

# American Builder

★ A SIMMONS-BOARDMAN TIME-SAVER PUBLICATION • 75c

OPPORTUNITY FOR JUNE 1958

Low-cost houses  
for  
the VA market

How to merchandise  
your model homes

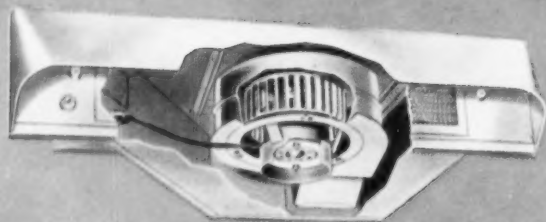


He's got cost-saving ideas for you

NOW AVAILABLE FROM AMERICA'S LEADING KITCHEN CABINET MANUFACTURERS . . .

# Oven Cabinets with CUTOUT for NuTone's Oven Hood-Fan

The NuTone Oven Hood-Fan is easy to install inside cabinet cutout



ORDER YOUR OVEN CABINETS  
WITH NUTONE HOOD-FAN CUTOUT  
FROM . . .

**iXL**

**Yorktowne**

**Geneva**

*St. Charles*

**MENGEL**

**Mutschler**

**BILT-WELL**

**BRAMMER**

**NEVAMAR**

**KITCHEN MAID**

**WOOD-MODE**

**COFFEE NIPANE**

**GREGG**

**KITCHEN KK COMPACT**

*FashionWood*



## Oven Ventilation & Cabinet Protection

AT LAST — Kitchen 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.

New Catalogs & Installation Data. Write . . .  
NUTONE, Inc., Dept. AB-6, Cincinnati 27, Ohio

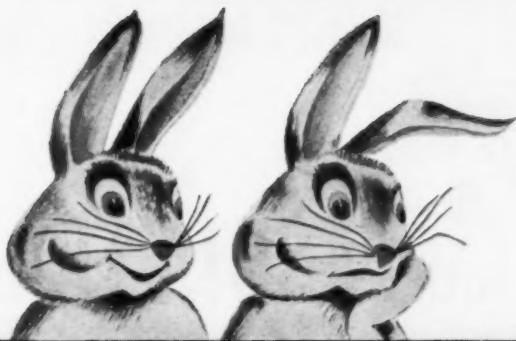
NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

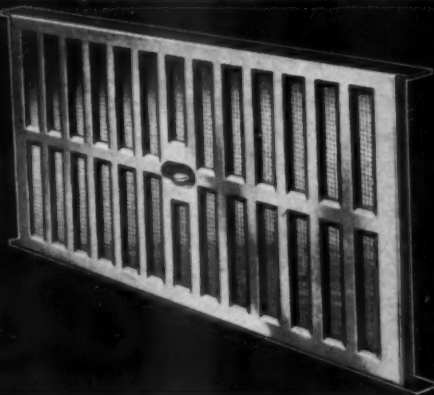




It's no use Ma —  
we'll never outnumber 'em.  
They've got two more  
"new additions!"



**New!** 4" MINIATURE VENTILATOR, all-aluminum, choice of 8-mesh or insect screen. Smaller sizes, too, a complete line for every miniature ventilator need.



**New!** SLIDING DAMPER FOUNDATION VENTILATOR All aluminum. Easy to install. Damper slides smoothly to any desired setting, seals tight when closed. Fits standard 16" x 8" opening.

## Leigh VENTILATORS

**THE BIG LEIGH FAMILY** includes a ventilator for every use. Each styled to match the quality of your homes and built to last a house-time. Roof, attic, foundation ventilators — all types, all sizes. Undereaves ventilators, miniature ventilators. For special uses, storm windows ventilators and clothes dryer ventilators. If you can think of any others, let us know.

**FREE CATALOG** — shows ALL Leigh building products, the complete building products line. See your jobber, or write to us.

### LEIGH BUILDING PRODUCTS

*Division of Air Control Products, Inc.*

1658 Lee Street  
Coopersville  
Michigan



# Leigh

### BUILDING PRODUCTS

Awnings & Canopies  
Closet Accessories  
Full-Vu Bi-fold Doors  
Folding & Sliding Door Hardware

Outdoor Accessories  
Aristocrat Mail Boxes  
Ventilators



# NOW



# with FASCIA TRACK

## NEW 400 SERIES SLIDING DOOR HARDWARE AMERICA'S FINEST LOW COST LINE!

Rugged steel hangers.  $\frac{3}{4}$ " Nylon Wheels with **Oiled-for-life** bronze bearings. Smooth, quiet door operation.

Extruded aluminum fascia track, heat treated for extra strength. Doors can be hung with hangers already attached—cannot jump track.

Two attractive Flush Pulls included in Thriftee Pak sets.

Sturdy Steel and Nylon Floor Guide. Mounts with just two screws.

**EASY AND QUICK TO INSTALL • LOW HEADROOM—ONLY  $1\frac{1}{8}$ "  
QUALITY OF HIGH-PRICED HARDWARE**

"Thriftee Pak" sets are available for by-passing doors of all popular sizes.



### **NON FASCIA TRACK** for top performance at **LOWEST COST**

Track is extruded aluminum, heat treated for long life and extra strength. Same hangers and guide as with fascia track illustrated above.



**ONE SET FITS EITHER  
 $\frac{3}{4}$ " OR  $1\frac{1}{8}$ " DOORS**  
OTHER SETS FOR  
 $1\frac{1}{2}$ " and  $1\frac{3}{4}$ " DOORS

For literature and prices write to:

**John Sterling Corporation**  
RICHMOND, ILLINOIS

# The Opportunity Page

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

## Sell, sell, sell

We can't repeat this often enough. There's nothing like "hard sell" to pep up sales—especially during a slow period. One of the home-building industry's biggest competitors for consumer dollars—the auto industry—has come out with a hard-hitting "You Auto Buy Now" promotion. It's been suggested that builders start a "House About A New House?" campaign. The slogan is farfetched, but the idea behind it is sound. It's designed to lure buyers out to see new homes.

## Premiums pay off

A lot of builders find "give-aways" are a sure-fire way to attract buyers. One of the most widely publicized programs is that of Community Builders in Chicago. They announced that \$1 million would be given away to stimulate sales in their Park Forest development. Each buyer has \$1,000 deposited in his name in a local bank. The money must be spent within a year in Park Forest. There's a similar plan in Cleveland: J. & E. Builders offered every buyer in either of their two developments a special \$500 "spending money" account which was to be used within six months. Jack Goldberg, president of the company, said: "This isn't any discounting or give-away gimmick. It's our way of getting behind the buy-now and kill-the-recession movement." A slightly different plan is being used by a Salt Lake City realty firm. Trading stamps are being distributed at the rate of one for each dollar's worth of consideration.

## A different approach

You don't have to give things away to "merchandise" your homes. You can adopt a new approach in building or selling and get good results. A Chicago builder, James Metcoff, goes contrary to all rules. He likes to have buyers' wives around

when he's building their homes. Metcoff found "it's the best way to keep them from changing their minds." A woman, he says, is "as much a part of the building team as the architect and contractor." And, he credits his technique of making a woman welcome on the job for his reputation of keeping final house costs from "varying more than one or two per cent from the original estimate." Here's another suggestion. If you're building in more than one location, take a tip from McNearly Realty & Construction Co., St. Louis. They use a Volkswagen bus to take prospective buyers on a tour of their three subdivisions.

## Tell the whole story

Are your ads missing the essential sales arguments for 1958—economical maintenance and resale value? Advertisements for new homes put heavy emphasis on beautiful views, built-in "extras," patios, etc. These are important. But there's something left unsaid. Mighty little is mentioned about economical operation features and high resale value. It's an idea worth considering—particularly since so many of your prospects are second-time buyers. They're "hep" to the problems of maintenance and resale.

## Batter up!

It's spring. And a young man's (age 8 to 80) fancy lightly turns to thoughts of baseball. If you're building near a sandlot baseball field and you're worried about broken windows, take heart. F. C. Russel Co., manufacturer of Rusco doors and windows, offers free replacement of windows broken this spring and summer by kids playing sandlot baseball. Rusco dealers are distributing cards to sandlotters, age 6 to 16. If a boy swings for the fence and accidentally breaks a window, he simply puts his name and address on the card and gives it to you. If you return the card to the specified Rusco dealer, he provides free repair service.

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## Textolite Ideas



In this luxurious \$14,950 model, Long contrasts light cabinets and walls with warm woodgrain-pattern Textolite counters.

How John Long sold 1,800 homes in 1957:

**“Low prices . . . good design . . . lots of models  
. . . colorful Textolite® counters in every kitchen!”**

Famous Arizona builder finds General Electric's easy-cleaning counter tops, in Mix-or-Match color styling, have tremendous appeal to women.

“Today's buyers expect plenty of value for their dollar,” says John F. Long, builder of the phenomenally successful Maryvale community near Phoenix. “And an attractive, convenient kitchen can often clinch the sale. That's why we install postformed Textolite on kitchen counters in all our homes.”

General Electric Textolite offers every builder important selling advantages: over 70 market-tested patterns and colors, including exclusive Mix-or-Match colors; stain and scratch resistance; easy cleaning; years of beauty and convenience.

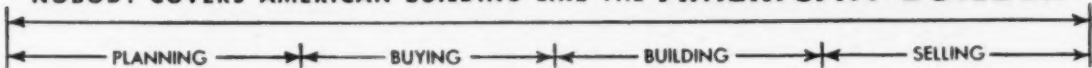
See the full line of Textolite patterns in Sweet's Light Construction File, Catalog 7e/Ge. For recommendations on where Textolite can be of most value to *you*, see the dealer nearest you. (He's listed in the Yellow Pages under “Plastics.”) Or send description of surfacing problem to Laminated Products Dept., Section AB-86, General Electric Co., Coshocton, Ohio. You'll get professional help—*fast*.



Important selling feature of Long's \$10,995 “Saratoga” model is easy-to-clean, postformed Textolite surfacing in Mix-or-Match colors.

**Textolite®**  
LAMINATED SURFACING  
**GENERAL  ELECTRIC**

# “NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER”



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Cover photo by Markow

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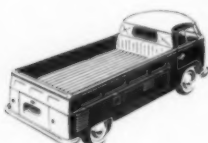
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**SENSIBLE · HONEST · DEPENDABLE**



**PANEL DELIVERY**—Top and sides give you a bonus in space for distinctive advertising.




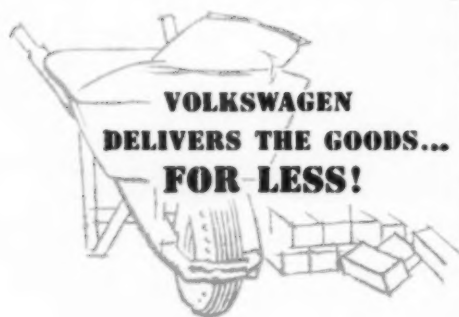
**PICK-UP**—carries 1764-lb. payload... has 45 sq. ft. loading floor... lockable compartment underneath with 20 sq. ft. more floor area.



**KOMBI STATION WAGON**

**...and ECONOMICAL**

A Volkswagen Light Truck. Air-cooled engine... no radiator problems... 25 miles per gallon... takes the bangs and bumps of rough terrain and heavy equipment... unusual visibility and ease of driving and parking. With a Panel Delivery or "Kombi" builders get a whopping big 170 cu. ft. capacity, every inch usable and accessible. Loading is extremely easy—look at the wide side doors, plus rear loading door. The Kombi is even more than a Panel Delivery. It converts to a comfortable station wagon just by putting the seats back in! Takes only minutes. But above all, remember: *a Volkswagen costs less to buy, run and maintain.* This we can prove! Sales and Service in 48 states. Look for the Authorized Volkswagen Dealer with this  emblem.



**VOLKSWAGEN**

**AMERICAN BUILDER**



# READER'S GUIDE TO

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

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# Now! Install suburban

the  
**BUILT-IN RANGE**  
WITH ALL THE  
**FEATURES**  
MOST WOMEN  
**WANT ...**



## COMPARE THESE FEATURES WITH ANY OTHER BUILT-IN RANGE

- Rotisserie
- Automatic Top Burner Control
- Duo-Cook Griddle
- Extra Burner Under Griddle
- Space-Making Griddle Cover
- 12 Oven Rack Levels in Upper Oven
- 10 Oven Rack Levels in the Lower
- Interchangeable Color Panels
- Automatic Clock Controlled
- Eye Level Control Panel
- Wide Choice of Cook-Tops
- Automatic Oven Temperature
- Independent Oven Lamp Switch
- Thermostat on Each Oven
- New-Design Oven Racks
- New-Design Door Handles
- New-Design Broiling Tray
- Fiberglass Door Seal
- Front or Top Mounted Cook-Top Controls
- 8-Position, 7-Heat Switches
- Choice of Oven Sizes
- Stainless Steel and 8 Colors
- Center Simmer Gas Burners
- New Burner Grates and Bowls
- All Porcelain Burner Box
- Hyperdermic Instant Pilot



### GIANT NEW DOUBLE OVEN!

Two giant ovens on the Electric Suburban — independently controlled! Both ovens bake or broil — simultaneously! Almost 10,000 cubic inches of cooking space. A powerful sales story for your prospective home-buyers!

### EXCLUSIVE NEW VERTI-VUE WINDOW!

Most exciting, sales appealing innovation in the industry! This window lets you see all 12 rack levels.

### SMART, NEW SCULPTURED DESIGN!

Talk about a sales stimulator! Suburban's sculptured doors and crisp lines add up to the hottest design of the year.

### GAS OR ELECTRIC INTERCHANGEABLE UNITS

One size opening fits all corresponding models of Gas and Electric Ovens and Cook-Tops. Big savings in time and labor costs!

# suburban

*America's Finest Built-In Range*

#### SEND FOR FULL DETAILS NOW!

Samuel Stamping & Enameling Co.  
Dept. AB-68, Chattanooga, Tennessee  
Rush to me — at no obligation — complete information on Suburban

Electric Built-In Ranges  Gas Built-In Ranges

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## More on antiquated building codes

To The Editors:  
American Builder  
30 Church Street  
New York 7, N. Y.

### Would benefit builders

Congratulations. . . . We are particularly gratified to have you discuss the admittedly complicated problem of building codes in such a constructive way. We are also pleased to know that it will continue to be the policy of your magazine to use its influence in the continuing fight for the improvement and modernization of our building codes. There is no question that the attainment of this objective will mean substantial benefits to the home building industry and the home buying public.

—John M. Dickerman  
 Executive Director  
 National Assn. of Home Builders  
 Washington, D.C.

### Doesn't pull punches

It surely doesn't pull punches—more power to you. We'll be following your campaign with interest. And, of course, our engineers are represented on or at some of the organizations you list. So our role won't be entirely passive, either.

—Donald M. Gehring  
 Public Relations Director  
 Wire Reinforcement Institute  
 Washington, D.C.

### Similar aims

. . . I would like to . . . congratulate you. . . . Programs that you outline in this article are very similar to the aims and desires of the Building Officials Conference of America.

For your information the municipalities are, we believe, progressing very fast toward this goal. At the present time, there are 140 municipalities in Michigan which have adopted the Basic Building Code

and six which have adopted the Uniform Code.

The Building Officials Conference of Michigan has been working with other groups for two years to revise the Michigan antiquated Housing Law. . . .

—John Ed Ryan  
 Director  
 Building & Safety Engineering  
 Ann Arbor, Mich.

### Appreciates value

. . . thousands of builders throughout the country will appreciate the value of what you have done. . . .

—Arthur E. Stewart  
 Executive Vice President  
 Montgomery Home Builders  
 Assn.  
 Montgomery, Ala.

### Understated

Your Outrage issue—"Antiquated Codes — They're Holding Back Home Building" is the understatement of the year. No builder argues the basic reasoning for codes, but as exemplified by your well-illustrated out-dated automobile, if home building had the opportunity the automotive industry has, housing in these United States would be far ahead of what it is today.

As you well know, El Paso has many antiquated codes. By cost comparison, we believe that the average 1,000-square-foot home

could be built \$600 cheaper by a local code modernization.

—A. M. Krohn  
 Lone Star Builders  
 El Paso, Tex.

### Unanimous approval

. . . our engineering, technical, and field promotion departments' . . . approval was unanimous. . . .

—Donald A. Jaenicke  
 Publicity Department  
 Douglas Fir Plywood Assn.  
 Tacoma, Wash.

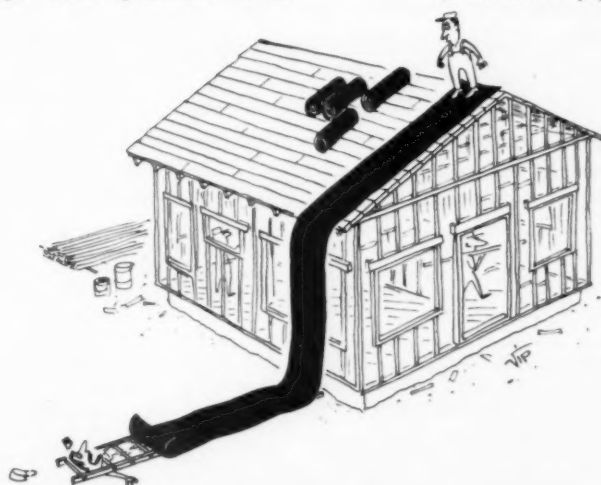
### Affects low-cost housing

. . . you have reached out to attack one of the primary factors that are attempting to strangle builders. You have done a superb job of reporting the problems that we builders are faced with in operating under many different building codes. The answer to the building code outrage seems to be a national, regional, and even state-wide code that would be professionally designed and engineered. . . .

The problem of the building codes seem to affect us most in low-cost housing as a margin of profit is smaller and the need for efficient construction practices and methods much greater. . . .

—Robert J. Schmertz  
 Birchwood Park, Inc.  
 Lakewood, N.J.

(Continued on page 196)



We usually unroll them the other way  
 (Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

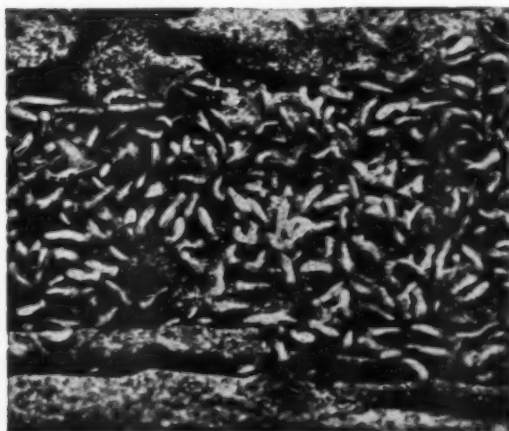


# "Decay and Termite Damage in Houses"

Prepared by the DIVISION OF FOREST INSECT INVESTIGATIONS, Bureau of Entomology and Plant Quarantine, Agricultural Research Administration; and the DIVISION OF FOREST PATHOLOGY, Bureau of Plant Industry, Soils, and Agricultural Engineering.



Worker Termites  
Greatly enlarged



Worker Termites—Natural size

(Excerpts—Exact Quotation)

"TERMITES are the most destructive of the insects that attack wood in houses. They eat the interior of the wood and may cause much damage before they are detected."

"Wood damaged by termites can be easily distinguished from decayed wood. Termites honeycomb the wood with definite tunnels; these are separated by thin partitions of sound, firm wood."

"Wood decay is caused by fungi, which are plants consisting of microscopic threads . . .

the decay fungi weaken or destroy the fiber. These cannot work fast at temperatures below 55 to 60° F., and *not at all in dry wood*. There is no such thing as 'dry rot'; decayed wood is often dry after it has rotted, but not while the decay is taking place."

"The decay fungi soften the wood and in the final stages cause it to shrink and crack or crumble."

Scientific multiple aluminum, by insulating against vapor and heat flow, keeps the area beyond the insulation colder and drier, thus retarding fungus growth and timber rot.

"10 Essential SAFEGUARDS AGAINST TERMITES AND DECAY"  
will be found in U.S. Bulletin 1993,  
obtainable free by sending the coupon.

Infra Insulation Inc., 525 Bway., N. Y., N. Y. Dept. — B-6  
Manufacturers of Scientific Multiple Aluminum In-  
sulation, which retards Fungus Growth and Timber Rot.

Please send Govt. Bulletin No. 1993.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

A water-conducting fungus attacked untreated oak piers of this 5 year old house and continued to decay sills, joists, and studs to a height of 6 ft.

USDA Photographs



# The Building Outlook

## SMALL TALK

### HOUSING—1990

Thirty odd years from now home building should be exciting and intriguing, according to predictions of Ralph Johnson, director, NAHB research department. Writing in the April magazine of the HBA of Seattle, he predicted:

**Two-home families** should be fairly common by 1990. Tendency is growing for many families to have summer and winter houses.

**Houses** may be "bubble" affairs with plastics and other maintenance-free materials widely used.

**Roofs**, if flat and not in the bubble type, probably will be translucent—reflecting heat and glare.

Since Americans resist too radical a change in design in too great a hurry, it may be that many homes will have much of the current design—but will be assembled of large components which could be traded for newer components as "new models" come on the market. If you don't like one wall any longer, you trade it for another just like autos are traded today.

**On dull Sundays**, the housewife may decide to re-design her home. It will be done by rearranging snap-on walls and partitions.

**On the other hand**, there is a possibility that many homes may be built on a multi-level plan with ramps leading from one level to another. In all cases, the trend certainly will be toward more functional use of every room.

**Light bulbs**, as we know them now, probably will be non-existent. Ceilings and walls will glow, lighting up as one enters a room. The lighting will be adjustable to fit the mood: blue, if you're moody; a light glow, if you're cheerful.

**100,000 ADDITIONAL STARTS** this year over 1957: that prediction by Nels Severin, NAHB president, is well founded. Applications for FHA loans again established new records in April. New home applications covering 31,610 units were the highest since April 1955. A recent report by FHA commissioner Norman Mason showed how total FHA applications for home mortgages during the first four months of 1958 were up in eight representative cities over the same period last year: Cleveland, 54%; Detroit, 47%; Miami, 205%; Boston, 87%; Phoenix, 119%; San Francisco, 95%; Houston, 96%; and Los Angeles, 129%.

**SO HEAVY HAVE APPLICATIONS** been that the Eisenhower administration asked Congress for an immediate \$4 billion increase in FHA's authority to insure mortgages. The \$4 billion request (covering the period through June 30, 1959) replaces the \$3 billion asked for in the President's January budget message.

**OTHER ENCOURAGING SIGNS:** Nearly 22,000 new dwellings were started under FHA in April. This was a more than seasonal increase of 33% over the March volume and an even greater rise of 82% from April 1957. At the same time conventionally-financed starts have remained almost steady and VA is making a strong comeback.

**GOOD OMENS** are found in other government statistics. Labor Department reports showed the largest declines in insured unemployment since last July; and the Commerce Department reported retail sales in April were 2 per cent above March—the first such increase this year.

**ALONG WITH FORECASTS OF MORE HOMES** come forecasts of smaller, less expensive houses. Harold P. Braman, managing director, National League of Insured Savings Assns., predicts a greater demand for small homes this year and possibly for the next decade. Reason: a significant shift in the make-up of the population. The number of young and older buyers—under 25 and over 55—is growing. Generally, these age groups want smaller homes. For information on low-cost houses, see p. 102.

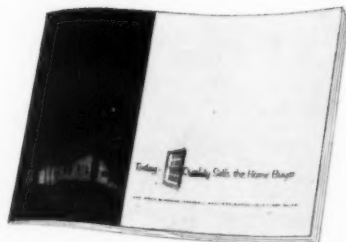
**LOOKING AHEAD**, pending housing legislation would: increase FHA's mortgage insurance limit to \$30,000 from the present \$20,000 on one-family homes; boost the limit of mortgages FNMA can buy to \$20,000 from \$15,000.



**what  
stake  
do your  
profits have  
in this sticker?**

*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*



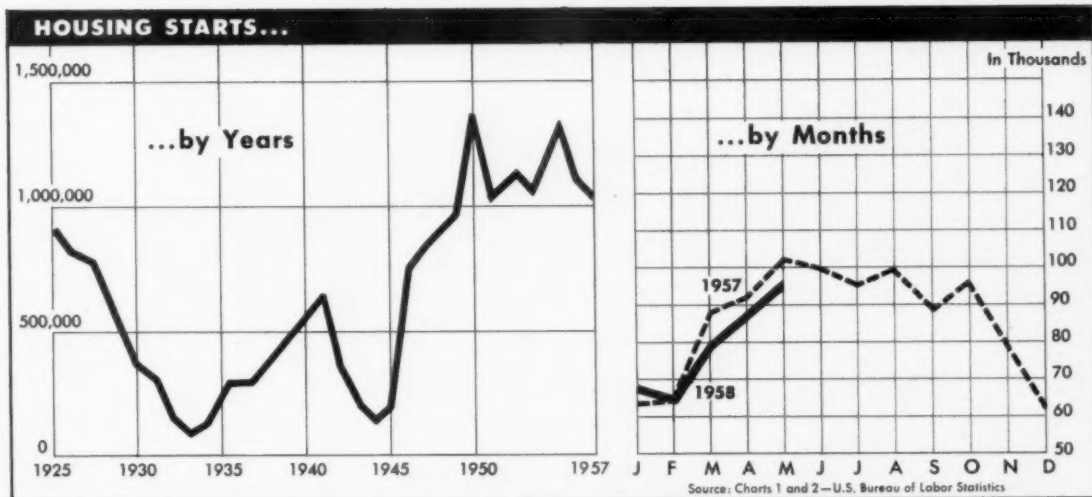
Send for this free booklet, "Today—Quality Sells The Home Buyer." It tells all about Dura-seal and the entire promotion program back of it.

# ZEGERS

DURA-SEAL COMBINATION METAL WEATHERSTRIP & SASH BALANCE



# Pulse of Building



## Interpretations: 1

**A MORE THAN SEASONAL RISE** in April housing starts—20 per cent to 95,000 units—brought the seasonally adjusted annual rate to the 1,000,000 mark for the first time since January.

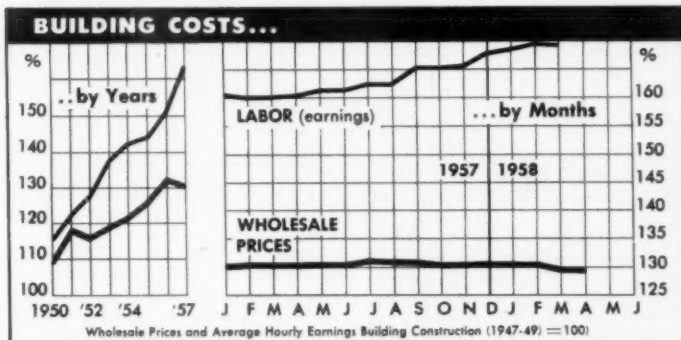
April starts had not begun to reflect the recent uptrend in applications for FHA insurance and VA appraisals. If housing starts under conventional financing continue within the narrow range of the past five years—as is likely—these applications for government-assisted loans could produce a sizable increase in starts during the summer. The fact that April's seasonally adjusted annual rate was still below the January figure is due in good part to two months of very poor building weather.

### 15 LEADING HOME BUILDING AREAS

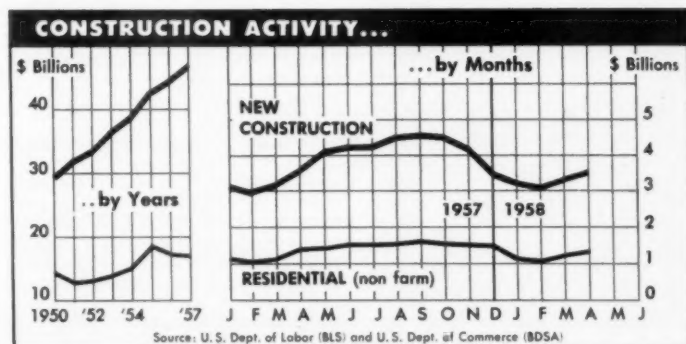
Dwelling units built in Metropolitan areas during January. (BLS)\*

	Units	% Change 1957-58
Los Angeles	6,665	+2
New York	2,998	-7
San Diego	1,876	+68
Washington	1,580	+121
Chicago	1,475	-32
San Francisco	1,393	+16
Miami	1,297	-9
Baltimore	1,129	+36
Detroit	1,004	+6
Philadelphia	880	-30
Phoenix	759	-23
Atlanta	703	+4
Seattle	686	+26
Denver	604	-5
Columbus	601	+146

\* Based on building permit reports and of estimate of units started in non-permit issuing parts of these areas.

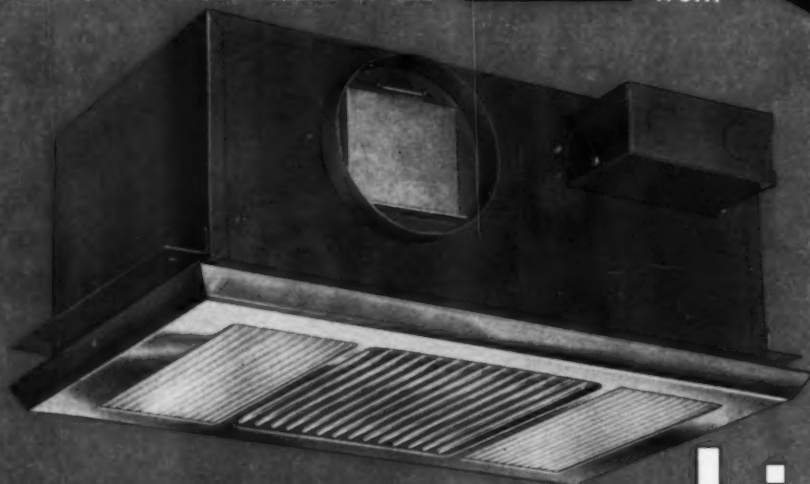


**2 ANOTHER SLIGHT DROP** in material prices occurred in April, mainly in building wire, cable and other copper as well as aluminum products. Hourly earnings declined slightly in March.



**3 RISING SEASONALLY** in April, expenditures for new construction totalled \$3.7 billion. The \$13.4 billion Jan.-April outlays were slightly ahead of the same 1957 period only because of cost increases.

NEW!... the latest in the **Slim Trim** LOOK from **FASCO**



**VENTILATOR**

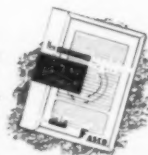
**Light**

... for bath and utility room ... quick and economical to install ... modern design

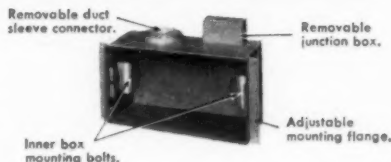
This is the new kind of design that has the builder and contractor in mind. Fasco has engineered this new ventilator-light to save you time in installation ... and time means money. The photos below show how simple it is to install and the many step saving features.

Powerful ventilator and soft, ample light from two sixty watt bulbs in a sleek Slim Trim design make this a handsome unit that will enhance any job.

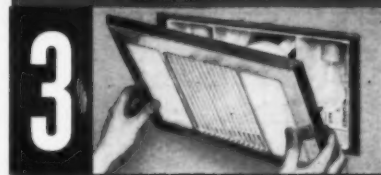
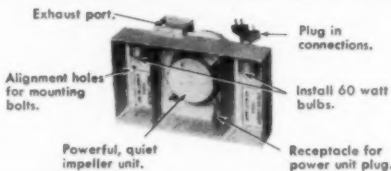
Color catalog and installation piece is yours for the asking. Fill out the coupon below and mail today.



**1** Rough-in box fits 16" O. C. joists and is attached by the adjustable mounting flange or directly to joists. Remove junction box cover, or for existing work the complete box is removed from *inside*. Rough wiring connections are all that is necessary. Slip duct on removable duct sleeve. Flanges are pre-set 3/4" for standard plaster thickness.



**2** After plaster or dry wall, box can be raised or lowered on mounting flange to fit flush. On existing ceilings, mounting flanges are reversed with long lip against box so short side will lie flush with ceiling plaster. Inner box complete with power unit then slips quickly into place.



**3** Line up mounting stud on grille with holes in rough-in box and just push. The grille flange is wide enough to cover imperfections in ceiling hole. The exclusive "snap-in" grille can be removed for cleaning and bulb replacement simply by pulling from unit.



Please send me full information on Ventilator light 655-C

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That Comet  
is a Cutter!"**

BIG SAW CUTTING POWER AND ACCURACY ARE BUILT INTO THE COMET "JUNIOR" PLUS LIGHT WEIGHT, EASY OPERATION AND ECONOMY. STURDY 2HP SINGLE OR 3 PHASE MOTORS. AUTO TRAILER IS OPTIONAL.



**Comet** \*

**Retractable Radial Arm  
Power Saws**

**MEN WHO KNOW SAWS** sell each other on COMETS. "Rugged," they say. "Best performance on tough jobs...never need repairs... they're more accurate...take less effort to operate...safer." They know that COMETS are engineered and built right. The entire working unit **RETRACTS**... moves back after the stroke, with no rigid arm obstructing view of work or banging your shoulder. The sturdy arm rolls through 8 permanently lubricated ball bearing rollers, **COMPLETELY ENCLOSED AND PROTECTED FROM SAWDUST**. Only Comets have a safety return-spring to pre-set cut-off strokes, and assist blade return, speeding work 20%. There's a COMET for every job from light construction up to timber cutters that handle 16" beams. Check the list below and mail for information about COMET COST-CUTTERS FOR YOUR BUSINESS.

- |  |   |
|--|---|
| <input type="checkbox"/> Radial arm saws         | <input type="checkbox"/> Metal cut-off machines   |
| <input type="checkbox"/> Trailer-mounted saws    | <input type="checkbox"/> Davis & Wells shapers    |
| <input type="checkbox"/> Roller extension tables | <input type="checkbox"/> D & W jointers           |
| <input type="checkbox"/> Stop gauges             | <input type="checkbox"/> D & W boring machines    |
| <input type="checkbox"/> Quick-set dados         | <input type="checkbox"/> D & W band saws (wood)   |
| <input type="checkbox"/> Swing-type table saws   | <input type="checkbox"/> D & W band saws (metal)  |
| <input type="checkbox"/> Panel cutters           | <input type="checkbox"/> D & W tilting arbor saws |
| <input type="checkbox"/> Timber cutters          | <input type="checkbox"/> D & W belt sanders       |

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# MORE BIRD ROOFS

## going up than ever before!

### good reasons why...

... most complete line of quality roofings in the industry — like King Tab Architects, demonstrably the finest asphalt shingle made — new Bird Wind Seals, that are spot-welded down by the sun — revolutionary Ranch Roof for very low slopes — a long-life roofing for every purpose and price.

... widest color range and truest colors for wife-appeal.

... finest sales aids, displays, brochures and mailers to work with.

... most powerful ad campaign ever, with full color ads in *The Saturday Evening Post* month after month and constant demonstrations on the great Dave Garroway and Jack Paar NBC Television Shows.

**Get the facts from your Bird representative.**

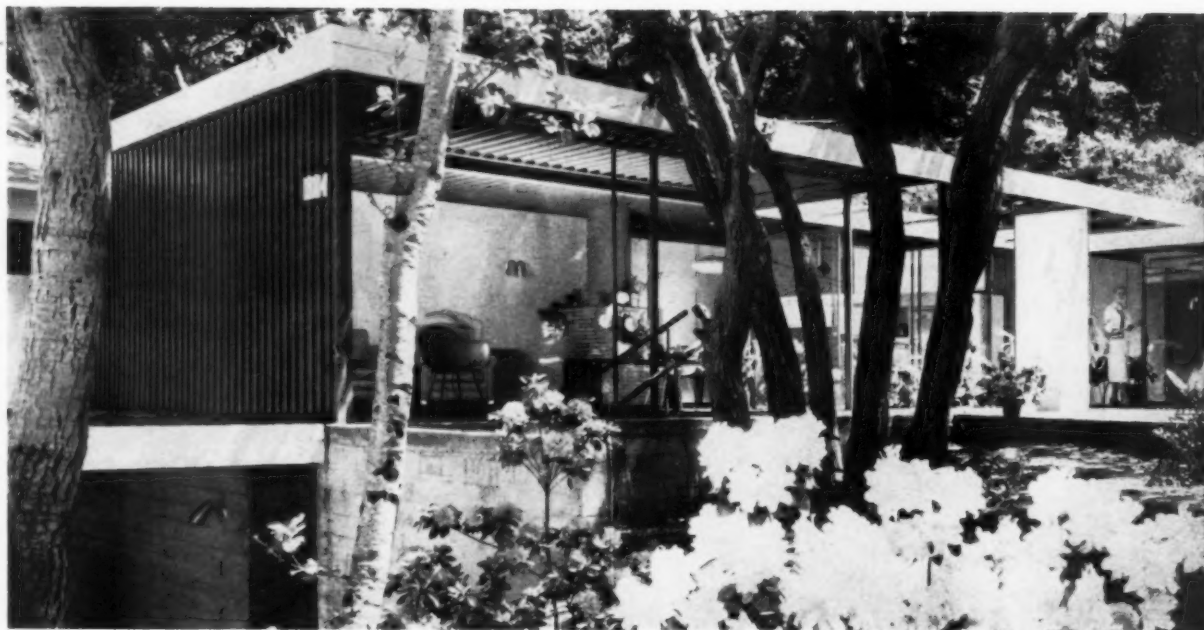
BIRD & SON, Inc., EAST WALPOLE, MASS., CHICAGO, ILL., SHREVEPORT, LA., CHARLESTON, S. C.

SELL

**BIRD**

and you sell  
the best...easier





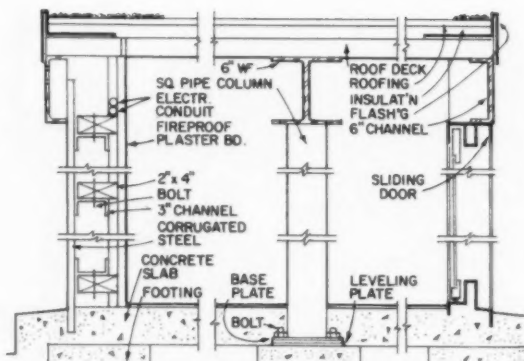
**It's the steel in this house that gives it**

You could hardly deny that this house is well designed in the modern sense. And economical? It was built for about \$10 a sq. ft. Location: Glendale, Cal.

There's no doubt that steel—in the form of girders and corrugated panels—was responsible for shaving construction costs. Architect Pierre Koenig designed the house, relying on steel shapes readily available. Therefore, no special cutting or bending. Labor costs were reduced because framing, siding and roof decking—all steel—went up faster.

Metal, both steel and aluminum, is vying hard now for a bigger slice of the residential market. In some cases (as this) it's passed the *second* test of the marketplace: low cost. And if this house is any indication of the coming trend, it may be passing the *first* test: consumer acceptance.

Products in the house include: steel by United States Steel; Truscon steel roof deck; U. S. Gypsum Sheetrock for interior walls; Slumpstone-faced fireplace; Mississippi Glass; Celotex roof insulation; Thermador range and oven; Alsynite screening; Formica counter tops; American Standard fixtures; Sunview sliding glass doors; U. S. Plywood.

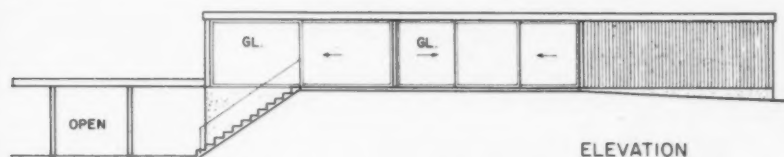
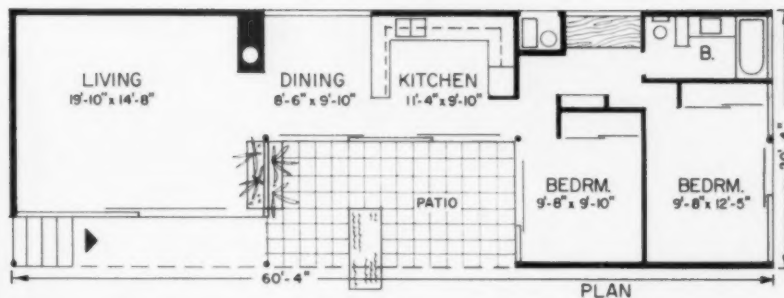


**BY BURYING** the corrugated steel panels in the concrete footing, construction is made waterproof and is considerably simplified. Steel framework joints were welded. Frame and 1,400 sq. ft. of roof decking went up in two days.

**STEEL FRAMING** makes this expansive living area possible. Dramatic Slumpstone-faced fireplace fills a partition's job between dining and living rooms. Partially enclosed patio makes the sliding glass door walls sensible.



# Tomorrow's House



**OPEN LIVING** area is hidden from street, which is parallel to left elevation.

**CORRUGATED** steel panels, long associated with warehouses and farm buildings, are far from objectionable here. Careful design and color (a light blue) for the panels make the difference between cold shelter and a house.

**economy, good design and a look of the future**





Dodge 100 Pick-up and Dodge 300 with Stake body.

## Here's what a leading automotive magazine reports about fuel economy— in the 3 low-priced trucks

The best way to compare products is to *test* them thoroughly. That's exactly what a leading automotive magazine's test drivers did with *all three* low-priced pick-up trucks. The results are revealed in a recent issue. One important result was that the Dodge V-8, even with its extra power, gave better gas mileage than the other two V-8's tested.

Here are some of the statements reported in this magazine about the Dodge *Power Giant* pick-up:

**First in economy!** The magazine reports on overall gas mileage, "In spite of the lowest gear, 4.11, and the largest displacement engine, the Dodge proved to be the most miserly, averaging 13.5 mpg."

**First in payload!** The article says, "All test drivers agreed that the Dodge was the best equipped of the three when it came to carrying a good load."

**First in power!** The magazine states, "... the Dodge had quite a hill climbing advantage over the other trucks."

**First in styling!** No mention of styling was made in the magazine's report, since it was a *performance* test. We'll leave that comparison to you—confident that you'll rate Dodge number one.

Make your own test of the four-way leader of the low-priced three, at your Dodge dealer's. Do it soon, and get his special 40th-Anniversary deal!

4-way leaders of the low-priced 3

**DODGE** *PowerGiants*

**Last November American Builder predicted home building would make a comeback in '58 . . .**

**American  
Builder**  
J U N E



**. . . Now it's all coming true. Money is back in supply, new housing laws are helping, cost rise is less sharp, builders are selling better**

**These leaders agree: Housing's comeback has begun**

"Home building right now is doing more than its share to spark the national recovery. Starts have turned upward, bringing more jobs."

**Nels G. Severin, president**  
National Assn. of Home Builders



"I have been watching the housing market to determine the influence of the Sparkman bill. . . . From what I hear I am indeed encouraged."

**John J. Sparkman, chairman**  
Senate Subcommittee on Housing



"We are beginning to see very definite and highly encouraging evidence that a major upturn in home building is now under way."

**Albert M. Cole, administrator**  
Housing & Home Finance Agency



"People are not hesitating to buy homes. Lenders are ready to advance mortgage money. FHA has the most liberal terms in its history."

**Norman Mason, commissioner**  
Federal Home Administration



**. . . and here's how builders plan to keep it coming ▶**



# Key builders point way

## Mortgage finance

Support parity of FHA and VA interest rates. Work to change law to provide VA with authority to adjust rates as money market varies.

**Dale J. Bellamah, Chmn.,**  
Albuquerque, N.M.



## Labor

Continue to oppose all secondary boycotts and attacks against Taft-Hartley protection from such boycotts.

**Clarence T. Wilson, Chmn.,**  
Robertson, Ma.



## Legislative

Obtain further revision in FHA's downpayment schedule to spur low-cost housing. Work to raise FHA maximum mortgage to \$30,000 (\$35,000 for four-family dwellings).

**Carl T. Mitnick, Chmn.,**  
Merchantville, N.J.



## Community facilities

Help develop an FHA insurance system for sewer and water facilities to attract financing funds.

**Ernest G. Fritsche, Chmn.,**  
Columbus, Ohio



## Rental housing

Work to eliminate restriction on single ownership of more than seven rental units insured under Sec. 203.

**Lewis Cenker, Chmn.,**  
Atlanta, Ga.



## National Home Week

Urge manufacturers to take even more active part in the annual promotion.

**Wallace Arters, Chmn.,**  
Media, Pa.



## Business management

Embark on an all-out, continuing drive to get builders to adopt sound cost-saving methods.

**John J. Griffin, Chmn.,**  
Oklahoma City, Okla.



## Public relations

Enlarge news coverage via women's newspaper, radio, TV columns. Set up high-level network TV program to advance best interests of home building industry.

**W. Hamilton Crawford, Chmn.,**  
Baton Rouge, La.



## Construction

Survey builders re material and man-hour consumption of component parts vs. standard construction techniques.

**Leland Lee, Chmn.,**  
Dallas, Tex.



## International exchange

Expand scope of operations by inviting affiliation with foreign builder associations. First affiliation: National House Builders Assn. of Canada.

**Richard D. Hudson, Chmn.,**  
Montclair, N.J.



# to a big tomorrow

## Building codes

Get local associations to press local governments to adopt one of the basic building codes now in existence. Attack problems of electrical, plumbing codes.

**Ernest Zerble, Chmn.,**  
Mason City, Iowa



## Sales and merchandising

Provide builders with more training films and booklets and other aids. Maybe hold workshop seminar on merchandising and selling.

**J. W. Underwood, Chmn.,**  
Jackson, Miss.



## Tax studies

Eliminate double tax on real estate investment trusts' profits, give such companies equal tax treatment with securities investment operations.

**Francis J. Schroedel, Chmn.,**  
Milwaukee, Wis.



## FHA-VA

Urge FHA to extend validity period of firm commitments and Master CRV to 12 months. Get VA to include closing costs in the CRV.

**Paul R. Bickford, Chmn.,**  
Hampton, Va.



## Education

Set up a speaker and counseling bureau to guide high school and college students interested in home building.

**Robert F. Schmitt, Chmn.,**  
Berea, Ohio



## Housing the elderly

Urge Congress and FHA to safeguard Sec. 229 builders against difficulties experienced in Sec. 608 program.

**Stanley Waranch, Chmn.,**  
Norfolk, Va.



## Small volume builders

Find ways to exchange ideas among groups of specialized small volume builders—perhaps by holding regional meetings.

**Cecil S. Madaus, Chmn.,**  
Decatur, Ill.



## Public housing

Use utmost influence to support private enterprise in opposition to expansion of public housing under guise of private family housing.

**Robert A. Bready, Chmn.,**  
Baltimore, Md.



## State association

Bolster NAHB membership. One way: reduce minimum requirement to five builders and five associate members for each local association.

**Melvin E. Kimmey, Chmn.,**  
Dayton, Ohio



## Urban renewal

Urge that loans under rental housing program be approved on basis of replacement cost rather than value.

**George N. Seltzer, Chmn.,**  
Cleveland, Ohio



## What to expect from revived VA program

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

After two years of a lingering and near fatal illness, the World War II GI housing program has been given a new lease on life. The many eulogies said of the program during its fading days—including some by this writer—will now be conveniently forgotten. They are being replaced with earnest hopes that the program will approach the health it enjoyed during its robust days.



Dickerman

It is too much to expect that the two-year extension (to July 1960) given the World War II program by the recently enacted emergency housing law will result in a level of activity approaching that of 1954 and 1955. There were 307,000 VA starts in 1954, and 392,800 in 1955 when GIs accounted for about one new home in three. Then the decline, spurred by the unavailability of mortgage money,

set in. In 1957 GIs, numbering 128,000, accounted for only about one home in eight.

Certainly mortgage money has now eased considerably. This, coupled with the new law's authorized interest rate and the removal of the unworkable discount controls, should increase the attractiveness of GI loans. The extension of the direct loan program with better terms should spur GI housing in small towns and rural areas.

### Market has changed

There are three other plus factors. First is the authority and money given to the Federal National Mortgage Assn. to purchase at par GI and FHA loans of \$13,500 and under. Early FNMA commitments for GI purchases reflected the sharp interest in this operation. Secondly, the Administration has now removed the 2% minimum down payment requirement imposed in 1955. This enhances GI financing in the eyes of buyers.

Finally, the typical GI house

historically has been priced below the conventionally-financed home. This probably will continue, although sales prices are substantially above 1955 levels.

But it also must be recognized that the housing market, mortgage practices and the economy have changed substantially since the GI boom days of 1954 and 1955. Furthermore, the emergency housing law did not bestow its favors on the GI program alone. It reduced the schedule of FHA down payments to the lowest point in history—a move which makes this type of financing a highly formidable competitor of the VA program.

### Economy is factor

This is all the more true because of the changes that have taken place while the GI World War II program lay at what was commonly thought to be death's door. Builders and mortgage lenders alike shied away from GIs in favor of FHA and conventional  
(Continued on page 200)

## LUMBER DEALERS . . .

# "Remodeling" tax bill deserves your support

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

It is encouraging to observe that Congress for the first time has given serious consideration to the idea of permitting home owners to make limited income tax deductions for home improvement work. Various bills introduced in both Houses would permit deductions for expenditures which exceed 3 per cent of the home owner's adjusted income. The amount of the deductions would not exceed \$2,500 in the House version or \$2,000 in the Senate bill.



Northup

The theory behind the plan is the same as that followed in the

case of deductions permitted for unusual medical expenses. There would be no deductions for minor household repairs that normally would be undertaken anyhow. But an incentive is provided for home owners to undertake major work which would keep homes in good condition, make them more livable, and add more living space to homes which have been outgrown.

This idea deserves wholehearted support from all segments of the building industry, including all who would provide materials, finance the improvements, and carry out the work.

The same proposal has been introduced in other sessions of Congress. But it never received any great attention, possibly because

there was no real urgency. This year, however, with a recession under way, the idea obviously could be a real stimulus to the economy.

### Senator outlines benefits

To answer those who would argue against a tax concession, Senator Frank Carlson, (R., Kans.) who sponsored the Senate bill said:

"The increase in business resulting from this proposal would, I am convinced, more than offset the loss of revenue from those home owners who take advantage of the deductions permitted under this bill."

He then pointed out that the terms of the bill are not limited to urban homes. They apply to farm  
(Continued on page 200)





**FRIENDLY** approach helps sisters sell houses. (L. to r.) J. F. Martin, customer, Dorothy Johnson, Mrs. Martin, and Dorothy's sister Ethel.

## "Soft-sell" helps sister team rake-in sales

**B**uild a *tender* trap for your prospects and you'll find buyers beating a path to your development door.

One Orange County, Cal. developer, Albert Gersten, who uses the "soft-sell" approach has found it works wonders.

