

75c

American Builder

CONVENTION ISSUE:

1958

PRODUCT

SHOW

JANUARY 1958

NuTone Built-Ins

Bring Splendor and Value



1. Range Hood-Fan

Every kitchen needs good ventilation over the range to get rid of hot, greasy odors. NuTone offers the finest Range Hood-Fans in every price class . . . unmatched for beauty, quiet power, and trouble-free performance. Matching NuTone's outstanding performance is the colorful styling of new Pushbutton Hoods. Available in 6 metals and finishes.

2. Oven Hood-Fan

AT LAST! Your beautiful cabinets can be protected from damage caused by scorching heat, grease, and smoke which escapes from any built-in oven when the door is opened. The NuTone Oven Hood-Fan is engineered to exhaust just the right amount of air without disturbing baking temperatures. Removable filter and fan assembly for easy cleaning.

3. Food Center

No more cluttered-up kitchen counter tops. NuTone's fabulous Built-In Food Center does everything! It's a Meat Grinder — a large size Mixer — Food Blender — Knife Sharpener and a Fruit Juicer—all completely recessed—leaving the kitchen counter smooth and tidy. Easy to install over a drawer . . . or filler . . . or dead corner . . . or other spaces on counter.

4. Clock & Chime

Homemakers will love this kitchen feature! It's a combination Kitchen Clock and Door Chime. Stunning design plus Chord Tones. Pleasing to the ear . . . attractive to the eye. Simplified installation—no clock outlet needed. Completely recessed, flush with wall. Copper Anodized, with Markers in Black and Red . . . Also in Gold or Silver Anodized.

...for Your Kitchens

into Your 1958 HOMES!

New NUTONE OVEN HOOD FAN

Here's a PERFECT PAIR for complete Kitchen Ventilation. The NuTone Range Hood-Fan gets rid of odors, grease and excess heat over the range cooking zone. — And NuTone's OVEN Hood-Fan captures the overflow of heat, smoke and grease which escapes in the oven baking zone!

Beautifully styled to blend with all built-in ovens . . . either gas or electric. More shallow than all other oven hoods. No sharp corners to protrude and cause accidental bumping. NuTone is lower in cost — and wastes no cabinet space!



QUICK and EASY
TO INSTALL!

U. S. & Foreign
Patents Pending



10 MODELS of EXHAUST FANS



BUILT-IN FOOD CENTER

NUTONE FOOD CENTER

The ONLY FOOD PREPARATION CENTER of its kind. Built-in to any kitchen counter top. SAVES VALUABLE WORKSPACE and prevents the tangle of cords from separate food appliances.

SAVES MONEY, TOO . . . the homemaker saves the cost of an extra motor every time she adds another appliance. Praised by editors of all National Women's magazines—Endorsed by largest Builders and leading Architects. They call it, "Most exciting food appliance in 20 years".

NUTONE EXHAUST FANS

You'll find exactly the right type of NuTone Exhaust Fan to fit any kitchen. Ten basic models . . . for Wall and Ceiling. All carry NuTone's Exclusive \$500,000 BOND . . . Guaranteed to give trouble-free service!

Grilles are anodized and can't rust! Protected against stains and tarnish. Your choice of Pull Chain or Wall Automatics, Ceiling Automatic, or Vertical discharge types — More powerful than others at same price. . . . More attractive in styling!

WORLD'S FIRST NAME IN

KITCHEN VENTILATION

NuTone

FREE 1958
CATALOGS

SEE
NEXT PAGE

NuTone Built-Ins

Bring Splendor and Value

Bathroom Fixtures by
BRIGGS Beautyware

U. S. & Foreign Pats. Pend.



1. Ventilation

No matter whether your bathrooms are "Inside Plan" or "Outside Wall" . . . you need exhaust fans to avoid lingering odors and prevent damage of clinging moisture to walls. NuTone offers three types of ceiling bathroom exhaust fan — designed especially for bathrooms, where closed doors require a fan with a high static pull.

2. Instant Heat

There are many months when bathrooms are too chilly for comfort or good health. — Even in Homes with central heating — **AUXILIARY HEAT** is needed early in the morning after the furnace has been turned down all night . . . or in off-seasons. NuTone Ceiling Heaters are **SAFEST** . . . for **QUICK HEAT** . . . when and where needed.

3. Built-In Scale

Weight-conscious Americans have made the bathroom scale a **MUST** in every home — but the big question is . . . "Where to store the scale when it is not in use?" Now NuTone has the perfect answer to solve this problem . . . with a **BUILT-IN Bathroom Scale** which folds into the wall . . . leaving the floor unobstructed.

for Your Bathrooms

into Your 1958 HOMES !

New NUTONE BUILT-IN SCALE

No more stumbling . . . no more fumbling with portable types of bathroom scales. The NuTone Built-In Scale **FOLDS OUT OF THE WAY** WHEN NOT IN USE. Outside door can be painted to match wall.

Recessed into the wall . . . to keep the floor uncluttered. Fingertip Control of "Spring Action" Door permits scale to fold down from wall, with plenty of room for even the stoutest person. No protruding handle. Easy to install between standard 16" studding. Large flange covers any rough cutouts.



FOLDS
OUT OF
WAY WHEN
NOT IN USE.



New HEAT-A-VENTLITE

It's a **CEILING HEATER** — plus a **CIRCULATING FAN**—plus an **EXHAUST FAN**—plus **LIGHTING** . . . The only Ceiling Fixture of its kind with **TWO BLADES!** — Propeller for circulating warm air—and Blower Wheel to exhaust lingering odors and damaging bathroom steam.

Best of all, the exhaust fan automatically shuts off when the circulating fan for the heater is moving. Enclosed heating element gives years of trouble-free operation.

New VENT-A-LITE

Now you can have an Exhaust Fan **PLUS** Overhead Lighting in the ceiling of your bathrooms . . . **BOTH** for the cost of **ONE COMBINATION UNIT!** Fan Blower is quiet and moves just the right amount of air without causing chilly drafts.

It's **ROUND** . . . to provide more and better lighting . . . enough to cover the entire bathroom area. Easier to install between the ceiling 2 x 6 joists. Hinged lens for replacement of bulbs. Meets FHA requirements.

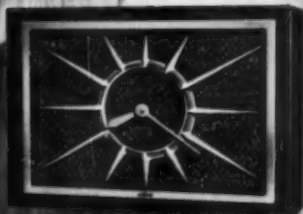
WORLD'S FIRST NAME IN

BATHROOM BUILT-INS

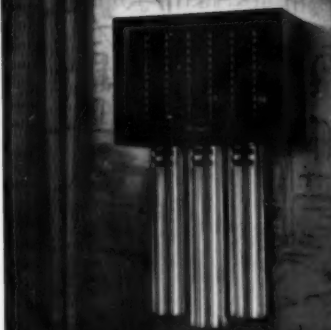
NuTone

FREE 1958
CATALOGS

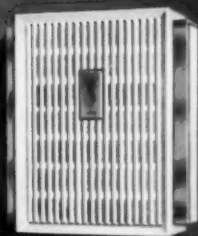
SEE
NEXT PAGE



New (L60) World's First Westminster Chord Chime. 4 or 8 Notes.



New (L38) Chime — 4 or 8 Note Chime with Short Tubes.



New (L21) Completely New 2-Note Repeating Door Chime.



New (L32) Beautiful Provincial Chime with Chord Tones.

EYE-LEVEL *Beauty*

To Bring Splendor and Value into Your 1958 Homes!

Brilliant styling — magnificent new sound. NuTone has blended both to perfection in its 1958 line of Door Chimes. 22 Models for Contemporary, Traditional or Ranch Type Homes.

Make your homes more inviting with this "Cheerful Earful". It's such a friendly way to say "Hello" to visiting friends and family. NuTone Door Chimes add a luxury touch to your home at a moderate cost.

U. S. & Foreign Pats. Pend.

15 STYLES OF PUSHBUTTONS



NEW L-36 BUILT-IN CLOCK and CHIME
A Combination Kitchen Clock and Door Chime. Stunning Design Plus Chord Tones. Completely Recessed, Flush with Wall. Copper, Gold or Silver Anodized. No Clock Outlet Needed.

NuTone Door Chimes

THE WORLD'S FIRST NAME IN DOOR CHIMES



DK-308 Non-Electric



L-20 • 2-Note Chime



L-30 • Chord Tone



L-41 • 4 or 8 Notes



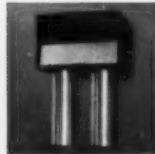
L-33 Long Tubes



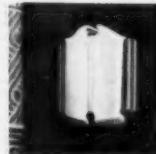
MC-302 Non-Electric



L-16 • 2-Note Chime



L-23 • 2-Note Chime



L-22 • 2-Note Chime

New (L17) A Two-Door Chime with "Decorator" Styling.

FREE 1958 CATALOGS


- EXHAUST HOOD FANS
- FOOD CENTER
- DOOR CHIMES
- CEILING HEATERS
- BUILT-IN SCALE

Write NuTone, Inc., Dept. AB-1, Cincinnati 27, Ohio



Coming
THE FINEST ENGINEERED INTERCOM-RADIO EVER PRODUCED





Kwikset
helps sell
homes

It's not a coincidence that Kwikset "400" line locksets greet more home buying prospects than any other. Successful builders have found that Kwikset's distinctive designs and flawless finishes help make sales. And Kwikset's dependable performance guarantees permanent customer satisfaction. In addition, Kwikset's national advertising helps to sell prospective buyers on the importance of buying a home where Kwikset locksets are installed.

Kwikset



for better sliding pocket doors

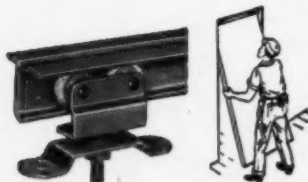


***Sterling T-Frame
goes up fast,
prevents warping***

Engineered exclusively
by the leader in sliding door hardware
—no other pocket unit like it!



Simple in design — low in cost
Steel header and steel split
jamb 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.

*Send for our new 24-page catalog
and detailed information or
see our catalog in Sweet's Files.*

John Sterling Corporation RICHMOND, ILLINOIS
(McHENRY COUNTY)

FORMERLY STERLING HARDWARE MFG. CO. OF CHICAGO

The Opportunity Page

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

Saving time saves money

Here's a time- and money-saving building trick which comes via the Springfield (Mo.) HBA. Builder J. D. Gillenwater had a house plastered and there were some pretty heavy ceiling cracks which had to be fixed before the new owners moved in. Instead of patching, the builder used tape—just as though the original job had been dry-wall. He says it works like magic. This trick should be particularly helpful to builders who have extensive patching jobs to do on old trade-in houses.

New book helps you sell

Everyone agrees that today's tough market has to be "sold." To make the job easier for you, Simmons-Boardman Books has combined the talents of one of America's top marketing experts, Al Gross, with that of members of AMERICAN BUILDER's editorial staff in a new book, "Selling Houses Successfully—Builder's Sales Guide." Emphasizing the necessity for a coordinated selling plan, the book includes scores of case histories from some of the nation's top builders and other materials drawn from the pages of AMERICAN BUILDER. The book will be available Jan. 25th for \$5.00. Write: Simmons-Boardman Books, 30 Church St., New York 7, N. Y.

Timing is important

You've heard a great deal lately about the correct way to write new home ads. You have also heard about the pros and cons of one advertising medium over another. But, there's more to it than that, according to Neil E. Bahr, general manager for R. A. Gall, one of Ohio's largest real-estate companies. Families, he said, like to plan their tour of model homes well in advance. Given an evening to look at the ads on "homes for sale" within a particular area, the prospective buyer can plan his itinerary to save time and miles. When Gall began running his current series of large ads on Saturdays, he

found a marked increase in the number of people who came out to inspect his homes.

Industry united for progress



All roads lead to Chicago this month. The annual NAHB convention gets under way Jan. 19-23. This year's theme—Industry United For Progress—will pinpoint the need for closer cooperation between all segments of the industry—manufacturers, sup-

pliers and builders. If you plan to attend the convention, AMERICAN BUILDER presents a preview, in this issue, of what will be going on (p. 25) and a guide to exhibits (p. 82). If you aren't able to attend the big show, be sure to see AMERICAN BUILDER's convention round-up in March. It's the best way to find out what's ahead for this crucial year.

Opportunity for small builders

Small-volume builders did well in 1957; will continue to do all right in '58, says Nels Severin (see p. 67). One big reason: they can give each house a custom-like individuality that is a strong factor in selling today. Their opportunity is limited only by their ingenuity and creativeness.

There's profits in odd sites

Another good tip for small-volume builders: You can turn hillside lots into money-makers. Design your houses to fit the terrain. In Monterey Park, Cal., the Security Development Corp. cut site costs by building its houses on 4x4" and 6x6" poles rather than making a "cut" into the terrain. (See Better Detail of the month, p. 226.) This is an ideal way to make use of small "hard-to-build-on" lots. These sites usually cost less—an important factor in these high-cost times.

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Textolite Ideas



Foyer in new Travara Marble pattern. Travara is available in standard or postforming grades.

TEXTOLITE'S STUNNING NEW "BLOCK OF MARBLE" EFFECT costs no more than wood—gives you many more selling features

Available in 5 rich color schemes, General Electric Textolite marble-pattern surfacing curves to follow contours of any wall . . . looks more luxurious, cleans easier, and lasts years longer than wood

It's a luxury touch that helps close sales—at surprisingly low cost! Marble-pattern Textolite surfacing on walls looks like natural marble . . . costs no more than fine wood paneling—yet outlives it by years!

Unlike wood, General Electric Textolite surfacing does not need periodic refinishing. It resists scratches, scuffs, and stains—cleans to a sparkle with a damp cloth. And it's fast and inexpensive to install.

You can choose from 70 market-

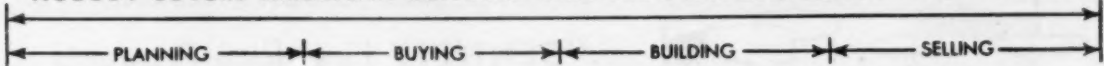
tested colors and patterns in General Electric Textolite wall and counter surfacing. See them all in Sweet's Light Construction File, Catalog 7e/Ge.

For specific recommendations on where Textolite can be of most value in *your* homes, check with the Textolite dealer nearest you. He's listed in the Yellow Pages under "Plastics." Or send description of surfacing problem to Laminated Products Dept., Section AB-81, General Electric Co., Coshocton, Ohio. You'll get prompt help.

Textolite
LAMINATED SURFACING
GENERAL  ELECTRIC

AMERICAN BUILDER

"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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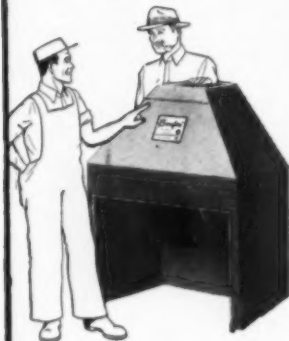
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BUILDERS AND MASONS AGREE:
"BENNETT Fireplace Products
save time and money for us . . .
. . . give greatest satisfaction
to home owners"

Benefire THERE'S LESS TO DO
 FROM HEARTH TO FLUE



MR. BUILDER—"Benefire takes all the guesswork out of fireplace construction. It's the complete fireplace form . . . and gives complete satisfaction to the owner."

MR. MASON—"Benefire's square shape simplifies brick-laying, cuts down time, saves up to a ton of masonry per job. Throat damper, combustion chamber, down-draft shelf and 'Ductops' are all built into the form."

Beneform THE ONLY CHOICE FOR
 UNUSUAL FIREPLACES



MR. BUILDER—"Beneform does a terrific job . . . for projecting corner fireplaces, 2-sided or 3-sided openings, openings in 2 rooms, open all around, etc. . . . assures lower construction costs and smoke-free operation."

MR. MASON—"Because of its flexibility, Beneform allows a choice of chimney stack locations. And the heavy flange on all four sides is strong enough to carry any masonry load. No lintel bars required."

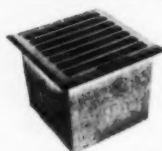
NEW DEEP-THROAT DAMPER BENNETT-
DESIGNED FOR FAST,
EASY INSTALLATION



MR. BUILDER—"For standard fireplace construction, I've found that the Bennett Deep-Throat Damper gives the most satisfactory performance. And it holds down construction costs."

MR. MASON—"The Deep-Throat Damper makes my work easier. It's sized and shaped for standard brick . . . saves cutting and fitting. New 10" deep throat insures maximum draft. Interlocking closure along entire top, and full overlap ends, prevents heat loss and cold down drafts."

EVERYTHING YOU NEED FOR LOW-COST FIRE-
PLACE CONSTRUCTION



SWEEPIT



LINTEL BARS



CLEAN-OUT DOORS



ASH DUMP

The Bennett line has all the accessories you need for every type of fireplace in demand today. For example:

SWEEPIT—Perfect for raised hearth and basementless homes. Sweep ashes into the galvanized pan. Easy to remove and empty.

CLEAN-OUT DOORS—Standard design, but with frame and door cast in attractive patterns.

ASH DUMP—Extra heavy cast iron . . . firebrick size frame seats deep in hearth, can't be dislodged.

LINTEL BARS—Each bar made from right weight and size of angle to support its span length without spring or sag.

Yes, builders and masons agree that Bennett Fireplace Products solve their fireplace construction and cost problems.

And, best of all, once the job is done the owner is happy about its performance and easy operation. The finished fireplace costs less. Smoke-free construction is guaranteed. The exterior of the fireplace is more beautiful. Extra heat is there when needed . . . and there are no cold floor drafts.

WRITE FOR THESE BENNETT CATALOGS

Ask for Form VC-133 for information on Benefire. The rest of the big Bennett line is covered in Catalog VC-100. Write to Bennett-Ireland Inc., 158 Market St., Norwich, N.Y.

See your
LOCAL BENNETT SUPPLIER
 for full details and low prices on the new Benefire, Beneform, and the complete line of dampers, ash dumps, grilles, grates, lintels, etc.



AUTHORITIES ON FIREPLACES

AMERICAN BUILDER

BENNETT IRELAND INC.

NORWICH, N.Y.

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

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This index is an editorial feature, maintained for the convenience of readers. It is not a part of the advertiser's contract and American Builder assumes no responsibility for its correctness.

Heard the news?

*Milcor's in the
hollow metal door
business!*

Good!

*Warehouse
stocks
in 11 cities
mean
fast
deliveries!*



Big, ready-to-ship
stocks in all
these cities:

BALTIMORE
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DETROIT
KANSAS CITY
LOS ANGELES
MILWAUKEE
NEW ORLEANS
ST. LOUIS

**3 grades of doors
for commercial,
industrial, and
residential
applications**

**An old reliable name, a new reliable source
for commercial hollow metal doors**

Chances are, you've often installed Milcor products — metal lath, corner bead, access doors, rain-carrying equipment, louver ventilators. Now you enjoy the same high quality in Milcor Hollow Metal Doors.

Three basic types are available:

- 1. Light commercial.** 1½" thick. Formed of 20-gauge steel. Sound deadened. For use in offices, institutions, hotels, motels, etc.
- 2. Commercial.** 1¾" thick. Formed of 20-gauge steel. Used in factory offices, wash-rooms, schoolrooms, and storage areas subject to heavy traffic and requiring security.
- 3. Heavy commercial.** 1¾" thick. Formed of 16-gauge steel. Used for outside doors re-

quiring maximum security, as in schools, theaters and commercial buildings of all kinds.

All styles of these doors give owners these advantages: They are Bonderized and prime-coated. They take the abuse of heavy traffic. Also available with the U/L label for fire-resistance. They can be fitted with most standard hardware, without special templates.

Steel frames fit most conventional types of wall construction. They are pre-set, pre-cut, pre-punched — need only to be assembled. You save erection time and costs.

Catalog 280 tells you more about Milcor Hollow Metal Doors. Write or call the branch nearest you for a free copy.

D-1c

MILCOR

INLAND STEEL PRODUCTS COMPANY, Dept. A, 4025 W. Burnham St.
Milwaukee 1, Wisconsin • ATLANTA • BALTIMORE • BUFFALO • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • DENVER
DETROIT • KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS • NEW ORLEANS • NEW YORK • ST. LOUIS.

AMERICAN BUILDER

To The Editors:

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

Blueprint House draws nationwide cheers

Sirs: After reading the article about the Boyd-Jackson model home in Atlanta, Ga., I would like to have a quotation on blueprints for the house. This was the best design for home living I have seen in a long time.

I would like a copy of the article as it appears if reprints are available. This copy of mine has been circulated and dogeared by the many persons who were interested. . . .

—Mrs. Albert Zay
Cleveland, Ohio

Sirs: In the Sept. 13 issue of *Printers' Ink* I saw your very attractive ad headed, "Catalytic Action!" I was considerably impressed with the house and swimming pool illustrated and I wonder if you could tell me where the floor plan of the house can be obtained.

—Jack A. Krieger
Advertising Manager
Wilding Picture Productions Inc.
Chicago, Ill.

Sirs: . . . The illustration shows a contemporary ranch home which is just what I've been looking for.

Could you kindly tell me who the architect is or where I can get additional information about this house. . . ?

—Howard R. Medici Jr.
Advertising Manager
Orange Crush Co.
Evanston, Ill.

Sirs: . . . I am very fascinated by the house and pool and would like to write to the originator. . . .

—Dorothy Psalidas
The Bronx, N. Y.

Sirs: I'm interested in the floor plan of the home pictured in your advertisement in the September 23 issue of *Advertising Age*. Will you be kind enough to tell me which issue of the AMERICAN BUILDER this appeared in? . . .

—Paul M. Elliott
KRNT-TV
Des Moines, Iowa

Sirs: . . . if you would send me a sketch of the floor plans. . . .

—Constance Novak
Lovejoy Flexible Coupling Co.
Chicago, Ill.

Sirs: . . . The house that you used as a part of this ad is very attractive. . . .

—L. C. Stewart
Salisbury, Md.

● The house (below) in the *Printers' Ink* and *Advertising Age* ads were the same Boyd-Jackson model featured as AMERICAN BUILDER'S Blueprint House for August. Blueprints (No. 244) are available

through the Book Department, AMERICAN BUILDER, 30 Church St., New York 7, N. Y. For further details, write either the architect, Henry D. Norris, 1077 Spring St., Atlanta, Ga., or the builder, Boyd-Jackson Corp., P.O. Box 125, North Atlanta 19, Ga.

Outdoor advertising

Sirs: I was very much impressed by your article on the use of billboards in real-estate advertising ["How they use road signs to sell houses," October, p. 72]!

Are you selling reprints of that article and what would be the price for 500? I would like to send them out to prospects for real estate advertising and public relations work in this area. . . .

—Dorothy B. Degitz
La Jolla, Cal.

● Single reprints can be obtained from Ralph Glockler, Outdoor Advertising Association of America, 24 W. Erie St., Chicago, Ill.



Boyd-Jackson house, called "best design for home living. . . ."

AMERICAN BUILDER WELCOMES YOUR IDEAS. We'll print them on this page if you write them in a letter. Include photographs or drawings if you have them. We'll not use your name if you feel strongly about it.

ONE MILLION DOLLARS OUT THE WINDOW

BY THE WRONG ANSWER
TO ONE BUILDING QUESTION*



Do you know the answers to these important problems?

1. Is it true that WHITE PAINT indoors, and MIRRORS, have no more reflectivity to heat rays than a heavy coating of BLACK PAINT? (20, 22)
2. What causes timber rot, peeling paint, wet and cracked plaster, rust? (16, 35)
3. Is it true the average family creates 152 lbs. vapor (76 qts. water) a week; each person breathes and perspires 3 lbs. vapor per day? (16, 35)
4. Should you ever ventilate below insulation? (11)
5. How good an insulation is an ordinary air space? (18, 25, 26, 27, 29)
6. Is it true that HEAT RAYS HAVE NO TEMPERATURE? (19, 21)
7. Do metals in air spaces absorb, reflect and emit less or more heat rays than wood, plaster, brick, paper? (20, 22)
8. Which has the greatest and which has the least heat ray absorptivity:— asbestos, ice, aluminum, paper, rock or wood? (22)
9. Are there more invisible rays than visible rays? (18, 19)
10. Are there any DEAD AIR CELLS in insulations with respect to heat flow? (28)
11. Since metals are good conductors of heat, why are they exceptional insulators against heat flow? (18, 20)

* The question was which type insulation to install inside the brick walls of a large housing development. "The Wrong Answer" made it necessary to rip open the plaster walls to remove sopping wet insulation at a cost of more than a million dollars. It was replaced with aluminum.

You'll find the answers in "Heat Flow by Radiation in Buildings - Simplified Physics," 3rd edition, written by an authority on heat and vapor flow, Alexander Schwartz. Facts, theories, practical installation techniques, scientific reports and discussions, aided by generous illustrating, are included in its contents. This booklet is helpful to architect, engineer and builder alike.

The numbers above refer to pages in the booklet whose text gives you the answers. Get the booklet, and this important information. Mail the coupon for your free copy.

| Infra Insulation, Inc., 525 B'way, N.Y.C., Dept. B |
| Send "Heat Flow by Radiation in Buildings." |
| Firm _____ |
| Name _____ |
| Address _____ |
Kind of Business _____

The Building Outlook

SMALL TALK

USED-HOUSE TROUBLES

Second-time buyers make up a good portion of the potential market for new homes. They are faced with the problem of a drop in used-home prices. Although houses built over 20 years ago are taking the heaviest slash in prices—as much as 20 per cent—some of the newer used houses are selling at ten per cent less than they did about a year ago. Blame for the situation is being laid at many doors, but the shortage of mortgage money is the worst of the culprits. Realtors point out that lending institutions are putting most mortgage money into new home loans.

LOTS FOR A LOT!

There have been many stories about rising land costs: Here's a case to top them all. A lake-front lot in Milwaukee sold for \$10,000 in 1951; for \$15,000 in 1954; for \$25,000 in 1955. A couple of months ago it was sold for \$35,000. Supply and demand is the answer, says broker Harry Scheer. He claims he could have sold two more lots of the same kind at the same price if he had had them.

ANOTHER BUILT-IN?

More and more families look for water-softening units when they plan to buy homes in "hard-water" areas. A recent survey of several hundred families conducted by a Chicago research organization indicates that both men and women are aware of the disadvantages of hard water.

AD MEDIUM GROWS

Planning your advertising budget for the year? You'll be interested in a recent Census Bureau report that 80 per cent of the households in the United States now have TV sets, a jump of 68 per cent since 1950.

AN EXCELLENT LONG RANGE FUTURE for Los Angeles County builders was forecast by the county's regional planning commission. Estimates for 1975 indicate the county can expect a 9,000,000 population—an increase of nearly 67 per cent—by that date. Areas having the greatest amount of undeveloped land at the present time are expected to experience the greatest increase.

WILL CONGRESS EXTEND THE VA PROGRAM? Majority opinion is "no." Although pressure has been put on legislators by various veteran groups, most lenders and builders don't believe there will be any extension. Main drawback is the low interest rate which just doesn't attract any money into GI housing. To find out what builders feel should be done, see "Meet the builder," page 23.

BIG BUSINESS WILL FINANCE the home-building industry within the near future to give it rightful status as a ranking giant in the U. S. economy. E. D. Mann, president, Tile Council of America, made this prediction. He believes large stock corporations will enter the home-construction field to handle home building from A to Z—from land planning to moving a family into a house and helping to get necessary financing.

APARTMENT UNITS WILL CONSTITUTE almost one-fifth of 1958's total number of housing starts, according to a joint Commerce-Labor departments forecast (See Pulse of Building, December.) This will be the largest proportion since 1949. Then, apartment-house construction was assisted by easy-credit conditions and by special financing aids under the former Section 608 program. The rising number of rental-type units is attributed to several influences: (1) expanding programs for rebuilding urban centers; (2) anticipation of greater returns on rental investments; and (3) a large core of demand for convenient, central-city locations from the fastest growing adult segments of the population—young couples without children and the elderly.

SLIGHTLY EASIER CREDIT should result from the Federal Reserve Board's recent discount rate cut. Reversing a two-and-one-half-year trend in which the rate increased to 3½% in August, FRB knocked off ½ point because conditions have "changed" and "inflation, at least temporarily, has ceased to be a dominant factor in the economy."

having trouble with windows...

COVERED WITH MILL GREASE

... OR DEFACED BY HOT MORTAR?

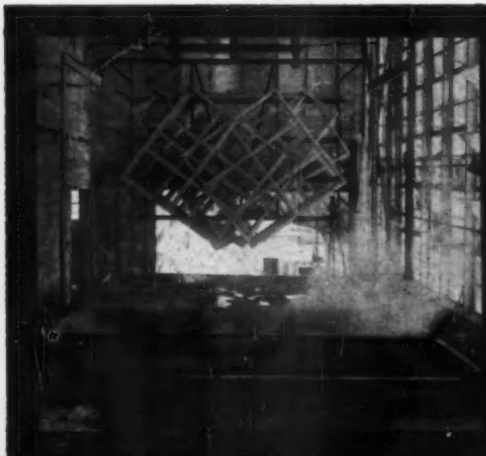
You can save time and trouble with



WARE ALUMINUM WINDOWS

We absolutely **GUARANTEE** that every window is chemically cleaned and lacquered at the factory!

Why run up extra costs doing extra work on the site to remove mill grease from your windows? Ware windows come to you with a durable, satiny finish protected by DuPont Methacrylate that adds eye appeal as well as saving you time. This finish also protects windows from the damaging "bite" of hot mortar, which otherwise can deface a window by etching into it. Excess mortar can be easily "flicked off"—saving cleaning time, too.



Every window at the giant Ware plant is processed through five dip tanks. After being chemically cleaned and etched, the lustrous finish is preserved by DuPont METHACRYLATE—exceeding Federal specifications.

This is just one example of the *extra value* you get from competitively-priced

WARE WINDOWS.

It'll pay you to get the facts on the entire Ware line, today.

Write Dept. AB-1

WARE LABORATORIES, INC.

3700 N.W. 25th STREET • MIAMI, FLORIDA

SEE US AT BOOTH 38—HILTON HOTEL!

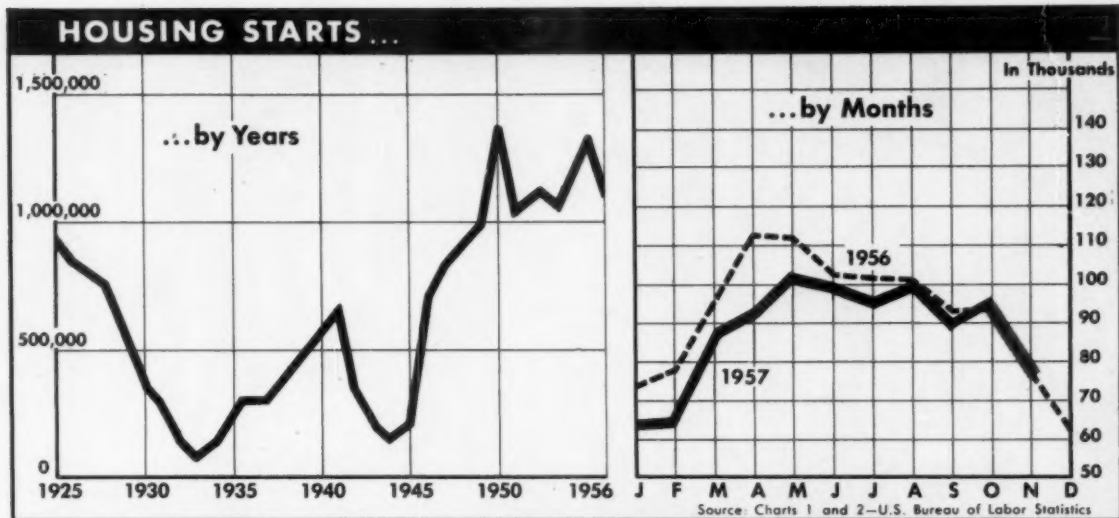
WARE



QUALITY APPROVED



Pulse of Building



Interpretations:

Despite early dire predictions that 1957 starts would fall below 1,000,000, starts have held above that mark (seasonally adjusted) for seven successive months. Stability has been the striking feature of the housing market since May. It appears that as long as confidence in employment and income holds up, starts are unlikely to fall below the magic million. However, any continuation of the recent drop in employment could introduce a more serious set-back to the market than came from tight money.

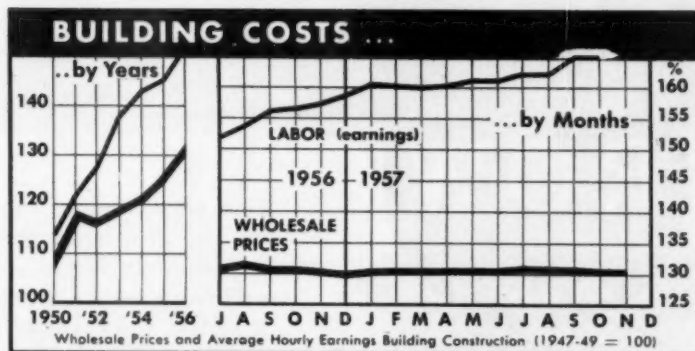
15 LEADING HOME BUILDING AREAS

Dwelling units in Metropolitan areas during the first eight months of 1957. (BLS)*

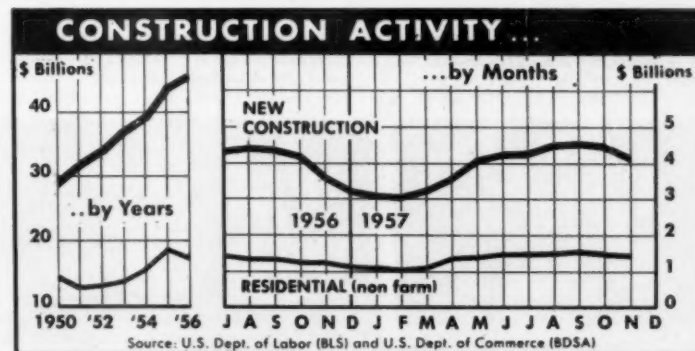
	Units	% Change Jan.-Aug. 1956-57
Los Angeles	57,703	-12
New York	42,033	-24
Chicago	29,968	-19
Detroit	17,386	-27
Philadelphia	14,568	-20
Miami	13,149	+14
San Francisco	12,704	-22
San Diego	10,515	+24
Washington	9,677	-21
Baltimore	9,564	+15
Cleveland	8,195	-12
Phoenix	7,550	+34
Milwaukee	6,098	**
Denver	5,668	-14
Seattle	5,603	+8

* Based on building permit reports and of estimate of units started in non-permit issuing parts of these areas.
** + less than 1/2 of 1%.

1 NOVEMBER'S 78,000 STARTS virtually assured about 1,040,000 starts in 1957. This results from a mid-year reversal of the downward trend we had early in the year. Volume through November was 975,000 units.



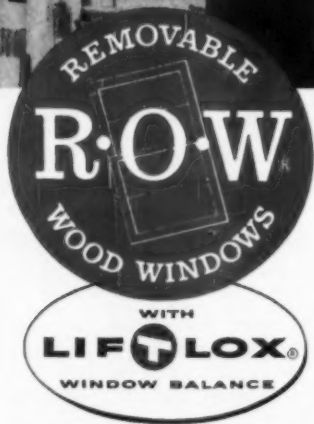
2 HOURLY EARNINGS steadied in October, although they were 6% above the 1956 level. November's material prices held at the October figure—less than 1% below the Nov. 1956 index and July 1956 record.



3 A NEW NOVEMBER HIGH was set for construction activity, although there was a seasonal decline from Oct. to \$4.1 billion. Major increases over 1957 were for utilities, highways, schools and offices.

FOR A BETTER HOME

THE REMOVABLE PAIR



One very obvious mark of a conscientious builder is his use of quality wood windows. Pressure-tight and immediately removable R·O·W windows look better and work better. Because wood is a natural insulator, it resists the transfer of outside temperatures—eliminates condensation and “sill-puddles.” Conscientious builders will prosper this year and in years to come by using easy-operating, removable R·O·W windows.

R·O·W and LIF-T-LOX are the registered trade-marks of the R·O·W Sales Company

CUT INSTALLATION TIME—With sashes out, R·O·W windows are lighter and much easier to install.

CUT PAINTING TIME—Paint all sashes separately, on a production basis—safely and in half the time.

EASE OF MAINTENANCE — Wash or paint R·O·W double-hung or gliding windows easily, safely—inside.



R·O·W SALES COMPANY • 1300 ACADEMY • FERNDALE 20, MICHIGAN

BETTER GO R·O·W

WITH HIGH-STYLE FLAIR



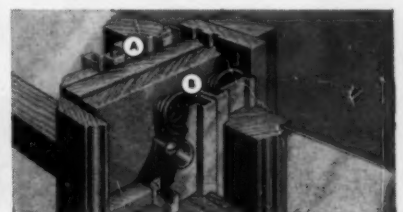
Stylize and individualize your homes with windows selected from the R·O·W full line of types and sizes. New proportions, smart cut-ups and the great variety of modern and traditional styles, provide full-scale architectural flexibility. With R·O·W windows, your homes can *look* pleasingly different. With R·O·W windows, they will *be* pleasingly different—*easier to sell and easier to keep sold.*

See your local lumber dealer or write

ADD TO HOUSE VALUE—Homes with removable R·O·W windows can be demonstrated to have plus value.

PROVIDE EASY OPERATION—with LIF-T-LOX balanced double-hung windows or HI-LITE gliding units.

TWO R·O·W "EXCLUSIVES"—for easy operation. (A) LIFT-T-LOX BALANCE. (B) SPRING-PRESSURE MECHANISM.



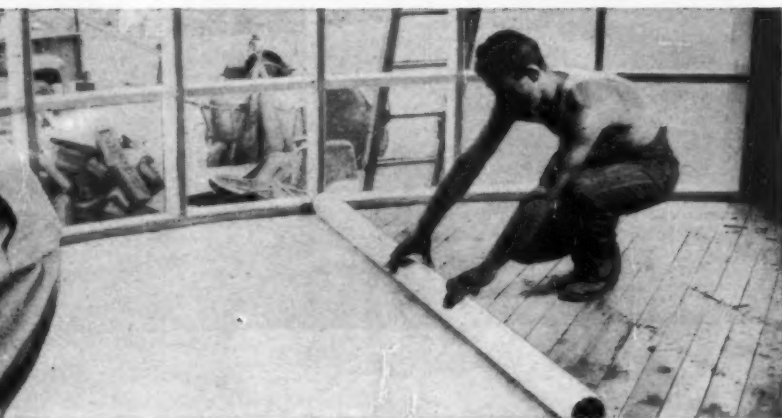
NAHB BOOTHS #86, CONRAD HILTON • #538, SHERMAN HOTEL

GER-PAK -- THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM

GER-PAK

VIRGIN POLYETHYLENE FILM

Virtually
SEALS OUT
Cellar Moisture and Dust!



Satisfy yourself and the homeowner with a positive way of preventing moisture and dust from coming up through the basement. Use Ger-Pak film over sub-flooring to seal out unwanted cellar moisture and dust.

All over the country successful builders agree that Ger-Pak virgin polyethylene film is the most effective, versatile moisture-vapor and dust barrier material. In addition to its superior dust-sealing and moisture vapor protection in sub-flooring, Ger-Pak film excels under slab foundations to end wet basement problems, and to reduce sidewall moisture penetration to a minimum.

And that's not all. Ger-Pak film is the ideal material for concrete curing blankets, for protecting equipment and materials from bad weather, for painting drop cloths as well as many other on-the-job uses.

And only Ger-Pak film offers the widest range of widths — from 10-inch for flashing all the way up to 40 feet. Available in clear, black and special opaque white. Ask your dealer about tough, lightweight, easy to handle, and inexpensive Ger-Pak film today.

FREE samples and brochure are yours for the writing.

Designed
To Meet FHA
Requirements

GERING

Virgin Polyethylene Film

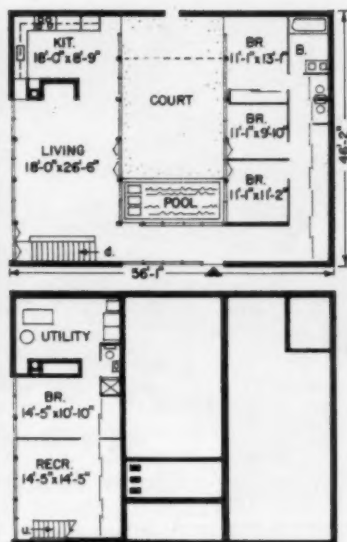
GERING PRODUCTS INC., Kenilworth, New Jersey

AMERICAN BUILDER

Tomorrow's House



BLEND of brick, glass and louvered wood softens stark exterior.



**Simplicity of the square makes a striking house;
interior courtyard lends warmth and privacy**



IDEAL PLAY YARD is one of private inner court's many functions.

Muted red brick walls, glistening panels of wood-framed glass and delicate wood louvered facing soften the stark simplicity of this Flossmoor, Ill., house's exterior walls.

Designed by architect Paul Schweikher, this house is for:

- *Living.* Functional advantage of square design becomes apparent immediately in plan, above. Note first that there is no lost space, and second, that this simple plan permits a beautiful interior court, which provides light, privacy, space—livability.
- *The builder.* What could be simpler to construct? Conventionally or as basis for the modular concept.

Beside materials already mentioned, fir plywood was used extensively for subfloors and in construction of wardrobe closets.



**All 4-Way Windows
Clean Easily from Inside**

New
**Qualitybilt 4-Way
Wood Windows Offer
Remarkable
Versatility**

Here they are . . . brand new Qualitybilt TWO-SASH and SINGLE SASH Series windows to give you almost unlimited versatility in window installation! All units are supplied complete, set up, ready to install . . . with all hardware included.

The TWO-SASH Series can be installed with both sash swinging outward, giving 100% ventilation, or, for greater economy, with top sash fixed. As casements, simply install them with sash vertical.

The SINGLE SASH Series can be installed as AWNING Windows or HOPPER Vents for the popular "shoulder-high" look . . . also, in stacks or ribbons, or above or below TWO-SASH or Picture Units. As out-swinging CASEMENTS, they can be installed to operate either right or left-hand; used singly, in groups, or as flankers for Picture Units.

And versatility is only part of the story! For maximum view, the TWO-SASH Series has a slender meeting rail . . . only 2 1/2" between glass! Concealed sliding hinges make cleaning easy from inside. You can select roto, bar, or manual operation . . . single glazing with removable double glazing panels, or insulating glass. Screens are all-aluminum with gun-metal finish wire. Wood parts are toxic-treated with approved water repellent preservative, and all windows are completely weatherstripped.

Your Qualitybilt distributor has the complete story on the new FOUR-WAY Window series. See him TODAY, or write for illustrated catalog!

**WE'LL BE AT THE NAHB CONVENTION
BOOTHS 578-579-580**



TWO-SASH

AWNING

HOPPER

CASEMENT

TWO-SASH SERIES UNITS
For Awning or Casement installations. Top sash stationary or operative.

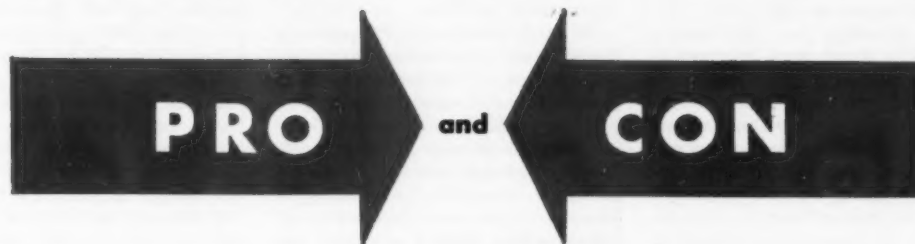
SINGLE SASH SERIES UNITS
For Awning, Casement, or Hopper installations.

**4-WAY
Qualitybilt
WINDOWS**

FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS • COMBINATION DOORS
STORM SASH • GARAGE DOORS • MOULDINGS • INTERIOR TRIM • SASH UNITS • LOUVERS
KITCHEN CABINET UNITS • CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • "FARLITE" LAMINATED PLASTICS

GOING TO PRESS



**SECONDARY FINANCING: is it a threat
to home building?**

● **What's the answer to the secondary-financing problem? FHA has a proposal under consideration which may help. A new program would insure private lenders against the top 20% of the risk rather than 100%. In addition, private mortgage companies are working out their own plans. (See p. 20.) U.S. Savings & Loan League's proposal for 90% conventional loans might also provide a solution.**

Builders and lenders say they're being forced to resort to secondary financing. They deplore it because it adds to buyer's costs. But, they're using this method to sell homes because many purchasers just don't have the necessary down-payments—even though they do have good, steady incomes.

An AMERICAN BUILDER press-time survey indicates there is a growing trend to multiple financing. Blame is laid at the door of the government's tight-money policy—which has forced a majority of buyers into the conventional mortgage market. This trend has led to a series of warning speeches by FHA Commissioner Norman Mason and his deputies.

"When I hear about broad-scale plans for home financing that completely disregard established standards, I don't feel so optimistic about future sales," Mason cautioned.

This fear, echoed in replies to AMERICAN BUILDER, is tempered by these factors: secondary financing is set up on a more realistic and sound basis than it used to be. During the depression, many people had sad experiences with multiple financing, and a "bad taste" lingers on. However, builders and lenders today feel that most "extra" costs involved in secondary financing are not dangerous—IF buyers can afford them.

Typical of the comments received by AMERICAN BUILDER were those from Leo Mullin, executive vice president, HBA of Greater Kansas City, and Charles Wellman, executive vice president, Glendale (Cal.) Federal Savings and Loan Assn.

Said Mullin: "Feelings here are divided. Some builders contend it is a necessary evil born of necessity caused by tight money. Others feel it is not sound because it oversells beyond the ability to pay. . . . Our personal belief is the situation must be tailored for each individual's circumstances."

Said Wellman: "My own opinion is that some shade of gray best describes the current condition. A great deal depends on the terms under which secondary financing is arranged and its relationship to customer's monthly income available for housing expense."

What builders and lenders say ▶

► "If secondary financing is necessary now,

The most debatable point about secondary financing is whether or not such financing "over-extends ability of buyers to pay."

Such a feeling is a throw-back to the '30's, when many home owners were unable to meet payments on multiple mortgages.

Said one West-Coast bank president: "Although I haven't noted any appreciable trend towards secondary financing of new homes, I do feel secondary financing is bad. Many of the mortgage problems of the '30's were caused by this. . . ."

"I do not believe that secondary financing is the answer to the mortgage lending problem."

His feelings are echoed by another West-Coast bank president who wired: "Most builders are not in a position to take on secondary financing. I believe that the trend . . . is bad, and I doubt its necessity even today. While supply of funds for home lending is less than a year ago, the demand is also less. They about offset each other."

Some East-Coast lenders agree with their West-Coast counterparts:

"With FHA loans available, I would deplore any heavy trend in this direction," said Levi P. Smith, pres., Burlington (Vt.) Savings Bank.

"A development along these lines would be unsound from a credit and investment standpoint. Secondly . . . we feel we have a moral obligation to make effective the tight-money policy of the Federal Reserve System and would not en-

gage in practices which would have an inflationary impact."—Island Federal Savings & Loan Assn., Hempstead, N.Y.

"I have noted with concern the trend towards secondary financing of new homes to stimulate the slack housing market in some areas. The apparent slackening in corporate demand for money is likely to influence primary mortgage lenders towards acceptance of minimum down payment requirements to an extent which should minimize the need for secondary financing."—

R. Stewart Rauch, Jr., president, Philadelphia Savings Fund Society.

Rauch's point about lenders accepting minimum down-payments is well taken. For, the scarcity of low down-payment, government-insured loans has led many buyers to conventional financing with resultant higher down-payments.

One solution may lie in adoption of the U.S. Savings & Loan League's proposal which would up its lending ratio to provide 90% conventional loans. (See AMERICAN BUILDER, Nov. 1957 Forecast.)

This solution is suggested by Howard Edgerton, president, California Savings & Loan League. Edgerton reports no more trend towards secondary financing than existed for the past couple of years.

"On high-priced merchandise, secondary financing is probably necessary," he stated. "And, it is not particularly harmful on medium and lower-priced houses.

"Builders and financing institutions must be very careful that buyers are not sold a deal they cannot live with financially. If the U.S. League's program for 90% conventional loans is approved in the next session of Congress, I believe it will eliminate most of the need for secondary financing in medium- and low-priced houses."

Norman Strunk also feels that the problems generated by secondary financing emphasizes the desirability of adopting the League's plan.

The League's executive vice-president stated: "If there is any increase in secondary financing it is probably taking place in those areas which have grown most accustomed to the extremely low down-payment mortgage programs."

Replies from other lenders indicate they feel that while using secondary financing is not the ideal way to sell homes, it isn't too bad if buyers can afford it.

Robert V. Walker, executive vice president, First Federal Saving & Loan Assn. of Miami, has noted a moderate increase in secondary financing in recent years.

"This is mostly sound, but sometimes bad," he said. "Tight money does increase down-payment requirements. It is O.K. for some people . . . but not for others who can't meet stiffer terms. Latter group should defer purchases, but don't always do so."

A similar reply came from an officer of an up-state New York

. . . New FHA proposal, private plans

It may be that a solution to the secondary financing dilemma will come with adoption of a new FHA program or by formation of more private-loan insurance firms.

Principal aim of FHA's program would be to avoid prohibitive expenses of second-mortgage financing. HHFA Administrator Albert M. Cole made this clear in outlining the proposal which is being considered by the Administration. Here's how it shapes up.

FHA would insure private lenders against loss of perhaps the top 20% of their risks. Since the private lenders would be assuming the balance of the risk, FHA would not have to apply the full requirements it uses for its present programs. (This new plan would not eliminate or alter present FHA programs.) Said

Cole: "Although FHA will not undertake to fix the interest rate, it will . . . take measures to see to it that interest rates are fair from the viewpoint of the home owner and that exorbitant charges are not permitted."

The proposal has been hailed by W. Franklin Morrison as a way to "revitalize the nation's housing industry." The president of the National Savings and Loan League (he's also president of the First Federal Savings and Loan Assn. of Washington, D.C.) said he believed enactment of the proposal would result in a 15% increase in home-mortgage financing.

FHA isn't alone in looking for a solution to the mortgage problem. Some private companies have adopted loan "insurance" plans to increase the amount of money available for home loans. In Milwaukee,

where do we go from here? . . .

bank who wired: "I do not feel that this (trend) is good; however, it is not too bad if stability of employment and ability to manage both obligations come within reasonable scope of applicant's budget.

"I do not believe secondary financing is necessarily due to 'tight' money. It appears mostly in distressed situations. I believe the major problem is inflation. . . ."

An opposite view is taken by Harold L. Nason, treasurer, Bangor Savings Bank, Bangor, Me.

"We have conventional, FHA and GI mortgages. We have always permitted some secondary conventional mortgage financing—principally where borrower is not eligible for FHA. . . . We require that second mortgage rates be reasonable (usually not over ½% more than first mortgage rate) and total payments in line with ability to pay.

"Both mortgages are amortized by monthly payments. The seller usually is the second mortgage holder. I consider secondary financing necessary and desirable under these conditions."

Two lenders—both from the New England area—report no noticeable secondary financing in their area. They are Maynard L. Harris, president, Suffolk Franklin Savings Bank of Boston, and J. Fred French, president, Amoskeag Savings Bank of Manchester, N.H. Both report there is ample first-mortgage money.

The most salient point brought out by AMERICAN BUILDER's survey is that not one builder or lender unqualifiedly approves secondary financing. Even those who acknowledge its necessity in today's market, do so reluctantly.

"Secondary financing is good for the continued sale of homes, although mortgage heads question the ability of some of the families to carry the double load," reported Lawrence W. Nelson. The executive vice president, Minneapolis HBA, acknowledges that there is currently more secondary financing. But, he questions whether it is a trend. Rather, he states, it might be termed an interim method of "financing during the 'tight' period."

Other HBA executives agree that there is a trend toward secondary financing. Some cite it as a necessary evil. Most feel it is "bad." Here's what they told us:

"There has been a definite increase in secondary financing in Alabama. Under present conditions secondary financing seems necessary here. Looking ahead, the trend will continue upwards in proportion to tightness of money; it will decrease by the same barometer."—Arthur Stewart, executive secretary, HBA of Alabama.

"There has been a trend toward secondary financing. The trend is bad because of high costs, both to builders and purchasers. . . ."

"As long as money for mortgages remains in short supply, secondary

financing will be resorted to by builders in order to sell, and by purchasers who want to buy, but can't meet the down-payment requirements. . . ."—Robert Green, executive secretary, Colorado Springs HBA.

Some areas have not been hit by the secondary financing "bug" to any great extent:

This is true for the Portland area, where Robert L. King, executive secretary, HBA, reports: "Very little secondary financing . . . according to spot check. Prime lenders' restrictions govern this type considerably. It is not a good policy because of the possibility of over-extending mortgagee's ability to pay. . . ."

"It is not absolutely necessary in today's market."

"Secondary financing is at a minimum," states Sidney Davidoff, executive vice president, Oklahoma City HBA. "Money is tight—going interest rate is 6%. FHA money on new program is very tight."

The question most builders and lenders ask is, "What does the future hold?" As Tom Kane, executive secretary, Phoenix AHB, said:

"Secondary financing seems necessary for the time being. But, the question is where do we go from here?"

That question may well be answered if FHA's proposal is adopted for insuring private lenders against the top 20% of their risks rather than 100%. (See below.)

may answer most mortgage problems

Mortgage Guaranty Insurance Co. has had great success with its program to insure lenders against possible mortgage losses. (See AMERICAN BUILDER, April and November, 1957.)

Another plan is that adopted by the Globe Mortgage Co. of Hackensack, N.J. The purpose is to make available more 20%-down conventional mortgage money.

If a builder arranges to have his homes financed through the Globe plan, Globe charges him a 1% service fee and agrees to arrange conventional financing with 20% down payments. Thus, the builder can advertise his homes for sale with conventional financing at 20% down. The usual down payment for conventional loans is 33½%. Murray L. Beer, president of the firm, emphasizes that the plan does mean any

additional cost to the home buyer. The builder is charged the service fee. Briefly, here's how Globe's plan works:

Mortgage lenders, whose policy is to limit conventional mortgages to two-thirds of the selling or appraisal price, are offered loans with down-payments of only 20%. This makes 80% loans available to purchasers. Globe then deposits with the lenders—in savings accounts—the difference between the 80% actually given by the lender and the 66⅔% usually allowed by the lender. The money deposited by Globe draws current interest rate. Money is left on deposit until the mortgage is reduced to the normally-committed 66⅔%. The company reports that initial response was overwhelming.

National home-owner contest highlights HIC promotion

Home Improvement Council is making an all-out effort to get builders to participate in its program.

Builder benefits will include a two-phase, nation-wide home owners contest. First phase will interest home owners in repairing and remodeling; the second phase will move the home owner to an actual remodeling project. Here are some of the benefits available to you through HIC membership:

- Only builders who are HIC supporters will be permitted to use the council's membership seal. Prospective customers will be aware of the seal because of the contest.

- Builders will be provided with a package of materials for use in identifying them as members.

- Participants will be supplied with copies of the 16-page official

contest entry blank for distribution to their customers.

- All contest entrants will receive a mailing from HIC thanking them for entering the contest with assistance of a local HIC member.

Names in the news

Douglas Whitlock, board chairman, Structural Clay Products Institute, was presented with the American Vocational Assn. Award of Merit. The award was made by Lowell Burkett, AVA acting executive secretary. Burkett paid tribute to Whitlock's direction of a SCPI apprenticeship training program. The program has resulted in more than 50,000 skilled journeymen since the end of the war. SCPI officers for 1957-58 are: Kenneth W. Dunwoody, president; Paul B.

Belden, Jr., vice-president; George Gammie, treasurer; and Joseph J. Cermak, secretary.

New officers of the National Assn. of Real Estate Boards include H. Walter Graves, president, and Stewart B. Matthews, treasurer.

National Lumber Manufacturers Assn. has elected N. Floyd McGowin, president, and Robert M. Ingram, vice-president. Regional vice-presidents include A. B. Hood, Edwin R. Thomas and Q. T. Hardtner, Jr.

Two men closely connected with home building are included in the initial group to serve as Housing and Home Finance Unit of the Executive Reserve. They are Robert P. Gerholz, Sr., Gerholtz Community Homes, Inc., Flint, Mich., and James C. O'Malley, newly-elected president, National Retail Lumber Dealers Assn. Other men named are Robert Patrick, James Klaver, Lindell Peterson and Paul Bissinger. The men were designated to serve by HHFA Administrator Albert M. Cole.

LUMBER DEALERS . . .

Why modern sales training is necessary

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

The retail lumber industry is branching out and expanding the scope of its services to the public at a quick pace. This means that the need for a comprehensive sales training program for dealer employees is becoming more urgent as each month passes.

Until a few years ago, an adequate sales training program merely needed to provide basic knowledge about traditional lumber yard products and give the salesman the fundamental principles of over-the-counter salesmanship. Today, however, such a limited course would fall well short of total requirements.

For one thing, the fact that most dealers are stocking and selling a broader range of products means that there are just that many more products for the salesman to learn

about. He needs to know what each one is used for and how to use it properly. He needs to know which sizes and grades are best for each purpose. And he should know the mistakes that must be avoided in its use.

More and more dealers are going into the business of building houses both on speculation and on a custom basis. So, the salesman also needs to know how to sell homes. This means he also needs to become informed on mortgage finance and other ramifications of house selling. The rapid growth in the use of components in home building adds further to the fund of information the well-trained salesman needs.

The sales training problem is further complicated in those numerous yards where the dealer has gone into the home improvement business in an important way. Selling home repair and modernization jobs requires its own techniques and specialized information.

The increasing trend toward outside selling, especially in the home improvement field, brings still another complication. Even an experienced counter salesman has a lot to learn about using his time profitably and closing sales successfully when he starts selling big ticket jobs outside the yard.

Granted, the fundamental principles of salesmanship are the same whether a salesman is selling to a contractor, a home builder, a home owner, or a handyman. There are a good many variations that must be understood and mastered before the counter salesman is competent to handle these other types of selling.

Obviously, the industry cannot afford to wait for its employees to acquire these new types of selling skills by the slow and painful process of trial and error. The training challenge is not an easy one to meet. Neither is it impossible. It merely requires farsighted planning and prompt action.



Northup

► Meet the builder

QUESTION: Do you think Congress should extend the VA loan program for another year? Why?

I believe VA has outlived its usefulness

In the past VA has been an excellent program, expediting the building of vast numbers of houses for the great pent-up demand of our servicemen. Now, however, I believe the VA should meet with the FHA at the highest level and include in the FHA program benefits for those veterans who have just cause for not having purchased a



home prior to this time. This should provide an adequate solution to the housing problem and keep the great building industry strong and healthy. It would be possible to provide more and better homes for veterans and non-veterans alike at the lowest practicable cost.

Donley Stephenson, Abilene, Tex.

It is important to extend the VA program

I definitely believe the VA loan program should be extended through 1958, as present commitments



made by banks are being cancelled rather than extended due to the expiration of the present loan program. The FHA program has been of no value to us in this area. Every effort should be placed on extending this program in order to maintain the slow-selling program in which we are now involved. Our sales are very slow on FHA due to down payments.

William Blackfield, San Francisco

Current conditions demand a new law

VA has served its usefulness in furnishing veterans with adequate housing, with low down payments and a low rate of interest. One government agency would eliminate



all the conflicting rulings and confusion of VA and FHA as they have been in the past. I recommend that Congress create a new program under one direction to take care of both agencies.

Harold Larsen, Seattle, Washington

If FHA terms can work, we don't need VA

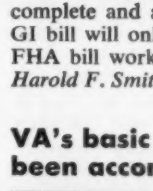


In my opinion the VA guaranty loan program should not be extended by Congress for another year. This is particularly true if terms of the current FHA loan program can be made workable.

R. Reese Myers, Los Angeles, Cal.

Congress won't adjust VA interest rates

Congress should not extend the GI loan bill. Under present conditions no money would be available unless Congress raises interest rates. And, let's not kid ourselves, it won't be done. Our adjustment to the new FHA program is about



complete and any extension of the GI bill will only delay making this FHA bill workable.

Harold F. Smith, Dallas, Tex.

VA's basic purpose has been accomplished



I do not think the VA loan program should be extended for the following reasons: (1) The basic purpose for which it was originally established has been accomplished, viz., to show the country's appreciation

to its veterans for a job well done; (2) The program is expensive to the taxpayers of the country and since its purpose has been accomplished, it should be eliminated; (3) It has become, to a large extent, a partisan political issue and housing for any segment of Americans should not be partisan; (4) Elimination of the program will cause FHA-insured loans and conventional loans to become more realistic in their values.

J. S. Norman, Jr., Houston, Tex.

Congress should lift VA interest rates

Unless Congress lifts the ceiling on VA interest rates to make them competitive, there's no reason to



extend the program for another year. I would much prefer to see Congress authorize FHA to give veterans some special consideration in the form of lower down-payments and no mortgage insurance. This could be similar to FHA's section 124, public law 560 of the 1954 Housing Act for inservice personnel.

Cecil H. Mason, Savannah, Ga.

Any extension wouldn't benefit all concerned

It is my personal opinion that Congress should not extend the VA loan program for another year. I am heartily in favor of the veteran getting every break possible.



However, with the present thinking of the Veterans Administration in the conduct of its loan guaranty division, I firmly believe that it would not be in the best interests of all concerned for this program to be continued for any further term.

Joseph Singer, Philadelphia, Pa.



ALABAMA BUILDERS attend first regional conference to stem from *McCall's* "Congress on Better Living." At head of table: Walter Reese Browder, Editor of *AMERICAN BUILDER*; Mrs. Keith Russell, Birmingham, Ala., delegate

to *McCall's* "Congress"; builders Vondal S. Gravlee retiring president of Alabama Home Builders Association, and Tom Rast, new Alabama Home Builders Association president.

What will sell tomorrow?

Builders can adapt agenda of recent "Congress on Better Living" to uncover local preferences in housing. Alabama HBA sets pattern for regional conferences

McCall's magazine is "localizing" its national "Congress on Better Living." The big idea: builders can check the national picture of what women want in housing against regional preferences.

The idea was put to a test at a recent HBA convention in Birmingham, Ala. New owners of houses in Birmingham's recent "Parade of Homes" were invited to a meeting where they could say what they liked—and didn't like—about their new houses. The meeting was moderated by Birmingham's delegate to *McCall's* recent "Congress on Better Living," held in Washington, D.C., last October. She is Mrs.

Keith Russell, one of 100 women who attended the national event.

Mrs. Russell used an edited version of the agenda that was used in Washington. Here's how Alabama home buyers agreed and disagreed with delegates to the national "congress":

● **Family Rooms.** The national "congress" called it a "must" and specified its location as "off the kitchen" and "away from the bedroom area." The Alabama conference agreed, but went one step further: they'll take smaller kitchens, smaller living rooms and, if necessary, no dining room at all, to have a bigger family room. Said one

Alabama home owner: "The rest of the house could blow away and we wouldn't care!"

● **Bathrooms.** The national "congress" voted for two, and the Alabama conference agreed. But the regional preference was for the second bath (or half-bath) to be located somewhere in a hall area off the family room. The national group wanted the second bath off the rear door, as a "mud room" for children.

● **Kitchens.** It's the hub of their household activity, but conferees had complaints: ovens with chrome are "impractical"; corner cabinets are "too deep" and should have revolving shelves; colors on appliances, walls and floors often clash.

● **Prefabs.** The national "congress" liked the "freedom of room-planning permitted by prefab packages." Most conferees could not define what "prefab" meant; two did not know they lived in prefabs.

Other local preferences: built-ins; eating space in the kitchen; a large patio rather than a small screened porch; plenty of glass—particularly sliding-glass doors.

Here's what they'll talk about



at the 1958 NAHB convention

MERCHANDISING . . . how to sell in a changing market

Men see a home as a symbolic mother; women see it as an expression of themselves. And Vance Packard, author of "The Hidden Persuaders," will tell home builders how to make the most of it. But motivation research is only part of the merchandising program. There'll be a one-day

short course ranging from how to find out what people want and how to get them out to see your houses through to closing the sale and post-sale public relations. Other topics: hiring, training, management of salesmen; building a reputation; advertising; stimulating business with trade-ins.

COST-CUTTING . . . how to save \$100 (or more) per house

New products, new techniques, new ideas for using *old* methods and materials. Industry leaders will be specific, tell how they do it—with masonry, gypsum, plywood, gluing, wiring, plastics, heating, air condi-

tioning. They'll show you *where* to save—on land, labor, materials, money. Manufacturers will tell how to use their products to cut time and other costs. Bring your own questions along.

FINANCING . . . what's the rate for '58?

The nation's most informed money men will put their fiscal minds together to answer: How much? How soon? How expensive? Bankers, government men, businessmen, legislators will debate 1958's most pressing topics: Discount controls and the

effect on the mortgage market; Fanny Mae's role in the year ahead; second mortgages; the S&L proposal on conventional loan insurance. Leading builders will get into the act, too, and discuss your best bets to collar the dollar in 1958.

LEGISLATION . . . what's Congress cooking up for you?

Still plenty of improvement needed on top of the 1957 Housing Act. Key legislators—chairmen of Senate and House housing committees—will discuss the chances of getting important changes, additions. Changes in the tax treatment of capital gains on the sales of real estate and investment property,

home improvement, trade-in transactions, demolition of existing housing in urban renewal projects. . . . Extension of the VA loan guaranty program and increase in the VA interest rate. . . . Acquisition of more federal funds for urban renewal capital grants. . . . Federal public housing program.

SHOP TALK . . . on assorted headaches and remedies

Design . . . Community facilities . . . land use . . . income taxes . . . rental housing . . . FHA-VA construction problems . . . prefabs . . . low-cost housing . . . housing for the aged . . . interior decorating. You name it; chances are it's on the agenda.

Experts in each field will take part in panel discussions, dramatizations, and workshop sessions and you'll have the opportunity to get solutions (or at least some authoritative advice) for your particular problems during the next 12 months.

Time: January 19-23 . . . Place: Chicago
For what they'll look at, see page 82

Wage moratorium proposed; but don't expect miracles

"Nothing will come of it!" That's the reaction to some unique proposals made by Richard J. Gray, president, A.F.L.-C.I.O. Building and Construction Trades Dept.

Speaking at last month's big labor convention, Gray proposed that: (1) The nineteen major building-construction unions refuse wage increases during 1958 in order

to combat inflation; and (2) the unions permit the use of labor-saving tools, machinery and material which would help cut production costs. He also urged that the construction union heads try to get unions in the cement, lumber and other allied industries to accept the voluntary wage moratorium.

This "unorthodox proposal for

a labor leader," he said, is aimed at "stabilizing past wage gains and obtaining full employment through increased production."

In proposing the wage freeze, Gray declared that inflation has brought a sharp decrease in construction in the past two years. This has resulted in many construction plans being postponed because of inflation-caused money shortages.

Gray's proposals got a frigid reception from construction union officers. Several bluntly answered "no," when asked if they would follow the suggestions.

DICKERMAN'S COLUMN . . .

Something for everyone at NAHB show

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

There's something for everyone—everyone in and associated with home building—at the annual convention-exposition of the National Assn. of Home Builders. The convention has its formal opening in Chicago, January 19.

Prospects are that 1958 is going to be one of those years when everyone in the industry can use that extra bit of "know-how." Whether it is in construction, financing or selling—or all three—he'll need it to stay ahead of his competitors.

All indications suggest 1958 is going to be another highly competitive year. The home-building industry again will have to make an uphill fight for its share of the consumer dollar. It is likely, however, there will be some easing of mortgage money. But mortgage money and markets go hand in hand. One without the other is of little use.

The 1958 convention, streamlined from previous years, has as its central theme the slogan, "An Industry United for Progress." The growth of home building, particularly following World War II, transformed it from a craft into an industry. But unlike some industries, it has not congealed into a mono-



Dickerman

lithic structure. Because of home building's many diverse elements and complex ramifications, it probably never will. It is highly improbable, for example, there will be, as in the automobile industry, a "Big Three" of home building. But I do believe it is fair to say that the industry's various segments are joined closer together.

There has been a growing recognition that if an unfavorable monetary or economic climate exists for the home builder, his adversities are not his alone. Rather, they spread out into every business which supplies the products and services required in the construction, sale and furnishing of a house. It seems highly appropriate, therefore, for NAHB's great convention to give emphasis to this movement for closer collaboration.

The program for the 1958 "Big Show" has been tailored to fit today's problems in the home-building industry. The problems are readily identifiable. They are merchandising, financing and cost cutting. Which problem takes priority will vary in accordance with the operations of a particular builder.

Experts from every branch of the industry—and from the outside as well—have been invited to present their views on these problems and to discuss ways of solving them.

The perennial question of mort-

gage money will come in for a searching examination; so will the outlook for home building in 1958 and subsequent years. The plaguing problems of rising costs for land, labor and materials will be given a fresh look in programs demonstrating how costs can be held down without impairment of safe-and-sound construction. Merchandising? This subject will be covered from A to Z.

The 1958 convention is being geared to answer every conceivable question in the builder's mind. Question boxes will be set up at strategic points in the convention area. Special programs have been devised to give every builder an opportunity to pose his questions and problems to experts.

There will be outstanding speakers, the traditional "how-to-do-it" circus—spotlighting a new masonry process, new applications of gypsum products and better uses of plywood. There will be a National Housing Center school of interior decoration; panels on public relations, urban renewal and housing the aged, to name but a few. There will be hundreds of manufacturers' exhibits of new products.

To repeat, there will be something for everyone associated with home building at the 1958 convention-exposition. We confidently believe it will be the biggest and best show NAHB has ever staged.

"Co-op tracts": one answer to high building costs

Public interest in new housing continues at a high pitch. But rising costs of borrowed money for both builder and buyer have created a tight market.

Many builders who do not want to speculate alone on massive subdivisions have found a new way to stay in business. To keep operations going with a minimum land investment, risk and cost, they're working together to build co-opera-

tive tracts. The results are usually a diversified subdivision with custom-built homes.

Julian Weinstock Construction Co. of Sherman Oaks, Cal., is now working on this type of tract called Valley Community Developers. Weinstock, a builder himself, is offering 158 lots to other builders which must be bought in blocks of eight or more.

Lot sizes range from 80 to 100'

wide. The builder has his choice of buying the lots next to one another or separated.

Here's how payments work.

The price per lot is \$7,450 with a \$1,500 down payment. When construction is finished, or 60 days from close of escrow, the builder pays in another \$1,750. Thirty days later he puts in \$375, and 60 days thereafter another \$375. The balance is subordinated for 18 months.

One big advantage to builders is that eight lots can be bought for a down payment of \$12,000. The balance can possibly be made as money is realized from sales.

Another advantage for the builder is that he saves money on advertising. It is anticipated that advertising and promotion for the tract will be done as a whole by the group.

A general brochure is already in the works, and full-page ads and designs for billboards are being drawn up.

In addition, a fund of \$50,000 will be provided by the company when all the lots are sold. Of this, \$40,000 will come from setting aside \$250 per lot.

Weinstock estimates another \$10,000 will be raised from a co-op program with manufacturers. These companies are invited to sell their products to the builders. The Hot-point Co. has already promised an advertising allowance, and it is expected that others will participate.

Other services offered

If a builder wishes, Weinstock will sell his homes. The charge will be considerably less than the usual 5% real-estate fee.

Weinstock also helps the builders with interim and take-out financing. Title and escrow charges come to less for participating builders.

The houses built will sell in the \$25,000 class. Architectural supervision will of course be exercised by the company to make sure the houses blend with one another. For this purpose, the company has an office on the project where builders can leave plans for "subs" to inspect.

The company has sold about one-sixth of the lots, and Weinstock is optimistic about a complete sell-out.

He already has four model homes of his own on the tract, and will use more of the lots to build his own houses.

Camera on the West



ELECTION MEETING: over 120 members of the Peninsula General Contractors and Builders Assn., San Mateo, Cal., recently chose new officers. (Seated L to R): R. Knutzen, vice pres.; R. Grant, pres.; A. Carstens, secy.-treas. (Standing L to R): Directors J. Whelan, H. Christensen, H. Felt, W. Dickman, W. Gould.



SMILING BUILDERS take office. San Antonio HBA chose (L to R): H. P. Orts, treas.; E. H. Jaroszewski, pres.; M. M. Hughes, Jr., vice pres.; and E. S. Johnson, secy., to serve in 1958. New year plans include a spring home show and fall Parade of Homes.



Leaders in the low tonnage field—the new INTERNATIONAL Action-Styled pickups. Longest body, roomiest cab with the widest seat, biggest windshield, narrowest corner posts and the most powerful "six." You get driving comfort and safety unexcelled, more "haulability" plus tight-fisted economy on every job.

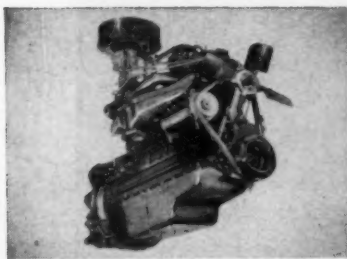
On the bigger jobs, INTERNATIONAL stakes haul all the loads with ease. Dumps, flat-beds, truck-tractors—four- and six-wheelers round out the world's most complete truck line. Conventional and COE design, half-tonners to 96,000 pounders.



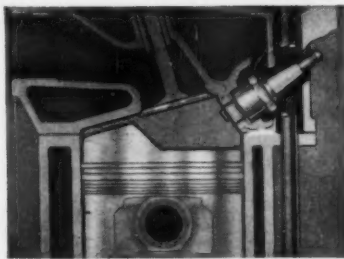
INTERNATIONAL TRUCKS

9 Power Choices

More reasons why builders find International Trucks cost least to own!



Complete choice of engines to performance-match the truck with your load and hauling conditions.



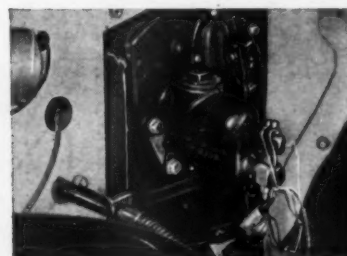
Less running and upkeep expense with improved combustion chamber design and greater internal efficiency.



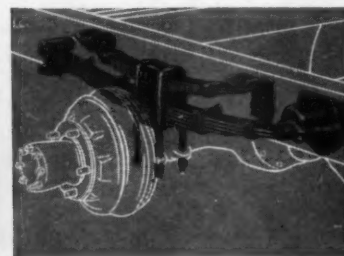
Most comfortable cab in its class. Biggest windshield, widest seat. Quiet, level ride. Exclusive cab mountings.



Shorter turning circles, safer and easier handling. Steering gears mounted ahead of the front axle.



Safer stops with less foot pressure due to new easy-to-service underhood master cylinder and suspended pedals.



Smoother riding and longer life with long, wide leaf springs that increase stability and reduce chassis height.

No one engine ideally satisfies all hauling requirements. That's why INTERNATIONAL Trucks in the range from 4200 to 33,000 lbs. GVW offer you *nine* power choices.

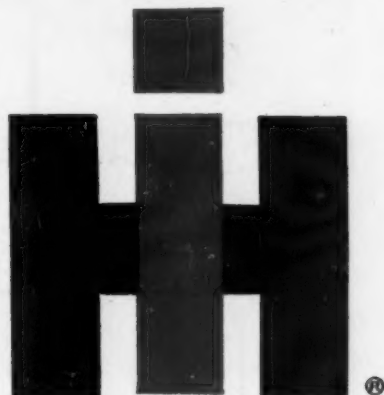
There's a complete range of new, redesigned engines in sizes to suit your needs—including models for LPG. And to match your job requirements, you can choose from the most economical to the highest horsepower "six" in its class.

All told, you have nine ways to go. Nine ways to get more *usable* horsepower. Nine ways to keep operating and maintenance costs down.

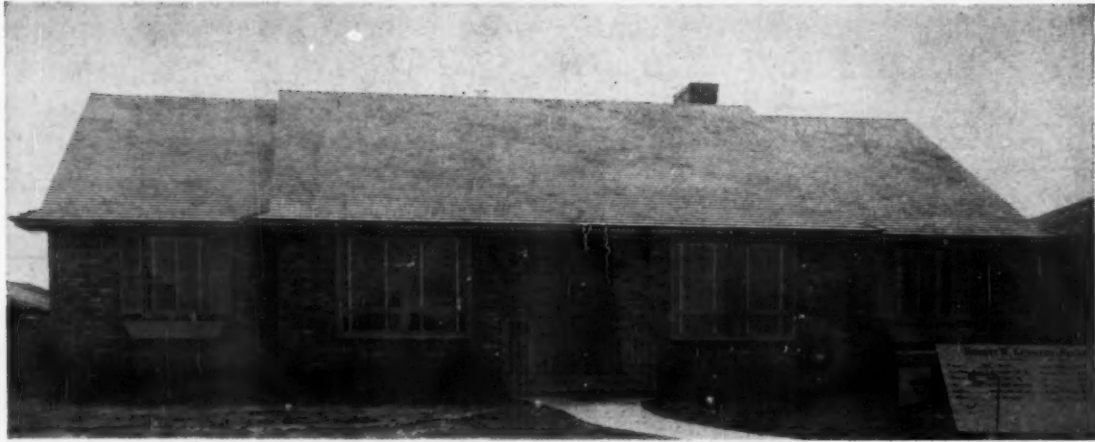
Along with these welcome benefits you get famous INTERNATIONAL dependability and economy. INTERNATIONAL Trucks cost least to own. Cost records prove* it. Your INTERNATIONAL Dealer can prove it with the right model for you. See him soon.

**Signed statements in our files, from fleet operators throughout the U. S., back up this statement.*

cost least to own!
.....



INTERNATIONAL HARVESTER COMPANY, CHICAGO
Motor Trucks • Crawler Tractors
Construction Equipment • McCormick®
Farm Equipment and Farmall® Tractors

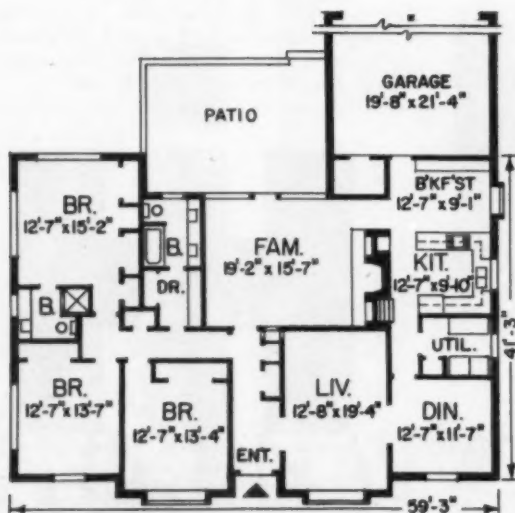


QUALITY TOUCHES show up immediately when prospect views front elevation: touches like overall antique brick, double door set into indented front entrance, curved metal porch railings, shutters, flower boxes.

**Builder Robert Kennedy
of Dallas has learned
that it pays to ...**

BUILT-IN CHARCOAL GRILL in kitchen is talking point. Use of antique brick on the wall is in keeping with the traditional mood set in the house.

