. Sure bets, of course, are exhaust fans and built-in ovens and ranges. The same holds true of garbage disposers.

Selling is bustin' out all over

June is the payoff month. All your planning and building and winter work are at the mercy of your sales program. As you know by this time, building costs are up, which isn't going to please the buyer one little bit. He doesn't care how much you had to pay for two by fours, he just wants to be sure he gets his money's worth, which means your merchandising program had better be good. How about taking a ride around the countryside and seeing how your competition is doing it? You might get some ideas, and this is a nice time to ride around in anyway.

Keep 'em off the grass

How about your planting? April was the month when you should have started the lawn around your models, and transplanted the shrubs that will make it seem part of its site, but late May and early June are not too late. Do it now, and make sure that you give everything you plant lots of water. You don't want all that work burning up in July. And it isn't only the sun that can ruin a planting job; be sure you put up enough fencing to keep the kids out. A half dozen of the little dears can do more damage to your landscaping than a Sherman tank.

Estimating made easy

One of the nastiest jobs in the building business is estimating, and it's a place where you can lose your shirt if you're not careful. Beginning in June, American Builder will run a series of articles on estimating, from the excavation to the ridge. Also starting in June, American Builder's Blueprint Houses will feature a takeoff especially designed for easy figuring.



FORMICA® "takes it" standing up

Note the use of Formica's new Milano pattern on "wall areas" of this kitchen as well as on the cabinet tops.

Did you know that Formica can be applied to "Vertical Surfaces" with our new adhesive at a lower cost than many other wall surfaces?

New cements, new moldings, and new techniques have all combined to cut costs of Formica wall areas.

Now you can carry the famous Formica color patterns as used on cabinet tops onto your "Vertical Surfaces" for complete color harmony.

To get helpful information on how to apply Formica to "Vertical Surfaces," write Formica 4514 Spring Grove Ave., Cincinnati 32, Ohio for Form No. 670 or call your Formica Fabricator as listed in the yellow pages in your phone directory.



Customers buy Formica because it is a brand name they know and trust.

DEMAND THIS CERTIFICATION

We protect this faith in our product by certifying every sheet with a wash-off Formica marking. It is for your protection and guarantee that you are getting genuine Beauty Bonded Formica.

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RUB OFF WITH LOTS OF BAR SOAP ON A DAMP CLOTH

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Pays in Performance

Seeing is believing. If this wash-off identification is not on the surface, it's not FORMICA.

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SLIDING DOOR HARDWARE

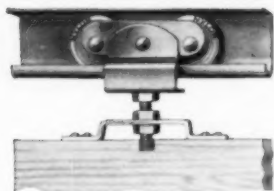
*Designed exclusively for
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Saves valuable floor space with by-passing doors or doors sliding into their own recessed pockets. More artistic placement of furniture and wall decorations are possible too with this streamlined, modern method of door manipulation for connecting rooms, wardrobes and closets.

Architects, builders and home owners alike are most enthusiastic about the NATIONAL Sliding Door Hardware because both hangers and track serve every thickness of door. Special floor guides, bumpers and pulls have been designed to serve these new type sliding doors.

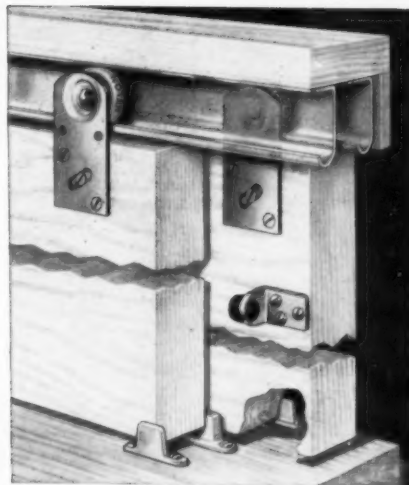


Made in two styles, either with a single large Nylon wheel $1\frac{1}{2}$ inches in diameter or the tandem style with its exclusive adjustable feature. Wheels glide freely and silently without the need of lubrication.



No. 185 Sliding Door Hanger
Adjustable

Track is made of heavy 16 gauge Steel, Hot Galvanized and is furnished in lengths of 44, 56, 60, 68 and 92 inches.



View showing complete assembly of No. 182

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