In his area, where greater than normal sales resistance exists, Gersten found himself facing an age-old builder problem—how to sell.

He decided to try an experiment which brought him \$4½ million in sales.

Gersten hired two sisters who

needed jobs—the Mmes. Ethel Seely and Dorothy Johnson. Both were trim and presentable. And both had a talent for selling houses—a small-town neighborly approach.

The first thing the sisters did was to move into one of the tract houses and set up housekeeping.

"We literally began living our jobs," said Dorothy. "We were sold on the homes and figured the best way to show it was to live in one."

Soon the sisters were the talk of Orange County. Home owners who had bought from them began telling others. Word of mouth advertising is not only free, but it's the best way to get prospects into a tract.

While other developers found sales slow, Gersten's Fullerton House Estates were booming. He sold 75 houses, started 75 and is planning 65 more.

The secret was "the girls."

Part of their sales technique is service. They'll do anything from arranging dates for bachelors (yes, they've even sold homes to bachelors!) baby sitting or just listening to people's troubles. For harried husbands who have moved ahead of their families, the sisters have helped pick a house and decorate it.

The girls use no pressure but their sales approach must stick. One buyer waited eight months to get into one of the houses.

The sisters do their selling and interviewing at the tract office. When it comes to clinching the sale, they admit there's nothing like taking the couple into their own home and saying, "Well folks, we like it so well, we live here ourselves." Fullerton houses are priced from \$18,600 to \$19,500.

To Dorothy Johnson "neighborly selling" is not new. She first tried it for Gersten in 1954. Dorothy moved into another of his tracts and sold 40 of 175 homes against an average of 17 homes for eight other salesmen on the job.

Robert Johnson, of General Controls Co., which furnished many of the control components for the Fullerton houses said, "These girls are successful because they sell friendship."

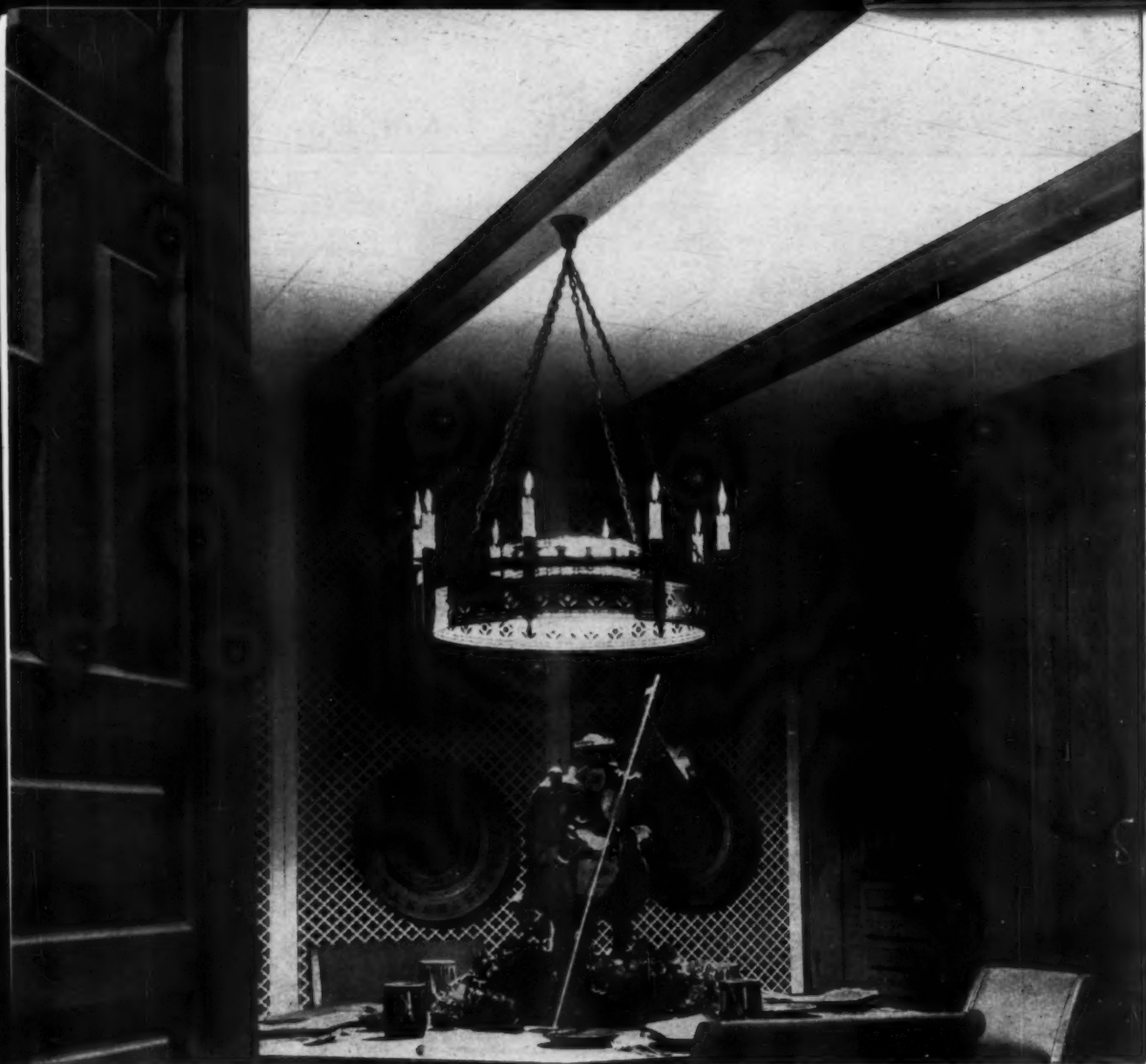
The sisters, who are still going strong, recently stated, "We think selling people something as wonderful as homes is the finest job in the world." Gersten agrees, from his point of view and theirs.

### Students build house and learn by doing



**STUDENTS** at L. A. Trade-Technical Jr. College complete work on the Campus Home. The house

depicts the latest developments in California living. It will be open to the public.



The rich surface design of Armstrong Textured Cushiontone gives this open-beam interior today's smart new luxury look.

## How to make a house

In today's market, the house that offers more of the *features* that people want is the house that sells the *fastest!*

However, if the builder is to make a fair profit without sacrificing quality, he must be careful to choose only those features which will offer the most benefit to the buyer for the least expense.

That is why more and more builders are installing new Armstrong Cushiontone Ceilings in their model homes. Few features you can build into a house cost so little yet do so much to help sell a house as Armstrong Ceilings.



Sell the woman and you'll sell the house. Women will be impressed when your salesman tells them that the attractive Full Random Cushiontone Ceiling shown here will soak up all kinds of irritating household noises.

## offer more for the money

Prospects appreciate the fact that these ceilings soak up irritating noise and make the house more pleasant to live in. The luxurious appearance of Cushiontone creates an impression of quality construction throughout the house.

Cushiontone also saves you costly call-backs for ceiling repairs because it's a permanent ceiling that won't crack, chip, or peel.

See for yourself how easy it is to merchandise this new feature which combines the comfort of a *quiet* home with "today's smart new look." Put up Armstrong Cushiontone Ceilings in your model homes this year.

**For more information** about Armstrong Ceilings, call your lumber dealer or write to Armstrong Cork Company, 3906 Rider Ave., Lancaster, Pa.

**Armstrong BUILDING MATERIALS**

Temlok Roof Deck

Temlok Sheathing

Temlok Tile

Cushiontone Ceilings



WHAT BUILDERS SHOULD KNOW ABOUT

# West Coast Hemlock

● In the forests of the Pacific Northwest, Hemlock grows under almost ideal conditions. Temperatures are even, moisture is plentiful.

The result—West Coast Hemlock, a *superior* species of Hemlock that produces a high quality, multi-purpose lumber product.

Builders like West Coast Hemlock because it is stiff and strong, making it ideal for light frame construction. It is easy to work and holds nails securely. It has a beautiful light color which takes paint and all natural finishes exceptionally well.

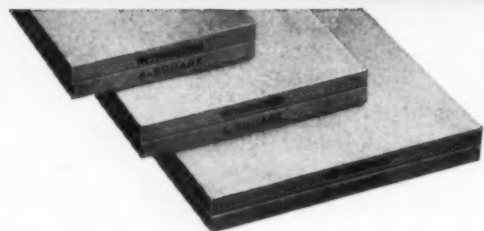
Weyerhaeuser 4-Square West Coast Hemlock is produced in a wide range of items for framing, sheathing, flooring, moulding, trim, paneling, and in a variety of siding patterns.

Try West Coast Hemlock. Find out for yourself why this "ability" wood is popular with builders everywhere. Ask your Weyerhaeuser 4-Square Lumber Dealer for details, or write for literature.

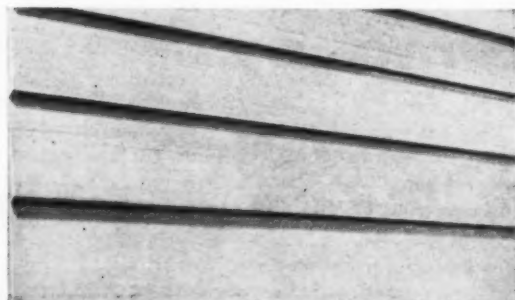


Weyerhaeuser **4-SQUARE®**

LUMBER AND BUILDING PRODUCTS



**BOARDS**—Seasoned before surfacing to size. Available in grades and sizes for many uses.



**SIDING**—Durable 4-Square Hemlock is available in a variety of patterns and grades.



*Basically better because...*

## IT'S KILN-DRIED

You can rely on Weyerhaeuser 4-Square trademarked West Coast Hemlock because it has been properly seasoned by scientifically controlled drying methods.

Also, West Coast Hemlock has earned the name "ability" wood because of its wide usability, wearability, and workability. Here are just a few of the popular specialty uses for this versatile product: shelving, furniture, cabinets, ironing boards, paneling, food containers, cold storage plants, kitchen work surfaces. Since West Coast Hemlock actually toughens with age, it is excellent for flooring; and, of course, it is ideal for all framing needs.

It will pay you to ask your Weyerhaeuser 4-Square Lumber Dealer to show you how West Coast Hemlock can fill many of your construction needs.

**Weyerhaeuser Sales Company**

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA



**ANNOUNCING  
NEW  
FIRESTONE  
RUBBER - X  
THE LONGEST  
WEARING RUBBER  
EVER USED  
IN TRUCK TIRES!**

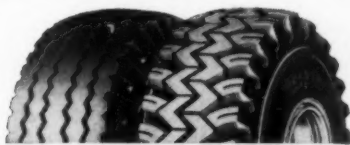
**Now, More Than Ever, You Can't Buy a Tire that Costs Less Per Mile Than Firestone!**

Firestone scientists and engineers took a long step into the future to develop Firestone Rubber-X. It's a brand-new kind of rubber . . . and it's going to revise all of your present ideas about truck tire wear and performance.

Exhaustive tire tests proved conclusively that truck tires made with Firestone Rubber-X resist the abrasion and wear that shorten the life of ordinary tires. On drive wheels or

free-rolling wheels truck tires built with Firestone Rubber-X will give you the lowest possible cost per mile. Try them on your *toughest* wheel position.

Buy *tubed* or *tubeless* truck tires with Firestone Rubber-X in any cord . . . Firestone S/F (Shock-Fortified) nylon or rayon, or STEELCORD® by Firestone. Firestone Rubber-X is yours at *no extra cost*. See your Firestone Dealer or Store now.



TRANSPORT®

SUPER ALL TRACTION®

**Firestone**

**BETTER RUBBER FROM START TO FINISH**

Copyright 1958, The Firestone Tire & Rubber Company



**INFORMAL** dining-family-kitchen area is easily accessible to terrace through sliding glass doors. Notice that kitchen equipment has been built into a cabinet wall

and peninsula as part of overall decorative effect. Peninsula provides good storage space on family room side and counter-top working area on kitchen side.

**Sponsored by Living for Young Homemakers:**

## This "light-conditioned" home sells

**T**he trend toward indoor-outdoor living is growing. And so is the need to provide proper lighting for use of outdoor facilities after dark. That's why this Electri-living Sacramento home is so successful. To unite house and plot, exterior lighting

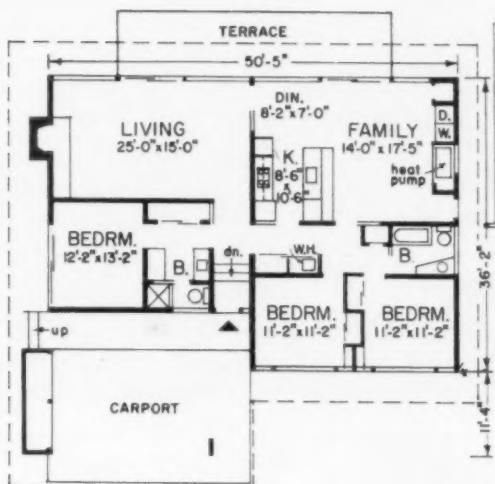
fixtures are recessed in the overhang. This balances the indoor pattern of valance-, cove- and portable-lighting with an outdoor curtain of light. Night lighting is designed to augment and accent provisions made for natural light (sky domes in areas



# of the MONTH for June



**TERRACE** elevation faces west. But, insulating glass, properly planned overhang and air-cooling (via heat pump) keep house at comfortable temperature despite hot sun.



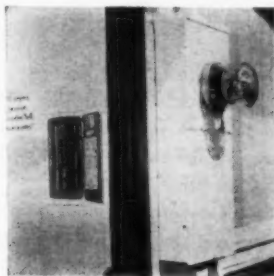
**PRIVATE** is the word for the master bedroom area. In addition to zoning of "quiet" and "play" areas, house is soundproofed by use of acoustical plaster in each room.



**RECESSED** lighting fixtures sweep along entire overhang. At left rear, recessed lighting for master bedroom terrace is visible. Entry is lit by dome light (not shown).

## informality, privacy

with a minimum of daylight and a glass wall that sweeps across the entire rear of the home). Builder Joseph L. Binet has zoned his home into two distinct areas—a formal living area and play and sleeping quarters. Cost: \$21,580 without land.



**200 AMP** service insures more than adequate power for present and future needs. Equipment is Federal Pacific Electric Co.'s RHM-200P.

For interesting interiors

...consider **IDAHO WHITE PINE**



a distinguished wood—beautiful, workable and durable



**IDAHO WHITE PINE** is ideally suited for interior woodwork. It is easy to handle, tool, cut, glue and nail. And it stays in place—resists warping, splitting, swelling and shrinking. Thus it keeps its true lines after installation, particularly important for paneling and cabinet work. Other features of interest to property owners are Idaho White Pine's natural beauty, its ability to take and hold paints and finishes, and its durability.

An important consideration in specifying Idaho White Pine for construction purposes is its high insulation value. And because straight-grained, lightweight Idaho White Pine works and handles well, it provides maximum on-the-job economy. It is an excellent wood for sheathing, siding, subflooring and roof decking.

Idaho White Pine is always carefully dried, assuring accurate sizing and improved working qualities, insuring lower maintenance costs.



Write for FREE illustrated book about Idaho White Pine to:  
**WESTERN PINE ASSOCIATION,**  
Dept. 709-B, Yeon Building,  
Portland 4, Oregon



**Western Pine Association**

*member mills manufacture these woods to high standards of seasoning, grading and measurement*

**Idaho White Pine • Ponderosa Pine • Sugar Pine  
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Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

**SPECIAL WESTERN SECTION**



**SPECIALIST** in hillside building, Van E. Barcus.

**Level, close-in land in Los Angeles and dozens of western cities is gone. But there are thousands of building sites in the hills, says Van E. Barcus, who tells you . . .**

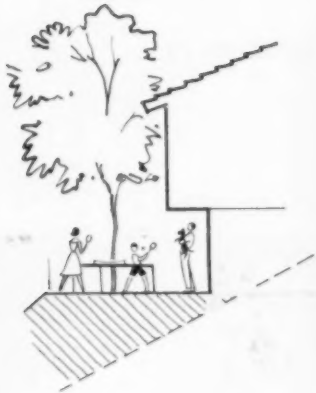


**FILLING-IN** a hillside lot. Its steep grade created small landslides, so compaction started at the bottom. Dirt was

distributed in 6" layers, and each layer got the sheepfoot "treatment" six times. Fill is 12' deep in some places.

**. . . What to do with lots like this**





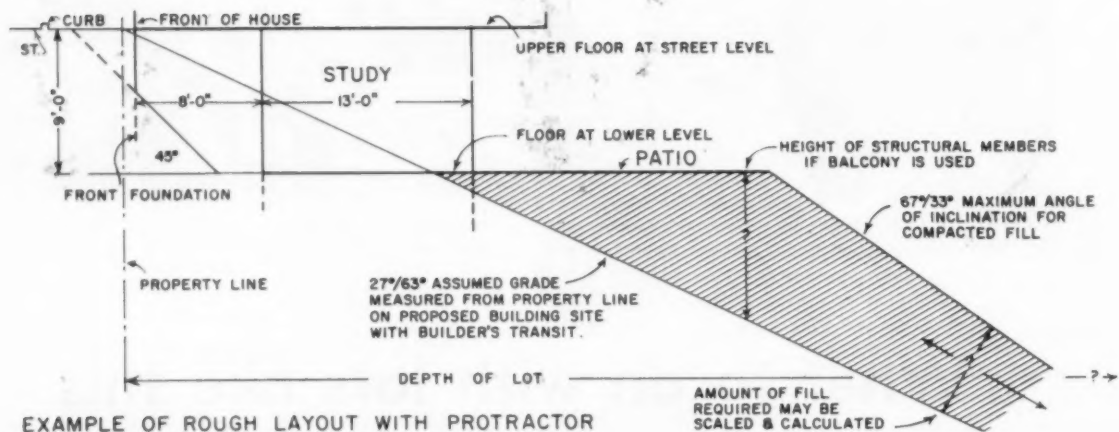
**SLOPE** on this lot easily took a compacted fill. It required 2,700 yds. of dirt—700 truckloads to do the job. Costs ran about 50¢ a yard. Filling has one advantage: it creates a rear yard.



↑ TO FILL OR ...

### SPECIAL WESTERN SECTION

## Here's how Barcus sizes up





**30-DEGREE** slope made the adjoining lot too steep to fill. Instead, Barcus designed the house with a deck supported by lally columns. Sketch (lower left) gives him height of columns too.

NOT TO FILL . . .

## hillside lots

"If you know how," Van E. Barcus says, "it's not as difficult as you might think to size up and build on a hillside lot." There's a lesson to be learned from this Glendale, Cal., builder who is taking \$1,500 to \$4,000 lots and transforming them into view sites worth \$10,000.

What makes a hillside site a good buy? Here are some of the characteristics Barcus looks for.

- Does it have a view? Lots should overlook scenery or a view—not roofs of other houses.

◀ **A MAN OF INGENUITY**, Barcus does his own surveying. He establishes the slope of the hill at the spot where the house will be built; then he makes a rough sketch of the house. From the sketch Barcus determines (1) the slope of fill (if it's more than 33 degrees, Barcus says the site can't be filled). (2) the amount of fill needed.

- Is it reasonably close-in? People will drive more than ordinary distances to have a "view," but they still want to be near shops, schools and churches.

- Can the house you plan have a normal approach from the road, and street? A few hardy souls don't mind crossing a high trestle bridge to get to their garage, or walking down a few steps to the entry, but most want a normal approach and appearance. This includes the lending institutions.

And in building:

- Keep foundations simple. To save money use a minimum of bearing walls. If you can, avoid retaining walls. In most cases leave a steep slope at the natural gradient and adapt the plan to it.

- Watch out for shale or stratified soil. It's prone to slip when it gets wet.

- If you are going to fill, arrange drainage so water doesn't run off over filled portion of lot.



*Queen Anne High School Annex, Seattle, Washington*

## More school for less dollars...with steel

This handsome, cantilevered steel and glass school building offers a picture window view of Lake Union from a vantage point high on Seattle's Queen Anne Hill.

But the beauty of this structure is more than skin deep to a cost-conscious school building committee. Steel was economical as well. It meant less framing... faster erection and lower labor costs. Non-combustible, welded columns and roof beams act as frames to carry the lateral load. And strategic placement of dividing walls meets all building code requirements for earthquake re-

sistance. Exterior window and spandrel details are complemented with a dramatic use of expanded wide flange window wall mullions.

The dimensional stability of steel is a solid asset in terms of appearance and economical maintenance. Where other materials might shrink, check or twist in punishing weather... the lasting beauty of steel remains unchanged.

Consider the many advantages of steel, then consult United States Steel... a single Western source for steel for every purpose. Offices in eleven Western cities.

**Columbia-Geneva Steel**  
Division of



**United States Steel**

USS IS A REGISTERED TRADEMARK



## Build tomorrow's schools today with Steel

**ARCHITECTS & ENGINEERS:** Write for your free copy of "New Ideas in School Construction", now being prepared. This new booklet will provide steel application ideas and specification data and advice on the maintenance and painting of steel. Write: Architects & Engineers Service, Dept. AB-5, United States Steel Corporation, Columbia-Geneva Steel Division, 120 Montgomery St., San Francisco 6

*The United States Steel shapes in this school are used by leading fabricators and are also available through steel jobbers in your area.*

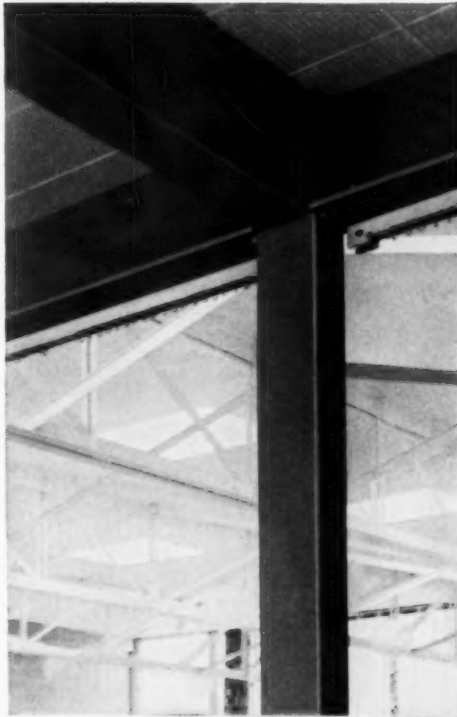
*Architects:  
Naramore, Bain, Brady & Johanson,  
Seattle, Wash.*

*Builder:  
George E. Teufel Co., Seattle, Wash.*

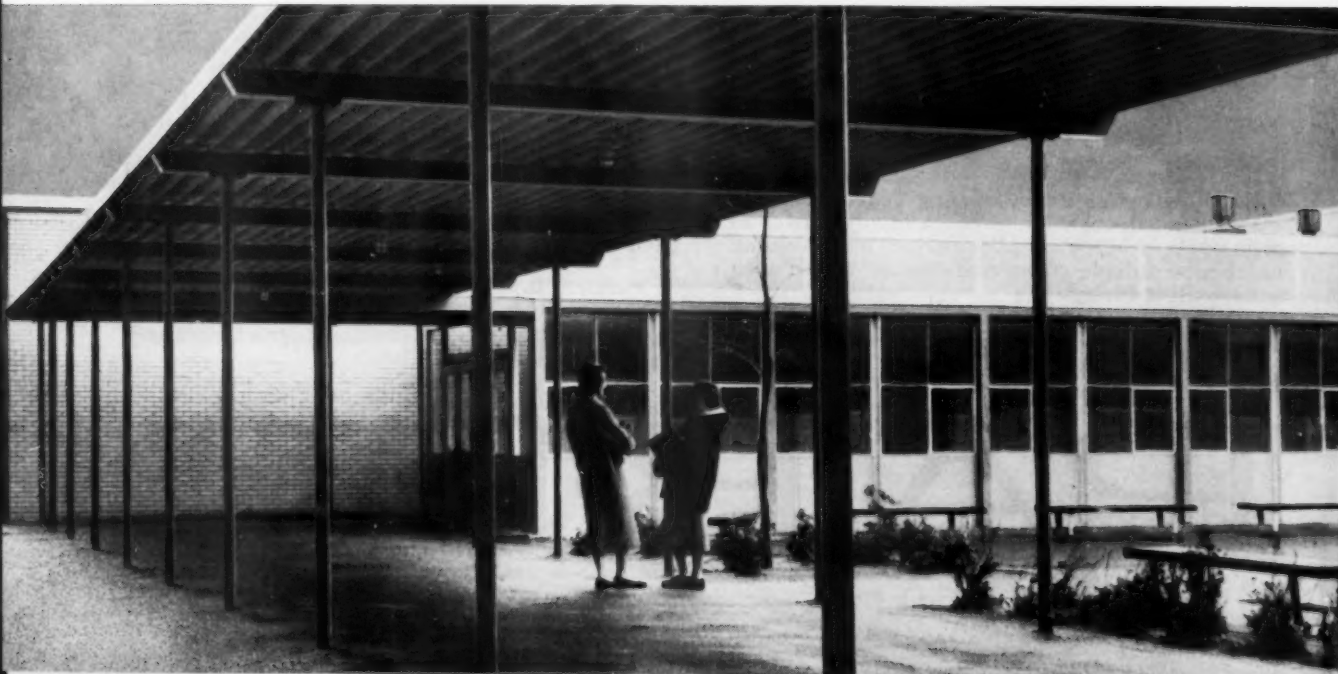
*Consulting Engineers:  
Worthington & Skilling, Seattle, Wash.*

*Steel Fabrication and Erection:  
Isaacson Iron Works, Seattle, Wash.*

Flanges at column and beam intersections are reinforced with additional welded stiffeners to provide continuity.



*On the inner court, a welded canopy of steel decking shelters the walkway between the buildings.*





One look through this  
will change your ideas  
about roofing colors!

Quick! Call your Pabco roofing representative.

He has full-color slides and a handy viewer to give you a preview of sales-packed new Arizona Landscape shingle colors...exclusive with Pabco Square-Butt Shingles!

Each full-color slide shows an actual application of these new Pabco colors. We've named them Apache Sand, Frost Blue, Golden Coral, Shake

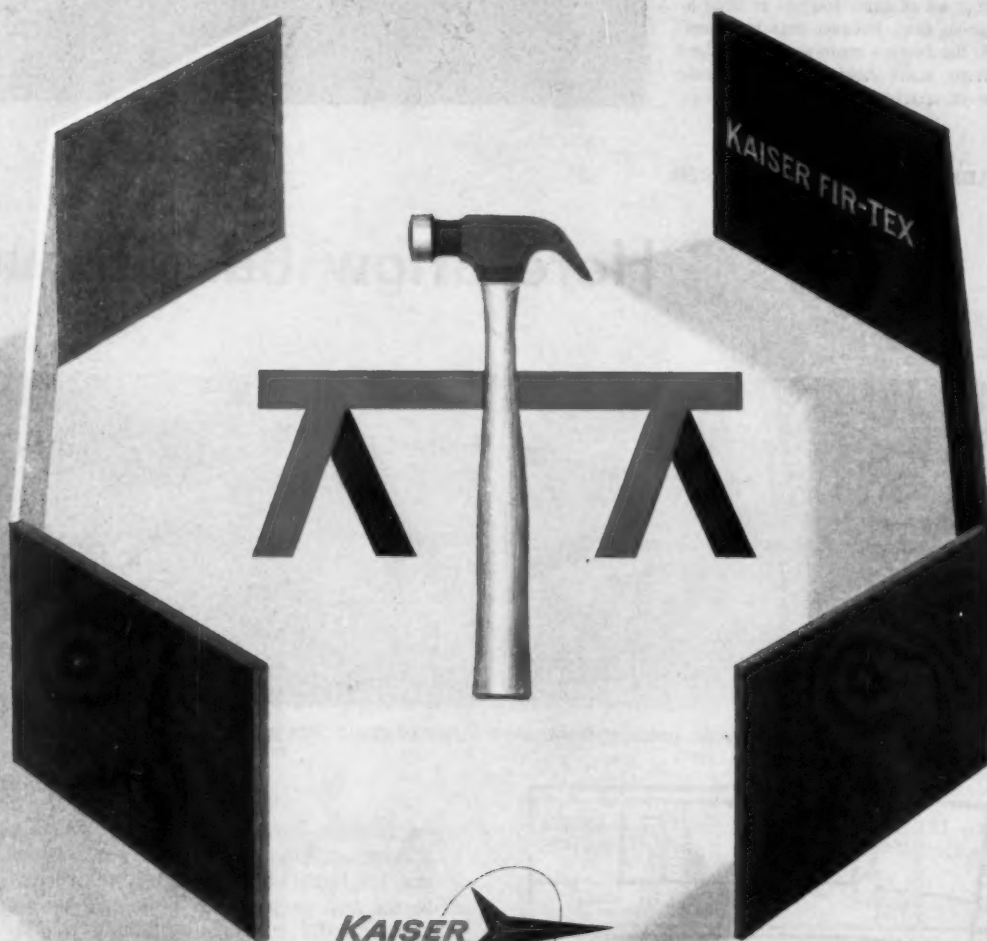
Tone, and Turquoise Green. You call 'em what you like...they'll put money in your pocket! Call for your preview now!

PABCO BUILDING MATERIALS DIVISION, Fibreboard Paper Products Corporation, San Francisco. District Offices: San Francisco, Los Angeles, Portland, Salt Lake City.

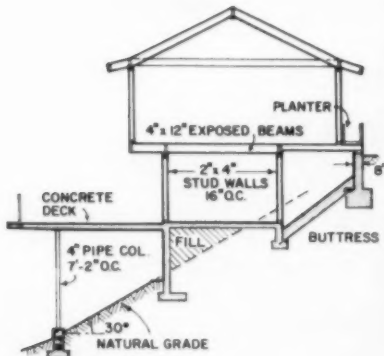
# PABCO

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for your every building need.



**KAISER GYPSUM COMPANY, INC.** Kaiser Building—1924 Broadway, Oakland, California



**DOWNHILL LOT**—usually a two-level house is the best bet, Barcus says. It offers a lot of extra footage at little increase in cost. Because this lot wasn't filled, the house's main support is three concrete walls held together by the floor—a concrete slab.

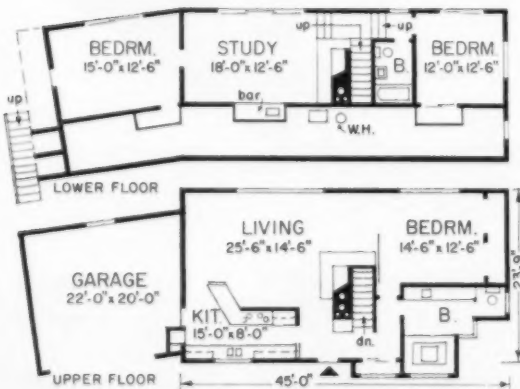


**BUILDING METHODS COMPARED:**

# Here's how Barcus built



**ROOF** made of red cedar handsplit shakes has tree framed into it. The man in front is Barcus.

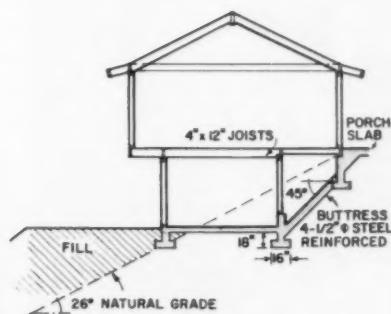


Although Barcus was building on adjoining lots, different preparations were needed. On one lot (right) he dumped 2,700 yds. of dirt to fill and prepare the building site. In this case, he did practically nothing to the site before construction started. Since filling this steep lot was out of the question, Barcus designed the house with a deck supported by lally columns.

He claims this has its advantages. First, it was easier to get a building permit. Second, he avoided complicated engineering problems, waiting for dirt deliveries, compaction, and

*(Continued on page 32-P)*





**REINFORCED** concrete buttresses absorb the lateral load of the front wall in both houses. If they weren't used, deeper, wider and more reinforced footings would be required. Filling costs and the costs of bearing walls and lally columns ran about the same.

## on neighboring lots



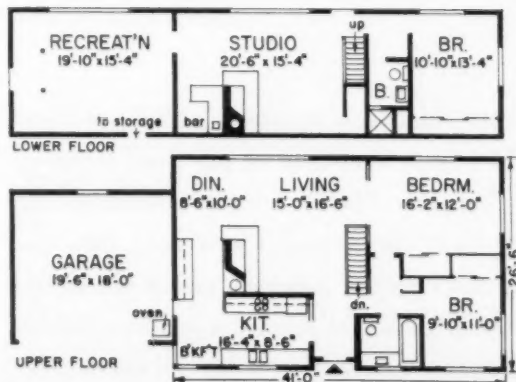
**EACH HOUSE** has 2,000 sq. ft. of space. Street level contains most of the living area.

**D**on't be afraid of an engineered fill. Tests prove that a scientifically placed and well-compacted fill is as fully safe for foundations as natural soil.

This is gospel for Barcus, who for years has been building on hillside property. So on this lot, with a 26-degree slope, he didn't hesitate to use a compacted fill.

Getting the dirt dumped onto the lot cost him nothing. Grading laws in the area require that any builder with excess dirt dispose of it legally, which means dirt must be compacted wherever it is dropped.

*(Continued on page 32-P)*





*H. S. Culp, Jr., Salt Lake City builder, tells:*

# “How FULLER’S PACKAGE PLAN saves both time and money for me”

“I am completely sold on Fuller’s Package Plan,” says Mr. Culp, President of the Peak Improvement Company. “It has a lot of advantages. By buying from one source, I save both time and money and I get the materials on the job when I need them. I also get premium quality products at competitive prices. That helps sell my homes.”

Mr. Culp’s firm has built and sold more than 300 custom-appearing homes in the past nine years, specializing in the \$15,000 to \$20,000 price range. Among the Fuller Package Plan products he uses are: Trimview Shower Doors, Tub Enclosures and Sliding Glass Doors, Fuller Lifetime Mirrors, glass, paint and wallpaper.

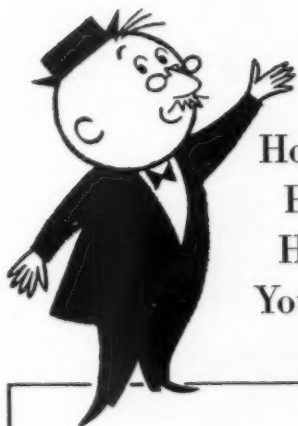
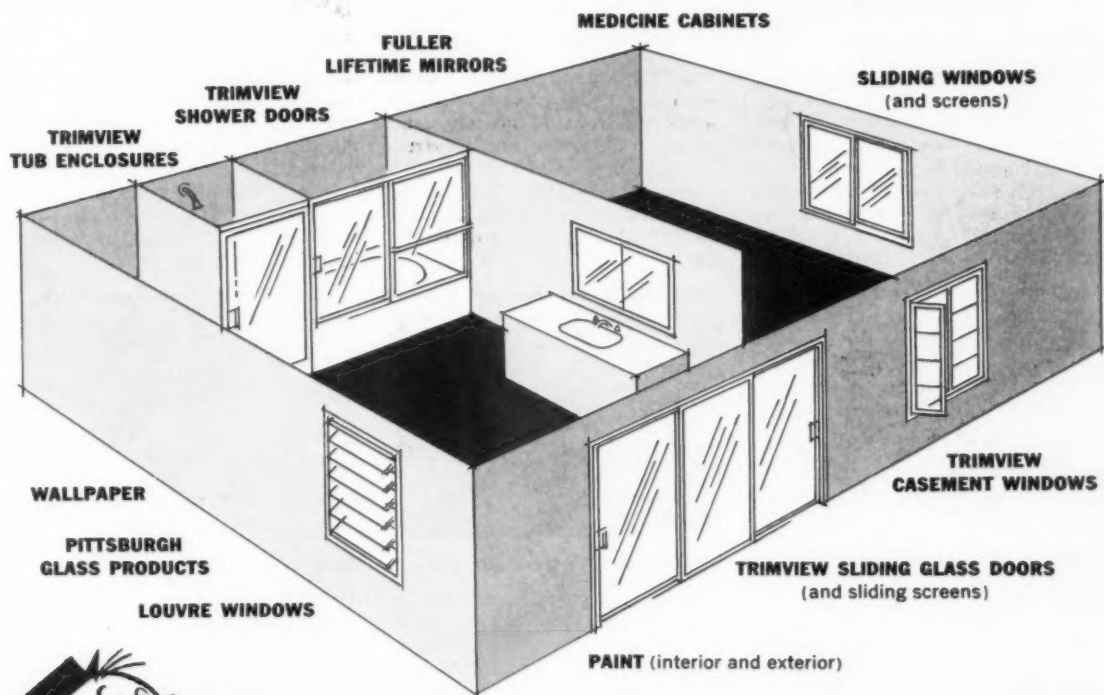
## How the plan works

Fuller's Package Plan guarantees you a firm, competitive price on all Fuller Building Products used in your building program over an agreed time period of up to one year. You pay only this guaranteed price even though costs increase during the Package Plan period.

## What the plan gives you

Under the Fuller Package Plan you get these exclusive advantages: Guaranteed protection against price increases • Accurate forecast of your costs • One company to deal with • One contract for your complete order • One delivery to expedite your order according to schedule.

## Here are some of Fuller's Package Plan Products



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Your Homes

You add real sales appeal with Fuller's Package Plan Products. They put that extra touch of modern beauty in any home. Their quality speaks for the quality of your construction. They're engineered to meet your highest building standards. Yet they're competitively priced to meet your cost requirements. Join the many successful builders who save with Fuller's Package Plan. Look into it soon.

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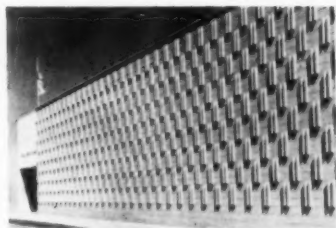
City \_\_\_\_\_ State \_\_\_\_\_



**Cement dries on contact**

For use on plastic laminates or prefinished plywood walls . . . Wilhold Contax Cement. Permanently holds on contact without weights or nails. Cement is fast-drying, waterproof, heat-resistant and self-leveling. Acorn Adhesives Co., Inc., Dept. AB, 678 Clover St., Los Angeles 31, Cal.

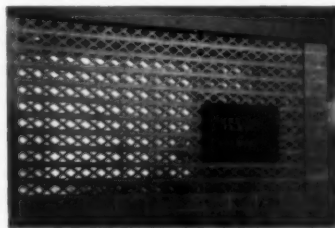
Circle No. X64-W on reply card, p. 114



**It's got texture, shadow**

Ideal for home, commercial or industrial construction. Rocklite lightweight concrete masonry units permit wide design and construction versatility. Above as used in a California post office. Information from Rocklite Products, Dept. AB, 1709 W. 8th St., Los Angeles 17, Cal.

Circle No. X67-W on reply card, p. 114



**New designs in block**

Concrete block with diamond and triangular shaped openings can be used as veneer or decorative unit. "Vista Block" is 4x8x16 and can be used with standard 4", 6" or 8" blocks. Versatile product comes in three colors. O'Kelley-Eccles Co., Dept. AB, 4846 Azusa Canyon Rd., Baldwin Park, Cal.

Circle No. X70-W on reply card, p. 114



**Radar detects burglars**

Motion detection instrument available for homes, offices and schools. Protector uses electronic radar-search principle. Security system unit fills cubic space of room with barrier of radar waves. Motion sets off alarm. From Sullivan Sales Co., Dept. AB, 1605 Solano Ave., Berkeley 7, Cal.

Circle No. X65-W on reply card, p. 114



**Random plank goes up fast**

The hard, prefinished surface of these Sandalwood random-plank panels needs no paint. It's also easy to clean. The 1/4" thick, 4x8' panels go up fast and smoothly. Grooves are spaced to fit framing, hide nails. Forest Fiber Products Co., Dept. AB, P. O. Box 68, Forest Grove, Ore.

Circle No. X68-W on reply card, p. 114



**Sink in a package**

Practical accessories and better application materials now available for the Monoform package unit sink and cabinet tops. Among products obtainable are precision preparations for mitering and joining tops, a special sealer and adhesive. SaniTop, Inc., Dept. AB, 4610 S. Main St., Los Angeles, Cal.

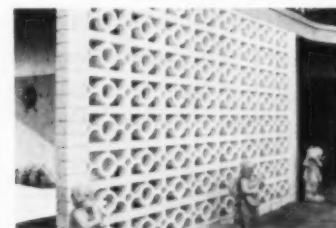
Circle No. X71-W on reply card, p. 114



**Units anchor 4x4 posts**

Adjustable "Ancor-Eez" give safe, economical method of anchoring 4x4 posts in concrete. Termite-proof and wind-resistant, they can be used before or after pouring concrete. Woodmack Products, Inc., Dept. AB, 540 Commercial at Bayshore, San Jose 12, Cal.

Circle No. X66-W on reply card, p. 114



**For privacy, ventilation**

Screening wall of vented block achieves privacy for patios, entries, windows, yet admits ample light and air. Can be painted. "Granada" block is 12" wide by 18" high. General Concrete Products, Inc., Dept. AB, 15025 Oxnard St., Van Nuys, Cal.

Circle No. X69-W on reply card, p. 114

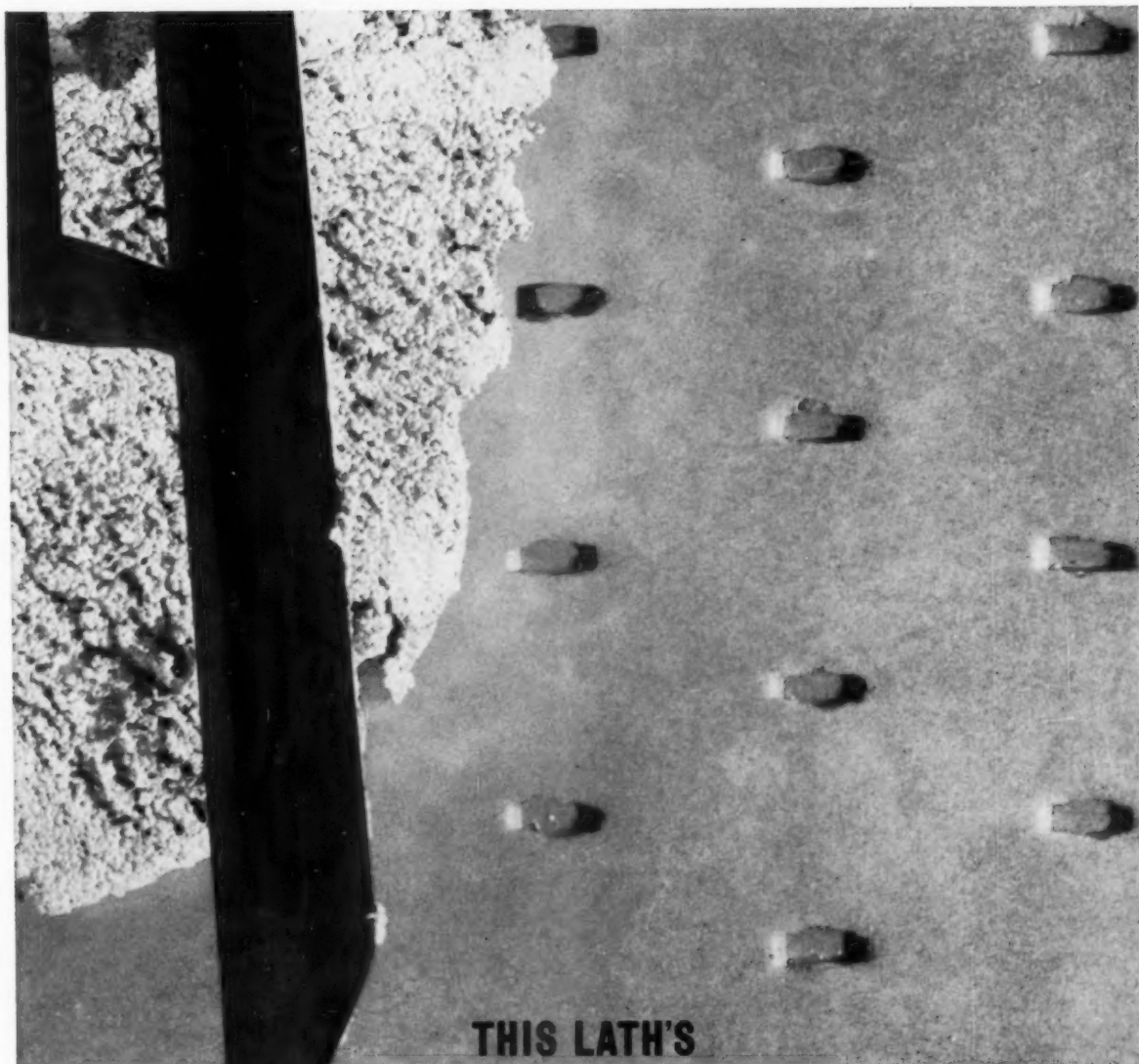


**Wood finish defies abuse**

"Behr-Lac" is a new resin-free interior wood finish. Its "bar-top" coating defies stains and abuse. Dries fast but allows touching up. Has 100% oil base; comes in two finishes. Linseed Oil Products, Dept. AB, 1603 Talbert Ave., Santa Ana 20, Cal.

Circle No. X72-W on reply card, p. 114





**THIS LATH'S  
EXCLUSIVE GRIPPING POWER  
MEANS BETTER  
PLASTERING FOR YOU**

This close-up view shows why Pabco's exclusive Key-Grip Gypsum Lath gives greater plaster bond. These indentations are scientifically spaced "keys" that actually grip the plaster as it's applied. Whether "gunned" or troweled, plaster really holds on Pabco Key-Grip. With Key-Grip, you get better jobs from start to finish.

Order Pabco Key-Grip Lath from your supplier. For one-hour fire ratings, specify Pabco perforated Grip-Lath. Also available, Pabco plain Grip-Lath.

PABCO BUILDING MATERIALS DIVISION, Fibreboard Paper Products Corporation, San Francisco. District Offices: San Francisco, Portland, Los Angeles, Salt Lake City.

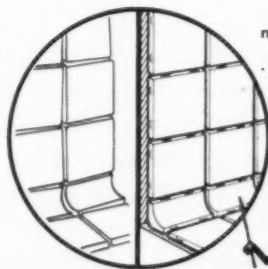
# PABCO

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MR. PLUS  
WHISPERS  
ANOTHER  
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SECRET:



**"USE TRU-JOINT®: ANOTHER HIDDEN SECRET FOR FAST, PERFECT TILE ALIGNMENT"**

This plus is especially important to YOU as a builder. When you build with *tru-joint* HERMOSA TILE, you *know* the contractor can align the tile perfectly to give you even joints of minimum width in double-quick time... a showcase job that's visible proof of your quality approach to building. And *tru-joint* is but one of six major reasons why HERMOSA TILE is the most highly-praised, highly-prized label in the field... a real PLUS in selling. Be certain your next project has all the selling advantages of genuine—



TRADEMARK TRU-JOINT REGISTERED U.S. PAT. OFF.

MR. PLUS TIP:  
"Even joints — perfectly matched — are always achieved with Hermosa... a workmanship benefit difficult to achieve without *tru-joint* design. Never, never go for less than HERMOSA TILE. It's worthy of your reputation... and money in the bank."



**HERMOSA** glazed ceramic **TILE** a product of **GLADDING, McBEAN & CO.**

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*whether outside or inside . . . walls, planters, chimneys, fireplaces, patios or as garden accents*



*. . . nothing else adds so much extra distinction, so much more beauty, at so little extra cost.*

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 For free illustrated catalog write to Service Dept., Palos Verdes Stone Dept.  
 612 South Flower St., Los Angeles 17, California



**A**s shown in many distinguished buildings . . . churches, residences, public buildings, commercial and industrial structures . . .



## How Barcus built on one lot . . .

(Continued from page 32-H)

fussing with soil tests. Also, the weather didn't hold up work.

The big job in putting up the house was pouring the 16x52-ft. deck, a 5½-in. reinforced concrete slab. It's supported by seven, 3-in. lally columns. These alone cost \$275.

Barcus particularly wanted a heavy deck to give an atmosphere of solidity.

Under the back and sides of the house, lay its main support—three concrete walls with footings resting on solid rock. The floor of the lower level, a concrete slab (which ties the walls together) has a small amount of non-compacted fill under it. A standard 2x4 stud wall supports the street level side.

Although both houses were completed at the same time, and went up for sale at \$32,500, this one sold first. Barcus was really surprised. He was afraid buyers might object to the deck idea.

## . . . and how he built on another

(Continued from page 32-I)

Since a nearby project had a huge excess they were glad to send it over to Barcus.

Because of the grade, the dirt had a tendency to

slide to the bottom of the lot. So compaction was started at the bottom and worked up to the top in steps. Each step resting on solid rock.

The code in the area requires a 95% compaction, which meant dirt had to be distributed in six-in. layers. Each layer was run over with the sheepsfoot six times. In some places, the fill is as deep as 12-in.

The result: a firm surface requiring only the usual type of footings and foundations.

City engineers visited the job two to three times each day and tests were made to be sure the compaction was being done properly.

Total cost of preparing the site for the foundation was about \$2,000. This includes removal of bush and all engineering costs.

Filling has one big drawback—time consumption. It took about 60 days to get the drawings through the building department and there's a greater amount of detail to supervise. All this slows down work. As far as the site, there are advantages to filling, over building with a deck. The biggest is that the rear yard is "nearly normal" and provides a place for planting, and if the owner wants, a pool.

Brand names for both houses are: Schlage hardware; Stockwell wallpapers; O'Keefe & Merritt built-in range and oven; Utility gas furnace; Diato steps; Rangemaster hood, and U. S. Plywood mahogany paneling.

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TO PROVIDE THE FINEST



Only the finest  
wear this  
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HAS CHOSEN  
**Bourne**  
THE FINEST NAME  
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WINDOWS

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WRITE FOR FREE CATALOG AND

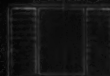


NAME OF NEAREST DISTRIBUTOR

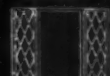
Bourne Products, Inc., 900 Bourne Place, El Cajon, California, Department AB



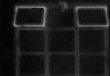
Casement



Jalousie



Diamond



Town & Country





Your American-Olean Tile Contractor can adapt this installation to suit your plans.

## Little differences make a big difference—in TILE

At the first glance, all ceramic tile seems pretty much alike. But when you select and specify American-Olean ceramic tile, you get the benefit of a lot of little differences that add up to a much better finished result.

A close check on sizes—each tile is automatically measured and marked—helps your tile contractor lay straight and even rows. Careful color control and color sorting means that there are no mis-matched tiles to make a jarring note in an expanse of wall.

The self-spacing feature of American-Olean wall tile results in speedier, more precise tile setting and narrow, uniform joints.