... build a conservative house;



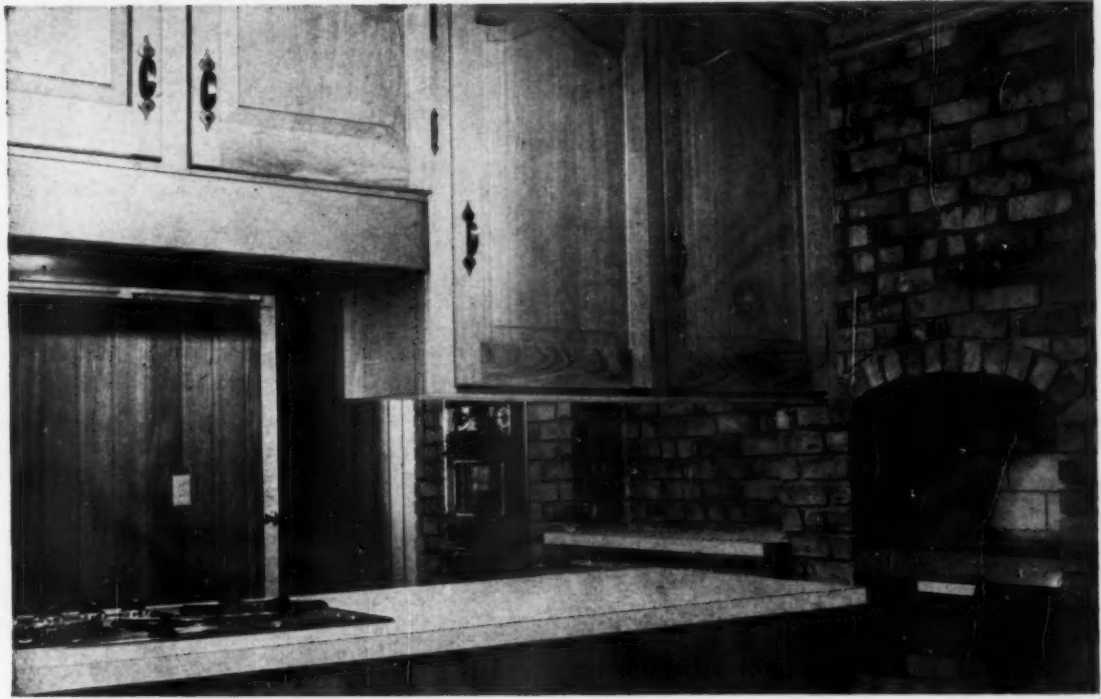
All the quality built-ins and bonus features which are pictured on the opposite page go into the basic Robert W. Kennedy-built house shown above.

Designed by architect Robert Davies, the house sells for \$29,750 including landscaped 75'x140' lot. In addition to the sales-making extras illustrated, the price includes an O'Keefe & Merritt built-in wall oven and top-burner range, plus Hot-point dishwasher and disposer, a charcoal grill (indoors), Payne heating and air conditioning, range hood, and wall-to-wall carpeting.

A National Home Week contender, house drew plaudits for interior use of antique brick.

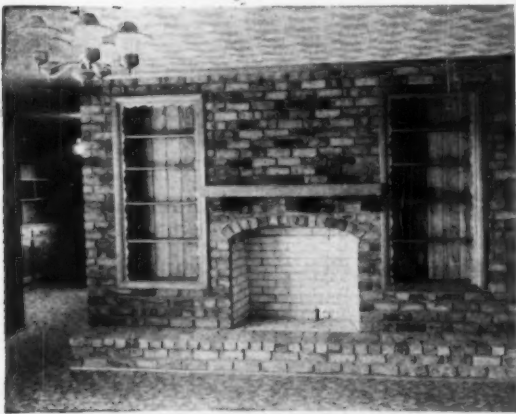
LIVING-CORE IDEA is immediately apparent in the plan with central positioning of family room-den, which empties onto patio, is accessible to kitchen.

of the MONTH for January

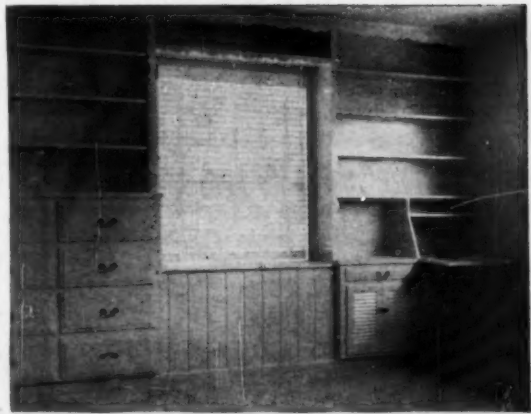
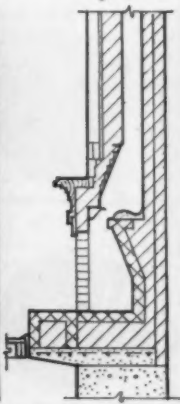


then pack it with extras

WHAT → HOW



BRICKED-IN WALL serves both den fireplace, shown here, plus barbecue grill and wall oven on kitchen side. Note use of high-fashion Averill light fixture.



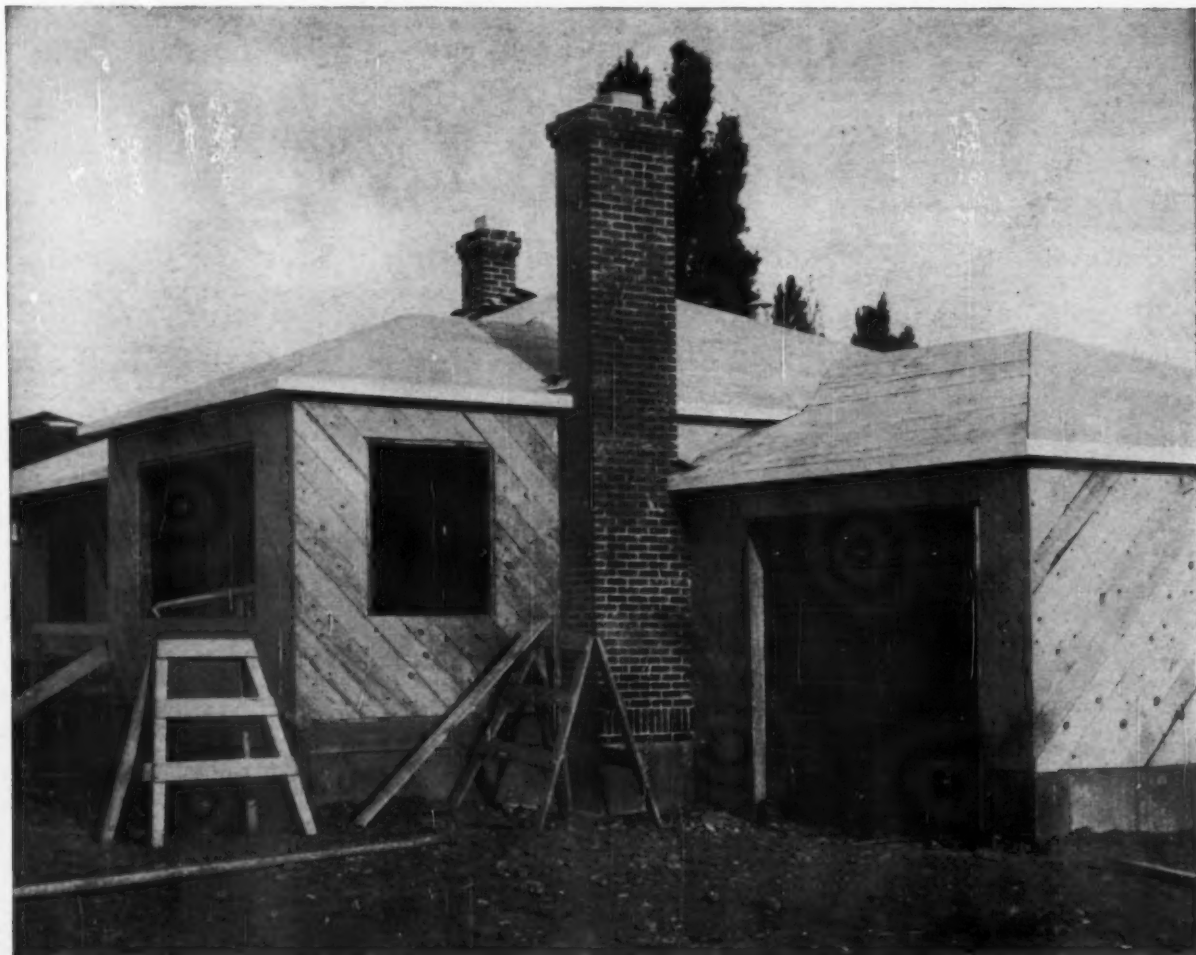
STORAGE SPACE eliminates extra furniture that homemaker must buy, and therefore is a welcome addition to the house. This scene is also in family room.

For strong, lightweight sheathing...

consider **WHITE FIR**



stays straight and flat after placed in use



WHITE FIR makes a wise choice for sheathing. Not only does White Fir assure you a flat subsurface for siding, roofing and flooring, but it also contributes good insulating properties and adds overall structural strength to the building by providing stiffness. When you specify White Fir sheathing you are using a wood that nails easily and is light in weight to facilitate easy and economical handling on the job.

Also consider White Fir for siding, joists, rafters, stringers, studs, and *architectural woodwork, paneling and mouldings*. White Fir offers you one of America's most versatile softwoods. It is *carefully dried* to insure accurate sizing, improved working qualities and lower maintenance cost.



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Western Pine Association

member mills manufacture these woods to high standards of seasoning, grading and measurement
**Idaho White Pine • Ponderosa Pine • Sugar Pine
White Fir • Incense Cedar • Douglas Fir • Larch
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

Western Views

By **BILL RODD**

▼ **"NEW LOOK," POWER STEERING** is now available to builders in tractors and loaders. The J. I. Case Co. introduced models featuring advanced styling with ease of comfort and operation. This is the first major advance along these lines in years, it was claimed.

▼ **"LOS ANGELES BEAUTIFUL"** is a slogan as well as the name of a committee formed by the Chamber of Commerce. Its function is to enlist individual and community organization support behind its program—designed to eradicate the litter habit. The committee wants to encourage pride in appearance of home and neighborhood. It is an activity every builder could support. It increases property values, reduces taxes and promotes population growth. Visitors come back to buy homes in cities where they are favorably impressed.

▼ **THEY SAWED THE CHURCH IN HALF.** When it became necessary to enlarge the Episcopal Church of St. Matthew in San Mateo, Cal., lengthening the nave seemed the only prac-

tical solution. It was finally decided to slice through the nave at the connection to the narthex. The next step was to move the 400-ton narthex with its \$80,000 stained glass window, 30' west and fill in with two 15' bays which exactly matched the existing bays. Morris Daley Co., general contractors, accomplished the cutting and moving without a hitch.

▼ **PUBLIC-RELATIONS COMMITTEE** of the HBA of Greater Seattle is preparing an active campaign to stimulate home building. The association is using the themes "Now Is the Time to Buy" and "A Home Comes First." Support of suppliers and lenders is being enlisted and members are asked to appear before civic groups. One, Archie Iverson, recently did. He led a discussion on housing with the Jackson Street Community Council, with excellent results.

▼ **\$800,000 IN SALES IN TWO DAYS** is the proud record of John F. Long Home Builder, Inc., Phoenix, Ariz. This phenomenal record occurred at the opening of his Futurama Exhibit of eight model

homes. The reasons: there are models in every price class from \$8,295 to \$21,550 and models to suit every architectural taste. Long offers almost unbelievable values plus full community facilities including swimming pool, baseball diamond, tennis courts and others. All this is backed by a tremendous public relations, advertising and merchandising program. Long, two-time winner in American Builder's model home contest, is currently completing 12 homes per day.

▼ **THE CAMERA AND THE REMOD-
LING CONTRACTOR.** George Betch, of South Pasadena, Cal., remodeling specialist, recently bought a Poloroid Land Camera and said it paid for itself quickly. He uses it to take pictures of complicated jobs. When he gets back to his office to figure the jobs he has a reminder of all the problems involved. The pictures help to explain jobs to sub-contractors, too. These photos are satisfactory as "before" shots on jobs. Later, Betch has a commercial photographer take the "after" shots as a permanent record.

WESTERN EDITOR

W. C. Rodd
8522 Lorain Rd., San Gabriel, Cal.

ADVERTISING REPRESENTATIVES

Fred Klaner, Jr. Brad Erickson
1151 W. 6th St., Los Angeles 17
Lewis Vogler
244 California, San Francisco 4
L. B. Conaway
1220 S. W. Morrison, Portland 5, Ore.

BONUS products from the WEST

Like the effectively designed ceramic tile at right, there are more and more unique products coming from western markets. Here's a look at some of the latest

CROSSES ON TILE used to create symbolic theme on this church exterior. The 6x12" Hermosa glazed ceramic tiles are cadet blue with crosses of dark blue. Tiled portion of exterior is about 325'. Baptist Church in Fullerton, Cal., was built by Shepherd and Morgan. Gladding, McBean & Co., Dept. AB, 2901 Los Feliz Blvd., Los Angeles, Cal. (No. J366-W on page 114.)

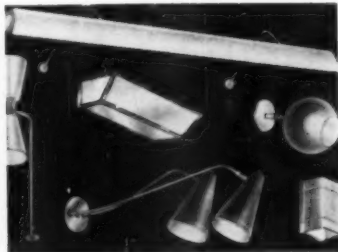


Plan shows economy

"The Driftwood Daylite" combines deluxe residential qualities with long-studied economies in square footage and design. Balcony lends feeling of spaciousness. Many variations and custom extras. Economically priced.

▶ Loctwall Corp., Attn. J. E. Savikko, Department AB, 16530 Highway 99, Lynwood, Washington.

Circle No. J367-W on reply card, p. 114



Fixtures stimulate sales

Store lighting fixtures in new line are designed to stimulate sales. Highlighted are a complete array of incandescent and fluorescent designs. Variations in size and mounting provide flexibility of custom lighting.

▶ Peerless Electric Co., Attn. Sales Promotion Manager, Dept. AB, 576 Folsom St., San Francisco, Cal.

Circle No. J368-W on reply card, p. 114



Folding door is space saver

Attractive room divided with an elegant touch describes new space-saver wood panel, accordion type, folding door. In colorful Philippine Mahogany wood (plus other woods), in many sizes to fit any need.

▶ Wood Specialty Products Sales Office, Attn. Sales Promotion Manager, 252 Broadway, Tacoma, Wash.

Circle No. J369-W on reply card, p. 114



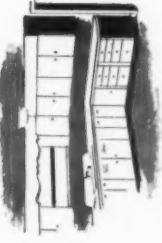
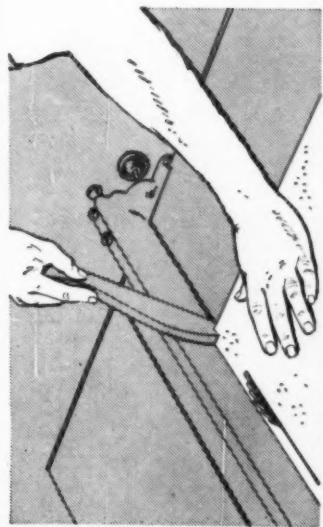
... One call for *all* ...

NEW!



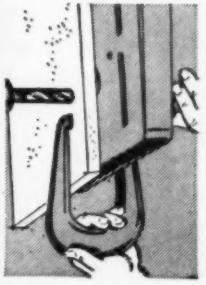
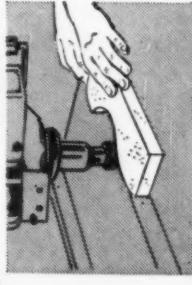
Par-WOOD[®] A PRODUCT OF SCIENCE

HERE IS THE GREATEST DEVELOPMENT FOR THE INDUSTRIAL WOODWORKER IN 20 YEARS!



NOW!

through scientific research and use of SPECIALLY DESIGNED MACHINERY... Par-WOOD!—the greatest wood product on the market today! Sturdier... more Durable... Tougher... Par-WOOD does not Warp, takes a fine natural Finish... is Easy to WORK and Economical in USE. Par-WOOD is the Board with a FUTURE... YOUR future... your PROFITS!



- Economical to buy!
- Will not WARP or BUCKLE.
- SAWS to a fine edge... takes screws and perfect edge-gluing.
- Takes a FINE NATURAL FINISH.
- Takes VENEERS and PLASTIC or other laminated finishes without telegraphing.
- MAR-RESISTANT... MOISTURE-RESISTANT.
- Used for FURNITURE, CABINET WORK, SLIDING DOORS.
- Used for INTERIOR SIDINGS, PANELS, SOFFITS and CEILINGs.

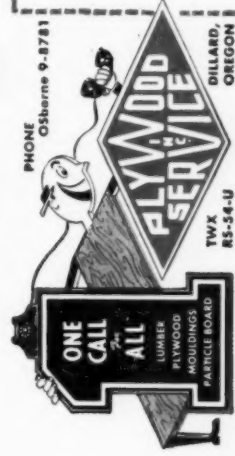
Attention Boss!: Sounds good—send!

MFGB. BY: **PACIFIC PLYWOOD CO. PAQUA DIVISION**



PLYWOOD SERVICE, Inc.
EXCLUSIVE SALES AGENTS

PHONE Osborne 9-8781



Please send further detailed information on **Par-WOOD** to:

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 • Par-Tile
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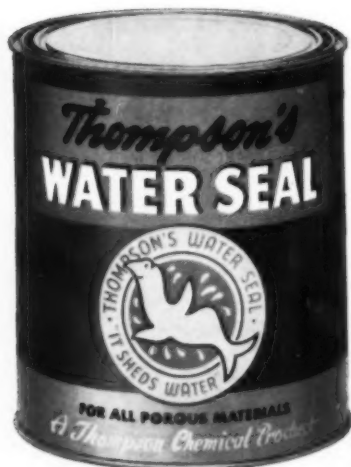
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Fast, Dependable Service

Guaranteed Quality
Mixed Car Shipments

the one
SOLUTION
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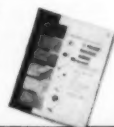


- ✓ **CRACKS IN CONCRETE SLABS AND PATIO** — Thompson's Water Seal helps prevent cracks, stains and dusting because it penetrates deep for hard water-repellent surfaces that are smooth and evenly cured.
- ✓ **SEEPAGE IN CONCRETE BLOCKS** — Thompson's Water Seal puts a deep-penetrating seal into concrete blocks to help maintain texture and color and to protect for 5 years or more against moisture seepage, leakage, stains, paint blistering and peeling.
- ✓ **JOB FOULED UP BY MOISTURE** — unlike surface-coaters, clear, colorless Thompson's Water Seal gives all porous materials a deep-penetrating seal for 5 years or more against moisture, alkalis, salt water, many organic acids — particularly valuable for door and window sections, masonry, plywood, basements, retaining walls, stucco.
- ✓ **EXTERIOR SIDING WARPS AND CRACKS** — Thompson's Water Seal penetrates deep into wood fibres — gives exposed structures protection for 5 years or more against weather and moisture that often cause warping, swelling, checking and grain-raising right on the job.

NEW BOOKLET WITH COMPLETE SPECIFICATIONS —

contains Thompson's Water Seal end-use specifications for porous materials in building and maintenance applications... and for TWS use with paints, floor hardeners and Thompson's Water-proofing Redwood Stain.

See your dealer for free copies or write to:



Thompson's

MANUFACTURERS OF
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 CHEMICALS SINCE 1929

E. A. THOMPSON CO., INC. • WESTERN MERCHANDISE MART • SAN FRANCISCO 3, CALIFORNIA
 San Francisco • Los Angeles • San Diego • Portland • Seattle • Dallas • Houston • St. Louis
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SPECIAL WESTERN SECTION



Trailers suit many purposes

Transportation, housing and storage problems can be eased with these Arrowhead Travel Trailers. They are recommended by the maker for on-the-job construction offices. Also suitable for temporary living quarters for workmen or safe storage place for valuable instruments, papers, etc. Come in 15', 17' and 18' sizes. From Crown Sales, Inc., Dept. AB, 1123 Hatcher Ave., La Puente, Cal. (No. J370-W on card, p. 114.)



This furnace runs "whisper quiet"

Smooth, quiet operation and streamlined air flow are among the features cited by Tamco for its newly introduced Counterflow and Upflow models. Part of its Clipper line of gas-fired, forced-air furnaces. Easily installed in alcove or closet, units are readily convertible to air conditioning applications. In 17 models; 80,000 to 200,000 btu input. Tamco Corp., Dept. AB, 1005 A St., San Rafael, Cal. (No. J371-W, p. 114.)



Logs are pre-cut, precision-fitted

Montana logs can be used to erect a home in only one day. Machined to uniform diameters ranging from 5" to 10", the logs are tongue and grooved with a hollow-ground underside to give tight weatherstrip seal. Fibre glass is put between each layer for final air seal. Versatile logs will adapt to any type floor plan or structure. Lumber Enterprises, Inc., Dept. AB, 2815½ First Ave., N., Billings, Mont. (No. J372-W on p. 114.)

Mr. Builder

Look for that

Hotpoint

difference!

THERE ARE A LOT OF DIFFERENCES . . . AND
THEY ALL MEAN BIGGER BUILDER PROFITS

- ▶ ENTHUSIASTIC ACCEPTANCE BY PROSPECTS
- ▶ A WEALTH OF EXCLUSIVE YEARS-AHEAD FEATURES

- ▶ SELL-UP PROFITS FOR THE BUILDER
- ▶ TOP VALUES IN EVERY PRICE RANGE

Look for that Hotpoint Difference / Home Buyers do!



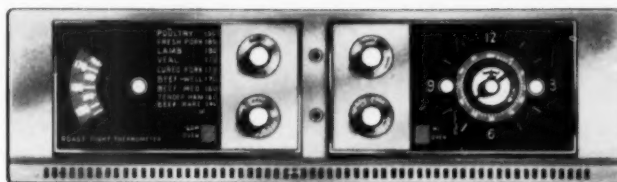
◀ Available from your **HOTPOINT** Distributor: New color-sound film and booklet that shows how to sell the home and its kitchen.

Available direct from **HOTPOINT**: "Kitchen Imagination"—▶
New 28-page, full-color book on Hotpoint Built-In Kitchens.





Hotpoint Cooks— **Automatically!**



Hotpoint Sells—

Automatically!

It's love at first sight—the instant that home-buyers see your Hotpoint Kitchens.

To women, the Hotpoint name means the ultimate in quality—in exclusive, years-ahead features that bring them completely automatic cooking.

Women love the Oven Control Center that automatically regulates baking and roasting—the Roast-Right Thermometer that automatically tells her when meat is done—the Rota-Grill Rotisserie that brings her barbecue treats all year 'round—the Handi-Raise Broiler Rack—the big Panorama Window.

Women know that Hotpoint surface sections are the very finest made—with the instant-heating Super "2600" Calrod® Unit—the Super-Matic unit that makes any pan an automatic utensil—the Mealtimer that automatically controls any unit—the 24-cup Coffee-Perk—lighted pushbuttons that show exact heat.

Women want all of these wonderful features. That's why Hotpoint sells automatically—that's why home-buyers know you're a *quality builder* when they see the Hotpoint Built-Ins in your kitchens.

Cash in on the glamour of Hotpoint in 1958!

Look for that

Hotpoint

Difference / Home Buyers do!

Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois

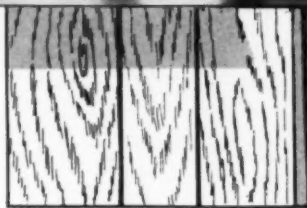
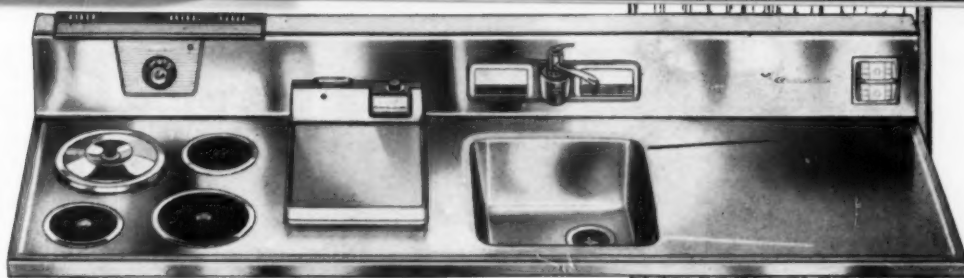
◀ Pictured at left—Super Deluxe Bi-Level Oven, Super Deluxe Surface Unit. Built-In Refrigerator and Freezer. Available in Stainless Finish, Coppertone, and four Colortones—Pink, Yellow, Green and Brown.

Look for that Hotpoint Difference / Home Buyers do!



In one unit, a complete cooking, clean-up, and storage center

- DeLuxe Super Oven with Panorama Window.
- 4 Calrod® Surface Cooking Units, including raisable unit under deep-well cooker.
- Automatically-controlled plug-in Griddle.
- DeLuxe pushbutton Spot-Less Dishwasher.
- Seamless, stainless-steel countertop and sink with Wonderflo single-control faucet.
- Pushbutton controls and appliance outlets.
- Roomy storage cabinets and drawers.
- Disposall® Food Waste Disposer (optional)



• Hotpoint Modular Top available separately—Use with natural wood cabinets and any Hotpoint wall oven. Available with cooking center at right or left.

In a class by itself—

the distinctive, beautiful Hotpoint Modular Kitchen!

At first glance—you know that you are looking at one of the most dramatic home-selling features in America.

At first glance—every woman knows that this completely modern Modular Kitchen makes your home unique—that it will bring her the ultimate in gracious living—and in space-saving, step-saving convenience.

Hotpoint Modular Kitchens have been engineered for fast, low-cost installation—with simple connections that eliminate on-site slow ups. They save valuable floor space, increase the size of your kitchens, and give you complete freedom to plan a limitless variety of kitchens to charm every home prospect.

Capitalize on the sales power of *the* most distinctive kitchens in the market. They'll put your homes in a class by themselves—at prices geared to make maximum profits for you.

Contact your Hotpoint Distributor today for details—or write to Hotpoint direct for your copy of "Kitchens by Keck," 16 pages of sketches by architect George Fred Keck, showing many of the Modular Kitchen design possibilities.

Look for that

Hotpoint

Your choice of 3 models—

Available in right-hand or left-hand models at no extra cost. You can reverse floor plans and offer a limitless variety of kitchen layouts and color schemes. In 4 Colortones—Brown, Yellow, Pink or Green.

Difference / Home Buyers do!

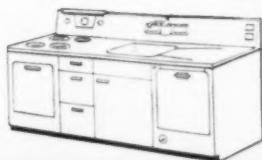
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9-FOOT MODEL WITH HIGH OVEN



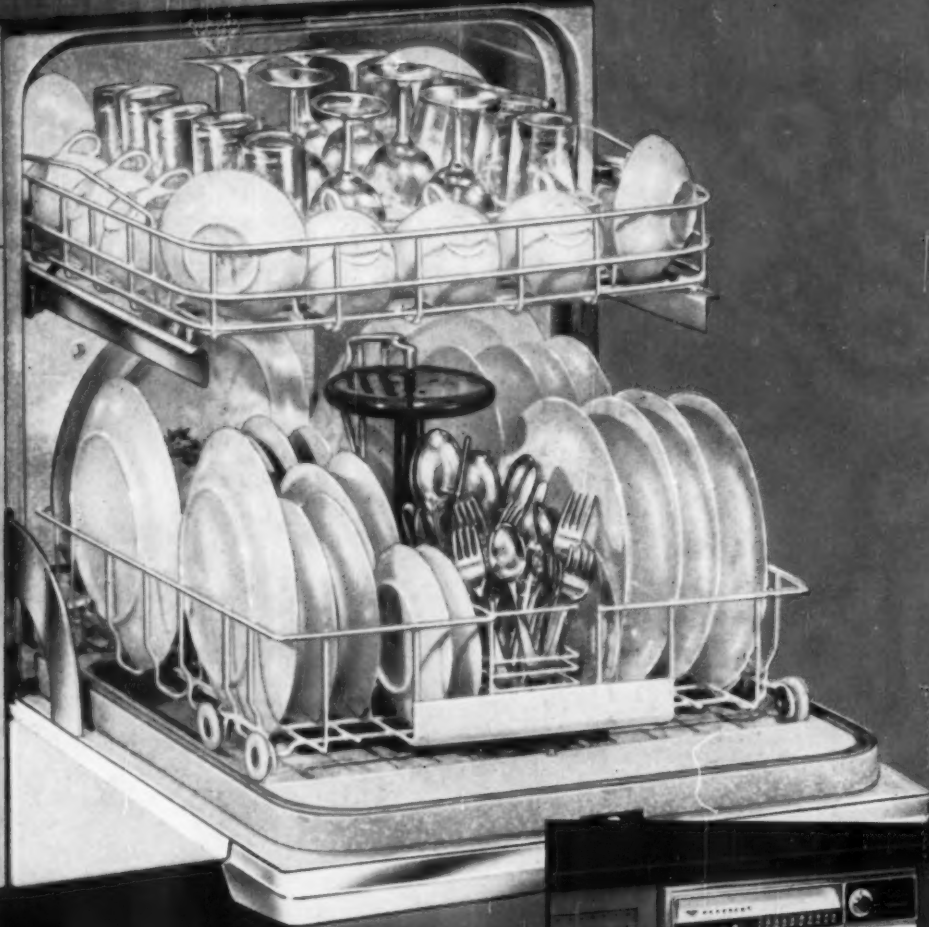
7-FOOT MODEL WITH UNDER-COUNTER OVEN



7-FOOT MODEL WITH SEPARATE WALL OVEN



NEW—inside and out...the Hotpoint



INTERCHANGEABLE FRONT PANELS

In just 3 minutes, you can give the home buyer her choice of color—pink, yellow, brown, green, white, Coppertone, Stainless Steel or provision for Natural Wood.

EASIEST INSTALLATION OF ALL!

Once plumbing has been roughed in, connections are easily made from the front—forward of the motor—with a screwdriver, pliers and a small wrench. 24" wide, 24" deep, 34 $\frac{1}{4}$ " high. For use on 115-volt, 60-cycle AC circuits.



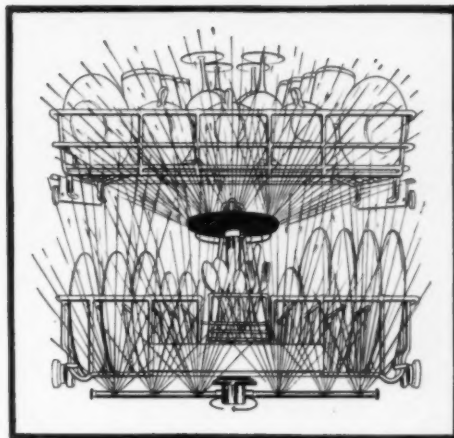
Dual-Cycle Spot-Less Supreme is the GREATEST Dishwasher in America!



The instant that women see Hotpoint Spot-Less Supreme Dishwashers in your kitchens, their estimates of your homes will soar!

Women know that the Spot-Less Supreme is so brilliant in performance—in flawless beauty—in years-ahead features—that it's in a class by itself.

The Hotpoint Spot-Less Supreme Dishwasher will be one of the most powerful "selling features" in your entire home—so contact your Hotpoint Distributor today.



Exclusive New

PUSHBUTTON DUAL-CYCLE SELECTOR

Utensil Cycle does pots and pans in just 16 minutes . . . loosens stubborn soil and flushes it away.
Normal Cycle washes dishes, glasses, silver, and lightly soiled pots and pans . . . spotlessly!

Bigger and Better

ROLL-R-RACKS

Roll out separately for easy, random front loading. Large 13-inch plates, tall tumblers, platters, pots, pans, even broiler racks go in quickly and easily. So roomy even large families can enjoy once-a-day dishwashing.

Exclusive New

DOUBLE-DECK WATER ACTION

Surging, driving jets of water whirl up from two rotors—one below each rack. So effective, no pre-rinsing is necessary. So quiet, all you hear is the whisper of the water. Exclusive Automatic Dual-Filter filters ALL the water every 4 seconds.

Famous

SPOT-LESS WASHING, RINSING, AND DRYING

Two 5-minute washes, each with fresh detergent, scrub away every trace of food. Super wetting agent in Spot-Less second rinse prevents drops from forming. Everything dries to a gleaming, spotless sparkle.

LOOK FOR THAT

Hotpoint

DIFFERENCE! (Home Buyers do!)

Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois

You Can Add Important Profits To Every Home Sale—By "Selling-Up" Hotpoint Dishwashers

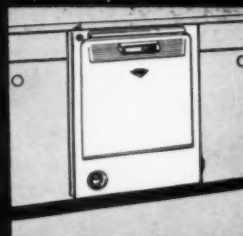
"Selling-up" can add extra net profit to every home you sell.

It's easy—you install Model MA in your model homes and—with Hotpoint selling aids—you'll quickly sell-up home buyers to the MC or DE. Or, you can install the MC and sell-up to the great DE.



GOOD Deluxe Model MA

An unequalled value for the economy-minded—with Push-button Control, Dual-Detergent Dispenser, two washes, two rinses, roll-out racks.



BETTER Spot-Less Deluxe Model MC

Everything that the MA offers—PLUS—Roll-R-Racks that roll out separately—PLUS—Spot-Less Washing, Spot-Less Rinsing, Spot-Less Drying!

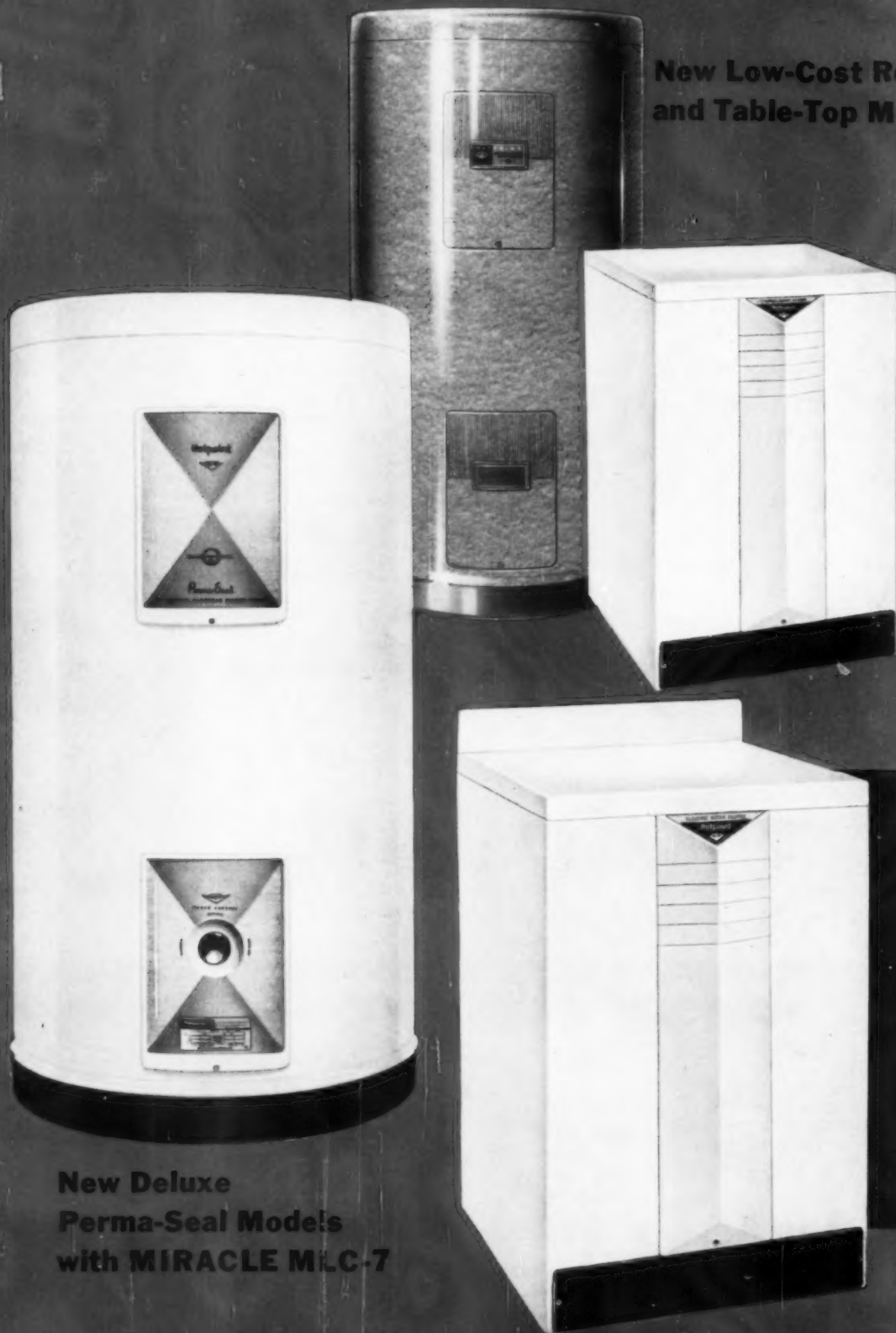


BEST Spot-Less Supreme Model DE

All-new, with Dual-Cycle Selector—Double-Deck Water Action—Automatic Dual-Filter—bigger Roll-R-Racks. America's greatest dishwasher!

New Hotpoint Perma-Seal

**New Low-Cost Round
and Table-Top Models**



**New Deluxe
Perma-Seal Models
with MIRACLE MLC-7**

electric Water Heaters offer Triple-tank protection

1. New Miracle MLC-7: Exclusive new chemical compound coats bottom of every Perma-Seal tank, neutralizes rust-inducing properties of water. This exclusive Hotpoint discovery can lengthen the life of tank as much as 200%.

2. Extra-thick tanks. Hotpoint tank steel is thicker than a stack of three 25-cent pieces—so thick that a bullet from a powerful 44-calibre Magnum failed to penetrate it.

3. Hot-dip galvanizing. Hotpoint tanks, complete except for bottoms, are immersed in molten zinc. Hot-dip galvanized bottoms are then pressure-fitted and sealed a full inch below the water line.

Deluxe models have new MAGIC CONTROL. This insures constant supply of hot water at the right temperature for every purpose. Dial "NORMAL" for everyday needs. Dial "EXTRA HOT" for hotter water to supply your family plus a house-full of guests. Dial "VACATION" to store hot water at small operating cost while you're away.



All models feature Calrod® Magic Circle Heat—Automatic Thermostats... Cold Water Baffle... Extra-thick Insulation.

Hotpoint has the *right water heater* for every need... deluxe Perma-Seal round and table-top models, low-cost round Silver Line models, low-cost table-top models, Quick-Recovery Super-Speed models, and cement-lined Perma-Stone models.

Guaranteed Tank Protection for 10 Years!

In 1,500,000 homes, Hotpoint-built water heaters have proved their superiority. In 40 years, only 3 out of every 1,000 have ever required servicing. Now they're better than ever!

On every woman's "Wanted" list...

Hotpoint DISPOSALL®

FOOD WASTE DISPOSERS

Hotpoint Disposalls are the finest in the industry!

- They're superior in operation—because of their thorough grinding, their jam-free construction, and their long life.
- They're the quietest of all—because of their special sound-deadening water seal.
- They're the easiest to install—because plumbers helped design them.

These are just a few of the reasons why Hotpoint Disposall sales are soaring!

Continuous-Feed
Model MW11



Custom Switch-Top
Model MW12



LOOK FOR THAT **Hotpoint** DIFFERENCE!

(Home Buyers do!)

Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois



Hotpoint will
**prepare and
deliver**

these sales materials...

made-to-order for the
individual builder

Yes, Hotpoint will write, prepare, and deliver merchandising materials for qualified builders—the materials needed to sell homes quickly and profitably.

As a qualified builder, all you do is supply statistics, floor plan, photo or drawing—and our advertising staff will do the rest.

Hotpoint can create any or all of these sales aids . . .

- Avenue of Flags
- Model home pennants
- Site signs
- 4-color brochures
- Newspaper ads
- Press releases
- TV and radio scripts
- Point-of-purchase signs

• Talking House promotions
and

Sound-slide films that pre-sell prospects

In addition, our staff will help plan kitchens that qualify builders for Honor Home Certificates and Planned Kitchen Citations.

Hotpoint offers these services for one good reason—we want builder business. We know the way to get it is to earn it—by helping to sell your homes—with fine appliances and with powerful merchandising support. For complete details, contact your Hotpoint Distributor's Builder Specialist today.

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DIFFERENCE/HOME BUYERS DO!

Hotpoint Co. (A Division of General Electric Company)

5600 West Taylor Street, Chicago 44, Illinois



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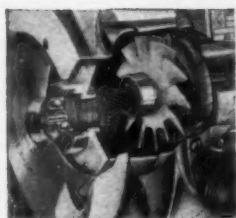
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Electric Ranges • Refrigerators • Automatic Washers • Clothes Dryers • Combination Washer-Dryers
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The Saw that's "Built for Builders"

**Higher Speed!
Greater Power!
Longer Life!**



Coaster Brake type clutch absorbs all load shocks . . . reduces gear wear, doubles gear life.



**MOST
POWER PER
DOLLAR**

Approved



3 SIZES

6½" Model 650 **\$69.50**

7" Model 700 **\$79.50**

8¼" Model 825 **\$89.50**

Less steel carrying case.



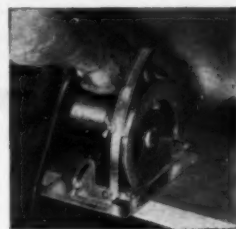
Even the 6½" Milwaukee Saw miter-cuts 2" dressed lumber at 45°.



NEW, wrap-around steel shoe firmly supports both sides of blade . . . won't bend, break, or score. Rip-guide included as standard equipment.



Easy grip, no-slip, glare-proof satin finish.



"Carpenter Square" Depth and miter adjustments at rear of Saw. Safe, accurately calibrated . . . easy to get at.

Plus All These Features

- ★ Powerful, Milwaukee-Built motor . . . Full 1½ h.p. at blade.
- ★ Full Ball and Roller bearing construction.
- ★ Hardened, helical cut steel gears. More teeth in mesh . . . is smoother, quieter operation . . . greater working power.
- ★ Telescoping blade guard. Manual retractor lever.
- ★ Full view line-sight.
- ★ Built-in sawdust blower.
- ★ Super strong frame, shoe and housing.
- ★ Standard ⅝" round hole blade.

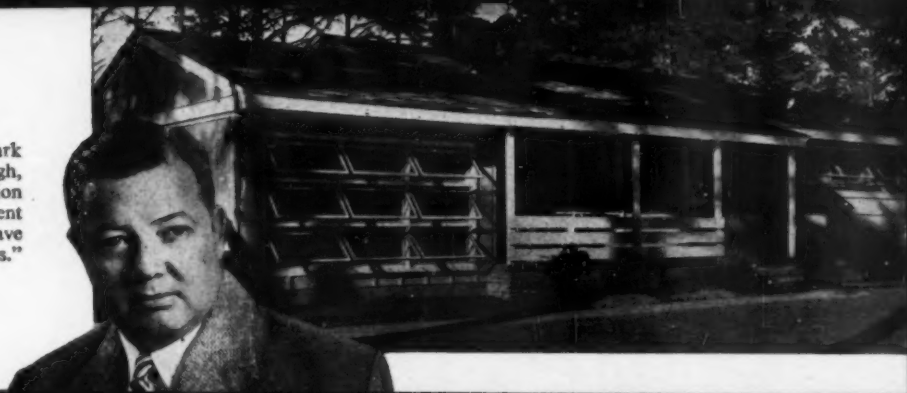
MILWAUKEE SAWS are ruggedly built for *all day, every day* heavy-duty use. They're unmatched in power and performance and so precisely engineered that gears and moving parts last twice as long . . . Fewer tool lay-ups . . . no costly maintenance. The Milwaukee Saw delivers *more horsepower per pound* and is so well balanced it cuts way down on operator fatigue.

To really appreciate a Milwaukee Saw you have to see it, heft it and try it. For a demonstration see your nearest Milwaukee Tool distributor . . . listed in the yellow pages of your phone book.

Or write for bulletin SW3

MILWAUKEE ELECTRIC TOOL CORPORATION
5356 WEST STATE STREET • MILWAUKEE 8, WISCONSIN

"Window beauty helped sell our Lyon Park project homes," says George E. Viall, Raleigh, North Carolina builder. "The ease of operation and eye appeal of the Flexiview and Flexivent Units are outstanding. What's more, we save \$100.00 per house by eliminating call-backs."



"We use Andersen Windows exclusively because of their excellent acceptance by people we sell to," says Marshall Erdman of Marshall Erdman Associates in Madison, Wisconsin. "When we tell prospects about Andersen WINDOWALLS, they recognize a name that stands for quality."



"Andersen Windows add charm to any home," says Walter E. Crismer, president of Estates, Incorporated of Baltimore, Md. "We use Andersen Flexivents because they are easy to install, have outstanding modern design and flexibility. And they add livability to our homes."



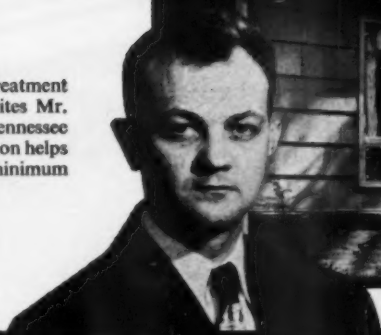
These project Andersen Flexivents®

More home buyers and planners know Andersen WINDOWALLS by name than any other window on the market! These prospective customers prefer Andersen Wood Window Units by a margin of 7 to 1. This nationwide acceptance of Andersen quality and window beauty can be a sales stimulator for you . . . can help you sell the homes you build—*fast!* High in

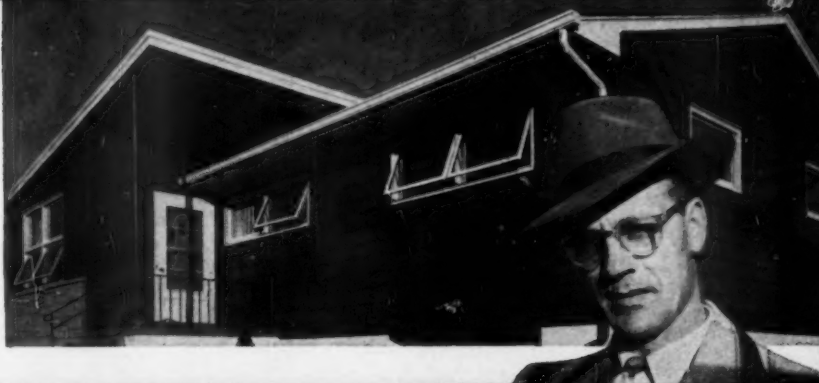
quality, low in cost, the versatile Flexivents are proving to be a prime selling feature for project homes in every price range. Look into the extra advantages of Andersen Flexivent Windows for the next project you build! Get complete information from your lumber dealer, see Sweet's Light Construction File, or write Andersen.

See the versatile Andersen Flexivent in our booth 571-574, Hotel Sherman, at the NAHB Convention, in Chicago.

"A pleasing variation in window treatment is easy with Andersen Flexivents," writes Mr. H. M. Abele, president of Atlas-Tennessee Corporation of Knoxville. "This variation helps us achieve interesting variety using a minimum number of different floor plans."



"We find Flexivents eliminate call-backs for servicing after owners have moved in," says A. S. Battiato of A. S. Battiato Construction Co., Omaha, Nebraska. "These units are a help in merchandising our homes to both men and women prospects."




"A mark of superior quality—that's what the Andersen name means to our customers," writes Saul Fox of Fox Brothers, Englewood, New Jersey. "Flexivents help establish ours as quality homes—and their horizontal lines blend with the 'long, low look' of the homes we build."



builders tell how
help sell homes...fast!

Andersen Windowalls
TRADEMARK OF ANDERSEN CORPORATION

 ANDERSEN CORPORATION • BAYPORT, MINNESOTA



LISTED IN THE
'YELLOW PAGES'
under
'SHINGLES' or 'SHAKES'

**"I MADE \$10 MORE
PER SQUARE using
Shakertown®
GLUMAC UNITS®**

J. F. Preston

J. F. PRESTON & SON
CONTRACTOR AND BUILDER
BRAINTREE 85, MASS.

Writes Mr. Preston:

"Mr. Edwin Crouse, sales representative for Blacker & Holland Lumber Co., North Quincy, Mass., recommended Shakertown Glumac Units about two years ago. Since that time we have used them almost exclusively.

We complete the siding work in one-third the time it requires for individual shakes. Yet we have still given the homeowner Genuine Cedar Shakes."

U.S. Patent 2,232,786. Other U.S. and foreign patents pending.



GROOVED CEDAR SHAKES

INSULATION BOARD

46³/₄"—FASTER TO APPLY



Mr. Preston is so right... 22 Glumac Units cover as much area as 400 separate pieces of shakes and undercoursing shingles — and with beautiful selected red cedar, prestained in any one of 12 thrilling colors. The last hammer stroke finished the job complete. Shakes are electronically bonded to asphalt-impregnated backing board... performance-tested for weather protection and insulation. With matching colored nails in the carton... matching colored metal "Jiffy" Corners also available. Write for complete builder information...

VISIT OUR DISPLAY
BOOTH 422, 423

AT THE NAHB SHOW

Shakertown® CORPORATION

20310 KINSMAN ROAD • CLEVELAND 22, OHIO

Shakertown® GLUMAC UNITS • SIDEWALL SHAKES • STAIN • JIFFY CORNERS

Presenting



FOLDING

Completely Packaged Sets for Every Door, Every Room



Each set contains necessary parts
for 4 panel or 2 panel doors.

TRACK FD-57



Sturdy, extruded aluminum track with bearings properly installed comes in standard lengths for 2'0", 2'6", 3'0", 4'0", 5'0" and 6'0" openings.

No Floor Track Necessary

HANGER H-56



Heavy-gauge, cadmium-plated steel hanger with lifetime nylon pivot. Used on all thicknesses of doors for both guiding and pivoting.

Fits All Width Doors

FLOOR PIVOT BEARING FLANGE



Cadmium-plated steel flange is sturdy enough to support heaviest doors, yet small enough to be inconspicuous when installed.

DOOR PULLS



Beautiful, modernistic, extruded aluminum pulls with lifetime anodized Albricht (chrome-bright) finish, or anodized Albras (brass color).

INTERLOCKING DOOR GUIDE



Cadmium-plated steel, formed to align doors perfectly and smoothly. Eliminates need for bottom track. Furnished with 4 panel door sets.

HINGES



Durable cadmium-plated steel complete with screws. Three 3" hinges furnished for each 2 panels.



IDEAL FOR 4 PANEL OR 2 PANEL FULL SIZE OR HALF SIZE DOORS

Here's hardware that can't be matched for ease-of-operation, ease-of-installation! New M-D Folding Door Hardware can be used on any interior door, on any thickness, for every opening! Gives full access to closets, yet saves valuable wall and floor space. Comes completely packaged with all necessary parts, screws and instructions. Try new M-D Folding Door Hardware today!

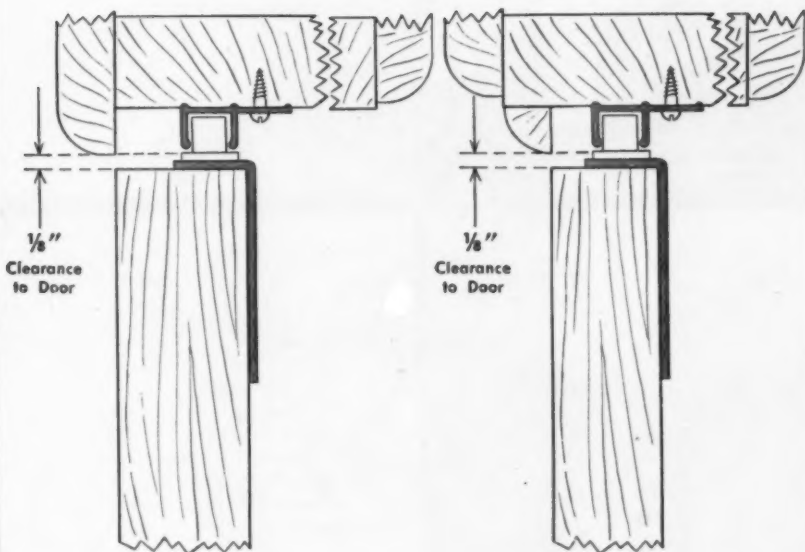


MACKLANBURG-DUNCAN CO.

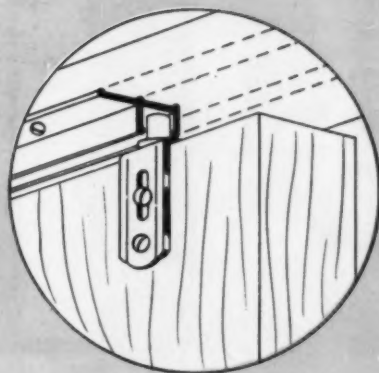
P. O. BOX 1197 • OKLAHOMA CITY 1, OKLA.

DOOR HARDWARE

NEW! Latest trend in space-saving silent-glide, trouble-free hardware for interior doors!

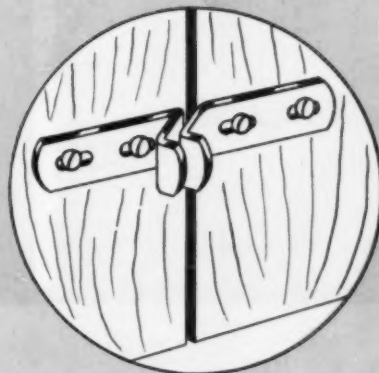


Doors may be mounted flush with jamb using trim as fascia or set back from edge using quarter round.



SMOOTHER OPERATING

Silent nylon bearing gliding in top quality extruded aluminum track assures effortless, trouble-free operation. Special track design prevents damage to track groove when installing—another plus!



POSITIVE INTERLOCKING ACTION FOR PERFECT DOOR ALIGNMENT

There's no question of door alignment with M-D's interlocking door guide shown above. Doors snug together perfectly and will not creep open.

ONE PACKAGE FOR ALL DOORS 3/4" TO 1 3/8" THICK

TWO PANEL DOORS

Completely packaged sets for 2 panel doors are available for 2'0", 2'6" and 3'0" openings. Same hardware fits all thicknesses of doors. Sets contain all necessary parts, plus screws and detailed illustrated instructions for installing. To order, merely specify number of sets for each opening width desired.

FOUR PANEL DOORS

Completely packaged sets for 4 panel doors are available for 4'0", 5'0" and 6'0" openings. Same hardware fits all thicknesses of doors. Sets contain all necessary parts, plus screws and detailed illustrated instructions for installing. To order, merely specify number of sets for each opening width desired.

DEALERS

ORDER TODAY—your order will receive prompt shipment!



BUILDERS

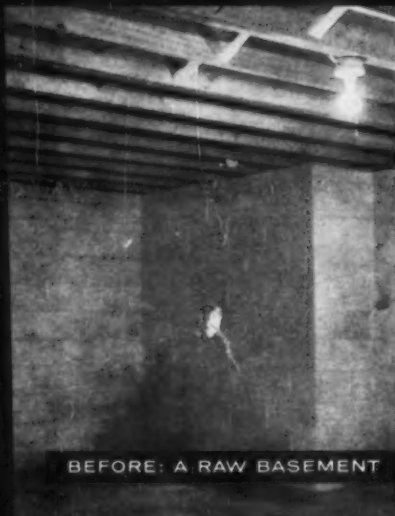
M-D products sold by all Hardware, Lumber and Building Supply Dealers

"Can a contractor really make money



TYPICAL \$500 ATTIC FINISHING JOB

"For dependable, steady business, and sure, fast profits, I wouldn't trade my home remodeling jobs for anything you could name. By the way, I guarantee every Insulite ceiling for a full year . . . and haven't had one complaint yet."



BEFORE: A RAW BASEMENT



AFTER: A FINISHED FAMILY ROOM

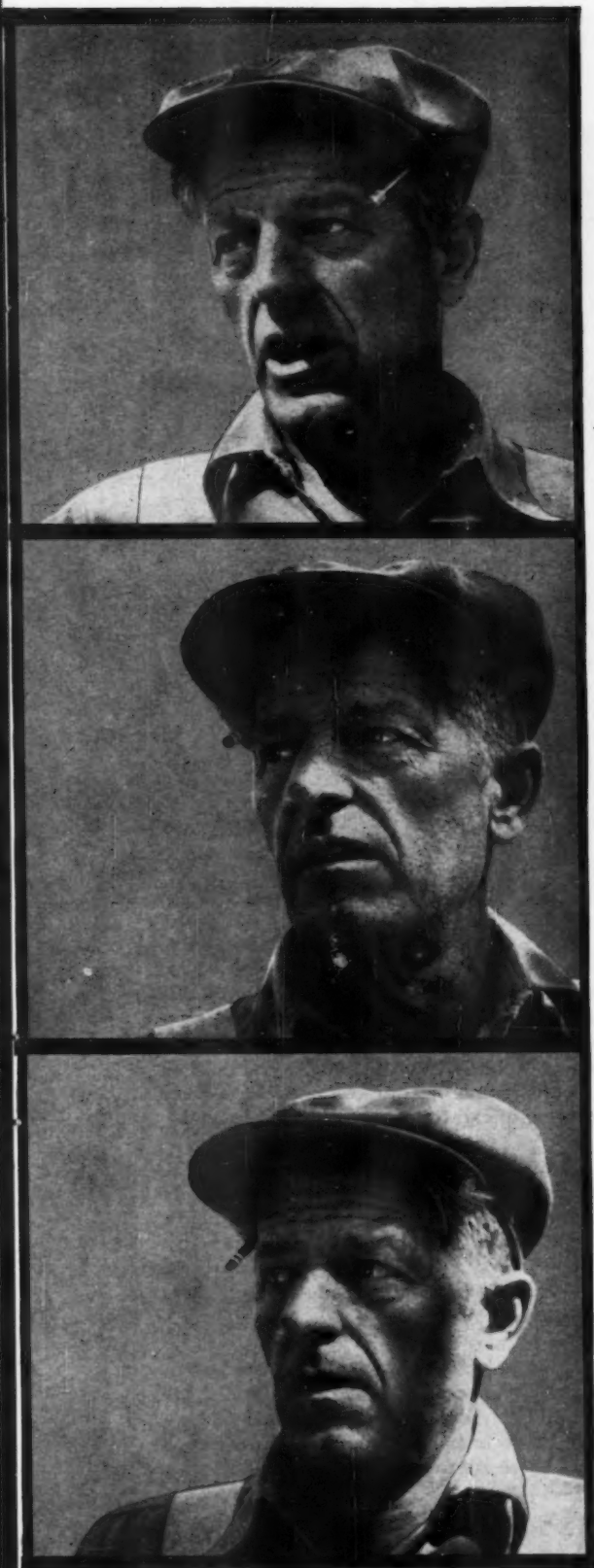
"If I had new houses that were moving slow today, I'd finish the basements with Insulite ceilings, and talk it up as a really big extra. It's amazing how fast a finished basement sells a house."



INSULITE CEILING IN A COMMERCIAL BUILDING

"Insulite Ceiling Tile makes a real nice interior finish—and acoustical treatment—in store buildings, offices, motels, schools, etc. On smaller jobs, I like to handle the whole contract myself. On big jobs, I sometimes take the ceiling work on a sub-contract."

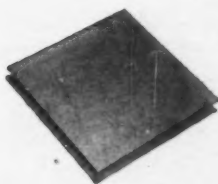
with Ceiling Tile today, Mr. Zicka?"



Just recently, we visited builder Ralph Zicka, Cleveland, Ohio, and asked him how he's doing with the new Insulite Ceiling Tiles. You can read his answers at left. Zicka has been in business 18 years. He employs five men, full time, year around. A big part of his business is attic finishing jobs in homes he built originally.

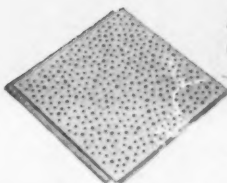
So here are three money-making ideas for *any* building contractor, large or small. If you've got some slow-moving new homes on your hands, finish the basements with rich-looking Insulite ceilings. For a nice, steady backlog of jobs from \$500 to \$3,500, go after the home-remodeling business, featuring Insulite tileboards. For extra billing and profit on commercial jobs, *install the Insulite ceilings with your own crew.*

We can help you get the business. For free tile samples, literature, application tips and selling helps, write us—Insulite, Minneapolis 2, Minnesota.



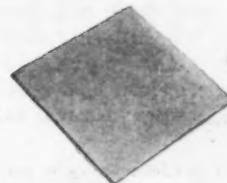
DUROLITE

Slightly textured $\frac{1}{2}$ " T&G tileboard, with brightest, toughest paint finish on any ceiling tile. Withstands repeated soap-and-water scrubbings. Sizes: 12" x 12", 16" x 16", 12" x 24", 16" x 32". White or Light Ivory.



ACOUSTILITE CASUAL RANDOM

Newest, most modern style in drilled acoustical ceiling tile. "Casual" pattern has two size holes in a pleasing informal design. T&G, 12" x 12" and 12" x 24", $\frac{1}{2}$ " thick. Butt edge 12" x 12", $\frac{1}{2}$ " and $\frac{3}{4}$ " thick. Efficient sound absorption!



FIBERLITE

Rich travertine-textured surface, for de luxe appearance and good acoustical quieting. Sizes: 12" x 12", 12" x 24", 16" x 16", $\frac{1}{2}$ " or $\frac{3}{4}$ " thick. Butt edge . . . applied with adhesive or clips.

build better, sell faster, with
INSULITE
CEILING TILE



INSULITE, made of hardy Northern wood. Insulite Division of Minnesota and Ontario Paper Company, Minneapolis 2, Minn.

INSULITE, DUROLITE, ACOUSTILITE ARE REG. T.M.'S U.S. PAT. OFF.
FIBERLITE IS A T.M.

which SKIL Saw works



1 HI-TORQUE, SUPER-DUTY SKIL SAW

- 1** The original SKIL Saw – the standard for industry. In-line rear handle and left-hand blade allow you to see line of cut. Exclusive hi-torque worm drive gives exceptional cutting power. Particularly desirable on long rip cuts or on highly resinous woods. Tough to stall anytime. With special blades quickly cuts metals, stone or compositions. Super-duty saws with rear handle design come in eight models from 6½" to 12".
- 2** The latest and most powerful addition to the SKIL line. Completely new top-handle design for easy "swing-through" cuts. "Floating" blade guard and fast blade-change are exclusive new features. Precise depth adjustments possible with direct reading scales. Only one guide edge needed for either vertical or bevel cuts. A total of 14 special features make this the most exciting new saw on the market today. Top-handle design available in 7¼" and 8¼" models.
- 3** Designed specifically for all-around use by carpenters or contractors in residential construction. Lightweight. Versatile. Handle positioned for comfortable and balanced handling. All heavy-duty models feature exclusive "Vari-Torque" clutch. Protects against blade kickback. Keeps motor in top running condition. There are four heavy-duty models with blade sizes from 4¼" to 8¼".

best for you?



② NEW HI-SPEED,
SUPER-DUTY SKIL SAW



③ HI-SPEED,
HEAVY-DUTY SKIL SAW

only SKIL makes all **3**

For more than 30 years SKIL has pioneered in the design of saws to meet the special needs of builders. Now, we offer the widest choice ever with the addition of a top-handle saw. Only from SKIL can you choose from three types. And remember this—no matter which model you buy, you always get the same superior performance that has made SKIL Saw the favorite saw in the building field.)



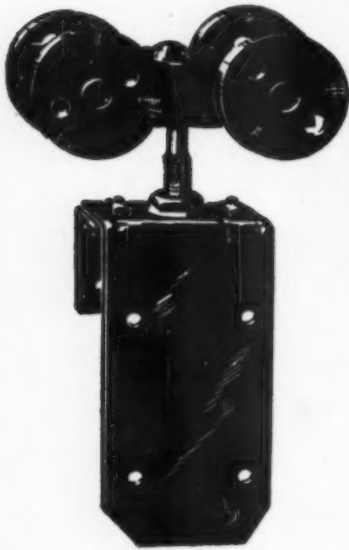
Made only by SKIL Corporation, manufacturer of famous SKIL and SKILSAW products, 5033 Elston Avenue, Chicago 30, Illinois. In Canada: 3601 Dundas Street West Toronto 9, Ontario.

ALLITH-PROUTY, INC.
 Manufacturers of Hardware
 for All Types of Rolling Doors
 DANVILLE, ILLINOIS

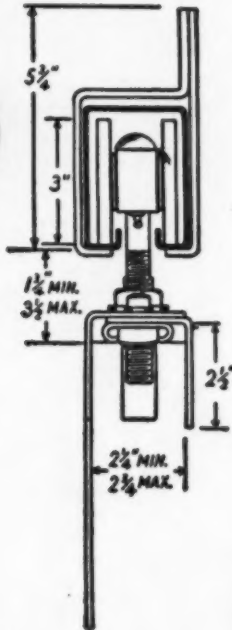
PRODUCTS

ACCORDION DOOR HARDWARE
 AIRPORT DOOR HARDWARE
 BARN DOOR HARDWARE
 FIRE DOOR HARDWARE
 (Underwriters)
 ROUND HOUSE DOOR HARDWARE
 VERTICAL SLIDE DOOR
 HARDWARE

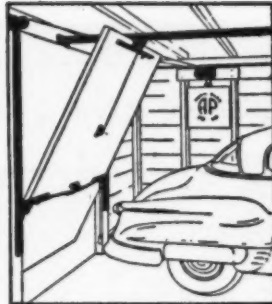
HEAVY TYPE DOOR HINGES
 OVERHEAD CARRIERS
 GARAGE DOOR HARDWARE
 Folding-Sliding
 Overhead Type
 Round-the-Corner
 Straight Sliding
 STADIUM SEAT BRACKETS



Allith Hangers
 for Box or Trolley.
 Tracks in all necessary sizes.



50-50 PUSHOVER
ALLITH
GARAGE DOOR HARDWARE



- USE YOUR OWN OR ANY STANDARD DOOR
-
- NO MAINTENANCE COSTS
-
- SIMPLIFIED INSTALLATION
-
- ADAPTABLE FOR ANY TYPE GARAGE

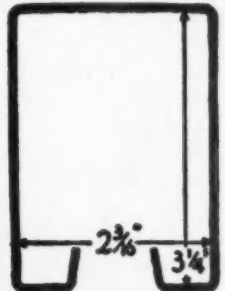
ALLITH HARDWARE permits you to use standard stock, or special doors if desired, to harmonize with design of accompanying building. All working parts are simple and sturdy—no springs to stretch or loosen. All hardware parts inside and protected from weather. Unit shipped complete down to the last screw. Quickly and easily installed. Standard set fits any opening up to 9' wide x 7'6" high when doors do not exceed 275 lbs. Other sets available for openings up to 10' wide x 10' high. Complete details furnished on request.



Allith Track
 No. 60-X 16 gauge
 No. 62-X 14 gauge



Allith Track
 No. 240-X 16 gauge
 No. 242-X 14 gauge

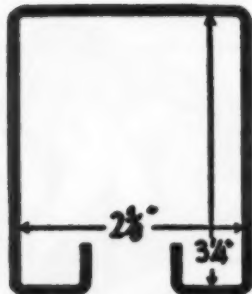


Allith Track
 No. 270-X 14 gauge

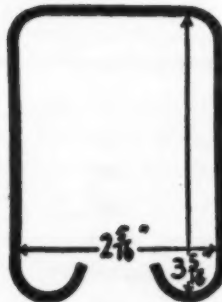
Brackets available for any of these tracks to meet any condition. Track sections shown half size.



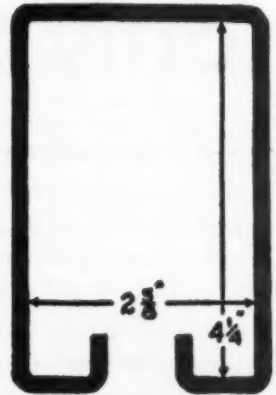
Allith Track
 No. 71-X 14 gauge



Allith Track
 No. 280-X 13 gauge
 No. 285-X 10 gauge



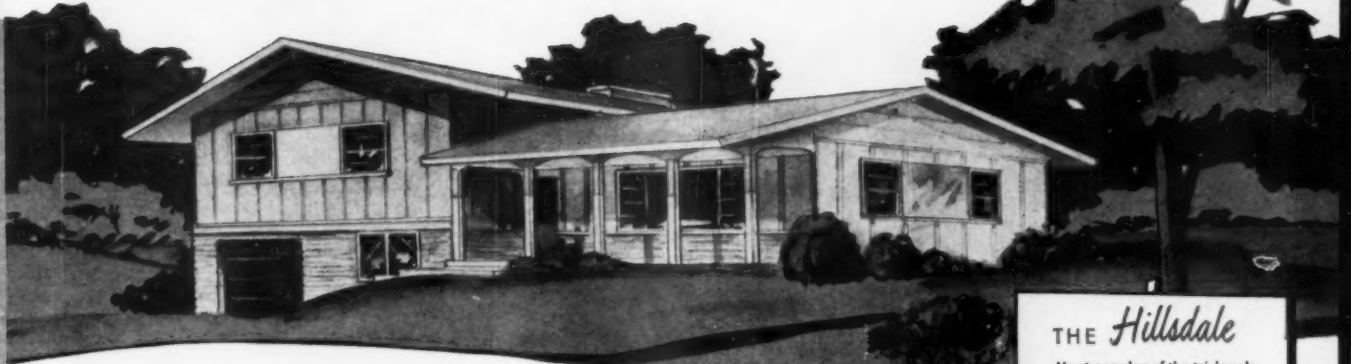
Allith Track
 No. 67-X 18 gauge
 No. 68-X 10 gauge



Allith Track
 No. 290-X 10 gauge

ALLITH-PROUTY, INC. DANVILLE, ILLINOIS

for a better way of life



THE *Hillsdale*

Most popular of the tri-levels. Well arranged uninhibited interiors designed for luxurious comfort. The Hillsdale is well suited to both flat or rolling countryside.

PERMABILT HOMES

23 Beautiful Models . . . Hundreds of Variations!



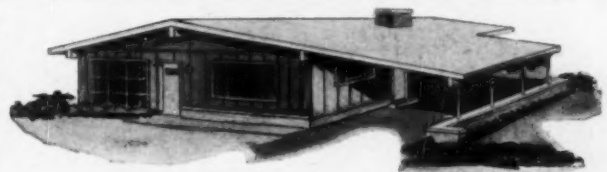
THE COSMOPOLITAN . . . a modern colonial with warmth and charm that will always be in style. Available in six models, 3 and 4 bedrooms — with single or double garage.

The all new 1958 Permabilt Homes go up even faster . . . and are completed more quickly than ever before, thanks to Permabilt's pre-engineered, panelized quality construction techniques. Scientifically and professionally designed, these attractive new models are tailored to meet the discerning tastes of the modern home builder. Available in a delightful range of practical styles, types, sizes and plan variations to suit each need.

Write today for the big 20-page, full color brochure of new Permabilt Homes.

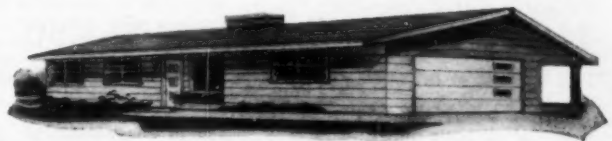


THE RANCHETTE . . . long, low and modern. Features maximum living area, individuality plus abundant comfort. Available in six models as 3 or 4 bedroom units with or without garage.



THE STUDIO CONTEMPORARY . . . the ultimate in style and versatility for young moderns. Low pitch roof, studio ceilings and enormous view windows. Six models with 2 and 3 bedrooms plus attached garage or carport.


Serving the entire Mid-western Area . . .
Dealer inquiries are cordially invited



THE MAYFAIR . . . good, clean modern design available in 3 basic models with conventional frame construction or brick veneer and aluminum windows. 3 and 4 bedroom styles with or without garage and patio porch.

Manufactured
HOMES
Inc.

330 S. KALAMAZOO AVENUE, MARSHALL, MICHIGAN



*instant answer...
immediate proof!*

THE CALCULATOR THAT PRINTS

Estimated cost of concrete?

118 cu. yds. @ \$15.75 = \$1,858.50

THE PROBLEM AND ITS PROOF IN HIS HANDS AT ONCE!

The "99" Calculator gives instantaneous and accurate answers for all your figure work. Every step of every calculation is *proved* as it is printed on exclusive SIMPLA-TAPE. *No double-check calculations are necessary!*

The "99" Calculator whisks through estimates, percentages, equations, ratios . . . every figuring job . . . with com-

pletely automatic multiplication and division—lightning-fast addition, subtraction and automatic credit balance.

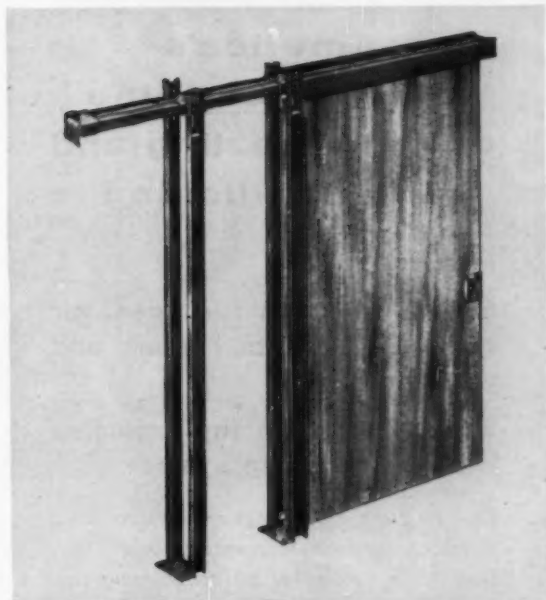
Did you know you can buy a "99" Calculator for less than \$6.50 a week! Call your local Remington Rand Office or write for folder C1096, Room 1150, 315 Fourth Avenue, New York 10, New York.

Remington Rand

DIVISION OF SPERRY RAND CORPORATION

TO BE SHOWN AT THE NAHB SHOW

New Stanley door hardware designed for builders' convenience



No. 2825 One adjustable pocket frame set fits all door sizes



No. 2987 Concealed hardware for bi-fold passage and closet doors

Here is a real builder-engineered line of modern door hardware. Stanley's complete, up-to-date line includes:

No. 2987 hardware for bi-fold doors. The doors project only inches into a room, allow full clearance into closets or through passageways. The hardware is concealed, inexpensive, easy to install and adjust.

No. 2825 pocket frame set. It's adjustable—fits all door sizes from 2' 0" to 3' 0". You can't get the "wrong" size. One-man installations can be made in less than 20 minutes. Adjustments can be made after trim is in place.

And don't forget **No. 2800 for by-passing doors**—the first sliding door with a hanger to permit easy vertical adjustments.

BOOTHS 441-443 AT THE HOTEL SHERMAN



Stanley's new No. 2720 "Roll-up" garage hardware has exclusive features like these: inclined track for "Free-Way" action and weather-tight fit... adjustable lock strike for uneven floor conditions... perfectly balanced tension springs... and loads of other tested features.

Booth 916 in the Coliseum.



At last year's Show, more than 4,000 builders and their wives selected Copper-Mode as their favorite among 40 styles shown by Stanley. Now they're in production, and the brushed copper finishes and soft, contoured designs will make wonderful, new additions to your cabinets.

Booths 441-443 at the Hotel Sherman.

WIN THIS BUILDERS' KIT



This No. 183 Builders' Kit is a \$175 value—but it's free to the builder who comes up with the closest answer to this question:

"How many Stanley items go into the construction of today's average home?"

How close can you come? Fill out the contest blank at Booths 441, 442 and 443.

We'll see you at the Show. Or if you can't make it, send for details of Stanley's new products. Write Stanley Hardware, Division of The Stanley Works, 101 Elm Street, New Britain, Connecticut.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • builders and industrial hardware • drapery hardware • door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

Sheldon Coleman, President, The Coleman Company, Inc. announces a remarkable new kind of warranty . . .



PHOTO: KASRM OF OTTAWA



**America's
only bonded line
of home heating and
air conditioning**

\$500 bond on furnaces, air conditioning units, heaters and water heaters.

\$1000 bond on the exclusive Blend-Air heating system.

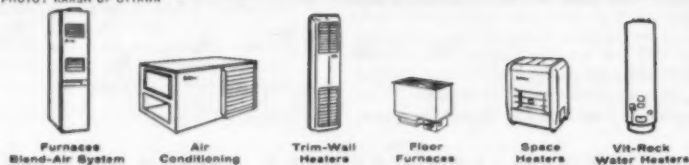
Now by arrangement with one of America's foremost insurance underwriters, every Coleman home heating or air conditioning unit is backed by a \$500 bonded warranty. When you install the Coleman Blend-Air heating system, a \$1000 bond guarantees the homeowner's comfort.*

What will these bonds do for you?

These bonds strengthen your reputation as a builder of quality homes. They prove to your customers that you have installed the finest in heating and air conditioning.

They help you sell. Your prospects get the best buy for their family's health and comfort — plus the "bonded" assurance that we will stand behind our product.

**The Travelers Indemnity Company,
Hartford, Connecticut*



The Coleman Company, Inc.

Wichita, Kansas

Toronto, Canada

More homes are heated with Coleman than any other make.



*Use these
bonds...
sell more
homes.*



Beautiful California Redwood—Indoors and Out—makes finer homes, makes selling them easier. Be sure it's superior quality...get "CRA-Certified Dry" redwood from these member mills of the

CALIFORNIA REDWOOD ASSOCIATION

576 Sacramento Street • San Francisco 11, California



Arcata Redwood Company

Georgia-Pacific Corporation
Hammond-California Redwood Division

Holmes Eureka Lumber Company
Redwood Sales Company, Eastern Distributor

The Pacific Lumber Company

The Pacific Coast Company

Simpson Redwood Company

Union Lumber Company

Willits Redwood Products Company
Hobbs-Wall Lumber Company, Sales Agent

Send for the Builder's Redwood File!



Over 80 pages of facts on how to build better houses with California Redwood. And for new design ideas, ask for Redwood News —mailed quarterly.

Announcing

The "Live Better Medallion Home

AN EXCITING NEW SELLING APPROACH FOR BUILDERS

The "Live Better Electrically" Medallion Home Program is a nationwide drive in the electrical and home-building industries to help builders increase new-home sales. Utilities, manufacturers, and distributors are combining their efforts to help you promote homes that meet "Live Better Electrically" Medallion requirements. The nationally advertised Medallion is awarded locally to

homes that qualify. Builders then display this hallmark of excellence and use it to help merchandise their homes.

As an authorized builder of "Live Better Electrically" Medallion Homes, you'll get the double-barreled advantages of strong national and local advertising and promotion—and a valuable, competitive selling edge that will mean faster sales and greater profits.

POWERFUL ADVERTISING WILL SELL CONSUMERS ON "MEDALLION" HOMES

In top magazines, full-color, full-page ads will help sell Live Better Electrically Medallion Homes — will tell your customers to look for the Medallion as the hallmark of quality in a new home.

On CBS network TV, more than 40 million viewers Sunday nights at 9:00 P.M., EST, will be told about the many benefits of better electrical living in a Medallion Home.

MAGAZINES

Saturday Evening Post February 8
Saturday Evening Post April 5
American Home April
Better Homes and Gardens April
Saturday Evening Post September 13
Better Homes and Gardens September

... plus 15 more full-color ads in 6 national magazines that will sell the idea of living better electrically with the appliances and equipment found in Medallion Homes.

TELEVISION

January 12 Electric Laundry
February 9 Medallion Home
March 9 Electric Cooking
April 6 Medallion Home
May 4 Electric Housewares
June 1 Air Conditioning
July 13 "Push-Button Chef"
August 10 Electric Heat Pump & House Heating
September 7 Medallion Home
October 5 Light for Living
November 2 Electric Cooking & Laundry
November 30 Electric Housewares

Also, 7 additional top TV shows sponsored by different electrical manufacturers will carry dramatic Live Better Electrically messages to your prospects.

IMPORTANT: CONTACT YOUR LOCAL ELECTRIC "LIVE BETTER ELECTRICALLY"

Electrically" Program



LOCAL ADVERTISING AND PROMOTION...

Local utilities will spearhead the "Live Better Electrically" Medallion Home Program with advertising, publicity, and merchandising timed with na-

tional campaigns. Distributors, banks, lending firms, and electrical contractors will team up with builders in promoting the Medallion Home.

SUPPORT BY LEADING MANUFACTURERS

Here are a few of the many major manufacturers who are enthusiastically participating in the "Live Better Electrically" Medallion Home program:

FRIGIDAIRE

"... cooperating with this well-conceived effort to raise the electrical content of new home construction."—C. H. Menge, General Sales Manager

GENERAL ELECTRIC

"We see the new Medallion Home program as a tremendous step forward."—James H. Goss, Vice President and Group Executive

HOTPOINT

"National advertising will support this market-development drive."—J. C. Sharp, President and General Manager

KELVINATOR

"... provides us with a really effective tool to sell the idea of more electrical equipment in new homes."—Walter Jeffrey, Vice President and General Manager

PHILCO

"... a much needed approach to help builders merchandise the value of electric living."—J. M. Otter, Executive Vice President, Marketing

WESTINGHOUSE

"... our resources will be thrown behind the Medallion Home idea."—C. J. Witting, Vice President, Consumer Products

RCA-WHIRLPOOL

"... will employ the Medallion Home program to help upgrade the electrical content of new homes."—John Hurley, Vice President



Seven major electrical manufacturers joined forces with the Edison Electric Institute on October 7, 1957, to announce the Medallion Home program at the "Live Better Electrically" Press Conference, Waldorf-Astoria Hotel, New York.