The sum total, when you use American-Olean Tile, is a room which is outstanding for attractive colors and precise setting. At a time when most of your competitors are using tile, this gives you a distinct and important sales advantage!

**TILE DESCRIPTION:** Color Plate No. 61. Walls: 64 *Labelia*, Wall Stripes: 97 *Gardenia*. Counter: 97 *Gardenia*. Floor: 1" squares, Pink and White.

IMPARTIAL SURVEYS ADVISE YOU TO USE CERAMIC TILE  
American Home, surveying more than 2,000 readers, found that ceramic tile was preferred by 56% for bathroom walls, and that tiled floors were first choice, too!

TWO NEW BOOKLETS give you valuable suggestions for planning eye-catching tile installations: Booklet 421—New Ideas in Tile; Booklet 1001—Crystalline Glazes. Send for them today.

## American-Olean Tile Company

Executive Offices: 1343 Cannon Avenue, Lansdale, Pennsylvania  
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Member, Tile Council of America, Producers' Council

### AMERICAN-OLEAN TILE COMPANY

1343 Cannon Avenue, Lansdale, Pennsylvania

Please send me my free copies of Booklet 421—New Ideas in Tile, and Booklet 1001—Crystalline Glazes.

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Tile all around the bath is standard with all Wenwood City homes—a plus value that is expected and demanded by homebuyers these days.



The eye of your woman homebuyer prospect would immediately translate this kitchen tile wainscot into "easy maintenance" and "no replacement costs" for the life of the home.



Striking designs by architect Stanley Shafel formed the basis for the tile installation on the dining room wainscot.

## How Ceramic Tile Helps Sell \$10,990 Homes at WENWOOD CITY, Selden, L. I.

*Designed by* STANLEY J. SHAFTEL, A.I.A.

East Coast builder Sidney Weniger used ceramic tile generously in the model home at his 1200-unit Wenwood City—at Selden on Long Island, New York. Installations of ceramic tile in the bath, kitchen and dining room of his \$10,990, 3 bedroom ranch house caught the eyes of homebuyer traffic. Ceramic tiled baths are standard in Wenwood City. Ceramic tile in the dining room and kitchen was offered on an optional basis, the modest cost to be added on the mortgage in the same way as clothes dryers, dishwashers and other potent plus home

values for today's competitive home market.

Traditionally a mark of quality homes, ceramic tile is being used in more and more home areas by builders who recognize its sales-making potential. Why not consider using more tile in logical areas in your next project? Your local tile contractor will bring you up to date on new, cost-saving developments in adhesive installations and in the new drying, thin-setting bed mortars. See him soon! Experience proves ceramic tile moves homes faster.

**FREE BROCHURE:** "Ideas Unlimited—Volume 2", showing ceramic tile applications that will help you sell homes faster. Write Dept. J-658, any address below.

*The Modern Style is*



**TILE COUNCIL OF AMERICA, INC.**, 800 Second Avenue, New York 17, New York • Room 933, 727 West Seventh Street, Los Angeles 14, California • Room 220, 3409 Oak Lawn Avenue, Dallas, Texas. **Participating Companies:** American Encaustic Tiling Co., Inc. • Atlantic Tile Mfg. Co. • Cambridge Tile Mfg. Co. • Carlyle Tile Co. • General Tile Co. • Gladding, McBean & Co. • Jordan Tile Mfg. Co. • Lone Star Ceramics Co. • Monarch Tile Mfg. Inc. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Mfg. Co. • Olean Tile Co. • Pacific Tile and Porcelain Co. • Pomona Tile Mfg. Co. • Ridgeway Tile Co. • Robertson Mfg. Co. • Sparta Ceramic Co. • Stylon Corp. • Stylon Southern Corp. • Summitville Tiles, Inc. • Texeramics, Inc. • United States Ceramic Tile Co. • Wenzel Tile Co. • Winburn Tile Mfg. Co.

**NEW** **SILENT TREATMENT**  
 on doors gives  
 your sales pitch  
 a **REAL BANG**



with **LOCKWOOD'S** new  
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**Only LOCKWOOD 'R' Series**  
**gives you ALL these features:**

- EXTRA STRENGTH** — knobs are fully reinforced.
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- ENDURING SECURITY** — solid brass 5 pin cylinder.
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- CHOICE OF OPERATION** — by turn or push button.
- PANIC-PROOF** — inside knob is never locked.

These days it's the **unusual**, the **unique** features that clinch many a house sale. Here's one that's a proved **attention getter**: Lockwood's **NYLON BOLT** for residential interior door locks and latches — made from Dupont industrial nylon.

It has not only proved time after time to be a **highly effective** selling "conversation piece", but it has proved **extremely practical** from an appearance and functional standpoint:

- ★ **FRICTION-FREE** — easy, quiet operation
- ★ **ATTRACTIVE** — non-corrosive, lasting finish
- ★ **DURABLE** — good for a lifetime of service

**LOCKWOOD**

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.





# BES-STONE

## - the Split Block with Character!



BES-STONE gives a small home that expensive big residence appearance, without stretching the home-builder's budget.

BES-STONE Split Block actually has the appeal and durability of fine quarried stone. It also has another distinct advantage — ECONOMY. With BES-STONE, you get a wider range of beautiful colors, textures and patterns to meet new ideas or cost problems. It offers economy and versatility in construction, freedom from costly upkeep and a distinctive charm that lasts for years.

BES-STONE Split Block gives you beauty plus permanence. It meets all code requirements . . . is adaptable to all types of architecture . . . challenges the creative ability of both architect and builder. Ask your nearby Vibrapac block plant for new Bulletin No. 121 showing BES-STONE applications in natural colors, or write:

**BESSER Company**

Dept. 183 Alpena, Mich., U. S. A.

FIRST IN CONCRETE BLOCK MACHINES



BES-STONE is available in a variety of sizes and colors, for either veneer or solid masonry construction.

You can see the difference!

*Beautiful!  
Exciting!*

**md**

MACKLANBURG-DUNCAN CO.

**DOOR**



**M-D PUSH GRILLE NO. 15**

A graceful addition to any combination door—wood or metal. 16" high for either 32", 36" or 42" doors.



**M-D PUSH GRILLE NO. 23**

Made especially for 32" or 36" combination doors—wood or metal. Approx. 23" high.



**M-D PUSH GRILLE NO. 11**

Made especially for storm doors. Available for 32" or 36" door. Approx. 12" high.



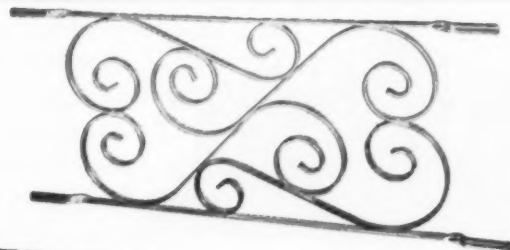
**M-D PUSH GRILLE NO. 4**

A very inexpensive and graceful push grille. 4" high for 32" or 36" doors.



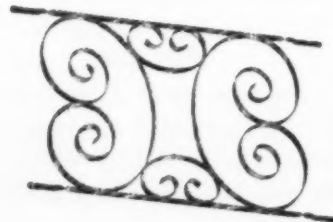
**M-D PUSH GRILLE NO. 6**

A handsome grille for aluminum or wood doors. 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors.



**M-D PUSH GRILLE NO. 12**

Made especially for storm doors. Available for 32" or 36" doors. Approx. 12" high.



**M-D PUSH GRILLE NO. 16**

Made especially for combination metal doors, 15" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors.



Since  
1920

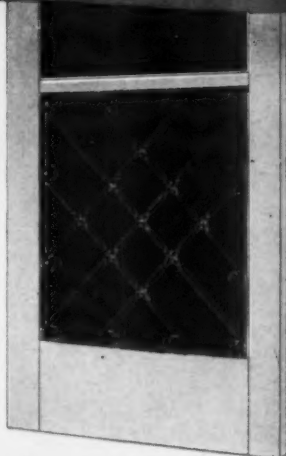
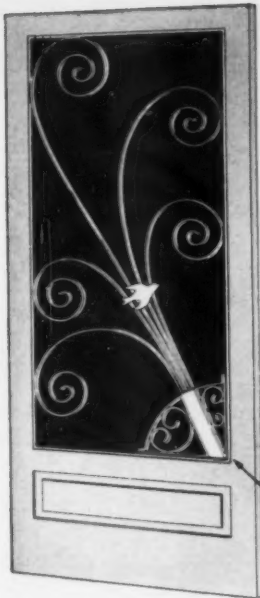
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Available in 3 Rust Proof,  
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**FITS-ALL NO. 1**

Accordion-like action permits expansion to fit all doors.

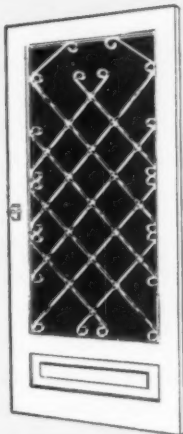
**FITS-ALL NO. 5**

Fully adjustable for nearly all standard size screen or metal combination doors.



**FITS-ALL NO. 8**

Features M-D's patented "flower-pot" style holder which makes it easy to install this popular grille on nearly all standard size doors. Individually packed.



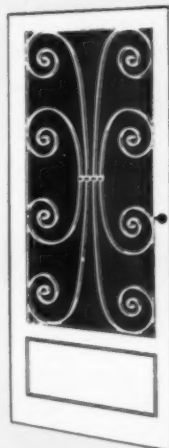
**FITS-ALL NO. FS**

Can be adjusted to fit all doors from 22" to 30" wide, and from 75" to 55" high between stiles.



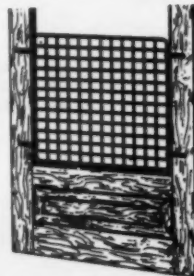
**FITS-ALL NO. S6**

Graceful in design and fully adjustable on standard size screen doors.



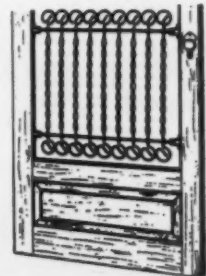
**FITS-ALL NO. 9**

Designed to fit all standard door and adjustable to many others.



**M-D MESH GRILLE**

Interlaced ribs form strong protection. Available for 32" and 36" doors.



**Nu-WAY SCREEN DOOR GRILLE**

For doors or window guards. Fits 30", 32", 36" and 42" doors.

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## HERE'S THE FAMOUS NAME

**Use this complete merchandising  
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—the famous-name, low cost product  
every prospect knows  
—to demonstrate obvious quality  
and value in your model home!**

One-fourth to one-third of the very face of your model home can be a *demonstrator that wins sales faster!* Simply use The "OVERHEAD DOOR" and powerful sales aids available to every home builder. Then the largest moving part of your model home—a beautiful, weather-sealed wall that glides out of sight with a fingertip lift—quickly shows the quality, craftsmanship and precision construction that goes into your homes.

By including the famous radio-controlled Ultronic Door Operator (1 & 2) in your model home, you gain additional showmanship . . . dramatize prestige, push-button living in your model home!

Note the items available from your distributor of The "OVERHEAD DOOR" . . . then use them to win more sales—faster! They'll help you take full advantage of national and local advertising!





## THAT HELPS SELL HOMES!

- 1 Dashboard-demonstrator of Ultronic control.
- 2 Magic-box containing Ultronic operator.
- 3 Colorful wall chart of styles and sizes.
- 4 Beautiful literature showing all advantages.
- 5 One-year Warranty given with each installation.
- 6 Dramatic mobile presenting sales points.
- 7 Smooth-operating door as self-demonstrator.
- 8 Sign to identify The "OVERHEAD DOOR."
- 9 Yard sign to show that you build with the best.
- 10 Option of 15 raised and routed designs.
- Sales training on dramatic demonstration of The "OVERHEAD DOOR."
- Local newspaper advertising materials.



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FOR 37 YEARS... MORE PEOPLE HAVE BOUGHT  
 THE "OVERHEAD DOOR" THAN ANY OTHER BRAND!



**(ABOVE) Bob Schmitt checks application** of Insulite Primed Siding. It looks like wood, works like wood . . . but has no knots, no splits, no grain. Half inch thick. All lap

siding 12" wide, and 8', 12' or 16' long. Grooved or plain panels in easy-handling 4' x 8' size. Every piece is prime coated at factory on all sides, ends, edges and grooves.



## Looking for money-making ideas? See how Bob Schmitt uses Insulite Primed Siding!

**L**ast fall, a national magazine had this to say about Bob Schmitt, head of Fred Schmitt Construction Co., Berea, Ohio: "He has what may be the most efficient system for small builders in the country. It's the answer to a builder's prayer."

Since its introduction, Insulite Primed Siding has been a regular part of Schmitt's system. He was the first builder in his area to use it. It is now the *only* lap siding he applies. And with vertical grooved Primed Siding, he has worked out a two-tone painting method which has proved highly attractive to buyers.

Schmitt builds about 70 houses a year, in every price

range from \$15,000 to \$50,000. He is widely respected for top-quality building, ingenious engineering and many cost-saving innovations.

About Insulite Primed Siding he says: "First, it makes really beautiful homes. We use all three types—horizontal, vertical grooved panels, and plain panels with battens. That gives us an endless variety of patterns and textures, in a single material, from a single source of supply. Also, Primed Siding cuts application and painting costs remarkably."

Want more information on this new way to build? Write us—Insulite, Minneapolis 2, Minnesota.



**Bob Schmitt says:** "Primed Siding is invaluable for bad weather work. We can finish up fast; then go back and paint later."

**"Application cost? Very low, indeed. With vertical grooved Primed Siding panels, we apply 1,000 ft. in 20 man-hours."**

**"We've cut our waste to an absolute minimum, with Primed Siding. Those reversible edges save a lot of scrap on gable ends."**



*build better, save labor, with*

# **INSULITE®**

## **Primed Siding**

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



**➔ Award winning home** shown at left was the first job on which Schmitt used Insulite Primed Siding. Today, in the

same development, every one of his fine, distinctive homes is sold before completion, to a buyer on the waiting list.

*NEW member of the STYROFOAM® family. . .*



**A snap to use!** Only Scorbord offers this exclusive "snap-off" feature: No saws, knives or other cutting tools are needed. Simply snap to required width.

# SCOR





# BORD

TRADEMARK



## Cuts fitting time as much as 80% in foundation perimeters and cavity walls

There's a brand spanking new member in the Dow family of plastic foam insulations. Its name is Scorbord\* and it offers all the advantages of the very best insulations on the market—plus some exclusive features of its own!

SCORBORD is designed to speed construction and cut labor costs. Big 2-foot x 8-foot boards make the work go faster—and they're light weight, easy to handle. Clearly marked pre-scoring at strategically located intervals make it possible to snap off a piece to almost any desired width. This exclusive feature reduces sawing and cutting to a bare minimum. Saves time and effort in any installation. And Scorbord is accepted by the F.H.A. for perimeter insulation.

Here are some other important facts about Scorbord: It provides *permanent* insulating efficiency. It effectively resists water, water vapor, rot and deterioration. It has no food value to attract rodents and other vermin. Scorbord has an unusually high compressive strength (over 2,000 lbs. per sq. ft.), although it weighs less (3.3 oz. per sq. ft.) than any other commonly used rigid insulating material.

This unique insulation is designed specifically for use along the edges of concrete slabs or foundations and in cavity walls. These are the areas where the advantages of Scorbord, such as imperviousness to moisture and permanent insulating efficiency, are most needed.

Scorbord was developed by the manufacturers of Styrofoam\*, the insulation that has had outstanding success in both the low temperature and the comfort insulation fields. All the experience gained by Dow in more than a decade of working with Styrofoam is represented in every board foot of Scorbord!

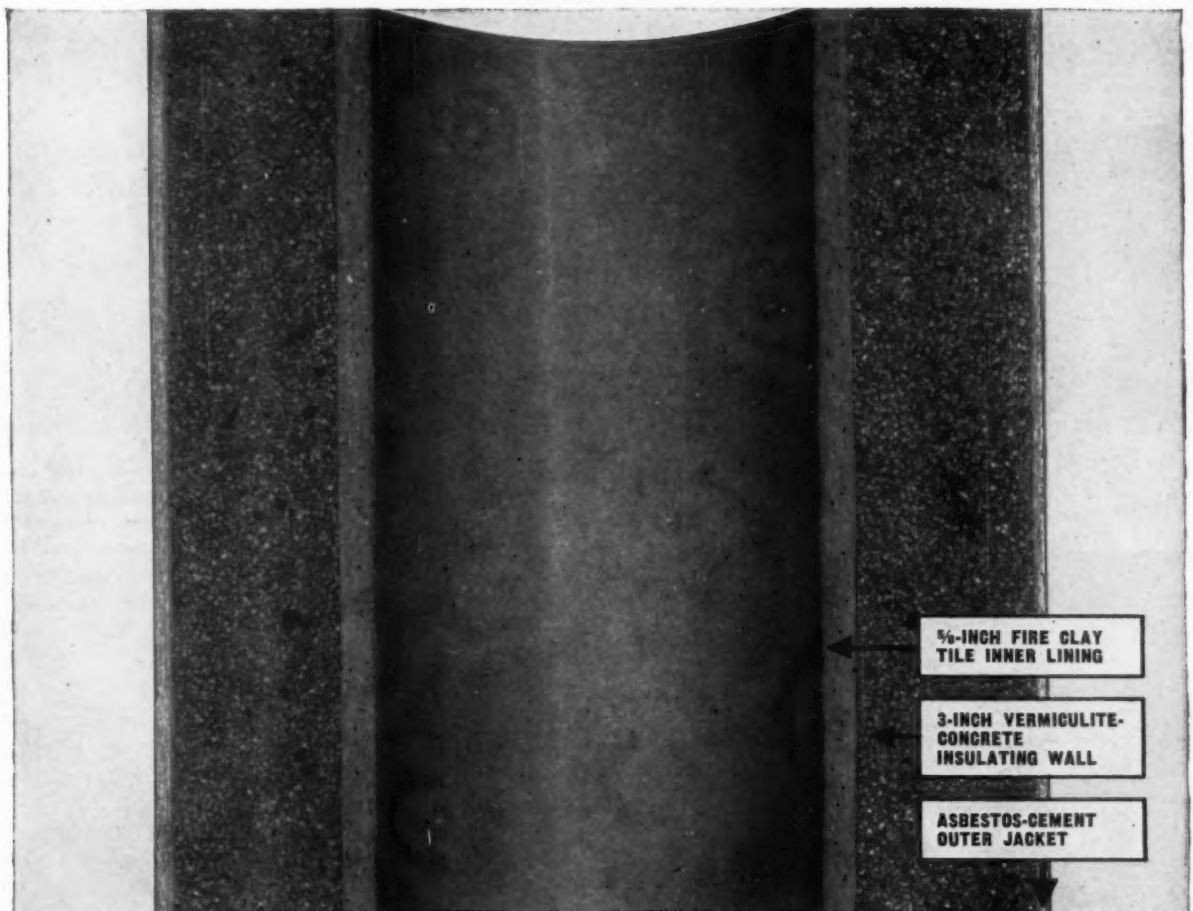
\*SCORBORD and STYROFOAM are trademarks of The Dow Chemical Company.



**Architects and Builders**—For more information about Scorbord or for copies of this informative descriptive booklet, write to THE DOW CHEMICAL COMPANY, Midland, Michigan, Dept. 1928E-1.

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**DOW**



5/8-INCH FIRE CLAY  
TILE INNER LINING

3-INCH VERMICULITE-  
CONCRETE  
INSULATING WALL

ASBESTOS-CEMENT  
OUTER JACKET

## Packaged chimney is safe, permanent masonry

The Van-Packer Chimney has a masonry flue that is acidproof — won't dent, corrode or deteriorate — safe even for incinerators. Prefabrication saves you up to 40% on installation costs — one man can install it in three hours. Attractive brick-design panel housing of asbestos-cement won't dent, rattle, rust or streak roof. See your Heating or Building Material Jobber listed under "Chimneys — Prefabricated" in Yellow Pages, or write Van-Packer for Bulletin RS-1-12.



Attractive housing in red, buff, white, or gray brick colors with natural mortar lines.



Van-Packer Chimney is ideal for prefabricated homes, as well as conventional homes.



Chimney comes completely packaged in easy-to-handle cartons, everything provided.

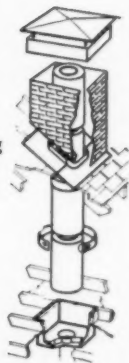
Snap-on  
housing cap

Brick-design  
panel housing

Aluminum flashing

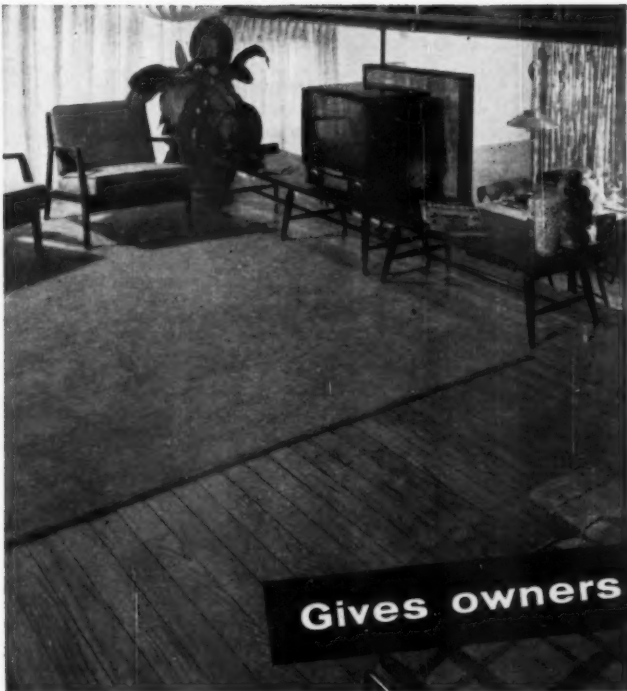
Masonry flue  
sections

Snap-lock  
drawbands



**Van-Packer** FACTORY-BUILT MASONRY **Chimney**

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**Gives owners more beautiful floors**

Sanding and finishing on the job are completely eliminated with Bruce *Prefinished Flooring*. Builders everywhere say this saves them 3 to 5 days in getting homes ready for the market. It also cuts floor costs . . . because factory finishing costs less than on-the-job finishing.

You give owners a more beautiful, longer-lasting, easier-to-maintain floor when you use Bruce *Prefinished Flooring*. It's surfaced to satin-smoothness on precision

sanders; then finished with Bruce filler, seal, and wax. Only highest quality materials are used . . . applied by modern machines and baked under infra-red lights.

For faster sales and satisfied customers, feature Bruce *Prefinished Floors* in your homes. Impressive color advertising in the leading home magazines has made BRUCE the brand that people know best and want most. Just mail the coupon below for complete data.

## Bruce PREfinished Hardwood Floors



**E. L. BRUCE CO., Memphis, Tenn.**  
*World's largest maker  
of hardwood floors*

**MAIL**  
*and we'll  
tell you  
more*

E. L. BRUCE CO.,  
1674 Thomas St., Memphis 1, Tenn.

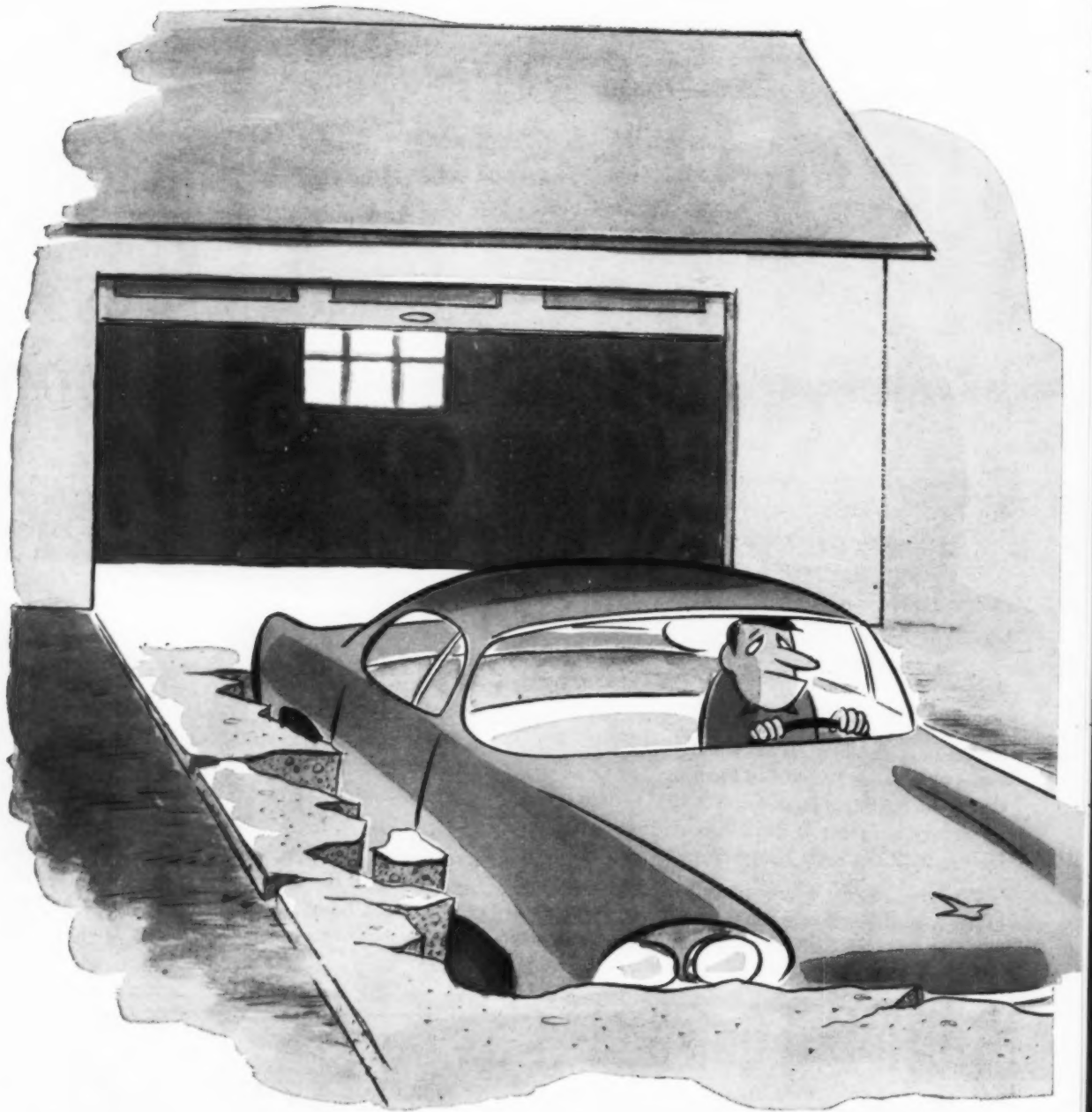
Send complete information on Bruce Prefinished  
Floors to:

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

# Mr. Krumble forgot to use





# American Welded Wire Fabric



*Poor Mr. Krumble*

All his trouble resulted from \$15 he *didn't* spend for welded wire fabric reinforcement. \$15 is a small investment compared to the hundreds he'll be shelling out to have his driveway rebuilt. And that \$15 could have prevented all his trouble.

**Don't take chances with the homes you build.** Not only driveways, but all concrete installations should be adequately reinforced—with American\* Welded Wire Fabric. It adds 30% to the strength of slab concrete, but only 10% to the cost. American Welded Wire Fabric is made of extra-strong cold-drawn steel wire—and it's prefabricated for quick, easy installation. Concrete reinforcement is a sensible investment and a wise precaution. And remember, it can't be added later.

**Walls, floors, porches, sidewalks**—all home concrete installations—need the durability guaranteed by USS\* American Welded Wire Fabric. It's available in a wide variety of styles and sizes. For further details, contact your building supply dealer, or write to American Steel & Wire, Rockefeller Building, Cleveland 13, Ohio.

Remember, buyers will ask,

*"is it Reinforced"*

**American Steel & Wire**

Division of



**United States Steel**

\* TRADEMARK

Columbia-Geneva Steel Division, San Francisco, Pacific Coast Distributors • Tennessee Coal & Iron Division, Fairfield, Ala., Southern Distributors  
United States Steel Export Company, Distributors Abroad

# Trane announces a new warm air furnaces and

**HEAT AND COOL** with this versatile TRANE Climate Changer!

**COOLING UNIT** (top section in illustration) fits the TRANE Warm Air Furnaces, or may be added to other modern furnaces, 2, 3 and 5-ton sizes. May be installed when building—or added later, so you may offer *optional* cooling!

**HEATING UNIT** (lower section) available in complete range of sizes from 77,000 to 154,000 Btu. Trim, compact and economical; for gas-fired operation.

# line of residential cooling equipment!

*Matched heating and cooling units now in production at new, modern factory!*

TRANE, leader in big building air conditioning systems, now brings you *residential* furnaces and furnace-type air conditioners for homes in every price range. Units are *matched* to provide living weather magic in any climate, in any season!

These new TRANE Residential Climate Changers are being produced in a factory especially designed and equipped for this purpose. It's the *newest* equipment in the industry . . . produced in the newest plant, with the newest machinery. And TRANE residential heating-cooling units are made according to the same high standards that have made TRANE a leader in air conditioning big buildings.

When you plan a home or group of homes—talk to TRANE! You'll be pleased to find how compact and

versatile "whole-house" air conditioning can be. You may install just the heating unit at first . . . making cooling optional. TRANE Warm Air Furnaces are designed, *from the beginning*, to provide dual service: *both* heating and cooling. And no matter what type of heating is used, there are versatile TRANE units for cooling the *entire dwelling*.

And these new Climate Changers—like all TRANE products—are backed by constant research and testing in TRANE's famous laboratory—"The House of Weather Magic."

WANT MORE FACTS? Get complete information on the new TRANE Residential Climate Changer units from your nearby TRANE Sales Office—or write TRANE, La Crosse, Wisconsin.

*For any air condition, turn to*

# TRANE

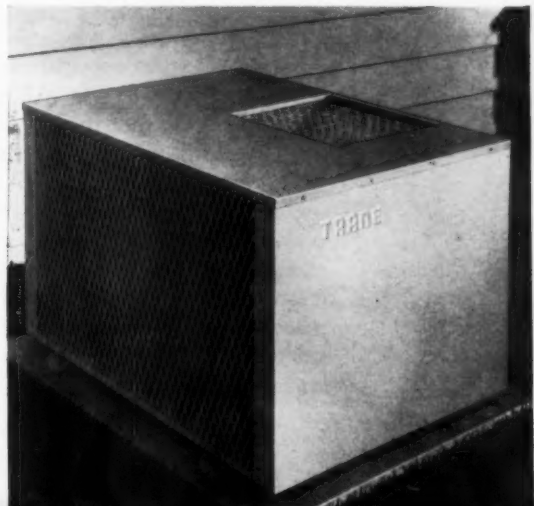
**MANUFACTURING ENGINEERS OF AIR CONDITIONING,  
HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT**

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA. • CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN.  
TRANE COMPANY OF CANADA, LTD., TORONTO • 96 U.S. AND 19 CANADIAN OFFICES

**For cooling only**, independent of heating system, this TRANE Climate Changer provides clean, cool air for the entire house or small commercial building. May be installed in unused space or incorporated into duct system. 2, 3 and 5-ton models in attractive, compact cabinets.



**Waterless!** Compressor and condenser unit for TRANE Climate Changer Systems are air-cooled . . . eliminate water supply and disposal problems. Installed *outside* the house. High capacity, quiet operation, small dimensions. *Upblast discharge* for freedom of location, minimum disturbance.



# 4 practical reasons why



## 1 117% More Power

**CARPENTER:** "The point I want to make is that I'm satisfied with the portable saw I'm using. But I would like to ask what you believe is the difference in your Model 77?"

**SALESMAN:** "The difference is so great that we offer it as proof of the SKILMANSHIP built into this saw. Consider the horsepower that this Model 77 generates. At maximum it has 117% more power than other models of the same size and price. It means power for even the toughest cuts."



## 2 Worm Drive Produces Hi-Torque

**Q.** "Oh, I agree that a high horsepower rating is impressive. But what guarantee do I have that this power gets to the blade—that it will cut fast in wet lumber or resinous wood?"

**A.** "Model 77 has the only real guarantee offered in any power saw. It's made with worm gearing. It produces tremendous torque to keep the blade cutting at high speed in just the situations you mention—wet lumber or resinous wood. And it is easier to cut accurately, too."

This was the first opportunity this builder had to try a SKIL Model 77 Rear-handle Saw. His local distributor salesman gave him a simple ten-minute demonstration which proved how practical this saw is on the job. For example, with 117% more power, this builder found he could cut any material faster and easier, saving time and effort. The tremendous torque provided more versatility. He could count on sustained blade speed in any material. No stalls. No slow downs.

What's more, the in-line vision resulted in more cutting accuracy. The work fit exactly after every cut.

After the demonstration the builder gave the Model 77 a trial for several days and proved to himself the high power, tremendous torque, easy sighting and on-the-job value of this saw. You, too, have the opportunity to see and try any one of the eight rear-handle models with blade sizes from 6½" to 12". Ask your local SKIL distributor for an on-the-job Proof Test.



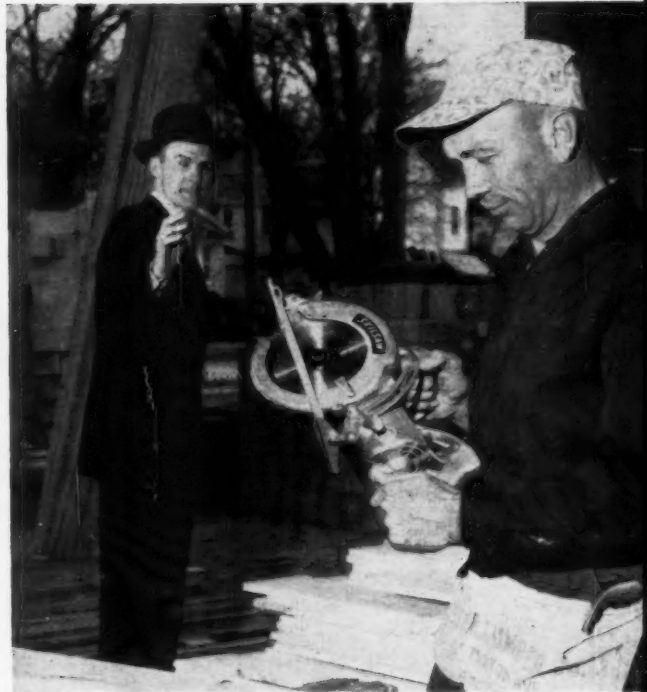
# this builder switched to SKIL



### 3 Rifle Sight Cutting Accuracy

Q. "Why do you think it is easier to cut accurately with this rear-handle type of saw?"

A. "Because you can see the cut. With the blade on the left side, I can see the sighting notches as well as the blade. When you can see the cut, you know it's accurate. The rear handle design gives better balance too. Centered over the line of cut, it gives rifle sight cutting accuracy."



### 4 Free on-the-job Trial

Q. "Would you let me make a couple of cuts with it? I've never tried a rear-handle saw and I'd like to see for myself."

A. "I can do more than that, sir. I am going to leave this saw with you today. Use it on the job every day for ten days—if you like. Give it as much abuse as you can. Try it in all types of material, on all types of cuts. Prove it to yourself. Prove the value of more power, hi-torque and rear-handle operation."

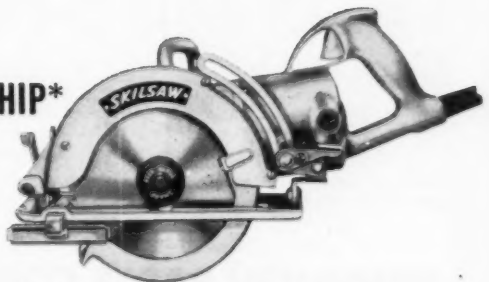


Made only by SKIL Corporation, manufacturer of famous SKIL & SKILSAW products, 5033 Elston Ave., Chicago 30, Ill. In Canada: 3601 Dundas St. W., Toronto 9, Ontario.

### Proof of SKILMANSHIP\*

#### SKIL 7¼" Model 77 Saw

Built to perform. Built to last. Built for action on every cut in lumber up to 2". It has the heft, the "feel," the look of a portable power saw. In every feature a Builder's saw.



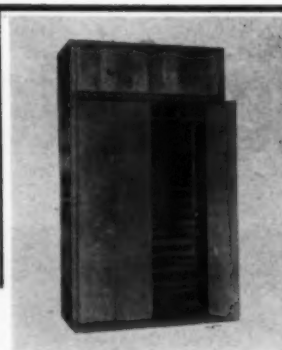
\*SKILMANSHIP is the ability of SKIL Tools to do any job with more power, easier handling and top performance.

designed  
and  
engineered  
by  
**HARMON**



**COMPLETE CLOSET  
FRONT ASSEMBLY**

2 sizes: 49½" x 91½" & 25½" x 91½". Folding doors top and bottom.



**COMPLETE CEDAR  
CLOSET**

4' wide, 7'7½" high, 2' deep. Folding doors top and bottom. Assemble in 30 minutes.



**COMPLETE CLOSET  
FRONT ASSEMBLY**

2 sizes: 45½" x 6'9½" & 27½" x 6'9½". Folding doors.

## PRECISION BUILDING PRODUCTS



**"PUSH BUTTON"  
ELECTRIC STAIRWAY**

Rough opening, 30" x 72". Power Unit—½ hp electric motor.



**SIMPLEX SPECIAL  
STAIRWAY**

For Truss Construction. For rough opening, 21½" x 44½". 8'3" ceiling height.



**SIMPLEX "85"  
STAIRWAY**

For rough opening, 26" x 54". 1 size: 8'3" ceiling height.



**PRECISION SUPER  
DELUXE STAIRWAY**

Rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.



**SUPER SIMPLEX  
STAIRWAY**

For rough opening, 30" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.



**SIMPLEX  
STAIRWAY**

For rough opening, 26" x 54". 2 sizes: 8'9" & 9'9" ceiling heights.

These quality products stocked and sold by the nation's leading wholesale and retail building supply dealers.



**ELECTRIC HOT WATER  
GENERATOR**

For home hot water heating. Completely automatic.

Manufactured by

### **PRECISION PARTS CORPORATION**

400-AB North First Street

Nashville 7, Tenn.

**America's Most Complete Line of Disappearing Stairways**

**HARMON designed products sold by leading jobbers in U.S.A., Canada and other foreign countries.**

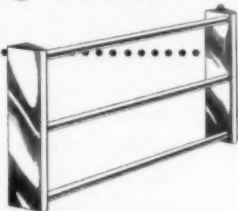
*So beautiful...and yet so practical...*



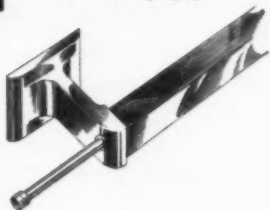
**HALL-MACK®**  
bathroom accessories  
in sparkling *chrome*

Life can be beautifully practical for those who have Hall-Mack bathroom accessories in their homes . . . because these choice fixtures have an inherent quality that equals their attractive appearance. Sparkling with real originality and blending smoothly with any decor, these deep-quality, chrome-plated accessories are styled in various price ranges to meet your taste and needs. For solid convenience and the extra glamour that creates satisfied customers . . . always specify and install Hall-Mack . . . the world's finest accessories.

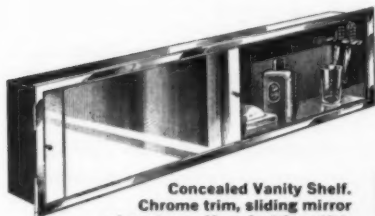
Electric Warm-Dri Rack keeps towels dry and warm.



Attractive Extendo-Bar adds utility . . . retractable extensions pull out instantly for extra drying space.



Concealed Vanity Shelf. Chrome trim, sliding mirror glass doors. Has electric outlet, tooth brush holder — lots of space for bottles, medicines, etc.



**HALL-MACK COMPANY** Division of **TEXTRON INC.**  
1380 W. Washington Blvd., Los Angeles 7, California

Please send your FREE color booklet of new bathroom ideas

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

AB-6

announcing! **Roddis**

# 7/16" architectural craftwall

FACTORY-FINISHED WOOD PANELING

**installs direct on studs...no underlayment!**

Another Roddis "first"! New, veneered paneling of exceptional strength and rigidity . . . with a new "solid feel". Gives many of the advantages of 3/4" material yet costs far less!

Now! Many of the characteristics of the finest 3/4" plywood paneling . . . at real cost savings . . . with Roddis' new 7/16" Architectural Craftwall!

Sturdy and solid-feeling, Architectural Craftwall is made from choice, hardwood veneers bonded to a 3/8" center of Timblend, Roddis' amazing man-made board.

*This exclusive Timblend center makes the big difference!* A unique, wood blend shavings board, Timblend gives extra strength and rigidity . . . assures maximum freedom from movement after installation. Architectural Craftwall stays put!

Installation is simplicity itself. Architectural Craftwall goes up fast . . . directly on studs or furring strips. No costly, time-consuming underlayment needed. Install with Roddis Contact Cement. Or use nails if preferred.

Sound reduction properties are impressive, too. Tests prove acoustical values of Architectural Craftwall are comparable to plaster or drywall construction.

A wide choice of woods and styles enhance your design possibilities. Select from Birch, Silver Birch, Maple, Oak, Walnut, Elm, Cherry or Mahogany. *Each is completely factory-finished, ready to install.* Available V-grooved at 16" intervals or V-grooved, cross scored and pegged. All panels V-grooved at veneer joints also. In regular plywood sizes . . . *plus lengths to sixteen feet.*

Architectural Craftwall is also available in standard or special size panels, *without grooves*, with matched flitches in the wood of your choice.

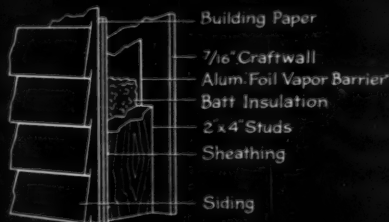
For free sample and information on how Roddis' 7/16" Architectural Craftwall can give any paneling installation new beauty, greater strength—at lower cost, just send the coupon.



Now . . . no underlayment required . . . apply direct to studs and save on material and labor. Rigid new  $\frac{7}{16}$ " panels are easy to work with. Once up, they stay put . . . no movement on the wall! Perfect for both commercial and residential use.

Exclusive New-type Construction. Hardwood veneer bonded to  $\frac{3}{8}$ " center core of extra-stable Timblend. Backed with protective veneer that is sealed to lock moisture out.

Prefinished veneer facing / Sealed veneer backing  
 $\frac{3}{8}$ " Timblend center



So easy to install. Apply direct on studs with Roddis Contact Cement or nails, if preferred.

### BUILDERS

Roddis  $\frac{7}{16}$ " Architectural Craftwall is a NEW kind of wood paneling! There is nothing else like it in the market. You get permanent, deep-grooved beauty, plus a real "solid feel".  $\frac{7}{16}$ " Architectural Craftwall panels work and handle like  $\frac{3}{4}$ " material . . . but cost far less. Test Architectural Craftwall yourself! Coupon brings free sample and specifications.

**RODDIS PLYWOOD CORPORATION**  
 Marshfield, Wisconsin

**Roddis Plywood Corporation**  
 Marshfield, Wisconsin, Dept. AB-658

Please send free sample and information on  $\frac{7}{16}$ " Architectural Craftwall.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

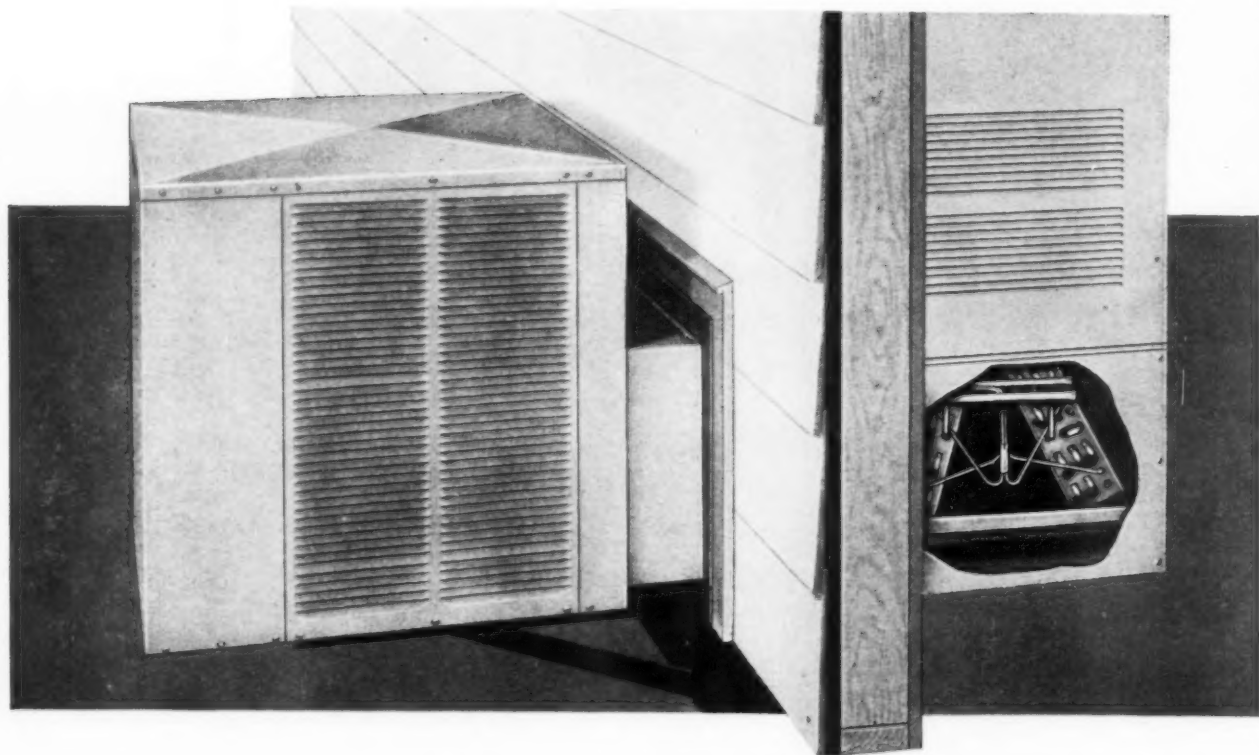
ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

NOW IT CAN BE SOLD...TO MAKE EVERY HOME

# new Frigidaire Trans-Wall

SLIDES IN LIKE A DRAWER!



**ANOTHER FRIGIDAIRE FIRST! Installed For a Year at NAHB Research House!**

Here's a completely new concept in full-home air conditioning — the Frigidaire Trans-Wall System! New "slide-in, seal-in" Trans-Wall Units are now in production after being installed for a full year in an actual home—the NAHB Research House, Kensington, Maryland. With these new flexible Units — and the recent FHA ruling including air conditioning in new home valuations — you're all set for sales!

At the 1958 NAHB Convention, the Frigidaire Trans-Wall System was cheered as the simplest, most compact year-round comfort maker ever devised. Here's why! The complete all-in-one Trans-Wall Unit consists of an enclosed air-cooled condensing unit with twin Super Meter-Miser Compressors (only one operates during mild weather), plus a "wall-sleeve" that slides through wall to furnace, and a high-efficiency "inverted V" cooling coil that fits into a plenum

attached to a Frigidaire Upflow, Downflow, Lowboy or Horizontal furnace. Cooling Coil Housing may be installed with furnace to give every prospect a choice of having air conditioning whenever he wants it.

#### **Ready to Install—FAST!**

All pre-wiring is done, refrigerant lines connected, system sealed and checked by the factory. No dampers or extra ductwork required for most homes. Trans-Wall utilizes the furnace blower. All you do is slide Trans-Wall in place, seal the opening and wire in. Electrical control box supplied with each unit. Combination heating and two-stage cooling thermostat, supplied optionally, controls comfort summer and winter.

Get the full profit potential story from your nearby Frigidaire District Headquarters *today!*

While Others Dream of the Future—

## **FRIGIDAIRE**

AMERICAN BUILDER

ADAPTABLE FOR LOW COST AIR CONDITIONING!

# full-home air conditioner

SLASHES INSTALLATION COST UP TO 50%!

**New—completely self-contained  
air-cooled package**

**Minute-man installation**

**No concrete base needed**

**Factory-assembled**

**Factory-sealed**

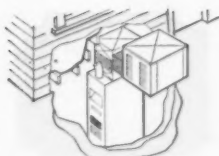
**No additional dampers  
or ductwork**

**No plumbing for water supply**

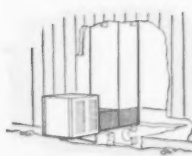
**No refrigerant connections**

**Two sizes  
24,000 and 35,000 BTU/hr.**

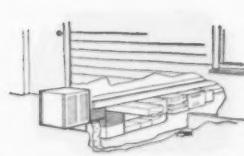
**Twin compressors**



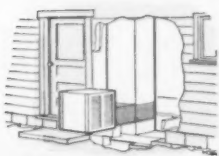
**BASEMENT TRANS-WALL SYSTEM**  
Trans-Wall Unit slides into plenum of Frigidaire Vertical Upflow Type Furnace. Adaptable to Lowboy type.



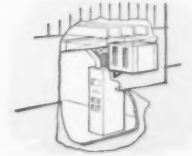
**SLAB TRANS-WALL SYSTEM**  
Trans-Wall Unit installs under Frigidaire Vertical Downflow Type Furnace in plenum.



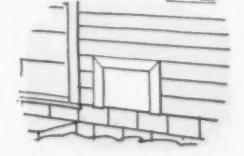
**CRAWL SPACE TRANS-WALL SYSTEM**  
Frigidaire Horizontal Type Furnace in crawl space. Trans-Wall Unit installs in plenum with duct added.



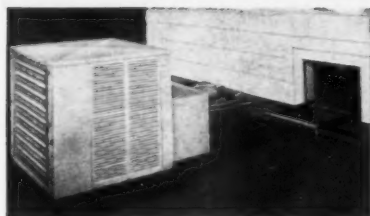
**CRAWL SPACE TRANS-WALL SYSTEM**  
Trans-Wall Unit installs under Frigidaire Vertical Downflow Type Furnace. (Modified Slab hook-up.)



**TRI-LEVEL TRANS-WALL SYSTEM**  
Trans-Wall Unit, bracketed above ground level, installs above Frigidaire Vertical Upflow Type Furnace.



**ROUGH-IN NOW—INSTALL LATER**  
Prepare wall opening during construction, add coil plenum above or below furnace. Slide in Trans-Wall Unit at any later date.



## MINUTE-MAN INSTALLATIONS! AIAZ-240 TRANS-WALL UNIT SLIDES INTO WALL OPENING 14" x 24"

Only 324 lbs. net weight, new Frigidaire Trans-Wall Unit is easily handled by two men, using ordinary tools. And look how easy Trans-Wall adds a full 24,000 BTU/HR. of Dry-Cool Comfort in virtually any style home. 1. Rough-in opening. 2. Install coil plenum. 3. Secure out-

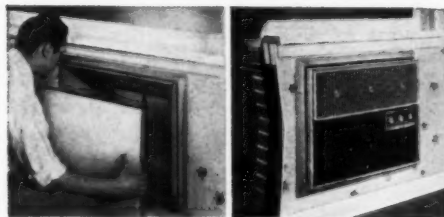
side mounting brackets (furnished). 4. Complete installation by sliding Trans-Wall Unit in place—add the control box.

35,000 BTU/HR. unit, also available, weighs only 359 lbs.—requires slightly larger wall opening 17 $\frac{3}{4}$ " x 24".

**NEW VERTICAL ROOM UNITS, NEW  
PRE-INSTALLATION KIT MAKE  
BUILT-IN ROOM COOLING EASY!**

New Frigidaire Vertical Room Air Conditioners, with the amazing Dehumidi-Coil, famous Super Meter-Miser Compressor, and exclusive Twin-Tube Refrigerant Pre-Cooler, are especially designed to lick both heat and humidity—end clammy cooling. Now, thanks to these quiet, low-cost Frigidaire Dry-Cooling Room Conditioners you can offer air conditioning by the roomful in every home you build.

**FRIGIDAIRE DIVISION,  
General Motors Corporation, Dayton 1, Ohio**



Compact Sheer Look styling (only 15 $\frac{3}{4}$ " deep) and a simplified Pre-Installation Kit make it easy to build-in Frigidaire Vertical Units in any outside wall during construction, or after, at minimum cost. Special cabinet sleeve (available separately) installs in wall opening 25 $\frac{1}{2}$ " wide and 20 $\frac{3}{4}$ " high. Attractive covers seal off opening until cooling unit is installed.

## IS ON THE MARCH!



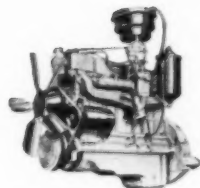
Frigidaire—Built and Backed by General Motors

Now you can get UP TO 21,000 LBS. G.V.W. in a dollar-saving series 50H or 60H Chevrolet truck!



*Chevrolet's husky medium-duty trucks are ready to bring their special brand of saving to more jobs and bigger jobs than ever before! Special equipment is now available to boost them into the 21,000-lb. G.V.W. class!*

If your trucks run in the medium-duty range, you'll want to get acquainted with Chevrolet's new Series 50 and 60 "H" models. These trucks are moderately priced like middleweights . . . but they're equipped to work like heavyweights! They're rated for profitable, big-tonnage hauling with G.V.W.'s that go up to 21,000 lbs. They'll do many jobs that used to call for bigger and costlier trucks, thanks to a lineup of heavy-duty components that includes: 16,000-lb. rear axle, 7,000-lb. front axle, 9½" Hydrovac power brakes, high-capacity springs and big Taskmaster V8. The new Chevrolet "H" models do *more work* for the money; see 'em at your Chevrolet dealer's!



*Money-saving middleweight power*

The right power for your medium-duty job! 150-h.p. Jobmaster 6, famous for its economy and lasting qualities, is standard in Series 60 models. Big 160-h.p. Taskmaster V8 is standard in Series 50, 50H, and 60H models.

*Built-to-last middleweight chassis*

Big parallel-design frames, rear axles with solid single-unit design, durable disc wheels—*tough* components for your tough jobs, in Chevrolet medium-duty trucks at your dealer's now! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.



**CHEVROLET TASK·FORCE TRUCKS**





If it's Palco Certified Dry - it's Kiln Dried



**Sound design  
deserves the  
sound durability  
and ageless beauty of  
Redwood at its best**

No other available wood offers such versatile advantages to architect, builder and owner. Dimensional stability; freedom from swelling and shrinkage; resistance to weather, decay and termites; natural beauty and ability to take and hold paint or other finishes; easy workability—Redwood excels in all—but only if properly processed from forest to homesite. The Pacific Lumber Company, oldest major Redwood producer, has continually pioneered the advanced manufacturing practices which provide the premium values of Redwood at its best—at no extra premium in cost. Make sure to match soundness of design with the sound durability and ageless beauty of *Palco Architectural Quality Redwood*.

804

See Sweet's Architectural File, or write for your personal reprint of the bulletin outlining specification data, PALCO Redwood patterns, sizes, grades, grains, etc.



Specify the best in Redwood **PALCO**®

**THE PACIFIC LUMBER COMPANY**

Since 1869 • Mills at Scotia, California

100 BUSH ST., SAN FRANCISCO 4 • 35 E. WACKER DRIVE, CHICAGO 1 • 2185 HUNTINGTON DRIVE, SAN MARINO 9, CALIF.

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



**PUT YOUR MONEY IN MODERN FEATURES...**

*but don't "Gold-Plate" the drain!*



### **Specify Republic Steel Pipe for maximum economy in waste line service**

The smart builder puts himself in his prospect's shoes in planning a home that will sell. By saving every cent possible on required materials, without sacrificing quality, he can put more into significant features with real sales appeal. The result is more value per dollar.

This reasoning, applied to waste line materials, makes Republic Steel Pipe your best choice. Not only is it lower in initial cost, but also its price and availability remain relatively stable. You encounter no profit-robbing construction delays or material cost variations.

Beyond these cost considerations, however,

Republic Steel Pipe provides installation advantages. Its absolute uniformity means a high degree of workability. This characteristic, coupled with the years of steel pipe fabricating know-how developed by reputable plumbers everywhere, assure economical waste line systems—good for the life of the building. Moreover, since one grade meets all the requirements, problems caused by misapplications are eliminated.

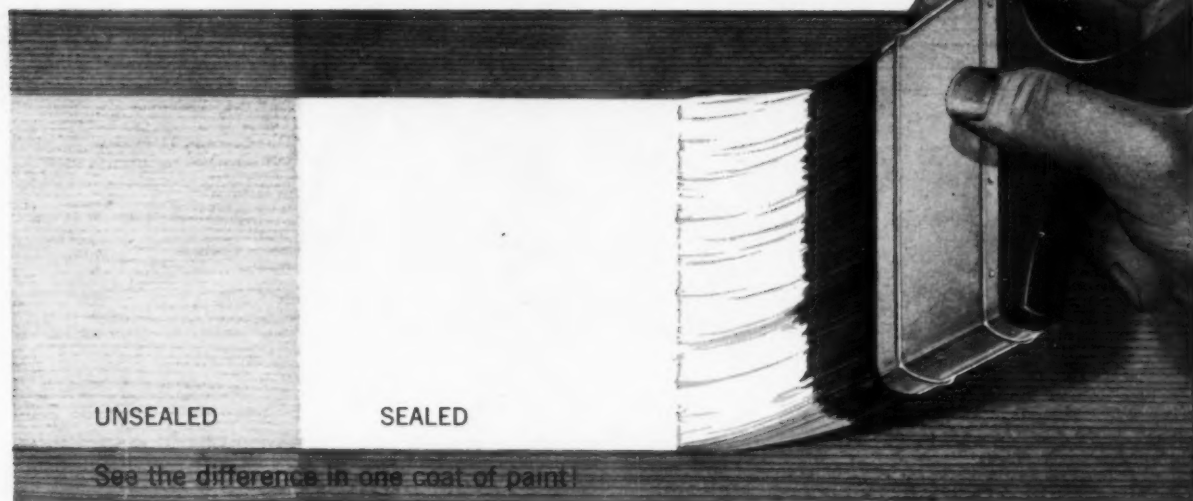
It will pay you to get full information on dollar-saving, steel waste line piping. Contact your Republic Pipe Distributor, or write Republic Steel Corporation, Department AB-5396, 1441 Republic Building, Cleveland 1, Ohio.

# **REPUBLIC STEEL**

*World's Widest Range of Standard Steels and Steel Products*



# NEW G-P REDWOOD BEVEL SIDING cuts costs 2 ways!



**1** **NEW FACTORY-SEALING\*** saves time, labor, up to  $\frac{1}{3}$  on paint! No back-priming is needed. Paint flows on faster, covers better, lasts longer. New G-P sealer prevents water-spotting, inhibits mold. Smudges wipe off.

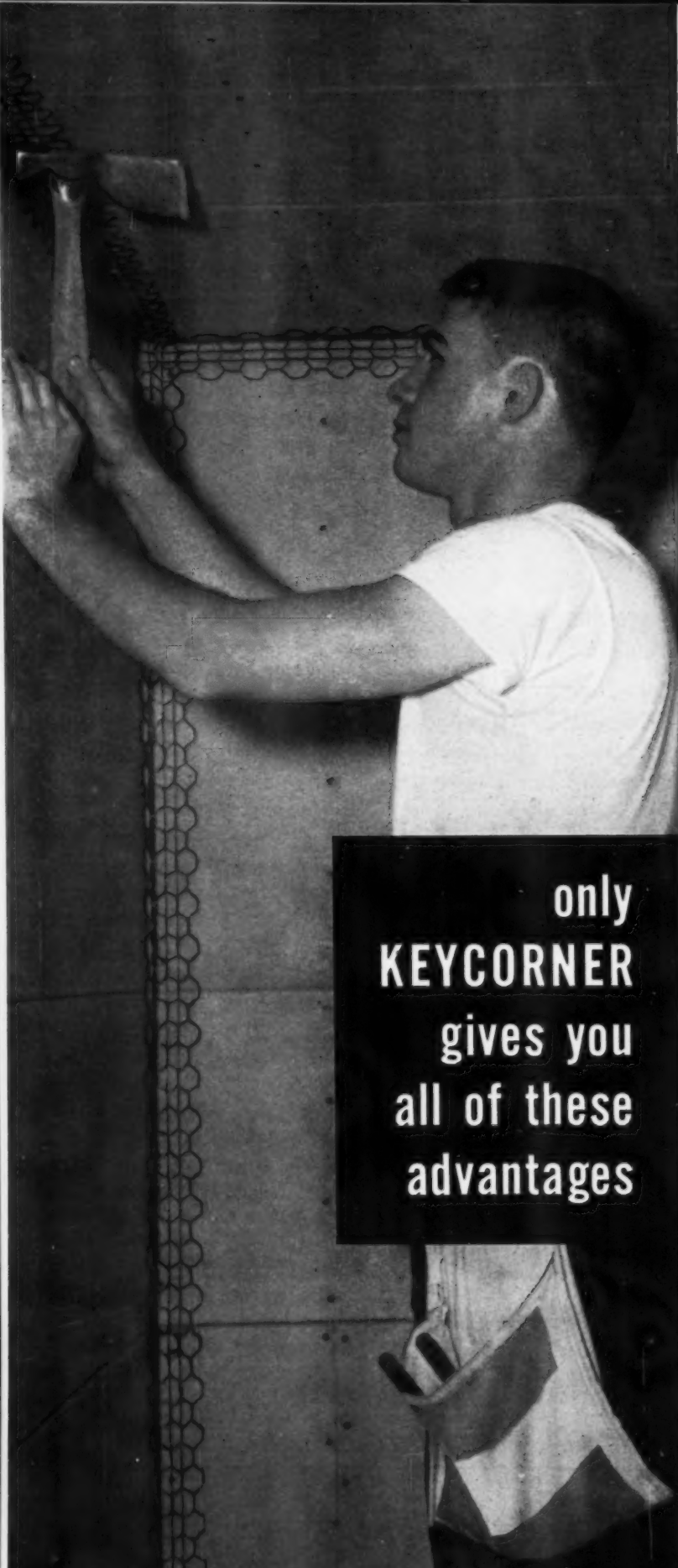
**2** **NEW PROTECTIVE PACKAGING** cuts handling time, damage loss! G-P heavy-duty plastic-coated paper is heat-sealed to keep out dust and moisture. Easy-to-handle packages can be safely stored right at job site!

*\*Patent applied for*



**MORE INFORMATION?** Call your local G-P source or mail this coupon to Georgia-Pacific, Hammond California Redwood Division, Dept. AB658, Equitable Building, Portland, Oregon.

NAME \_\_\_\_\_  
 FIRM \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE \_\_\_\_\_



**It's here!**

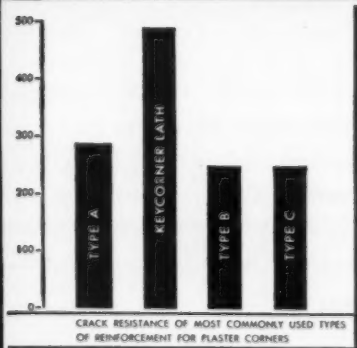
# KEYCORNER

**...at a new,  
attractive  
price**

**only  
KEYCORNER  
gives you  
all of these  
advantages**



**Self-furring—fully embedded—**  
Flanges of Keycorner are shaped  
to assure full embedment with effective  
reinforcement. Snug grip  
of edges with lath makes it easy to  
plaster corners.





the GREAT NEW

# CORNER

**GALVANIZED  
CORNER  
LATH**

Exclusive new features of Keycorner give far greater crack resistance in plaster corners than any other type of reinforcement.

What's more, lathers and plasterers both like it. Lathers like the 4 ft. lengths. The precision fit. The smooth, pliable wire that doesn't cut or tear the hands. The ease with which they can do a craftsman-like job. They like the way it's bundled and packaged for convenient handling and storing.

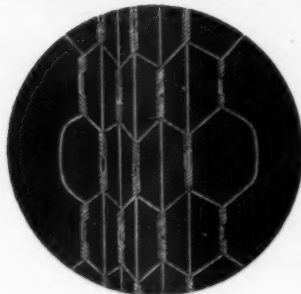
Plasterers like Keycorner because it's so

easy to plaster over; also because they can take pride in the workman-like corners that are strong, and crack resistant.

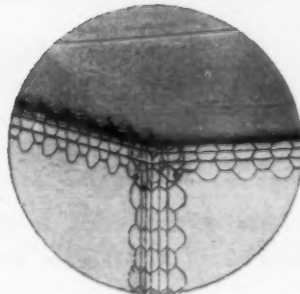
Builders like it because they get the highest quality job at a saving.

There are many attractive features about the NEW KEYCORNER. It costs you *nothing* to get the facts. Send for complete information about this new product. Write Keystone Steel & Wire Company, Peoria 7, Illinois.

It will pay  
to use the new  
Keycorner on all  
your plastering  
jobs.



**Designed to give maximum resistance to cracking**—Spacing of longitudinal wires plus self-furring design adds exceptional crack resistance where needed most; keys plaster if open spaces occur behind Keycorner.



**Precision formed**—Every piece springs snugly into place. Fits accurately and exactly in corners, giving a truly craftsman-like appearance to the finished job.

## plus all of these extra advantages

- Galvanized to prevent rust streaks
- Can be nailed or stapled
- Easy to plaster over
- Smooth wire does not cut or tear hands
- Little cutting required
- Packed in 4'-0" lengths
- Delivered in cartons (65½ lb.) of 1,000 ft.
- Easy-to-handle; easy-to-store

Be sure to specify the new KEYCORNER for your jobs. Available at leading building material dealers.

## Comparison Test Reveals New KEYCORNER Almost Doubles Crack Resistance

A series of tests on crack resistance of plaster corners was recently completed by Edwin L. Saxer, Professor and Chairman, Civil Engineering Department, Research Foundation, University of Toledo. The chart at left records the results of KEYCORNER, plus those of the other commonly used types of reinforcement tested by Saxer. The results speak for themselves.

You can receive the complete test report by just filling in the coupon.

Department AB-68

**KEYSTONE STEEL & WIRE COMPANY**

Peoria 7, Illinois

- Please send me FREE test report by Research Foundation, University of Toledo.  
 Give me the name of the nearest Keystone dealer.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**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.** 1 $\frac{3}{8}$ " thick. Formed of 20-gauge steel. Sound deadened. For use in offices, institutions, hotels, motels, etc.
- 2. Commercial.** 1 $\frac{3}{4}$ " 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.** 1 $\frac{3}{4}$ " 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.

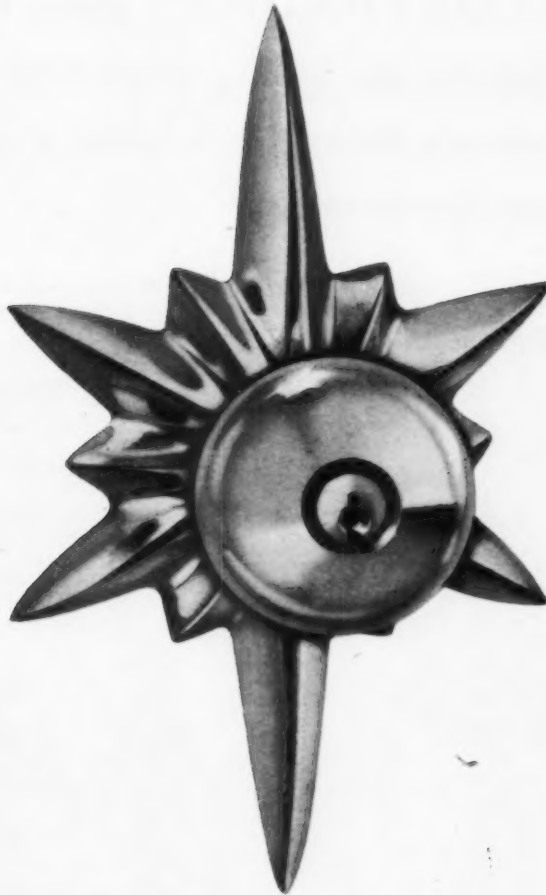
Steel frames fit most conventional types of wall construction. They are pre-set, pre-cut, pre-punched — need only to be assembled. You save erection time and costs.

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. F, 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.



Attractive . . . yes!

and equally distinctive in performance

Base your comparison on beauty alone, and the job of selecting the *right* lockset can be difficult. With NATIONAL LOCKset, smart-styling is only part of the picture. Long-term, troublefree service, positive security and ease of installation are important advantages, too. It's *performance* that eliminates costly "call-backs". And dependable performance results only from sound engineering and quality components . . . not a low-price tag. Remember, there are no short cuts to lockset value. NATIONAL LOCKset is a member of the Medalist family of fine hardware products for the home. Ask your building material supplier for full information and prices.

**M**

*Specify it with confidence . . . Install it with pride*

**MEDALIST HARDWARE DIVISION**

NATIONAL LOCK COMPANY

•

ROCKFORD, ILLINOIS

**"American LUSTRAGRAY glare reducing glass has home owner appeal by providing maximum viewing pleasure from the interior and greater privacy from the exterior"**

— says **Charles C. Richardson**, general contractor, San Diego, Calif. His large home, shown here, was designed by Domingo Martinez.



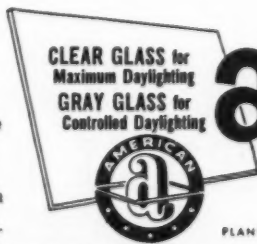
*Photo from interior. Open space between sliding glass doors shows sun glare. LUSTRAGRAY glazing reduces sun glare, sharpens view.*

As Contractor Richardson can tell you, this neutral gray-tint sheet glass makes homes more salable because it:

- Reduces sun glare 50%, minimizing eyestrain and fatigue
- Reduces heat transmission
- Provides exterior privacy and interior "clear glass" vision
- Makes permanently attractive appearance
- Is economical

AMERICAN LUSTRAGRAY is available through more than 500 glass jobbers. See classified phone book. Thicknesses:  $\frac{3}{16}$ "',  $\frac{3}{8}$ "',  $\frac{1}{4}$ ". Maximum size: 6' x 10'.

*Photo from exterior indicates LUSTRAGRAY glazing throughout, including jalousies. Residence covers 4,000 sq. ft.*



**CLEAR GLASS** for Maximum Daylighting  
**GRAY GLASS** for Controlled Daylighting

**American**  
 WINDOW *Glass* COMPANY  
 PITTSBURGH, PA.

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

WAG 6988





*A typical BH&G idea that resulted in family fun while doing the family wash*

## There's nothing so powerful as an idea!

Not so many years ago, the laundry was apt to be a dreary corner in the cellar, strictly for business. Nobody expected to have much fun there, unless it was the kids playing in the clothes chute.

Then came the revolution in home appliances. And Better Homes & Gardens, working hand in hand with designers and manufacturers, began showing homemakers—in page after page of exciting, practical *ideas*—how to merge utility and play areas. With the happy result that now, as you

can see by the BH&G family we've photographed, even doing the wash and playing pool may be all in an hour's family fun!

In the pages of Better Homes & Gardens, reality becomes more fascinating than fantasy. And readers eager to turn ideas into actualities are ready to buy. That's what makes BH&G such a profitable place to advertise! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*

$\frac{1}{3}$  of America reads **BH&G** the family idea magazine

4,500,000 COPIES MONTHLY



A typical installation of galvanized steel pipe drainage and vent lines in New York's Coliseum.

OWNER: Triborough Bridge & Tunnel Authority

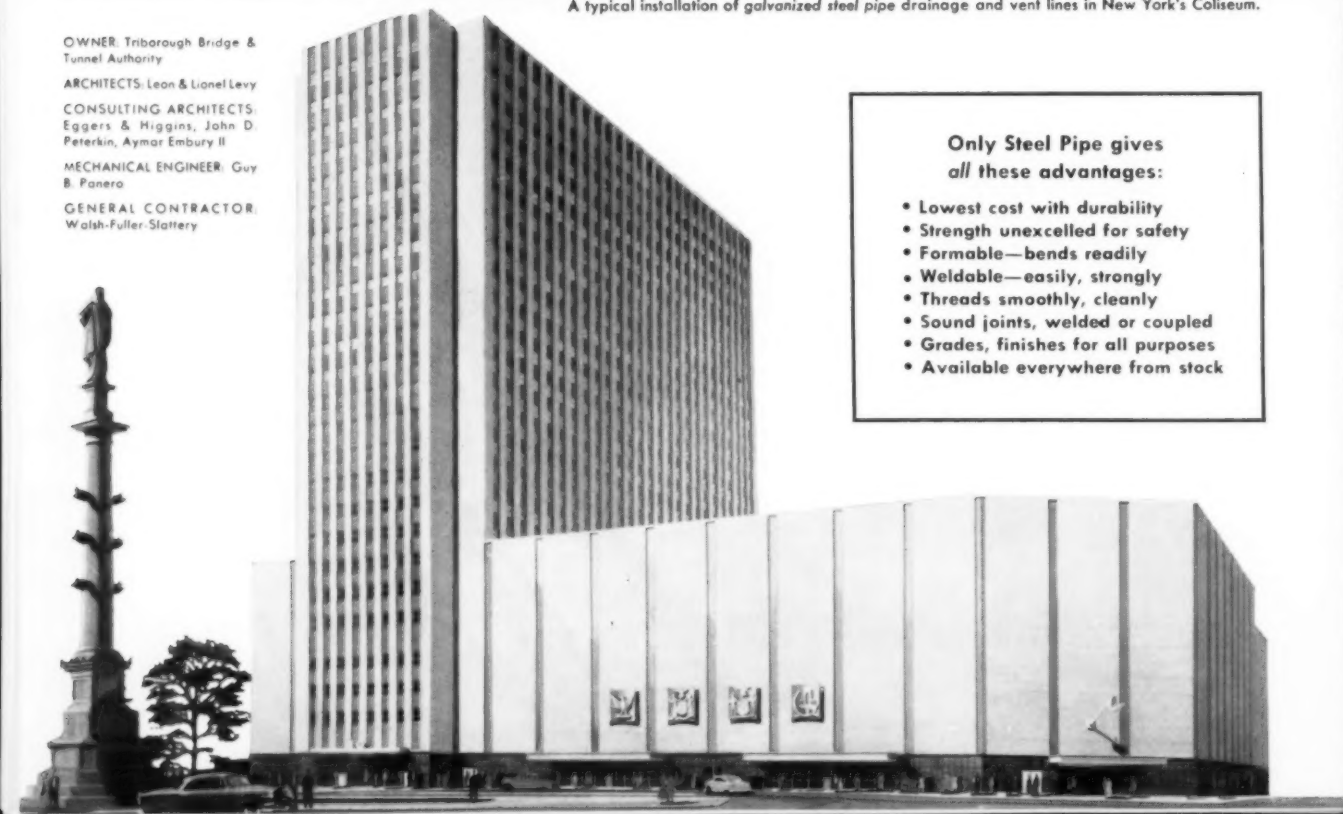
ARCHITECTS: Leon & Lionel Levy  
CONSULTING ARCHITECTS:  
Eggers & Higgins, John D.  
Peterkin, Aymar Embury II

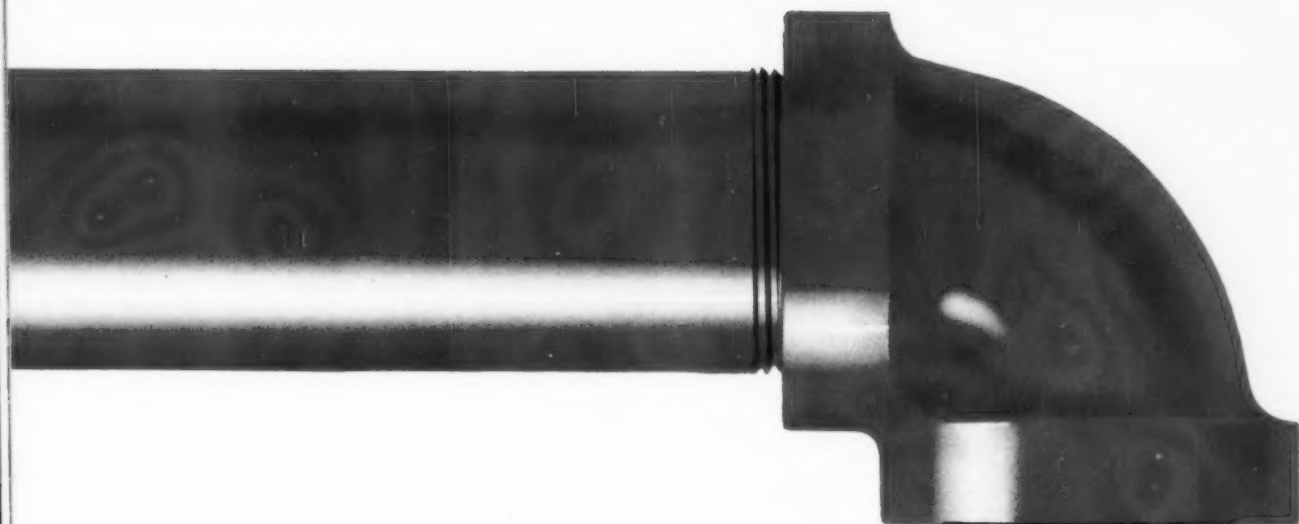
MECHANICAL ENGINEER: Guy  
B. Panero

GENERAL CONTRACTOR:  
Walsh-Fuller Slattery

**Only Steel Pipe gives  
all these advantages:**

- Lowest cost with durability
- Strength unexcelled for safety
- Formable—bends readily
- Weldable—easily, strongly
- Threads smoothly, cleanly
- Sound joints, welded or coupled
- Grades, finishes for all purposes
- Available everywhere from stock





**AGAIN,  
IT'S GALVANIZED STEEL PIPE  
FOR DRAINAGE AND VENT LINES**

*for New York's distinctive Coliseum*

Proof of the integrity of *galvanized steel pipe* for drainage and vent lines is no better illustrated than by use for this purpose in New York's great new Coliseum. This 26-story structure with its office building, giant exhibit hall and arrangements for temporary seating of over 10,000 persons, is one of the most distinctive and functional structures ever conceived—and only the best building products were considered for inclusion.

Here, as in so many fine new buildings all over the country, the vital health lines of *galvanized steel pipe* were chosen because only *steel pipe* combines all the desirable factors of lowest material cost, unexcelled strength, acceptability in national plumbing codes, availability, and life expectancy equal to that of the building.

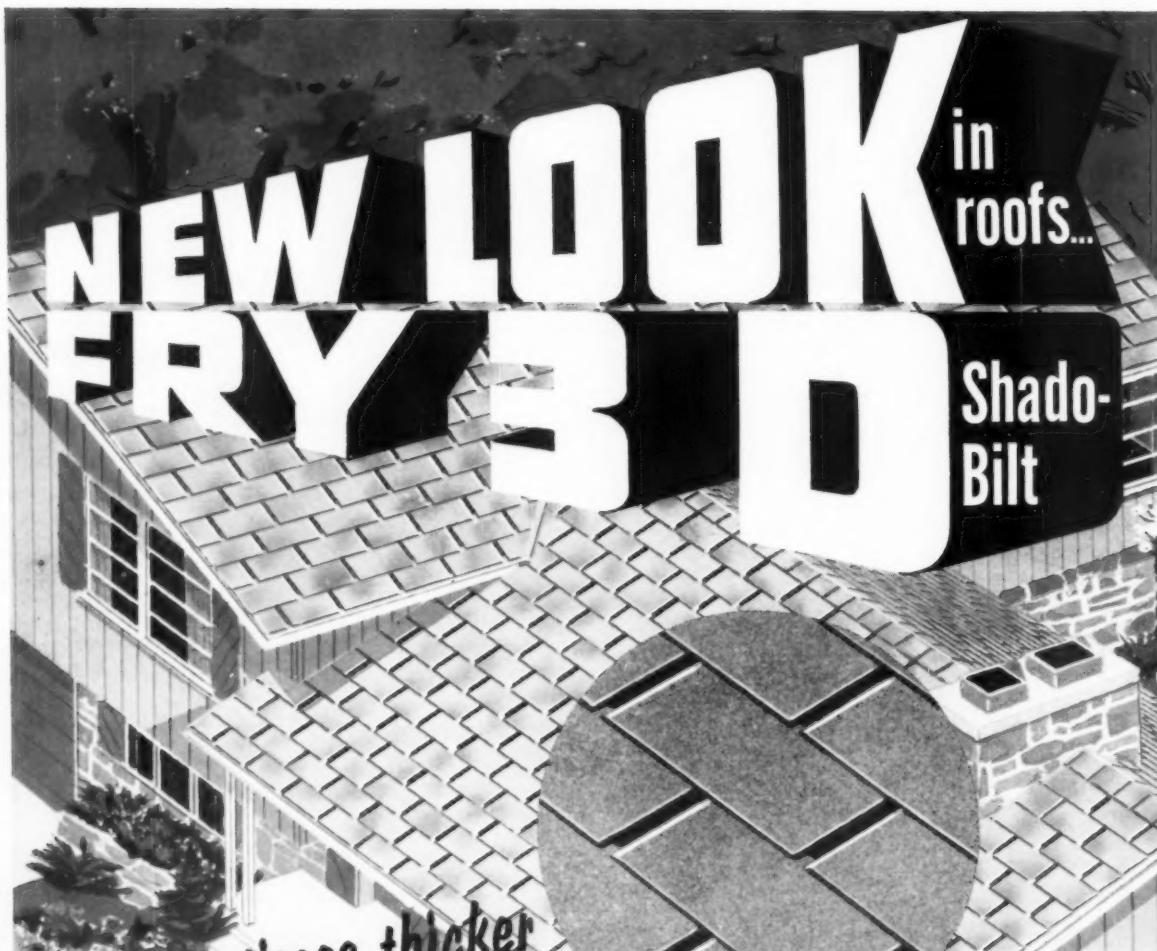
Not alone in the Coliseum and other multi-million dollar structures such as the new Mutual Benefit Life Building, The Socony Mobil Building and others, but also in many private homes and housing developments, *galvanized steel pipe* for drainage lines and vents meets the challenge for better materials because it is the least expensive and most versatile of tubular products.

**Steel Pipe  
is First Choice**

**COMMITTEE ON STEEL PIPE RESEARCH**

AMERICAN IRON AND STEEL INSTITUTE

150 East Forty-Second Street • New York 17, N.Y.



**Looks 3 times thicker  
sells 3 times quicker!**

New FRY 3-D has natural slate dark colored top strip, with tabs in your choice of 13 gorgeous colors. When brightly colored tabs overlay dark slate strip, the black showing through the tab cutouts makes the shingles look three times thicker. Roof has a wonderful, massive appearance!

**290 LB. ASPHALT SHINGLE ROOFING WITH  
20-YEAR BOND**

You've never seen anything like this distinctive new asphalt shingle roofing for *saleability*! Its dramatic three-dimensional effect makes Fry "Shado-Bilt" appear even thicker, more massive. And, the exclusive Fry 20-year Bond is the strongest sales-clincher in the business!

Couple these big *selling* features with the powerhouse of advertising and promotional material Fry gives you, and you'll see why Fry "3-D Shado-Bilt" will make more money for you! For complete money-making details, phone, write, or wire TODAY!



**LLOYD A. FRY ROOFING COMPANY**

*World's largest manufacturer of asphalt roofing and allied products—  
19 roofing plants strategically located coast to coast*  
**GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois**





Everest

Linen Weave

# TWO NEW WALL COVERING PATTERNS BY B. F. GOODRICH

## KOROSEAL



**New Linen Weave** offers you a remarkably realistic linen-like finish with all of the beauty, durability and easy maintenance of B. F. Goodrich Koroseal fabric-backed vinyl wall coverings. Created to cover large wall areas, Linen Weave comes in 20 pastel and accent shades.

**Everest** is a new Koroseal wall covering with that rich leather-like look in 13 popular institutional colors. A clear vinyl laminate over Everest's grained texture gives it a unique dimensional appearance, as well as greatly improved resistance to scuffing and abrasion. This makes Everest ideal for use in high-traffic areas.

For details and color swatches, write Dept. AB-6, B.F. Goodrich Industrial Products Company, Marietta, Ohio.

*Koroseal*<sup>®</sup>  
WALL COVERING

# B.F. Goodrich

KOROSEAL SUPPORTED VINYL FABRICS



The BIG STORY—from Phoenix, Ariz.

## Here's a \$9,750 Best Seller in



**EYE-CATCHING** family room-kitchen stops the customers. Area is 23' long, opens at far end into U-shaped

cooking area equipped with pink G.E. fixtures. Living room wall at right is 5'6" high, topped with plants.



All photos by Markow



**16' SCREENED PORCH** at rear of model house looks out on this freeform pool, available at \$1,800 extra. House has ceramic tile baths, slab floor with Matico tile, 4" ceiling insulation. Heating unit is a 70,000 btu Utility furnace, with provision for addition of cooling.

◀ **3 BEDROOM**, 2 bath model has 15x18' living room, large family room, electric kitchen—all in 1,390 sq. ft. Walls are of reinforced Superlite masonry painted in gay colors. Front porch with planter protects entrance, adds a lively detail to simple facade of house.

## America's top growth area . . .



JOHN LONG

"How does he do it?" builders keep asking us about Arizona builder John Long. Only a few years ago he was a little builder working with his own tools like lots of others. Today, at 38, he is America's No. 1 low-cost home builder, and his sales keep skyrocketing in defiance of national trends. He sells this 1,390 sq. ft. house for \$9,750 with land, landscaping and an all-electric kitchen.

How does he do it? First off, he is building in a lively *growth* area—and that's good. Maricopa County, which includes Phoenix, has swelled by 220,000 people since 1950, is expected to add another 200,000 by 1965. But that's not all. Long knows the value of merchandising, has a top-flight agency to advertise and promote his building (page 90).

Finally, he is a keen organizer who attracts and holds good men, is meticulous about details, and uses every bright, new device to give buyers more house for less money.

**. . . and on the next 16 pages you will see  
how John Long builds it . . . good advice  
for small, medium and large builders**

The BIG STORY, continued

## In December, American Builder got this letter ...

In the December issue, pages 61 and 63 is presented the house purported to be built and sold, including the lot, in Phoenix, Ariz. for \$11,850. The text accompanying the illustrations indicates Mr. Long does almost every kind of advertising in connection with his promotions, all of which costs considerable.

Now I'm not calling anyone a liar, and I'll have to admit that I know nothing about Phoenix, Ariz. or of costs there, but when you indicate to me that a 1500 sq. ft. house can be built and sold, complete with lot, anywhere in the United States for the amount indicated, it just dont make sense. It isnt normal, or average, and I'll bet you are going to have to furnish some proof to doubting Thomases like myself who are going to write to you about the matter.

*H. M. Nichols*  
H. M. Nichols, Vice-Pres.  
First Federal Savings &  
Loan Association of Pittsburgh

AMERICAN  
BUILDER  
BLUEPRINT  
No. 253

## In January, Joe Mason went to Phoenix ...

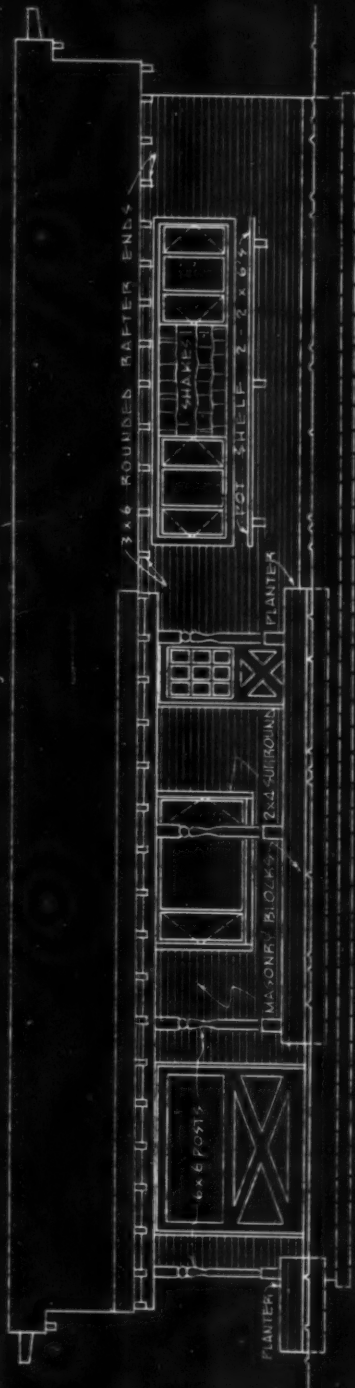


AT MARYVALE site, John Long outlines his building techniques to Joe Mason, American Builder Editorial

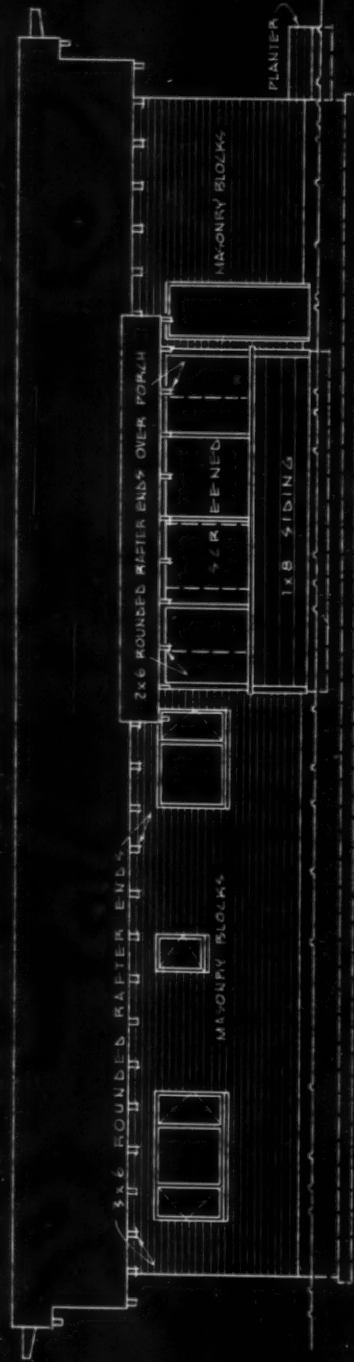
Director. Trailer has time-work schedules, extra stock, serves as mobile "headquarters" for carpenter crew.

Today, we present blueprint details of John Long's best selling '58 model and 31 on-the-job photos showing how he builds a quality low-cost house



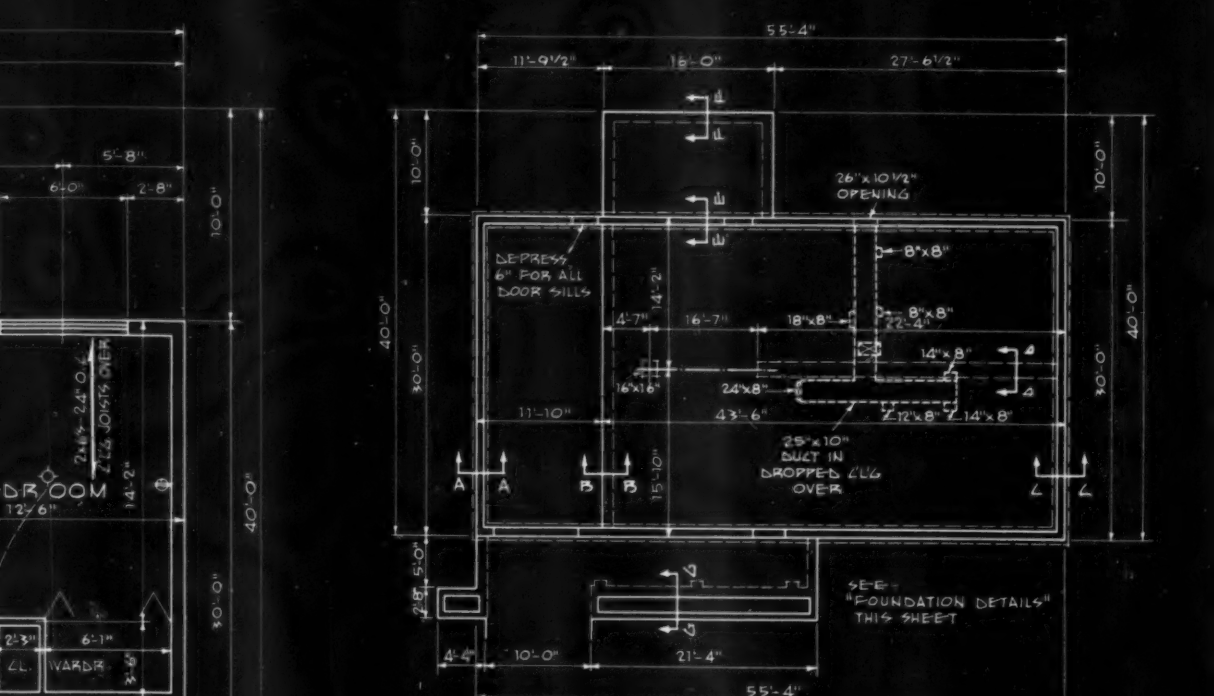


FRONT ELEVATION  
SCALE - 1/8" = 1'-0"

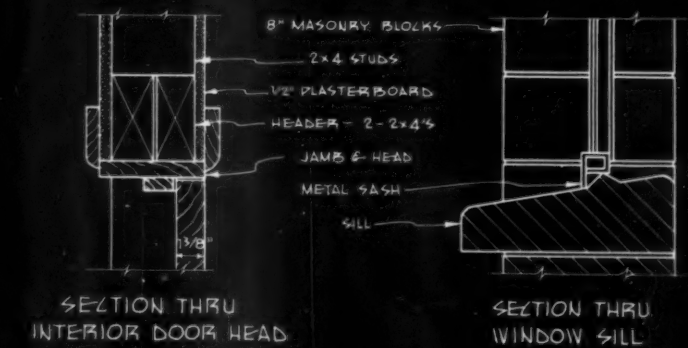
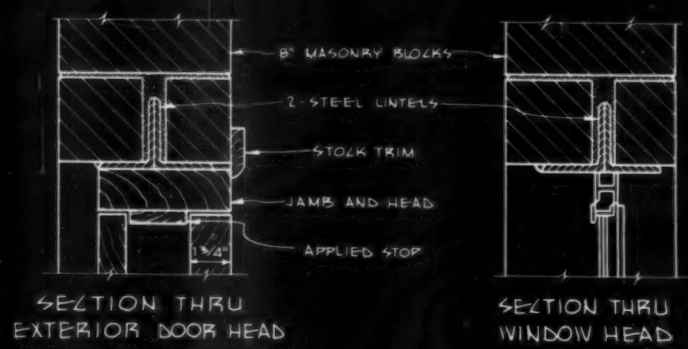


REAR ELEVATION  
SCALE - 1/8" = 1'-0"





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



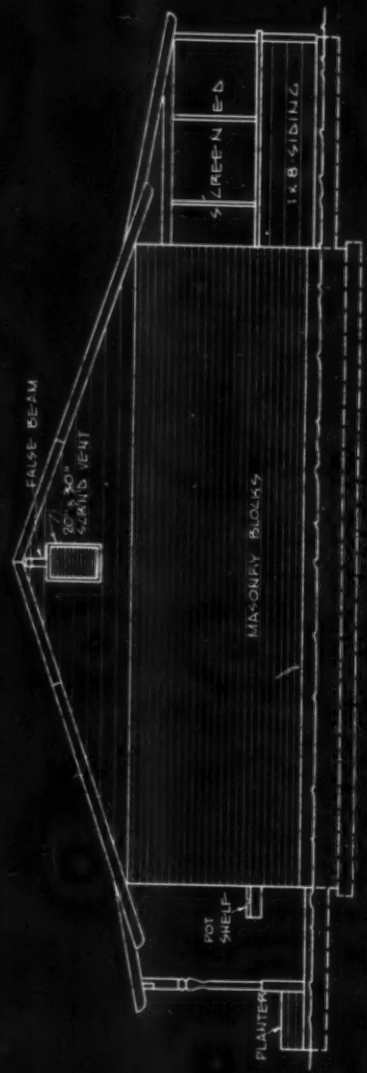
WINDOW and DOOR DETAILS  
SCALE: 1/2" = 1'-0"



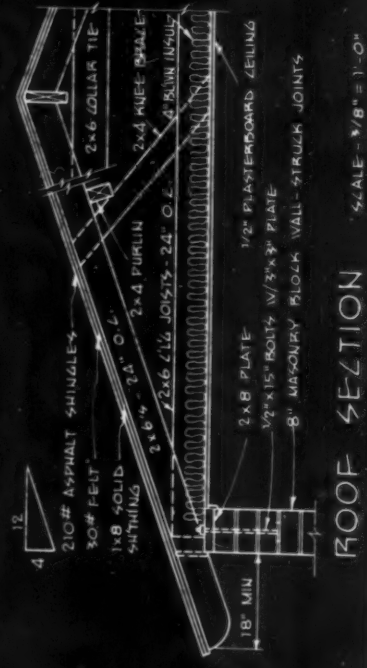
TAILS



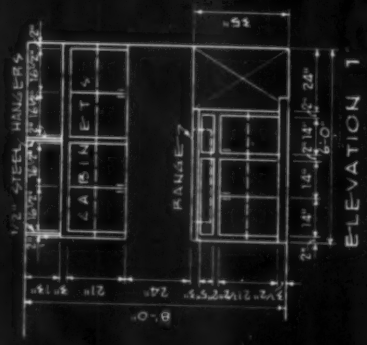
LEFT ELEVATION  
SCALE - 1/8" = 1'-0"



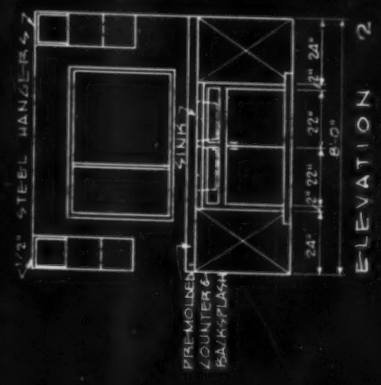
RIGHT ELEVATION  
SCALE - 1/8" = 1'-0"



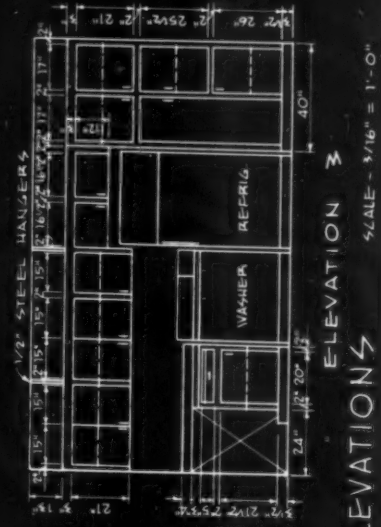
ROOF SECTION  
SCALE - 1/8" = 1'-0"



ELEVATION 1

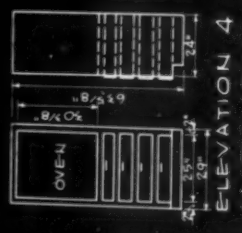


ELEVATION 2



ELEVATION 3

SCALE - 3/16" = 1'-0"



ELEVATION 4

KITCHEN ELEVATIONS



The **BIG STORY**—in the builder's own words

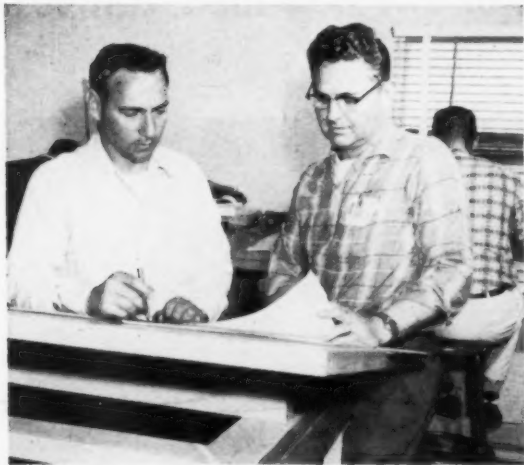
## How John Long builds his quality houses at low cost

**E**arly in his career, as a small builder, John Long formed the habit of skillful planning, scheduling, and cost control. Today his ability to produce a quality house at low cost rests solidly on these cornerstones.

His cost control begins with the engineering of his utilities, and the plotting of the sites. It continues in the cost-conscious way his architectural staff drafts room sizes to use the most economical lumber dimensions.