D. W. Jones of Duke Power awards certificate of the "Live Better Electrically" Medallion Home program to Neil Ervin of Twin City Builders, Inc., at a public ceremony launching an intensive 3-week promotion that attracted 20,000 visitors to this all-electric Medallion Home in Hickory, North Carolina.

**UTILITY TODAY FOR FULL DETAILS ON THE
MEDALLION HOME PROGRAM!**



**"American LUSTRAGRAY
has added to the living pleasure
of my home, and I am convinced that
this glare reducing glass will make
new houses more saleable"**

—says Nick Campanelli, president of Campanelli Bros., Inc., Framingham, Mass., New England's largest builder of quality homes. Nick's new summer residence pictured here is in Green Harbor, Mass.

Right—Photo from interior. Open space between sliding glass doors shows sun glare. LUSTRAGRAY glazing reduces glare, sharpens view.



SEE OUR DISPLAY-----NAHB EXHIBIT-----BOOTH 724 IN CHICAGO COLISEUM



Left—Photo from exterior shows attractive reflections, indicating that LUSTRAGRAY sheet glass is dark enough to afford exterior privacy.

What Builder Nick Campanelli says about AMERICAN LUSTRAGRAY will work for you, too! This neutral gray tint sheet glass appeals to home owners because it reduces glare 50%, eliminating eyestrain and fatigue . . . reduces significant amount of heat transmitted . . . gives exterior privacy with interior "clear glass" vision.

Like Nick, you too will find AMERICAN LUSTRAGRAY economical to buy and install. Also, it's easy to obtain . . . available through more than 500 glass jobbers. Check your classified telephone directory for listing.

MODERN GLASS
Best at a Glance

American
WINDOW Glass COMPANY
PITTSBURGH, PA.

PLANTS: ARNOLD, PA. • ELLWOOD CITY, PA.
JEANETTE, PA. • OKMULGEE, OKLA.

THE BIG NEWS COMES FROM YOUNGSTOWN KITCHENS



**Plan
to
see
the
great
new**

YOUNGSTOWN KITCHENS SERVI-CENTER

A NEW CONCEPT IN KITCHEN LIVING

**FIRST SHOWING AT
NAHB BUILDERS' SHOW**

booths #118-122

**Conrad Hilton Hotel
Chicago**

JANUARY 19 to 23

Youngstown Kitchens will introduce the newest, the most exciting high fashion home appliance in a decade... slated to revolutionize kitchens. The new Servi-Center will bring new sales excitement for model homes... will give builders new glamour kitchen features that mean quicker home sales. Be sure to see Youngstown Kitchens new Servi-Center at the Show... you can't afford to miss it!

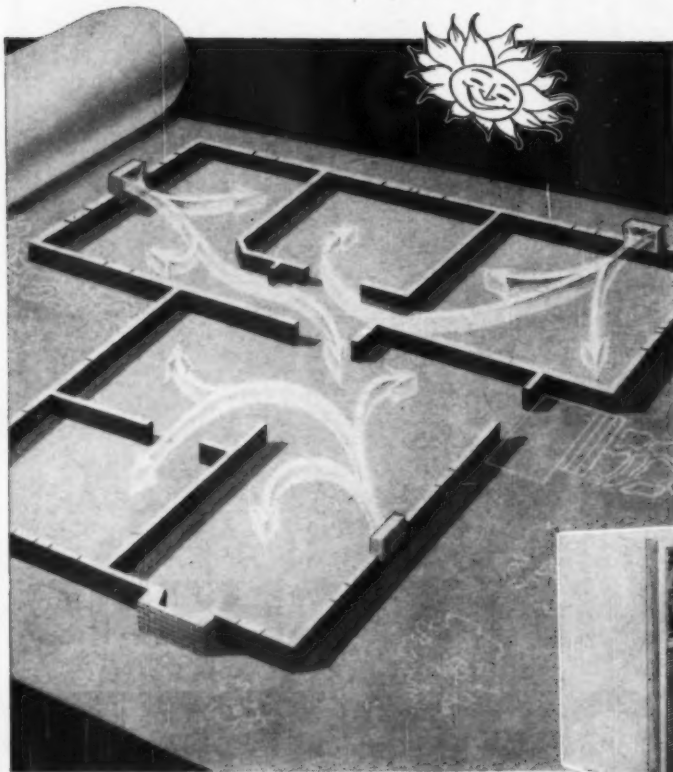


AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION

Air Conditioning zone by zone

with the new General Electric Built-In Thinline



Here at last is a permanent air conditioning system that's easy for you to install—economical for your buyers to operate.

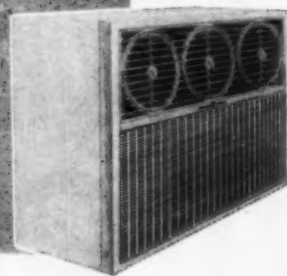
By installing Built-In General Electric *Thinline*s zone by zone, you can air condition a whole house without needing plumbing or costly ductwork—without wasting floor or window space!

And the system's fully automatic! As the sun moves around the house, unneeded units turn off and those in the warm rooms go on. Buyers don't have to pay to cool rooms that are not in use.

Built-In *Thinline*s are *so thin* that there's no unsightly overhang inside or out to mar the appearance of the house. They come in 1/2, 3/4, and 1 hp. models. All fit the same thin case.

Every *Thinline* is pre-sold to your buyers through national advertising, backed by expert service and a written guarantee, designed to meet FHA requirements.

See your General Electric retailer soon for full details. General Electric Company, Louisville 1, Kentucky.



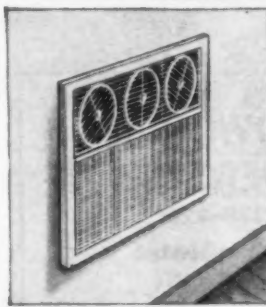
It's simple to install the new General Electric Thinline Built-In model



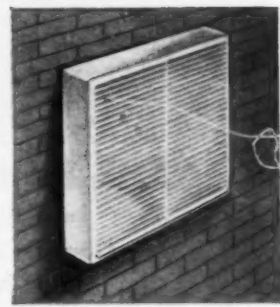
Case is installed during construction—mounts in any kind of wall. Panel protects opening until building is completed.



Thinline mechanism slides into case later. Six screws hold it in place—give you a quick, weather-tight installation.



Add appearance front, air filter, grille. Plug in and the *Thinline* is ready to operate. Grille can be painted if desired.



On the outside the *Thinline's* aluminum grille will keep its good looks for years. Paints easily to match the exterior.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Builder Nels Severin says:

**"A housing
shortage creeps
up on you ..."**

**"... we need to re-awaken
the USA to an urgent need
for more and better housing ..."**

"... even now, vacancy rates are falling, young home wanters are not able to buy, families are doubling up, older people are not going off by themselves to the right kind of retirement. It's high time to reawaken the USA to the urgent need for better housing. We must particularly reawaken government people, for until they see Americans sleeping in cars they may not realize the urgency. We've got to make them understand that *now* is the time for Americans to buy the housing they are entitled to," says Nels Severin.

It's axiomatic that NAHB's first vice president is a "man in motion" at the Chicago convention, a man everyone wants to question. When the man is also chairman of the NAHB's legislative committee, there's even more reason to pinpoint his views on housing for the year ahead. American Builder editors asked the questions and pinpointed the answers in an exclusive interview with Nels Severin that we think is essential to our traditional "convention preview" issue.

**Turn the page for Severin's
answers to your 1958 housing questions**



Q: In terms of a well-housed USA, are 1,000,000 starts a year adequate for 1958?

A: "We must build to meet need, not to hit a magical number. The answer is no."

We must better our 1957 efforts (latest projection: 1,025,000 starts). We're not overbuilt, except in limited places and in limited price classes—where the tendency has been to "upgrade" until the builder reaches a point of diminishing return.

Our additional housing should take in all segments of the income scale, of course; but the need for housing is greater in the lower-income class. And please understand this: I don't believe in

cheap houses for the sake of cheap houses. We want to upgrade the standards of living of lower-income people and we are increasing our technology to do this. But the lower-income groups need our attention first.

In this respect, it's unfortunate that so many areas have sharply raised their site requirements; that's one of the reasons why FHA 203 (i) cannot be significant on a full-scale national level. Other reasons: high land



costs and high labor costs.

Speaking of low-cost houses, I think it's important to understand that "low cost" in one area is not "low cost" in another. The tendency to "lump" low-cost housing is bad, and Congress often does just that.

Q: What is the first step that must be taken to meet fully the need for more housing in '58?

A: "The removal of discount controls is of paramount importance—our first objective."

Since the passage of the Housing Act of 1957 (last July), it has taken only these few short months to prove that discount controls are unworkable. In the West and deep South, the proof is most dramatic. That's why the removal of discount controls should be our number one objective in Congress. And we've

strong support, including Cole, Mason, even the President, himself. Practically everyone agrees that the Housing Act of 1957 could do a tremendous job in raising the American standard of living were it not for the inhibiting effects of discount controls. There is another reason, of course: the tendency among



mortgage people to require terms higher than those permitted under law . . . for which, by the way, I do not necessarily blame them.

Q. What is the second step that builders must take to build more houses than in '57?

A: "We've got to revamp our FHA set-up, most importantly in terms of relaxing the interest rate."

We've got to have a flexible FHA interest rate, and I'm glad to say that the American Bankers' Assn. and the Mortgage Bankers

Assn. are supporting us. It should be a rate established—and, more importantly, subsequently *administered*—by a government board



—specifically created for that purpose. It might consist of the FHA commissioner, the VA administrator, and an official of the Treasury department. The interest rate would not necessarily be 'pegged' to anything in particular. It would be up to the board to decide that if it takes a higher yield to put money into the mortgage market to insure adequate building, the rate should be adjusted accordingly.

I also think that the maximum mortgage insurance on one-to-three family dwellings should be adjusted upward from \$20,000

to \$30,000. That's important.

A third development in our FHA program should be the facilitation of trade-in housing. I favor a trade-in program to make it possible for a builder, realtor or seller to deposit in escrow up to 15% of a loan approved by FHA on a trade-in house. The builder then has 18 months to find a buyer eligible to FHA for the full amount of the loan.

A fourth modification of FHA that would help us build more houses in 1958 seems to be very much 'in the works': allowing FHA to insure the top portion of

conventional loans, perhaps the top 20%. As we see it, this plan would not set a maximum interest rate. Thus, lenders would be much more apt to part with mortgage money. Still another modification of our present FHA set-up: I hope that FHA will be allowed to insure up to 80% of a builder's program to develop private water and sewerage facilities. You can imagine what this would do to bring to the market land that has not been available because of the high cost, to the builder, of financing his own community facilities.

Q: How about FNMA? What about a Central Mortgage Bank?

A: "I definitely urge builders to support several improvements in the Federal mortgage picture."

We strongly urge the formation of a true Central Mortgage Bank to encourage and permit the free flow of funds for building on a national scale. It should be able to set realistic interest rates and issue advance commitments so that lenders or mort-

gagees may borrow on their mortgages. And it should be able to market long-term debentures. Until we have this, FNMA should perform as many of these functions as possible. Recent "tight-money" policies have tended to discriminate against the housing



industry. But in 1958 we'll be expected to "take up the slack."

Q: How does the small-volume builder fit into the picture for 1958?

A: "He's in a better position right now than the large-volume builder."

In most areas in 1957, the small-volume builder has done all right because he has been able to operate on conventional loans. His increased volume has taken up some of the slack of the larger operations. I think he will continue to do all right in 1958. His biggest problem is land, and one good solution to this is a cooperative development of sites. He should join with other builders to develop land cooperatively.

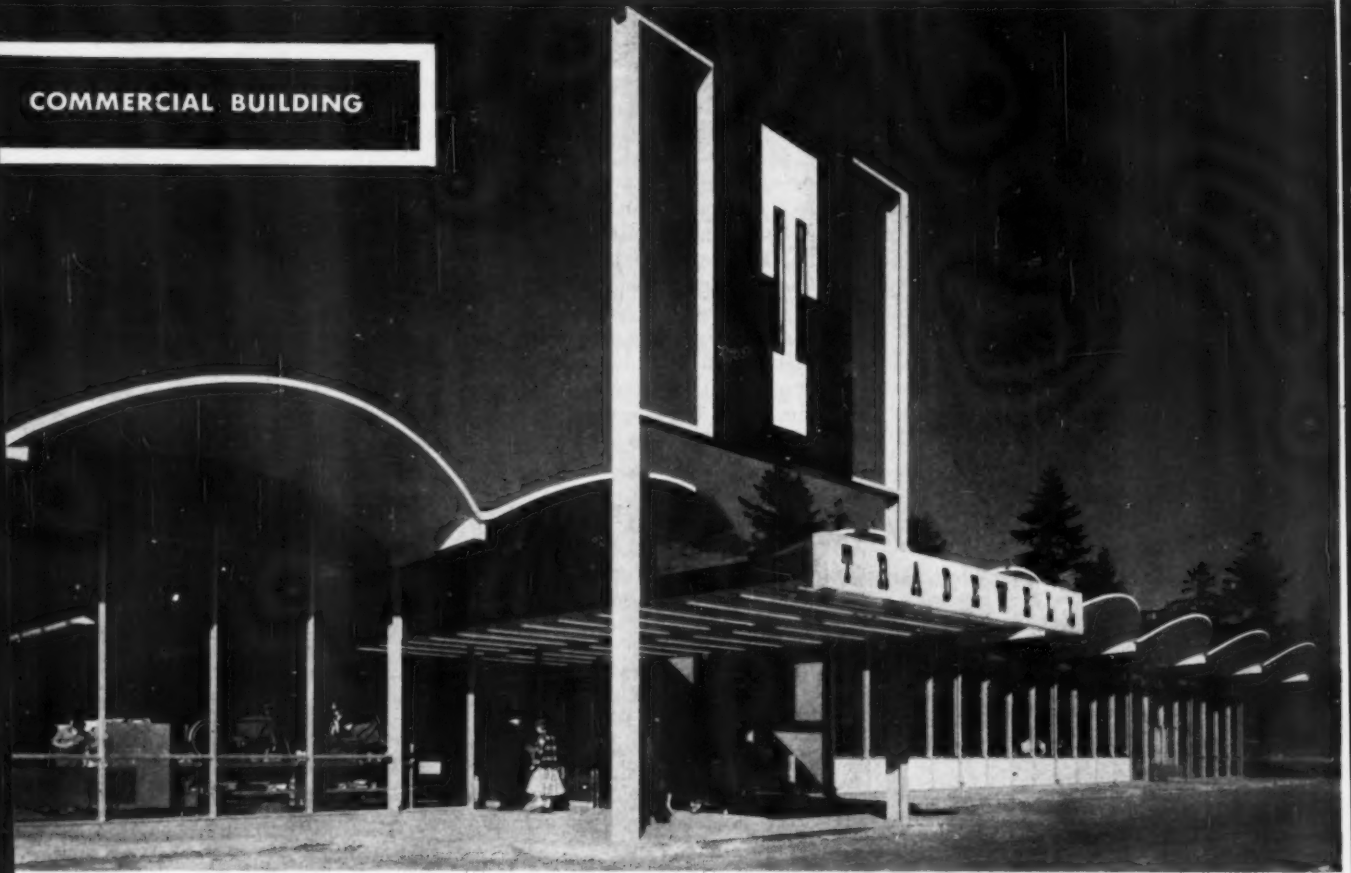
A good example of this type of profitable cooperation is what six builders did in Savannah (see May, 1957 American Builder). Individually they're in business for themselves; together they are developing the scarce land they need so much.

I want to say also that the NAHB is ready and able to give small-volume builders plenty of help in 1958. Actually, the small-volume builder can gain more



from his NAHB membership than the larger builder. That's because the larger builder could perhaps get (on his own) much of the information that the smaller builder could not possibly get except through his Association.

COMMERCIAL BUILDING



NEW MARKETING CONCEPT awaits the customer from the time he enters the convenient parking lot until

he returns to his car. Thin-shelled concrete roof has a 12' overhang that provides covered walk and loading area.

How a thin-shell concrete roof saved 25 cents a sq. ft.

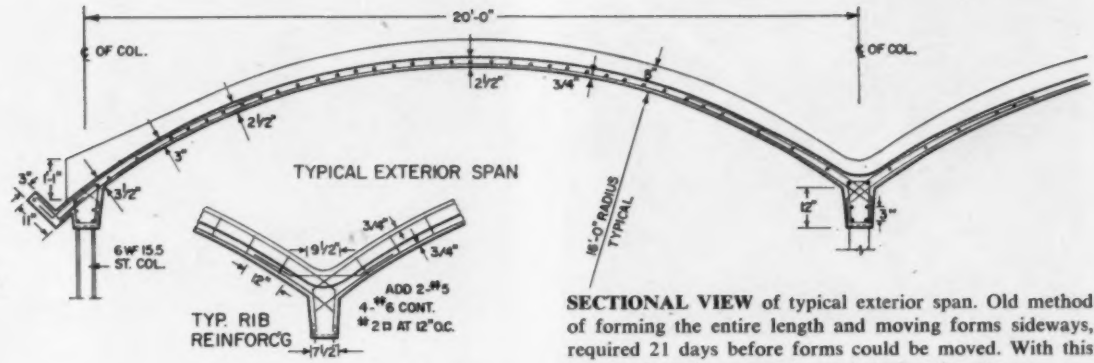
The vaulted-roof supermarket shown above is a striking example of contemporary design. But the success of the design is its naturalness—natural because, here, form follows function. The construction techniques used create beauty because the building's primary concept is low cost. Answer: use thin-shell reinforced concrete for the roof, use fast pouring cycles. Result: a saving of 25 cents a sq. ft. Complete building cost: \$10.30 per sq. ft.

Heavily reinforced, the shell is only 2½" to 3" thick. The shell was used in lieu of wood joists and steel because of economy. Sprinklers and suspended ceilings were eliminated—added econ-

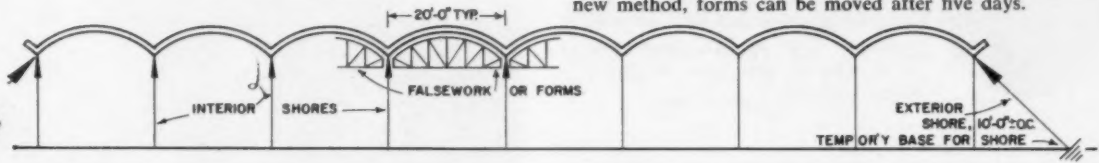
omies. Suspended ceiling wasn't used because vaulted ceiling is a completed design. No acoustical treatment was needed. The arch provides its own acoustics. Underside of the vaulted bays needed nothing but paint.

Shells were formed by moving forms along their length, similar to the method used in building tunnels. The forms were moved after 5 days. Because of the fast cycle of moving and pouring, a relatively small area of forming was required.

Builders: Jentoft and Forbes. Architects and engineers: Welton Becket FAIA and Assoc. Project: Tradewell Market, Burien, Wash.

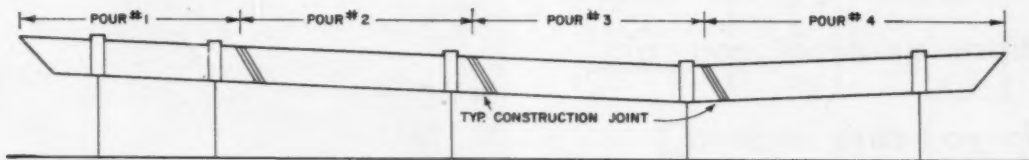


SECTIONAL VIEW of typical exterior span. Old method of forming the entire length and moving forms sideways, required 21 days before forms could be moved. With this new method, forms can be moved after five days.

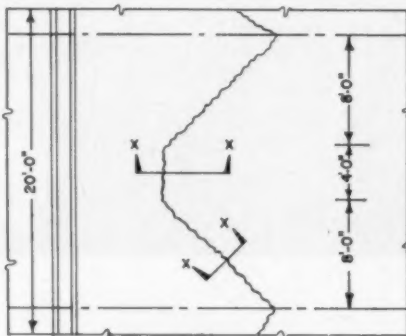


FRONT ELEVATION roof diagram shows theory of placement for interior and exterior shoring as well as false formwork during construction. Photo directly below shows actual method employed at job site.

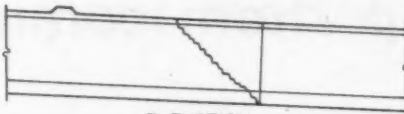
POUR SEQUENCE



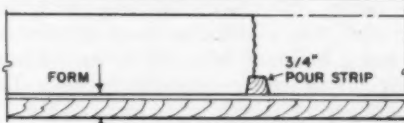
SIDE ELEVATION roof diagram indicates the four-stage backward pouring sequence. The three sets of diagonal lines refer to construction joints between pours. See the enlarged details below left for method employed.



PLAN

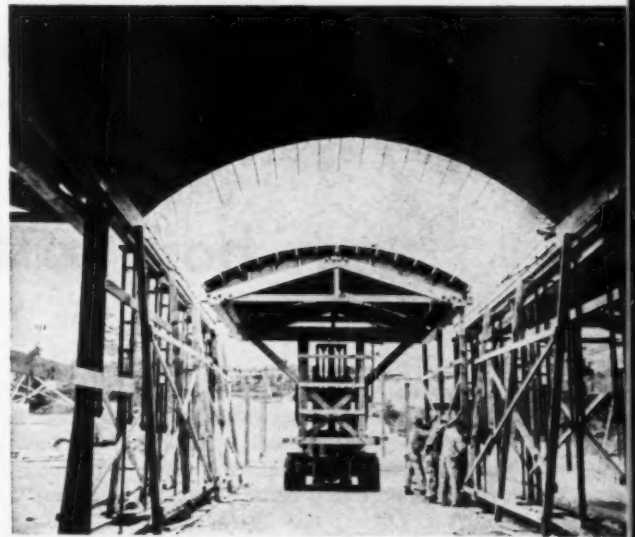


ELEVATION

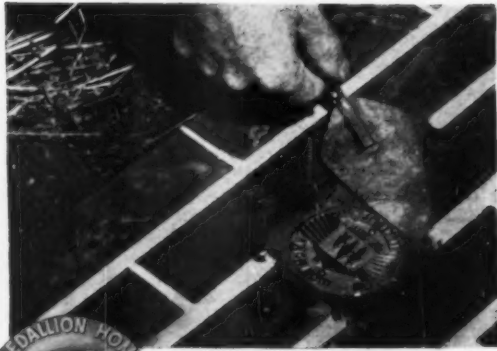


SECTION X-X

CONSTRUCTION JOINT DETAIL from three views. To ensure proper bond between pours, edge of first pour was roughened with wire brush, exposing aggregate, thoroughly wetted prior to placing adjacent pour.



NOVEL MOVABLE FORM innovation utilized at the site allowed the builder to make maximum use of the four-stage pouring cycle. Hardboard-coated form was mounted on fork lifting mechanism of a rubber-tired tractor.



THE LBE MEDALLION—symbol of new homes wired, lighted and equipped for modern living—is focal point of new home-merchandising program.

A seal of approval plus nationwide promotion can help you cash in on a "Live Better Electrically" sales campaign that's made to order. Here's the story on . . .

...how to keep them coming

Today's home builder, if he's at all interested in turning out a quality home, no longer has to rely solely on his own local efforts to promote it. There's a trend toward using coordinated, nationwide merchandising programs, backed by industry, to help out. Off to a fast start this month, the "Live Better Electrically" program promises to be one of the most effective in the home-merchandising field.

Designed by the electric industry to give home buyers a recognized symbol of electrical excellence

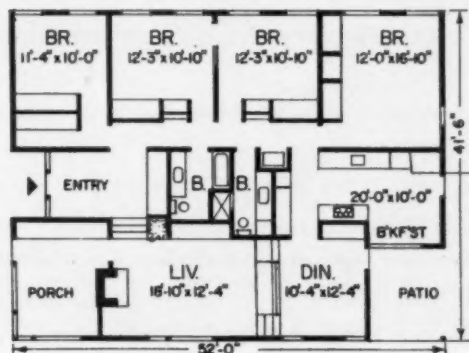


in the homes they buy, the program features a bronze medallion awarded by local utilities to qualifying home builders. Meanwhile, hard-hitting advertising in national magazines, network TV and local newspapers pounds home the message: "Look for the Live Better Electrically Medallion on the home you buy."

Opened recently in Hickory, N.C., the first home to get the electric nod of approval set a pattern for similar Medallion home promotions to be under-



HOUSE IN HICKORY, N.C., first to qualify as a Medallion home, is priced in the \$25,000 class. Contemporary in style, it has sloping roof and deep overhang.



ROOMY 2,280 sq. ft. residence has brick and wood siding, slab floor, built-up marble chip roof. Extensively electrified, house boasts 75 convenience outlets alone.

◀ **EARLY ARRIVALS** pass site sign—one of many in area—on way up driveway. Whirlwind promotion tactics guaranteed intense interest in house by Hickory residents.

to your model house

taken by other utilities, builders and manufacturers across the country. Here's how it worked:

- Built by Twin City Builders, Inc., sponsored, certified and promoted by Duke Power Co., the home qualified for the Medallion according to 5 criteria: all-electric kitchen, all-electric laundry, heat pump, light conditioning (AHLI standards), full housepower (200 amp service entrance).

- Preliminary publicity heralded the event, with the local newspaper carrying heavy editorial cover-

age along with a barrage of trade tie-in ads.

- Opening-day ceremonies were covered by area radio, TV and press and a telecast was run.

- Utilities provided 3,000 descriptive brochures for visitors, kept the home well manned with home service staffers, floodlighted the exterior at night.

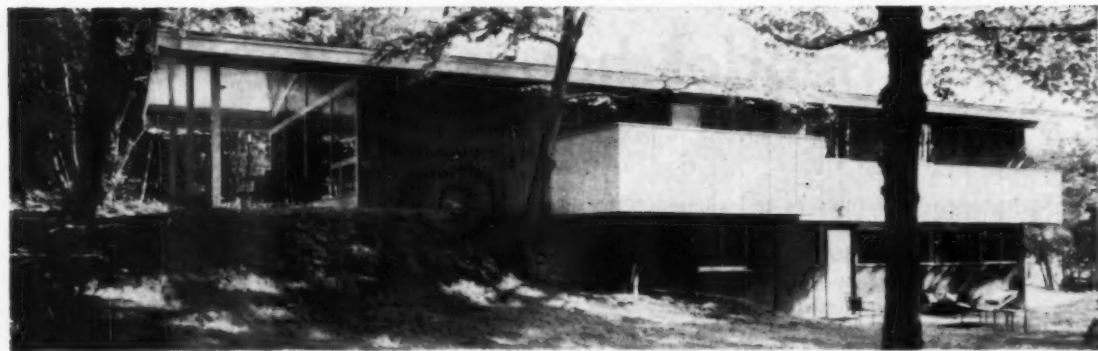
An unqualified success, the home stands as a tribute to the power of well-planned promotion. The electric industry has every chance of meeting its goal for '58—120,000 more electric homes.



"If you're going to sell contemporary houses to tradition-minded buyers, you've got to give them something more than just a contemporary-looking exterior," award winning builder Bill Shroder says. Here he tells you how . . .

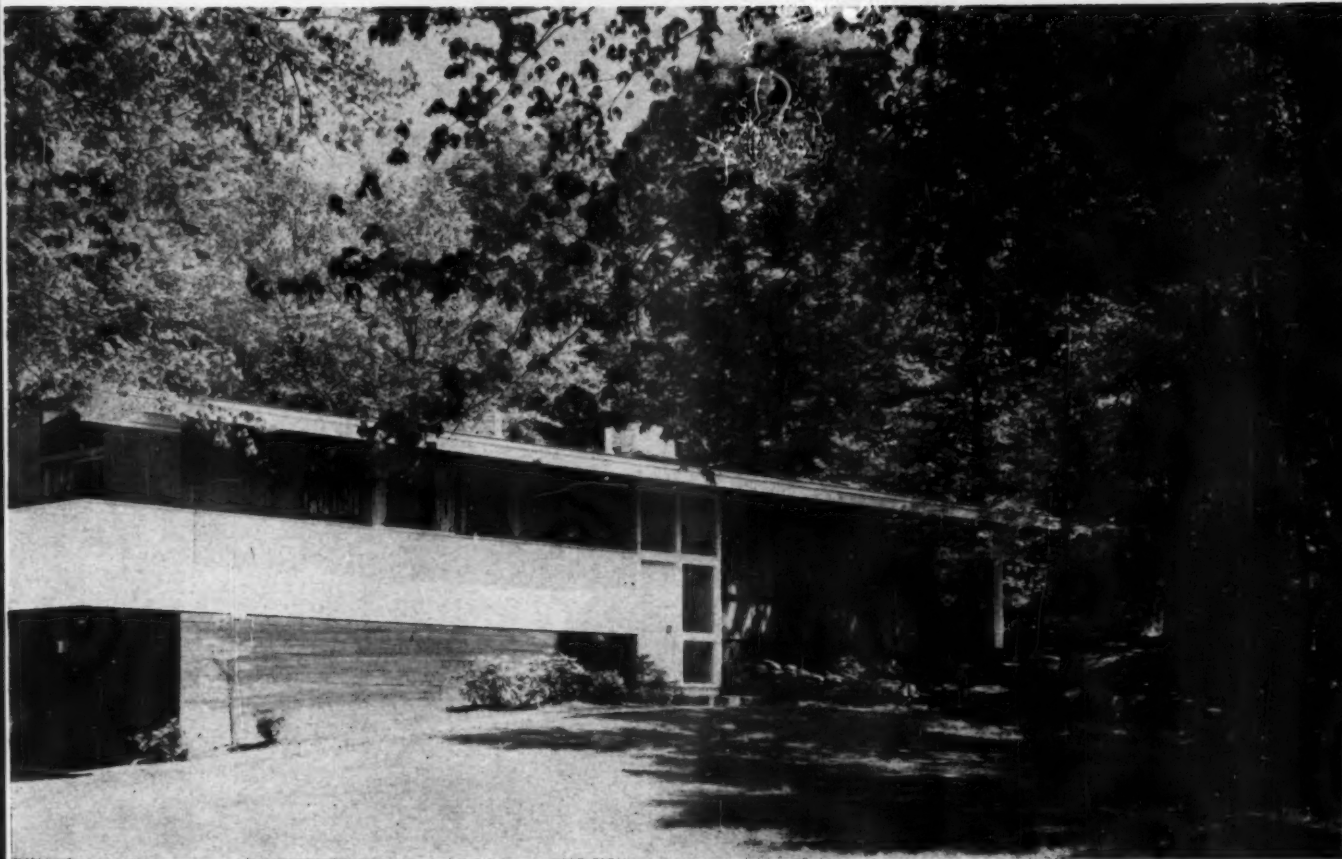


. . . he sells contemporary



CLEVER USE OF BALCONY gives house a design character as well as enhancing adjacent space it serves. It actually serves only kitchen and end bedrooms, but gives the illusion of extending completely around the house

with its wrap-around lines. As can be seen from this view, looking up toward the house, the basement is kept out of the ground. A strip of high windows and a door are provided, readying space for future expansion.



HOUSE FITS snugly into rolling terrain, making maximum use of the existing site. Two design elements can be

seen at work that tend to lower the high end of house; they are: 1. wide overhang; 2. projecting balcony.

houses in a conservative area

Contemporary design is hard to sell in most parts of the country. In conservative Westchester County, N. Y., it's even harder. Yet builder Bill Shroder is having no trouble at all selling the house shown here, one of the winners of **AMERICAN BUILDER'S** 1957 Best Model Home Contest.

First question: why does Shroder build a modern house in such a difficult market? "Because," he says, "its simplicity and clean design make it very economical to build."

Second question: if his market is so traditionally minded, how does he sell the house? Here's Shroder's answer:

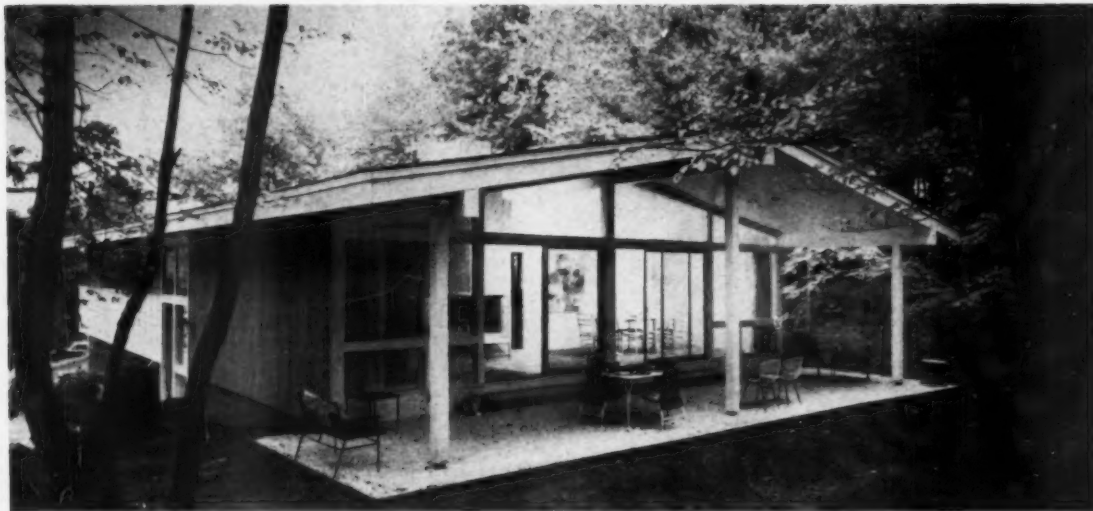
"We give them things they can't get from any other kind of design—principally a feeling of space, both inside and out. Lots of buyers aren't fond of modern design—in fact many of them even dislike it. But when they see what they get inside the

house, they buy it anyway."

Shroder is competing in a high-cost market, and this house sells for \$37,650 including land. In that price range, says Shroder, he is competing with older homes.

"The older house can give them just as many rooms, plus a beautifully landscaped lot that has had a hundred years to get in shape, for the same price. So we have to give them something more."

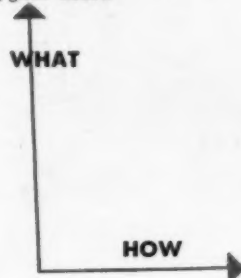
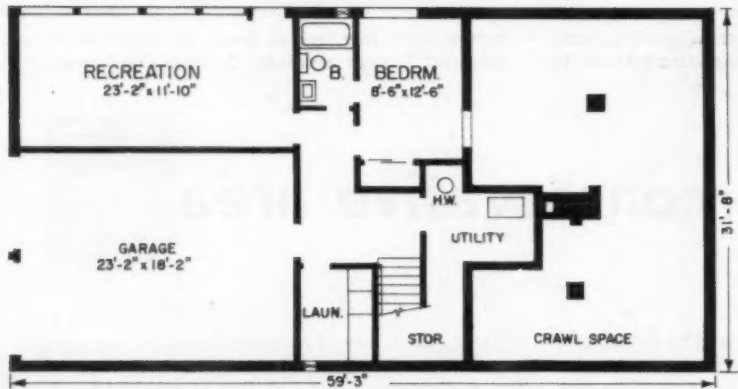
The "something more" is over 1,800 sq. ft. of living space; a spacious openness that uses outdoor areas to emphasize it; and an additional 700 sq. ft. of basement area that can be finished off into a huge recreation area, or a rumpus room and bedroom. By keeping the basement out of the ground and adding windows and a door, expandable area is available at lowest possible cost. For more on Shroder and how he handles land planning, see p. 210.



OUTDOORS floods into living and dining areas through the fully glazed wall at the upper rear of the house. Ten-

foot roof projection covers inexpensive gravel patio, which is accessible through sliding-glass doors.

1. Buyers like the indoor-outdoor space relationship



**AMERICAN
BUILDER
BLUEPRINT
No. 249**

BASEMENT finished as shown is \$4,000 additional. Using the area as playroom without bath, maid's room, cost is \$2,000. Hallway is part of basic house.

2. Buyers like the expandable space Shroder builds in

List of products used in the January Blueprint House

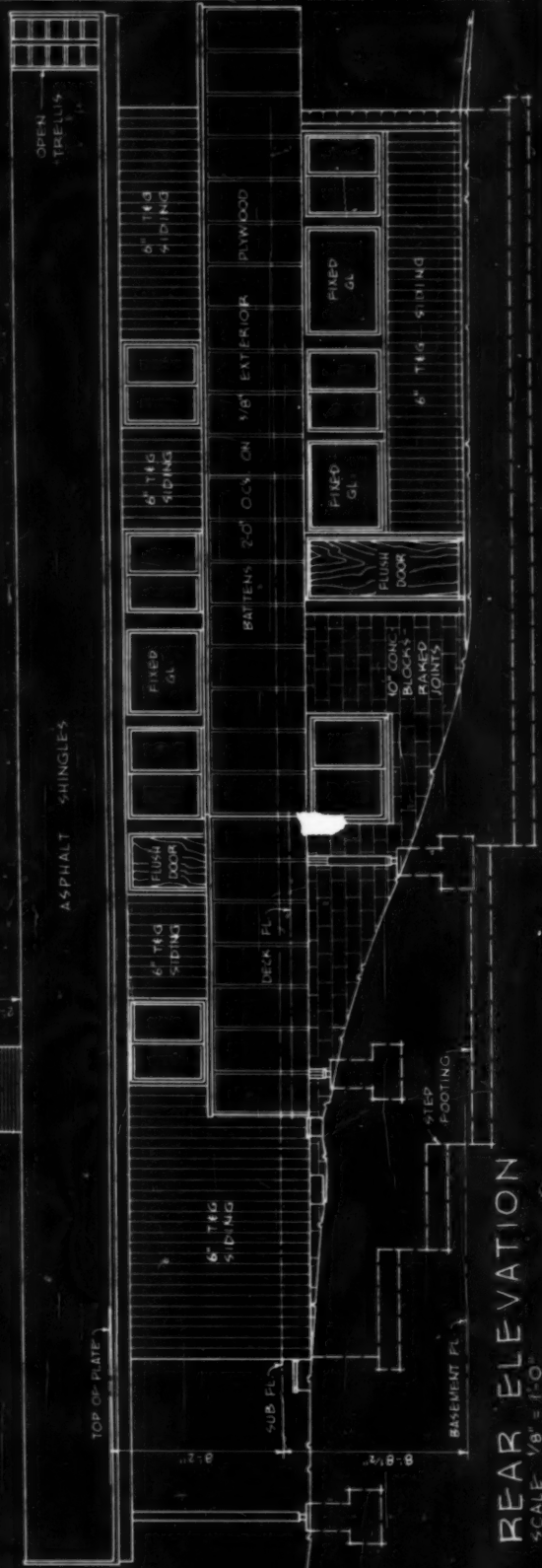
Johns-Manville shingles; U.S. Gypsum sheathing; Redwood Cedar siding; Trimline windows; L.O.F. glass; Schlage hardware; #1 Oak flooring; Romany tile (U.S. Ceramic Tile Co.); Armstrong linoleum; U.S. Mineral Wool insulation; Aristocrat kitchen cabinets; Glide-Away

(Farley & Loetscher Mfg. Co.) garage doors; Visqueen (Visking Corp.) vapor barrier; U.S. Gypsum drywall; Rheem water heater; Carrier heating, cooling; Lightolier fixtures; American Standard plumbing; Frigidaire dishwasher, oven, range; NuTone blender, hood.



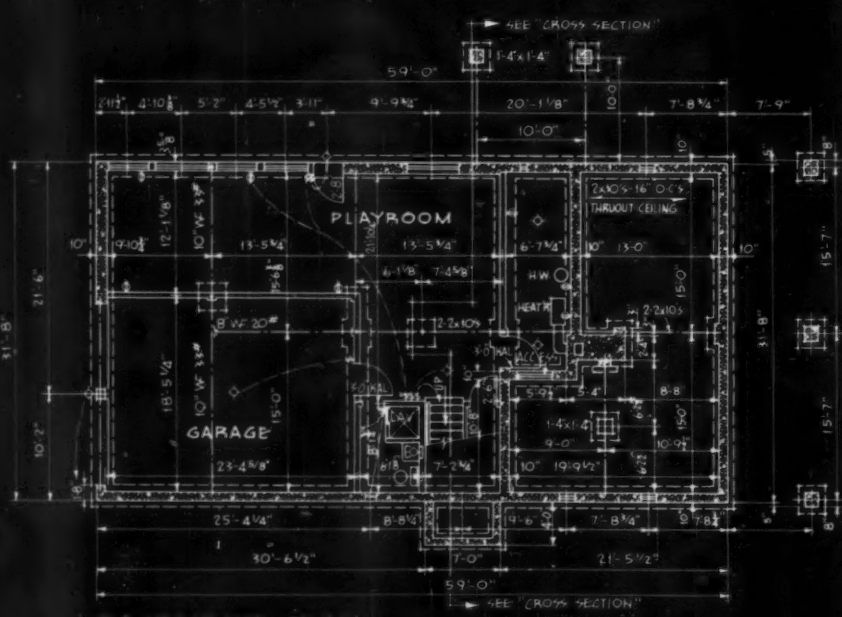
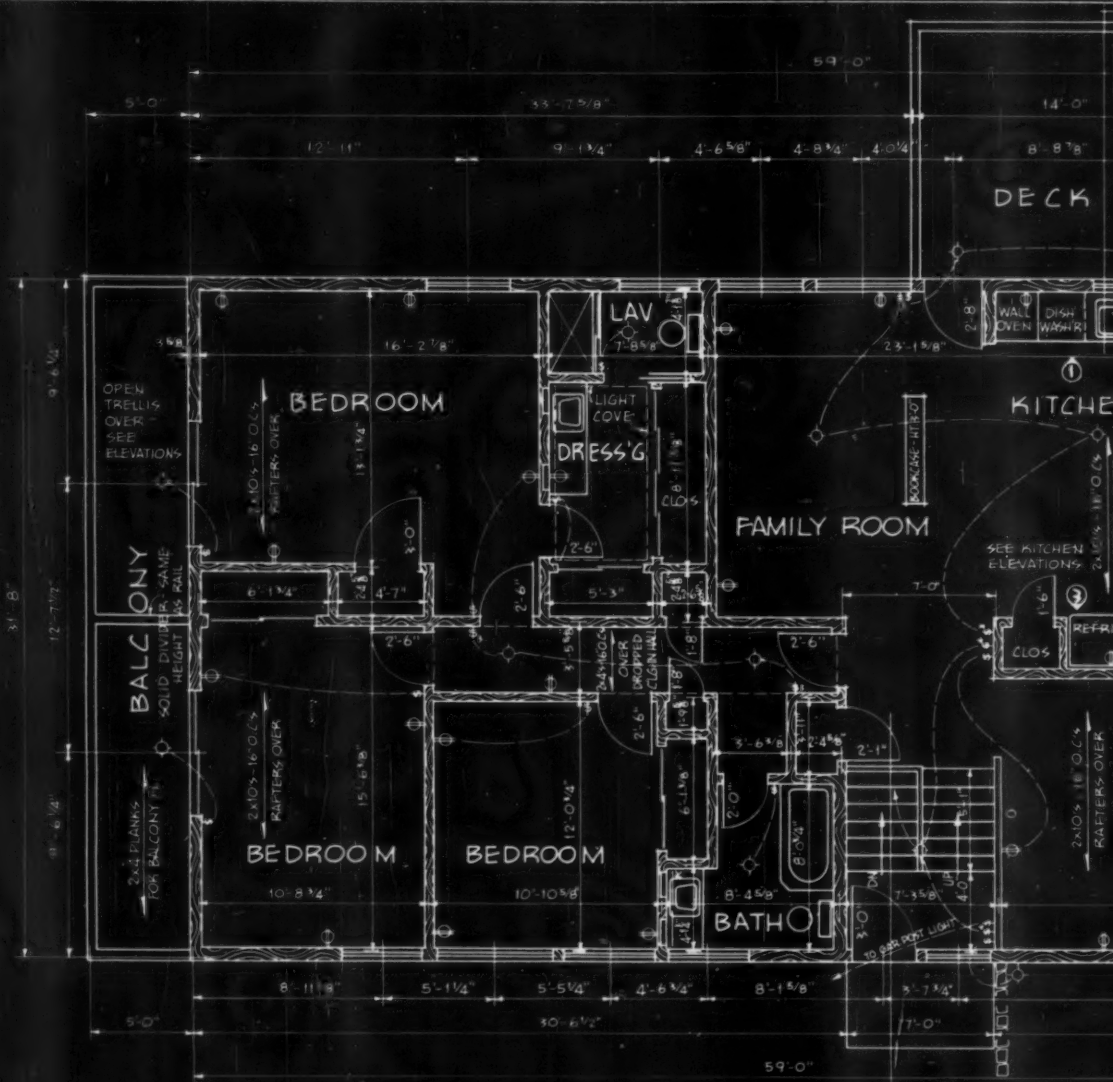
FRONT ELEVATION

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

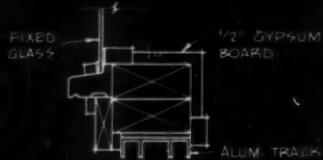
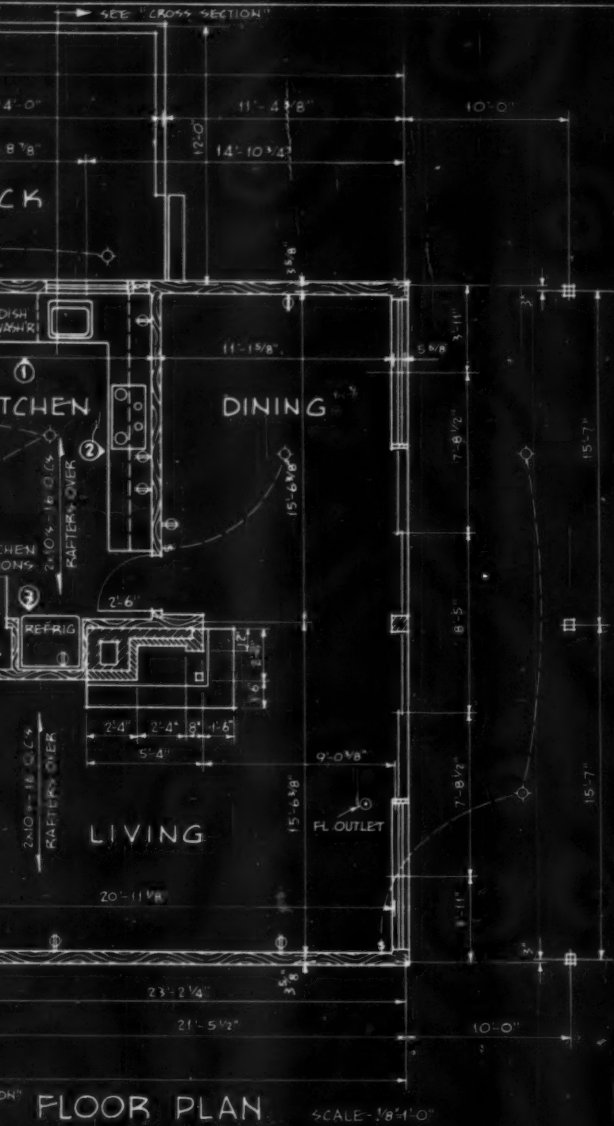


REAR ELEVATION

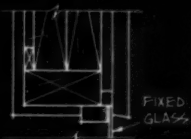
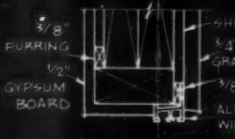
SCALE: 1/8" = 1'-0"



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

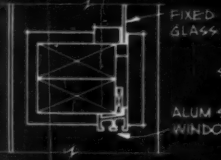


SECT. THRU SLIDING DOOR HEAD
SCALE - 1/2" = 1'-0" (SEE WINDOW SECTIONS)



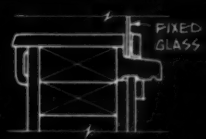
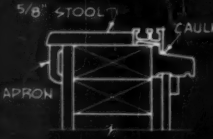
SECTION THRU WINDOW HEAD (SLIDING)

SECTION THRU WINDOW HEAD (FIXED)



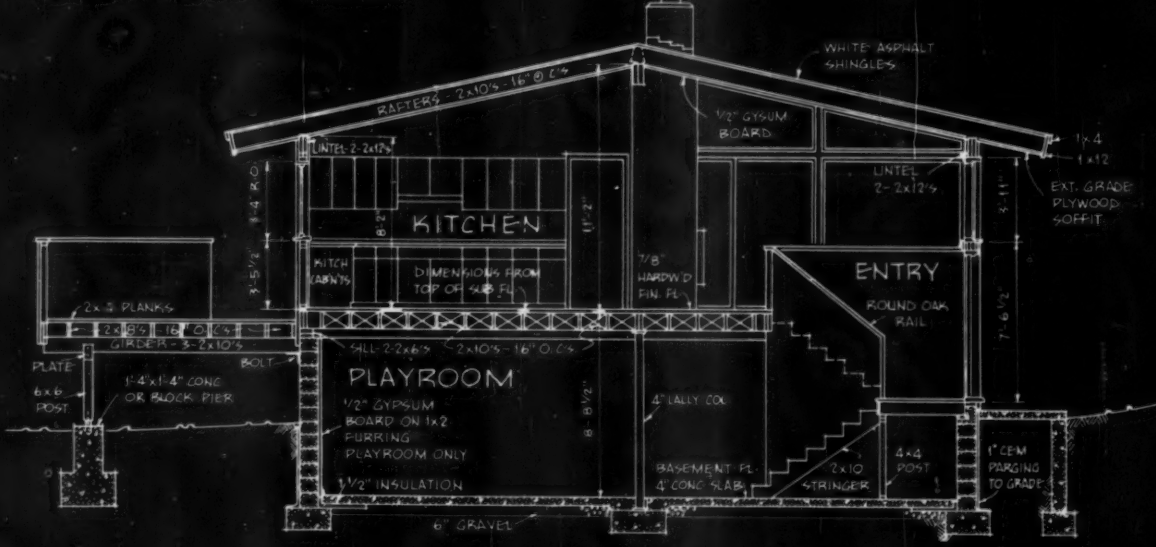
SECTION THRU MULLION

SECTION THRU SILL & SOLID PANEL



SECTION THRU WINDOW SILL (SLIDING)

SECTION THRU WINDOW SILL (FIXED)



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

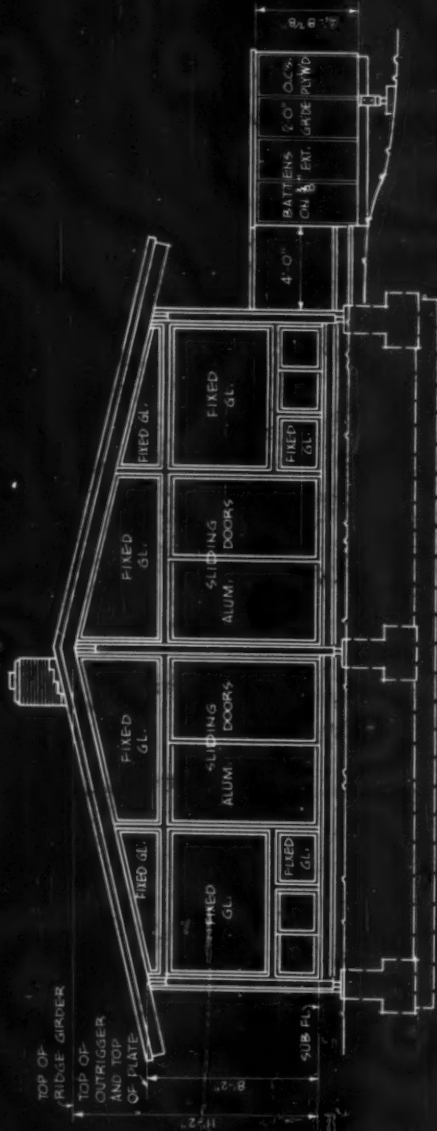
NOTE-5:

- UNLESS OTHERWISE NOTED ALL WINDOWS TO BE SLIDING ALUMINUM - SEE DETAILS
- ALL FOOTINGS TO GO BELOW FROST LINE - TO UNDISTURBED SOIL STEP FOOTINGS TO CONFORM TO GRADE.



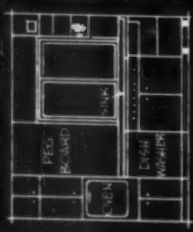
LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"

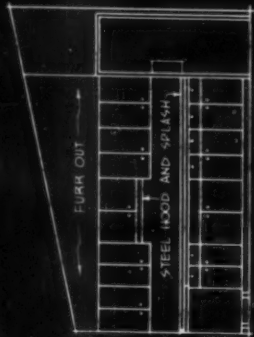


RIGHT SIDE ELEVATION

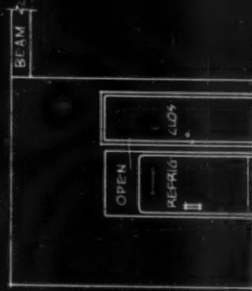
SCALE 1/8" = 1'-0"



ELEVATION ①



ELEVATION ②



ELEVATION ③

HOW HE SELLS CONTEMPORARY IN ULTRA-CONSERVATIVE AREA, continued



PANELED FIREPLACE partially separates formal living from dining area. The dining area is completely closed-off

from kitchen. The open cathedral ceiling heightens the feeling of space, costs Bill Shroder less to build.

3. Buyers like the formal and informal family living, eating areas



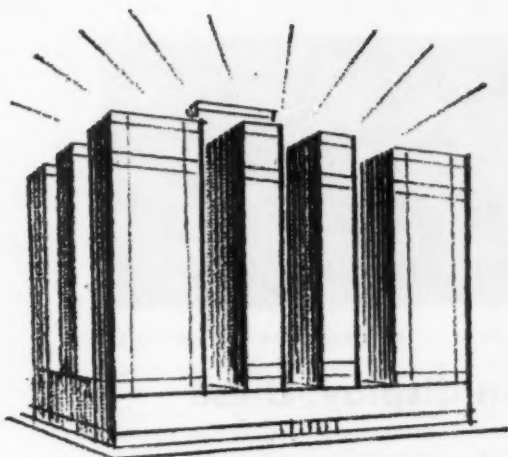
OPEN FAMILY-KITCHEN AREA is biggest hit of house. This space can also be used to make that fourth

bedroom on the main level. There is enough room for a 10x13' bedroom with closet, leaving a 10x15' kitchen.

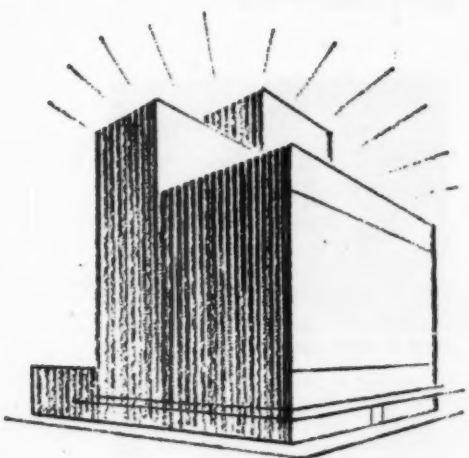
1958 PRODUCT SHOW

On the next 100 pages:
manufacturers show you their latest
new products. And here's where
you'll find them at the
NAHB convention in Chicago ...

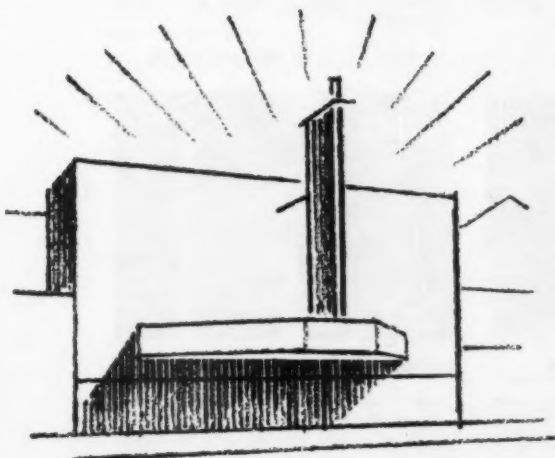
... plus an extra show attraction ... more



**Products on display
at the Conrad Hilton
Hotel, Chicago: turn to
the next page...**

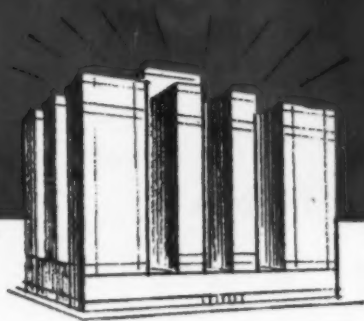


**Products shown at the
Hotel Sherman, Chicago:
you'll find them
starting on page 132...**



**Products exhibited at
the Coliseum in Chicago:
turn to page 164 for
this part of the Show...**

than 45 bonus products starting on p. 190



1958 PRODUCT SHOW

New products on display: these can be seen at the Hilton Hotel

FOR ONE-STOP SHOPPING . . . REPLY CARD, P. 114



Kitchen set saves space

Fits easily into any kitchen corner, the Dormalux Wall Hung kitchen nook comes in a variety of colors and sizes at low prices. Vinyl plastic upholstered seats and backs with matching Formica tables.

▶ The Dormalux Company, Dept. AB, 50 Mechanic Street, Buffalo 2, N. Y. Booth No. 363—Hilton.

Circle No. J1 on reply card, p. 114.



New patterns for pine

Patch-free plywood panels are grooved by U.S. Plywood to give effect of real pine paneling. There are two patterns: Plank (left) with V-grooves at 8" intervals, and Cape Cod with multiple-groove design.

▶ U.S. Plywood Corp., Dept. AB, 55 W. 44th St., New York 36, N.Y. Booth Nos. 147-149—Hilton.

Circle No. J3 on reply card, p. 114.



Say it with music

A built-in radio is featured in this new ventilating range hood which also has push button control for three-speed fan and light. All controls are out front. Available without radio; comes in three lengths.

▶ Berns Air King Corp., Dept. AB, 3050 N. Rockwell, Chicago, Ill. Booth Nos. 350-351—Hilton.

Circle No. J5 on reply card, p. 114.

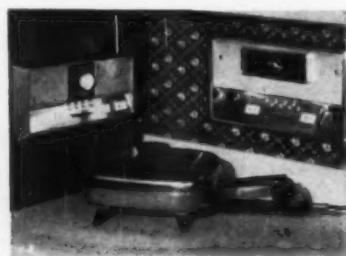


Prefab has four bedrooms

One of six models added to Pease Homes line for 1958, the Highwood will sell for from \$20,000 to \$25,000 plus land. Home contains four bedrooms and one-and-one-half baths with optional full second bath.

▶ Pease Homes Div., Pease Woodwork Co., Dept. AB, 900 Forest Ave., Hamilton, Ohio, Booth No. 241—Hilton.

Circle No. J2 on reply card, p. 114.



Control many appliances

Two new Westinghouse Automatic Appliance Centers are designed to fit between studding in standard four-inch walls. Models have various types of appliance outlets—on retractable cords or on plug-in sockets.

▶ Westinghouse Electric Corp., Dept. AB, 246 E. 4th St., Mansfield, Ohio. Booth Nos. 88-93—Hilton.

Circle No. J4 on reply card, p. 114.

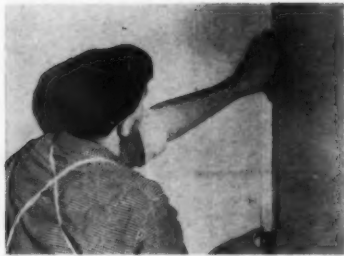


Installation made easy

New Ceco aluminum windows with integral fin-trim can be easily nailed or screwed into sheathing or framing. The integral fin is a broad extruded edge which is pre-punched for nail or screw placement.

▶ Ceco Steel Products Corp., Dept. AB, 5601 West 26th St., Chicago 50, Ill. Booth Nos. 105-107—Hilton.

Circle No. J6 on reply card, p. 114.



Wallboard is supersmooth

Laminated from 6 plies of wood fiber to 3/8" thickness, the Upson Super-Built Panel meets project builders' and prefabricators' needs for interior surfacing. Phantom Tape eliminates visible corner moldings.

▶ The Upson Co., Attn. A. E. Calver, Dept. AB, Stevens St., Lockport, N. Y. Booth No. 20—Hilton.

Circle No. J7 on reply card, p. 114.



New designs enhance bath

The Wascolite Showerwall is a tub enclosure with plenty of design and color interest. The doors are made of translucent Acrylite embedded with ferns, flowers and other textured objects. Also shatter-resistant.

▶ Wasco Products, Inc., Dept. AB, Bay State Road, Cambridge, Mass. Booth Nos. 352-353—Hilton.

Circle No. J10 on reply card, p. 114.



Home plans on display

"Blue Ribbon Homes" is the title of this company's latest addition to its home plan library. Complete working blueprints are available to builders at a nominal cost. Books and plans on display at the convention.

▶ L. F. Garlinghouse Co., Inc., Dept. AB, 820 Quincy, Topeka, Kan. Booth No. 326—Hilton.

Circle No. J13 on reply card, p. 114.

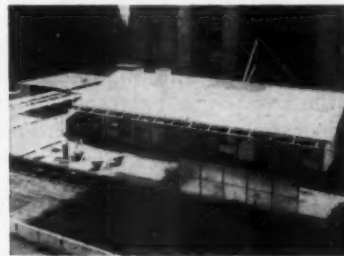


Pre-built to save time

Factory-built and fire-safe, this masonry chimney can be installed by one man in 3 hours. Like its companion unit, the clay tile gas vent, it comes packaged with all parts, including brick-design panel housing.

▶ Van-Packer Co., Div. of Flintkote, Dept. AB, P.O. Box 306, Bettendorf, Iowa. Booth Nos. 150-151—Hilton.

Circle No. J8 on reply card, p. 114.

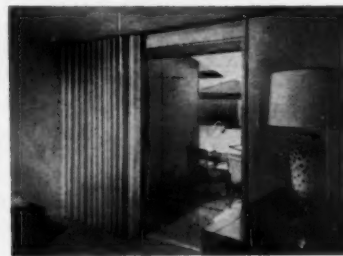


Steel invades prefabs

U.S. Steel's prefabricated house eliminates old style load-supporting walls, offers increased flexibility in place of interior partitions. Other features: termite and rot resistance, sky-scraper-like strength.

▶ U.S. Steel Homes, Inc., Dept. AB, Charles-town Road, New Albany, Ind. Booth No. 15—Hilton.

Circle No. J11 on reply card, p. 114.

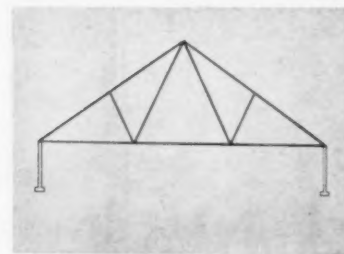


Shade lets air circulate

Designed specifically for sliding-glass doors is this new woven wood shade called Sundor. Features include air circulation, light diffusion and sun protection, easy installation plus privacy, too.

▶ Consolidated General Products, Inc., Dept. AB, Box 7425, Houston 8, Tex. Booth Nos. 380-381—Hilton.

Circle No. J14 on reply card, p. 114.



Gives "provincial" roof

A newly-developed series of Teco trussed-rafter designs will be introduced. Designs offer a saving over conventional framing. This one provides a steep slope for builders desiring provincial roof effect.

▶ Timber Engineering Co., Dept. AB, 1319 18th St., N.W., Washington, D.C. Booth Nos. 33-34—Hilton.

Circle No. J9 on reply card, p. 114.

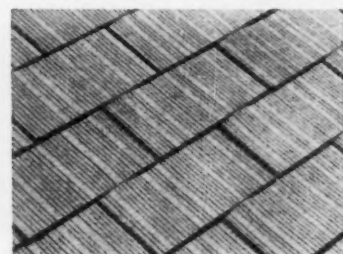


Coating safeguards tubs

The problem of protecting enamel surfaces on new plumbing jobs is met with "Coat-a-tub", a black, strippable plastic coating. Applied with brush, it dries to tough film, is peeled off when work is completed.

▶ Protectub, Inc., Dept. AB, 71 Ludlow Street, New York, N.Y. Booth No. 230—Hilton.

Circle No. J12 on reply card, p. 114.



Made for low slope roofs

Locked-on roof protection, appearance and economy are three advantages claimed for this concern's new asphalt shingle, Celo-Lok. A twin-tab, strip design, the shingle has a wedge-shaped locking device at each tab.

▶ The Celotex Corp., Dept. AB, 120 South LaSalle St., Chicago 3, Ill. Booth No. 4—Hilton.

Circle No. J15 on reply card, p. 114.

Visit our exhibit at the NAHB Show, The Coliseum, Chicago, Ill.,
Jan. 19-23, Booths 847 through 850.

Rolling glass doors can decide

No single feature of new home design has caught the public fancy in such a sweeping manner as modern rolling glass doors.

These magnificently engineered doors by Capitol are presented in a complete line that will give you the chance to "Capitolize" on this growing demand.

Available in two, three and four panel units, in widths from six to sixteen feet, in various heights to eight feet, Capitol rolling doors appeal to the builder because of ease of installation, and will attract the homeowner because of their smart styling, smooth operation and simple maintenance.

Rolling doors by Capitol received a significant stamp of approval when they were chosen by Bill Levitt for his homes in Levittown, Pa.

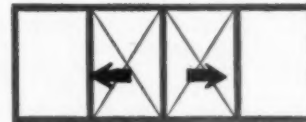
Perfect machining, careful assembly and factory checking assure trouble-free installations. You may have Capitol rolling doors with sing glass or Thermopane. They are completely weatherstripped in vinyl plastic, wool pile and polyethylene. Cylinder lock with automatic latch is a standard feature.



TYPE O-X



TYPE O-X-O



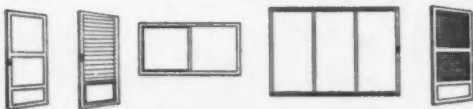
TYPE O-X-X-O



the sale!

Aluminum
all-weather doors
by **Capitol**
give that touch of
*luxury at
modest cost*

Back all this with the Capitol name and reputation, Capitol delivery and Capitol service . . . and you have an unbeatable combination. Keep in mind that you can get your aluminum combination storm doors and windows from Capitol, too.



ROLLING GLASS DOORS • PRIME WINDOWS
STORM DOORS, WINDOWS, SCREENS • JALOUSIES • EXTRUSIONS



Capitol ALUMINUM

PRIME SLIDING WINDOWS

Still unmatched in the building industry, still exclusive with Capitol, this remarkable prime slider is like an answer to the builder's prayer.

POSITIVE AIR-TIGHT, WEATHER-TIGHT CLOSURE

Capitol's new compressive vinyl seal and new design of meeting rails makes this window such a positive seal against the elements that wind and wind-driven water at hurricane force could not get through.*

*Results of tests at the University of Miami and the Pittsburgh Testing Laboratory will be sent you on request.

EASY OPERATION...NOT A RATTLE

Heavy aluminum extrusions are welded into a rigid frame. Reinforced, perfectly mitered corners add extra strength, make sagging or warping impossible. Sliding sections have nylon guides. Units slide freely at the touch of a finger.

PATENTED FINGER-TIP AUTOMATIC LOCK

Here's the finest sliding window lock available today. Attractively designed, it opens at the touch of a finger . . . automatically locks when the window is closed. It's fool-proof!

EASY, TROUBLE-FREE INSTALLATION

With the simplicity of design, and easy-to-follow installation instructions on every window, improper installation is virtually impossible.



Capitol

AB-917

CAPITOL PRODUCTS CORPORATION
Mechanicsburg, Pa.

Please give me complete information as soon as possible on:

- Capitol Rolling Glass Doors
- Capitol Prime Sliding Windows
- Capitol Combination Storm Doors & Windows

NAME _____

COMPANY _____

ADDRESS _____

TELEPHONE _____

Make the basic construction features
in your homes powerful sales features with the

New U.S.G. Hidden



UNITED STATES GYPSUM
the greatest name in building



Assets sales program

*Yours for
more sales*

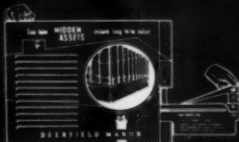
Ingenious "New Home Evaluator" dramatizes the basic construction features of your homes; quickly and effectively translates them into such benefits as beauty, safety, comfort, lower maintenance, greater re-sale value.



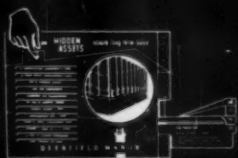
Colorful, distinctively designed cover is personalized for you by including the name of your project or projects.



You use the second panel for specific data about your homes. You may choose to insert pictures, plans, tract plat, project location, etc.



On third panel, acetate slides show and describe sidewall construction step-by-step. Slides are tailored for construction you use.



Included are 100 other products and features, printed so that any 12 can be inserted in Evaluator at one time.

Based on a sensible selling concept with real appeal to the growing number of discriminating home buyers

Today's home buyers are value-conscious—no doubt about it! More than 60% are looking for their second home, and it takes more than fancy frills and gadgets to impress *them!* What they want is good design, more room—and, most important, *really sound construction.*

They're looking for "Hidden Assets"—the quality construction features that are so easy for you to offer: fireproof gypsum interiors, gypsum sheathing, insulating sheathing, aluminum foil vapor barrier and many others. And now, with the powerful U.S.G. Hidden Assets sales program, you get the help you need to make these features really sell homes for you.

Backed by national advertising and a complete package of altogether new, compelling promotion aids

The U. S. G. Hidden Assets sales program is supported by national advertising in such leading magazines as *Better Homes & Gardens*, *American Home* and *Living for Young Homemakers*. Participating builders receive a unique array of local promotion aids spearheaded by the *personalized* "New Home Evaluator." Included are mounted ad reprints for model home display, smart attention-getting Hidden Assets plaque and a local promotion package containing a promotion time-table, publicity releases and tips, special promotion ideas, newspaper ad mats and radio commercials. All are sales-making aids that are right for 1958.

*Be sure to visit U. S. G.'s Exhibit, No. 128
NAHB Exposition, January 19-23*

FILL IN . . . MAIL NOW for complete information

**United States Gypsum Company, Dept. AB-81
300 West Adams Street, Chicago 6, Illinois**

Please have my U. S. G. salesman call on me with complete details on the Hidden Assets sales program. No obligation of course.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



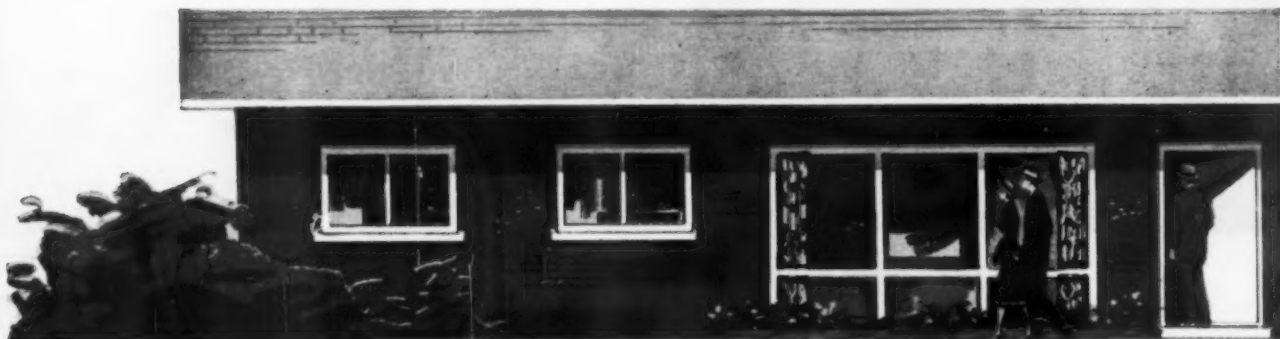
MORE BUILDERS CHOOSE

Here's how the most famous garage door helps sell your homes:

- National advertising leadership
- Dramatic demonstration of radio operator
- Sales training for builder salesmen
- Free literature and point-of-purchase aids
- Local newspaper advertising
- A written guarantee covering all materials and service

OVERHEAD DOOR CORPORATION • Hartford City, Indiana

Manufacturing Divisions: Hillside, N.J.; Nashua, N.H.; Cortland, N.Y.;
Lewistown, Pa.; Oklahoma City, Okla.; Dallas, Tex.; Portland, Ore.



THE

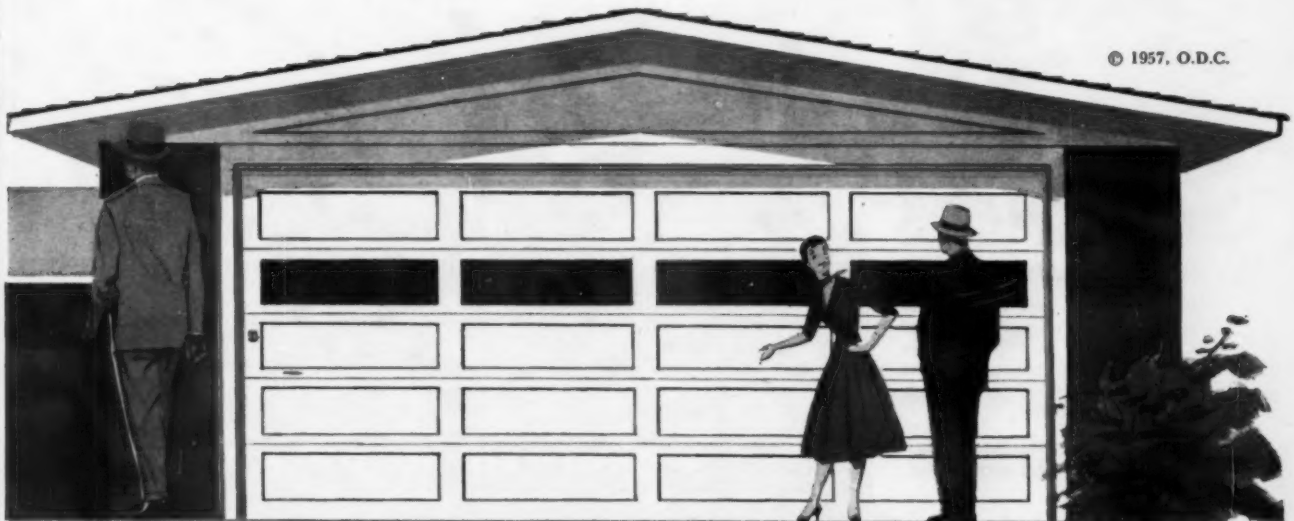
OVERHEAD DOOR

TRADE MARK

THAN ANY OTHER BRAND

...and this statement has been true for the past 36 years!

© 1957, O.D.C.



1958 PRODUCT SHOW: AT THE HILTON



Flooring is prefinished

Offered with either prefinished or unfinished surface, this oak flooring is available to builders in all standard grades and sizes. It is produced in both red or white oak, and is called Oakstrip.

▶ D. L. Fair Lumber Company, Department AB, Box 309, Louisville, Miss. Booth No. 334—Hilton.

Circle No. J16 on reply card, p. 114.



Laminated block all oak

Here is a laminated oak block which was developed to provide economical hardwood floors. For trouble-free installation in homes built on concrete slabs. Made of 3 plies of tough-grained Southern oak.

▶ E. L. Bruce Co., Dept. AB, 1648 Thomas St., Memphis 1, Tenn. Booth Nos. 68-69—Hilton.

Circle No. J17 on reply card, p. 114.



This tub door folds

A new folding tub and shower stall door has been introduced. Made of polystyrene panels and hinges, the Modernfold Tub-master opens and closes entirely within the stall doorway. In white and colors.

▶ New Castle Products, Inc., Attn. J. Kenison, Dept. AB, New Castle, Ind. Booth Nos. 328, 66-67—Hilton.

Circle No. J18 on reply card, p. 114.



Architect-planned pre-fab

A new three-bedroom home styled in a Colonial manner by Emil A. Schmidlin, A.I.A., is now being marketed. The Sunwood features a "traffic-flow" floor plan, large rooms and extra storage space.

▶ National Homes Corp., Dept. AB, Earl Ave., Lafayette, Ind. Booth Nos. 62-63—Hilton.

Circle No. J19 on reply card, p. 114.

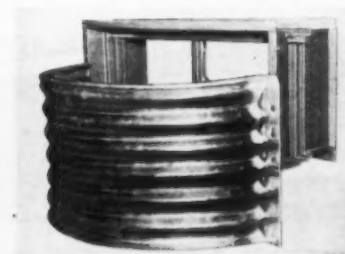


3 elements combined

Just introduced to the trade is an exterior wall construction system composed of Shadowbestos framing, Shadowbestos sheathing and J-M Colorbestos sidewall shingles. Latter gives deep shadow lines.

▶ Johns-Manville Sales Corp., Dept. AB, 22 East 40th St., New York 16, N.Y. Booth Nos. 124-126—Hilton.

Circle No. J20 on reply card, p. 114.

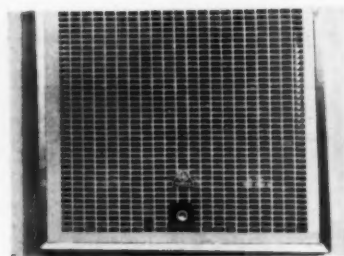


Window has pouring form

A steel combination window is now produced with an integral pouring form (built-in bucks) and a window well. Both included for faster installation. Called Uni-Form, units come in 8", 9", 10" thicknesses.

▶ Keweenaw Manufacturing Co., Dept. AB, 1642 Burlington Ave., Keweenaw, Ill. Booth No. 310—Hilton.

Circle No. J21 on reply card, p. 114.

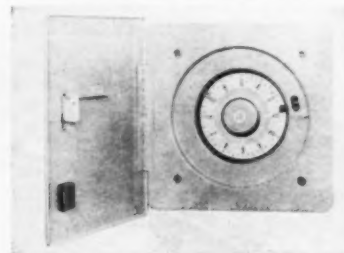


Radiant wall-type heater

A new automatic electric radiant convector-type wall furnace has been introduced. Called the R&M-Hunter wall furnace, it will be produced in six sizes from 1500 to 5000 watts. Prices start at \$53.50.

▶ Hunter Div., Robbins & Myers, Inc., Dept. AB, Memphis 14, Tenn. Booth No. 130—Hilton.

Circle No. J22 on reply card, p. 114.



Timer controls lighting

New, built-in timer for automatically controlling home lighting, the Inter-matic Lamp-Lyter is both functional and beautiful in design. Wired into one or more circuits, switch turns lights off or on as desired.

▶ International Register Co., Dept. AB, 2620 W. Washington Blvd., Chicago 6, Ill. Booth Nos. 383-384—Hilton.

Circle No. J23 on reply card, p. 114.