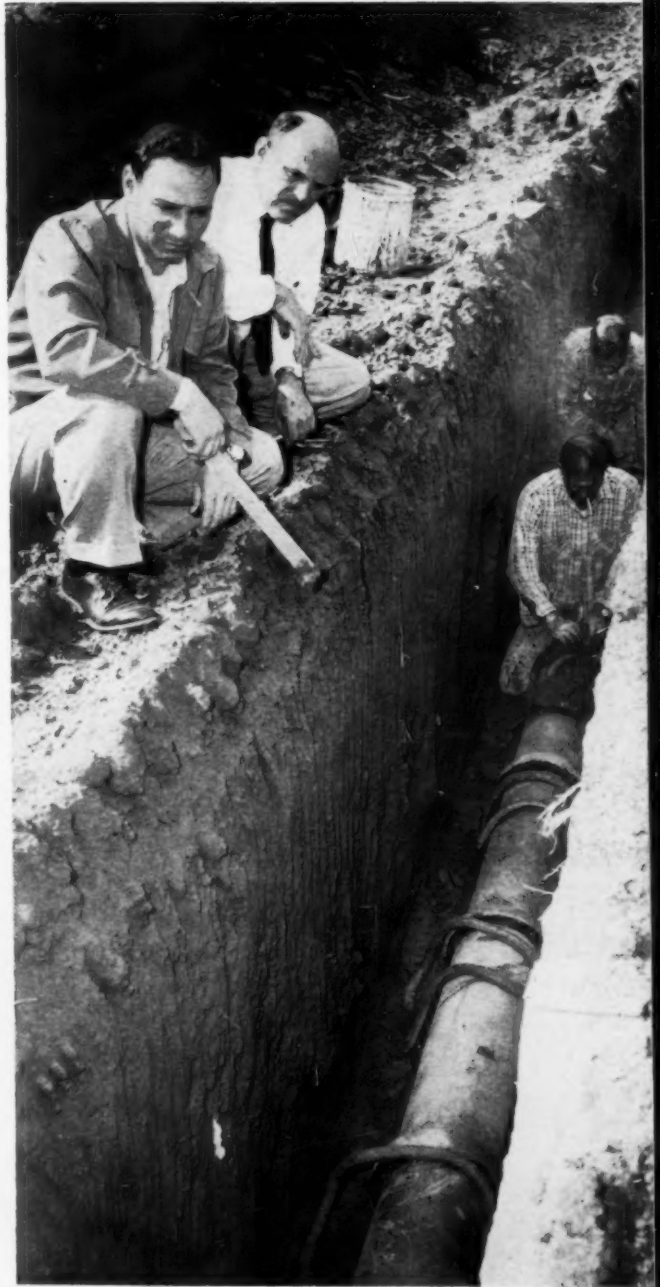
It's especially important in the way each day's work is scheduled, with shop foremen and field foremen working from the same detailed cutting and erection lists.

Crews are organized under key field supers and sub-foremen, or "lead" men. They are young, ambitious, well trained. Long himself is out on the job every day—early. And he is alert for new ideas, new methods—anything to help build a better house for less.



“Cost control begins on our drafting board. We save \$30 to \$40 a house by fitting room sizes to the most economical lumber dimensions.”

← **QUANTITY LIST**—for the list of materials and equipment used in the John Long Blueprint House, turn to page 172.



“Precision engineering saves us money in land, layout, utilities. We get a better job, as in this sewer line—a real 'hidden value' for the buyer.”

**THE BIG STORY—Phoenix**



“ Footing forms like these go in fast, are easy to line up, durable, easy to remove.”



**... one new machine, or one new idea, can save**



“ This fork lift is a terrific labor saver—spots block piles right where they are needed.”



““ Small trencher gets in anywhere, digs faster and better than shovel men. Our investment in equipment more than pays.”

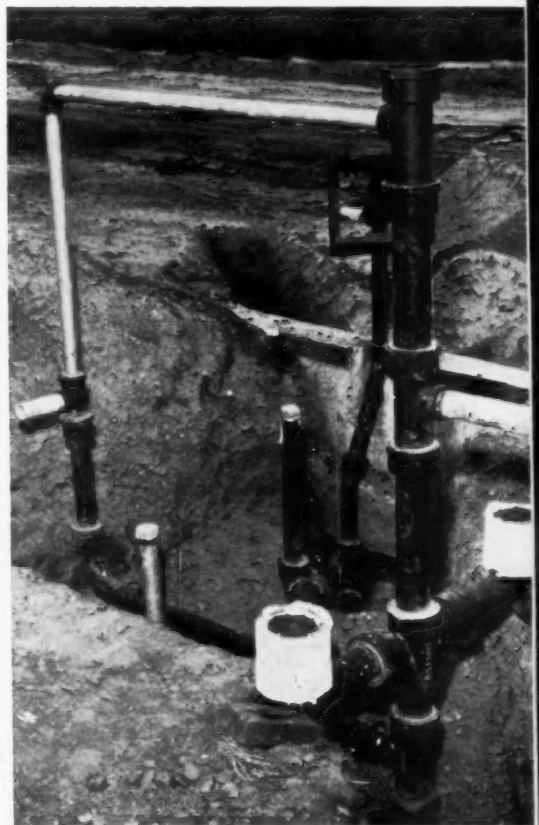
““ We level off floor-slab fill with this fast, light Ferguson combination.” Long’s crews have a daily time and work schedule which keeps men and equipment busy full time.

## the work of ten men . . .



““ We unload two cubes—360 blocks—at a time with this Superlight machine. It does the work of ten men.”

““ Our prefab plumbing tree goes into place in a matter of minutes, saves dollars in time and labor. It also gives us a more perfect job, because units are shop built.”

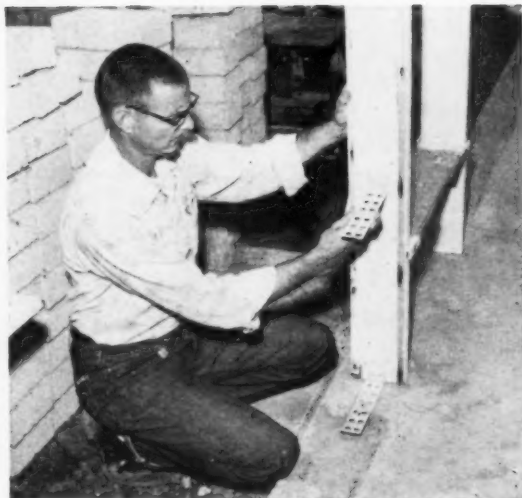




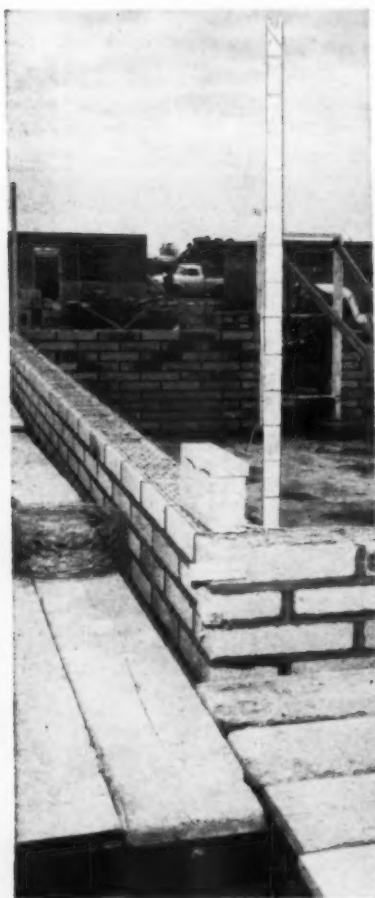
**THE BIG STORY—Phoenix**



“Trim trailer carries spare parts, is headquarters for finishing crew. A real time saver.”



“Door bucks are anchored 3 on a side. This is Bill Krug, field super: young and smart.”



“Our story-pole system controls wall heights within  $\frac{1}{8}$ ". Note Keywall reinforcing: no cracks.”

“Rollers convey rafters directly to trailers—no stacking. Precision pre-cutting pays out.” ▶

**... pre-planning, pre-cutting,**



“We save \$100 a house by making our own Textolite counter-tops. The equipment has more than paid for itself.”





**precision control reduce building costs . . .**



“ Jig tables like this speed up building of linen closets and cabinets. Also cut errors.”



“ Install heating unit before plastering,” Long tells Mason as he describes framing.



... prefab ducts, wiring, plumbing save



“Here is another “hidden quality” detail: all our electric-range cable connections are soldered. We believe in full-power wiring.”



“Our prefab wiring assemblies save much time, make a better job. We provide 100-amp service to take care of present, future equipment needs.”



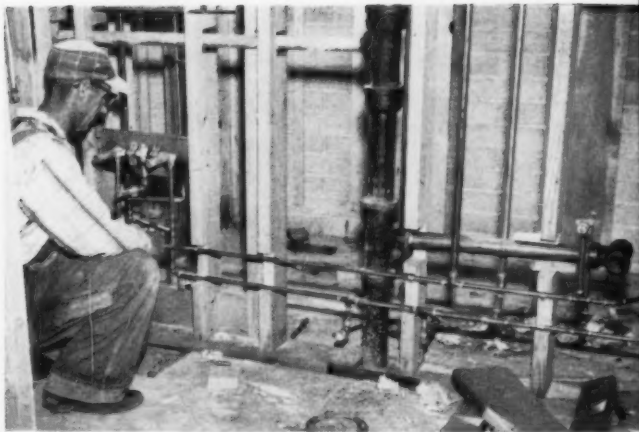
“ Precut rafters are set in position in advance by laborers—save carpenters' time.”

“ Our prefab ducts are dropped into place *before* we place ceiling joists. We frame in advance for ducts and heating unit: a big cost saver.”

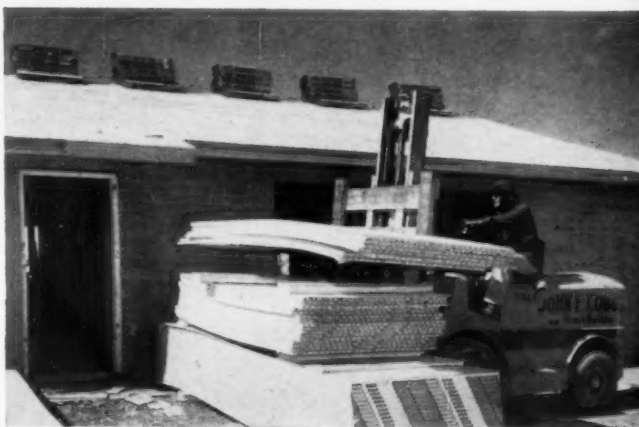
## time, cut waste . . .



“ Exterior masonry paint goes on *fast* with this 8" sheepskin roller. Two men do entire house in one hour; it's better quality than by brush.”



“ This is how our prefab plumbing components are assembled on the job. Everything for two baths and the kitchen is in one compact cluster.”



“ Our Yale 12' fork lift is a real time saver in unloading, spotting and placing such heavy materials as gypsum board. It's easy to handle.”



“ These two with headgear apply gypsum board interior of a house in 4 hours. Our crews are young, enthusiastic, and are highly specialized.”



““ This handy jig workbench is a time saver: two-man team installs 70 doors a day. They do a precision job with router, template, joiner.”

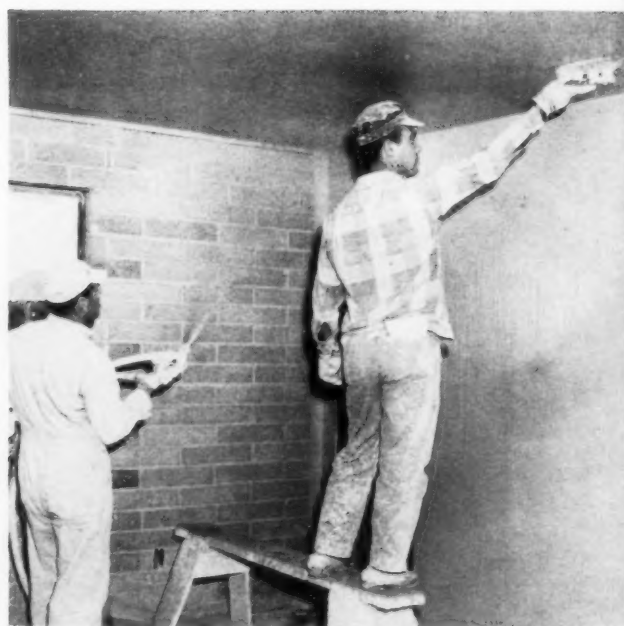


““ Roof boards are laid in place loose by laborers, then trimmed off by carpenter *before* nailing.”

**. . . power tools, power thinking reduce**



““ Taping machines like this cut time 1,000%. Our two-man crews have it down to a system, take 45 minutes to tape a house instead of one day”.



““ We find spray equipment a money saver in applying finishing wall texture. A crew of one sprayer and four daubers do a house in 45 minutes.”





•• My favorite time saver! These little wood 'scooters' are used by crew in nailing roof

boards. They love it, race each other from ridge to eave. Three men nail 6 roofs a day."

## costs, increase construction quality . . .



•• Another time and money saver: roof shingles are hoisted with this fork lift, spotted by laborer on roof right where they will be needed."



•• Our homemade sidewalk vibrator does the work of four men: handles 600' an hour. It vibrates, screeds and edges in one operation.

# EXCITEMENT!

... it's John Long's sales secret ...

## 13 SALES IDEAS THAT HELP KEEP LONG SOLD OUT 3 MONTHS AHEAD

**START** with exciting model homes and promote them in an unusual way.

**HAVE A STRIKING** theme on which to base your selling. Long's latest: "Years Ahead Homes."

**DO EVERYTHING** in a dramatic way: example: build a 380' sign.

**MAKE NEWS** and excitement with contests, movie stars, fashion shows.

**CHANGE** model homes often: always have one unusual house to talk about: radiant heat, heat pump, swimming pool, "talking house."

**PLAN** a continuing campaign in radio, TV, newspapers, billboards, handbills, based on live theme.

**HIRE** an expert to handle advertising, promotion, model homes.

**DISPLAY** and dramatize the hidden value products in your houses.

**HIRE** pretty girls to pass out handbills, wearing sandwich board ads.

**GIVE** your help to community projects, like planting trees, donating school and church sites, playgrounds.

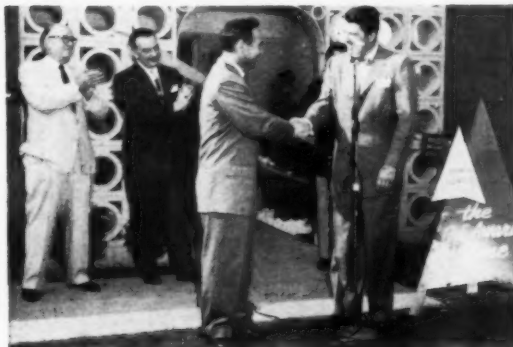
**BUILD** a model home at your Fair.

**HAVE A CIRCUS** clown to look after the kids, build a "flaming pool" in the patio, build an electronic kitchen.

**KEEP IMPROVING** your house, and keep telling the public about it.

Like sawing a straight edge, John Long's sales approach is easy to describe, hard to execute. He sells excitement related to homes and home ownership. Start with exciting model houses, he says. Have an unusual theme. Do it in a dramatic way. Make news by being different. Always have a striking or colorful act going on. Then play back over and over to the public your exciting story by means of radio, TV, billboards, bus cards, newspaper advertisements.

Long wages a sharply plotted campaign based on these premises. His model homes are the core of his promotion, and are popping with headline making ideas and features. To keep the sales pot furiously boiling, Long employs the services of Advertising Counselors of Arizona, where the work is in the energetic hands of James M. Hernly. Obviously, Long's advice on merchandising is: hire an expert.



**MOVIE STAR** Ronald Reagan helped bring out crowds at model home opening—part of the Long excitement.



"HIDDEN-VALUE" products are displayed near models.



**DO IT BIG** is Long's motto. He fences in his model homes with this 380' long billboard.



**DO IT DIFFERENTLY**, he says. This "Horizon" house featured radiant heat and heat pump.

**... and he smartly promotes the "hidden values" in his houses with quality product displays**



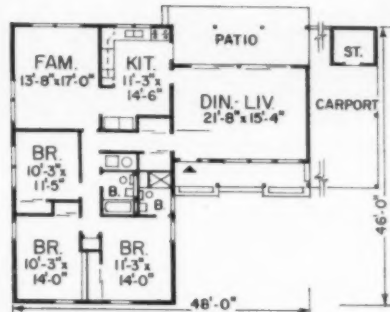
**DO IT RIGHT.** Long displays his quality products in booths where visitors can't miss them.

**MERCHANDISING**

# They build apart but they sell the



**ONE** of the top sellers is also the highest priced among all five models. At \$19,500, this three-bedroom brick ranch built by Howard Simpson contains 1,647 sq. ft.

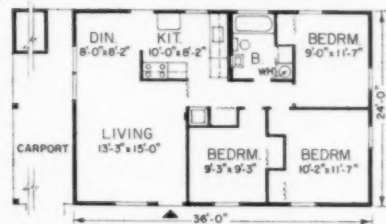


Glass wall in formal living-room wing overlooks patio. Bedrooms are off in wing of their own. Optional sliding doors can give family room additional openness.

Architect: Henry D. Norris, AIA, Atlanta



**LOWEST-PRICED HOUSE** is the other leading seller. It was put up by builders John W. Cox for \$11,300 and, in a slight variation, Georgia Land Co. for \$11,500. Open



layout of the dining area gives sweep to dining room and kitchen. Large living room is separated from family traffic between sleeping and eating areas.



**MIDDLE-PRICED MODELS**, for \$14,550 and \$14,950, are shown by builders D. L. Stokes and Jack W. Boone. Wide patio is secluded by 4' wall and joined to living



room by sliding glass doors. Second lavatory permits access from bedroom or laundry room. Open arrangement of adjacent dining area provides adequate work space.



# same brand of house

You wouldn't expect to see it in Atlanta. The Georgia capital had an estimated 2,500 unsold new homes last spring and competition has been rough. Yet, five competing builders did get together on the same promotion, and they did sell houses.

Mastermind of the deal was Lumber Fabricators Inc. (and its agency, J. Walter Thompson). The Fort Payne, Ala., prefab manufacturer bet it could crack this buyers' market by the proper use of consumer goods advertising and merchandising techniques. In this case it used cooperative dealer promotion.

Five models—ranging from \$11,300 to \$19,500—were put up in various locations around Atlanta. (Three of these houses are shown opposite.)

Lumber Fabricators gave the idea three months to work, from Apr. 13 to July 12. During this time it expected to: develop a valuable franchise for the Kingsberry dealer; increase sales for him; establish the dealer as a Kingsberry home-buying center; provide him with a steady source of listings; move his land; put a gigantic, steady, local advertising program behind him; provide a dynamic sales program for attracting top-flight salesmen.

How does the plan work? See below.

## Who does "what" and "how" when five builders sell together

### MANUFACTURER:

- Pays for two-thirds of builders' advertising and promotion.
- Provides personnel for organizing and executing entire merchandising program.
- Provides mass-selling merchandising aids at volume-production cost.
- Lends salesmen to help keep builder supplied with commitments.
- Contributes display-room layout.
- Trains sales people to handle model home sales and crowds.

### BUILDER:

- Provides model furnishings.
- Assigns four salesmen to model home.
- Provides point-of-sale merchandising.
- Supplies display room and equipment.
- Ties in with advertising.
- Contributes free refreshments, balloons for children on opening day.

See how seven builders sparked sales in

Phoenix with an "all-electric" parade

**SEVEN BUILDERS** set first Gold Medallion in Phoenix. Top row, from left: Anton D. Laake, Laake Construction Co.; Al Anderson, Jr., Anderson Building Enterprises; Bernie Young, Young Construction Co.; John Russ, Ard Hoyt Construction Co. Bottom: Bob Smith, Consolidated Construction Co.; David Blesh, Blesh-Sells Construction Co.; Lou Hoffman, B&L Construction Co.



## MERCHANDISING

# These builders sparked sales

"You can go absolutely nutty trying to decide which you like best—the heat pump or radiant heating." That's from an advertisement for the first Gold Medallion promotion in the Phoenix area. Nutty or not, Phoenixians did go for the all-electric homes on parade last February: more than 7,000 turned out in response to the king-size charge the builders put into their promotion.

Together, the seven builders who took part in the push (see picture above) created enough impact to sell 37 houses by May 1. And these were houses

in the \$25,-40,000 bracket (\$15,000 is "average" in Phoenix). All 37 were considered a direct result of the February promotion. At presstime a number of other sales were in escrow.

Sparked by the Salt River Power District, a local power company, the campaign kicked off Feb. 4, five days before the houses made their debut. This first bolt consisted of 17 announcements over four television stations, KTVK, KOOL, KVAR, and KPHO. On opening day, great chunks of newspaper advertising followed in the real-estate sec-





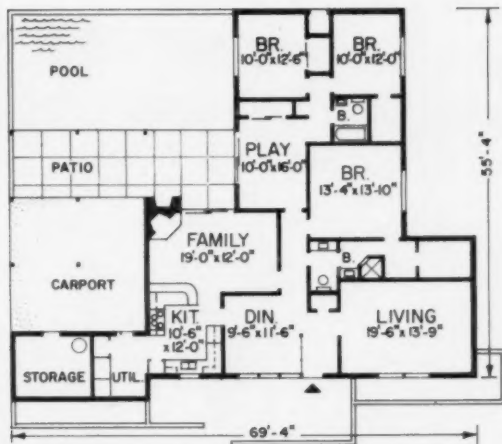
**MERCHANDISING: HOW 7 BUILDERS SPARKED SALES**



**From this model: 5 sales,**







**TWO AREAS**, apart from one another, comprise Hoyt house. One area for entertaining, the other for sleeping. Family wing was designed to include a 10x16' playroom or a fourth bedroom. Total: 3,700 sq. ft.

◀ **FRONT VIEW** is spectacular against background of Camelback Mountain and Praying Monk. Of contemporary design, house combines indoor and outdoor living with two patios—off family and living rooms.

## 20 prospects



**OTHER SIDE** of breakfast bar is the all-electric kitchen, with built-in range, oven, dishwasher, and garbage disposal. Full house power from certified electrical wiring is a hidden value in this house.

◀ **LOOKING** from kitchen into family room. Neat breakfast bar separates the two areas. Note corner fireplace. Sliding-glass doors lead from family room to huge covered patio with built-in barbecue.

**M**ost spectacular of the seven model houses in Phoenix's all-electric "parade" is the one put up by Hoyt Construction Co. Builders Ard Hoyt and John Russ placed their model in a breath-taking desert setting with a beautiful mountain view.

Outstanding features of this \$27,750 home are its electric radiant heating, refrigeration, and air conditioning. Among products included in the Hoyt house are: American Standard plumbing fixtures; General Electric appliances; Superlite blocks; Mill cabinets; Schlage hardware; Matico vinyl floor covering; G.E. radiant cable-ceiling heating; remote Carrier refrigeration; Sun Valley swimming pool.

Three weeks after the model opened, the builders had made five sales, had 20 additional "live" leads.

**These houses stir  
the buyer's imagination** ▶



**VIEW** across the family room into the kitchen of the Young Construction Co. model. The all-electric house features a host of brand-name products, including: Betterlite & Susan Ideal electrical fixtures; Amstan plumbing; Deero paint; Hotpoint appliances; Superlite blocks; Schlage hardware; G.E. heating; Carrier refrigeration.



**MERCHANDISING: HOW 7 BUILDERS SPARKED SALES**

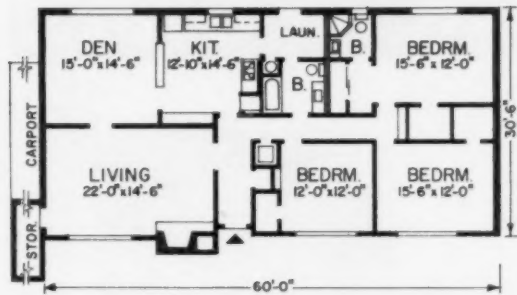


## These "all-electric" houses



**ALL-ELECTRIC** kitchen adjoins dining area in Anton D. Laake Construction Co. model. Products used include: Lightolier electrical fixtures; American Standard plumbing; Pittsburgh paint; Hotpoint appliances; Pumice, Superlite blocks; American Glass; Schlage hardware; Antico floor covering; Carrier heat pump.





**WITH 1,800 SQ. FT.**, this plan provides spaciousness: center hall, walk-in closet in each bedroom, large chambers. Note economy, however, in central location of all plumbing. House sells for \$26,900.

◀ **FRONT VIEW** of Bernie Young home. Young was a winner in the 1957 AMERICAN BUILDER competition "in recognition of quality construction featuring Hidden Values." A Hidden Value is a product or technique that adds to the life, strength, or value of a building but whose presence or inner quality cannot be seen in the finished structure.

## stir the buyer's imagination



**CENTER HALL** divides Laake house in two, with bedrooms along one side extending back toward 40x10' covered patio in rear. Total here: 2,400 sq. ft.; \$34,500 up.

◀ **UP FRONT** as you enter are breakfast nook and kitchen. Large drive-through carport at right adjoins utility room. Living room faces rear porch, as does adjacent family room, with large fireplace.



"We built over 762 rental units in '57, are going substantially ahead in 1958," says Hedrick.

"TYPICAL of the apartments we put up is this two-story that has 14 one- and two-bedroom rental units. Costs are kept low by sticking with contemporary design. Outside walls are stucco on frame. Ground level has slab floors."



## He sells these apartments

**HEDRICK'S CALIFORNIA PACKAGE**

- 8 Deluxe Units ready for you
- Colored Bath Fixtures
- 6 Carpets
- Carpeting the Kitchen & Bath
- T.V. & Telephone Outlets
- Glass Shower Doors

Other 1 & 2 Bedroom Apartments

**47 APARTMENTS**

**JH HEDRICK CO.**  
431 N. SAN GABRIEL BLVD., SAN GABRIEL, CALIF.

**8 ONE BEDROOM APTS. \$24,160**

ALSO MODELS: BATHS, KITCHENS, SHOWER, TUBS, ETC.

Write or Call for Our List of 28 Jobs now Building

**2 JUST FINISHED APTS.—SUN. & MON. 12 TO 5 P.M.**

1162 VENICE BLVD., L.A. (Just south of Pacific Blvd.)

6616 PENNEY HAMA AVE., SEASIDE (Just north of Pacific Blvd.)

At Our Office: **5 MODELS** Open Daily & Sunday 9 A.M. to 8 P.M.

BUILDERS AND CONTRACTORS FOR OVER NINE YEARS

**HEDRICK CO.**  
431 N. SAN GABRIEL BLVD., SAN GABRIEL, CALIF. 7-3285

"You have the lots . . . we do the rest," reads a line in a newspaper ad placed recently by builder J. H. Hedrick. This simple phrase backed up with a complete buyer service is no doubt the underlying reason why Hedrick and Co. is having such a tremendous success building and selling low-cost apartments—they now have 40 going up at one time.

Hedrick realizes that many of his buyers have never owned an apartment building before and need help. His eight-man sales staff is trained to give this help. They are actually engineers or have an equivalent technical training and so are in a position to render a real service to the buyer. His top-flight foreman and craftsmen are all working under incen-

◀ "OUR NEWSPAPER ADS feature our lowest priced, deluxe apts. The former are 1-bedroom, 404 sq. ft. units priced at \$3,020 each. In a 8-unit package with 6 carports they can be placed on a 50x150' lots for \$24,160."



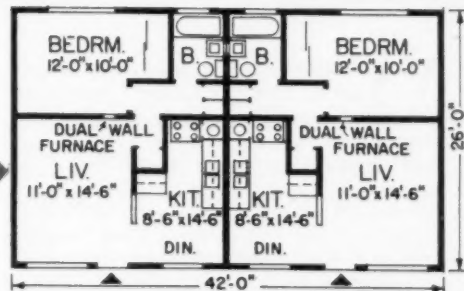


## like houses

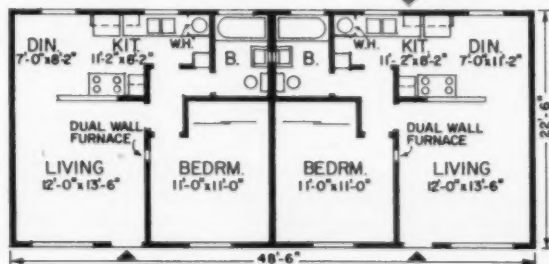
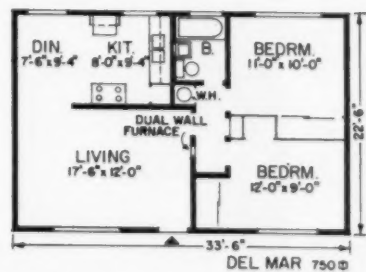
tive programs to deliver the "goods" on the desired date. His apartments have been averaging 3½ months to completion.

Given the size of the lot and its location, the sales engineer can counsel the buyer as to the number of apartment units to go on the lot, whether they should be minimum or swank, the proportion of 1-bedroom units to larger units, how many carports, what type of built-ins and so on. If the buyer doesn't have a lot, Hedrick will help him find one.

### WHAT



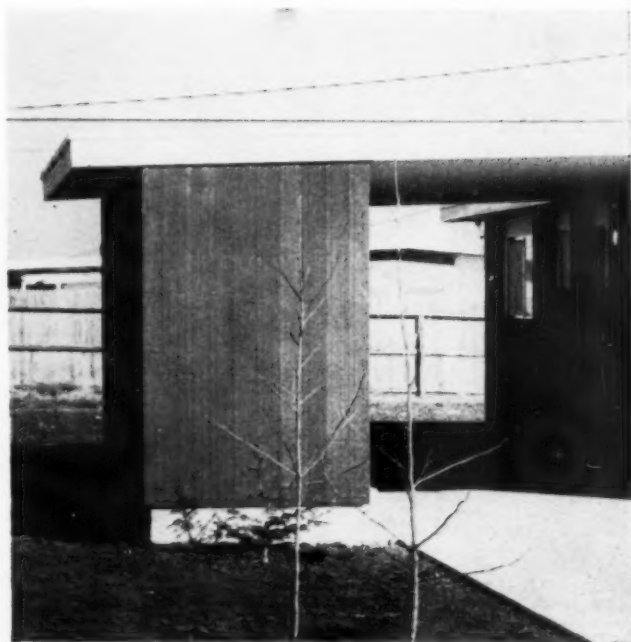
### HOW



"THREE basic plans are used to make up the 14 one- and two-bedroom units. We have developed 40 different floor plans which will fit any lot or circumstance."



**SUPERIOR DESIGN** makes this Lubbock, Tex., house look more costly than \$12,300 (with land). Builder Cecil Jennings and architect Donald Honn planned it. Second bath and exterior brick make up for lack of appliances.

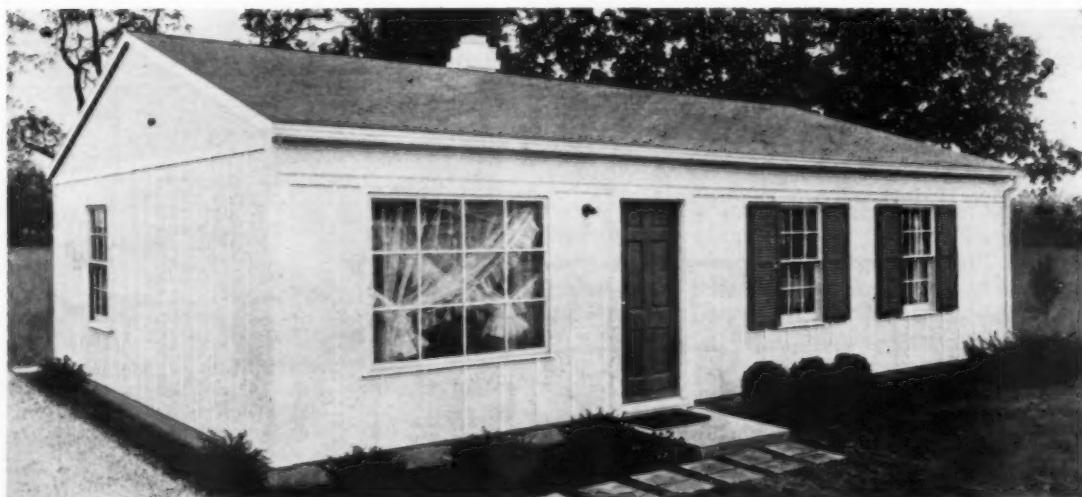


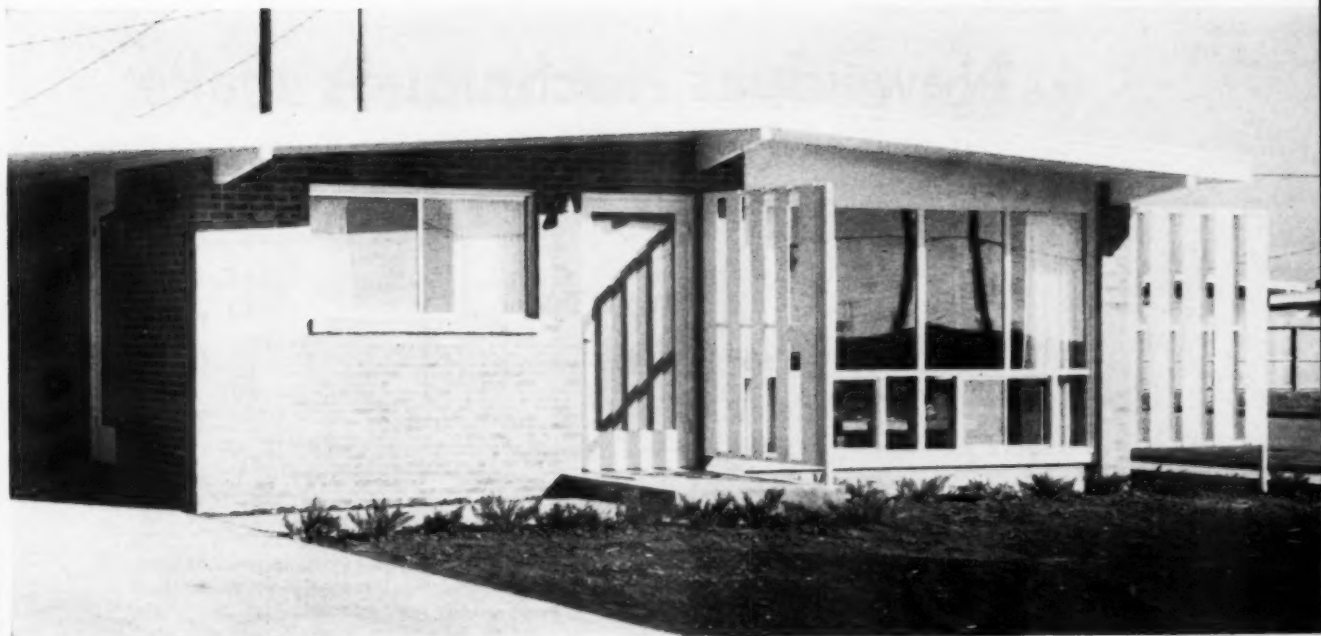
## Here are 8 low-cost houses for

**VA**-insured loans and low-cost housing go together now like Casey Stengel and baseball. The big reason: renewed no-down-payment provisions fit the pocketbook of low-income families. And since the passage of the new housing law, money for VA financing is much easier to get.

Two other government programs are presently giving low-cost housing a boost. They are: 203 (i) for undeveloped areas, and 221 for displaced families. In future issues, **AMERICAN BUILDER** plans to present the full story on each of these.

Financing is not the only significant point in to-





## the booming VA market

day's low-cost picture. Take a close look at the houses on this and the next two pages. Notice how styling has changed—for the better. The Cecil Jennings-built house above is an outstanding example of good design and low cost teamed up. It sells for \$12,300 with land.



◀ **PREFABS** are taking a bigger part today in low-cost housing. This is National's Fairlane built by Monge Bros., Inc., in Pekin, Ill. Price: \$9,950 (with land). Though a "basic" design, it's well-built and payments can be carried by the man making \$3,700 a year—a huge market.

### What is a low-cost house?

#### Is there a need for one?

*The words, "low cost," applied to houses, have gained an unsavory tone. To a host of the general public, and remarkably enough, to many builders, "low cost" means "jerry-built."*

*Today, this is like saying the Plymouth is a pile of junk because it doesn't have the same price tag as the Chrysler Imperial.*

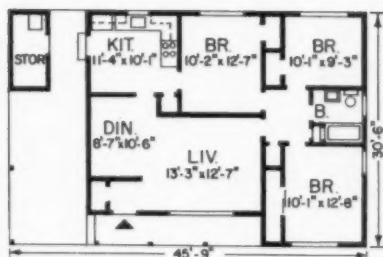
*Of course, this is silly. We don't know where the notion got started, but let's begin stopping it now. With modern building techniques and more improved (and less costly) products coming on the market every day, building a livable, durable, comfortable, under-\$12,500 house with land is possible almost anywhere in the U.S.*

*And the demand? Let the projects speak for themselves. Wherever low-cost housing developments have sprung up, sales have gone like firecrackers on the Fourth of July.*

# New ideas, techniques make



**PLEASINGLY** designed to fit the current architectural trend in Birmingham, Ala., this model was built by G & H Home Builders; sells for \$11,050 excluding land. G & H head, V. S. Gravlee, is also president of the



Alabama HBA. Plan is a gem in putting space to work. Entry is a perfect example. What could be simpler than dropping in a partition to make space for coat closet and foyer, and to define the limits of the dining area.



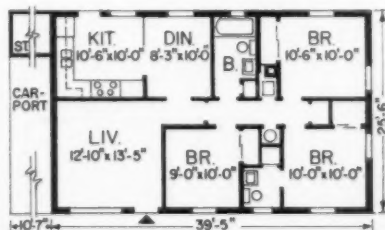
**FINANCED** by VA, FHA or conventional loans, this 925 sq. ft. San Diego, Cal., model sells for \$12,250 with land. Built by Shattuck Construction Co., it's stripped of major appliances, but includes a garbage disposer to



help catch the woman's attention. Lengthwise plan with attached garage permits roof line that gives house breadth, while house itself provides sense of depth. The result is a house that looks much bigger than it really is.



**HERE'S** a well-built Memphis, Tenn., house that starts at \$10,400 with land. Gable-broken roof line is a familiar sight in Memphis, and brick adds much to its saleability. House is one of Cooper Realty Co.'s models.



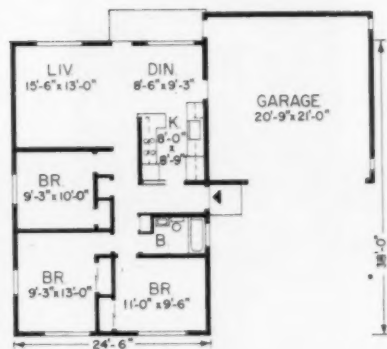
Separate dining room is unusual in the low-cost home. This and half-bath off master bedroom give buyers a feeling of high-cost home luxuries. However, interior storage space suffers by bath's addition.



# these houses top values today



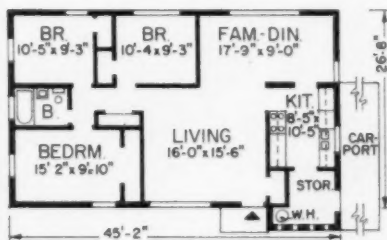
**SMART-LOOKING** design, a good plan, plus a built-in garage and oven make this a pretty sensational buy at \$11,950 (with land), even in San Leandro, Cal. Builder is Stanley M. Davis, and the design is his own. In the



area, where "gingerbread" is popular, effect is simply achieved with scalloped frame, diamond panes. Underlying feature of low-cost house plans is absolute minimum of waste space. See how intelligently it's done here.



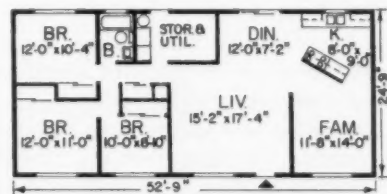
**IN FLORIDA**, where building costs are lower than in cold climates, Adler-Built Homes was able to add a "Florida" room to the plan, and still offer it for \$12,500 with land. Concrete block and stucco construction gives



it the clean, white Florida look. An idea in this plan that any builder could profit by: the storage area. Convenient to the kitchen for extra food storage, it serves double duty as a "mud" room; logically houses utilities.



**HIP-ROOFED** model is still a top seller. Costs were cut in this house by panelizing wall sections, using trusses in the center portion of the roof. Selling price is \$11,500 with land, and it's located in Yakima, Wash.



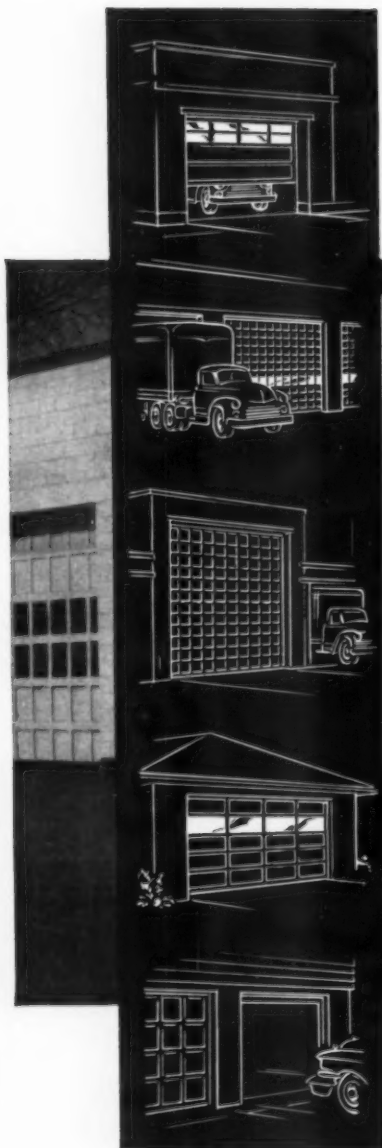
United Builders of Washington, Inc., are the builders. Remarkably enough, there is over 1,270 sq. ft. of living space here—approximately \$7.50/sq. ft. not including the price of land. Plan is well laid out, too.

**EXTERIOR GRADE DORLUX® PANEL**  
**Lifetime Guarantee**

The panels of this door are Exterior Grade Dorlux, a product of Masonite Corporation. Dorlux is a wood product selected by the manufacturer of this door to give you the best in quality, beauty, and service. These panels are guaranteed not to split, splinter, delaminate or crack due to any natural conditions of weathering. If a Dorlux panel fails in any of these ways, notify Masonite Corporation, giving conditions of failure, and name of door manufacturer. After verification of the failure, Masonite Corporation will furnish a new door section or an entire new door, depending on the circumstances, at its expense.

(MANUFACTURER'S NAME)

© Masonite Corporation, Chicago, Ill.



*a hundred ups and downs a day...  
 Masonite's Lifetime Guarantee still applies*

You never have to worry about the panels in the garage doors you install—not when they're made of Masonite exterior grade Dorlux.

No matter how much day-in and day-out service an upward-acting door must take, the Dorlux panels won't split, splinter, delaminate or crack.

Dorlux is fast becoming the standard panel material for the industry. It has no knots, no grain or surface imperfections. It's easy to paint and holds paint longer. Dimensionally stable, it accepts sub-zero

weather on one side and relatively dry, heated air on the other. It resists impact and abrasion.

When you order overhead-type garage doors, specify Masonite® Dorlux® panels. They're Lifetime Guaranteed! Masonite Corporation, Dept. AB-6, Box 777, Chicago 90, Illinois.



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# The Payoff Departments

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- New Products and Catalogs**..... 112 →  
Builders' supermarket for information on prefinished plywood paneling, other new products and catalogs.
- Land Planning**..... 150 →  
The satellite community: an answer to the land crisis.
- How To Do It Better** ..... 157 →  
How I miter beveled siding with a portable power saw.
- Buying Guide**..... 164 →  
A/C can help make any house more saleable.
- Cost Saver**..... 168 →  
You can reduce your concrete costs . . . make maintenance of forms part of your building routine.
- Ask The Experts**..... 184 →  
Builder requires two large trusses for shop expansion.
- Building Custom Extras**..... 186 →  
Fireplaces: 17 good ways to build them.
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There's no limit to the width of your house with this multi-gabled roof design.
- Merchandising Ideas In Action**..... 206 →  
Case history of a successful sales promotion.
- The Month Ahead**..... 210 →  
Things for builders to think about during July.

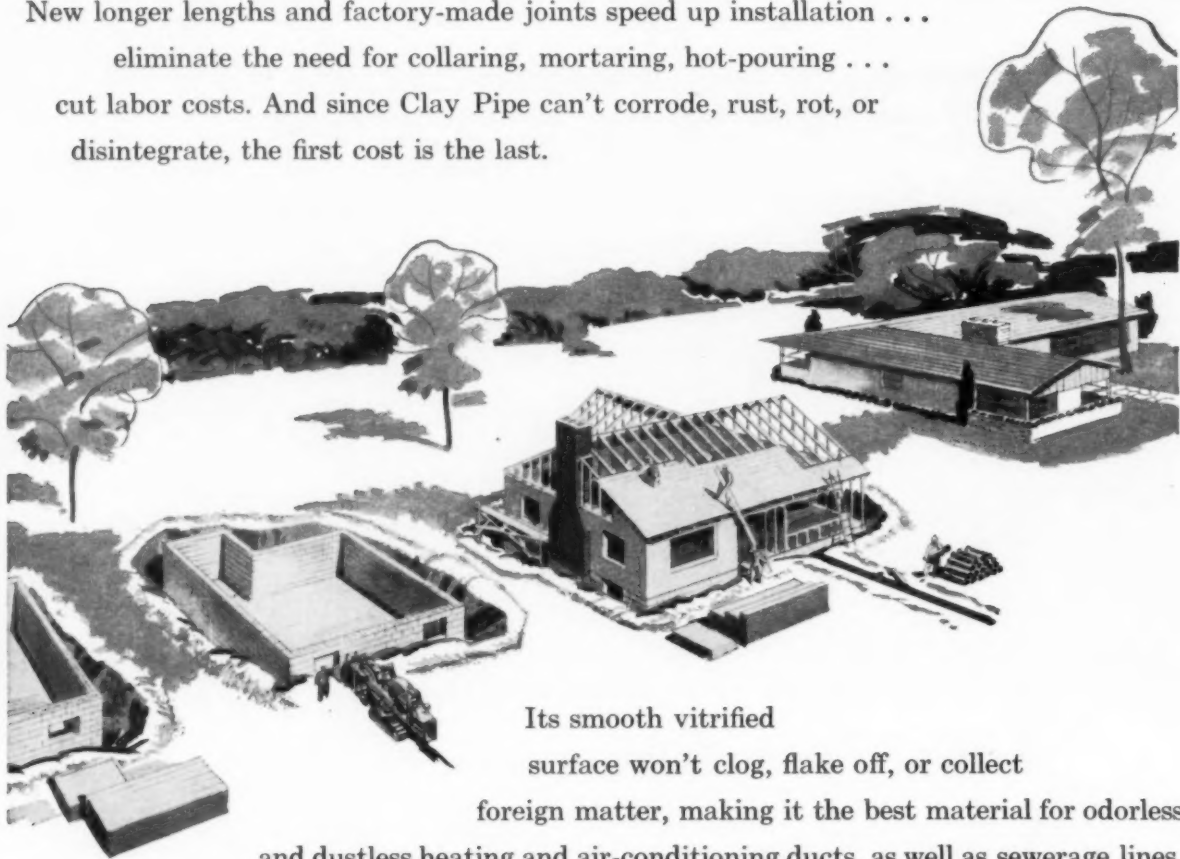
# *Cut Construction Costs without sacrificing quality*

Impossible? Not when Clay Pipe is on the job!

Whether the project is residential, public, or industrial, Clay Pipe is the only pipe that keeps installation costs low *without* sacrificing quality.

New longer lengths and factory-made joints speed up installation . . .

eliminate the need for collaring, mortaring, hot-pouring . . .  
cut labor costs. And since Clay Pipe can't corrode, rust, rot, or disintegrate, the first cost is the last.



Its smooth vitrified surface won't clog, flake off, or collect foreign matter, making it the best material for odorless and dustless heating and air-conditioning ducts, as well as sewerage lines.

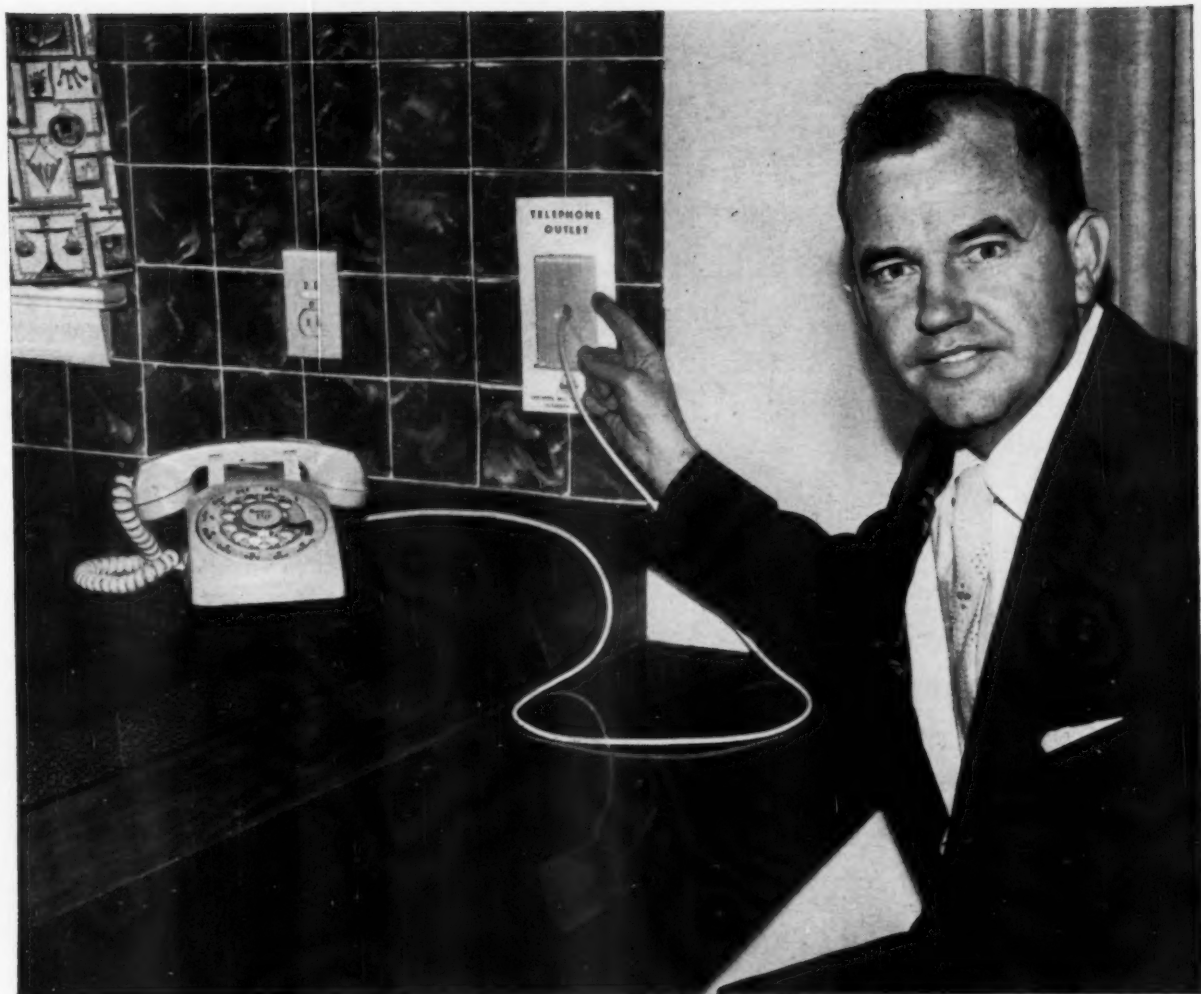
Remember, substitutes may have one or two of Clay Pipe's features . . . but *only* Clay Pipe has *all* the features you can trust.