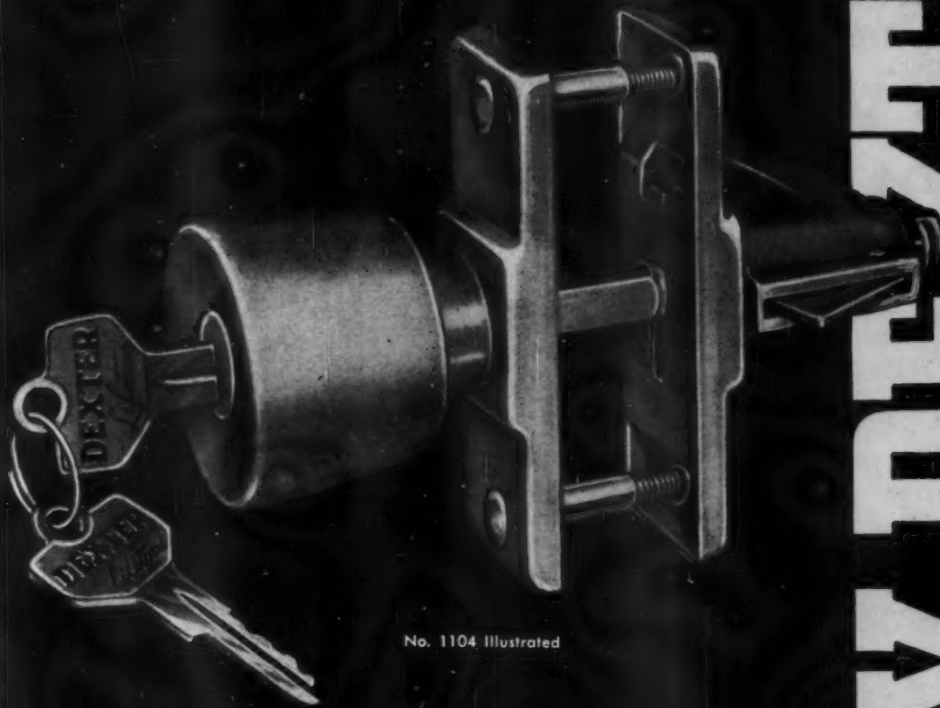


Features 4 bedrooms, 2 baths

The Royal, Thuro Bilt Homes' 34x28 Cape Cod model, offers 1,315 sq. ft. of living area. Plan includes four bedrooms (or three and family room) and two baths. Adaptable for basement or crawl space.

▶ Thuro Bilt Homes, Thuro Bilt Products, Inc., Dept. AB, Fairbury, Ill. Booth No. 182—Hilton.

Circle No. J24 on reply card, p. 114.



No. 1104 Illustrated

*a new line for aluminum screen
and combination doors*

New tulip knob design in choice of key-in-knob or slide lock styles. Pressure cast aluminum knob and lever handle. Extra strong, solid steel spindle; stainless steel escutcheon, bolt and strike with weather-protecting, baked-on aluminum or brass pigmented enamel finish. Tie bolt construction. Light bolt action for easy closing with door closer. For outswinging doors. Has 1" wide escutcheon for narrow stiles. Fast, easy installation — no edge hole required; only three small cross holes. Adjustable surface mounted strike. Write for new brochure.

DEXTER LOCK DIVISION

Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Galt, Ontario.

In Mexico: Dexter Locks, Plata Elegante, S. A. de C.V., Mexico City

WORLD'S LARGEST MANUFACTURER OF LOCKS FOR SCREEN AND COMBINATION DOORS

Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.

**LOCKS BY DEXTER
SCREEN
DOORS**

All eyes are on the

BILT-WELL

*BACKED BY GUARANTEE FOR THE LIFE OF BUILDING

Featured Attraction...the All New

BILT-WELL Casement Window

Fully Guaranteed...Amazingly simple to install... Absolutely weathertight...
Exceptionally easy to operate...Completely flexible arrangement possibilities.



—a complete unit wood casement consisting of vacuum chemically treated frame and sash, double weatherstripped, glazed with welded insulating glass (optional) equipped with screens and all hardware—concealed hinges, worm-gear operator and locking device.

Check These Exclusive Features

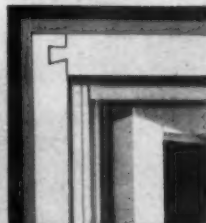
GUARANTEED WEATHERTIGHTNESS

Double weatherstripping... stainless steel installed on sash in the same plane together with an inner weatherstrip system of tubular vinyl...makes the BILT-WELL Casement absolutely weathertight. The greater the air pressure outside, the tighter it fits!



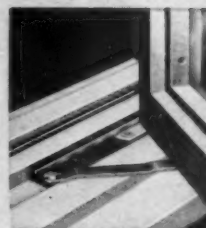
DOVETAILED FRAME JOINTS

All four vital points of the frame are securely fastened together by dovetailed joints to provide maximum strength and rigidity. Thus all four corners are constructed to prevent any water-leakage at the joints insuring maximum durability.



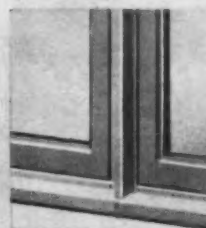
FOOLPROOF GEAR OPERATOR & HINGES

New, fully concealed sliding type hinges offer safety protection plus the elimination of protruding hardware on the exterior. Made of stainless steel with nylon main bearings and washers at all moving parts...no maintenance or lubrication required. Gear Operator comprised of a link arm provides effortless operation and positive locking action.



UNITIZED FRAME

Bilt-Well's Unitized sill simplifies installing groups of Casements offering complete flexibility—speedy and economical installations. Simply set each, side by side, without long cumbersome sills.



See the full line of new and improved BILT-WELL Windows, Kitchen and Storage Cabinets, Fired-Ceramic Doors at our booth No. 558-559-560, Sherman Hotel at the N.A.H.B. Show in Chicago, January 19 thru 23.

LINE

completely re-engineered for the 1958
Building Market!

...also starring the all-new
BILT-WELL
Birch Front Cabinets



For greater sales of homes in '58, beautiful Bilt-Well Cabinets are being offered with a "new look." Available with either birch or ponderosa pine door and drawer fronts. Exclusive design and construction features make Bilt-Well Cabinets a special attraction in Model Homes. Such features as continuous-line contour, smooth easy to clean surfaces plus dovetail drawer construction have dynamic appeal to Homemakers.

THE BILT-WELL LINE



WINDOW UNITS, Double-hung, Awning, Casement, Basement, Storm and Screen. **CABINETS**, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory and Vinyl Countertops. **DOORS**, Exterior, Interior, Screen and Combination.



Improved and Expanded Line of

BILT-WELL *Super 7*

REMOVABLE WINDOWS



Expanded Line of Standard Sizes of

BILT-WELL *Awning*
WINDOWS

BILT-WELL

Dept. AB-1 Dubuque, Iowa

Send information on 1958 BILT-WELL MODEL HOME MERCHANDISING PACKAGE and on BILT-WELL line of new and improved products for the 1958 home market.

NAME.....
COMPANY.....
STREET.....
CITY..... STATE.....

1958 PRODUCT SHOW: AT THE HILTON



Finishes with one coat

Thorosheen RW7 is an acrylic paint for both interior and exterior use. It is said to be acid, alkali, and mildew proof, will allow the wall to breathe, and can be applied to green plaster or cement surfaces.

▶ Standard Dry Wall Products, Inc., Dept. AB, Post Office Box X, New Eagle, Pa. Booth No. 152—Hilton.

Circle No. J25 on reply card, p. 114.



Sash-balance snaps out

A new development of Zegers Dura-seal Combination Metal Weather-strip and Sash Balance window equipment is "Snap-Clip." Permits the removal or replacement of sash, weatherstrip, and balance during construction.

▶ Zegers, Inc., Dept. AB, 8090 South Chicago Ave., Chicago 17, Ill. Booth No. 11—Hilton.

Circle No. J26 on reply card, p. 114.

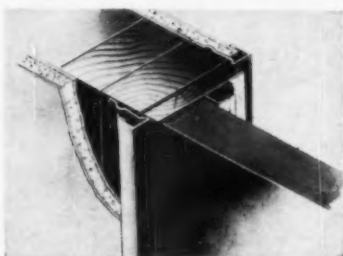


Overdoors have 20 rollers

A five-section overdoor for the contemporary ranch house features McKee Twin Rollers. Two nylon or ball bearing rollers eliminate graduated hinges. They provide the door with 20 rollers instead of the usual 12.

▶ McKee Door Co., Dept. AB, 85 Hanks Ave., Aurora, Ill. Booth Nos. 206-207—Hilton.

Circle No. J27 on reply card, p. 114.



Trim gives modern look

The nose of Casings' No. 102 square profile trim for drywall construction is forced firmly against the jamb. Highly protective, it gives a modern appearance. Trim is formed of 24 gauge Galvanite steel.

▶ Casings, Inc., Dept. AB, 2408 N. Farwell Ave., Milwaukee 11, Wisc. Booth No. 337—Hilton.

Circle No. J28 on reply card, p. 114.



Gives trim look to baths

With its built-in drawers, towel racks, laundry hamper and storage shelves, the Mat-a-dor Vanity gives a trim living-room look to the bath area. Counters are plastic-surfaced; choice of 6 colors.

▶ Glissade, Inc., Dept. AB, 1437 Bushwick Ave., Brooklyn 7, N. Y. Booth No. 362—Hilton.

Circle No. J29 on reply card, p. 114.

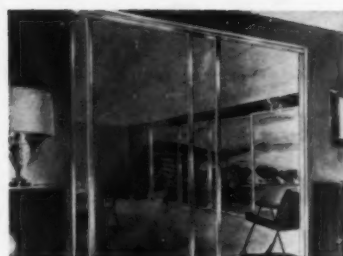


Doors of mahogany or birch

Simultaneous alignment of panels, an extruded aluminum track, nylon wheels and guides, and flame resistant panel connectors are featured in new Beautywood folding doors. Available in mahogany and birch.

▶ Panelfold Doors, Inc., Dept. AB, 1090 E. 17th St., Hialeah, Fla. Booth No. 211—Hilton.

Circle No. J30 on reply card, p. 114.



Sliding doors grow slender

Extra strength extruded sections combined with design which gives a slender appearance, are features of the Ludman door. Upper guides are of nylon; lower wheels operate on ball bearings.

▶ Ludman Corporation, Dept. AB, 14100 Biscayne Blvd., Miami, Fla. Booth No. 129—Hilton.

Circle No. J31 on reply card, p. 114.



Combines two advantages

Advantages of two popular types of window are combined in a new unit produced by Pella. It gives the appearance of double hung sash, plus the advantages of awning windows, with stored screens and storm sash.

▶ Rolscreen Company, Attn. Marlyn Klimstra, Dept. AB, Pella, Iowa. Booth Nos. 18-19—Hilton.

Circle No. J32 on reply card, p. 114.



Save installation time

Faster installation, as well as utility and space-saving features, is claimed for the Hufcor laminated door. The semi-rigid, self-supporting covers will blend with any form of architecture from traditional to modern.

▶ Hough Manufacturing Co., Dept. AB, 1029 S. Jackson St., Janesville, Wisc. Booth No. 228—Hilton.

Circle No. J33 on reply card, p. 114.

Safe, convenient

pushbutton circuits

help sell homes

Only BullDog Electri-Center® panels with Duo-Guard Pushmatic® breakers safeguard circuits two ways. The thermal-bimetal action provides positive response to small overloads, while magnetic action protects against high overloads and shorts caused by faulty cords. What's more, main disconnects for each 100 amps of service prevent overloading of service entrance conductors.

The neat, compact panels provide full capacity for both present and future needs. And they compare in price with ordinary panels. Give your customers full HOUSEPOWER—plus the maximum over-all electrical protection they deserve *and want*. See your BullDog field engineer for complete details.

© BEPCO



PUSH BUTTON . . . and service is restored! It's an exclusive feature of Pushmatic circuit breakers, ends fuse hunting, appeals especially to women.

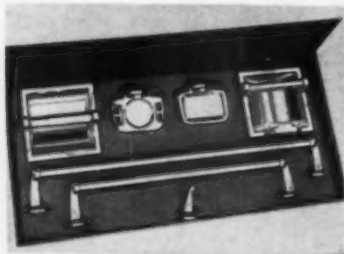


BULLDOG



BullDog Electric Products Co., Detroit 32, Mich. A Division of I-T-E Circuit Breaker Co.
BullDog Export Division: 13 East 40th St., New York 16, N.Y.
In Canada: BullDog Electric Products Co. (Canada) Ltd., 80 Clayson Rd., Toronto 15, Ont.

1958 PRODUCT SHOW: AT THE HILTON



Bath accessories in chrome

Newport medium-priced chrome bathroom accessories, feature self-centering backplate. Set No. 8575 includes paper holder, tumbler and toothbrush holder, soap holders, 18 and 24" towel bars, robe hook.

▶ Adrian Div., Hoover Ball & Bearing, Dept. AB, 1365 E. Beecher, Adrian, Mich. Booth No. 64—Hilton.

Circle No. J34 on reply card, p. 114.



Center displays hardware

For floor display or as a counter unit, the Grant Sliding-Door Center is an attractive way of exhibiting a wide choice of hardware to customers. Contains working models of door hardware plus literature dispenser.

▶ Grant Pulley & Hardware Corp., Dept. AB, High Street, West Nyack, N. Y. Booth Nos. 301-302—Hilton.

Circle No. J35 on reply card, p. 114.



Absorbs 60 per cent of sound

A fibreboard roof deck designed for use in open-beam ceiling construction is "Cushiontone." Combines acoustical efficiency, insulation, vapor barrier. In 2'x8' planks, 2 or 3" thick for ease of installation.

▶ Armstrong Cork Co., Attn. C. E. Moore, Dept. AB, Lancaster, Pa. Booth Nos. 40-42—Hilton.

Circle No. J36 on reply card, p. 114.



Designed for buyer appeal

Mark '58 model, selected "House of the Year," features latest product developments. Home is designed to offer more buyer appeal per sq. inch. Available in four basic plans. From \$20,000 to \$42,000.

▶ Scholz Homes, Inc., Dept. AB, 2001 N. Westwood, Toledo 7, Ohio. Booth Nos. 330-333—Hilton.

Circle No. J37 on reply card, p. 114.

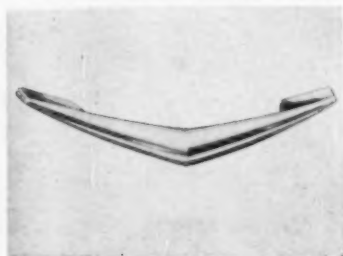


Ready-to-install paneling

Factory-finished paneling in a variety of hardwoods is packaged ready for speedy installation. Comes in 1/4" thickness in 48x96, 32x64 and 16x96-inch sizes. Synthetic finish resists oil, dirt, scuffs and stains.

▶ Roddis Plywood Corp., Attn. R. G. Steinkamp, Dept. AB, Marshfield, Wisc. Booth No. 2—Hilton.

Circle No. J38 on reply card, p. 114.



Drawer pull has "V" contour

Modified "V" design cabinet and drawer pull has delicate proportions of latest decorator trends. Die cast of virgin zamak assures great strength. Unit is 4 1/8" long with 2 1/2 x 3/4" gripping area.

▶ Ajax Hardware Sales Co., Dept. AB, 4355 Valley Blvd., Los Angeles 32, Cal. Booth Nos. 204-205—Hilton.

Circle No. J39 on reply card, p. 114.



Simplifies installation job

Norwall, a close-coupled wall-hung toilet for contemporary residential bathrooms, simplifies cleaning. In white or colors, it hangs on a carrier which can be installed easily in a standard 6" wall.

▶ American-Standard, Dept. AB, 40 W. 40th St., New York 18, N. Y. Booth Nos. 133-138—Hilton.

Circle No. J40 on reply card, p. 114.



Insulates the garage

Drawing shows honeycomb-core of Weather-King Flush Barcol OVER-door for garages. Air inside cells gives insulation value of 5" house wall. Weatherproof material makes doors practical in all climates.

▶ Barber-Colman Co., Department AB, Park Plant, Rockford, Ill. Booth No. 181—Hilton.

Circle No. J41 on reply card, p. 114.



Switch handles 12 outlets

A new master selector switch permits control of 12 circuits of lights and outlets from one location. Separate "on" and "off" knobs make it easy to control with one hand. It operates on a safe 24-volt circuit.

▶ General Electric, Wiring Device Dept., Dept. AB, 95 Hathaway St., Providence, R. I. Booth No. 112—Hilton.

Circle No. J42 on reply card, p. 114.

**YOU CAN
SPEED UP
SALES**
in 1958
with this
**TOUCH
OF
QUALITY**



...include Quality Approved
ALUMINUM WINDOWS

Today's home buyer is more interested in quality of construction and quality of building products than ever before. He is looking for better value, more convenience and lower maintenance.

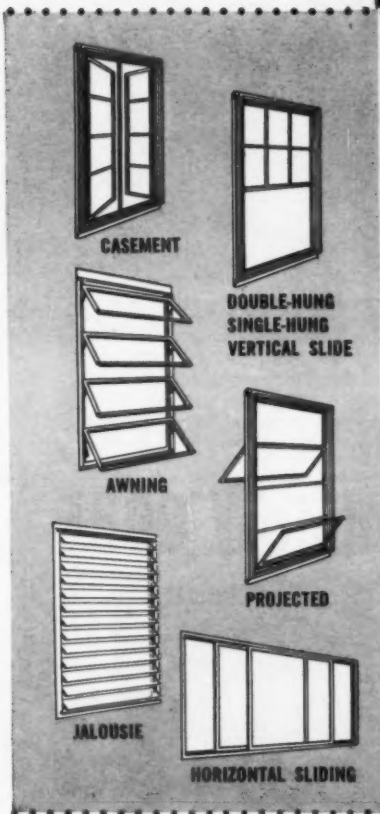
You will find "Quality-Approved" aluminum windows a real asset in selling today's market. They add the "touch of quality" that buyers can see and recognize easily from either outside or inside the house. They mark you as a quality-minded builder.

"Quality-Approved" aluminum windows have been designed and constructed to meet recognized quality standards—standards that have been adopted by the FHA. What's more, the Quality Seal on these windows indicates they have been tested and approved by a well-recognized independent laboratory for quality of materials, for construction, for strength of sections and for minimum air infiltration.

For additional information consult any of the manufacturers listed below, or write direct to Dept. AB-581.

Aluminum Window Manufacturers Association

45 North Station Plaza, Great Neck, N. Y.



MEMBERS: A.C.A. Window Corp., Lindenhurst, N. Y. • Adams Engineering Co., Inc., Miami, Fla. • Albritton Engineering Corp., Houston, Tex. • The Wm. Bayley Co., Springfield, Ohio • Coco Steel Products Corp., Chicago, Ill. • Crossly Window Corp., Miami, Fla. • Duralite Window Corp., Knoxville, Tenn. • Florida Windows, Inc., West Hollywood, Fla. • Michael Flynn Mfg. Co., Philadelphia, Pa. • Miami Window Corp., Miami, Fla. • Primolium, Bonoda Div. Textron Corp., Nesquehoning, Pa. • Reynolds Metals Co. (Window Division), Louisville, Ky. • Stanley Building Specialties Co., North Miami, Fla. • J. S. Thorn Co., Philadelphia, Pa. • Truscon Steel Division (Republic Steel Corp.), Youngstown, Ohio • Universal Window Co., Berkeley, Calif. • Valley Metal Products Co., Plainwell, Mich. • Van-Russ Co., Inc., Hialeah, Fla. • Ware Laboratories, Inc., Miami, Fla. • Windalume Corp., Kenil, N. J. • Wisco Aluminum Corp., Detroit, Mich.

1958 PRODUCT SHOW: AT THE HILTON



Offers 50 types of nails

Over 50 varieties of nails, each in a number of sizes are now available from this firm in either one or five-lb. boxes. The cartons are labeled to show specific application as well as contents.

▶ Independent Nail & Packing Co., Dept. AB, 106 Hale St., Bridgewater, Mass. Booth No. 324—Hilton.

Circle No. J43 on reply card, p. 114.



Sheathing saves work time

Sheathing which is a construction time-saver is available from Insulite. Panels come in easy-to-handle size; are easily applied in minimum time. Provide structural insulation for house.

▶ Insulite Div., Dept. AB, 500 Investors Bldg., Minneapolis 2, Minn. Booth Nos. 116-117—Hilton.

Circle No. J46 on reply card, p. 114.

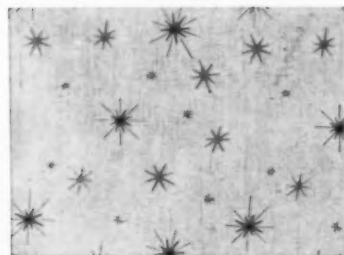


Fountain saves many steps

A new drinking fountain for installation on the exterior of the house is manufactured by this company. A vitreous china "Deerbrook" model, the fountain is equipped with non-squirting head, self-closing valve.

▶ Kohler Co., Dept. AB, Post Office Box A, Kohler, Wisconsin. Booth Nos. 710—Coliseum; 94-96—Hilton.

Circle No. J49 on reply card, p. 114.

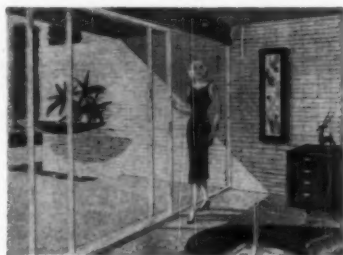


Hardboard is predecorated

Star-motif "Celestial" wall panel is this company's latest addition to its line of wall surfacing. Panels are a standard 4'x8'. They're suitable for walls, ceilings, as sliding doors or as counter tops.

▶ Marsh Wall Products, Inc., Attn. Sales Promotion Manager, Dept. AB, Dover, Ohio. Booth No. 32—Hilton.

Circle No. J44 on reply card, p. 114.



Glass doors enlarge room

Latest among window and door products is the Fulvue sliding glass door. Unit is made with a satin-finished aluminum. Provides homeowner with a more complete exterior view; makes rooms look larger too.

▶ The F. C. Russell Co., Dept. AB, 1100 Chester Ave., Cleveland, Ohio. Booth Nos. 201-202—Hilton.

Circle No. J47 on reply card, p. 114.

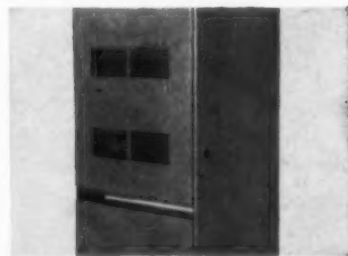


Kitchens take to grey tone

Custom hardwood kitchens with a new limed oak finish called Pearlstone now available. Designed to coordinate with modern decorating trends. All units are stock items and are shipped ready for assembly.

▶ I-XL Furniture Co., Dept. AB, 67 W. Division St., Chicago 10, Ill. Booth Nos. 311-316—Hilton.

Circle No. J50 on reply card, p. 114.

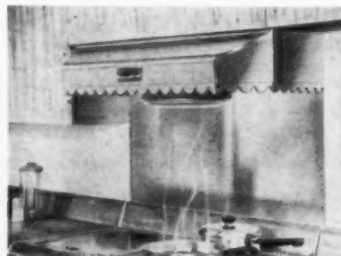


New furnace models added

Coleman has added three models to its line of "Trim-Boy" gas-fired warm air furnaces. Both up-flow and down-flow types. The largest is a 165,000 Btu up-flow model with outside height, 63"; depth, 30"; width, 29½".

▶ The Coleman Company, Dept. AB, 250 North St. Francis, Wichita 1, Kan. Booth Nos. 43-47—Hilton.

Circle No. J45 on reply card, p. 114.

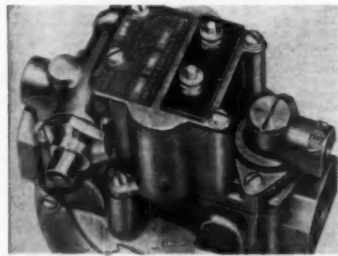


Takes no cabinet space

No ducts extend into cabinet space from this new Deluxe Hood-Fan. Powerful 10" exhaust fan operates closer to burners. The new unit also has a remodeled hood design to fit modern kitchen decor.

▶ Nutone, Inc., Dept. AB, Madison & Red Bank Rds., Cincinnati, Ohio. Booth Nos. 323—Hilton; 882—Coliseum.

Circle No. J48 on reply card, p. 114.



New safety in gas valve

Detroit Controls displays a new gas valve design. It incorporates a gas valve, pressure regulator and safety pilot in a single compact unit. Gives safe lighting, has a 100% safety pilot shut-off.

▶ Detroit Controls Corporation, Dept. AB, 5900 Trumbull Ave., Detroit 8, Mich. Booth No. 379—Hilton.

Circle No. J51 on reply card, p. 114.



Seamless sheets of **VISQUEEN** film protect Trade Mark 1500 Woodcrest homes from moisture for life

Precut one-piece vapor barriers of VISQUEEN film are a major economy factor in construction of 1500 split-level homes at Woodcrest, Haddonfield, New Jersey. After excavation and trenching for heat ducts, the VISQUEEN film is placed in a matter of minutes, heat ducts installed and concrete poured.

Bernie Alterman, job superintendent for 20th Century Construction Company, says, "From every standpoint this is the most satisfactory vapor barrier I have worked with."

VISQUEEN film meets Federal Housing Administration Minimum Property and Test Requirements and Federal Spec. UU-P-147B for moisture vapor control.

Only VISQUEEN film is made in *seamless* widths to 32 feet—further indication of VISKING Company's leadership in everything relating to polyethylene film. For detailed information, please use the request tag.

VISQUEEN film is all polyethylene, but not all polyethylene film is VISQUEEN. Only VISQUEEN film has the benefit of research and resources of VISKING COMPANY.

PLASTICS DIVISION
VISKING COMPANY Division of **UNION CARBIDE** Corporation
 P.O. Box 1410, TERRE HAUTE, INDIANA
 IN CANADA: Visking Limited,
 Lindsay, Ontario.

information request tag

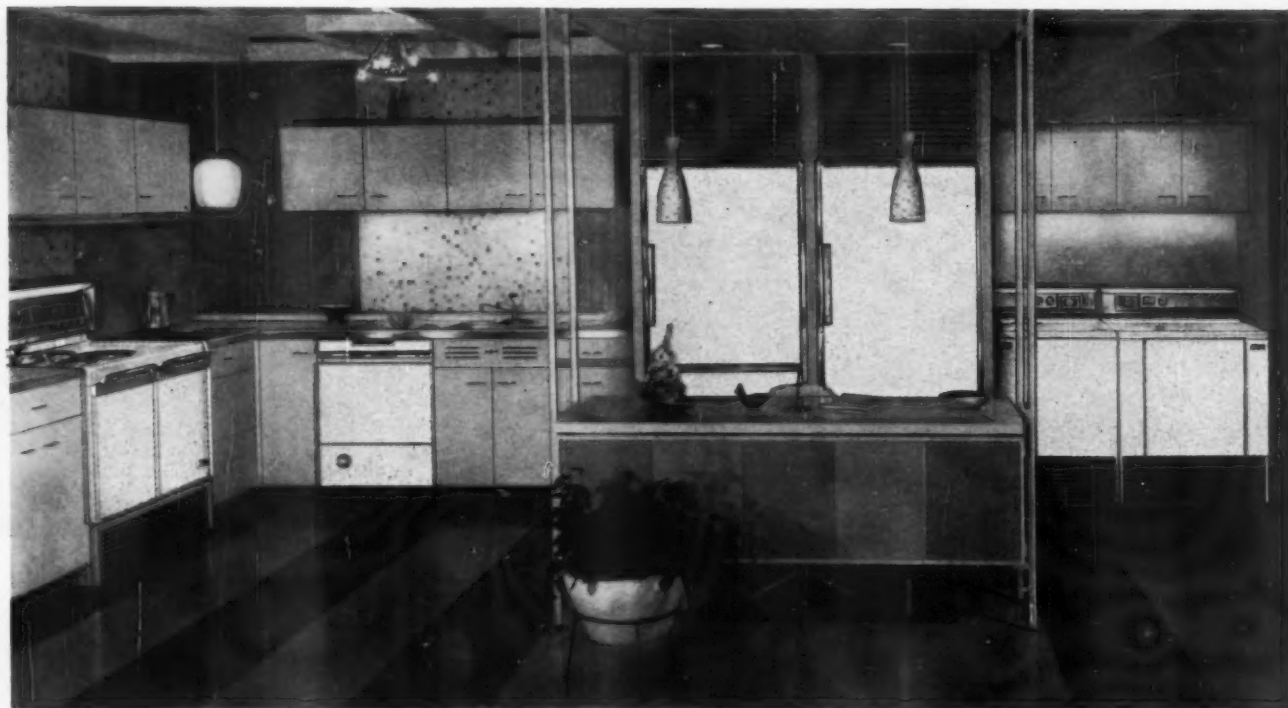
VisQueen
 Trade Mark

clip this tag—#A81
 attach to letterhead, mail.

At NAHB be sure to see



new Frigidaire



CAROUSEL — one of Frigidaire's new Idea Kitchens featuring Sheer Look Appliances in Mayfair Pink with Cabinets by St. Charles



FLEXIBILITY of modular design is shown at its money-saving best in the Oriental Magic Idea Kitchen with Cabinets by Bilt-Well. At the left, the 30-inch RI-39-58 Range blends into a compact cooking center. At the right, in the same cabinets, the RBW-101 Built-In Cooking Top drops into position; RBW-90 Wall Oven slips into the glass cabinet space. Either way, Frigidaire makes it easy to satisfy every home-buyer!

sheer look...plus appliances

BLEND-INS, BUILT-INS, MODULAR DESIGN, MATCHED COLORS AND STYLING, AND MORE NEW HOME-BUYER FEATURES GIVE YOU THE EDGE IN SALES AND PROFITS

YOU'RE OUT FRONT with the beautiful new Frigidaire free-standing blend-in appliances, with the Sheer Look . . . PLUS. They install in minutes, snug up to standard wood or steel cabinets to give your kitchens the wanted built-in look—make every corner count. Because they match in color, style, quality, and performance, you can blend them to perfection with Frigidaire Built-ins.

They're loaded with woman-appealing better living features — the kind that start home sales right in the kitchen. And look at the variety of colors you can choose to high-style any priced home — Mayfair Pink, Turquoise, Sunny Yellow or Charcoal Gray, all sold by Frigidaire at the same price as White. New Sheer Look Appliances are styled right, made right, and priced right to put you out front.

BUILDER-DESIGNED BUILT-INS offer you (and your home-buyers) so much more, thanks to the New Sheer Look . . . PLUS. See for yourself how easily they install with less handling, less wasted time, less on-site labor cost — in most cases just three easy steps from rough-in to finished selling feature. True modular design means perfect fit in standard wood or steel cabinets . . . more flexibility in kitchen planning.

Featuring the same years-ahead Sheer Look styling and colors as the entire family of Frigidaire Appliances, these built-ins assure you of quality-matched kitchens that won't be "old" before they're sold. Let your next job prove Frigidaire has the complete line of builder appliances, heating and air conditioning, too, to keep you out front in profits.

*For an advance showing of the newest ideas in built-ins
and three new idea kitchens, too . . .*

**VISIT BOOTH 162
NAHB EXPOSITION
CONRAD HILTON HOTEL**

FRIGIDAIRE

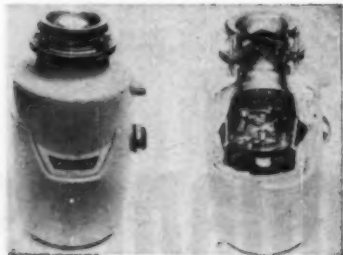


Celebrating 50 Years of General Motors Leadership
FRIGIDAIRE DIVISION, General Motors Corporation, Dayton 1, Ohio

Designed today . . . for satisfied home owners tomorrow!



1958 PRODUCT SHOW: AT THE HILTON



Disposer muffles sound

Cutaway model of waste disposer shows sound-muffling plastic outer shell. It's lined with one-half-inch Silican fibre sound sponge which "soaks up" sound of food being liquefied. Turquoise shell modern designed.

▶ Waste King Corporation, Dept. AB, 3300 E. 50th St., Los Angeles, Cal. Booth Nos. 55-57—Hilton.

Circle No. J52 on reply card, p. 114.

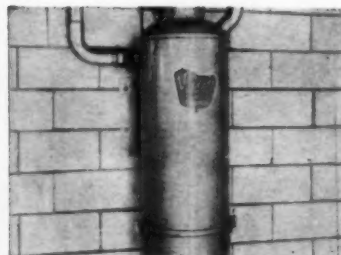


Bath is color-matched

Decorator-toned recessed baths and water closets now available from this firm. Designed to fit the most lavish bathroom color scheme. Turns this room into an important sales extra for the house.

▶ Crane Co., Dept. AB, 836 South Michigan Ave., Chicago 5, Ill. Booth Nos. 74-79—Hilton.

Circle No. J55 on reply card, p. 114.



Cleaning unit improved

Model H-20 Vacu-Flo vacuum unit is available to be used with Vacu-Flo central built-in cleaning systems for new and existing houses. This new power unit gives a smoother and quieter performance.

▶ H-P Products, Inc., Dept. AB, 501 W. Broad St., Louisville, Ohio. Booth Nos. 335-336—Hilton.

Circle No. J58 on reply card, p. 114.



Sink has steel top

Depending on kitchen requirements, sink bowl in this cabinet sink is available on either left or right. It is equipped with standard Deckmount Faucets, two giant size storage cabinets and 4-roller drawer.

▶ Tracy Manufacturing Co., Dept. AB, 3125 Preble Ave., Pittsburgh, Pa. Booth No. 342—Hilton.

Circle No. J53 on reply card, p. 114.



Reduces erection time

Straight lay is used on lightweight Ferrobord steel roof decking, enabling several crews to lay deck simultaneously. Result: reduction in total erection time. Available in units 1½" in depth and up to 32'6" in length.

▶ Republic Steel Corp., Truscon Steel Div., Dept. AB, Youngstown, Ohio. Booth Nos. 5-7—Hilton.

Circle No. J56 on reply card, p. 114.

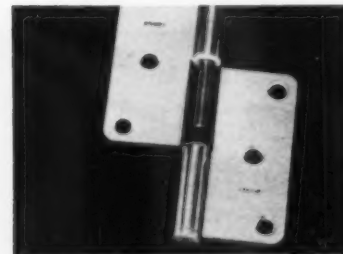


Designed for a/c additions

These are gas-fired lowboy winter air conditioners, capacity ranging from 80,000 to 185,000 Btu inputs. Several models with oversize blower motors are designed with addition of summer air conditioning in mind.

▶ Mueller Climatrol, Dept. AB, 2005 W. Oklahoma Ave., Milwaukee 1, Wisc. Booth Nos. 114-115—Hilton.

Circle No. J59 on reply card, p. 114.



Here's a new hinge design

A new aluminum hinge has been specially designed for use in Alcoa Carefree Homes. It has a loose joint which permits removal of the door without removing the screws. Of highly polished aluminum finish.

▶ McKinney Mfg. Co., Dept. AB, 1715 Liverpool St., Pittsburgh 33, Pa. Booth No. 340—Hilton.

Circle No. J54 on reply card, p. 114.



Glass gives unblocked vision

Twin-ground Parallel-O-Plate glass spans the entire front of this furniture store in Sandusky, Ohio. Provides abundant daylight without a single structural post to block vision. Adds to sales appeal.

▶ Libbey-Owens Ford Glass Co., Dept. AB, 608 Madison Avenue, Toledo 3, Ohio. Booth Nos. 142-143—Hilton.

Circle No. J57 on reply card, p. 114.



Cabinets are natural birch

Slated for display at the NAHB exhibition is the "Yorktowne" line of natural birch kitchen cabinets manufactured by this company. Among the many features of these units is their versatility in design.

▶ Colonial Products Co., Dept. AB, Dalls-town, Pa. Booth Nos. 157-158—Hilton, 780-781—Coliseum.

Circle No. J60 on reply card, p. 114.

*"I don't worry
about service
calls with*

PREWAY

Bilt-In ranges"



*"Our most expensive
costs—trouble calls—
have just disappeared"*

says Martin H. Braun
prominent Chicago Architect-Builder
and president of the
Home Builders Association
of Chicagoland*

**Heretofore known as Chicago Metropolitan
Home Builders Association.*

A big successful home builder like Martin H. Braun doesn't spend more than others for his kitchens — *but he does try to get more for his money.* This point is well illustrated by his selection of PREWAY Bilt-In ranges — offered to buyers of the 410 homes that he is now building in Martindale Estates.

Mr. Braun knows the PREWAY Wallchef and Counterchef units provide the eye appeal a kitchen needs; he knows they offer the automatic cooking features that women look for — and most important to the builder, Mr. Braun has learned that PREWAY Bilt-Ins go in quickly and PERFORM PERFECTLY after installation.

Calls for servicing are not experienced — nor need they be expected. That's what Martin H. Braun especially likes and looks for — and why he now concen-

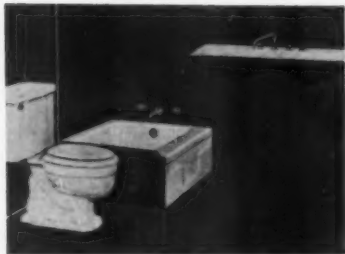
trates on this pioneer line of color co-ordinated built-in appliances. It might be a very good reason for you, too, to investigate PREWAY. Hundreds of other large and small builders already have.

Write today for colorful specification bulletins that give you full information on PREWAY Bilt-In ranges, electric and gas; PREWAY'S Bilt-In refrigerator-freezer; and PREWAY range hoods.

PREWAY INC. 8158 Second Street, North
Wisconsin Rapids, Wisconsin

Since 1917 — Pioneer manufacturer of built-in appliances — refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods.

1958 PRODUCT SHOW: AT THE HILTON



Add bath convenience

Alliance Ware is featuring three units handy for builders. First, a double bowl lavatory cuts installation time. Second, a junior size bath for small bathrooms. Third, a closet combination in six colors.

▶ Alliance Ware, Inc., Attn. Sales Promotion Manager, Dept. AB, Alliance, Ohio. Booth Nos. 159-160—Hilton.

Circle No. J61 on reply card, p. 114.

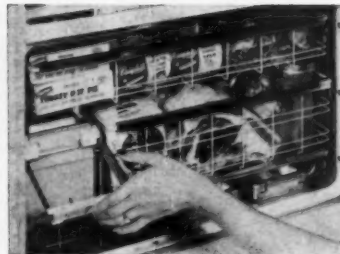


Fashion in bathrails

No special framing is required to fasten the Superior Bathrail. Fasteners are adjustable to fit any location of wall studding. Heavily chrome plated, the rail is trim in design and sturdy enough to support 500 lbs.

▶ Superior Bathrail, Inc., Dept. AB, 31720 Plymouth Road, Livonia, Wisc. Booth No. 187—Hilton.

Circle No. J64 on reply card, p. 114.



Ice serving made easy

Instant ice service is featured in Cold Pantry refrigerators. Tray is inverted and slid into slot. Light pressure on the ice ejector showers cubes into slide-out bin. Zero-zone temperature keeps cubes hard.

▶ Frigidaire Div., General Motors Corp., Dept. AB, 300 Taylor St., Dayton, Ohio. Booth Nos. 162-170; 189-194—Hilton.

Circle No. J67 on reply card, p. 114.



Fire safety for folding doors

Fibreglas as a backing for the vinyl surface of this Foldoor enhances its looks, eliminates the possibility of shrinkage, and provides a good fire barrier. Pulling the door shut will help retard nearly any conflagration.

▶ Owens-Corning Fibreglas Corp., Dept. AB, 16 East 56th Street, New York, N. Y. Booth Nos. 87, 374—Hilton.

Circle No. J62 on reply card, p. 114.

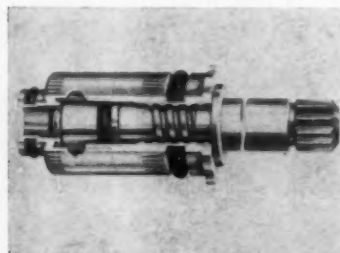


Shingles have everything

Yellow Ceramo sidewall shingles were used on the exterior of this house. Made of two virtually indestructible materials—asbestos and Portland cement—they won't rot, burn, fade or require painting.

▶ Philip Carey Manufacturing Company, Dept. AB, Lockland, Cincinnati 15, Ohio. Booth Nos. 27-29—Hilton.

Circle No. J65 on reply card, p. 114.

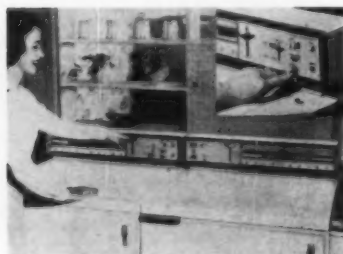


Brass fitting has long life

A new addition to U/R's Luxury Trim line is the brass fitting called Uni-Pak. Features longer life since water cannot reach threads; unit can be easily removed for repair; there are no packings to tighten.

▶ Universal-Rundle Corporation, Dept. AB, 217 N. Mill St., New Castle, Pa. Booth Nos. 8-10—Hilton.

Circle No. J68 on reply card, p. 114.



Shows washing progress

Kelvinator's 1958 automatic washer and dryer shows at a glance each phase of the washing drying operation. Panoramic panel model has square corner styling, may be installed flush to the wall.

▶ Kelvinator Div., American Motors Corp., Dept. AB, 14250 Plymouth Rd., Detroit 32, Mich. Booth No. 1—Hilton.

Circle No. J63 on reply card, p. 114.



Lots of hot water here

Officially known as Model 148R, the latest in Bryant's "Crystalglas" series of water heaters is a 30-gal. unit with a 42,000 Btu per hour input. It's designed to accommodate all modern laundry equipment.

▶ Bryant Manufacturing Co., Dept. AB, 2020 Montcalm, Indianapolis, Ind. Booth Nos. 84-85—Hilton.

Circle No. J66 on reply card, p. 114.



Brass fittings boast color

Color inserts to match the bathroom fixtures are a feature of the newly designed chromed-brass fittings for Briggs Beautyware. The interchangeable snap-in inserts are available in a choice of six colors, chrome, white.

▶ Briggs Beautyware, Department AB, 6600 E. 15-Mile Rd., Warren, Mich. Booth Nos. 101-104—Hilton.

Circle No. J69 on reply card, p. 114.

BE MODERN...GET THE **Slim Trim** OF POWER RANGE HOODS
LOOK BY  **FASCO**



Here's the power range hood with crisp, new styling that blends with today's trend to modern, efficient kitchens. And only Fasco has it!

Featuring built-in light, easy-to-clean filter, and quiet, powerful turbo-impeller, this new Fasco power range

hood is the perfect finishing touch for any kitchen. Give the kitchen you build the extra sparkle that lifts it out of the ordinary... install a Fasco power range hood and see how it pays off in sales.

BE MODERN...TAKE A **fresh** AT VENTILATORS
LOOK BY  **FASCO**



You will find it pays in more ways than one to take another look at Fasco. You'll see a complete line of ventilators all with smart "no-rust" anodized aluminum grilles. You'll see ventilators that cut installation costs... the trimmest ventilator on the market... and a host

of other features in this value-packed line designed and priced to reduce your costs. Take a fresh look at all the new Fasco features... they will convince you Fasco ventilators are your best buy today.

Please send me full information on new hoods and ventilators.

AB-158

Name _____

Address _____

City _____ Zone _____ State _____



1958 PRODUCT SHOW: AT THE HILTON

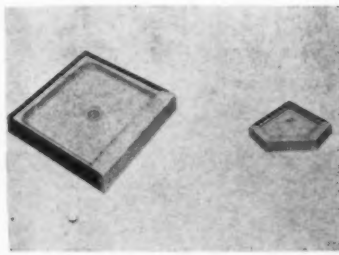


Ranges come in color

Welbilt-In ranges are now available in pink and yellow. These colors are in addition to the coppertone and chrome. Price of pink and yellow are the same as the chrome units. Come in gas or electric models.

▶ *Welbilt Corporation, Dept. AB, Welbilt Sq., Maspeth 78, N. Y. Booth Nos. 155-156—Hilton.*

Circle No. J70 on reply card, p. 114.



Shower floor is pre-cast

A leak-proof, easy-to-clean shower floor is this new Monterey model. Designed in one piece of pre-cast terrazzo, it offers an integral threshold which eliminates this time-consuming detail in built-on-the-job installations.

▶ *Fiat Metal Manufacturing Co., Attn. G. C. Hay, Dept. AB, Franklin Park, Illinois. Booth No. 186—Hilton.*

Circle No. J73 on reply card, p. 114.



From \$10,500 to \$23,500

Heading the list of Harnischfeger homes for 1958 is the "Holly." Designed by L. Morgan Yost, the prefab line includes L-plan and straight-front houses with a variety of floor plans. With hip and gable roofs.

▶ *Harnischfeger Homes, Inc., Dept. AB, 500 N. Spring Street, Port Washington, Wisc. Booth Nos. 183, 200—Hilton.*

Circle No. J76 on reply card, p. 114.



A kitchen hood that tilts

Press the button, and this ventilating hood swings down for easy cleaning. Entirely self-contained, complete with light switch and 3-speed fan control. Designed so that exhaust duct can be installed without cutting cabinet.

▶ *Emerson Pryne Company, Dept. AB, P. O. Box 698, Pomona, Cal. Booth Nos. 58-59—Hilton.*

Circle No. J71 on reply card, p. 114.

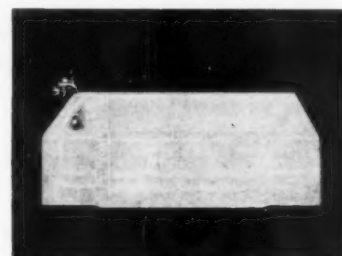


Door hardware on a budget

Quality hardware marketed at low cost, the new "Thriftee Pak" 400 series sliding door hardware lets the builder add luxury touch of a fine fascia track. Set is designed for fast installation, quiet door operation.

▶ *John Sterling Corporation, Attn. Anthony James, Dept. AB, Richmond, Illinois. Booth Nos. 226-227—Hilton.*

Circle No. J74 on reply card, p. 114.

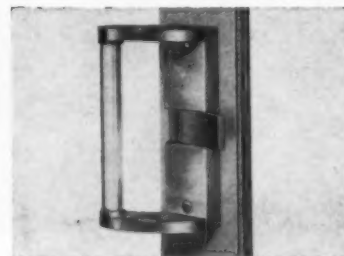


Bath tub has "low look"

Richmond's newly designed 5-foot recess tub, the "LoSeat," is built with low silhouette (14")—a convenience for youngsters and elderly people. Lighter weight makes for easy installation. Choice of white or pastels.

▶ *Richmond Plumbing Fixtures, Dept. AB, P. O. Box 111, Metuchen, N. J. Booth Nos. 338-339; 356-357—Hilton.*

Circle No. J77 on reply card, p. 114.



Door pull has a magic touch

Designed for easy opening, closing and locking, the door pull on the Miller "1000 Series" aluminum sliding glass doors has satin chrome finish and Lucite grip. Doors have interchangeable molds.

▶ *Frank B. Miller Manufacturing Co., Inc., Dept. AB, 3216 Valhalla Drive, Burbank, Cal. Booth No. 382—Hilton.*

Circle No. J72 on reply card, p. 114.



Waterproof with latex

Gold-Bond Hydro-Check waterproof coating is a latex paint guaranteed to stop water, leaking or seeping through masonry walls. Ideal as a basement waterproofing material, it now comes in four colors and cement gray.

▶ *National Gypsum Company, Dept. AB, 325 Delaware Ave., Buffalo 2, New York. Booth No. 13—Hilton.*

Circle No. J75 on reply card, p. 114.



Heat pump is self-contained

The new Weathertron heat pump, shown here located in a carport, is a self-contained 3-ton unit. It is capable of heating and cooling a 3-bedroom home automatically year round, using only electricity and air as fuel.

▶ *The General Electric Co., Dept. AB, 5 Lawrence Street, Bloomfield, N. J. Booth Nos. 97-99—Hilton.*

Circle No. J78 on reply card, p. 114.

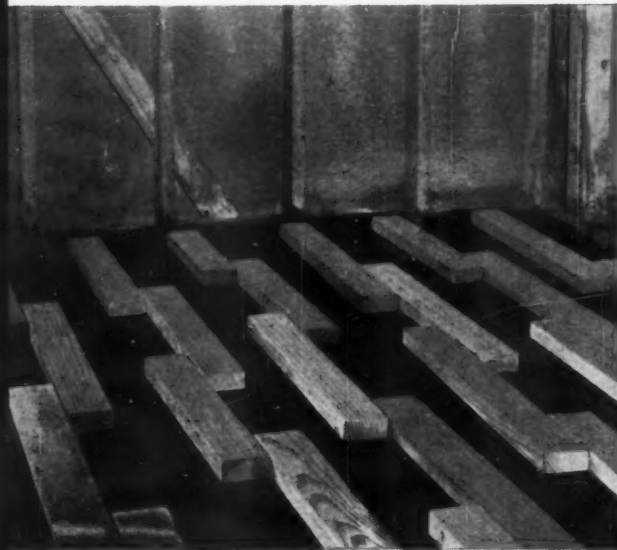
How to install

STRIP OAK FLOORS

over concrete slabs



1 Spread mastic over waterproofed slab.

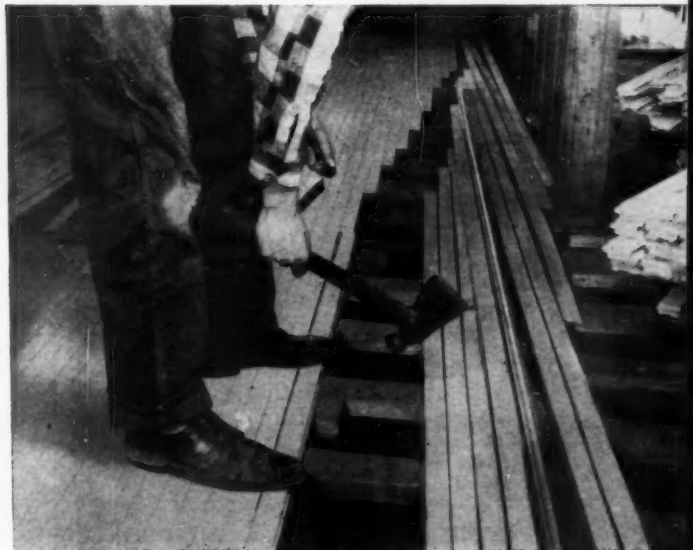


2 Lay 2x4 screeds in staggered pattern.

Why take chances on flooring materials prospective home buyers may not like? Now you can have the sure sales appeal of Oak Floors in your slab-on-ground houses... and save time and construction costs.

The proven-effective "screeds-in-mastic" method of providing a sound nailing surface for Strip Oak Floors over concrete is used by builders throughout the country. It's as simple as the 1-2-3 steps shown here, and is fully approved by lending agencies.

Oak Floors give slab homes more warmth and comfort, plus exceptional beauty and durability. The "screeds-in-mastic" installation method makes them economically practical for even lowest-cost homes. Start using this system now. Mail the coupon below for your free copy of simple step-by-step instructions.



3 Nail Oak Flooring strips to screeds.



NATIONAL OAK FLOORING
MANUFACTURERS' ASSOCIATION
Sterick Building, Memphis 3, Tennessee

Mail coupon for FREE Installation Manual

National Oak Flooring Manufacturers' Association
816 Sterick Building, Memphis 3, Tennessee

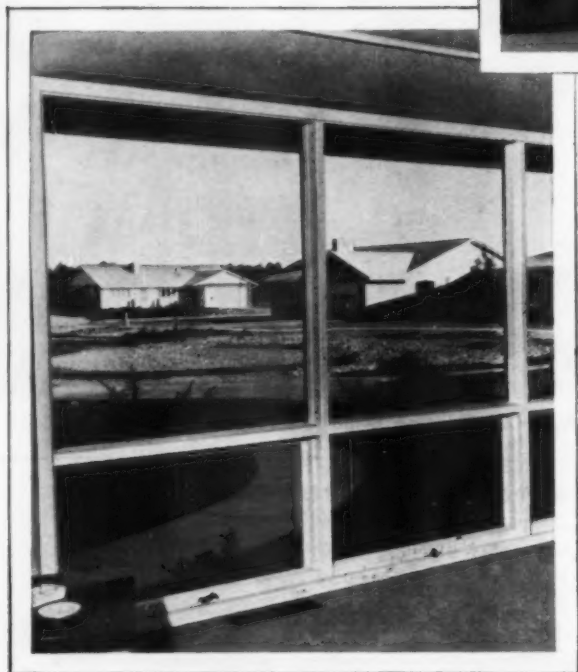
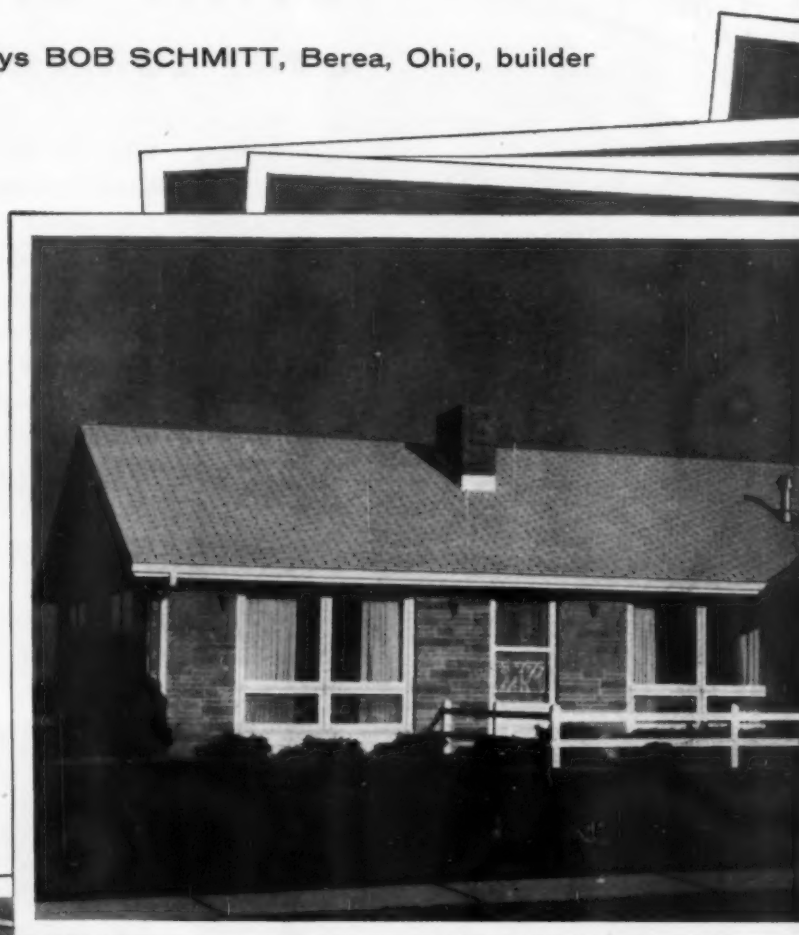
Please send a free copy of "How to Install Hardwood Strip Floors over Concrete Slabs."

Name _____

Address _____

"TWINDOW helps me

says BOB SCHMITT, Berea, Ohio, builder

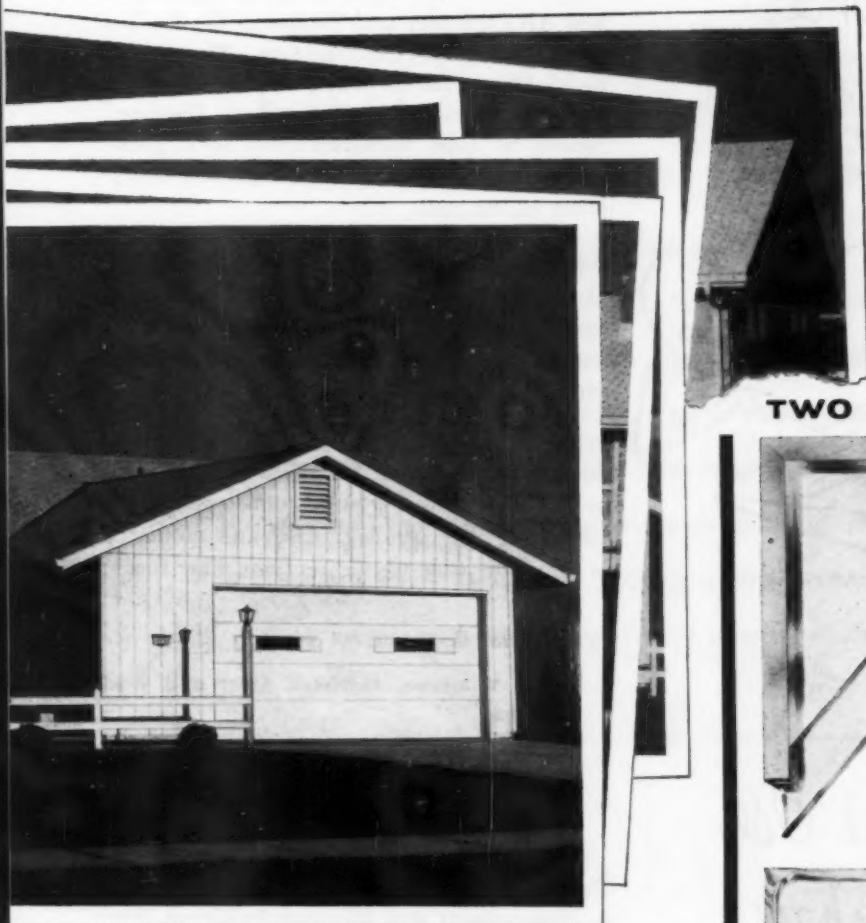


MR. SCHMITT, well-known Ohio builder, has won national recognition for his efficiently built homes, which are presently in the \$22,000-\$30,000 price range.

He includes TWINDOW insulating glass in the houses he builds, because, as he stated: "In the first place, these insulating glass units help me sell my homes faster. That's because I can tell prospective buyers that TWINDOW substantially reduces heating and cooling costs . . . keeps rooms warmer in winter, cooler in summer . . . lessens cold air downdrafts . . . minimizes window steaming and icing . . . muffles outside noises.

"I emphasize, too, that this insulating glass eliminates the need for storm windows. This is a matter of great concern to the purchaser, for, with TWINDOW, he is not faced with the extra expense and bother of storm windows, after he moves into the house. Also, it means a lot to me as a builder, since I am not subjected to customer complaints on this score, after

sell my homes faster”



Architects: Heine, Crider & Williamson, Berea, Ohio

the sale is made. What's more, I have found that TWINDOW costs no more than single-pane windows plus storm sash. And these units are quickly, safely and easily installed.”

Why not get all the facts on TWINDOW? Find out how these insulating glass units can help *you* sell more homes faster. Write to Pittsburgh Plate Glass Company, Room 8107, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.



... the windowpane with insulation built in



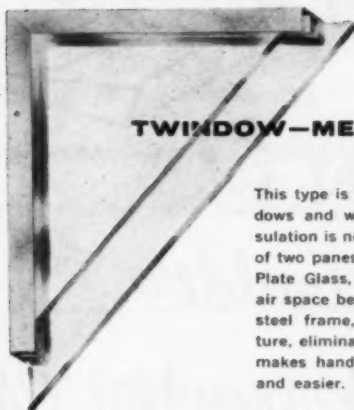
Paints • Glass • Chemicals • Brushes • Plastics • Fiber Glass

PITTSBURGH PLATE GLASS COMPANY

In Canada: Canadian Pittsburgh Industries Limited

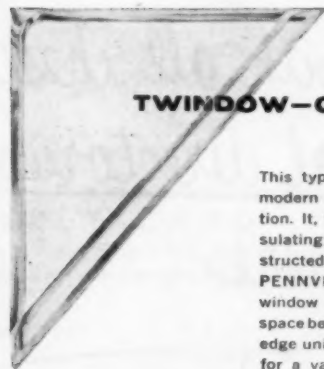
TWO TYPES OF TWINDOW

TWINDOW—METAL EDGE.



This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of 1/4" clear-vision Plate Glass, with a 1/2" sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safer, quicker, and easier.

TWINDOW—GLASS EDGE.

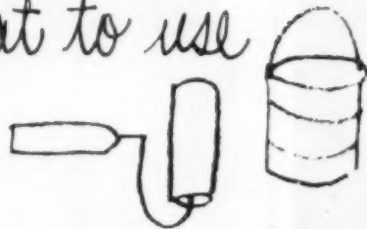


This type is just the thing for modern window wall construction. It, too, has exceptional insulating properties. It is constructed of two panes of 1/4" PENNVERNON®—the quality window glass—with a 3/16" air space between. TWINDOW—glass edge units come in popular sizes for a variety of window styles.

You are cordially invited to visit our display in Booth No. 427 in the Sherman Hotel, Chicago, during the National Association of Homebuilders' exhibition— from January 19-23.

it tells 110,065
building professionals

What to use



... and How
to use it



no need for a
busy builder
to look anywhere else
... not with all these
essential directories
right here ...



What product? Who makes it? You're a busy builder. It's April 1958. You grab your new AB Directory and Technical Guide. You turn to "Doors, Combination, Aluminum." Egad! More than 50 manufacturers are listed. Next you look for "Electrical Fixtures." Nearly 50 more manufacturers! So it goes—page after page of helpful product and equipment information.

Brand Names Directory. Got the trade name okay, but who makes the stuff? Happens again and again. Can cost you time and money. But not here, because here you find supplier names and addresses, zip!

What to use and how to use it? Checking doors, windows, millwork? Types, sizes? Here in AB's April issue you get construction details, technical data organized and tabulated in separate easy-to-use sections like these:

1. Structural Materials.
2. Doors, Windows, Millwork, Floor and Wall Finishes.
3. Hardware and Building Specialties.
4. Appliances, Electrical Heating and Cooling, Plumbing
5. Tools and Construction Equipment
6. Management and Business Reference, Prefabrication

**Closing date for advertising
February 25, 1958**

the American Builder
April, 1958

Marketing Directory
and

Technical Guide

This is American Builder's

Supermarket

On the next page you'll find an easy way to shop for new ideas. The procedure is easy . . . just circle the numbers on the other side of the card below and 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.

It's one-stop shopping for the new products illustrated in this month's issue. Saves you writing a lot of manufacturers. Saves you time and money too. So get your pencil out and help yourself . . .

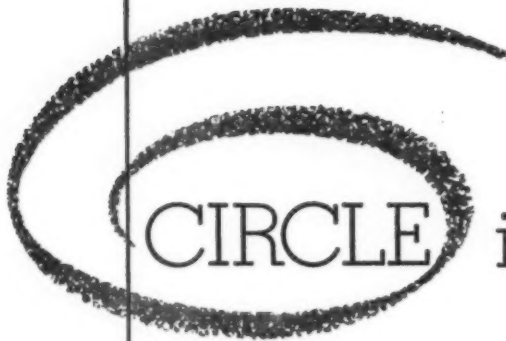


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J13	J72	J135	J198	J261	J287	J313	J339	J365
J14	J73	J136	J199	J262	J288	J314	J340	
J15	J74	J137	J200	J263	J289	J315	J341	WESTERN
J16	J75	J138	J201	J264	J290	J316	J342	NEW
J17	J76	J139	J202	J265	J291	J317	J343	PRODUCTS
J18	J77	J140	J203	J266	J292	J318	J344	
J19	J78	J141	J204	J267	J293	J319	J345	J366-W
J20	J79	J142	J205	J268	J294	J320	J346	J367-W
J21	J80	J143	J206	J269	J295	J321	J347	J368-W
J22	J81	J144	J207	J270	J296	J322	J348	J369-W
J23	J82	J145	J208	J271	J297	J323	J349	J370-W
J24	J83	J146	J209	J272	J298	J324	J350	J371-W
J25	J84	J147	J210	J273	J299	J325	J351	J372-W
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JANUARY, 1958

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1958 PRODUCT SHOW: AT THE HILTON



Pump has decorator finish

A horizontal-flow indoor heat pump in natural gray enamel and gold-colored trim finished cabinet now offered. Has extra large rippled-fin coil, while blower is company's floating type. Three to 5 ton cooling.

▶ Lennox Industries, Inc., Dept. AB, 200 South 12th Ave., Marshalltown, Iowa. Booth Nos. 212-214—Hilton.

Circle No. J79 on reply card, p. 114.



Wallboard is pre-decorated

U. S. Gypsum's pre-decorated "Sheet-rock"—a low-cost gypsum wall paneling with a wood-grain appearance—now comes in three new finishes. In remodeling, the Sablewood panels were applied over old walls.

▶ U. S. Gypsum Company, Dept. AB, 300 W. Adams St., Chicago, Illinois. Booth No. 128—Hilton.

Circle No. J82 on reply card, p. 114.



Stake bar gives 6 positions

New steel stake bar offers six positions for holding steel stakes in positive distances apart—varying from 16 to 24". Particularly adapted to low wall forming, stake bar can be reused.

▶ Symons Clamp & Mfg. Co., Dept. AB, 4249 W. Diversey Ave., Chicago 39, Ill. Booth Nos. 232-233—Hilton.

Circle No. J85 on reply card, p. 114.



Wood and metal blended

Natural wood cabinet doors are featured on these Monterey-style wall-hung units. Metal is Sandalwood color to blend with wood, and line includes sliding-door "pantry" cabinets that fit below wall units.

▶ Youngstown Kitchens Div., American-Standard, Dept. AB, Salem, Ohio. Booth Nos. 118-122—Hilton.

Circle No. J80 on reply card, p. 114.



To construct dry walls

Upson has two new related products for dry-wall construction. One is a waterproofed and supersmooth surface board for interiors called Super-Bilt panels. The second, a phantom tape system for inside corners.

▶ The Upson Company, Department AB, Stevens St., Lockport, New York. Booth No. 20—Hilton.

Circle No. J83 on reply card, p. 114.

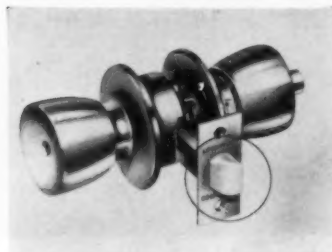


Has brick-like finish

Vitroliner's prefabricated chimney in simulated red or buff brick finish has appearance of real brick. This flue housing comes complete in component form in a package. In choice of sizes and types.

▶ Condensation Engineering Corp., Dept. AB, 3511 W. Potomac Ave., Chicago, Ill. Booth No. 12—Hilton.

Circle No. J86 on reply card, p. 114.



Locks give smoother action

Lockwood Hardware offers a new residential series of cylindrical lock and latch sets for interior doors containing nylon latch bolts. Tests show material is long-wearing, reduces frictional resistance.

▶ Lockwood Hardware Mfg. Co., Dept. AB, Fitchburg, Mass. Booth Nos. 184-185—Hilton.

Circle No. J81 on reply card, p. 114.

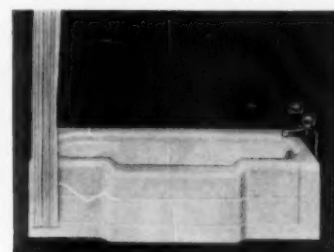


Conditioner is portable

A lightweight portable air conditioner is the Hotpoint "power-plus" model with up to 8,000 Btu cooling capacity. Available in 7½ and 12 amp sizes for either 115 or 230 volt service. They can be used as dehumidifiers.

▶ Hotpoint Co., Dept. AB, 5600 West Taylor St., Chicago 44, Ill. Booth Nos. 48-52—Hilton.

Circle No. J84 on reply card, p. 114.



Recess bath has rim seat

The Legation model is one of six in Eljer's line of formed steel and enameled cast-iron tubs. It has an integral end seat 6" wide. Available in right or left hand outlets, and in choice of white or six colors.

▶ Eljer Div., Murray Corp. of America, Dept. AB, 3 Gateway Center, Pittsburgh, Pa. Booth Nos. 80-82—Hilton.

Circle No. J87 on reply card, p. 114.

New

dimensions



SEND \$1.00

for the most stimulating idea book of room interiors you have ever seen. 43 settings in full color with floor plans for all kitchens and bathrooms. Dozens of ideas on every page for giving your interiors new styles, color, and sales appeal. The custom builder will use this book with customers to finalize plans. Write Formica, 4611 Spring Grove Ave., Cincinnati 32, Ohio.

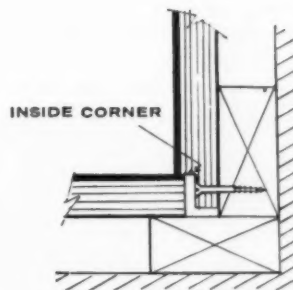
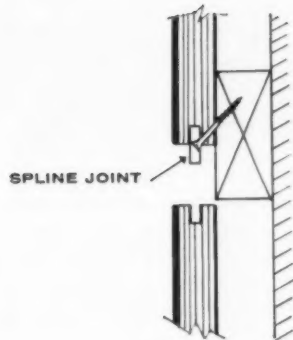
in Formica®

How to apply Formica to Walls:

The expanding use of Formica for wall areas has created a demand among builders for how-to-do-it information that will assure fast, economical, and lasting erection procedures.

SHOP FABRICATED WALLS:

Prefabrication of sections to save on-the-job labor is a very practical approach to larger areas of Formica on walls. The same Formica fabricator who supplies you sink tops and Vanity® units can also measure your wall areas and supply you with prefabricated panels which he can install or you can install. All edges and joints will be pre-fitted to make a fast and easy installation.



ON-THE-JOB WALL APPLICATIONS

Formica Fast Dry Contact Bond Adhesive is so easy to use in applying Formica to nearly any base, that in remodeling and many cases of new construction, Formica is applied directly over plaster, steel troweled brown coat, dry wall or even poured concrete. While plywood is still preferred, any strong, smooth, dry surface can provide good results.

The Formica is cut on the job with a router or small tooth power saw and dry fitted for position. The adhesive is applied to both the wall and the back of the Formica sheet and after a few minutes drying time, the sheet is applied and hand rolled.

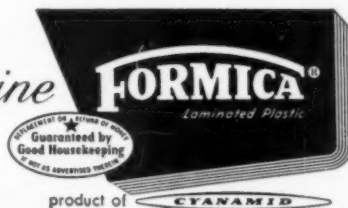
4' sheets are spaced 1/32" apart to permit expansion and contraction. Random planking may be butted with maximum width of 12" per plank.



Call your Formica Fabricator or look in the Yellow pages for the Formica office nearest you. Complete technical specifications on wall surfaces are yours for the asking. Ask for Spec. Bulletins 114A and 105A.

This mark certifies genuine

Be sure you get genuine Formica. Look for this wash-off registered trade mark on the surface.



1958 PRODUCT SHOW: AT THE HILTON

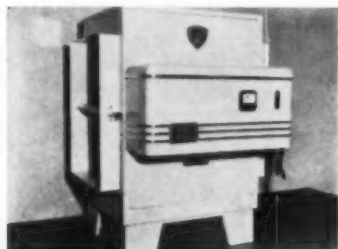


Transmissions all automatic

Gasoline-powered industrial lift trucks in capacities of 15-, 20,000 lbs. are now available with fully automatic transmission. Elimination of clutch pedal and gear shifting makes truck capable of more work.

▶ Yale & Towne Mfg. Co., Dept. AB, 11000 Roosevelt Blvd., Philadelphia 15, Pa. Booth Nos. 35-36—Hilton.

Circle No. J88 on reply card, p. 114.

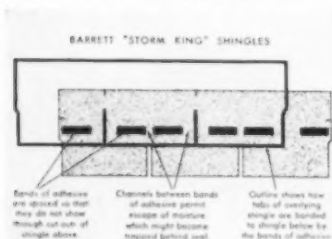


Air cleaner is economy-sized

An economy-sized electronic air cleaner has been added to its line by this manufacturer. Called the model 6-100, the new unit has an 800-1000 cu. ft. per minute capacity, fits a furnace of up to 100,000 BTU capacity.

▶ Trion, Inc., Attn. W. Trandle, Dept. AB, 1000 Island Ave., McKees Rocks, Pa. Booth No. 210—Hilton.

Circle No. J89 on reply card, p. 114.

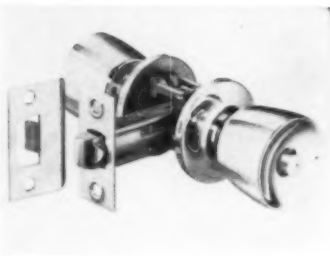


Roof shingle seals itself

Called the "Storm King", a new self-sealing shingle has been announced by Barrett. Adhesive is activated by sun's heat, and is applied on the granule side of the shingle. Strips protect adhesive before installation.

▶ Barrett Div. Allied Chemical & Dye Corp., Dept. AB, 40 Reclor St., New York, N. Y. Booth No. 203—Hilton.

Circle No. J90 on reply card, p. 114.



Locksets install quickly

New series of low-cost, interior, residential locksets has speed-assembly system. Schlage "J" series has surface-mounted face and strike plate, pre-set screws, snap-in knob assemblies. Also features snap-on rose.

▶ Schlage Lock Co., Dept. AB, 2201 Bayshore Blvd., San Francisco, Cal. Booth No. 127—Hilton.

Circle No. J91 on reply card, p. 114.



Sheathing is mold-free

Guaranteed premium plywood sheathing is qualified to store outdoors mold-free and without contamination for a year. Saves delivery delays at job site. In standard panel size and five thicknesses.

▶ Georgia-Pacific Corp., Dept. AB, Equitable Bldg., Portland 4, Ore. Booth Nos. 217-219—Hilton.

Circle No. J92 on reply card, p. 114.



Adds to wall interest

Wall designs that can be created for any room in the house with Formica blocks or planks will be part of information available at the Formica booth. Application techniques are easy, require few tools.

▶ Formica Corp., Dept. AB, 4614 Spring Grove Ave., Cincinnati 32, Ohio. Booth Nos. 196-199—Hilton.

Circle No. J93 on reply card, p. 114.



Designed for store a/c

This air conditioner called Flexible-AIR can be fitted with 4-way adjustable louvres. Compact and smartly styled, it has a uni-knob control, easily replaced filters. Control allows manual or automatic temperature control.

▶ Stewart-Warner Corp., Heating and Air Conditioning Div., Dept. AB, Lebanon, Ind. Booth No. 39—Hilton.

Circle No. J94 on reply card, p. 114.

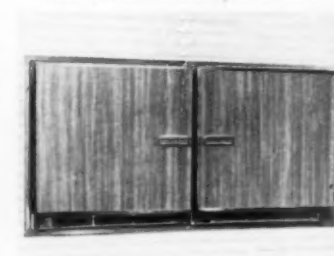


Operates for slumber

Slumber-quiet operation and large grilles adjustable for four-way directional air control are featured in these cabinet-designed air conditioners. Spacious filter area and automatic thermostat. In 1, 1½ and 2 HP sizes.

▶ Airtemp Div., Chrysler Corp., Dept. AB, 1600 Webster St., Dayton 1, Ohio. Booth Nos. 60-61—Hilton.

Circle No. J95 on reply card, p. 114.



Refrigerator changes face

"Citation" refrigerator-freezer has replaceable Formica fronts. They come matched to 30 wood finishes and over 100 colors and patterns can be changed—even after installation. Doors can be reversed for left or right.

▶ Philco Corp., Dept. AB, "C" & Tioga Sts., Philadelphia 34, Pa. Booth Nos. 175-178—Hilton.

Circle No. J96 on reply card, p. 114.

More

PROVED SELLING POWER for the homes you build

Again and again, builders have proved that YORKTOWNE KITCHENS help sell homes faster!

The popularity of these beautiful, hand-rubbed birch cabinets is increasing to the point of *demand* among thousands of today's home buyers. First, YORKTOWNE KITCHENS win on their beauty . . . their simplicity and the way they readily harmonize with modern decorators' colors.

Second, YORKTOWNE KITCHENS are preferred for their quality craftsmanship and their scores of fine-furniture construction details.

Availability . . . a plus advantage

YORKTOWNE KITCHENS are in stock when you need them! No broken delivery promises, no tying up of your labor. Cabinets are immediately available from 50 strategically located warehouses. And, when it comes to versatility, YORKTOWNE KITCHENS are made in 175 different stock models to fit the space as well as the cost requirements of your homes.

New illustrated folder gives full details. Mail the coupon for your file copy today.

At N.A.H.B. Show Booths 157-158

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KITCHENS

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Inquiries from distributors and retail dealers invited

Colonial Products Co.
Dallastown 1, Pennsylvania

Please send me new illustrated literature describing the full line of Yorktowne Kitchens.

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36-minute installation — with new

In actual tests, The Eagles Company, Louisville builders, installed a G-E built-in oven and cooktop in less than 36 minutes. Reason: New G-E Built-in Ranges come from factory ready to install.



One-piece oven with one-piece front slides into 27-inch cabinet or wall opening. No knobs or trim to remove or replace . . . no assembly necessary. Comes from factory ready to install.



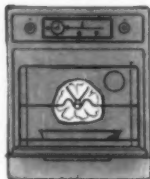
One-piece drop-in cooktop has built-in pushbutton controls . . . is easy to install. Drops into 29 13/16" x 20 7/16" opening . . . fits flush into countertop with accompanying sink-rim flange trim.



Tighten six thumb screws . . . connect one conduit . . . the job is done in minutes! Built-in oven and drop-in cooktop have been completely installed in as little as 36 minutes from cartons to finished job.

★ Plenty of features to talk about, too!

Electric Rotisserie in Custom and Deluxe models barbecues 12-pound roast. Plugs right into outlet in oven; separate pan catches drippings.



Electric Meat Thermometer . . . Standard equipment in Custom model . . . has easy-to-read dial; stainless steel meat probe plugs right into oven outlet.



Picture-window oven door in Custom model. Pushbutton-controlled floodlight illuminates interior. Available in satin chrome, 4 colors.



All models feature:

- Automatic Oven Timer and Minute-Minder
- Eye-level Control Panel
- Fully enclosed Calrod® bake and broil units
- Focused-heat Calrod broil unit
- Automatic Floodlight
- Starlight Grey porcelain interior
- Giant-size 21" oven with wide-opening platform door
- All in one standard size for easy installation

No service headaches:

All equipment carries the General Electric warranty . . . backed by dependable General Electric service! Consult your local General Electric dealer or distributor . . . a representative will be glad to tell you about the

sales and service program especially designed to fit the needs of builders and kitchen modernization contractors. General Electric Company, Range Department, Louisville 1, Kentucky.

GENERAL  **ELECTRIC**

General Electric Built-in Range!

★ New! Rotisserie, meat thermometer, picture-window oven!



Custom oven with remote control cooktops in 2-unit and 4-unit sizes gives this kitchen true custom beauty, plus extra cooking convenience. Remote control conduit plugs into cook-

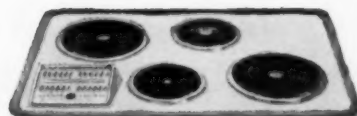
top... can be installed in any convenient location... in the cabinet or on the wall. All General Electric cooktops have fast-heating, fully-enclosed, dependable Calrod units.



Deluxe oven available in four decorator colors or satin chrome. Features sturdy electric Rotisserie, simplified Automatic Oven Timer and Minute-Minder, Eye-level Control Panel. True deluxe beauty at a common-sense price.



Master oven available in 4 decorator colors or satin chrome. Same roomy 21-inch width as Custom and Deluxe ovens. Features Automatic Oven Timer and Minute-Minder; fully enclosed Calrod heating units; economy price.



Up-front pushbuttons on new drop-in cooktop give customer true push-button cooking convenience. Both of the 4-unit cooktops available in 4 colors plus satin chrome; 2-unit cooktop in stainless steel only.



VITROLINER prefabricated Chimneys

FOR ALL
HOME BUILDERS

Builders and Contractors, large and small alike are SOLD on Vitroliner chimneys! Here's why—

- **QUALITY-BUILT** of finest materials for safety and long life.
- **ENGINEERED** construction using the same time-tested design, for more than 15 years.
- **ASSEMBLED** on the job in light-weight sections for fast, easy installation in floor or ceiling joists, providing maximum flexibility.
- **FEATURES** the choice of many Styles, Sizes, Colors and Flue Diameters.
- **AVAILABLE** from Chicago factory, tailor-made to fit. Also shipped in knocked-down form by nearby distributors and dealers direct to the job.

All Vitroliners are class "A" chimneys for one or two story homes and buildings, providing complete chimney functions.

Listed by Underwriters Laboratories for all fuels—accepted by Local and State Building Authorities—Insurance Rating Bureaus—and the Building Officials Conference of America.

Write today for details.

VITROLINER
the Superior Chimney

CONDENSATION

ENGINEERING CORPORATION
3531 W. POTOMAC AVE., CHICAGO 51, ILL.

1958 PRODUCT SHOW: AT THE HILTON



Closet units prefabbed

Builders will be interested in this display of Kennatrack's new gliding door wardrobe assembly units. Kenna-pak units are a line of easily-installed prefabricated wardrobe headers. Assure smooth, noiseless operation.

► Kennatrack Corporation, Dept. AB, P. O. Box 677, Elkhart, Ind. Booth Nos. 70-71—Hilton.

Circle No. J97 on reply card, p. 114.