C-158-8

*Vitrified* **CLAY PIPE** *Never Wears Out*

**NATIONAL CLAY PIPE MANUFACTURERS, INC.** 1820 N Street, N. W., Washington 6, D. C.  
311 High Long Bldg., 5 E. Long St., Columbus 15, Ohio • 783 Ninth & Hill Bldg., Los Angeles 15, California • Box 172, Barrington, Illinois • 206 Mark Bldg., Atlanta 3, Georgia





Mr. Hughes points to the kitchen telephone outlet in one of his new "Chestnut Hills" homes, near Greenville.

## "For very little cost, telephone outlets add a big sales plus"

—says JACK HUGHES, Builder, of Greenville, S. C.

"Concealed telephone wiring is a tremendous sales feature," says Mr. Hughes. "We feature it in our advertising and tell our salesmen to use it as a major sales point. People actually look as much for telephone outlets as they do for electrical outlets.

"To stay competitive we must put in extras—and telephone outlets are an extremely reasonable value to a builder. For very little cost, they add a big sales plus to a home. Prospects can see that

these outlets are going to mean convenience and an attractive telephone installation."

\* \* \*

*Your local Bell Telephone Business Office will be glad to 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.*

**BELL TELEPHONE SYSTEM**



# Whatever you build— USE TRUSCON ALUMINUM SINGLE- AND



**No other aluminum window can match all these quality features:**

1. Etched and lacquered.
2. Solid white bronze hardware, burnished and lacquered.
3. Flush integral continuous lift.
4. High humidity gutter.
5. Positive vent stops.
6. Heavy extruded sections.
7. Self-compensating spiral balances.
8. Full perimeter silicone-treated wool pile weatherstripping.
9. Vent corners mechanically interlocked with screws applied for maximum rigidity.
10. Removable parting strip.
11. Screwless mullions, nailing strips and anchors.
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13. Snap-in muntin bars.
14. Extruded full and half screens.
15. Combination storm sash and screens.

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Never a window like this window! And, only the maker of the world's largest selling double-hung window could bring it to you. Truscon knows your problems . . . and has solved them in aluminum.

Frame, masonry, veneer, concrete block, stucco . . . this window fits them all. New design aluminum extrusions and advanced engineering give you all the advantages of an integral fin trim without the disadvantages. This fin flexibility makes it possible for this one window to be used in all construction types, with 100% conformity to regional preferences.

With all this, it costs no more! Send coupon for specifications, sizes, details of the Series 158 Aluminum Window by Truscon.

Wherever you build—  
**DOUBLE-HUNG WINDOWS**



**REPUBLIC STEEL**

*World's Widest Range of Standard Steels  
 and Steel Products*



**REPUBLIC STEEL CORPORATION** • **TRUSCON STEEL DIVISION**  
 DEPT. C-3474 • 1512 ALBERT STREET • YOUNGSTOWN 1, OHIO

Please rush details, sizes, specifications on Truscon Aluminum  
 Windows, Series 158.

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_ Address \_\_\_\_\_  
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WE ASKED A BUILDER WHAT HE  
THOUGHT OF THIS PRODUCT:

“Why I like it?”

It saves time . . .

. . . and everything

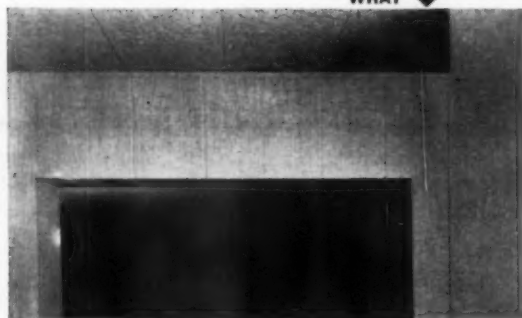
is prefinished.”

. . . Builder Paul Grewe



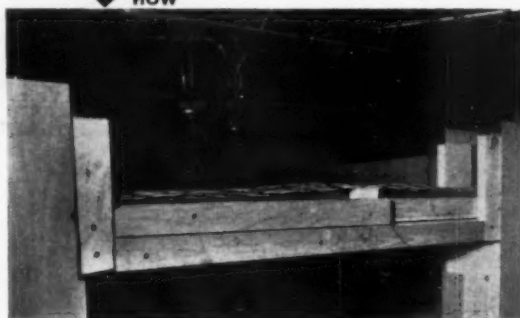
“Plywall can be erected very quickly. We nailed a piece of solid backing to it . . . and we nailed at every stud and furring strip. Furring strips were placed in a vertical position, 16" apart.”

WHAT



“There was very little wastage. Plywall was used in doors or as trim, too. . . . Even for a long planter.”

HOW



“There is a trough in the top of the walls. This is handy for an electric wire depository.”

The office above is part of a Fort Wayne, Ind., clinic. Grewe Contractor Corp. designed and built the clinic. They had to do the job quickly, and keep a maximum of flexibility for future expansion. For interior finish they used Plywall, a prefinished plywood paneling (No. X7, p. 114).

The panels are durable. They match exactly because of a photographic process which transfers

the wood grain image directly to the panels.

With finishing and painting eliminated, Grewe's men could install Plywall while other interior construction was still going on. The panels went up quickly, their seams disappearing to give the effect of another groove. Color-matched putty hid the nail holes. The finished job matched perfectly . . . can be matched again if necessary.



You are entering the **American Builder**

# Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



## BUSINESS REPLY CARD

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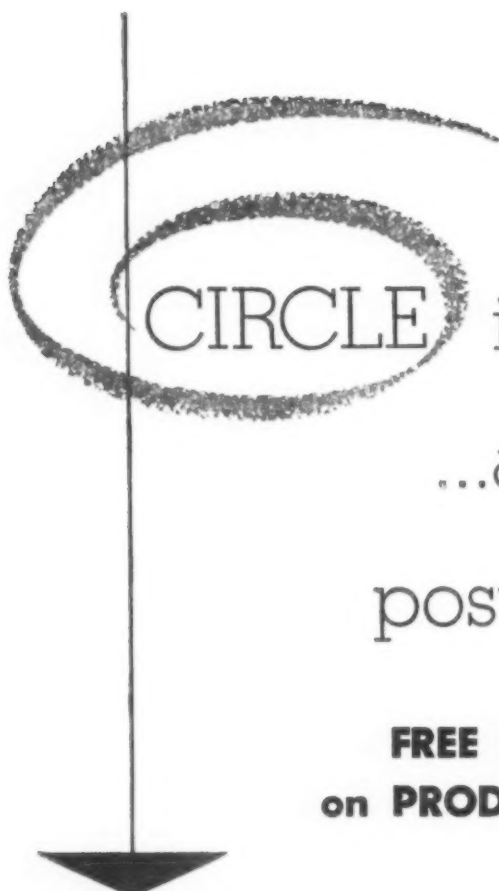
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...and mail this  
postcard today

FREE INFORMATION . . .  
on PRODUCTS & EQUIPMENT

**FREE INFORMATION - ON PRODUCTS and EQUIPMENT**

**BUYING GUIDE**

- X1 Frigidaire air conditioner
- X2 General Electric room unit
- X3 Lennox Industries a/c
- X4 Dacor air conditioner
- X5 Bryant air conditioner
- X6 Minneapolis-Honeywell thermostat

**NEW PRODUCTS**

- X7 Plywall Products paneling
- X8 Arthur Cox & Sons doors
- X9 Riddis Plywood paneling
- X10 Electronic Water Purifier Co. water filter
- X11 Massey-Ferguson tractor
- X12 TelCo TV wiring outlets
- X13 Belsaw Machinery tool
- X14 Mason's Pal Products brick carrier
- X15 Lunda Div., Swain & Myers shelving
- X16 Cannon Electric fixtures
- X17 Masco Screw Products
- X18 McQuay packaged chimney
- X19 Music & Sound intercom
- X20 Boise Cascade sheathing
- X21 George Evans filter frame
- X22 Cordley Hayes water cooler
- X23 Nat'l Gypsum insulation
- X24 Alliance Mfg. garage door operator
- X25 Design Industries Panels

**CATALOGS**

- X26 Superior Electric "Lustral" controls
- X27 Lighting Dynamics
- X28 Virden lighting kits
- X29 Wadsworth Electric Mfg. Co.
- X30 Owens-Corning Fiberglas electrical insulation
- X31 Keesbey & Mattison Co.
- X32 Typhoon Heat Pump Co.
- X33 Caterpillar Tractor Co.
- X34 Globe-Cleveland pipe hanger
- X35 David Lily Cartoons
- X36 Market Electric Products baseboard heating
- X37 Air Control Products, Inc.
- X38 Silvara Quarries stone
- X39 Smith & Loveless water, sewage equipment
- X40 Macdon Duralite Co. plastic laminates
- X41 Hall-Mack bath accessories
- X42 Calatex ceilings
- X43 Wesix Electric Heater Co.
- X44 Gang-Nails roof truss
- X45 Georgia-Pacific redwood
- X46 Sears, Roebuck kitchens
- X47 Simpson Timber Co. redwood
- X48 Miller Bros. oak flooring
- X49 Nat'l Terrazzo & Mosaic Assn. tile
- X50 Ben-Her kitchen styling
- X51 Asbestos-Cement Products
- X52 Gypsum Assn. wallboard

- X53 Lenks Mfg. step check rule
- X54 Henry Mfg. Co.
- X55 Lennox Industries, Inc.
- X56 Roca Laminated Products
- X57 Protection Products Mfg.
- X58 AllianceWare tub
- X59 California Redwood Assn.
- X60 Michal & Pfeffer railing brackets

- X61 Park River Tree Farm Products panels
- X62 Chevrolet trucks
- X63 Finger Lakes Stone Co.

**WESTERN NEW PRODUCTS**

- X64-W Acorn Adhesives cement
- X65-W Sullivan Sales Co.

- X66-W Woodmark Products Enclite Products masonry units
- X68-W Forest Fiber Products General Concrete Products
- X69-W Forest Fiber Products
- X70-W O Kelley-Eccles Co. concrete block
- X71-W Sani-Top, Inc. sink accessories
- X72-W Linseed Oil Products wood finish

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JUNE, 1958

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**PLEASE CHECK YOUR FIELD OR OCCUPATION**

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Signature \_\_\_\_\_

*"Just so it has a WASTE KING Dishwasher!"*



# Ventrala

the **QUALITY** line

Presents a **COMPLETE** line of **WALL and CEILING VENTILATORS** featuring

**MODEL 920**



... An Amazing **MULTI-POSITION VENTILATOR** with the **AUTOMATIC Weatherlok SHUTTER**

Solves any installation problem that arises.

Now it is possible to correctly locate a fan for maximum efficiency.

Easily installs in Walls, Ceilings, Soffits or Cabinets.

UL and CSA approved

**PLUS RANGE HOODS**  
in 3 Push-button Controlled Series

COMPLETELY ADAPTABLE FOR ANY KITCHEN INSTALLATION



The 1500 Series

Features the "New Look" in contemporary design, engineered to Ventrala's famous standards of beauty, performance and dependability.

Factory installed fan housing. Unit completely pre-wired ... ready to install. Includes CONCEALED LIGHT FIXTURE, PUSH-BUTTON CONTROLS, FILTER and REDUCER WITH POSITIVE BACK-DRAFT SHUTTERS.

1600 Series  
Twin blower range hood ventilator


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Solid top hoods

"AS REFRESHING AS THE GREAT OUTDOORS"

products of

**VENTROLA MANUFACTURING COMPANY**

OWOSSO, MICHIGAN



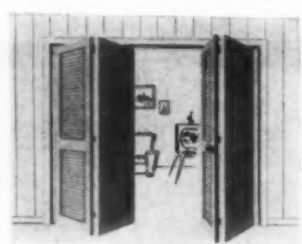
Write for **COMPLETE** information

Ventrala Manufacturing Co., AB-658  
Owosso, Michigan  
Please send catalog of Ventrala products

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

Mfr.  Distr.  Dealer  Arch.  Other

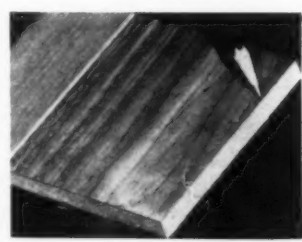
**NEW PRODUCTS . . .**



**Doors give full access**

Door hardware now allows doors to fold back for full access to wardrobe, passageway and pass-thru openings. Edge-mount type hardware eliminates all floor obstruction; is totally concealed. Arthur Cox & Sons, Inc., Dept. AB, 70 N. Sycamore, Pasadena, Cal.

Circle No. X8 on reply card, p. 114



**Has hidden-value core**

Wood paneling has hidden-value Timblend core. Gives added stability and resistance to movement. Permits paneling to be applied directly to studs or furring strips. Comes in selection of eight woods. Roddis Plywood Corp., Dept. AB, Marshfield, Wisc.

Circle No. X9 on reply card, p. 114



**Water filter for the kitchen**

Latest kitchen hidden-value product is a portable water filter. Removes all iron, chlorine tastes, and foreign matter. Only 2' high and 6" in diameter. Fits easily into cabinet under sink. Electronic Water Purifier Co., Dept. AB, 5825 W. Fullerton Ave., Chicago 39, Ill.

Circle No. X10 on reply card, p. 114



**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 lightweight 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

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Homes With a Better  
Sales View Have

# Ponderosa Pine

## WINDOWS

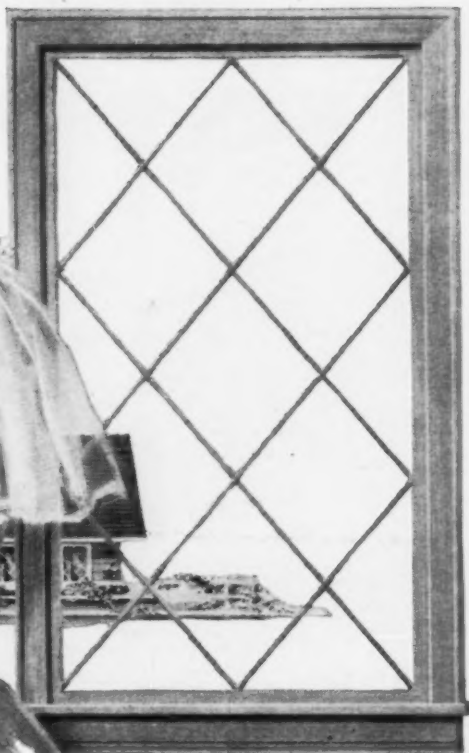
Your homes will have real sales appeal with Ponderosa Pine windows. Smart buyers are being told in the pages of Life, Better Homes & Gardens, The Saturday Evening Post, and other leading publications that modern Ponderosa Pine Window Units are easy to install with a weather-tightness that resists moisture, cold, heat, and dust. Preservative treated for long life, these units may be painted, waxed, stained, or varnished to match any decor. These are all good reasons why wood is preferred 2 to 1 over any other window material for American homes. Write for your Free sample kit of Builder-designed Merchandising Aids—today!

BEST BUILDER'S GUIDE TO WINDOW QUALITY



This American Wood Institute Seal on windows you install is your customer's assurance that they conform to the U. S. Department of Commerce Commercial Standards and are:

- Correct in design
- Properly constructed
- Made from carefully selected kiln dried lumber
- Preservative Treated
- Properly balanced
- Efficiently weatherstripped



Because Wood is so good to live with

# Ponderosa Pine WOODWORK

An Association of Western Pine Producers and Woodwork Manufacturers

39 South La Salle Street  
Chicago 3, Illinois

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When they ask to see the Furnace...  
**...SHOW THEM THE ONE THAT'S**  
*Show them SUN VALLEY\* All-Year<sup>®</sup>*

\*TRADEMARK PRODUCT OF ARKLA AIR CONDITIONING CORP., EVANSVILLE, IND. & SHREVEPORT, LA.



# AN AIR-CONDITIONER TOO!

## Gas Air-Conditioning by ARKLA-SERVEL!

**Cools the entire home in Summer  
from a single compact Gas unit.  
(Heats in Winter, too!)**

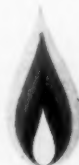
**SHOW THEM** the most effective way to beat any heat spell. No more drafty fans . . . no more spot cooling in a couple of rooms. The Sun Valley\* by Arkla-Servel cools the entire house (every room of it) from a single compact unit. And your prospects will like the peace and quiet of the Sun Valley\*, too! There's no noise because there are no moving parts in the cooling system.

**SHOW THEM** how easily the air conditioner can be turned into a furnace when blustery winter comes booming in. A simple dial setting—and presto!—the Sun Valley\* by Arkla-Servel is the most wonderful furnace! It circulates gentle warm air to every room of the house. And with Gas your prospects will never have to worry about late fuel deliveries—dependable Gas is piped right into their homes.



**SHOW THEM** how a single and simple thermostat looks after them night and day—with complete and correct moisture control both winter and summer. They merely set the thermostat to a desired temperature, and the Sun Valley\* maintains that degree of heat or cooling around the clock. They're safe from all kinds of weather . . . and further protected by Arkla-Servel's five year warranty, too. AMERICAN GAS ASSOCIATION.

# ONLY GAS



**does so much more...  
for so much less!**



*Fatigue Minimized with Waist-Level Material Platforms*

## Low-Cost Steel Scaffold Speeds Light Construction

### 4-BY-4 Scaffold Advantages:

- ★ Complete line available, including 4' and 6' high frames, and accessories for every need.
- ★ Tubular steel construction is long-lasting and safe—yet light and inexpensive.
- ★ Horizontal platform supports every 16 in. permit waist-level material platforms—reduce bending.
- ★ All frames have a built-in ladder.
- ★ Scaffolds can be used safely at heights to 40 ft.
- ★ Capacity 50 lbs. per sq. ft.

### SAFWAY 4-BY-4 MAKES WOOD SCAFFOLD OBSOLETE; PERMITS BETTER, SAFER WORK

CAN YOU OBTAIN the advantages of steel scaffolding at a low enough cost for your light duty construction work?

*The answer is an unqualified "YES" when you use tubular steel Safway 4-BY-4 frame type scaffold—even on small maintenance jobs. 4-BY-4 is priced so low it makes wood scaffolding obsolete!*

And you save on the job as well as in first cost. 4-BY-4 gives you time-saving convenience that means so much in your competitive bidding. You get better workmanship as fatigue is minimized, with men able to spend full time at their craft. You get positive safety at all levels and under all conditions.

### GET COMPLETE DETAILS!

On your next job, call your nearby Safway office for scaffold planning and erection service. Ample local stocks are available for sale or rental. Recommendations made without obligation. And write today for free illustrated BULLETIN 66 to...



- RENTED and
- SOLD by distributors everywhere

**SAFWAY**  
STEEL PRODUCTS, INC.  
6221 W. State St., Milwaukee 13, Wis.

## NEW PRODUCTS . . .



### Tractor offers power plus

Industrial styling and features distinguish the Work Bull 202. Has high-torque engine which meets heavy duty demands. Davis loader attaches directly to tractor. Pump drive and mounting are built into tractor. Massey-Ferguson Industrial Div., Dept. AB, 1009 S. West St., Wichita, Kans.

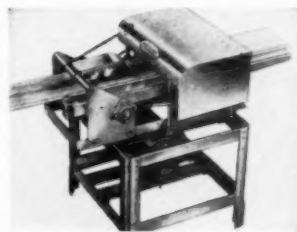
Circle No. X11 on reply card, p. 114



### Wire your houses for TV

Wiring system provides numerous TV plug-in wall outlets. Makes full-strength antenna signal available for TV sets in any room. Kit (shown above) contains materials needed for this simple, efficient process. TeVco Insulated Wire, Dept. AB, 108 Prospect St., Burbank, Cal.

Circle No. X12 on reply card, p. 114



### Tool does job for three

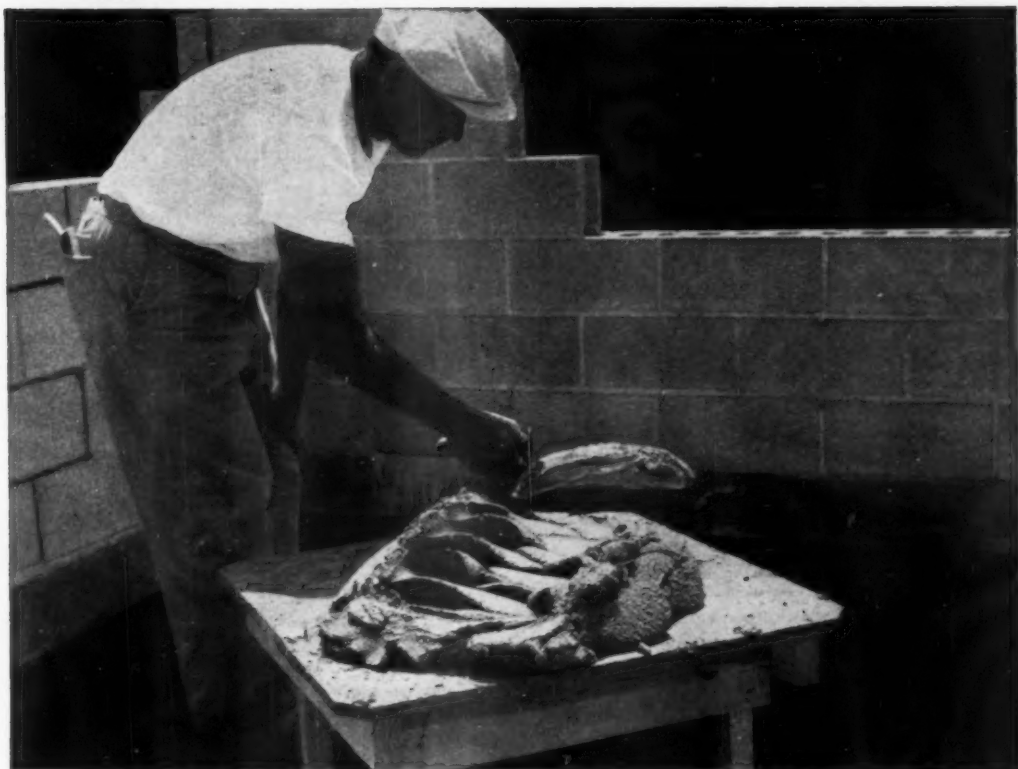
Multi-duty power tool produces lumber to desired width, thickness and pattern in one continuous operation. Serves as power-feed rip saw, planer and molder, or combination of all three. Sells for under \$300. Belsaw Machinery Co., Dept. AB, 315 Westport Rd., Kansas City Mo.

Circle No. X13 on reply card, p. 114



# BRIXMENT

## *Better Mortar for Blocks*



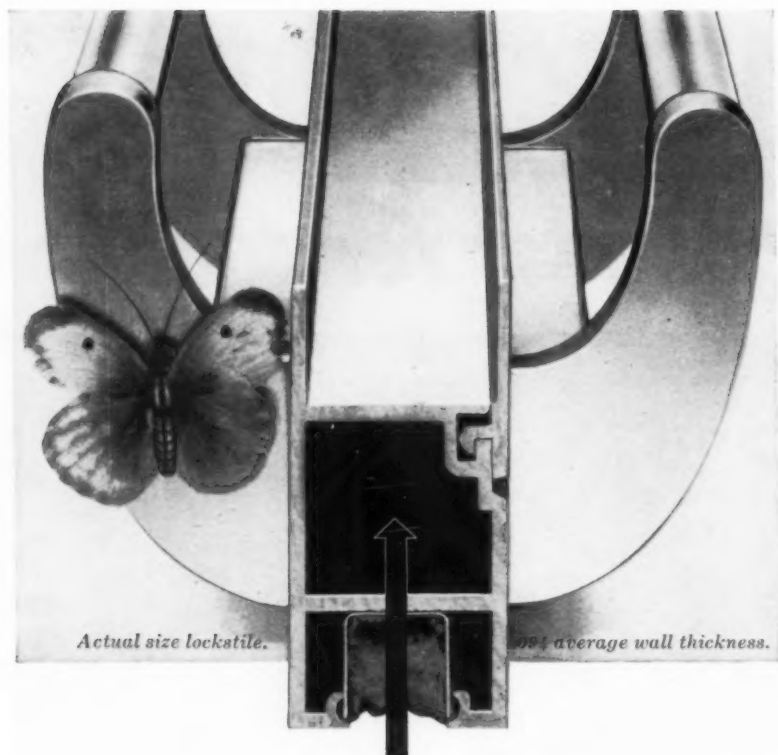
## WHY IS GOOD MORTAR IMPORTANT?

Because of their size and weight, concrete blocks require mortar with "body", plasticity and water-retaining capacity. Brixment meets all these requirements. It has the *body* necessary to support the weight of the unit and hold it up to the line. It has the *plasticity* necessary to prevent the mortar from falling off the long head joint, while the block is being placed in the wall. It has high *water-retaining capacity*, which gives the bricklayer more time to shift and adjust the block to its final position before the mortar stiffens.

It is the combination of these characteristics that makes Brixment the leading masonry cement for concrete block as well as for brick.

**Louisville Cement Company . . . Louisville 2, Kentucky**





## HOW BRAUN BACKS UP THE BEAUTY OF MILLER SLIDING GLASS DOORS

Because a door's performance is vital, Miller's use of heavy tubular sections—with their engineered method of construction—produces a door unmatched for strength and design freedom.

For maximum weatherproofing Miller double-seals the vents with Schlegel Certified woven pile (silicone treated). All aluminum frames are Alumilited for durability and permanent satin finish. Thus the beauty of the lines (2 in aluminum, 1 in steel) is backed by strength and dependability...plus strong selling aids and national consumer advertising. Write for name of your stocking Distributor. See Sweet's Arch. File 16d/Mi.

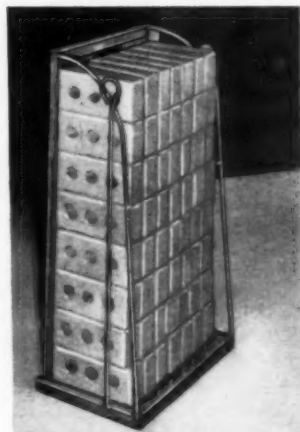


sliding glass doors by

**Miller**

Frank B. Miller Mfg. Company, Inc. • Department AB, 3216 Valhalla Drive • Burbank, California

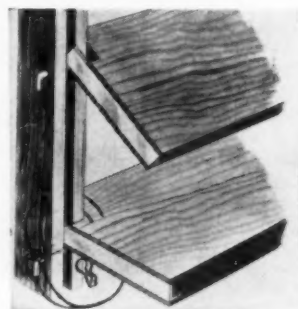
### NEW PRODUCTS . . .



#### Cuts handling costs

Brick carrier eliminates cumbersome job equipment and provides easy method of material handling. Steel pallet carries 49 to 56 standard bricks. Wheeled to job site on hand truck, has eyes for hoisting loads. "Mason's Pal" Products, Dept. AB, P.O. Box 164, Kenosha, Wisc.

Circle No. X14 on reply card, p. 114



#### Shelving is adjustable

Low cost storage shelving can be expanded, adjusted and dismantled with ease. Shelves are adjustable every 2". Swedish-designed wood shelving goes up without special tools. Lundia Div., Swain & Myers, Inc., Dept. AB, 224 W. Cerro Gordo St., Decatur, Ill.

Circle No. X15 on reply card, p. 114

#### Light up the outdoors

Outdoor light fixtures combine beauty of design with sound construction. Pathfinder lights are suited for easy installation on steps, walks, driveways, and swimming pools. Give diffused glow. Cannon Electric Co., Dept. AB, 3208 Humboldt St., Los Angeles 31, Cal.

Circle No. X16 on reply card, p. 114



Homeseekers want invisible heating today.

**Nine out of ten  
home buyers**

*Chose Hot Water Heating*

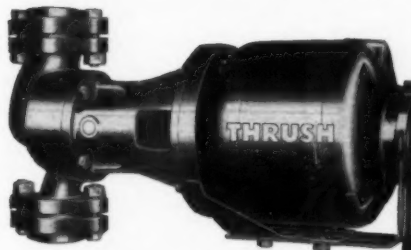
**IN A MULTI-MILLION DOLLAR HOUSING PROJECT**

**GIVEN** an option between hot water or warm air heat, new home buyers in a very large Midwestern housing project chose Hot Water Heating in an overwhelming majority of nine to one. In this case, the type of heating was the major drawing card in attracting record crowds.

Thrush Radiant Hot Water Heat is ideal for use with modern invisible heating units such as radiant panels and radiant baseboards. Installation cost is low because forced circulation permits smaller pipes, valves and fittings. Thrush Radiant Hot Water Heat will help you sell more homes.

*See our catalog in Sweet's or write Department G-6 for more information.*

**H. A. THRUSH & COMPANY · PERU, INDIANA**



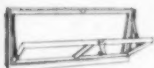
Thrush Water Circulator

**THRUSH**  
*Radiant Hot Water*

WHEN YOU CHOOSE

# VENTO BASEMENT WINDOWS YOU HAVE ADDED SOMETHING TO TALK ABOUT!

Basement Windows can be a definite selling feature. That's why so many builders now specify Vento Windows... either aluminum or steel.



**VENTO Champion Aluminum Basement Windows** are an improved type. Rigid 6063-T5 extrusions, a 2-point contact of vent in frame. An exceptional 1/4" clearance permits free operation of vent. Unique cam action latch provides positive locking. Putty or puttyless glazing, combination screen and storm sash available.



**VENTO Champion Steel Basement Windows** are made of 14 gauge formed steel sections. Welded construction. Three position ventilation plus 2 point contact of ventilator in frame. Unique cam action lock with greater tolerance provides positive and easy locking action. Putty or puttyless glazing. Bonderized.



**VENTO Thrifty Steel Basement Windows** are especially designed for lower cost housing. Simplicity of design provides an attractive window of sturdy construction, smooth operation, two position ventilation and easy ventilator removal. Putty or puttyless glazing. Bonderized.

Also VENTO Aluminum Awning Windows, Residence Steel Casement Windows, Steel Utility Windows, Projected Aluminum, Projected Steel, Pivoted Steel, Architectural Projected Steel and Security Steel Commercial Windows, plus factory-trained field representatives to give you added service including engineering service on large jobs. Let us have your inquiries.

## VENTO STEEL PRODUCTS CO., INC.

259 Colorado Street, Buffalo 15, New York

## STOP THAT TOENAILING!!



### USE TECO TRIP-L-GRIP FRAMING ANCHORS

for sturdy rafter to plate and joist to header connections . . .

**ELIMINATE** — toe nailing, notching, shimming, ledger strips and strap hangers . . .

### TIMBER ENGINEERING COMPANY

1319 18th Street, N. W.

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Name.....

Firm.....

Street.....City.....State.....

AB-584

SEE HOW . . .

Send for FREE BOOKLET



NEW

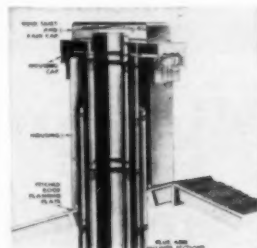
## NEW PRODUCTS . . .



### Control is one-handed

Single handle faucet comes in a shower-tub model. Offers effortless one-hand operation, positive water temperature and volume control. Constructed with only one moving part. Delta Faucet Div., Masco Screw Products Co., Dept. AB, 12825 Ford Rd., Dearborn, Mich.

Circle No. X17 on reply card, p. 114



### Chimney ready to install

Time-saver chimney comes packaged for speedy installation. Has stainless steel flue which permanently resists corrosion. Designed for fast and free air flow, for quick draft and even temperature. McQuay, Inc., Dept. AB, 1600 Broadway, N.E., Minneapolis 13, Minn.

Circle No. X18 on reply card, p. 114



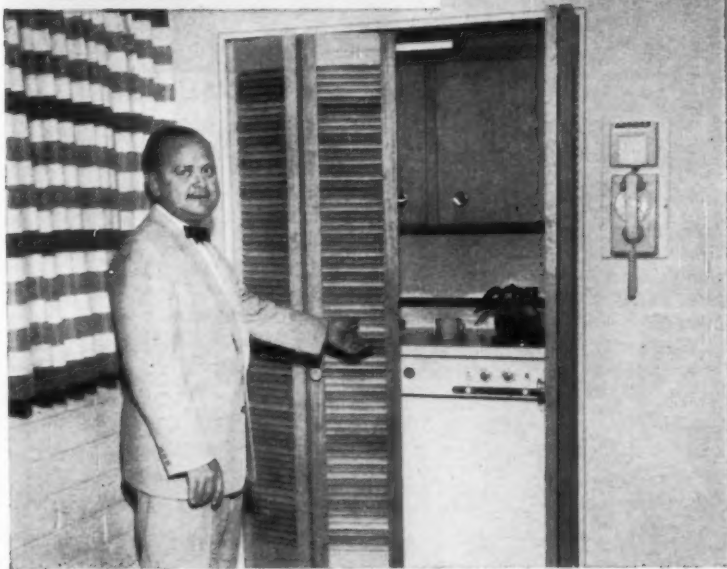
### Intercom has AM/FM radio

Deluxe intercom with AM/FM radio can be installed in about three hours. Features "Hi-Fi" speakers, pre-amplifier and tone control. Comes with master unit, five speakers, and wire with necessary hardware. Music & Sound, Inc., Dept. AB, 118 Leslie St., Dallas, Tex.

Circle No. X19 on reply card, p. 114



**STANLEY** is a name I know



RALPH E. STAGGS, Staggs-Bilt Homes, Phoenix, Arizona

"I'll take Stanley hardware for all my interior doors."

"We will build approximately 800 homes this year. Having seen or tried just about every make of door hardware available, I'm going to equip them all with Stanley hardware. Only Stanley seems to consistently turn out a product that goes up easily and always works well.

"There are 'extras' in every set of Stanley bi-fold and sliding door hardware. Take the bi-fold hardware, that doesn't show on either side of the door. Or the pocket

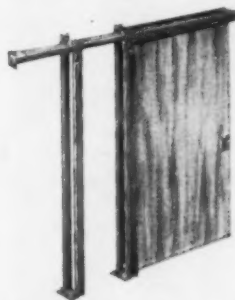
frame, where I order just one set for any size opening. You just can't beat that kind of convenience.

"Stanley hardware saves money because it's so fast and easy to install. And home buyers, who know Stanley's great reputation for quality, feel that I haven't cut corners in the rest of my homes either."

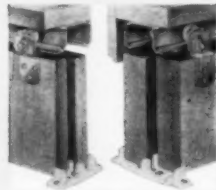
Send for details on the full line. Stanley Hardware, Division of The Stanley Works, 106 Lake Street, New Britain, Conn.



Stanley hardware for bi-folding doors. Space-saving, quiet, eliminates bottom track. One-man installations made easily.

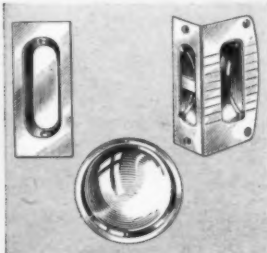


Stanley pocket frame sets. Telescopic track fits all standard openings. Adjustments made even after trim is in place.

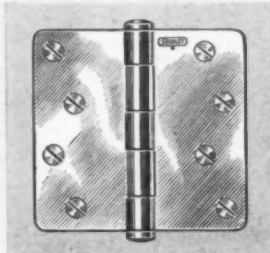


Stanley hardware for by-passing doors. First hardware to permit vertical adjustments without loosening door screws.

STANLEY IS A NAME TO LOOK FOR ON QUALITY PRODUCTS LIKE THESE



Stanley sliding door trim—the widest selection in the world, up-to-date in every respect.



Stanley's round-cornered RD241 hinge—the Standard of the World. New pin will not rise.



Stanley's new "Copper-Made" cabinet hardware—brushed-copper pulls on black supports.



Stanley "Cape Cod" cafe rods in black, white and brass, made for windows up to 90" wide.

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.

**NOW! Miter mishaps  
gone for good!**



**Precision  
Trimming Guaranteed**  
with the amazing new

## DOSCH Custom Cutter

Ragged, uneven, wasteful cutting jobs? Impossible! You always trim fast, sure, and razor-clean when you use the compact, portable DOSCH CUSTOM CUTTER. *Oak? Pine?* The durable tool-steel blades shear all woods easily. *Angles?* Anything from 40° through 90°. Compare this with limited miter boxes! *Versatility?* Just look! All the fundamental cuts framing this advertisement—square cuts, miters, undercuts, chamfers, bevels, and rounds—are yours in seconds. *Sanding or putty?* Forget it! You automatically get a finish far smoother than the finest saw cut . . . and a perfect miter, too. *Conclusion?* Here is a basic tool that belongs on every workbench. To save time, wood, and money on cutting jobs, send for your guaranteed DOSCH CUSTOM CUTTER—right away!

DEALER INQUIRIES INVITED!



Since 1900  
Leader in Quality Woodcutting Machines

**MAIL THIS COUPON TODAY!**

Dosch Manufacturing Co.  
Thornton, Delaware County, Pa.

Phone:  
GLOBE  
9-3845

Please send me:

- FREE information about the amazing new DOSCH CUSTOM CUTTER.  
 My guaranteed DOSCH CUSTOM CUTTER, \$74.50, C.O.D. plus shipping charges.  
 My guaranteed DOSCH CUSTOM CUTTER, F.O.B. factory, thus avoiding C.O.D. charges. I enclose check or money order for \$74.50.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

County \_\_\_\_\_

State \_\_\_\_\_

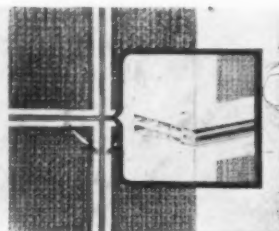
### NEW PRODUCTS . . .



#### Sheathing is a time-saver

Wall, subfloor and roof sheathing saves time. Random width boards are bound in panel form with heavy kraft paper overlays. Balanced 3-ply panel comes in S4S or shiplap joint. Sheetboard developed by Western Pine. Boise Cascade Corp., Dept. AB, P.O. Box 200, Boise, Idaho.

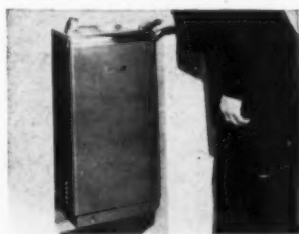
Circle No. X20 on reply card, p. 114



#### Filter frame seals tight

Low cost filter bank assembly features seal-tight filter frame. New type gasket pressure-locks filter into holding frame; maintains sealing pressure. Provides life-long dust-tight seal. Complete details on assembly from The George Evans Corp., Dept. AB, Moline, Ill.

Circle No. X21 on reply card, p. 114



#### Coolers are wall-hung

Off-the-floor installation of water coolers saves maintenance time. Coolers are rack mounted and suspended from the walls. Eliminates maintenance and sanitation problems by leaving cleaning space beneath cooler. Cordley Hayes, Dept. AB, 443 4th Ave., New York, N.Y.

Circle No. X22 on reply card, p. 114

## Shorelaire INDUSTRIAL QUALITY FANS

AT SPECIAL 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	Dealer Cost
30-I.S.	7,505	36"	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

Write for Catalog showing  
our complete line of  
industrial fans and  
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**C&H** Air Conditioning  
Fan Company, Inc.  
1591-1623 DeKalb Ave., N.E.  
Phone JACKSON 5-0443 ATLANTA 7, GA

## NEW Steel Stake

for . . .

Footing Forms

Bracing

Low Wall Forms

Available in 12, 18, 24, 30,  
36 and 42 inch lengths.



SYMONS CLAMP & MFG. CO.

4261 Diversey Ave., Chicago 39, Ill., Dept. F-8

We will send contractors a sample 12", 18" or 24" stake if request is received on company letterhead. Please include 50¢ for 12", 75¢ for 18", \$1.00 for 24" to cover cost of postage and mailing.

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Firm \_\_\_\_\_

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City \_\_\_\_\_

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State \_\_\_\_\_

AMERICAN BUILDER

# TODAY

## QUIET HOMES SELL BETTER...

● Home buyers are learning that excessive household noise is unnecessary.

Builders find that sound conditioning helps close the sale. Forestone\* ceilings are especially appealing, offering both soothing quiet and luxurious textured appearance.

Installation (by your own men) is easy and economical—costs about the same as your present ceiling materials.

Investigate *all* the sales advantages of Forestone. Get full details from your Lumber Dealer, your Simpson Certified Acoustical Contractor, or write Simpson Logging Co., 1013 White Building, Seattle, Washington.

See the Simpson exhibit at the NAHB National Housing Center in Washington, D. C.



**Simpson**  
**Forestone.**  
ACOUSTICAL CEILING MATERIAL



REG. U. S. PAT. OFF. — U. S. PAT. NO. 2,791,269

A1-812



# NEW from ORANGEBURG



A SUPERIOR **75**-POUND  
PLASTIC PIPE

**No pinholing — It's completely slit-proof!**

75-Pound Orangeburg SP Plastic Pipe—like Heavy-Duty Orangeburg SP Plastic Pipe—is made from a superior new-type resin. Its molecular weight—which governs toughness and strength—is at least 30 times higher than other types.

To you, this means performance you can rely on to do the job better. 75-Pound Orangeburg SP is approved for drinking water service by the National Sanitation Foundation. It's ideally suited for well pipe,

irrigation lines and other water services.

On your next job use 75-Pound Orangeburg SP and be sure. If your wholesaler does not have it in stock, a shipment can be made within one day.

Only 75-Pound and Heavy-Duty Orangeburg SP Plastic Pipe give you the advantages of this new slit-proof, pinhole-proof, high-molecular-weight resin. Its quality is backed by Orangeburg, a great name in pipe for over 65 years.



APPROVED FOR DRINKING WATER SERVICE BY NATIONAL SANITATION FOUNDATION

**ORANGEBURG®**  
**SP Plastic Pipe**



Orangeburg SP Plastic Pipe is spirally wrapped in heavy kraft paper for convenient handling, clearly labeled and provided with a convenient rip cord for easy removal of wrapping. Sizes from 1/2" to 2" in standard coil lengths.

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N. Y. ... Newark, Calif.

## NEW PRODUCTS . . .



### Cuts down on heat loss

New perimeter insulation reduces expensive heat transfer at foundation level. Installs easily around inside edge of concrete foundation. Eliminates need for asphaltic or paper coatings. Comes in 12", 18", 24" widths, 4' lengths. National Gypsum Co., Dept. AB, Buffalo 2, N.Y.

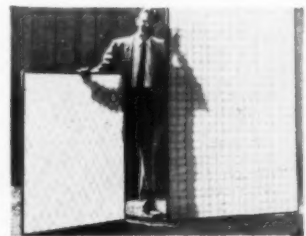
Circle No. X23 on reply card, p. 114



### Door operator won't jam

Radio-controlled garage door operator has special safety device which stops door motion immediately upon contact. Uses low frequency radio system. Automatically unlocks, opens, lights, closes and locks door. Alliance Mfg. Co., Dept. AB, Alliance, Ohio.

Circle No. X24 on reply card, p. 114



### Sandwich panel is decorative

Translucent sandwich panel of reinforced plastic has decorative plastic grid core. Unit offers controlled translucency, insulation and pattern. For curtain wall application, integral roof systems, skylight units. Design Industries, Dept. AB, 1355 River Rd., Eugene, Ore.

Circle No. X25 on reply card, p. 114





**IT'S  
WHAT IS  
BEHIND  
THE DOOR**

**THAT COUNTS . . .**

*and behind every door made by Simpson stands the protection of over half a century of superb craftsmanship, a production record of nearly 50 million of the finest doors used by the builders of America.*

RELY ON



*A complete line of doors including Solid Core Flush and Hollow Core Flush, Entrance, Panel, Screen, Sash, French, Lower, Jalousie and Garage.*

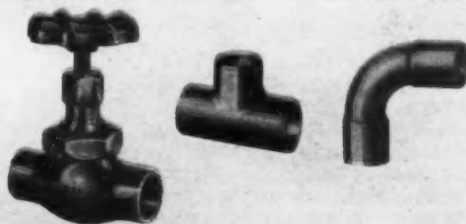
**FOR INFORMATION CALL OR WRITE: ROOM 801F, SIMPSON LOGGING CO.,** Portland, Ore., 2301 North Columbia Blvd., BUtler 9-1112; Branch offices in: Chicago, 901 Builder's Bldg., RAndolph 6-1077; Cleveland, 904 Hanna Bldg., PRospect 1-7976; Dallas, 513 Meadows Bldg., EMerson 8-4611; Denver, Box 96 Capitol Hill Station, DUdley 8-4025-6; Los Angeles, 3440 Wilshire Blvd., DUnkirk 8-0655; Memphis, 212 Plaza Office Bldg., FAirfax 7-7384; New York, 500 Fifth Ave., Suite 1402, WISconsin 7-4094; Seattle, 1010 White Bldg., MUtual 2-2828

# USE *Streamline*<sup>®</sup> DWV FOR QUALITY LOW-COST

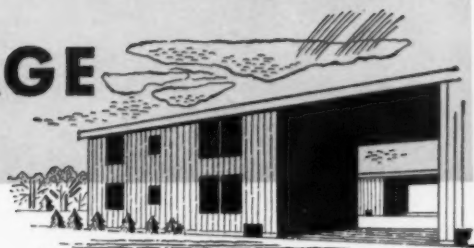


These two men are preparing a DWV prefabricated assembly for a multiple bath sanitary drainage system. With the variety of fittings available, the use of fittings especially designed for the job saves many joints in the fabrication. The strong, rigid assembly may be placed into position with a minimum number of connections needed to complete the installation. Contractors report DWV copper tube and fittings can be installed in half the time normally required when using cumbersome caulked or threaded piping materials.

**IN ADDITION TO A COMPLETE LINE OF DWV TUBE AND FITTINGS**, the Mueller Brass Co. also manufactures a wide range of solder-type wrought fittings, cast valves, and K, L and M tube for every piping need . . . always available from better wholesalers everywhere.



# COPPER TUBE AND FITTINGS SANITARY DRAINAGE



Lifetime copper is recognized as the ideal material for modern piping . . . that's why Streamline DWV copper tube and fittings for sanitary drainage has gained widespread acceptance by architects, building and plumbing contractors everywhere.

Here are just a few of the many ways that DWV tube and fittings can make a better installation at a new, lower cost:

**⌋** DWV copper tube and fittings are easy to handle and are far lighter than competitive rustable materials. Lengths up to 20 feet can be easily handled by one man. Fewer joints are needed and every step of installation is quicker, easier, allows more work per man-hour. **⌋** DWV copper tube and fittings are corrosion resistant . . . cannot rust. **⌋** DWV copper tube and fitting joints never leak . . . always form permanently water-tight and gas-tight connections. **⌋** DWV copper tube and fittings have smooth interiors with no internal projections or threads to trap particles and clog the system. **⌋** DWV copper tube and fittings take up less space. 3" stack fits in 2" x 4" wall partition with no furring or buildouts. DWV is also ideal for remodeling. **⌋** DWV copper tube and fittings can be prefabricated in the shop or on the job to cut time and costs to a minimum. **⌋** DWV copper tube and fittings in a drainage system improve the quality of any home or building. Everybody accepts copper as the symbol of permanence and dependability.

## VISIBLE PROOF OF STREAMLINE QUALITY. .

All Streamline tube is color coded for your convenience . . . in a flash you can tell size and type, BUT more important, it's your guarantee of quality. Genuine Streamline tube is made to the highest American standards and it never varies. Type "M" is coded Red . . . Type "L", Blue . . . Type "K", Green . . . and DWV is coded Yellow.

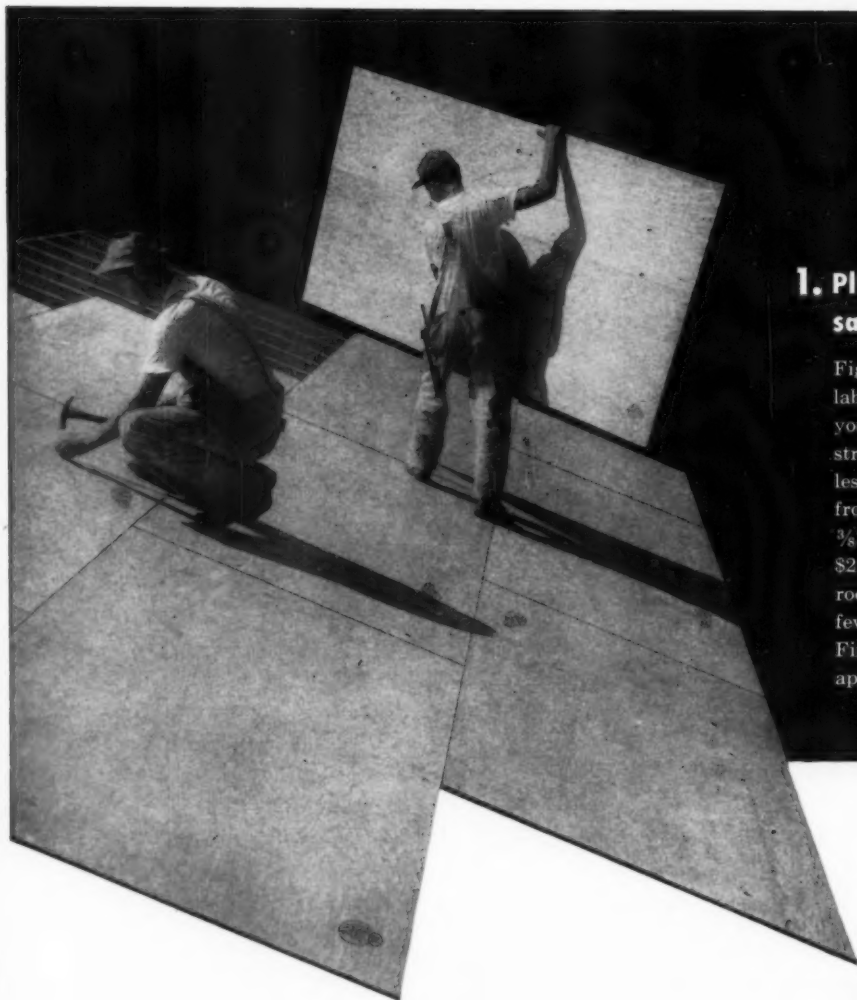


256

≡ **MUELLER BRASS CO.** ≡ **DWV** ≡

PORT HURON 10, MICHIGAN

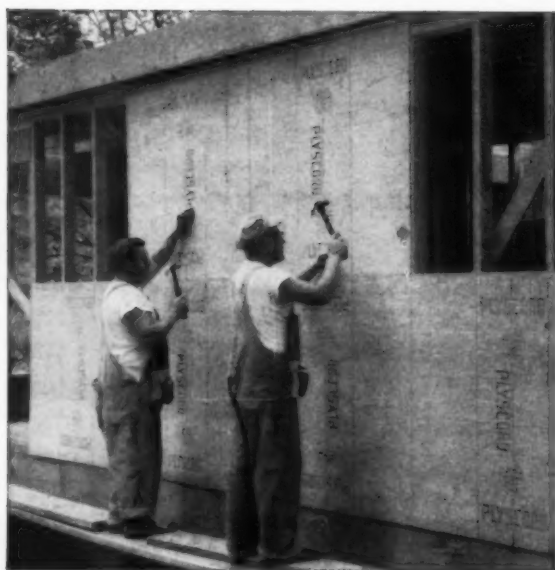




## 1. PlyScord roof sheathing saves up to \$2.00 per square

Figure *all* the costs—material, time, labor, waste and nails—and you'll find you can offer your prospects the plus structural advantages of PlyScord at less net cost to you. Exact savings vary from area to area, but builders report  $\frac{3}{8}$ " panels over 24" rafter spacing save \$2.00 and more per square. PlyScord roof decking goes down fast. Requires fewer nails. Stable, resists buckling. Finish roofing looks better, is easier to apply on firm, solid PlyScord decking.