Furnace fits small area

American-Standard's winter air conditioning furnace is compact due to a new, more efficient sectional heat exchanger. The finish on this gas-fired model allows its installation in any recreation room. Can also be tucked away in an alcove or closet. Also features a slide-out blower assembly for servicing or cleaning.

► American-Standard, Air Conditioning Div., Dept. AB, 40 W. 40th St., New York, N. Y. Booth Nos. 139-141—Hilton.

Circle No. J98 on reply card, p. 114.

Lighting levels tripled

General Electric's Power Groove fluorescent tubes with a high frequency lighting circuit, operate in a fixture designed especially to handle them. The fixture has an all-aluminum reflector and louver of new design. The new installation attains a lighting level of over 1,000 footcandles. Claimed to be 3 times greater than any existing lighting.

► General Electric Co., Dept. AB, Nela Park, Cleveland 12, Ohio. Booth No. 109—Hilton.

Circle No. J99 on reply card, p. 114.

Custom panel with tile

Tile which gives a custom-panel look, on 8½" flat V-edge panel tile, will be part of the tiling display by Tilemaster. Stimulating decorating ideas at the 1958 NAHB exhibit will include a display of the Pepper Grain 4¼" field tile by Tilemaster.

► Tilemaster Corp., Dept. AB, 4400 North Harlem Ave., Chicago 31, Ill. Booth Nos. 173-174—Hilton.

Circle No. J100 on reply card, p. 114.

Heat pump on display

Exhibited at the Westinghouse booth will be the complete line of appliances styled for '58. Included will be models of smartly styled air conditioners in wide range of sizes. Keynote of exhibit will be the firm's new model heat pump.

► Westinghouse Electric Corp., Dept. AB, 401 Liberty Ave., Pittsburgh 30, Pa. Booth Nos. 88-93—Hilton.

Circle No. J101 on reply card, p. 114.

Window preview for '58

On exhibition at the Century booth will be aluminum prime windows. Styled for '58, wide-view windows are available in wide range of sizes. Features include long-life, little maintenance for duration of house and easy installation.

► Century Aluminum Corp., Dept. AB, Route 31, South, Box 21, Scottsburg, Ind. Booth No. 370—Hilton.

Circle No. J102 on reply card, p. 114.

Offer complete paint line

A complete line of exterior and interior paints, with both oil and emulsion bases, is offered by the National Chemical Company. Color charts and prices are available upon request. More information from National Chemical's exhibit booth at the NAHB convention.

► National Chemical & Manufacturing Co., Dept. AB, 3617 S. May St., Chicago, Ill. Booth No. 343—Hilton.

Circle No. J103 on reply card, p. 114.

Reply card, p. 114, for more information

Choose the Items You Need From This Builder-designed Sales Kit...

Here are the *Ponderosa Pine* woodwork selling tools...

1. Consumer Window Folder...
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6. China Cabinet Consumer Leaflet...
7. Ponderosa Pine Woodwork Stickers...
8. Display Card...
9. Consumer Woodwork Folder...

Use Coupon Below

To turn model home "lookers" into home buyers, sales excitement at the local level is necessary.

These Ponderosa Pine Woodwork merchandising aids are designed to help the builder of 1 house or 1000, whether he uses all the Ponderosa Pine Woodwork items or just a few. These sales aids are created to help you identify your homes with National advertising. All these individual pieces are free to builders in quantity. Send for FREE sample kit.

Ponderosa Pine

WOODWORK

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FREE "Model Home Merchandising Package"

Use this coupon. Free Builder's Kit includes consumer booklets, display cards, and identification signs... all designed for use in model homes or completed houses. After receiving the Kit you will be able to obtain free quantities of the individual merchandising pieces you wish.

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Home buyers are talking about
THE NEW INLAND CONTEMPORARY HOME
 fully reported in October "Living for Young Homemakers"



INLAND CONTEMPORARY HOME, MODEL C 7124-G, designed by Karl Mosinger, A.I.A. Features an unusual kitchen with Thompson's delux-sink and Thibodeau built-in-front cabinets. Tappan

New Inland Homes Contemporary --

See how Inland's spacious living fits your family



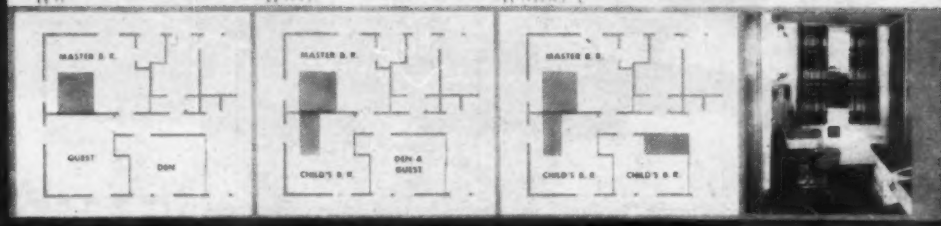
as it grows



..... and grows



..... and grows!





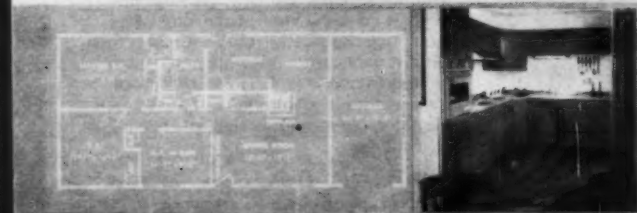
wall oven and counter-top range. Family-sized bath plus private laundry. Westinghouse Space-Master washer and dryer. Spacious living and dining areas and a really generous bedroom arrangement.

Spacious living at a price you'll like.

We also manufacture 70 other homes in styles to suit every taste and pocketbook.

Inland Homes
CORPORATION

Box 915, Piqua, Ohio. Phone 3880
Box 137, Hanover, Penna. Phone Melrose 2-7279



Write our nearest factory for illustrated literature describing the new Inland "700 Series" Homes with their hundreds of custom variations.

Many are priced so monthly payments are less than rent! Don't delay, write today!



More than 2,000,000 readers . . . many of them ready right now to select their homes . . . have seen LIVING'S multi-page story, showing every fine feature of our new "700 Series" homes.

In addition, they read our full-color spread advertisement, reproduced in black and white above, which appeared in the same issue.

Inland builder-dealers will profit from the demand created

when home seekers see the advantage of buying and living in our new contemporary homes, featured in LIVING.

The Inland "700 Series" gives you a wide variety of models to fit just about every conceivable requirement of family living.

You are invited to write or call either our Piqua or Hanover offices for full facts on these, and other, Inland homes. Now's the time!

Inland Homes
CORPORATION

Box 915, Piqua, Ohio. Phone 3880
Box 137, Hanover, Penna. Phone Melrose 7-6681

Fresh from big success in 1957, undisputed leader in booming swimming pool industry announces dynamic new program for 1958.

DISTRIBUTORS

now being selected for new 1958 Motel and Home

Esther Williams

Swimming Pool Program—
NOW IN MOTION!



Big Profit Opportunities

right now in booming home and motel pool markets. Pool heaters and advanced design, all-concrete, simple construction bring year-round volume sales.

Millions spent on 1957 program in LIFE, BETTER HOMES & GARDENS, TV, RADIO, etc., provide springboard for more millions planned in 1958.

New Motel Program offers wide-open profit opportunities starting at once with fast sales to leads from our trade advertising and mailings.

\$25,000 to \$250,000 Yearly Profit potential from five-figure investment in self-liquidating inventory.

Biggest Season Ever Just Ahead! Distributors being appointed at rapid rate. **ACT NOW!**

ESTHER WILLIAMS SWIMMING POOLS

121 E. Post Rd., White Plains, N. Y.



You'll recognize Esther Williams Swimming Pools by their unique advanced design, pure sparkling water and custom tailored beauty . . . at homes, motels, clubs and model houses everywhere.

See us at the NAHB Show, Booth No. 866

1958 PRODUCT SHOW: AT THE HILTON



Metal door has no seams

A flush hollow metal door, 1-3/8" thick, is completely free of seams. Constructed with an interior multi-rib grid system, the door, frame and hardware are offered as a complete package.

► Fenestra, Inc., Dept. AB, 2250 E. Grand Boulevard, Detroit 11, Mich. Booth Nos. 72-73—Hilton.

Circle No. J104 on reply card, p. 114.



A door for every opening

Standard stock doors in the Steelcraft line include louvered, half-glass, full glass, transom, double and sliding doors. This one is 1-3/4", sound-deadened, and has 3-lite half glass and sight-proof louver. Frame is 18 gauge with integral transom section. One of many varieties of steel doors, many of which are especially designed for use in schools.

► Steelcraft Manufacturing Co., Dept. AB, 9017 Blue Ash Road, Cincinnati, Ohio. Booth Nos. 53-54—Hilton.

Circle No. J105 on reply card, p. 114.

Plastics take new patterns

Two new patterns have been announced for the G. E. Textolite decorative laminate line. "Mist" is a gray or beige with a white spatter through it, and "Italian Marble," a marble pattern in three colors. More new laminates on display at G.E.'s Convention booth.

► General Electric Laminated Plastics Div., Dept. AB, Coshocton, Ohio. Booth Nos. 110-111—Hilton.

Circle No. J106 on reply card, p. 114.

More uses for ceramic tiles

Complete line of ceramic tiles, including the full range of color choices, will be displayed at the NAHB exposition. Suggested end uses of the product, and color matching hints also will be demonstrated.

► United States Ceramic Tile Co., Dept. AB, 217 Fourth St., N.E., Canton 2, Ohio. Booth No. 240—Hilton.

Circle No. J107 on reply card, p. 114.

Panel is "Misty Walnut"

Slated for distribution east of the Rockies, a new woodgrained pattern, "Misty Walnut", comes in 4'x8' panels, one-quarter inch thick. Carries grooves in groups of five spanning an area 2 1/2" at 16" intervals. Grooves also serve as nailing locations and appear at joint lines.

► Masonite Corp., Dept. AB, 111 West Washington St., Chicago 2, Ill. Booth Nos. 30-31—Hilton.

Circle No. J108 on reply card, p. 114.

Roofing method is simplified

The "Hagerman 88" method is what Homasote calls its new roofing process. It covers a roof at the rate of 1/2 hour per square; it is adaptable to almost any structure with a 4" pitch or more; and it is fully weatherproof, even without painting. For extreme climates, a special design of roofing is available.

► The Homasote Company, Dept. AB, Fernwood Rd., P. O. Box 441, Trenton 3, N. J. Booth Nos. 23-24—Hilton.

Circle No. J109 on reply card, p. 114.

Office machine is functional

Automatic division, short-cut multiplication, high-speed addition and subtraction with automatic credit balance are features reported for this firm's latest office machine, the DX-94. Unit also records figures.

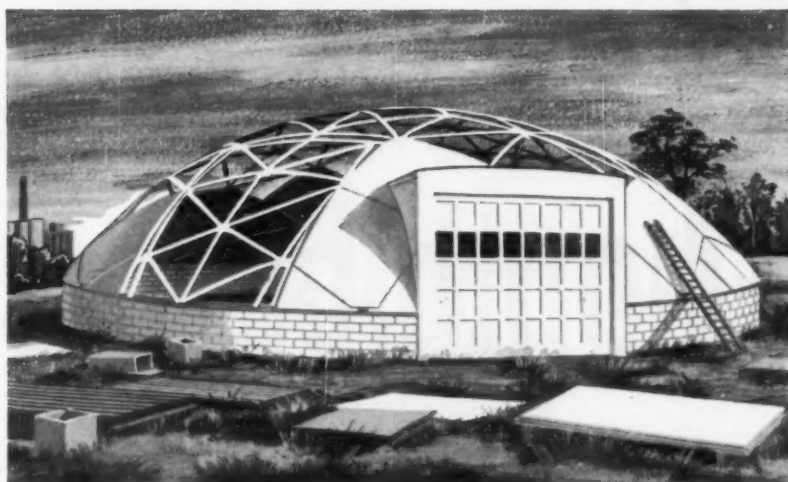
► Remington Rand Div., Sperry Rand Corp., Dept. AB, 315 Fourth Ave., New York, N. Y. Booth No. 369—Hilton.

Circle No. J110 on reply card, p. 114.

ANOTHER HOMASOTE FIRST

THIS IS A **DOMASOTE**

...a geodesic dome of Weatherproof Homasote



IT'S THE LOWEST-COST WEATHERPROOF STRUCTURE YET BUILT!

Number One Douglas Fir or Southern Pine 1 x 4's are bolted together in a series of triangles fastened to a base ring. Homasote panels are nailed to this triangulated frame, overlapping 6" at joints for a weather-tight structure.

As little as **50¢** per sq. ft.—**ERECTED!**
(Price does not include masonry wall.)



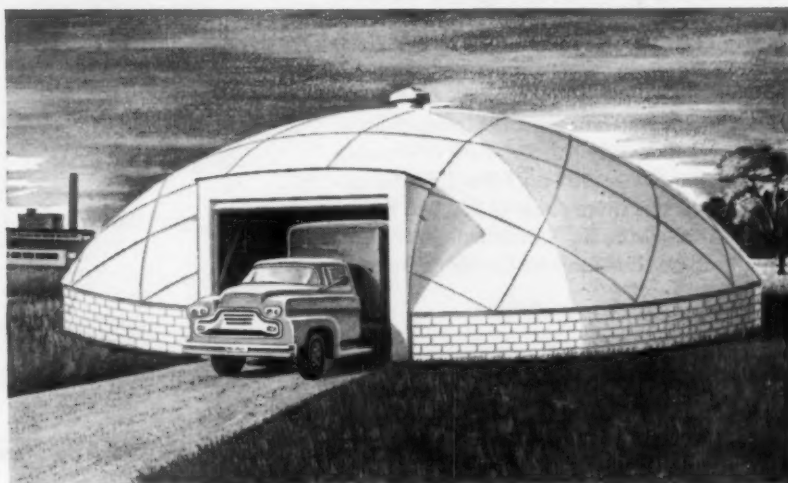
The Domasote here pictured has a center elevation above masonry wall of 14'-3 7/8" and a diameter of 55'-3". This means 2,397 sq. ft. of floor area and 34,448 cu. ft. inside above masonry wall. The addition of a 4' masonry wall adds 9,113 cu. ft.

Many of these structures are already in use, from Maine to Florida. Among the many profitable uses for the Domasote are:

- poultry houses
- farm buildings
- lumber storage
- machinery sheds
- shelters
- grain bins
- sawdust storage
- oil mud covers
- garages
- construction offices
- lumber kilns
- hangars
- camps
- roadside stands
- motels
- bathouses
- mess halls
- recreation centers
- factories
- barracks

The Domasote is licensed* to Homasote Company and is available as a package through lumber dealers. For full details, use the coupon today.

*Licensee to R. Buckminster Fuller—under proprietary rights, including U.S. Patent #2,682,235 and U.S. and Foreign Patents Pending.



Send me the following literature and/or specification data sheets:

- DOMASOTE HOMASOTE HANDBOOK
- HAGERMAN "88" ROOFING METHOD
- PANL-TILE (on 4' x 8' panels)
- GROOVED VERTICAL SIDING

Name.....

Address.....

City..... Zone..... State.....

A-5



HOMASOTE COMPANY

In the U.S., kindly address Trenton 3, New Jersey
In Canada: Toronto, Ont.—P. O. Box 35, Station K
Montreal, P.Q.—P.O. Box 20, Station N

Willard Woodrow,

(Aldon Construction Company)



"Today's home buyers

They watch Gas work its wonders on TV.

This is Julia Meade, one of the nation's outstanding sales personalities. Each week, on the award-winning "Playhouse 90" on CBS-TV, she appears in more than 13,000,000 homes with dramatic demonstrations of uses of modern Gas and Gas appliances.



TODAY'S HOME BUYERS KNOW GAS IS BEST...

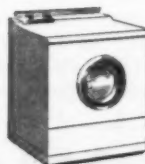
FOR COOKING. Today's Gas ranges are faster, cleaner, completely automatic, too.

FOR REFRIGERATION. Only a Gas refrigerator makes troublesome ice trays obsolete.

FOR HEATING WATER. Gas heats plenty of water plenty hot. Heats it faster—much more economically.

FOR DRYING CLOTHES. Nothing is safer than the quick, even, controlled heat of dependable Gas.

FOR HOME HEATING. No fuel deliveries when modern Gas is piped right into the home.



Be sure to see the A.G.A. exhibit of New Freedom* Gas Kitchen and Laundries

*leading California builder,
says:*

are sold on **GAS!**"

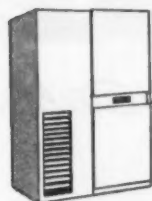


**They see its marvels
in magazines!**

These are just some of the magazines which each month carry interesting articles and informative advertisements describing the modernity, convenience and economy of Gas appliances—everything from ranges to air-conditioning and incineration.

AMERICAN GAS ASSOCIATION

FOR AIR-CONDITIONING.
Gas cools the entire house from a single unit—automatically.



FOR INCINERATION. Gas incinerators do away with the need for unpleasant garbage cans.



**LOOK AT THEM ALL—
AND YOU'LL INSTALL
GAS**



at the NAHB Convention in the Chicago Coliseum.

*Reg. A.G.A.

Cincinnati's "Best



This home, featuring Truscon Aluminum Casements, built by Warner-Kanter, Inc., located in Forest Park, the new planned community for 50,000 people adjacent to Cincinnati, won the Ohio Home Citation plaque, awarded as the "best home for the money" by the national publication, *The American Home*.

REPUBLIC



World's Widest Range of Standard Steels

N. A. H. B CONVENTION ... JANUARY 19-23 ... VISIT TRUSCON BOOTHS #5-6-7...

Home Buy For The Money" Features TRUSCON Aluminum Casements

They came—nearly 15,000 visitors the first day! They saw! They bought—12 homes the first day, 35 homes in ten days and were buying an average of 15 homes per week at last report.

That's the record of Warner-Kanter, Inc., home-builder winners of the 1957 *American Home* Ohio Home Citation "best home for the money" award. The citation home, located in Forest Park, the new planned community for 50,000 people adjacent to Cincinnati, features Truscon Aluminum Casements.

The results of this award can be summed up in three words—*plan*, *product*, and *price*. That sums up Truscon Aluminum Casements, too.

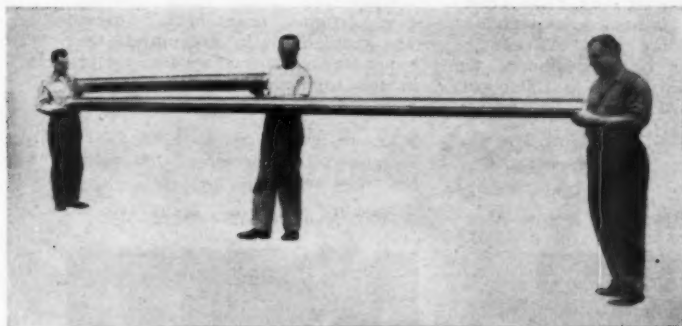
PLAN—Truscon Aluminum Casement beauty adds value and home-buyer appeal to any home plan. And they are

available without delay from 24 conveniently located warehouses to meet building plan schedules, too.

PRODUCT—precision engineered, manufactured to rigid specifications, carefully inspected. This is further assurance of top-quality product. That's why Truscon Aluminum casements are a hallmark everywhere of gracious living.

PRICE—all the advantages of years of Truscon manufacturing skill and experience keep original costs low. And care-free Truscon Aluminum Casements never stick, warp, sag—never need painting or costly maintenance.

If you plan to build 10 homes, 100 homes, or just one fine home for yourself, take a tip from Warner-Kanter, Inc. Call your Truscon representative and get the facts first hand. Or, mail the coupon below today!



ANOTHER BEST BUY! Republic House-Long Galvanized Steel Gutters are available in lengths up to 32-feet. They cut installation costs up to 50% by eliminating unnecessary cutting, measuring and soldering time. No seams to mar home beauty. Send for complete information today.



ANOTHER BEST BUY! Republic Steel Kitchens offer built-in beauty, convenience and features home-buyers want most. From organized storage, fire-safe steel ovens and surface ranges to custom-looking sink centers, there's a Republic cabinet to fill every kitchen need. On display, N.A.H.B. Convention, Booths 793 and 794, Coliseum.

STEEL

and Steel Products

HOTEL CONRAD HILTON, CHICAGO

JANUARY 1958

REPUBLIC STEEL CORPORATION

DEPT. C-4687

3128 EAST 45th STREET • CLEVELAND 27, OHIO

Please send information on the following Republic products:

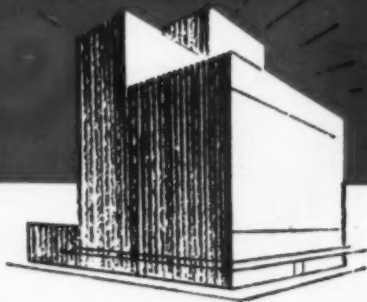
- Truscon Aluminum Casements Republic House-Long Gutters
 Republic Steel Kitchens

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____



1958 PRODUCT SHOW

On exhibit at the Sherman Hotel... these 1958 products

FOR MORE INFORMATION . . . REPLY CARD, P. 114

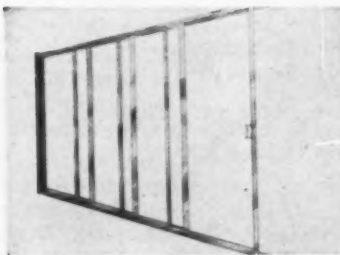


Unit weatherproofs outlet

Designed for a duplex outlet exposed to the elements, a new surface-mounted spring-door cover and box is now available. Easily installed, the box has two hinged covers; is of lacquer-finished aluminum.

▶ Pass & Seymour, Inc., Dept. AB, Solvay Station, Syracuse 9, N. Y. Booth No. 486—Sherman.

Circle No. J111 on reply card, p. 114.

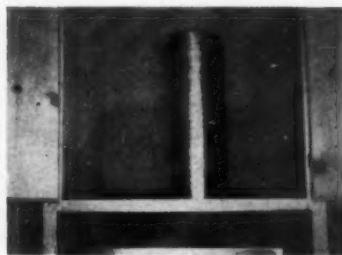


Door has many uses

The Senior Pocket door, fully weatherstripped, is fashioned for unlimited spans of sliding glass. All can be moved to an open position at the same time. From one to 100 panels can be recessed into the door's pocket.

▶ Sun Valley Industries, Dept. AB, 4528 West 51st St., Chicago 32, Ill. Booth No. 467—Sherman.

Circle No. J113 on reply card, p. 114.



Oven hood saves space

Kitchen-Aire oven hood catches grease, fumes from built-in oven. The ventilator is located outside the house leaving more space for storage in the cabinet. Ventilator also exhausts the range hood. Price: \$29.95.

▶ Stewart Industries, Inc., Dept. AB, 320 E. St. Joseph St., Indianapolis 2, Ind. Booth No. 490—Sherman.

Circle No. J115 on reply card, p. 114.

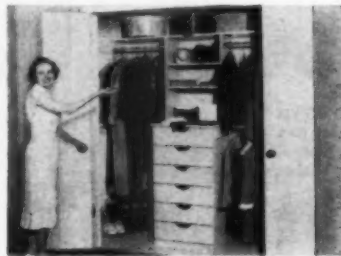


Window reduces heat

The "Twindow" is a double-glazed insulated window made of Solargray plate glass. Developed for sunny elevations where glare reduction and heat exclusion are desirable. Available, in metal edge, up to 50 sq. ft.

▶ Pittsburgh Plate Glass Co., Dept. AB, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa. Booth No. 427—Sherman.

Circle No. J112 on reply card, p. 114.

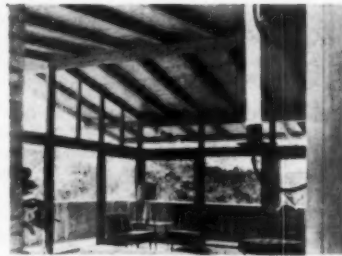


Folding doors open wide

Ready Hung Door Bi-Fold units open all the way. Doors are hung on full-mortise hinges. A spring makes folding automatic, and holds the doors open or closed. Ideal for clothes closets or room dividers.

▶ Ready Hung Door Corp., Dept. AB, Neil P. Anderson Bldg., Fort Worth 2, Tex. Booth Nos. 533-534—Sherman.

Circle No. J114 on reply card, p. 114.

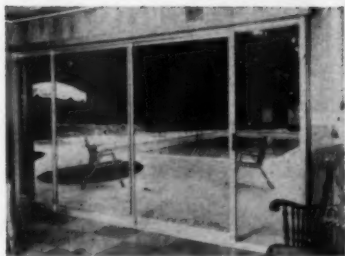


Pine has greater strength

Glued laminated Southern Pine beams and roof decking create great dimension. Here exemplify Japanese tradition. Beams are available solid, laminated and built-up. Framing grades also used for roof decking.

▶ Southern Pine Assn., Dept. AB, P. O. Box 1170, New Orleans 4, La. Booth Nos. 543-544—Sherman.

Circle No. J116 on reply card, p. 114.



New doors are added

Shower Door has added a fixed slider series to its Vue-Lume rolling glass doors. Available in three models; standard heights and 24 widths. Company also has new Permalume folding-glass door for the small bath.

▶ Shower Door Co. of America, Dept. AB, 1 Permalume Place, N. W., Atlanta 18, Ga. Booth Nos. 456-458—Sherman.

Circle No. J117 on reply card, p. 114.

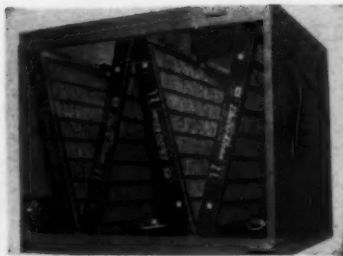


Electric unit heats fast

Because of the thin-tube heating elements (called Thermo-Jet) which are built into this line of electric cooking tops and console ranges, response to changes in temperature settings is extra fast.

▶ Thermador Electrical Mfg. Co., Dept. AB, 5119 District Blvd., Los Angeles, Cal. Booth No. 444—Sherman.

Circle No. J120 on reply card, p. 114.



Keeps air cleaner

Completely revised this year is the Electro-Klean Air Filter. It is easily adaptable to heating and air conditioning systems that require no water or drain connections. Available in many sizes.

▶ American Air Filter Co., Inc., Dept. AB, 215 Central Ave., Louisville 8, Ky. Booth No. 500—Sherman.

Circle No. J123 on reply card, p. 114.



Roof slab fills 4 needs

Acoustical Roof Slab is roof sheathing combining four materials in one. It's a rigid roof deck, an acoustical and sound absorbing material, has an attractive interior finish, and provides thermal insulation.

▶ Simpson Logging Company, Attn. Thayne Jangeward, Dept. AB, Shelton, Washington. Booth No. 448—Sherman.

Circle No. J118 on reply card, p. 114.



Ventilates built-in oven

Heat, odors and greasy fumes are removed by this firm's new oven fan when milady opens her oven door. Two hood styles are available in standard lengths of 24", 27", 33" and 45". Completely wired.

▶ Trade-Wind Motorfans, Inc., Dept. AB, 7755 Paramount Blvd., Rivera, Cal. Booth No. 449—Sherman.

Circle No. J121 on reply card, p. 114.

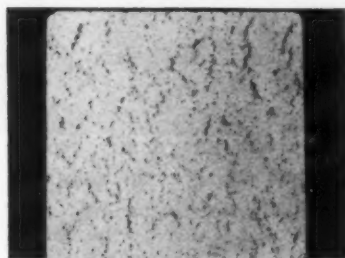


Hardware hides a shelf

Two-level locking and simplified installation distinguish the new Hide-A-Shelf hardware. Unit locks at counter height, will raise and lower 6 to 30 lbs. smoothly. Keeps small appliances hidden.

▶ Amercor Corp., Dept. AB, 4000 Auburn St., Rockford, Illinois. Booth Nos. 506-507—Sherman.

Circle No. J124 on reply card, p. 114.



Acoustics of mineral tile

One of several new acoustical ceiling tiles by this firm is fissured mineral wool unit, called Styltone. Available in 12x12" and 12x24"; 3/4" thick. It is non-combustible; has N.C.R. range to 85%.

▶ Baldwin-Hill Co., Dept. AB, 500 Breunig Ave., Trenton 2, N. J. Booth No. 593—Sherman.

Circle No. J119 on reply card, p. 114.

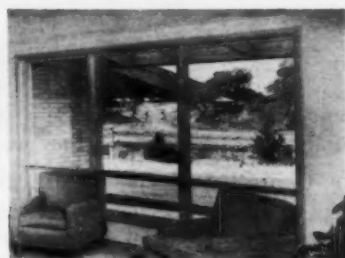


Enclosures are rust-proof

New Supreme bath tub enclosures and shower doors are easy-sliding, rust-proof and fit in with any bathroom decor. They are available in opaque glass, both plain and with several designs.

▶ Anoroc Products Inc., Dept. AB, 97-11 Northern Blvd., Corona 68, N. Y. Booth No. 591—Sherman.

Circle No. J122 on reply card, p. 114.



Slim sash adds beauty

The beauty of slim wood frames and sash, plus low cost and complete factory assembly and packaging are quality features of the new Beauty-Line window unit. In seven sizes; two widths, four heights.

▶ Andersen Corp., Attn. H. Mattlin, Dept. AB, Bayport, Minn. Booth Nos. 571-574—Sherman.

Circle No. J125 on reply card, p. 114.



Mr. Scholz (left) at the site of one of his nationally distributed "Mark 58" prefabricated homes with Ken Sprengel of the Telephone Company

"Concealed telephone wiring adds sales appeal to our homes"

—says Mr. Don Scholz, of Scholz Homes Incorporated, Toledo, Ohio

"I compare selling new homes with selling new cars," says Mr. Scholz. "New homes have to be more attractive and more modern than what the public has had before, or they won't sell.

"Concealed telephone wiring is a feature that helps give prefabricated homes such as we manufacture the added sales appeal that attracts buyers. We merchandise it with the many other modern conveniences we offer. It's a valuable sales aid, and we take full advantage of it as such."

Mr. Scholz began manufacturing prefabricated homes in 1953, and last year sold 1500 units at an average completed sales price of \$30,000 each.

This year Mr. Scholz's "Mark 58" home will be nationally advertised and distributed. In today's competitive market, Mr. Scholz, like many other trend-minded builders across the country, recognizes concealed telephone wiring as an indispensable modern sales feature.

* * *

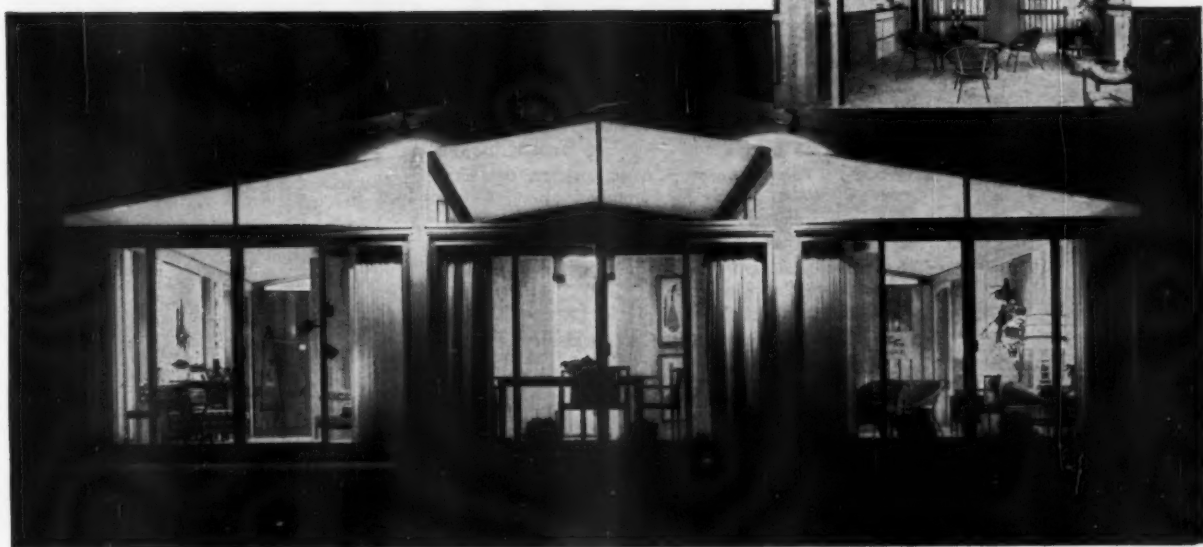
Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

Working together to bring people together . . . **BELL TELEPHONE SYSTEM**





Care-free home by **ALCOA**
Lighting by **virden**



From Alcoa comes a new concept in home lighting . . . soft, even illumination to accent the spacious beauty of the rooms plus adequate glare-free lighting for every seeing task.

Virden fixtures gain this effect in the Cleveland, Ohio model of Alcoa's Care-free home. Thirty-six aluminum louvered high hats light-decorate the sleeping and living areas.

Virden fluorescent strip, shielded with corrugated plastic, provides the brightness needed in the kitchen and baths. And to heighten the outside beauty of the home, twenty-two Virden aluminum bullets floodlight the blue and yellow aluminum panels.

Whether you build homes, install fixtures or help the public select them, well-planned lighting can be your most profitable selling tool. John C. Virden Co., Dept. AB, 6103 Longfellow Avenue, Cleveland 3, Ohio.



virden

Member American Home Lighting Institute



SYMONS FORMS keep jobs moving on a time saving schedule

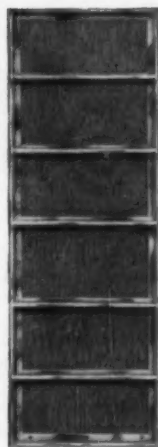


There are four principal reasons for the high acceptance of Symons Forms in the home and light construction market.

1. They can be quickly and easily set-up and stripped
2. Wood-Ply Forms have often lasted for more than 200 uses . . . frames of Mag-Ply Forms will last indefinitely
3. Forms can be used on any type of general construction . . . they are not confined to a single type of application
4. Symons engineers and field representatives can help you with any forming problem

← "CHAMP"—Inexpensive Wood-Ply Form

Here is an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Designed primarily for light commercial and residential construction, it is equally satisfactory for high pours where strength and durability are "musts."



"MAG-PLY"—Hi-First Cost, Lo-Per-Use Cost →

Initial cost of this lightweight form is high. However, the many reuses possible makes the cost per use exceedingly low. Form averages only 3 pounds per square foot. Frame of extruded, rust-proof magnesium completely encases the plywood face. 2½" wide frame reduces loading and storage space.

Symons Forms can be rented with purchase option
Complete details on Symons Forms available upon request

 **Symons** CLAMP AND MFG. CO.

4261 Diversey Avenue • Dept. A-8 • Chicago 39, Illinois

PRODUCT SHOW: SHERMAN



Insulation kit aids sales

Balsam-Wool insulation kit, designed to aid sales, features actual wall cross-section showing liner, flange application and double air space. Other products and sales points highlighted at Wood Conversion Booth.

▶ Wood Conversion Co., Dept. AB, First Nat'l Bank Bldg., St. Paul 1, Minn. Booth Nos. 550-551—Sherman.

Circle No. J126 on reply card, p. 114.



How to use redwood siding

Architect John Grace has used rough-face, or resawn, redwood siding here in board-and-batten style. Though used primarily on exteriors, it is growing increasingly popular to provide indoor surface variations.

▶ California Redwood Association, Dept. AB, 576 Sacramento St., San Francisco, Cal. Booth No. 577—Sherman.

Circle No. J127 on reply card, p. 114.

Cuts tile-setting time

A new mortar additive that can cut the time, effort and costs of a quality ceramic installation has been developed by this association. The product is now marketed with cement or as an additive.

▶ Tile Council of America, Inc., Dept. AB, 800 Second Ave., New York 17, N. Y. Booth Nos. 450-451—Sherman.

Circle No. J128 on reply card, p. 114.

For Roofing Accessories...

Weathersealing

use complaint-free Follansbee Terne

Here's Why Your Buyers Will Be Happier with Follansbee Terne

TERNE FORMS A PERFECT BOND WITH PAINT

(Just think, your buyer will not have to look at peeling and scaling paint . . . and he needn't paint as often either!)

Terne's lead coating is perfect for painting. It can and should be painted as soon as it is installed. No special surface preparation or primer needed.

TERNE FORMS A PERFECT SOLDERED JOINT

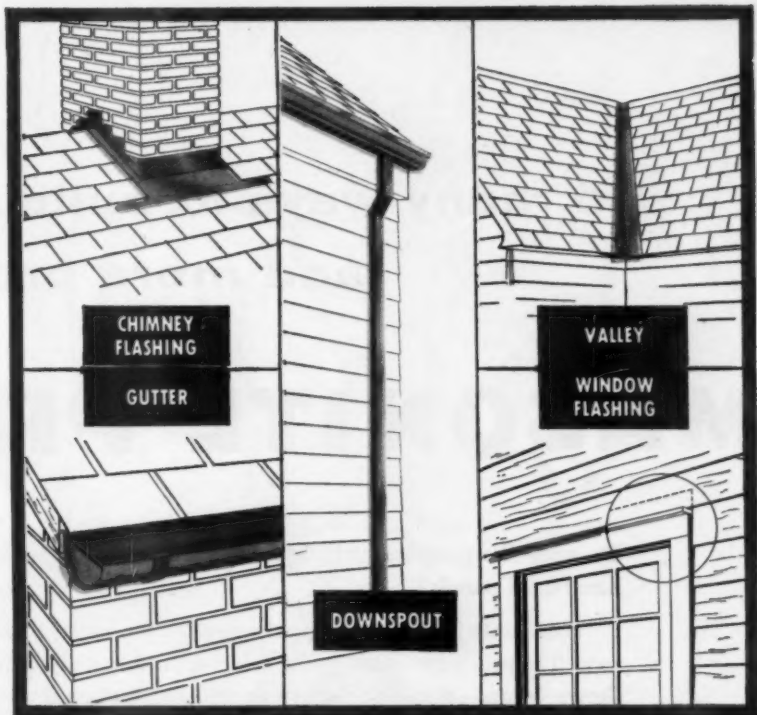
(He'll never have trouble with leaks around his chimney, windows or in drainage areas!)

The lead in Terne's coating is a natural partner for solder.

WITH TERNE, EXPANSION JOINTS ARE USUALLY NOT NECESSARY

(What a blessing for the buyer. He'll never have loose or leaking gutters!)

Terne expands and contracts less than other roofing metals and therefore can be installed in greater lengths before expansion joints are necessary. This saves installation costs.



TERNE LASTS A LIFETIME

(He'll not be faced with the costly job of replacing any of his roofing accessory or weathersealing metal!)

Terne has proof of its long life. Many installations are in service after 100 years.

Ask your roofing and sheet metal man. He can show you why Follansbee Terne is a better buy for you and—for that important man, your buyer.



IF YOU'RE GOING TO THE SHOW (the NAHB Show, that is.) Stop in and visit with us. We'll be in Booth 730, the Coliseum.



FOLLANSBEE

STEEL CORPORATION

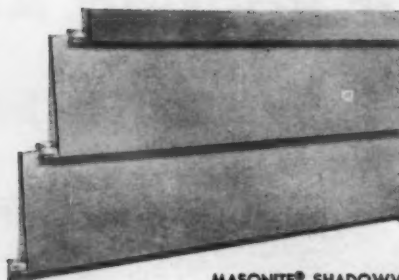
FOLLANSBEE, WEST VIRGINIA

Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils

Sales Offices in Principal Cities

MASONITE

Makes the News



MASONITE® SHADOWVENT®
an innovation in lap siding

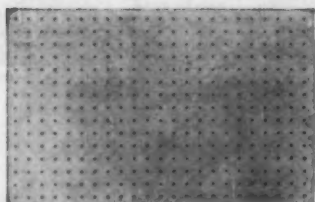
**So many ways to build better
and more profitably with**

MASONITE PRODUCTS

Do you, like progressive builders everywhere, look to Masonite for the newest in hardboard panels?

Masonite is really making the news—two ways! First, with panels that protect as well as beautify—such as the exterior products above. And second, with panels—shown below—that add beauty as well as functional utility to a home.

But the most important advantage for you is that Masonite panels add quality and value to your houses, and cut construction costs. Send for the 1958 copy of our "Guide for Builders," along with news about the newest Masonite products. Masonite Corporation, Dept. AB-1, Box 777, Chicago 90, Ill.



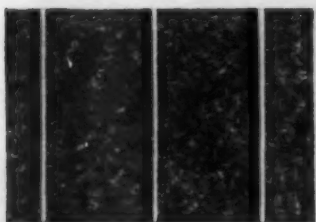
MASONITE PEG-BOARD®
panels and fixtures...decorative and practical.



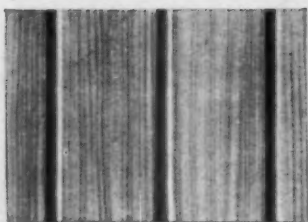
SEADRIFT®
embossed and grooved surface in random plank pattern



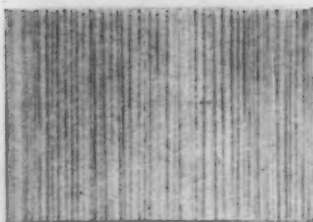
and now, ROYALCOTE MISTY WALNUT
decorative grooves and wood-grain finish.
(Available at present east of the Rockies only.)



PANELGROOVE®
for a continuous vertical pattern.



RIDGEGROOVE®
handsome from a distance or close up.



RIDGELINE®
comb-textured surface, effective with buttons.



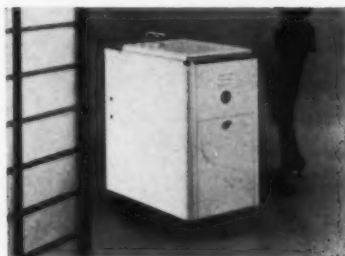
— and these time-tested Masonite panels
are still making building news:

- * **TEMPERED PRESWOOD®** all-purpose interior and exterior panel.
- * **STANDARD PRESWOOD®** the original Masonite panel product.
- * **PANELWOOD®** for ceilings, walls, protected exteriors.
- * **DUOLUX®** smooth on both sides of the panel.
- * **UNDERLAYMENT** makes floor coverings last longer.
- * **TEMPRTILE®** scored in 4" squares; for bath, laundry, etc.
- * **LEATHERWOOD®** surface resembles Spanish-grain leather.



©Masonite Corporation—manufacturer of quality panel products.

1958 PRODUCT SHOW: AT THE SHERMAN



This tub resists wear

Said to be impervious to soaps, detergents, mild acids and drain solvents, a 21 gal. capacity Fiberglas laundry tub has been introduced by this company. The unit features a removable overflow tube.

▶ Wessels Co., Dept. AB, 1624 East Euclid Avenue, Detroit 11, Michigan. Booth No. 407—Sherman.

Circle No. J129 on reply card, p. 114.



Cooks indoors or out

Majestic's new charcoal grill unit, "Char-Grill", while primarily intended to be built into cabinets or counter tops, can also be used in other indoor or outdoor installations, as well as a portable grill.

▶ The Majestic Co., Inc., Dept. AB, 245 Erie St., Huntington, Ind. Booth Nos. 436-438—Sherman.

Circle No. J132 on reply card, p. 114.

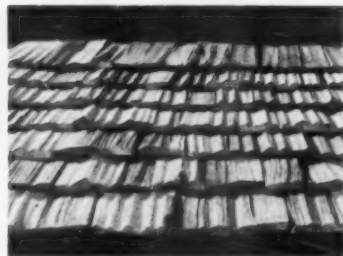


Air leakage cut to minimum

New design weather-stripping in new style sliding wood window unit is said to reduce air leakage to a minimum, giving extreme weathertightness. "Style-Trend" units come in all popular sizes, in durable pine.

▶ Curtis Companies Inc., Attn. E. J. Welsh, Dept. AB, Clinton, Iowa. Booth Nos. 581-583—Sherman.

Circle No. J135 on reply card, p. 114.



Shakes give good runoff

Typical courses of handsplit Red Cedar shakes show rough, irregular lines of natural wood. Cedar's roughness is said to give good run-off and circulation. Shakes fit any style of architecture.

▶ Red Cedar Shingle Bureau, Dept. AB, 5510 White Bldg., Seattle, Wash. Booth Nos. 536-537—Sherman.

Circle No. J130 on reply card, p. 114.



Heat pump saves space

Small Heat Pump Weathermaker can be located in basement, crawl space or top of closet or suspended from ceiling of commercial establishments. Tamperproof unit (L.) has coil to extract or discharge heat.

▶ Carrier Corp., Dept. AB, 300 S. Geddes St., Syracuse, N. Y. Booth Nos. 401-403—Sherman.

Circle No. J133 on reply card, p. 114.



Installs over concrete, wood

"BondWood" is a parquet designed for installation over concrete or wood using new Adhesive Mark 10. Units are held intact with facepaper which is removed during installation. In oak, maple and walnut.

▶ Harris Manufacturing Co., Dept. AB, P.O. Box 300, Johnson City, Tenn. Booth No. 549—Sherman.

Circle No. J136 on reply card, p. 114.

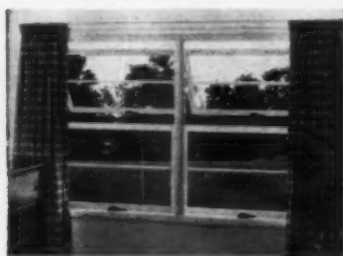


Detergent can be measured

Two new features of the Kitchen Aid dishwasher are a cup which accurately measures detergents and a timed spray cycle which clears plumbing line of water that is below the recommended wash temperature.

▶ Kitchen Aid Div., Hobart Mfg. Co., Dept. AB, Troy, Ohio. Booth Nos. 446-447—Sherman.

Circle No. J131 on reply card, p. 114.



Windows can be combined

Town and Country wood awning window has appearance of double-hung window. It can be combined, side by side, for twin or triple installations, to achieve picture window effect. Made of Ponderosa Pine.

▶ Malta Mfg. Company, Dept. AB, P.O. Box 506, Athens, Ohio. Booth Nos. 569-570—Sherman.

Circle No. J134 on reply card, p. 114.



All-new casement available

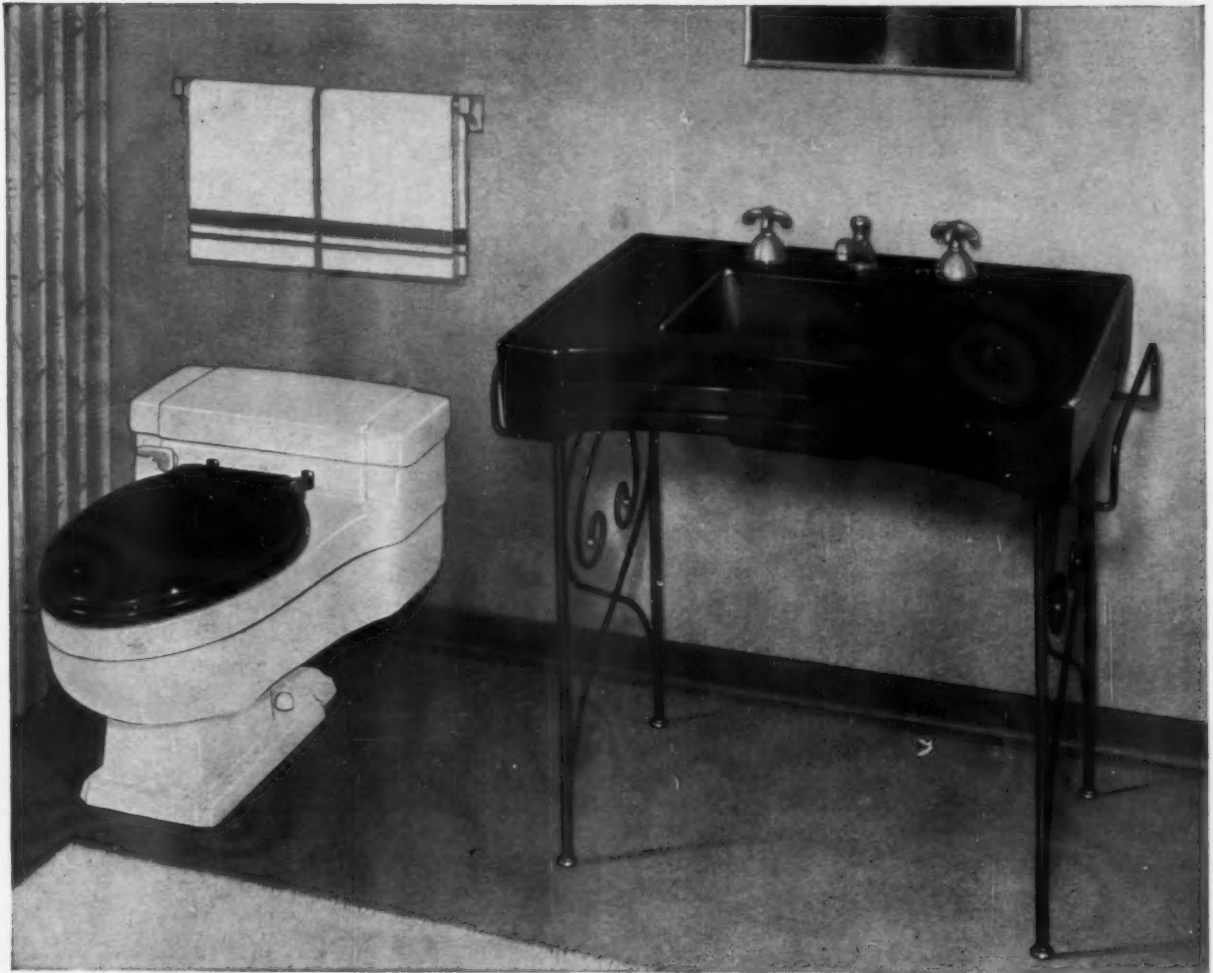
Bilt-Well's new casement has double weatherstripping; a new, fully concealed, sliding-type hinge which attaches directly to the frame. New locking handle partially pushes window open when unlocked.

▶ Carr, Adams & Collier Co., Dept. AB, 11th & Jackson Sts., Dubuque, Iowa. Booth Nos. 558-560—Sherman.

Circle No. J137 on reply card, p. 114.

Right Combination

FOR SALE AFTER SALE!



PRODUCED IN 41 DECORATOR COLORS PLUS SPARKLING BLACK AND WHITE

Here is the most wanted, therefore most *profitable* bathroom fixture combination you can offer. The industry's first Concave Lavatory* plus the famous Case Non-Overflow One-piece** Water Closet with the whispering flush.

The Case Wellington*** 300 Lavatory is the most wanted because it's the first *really comfortable* lavatory ever made for men and women. Gracefully curved for comfort and unusual beauty. Extra-spacious, wide, flat deck. Shown with art-designed wrought iron legs and towel bars all in one piece.

Legs supplied in decorator colors and sparkling black and gold. You already know the Case One-Piece Water Closet and its customer-winning features like non-overflow bowl; safeguarding anti-syphon ballcock; pressurized cleansing rim flush; large water area; healthful seat height; time tested, with streamlined design in 41 colors and black and white. Ask your Case wholesaler or distributor or write:

by **Case**

*Available with Wrought Iron or Chrome Legs

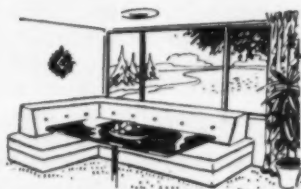
**Patented

***Patent Pending

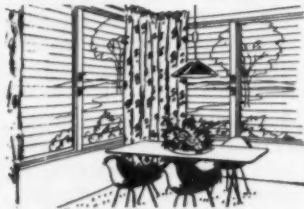
CASE MANUFACTURING CORPORATION

33 MAIN STREET, BUFFALO 3, NEW YORK

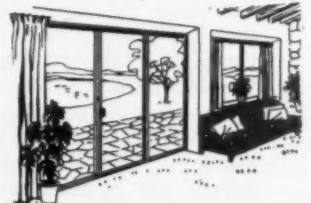
The Trend is to **Larger**



Picture Slide—full vision plus free flow of air.



Jalousie windows for porches and breezeways.



Sliding Glass Doors open a room to the garden.

Glass Areas

with Modern Aluminum windows • doors • jalousies

by *Fleetlite* 
AMERICA'S Finest WINDOW®

YOUR PROBLEM is to offer homes with large glass areas and still assure the buyer of reasonable prices, low heating costs, minimum maintenance and complete weather protection.

YOUR SOLUTION is to install modern Fleetlite aluminum windows, sliding glass doors and jalousies.

Fleetlite windows—a prime sash, storm sash and screen in a single frame—cost no more than other combinations including storm sash and screen. This double sash design offers a “blanket of air” insulation for reduced heating costs and actual double protection in any weather. Furthermore, Fleetlite means less maintenance for the home owner—aluminum extrusions require no painting, cannot bind or stick . . . vinyl plastic replaces putty . . . and self-storing storm sash and screen need not be changed with the seasons.

Fleetlite top-hung sliding glass doors are engineered especially for northern weather. Exterior doors feature double weatherstripping and a double “water barrier” threshold to stop even driving rain and melting snow.

For interior or wall pocket doors where weather is no problem a conventional flat sill is available.

Fleetlite jalousie windows and doors are used in kitchens, breezeways and enclosed porches where full vision and a free flow of air is very desirable.

Your homes, whether conventional or contemporary, will sell faster with Fleetlite windows and sliding glass doors because Fleetlite products are pre-sold by national advertising in the SATURDAY EVENING POST, LIVING, HOUSE BEAUTIFUL, BETTER HOMES & GARDENS, HOUSE AND GARDEN'S BOOK OF BUILDING, HOMES GUIDE, and TODAY'S HOME.

For complete information, mail the handy coupon today.

FLEET OF AMERICA, INC., DEPT. AB-18, 2015 WALDEN AVE., BUFFALO 25, N. Y.



Sliding windows are lower in cost.



Double hung windows for ventilation.

Fleetlite Windows are recommended by home planning experts in . . .

SHOW-HOUSE

appearing in
Saturday Evening Post
and Living.

FLEET OF AMERICA, INC.
Dept. AB-18, 2015 Walden Ave.
Buffalo 25, N. Y.

Please Send:

- Fleetlite Builders File of Literature.
 Have Your Representative call on us.

NAME _____

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NOW- a NEW and LARGER *Majestic* Thulman Fireplace



the factory-made unit that
builds in without masonry!

36" Opening Width

The same Majestic-Quality fireplace and chimney as before but now a full six inches wider—ample width for rooms of any size, for floor-level or raised-hearth installations. U/L approved! Thulman 30" fireplace also available with these same new features.

New Built-in Screen

Attractive sliding screen adds beauty and safety to the fireplace but adds nothing to the cost of installation since it is built-in at the factory.

New "Easy-Trim" Method

New attractive trim is assembled at the factory into three pieces, applied in minutes on the job by fastening to the fireplace face. No mortar, no mixing . . . just apply mastic and press into place. Surround material of your choice, of course, can be used instead.



remember . . .

**Thulman
means
more
fireplace
for your
money!**

Write today for full details

The **Majestic** Co., Inc.
433 Erie St., Huntington, Indiana

1958 PRODUCT SHOW: AT THE SHERMAN



Cover keeps fingers out

Custom "304" food disposer grinds waste quickly and quietly and sends it down drain. Has one-piece Lok-Top cover to keep fingers out, waste in. Fits any sink, either side of double-bowl. One-man installation job is all that's required for unit.

▶ National Rubber Machinery Co., Dept. AB, 47 W. Exchange St., Akron 8, Ohio. Booth Nos. 554-555—Sherman.

Circle No. J138 on reply card, p. 114.



Smooth action for hardware

New bi-folding door hardware (#2987) is smooth actioned and quiet. Nylon pivots and guides prevent metal-to-metal contact. The hardware can be adjusted horizontally and vertically for alignment with jamb and header.

▶ Stanley Hardware Div., The Stanley Works, Dept. AB, Lake St., New Britain, Conn. Booth Nos. 439-443—Sherman.

Circle No. J140 on reply card, p. 114.

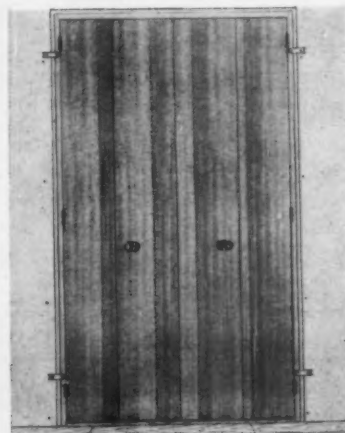


Door hardware concealed

Quick and invisible installation is a feature of the new Acme concealed fold-aside door hardware. Shown above is a typical wardrobe installation showing clear threshold and full unhampered access to closet. Installation method also saves on room space.

▶ Acme Appliance Mfg. Co., Dept. AB, 200 E. Railroad Ave., Monrovia, Cal. Booth No. 462—Sherman.

Circle No. J139 on reply card, p. 114.



Closet front is assembled

The new Precision "Money-Saver" closet front comes assembled and braced. It features strong folding doors with heavy butt type hinges. Is easily operated without pulleys or wheels. Available in two standard sizes. Especially designed for quick and easy installation.

▶ Precision Parts Corp., Dept. AB, 400 North First St., Nashville 7, Tenn. Booth Nos. 514-515—Sherman.

Circle No. J141 on reply card, p. 114.



Your Customers can now have VAMPCO ALUMINUM WINDOWS

... IN THEIR HOMES ... AT THE PRICE OF ORDINARY ALUMINUM WINDOWS

The famous Vampco line of Aluminum Windows, widely used in industrial and institutional building, is now available to you for residential installation.

The same sturdy aluminum window construction that has resulted in the selection of Vampco Windows for over 11,000 schools and numerous office and monumental buildings, will make Vampco the preferred aluminum windows for your customers' homes.

Aluminum Awning Windows, Vampco's famous Projected Windows, Champion Casements, Glass Block Ventilators and Basement Windows will give any home a quality look.

Vampco Aluminum Windows save users' time, money and inconvenience. They are easily installed, will not rot or rust, require no maintenance and provide a reliable lifetime window of exceptional beauty. Screens and storm sash are available at any time. Basement Window Bucks are also available for poured concrete and masonry walls.

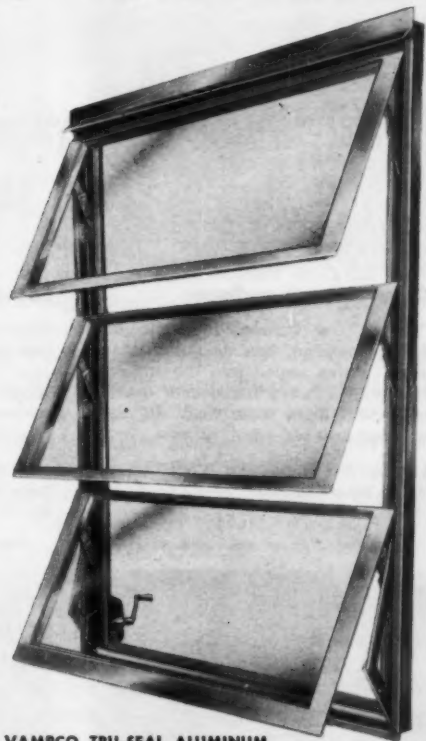
An investment in Vampco Aluminum Windows is sound business!

VAMPCO Champion Casements exceed Aluminum Window Manufacturers' test C-A1.

VAMPCO Awning Windows exceed Aluminum Window Manufacturers' tests A-A1 & A-A2.

VAMPCO Projected Windows exceed Aluminum Window Manufacturers' tests P-A1 & P-A2.

THESE VAMPCOS are approved by F. H. A.



VAMPCO TRU-SEAL ALUMINUM
AWNING WINDOW

VALLEY METAL PRODUCTS CO.

PLAINWELL, MICHIGAN

SUBSIDIARY OF

MUELLER BRASS CO.

PORT HURON, MICHIGAN



See Complete File in Your
Current Sweet's Catalog

VAMPCO

A NAME THAT MEANS THE
VERY FINEST IN LIFELONG ALUMINUM WINDOWS

VALLEY METAL PRODUCTS COMPANY DEPT. AB-18
PLAINWELL, MICHIGAN

- Please send me 12-page Catalog describing VAMPCO Light Construction and Residential aluminum windows.
- I am interested in a distributorship of Vampco Light Construction and Residential aluminum windows.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

1958 PRODUCT SHOW: AT THE SHERMAN

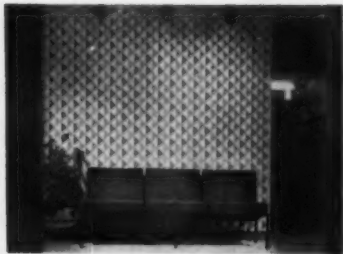


Awnings get new push-bar

A new push-bar operated unit has been added to Crestline awning window line. Attached to the sash, the window opens to a 65 degree angle. It can be easily removed for ventilation; comes with aluminum screen.

▶ The Silcrest Company, Dept. AB, 100 Thomas St., Wausau, Wisconsin. Booth Nos. 526-528—Sherman.

Circle No. J142 on reply card, p. 114.



Modern tile goes "ancient"

Taking its cue from the Byzantine period, a new ceramic tile design has been developed in seven "earth" colors. Shaped in diamonds, squares and diagonal halves of squares to make infinite variety of patterns.

▶ The Mosaic Tile Company, Department AB, Zanesville, Ohio. Booth No. 431—Sherman.

Circle No. J145 on reply card, p. 114.

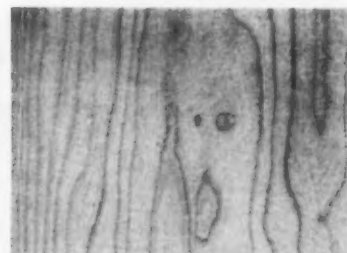


Disposer works silently

Said to chew up food waste and leftovers without making noise, the new Shred-All food waste disposer produced by this firm is now available. Price: About \$60. It represents the latest addition to the company's line.

▶ W. T. Hedlund Co., Dept. AB, 4600 W. Washington Blvd., Los Angeles 16, Cal. Booth No. 491—Sherman.

Circle No. J148 on reply card, p. 114.

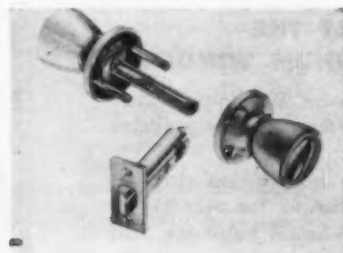


Covers many surfaces

"Farlite", a laminated plastic surfacing material, has its patterns and wood grains sealed into the top surface with a heavy translucent overlay to protect them from wear. In regular and smoker-proof grades.

▶ Farley & Loetscher Mfg. Co., Dept. AB, 7th & White, Dubuque, Iowa, Booth Nos. 579-580—Sherman.

Circle No. J143 on reply card, p. 114.

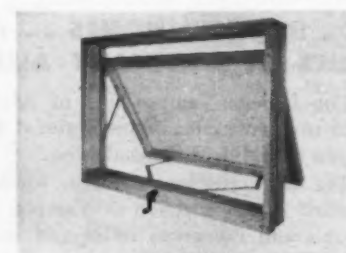


Locksets are redesigned

The "400" line of residential locksets has been redesigned by Kwikset to give improved performance, increased security and easier installation. Innovations include steel housings and a steel half-round spindle.

▶ Kwikset Locks, Inc., Dept. AB, 516 E. Santa Ann St., Anaheim, Cal. Booth Nos. 463-466—Sherman.

Circle No. J146 on reply card, p. 114.



Windows factory-primed

In what is said to be a "first" in the window industry, Modenaire has introduced a factory-primed wood awning type window. An optional feature, the prime coat produces sizeable savings in time and labor.

▶ Modenaire Corporation, Dept. AB, 8400 Kinsman Rd., Cleveland 4, Ohio. Booth No. 485—Sherman.

Circle No. J149 on reply card, p. 114.



Floor plastic design added

Made in 6' widths and in tile form, Gold Seal Nairon "Berylstone" is offered in six colors—charcoal, white, light gray, beige, mocha and wood-tone. Each pattern has two different flakes in two different sizes.

▶ Congaleum-Nairn Inc., Dept. AB, 195 Belgrave Dr., Kearny, N. J. Booth Nos. 420-421—Sherman.

Circle No. J144 on reply card, p. 114.



Panel bath from one kit

A complete, compact package of plastic panels and all mouldings for surfacing the three walls of a standard 5' recessed bathtub is available. Each marble-like panel is 5' x 5', comes three in a package.

▶ Consoweld Corp., Dept. AB, 700 Hoover St., Wisconsin Rapids, Wisc. Booth No. 487—Sherman.

Circle No. J147 on reply card, p. 114.



Tough-finish flooring

A finish both highly lustrous and resistant to heat, cold, water and normal household liquids is a feature of this hardwood block flooring. Called Diamond Lustre, the finish makes for longer wear.

▶ Wood-Mosaic Corp., Parkay Div., Dept. AB, 5000 Crittenden Dr., Louisville, Ky. Booth Nos. 474-475—Sherman.

Circle No. J150 on reply card, p. 114.



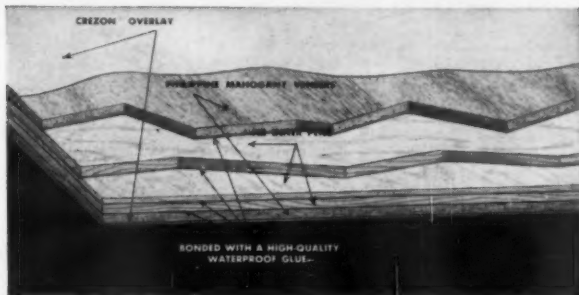
Building News

UNITED STATES PLYWOOD CORPORATION

New plywood makes Pine "Planking" easy

The effect of clear pine planking—widely used for Early American interiors—is now easier than ever to achieve with new Weldwood Old Craftsman Pine Paneling. It's genuine clear pine in big easily installed plywood panels that are grooved to look like real planks.

Two joint patterns—*Cape Cod*, traditional butterfly joint; and *Plank*, deep, broad V-groove—afford attractive seam treatments. The 4' x 8' panels let you overcome: 1. cost and wasted time in selecting and installing planks; 2. waste due to splits, cut-offs, and warpage; and 3. shortage of satisfactory clear pine planks. Painted, stained, or "natural," indoors or out, Old Craftsman Pine Paneling gives builders all the clean-working advantages of clear pine lumber *plus* the added strength and installing ease of big plywood panels.

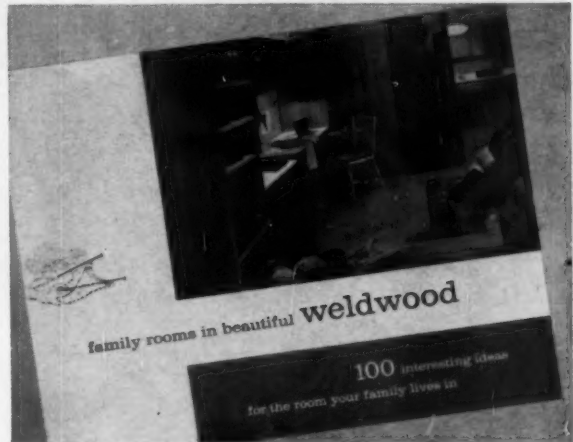


New type of Duraply announced for critically smooth requirements

In addition to its standard Weldwood Duraply®—the Crezon-overlaid fir plywood that eliminates sanding and undercoating and cuts painting time and costs—United States Plywood Corporation now produces Weldwood Duraply with Philippine mahogany face plies under the overlay. This new Duraply is recommended where smoothness and freedom from photographing are essential.

In both fir and Philippine mahogany Duraply, the Crezon overlay—a phenolic resin-cellulose fiber "skin" bonded to one or both sides of the plywood under heat and pressure—holds the wood fibers firmly and helps to prevent checking. And because of the overlay, the moisture absorption rate of Duraply is about one-third that of ordinary plywood.

Versatile Duraply can be used for both interior and exterior applications: house siding and trim, partitions, cabinets, built-ins, as well as a host of manufactured products. Duraply is readily available in stock sizes of 4' x 8', 4' x 9', and 4' x 10' panels in five thicknesses from 5/16" to 3/4". Special sizes and constructions on order.



New Family Room Booklet has 100 appealing ideas

A family room in today's home presents a wonderful opportunity for an imaginative builder to catch buyers' attention and interest—provided the room is designed with the homeowner's needs in mind.

Weldwood's new idea booklet gives a bright, fresh approach to good family room design. Beautiful, full-color photographs illustrate the many ways you can use Weldwood Paneling to give durable luxury to your family rooms. The book also shows you novel stairway treatments, designs for built-ins and bookcases, and suggests ways to get tasteful color and texture balancing of floor, wall, ceiling, and furniture coverings.

The book suggests how to take advantage of all available space with rooms designed around lifetime guaranteed Weldwood Paneling. Easy to install, easy to maintain, and beautiful to look at, Weldwood Paneling adds extra value, extra sales appeal to any home. Send for your free copy of the Weldwood Family Room booklet.

READER SERVICE COUPON

United States Plywood Corporation
55 West 44th Street, New York 36, N. Y. AB1-58

Please send me the following:

- "Family Rooms in Beautiful Weldwood, 100 Interesting Ideas For The Room Your Family Lives In."
- The 48-page Weldwood Catalog.

NAME.....

COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

PLUS VALUES that change "Eyers" into "Buyers"



Quickest way to convert prospects into satisfied buyers is to show them more value for their money. It's easy when you feature nationally-known, quality products like ALWINTITE aluminum windows and ALWINTITE sliding glass doors. Well designed and precision-made, they offer many PLUS VALUES that give your houses more sell, save you time and trouble and eliminate costly service call-backs. For instance, ALWINTITE sliding windows feature flash welded corner joints for extra strength, clean attractive finish and permanent weathertightness. For the complete story see your local ALWINTITE distributor, or write us direct.

ALWINTITE
by **GENERAL BRONZE**
GARDEN CITY, N.Y.

DRESS:
OLEG
CASSINI



ALUMINUM WINDOWS • SLIDING DOORS



100%
faster

Man with stapler beats man with hammer and nails 2 to 1

Both men in the picture know roofing. In this roofing race, one man applies asphalt shingles with conventional hammer and nails. The other uses a Bostitch H4 Heavy Duty Stapling Hammer.

With every easy swing of his arm, the man with stapling hammer drives a three-quarter-inch galvanized staple through the shingle and into the wood beneath. Six staple-driving swings and a shingle's secured... while the other man fishes nails, positions them, finally pounds them in place, at half the speed.

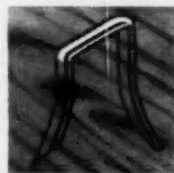
Outcome: The man with the stapling hammer lays twice as many shingles as the man with the conventional hammer and nails in the same amount of time.

This builder says: "A good man can now lay twice as many shingles a day with the Bostitch H4 as with conventional hammer and nails—sometimes more."

The Bostitch H4 is a light, one-hand tool that operates with ease at arm's length. You need less staging (another saving) and there's less worker fatigue.

Bostitch staplers can also cut costs installing insulation, ceiling tile, metal lath, flashings, roofing felt.

One of 375 Bostitch Economy Men, who work out of 123 U. S. and Canadian cities, will help you check these savings. Look up Bostitch in your phone directory, or send the coupon.



Staple legs diverge inside the work, putting them under tension. One 3/4" staple equals two 3/4" nails of 1/16" wire. Shown actual size.

Fasten it better and faster with



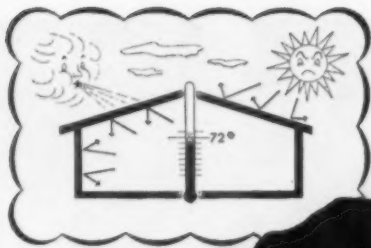
BOSTITCH, 821 Briggs Drive, East Greenwich, Rhode Island

Please send me free bulletins on ways to cut building costs with your H4 Heavy Duty Stapling Hammer.

Name _____

Address _____

City _____ Zone _____ State _____



**Weather
is an
Everyday
thing!**

Live comfortably — safeguard against
heat or cold with ***REFLECT-O-RAY**

Winter or summer — Uncle Fud had little household comfort to choose from in his day. But my — *how times have changed!* For instance, today you simply install insulation faced with REFLECT-O-RAY and automatically indoor living becomes more pleasant. Yes, weather is an everyday thing with REFLECT-O-RAY. Its millions of tiny, polished

aluminum flakes efficiently help keep heat where you want it, *in or out* and at lower cost to you! Remember, too, REFLECT-O-RAY is a natural *breather* that prevents damaging condensation build-up. So, don't settle for any "ho-hum" methods for safeguarding against heat or cold — Play it safe and invest in insulation faced with REFLECT-O-RAY.

*REFLECTIVE "BREATHER" SHEET FACING

FOR INSULATION BLANKETS AND BATTS UTILIZING
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of
THE APPLETON COATED PAPER COMPANY
APPLETON, WISCONSIN

PRODUCT SHOW: SHERMAN



Eases cabinet installation

An adjustable platform which fits underneath wall-hung kitchen cabinets during installation helps to support cabinets while securing them to the wall. Adjusts to heights of 48" to 74"; holds to 250 lbs.

▶ Little Buddy Products Co., Dept. AB, 813 First Ave., P.O. Box 186, Rock Falls, Ill. Booth No. 415—Sherman.

Circle No. J151 on reply card, p. 114.



Double-duty shelf support

Designed for easy installation, a pair of K-V shelf and rod support No. 1195 will accommodate a closet shelf and clothes-hanger rod at the same time. Shelves up to 12" deep can be screwed to the brackets.

▶ Knape & Vogt Manufacturing Company, Dept. AB, 658 Richmond, Grand Rapids, Mich. Booth No. 516—Sherman.

Circle No. J152 on reply card, p. 114.

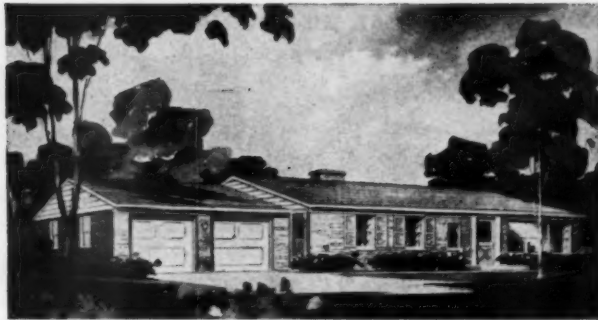
Window panel tilts out

A new window which features panels that tilt out as though secured by bottom hinges has been developed. It will be shown at NAHB exposition along with company's regular line of windows, doors, jalousies.

▶ Winter Seal Corp., Dept. AB, 14575 Meyers Rd., Detroit 27, Mich. Booth Nos. 478-479—Sherman.

Circle No. J153 on reply card, p. 114.

BEST
1958
HOMES



NEW FOR 1958! Best Colonial Styleline is a dignified blend of the best features of traditional styling and modern space-saving, work-saving home design. Model illustrated includes double garage, three bedrooms, bath-and-a-half.

**the planning...the styling...
the materials...the workmanship...**

Today's typical home buyer already has a home--but wants a better one. This is the vital fact of the 1958 home market--a fact Best recognizes by giving you the widest-ever choice of home styles and sizes...with renewed concentration on quality materials and workmanship. Split-levels, ranch-types, colonials, contemporaries, new L-shaped 4-bedroom models--these, plus proved sellers of past seasons, are combined in the Best Mid-American line for 1958. Also, Best helps you with land planning, financing and sales promotion. Send for your fact kit now and find out exactly how Best cooperates to increase your profits. Use the coupon below.



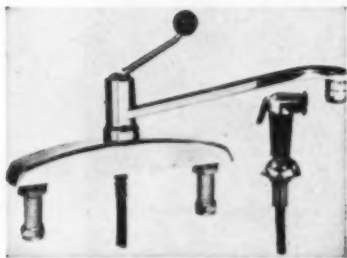
NEW FOR 1958! Best Trilane gives you new economical three-level living which is growing so fast in popularity, with three bedrooms and bath above, big family room and bath below. Huge open living-dining-kitchen area is isolated from other levels by half-stairs.



W. G. Best Homes Co. • Dealer Service Division
Effingham, Illinois
Rush new Best Dealer fact kit to me at no cost or obligation.
Name _____
Firm _____
Street _____
City _____ State _____
(ILL., KY., IND., O., MICH., WIS., IA., MO. ONLY, PLEASE)

THE BEST COMMUNITIES OF TOMORROW ARE BUILT WITH BEST TODAY

1958 PRODUCT SHOW: AT THE SHERMAN



Deck faucets simplified

Two kitchen deck faucets which permit disassembly with pliers are added to the Moen line. Models feature brass escutcheons and sink gaskets which eliminate use of putty to seat the faucets on sinks.

► Moen Faucet Div., Standard Screw Co., Dept. AB, 377 Woodland Ave., Elyria, Ohio. Booth No. 553—Sherman.

Circle No. J154 on reply card, p. 114.



Wall fabric goes nautical

SuperSanitas plastic coated fabric wall covering has a new pattern for the bath called Sea Shells. Comes in a variety of color combinations, and features periwinkles, scallop shells, and snails. It's washable.

► Standard Coated Products, Inc., Attn. John C. Kirby, Dept. AB, Buchanan, N. Y. Booth No. 404—Sherman.

Circle No. J155 on reply card, p. 114.

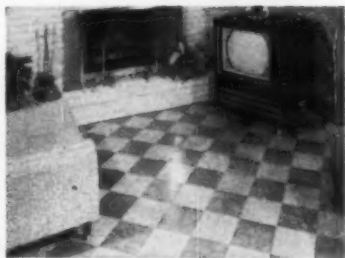


Paint gives multi-colors

Composed of two or more colors which retain their individual identity when applied, new Plextone textured paint is fast-drying, practically odorless, completely washable. Resists chipping and scratching.

► Plextone Corporation of America, Dept. AB, 2141 McCarter Hwy., Newark, N. J. Booth Nos. 452-453—Sherman.

Circle No. J156 on reply card, p. 114.



Dark tones for flooring

Bonded hardwood block flooring, available in new rich dark tones, can be used over concrete slabs, wood subfloors, or as wall covering or wainscoting. Also in unfinished natural oak for custom finishing.

► Higgins Industries, Dept. AB, P. O. Box 8169, New Orleans 22, La. Booth Nos. 483-484—Sherman.

Circle No. J157 on reply card, p. 114.

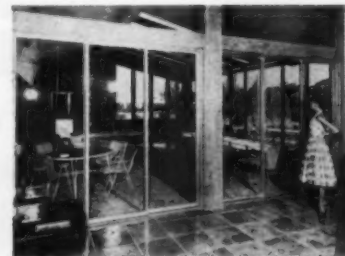


Really cleans the air

Filtering dust, lint and pollen from the air, this "Dustronic" central model reduces household cleaning chores, offers aid to hay fever and asthma sufferers. Also available in a portable model.

► Radex Corporation, Dept. AB, 2076 Elston Ave., Chicago 14, Ill. Booth No. 461—Sherman.

Circle No. J158 on reply card, p. 114.



Glass doors stop weather

Patio Magic aluminum sliding glass doors feature Schlegel wool-pile weatherstripping. Glass, 7/32" with double-glazed units are available; also gold handles, aluminum extrusions and nylon ball-bearing wheels.

► Daryl Products Corp., Dept. AB, 7240 N. E. 4th Ave., Miami, Fla. Booth No. 592—Sherman.

Circle No. J159 on reply card, p. 114.



Clapboard allows breathing

This new continuous nailing tab design in baked-enamel aluminum clapboard siding is said to allow the panel to "breathe." Eliminates the possibility of crackling, whispering and buckling under temperature extremes.

► Lyl-Alum, Incorporated, Dept. AB, 164 E. Wisconsin Ave., Oconomowoc, Wisc. Booth No. 594—Sherman.

Circle No. J160 on reply card, p. 114.

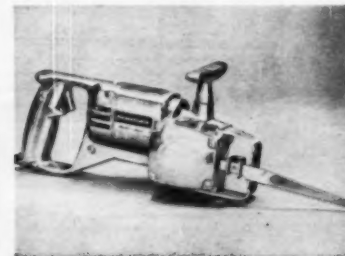


Level-transit locks in place

Main feature of new level-transit is the level-lock lever consisting of a solid lock bar. The bar moves across right side of standard and engages solid prong of telescope clamp assembly, locking in at other standard.

► David White Instrument Company, Dept. AB, 2051 N. 19th St., Milwaukee, Wisc. Booth No. 588—Sherman.

Circle No. J161 on reply card, p. 114.



Saw needs only 8 blades

This new multiple-purpose saw features orbital motion which gives longer blade life and more efficient cutting. Model 531 uses only 8 blades to cut wide range of materials. Weighs only 6½ lbs.

► Porter-Cable Machine Co., Dept. AB, 112 Exchange St., Syracuse 8, N. Y. Booth Nos. 508-509—Sherman.

Circle No. J162 on reply card, p. 114.



NOW-

*Ruberoid Autoclaved
Clapboard*

IN SALES-TESTED
TREND COLORS

Ruberoid Clapboard Siding is now available in new Trend Colors designed to attract *today's* home buyers. These new colors have been selected for Ruberoid by Faber Birren, leading color consultant. Available in Bermuda Coral, Canary Yellow, Cloud Gray, Mist Green and Sno-White. See your Ruberoid dealer.

For more information, ask for Autoclaved Clapboard Folder #1368. Write to The Ruberoid Co., 500 Fifth Avenue, New York 36, N. Y.

RUBEROID

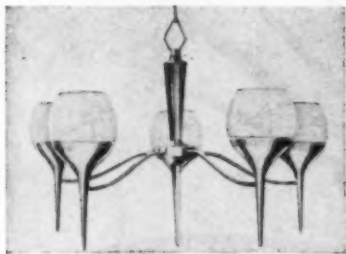
Clapboard

SIDING

The **RUBEROID** Co.

ASPHALT AND ASBESTOS
BUILDING MATERIALS

1958 PRODUCT SHOW: AT THE SHERMAN



Has traditional touch

Clean, simple lines combine natural wood texture with polished brass arms in this fixture. Addition of graceful "brandy snifter" chimneys give new light a traditional touch. Unit has 24" spread and is 36" long.

▶ Moe Light Div., Thomas Industries, Inc., Dept. AB, 410 S. Third St., Louisville 2, Ky. Booth No. 455—Sherman.

Circle No. J163 on reply card, p. 114.



How to plan a kitchen

Compact, smartly styled kitchen was designed by Living for Young Homemakers. Illustrates trend in space-saving, efficiently equipped kitchens. More kitchen and other home-planning information at exhibit.

▶ Living for Young Homemakers, Dept. AB, 575 Madison Ave., Chicago 1, Ill. Booth No. 498—Sherman.

Circle No. J166 on reply card, p. 114.



Use for floors, walls, roofs

Handy sheathing panel of common-grade lumber between kraft paper overlays is suitable for floors, walls, or roofs. Provides nailing base, retains lumber's insulating value, assures full coverage.

▶ Western Pine Assn., Dept. AB, Yeon Bldg., Portland 4, Ore. Booth Nos. 541-542—Sherman.

Circle No. J169 on reply card, p. 114.



Come in fashion colors

Anodized aluminum in six colors on tub enclosures brings fashion-color to the bath. Can match or contrast with decor. Standard enclosure shown above has two towel bars, comes in choice of hammered or fluted glass.

▶ Theodore Efron Mfg. Co., Dept. AB, 6434 S. Wentworth Ave., Chicago 21, Ill. Booth Nos. 480-482—Sherman.

Circle No. J164 on reply card, p. 114.

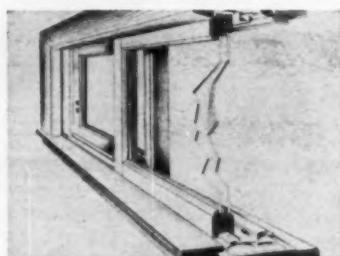


Sash arms are automatic

Fully automatic lift and lock sash arms for awning windows now introduced. R.O.W.'s awning hardware has single convenient right-hand crank, with window vents completely self-locking and easily removed.

▶ R.O.W. Sales Co., Dept. AB, 1365 Academy St., Ferndale 20, Mich. Booth Nos. 86—Hilton; 538—Sherman.

Circle No. J167 on reply card, p. 114.



Units are removable

Removable horizontal sliding wood window units offer economy, easy maintenance plus extra weather tightness. Wide size-range available. Sash are wood-bead glazed and bedded for long life.

▶ Rock Island Millwork Co., Dept. AB, 2525 4th Ave., Rock Island, Ill. Booth Nos. 565-566—Sherman.

Circle No. J170 on reply card, p. 114.

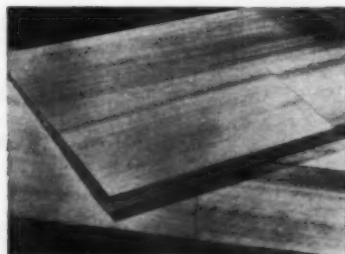


Seals out the weather

Wool pile weatherstripping assures all-weather protection. Silicone treated wool pile sealing medium is effective against wind, rain, snow, insects, and dust. For use on sliding glass doors; functions as buffer.

▶ Schlegel Mfg. Co., Dept. AB, 277 North Goodman St., Rochester, N. Y. Booth No. 499—Sherman.

Circle No. J165 on reply card, p. 114.



Glued at edges and ends

Nu-Loc 4-Square Lumber, end-glued and edge-glued for neat, easy installation, comes in specified lengths and widths. Beveled siding in Red Cedar and West Coast Hemlock. Also available in clear Fir finish.

▶ Weyerhaeuser Sales Co., Dept. AB, First National Bank Bldg., St. Paul, Minn. Booth Nos. 563-564—Sherman.

Circle No. J168 on reply card, p. 114.



Floor, wall tile matches

American Olean Tile has a whole line of beautiful crystalline glazed tile for floors and counter tops. Floor tile colors are available in colors complementary to wall tiles. Varied shapes give exciting combinations.

▶ American-Olean Tile Co., Dept. AB, 1000 Cannon Ave., Lansdale, Pa. Booth No. 587—Sherman.

Circle No. J171 on reply card, p. 114.

YOU CAN BUILD THE Mark 58 "HOUSE OF THE YEAR" . . . AND PARTICIPATE IN THE GREATEST PROGRAM IN BUILDING HISTORY



patio view



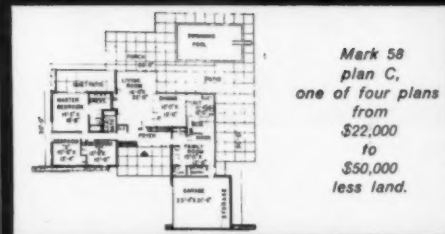
kitchen—family room master dressing room



street elevation



living room



Mark 58
plan C,
one of four plans
from
\$22,000
to
\$50,000
less land.

THIS IS THE MARK 58:

The Mark 58, House Beautiful Magazine's selection as "House of the Year", is the joint effort of 30 of the nation's foremost manufacturers to demonstrate the results of years of research and development in products being introduced for the first time to the American public in 1958.

YOU CAN BUILD THIS HOME IN YOUR COMMUNITY AND PARTICIPATE IN THE FOLLOWING:

- **LIBERAL LOCAL ADVERTISING** allocation for your own model as your share of the million dollar budget being spent in the presentation of the Mark 58.
- **YOUR OWN MODEL LISTED** and featured in conjunction with over 50 pages of presentation in House Beautiful and Life Magazines with a readership of 32 million people.
- **YOUR OWN MODEL DESCRIBED** on station breaks following the presentation of the Mark 58 on numerous national network television programs, such as the George Gobel Show, with audiences in excess of 100 million people.
- **YOUR OWN MODEL AS** the focal point of countless associated advertising programs being sponsored by both local and national utility companies, manufacturers and their distributors, department stores and super market chains.

The Mark 58 "House of the Year" is available to builders everywhere, not just Scholz dealers.

FOUR SIZE MODELS FROM \$22,000 TO \$50,000 . . . An outstanding architectural achievement—representing so many advancements impossible to describe in the limitations of this space that builders are urged to see one of the two pilot models on display either in Toledo or in Roger Ladd's famed "Lincolnshire" on Chicago's North Shore.

Decide now to share in the interest—the traffic—the profits—this great program assures you in your community. Phone or write today.

America's most exciting homes . . . the quality . . . the design . . . sells itself.

SCHOLZ HOMES, INC.

20021 N. Westwood • Toledo 7, Ohio • Phone FR 1601

PLANTS: TOLEDO, OHIO • HUNTINGTON STATION, LONG ISLAND, N. Y. • KANSAS CITY, MISSOURI • INDEPENDENCE, LOUISIANA



Chester, K-2790-C. Size 19 x 17"

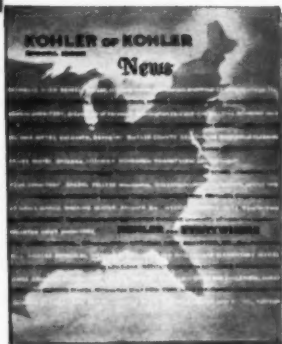
KOHLER CHESTER

New ledge lavatory of enameled iron

Fresh opportunities for varied bathroom ensembles are afforded by this enameled iron ledge lavatory, another first. The Kohler line was also first to include an enameled iron shelf lavatory.

In design, the Chester was inspired by the Chesapeake, of vitreous china, which has an established reputation for popularity and successful sales.

Attractive features include 6 $\frac{3}{4}$ " of wall-bearing surface for extra support, a roomy basin, and built-in soap dish. Like other Kohler lavatories, the Chester has a front overflow, leaving an unbroken expanse of sparkling, easy-to-clean surface in the rear. The convenient Centra combination fitting is all-brass, chromium-plated. Available in the famous Kohler white and any of 7 colors.



Send for "KOHLER ... EVERYWHERE"

A handsome new booklet—shows with pictures the widespread use of Kohler plumbing fixtures in all types of homes, institutions, commercial and public buildings in every part of the country.



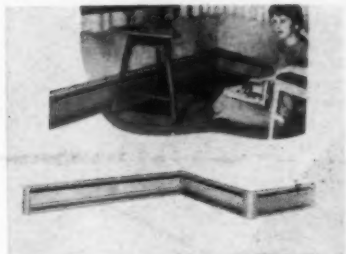
Visit the Kohler exhibit, Booths 94, 95, 96
Conrad Hilton Hotel, Chicago

KOHLER CO. Established 1873 KOHLER, WIS. U. S. A.

KOHLER OF KOHLER

Enameled Iron and Vitreous China Plumbing Fixtures • Brass Fittings
Electric Plants • Air-cooled Engines • Precision Controls

1958 PRODUCT SHOW: AT THE SHERMAN

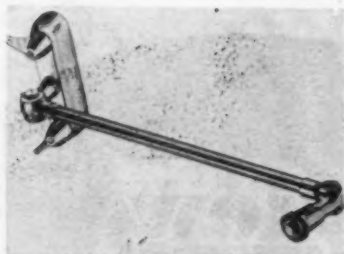


Has larger heat capacity

Two new models of this firm's electric baseboard heater have been introduced. They have capacities of 900 and 1,200 watts, respectively; are made in models to operate on 120, 240 or 208 volts.

▶ *Electromode Div., Commercial Controls Corp., Dept. AB, 570 Culver Rd., Rochester 3, N. Y. Booth No. 471—Sherman.*

Circle No. J172 on reply card, p. 114.



Shower fills tub too

Milwaukee Faucet is showing a line of adjustable shower fixtures. One single Adjusto unit acts as both a shower and a tub filler. It is easily installed and is covered by a ten year guarantee.

▶ *Milwaukee Faucet Inc., Dept. AB, 301 E. Reservoir Ave., Milwaukee 12, Wisc. Booth No. 468—Sherman.*

Circle No. J175 on reply card, p. 114.



Simplifies stair construction

Stair stringers for exterior cellar stairs can be put up more quickly and easily with this packaged steel stair stringer set. The stringers can be set right after concrete forms have been stripped.

▶ *The Bilco Company, Dept. AB, 37 Water St., West Haven, Conn. Booth Nos. 521-522—Sherman.*

Circle No. J178 on reply card, p. 114.

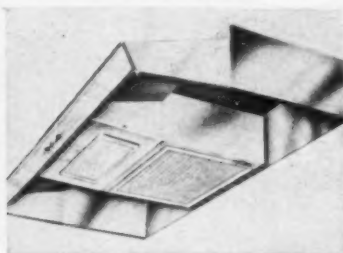


Steel tile is accessorized

A new line of ceramic-on-steel wall tile, with an accompanying assortment of accessories has recently been introduced by this firm. Installation of both tile and accessories is said to be done quickly and easily.

▶ *Pepco, Starfire Div., The Bettinger Corp., Dept. AB, Gore St., Waltham, Mass. Booth Nos. 459-460—Sherman.*

Circle No. J173 on reply card, p. 114.

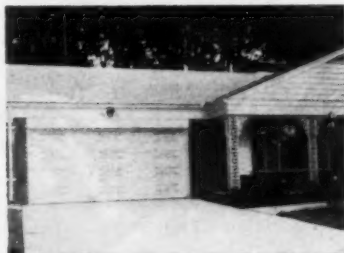


Range hood cleans easily

Fasco's new power range hood is built for easy care and smart, trim appearance. Washable filter removes quickly for periodic cleaning. Ventilator exhausts odor, moisture, grease fumes. Has safe, convenient switches.

▶ *Fasco Industries, Inc., Dept. AB, Union & Augusta Sts., Rochester 2, N. Y. Booth Nos. 469-470—Sherman.*

Circle No. J176 on reply card, p. 114.



Carved panels add distinction

Wood sectional overhead-type garage doors of the Presidential line feature a dimensional carved panel design. Constructed to permit expansion or contraction due to moisture without harm to panels.

▶ *Raynor Manufacturing Co., Attn. Robert Camery, Dept. AB, Dixon, Ill. Booth No. 428—Sherman.*

Circle No. J179 on reply card, p. 114.



Work center revolves

Self-contained kitchen work center is a uniquely engineered, revolving round-type island base. Complete with facilities for cooking, food preparation and storage. Custom designed to meet specific needs.

▶ *Coppes, Inc., Attn. G. L. Kurtz, Dept. AB, Market St., Nappanee, Ind. Booth Nos. 501-504—Sherman.*

Circle No. J174 on reply card, p. 114.

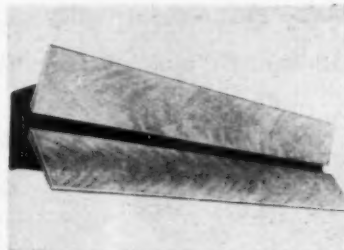


Removes fumes and heat

This heavy-duty, wind-powered, rotary-turbine ventilator is designed to effectively exhaust large volumes of air. Comes in aluminum or galvanized steel; for residential or commercial use. Has ground ball bearings.

▶ *Leslie Welding Corp., Inc., Dept. AB, 2943 West Carroll Ave., Chicago, Ill. Booth No. 505—Sherman.*

Circle No. J177 on reply card, p. 114.



Birch decorates lighting

A new styling of fluorescent lighting designed to change the functional look into the decorative look, is offered by Lightolier. Two 40-watt lamps are set behind birchwood baffles to shield the illumination.

▶ *Lightolier, Attn. Patricia Gannon, Dept. AB, 346 Claremont Avenue, Jersey City, N. J. Booth No. 426—Sherman.*

Circle No. J180 on reply card, p. 114.



... SEE them at NAHB show—booth 18-19

Big, new ideas—more improvements—year after year this continuing development keeps the PELLA line on top! In wood windows—in wood folding doors—PELLA consistently comes forward with the new design achievements, the additional “plus” features that mean more sales and customer satisfaction!

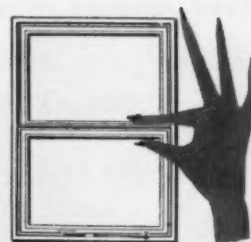
Check the high points of PELLA's newest product advances here—
then get the full story—first hand—at the show!





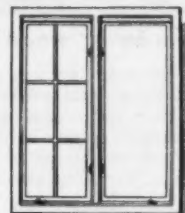
Introducing the Pella Twinlite Window!

"THE AWNING-TYPE WINDOW with the slim, trim look!" In a single frame, a new narrow joining mullion unites a fixed PELLA MULTI-PURPOSE UNIT at top with an equal-size ventilating window at the bottom. Result—a window of conventional appearance, but with self-storing screens and storm panels, CLIDE-lock underscreen operator that locks window in any of 10 positions without screen interference, and stainless steel weatherstripping. Seven modular sizes in 32" and 44" frame widths, including picture window with ventilator.



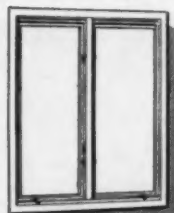
NEW! Removable Muntin Bars!

Available as extras on PELLA CASEMENTS, MULTI-PURPOSE and TWINLITE WINDOWS. Snap to inside of sash by ball-and-socket—speed window cleaning and painting—let you utilize insulating glass economically, too! Both horizontal and regular removable muntin bars available with this snap-in feature. Made of clear Western Pine, steel-pinned at intersections, and toxic treated for long life.



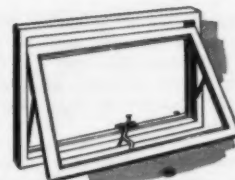
New Narrower Frames on Casements!

A narrow 4 3/8" overall, this newly designed frame simplifies installation for dry wall, bullnose plaster, 1/2" sheathing, etc. Continuous cove at head and sill for composite units and identical mullions outside and inside. In addition, PELLA CASEMENTS now offer a wood operator sill for added beauty and easier trimming. Shorter ROLSCREEN box fitting between stops and maintaining a fixed position; redesigned ROLSCREEN latching mechanism; and a new 6-High, 68" glass casement unit; in all three glass widths 16", 20" and 24".



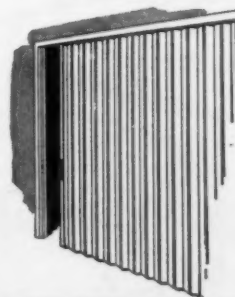
Multi-Purpose Window Features!

Wood sash 1 3/4" Western Pine, toxic-treated, mortised and tenoned, glued and nailed. Water groove all around. Completely weatherstripped with stainless steel. Hardware aluminum or stainless steel. Self-storing storms and screens. Exclusive CLIDE-lock underscreen operator. Available in fifteen ventilating and fixed sizes. Use as awning, hopper vent or installed sideways as casement windows.



NEW! Wood Folding Doors 12' 1" High

The introduction of wood folding doors in a new 12' 1" maximum opening height makes possible new uses in buildings where high ceilings are a requirement but space is at a premium. Pine, oak, Philippine mahogany, and birch veneers blend well with wood trim, paneling and furniture. These wood folding doors have been engineered to operate smoothly, to stack tightly and quietly, and to resist warpage through laminated core construction.



ROLSCREEN COMPANY, Dept. J-16 Pella, Iowa

Please send detailed literature describing

THE NEW 1958 PELLA WINDOW LINE

THE NEW 1958 PELLA WOOD FOLDING DOORS

NAME AND TITLE

COMPANY

ADDRESS

CITY

ZONE

STATE



1958 PRODUCT SHOW: AT THE SHERMAN



Kitchens have "wood look"

This L-shaped kitchen was created by using Morgan wood cabinets. Available in birch or ph. mahogany, they can be adapted to any finish or paint color. Flush design offers unlimited possibilities for arrangements.

▶ Morgan Company, Dept. AB, 520 Oregon St., Oshkosh, Wisc. Booth Nos. 529-532—Sherman.

Circle No. J181 on reply card, p. 114.

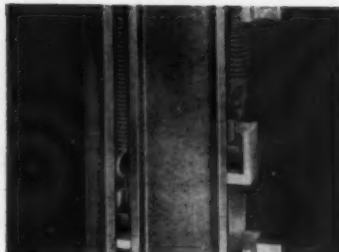


Tub enclosure folds back

Latest style tub enclosure is the folding model pictured above. Operates smoothly, fits into the decor of the modern bath. Complete line of tub enclosure and shower doors in plain or deluxe models available.

▶ Beauti-Dor, Inc., Dept. AB, 4723 N. Pulaski Rd., Chicago 30, Ill. Booth No. 454—Sherman.

Circle No. J184 on reply card, p. 114.



Lift out sash at will

A.R.B. shows new, improved balance for double hung windows, the "Feather Lift". Allows the sash to be lifted out at will, without moving any levers or adjustments. Balance track is rigid, extruded aluminum.

▶ A.R.B. Window Sales Co., Dept. AB, 19433 John R. St., Detroit, Mich. Booth No. 552—Sherman.

Circle No. J188 on reply card, p. 114.



Something new in cabinets

Natural wood kitchen cabinets in the latest designs will be displayed at International Paper Co.'s convention booth. Window units and decorative Flakewood wall paneling also will be exhibited.

▶ International Paper Co., Long-Bell Div., Dept. AB, 928 Grand, Kansas City, Mo. Booth Nos. 561-562—Sherman.

Circle No. J182 on reply card, p. 114.

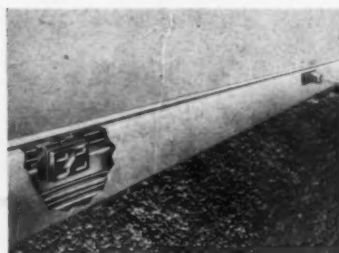


Makes door hanging easier

Newest addition in the hardware line of this firm is its No. 680 folding door hardware set. Developed for doors that fold aside, the hardware can be assembled on doors prior to hanging, the company reports.

▶ Washington Steel Products, Dept. AB, 1940 East 11th St., Tacoma, Wash. Booth No. 419—Sherman.

Circle No. J185 on reply card, p. 114.

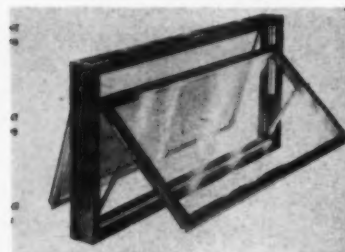


Wired for expansion

Plugmold Baseboard 2200, a natural for new construction, can be installed as a regular baseboard, electrical wiring system and multioutlet system. Has extra capacity for future electrical expansion.

▶ The Wiremold Co., Attn. Edith Wootton, Dept. AB, Hartford 10, Conn. Booth No. 406—Sherman.

Circle No. J189 on reply card, p. 114.



Window frames in 67 sizes

Plyco will show its plastic window units for 1958. Standard frame components are increased from 45 to 67 sizes; ventilators are shown for use with glass block. Model shown in masonry and frame construction.

▶ Plyco Corporation, Attn. William J. Kohl, Dept. AB, Elkhart Lake, Wisc. Booth No. 547—Sherman.

Circle No. J183 on reply card, p. 114.

Cabinets have new finish

Birch kitchen cabinets produced by this company are now available with a new fruitwood finish. Other features include roller door catches, drawers which operate on metal slides.

▶ Henry M. Carr, Inc., Dept. AB, Attn. Don Stahr, 8335 South Ashland Ave., Chicago 20, Ill. Booth No. 433—Sherman.

Circle No. J186 on reply card, p. 114.

Jalousies for any weather

Arnold Altex Jalousie Doors can be used all year 'round. They feature Z-Bar Master Frame lined with Schlegel wool pile; a locking device built into the knob.

▶ Arnold Altex Aluminum Co., Dept. AB, 120 Industrial Rd., Summerville, S. C. Booth Nos. 410-413—Sherman.

Circle No. J187 on reply card, p. 114.



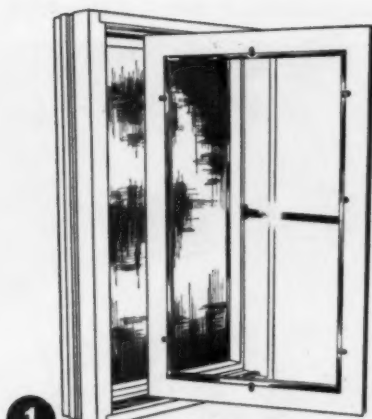
TV outlets in one package

"Builder Kits"—packaged sets of two and four outlet television wiring systems—are now available from this company. According to firm, each kit provides all necessary equipment for deluxe TV installations.

▶ Mosley Electronics, Inc., Dept. AB, 8622 St. Charles Rock Rd., St. Louis 14, Mo. Booth No. 405—Sherman.

Circle No. J190 on reply card, p. 114.

This new window is really built. Exactly what you've been looking for. All wood parts are toxic-treated with water repellents. Because there's no sloping outside frame surface, it's easier to install in straight, level openings. Excellent sill drainage in any position. May be used with either push-bar or roto-operator to open or close sash. And the extra heavy hinges and precision construction make it work easily and close tightly.

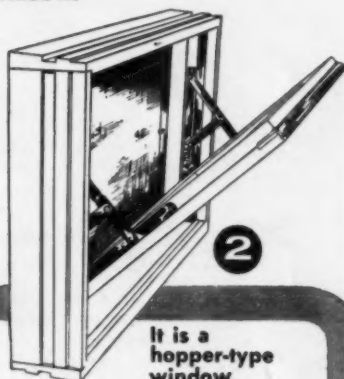


1

It is a casement window.

It's 4 windows in One!

New convertible L-B "four-way"

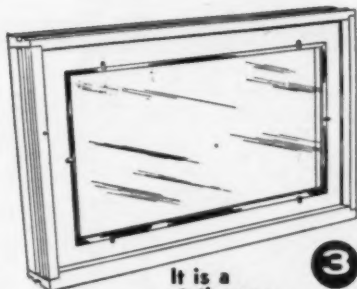


2

It is a hopper-type window.

Lots of extra features

- Aluminum storm sash and screens are available to make this unit a fast-seller.
- Cartoned units stack evenly, firmly.
- Adaptable to the stock of trim you now have on hand.
- Tightly weatherstripped in any position.
- Both sides of operating sash may be cleaned from the inside without removing sash.
- Many details of extra-fine workmanship typical of Long-Bell products.



3

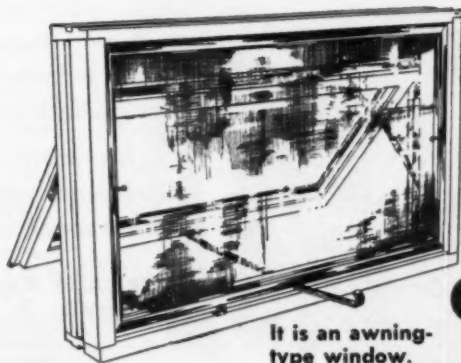
It is a stationary window.

Visit our display at the N.A.H.B. show in Chicago, Space Nos. 561 and 562.

INTERNATIONAL PAPER COMPANY
Long-Bell
 DIVISION

Kansas City, Mo.

Longview, Wash.



4

It is an awning-type window.



Brand new —
from Porter-Cable!
**greatest
all-purpose saw
ever made!**

SEE US AT
THE NAHB EXPOSITION
HOTEL SHERMAN
BOOTH #508-9
JANUARY 19-23

—will actually plunge cut right through the side of a house!

Porter-Cable's new Multi-Saw cuts almost *any* "cuttable" material faster! It breezes through wood, metal, plywood, plastic laminates, plaster, asphalt—practically any "cuttable" material. It plunge cuts without a starting hole—has $\frac{3}{4}$ " capacity in aluminum, $\frac{1}{4}$ " in steel. Never has *any* saw been able to do so much with such ease and speed.

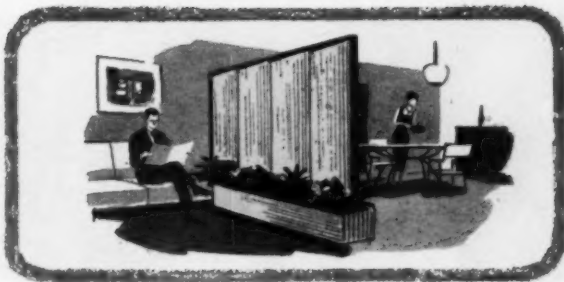
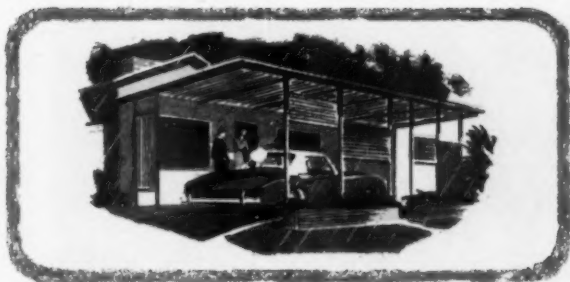
You get these exclusive features: orbital-action for faster cutting, offset blade to allow "close" cutting within $\frac{3}{8}$ " of walls and uprights, T-shaped forward handle for complete control of tool even in awkward cutting positions. And with precision ball bearings throughout it operates almost without vibration.

The new Multi-Saw is a dream tool—ideally suited for plumbers, electricians, carpenters, heating and air conditioning contractors. See it at your Porter-Cable dealer—or write for full information.

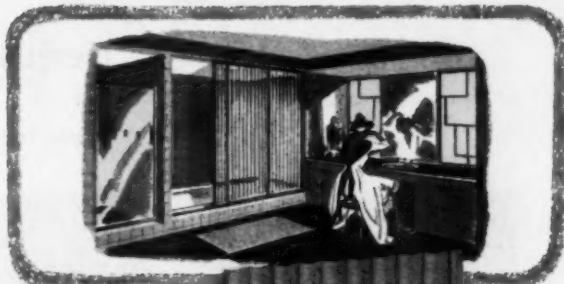
PORTER-CABLE MACHINE COMPANY
8011 Marcellus St., Syracuse 4, N. Y.
saws • drills • sanders
routers • shapers • planes

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





The look that sells



costs less with **FILON.**

... GUARANTEED FIBERGLASS PANELS

The "look" that's selling today's home buyers is the look of beauty created with color and light, expressed in colorful interiors and outdoor living space. With FILON translucent fiberglass panels, you can put this "look" into the homes you build and give the buyers features they want, at low cost to you.

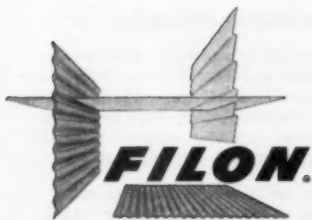
FILON ADDS THE "LOOK THAT SELLS!" Use it inside and outside in an unlimited number of ways in any style home—for patios, carports, breezeways, skylights, shower doors. Its strong, smooth, easy-to-clean surface also makes it a natural for shoji screens and doors, room dividers, sliding wall panels, etc. Guaranteed shatterproof, weatherproof—another "selling plus!"

FILON COSTS LESS—IS EASY TO INSTALL. It goes up quickly with minimum framing, requires only ordinary tools, and can be pre-cut in sizes to your specifications. You are assured of maximum durability and superior strength, because FILON is reinforced with Fiberglass and Nylon by an electronically controlled Patented Process.

FILON OFFERS 20 DECORATOR COLORS, brilliant tones to soft pastels and white, to give your homes the "look that sells!" No painting is needed; color and strength endure. FILON is easy to buy at all leading lumber, building materials and glass dealers. Select from a variety of corrugations, also flat or shiplap.

**5-WAY FILON
GUARANTEE**

- Superior Fiberglass and Nylon reinforced strength.
- Uniform thickness for easier installation, better diffusion of light and color.
- Shatterproof for absolute safety.
- Weatherproof for maximum durability.
- Exceeds standards published by U.S. Bureau of Standards.



Los Angeles • New York
Chicago • Atlanta • Palo Alto

FREE Technical Service For You!

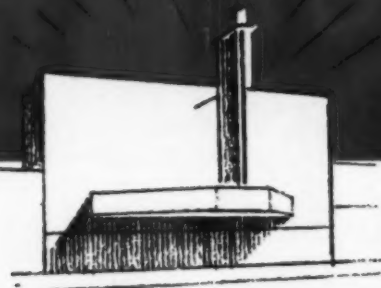
FREE Exclusive! Let our trained technical staff work with you to show you how to adapt FILON fiberglass panels to your present home plans, help you to create a dramatic "look that sells" in your future model homes. Just tell us your problem or requirements.

FREE A.I.A. Booklet, containing detailed drawings and technical data or consult Sweet's File.

Write to: Filon Plastics Corp., 125 Lomita St., El Segundo 75, Calif.

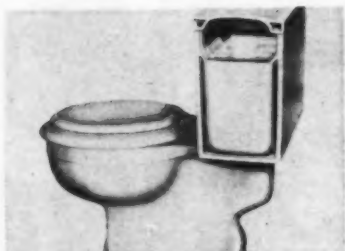


1958 PRODUCT SHOW



Starting here: new products and equipment at the Coliseum

USE THE CONVENIENT REPLY CARD ON PAGE 114

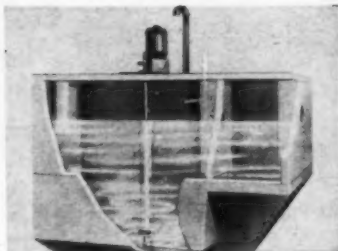


Comes in 23 colors

"Dri-Tank", formerly available only in white, can now be purchased in 23 different colors. This "non-sweating" closet tank has built-in dead air insulating space which eliminates condensation. Tank is permanent.

► Chicago Pottery Co., Dept. AB, 1920 Clybourn Ave., Chicago 14, Ill. Booth No. 769—Coliseum.

Circle No. J191 on reply card, p. 114

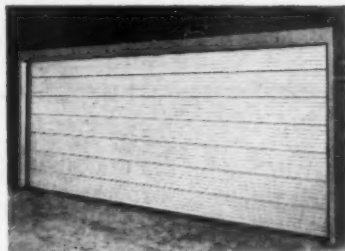


New idea for sewage

Available nationally for the first time, "Cavitette" is a single-home sewage treatment system, said to operate where septic tanks can't. A miniature of the full-scale systems used in municipal systems.

► Yeomans Brothers Co., Dept. AB, 1999 N. Ruby St., Melrose Park, Ill. Booth Nos. 925-926—Coliseum.

Circle No. J193 on reply card, p. 114



Garage door is all steel

From its line of Roly-Doors, Morrison Steel offers a seven-section, all-steel, overhead-type, residential garage door. "The Regent" comes in 8' to 16' widths in 6½' to 7' heights. Larger doors are reinforced.

► Morrison Steel Products, Dept. AB, 601 Amherst St., Buffalo 7, N. Y. Booth No. 884—Coliseum.

Circle No. J195 on reply card, p. 114

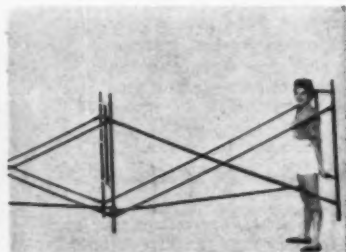


Drop-in-top is extra thin

Modern Maid's new model GT-30 gas drop-in-top needs no front cut out. Engineered so that it is only 3" thin and will fit above the drawer space in most base cabinets. Spill overs cannot run into cabinets.

► Tennessee Stove Works, Dept. AB, 14th & Bell RR, Chattanooga 1, Tenn. Booth No. 868—Coliseum.

Circle No. J192 on reply card, p. 114



Supports up to 50 lbs.

One frame of Waco scaffolding is said to safely support up to 50 pounds per sq. ft., yet is so light two people can easily move large sections. Easily assembled and disassembled, it holds up to 40 times its weight.

► Waco Mfg. Co., Dept. AB, 3565 Wooddale Ave., Minneapolis, Minn. Booth Nos. 907-908—Coliseum.

Circle No. J194 on reply card, p. 114



Dishwasher does big job

Compact, 18", automatic dishwasher, the "James-Universal" model 9918, is easily installed under any kitchen counter. Washes over 100 pieces at once. Metal front in colors or wood paneling to match any cabinet.

► Cribben and Sexton Co., Dept. AB, 700 W. Sacramento Blvd., Chicago 12, Ill. Booth No. 834—Coliseum.

Circle No. J196 on reply card, p. 114

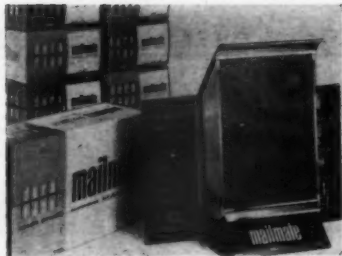


Clocks fit every room

Recessed clocks with electric, eight-day and battery movements come in four finishes—brushed brass (lacquered), black, coppertone or aluminum. Each clock designed for simplicity, elegance, utility.

▶ R & H Guarantee Products Co., Dept. AB, 3201 S. Lombard Ave., Cicero, Ill. Booth No. 891—Coliseum.

Circle No. J197 on reply card, p. 114

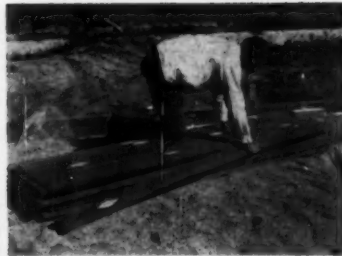


Mail comes out with ease

No more "fishing" for mail is necessary, report the manufacturers of "Mailmate". New mailbox of anodized aluminum extrusions has main body composed of single, seamless aluminum extrusions with fluted sides.

▶ DURAFlex Co., Dept. AB, 3500 N. W. 52nd St., Miami 42, Fla. Booth No. 735—Coliseum.

Circle No. J200 on reply card, p. 114

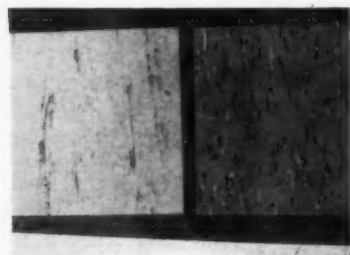


Insulation saves on labor

Tests of Scorboard, a new perimeter and cavity wall insulating material, have shown that labor savings up to 50 per cent can be realized consistently. Black polystyrene product was used in NAHB's "House of the Year."

▶ The Dow Chemical Company, Attn. J. Pearce, Dept. AB, Midland, Mich. Booth No. 873—Coliseum.

Circle No. J203 on reply card, p. 114



Floor tile has new design

A delicate wisp-like pattern in a series of eight decorator colors is featured in Skytrail Flexachrome vinyl-asbestos floor tile. It is grease-proof, resists acids and alkalis, wipes clean quickly.

▶ Tile-Tex Div., Flintkote Co., Dept. AB, 1232 McKinley Ave., Chicago Heights, Ill. Booth No. 845—Coliseum.

Circle No. J198 on reply card, p. 114

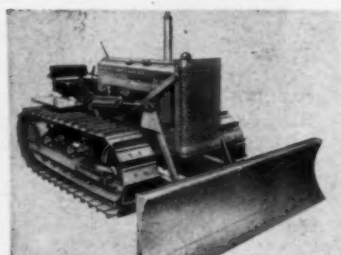


Oven has heavy insulation

New Hardwick built-in gas ovens have matching surface units. Porcelain oven interiors are heavily insulated so that as the burner distributes heat, ovens keep precise temperature. Part of AGA unified exhibit.

▶ Hardwick Stove Company, Dept. AB, Cleveland, Tenn. Booth Nos. 829-830—Coliseum.

Circle No. J201 on reply card, p. 114

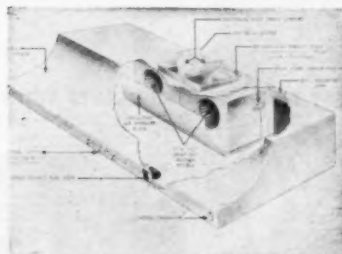


Has extra-high lift

The new 62 bulldozer is designed for use with the John Deere 4- and 5-roller crawler tractors. Extra high lift of over 3' makes it ideal for woods work of all kinds, including pulpwood operations.

▶ John Deere Industrial Div., Dept. AB, 3300 River Dr., Moline, Ill. Booth Nos. 958-959—Coliseum.

Circle No. J204 on reply card, p. 114



Vent hood runs quietly

The Flair 200 ventilating hood is said to offer the first dual exhaust system built into a single blower. There are separate push-button control switches for each of the dual blowers and the light.

▶ Vent-A-Hood Company, Dept. AB, 1907 Plantation Rd., Dallas 19, Tex. Booth No. 725—Coliseum.

Circle No. J199 on reply card, p. 114



Give a furniture look

Detailed wood fronts on kitchen cabinet units of steel provide traditional styling to homeowners who wish a warm home-style kitchen. Units feature fruitwood finished doors. Part of American Gas Association exhibit.

▶ St. Charles Mfg. Co., Dept. AB, St. Charles, Ill. Booth Nos. 754-755; 778-779—Coliseum.

Circle No. J202 on reply card, p. 114



This kitchen eases chores

Kitchen includes extra sit-down sink, off-the-floor units, a pass-through to dining area. Wood fronts of honey maple combined with steel units. Part of American Gas Association unified exhibit.

▶ Geneva Modern Kitchens, Dept. AB, 201 So. 8th St., Geneva, Ill. Booth Nos. 745-746; 787-788—Coliseum.

Circle No. J205 on reply card, p. 114

Women delegates tell you what



The magazine

Mrs. Leon K. Rimov, of Berkeley, California, ponders a question addressed to the 100 women delegates to the Congress on Better Living at the Shoreham in Washington, D.C. Mrs. Rimov, mother of a two-year-old daughter, qualified as a delegate on the basis of her design for a girl's bedroom in one of McCall's remodeling contests.

McCall's is already planning for the 1958 session of the Congress on Better Living, which will be held in Washington next Fall. Detailed plans and information on the 1958 Congress will be released in the near future.

[®]a trademark of McCall Corp.

HIGH ON THE LIST OF HOME IMPROVEMENTS VOTED FOR



FAMILY ROOM

"Separate from kitchen. A room that you don't have to clean up, that they can leave things out in. But I would like it adjoining the kitchen and open to it."



DINING AREAS

"I like to sit down and have a formal dinner at the table; but I would not sacrifice a family room to have a dining room."

FOR YOUR FAMILY:

to Congress on Better Living* they want in tomorrow's home

Thoughtful and articulate, the 100 women delegates to the annual Congress on Better Living compressed a world of practical knowledge into their three-day examination of the modern American home.

They freely discussed what they like—and don't like—about their homes. They gave their uninhibited views on building and architecture, appliances and home furnishings, function and design.

Much of what they want in their homes of tomorrow will be reflected in the pages of

McCall's during 1958. Reports on the entire agenda covered during the Congress are available to American industry. To reserve your copies, see your McCall's representative, or write Robert Crossley, Better Living Editor, McCall's, 230 Park Ave., New York 17, N. Y.

The Congress on Better Living, which will be sponsored annually by McCall's, is another example of how one of America's great magazines is helping to create better living for the American family . . . and better selling for American industry.

McCall's

of Togetherness, reaching more than 5,200,000 families

AT THE CONGRESS ON BETTER LIVING WERE THESE:



DENS AND RECREATION ROOMS

"There should be an area in the house that is sacred to adults. In our house this is the studio and also a sewing room."



MORE STORAGE SPACE

"I am planning a storage room (in the basement) and I want to have the deep-freeze down there because it's pretty big for the kitchen."



SECOND BATHROOM

"I think near the bedrooms, so the children could have one bathroom and the adults could have the other."



U-SHAPED KITCHEN

"I would take the U-shaped one because I simply can't stand having everyone else interfering with what I am doing in the kitchen, and having traffic going through there would be extremely annoying."

1958 PRODUCT SHOW: AT THE COLISEUM



Burners heat, cool faster

Martha Washington electric surface units feature faster-heating, faster-cooling microtube burners. Switches have seven heat selections, may be located wherever desired. Reflector bowls remove for cleaning.

▶ Gray & Dudley Company, Dept. AB, 2300 Clifton Ave., Nashville, Tenn. Booth No. 811—Coliseum.

Circle No. J206 on reply card, p. 114



Enclose tub with color

New tub-shower enclosure, "Muralon," features lightweight, shatter-proof, decorated vinyl panels that move silently at touch of a finger. Of rustproof aluminum framing, waterproof panels filter light.

▶ National Aluminum Company, Dept. AB, 1133 Alum Creek Dr., Columbus, Ohio. Booth No. 892—Coliseum.

Circle No. J209 on reply card, p. 114

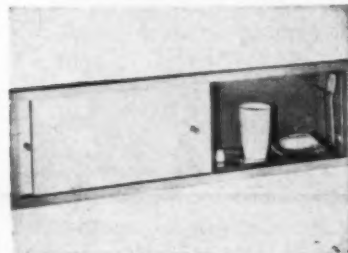


Chimney vents all fuels

This prefabricated chimney is suitable for use with heating appliances and low-heat industrial appliances. Also vents domestic incinerators burning any type of solid or liquid fuel. Special coupling joins sections.

▶ William Wallace Co., Metalbestos Div., Dept. AB, P.O. Box 137, Belmont, Cal. Booth No. 971—Coliseum.

Circle No. J212 on reply card, p. 114



Vanity shelf is concealed

Easily-installed, this concealed vanity shelf can be placed in any of several locations for greater convenience. Provides ample space to keep bathroom necessities out of sight, but within easy reach.

▶ Hall-Mack Co., Dept. AB, 1380 West Washington Blvd., Los Angeles 7, Cal. Booth No. 709—Coliseum.

Circle No. J207 on reply card, p. 114



Cuts right up to wall

A new heavy-duty sabre saw, which is reported to do the work of a rip or cross cut saw, hand saw, keyhole or jig saw, has been introduced. Cuts through a full 2" of lumber; runs at 3,330 strokes per minute.

▶ Stanley Electric Tools, Dept. AB, Lake St., New Britain, Conn. Booth No. 865—Coliseum.

Circle No. J210 on reply card, p. 114



Stud driver made safer

New stud driving tool is reported to stop an alloy steel fastener in its tracks, should it be fired mistakenly into a soft or insubstantial construction material. Model 455A has added safety features too.

▶ Remington Arms Co., Inc., Attn. J. Dudley, Dept. AB, Bridgeport, Conn. Booth No. 957—Coliseum.

Circle No. J213 on reply card, p. 114

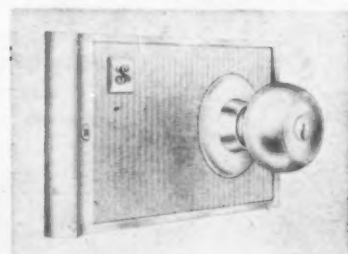


Disposer has cover control

Designed for homemakers who prefer cover control operation, the latest in a complete line of garbage disposers (upper row #4) also has a 1/3 h. p. capacitor start motor. Insures instant starting every time.

▶ In-Sink-Erator Mfg. Co., Dept. AB, 1225 14th St., Racine, Wisc. Booth No. 869—Coliseum.

Circle No. J208 on reply card, p. 114



Locks are personalized

Personalized escutcheons with patterned aluminum panels are now available for both Sentrylocks and AlignaLocks. The adhesive-backed black-on-chrome monograms are factory-applied or come in assortments.

▶ Sargent & Co., Attn. C. O'Brien, Dept. AB, New Haven 9, Conn. Booth Nos. 705-706—Coliseum.

Circle No. J211 on reply card, p. 114



Intercom does many jobs

Called Talk-A-Radio, this music intercom system has an outlet for coffee maker, talk/listen switches, a remote phono-jack. Master panel, five remote speakers, baffles, complete installation material.

▶ Talk-A-Radio, Attn. J. Young, Dept. AB, 5641 Dyer St., Dallas 6, Tex., Booth No. 806—Coliseum.

Circle No. J214 on reply card, p. 114

NEW SALES APPEAL... NEW PLANNING FREEDOM



Perfection's Regulaire® "Home Conditioner" heats, cools... fits any living area

backed by
Perfection's
powerful

LOW
SALES
PUNCH

Full page color ads in Sunday Newspaper Supplements will tell *your* prospective home purchasers why they should insist on PERFECTION REGULAIRE for heating and cooling. Ask your Perfection Distributor for full details.

Here's a new concept in home comfort... a year 'round heating-cooling unit so *attractive, compact and efficient* it can fit into any living area.

Perfection's new Regulaire "Home Conditioner" is the first unit *styled* for living areas. You can install it anywhere... basement, recreation room, utility room, hallway, even a living room. Think of the planning freedom this gives you! Consider the sales appeal it can add to the homes you build!

Five sizes—from 100,000 to 200,000 BTU input. Regulaire... Perfection's exclusive automatic brain... guarantees an end to cold,

drafty floors... keeps air in constant circulation... keeps warm air from rising to the ceiling. Automatically controls room temperatures to *within 2 degrees*.

And 3-Stage Fire gives moderate fire for mild weather, high fire for cold... provides real heating economy, an important selling point to your prospects.

Whether you want gas or oil fired heating, with or without cooling, Perfection has the model that will help sell the homes you build. See the Perfection Distributor in your city for full information or write Perfection Industries, Cleveland 10, Ohio.

The homes
you build
deserve

Perfection DIVISION OF HUPP Corporation

Guaranteed Comfort Since 1888

1958 PRODUCT SHOW: AT THE COLISEUM



Cabinets warm the kitchen

Called Bronzeglow, these birch kitchen cabinets feature hollow-core door construction, and have dust-proof doors. Doors have rubber-roller catches, center-guided drawers which operate on nylon rollers.

▶ H. J. Scheirich Co., Dept. AB, 4460 Louisville Ave., Louisville 9, Ky. Booth Nos. 736-738—Coliseum.

Circle No. J215 on reply card, p. 114



Pickups span weight range

This truck represents one of a range of model variations in this company's A-line motor trucks. It is the International Custom Model A-100 pickup truck. Entire line spans GVW's from 4,200 to 33,000 lbs.

▶ International Harvester Co., Dept. AB, 180 N. Michigan Ave., Chicago 1, Ill. Booth No. 960—Coliseum.

Circle No. J218 on reply card, p. 114



Three-panel access to tub

Hollywood's tub enclosure has three sliding panels opening from either side to give maximum access to tub. Doors move on nylon rollers and bottom guides for quiet, smooth operation. Available in various metal finishes.

▶ Hollywood Shower Door Co., Dept. AB, 2921 West Touhy Ave., Chicago, Ill. Booth No. 915—Coliseum.

Circle No. J221 on reply card, p. 114



Awning window saves time

Integral fin aluminum awning window needs no fitting, notching, caulking or shortages. No accessory fastening devices necessary. Accommodates all exterior finishing materials. Suitable for all types of construction.

▶ Crossly Window Corp., Dept. AB, 7375 N. W. 35th Avenue, Miami, Fla. Booth No. 973—Coliseum.

Circle No. J216 on reply card, p. 114

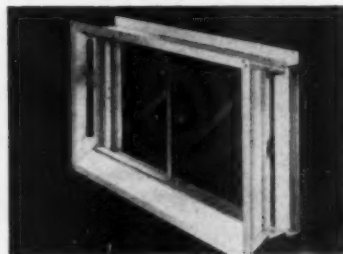


Kitchens designed for gas

An inclusive display of all-gas kitchens and gas laundries, plus a group of individual gas range displays will be shown at the AGA unified gas exhibit. Kitchens and laundries from 19 manufacturers on exhibit.

▶ American Gas Assn., Dept. AB, 420 Lexington Ave., New York 17, New York. Booth No. 797—Coliseum.

Circle No. J219 on reply card, p. 114

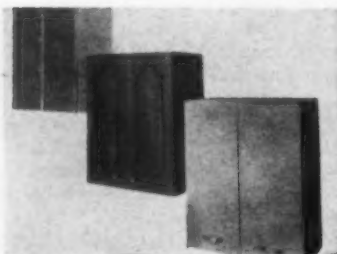


Basement sash cuts costs

Light enough for one man to install in a few minutes, the 3-G basement sash has full wall thickness. Eliminates cost of wood forms and the need of patching or grouting. Available for 8", 9" or 10" walls.

▶ Jeffery Form Tie Company, Department AB, Marengo, Ill. Booth No. 935—Coliseum.

Circle No. J222 on reply card, p. 114

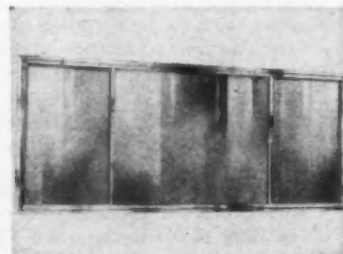


Cabinet doors snap on

Once these kitchen cabinets are installed, the plastic-surfaced cabinet doors can be put in place with a "snap". Secret is the heavy gauge, plated steel hinge, half of which is on the door, half on the chassis.

▶ Dimensional Kitchens, Raygold Industries, Dept. AB, Copiague, L.I., N.Y. Booth No. 855—Coliseum.

Circle No. J217 on reply card, p. 114

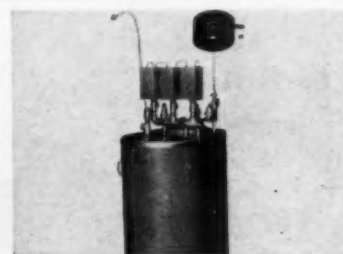


Designed to install easily

Simplicity of design makes installation of this Capitol horizontal sliding picture window an easy matter. Of aluminum, with vinyl weatherstripping, it has water-tight and twist-resistant welded corners.

▶ Capitol Products Corp., Dept. AB, Box 69, Mechanicsburg, Pa. Booth Nos. 847-850—Coliseum.

Circle No. J220 on reply card, p. 114



Hot water from one package

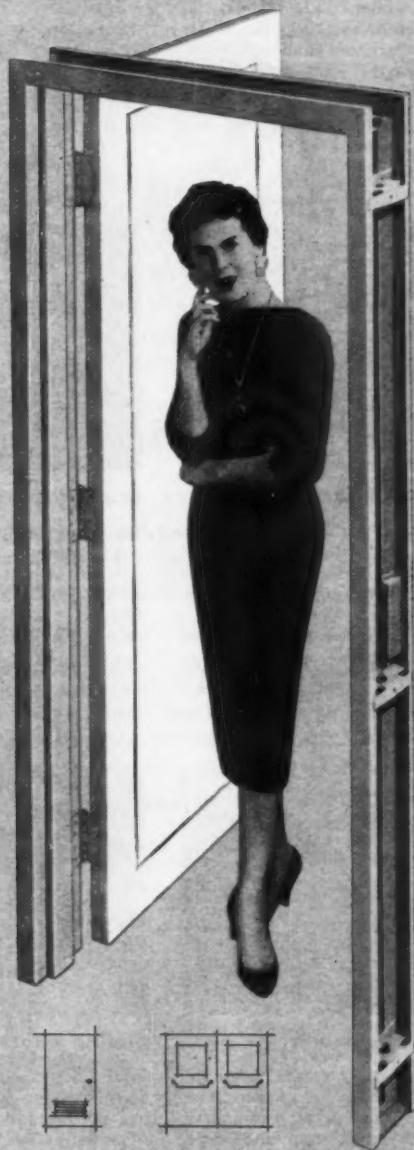
Fully pre-assembled and pre-wired, this complete residential hot-water-boiler package features zone control valves, expansion tank, automatic air elimination and plug-in electric wiring. Will fit between joists.

▶ Spi-Rol-Fin Corp., Dept. AB, 133 Greenwood Ave., Pequannock, N. J. Booth No. 851—Coliseum.

Circle No. J223 on reply card, p. 114



WHAT'S NEW IN DOORS AND FRAMES?

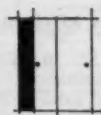
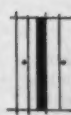
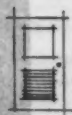
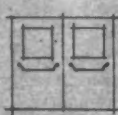
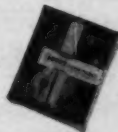


Amweld® takes on new dimensions with its newest line of steel doors and frames. An entirely different concept has been applied to these building products designed for the alert builder who is finding commercial and light construction a profitable complement to his building activities.

Amweld's new commercial doors and frames offer durability, low cost installation, and freedom from call-backs — plus practical contemporary styling. Both flush and recessed panel doors will be available in rail and style construction — many unique innovations in frame design.

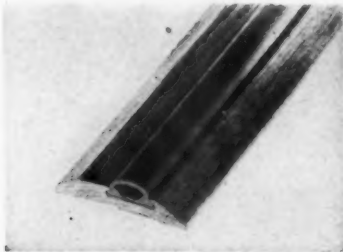
Be sure to see the latest thing in steel doors and frames when you are in Chicago. Preview showing at the N. A. H. B. Builders Show, Booths 25 and 26, Conrad Hilton.

For complete information on Amweld's doors, frames, and closet units, send for free catalog today.



AMWELD® BUILDING PRODUCTS DIVISION
The American Welding & Manufacturing Co.
310 Plant Street Niles, Ohio

1958 PRODUCT SHOW: AT THE COLISEUM



Threshold has vinyl seal

The combination of clear-face oak and fawn-colored vinyl weather seal in the Seal-tite threshold makes for harmony with flooring and eliminates effect of contrasting aluminum. Oval design gives a positive seal.

▶ Visador Company, Dept. AB, 8500 Sovereign Row, Dallas, Tex. Booth No. 954—Coliseum.

Circle No. J224 on reply card, p. 114

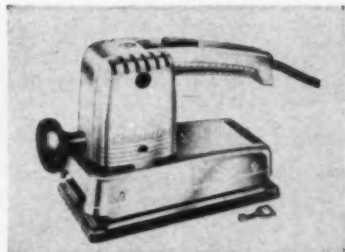


Puts design in the roof

The standing or batten seam installations of Follansbee Terne roofing feature lifetime serviceability. Give different surface and shadow effects—an ever-changing look depending on the sun's position.

▶ Follansbee Steel Corp., Dept. AB, Penn & Main Sts., Follansbee, W. Va. Booth No. 730—Coliseum.

Circle No. J227 on reply card, p. 114



Provides 2 sanding actions

One sander incorporates the fast-cutting orbital motion and the straight-line motion with the turn of a key. Ball bearing construction assures constant duty performance in sanding a variety of materials.

▶ John Oster Mfg. Co., Dept. AB, 5055 N. Lydell Ave., Milwaukee 17, Wisc. Booth No. 877—Coliseum.

Circle No. J230 on reply card, p. 114

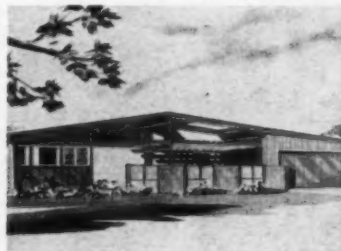


Softener works electronically

Culligan fully automatic water softener provides an unlimited supply of soft water regardless of family size or water usage. Nothing to set; it regenerates itself, electronically, while owner sleeps.

▶ Culligan Soft Water, Dept. AB, 1657 S. Shermer, Northbrook, Ill. Booth Nos. 743-744—Coliseum.

Circle No. J225 on reply card, p. 114

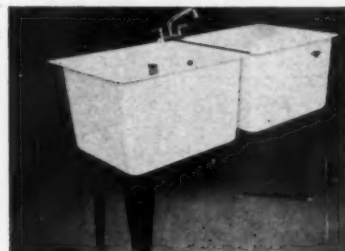


Service aids builders

L. C. Major & Associates, specialists in art for tract developments and related fields, will have a display of architectural renderings. Cost of residential art ranges from \$55 to \$85. Service for builders and architects.

▶ L. C. Major & Associates, Dept. AB, 11015 S. Paramount Blvd., Downey, Cal. Booth No. 937—Coliseum.

Circle No. J228 on reply card, p. 114

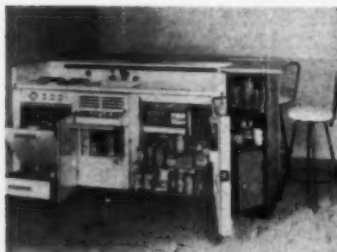


Laundry tubs are colorful

Of shock-resistant fibre glass, new laundry trays are designed for stand, cabinet or counter top installation. In four colors, trays are stain-proof. Shown: double tray with stand (21x48 1/4 x 35").

▶ The Selfridge Co., Dept. AB, 5606 Euclid Ave., Cleveland 3, Ohio. Booth No. 900—Coliseum.

Circle No. J231 on reply card, p. 114

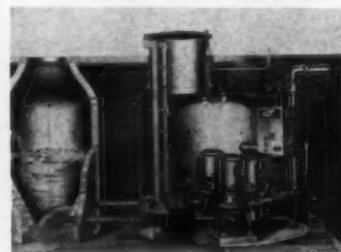


Bar is compact kitchen

New snack bar (39" to 69" wide) is available in combinations including refrigerator, sink, storage, range-top and oven. Seamless countertop, vitreous porcelain kitchen base. Choice of bar tops and fronts.

▶ Dwyer Products Corp., Department AB, Michigan City, Ind. Booth No. 859—Coliseum.

Circle No. J226 on reply card, p. 114



Easy care of sewage

Smith & Loveless have factory-built underground sewage lift stations. The pumping units include all equipment. They're ready to operate and come in standard sizes with capacities from 20 to 4,000 gallons per minute.

▶ Smith & Loveless, Inc., Dept. AB, P. O. Box 8884, Kansas City 15, Mo. Booth No. 964—Coliseum.

Circle No. J229 on reply card, p. 114



Sliding doors galore

Four lines of sliding doors, including three exterior and one interior types, are produced by this company. The "Economy DorWAL" is especially designed for use by the large tract production builder.

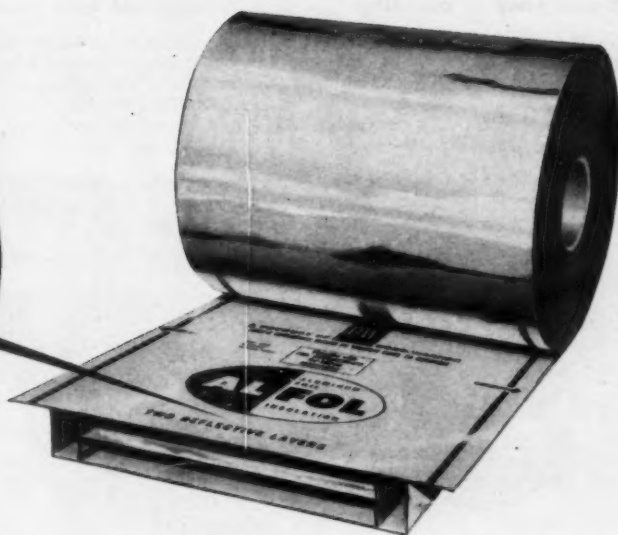
▶ Acorn Aluminum Products, Dept. AB, 6185 Vermont Ave., Detroit, Mich. Booth No. 904—Coliseum.

Circle No. J232 on reply card, p. 114

Introducing a NEW kind of ALFOL Insulation lined with vapor-sealing polyethylene



- 1 CLEAR POLYETHYLENE FILM
... for unmatched vapor seal
- 2 MULTIPLE ALUMINUM FOIL SHEETS
... for utmost insulating efficiency



**Delivers the greatest moisture protection
ever offered in a full insulation!**
Sturdier, more efficient tool

Entirely new, this is the Alfol Type 22F Blanket. Combines the high insulating value of multi-layer aluminum foil with the unmatched vapor resistance of genuine polyethylene sheeting. Net result: the most effective built-in vapor barrier ever offered in a full-efficiency insulation!

Superior quality your customers can see
Alfol Type 22F is easy to install, too. The heavy polyethylene backing makes it sturdier than ever. Insulat-

ing efficiency is higher. Yes, and the superiority of this new kind of insulation actually *shows*. The "poly" glistens for all to see, demonstrates at a glance the extra safety built into your homes.

Why not investigate Alfol Type 22F now. One of several new Alfol Types, it's the ideal insulation for sidewalls, ceilings, etc.—*wherever* condensation control is a "must." Return the coupon today for illustrated details.

**Now . . . See ALL the New Alfol Types
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1958 PRODUCT SHOW: AT THE COLISEUM

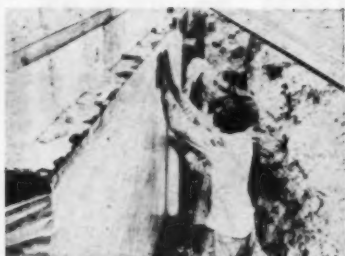


Doors easy to assemble

Simplified installation, assembly, and glazing are features of the new "Sceneramic" sliding aluminum doors. Doors are available up to 20' in width, and for either plate glass or insulating glass.

▶ Oro Manufacturing Co., Dept. AB, 1425 East Michigan St., Adrian, Mich. Booth No. 974—Coliseum.

Circle No. J233 on reply card, p. 114



Waterproof with plastic

The use of polyethylene film to keep foundations leakproof is suggested by the Visking Company. The film is applied to the block walls. A four-foot centerfold section of 4-mil film is suggested.

▶ Visking Company, Dept. AB, P. O. Box 1410, Terre Haute, Ind. Booth No. 879—Coliseum.

Circle No. J236 on reply card, p. 114

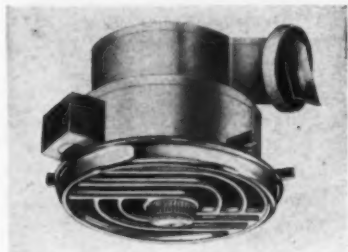


Cabinets get satin finish

A new pink-type finish on hardwood is the feature of Del-Mar's most recent line, known as Peachtone Cabinets. Finish is made of a special catalyst varnish in a satin finish which is scratch and mar resistant.

▶ Del-Mar Cabinet Co., Inc., Dept. AB, 2865 Gordon Rd., S. W., Atlanta, Ga. Booth No. 867—Coliseum.

Circle No. J239 on reply card, p. 114

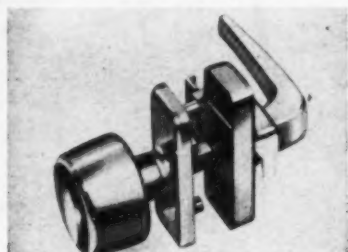


Bath ventilators guaranteed

Ventrola #408 bathroom ventilator removes all odors, provides fresh air without draft. Waterproof motor resists constant bathroom moisture; has a five year guarantee. FHA approves inside baths with fans.

▶ Ventrola Manufacturing Co., 501 S. Chestnut St., Owosso, Mich. Booth No. 968—Coliseum.

Circle No. J234 on reply card, p. 114

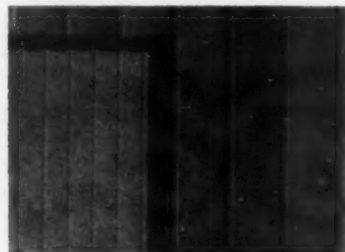


Prevents locking accidents

This new combination screen and storm door latch features an external knob with optional keying. A nylon latch bolt is used for longer wear, and will automatically unlock the latch to prevent being locked out.

▶ National Lock Company, Dept. AB, 1902 7th St., Rockford, Ill. Booth Nos. 765-766—Coliseum.

Circle No. J237 on reply card, p. 114

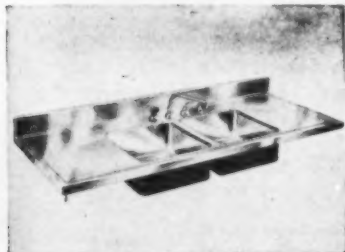


Plastic gives "new look"

A ribbed design which replaces the "old tin roof" look is offered in Chem-O-Glas, a fiber glass building panel. It will cover areas 4' wide and 12' long, and can be nailed without pre-drilling.

▶ Chem-O-Glas Distributing Co., Dept. AB, 7240 Ohio Ave., Cincinnati 36, Ohio. Booth No. 975—Coliseum.

Circle No. J240 on reply card, p. 114

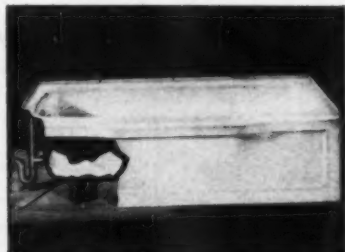


Controls at finger tips

A stainless steel sink with many extras is the "Sink with the Finger Tip Controls" by Just. It includes a single lever faucet, detergent dispenser, an adjustable spray rinse, and concave pitched drainboards.

▶ Just Manufacturing Co., Dept. AB, 9233 King Ave., Franklin Park, Ill. Booth Nos. 905-906—Coliseum.

Circle No. J235 on reply card, p. 114

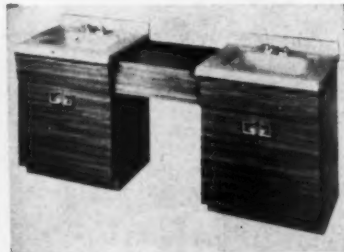


Tub is economical to install

End outlet of this tub permits installation of trap and waste line above floor, making it particularly economical for slab-type construction. Straight bottom and ends eliminate special tile cutting.

▶ Ingersoll-Humphries Div., Borg-Warner Corp., Dept. AB, Mansfield, Ohio. Booth Nos. 712-722—Coliseum.

Circle No. J238 on reply card, p. 114



Vanities come in new styles

A new vanity design, named the Dawn Mist Ensemble, is offered this year by Aetna. Units of porcelain enameled cast iron and plywood covered with plastic lamination come in single or double style.

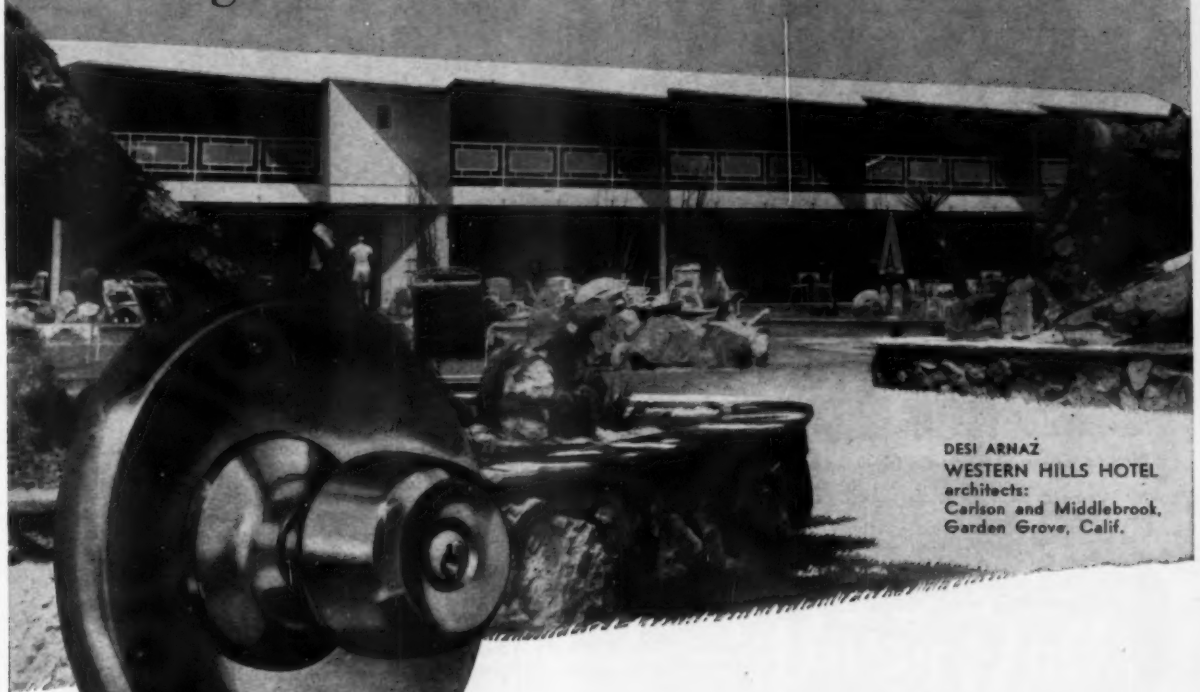
▶ Aetna Porcelain Enameling Co., Dept. AB, 4701 W. Augusta Blvd., Chicago, Ill. Booth Nos. 928-929—Coliseum.

Circle No. J241 on reply card, p. 114

NATIONAL LOCKset®



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throughout **Desi Arnaz-Western Hills Hotel**

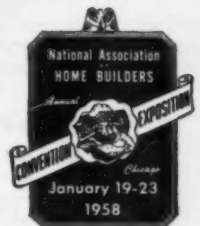


DESI ARNAZ
WESTERN HILLS HOTEL
architects:
Carlson and Middlebrook,
Garden Grove, Calif.

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smartly-styled to help homes sell faster**

Located in Palm Springs, the heart of southern California's wonderful playground, the fabulous Desi Arnaz-Western Hills Hotel used NATIONAL LOCKset exclusively throughout. It was selected because it's gracefully styled for decorous exteriors... precision engineered for positive security. Yet, NATIONAL LOCKset is value priced for homes in every neighborhood... preferred by new home buyers across the nation. (Builders like its fast-installation features, too!) Write for Catalog No. 400.



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NATIONAL LOCK COMPANY
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1958 PRODUCT SHOW: AT THE COLISEUM

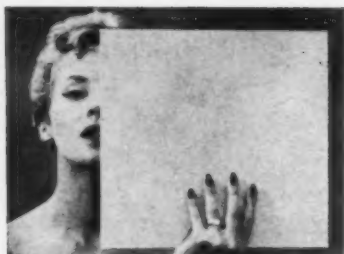


Pylon control for cooking

A new Preway electric surface unit features a Pylon control, a panel and enclosure for switches, mounted at the back and above the surface of the drop-in, 4 element unit. Switch panels are keyed by color to their elements.

▶ Preway, Inc., Dept. AB, 1430 Second St., Wisconsin Rapids, Wisc. Booth Nos. 893-894—Coliseum.

Circle No. J242 on reply card, p. 114

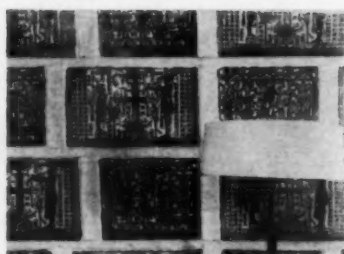


Tiles add glamour touch

"Crystal Glazed" ceramic floor tiles have a frost-proof body and great durability. They come in 12"x12" pieces, in 15 colors and 7 shapes; square hexagonal and octagonal. Good for lobbies, patios, and offices.

▶ Stylon Corp., Attn. Lewis Dabney, Dept. AB, Sumner St., Millard, Mass. Booth No. 761—Coliseum.

Circle No. J245 on reply card, p. 114



Wall paper goes 3-d

Three-dimensional wall papers called Decorator Motif are easy to apply to any surface. Washable, fire-, grease- and stain-resistant, paper comes in sheets ranging from 5½ to 8 sq. ft. Pattern here is Aztec Stone.

▶ The Decro-Wall Corp., Dept. AB, 21 Saw Mill River Rd., Yonkers, N. Y. Booth No. 885—Coliseum.

Circle No. J248 on reply card, p. 114

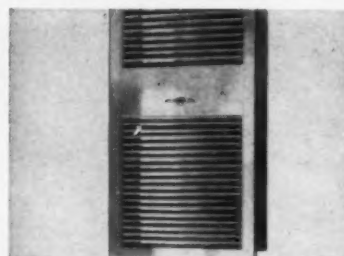


Doors have magnetic handles

Magna-Fold plastic folding doors are made of Masland Vinyl Duran. Two permanent magnetic handles are on each door with a positive pull of 9-10 pounds each. Nylon glides for long wearing operation on all doors.

▶ American Door Co., Dept. AB, 318 East Colfax Ave., South Bend 22, Ind. Booth No. 963-B—Coliseum.

Circle No. J243 on reply card, p. 114

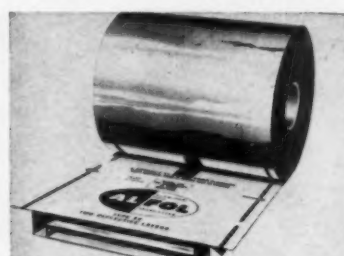


Furnace has builder appeal

Monogram recessed forced air furnace meets builders' needs for utility room installation at a price consistent with tract building. It comes in a complete package, pre-assembled, and has a fan for forced-air circulation.

▶ The Quincy Stove Mfg. Co., Dept. AB, 825 South Front St., Quincy, Ill. Booth No. 762—Coliseum.

Circle No. J246 on reply card, p. 114

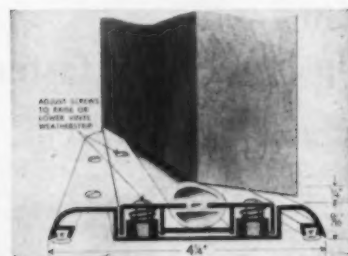


Increases vapor protection

Aluminum foil insulation with a polyethylene backing increases its value as a vapor barrier. Available in Alfol Type 22 for ceilings and sidewalls, and Type 44 for crawl spaces and exposed ceilings.

▶ Reflectal Corp., Dept. AB, 310 S. Michigan Ave., Chicago 4, Ill. Booth Nos. 712-722—Coliseum.

Circle No. J249 on reply card, p. 114



Threshold is adjustable

New type threshold can be raised from ¾" to 1¾" by adjusting screws. Is fitted to door to assure a perfect weatherseal. Sager #860 threshold with reversible vinyl weatherstripping saves labor and replacement.

▶ Sager Weatherstrip & Calking Corp., Dept. AB, 6724 Ashland Ave., Chicago, Ill. Booth No. 703—Coliseum.

Circle No. J244 on reply card, p. 114

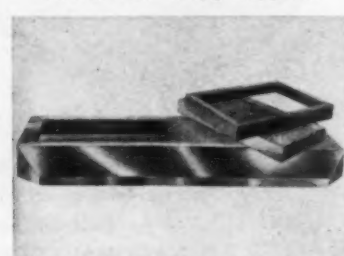


Flip-top lid for mail

An all-aluminum mailbox, in gleaming color combinations has a flip-top lid. Loads easily from the top; releases mail from bottom. "Mailmate", product of Duraflex Co., is of anodized aluminum extrusions.

▶ Aluminum Company of America, Dept. AB, 1501 Alcoa Bldg., Pittsburgh 19, Pa. Booth Nos. 860-861—Coliseum.

Circle No. J247 on reply card, p. 114



Varied hoods displayed

Mono Hood is showing range hoods and kitchen ventilators now available in any length through 42" and any width through 14", without extra charge. Made to order on a production basis, come in universal shapes.

▶ Mono Hood Inc., Attn. A. Richardson Jr., Dept. AB, 701 May St., Geneva, Ill. Booth No. 771—Coliseum.

Circle No. J250 on reply card, p. 114



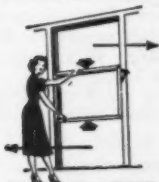
3-WAY VENTILATION



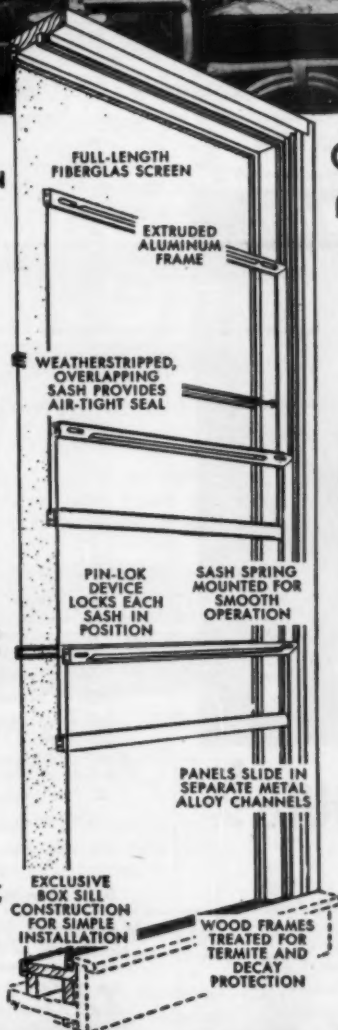
All panels at top — screened ventilation below head level.



All panels at bottom — draft is off floor and feet.



Panels all at center — creates "thermo-air" circulation.



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with



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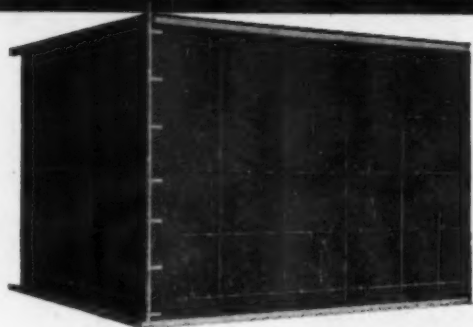
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**Gates
System**



Gates Horizontal Rod High Wall System

"Getting out of the ground in time to beat the weather would have been impossible with our old panel forms," reports Contractor Bert L. Wagner of Cincinnati, Ohio.