# For at lower



## 2. PlyScord wall sheathing saves 25% in labor costs

Large, light PlyScord panels save 25% and more in application time and costs. And because of its extra strength and rigidity (over twice as strong and rigid as diagonal lumber), you can omit conventional diagonal bracing. PlyScord's extra rigidity makes it ideal for shear walls in buildings with large glass areas, provides an added measure of protection in case of storm or earthquake.

**FOR COMPLETE INFORMATION**, specifications, design data, write for free "Plywood Construction Portfolio." (Offer good USA only.) Douglas Fir Plywood Association, Tacoma 2, Washington.



PlyScord,  $\frac{3}{8}$ "-thick on 24" span, easily withstands 500 lb. concentrated load or uniform load of 30 lbs. per square foot. Construction meets F.H.A. Minimum Property Requirements.



Two types of PlyScord are now available: Interior PlyScord (moisture-resistant glue) and PlyScord with Exterior (waterproof) glue line. Trademarks above identify panels produced under DFPA quality control program.

Tests on roof exposed two years show force of 85 lbs. required to pull cedar shingle from  $5/16$ " PlyScord. In some tests, composition roofing was torn loose, leaving nails in plywood.



## the best construction, in-place cost, specify PlyScord®

### 3. Use inexpensive PlyScord backing for tile, hardwood

Firm, solid PlyScord backing simplifies installation of finish wall and ceiling coverings such as tile, cork, thin paneling. Plywood's strength and stiffness makes them look better with no unsightly buckling. Easy to cut, fit and fasten, fir plywood grips nails firmly so they won't work loose to mar appearance of wall or ceiling coverings.

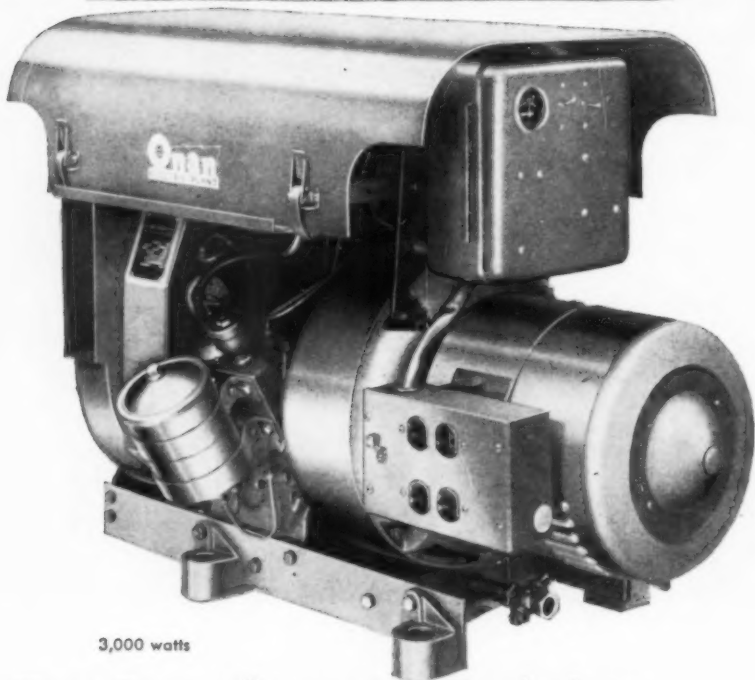


Only panels bearing DFPA grade-trademarks are manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters DFPA.

# Fir Plywood



# ELECTRIC PLANT NEWS



3,000 watts

## New Onan all-purpose Diesel plant cuts electric power costs in half!

**Lower fuel cost**, less maintenance, and longer life cut power generation costs with the Onan 3DSL in half that of small gasoline-powered electric plants. For applications requiring an almost continuous supply of electric power, this new plant gives dependable service *season after season*.

**Lighter weight and Vacu-Flo cooling**  
The new 3DSL is powered by an Onan single-cylinder, air-cooled full-Diesel engine. Available in all standard A.C. voltages and also as a 32-volt battery charger. Vacu-Flo cooling, permitting enclosed installations, is standard. It has a new mounted muffler, more efficient dry-type air filter, new geared crank, and it's hooded for protection on the job. Smoother-running, lighter weight, and compact.

**New low price** makes it an even bigger value . . . allows you to "go Diesel" for more of your power generation needs. For jobs requiring more capacity ask your distributor about the Onan 5DRP, two-cylinder, air-cooled, 5,000-watt Diesel.

Onan gasoline-powered plants: Air-cooled — 500 to 10,000 watts A.C. Water-cooled — 10 to 150 KW.

Call your Onan distributor or write for information

**D. W. ONAN & SONS INC.**

2524A University Ave. S.E., Minneapolis 14, Minnesota

ELECTRIC PLANTS • AIR-COOLED ENGINES • KAB KOOLER • GENERATORS



### Handler . . . for more jobs!

#### Take it anywhere



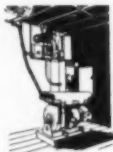
Weighs only 470 pounds. Haul it to the job in pickup truck or on Onan's high speed, fully-enclosed trailer.

#### Operate it anywhere



New steel turret hood protects plant against weather and abuse on the job. All-climate insulated generator.

#### Install it anywhere



Vacu-Flo cooling permits enclosing the 3DSL completely. Automatically ventilates compartment.

## CATALOGS . . .

**LIGHT CONTROL** offers a new concept in lighting from Luxtrol. Described in a 12-page catalog. Gives both application and installation data. Lists light control types with wall plate, fuse cap and knob combinations. Superior Electric Co., Dept. AB, 83 Laurel St., Bristol, Conn.

Circle No. X26 on reply card, p. 114

**ADVANCED LIGHTING** catalog, full of bright ideas. Detailed mounting information and amplified price lists for lighting fixtures. Includes also a quick-cost-indicator as an extra convenience for estimating lighting costs. Lighting Dynamics, Dept. AB, 802 W. Whittier Blvd., Whittier, Cal.

Circle No. X27 on reply card, p. 114

**LIGHTING KITS** for decorative commercial lighting are described in latest brochure from Virden. Explains how to get the effect of custom lighting at comparatively little cost. Illustrates 3, 4, or 5 bar kits for flexible styling. Virden Co., Dept. AB, 6103 Longfellow Ave., Cleveland, Ohio.

Circle No. X28 on reply card, p. 114

**ELECTRICAL GUIDE** has over 100 pages of technical information. Material on safety switches, service equipment (both fusible and circuit breakers), panelboards, wiring troughs and fittings. Generously illustrated with wiring diagrams. Wadsworth Electric Mfg. Co., Inc., Dept. AB, Covington, Ky.

Circle No. X29 on reply card, p. 114

**SELECTION GUIDE** for electrical insulation products gives quick-reference material. Information on types of Fiberglas cordage and sewing thread cable and sealing cord. Gives their specific properties, cost, strength, stability. Owens-Corning Fiberglas Corp., Dept. AB, 598 Madison Ave., New York 22, N.Y.

Circle No. X30 on reply card, p. 114

**MODERN PIPE** for long-life, non-pressure sewer systems discussed in a detailed brochure. Light-weight pipe with Fluid-Tite coupling saves installation time. This asbestos-cement sewer pipe is non-corroding, non-electrolytic. Keasbey & Mattison Co., Dept. AB, Ambler, Pa.

Circle No. X31 on reply card, p. 114



## Promote your good name with another...KitchenAid!

"A man is judged by the company he keeps"—so keep company with *quality* to maintain your prestige and fully satisfy your customers' need for efficient, automatic dishwashing.

With over 60 years' experience in engineering and manufacturing dishwashers, Hobart makes KitchenAid, and builds to only one quality—the very best!

KitchenAid is *best for the builder* because it is easy to install and requires a minimum of service. Built-in standard cabinet width, straddle construction permits unit to slide in easily over roughed-in plumbing. *All* connections can be made handily at the front. Service is seldom needed, but when it is, the unit is entirely serviceable from the front without unplumbing.

KitchenAid is *best for your customers* because it washes and rinses *thoroughly* and safely—with the exclusive

# KitchenAid.

dishwashers

The Finest Made... by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

Hobart revolving wash arm. KitchenAid has completely *effective* capacity. There are no blind areas in the wash pattern. The dual strainer system keeps water clean and prevents food particles from spraying back on tableware. Drying is complete with sanitized air, heated electrically and circulated by a separate blower-fan. Uniform heat prevents crazing and discoloration of dishes. If you want to be sure you're installing the right dishwasher, ask a KitchenAid owner!

Check Sweet's Architectural File for complete specifications on all eight models, gravity or pump drain—and the selection of front styles available.

The Hobart Manufacturing Co.  
KitchenAid Home Dishwashing Div., Dept. KAB  
Troy, Ohio (In Canada, send to: 175 George St., Toronto 2)

- Please send literature and information.  
 Please send name of nearest distributor.

Name.....

Firm.....

Address.....

City..... Zone..... State.....



# Meeting Your Rigid Specifications...

**BUILDING:** 575 Lexington Avenue—34-story  
**OWNER AND BUILDER:** Sam Minskoff & Sons  
**ARCHITECT:** Sylvan Bien and Robert Bien  
**ELECTRICAL ENGINEER:** Sears & Kopf  
**ELECTRICAL CONTRACTOR:** Consolidated Electric Construction Co., Inc.



**BUILDING:** 630 Third Avenue—22-story  
**OWNER:** Atlas Terminals, Inc. and Arthur Belfer  
**GENERAL CONTRACTOR:** Diesel Construction Co., Inc.  
**ARCHITECT:** Emery Roth & Sons  
**ELECTRICAL ENGINEER:** Alfred J. Kleinberg  
**ELECTRICAL CONTRACTOR:** Nager Electric Co., Inc.

**BUILDING:** Fashion Institute of Technology  
**OWNER:** Board of Education, City of New York  
**BUILDER:** Depot Construction Corp.  
**ARCHITECT:** DeYoung, Moscovita & Rosenberg  
**ELECTRICAL ENGINEER:** Albert Stucky  
**ELECTRICAL CONTRACTOR:** Public Improvements Inc.



## LEVITON

SPECIFICATION **5000** GRADE

**THREE MAGNIFICENT STRUCTURES:** Every detail of their financing, architecture and construction has been planned with extreme care. And the well-deserved choice for electrical wiring devices—Leviton 5000 line specification grade. Look for the 5000 number, your assurance of top quality, easy installation, long and dependable service. Send for catalog.

*your best jobs are done with ...*  
**LEVITON MANUFACTURING COMPANY, INC.**  
 Brooklyn 22, N. Y.

## LEVITON

Chicago • Los Angeles • Leviton (Canada) Limited, Montreal

For your wire needs, contact our subsidiary **AMERICAN INSULATED WIRE CORP.**

## CATALOGS . . .

**HEAT PUMPS** are the subject of a fact-filled catalog from Typhoon. Color diagrams show the heat pump in detail and how it operates. Cites time and space saving features. Also contains cost comparisons which show cost savings. Typhoon Heat Pump Co., Dept. AB, 2001 Garcia Ave., Tampa, Fla.

Circle No. X32 on reply card, p. 114

**"ATTACHMENTS"** brochure tells the builder how to get more versatile operation from his equipment. Lists prime mover tools offered for Caterpillar equipment. Shows attachments for crawlers, wheel units, Traxcavators, and motor graders. Caterpillar Tractor Co., Dept. AB, Peoria, Ill.

Circle No. X33 on reply card, p. 114

**PIPE HANGERS** are detailed in this brochure from Globe-Cleveland. Gives types, sizes and specifications. Also described is the I-Beam Clamp designed to provide adjustment for various thickness of almost any beam. Globe-Cleveland Mfg. Co., Dept. AB, 1318 Pine St., Highland, Ill.

Circle No. X34 on reply card, p. 114

**"CARTOONS FOR CONTRACTORS,"** a series of 52 cartoons aimed at the home-improvement market. For newspaper advertising, mats of cartoons come in either one- or two-column size. Will fit any size advertisement from three column inches on up. David Lilly Cartoons, Dept. AB, Box 167, Long Beach 1, Cal.

Circle No. X35 on reply card, p. 114

**MORE HEAT** at less cost is the idea presented in a brochure on base-board Heetaires. Explains how and why it's easy, quick and costs less to install units. Also offered: a manual for planning electric heating systems giving detailed information, charts. Markel Electric Products, Inc., Dept AB, Buffalo 3, N.Y.

Circle No. X36 on reply card, p. 114

**REFERENCE MANUAL** on registers, diffusers, and grilles shows entire line in color. Products are divided into five color-keyed sections: air conditioning, perimeter, multi-trol, ceiling diffusers, gravity. Details and prices. Air Control Products, Inc, Dept. AB, Coopersville, Mich.

Circle No. X37 on reply card, p. 114

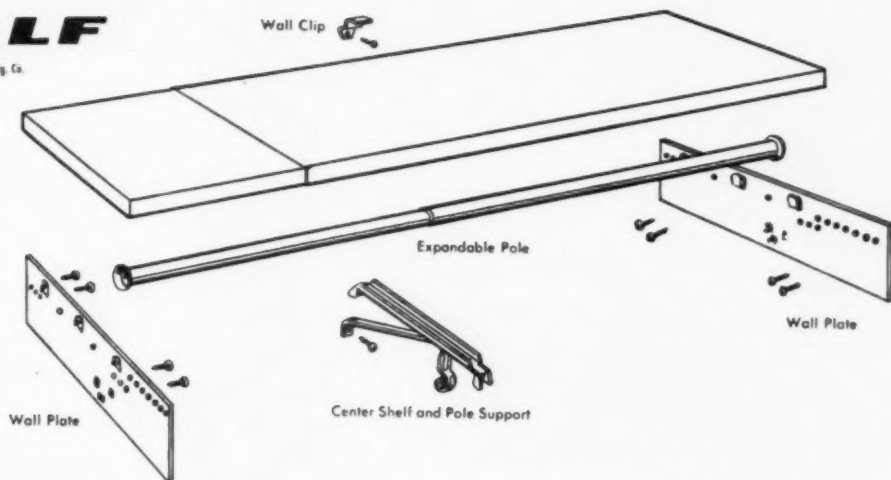


Eliminate hidden  
closet costs with

# X-PANDA\*

## SHELF

\*Trade Mark of Home Comfort Mfg. Co.



You don't have to look far to find hidden costs in conventional shelving material. Figure the wasted time . . . cutting — fitting — painting — installing . . . it's expensive! You get a finished job at lower installed costs when you use X-Panda prefabricated shelving for clothes closets (*illustrated*), linen closets and wall storage areas . . . investigate today.

- X-Panda Shelves fit all size closets.
- Saves time — installs in less than 10 minutes. Package comes complete with all hardware necessary for installation.
- Strong — won't warp. Choice of three finishes — linen, graytone, or aluminized.
- X-Panda Shelves — easily adapted to out-of-square walls.



**H-C Sales Co. 3300 N. E. Adams St., Peoria, Ill.**

X-Panda Shelf — A product of Home Comfort Mfg. Co.

H-C Sales Co.  
3300 N. E. Adams St.  
Peoria, Illinois

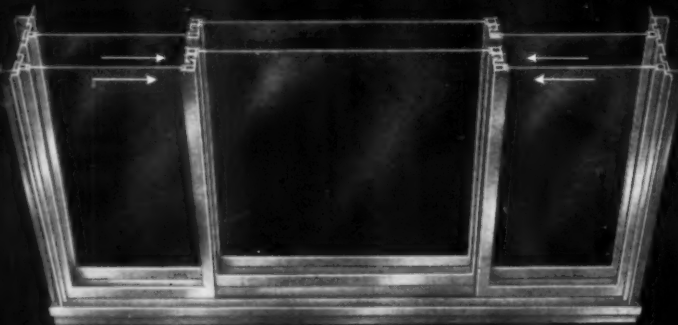
Please send the latest literature on  
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STREET \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

# Eliminate cost of Insulating Glass



with the Glamorous

*Fleettite*

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Double Windows for Insulation

Direct or Indirect Ventilation

Double Weatherstripping  
on all four sides



1 3/4 inches of air space between glass provides superior insulation.

**THIS WINDOW STOPS**

**WIND  
DUST  
NOISE  
HEAT  
COLD**

All sash cleaned from the inside.

Opens at finger touch... gliding on nylon bearings.

**FLEET OF AMERICA, INC.**

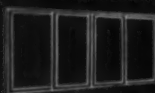
Dept. AB-68, 2015 Walden Avenue • Buffalo 25, N. Y.

Gentlemen: Please send literature as checked below.

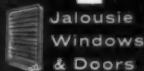
Name

Address

City



Sliding Glass Doors



Jalousie Windows & Doors



Sliding Windows



Double Hung Windows

## CATALOGS . . .

**STONE FACING** information is offered from Silvara Quarries. Literature depicts this natural exterior wall finish applied on homes and commercial buildings. Includes details on tests; diagrams on installation process. Silvara Quarries Co., Dept. AB, 171 Union St., Kingston, Pa.

Circle No. X38 on reply card, p. 114

**WATER AND SEWAGE** equipment in a complete engineering data manual from Smith & Loveless. Covers typical installations for pump or ejector stations; notes design factors for both types. Also gives pump and motor selection charts, wiring diagrams. Smith & Loveless, Inc., Dept. AB, Kansas City 15, Mo.

Circle No. X39 on reply card, p. 114

**VINYL PLASTIC** laminates for walls and ceilings are described in new folder. Practical product adds color to interiors and at the same time cuts installation time. Cuts out need for re-painting and re-papering. The Masland Duraleather Co., Dept. AB, Amber & Willard Sts., Philadelphia 34, Pa.

Circle No. X40 on reply card, p. 114

**BATHROOM ACCESSORIES** . . . from concealed vanity shelves to towel rings . . . depicted in 32-page catalog from Hall-Mack. Shows a line of accessories to suit every purpose in the bathroom. Gives pictures, sketches, sizes and prices. Hall-Mack Co., Dept. AB, 1380 W. Washington Blvd., Los Angeles 17, Cal.

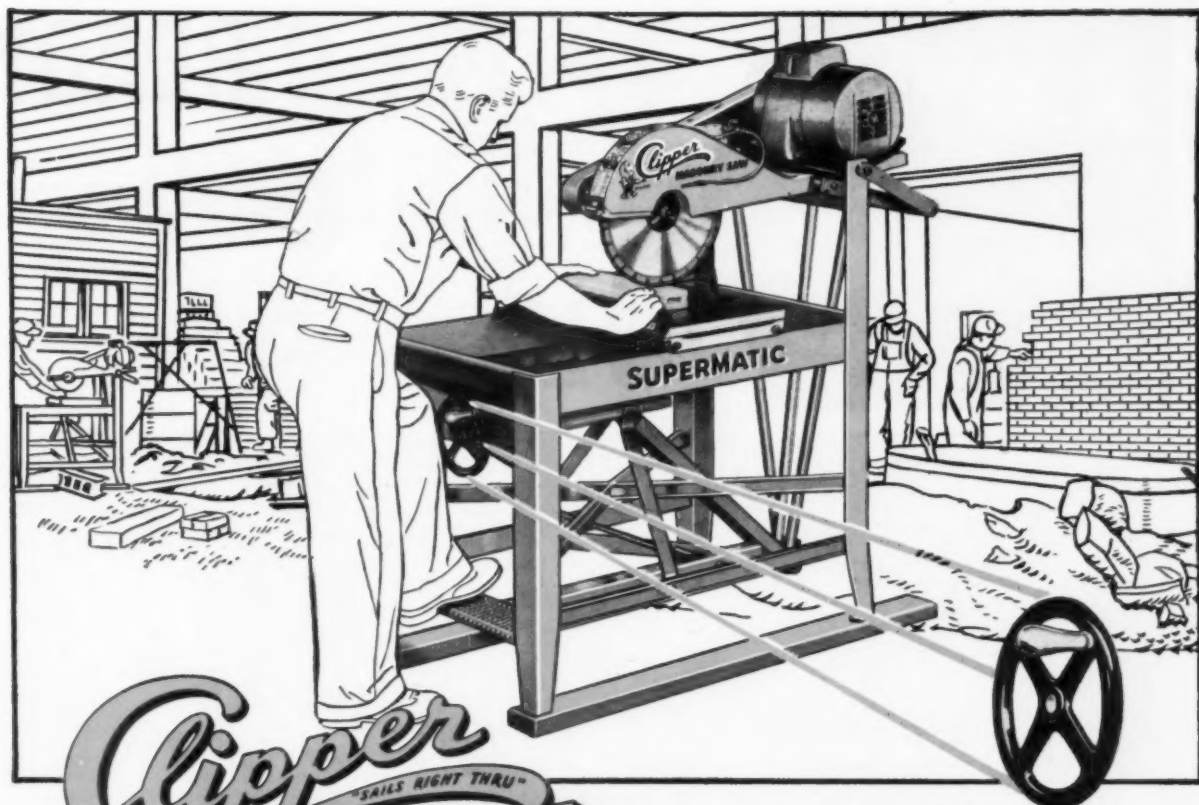
Circle No. X41 on reply card, p. 114

**CEILING DESIGN** opportunities with Accousti-Lux panels . . . illustrated in an informative 12-page brochure. Shows ceilings for banks, stores, offices and schools. Points up functional efficiency and cost savings. Gives ideas for modernization. Celotex Corp., Dept. AB, 120 S. LaSalle St., Chicago 3, Ill.

Circle No. X42 on reply card, p. 114

**MODERN ELECTRIC** heating booklet presents 31 pages of information on planning electric heating for the home. Details a typical installation plan. Describes baseboard panels, wall furnaces and heaters. Wesix Electric Heater Co., Dept. AB, 390 First St., San Francisco, Cal.

Circle No. X43 on reply card, p. 114



**Clipper**  
SAILS RIGHT THRU™  
**SUPERMATIC MASONRY SAW**

**No Head Angle Adjustments  
To Make—**

**HI-LO Control Wheel Does Everything!**

YES... HI-LO does everything! Without turning off motor, you position cutting head, ready to cut any material from wall tile to concrete block—at any height—from 0" to 17".

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Your Clipper Factory Trained Representative will welcome the chance to prove to you... on Free Trial... SUPERMATIC is the Finest Saw... with the Best Head in the Business!

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builders sell  
thousands of homes!



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Texas—"Lennox is a  
top-quality product with  
public demand and  
acceptance."



George Meckler, Cleveland  
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you for the fine sales aids.  
We... find the assistance  
we have derived from them  
to be priceless."



Herman Niessen, York, Pa.—  
"... your cooperation in  
producing... brochures and  
other advertising media...  
has been  
tremendously helpful."

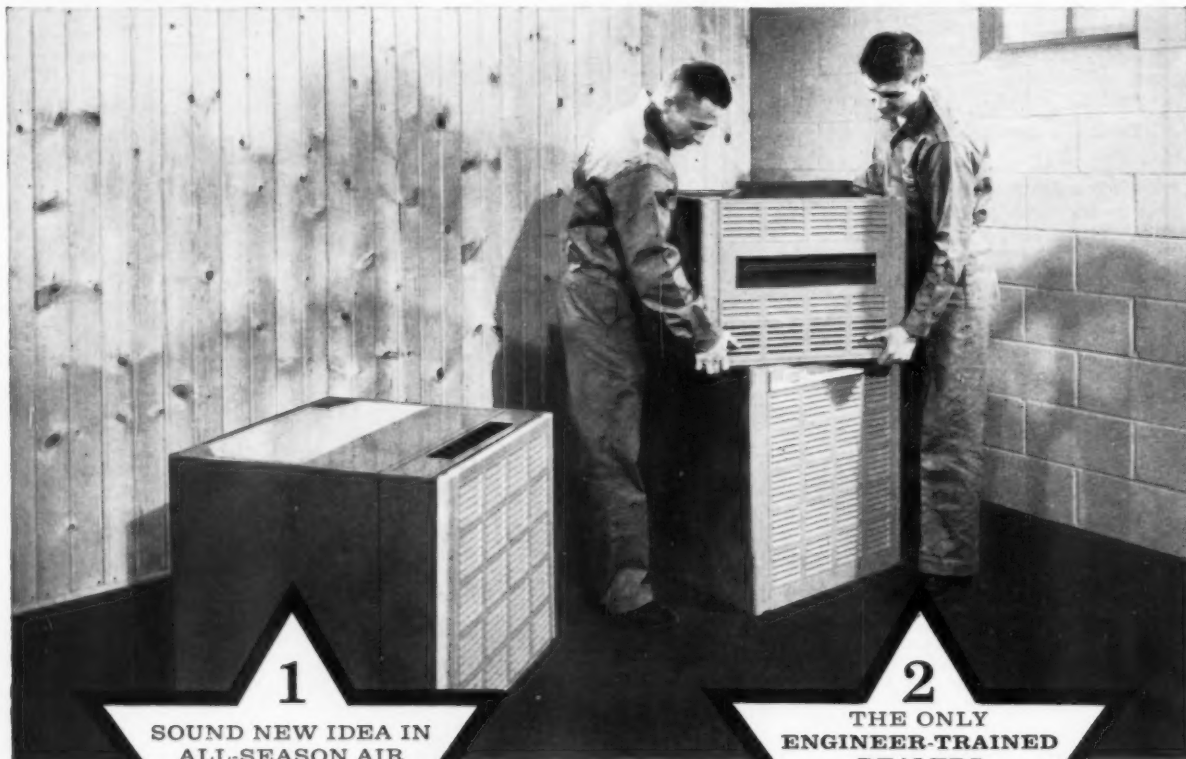


Russell Wohlgenuth,  
Littleton, Colo.—"This letter  
is to inform you of our  
complete satisfaction with  
the personalized tract  
brochures you have supplied  
us. This brochure has indeed  
turned lookers into buyers."



Gil Girdauskas, Milwaukee,  
Wis.—"The quality of the  
workmanship in your  
brochures is the finest we  
have ever seen."

# READY



1

SOUND NEW IDEA IN  
ALL-SEASON AIR  
CONDITIONING—  
"BLOCKS  
OF COMFORT"!

2

THE ONLY  
ENGINEER-TRAINED  
DEALERS  
WORKING  
DIRECTLY WITH  
THE FACTORY!

## LANDMARK\* all-year comfort system appeals to prospects, ends complaints

For the first time—a year-round air conditioning system that will stir the imagination of your prospects! A dramatic new idea: separate "blocks of comfort" permit your Lennox Comfort Craftsman to choose the *one* right cooling unit, heating unit, air handling unit for every home you build. Combined, these units form the Landmark, to bring your customers heating and air conditioning made-to-measure to their needs; to banish complaints of noise, discomfort, faulty operation, high operating costs. *Installation time is cut by hours!*

## Your Lennox Comfort Craftsman serves on your team, solves your problems

There is one man in your community qualified to give you ALL the service you have a right to expect—your Lennox Comfort Craftsman. This man is trained in a Lennox factory by Lennox engineers. He works directly with the factory to fill your needs *on time*. He serves right on your team to give you expert planning, installation and servicing—promotion aid, too, if you wish. He can meet *your most exacting need*, with the world's most complete line of heating and air conditioning equipment. Find his name in the Yellow Pages.



# NOW TO HELP YOU SELL... DRAMATIC, NEW LENNOX 3-STAR PROGRAM!



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 THE INDUSTRY'S  
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 MERCHANDISING,  
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**WRITE, WIRE OR PHONE LENNOX**  
 for all the facts about this 3-star program!

See Sweet's for product facts; or, for complete information about this new program, inquire of Lennox Industries Inc., Dept. AB-86, Marshalltown, Iowa.



**Site-tested promotion aids save you time and money—really motivate sales!**

The merchandising phase of this powerful 3-star program begins with big-space advertising in national magazines to stimulate interest in home buying. Ads in such magazines as *Time*, *House Beautiful*, *House & Garden*, *Parents'*, *Vogue*, *National Geographic* and *Reader's Digest* say: "Buy that new home now... and be sure there's a Landmark in it!" Complete merchandising programs help this giant ad effort pay off in your model homes. Site-tested merchandising packages provide all the tools you need to pull prospects and turn them into buyers.

You do better when you do business with...

# **LENNOX**

©1958 LENNOX INDUSTRIES INC., HEATING AND AIR CONDITIONING, FOUNDED 1898; Marshalltown and Des Moines, Ia.; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

\*Trade Mark

# HOW TWINDOW® HELPS YOU



## TWINDOW-Metal Edge.

For large windows and where maximum insulation is needed, this type is ideal. It is constructed of two panes of  $\frac{3}{4}$ " clear-vision Plate Glass, with a  $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a Pittsburgh feature, eliminates bare glass edges, protects against chipping or marring of the glass. This unit is extremely easy, safe and quick to handle.

## HERE'S A FREE BOOKLET EVERY BUILDER SHOULD HAVE

Packed with information of the greatest importance to you, as a builder, this booklet is a must. In it you will find what TWINDOW "twin-glass" insulation is, how it compares to single glass, its relative humidity and condensation protection. In addition, the wide range of standard sizes—both for TWINDOW-Metal Edge and TWINDOW-Glass Edge—is listed. And glazing instructions for both types are clearly indicated, as well as other installation procedure. Send for your copy now. Fill in and return the coupon.

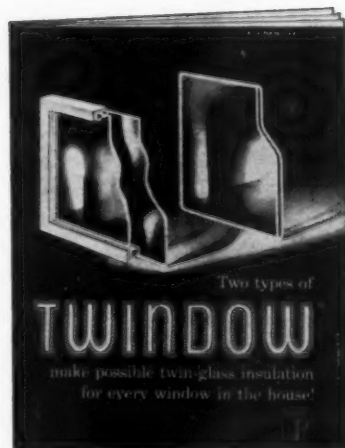
Pittsburgh Plate Glass Company, Room 8220, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

I'd like to receive, without obligation, a copy of your booklet on TWINDOW insulating glass.

Name .....

Address .....

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



# SELL YOUR HOMES FASTER

**T**ODAY'S HOME BUYER knows that the *truly modern* home is the one that has TWINDOW insulating glass. He realizes that, no matter how efficient the roof and wall insulation might be, the windows, too, must be insulated—if his home is to have *complete* insulation.

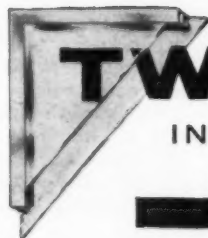
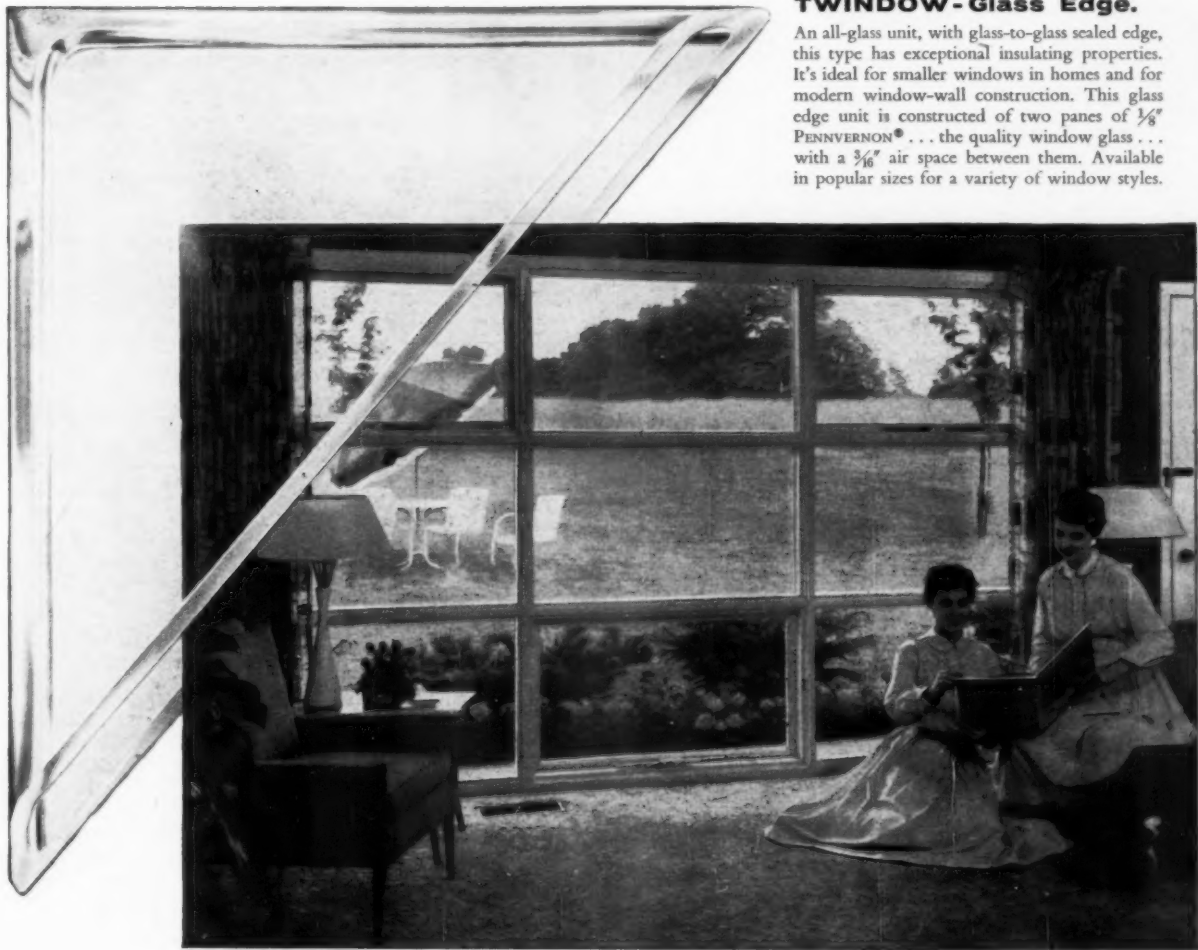
That is why builders throughout the country have found to their profit that equipping their homes with TWINDOW . . . the windowpane with

insulation built in . . . has been perhaps the *one* feature which has impressed buyers most. For TWINDOW keeps rooms cooler in summer, warmer in winter . . . reduces drafts at windows . . . cuts heating and air-conditioning costs . . . muffles outside noises . . . eliminates the need for storm windows.

Why not let us send you complete information? Use the coupon below.

## TWINDOW-Glass Edge.

An all-glass unit, with glass-to-glass sealed edge, this type has exceptional insulating properties. It's ideal for smaller windows in homes and for modern window-wall construction. This glass edge unit is constructed of two panes of  $\frac{3}{8}$ " PENNVERNON® . . . the quality window glass . . . with a  $\frac{3}{16}$ " air space between them. Available in popular sizes for a variety of window styles.



# TWINDOW

## INSULATING GLASS



SYMBOL OF SERVICE FOR SEVENTY-FIVE YEARS

PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED

# STANLEY Electric Tools



## New orbital sander gives you perfect finishes . . . fast! Only \$49<sup>95</sup>

Stanley's new heavy-duty orbital sander will give your work a perfect finish. Ideal for dry-wall seams, grooves, panels, cabinets, etc.

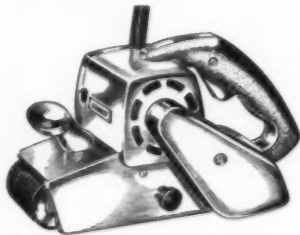
And the H36 will save you a lot of time and hard work. It cuts fast, yet needs hardly any pressure. Here's a real heavy-duty tool—solidly built and guaranteed to give you "workhorse" performance job after job.

See these advanced Stanley sanders at your supplier's soon. Also available in sturdy metal carrying cases. Stanley Electric Tools, Div. of The Stanley Works, New Britain, Connecticut.

### H31 BELT SANDER—\$84.95

Big, powerful, rugged. Runs cool, cuts fast on wood, plastic—even metal! Belts change fast, easy. Takes standard 3" x 24" belt or 3" x 23<sup>3</sup>/<sub>4</sub>" belt. First choice of builders, everywhere!

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This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • builders, industrial and 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.

## CATALOGS . . .

**ROOF TRUSS** manual shows standard designs of the "Gang-Nail Truss." Offered for the builder to use as a guide in layout and specification of roof framing systems. Gives detailed information plus many drawings. Gang-Nails, Inc., Dept. AB, P.O. Box 7066, Miami 55, Fla.

Circle No. X44 on reply card, p. 114

**REDWOOD GRADES**, a colorful brochure, defines and gives examples of various redwood grades. Seven major grades are illustrated in nine sizes and strips each. A helpful reference for builders and contractors. Georgia-Pacific Corp., Dept. AB, Equitable Bldg., Portland, Ore.

Circle No. X45 on reply card, p. 114

**KITCHEN BUILT-INS** for the contemporary home are highlighted in colorful material. Points out how these refrigerators and freezers provide built-in beauty without high construction costs. Gives specifications and colors. Sears, Roebuck & Co., Dept. AB, 925 S. Homan Ave., Chicago 7, Ill.

Circle No. X46 on reply card, p. 114

**USES OF REDWOOD** in the home are illustrated in full color. Eight-page booklet shows how redwood brings out new beauty. Pictures its use in living room and bedroom, as well as exteriors. Detail drawings on nailing. Simpson Timber Co., Dept. AB, 1010 White Bldg., Seattle 1, Wash.

Circle No. X47 on reply card, p. 114

**WHAT-HOW** information on oak flooring is given in compact brochure. Explains qualities of Micro-Match and how it is made. Lists features such as extra width, uniform length to reduce laying and sanding time, waste elimination. Material from Miller Brothers Co., Inc., Dept. AB, Johnson City, Tenn.

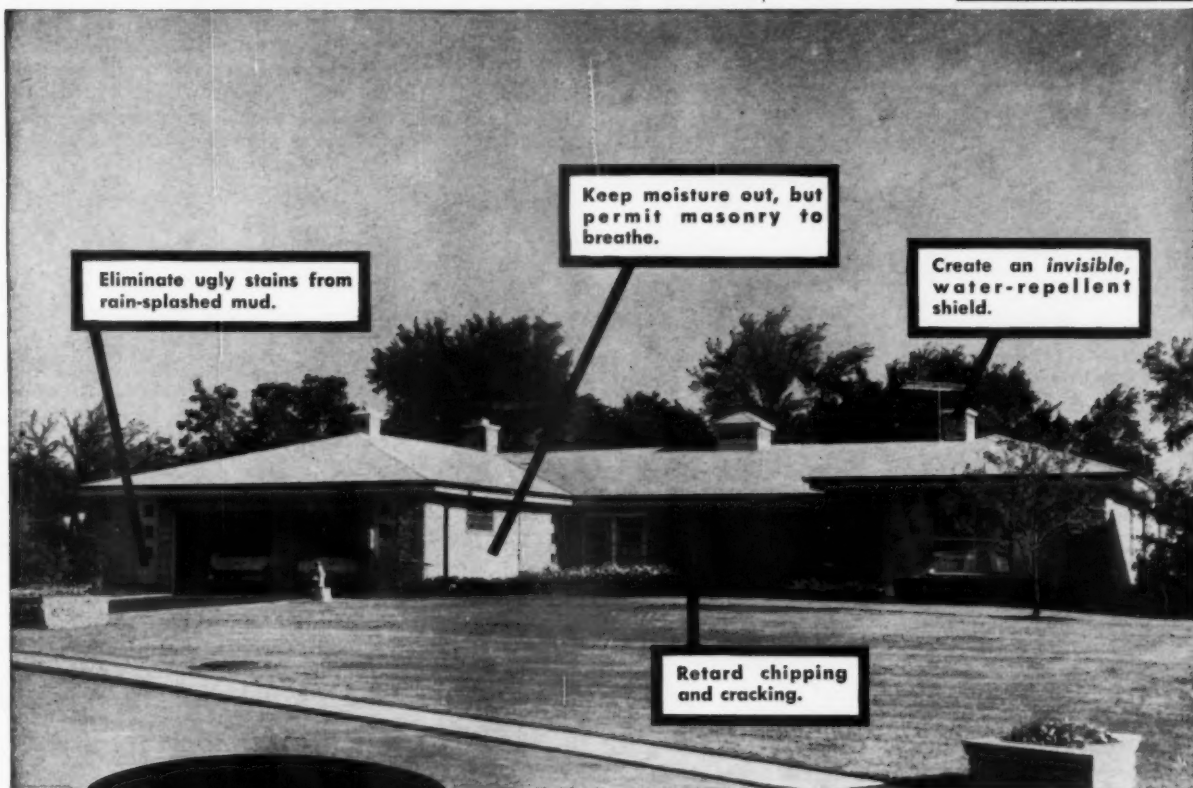
Circle No. X48 on reply card, p. 114

**DATA KIT** on terrazzo and mosaic details typical applications of this flooring. Illustrates many designs and color combinations. Includes specifications with architectural details for installations. Manufacturing Div., Inc., National Terrazzo and Mosaic Assn., Inc., Dept. AB, Washington 5, D. C.

Circle No. X49 on reply card, p. 114



# G-E silicones help new houses look better, sell sooner

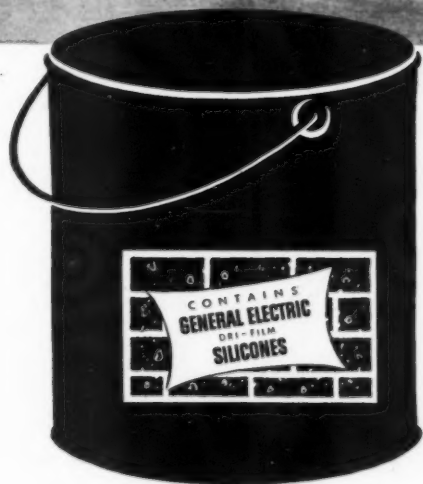


Eliminate ugly stains from rain-splashed mud.

Keep moisture out, but permit masonry to breathe.

Create an invisible, water-repellent shield.

Retard chipping and cracking.



Masonry water repellents made with General Electric silicones are quick and easy to apply. They penetrate *deep* into the capillary pores of masonry, forming an invisible water-repellent shield. This eliminates those ugly stains caused by rain-splashed mud or by dust and dirt on the masonry surface. Rain runs right off, carrying dirt with it.

But that's just the beginning! Silicone water repellents help prevent surface salt deposits; retard chipping and cracking; minimize water penetration and resulting freeze-thaw damage. They keep moisture *out*, yet permit masonry to breathe—thus protecting interior surfaces against peeling and flaking.

A recent survey shows that home buyers expect to pay far more for this protection than the actual cost to you. Find out more about G-E silicones and what they can do for your new homes—in appearance, protection and *sales!* Mail the coupon today.

## LOOK FOR THIS LABEL!

General Electric does not market masonry water repellents—it supplies silicones to formulators. This label is your assurance of getting the very finest masonry protection obtainable.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

General Electric Company, Silicone Products Department,  
Section M454, Waterford, N. Y.

Please send me all the facts on the application and performance of masonry water repellents made with G-E silicones, and a list of suppliers.

For immediate application  For reference only

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Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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**SOLUTION**  
 for all these construction  
 problems...



- ✓ **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.

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**CATALOGS . . .**

**KITCHEN PLAN BOOK** offers new ideas on kitchen styling. Covers seven basic kitchen layouts. Shows how Ben-Hur built-in freezers and refrigerators allow flexible arrangements. Details on lighting, ventilation, wiring. Ben-Hur Mfg. Co., Dept. AB, 634 E. Keefe Ave., Milwaukee 12, Wisc.

Circle No. X50 on reply card, p. 114

**APPLICATIONS MANUAL** on flat asbestos-cement sheets covers cutting, handling and storing of sheets as well as applications. Discusses available types and designs, accessory materials, job planning. Asbestos-Cement Products Assn., Dept. AB, 509 Madison Ave., New York 22, N.Y.

Circle No. X51 on reply card, p. 114

**HOW-TO** information on wallboard is presented in colorful brochure. How to build beautiful interiors with the latest in Gypsum wallboard. How to apply it, how to weld and conceal joints. Other material on 2-ply wallboard. Gypsum Assn., Dept. AB, 20 N. Wacker Dr., Chicago 6, Ill.

Circle No. X52 on reply card, p. 114

**STEP CHECK RULE** tells how to measure stairs and check the measurements. Eliminates possibility of getting step railings made wrong. Handy slide rule device is easy to read, provides means of checking measurements quickly. Locke Mfg. Co., Dept. AB, Lodi, Ohio.

Circle No. 53 on reply card, p. 114

**EQUIPMENT FOLDER** pictures and describes in detail a complete line of loaders, tractor shovels and backhoes. Specifications given for each line. Rugged construction for long life with little maintenance assures greater economy. Henry Manufacturing Co., Dept. AB, P.O. Box 521, Topeka, Kans.

Circle No. X54 on reply card, p. 114

**COLOR BOOK** shows off the color of Lennox heating and air-conditioning equipment. Highlights the Landmark, new engineering approach to heating and cooling. Practical modular design is flexible so that many unit combinations are possible. Lennox Industries, Inc., Dept. AB, 200 S. 12 Ave., Marshalltown, Iowa.

Circle No. X55 on reply card, p. 114

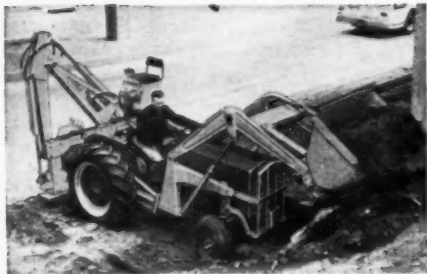
what's it worth

to dig in close quarters



## DAVIS LOADER-BACKHOE

will get you out of a pinch!



**CLOSE-IN DESIGN OF DAVIS LOADER**— Provides excellent visibility. It packs the power to take big bites. Sturdy box-frame arms have long reach for discharging loads into fill holes, piles, or high-bed trucks. No wonder, Davis is the one others follow.



**FIVE-MINUTE DETACHABILITY**— Entire Davis Backhoe can be detached in five minutes if you want to use just your tractor for other jobs. Stabilizer feet and boom form tripod so unit is ready for immediate re-attaching.

The exclusive features, superior maneuverability, and wide-range visibility of Davis rigs let you operate under "pinched" conditions impossible for other rigs...increase your profit potential by eliminating expensive hand digging!

**Visibility to Operate in Tight Quarters**— Davis works best in close quarters because you don't have to "feel" your way. Low Loader silhouette, location of seat provides excellent view of where you are working.

**Sets Up in Places Inaccessible for Other Machines**— Exclusive flush digging and continuous 200° operating arc of the Davis 210 Backhoe lets you operate efficiently in places where you would otherwise have to use expensive hand labor. No other machine could work there.

**Alert Controls Permit Precision Operations**— Independent controls are mounted in convenient fingertip locations that allow you to always face the job. They respond lightning-fast to your command.

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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1009 S. WEST STREET • WICHITA 13N, KANSAS



## CATALOGS . . .

**FACT BOOK** on glued laminated wood structural members. Illustrates how laminated wood arches, beams, and trusses can be used in residential and commercial building. Packed with technical data, specifications. Rilco Laminated Products, Inc., Dept. AB, First National Bank Bldg., St. Paul 1, Minn.

Circle No. X56 on reply card, p. 114

**WOOD FINISH** protects wood from grain raising, discoloration, warping and splitting. Four-color brochure lists uses of this water-repellent finish. Covers specifications of both pigmented and clear P.A.R. Full details and application information from Protection Products Mfg. Co., Dept. AB, 2305 Superior Ave., Kalamazoo, Mich.

Circle No. X57 on reply card, p. 114



## This is the folding door at its "economical best"

### COMPARE THESE FOUR BIG FEATURES OF NOVAFOLD WITH THOSE OF ANY OTHER DOOR

1. Novafold has the "solid core"—4" wide leaves or panels—the full height of the door—for rigidity even on wide spans. These panels are temperature- and moisture-resistant, providing insulation and sound-deadening values.
2. 12-gauge Vinyl Plastic, with a luxurious leather texture, is the covering material for Novafold. It is both washable and replaceable—important selling points.
3. With Novafold comes a color-matched valance. This is not a plain wood fascia, but a solid core covered in the same vinyl plastic as the door itself. Doors and valances are available in six attractive colors: Off-White, Charreuse, Dark Green, Beige, Gray and Red.
4. Novafold has advance mechanical features: Nylon slides, positive security latch, and a folding action closing down to 4 1/4" for a 32" opening. (Novafold comes in standard and custom sizes.)

With all these features, Novafold is in the low-medium price field. It has both the look and the price to sell itself. Use the coupon for full data on this and other quality Nova Products.