"On a recent custom foundation, four men using your system poured an 8-inch-thick wall, 7' 9" high, in three days. Total concrete order was 49 cu. yds....and the job was plumb and true. The simplicity of the system, and the quality results impressed me very much."



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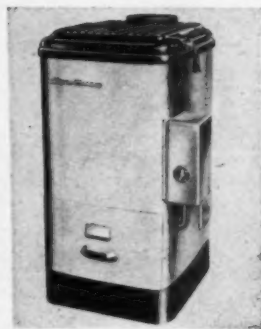
city, state _____

Also, please send catalogs of:

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Famous Weis HI-STILE toilet compartments and entrance screens illustrated are available on instant notice in a wide range of sizes. Finished in practical oven-baked enamel... grey only. Send coupon for sizes and prices—or call **ELKHART, INDIANA**
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PRODUCT SHOW: COLISEUM

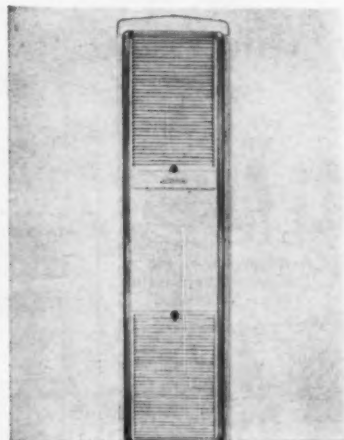


New gas incinerator

A gas incinerator that consumes both garbage and trash without emitting smoke or odors has been developed by this firm. Warm Morning Model L-16 has a large hinged feed door, double gas burner.

▶ Locke Stove Co., Dept. AB, 114 West 11th St., Kansas City 5, Mo. Booth No. 944—Coliseum.

Circle No. J251 on reply card, p. 114



Wall heater is built-in

Fully automatic forced air counter-flow operation is featured by the new line of gas-fired vented wall heaters called "Suburban". Combustion chamber fully porcelain enameled. Capacities from 35,000 to 50,000 Btu's.

▶ Samuel Stamping & Enameling Co., Dept. AB, Chattanooga, Tenn. Booth Nos. 763-764—Coliseum.

Circle No. J252 on reply card, p. 114

Storm windows on display

According to this manufacturer, its complete line of aluminum combination storm windows and doors will be on display during the NAHB convention. Advantages of using these products will be demonstrated at the show.

▶ The Hutch Manufacturing Co., Dept. AB, 20 Lowellville Rd., Struthers, Ohio. Booth Nos. 923-924—Coliseum.

Circle No. J253 on reply card, p. 114

Vacu-FLO[®]

Built-in VACUUM CLEANING

presents . . .

PRODUCT

that excites the interest
of all homeowners . . .
and alert builders.

There's a Vacu-Flo model to meet every
need for service and satisfaction—at a
right price, too.

A NATIONAL ADVERTISING PROGRAM

cash-in • feature Vacu-Flo
in your home selling . . .

Dominant space in leading publications
reaching millions of home buyers will
create more and more Vacu-Flo demand
month after month.

AND IMPORTANT PROFIT

that is more than other
highly competitive
products . . .

Hundreds of builders feature Vacu-Flo, gain
forceful sales advantage and extra profit
not available with other built-ins.

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Get all of the Vacu-Flo builders information
—see how you can profit, too, by featuring
Vacu-Flo in your home building program—
read how other leading builders use Vacu-
Flo for more profitable home selling in
every price class.

at the show

SEE ALL OF THIS AT THE
NAHB SHOW • HILTON HOTEL
BOOTH 335 and 336

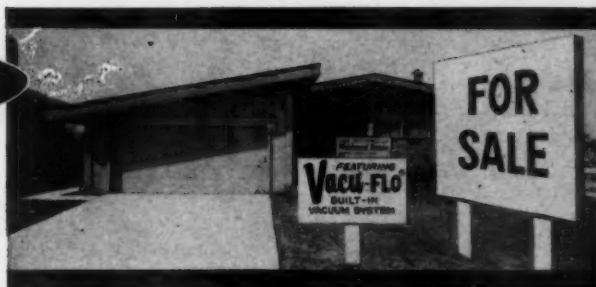
JAN. 19-23



Just plug
feather light
hose into
wall inlets.

No machine to
lug — no cord
to tug.

Super powered
vacuum produc-
er and recepta-
cle mounted out
of living area.



H-P PRODUCTS, INC., Dept. A, Louisville, Ohio

Gentlemen:
Please send me full information on Vacu-Flo.

Company Name _____

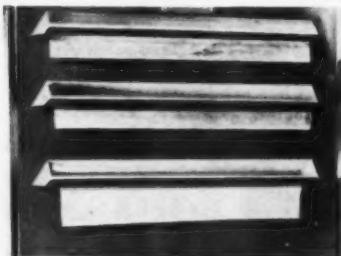
Your Name _____ Title _____

Street _____

City _____ Zone _____ State _____

I am a Builder Architect

1958 PRODUCT SHOW: AT THE COLISEUM



Stores kitchen items handily

The Swanson Kitchen Kaddy provides a convenient storage space for small kitchen items such as toweling, wax paper, foil, etc. Installation is between studs on 16" centers, and is simple and inexpensive.

▶ Swanson Manufacturing Co., Dept. AB, 607 S. Washington St., Owosso, Mich. Booth Nos. 741-742—Coliseum.

Circle No. J254 on reply card, p. 114



Banishes smoke, odors

Air-flow system provides smokeless, odorless operation of new gas disposer. Automatic timer locks unit door until burning cycle is completed. Will efficiently consume all household trash. Indoor or outside installation.

▶ Caloric Appliance Corp., Dept. AB, 12 S. 12th St., Philadelphia 7, Pa. Booth Nos. 825-826—Coliseum.

Circle No. J255 on reply card, p. 114

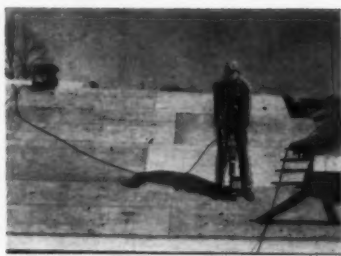


Allow flexible kitchen plan

Complete flexibility in kitchen planning is possible with electric oven and surface units. Can be placed anywhere in kitchen with only one cutout required. Above, double oven model, in choice of six colors.

▶ The Tappan Stove Co., Dept. AB, 250 Wayne St., Mansfield, Ohio. Booth Nos. 827-828—Coliseum.

Circle No. J256 on reply card, p. 114



Drives 3 nails per second

Developed by Midwest Research Institute of Kansas City, Mo., this electric nailer is powered by a Bosch electric hammer. Drives up to three nails per second and fully loaded, weighs 37 lbs. Served by 110 AC.

▶ B & H Homes, Inc., Attn. E. Lawrence, Dept. AB, 1428 Iron St., Kansas City 16, Mo. Booth No. 966—Coliseum.

Circle No. J257 on reply card, p. 114



To build in or stand free

This gas stove, Model-1-175018, is available with or without the oven, Model 1-166018. The oven has a Roto-Broiler Rotisserie. The stove is available in copertone, porcelain, and baked enamel finishes.

▶ Florence Stove Co., Attn. J. J. Angarala, Dept. AB, Kankakee, Illinois. Booth No. 835—Coliseum.

Circle No. J258 on reply card, p. 114

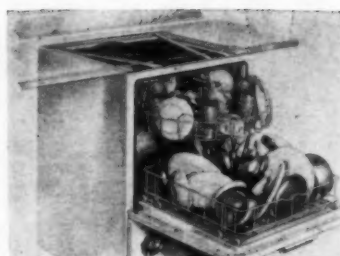


Jalousie does two jobs

Kelco jalousie is a two-in-one thick door serving as a conventional door, a screen and storm door. Controlled ventilation can be had while the door is locked. Privacy controlled with clear or obscure glass.

▶ Wells Aluminum Corp., Attn. R. Vander-Vliet, Dept. AB, North Liberty, Ind. Booth No. 837—Coliseum.

Circle No. J259 on reply card, p. 114

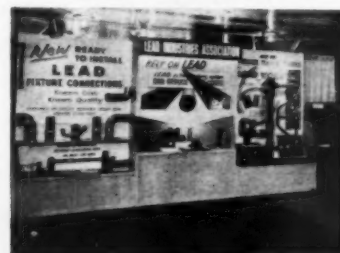


Dishwasher saves space, time

Portable undercounter dishwasher-dryer is both a mobile work center and convenient storage unit. Can hold all dishes from two or three meals. Science engineered, yet decorator finished for modern kitchen convenience.

▶ American Kitchens Div., Avco Mfg. Corp., Dept. AB, Connersville, Ind. Booth Nos. 795-796—Coliseum.

Circle No. J260 on reply card, p. 114

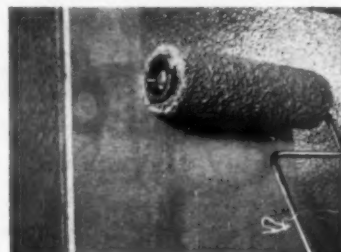


How to use lead

At the Lead Industries Assn. booth will be a complete display of lead fixture connections. Illustrated also will be ways to reduce plumbing costs with lead. Information on apprentice training classes in lead work.

▶ Lead Industries Association, Dept. AB, 60 East 42nd St., New York 17, N.Y. Booth Nos. 807-808—Coliseum.

Circle No. J261 on reply card, p. 114



Texture is ripple finished

Ripple texture finish for one-coat coverage over interior dry-wall construction. Available for spray or roller. Requires no sealer, hides minor surface imperfections, goes on easily and dries quickly.

▶ The Arco Co., Dept. AB, 7301 Bessemer Ave., Cleveland 27, Ohio. Booth No. 704—Coliseum.

Circle No. J262 on reply card, p. 114

the eye-appeal of a
MUTSCHLER KITCHEN
 up-grades any builder's home



—courtesy Family Circle Magazine

...and at less cost
 than you'd believe!

Custom tailored to your specifications, or planned for you at no extra cost by a Mutschler kitchen specialist, here's an idea worth investigating. These kitchens are complete . . . ready for installation. The line includes all the latest advanced features to please the homemaker, and cabinets for any built-in appliance of any manufacture. Choice of natural grain finishes and decorator colors; stylings to complement any type of home. Send coupon for details.

See this kitchen at the NAHB Show —
 Spaces 798-799 in the Coliseum



first name in the
 kitchen since 1893

MUTSCHLER BROTHERS COMPANY
 Dept. H-4101, Nappanee, Indiana
 Please send complete information on your kitchens and
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name _____
 firm _____
 address _____
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Announcing A MAGNIFICENT NEW RANGE HOOD...



The Statesman

Here's the newest Swanson Range Hood—AND—the one that could easily become the leader of the line.

The STATESMAN vents directly out the back through the house wall. It wastes no cupboard space and requires no venting pipes. Consequently, installation is extremely easy and inexpensive.

The unit comes complete with motor, enclosed light and push button switches.

This Swanson Statesman Range Hood is available in the following decorator color schemes and sizes:

FINISHES: White Enamel . Copertone . Stainless Steel . Antique Copper . Wrought Iron Black . Yellow, Pink, Turquoise

SIZES: 24" 30" 36" 39" 40" 42" 48"

Swanson

MANUFACTURING COMPANY

OWOSSO, MICHIGAN

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The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.

Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.

Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2¼ inches wide. 2 inches maximum. Signature cuts and trade names allowed.

We offer an exceptional opportunity for a man having firm connections with architects and builders. We are the sole franchise applicators for a nationally advertised and recognized spray-on vinyl plastics material which is revolutionizing the building industry and which has unlimited uses. Drawing against commission. Reply Box 271, American Builder, 30 Church St., New York 7, N.Y.

ELECTRIC MOTORS

POWER OPERATE DOORS, WINDOWS, etc. Reversible AC/DC motors. Wall and remote control switches also available. Motors \$25.00 each, switches \$2.00 each, prepaid. LYTLE CONSTRUCTION CO., 7742 Greenfield Road, Dearborn, Michigan.

FACTORY REPS WANTED
MANUFACTURERS AGENTS AND SALES REPRESENTATIVES. Calling On General Contractors, Sub-Contractors And Architects, To Represent National Manufacturer Of Building Specialties. Our Products Are A Non-Competitive, Heavy Volume Line Earning Some Of Our Representatives Over \$15,000.00 Annually. Write Stating Experience, Types of Lines Presently Handled And Exact Territory Served. Our Men Know Of This Ad. Box 272, American Builder, 30 Church St., New York 7, N.Y.

PRODUCT SHOW: COLISEUM

Latest kitchen innovations

Two complete kitchens, both featuring new cabinets and some of the latest innovations in the kitchen field, will be shown at NAHB's convention by this company. Brand name of units is "Beauty-Queen."

▶ Toledo Desk & Fixture Co., Dept. AB, 1020 Ford St., Maumee, Ohio. Booth Nos. 726-729—Coliseum.

Circle No. J272 on reply card, p. 114

Cabinet is space-saver

Bathroom medicine cabinets designed with shelf space for needed medicines and toiletries are also space conservers. Fit compactly and neatly into the modern bath.

▶ General Bathroom Products Corp., Dept. AB, 1809 W. Thomas St., Chicago, Ill. Booth No. 878—Coliseum.

Circle No. J273 on reply card, p. 114

Mirrors framed by aluminum

Stylized mirror frames of extruded aluminum are available in five anodized finishes. Versatility is the key feature due to quick and easy installation and prompt delivery on any size mirror frame from stock.

▶ Designware Industries, Inc., Dept. AB, 3721 50th Ave., Minneapolis, Minn. Booth No. 889—Coliseum.

Circle No. J274 on reply card, p. 114

Door has new lock system

ABC sliding glass door has new locking device (by Adams Rite Mfg.) Can be master keyed for any lock system. A screw-together frame has a simplified installation. Can be pre-assembled and entire frame inserted into opening.

▶ Adams Engineering Co., Inc., Dept. AB, Little River Branch, Miami, Fla. Booth No. 955-B—Coliseum.

Circle No. J275 on reply card, p. 114

New look in kitchen units

General Electric's Appliance and TV Receiver Division plans an ambitious exhibit of equipment for this year's NAHB show. It will display all 1958 models in its electric kitchen line.

▶ General Electric Company, Dept. AB, Appliance Park, Louisville, Ky. Booth Nos. 773-777; 756-760—Coliseum.

Circle No. J276 on reply card, p. 114

Window opens on the sky

Billed as the only truly functional skylighting panel on the market, the Kimble Glass 2'x2' Toplite panel is a new item in this field. It is completely prefabricated and ready for immediate installation in roof.

▶ Kimble Glass Company, Attn. J. J. Sattler, Dept. AB, P.O. Box 1035, Toledo, Ohio. Booth No. 843—Coliseum.

Circle No. J277 on reply card, p. 114

Shovelair

INDUSTRIAL QUALITY
FANS
AT BUILDER PRICES



FOR BOTH
VERTICAL & HORIZONTAL
INSTALLATION
WESTINGHOUSE—G.E. MOTORS
S.K.F. BALL BEARING FAN SHAFT

Model	C.F.M.	Blade Size	Ht.	List Price	Your Cost
30-I.S.	7,505	30"	12"	\$ 99.95	\$49.90
36-I.S.	10,121	36"	12"	\$115.00	\$56.15
42-I.S.	12,523	42"	12"	\$135.00	\$57.40

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Write for Catalog Showing Our
Complete Line of Industrial Fans.

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C.H. Air Conditioning
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1591-1623 DeKalb Ave., N.E.
Phone Jackson 5-0443 ATLANTA 7, GA.

NORTH, SOUTH, EAST OR WEST...

STANLEY ALUMINUM WINDOWS

FOR EVERY BUILDING NEED!



Residential? Commercial? Single Hung? Double Hung?
Jalousie...Sliding...Awning Window?

Stanley has them!

See them at the NAHB Show
Hotel Sherman, Booths 439 & 440

All etched and lacquered... easily installed... designed
for specific construction in specific areas... speedily
delivered from conveniently located warehouse stocks
in Camden, Atlanta, Elkhart, Houston and Los Angeles.
All of the same fine quality you've been enjoying in
Stanley Tools and Hardware!

**ALL AWMA APPROVED...MEET
ALL NEW FHA REQUIREMENTS!**



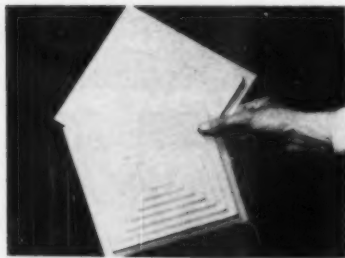
For free brochures giving complete descriptions
and size ranges, write Stanley Building Special-
ties Company, Subsidiary of The Stanley Works
of New Britain, Conn., Dept. AB-1, 1890 N.E. 146th
St., North Miami, Florida.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools
• builders and industrial hardware • drapery hardware • door controls • aluminum windows • stampings • springs
• coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany

1958 PRODUCT SHOW: AT THE COLISEUM



Models are exact replicas

Four miniaturized vinyl light-diffusing pans (8x8" in size) are exact replicas of standard pans. Offer lighting contractor opportunity to check uniformity of light transmission and of color.

▶ Pialite Div., Pioneer Plastics Corp., Dept. AB, 28 Goodhue St., Salem, Mass. Booth Nos. 909-910—Coliseum.

Circle No. J263 on reply card, p. 114

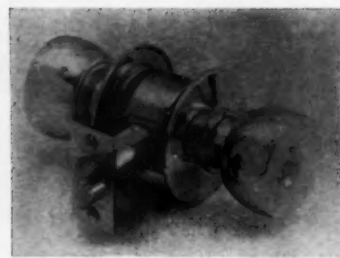


Gives custom flooring

Creative builders can offer home owners individual custom flooring with new 17½"x17½" linoleum "Designer Squares." These tiles are available in three patterns each of two tones of rose beige.

▶ Fibreboard Paper Products Corp., Dept. AB, 475 Brannan St., San Francisco, Cal. Booth No. 872—Coliseum.

Circle No. J266 on reply card, p. 114



Lock designed for motels

Challenger's special motel lock gives privacy and security at all times. It has a special visual occupancy indicator. When locked from the inside an inside pin blocks a portion of the key slot.

▶ Challenger Lock Co., Dept. AB, 4865 Exposition Blvd., Los Angeles 16, Cal. Booth No. 772—Coliseum.

Circle No. J269 on reply card, p. 114



Glass offers new art medium

"Stained glass" windows of laminated safety glass can be made simply and economically. Art applied to inside of glass is sealed protectively into laminates. Offers new versatility lacking with conventional stained glass.

▶ Monsanto Chemical Co., Dept. AB, 1700 South Second St., Springfield, Mass. Booth Nos. 897-898—Coliseum.

Circle No. J264 on reply card, p. 114



Gray glass eliminates glare

Gray glass is suited for large glass-expanse areas even in direct sunlight. Eliminates discomforting glare and heat. Does not affect color tones. Shown is curtain wall appearance of aluminum sections and gray glass.

▶ American Window Glass Co., Dept. AB, 2000 Farmers Bank Bldg., Pittsburgh 22, Pa. Booth No. 724—Coliseum.

Circle No. J267 on reply card, p. 114

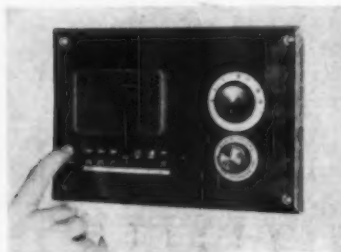


Backhoe saves time

A hydraulic backhoe which digs, lifts swings and loads in one continuous motion is now being marketed. With a telescope boom, it digs 12 ft., loads 8½ ft.; with special boom, digs 10 ft., loads 8½ ft.

▶ Henry Manufacturing Co., Inc., Dept. AB, 1700 N. Clay St., Topeka, Kans. Booth Nos. 961-962—Coliseum.

Circle No. J270 on reply card, p. 114

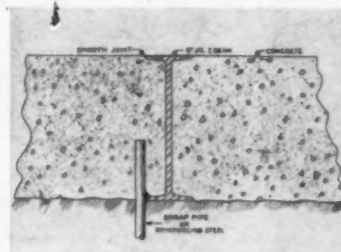


Intercoms are economical

Intercom systems packaged in two kits are a convenience to builders. One installation kit is for use when rough-in work is done, and electronic kit is for final installation. Saves money, time.

▶ Fanan Electric Co., Dept. AB, 98 Berriman St., Brooklyn 8, N.Y. Booth No. 918—Coliseum.

Circle No. J265 on reply card, p. 114

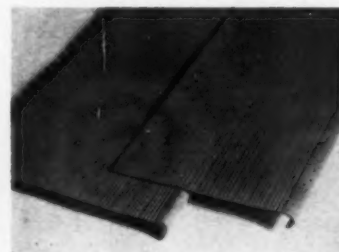


New use found for beams

Lightweight steel beams are used as expansion joints between concrete paving sections in new construction technique by L. G. LeTourneau. Eliminates eventual concrete buckling. Joint method utilizes 6" Junior Beam.

▶ Jones & Laughlin Steel Corp., Dept. AB, 3 Gateway Center, Pittsburgh 30, Pa. Booth Nos. 951-953—Coliseum.

Circle No. J268 on reply card, p. 114



Vinyl treads come in colors

Four colors: gray, green, brown and black, will now be available in this firm's vinyl stair tread. Design of the new tread couples safety and easy maintenance. Treads provide especially strong gripping edge.

▶ Robbins Floor Products, Inc., Attn. Valarie Blake, Dept. AB, Tusculumbia, Ala. Booth No. 842—Coliseum.

Circle No. J271 on reply card, p. 114

You
sell the
woman
and
she'll
sell the
husband



**MATICO'S BRIGHT COLORS
HELP YOU SELL THE MISSUS!**

The quickest way to a man's check book is through his wife. That's why it's so important to build "wife-appeal" into your new homes. Nothing moves a gal to say "yes" faster than a colorful, gleaming Matico Tile Floor. She sees a sparkling background for her furnishings . . . a look of envy in the eyes of her sister-in-law. She'll like hearing how easy it is to keep Matico bright, how the smart colors last the long life of the tile. (You needn't tell her how Matico saves *you* time and money on installation.) Remember, for your next project, add extra "wife-appeal" with MATICO.

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Box 128, Dept. 5-1
Vails Gate, New York

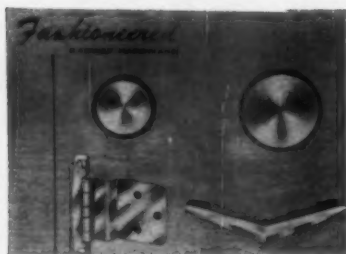
Please send me complete information on Matico
Tile Flooring.

Name.....

Address.....

City.....Zone.....State.....

1958 PRODUCT SHOW: AT THE COLISEUM

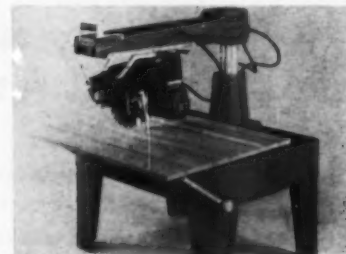


Selling made easier

A lightweight sample board sized to fit a briefcase is said to make selling of this firm's line of cabinet and builders' hardware easier. "Futura" hardware is modern-designed, available in all popular finishes.

▶ Penn-Akron Hardware Corp., Dept. AB, 32-01 57th St., Woodside 77, N.Y. Booth No. 768—Coliseum.

Circle No. J278 on reply card, p. 114



Does more accurate cutting

A new line of radial-arm wood and metal cutting machinery has been introduced by this firm. Called Imperial, it is designed for the non-ferrous metal market along with the heavy-wood cutting industry.

▶ DeWalt, Inc., Department AB, Fountain Ave., Lancaster, Pa. Booth No. 876—Coliseum.

Circle No. J279 on reply card, p. 114



Does fine cabinet work

Designed to facilitate intricate joinery and cabinet work is this ¾ hp heavy-duty router. Tool has a micrometer-type depth adjustment. Speeds range up to 19,000 rpm; operation by direct drive.

▶ The Black & Decker Manufacturing Co., Dept. AB, Joppa Rd., Towson, Md. Booth No. 871—Coliseum.

Circle No. J280 on reply card, p. 114



Kitchen unit saves steps

According to its manufacturer, the new Kook-Center recessed in the wall saves both steps and space for the cook. Complete unit in bronze porcelain finish has two separate ovens, built-in ventilating fan.

▶ Western Holly Co., Inc., Dept. AB, 8536 Hays St., Culver City, Cal. Booth Nos. 823-824—Coliseum.

Circle No. J281 on reply card, p. 114



Panels add wall decor

Simple and quick installation is claimed for this company's new line of vinyl metal laminate wall panels. Called by the same name as the firm, "Clad Rex," these units will be on display at the NAHB convention.

▶ Clad Rex Corp., Dept. AB, 2101 South Indiana Ave., Chicago, Ill. Booth No. 734—Coliseum.

Circle No. J282 on reply card, p. 114

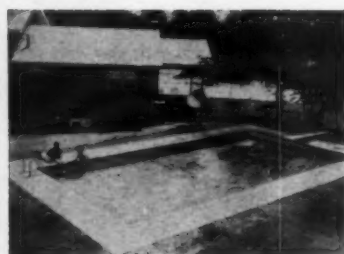


Foundations formed quickly

Both efficiency and speed are features afforded the pouring of foundations by this company's concrete forming systems. Photo shows the forms being used in a Bloomfield Heights, Colo., housing development.

▶ Gates & Sons, Inc., Dept. AB, 80 South Galapago St., Denver, Col. Booth No. 802—Coliseum.

Circle No. J283 on reply card, p. 114



Pools to add sales interest

In a market where new houses meet tougher buyer resistance, swimming pools can often turn the sale, according to this company. They're now producing a new pool called Esther Williams swimming pool.

▶ International Swimming Pool Corp., Dept. AB, 188 E. Post Rd., White Plains, N.Y. Booth No. 866—Coliseum.

Circle No. J284 on reply card, p. 114



Siding is now color-styled

Autoclaved clapboard siding establishes new standards of beauty as well as strength and stability. Comes in wide variety of built-in pastel shades. Ruberoid booth has color styling display on trends in roofing and siding.

▶ Ruberoid Co., Dept. AB, 500 Fifth Ave., New York 36, N.Y. Booth Nos. 707-708—Coliseum.

Circle No. J285 on reply card, p. 114



Room a/c is portable

New lightweight portable plug-in air conditioner weighs only 90 lbs. Easily moved from room to room. Fits any window. Single rotary control assures ease of operation. Operation is on 115 volts with draw of 7.5 amperes.

▶ RCA Whirlpool Corp., Dept. AB, North Shore Dr., St. Joseph, Mich. Booth Nos. 839-841; 856-858—Coliseum.

Circle No. J286 on reply card, p. 114

TIES
MUST BE WORN
AFTER 5 P.M.



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



®

1958 PRODUCT SHOW: AT THE COLISEUM



Prefabs in many styles

Fifteen elevations and five basic floor plans are being made available by this firm in its 1958 line of prefabricated homes. Design is contemporary and plans have three bedrooms, 1½ baths. Kitchens are modern.

▶ *Stylecraft Homes, Inc., Dept. AB, 1032 Lee St., Des Plaines, Ill. Booth No. 903—Coliseum.*

Circle No. J287 on reply card, p. 114



Tool gives leverage

The "Little Pee-Vee," a handy new builder's tool, is designed to exert extreme leverage where required on a building job, as straightening sill plates. The unit is 18" long and weighs 2 lbs.

▶ *Practor Products Co., Dept. AB, 16202 6th Avenue, N.E., Seattle 55, Wash. Booth No. 967—Coliseum.*

Circle No. J288 on reply card, p. 114



Panels diffuse light

Shatterproof Filon panels, reinforced with Fiberglas and nylon, are used on this school's top level. Interior is bathed with evenly-diffused daylight. Inexpensively installed, panels eliminate glare.

▶ *Filon Plastics Corp., Dept. AB, 5824 Northwest Highway, Chicago, Ill. Booth No. 922—Coliseum.*

Circle No. J289 on reply card, p. 114



Nail driving speeded

The new model pushbutton Spotnailer will drive 1½" fasteners (equivalent of a 6d nail) into the hardest woods. The gun is high velocity non-recoil and completely pneumatic. It can drive 3 fasteners per second.

▶ *Spotnails, Incorporated, Dept. AB, 1527 Lyons St., Evanston, Ill. Booth No. 881—Coliseum.*

Circle No. J290 on reply card, p. 114

Doors finish in one coat

Because of a carefully prepared surface, flush doors and panels produced by this firm need only one—a finish—coat after installation. Called Gibraltar flush doors and Satin Seal panels, they take many finishes.

▶ *General Plywood Corp., Dept. AB, 3131 Market St., Louisville, Ky. Booth No. 863—Coliseum.*

Circle No. J291 on reply card, p. 114

Oven opens automatically

Push-button switches automatically control opening and closing of oven door on this company's newest line of gas or electric built-in ovens. Range insert line for 1958 also has added glamor, newest features.

▶ *National Stove Co., Inc., Dept. AB, 163 Avenue A, Bayonne, N.J. Booth Nos. 852-853—Coliseum.*

Circle No. J292 on reply card, p. 114

Wood grains in laminates

Three new finishes are available in "Carefree" kitchens: oyster ash, antique cherry and fruitwood. Wood-grained reproductions, the surfaces are said to resist wear and tear and never admit foreign matter or dirt.

▶ *Nevamar Carefree Kitchens, Attn. Donald Otenasek, Dept. AB, Odenton, Md. Booth Nos. 785-786—Coliseum.*

Circle No. J293 on reply card, p. 114

Has built-in timer

Four room speakers and a master station make up the Rangaire Model WR-550 intercom system. Besides the intercom and radio, there is a timer to turn it on, and a receptacle for a phonograph in the system.

▶ *Roberts Manufacturing Co., Dept. AB, P. O. Box 177, Cleburne, Tex. Booth No. 812-813—Coliseum.*

Circle No. J294 on reply card, p. 114



Sink made to wear well

The double compartment, ledge-back stainless steel sink is one of the new styles introduced by Ekco. Stainless steel won't chip, crack, stain or discolor. White acoustical undercoating deadens sound.

▶ *Ekco Products Company, Dept. AB, 1250 Bedford Ave. S.W., Canton, Ohio. Booth Nos. 814-815—Coliseum.*

Circle No. J295 on reply card, p. 114



Designed for disposers

"Dispo-Well" stainless steel sink, designed for disposer installation, has an off-center drain funnel located directly under faucet spout. Location of drain protects utensils, increases disposer action.

▶ *Lyon, Incorporated, Dept. AB, 13381 West Chicago Blvd., Detroit, Mich. Booth No. 836—Coliseum.*

Circle No. J296 on reply card, p. 114

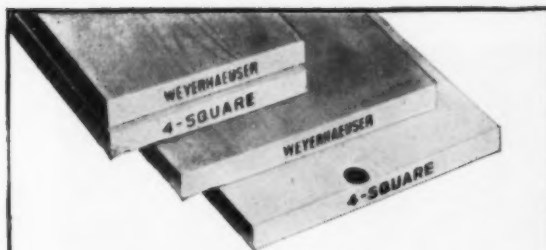


Self-storing ironing board

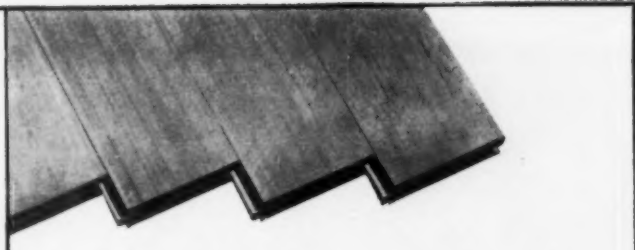
New item in laundry built-ins is a hinged, self-storing ironing board. Lifts out of 24" cabinet and locks securely providing sturdy working surface. Has storage space in cabinet for iron and accessories.

▶ *Mutschler Brothers Co., Attn. R. C. Chapman, Dept. AB, Nappanee, Ind. Booth Nos. 798-799; 822—Coliseum.*

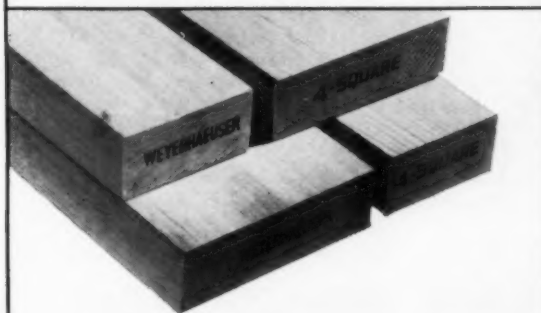
Circle No. J297 on reply card, p. 114



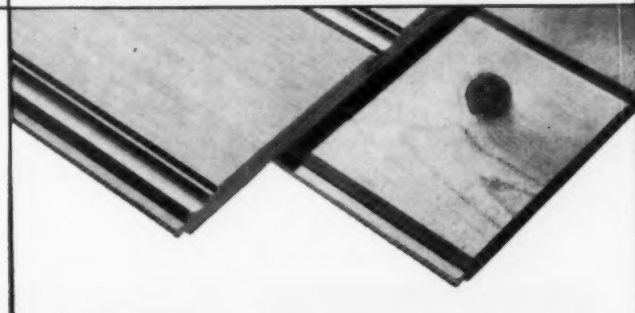
BOARDS: Seasoned before surfacing to size. Available in a wide range of species and grades.



FLOORING: Controlled kiln-drying means a firm, smooth surface for fine appearance and dependable service.



DIMENSION: Scientifically kiln-dried framing lumber contributes to sound, durable construction.



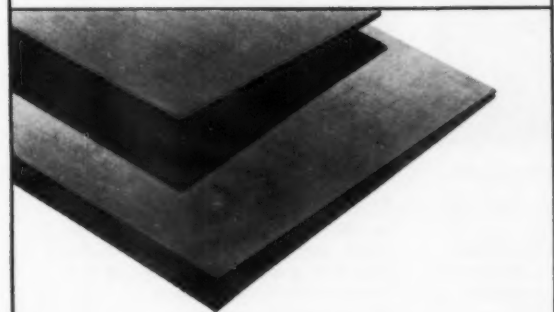
PANELING: Kiln-Dried Panelings come in a wide choice of species and patterns... also beautiful plywood panelings.

Weyerhaeuser 4-SQUARE®

LUMBER AND BUILDING PRODUCTS



END-MATCHING eliminates waste and reduces building time. End-Matched items include wall and roof sheathing, sub-flooring, finish flooring, drop siding, and ceiling.



SIDING: Weyerhaeuser 4-Square Kiln-Dried Sidings are available in a broad selection of patterns, grades, and species.

Basically better because...

IT'S KILN-DRIED

Shown here are a few of the items in the complete line of Weyerhaeuser 4-Square Kiln-Dried Lumber products . . . lumber which you can use profitably and with complete confidence.

Trademarked Weyerhaeuser 4-Square Lumber is properly seasoned by scientifically controlled methods of drying. The result is lumber which has maximum strength, finishes easily, and holds nails securely. Kiln-drying also promotes dimensional stability.

Besides being kiln-dried, Weyerhaeuser 4-Square Lumber is precision manufactured, uniformly graded, and carefully loaded. All of these features contribute to the uniformly high quality of Weyerhaeuser 4-Square Lumber that results in customer satisfaction while entrenching your position as a reputable builder. The Weyerhaeuser 4-Square trademark is your assurance that you are using lumber and related building products which over a period of many years have earned the reputation for reliability.

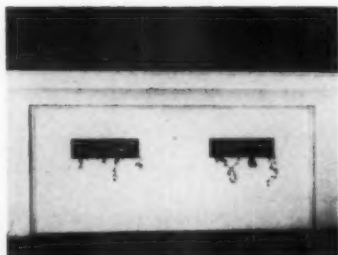
Weyerhaeuser Sales Company

Saint Paul 1, Minnesota

1958 PRODUCT SHOW

Bonus products

USE REPLY CARD, P. 114 FOR FREE INFORMATION

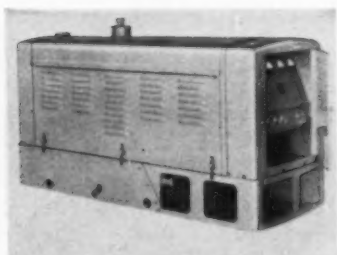


This door grows flowers

An overhead garage door with built-in flower boxes is the latest in flush sectional types. The boxes measure 42" wide, 15" high and 8" deep. Back of box is glass so that units also serve as windows.

► Graham Industries, Inc., Attn. J. H. Hamuth, Dept. AB, 6901 Carnegie Ave., Cleveland 3, Ohio.

Circle No. J298 on reply card, p. 114



Generators can save \$300

HC model generators provide full rated electric power for primary power application in the construction field where economy and day-in, day-out operation is essential. Weather-proof housing is optional.

► D. W. Onan and Sons, Inc., Attn. V. Gilbertson, Dept. AB, 2515 University Ave., S. E., Minneapolis 14, Minn.

Circle No. J300 on reply card, p. 114

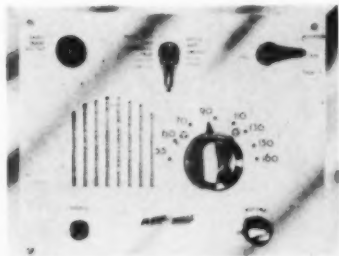


Homes for gracious living

Homes for '58 in modern, contemporary and traditional styles with two, three, and four bedrooms are presented by Inland. Latest model is the "700" series designed for gracious living. Price range \$16,500-\$17,500.

► Inland Homes Corp., Attn. E. A. Morris, Jr., Dept. AB, 501 South College St., Piqua, Ohio.

Circle No. J302 on reply card, p. 114

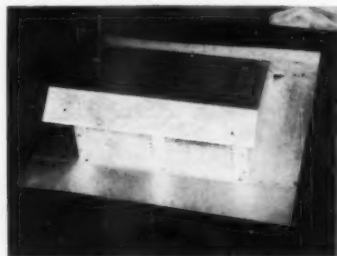


Intercom panel fits flush

Here's a radio-intercom system, called Flush Wall, which is installed as its name implies. Said to fit a standard 4" partition, the unit permits any station to communicate with any other station.

► Flush Wall Radio Co., Attn. L. R. Schenck, Dept. AB, 1012 Cleveland St., Clearwater, Fla.

Circle No. J299 on reply card, p. 114



Roof vents have "new look"

For greater free vent area, roof vents now have a new louvered front with square base and venturi. Weatherproof construction of aluminum, galvanized steel or copper assures maintenance-free service. Easy to install.

► Louv-r-Pak, Inc., Attn. W. C. Malicoat, Dept. AB, 3629 East First St., Fort Worth, Tex.

Circle No. J301 on reply card, p. 114



Covers old walls

Cracked, chipped, or oil-painted walls can be quickly, smoothly and permanently covered with Nu-Wall bonding plaster. It adheres firmly, can be used to cover any surface where 1/8" plaster is recommended.

► Nu-Wall Manufacturing Company, Attn. Daniel Taylor, Dept. AB, 3100 West State St., Milwaukee 8, Wisc.

Circle No. J303 on reply card, p. 114



Heater drops into floor

An electric floor drop-in heater has been developed for use in either frame or slab-type houses. Lengths of unit are designed to tie in with standard floor joist spacing. Register lifts out for cleaning.

▶ Edwin L. Wiegand Co., Attn. T. A. McLean, Dept. AB, 7500 Thomas Blvd., Pittsburgh 8, Pa.

Circle No. J304 on reply card, p. 114



One finger can do it

Finger-touch regulation of heating and air conditioning is claimed for this new PushButton Thermostat. Control has from two to five buttons and is available in a beige color to match most rooms.

▶ White-Rodgers Co., Attn. J. B. Newcombe, Department AB, 1209 Cass Ave., St. Louis, Mo.

Circle No. J307 on reply card, p. 114

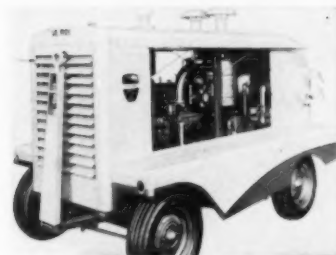


Seals curtain walls

Pecora Synthacalk mixes readily on the job from two packages. It is a new product designed as a sealant for curtain walls. It has excellent adhesion to clean, bare surfaces such as glass, metal, and plastic.

▶ Pecora Paint Co., Attn. Laurence Bowen, Dept. AB, 4th St. and Sedgley Avenue, Philadelphia, Pa.

Circle No. J310 on reply card, p. 114

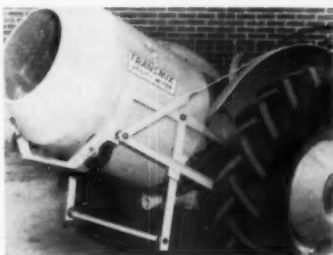


Both powerful and portable

Claimed to be the lightest, shortest-turning 600 cfm rotary air compressor manufactured to date . . . the LeRoi 600RD2. It is a portable, two-stage, sliding-vane type coupled to a GM-71 diesel engine.

▶ Le Roi Div., Westinghouse Air Brake Co., Attn. Ralph B. Malsam, Dept. AB, Milwaukee 1, Wisc.

Circle No. J305 on reply card, p. 114

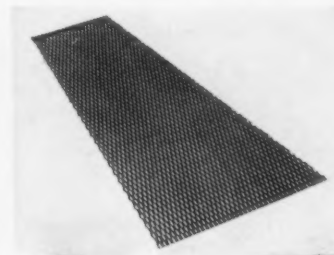


Mixes while carrying

An improved utility mixer, called Transmix, is now ready for distribution. Unit mixes while transporting, dumps hydraulically, attaches quickly to most model tractors. One or 1½ bag capacity.

▶ Universal Pulleys Company, Inc., Department AB, 333 North Mosely St., Milwaukee, Wis.

Circle No. J308 on reply card, p. 114

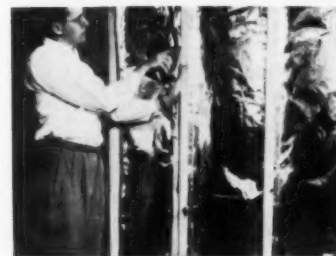


Wire mesh lies flat

Improvements in Milcor Smalmesh Metal Lath produce a diamond mesh product, for use in all types of plastering. Lath is flat, of uniform width, and squared at both ends; requires a minimum of plaster.

▶ Inland Steel Products Company, Department AB, 4101 West Burnham, Milwaukee, Wisconsin.

Circle No. J311 on reply card, p. 114

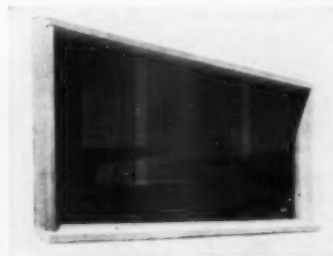


Insulation . . . in 3 sizes

Super-fine glass fibers make up this firm's new line of blanket insulation. It is available in three thicknesses, and is aluminum foil backed. Product weighs only between one and two oz. per sq. ft. in place.

▶ Zonolite Co., Attn. David O. Field, Department AB, 135 South LaSalle St., Chicago 3, Ill.

Circle No. J306 on reply card, p. 114



Windows are air tight

Pierson sashless windows are frameless, sashless crystal glass sliding sections with locking hardware. Tests have proven them extremely air tight in areas which suffer extreme cold. 23 basic sizes.

▶ Ernest Pierson Company, Attn. William Pittman, Dept. AB, Broadway, Eureka, California.

Circle No. J309 on reply card, p. 114



Includes the kitchen sink

A combination refrigerator, stove, freezer and sink that measures no more than 29" in width has been produced by this firm. The unit is attractive enough for the living room; comes in wood or white finishes.

▶ General Air Conditioning Corp., Dept. AB, 4542 E. Dunham St., Los Angeles 23, Calif.

Circle No. J312 on reply card, p. 114

1958 PRODUCT SHOW: BONUS PRODUCTS



Decorate the doorway

By the use of cast iron columns and brackets in the "Vineyard" or "Grape" pattern, Tennessee Fabricating Co. offers builders and home owners an attractive way of decorating their doorways and porches.

▶ Tennessee Fabricating Co., Attn. Lewis Curtis, Dept. AB, 1490 Grimes St., Memphis, Tenn.

Circle No. J313 on reply card, p. 114



Fixtures offer flexibility

New recessed square lighting fixtures offer one-piece steel frames in chrome-copper, brass plate, grey and white, black satin. Units are available in three different housings: unwired, unwired with asbestos and pre-wired.

▶ Atlas Electric Product Company, Attn. B. Pearlman, Dept. AB, 319 Ten Eyck St., Brooklyn 6, N. Y.

Circle No. J316 on reply card, p. 114



Floors uniquely patterned

Hardwood floorings with elaborate patterns derived from European motifs are now being preassembled. Using its Micro-Match process, the firm can end- or side-match planks into many designs.

▶ Miller Brothers Co., Inc., Attn. R. C. Miller, Dept. AB, P.O. Box 540, Johnson City, Tenn.

Circle No. J320 on reply card, p. 114

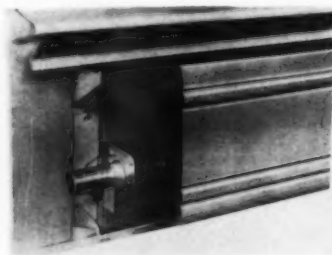


Controls shower temperature

Thermostatic shower control, with a single dial to turn, maintains desired temperature by compensating for drops in temperature and pressure. Shuts shower off upon failure of cold water supply.

▶ The Powers Regulator Company, Attn. James Atkinson, Dept. AB, 3434 Oakton St., Skokie, Ill.

Circle No. J314 on reply card, p. 114

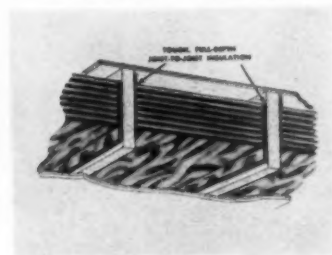


Can lower heat cost

Style 800-N can be installed in single dwellings or big projects at a low cost and with no sacrifice in efficiency, performance and beauty. "Radi-Vector" baseboard has copper tube and aluminum fins.

▶ The Vulcan Radiator Company, Attn. Sales Promotion Manager, Department AB, Hartford, Conn.

Circle No. J317 on reply card, p. 114

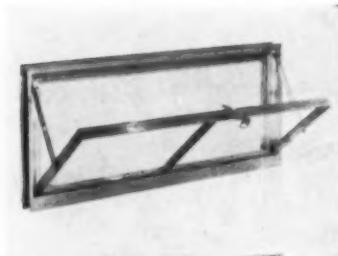


Insulation applied easily

Multiple aluminum insulation, 5/4" deep, provides 7/4" insulation value in winter, 11/4" in summer. Lightweight, easily and quickly installed. Of aluminum fiber laminate in 8, 12, 16 and 24" widths.

▶ Infra Insulation Inc., Attn. Sales Promotion Manager, Department AB, 525 Broadway, New York 12, New York.

Circle No. J321 on reply card, p. 114



Sash installs quickly

Aluminum basement sash combines beauty and lightness of aluminum with strength and rigidity of 6063-T5 extrusions. Features make for faster, easier installation and stronger, weathertight construction.

▶ Vento Steel Products Co., Inc., Attn. Dan Carr, Dept. AB, 259 Colorado Street, Buffalo, N. Y.

Circle No. J315 on reply card, p. 114

Prefab split offered

Presidential Homes is the manufacturer of this new split-level prefab. Chief feature is large number of bedrooms. There are four, and an additional study on the second floor which can also be used as a bedroom.

▶ Presidential Homes, Incorporated, Attn. Harry C. Smith, Department AB, Pemberton, N. J.

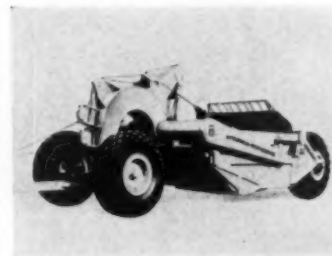
Circle No. J318 on reply card, p. 114

Data on radiant heat

Information on Thrush Hot Water Radiant Heat is available through a 12-page booklet. Technical information, installation details and various applications of the Thrush system are explained.

▶ H. A. Thrush and Company, Attention Sales Promotion Manager, Department AB, Peru, Indiana.

Circle No. J319 on reply card, p. 114



Scraper cuts broad swathe

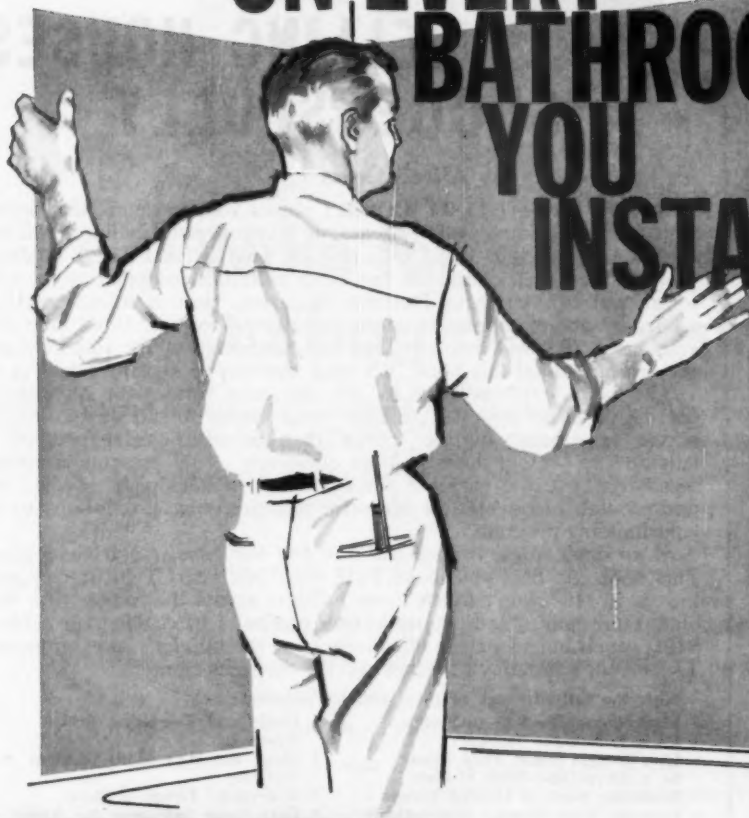
Designed for use with tractors of 90 or more horsepower, new 18-cubic-yard CT Scraper has a 9 1/2', three-section blade angled precisely with floor to combat loading resistance. Extra-high opening aids unloading.


▶ LeTourneau-Westinghouse Company, Attn. Sales Promotion Manager, Dept. AB, 2301 N.E. Adams St., Peoria, Ill.

Circle No. J322 on reply card, p. 114

see us at the NAHB show,
and
see how you can

**SAVE UP TO \$50
ON EVERY
BATHROOM
YOU
INSTALL!**



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WALL PANELS

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BOOTH 734


Chicago Coliseum

NAHB

Here's how to cut your building costs . . . here's how to build more beauty, more comfort, more value into your homes! Large panels of durable, colorful vinyl, permanently bonded to metal, speed the finishing of walls in bathrooms, kitchens, other rooms. Easily pre-formed on the job, Clad Rex Wall Panels may be installed as a single, joint-free unit to take the costly "piece-work" out of finishing bathtub recesses—just one example of how you can save time and money with CLAD REX.

See us at the NAHB show in Chicago (or write us) . . . discover all the reasons why it will pay you to use this modern, tested-and-proved wall covering in the homes you build!

NOTE TO DISTRIBUTOR-INSTALLERS—Some desirable territories still open. For complete information, write us on your letterhead.

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**NEW
CONSTRUCTION
TECHNIQUE
PROVIDES
FINEST POOL**

AT **20%**
**LOWER
COST**



FOR CONTRACTORS & DEALERS

**LOWER ORIGINAL COST—
LOWER UPKEEP**

Because only a three foot retaining wall is required for a full 6½ foot deep pool, the saving is tremendous! AWARD liners made of 22 gauge laminated Boltflex match the bottom contours of the most expensive pools. Maintenance cost is reduced to a minimum.

**BACKED BY YEARS OF
ENGINEERING EXPERIENCE**

AWARD pools are produced by DAVIS PRODUCTS, INC., pioneers in low-cost vinyl-lined pools made of genuine Boltflex by a division of the General Tire and Rubber Company. Every AWARD pool liner is sold direct to you from the manufacturer, thus eliminating another costly middleman operation.

UNCONDITIONALLY GUARANTEED

Every AWARD pool liner carries a written guarantee of complete satisfaction against any defect. You can be a part of the big future for AWARD pool contractors and dealers. Be ready for the big season ahead. Act now! Get the facts without delay...it will pay!

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**AWARD POOL
DIVISION**

DAVIS PRODUCTS, INC.
1631 Tenth St., Santa Monica, California

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by Alfred Gross

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The book explains how to get the most from your advertising dollar . . . shows how to "package" your homes for greatest customer appeal . . . points out the "extras" that pay off in closing sales . . . tells how to present hidden values effectively . . . presents complete details on how to organize a practical trade-in sales plan . . . and it's packed with new workable ideas for effective sales promotions to fit your building program.

In no other single volume will you find this concise marketing data. This book can help you make 1958 your best year! Tight money and the "hard sell" won't touch those builders across the nation who will build more homes and pile up greater profits in 1958 than ever before! BUT, much hinges on the effectiveness of the builder's sales program. Tailor your's to today's market and see the sales come in.

Note the full coverage of these chapter headings:

- Marketing—The Key to Profits
- It's a Wonderful Market
- Give Buyers What They Want
- Be a Show-Off—With Models
- Make the Most of Hidden Values
- Package Your Houses Distinctively
- Newspaper Advertising Is Rated Tops
- Radio and Television Brings Them In
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Yes! I'd like to see how to get more business by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports, and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area in the 37 Eastern States and the type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

I'm interested in General Building House Construction Engineering (Heavy Construction)

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(2 lines)

1. **AS A DIRECT SALES AID** . . . Your looseleaf "builder's edition" of *This Is Your Home* has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.
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Look at this book through the eyes of your home buyers, and you'll see a substantial increase in your own sales.

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"YOU CAN DO IT BETTER WITH A HENRY"

1958 PRODUCT SHOW: BONUS PRODUCTS



Siding made of plastic

Long life and low maintenance are the advantages claimed for "Steplap," a translucent fiber glass panel siding. In addition, dead air space is provided for extra insulation, and its light weight has structural advantages.

▶ **Alsynite Company, Attn. Sales Promotion Manager, Department AB, 4654 De Soto Street, San Diego, California.**

Circle No. J323 on reply card, p. 114



Designed for quiet service

The new Shovelair attic fan is made in three sizes: 30", 36" and 42". It is designed for quiet, low-cost operation and horizontal or vertical installation. General Electric and Westinghouse motors are used.

▶ **C & H Air Conditioning Fan Co., Inc., Dept. AB, 1591-1623 DeKalb Ave., N.E., Atlanta 7, Ga.**

Circle No. J324 on reply card, p. 114

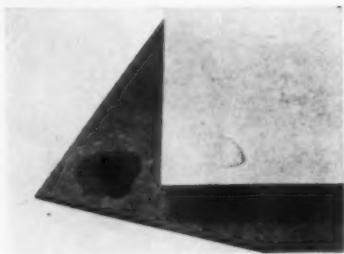


Ceramic tile in sheets

Fast installation of ceramic wall tile is now possible with 12-tile sheets of Suntile called "Setfast." Made in 16 popular glazes. Regular 4 1/4 x 4 1/4" Suntiles are permanently mounted on a specially developed mesh.

▶ **Cambridge Tile Manufacturing Co., Attn. R. L. Cailee, Dept. AB, P.O. Box 71, Cincinnati 15, Ohio.**

Circle No. J325 on reply card, p. 114



Color is baked in

Light in color and sealed pre-finished surface are said to be two main benefits of a new tempered hardboard, Sandalwood Forest. The color is baked in and sealed so that dirt, grease, etc. can be easily washed off.

▶ **Forest Fiber Products Company, Attn. Esther Polka, Dept. AB, Post Office Box 68, Forest Grove, Ore.**

Circle No. J326 on reply card, p. 114

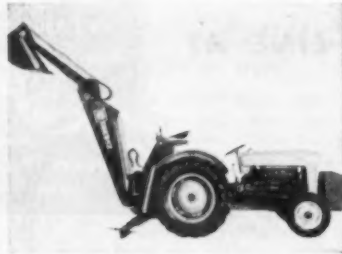


Garage door smooths open

New features of the "Miracle" garage door include a 14" radius curved track for easier operation and a floating action wheel and axle assembly. Gives greater smoothness in opening and closing.

▶ **Frantz Manufacturing Company, Attn. W. L. Black, Sales Manager, Dept. AB, Sterling, Ill.**

Circle No. J327 on reply card, p. 114

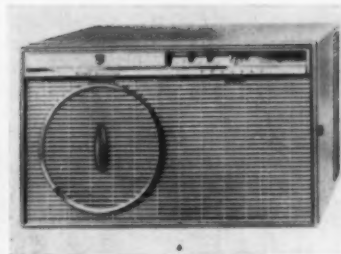


Digger goes 12 ft. deep

New 54F power digger has 9,000 lbs. breakaway pressure; 188° uninterrupted arc; quick dismounting; will dig 12 feet and reach 18 feet at grade. Maker states 15 lin. feet of excavation can be done from one tractor position.

▶ **Sherman Products, Inc., Attn. M. G. Maudlin, Dept. AB, 3200 West 14 Mile Road, Royal Oak, Michigan.**

Circle No. J328 on reply card, p. 114

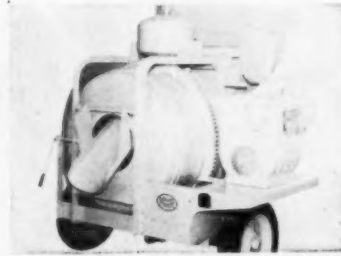


Both heats and cools

The first room air conditioner for use both summer and winter has been announced by Fedders. Called the "Four Seasons" model, it runs from a heat pump which can operate even when the temperature drops to zero.

▶ **Fedders Quigan Corporation, Attn. Harold Boxer, Dept. AB, 58-01 Grand Avenue, Maspeth, N. Y.**

Circle No. J329 on reply card, p. 114

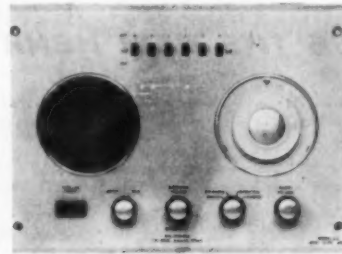


Mixer has 6-yd. capacity

A new non-tilting type of concrete mixer has been added to the line of the Muller Machine Company. Capacity of the mixer is 6 yds., and the height of the discharge is 27" to facilitate loading wheelbarrows.

▶ **Muller Machinery Company, Inc., Attn. Sales Promotion Manager, Dept. AB, Metuchen, N. J.**

Circle No. J330 on reply card, p. 114



Intercom answers door

One of the four remote speakers in "Inter-Call" model D-2 is for door-answering service. The system permits room-to-room inter-communication between remote speakers as well as the master unit.

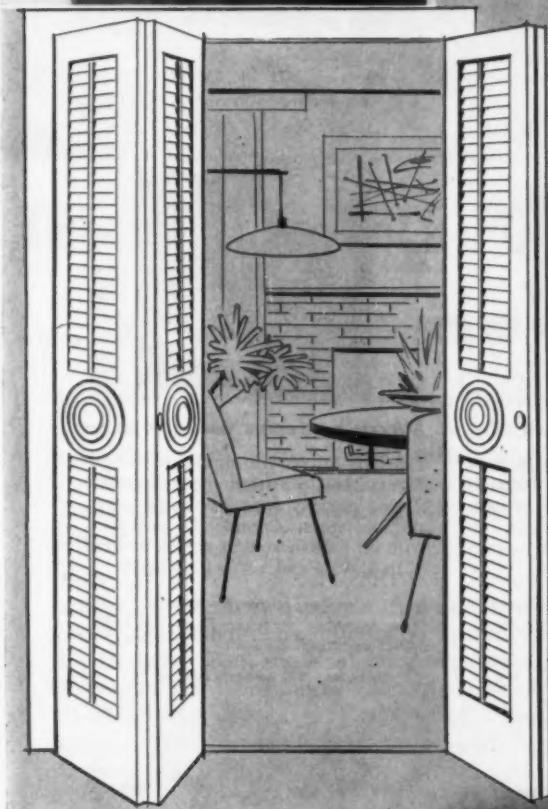
▶ **Music & Sound, Inc., Attn. Harold J. Lemmon, Dept. AB, 118 Leslie Street, Dallas 7, Texas.**

Circle No. J331 on reply card, p. 114



GRANT FOLDING PANEL HARDWARE GOES BEST WITH YOUR HOMES

because only Grant no. 2500 hardware gives you 7 excellent reasons for buying, plus the exclusive new Grant Passageway Set.



- **FULL HARDWARE RANGE:** two door sets for 1'6", 2'0", 2'6" and 3'0" openings — four door sets for 3', 4', 5' and 6' openings.
- **COMPLETELY ADJUSTABLE:** vertically and horizontally — simple too.
- **UNIQUE JAMB BRACKET:** keeps doors off floors, positively, eliminates need for any hardware on floor.
- **FAST INSTALLATION:** goes up in minutes, and you won't be called back either!
- **QUIET OPERATION:** homeowners will feel doors glide smoothly, noiselessly.
- **REINFORCED BRACKETS and GUIDES:** heavy duty, insure perfect, long-time operation.
- **ANTI-SAG FEATURE:** extra setting holes on guides give added protection against call-backs.

you've learned to depend on Grant hardware, the nation's fastest moving line of sliding hardware . . . and you'll be glad you installed the 2500 line because, quality and price considered, there's none better.

Write for your copy of the award-winning Grant catalog with full information on the 2500 line.



and the remarkable passageway set, with completely hidden hardware, will be a wonderful "extra" that your prospects will be glad you installed.

SEE THE COMPLETE GRANT SLIDING HARDWARE LINE AT THE NAHB CONVENTION, BOOTHS 301 AND 302, CONRAD HILTON



grant pulley and hardware corporation

1 high street, west nyack, new york

944 long beach avenue, los angeles 21, california

1958 PRODUCT SHOW: BONUS PRODUCTS



Masonry saw is convertible

Supermatic Masonry Saw is a wet or dry unit which can also be converted to a light duty concrete saw and a track saw. Frame extensions can be added to increase its width to 6' to cut sills and large stones.

▶ Clipper Mfg. Co., Attn. Don Lowery, Department AB, 2800 Warwick, Kansas City, Missouri.

Circle No. J332 on reply card, p. 114



Comes in 48 colors

Case has introduced the Wellington 300, a concave vanity lavatory. Made of vitreous china, with rust-proof wrought iron legs and non-slip towel bars, the overall lavatory size is 32" x 24".

▶ Case Manufacturing Corp., Attn. Ted Higginbotham, Dept. AB, 33 Main Street, Buffalo 3, New York.

Circle No. J335 on reply card, p. 114

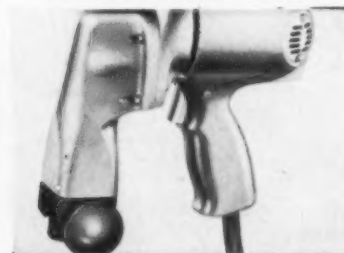


Finishes small shapes

Abrasives can be used on work spindles down to 1/4" in diameter on the new Oscillating Abrasive Finisher announced by this company. Much smaller radius contours or scroll work can thus be machine-finished.

▶ Boice-Crane Company, Attn. Sales Promotion Manager, Dept. AB, 930 West Central Ave., Toledo 6, Ohio.

Circle No. J338 on reply card, p. 114

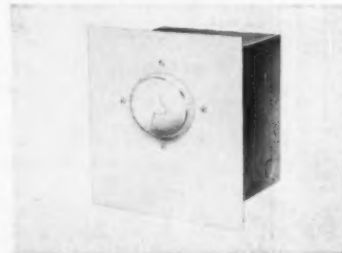


Cuts contractor's job

Closing "Pittsburgh" locks is accomplished in a fraction of the time required for hand hammering with this Lock Hammer. It will handle 30 to 22 gauge steel metal; weighs only ten pounds.

▶ Milwaukee Electric Tool Corporation, Department AB, 5316 West State Street, Milwaukee 8, Wisc.

Circle No. J333 on reply card, p. 114



Dims from bright to dark

A new type dimmer, designed to meet the higher loads of modern residential and commercial circuits, is offered by Luxtrol. It provides intensities from full brightness to complete darkness.

▶ The Superior Electric Company, Attn. Richard Greene, Department AB, 83 Laurel St., Bristol, Conn.

Circle No. J336 on reply card, p. 114

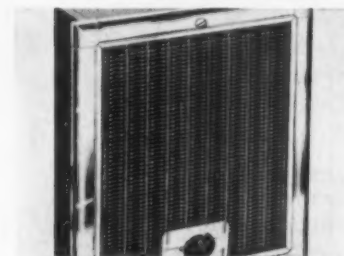


Mirror performs as door

Carolina Mirror will introduce its new Signet Mobile Mirror: floor-to-ceiling sliding mirrors for closets and other storage areas. Completely packaged with all hardware, unit comes in sizes 3' to 6' wide and any ceiling height.

▶ The Carolina Mirror Corporation, Attn. Sales Promotion Manager, Dept. AB, North Wilksboro, North Carolina.

Circle No. J339 on reply card, p. 114

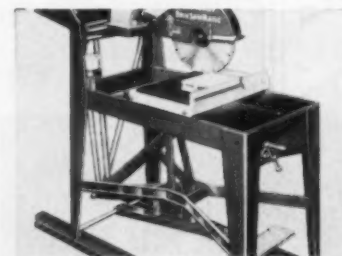


Heat in 10 seconds

Heat within ten seconds is assured by the Broan fan-powered electric wall heater. Widest use should be in bathrooms, or for auxiliary heat in nurseries or recreation rooms. Grille protection is only 1/4".

▶ Broan Manufacturing Company, Inc., Attn. Chuck Kelly, Dept. AB, P. O. Box 140, Hartford, Wisconsin.

Circle No. J334 on reply card, p. 114

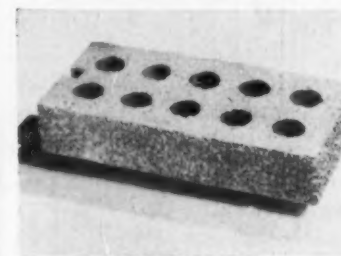


Has the new head design

New saw, the "Brikawmatic", features Full-Vue Cutting Head which gives unlimited vision and unobstructed hand clearance. Another feature, the Eveready Control Crank positions the blade height for any size.

▶ Eveready Brikaw Company, Attn. E. W. Perkins, Dept. AB, 1104 Union Ave., Kansas City, Mo.

Circle No. J337 on reply card, p. 114

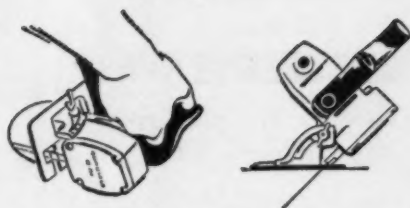


Brick for today's houses

"SCR brick" meets today's requirements for single-family, one-story homes. Dimensions: 2 1/4" high x 11 1/2" long x 5 1/2" thick. Conventional in appearance, it's a thru-the-wall unit, needing no back-up materials.

▶ Structural Clay Products Institute, Attn. L. Kirsten, Dept. AB, 1520 18th Street, N. W., Washington 6, D. C.

Circle No. J340 on reply card, p. 114



Rips, crosscuts, bevels, scrolls, miters.



Cuts 2 x 4's at 45° angle. Plunge cuts 2 x 4's without drilled hole. Cuts ¼" steel plate, ½" aluminum plate, pipe, Formica and other materials. Detachable cords available in lengths up to 100 ft.

THE MOST USABLE POWER SAW YOU CAN OWN

... the new **DISSTON D-23** electric handsaw!

Takes the place of a shopful of saws on the job! The new Disston D-23 Electric Handsaw does everything from notching rafters and cutting heavy lumber to making cut-outs for electrical outlets or openings for plumbing fixtures.

Cuts up to 50% faster! ORBITE Action speeds up sawing. Reduces fraying. Provides cleaner edge. Blade cuts on upstroke, backs away from material on downstroke. Powerful 3 ampere motor operates Disston D-23 Electric Handsaw at 3800 strokes per minute. Only electric handsaw with a detachable "lock-in" cord.

Delivers more actual cutting power than any saw of its type! The Disston D-23 Electric Handsaw has the highest output horsepower of any sabre saw. In addition, it's the only reciprocating saw with all needle and ball bearings—9 needle and 3 ball bearings. Cuts more accurately. Lasts longer.

Send for your free copy of the Disston Workshop Manual No. 1 describing the remarkable D-23 Electric Handsaw. Worthwhile reading for carpenters, builders and anyone whose work depends on fine tools. The Disston D-23 Electric Handsaw with rip fence, four blades, and 8-foot detachable cord lists at \$98.50.

H. K. PORTER COMPANY, INC.

DISSTON DIVISION



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TODAY!**

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H. K. PORTER COMPANY, INC.

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1010 Tacony, Philadelphia 35, Pa.

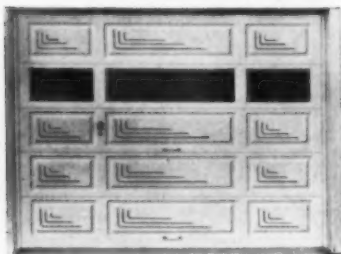
Please send me without obligation your booklet on the new Disston D-23 Electric Handsaw.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

1958 PRODUCT SHOW: BONUS PRODUCTS

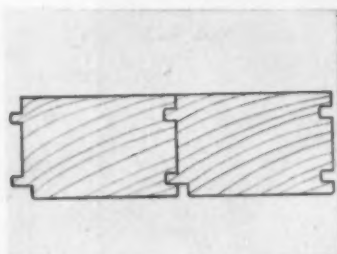


Made of heavy hardboard

The new raised carved panel door is made of Calderboard panels, a heavy, dense, hardboard material guaranteed for the life of the door. The panels machine and paint well. Ideal material for producing a raised panel door.

► Calder Manufacturing Company, Department AB, 630 North Prince Street, Lancaster, Pa.

Circle No. J341 on reply card, p. 114



Roof deck does triple duty

Rilco announces a new roof deck called "Plank Deck." This comes in a Western Red Cedar or Spruce. It performs a multi-function by serving as sheathing, insulation and beautiful ceiling finish. Joists are eliminated.

► Rilco Laminated Products, Inc., Dept. AB, W-891 First National Bank Building, St. Paul 1, Minn.

Circle No. J344 on reply card, p. 114

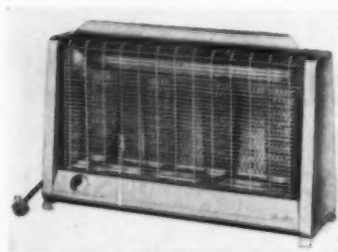


Bath fixture has many uses

Cole "Valet" combines a deodorizer, magazine holder and ash tray with a "piggy back" toilet tissue dispenser that holds 2 rolls. The electronic deodorizer is an ozone generator which burns up the odor.

► Cole Products Corporation, Attn. J. D. Cole, Dept. AB, Box 4182, Austin 51, Tex.

Circle No. J348 on reply card, p. 114



Heaters designed with flair

Striking modern design distinguishes '58 line of portable model heaters. Heaters are of heavy-duty construction for long life, yet are light enough to carry from room to room. Three capacities available.

► Cavalier Corp., Electric Heating Div., Dept. AB, 343 West First St., Chattanooga, Tenn.

Circle No. J342 on reply card, p. 114



Blends hot, cold water

A single-lever, swing spout for the modern kitchen sink has been introduced by this firm. Deck mounted, unit has 8" centers and a 9" spout. Working parts of precision-machined stainless steel and bronze.

► Alamark Company, Attn. Sales Promotion Manager, Dept. AB, 11460 Reading Rd., Cincinnati 41, Ohio.

Circle No. J345 on reply card, p. 114



Cuts flush to any surface

Model 250 Supersaw enables the user to cut flush to any surface in any position. It cuts bolts, pipes, rods, conduits. Is equipped with 1/2 H. P., 5.0 amp motor and delivers 2,500 strokes per minute.

► R. C. S. Tool Corporation, Attn. Thomas Sweeney, Department AB, P. O. Box 661, Bloomington, Ill.

Circle No. J349 on reply card, p. 114



Fireplace installs easily

Packaged kit fireplace unit requires no foundation alterations or masonry, can be installed quickly, economically. Styling fits any decorator scheme. Of corrosion and heat-resistant materials, unit is completely safe.

► Temco, Inc., Attn. Sales Promotion Manager, Department AB, 4104 Park Avenue, Nashville, Tenn.

Circle No. J343 on reply card, p. 114

Jack is supporting device

A new economy-priced jack and post device for supporting sagging floors, weak beams, warping stairways, is called the Un-X-Eld Jack. Constructed of tubular steel, the unit weighs 26 lbs. It's useful in construction work.

► Perma-Jack Corporation, Department AB, 1111 East 200th Street, Cleveland 17, Ohio.

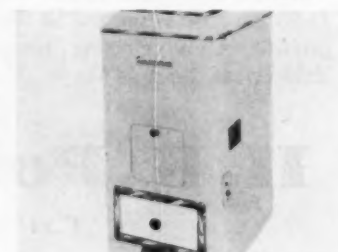
Circle No. J346 on reply card, p. 114

Weatherstrip with ease

Of particular interest to remodelers should be this surface-installed window weatherstrip, called E-Z-On. The interlocking strips slide within one another as the double hung window is operated.

► Robert N. Baltz & Company, Inc., Attn. S. J. Zabreski, Dept. AB, 1009 Harvard Ter., Evanston, Ill.

Circle No. J347 on reply card, p. 114



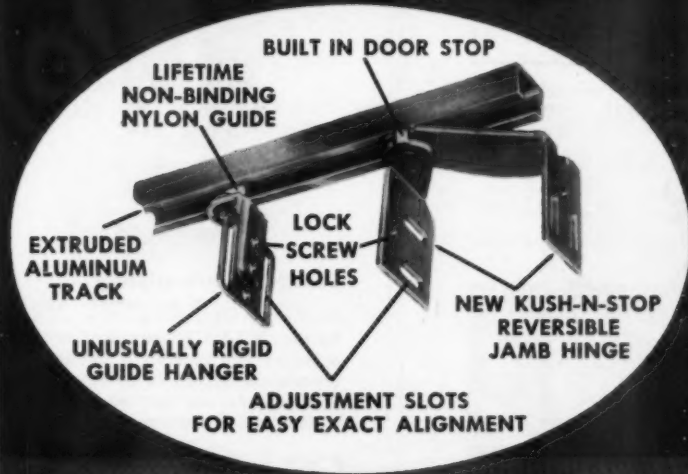
Rids home of garbage

Calcinator is a gas home incinerator which gives immediate indoor disposal of all garbage and trash. Cabinets are white silicone enamel baked under high temperatures. One year full warranty.

► Calcinator Corp., Attn. Paul McLaughlin, Dept. AB, 28th and Water St., Bay City, Michigan.

Circle No. J350 on reply card, p. 114

only
HAR-VEY hardware
has all these features



NEW! Har-Vey "B" Line Slide-A-Fold Hardware with built-in stop eliminates bottom track...

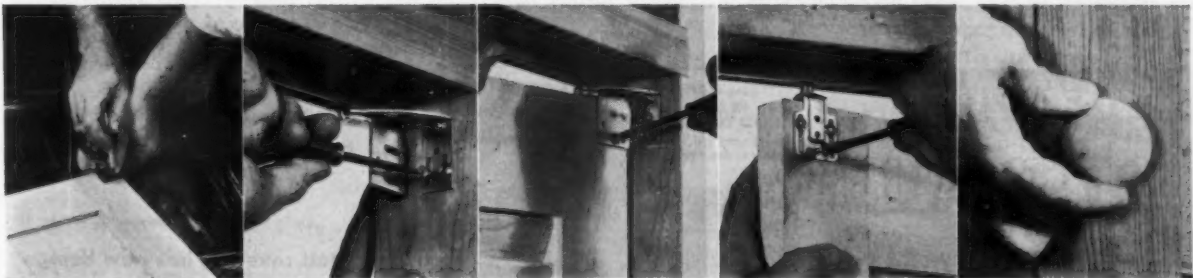
NEW REVERSIBLE JAMB HINGE eliminates bottom track and provides smooth, uninterrupted floor area. The new HAR-VEY "KUSH-N-STOP" jamb hinges are easily mounted on top and bottom of door jamb. They rigidly support the door's entire weight. The single top track serves only as a guide, assuring a lifetime of smooth, quiet and effortless operation. Look for the Har-Vey name stamped on metal parts... your assurance of superior quality.

HAR-VEY SLIDE-A-FOLD HARDWARE is fashioned for the sales minded builder... it gives folding doors that **sure, silent, smooth action** needed to delight the most discriminating home buyer or home owner... And, Har-Vey's adroit design pays a bonus to the builder in fast, easy installation...

Price—eminently reasonable (and with no compromise in quality)... comes in 6 sizes from 2' door openings at \$3.79 to 6' openings at \$8.79.

and look at the easy one man installation...

- MARK LOCATIONS
- MOUNT TRACK & JAMB HINGE
- ATTACH DOOR TO HINGE
- ATTACH GUIDE HANGER
- ATTACH KNOBS



Write for Catalog H-12
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Bestwall Gypsum Wallboard or Bestwall Gypsum Lath and Plaster construction provides you with unbeatable savings in time and materials. Bestwall gypsum products on the job mean easier application, less material waste—a real boost to your profits.



Bestwall Gypsum Sheathing is fireproof, weatherproof and so low in cost that it's a real profit-maker in sidewall construction.

When you build—build with Bestwall—you'll profit by it.

Please fill in the coupon below and send it to us for further information—no obligation of course.



BESTWALL CERTAIN-TEED SALES CORPORATION
DEPT. AB 1-58
120 EAST LANCASTER AVENUE, ARDMORE, PA.
Please send me literature on your Bestwall Gypsum Products described above.

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COMPANY.....
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Manufactured by Bestwall Gypsum Company—sold through

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MINNEAPOLIS, MINN.

WILMINGTON, DEL.
RICHMOND, CALIF.
SALT LAKE CITY, UTAH
TACOMA, WASH.

PRODUCT SHOW: BONUS



Switches work silently

Practically silent operation is claimed for the "NO-KLIK" electrical switches made by this concern. They are mechanical in operation, operate in any position, and are approved for both regular and fluorescent lights.

► Circle F. Manufacturing Company, Attn. Warren M. Senior, Department AB, Trenton, N. J.

Circle No. J351 on reply card, p. 114



No water problems here

News in packaged air conditioners is the line introduced by Trane. Units are designed for use with remote air-cooled condensers. Eliminate water restriction problems.

► The Trane Company, Attn. Frank Anton, Public Relations Dept., Dept. AB, LaCrosse, Wisc.

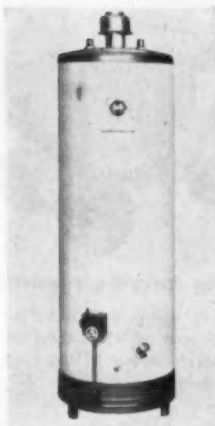
Circle No. J352 on reply card, p. 114

Wall covering has new design

Bolta wall vinyl wall covering has added a new pattern known as "Striped Linen." This features an ingenious use of texture variation and two tone colors to create subtle striped effects.

► General Tire and Rubber Co., Bolta Products Division, Dept. AB, 70 Garden St., Lawrence, Mass.

Circle No. J353 on reply card, p. 114

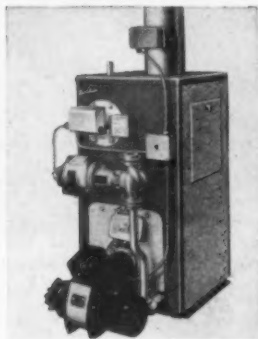


Heater features high input

Mission Diamondglas De Luxe water heater features a burner with a double row of gas ports for increased high input. Sold with a ten-year warranty, it has Diamondglas lining, color-matched safety controls.

► Mission Appliance Corp., Dept. AB, Attn. Richard Reed, 12611 Crenshaw Blvd, Hawthorne, Cal.

Circle No. J354 on reply card, p. 114



Boiler shows good design

Jubilee boiler has wet base construction surrounding the combustion chamber, prevents heat from penetrating the floor. It is made of cast iron, and with vertical flue travel.

► Burnham Corporation, Heating and Cooling Division, Department AB, Irvington, N. Y.

Circle No. J355 on reply card, p. 114

Paneling comes prefinished

Plywall prefinished wood paneling comes in 10 finishes. The back of the panel is treated to eliminate warpage. Will not fade or darken. Panels are available plain or with V-grooves to give random plank effect.

► Plywall Products Company, Attn. Sales Promotion Manager, Department AB, P. O. Box 625, Fort Wayne, Indiana.

Circle No. J356 on reply card, p. 114

HOMES SELL FASTER...

when built with

Certain-teed!

From the very first moment your customers see the Certain-teed roofing and siding on the outside of your new homes, your selling job is easier.

The beauty and design of Certain-teed Asphalt Roofing and Siding (asbestos and insulating) helps sell prospective new homeowners.



Don't settle for less when you can build with Certain-teed—equip your homes with “power selling”—equip them with *Certain-teed* building materials.

Certain-teed Fiberglas* Building Insulation gives new homes a real “power selling” feature—the ultimate in comfort and economy for homeowners. The homes will be warmer in winter—cooler in summer—and save homeowners money year after year on fuel bills.

We'll see you at the **NAHB** Convention
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The nationally-advertised brand-name PRECISION, means something to your prospective home buyer. He knows immediately that the PRECISION Stairway is a quality product—a guaranteed product—for he has been told of the quality and dependability of PRECISION Attic Stairways for over a decade in such widely read national publications as . . . Better Homes & Gardens, House Beautiful, House & Home, House & Garden and Living For Young Homemakers. Again this year, home buyers will be seeing the PRECISION Stairway in these and other national publications.

Use the nationally-advertised PRECISION Deluxe Folding Stairway in your homes as a sales feature. It's a symbol of quality and guaranteed dependability to home buyers everywhere.



Another practical and economical new PRECISION product is the "Money-Saver" Closet Front Assembly. This PRECISION Closet Front comes completely assembled and braced . . . features strong folding doors with heavy butt type hinges to insure "life-time" ease of operation. Steel alignment brackets assure perfect lining of doors when closed, with no over-lapping. Full closet space is available when both doors are open . . . and there's no door stop to sweep or stumble over. Can be installed in just 20 minutes by one person with a hammer and screwdriver.

Also manufacturers of the PRECISION Electric Stairway and the economical Simplex Stairway Line

PRECISION PARTS CORP.

Manufacturers of America's most complete line of attic stairways

400-AB North First Street Nashville 7, Tennessee

Please send me Free color brochure and complete information on

Precision Stairway Line

Precision "Money-Saver" Closet Front Assembly

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

PRODUCT SHOW: BONUS



Has big carrying capacity

Ability to carry 3,000 lb. in an 18 cu. ft. hopper or when used as a platform carrier is one of the features of the Kwik-Mix "Moto-Bug." As a fork-lift (at 15" load center) the model will raise 1,500 lb. to 7'.

► Koehring Company, Attn. E. M. Anderson, Dept. AB, 3026 W. Concordia Ave., Milwaukee 16, Wisc.

Circle No. J357 on reply card, p. 114

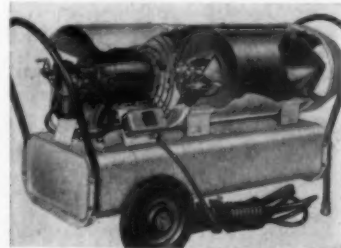


Tile bond has four-way use

Tile-Weld bonding agent when added with water to cement increases grout flexibility and strength. Is used full strength to bond a mortar bed for tile. A primer-sealer when diluted.

► Larsen Products Corp., Attn. Dorothy Fishow, Dept. AB, 4934 Elm St., Bethesda 14, Md.

Circle No. J358 on reply card, p. 114



Heater runs inexpensively

A new, portable heater, called the B-125, puts out 125,000 Btus of forced warm air per hour for only 15¢. Ideal for warming workers. The unit burns kerosene or No. 1 or 2 fuel oil.

► Master Vibrator Company, Attn. Sales Promotion Manager, Department AB, 1752 Stanley Ave., Dayton 1, Ohio.

Circle No. J359 on reply card, p. 114

Look to **Rō-Way Garage Doors**
for Top Quality in Every Model



Compare Ro-Way overhead type garage doors with any other make and you'll see why Ro-Way offers top value.

Greater dimensions in millwork and hardware . . . efficient design . . . skilled craftsmanship all combine to make the Ro-Way door an outstanding buy . . . a beautiful addition to any home . . . a rugged, smoothly-operating unit built to deliver long years of trouble-free service.

And best of all, this beauty and rugged construction are yours in every Ro-Way door—from deluxe models to the budget priced *Westchester*.

So compare. Then you, like thousands of builders, will choose Ro-Way, the garage door that sets the pace for quality.

Check These Rō-Way Features

Selected, kiln-dried west coast woods and hardboard panels. Mortise and tenon joints both glued and steel-pinned. Taper-Tite track and Seal-A-Matic hinges for easy opening, weather-tight closing. Quiet, smooth-gliding ball bearing rollers. Power-Metered Springs individually balanced to the weight of each door. All hardware doubly protected against rust and corrosion—both Parkerized and painted after fabrication.

New Model 80 electric operator and remote radio control now available. Write for details.

there's a Rō-Way for every Doorway!



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IN SWEET'S
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FILE
OR WRITE FOR COPY

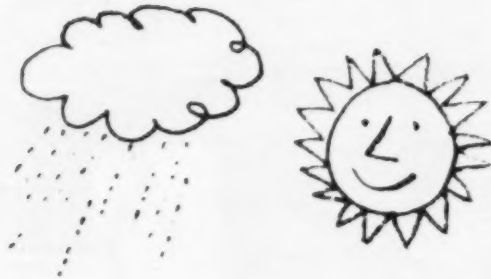
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ROWE MANUFACTURING COMPANY

792 Holton Street • Galesburg, Illinois

it's published
every April
been going on
for 23 years now
rain or shine



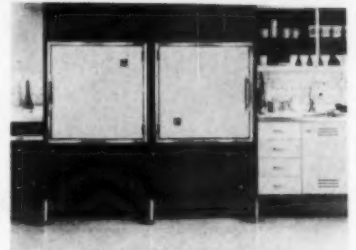
Coming up in April 1958 is *American Builder's* brand new *Marketing Directory and Technical Guide*—page after page of helpful technical data . . . detail drawings . . . charts and tabular data . . . handy product and brand name references . . . money-making, minute-saving material in clear, concise form for planning, building, buying. It's easy to see why leading manufacturers give builders their latest product information in AB's big Directory issue, sectionalized for easy year-around reference, like this:

- | | |
|--|--|
| 1. Directory of Brand Names of Building Products and Equipment | 5. Hardware and Building Specialties |
| 2. Classified Directory of Building Products and Equipment Manufacturers | 6. Appliances, Electrical Heating and Cooling, Plumbing and Water Supply |
| 3. Structural Materials | 7. Tools and Construction Equipment |
| 4. Doors, Windows, Millwork, Floor and Wall Finishes | 8. Management and Business Reference, Prefabrication |

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February 25
1958.

April, 1958
Marketing Directory
and
Technical Guide

PRODUCT SHOW: HILTON



Provides maximum storage

The 1958 Revco Gourmet Built-in Refrigerator provides maximum storage in minimum space: model RG-99 is 9 cu. ft. Ultraviolet lamp purifies air which is chilled to exact temperatures.

▶ Revco, Inc., Attn. H. C. Beresford, Dept. AB, Deerfield, Michigan. Booth Nos. 372-373—Hilton.

Circle No. J360 on reply card, p. 114

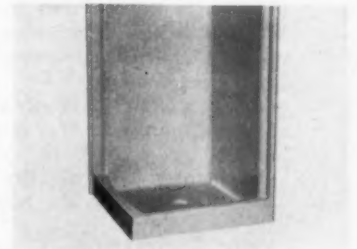


Services entire home

A new 5-ton capacity Arkla-Servel gas-operated home air conditioner is direct fired for heating and cooling. Services entire home through single gas-operated heat exchanger.

▶ Arkla Air Conditioning Corp., Servel, Inc., Dept. AB, Evansville 7, Indiana. Booth Nos. 179-180—Hilton.

Circle No. J361 on reply card, p. 114



Showers come seamless

One-piece "Glaceramic" complete shower stalls have many features. They're seamless, no mastic joints to loosen; non-porous, cannot absorb moisture.

▶ Dudley Industrial Corp., Dept. AB, 2750 Scott Lane, Santa Clara, Cal. Booth No. 195—Hilton.

Circle No. J362 on reply card, p. 114

IDEAS!

"Inspiration-Lighting"... by



Light makes the room—and light makes the sale! The friendly charm of this living room is beautifully accented by its Moe Light Brass Cluster No. M-1447. List, \$39.95*



Eminently practical—and a sales-closing "conversation piece"—is this Moe Light "Classic" Bubble Pull-Down No. M-1496 (list, \$39.95*) on the Moe Light Brass Ceiling Track No. M-1499 (list, \$12.95*)



Distinctiveness that will fascinate women on sight is added to this bedroom by two Moe Light single Opal Glass Teardrops No. M-4567. List, \$16.95*



"Inspiration-Lighting" gives this family-room its air of intimacy, hospitality and comfort. 3 Moe Light single Petite plastic "Bubbles." No. M-4507. List, \$14.95*

* PRICES SLIGHTLY HIGHER DENVER AND WEEF

Features she can see—the tiled bath, the built-in kitchen units and, in EVERY room, *Inspiration-Lighting* by Moe Light—that's what sells a woman. For just a few extra dollars you make sales a lot easier with Moe Light. Send for complete money-making facts!



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Dept. AB-1

Write for free booklet of "Lighting Ideas"!

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N.A.H.B. "BUILDERS' SHOW"

MOE LIGHT SPACE 445
January 19-23, 1958
Sherman Hotel, Chicago

15 FREE PRIZES DAILY! Win an "Inspiration-Lighting" installation for your model home!

Builders:
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New**
has been added

at
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812

CHICAGO COLISEUM
JANUARY 19-23
NATIONAL ASSOCIATION
OF HOME BUILDERS SHOW

ROBERTS MANUFACTURING CO. CLEBURNE, TEXAS

PRODUCT SHOW: HILTON



Art service has expanded

Due to expanded working facilities, this firm now offers builders complete architectural arts service. Includes renderings, duplications of renderings in color, miniature scale modeling and color-planning services.

▶ *Qvale & Associates, Dept. AB, 2525 West Seventh St., Los Angeles 57, Cal. Booth Nos. 344-345—Hilton.*

Circle No. J363 on reply card, p. 114



Windows have built-ins

Aluminum gliding windows come complete with built-in storm sash and screens. Includes: noiseless rigid welded frame, sash glides, two-piece sill with removable track. Easily installed. At competitive price.

▶ *Milco Specialties, Inc., Dept. AB, 7100 East 15 Mile Road, Warren, Mich. Booth No. 354—Hilton.*

Circle No. J364 on reply card, p. 114

PRODUCT SHOW: SHERMAN



Electricity impels heater

A new electrically energized hot water baseboard heating unit has been produced by this company. It is said to require little installation expense.

▶ *International Oil Burner Co., Dept. AB, 3800 Park Ave., St. Louis 10, Mo. Booth No. 497—Sherman.*

Circle No. J365 on reply card, p. 114

World's Greatest Pump:
YOUR HEART!

there's no substitute for

SOSS INVISIBLE HINGES

—either!

The human heart acts as a blood pump 2,555,000,000 times during the course of a normal 70-year life span. This is at the rate of 100,000 times a day. The left ventricle expels approximately 10.567 quarts of blood every twenty-four hours. This is equivalent to 269,247,160 quarts of blood during the course of a normal 70-year life span, all this without any new gaskets—ever. So take care of your heart. There's no substitute for it.

SOSS
INVISIBLE
HINGES

Here's the only hinge that creates flush, smooth surfaces. Around the globe, architects, builders, and home owners choose Soss Invisible Hinges whenever they want to create a masterpiece of modern architectural design. There's a place for Soss Hinges in every building. Use them whenever you want the best. There's no substitute for Soss Invisible Hinges, either.



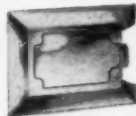
Other quality Soss Products that offer unusual architectural effects:

SOSS
OLIVE
BUTT



Low in cost • Installation is similar to any 3½" butt hinge
• When open, door can be taken off without removing pins or screws • Lifetime nylon bushing • Choice of attractive finishes • Adaptable to either 1½" or 1¾" interior or exterior doors • Lifetime Guarantee.

SOSS
LEV-R
LATCH

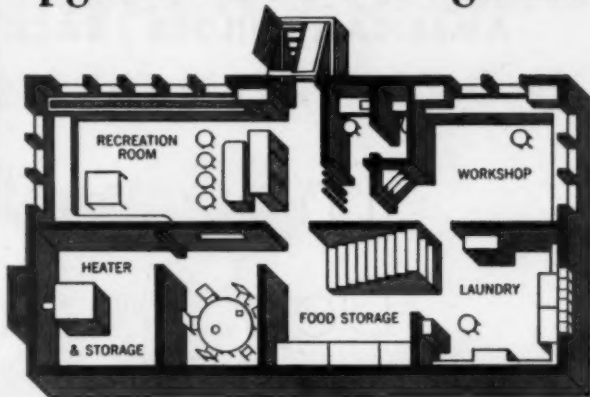


Eliminates service calls to repair loose knobs • Extremely easy to install • Eliminates need for door stops • Makes opening doors much easier at all times • Smart, modern, flush-type design • Body is formed from solid casting • Available in all standard U. S. finishes with or without locking mechanism for all interior swinging doors.

SOSS MANUFACTURING COMPANY

Department 209 • P. O. Box 38 • Harper Station
DETROIT 13, MICHIGAN

Upgrade from below grade!



BASEMENT PRE-PLANNING Sells Homes Faster!

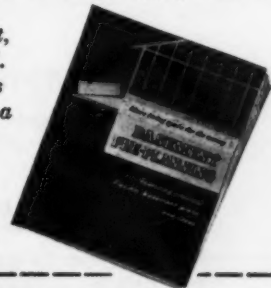
Here's the way to merchandise your basements and give your homes a fresh sales appeal at low cost. Pre-plan to any degree . . . just the basic elements of light and direct access . . . studs in place for finishing by the owner, or completely finished recreation and work area.



The key to a well planned basement is a Bilco Door . . . all steel, weathertight, permanent . . . supplements the inside stair, makes below grade space useful, convenient, safe.

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Send free copy of "Basement Pre-Planning" booklet with literature on Bilco Doors and Stair Stringers
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FIRM NAME
STREET
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The Payoff Departments

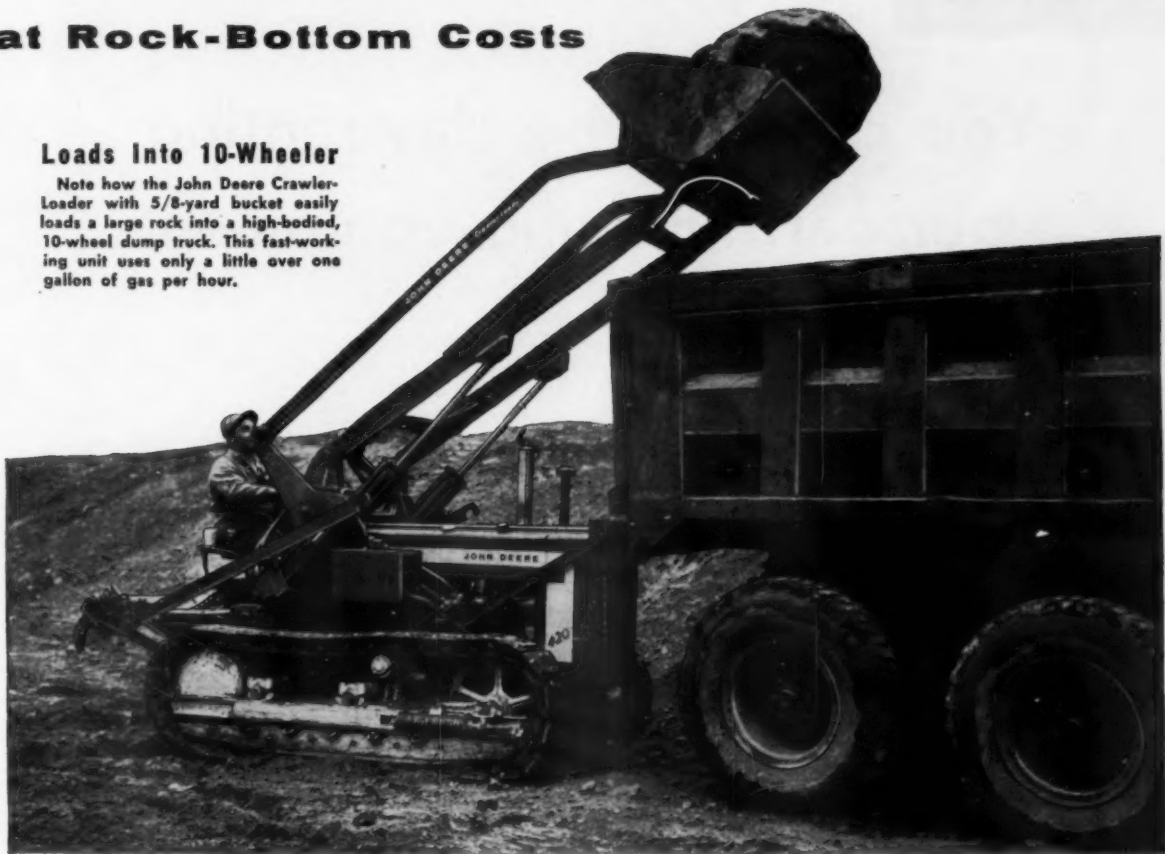
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Things for builders to think about during February.

JOHN DEERE CRAWLER-LOADER for Peak Performance

at Rock-Bottom Costs

Loads Into 10-Wheeler

Note how the John Deere Crawler-Loader with 5/8-yard bucket easily loads a large rock into a high-bodied, 10-wheel dump truck. This fast-working unit uses only a little over one gallon of gas per hour.

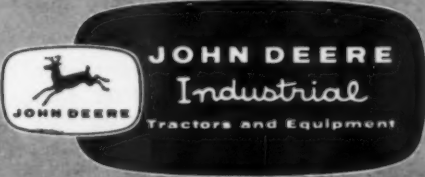


MATCH the work output of larger tractors on many jobs . . . hold down your costs all the way . . . with the John Deere "420" Crawler-Loader—a versatile, high-quality unit that you'll find mighty profitable to own.

Amazing power for its size . . . compact design . . . clutch-brake steering . . . and the fast, handy direction reverser are some of the many features that put the John Deere in a class by itself for speedy, low-cost maneuverability and daily work output.

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Moline, Ill. • Dept. D-33-R

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Firm _____

Address _____

City _____ State _____

You can save by day-renting your earth-moving equipment . . .

**. . . but there are a lot of
ifs involved. Here's how builder
Bill Shroder does it, and his
reasons why it cuts his costs**

In an age when more and more parts of the building process are being put on an assembly-line basis, it may seem strange to find a builder who applies the old "cut-and-try" methods to any one part—in this case, earth moving. By the same token, when close cost control is so vital, a builder who subs his earth work on a cost-plus basis might be considered eccentric to say the least.

Bill Shroder, builder of this month's Blueprint House, does both of these things. What's more, he can show beyond a doubt that he saves money doing them.

Shroder is building "over-\$30,000" houses on one-acre lots valued at \$7,500. The area is New York's Westchester County. The development is called "Old Farm Hill." It is high and has a superb view. This accounts for its desirability. It's hilly and full of rocks. This accounts for problems that led Shroder to his method of land finishing.

Step by step, here's what he does

Consider first the steps that lead to Shroder's final positioning of the house sites and roads:

Over a map that shows both contours and drainage, a rough sketch of house-lot positions and roads is made. From this map the roads are staked. Then the "cut-and-try" process begins. Shroder and his superintendent "walk" the future road in company with a bulldozer. When they need to know whether or not a certain cut can be made, the bulldozer goes ahead and tries it; if it isn't possible, the position of the road is changed. Then, from these changes, final positions of roads and lots are mapped, and the map submitted to town officials.

"By that time," says Shroder, "there are no surprises waiting for us. We've actually been out, seen and tried everything."

Here, of course, lies the big reason why day-rental of equipment is feasible. There isn't anything about the land that the contractor could know that Shroder doesn't know. On the contrary, the contractor couldn't know as much, and would have to leave a healthy safety factor in his price. Shroder can take the chance because he knows the odds.

Does all this really save money? Listen to Fred Caulfield, Shroder's superintendent:

"We did the earth moving for the first part of the development on a regular contract," he says, "and our roads cost us \$27 a foot. Since we changed to a cost-plus basis, we've dropped this to \$22 a foot. We've had to do some blasting, of course, but we've also taken out some eight or nine thousand yards of shale with just the dozer and the shovel. Now a contractor, to protect himself, would have had to figure on blasting that, and charged us accordingly."

And this leads to another point, says Shroder: the sub himself is protected from losing his shirt on a job that he figured wrong.

How about owning his own?

This, then, is why Shroder day-rents rather than contracts. But wouldn't he save in the long run by buying his own equipment?

"I sub-contract all parts of my operation," he answers, "including earth moving. This gives me flexibility. If the market slows up, as it is now, I'm not stuck with a big organization. And then, of course, I don't have a couple of hundred thousand dollars tied up in machinery."

Operators are another reason why Shroder rents rather than owns.

"It's almost impossible to go out and hire good operators. The best ones are in business for themselves, or working for an earth-moving contractor. So when we rent the machines, we get the good operators with them automatically. And we have none of the headaches of keeping the machines busy all the time, and keeping them maintained."

This leads into a question dear to the hearts of



BILL SHRODER (standing) and Fred Caulfield, his superintendent, check a road cut through a rocky area.

builders everywhere: how to make sure the sub gets onto the job on schedule. Shroder's solution is a sound one, but unfortunately may not apply to all builders. He gives his earth mover enough steady work so that the latter puts his men at the disposal of Shroder's schedule. Further, he leaves his equipment at the project. At any given time Shroder will have at his beck and call the following array of machinery: an HD-6 dozer with 1½-yard front-end loader; an HD-11 dozer; a one-yard crawler backhoe-shovel (with an overweighted

boom for breaking rocks); a ½-yard tractor-mounted backhoe; a truck-mounted compressor with two guns; and a wagon drill. And finally, he has a second earth-moving man with an HD-7 dozer who, he says, "is the 'artist supreme' at finish grading. When he leaves the job, all we have to do is rake and seed."

"The biggest requirement, if you're going to cost-plus earth work," says Shroder, "is that you have first-class supervision. I'm lucky. Fred Caulfield is the best earth-moving super I've ever seen."

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VERTICAL STABILIZERS—Individually controlled, non-slip stabilizer feet let you level-up and hold on slopes, tilt for bell holes. Vertical thrust eliminates excessive cylinder pressure. Note how operator revolves with the boom!



A Davis Loader and Backhoe combination will put money in your pocket by outperforming any other rig—pound for pound, dollar for dollar.

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Davis is the only backhoe that can do all these jobs . . . and it does them quickly, easily, and profitably. In addition, Davis has a 200° continuous working arc.

You can operate Davis in places inaccessible to other machines . . . or you can set up and be finished before other machines can maneuver into position. You can dump close to the hole for quick refilling, or wide of the hole for easy accessibility . . . even direct-load into a truck.

Davis has unobstructed visibility so you can work fast and accurately in tight situations without having to "feel" your way around the job, nor depend upon shouts and hand signals for instructions. Both the big comfortable seat and finger-tip controls swing with the boom. You *always* face your work!

Advanced engineering and top quality construction? *Yes!*, but you will find them priced competitively low!

Davis Loaders and Backhoes are available for all popular models of International, Ford, Fordson Major, Ferguson, Case, Massey-Harris, Allis-Chalmers, Oliver, John Deere, Minneapolis-Moline, and Work Bull Tractors.

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MASSEY-HARRIS-FERGUSON, INC.
1009 S. WEST STREET • WICHITA 15, KANSAS



Photo courtesy of Arcadia Metal Products

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Kitchen-to-patio pass-through

Home-buyers with an eye to outdoor-indoor living like it. It's easy with a modern sliding window.

. . . And a modern sliding window means an aluminum window—a window that opens and closes easily, that offers complete protection against weather and noise.

It means a window engineered with
SCHLEGEL WOOL PILE . . .
for protection that's *silent, smooth, and sure.*

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Your homes are judged on the outside first—that's why it's so important to install Raynor Garage Doors . . . *they're the mark of quality!* There's a complete line of Raynor Overhead Garage Doors . . . styles and sizes just right for any architecture, any door opening, any price range. They're designed and engineered with all the exclusive Raynor features that provide smooth, easy action and long, dependable service. *If you're remodeling, there's nothing like a Raynor door to up-date a house, improve its property value!*

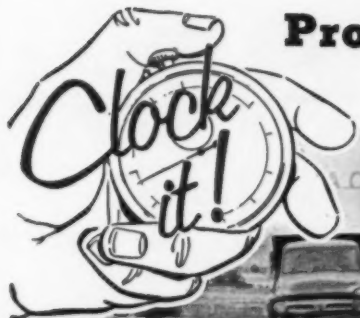
Visit the RAYNOR Display at the NAHB Convention, BOOTH 428, Sherman Hotel



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Prove on Your Job that the Sherman Digs Faster to Save You Money



The recently introduced Model "F" Sherman Power Digger excavates faster than any comparable backhoe!

Hard to believe? Well, don't take our word for it. We challenge you to "Clock it"! Ask your Ford Tractor Dealer to demonstrate the new Sherman on *your* job while you time it with a stopwatch. Prove to yourself that it saves you money by producing more work per dollar invested in time, equipment, maintenance and manpower.

If you are interested, we'll be glad to tell you of the many revolutionary features which contribute to the digging speed and durability of the new Model "F". Just drop us a line for Bulletin No. 770.

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How to do it better



Single power saw set-up speeds rafter cutting

Since I am a happy reader of your valuable paper, I am submitting an idea I use to speed up cutting rafters. It applies when all the rafters are the same length.

To begin with, I lay-out and cut the pattern rafter. Then I select a piece of straight 2x8 or 2x10 longer than the rafter. I place it on two saw horses.

I then nail two short pieces of 2x4 on each edge of the 2x10 to coincide with the length of rafter, as shown in the diagram. I select 2 pieces of 1x6 approximately 24" long. I rip them

down the center and use the rabbited edge as a guide for the power hand saw. I nail them as shown in the sketch on the 2x4's to the required angle of the rafter tail and ridge cut so that the saw cut will be the exact length of the rafter.

All that is left to do is to lay the rafter stock in place and run the saw through at both ends. Then the rafter is cut to length. A small template made from plywood is used to mark the bird's-mouth. Then the job is finished.

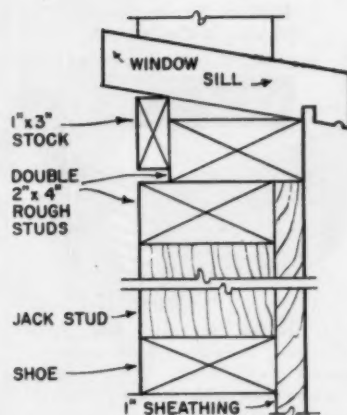
Daniel Adolph
Creston, B. C.

Blocks speed fixture installation

When installing store fixtures in some of the older stores, we often run into a condition where the floor is very uneven. On most showcases it is a simple matter to place shims under the cases and then run a baseboard around the cases hiding shims. However many of the new fixtures are supported on metal legs

and shims under the legs would be unsightly. On a recent job we solved the problem by removing the legs and placing blocks of the proper thickness between the legs and the base of the fixture. As the legs are set back from the edge of the base, the blocks are invisible when fixture is in place.

E. McFetridge
Warwick, R. I.



Eliminates blocking

Here's a sketch of a system we use for straightening and stiffening long window sills as in mullions and picture windows.

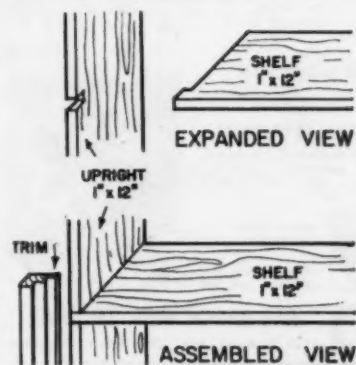
A piece of stock, the same thickness as the sheathing, run the length of the window and pried up against the sill not only stiffens the sill but provides continuous, firm nailing for the window stool and apron when trimming it out.

Alex J. Benko, Spotswood, N. J.

Bookcases without dadoing

Sometime ago, I found myself on the job with the next scheduled job being a built-in bookcase to be constructed of 1x12's. Not having the necessary dadoing equipment on the job, I devised this method to attach the shelves to the uprights. On small jobs this method is done economically with hand tools.

Max Sorensen, Dallas, Tex.



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STEEL AREAWALLS

- Hot-Dip Galvanized AFTER Forming -- Can't Rust!
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Three shapes, for all standard installations, accessways, casements. (Special sizes, too!) Three grades, for every use from luxury homes to housing developments.

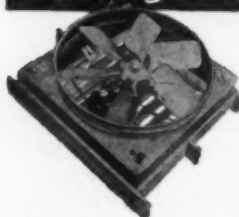
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Fast, low cost installation.
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Model No.	CFM Free Del.	Ceiling Opening	Height
AVP-30	5000	31"x31"	18 1/4"
AVP-36	7500	36"x36"	18 1/4"
AVP-42	10000	42"x42"	20 1/4"

Built-in ceiling shutter, manual or automatic. Fan, motor and shutter completely assembled and wired as single unit. UL Approved. Contractors say Bar-Brook Units are easiest and fastest to install.

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ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes 30", 33", 36", 42", 48", 54".

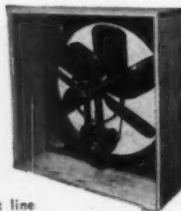


WRITE FOR CATALOG . . .

of entire Bar-Brook line of large fans and shutters.



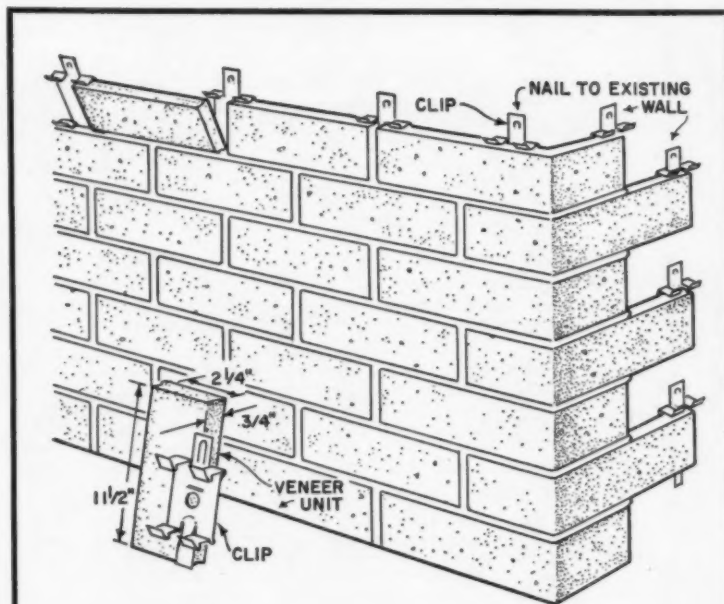
BAR-BROOK MFG. CO., INC.
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American
Builder

TRAINING YOUR MEN

Ask the experts . . .



"SCR" veneer can solve exterior wall problem

QUESTION: I've done a great deal of work on a church in my locality, to no avail. It's a brick structure built about 1931. It appears that at the time it was built, the contractor purchased brick of unsound quality. Today the face of these bricks is chipped like scale; about one in five is in this condition.

In talking with the church committee we've agreed it would be too costly to tear down the outside walls. The walls are basically sound but the bricks are so porous water is soaking through. Last year I replaced a great many bricks and later sprayed with silicon. I'm hoping you can offer me some help in this matter. Would it be practical to use stucco over these walls or could it be strapped off over the brick and siding applied?

L. C. Armstrong
Perry, Me.

ANSWER: The application of stucco is practical and experience has shown when stucco is applied correctly it renders satisfactory service. The wall should be furred by the use of metal furring strips. Wire lath is used where stucco finish meets roofline, windows and doors.

Recently the Structural Clay Products Research Foundation developed a new product which is being introduced throughout the country. Known as "SCR Renu-veneer", it's the size of Norman face brick (see above). This would be another way of solving your problem.

Mr. Mal Allen of the Research Foundation will write you about the availability of "Renu-veneer" in your city.

W. J. Avrutis, SCPI
228 N. La Salle St.
Chicago 1, Ill.

Continued on page 218

Again in 1958

YOU GET MORE WITH TRADE-WIND

THE BEAUTY LINE IN HOODS

Only Trade-Wind makes the beautiful Salem Hood in real antique copper and the striking Stationary Hood in genuine stainless steel or real copper. These hoods—completely pre-wired—feature the exclusive Touch-Bar which selects 3 ventilator speeds and controls the light. Also available is the “packaged” Patrician Ventilating Hood at a remarkable low price. Comes completely pre-wired with hood, axial flow ventilator, grille and light. All hoods are supplied in 30”, 36”, 39”, 42” or 48” lengths.

SURPRISING NEW OVEN VENTILATOR

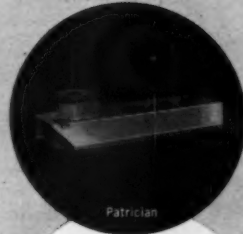
Trade-Wind has made kitchen ventilation *complete* with the new Model 1801 Ventilating Hood for built-in gas and electric ovens. Extra capacity twin blowers do this “hot blast” job completely... careful design makes installation easy... and hoods match the Trade-Wind range hood beauty line. Available in real antique copper in the Salem... and in real copper or stainless steel in the Stationary. Standard 24”, 27”, 33” and 45” lengths.



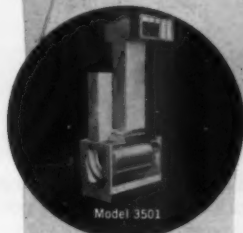
Salem



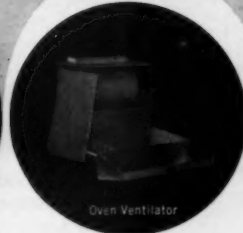
Stationary



Patrician



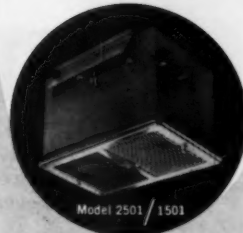
Model 3501



Oven Ventilator



Model 1701



Model 2501 / 1501

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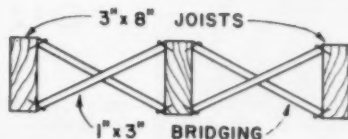
Ask the Experts . . .

(Continued from page 216)

Cross bridging bolsters floor sag in residence

QUESTION: How can I correct my floor from sagging or giving when I walk on it? The floor is 13'x20' and the flooring consists of 3/4" select oak run right angles to joists. The rough floor is 3/4"x6" yellow pine running diagonally and the floor joists are 3"x8", 13' long, placed on 16" centers.

George Higham
Yonkers, N. Y.



ANSWER: The 3x8 joists you describe are satisfactory on a 13' span provided the floor is used for ordinary residential purposes and no exceptionally heavy loads are placed on it. The solution to your problem is to have one row of bridging nailed to the joists at midspan. Use cross bridging, either wood (1x3), or steel, nailed to the joists with two nails at each end.

George A. Kennedy
Struct. Eng.
Chicago, Ill.

How to prevent soil cave-ins

QUESTION: I have to build a root cellar along the side of a one-story cement-block building. The soil is sandy and caves in very easily. How can I excavate 6' along the building and keep the sand from caving in?

R. U. Metzger
Albuquerque, N. M.

ANSWER: In order to build your root cellar alongside a one-story cement-block building and prevent a sand cave-in, employ sheet piling with braces.

This is done by driving 2x6's, one next to the other, to at least 8' in the ground, all around the cellar. After this has been done you may excavate and brace the sheet piling as you go down to the desired depth of 6'.

We might add that this method is quite costly, but is the only sure way. You may (as an alternative) try digging the sides of the excavation with one-to-one slope around the building.

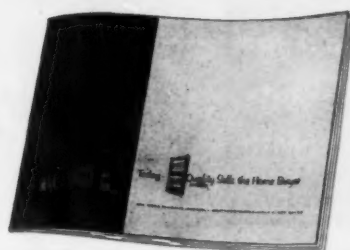
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This sticker is a profit builder.

It reminds home buyers that the windows in the home they are about to buy are equipped with the finest metal weatherstrip and sash balance available . . . Zegers Dura-seal. This "Advertised in LIFE" sticker helps you sell the quality features in the home you have built. Dura-seal is the only product of its kind backed by national advertising. Let this sticker work for you! Contact your lumber dealer—he will show you an actual sample and explain the many Dura-seal benefits. *Zegers, Incorporated, 8090 South Chicago Avenue, Chicago 17, Illinois*



Send for this free booklet, "Today—Quality Sells The Home Buyer." It tells all about Dura-seal and the entire promotion program back of it.

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JANUARY 1958

219

Ideas in Stone!

... a new file folder to help you plan with Nature's most beautiful building material!



Here's data you can use effectively in promoting masonry work in one of its most satisfying forms. Illustrated sheets in this new file folder show popular wall patterns, fireplaces, planter walls, flagstone patterns for walks and patios... give you preparation tips, cross sections of wall construction and setting techniques. Your customers will appreciate genuine Briar Hill Golden Tone Sandstone in beautiful tones of buff, gray, tan, brown and pink. So, start building business with this new file folder. Send for yours today.

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Dept. F-8 Glenmont, Ohio

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NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

QUANTITY MATERIAL LIST

(Continued from page 81)

House	Frame	Split Level
Area		1,870 sq. ft.
Area Playroom		574 sq. ft.

CONCRETE WORK

Location	Actual	Actual + 5%
Foundation Footing	200 cu. ft.	
Porch Footings	13 cu. ft.	
Pier Footings	84 cu. ft.	
Piers	33 cu. ft.	
Cheeks	38 cu. ft.	
Slabs	583 cu. ft.	
Chimney Footing	12 cu. ft.	
Chimney Stack	80 cu. ft.	
Pier Footings	16 cu. ft.	
Grade Beams	70 cu. ft.	
	1,129 cu. ft.	or 1,186 cu. ft. or 44 cu. yds.

BRICK & BLOCK WORK

Location	Description	Amount
Walls	10" Brick	950 sq. ft.
Chimney	Brick	110 cu. ft.
Flue Lining	8 1/2 x 8 1/2 T.C.	22 lin. ft.
Flue Lining	8 1/2 x 12 T.C.	14 lin. ft.

STRUCTURAL STEEL

Location	Description	Amount
Lally Column	4" Diam.	5 pieces
Girder	8" WF 20#-14'0" Long	1 piece
Girder	10" WF 33#-31'4" Long	1 piece

TILE WORK

Location	Description	Amount
Bath Floor	Ceramic	50 sq. ft.
Bath Walls	Ceramic	120 sq. ft.
Lav. Walls	Asphalt Tile	104 sq. ft.
Lav. Floor	Asphalt Tile	48 sq. ft.
Lav. Walls	Ceramic	128 sq. ft.
Lav. Floors	Ceramic	32 sq. ft.

DRYWALL

Location	Amount
Garage Walls	approx. 528 sq. ft.
Garage Ceiling	approx. 432 sq. ft.
Playroom Walls	approx. 700 sq. ft.
Playroom Ceiling	approx. 586 sq. ft.
House Walls	approx. 3,200 sq. ft.
House Ceilings	approx. 1,870 sq. ft.

FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Girder	(2) 2 x 10	—	72	120
Girder	(2) 2 x 10	2/14	28	47
Girder	(3) 2 x 10	6/12	72	120
Floor Beams Rear & Front	2 x 10	74/16	1,184	1,974
Floor Beams Right	2 x 10	25/18	450	750
Box Header	2 x 10	—	130	217
Bridging	1 x 2	—	400	100
Floor Beams for Deck	2 x 8	10/14	140	187
Garage Door Header	(2) 2 x 12	2/18	36	72
Studs	2 x 4	80/8	640	427
Plates	(3) 2 x 4	—	240	160
Rafters	2 x 10	112/20	2,240	3,734
Ridge Board	(2) 2 x 10	—	150	250
Studs	2 x 4	440/8	3,520	2,347
Plates	(3) 2 x 4	—	1,050	750
Studs	2 x 6	8/8	64	64
Plates	2 x 6	—	24	24
Balcony Planks	2 x 4	—	450	300
Window Headers	(2) 2 x 12	—	240	480
Sills	(2) 2 x 6	—	360	360
Deck Planks	2 x 4	—	504	336

ROOFING, SHEATHING, SIDING, FLOORING, INSULATION, ETC.

Location	Description	Actual	Actual + 10%
Sub Floor	1x4 or Plywood	1,870 sq. ft.	2,057 sq. ft.
Finish Floor	Wood	1,445 sq. ft.	1,590 sq. ft.
Side Wall Sheath	1x6 or Plywood	1,434 sq. ft.	1,577 sq. ft.
Siding	Plywood and Batten	700 sq. ft.	770 sq. ft.
Roofing	1x6 or Plywood	2,960 sq. ft.	3,256 sq. ft.
Roof Sheathing	210# Asphalt	2,960 sq. ft.	3,256 sq. ft.
Wall Insulation	2" Batts	1,434 sq. ft.	1,577 sq. ft.
Ceiling Insulation	2" Batts	1,890 sq. ft.	2,079 sq. ft.
Kitchen	Linoleum	345 sq. ft.	380 sq. ft.
Kitchen	WP Plywood	345 sq. ft.	380 sq. ft.
Siding	1x6 T & G	584 sq. ft.	642 sq. ft.

(Continued on page 222)

\$75,000



or
\$7,500

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Shelves
belong
in the
homes
you build!**

Medium, low, or high-priced homes — X-Panda Shelves can help you build them *all* better, at lower costs! X-Panda Shelves make your homes more *saleable* — and you can point with pride to them as extra evidence of quality, although they actually cost you *less installed* than quality wood shelving. These high-style shelves come packaged and ready to install — there's a size, finish and type to match your needs. X-Panda Shelves belong in the quality homes you build. Why not write today?



This completely prefabricated closet shelf can be installed in less than 10 minutes — nothing to cut or fit.

All shelving comes in three attractive neutral finishes — linen, aluminized and graytone. Ideal for linen closets.

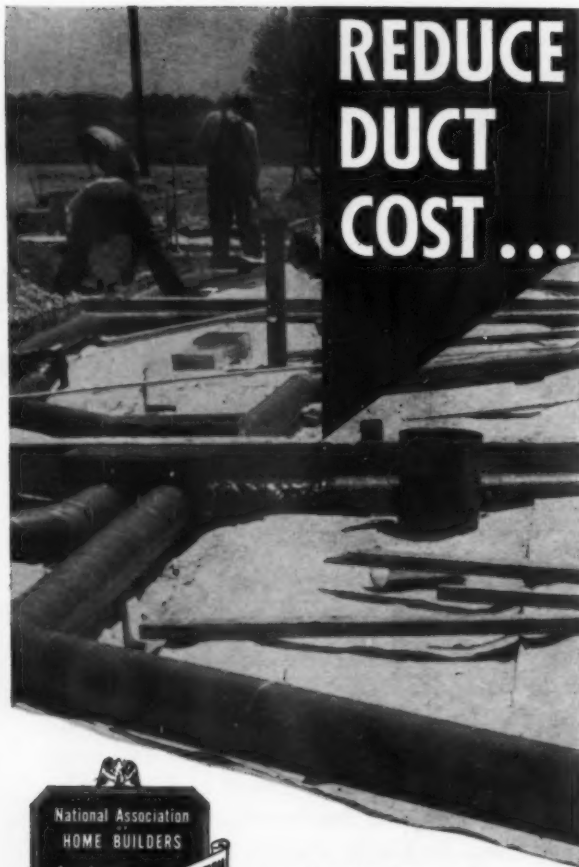
Here's a practical, economical way to have wall storage shelves. Stronger than wood or other types of shelving.

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1033

222

QUANTITY MATERIAL LIST

(Continued from page 220)

Note: The waste factor is determined by the material used and the method of installation.

MILLWORK		
Exterior Trim Location	Description	Amount
Fascia	1 x 12	230 lin. ft.
Fascia	1 x 4	230 lin. ft.
Frieze	1 x 10	150 lin. ft.
Soffit	WP Plywood	450 sq. ft.
Interior Trim Location		
Description	Amount	
Base	1 x 4	500 lin. ft.
Cl. Pole	1 1/2" Diam.	40 lin. ft.
Pole Sockets	Wood	7 pair
Cleats	1 x 3	65 lin. ft.
Hook Strip	1 x 4	70 lin. ft.
Shelving	1 x 12	130 lin. ft.
Stairs	8 Risers	1 set
Stairs	7 Risers	1 set

DOOR SCHEDULE

Exterior Doors Size	Description	Amount
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
2'8" x 6'8" x 1 3/4"	Flush S.C.	2
8'0" x 7'0" x 1 3/4"	Flush O.H.	2
Interior Doors		
3'0" x 6'8" x 1 3/4"	Kalamein	2
3'0" x 6'8" x 1 3/4"	Flush H.C.	1
2'6" x 6'8" x 1 3/4"	" "	6
2'1" x 6'8" x 1 3/4"	" "	1
2'0" x 6'8" x 1 3/4"	" "	2
1'8" x 6'8" x 1 3/4"	" "	2
1'6" x 6'8" x 1 3/4"	" "	1
Sliding Doors		
4'0" x 6'8"	Ext. Glass & Aluminum	4
3'0" x 6'8"	Ext. Glass & Aluminum	4
2'6" x 6'8"	Int.	6
2'0" x 6'8"	Int.	4
		Total 38

Note: All doors are to be ordered from the door schedule complete with doors, door frames, trim, casing, saddles, stops, etc.

WINDOW SCHEDULE

Size	Description	Amount
4'0" x 4'0"	Sliding	10
4'0" x 4'0"	Fixed Glass	3
5'6" x 4'0"	Fixed Glass	1
3'0" x 4'0"	Fixed Glass	3
4'0" x 2'0"	Fixed Glass	1
8'0" x 4'0"	Triangle Fixed	2
6'0" x 4'0"	" "	2
7'0" x 3'0"	" "	2
7'0" x 5'0"	" "	2
2'0" x 2'0"	" "	2
4'0" x 2'0"	Sliding	2
		Total 30
Aprons	1 x 6	120 lin. ft.
Stools	1 x 8	120 lin. ft.

Note: All windows are to be ordered from the window schedule complete with sash, frames, trim, casing, stops, etc.

KITCHEN CABINETS

Location	Size	Amount
Counter	10'0" x 3'0" x 2'0"	1
Counter	3'0" x 3'0" x 2'0"	1
Hanger	12'0" x 3'0" x 1'0"	1
Ref. Hanger	3'0" x 1'0" x 1'0"	1
		Total 4

Note: All counters are to be ordered complete with plastic laminate top and back splash.

Material breakdown prepared by Joseph Steinburg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.

moving?

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be the first to know...**

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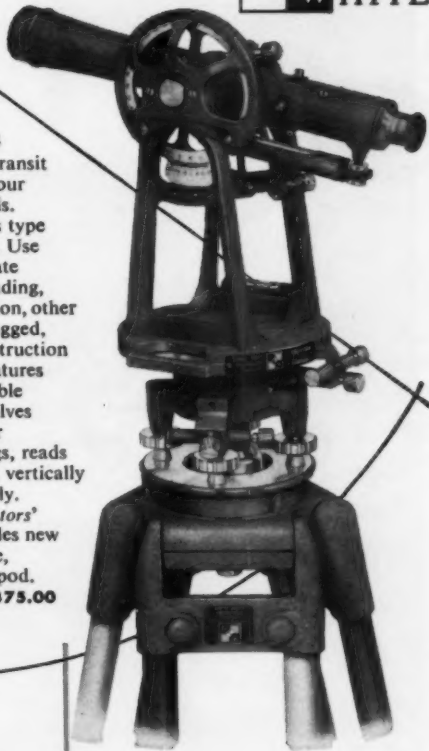
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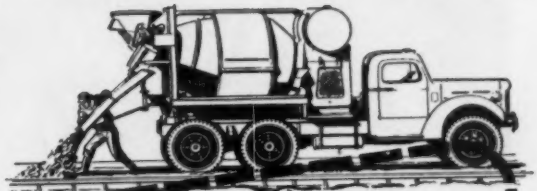
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JANUARY 1958

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PULLOUT TABLE fits nicely into wall. Built-in hi-fi and FM radio are available as optional equipment at a cost of \$225. Wall is finished in ash paneling.



FORMAL DINING is possible for seven when table is pulled out to its 5' length. Table is ideal for dining, card playing, sewing, or as a buffet for special parties.

Built-ins can be your best

If your model house has basic faults like a poor layout, built-ins will have little effect in turning lookers into buyers. Built-ins aren't a cure-all for sagging sales. But on the other hand, there seems little doubt of the strong pull for sales the built-in exerts on the buyer.

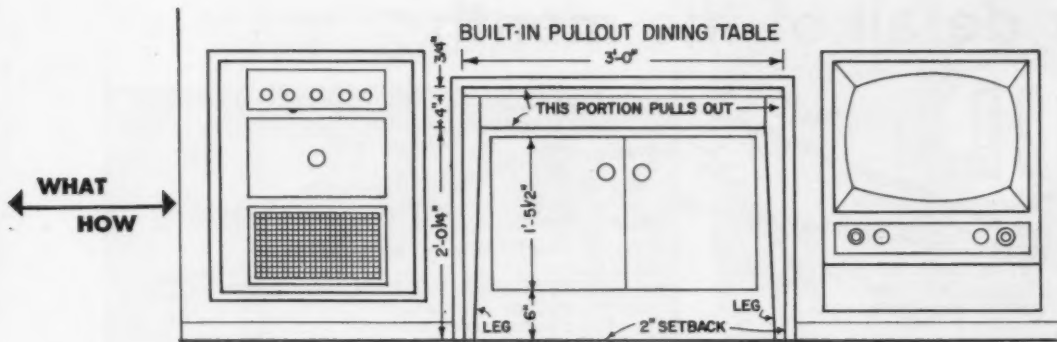
During AMERICAN BUILDER's coverage of National Home Week, it was obvious that the use of built-ins is on the increase across the country. Why? Because buyers go for them. The latest built-in innovation to come to our attention is a disappearing dining-room table. Trudy Richards Homes in Anaheim, Cal., have developed the use of built-ins to a fine degree. They include the disappearing, pull-out-table shown above as standard equipment in their homes selling under \$20,000.

Purpose of the table is to allow maximum use of the dual dining-living area. When not in use, the table folds (or rolls) neatly into the wall.

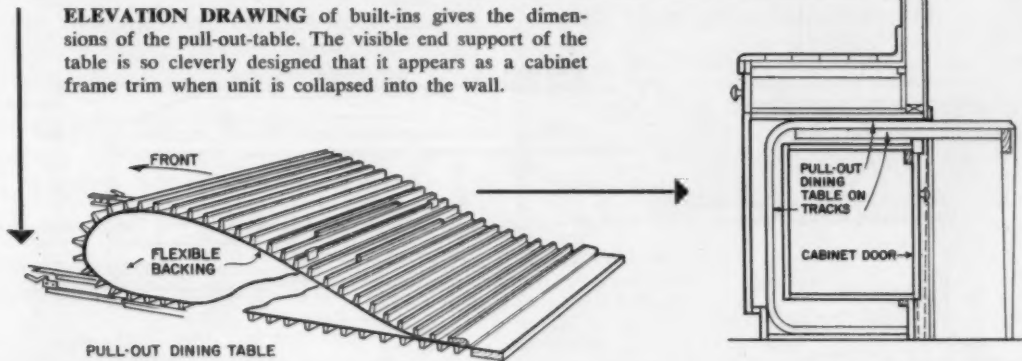
In addition to the table, the wall also features built-in hi-fi and TV available to the buyer on an optional basis. Both from the standpoint of cost and space, electronic built-ins like hi-fi and TV can be terrific inducements to music lovers. In small living rooms there is frequently not enough space for separate TV and hi-fi sets. The high cost of cabinets is avoided. The complete quality Bogen hi-fi system is \$225. The Fleetwood TV is \$250 more. There are a lot of takers, but optional cost has to be added to down payment.

The built-in arrangement, shown above, works well either for the open or the closed kitchen.

GUIDE FOR THE MONTH OF JANUARY



ELEVATION DRAWING of built-ins gives the dimensions of the pull-out-table. The visible end support of the table is so cleverly designed that it appears as a cabinet frame trim when unit is collapsed into the wall.

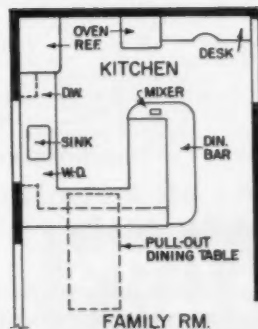


PULL-OUT DINING TABLE

CONSTRUCTION OF TABLE TOP design of installation used can be seen in the illustrations above. To provide a rigid support for the extended table, a collapsible telescoping type of support is used that folds up next to itself

when the table is pushed into the wall. It is rather interesting the way the refectory table slips in, down and behind the cabinets accessible from the living room side. Slim drawer above track serves the kitchen.

sales clincher

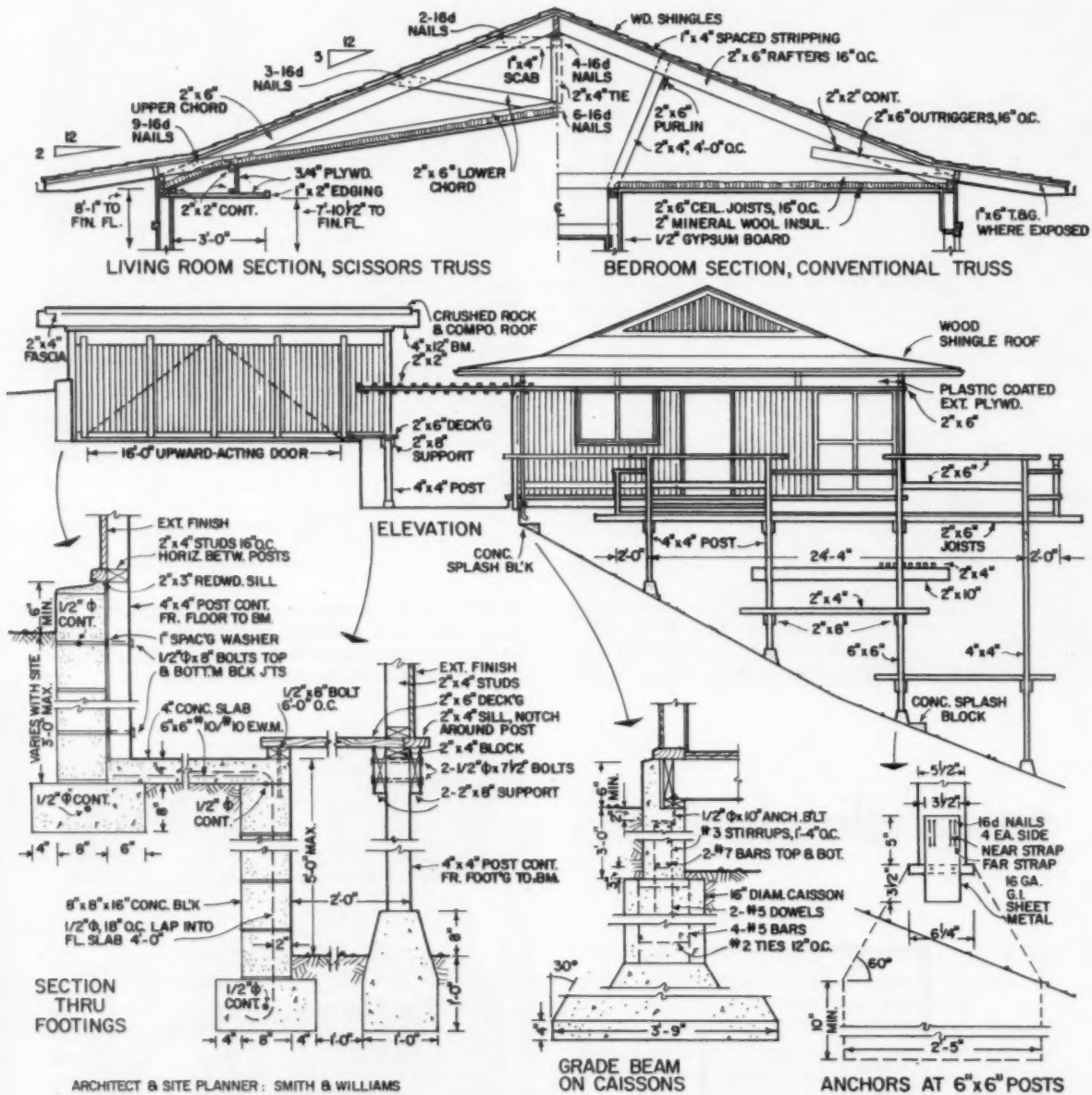


ABOVE FLOOR PLAN, perspective view show the "open planning" alternate possible with same built-in units as used in the closed-kitchen design. Ash paneling is carried



to counter height. Position of dining bar, pull-out table and electronic built-ins remains the same because units are kept below counter height. Bar extends to paneled wall.

Better detail of the month



ARCHITECT & SITE PLANNER: SMITH & WILLIAMS

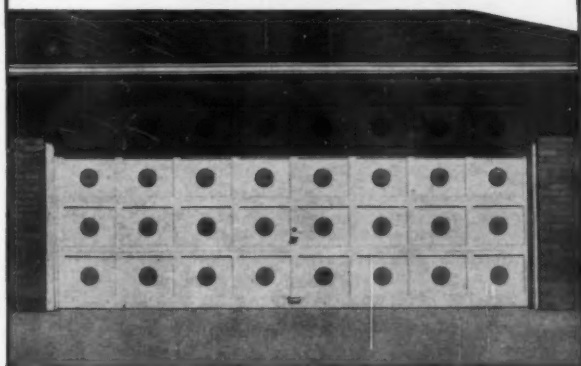
Hillside design uses poles to reduce site costs

The above details, from one small-volume builder, should be of interest to 1-20 builders across the country. A ten-house tract, using the above design, was constructed in Monterey Park, Cal., by the Security Development Corp. The

Dutch-gable roof allows two roof pitches and two ceiling pitches. Site costs were reduced by building the house on 4x4" and 6x6" poles rather than making a "cut" into the terrain. The grade beam on caissons ties foundation system to hillside.

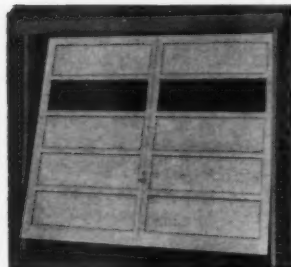
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Beautiful designs in square and horizontal, plain or carved panel doors. Sizes to fit openings 8' x 6'6" to 16' x 7'. Fourteen cardinal features include the "Glide-O-Matic" self-opening operation and zinc plated hardware. Pre-bored for fast installation. Cat. No. 303.



2 RIGID DOORS (One Piece Type)

Frantz is the leader in rigid overheads. Single and double-width sizes. Special built-in features emphasize greater value. The new No. 10, left, with "Powermatic" action, has the looks of a sectional, the economy of a rigid. Catalogue No. 303.

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For doors to fit openings from 7'6" x 6'7" to 18' x 12'. Ideal for architect designed or mill made doors.

Permits unlimited scope of design. The best engineered, easiest-to-use sets ever designed. Catalogue No. 107.



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Independent Study Now Available to Industry

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A total of 39 walls, 9'-4" x 4' were built and tested. More than two dozen tension tests were made on plain and deformed wires; 80 pull-out tests were made to determine bond characteristics.

Guide for Comparison

Three points of importance in comparing quality —

1. Weight of material
 - a. Comparison of actual weight per 1000 lineal feet.
 - b. Flexural strength in relation to weight of steel in wall.
2. Deformation
 - a. Report of tests

3. Mortar Locks
 - a. Report of comparative tests

You are invited to send for your copy of the research findings to learn how this truss design member provides superior lateral and horizontal reinforcing.

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American Builder

BOOK REVIEWS

WOOD SPECIMENS. Edited by Patrick Nairn. Tothill Press, Ltd. (London, England) 1957. 205 pp, illus. \$9.25.

To those who are fascinated by the unending varieties and uses of the world's woods, this beautiful book will be both a joy and a continual source of accurate information.

Publication of this volume completes the second edition of *Wood Specimens*. Both this and the first volume include 100 types of woods.

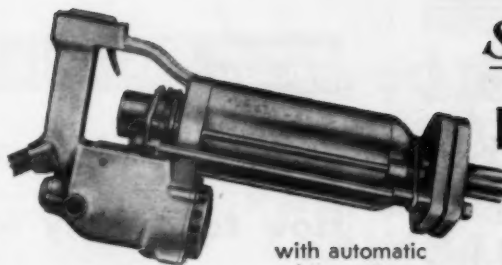
To each variety of wood is devoted a superb full-color plate; a cross-section of its cellular construction; an exact pen-and-ink sketch of its leaf, and either a photo of the tree or a map of the area in which it grows. To this is added a description of its most minute characteristics plus those end uses for which it is best fitted.

Some of the woods discussed here are best used in construction, while others primarily serve a decorative function. Both the common and botanical names of each wood are given. Among them are the wavy-patterned Japanese Ash, the starkly plain San Domingo Boxwood and the delicate Pink Ivory of Africa.

PRACTICES AND METHODS OF CONSTRUCTION. Joseph Steinberg and Martin Stempel. Prentice-Hall, Inc. (Englewood Cliffs, N. J.) 1957. 213 pp, illus. \$8.00.

The purpose of this book is to give the reader a clear insight into the particular problems of heavy construction and to suggest the proper procedures for seeing a structure through from idea to actuality.

The authors treat the selection of the site, the availability of services, grading, sub-surface explorations to determine the need for special foundations, and the actual construction of the unit in accordance with plans, specifications, and local building codes.



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 3. A sore that does not heal.
 4. Change in bowel or bladder habits.
 5. Hoarseness or cough.
 6. Indigestion or difficulty in swallowing.
 7. Change in a wart or mole.
- If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

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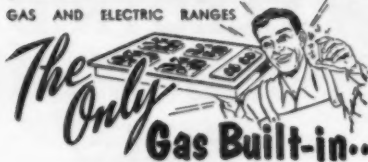
✓ "HI-JACK" adapts itself to wall raising, tying-in, and the raising of timbers for high placement. Effects savings to the extent of cost of one jack per house.

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KEEPING UP WITH THE LAW

How to qualify for income tax advantages on real estate held for investment purposes

By **JOHN F. McCARTHY**
Attorney-at-law

The Internal Revenue Code of 1954, in Section 1237, contains provisions which confer income-tax advantages upon some taxpayers. The advantages apply to those who hold real estate for investment purposes and are not dealers. They also apply to those who find it desirable to subdivide property in order to make more advantageous sales. The Code provides that under certain circumstances such sales may be treated as giving rise to capital gains, rather than ordinary income. Ordinary income is normally taxed at higher rates.



McCarthy

The Treasury Department recently has issued its final regulations concerning these somewhat complicated provisions. They indicate that the Internal Revenue Service will take a very conservative attitude in administering any benefits available under Section 1237.

This section provides that under certain conditions a lot or parcel, which is part of a tract of real property, will not be considered to be held primarily for sale to customers in the ordinary course of trade or business solely because the taxpayer has subdivided the tract for the purposes of sale or because he has engaged in activities incident to the subdivision or sale. Conditions which must be met in order to gain this more favorable tax treatment are:

1. The lot or parcel must have been held by the taxpayer for a period of five years. Exception:

where property was acquired by inheritance or devise.

2. The tract previously must not have been held by the taxpayer primarily for sale to customers in the ordinary course of trade or business.

3. Other real property of the taxpayer must not have been held, during the same taxable year in which a sale occurs, primarily for transfer to customers in the ordinary course of trade or business.

4. No substantial improvement that materially enhances the value of the lot or parcel sold may have been made by the taxpayer or may be made pursuant to a contract of sale entered into between the taxpayer and a buyer.

A corporation may be the taxpayer and entitled to the benefits of Section 1237, if no stockholder is a real-estate dealer and if no stockholder controls another corporation engaged in the real-estate business.

Before the enactment of the new Code, if a person, not in the real-estate or building business, owned real estate, which he subdivided before sale, his profit from that activity generally was treated as ordinary income. The very act of subdividing was regarded as an activity which put the owner in the real-estate business and constituted him a dealer. Thus, his transfer of lots was held to be a sale of his stock in trade, or a sale to customers in the ordinary course of trade or business, and his profit was regarded as ordinary income.

It is realized that Section 1237 is too complicated and restrictive. However, it is suggested, and hoped, that this section and the Treasury Department's regulations just issued, point out some ways in which owners may provide land for builders on more advantageous terms.

"My Berger Convertible paid for itself on this one job alone!"

says F. E. Fitzpatrick,
Building Contractor, Westwood, N. J.



"When I signed the contract to build this house, I had my fingers crossed. The specifications gave me no leeway—grades had to be on the button. So I decided to take out "job insurance" by getting a transit level I could *trust*—a Berger Convertible. So far, I've used it for leveling foundations, setting forms, locating buried survey stakes, setting the first course of siding and establishing some tricky grades. Before this job was finished, my Berger Convertible paid for itself."

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LEVELING BASE:	Four screws with cold and heat-resistant heads
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Convention calendar ...

Jan. 7: Home Builders of Maryland, 7 E. Lexington St., Baltimore 2, Md. 38th annual banquet; Lord Baltimore Hotel. Guest speaker: George Good-year, President, NAHB. Jack B. Candler, chairman.

Jan. 9: Home Builders of Hartford County, 14 Oakwood Ave., West Hartford, Conn. Induction of 1958 officers; Rockledge Country Club. Clayton W. Johnson, chairman.

Jan. 9: Toledo Home Builders, 564 Spitzer Bldg., Toledo, Ohio. Annual banquet; Commodore Perry Hotel. George Flanner, chairman.

Jan. 10: Home Builders of Dallas County, 318 N. St. Paul, Dallas, Tex. Annual banquet and installation of officers; Hotel Adolphus.

Jan. 15: Home Builders of Stark County, 2556 Clearview Ave., NW.,

Canton, Ohio. Annual banquet; Onesto Hotel. Don Schneider, chairman.

Jan. 19-23: National Assn. of Home Builders, 1625 L. St., NW., Washington, D. C. Annual builder's convention; Chicago, Ill.; Hotels: Hilton, Sherman, Coliseum. Walton Onslow, Convention Program Director.

Jan. 21: Rockland County Home Builders, Court Square Bldg., New City, N. Y. Monthly meeting; Davies Lake Hotel. Joseph Feld, chairman.

Feb. 9-16: Home Builders of Greater St. Louis, 215 N. Meramec Ave., St. Louis, Mo. Bildors home show; St. Louis Arena. Mel Doernhoefer, director.

Feb. 13-19: Home Builders of Greater Boston, 7 Water St., Boston, Mass. New England home show; Mechanics Bldg. Henry Sherman, chairman.

Feb. 13-15: Ohio Home Builders, 57 East Gay St., Columbus 15, Ohio. 4th business management school; Deshler Hilton Hotel, C. M. St. Clair, chairman.

Feb. 15-23: Home Builders of Metropolitan Washington, 2101 K St., N.W., Washington, D. C. 12th annual home show; National Guard Armory. James W. Pearson, chairman.

Feb. 15-22: Home Builders of Schenectady, 180 State St., Albany, N. Y. Home show; Schenectady Armory. Walter J. Socha, chairman.

Feb. 26: Home Builders of South Florida, 150 S. E. 3rd Ave., Miami 32, Fla. One-day course for new home salesmen. S. A. Dansyear, chairman.

Mar. 1-9: Home Builders of Palm Beach County, P. O. Box 667, Palm Beach, Fla. Parade of homes and home show; Village of Palm Springs. R. M. McClintock, chairman.

Mar. 1-8: Home Builders of Albany, N. Y., 105 Colvin Ave., Albany 5, N. Y. Ninth annual home show; Washington Ave. Armory. Michael J. O'Brien, chairman.

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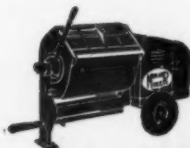
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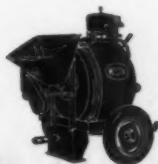
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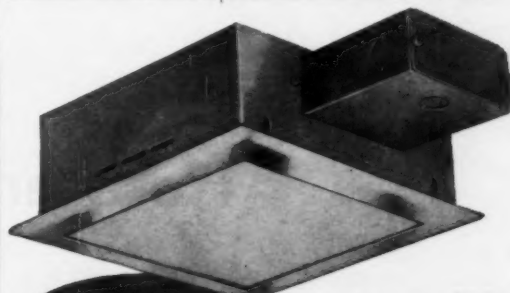
cost less
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and produce more



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ATLAS ELECTRIC PRODUCTS CO.
319 Ten Eyck Street, Brooklyn 6, New York

When the selling gets tough...▶

...do you know how to get

As the buyers' market continues to tighten, manufacturers are literally rolling up their sleeves to help builders sell. Latest one to come up with a major sales tool for builders is Hotpoint. Through its distributors, the company has packaged a fast-paced, hard-hitting short course in selling for builders and their sales staffs.

Basically, the package consists of a full-color, sound film designed to show salesmen how to approach prospects, how to present the home, how to handle objections, how to sell quality, and how to close. The film also shows how to trade up the customer to a more luxurious home (and, coin-

identally, how to sell a Hotpoint built-in kitchen).

Also part of the free training package is a tightly written booklet that recaps the points made in the film and packs in many more.

Thus the builder—and his salesmen—get a two-part program that (1) dramatizes effective selling techniques and (2) provides a tangible reminder of the points to emphasize.

Under the heading of "Approach," the film and booklet stress the importance of visual appearance and attitude. Suggestions are also given for qualifying the buyer prospect before launching the main selling presentation.

Here are 10 more tested

By Kelly Snow

Merchandising Consultants, Portland, Ore.

Here are 10 of the most effective ways to get the customer's signature. They are practical, tested closing helps you can adapt right now.

- 1. Assume at the start he'll buy.** Use such phrases as, "Is this going to be Johnny's bedroom? How would you arrange your living room furniture in this room?" Refer to the house as "your home" early in the presentation.
- 2. Assume at the end he'll buy.** Early in the interview, get out your fountain pen. Use it as a pointer. The prospect gets used to it and doesn't gun-shy at the moment of signing. Get your earnest money receipt in plain sight early. Begin to fill out the receipt, but avoid dead spots in the conversation.
- 3. Don't be a cliff hanger.** After you answer all the prospect's questions, nail the sale down by asking for it . . . again and again until you get it.

- 4. Add up the score . . . then ask.** People who pride themselves on being tough buyers especially go for this logical reason-why approach. Add up the score with a sequence of phrases such as these: "You need a nice place to live in . . . this house suits your family . . . you say you like it . . . you especially like that big family room . . . it's well within your income and down-payment possibilities. As far as I can see, that's all there is to it. Now, what was your first name again, Mr. Jones?"
- 5. Hit 'em where it's tender . . . then ask.** Every prospect has a tender spot—one dominant reason why he's ready to buy your house. A prospect often tips off his tender spot in the first few questions he asks you. If you can, stall these answers. If he doesn't tip off his tender spot by his questions, uncover it by your questions and say, "We'll come back to that later." Then, at the moment of closing, concentrate your punches where it's tender.
- 6. Make 'em afraid to wait . . . then ask.** Tell the prospect, "If you'd bought this house ten years ago,



the order? ▶

Once under full steam, the salesman is shown how to cover all positive sales points, such as location, style, floor plan, quality, price, special features (and, more than incidentally, the Hotpoint Customline Kitchen).

The program also tells the salesman how to shift gears smoothly in preparing for and answering objections, timing his close and zeroing-in on the customer's main interests.

Hotpoint hopes to give the sales-training program maximum circulation by means of showings to builders through the company's distributors either individually or at meetings of builder associations.



ways to close the sale

you'd have made \$XXXX on it by now. You'd have made money every day you owned it and you're losing money now, every day you don't buy." Then reel off several 'for instances' to support this, such as: "This land we bought at X price is now worth Y price." Be sure of your facts.

7. Say you don't care. Let the prospect know you're doing this for him. Say something like: "I know I can sell 'X' houses a month (or, "My drawing account gives me a steady income"), so I wouldn't sell you something that isn't right for you."

8. Ask "which?" The purpose of a "which" question is to get the prospect to answer a question or short series of questions that have "Yes, I'll buy" automatically built into them, no matter how he answers. Then once you have your "Yes, I'll buy" implied answer, it's time to stop asking questions. Ask just enough "which" questions to lead the prospect to a close, but not enough to divert or confuse him. Make your own list, using these as a starter: "Which home did you decide on, the

\$14,900 or the \$17,500?" "Which do you want, the family kitchen or the dining room?"

9. Ask "when?" Depending on the prospect's answer, use these three follow-ups to cinch the close: *Right away:* "I only have one (two) left of the floor plan (exterior design, number of bedrooms) you like. It's a good thing we have one left for you." Start writing up the earnest money receipt.

A month: "While they're under construction, you get your choice of colors (or other optionals) so we'd better get at it now." In closing out a subdivision or a portion of one, you can follow up with: "This is the last house we have in this style you like so well, so you'd better take it now."

A few months: "We only build one (a few) of a kind in each location, so if you want your first choice of exterior, you'd better sign up right now."

10. Ask "where?" If you give buyers considerable choice in location, capitalize on it by asking "where" questions. For example: "Do you want your house on the golf course or near the school?"

The Month Ahead

SMALL HOMES COUNCIL

The University of Illinois Small Homes Council will present its 13th annual Short Course in Residential Construction Jan. 15-16 at the university. The subject this year will be the most efficient design, construction methods and materials for the houses you'll build next year. This is about as comprehensive a coverage as you'll find anywhere in the building field, and we can say with complete assurance that the course, as always, will be the best. Registration fee is \$15, and includes tuition, field trips, the annual dinner, and all publications that are included as part of the course. To register, send your name and address and a check to: Supervisor of Engineering Extension, Room 116D, Illini Hall, 725 S. Wright St., Champaign, Ill.

NEW LURECO DESIGNS

We're going to say more about this in the February issue, but for those of you who are in a hurry to get started on 1958 plans, the new Chris Choate designs for the LuReCo system are available at your retail lumber dealer's. If he doesn't have them on hand, he can get them for you. And if you're not a LuReCo builder, the plans are also available in conventional form. We've seen them, and they're as handsome as can be. And they should serve to refute the charge sometimes made that LuReCo is insufficiently flexible in its designs and layouts.

AND OUR BEST WISHES

We hope you have a very happy new year, and the best of building business in 1958. What more could a builder ask?

Make 'em and break 'em

One of the highlights of January is the vast number of New Year's resolutions that get made and broken; one that lasts into February has lived to a comparatively ripe old age. Nevertheless, while 1958 is still brand new and resolutions have a fighting chance, we'd like to offer a few for your consideration. They concern subjects we've covered in *AMERICAN BUILDER* over the past months, and we'll cover further in the months ahead, and while some of them may seem elementary to you, others may give you the germ of an idea. Here goes:

Planning—both the house and the business

Resolved: to be sure the houses I have on the board for 1958 combine the best and latest living appeal for my buyers, and still allow me the greatest efficiency in construction.

Resolved: that my business will be run in a business-like way. If I don't have an adequate bookkeeping and job progress-control system, I'll go get one. An accountant might pay his way.

Buying—know the field


Resolved: that in order to know what to buy I must know what's available. Therefore I'll check carefully the ads, articles and new products in *AMERICAN BUILDER*, and I'll also do my best to get to the NAHB Convention in Chicago this month.

Building—there are lots of new ways

Resolved: that I'll overlook no idea that may help me increase construction efficiency in the field, be it prefabbing, component construction, or conventional building. And I'll note extra carefully the February issue of *AMERICAN BUILDER* to catch up on the most important building trends today.

Selling—leave no stone unturned

Resolved: that while I realize the best merchandising aid I have is a good house at the right price, I will make very, very sure that I am reaching every potential customer. And since financing is a vital part of selling, I'll take every possible advantage of the new FHA regulations to make my packages financially attractive to the buyer.



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New, smoother Kentile Asphalt Tile in exclusive Rose Random Tones . . . Wall base in Russet KenCove®

Sell Them Faster with the Floors They BELIEVE in . . .

MORE PEOPLE CHOOSE KENTILE FLOORS THAN ANY OTHER TILE!

A presold floor helps sell the house! Capitalize on this overwhelming preference for the famous Kentile name. Kentile, Inc., maintains its leadership position with outstanding advertising support. Exciting full-page, full-color ads will run all year in top magazines like LIFE, THE SATURDAY EVENING POST, LIVING FOR YOUNG HOMEMAKERS, BETTER HOMES AND GARDENS, AMERICAN HOME and others.

Remember, there's a Kentile Floor for Every Purpose!

KENTILE FLOORS

AVAILABLE IN: ASPHALT TILE • SOLID VINYL • VINYL ASBESTOS • CUSHION-BACK VINYL • RUBBER AND CORK TILE . . . OVER 175 DECORATOR COLORS!

58 Second Avenue, Brooklyn 15, New York • 350 Fifth Ave., New York 1, New York • 3 Penn Center Plaza, Philadelphia 2, Pennsylvania • 1211 NBC Building, Cleveland 14, Ohio • 900 Peachtree Street, N. E., Atlanta 9, Georgia • 1016 Central St., Kansas City 5, Missouri • 4532 So. Koln Ave., Chicago 32, Illinois • 2834 Supply Ave., Los Angeles 22, California

**FREE! NEW KENTILE
PERSONALIZED "MODEL HOUSE" SALES KIT!**

Call your Kentile Flooring Contractor (see your classified phone book) or write to Kentile, Inc. for complete details on the new sales kit which includes:

1. Lawn sign, personalized with your development name
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3. Helpful selling tips . . . for use by your salesmen

National

SLIDING DOOR HARDWARE



*Designed for
Smart Interiors . . .*

The modern space saving innovation for bypassing doors or doors that slide into their own recessed pockets.

With this type of door there is never a sacrifice of valuable floor space. More artistic placement of furniture and wall decorations are possible when the sliding door is employed in preference to the conventional swinging door.

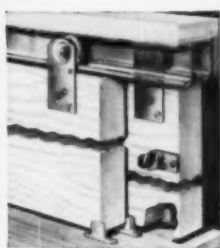
Sliding doors are ideal for clothes closets, supply and storage cabinets or as room dividers in the home, office or factory.

Hangers have large 1 $\frac{3}{8}$ inch diameter wheels of Nylon and never require lubrication. A specially designed adjustable rail is made in 44, 56, 60, 68 and 92 inch lengths.

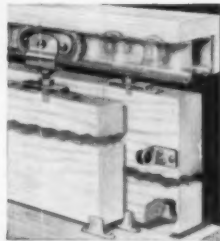
Two styles each with distinctive features fit any thickness of door



No. 182 Single
Wheel Hanger



No. 185 Two
Wheel Hanger



National
MANUFACTURING CO.
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