### THE ONLY SHAKE-PANEL WITH NO FACE-NAILING

**Nova Shake-Panel** is the only shake-panel that can be applied with the patented, steel Panel-clip—eliminating all face-nailing and the danger of rust stains from nails. This revolutionary application method also cuts costs—less nails are needed, less nailing time, and no furring. Nova Shake-Panel is 16" x 46 3/4", made of #1 Novagrade Processed Shingles and a wood-fiber backer. Nova's assembly process provides better gluing, a wider shiplap, and a polymerized paint finish. With all these advantages, Nova Shake-Panel is priced less than similar products. Use coupon for full data.

**NOVA SALES**  
Trenton 3, N. J.

A wholly owned subsidiary of Homasote Company



Send the literature and/or specification data checked:

- Novafold Doors  Nova Shakes  
 Nova Shake-Panel  Nova Cedar Closet Lining  
 Novaproofing (for waterproofing concrete and masonry)

NAME .....

ADDRESS .....

CITY ..... ZONE ..... STATE ..... P-30

**SLIP-PROOF SURFACE**, an innovation in bathtub design, explained in a compact brochure. Tested silicone coating is a safety feature. Is as comfortable as ordinary surface; cleans easily, is long wearing. Available on any style or color tub in the line. AllianceWare Inc., Dept. AB, Alliance, Ohio.

Circle No. X58 on reply card, p. 114

**GARDEN REDWOOD IDEAS** color booklet shows many uses of redwood structures in gardens. Contains drawings and photos of fences, screens, benches, etc. Notes on redwood's durability and selection of proper grades. Information on construction details. California Redwood Assn., Dept. AB, 576 Sacramento St., San Francisco 11, Cal.

Circle No. X59 on reply card, p. 114

**RAILING BRACKETS**, illustrated in two-color folder, can be adjusted in any direction on wall. Eliminates off-center anchor bolts. Shell-moulded bracket conceals the anchorage. Installation details given. Michel & Pfeffer Iron Works, Inc., Dept. AB, 212 Shaw Rd., S. San Francisco, Cal.

Circle No. X60 on reply card, p. 114

**PANEL INSTALLATIONS** of Tenex wafewood are shown in color photos in new literature. Featured are such unusual installations as rubbed gold panels applied to gilded wall, sliding cabinet doors and storage walls. From Pack River Tree Farm Products, Dept. AB, P.O. Box 1452, Spokane, Wash.

Circle No. X61 on reply card, p. 114

**TRUCK FEATURES** are presented by Chevrolet trucks in literature describing their line of stylized '58 models. Added are nine new medium-duty cab-chassis models. Information on the three weight classifications—light-, medium-, and heavy-duty models. Chevrolet Div., General Motors Corp., Dept. AB, Detroit 2, Mich.

Circle No. X62 on reply card, p. 114

**USE OF NATURAL STONE** as a basic building material is featured in informative material. Also gives full set of technical bulletins with specifications on several types of building stone. Colorfully illustrated and carefully detailed. Finger Lakes Stone Co., Dept. AB, 903 Hanshaw St., Ithaca, N.Y.

Circle No. X63 on reply card, p. 114



**Big loading capacity, too!**  
 Front-end loader for International  
 W 450 tractor handles  $\frac{3}{4}$  cu yd  
 material bucket, lifts 2,500 pounds.



## There's a full $\frac{1}{2}$ cu yd in that backhoe bucket!

The big, brawny International W 450 tractor gives you backhoe capacity approaching that of small power shovels, with wheel tractor economy and mobility . . . PLUS front-end loader or dozer, all in one unit!

The 60 hp\* International W 450 tractor has the built-in weight and strength to handle an International Pippin backhoe with  $\frac{1}{2}$  cu yd heaped bucket capacity. At a modest increase in investment over smaller, lighter tractors, you can practically double dirt moving capacity for trenching, footings and basement excavations. For fast loading, the regular backhoe bucket can be replaced by an 8 cu ft shovel bucket.

\*Net flywheel hp with engine accessories installed.

Your nearby IH Dealer can match your tractor-backhoe-loader needs exactly from four tractor power sizes, 40 to 68 engine hp, with matching International Pippin and International Wagner backhoes and loaders. Phone him for a demonstration!



**Now! "central station" electric power on wheels!** The International W 450 may be equipped with Electrall®, mounted as shown in red. Electrall powers any equipment normally operated from a 5 to  $7\frac{1}{2}$  kva high-line transformer. Trailing Electrall can be pto-operated by any tractor of 30 hp or larger.

### FOR MORE INFORMATION . . .

International Harvester Company,  
 Dept. AS-6, P. O. Box 7333,  
 Chicago 80, Illinois

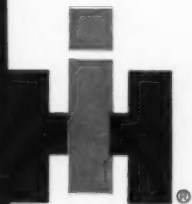
Please send me information on:

- |  |   |
|--|---|
| <input type="checkbox"/> 40 hp 330 Utility tractor | <input type="checkbox"/> International Electrall                |
| <input type="checkbox"/> 50 hp 350 Utility tractor | <input type="checkbox"/> International Wagner loaders, backhoes |
| <input type="checkbox"/> 60 hp W 450 tractor       | <input type="checkbox"/> International Pippin loaders, backhoes |

Name \_\_\_\_\_ Title \_\_\_\_\_

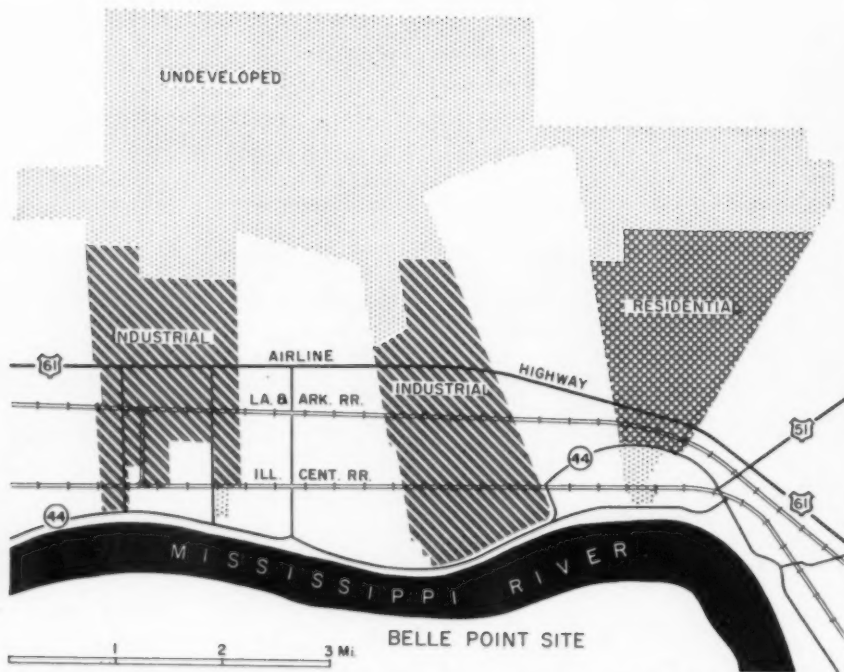
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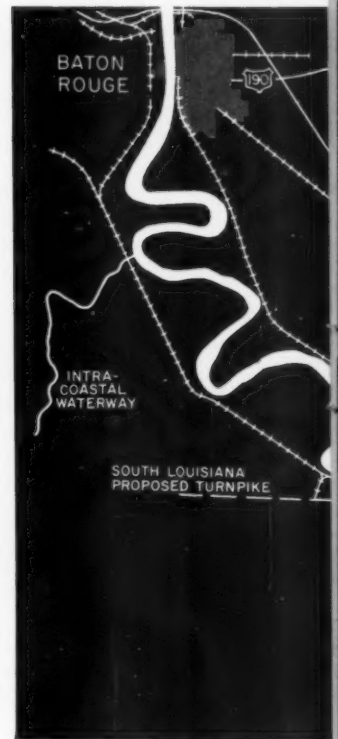


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**INTERNATIONAL  
 HARVESTER** DEALER

International Harvester Products pay for themselves in use  
 Farm Tractors and Equipment . . . Tractors . . . Commercial  
 Wheel Tractors . . . Motor Trucks . . . Construction Equipment—  
 General Office, Chicago 1, Illinois.



**RIVERLANDS** is divided into two industrial areas, at left, and a residential area. Darker portions show extent of present plans; other area is lower land that could be improved for future. Map at right shows relation of Riverlands to neighboring cities.



## The satellite community: an answer



William Zeckendorf, Jr.  
v.p., Webb & Knapp, Inc.



David Slipher, pres.,  
Webb & Knapp Communities



Charles Clark  
Land planning



Robert Wright  
Technical supervisor

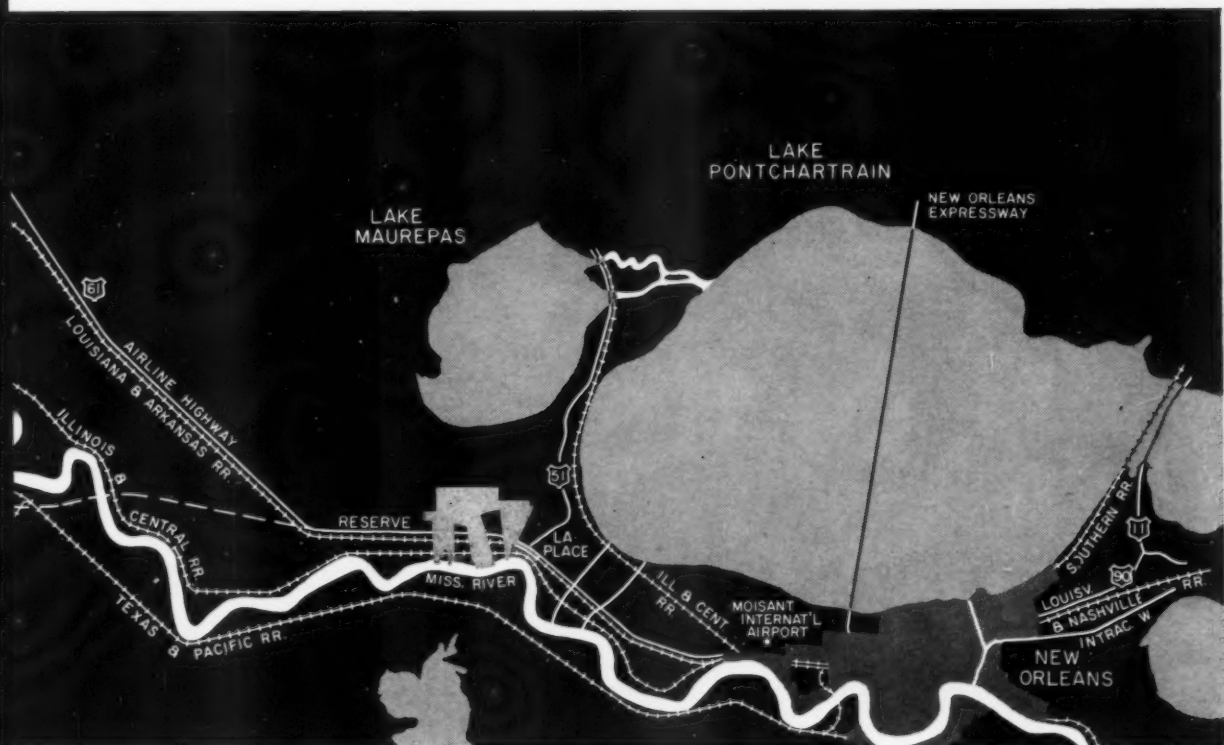
**T**he four men at the left are creating the country's biggest answer to the builder's biggest problem: the shortage of reasonably-priced land.

The land pinch is beginning to hurt already; over the next ten years it promises to become critical. This is the picture that persuaded William Zeckendorf, Jr., vice president of Webb and Knapp, Inc., to put the firm into land development on a big scale.

The result is Riverlands, an odd-shaped 13,000-acre parcel of land between New Orleans and Baton Rouge, La. When the present phase is completed, Riverlands will be a town of 25,000, complete in every respect including industry. Although it is in the New Orleans area, it will exist independently of the city. It will be a completely self-contained "satellite" community—the first in the country.

What is the philosophy behind Riverlands? Listen to Dave Slipher, president of Webb & Knapp Communities, the division handling the project.

"The typical builder's problem, particularly the smaller builder, is his inability to get financing for his land. He can't afford to buy big parcels; instead he has to buy the "next furthest piece" out from town. He buys in small chunks and at the highest



## to the land crisis

possible price. The land in these areas is always in strong hands, and owners see the builder coming."

Such is the little builder's dilemma. He can't build further in because any land that's left there is prohibitively expensive. He can't build further out because sewer and water lines aren't available, and even if they were, buyers don't like to go beyond the current building line. In a word, he's had it.

"We think a community like Riverlands is the practical solution," says Slipher. Let's see how a builder would benefit.

First, he has no land problems. He buys his land as building lots, complete with water, sewer, roads, drainage, etc. He can buy as few lots as he wants, keeping his land investment at a minimum. And he pays a reasonable price. By buying in virgin area, Webb & Knapp's land costs are low, and can be passed on that way. The same is true of development costs, which are low by virtue of their vast extent.

Second, his market is virtually guaranteed. The residential area of Riverlands is attached to a new and growing industrial area whose employees must have places to live. And the builder can offer a

house in a community that will be as complete as planning can make it.

For the moment, Webb & Knapp Communities itself is the only builder in Riverlands.

"We're building our own houses just to get the project started," says Slipher, "and to set the pattern. We think we should establish the marketability of a new area like this. But we're having local builders actually building the houses, and later we expect these same builders to become our customers. We want to be developers, not builders."

There will be restrictions on the builders in Riverlands. Architectural styling will be closely controlled, as will size, price, and some other items. But this will be more than made up for, Webb & Knapp thinks, by the absence of land problems.

Riverlands is a prototype, not a one-shot affair. Webb & Knapp has 11,000 acres near Los Angeles and 6,000 acres between Dallas and Fort Worth, both scheduled to become satellite communities. And of course other developers have done and are doing similar projects on a smaller scale. You should keep a close watch on projects like Riverlands. Sooner or later, that's where you'll build.

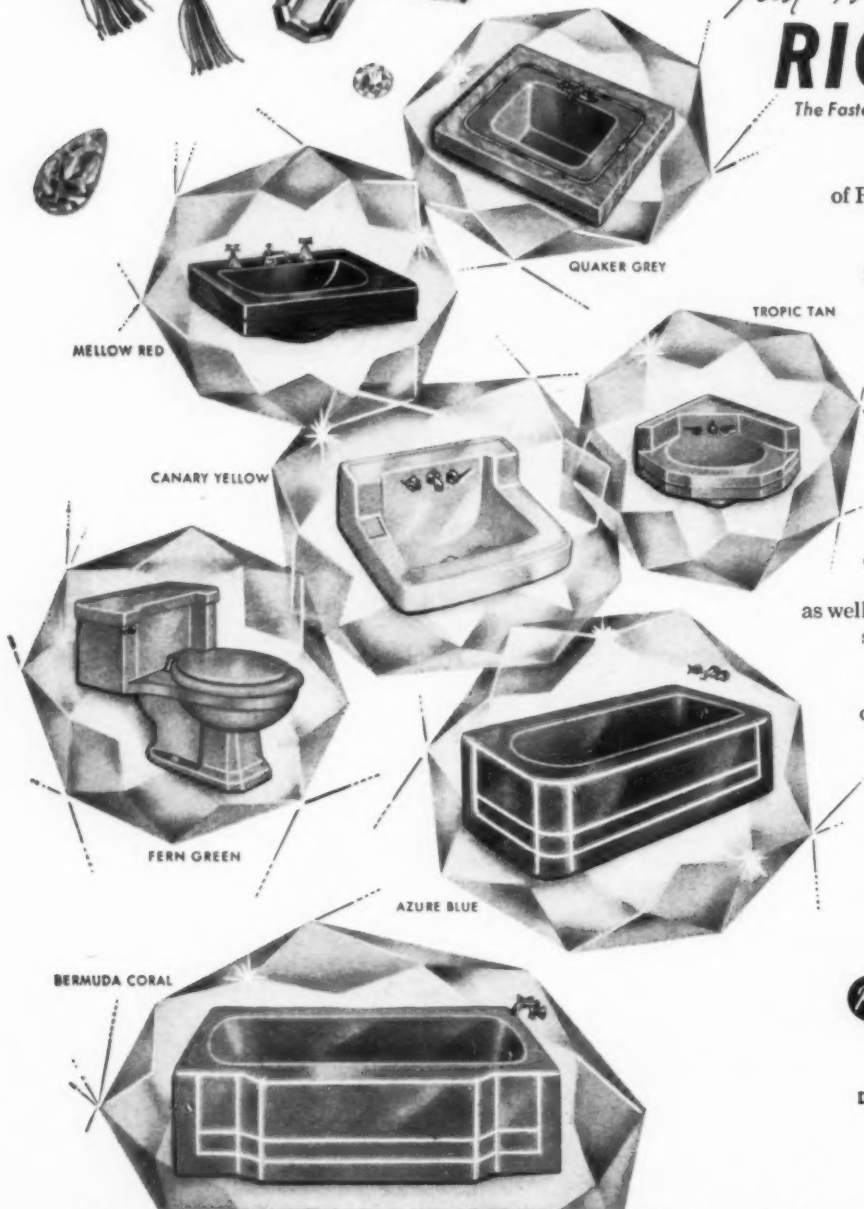


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*Fast Moving Sales!*  
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The perfectly matched color of Richmond Fixtures, their lifetime design and performance... these are strong selling points for you—whether your customers are building, remodeling or merely replacing present facilities. The wide range of Richmond styles (Vitreous China, Enameled Cast Iron and Steel), Richmond's seven non-fading colors and famous "Whiter-White" enable you to suit any customer's preference.

And, tied in with national consumer advertising, Richmond gives you powerful selling aids, as well...in-store displays, eye-catching streamers, newspaper advertising mats, suggested radio and TV commercials, hard-sell consumer booklets and brilliantly colorful direct mail pieces.

Promotion... plus topnotch quality... makes it doubly easy to sell Plumbing Fixtures by Richmond!

"Enjoy the Brilliance" of the Richmond Display at the NAPC Show, Los Angeles, June 30—July 3.



**RICHMOND**  
**PLUMBING FIXTURES**

Division of Rheem Manufacturing Company  
16 Pearl Street, Metuchen, N. J.

RICHMOND CREATES THE FINEST BATHROOM AND KITCHEN PLUMBING FIXTURES • HEATING EQUIPMENT  
OTHER RHEEM PRODUCTS: WATER HEATERS • WATER SOFTENERS • WEDGEWOOD GAS RANGES • STEEL CONTAINERS



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**Sherman re-introduces  
 its low cost "C" digger**



**in an improved model—  
 the BOBCAT**

There are many reasons why the "good old," dependable Sherman "C" was so well liked by excavators and why the new Bobcat will be even more popular—

- The Bobcat has a fast operating cycle, moves earth quickly and economically.
- The Bobcat is extremely stable particularly when working directly behind the tractor where 90% of all digging is done.
- The Bobcat digs close to the tractor, permitting easy maneuverability in tight places.
- The Bobcat is mounted close to the tractor controls, making it easy for the operator to change tractor positions and adjust throttle settings.
- The Bobcat will have a high trade-in value because used Shermans are in big demand.
- The Bobcat is sold and serviced by Ford Tractor Dealers so parts and service facilities are always close at hand.

Ask your Ford Tractor Dealer for a demonstration of the low cost Bobcat on *your* job.

Write today for Bulletin No. 781



**SHERMAN PRODUCTS, INC.**  
 Royal Oak, Michigan

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 SOIL WORKING TOOLS • CRANES AND EXCAVATORS

# Check these worth-more Roly-Door features

**ALL-STEEL PERMANENCE**—steel Roly-Doors can't warp, rot, sag or change weight or size due to moisture.

All surfaces corrosion-protected.

**CLEAN-CUT BEAUTY** that stays in style—compliments any home, old or new. Can be painted any color.

**TOUCH-AND-GO OPERATION**—no stoop, stretch or strain. Moves effortlessly on ball-bearing or nylon rollers with perfect spring counterbalancing.

**SAFETY-PLUS**—Roly-Doors can't drop on toes or pinch fingers.

**WEATHER-SEAL**—patented Roly-Door interlocking seal between sections—resilient rubber astragal at base.

**CODE-APPROVED DESIGN**—meets all building code requirements.

**RADIO OPERATORS** available for all Roly-Door models.

**GUARANTEED CUSTOMER SATISFACTION**—fully guaranteed one year.

**TOP QUALITY AT RIGHT PRICES** that leave you healthy profit margins.

## *First choice*

of the discriminating homeowner is the Roly-Door Imperial, America's finest steel sectional garage door! This handsome, precision-crafted model, in a wide choice of sizes, is Bonderite protected against corrosion. Here is permanent, all-steel beauty and convenience to add value to any home!

## *7-section Roly-Doors*

combine Roly-Door precision craftsmanship, convenience and permanent beauty at favorable prices. Three models—the Premier, the Regent and the Niagara—to add real value to any home you build.



# THEY put more **SELL** into any home!

*Write today* for literature, prices, name of your nearest dealer-installer. Steel, wood sectional overhead doors for every residential, commercial, industrial use.



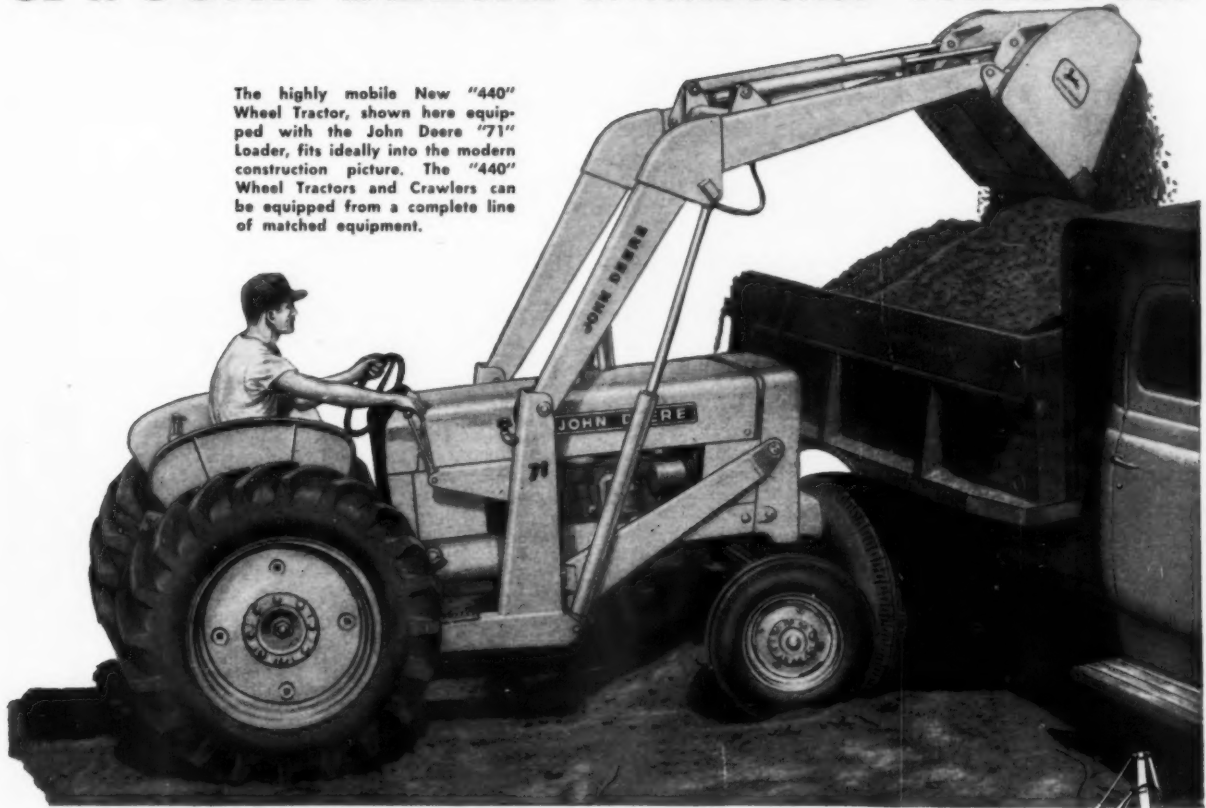
## **ROLY-DOOR DIVISION**

**MORRISON STEEL PRODUCTS, INC., 644 Amherst St., Buffalo 7, N. Y.**

*Also manufacturers of Mor-Sun Heating and Air Conditioning and Morrison Service Bodies.*

# Never Underestimate the WORK CAPACITY of a JOHN DEERE Industrial TRACTOR

The highly mobile New "440" Wheel Tractor, shown here equipped with the John Deere "71" Loader, fits ideally into the modern construction picture. The "440" Wheel Tractors and Crawlers can be equipped from a complete line of matched equipment.



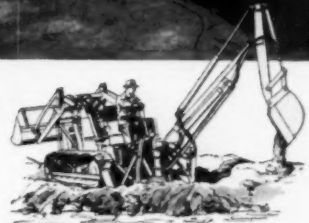
THE amazing quality about John Deere Industrial Tractors is their ability to turn out an amount of work far "above and beyond the call of duty."

Contractors and builders are constantly finding that they can assign to these trim, efficient wheel tractors and crawlers jobs previously thought suitable only for much larger, more expensive units. And now, as John Deere owners, they are counting the benefits in dollars—dollars saved in the initial price as well as in fuel, maintenance and servicing costs.

John Deere Industrial Tractors are rugged, not-to-be-babied power units with an almost unbelievable capacity for work, yet boasting all the nimbleness and versatility necessary in the construction field.

And you have four John Deere models from which to choose—the new heavy-duty "440" and the long-proved "420" in both wheel and crawler models.

The "440" Crawler with Backhoe



"440" Wheel Tractor with Trencher



"420" Crawler with Bulldozer



*Completely Engineered for Industry*

### SEND FOR FREE LITERATURE

JOHN DEERE—INDUSTRIAL DIVISION  
MOLINE, ILLINOIS • DEPT. D-33-T

Please send additional information on items checked:


"440" Wheel Tractor,  "440" Crawler,  "420" Wheel Tractor,  "420" Crawler.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

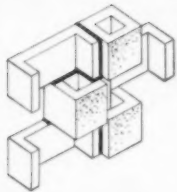


BLOCK PRESENTS  
PATTERNS OF  
progress

A permanent expression of progress is portrayed in this fashionable offset pattern of standard units and 6"x8"x16" pilaster block. Thousands of such distinctive block-featured wall patterns are offered by your local NCMA member. Consult him now.

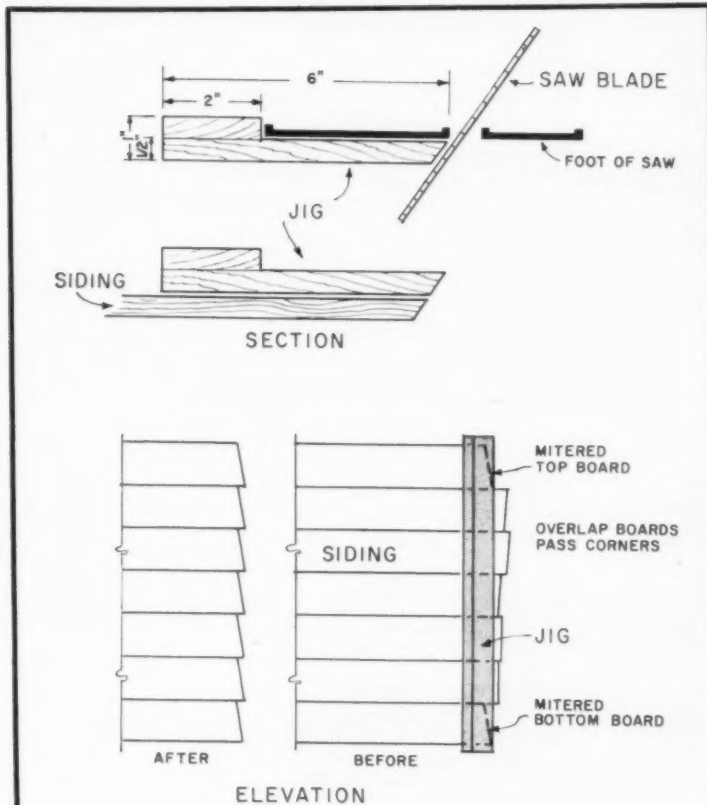
NATIONAL CONCRETE MASONRY ASSOCIATION  
38 SOUTH DEARBORN • CHICAGO

*Exterior of Mehelburg Bldg., Brentwood, Calif.  
Architects: Candrea & Jarrett, AIA*





## How to do it better



### How I miter beveled siding with a portable power saw

When applying redwood beveled siding, I use a jig for cutting the 45-degree miters on the outside corners. The use of the jig insures a good straight corner. It also makes a nice job of fitting the boards while cutting the time involved in half.

The jig is made up of two straight pieces of  $\frac{3}{8}$ " or  $\frac{1}{2}$ " strips of plywood 8' long. The smaller 2" piece is glued to the larger 6" piece with the edges held flush on one side, then fastened together with screws or nails.

How to obtain the proper

45-degree angled, straight-edged cut on the outer edge of the jig: set the foot of the saw on a 45 degree angle; use the inside edge of the 2" strip as a guide fence when ripping the angled straight edge.

Before all the miters on the boards can be cut with one cut of the hand power saw, the top and bottom boards are mitered and nailed. Then the jig is set on the face of the siding with the heel of the miter on the jig aligned with points of miter on siding.

R. Elliott, Inglewood, Calif.

(Continued on page 160)

**NEW  
TWIST\***

**gives SPIREX  
floating-lift  
action!**

\* Like a variable pitch propeller, the graduated twist of the new Spirex torque rod provides constant lifting power all the way up and down. Actuated by a more responsive coil spring and quietly gliding through a new nylon drive bearing, this graduated rod makes windows operate almost without effort.

### NEW SPIREX eliminates profit-robbing service calls

Why continue to let window servicing call-backs eat away at the normal profit to which you are entitled? Any dealer or builder who handles or installs Spirex-balanced windows will tell you that it doesn't have to be.

Now, the Spirex balance is even better than ever before. The graduated twist of the spiral rod provides constant lifting and holding power all the way up and down. A more responsive flat coil actuating spring reduces inertia, and a new nylon drive bearing eliminates friction and noise. The result is the spiral sash balance that makes a good window better.

You can count on more satisfied customers, virtually no servicing call-backs, and a better margin of profit when you handle and install quality windows with new Spirex balances.

For additional information on the new Spirex call your Caldwell representative or contact the factory:

CALDWELL MFG. CO.,  
68 Commercial St., Rochester, N. Y.



SPIRAL AND  
CLOCK SPRING  
SASH BALANCES

ROCHESTER, N.Y. • JACKSON, MISS.



**Add the Capitol package to your  
model homes... add up more sales\***

*\* Levitt + Sons did — so can you!*

Levitt & Sons, world's largest home builders, wanted to move more prospects from the inspection line to the dotted line. They did it by adding the Capitol package of aluminum combination storm doors and windows to their sample homes . . . at no increase in price!

Result? Traffic increased and sales jumped!

Levitt & Sons know that the modern home buyer wants a completely equipped home. They found that the Capitol package of aluminum combinations are just as important a factor in sales as wall ovens, dishwashers, air conditioning, complete insulation, landscaping. They are giving the people what they want.

Offering Capitol storm doors, windows and screens:

- shows buyers immediate savings in heating costs
- saves them hundreds of dollars over separate purchase
- assures service-free installation by factory-trained technicians
- cost can usually be included in the mortgage

Put the Capitol package on your sample homes. You'll draw more traffic . . . you'll close more sales. Levitt & Sons did . . . so can you.

# Thank you, Mr. Capitol

► We have just concluded an agreement with Capitol Products Corporation of Mechanicsburg, Pa., to purchase a limited quantity of aluminum screens, storm windows, combination storm-and-screen doors, and jalousie front doors for our houses.

► Accordingly from today until the supply is exhausted those items will all be standard equipment on every house we build—**AT NO EXTRA CHARGE!**

► Now, more than ever, a Levitt house is the best value in the world. We all thank Capitol for its generous cooperation in making this possible.

► Smart homeseekers won't waste time. The supply is limited and it has to be on a first-come first-served basis.

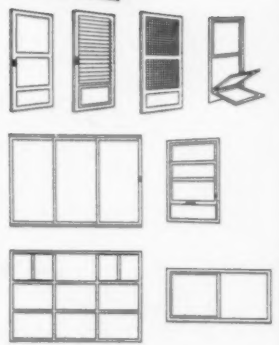
The Exhibit Center, on Route 413, just off Route 1,  
is open every day until 9 P.M.

**TO LEVITTOWN**  
From Philadelphia: Drive our American Standard (connecting to Route 1) on your way into Levittown to Route 413. Turn right on 413 to Levittown 1st Street Station.  
From Camden: Drive on Route 130 to Lancaster Bridge. Cross bridge, following 40 Street to 41st Street Station.  
From Delaware: Drive on Route 130 to Lancaster Bridge. Cross bridge, following 40 Street to 41st Street Station.  
From Baltimore: Drive on Route 130 to Lancaster Bridge. Cross bridge, following 40 Street to 41st Street Station.



## Here's why Levitt & Sons chose the Capitol package:

- CAPITOL QUALITY** Capitol, world's largest manufacturer of aluminum doors, builds in the kind of quality that builders appreciate, the features that have customer appeal.
- COMPLETE LINE** Storm doors, windows, jalousies . . . in a full range of styles for every type home . . . as well as rolling doors, prime windows and window walls—all from a single source.
- DIRECT DELIVERY** Capitol has its own fleet for delivery direct to your site . . . on your own time schedule. No inventory problem.
- TECHNICAL ASSISTANCE** Capitol's engineering staff will work with you on planning and design . . . so that you'll get the right product for the right purpose.
- INSTALLATION SERVICES** Capitol factory-trained crews work to your schedule to assure proper installation.



ROLLING GLASS DOORS • PRIME WINDOWS • WINDOW WALLS • COMBINATION STORM DOORS, WINDOWS, SCREENS • JALOUSIES • EXTRUSIONS



**CAPITOL . . . A SINGLE SOURCE, SINGULAR SERVICE FOR ALL YOUR ALUMINUM DOORS AND WINDOWS**

AB-139

**CAPITOL PRODUCTS CORPORATION**  
Mechanicsburg, Pa.

Please give me more information as soon as possible on how the Capitol Package can mean more sales for me.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

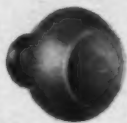
CITY \_\_\_\_\_ STATE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

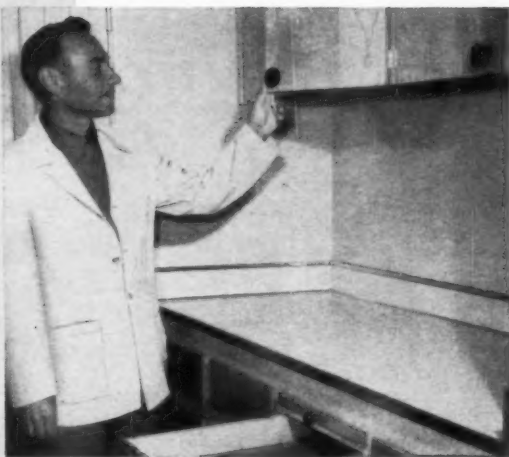
**Home builder JOHN F. LONG  
goes for eye appeal . . .  
at eye level!**



3301E Knob  
2" Diameter



527E Knob  
1 1/2" Diameter



*Contemporary*

CABINET HARDWARE BY



Successful home builders such as John F. Long of Phoenix, Arizona, know that it's just good sales sense to put extra value where buyers can see it. No other feature at the same cost equals Amerock cabinet hardware for more eye appeal at eye level. And Amerock hardware is easy to apply because it's accurately machined and manufactured. There's a beautiful Contemporary (see left), Modern, or Colonial Amerock pattern for every interior.

SEE YOUR AMEROCK HARDWARE SUPPLIER OR WRITE FOR FREE EYE APPEAL KIT. DEPARTMENT AB86

See Page 74 for the John F. Long story.



427E Pull  
3 3/4" Over-all



424E Pull  
4" Over-all



Semi-Concealed Hinge  
7636E for 3/4"  
Lip Doors  
7663E for 1/2"  
Flush Doors



**AMEROCK CORPORATION**  
Rockford, Illinois

## How to do it better . . .

(Continued from page 157)

### Handy tool from scissors

An old pair of scissors can be used to make a handy tool to remove insulation from electrical wiring.

The tool is made by filing matching notches in the two cutting edges of the scissors. Notches should be large enough to accommodate wire, yet cut insulation.

Ernest Miller, Lansing, Mich.

### Single-handed method of putting up rafters

I have found that one man can put up rafters as large as 2"x6"x12'.



Here's how. Use a piece of scrap lumber nailed to the side of the rafter as shown above.

The holding piece of scrap lumber is nailed to one side of the rafter so that the space at the bird's mouth allows a loose fit when the rafter is placed in position on the top plate.

To put the rafter in position the lower end is laid up first across the plate with the holding piece up. Carry the ridge end up the ladder. Make it fast to the ridge. The holding piece keeps the lower end on the plate. After the upper end of the rafter is fastened to the ridge, it is easy to nail the lower end. Then the holding piece is knocked off.

Alfred J. Sturgess, Catskill, N. Y.

### Can you do it better?

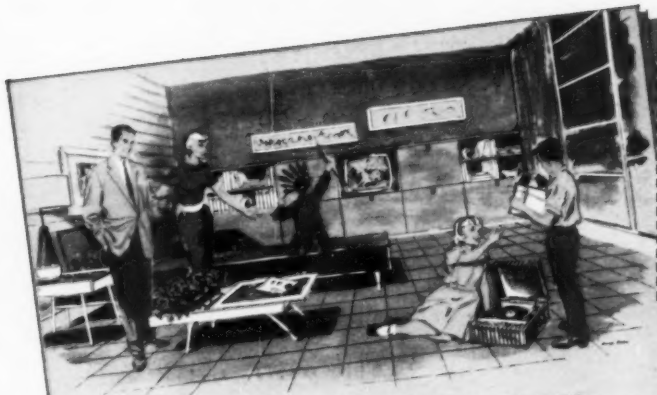
SEND US . . .

- A brief written description
- A simple sketch
- Snapshots, if possible

**Y**ou are American Builder's main source of better building methods, so send us your ideas. Good sketches are most important; a free hand drawing is fine so long as it's clear. If we publish your idea, we'll send you \$25. Mail to: American Builder, 30 Church St., New York 7, N. Y. Sorry, but contributions cannot be returned.

AMERICAN BUILDER





**BELL & GOSSETT COMPANY**  
 Dept. FH11, Morton Grove, Illinois

Please send your free booklet on the B&G Hydro-Flo System.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**Hydro-Flo SYSTEM**  
 Year 'round comfort with *water*  
 for both heating and cooling  
 BELL & GOSSETT COMPANY



## DISCOVER HOW TO ADD VALUE TO YOUR HOMES FAR IN EXCESS OF THE ACTUAL COST

...send the coupon for free  
 booklet which gives you the  
 complete story of the  
 B&G Hydro-Flo System



### B&G BOOSTER

#### Key unit in a B&G Hydro-Flo System

The prime requisite of a forced hot water heating pump is *quiet* operation. In this respect the B&G Booster is completely outstanding...in every detail it is designed to eliminate noise.

Motors are specially built units...alloy steel shafts are oversized, affording large bearing surfaces. Extra long sleeve bearings promote smooth, quiet operation and spring-type couplers further dampen noise and vibration. The extremely hard seal positively prohibits water leakage into the bearings.

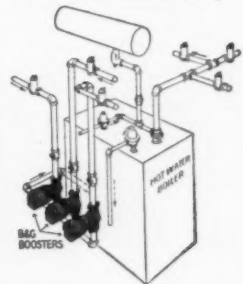
This hydronic\* system lifts your homes out of the commonplace class...really gives you something to talk about...adds sales value. No other equipment can offer so many possibilities for more comfortable, more convenient living.

The B&G Hydro-Flo System can be installed initially as a forced hot water heating system with all the benefits of controlled, *radiant* warmth, plus a year 'round supply of low-cost hot faucet water.

Other Hydro-Flo features can be included, either when building or at any time thereafter. Summer cooling, for example, using chilled water in a choice of several ways. Or snow-melting pipe coils under driveway and sidewalk, using the regular boiler to supply heat.

#### The only practical way to zone-control residential heating

Merely splitting the piping into separate zone circuits and circulating each with a B&G Booster Pump offers a simple, inexpensive method of temperature control. This permits different temperatures in different parts of the house, or compensation for varying heat losses due to exposure conditions. Split-level homes, in particular, require zoned heating.



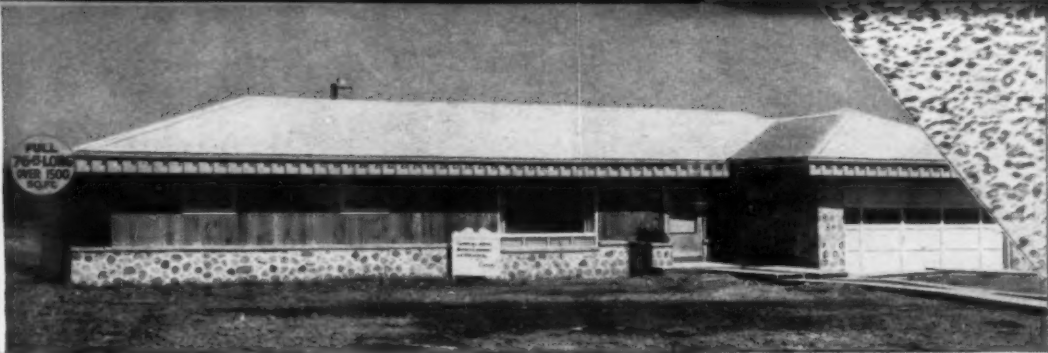
## Hydro-Flo SYSTEM

**BELL & GOSSETT  
 COMPANY**

Dept. FH-11, Morton Grove, Illinois

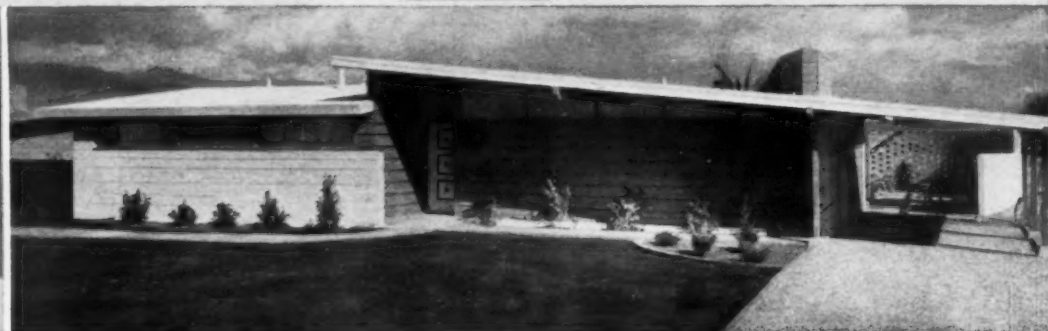
Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario

\*Hydronics...the science of heating  
 and cooling with water



**VAL ZIMMERMANN, Pres.,  
ZIMMERMANN HOMES, INC.,  
MILWAUKEE, WISCONSIN**

"A better home for less money is what we offer in our Monterey Park subdivision . . . and quality features like Celotex Hush-Tone ceilings are important to our success. We picked Fiesta because it not only puts a hush on noise but also adds an exclusive new decorator touch . . . and prospects like it!"



**MARY COOPER, Color Consultant,  
LUSK HOMES  
TUCSON, ARIZONA**

"We were delighted when Celotex introduced Fiesta Hush-Tone Tile. In design and color, it fits perfectly with our interior decorating plans for Kingston Knolls homes. And it adds the comfort of quiet to family living—a feature as modern and salable as our swimming pool and activity room."



**STANLEY S. SWANGO, Jr.,  
SWANGO HOMES  
DAYTON, OHIO**

"We at Swango Homes know that, the better the name, the easier the sale. Nationally advertised products are a must with us. Because Celotex is one of the brand names most people know best, we feature Hush-Tone Tile by Celotex. It suggests modern construction throughout and helps sell homes!"



**J. B. MOFFETT, EDWARD FERRELL,  
BROOKWOOD DEVELOPMENT CO.,  
LONGVIEW, TEXAS**

"Our developments in Longview will represent an outlay of over ten million dollars. Our Brookwood Place homes range from \$20,000 to \$40,000. Naturally, we have to offer the newest and best. We feature Ceilings by Celotex because they're a visible quality, extra. Features with good names like Celotex help sell the whole house."

MORE AND MORE OUTSTANDING BUILDERS ACROSS THE NATION

*feature*

# HUSH-TONE

TRADE MARK

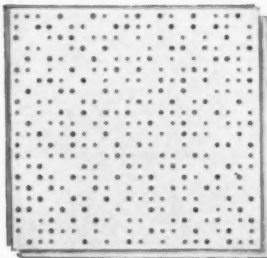
## "CEILINGS BY CELOTEX"

FIESTA  
PATTERN

**GOOD PRODUCT!  
GOOD BUILDERS!  
GOOD REPORTS!**

Nationally advertised in LIFE, SATURDAY EVENING POST, BETTER HOMES & GARDENS, LIVING, AMERICAN HOME . . . endorsed by such TV and Radio stars as STEVE ALLEN, HAL MARCH and DON MCNEILL . . . Hush-Tone Tile is enjoying increased popularity everywhere!

Like these leading builders, you can put this national advertising to work for you. All the selling power of the pre-sold CELOTEX brand name goes to work for you when you say,  
"Sound-Quoting Ceilings by Celotex!"



TRUE WHITE  
LINEAR-RANDOM  
HUSH-TONE  
TILE



INTERIOR VIEW OF LUSK-DESIGNED HOME, TUCSON, ARIZONA

For Beauty with the added "SELL" of Quiet...feature

**HUSH-TONE CEILING TILE BY**

# CELOTEX

REG. U. S. PAT. OFF.

THE CELOTEX CORPORATION • 120 S. LA SALLE STREET • CHICAGO 3, ILLINOIS

U. S. PAT. NO. D169,763

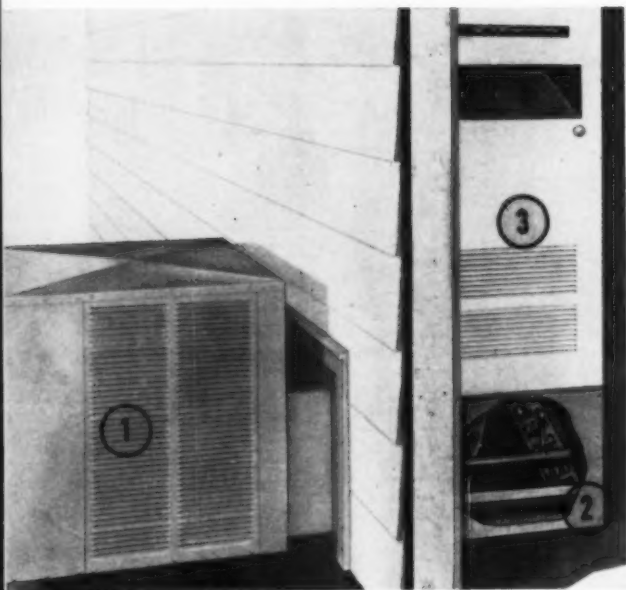
SEE SAMPLES AT YOUR CELOTEX BUILDING PRODUCTS DEALER



In residential cooling:  
a big sales gain in 1957.  
To date in 1958: record-breaking  
sales. These gains  
show builders how much . . .



## . . . A/C can help make any



We asked builders: "Does air conditioning in any form help sell houses in your area?" In the North, nearly half those answering said, "Yes."

In the South and Southwest—as might be expected—over 95 per cent said, "Yes."

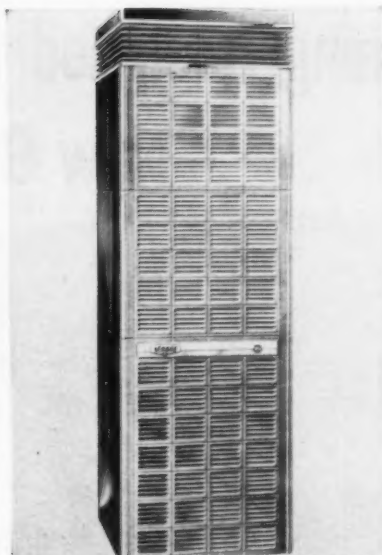
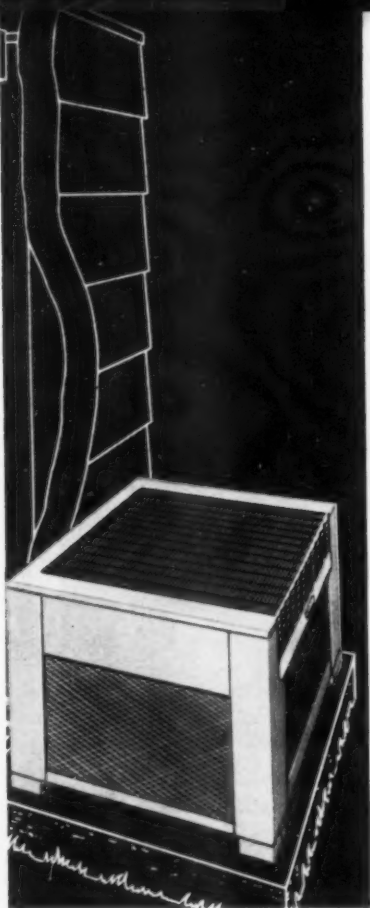
As one New Jersey builder put it, "People are accepting a/c as the coming thing." And it's true. People are not only accepting it, but demanding it.

Sales of central units for homes reflect this demand. Last year 160,000 central cooling packages were sold—an increase of 10,000 over 1956. Some industry spokesmen believe 250,000 units will be sold this year, despite recession talk.

The Trane Co., traditionally an industrial

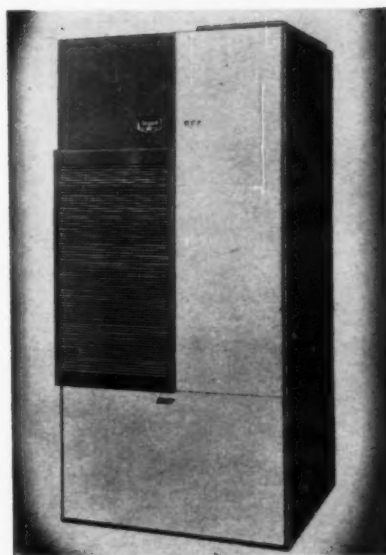
◀ **OUTSIDE** installation of air-cooled condenser is standard with most builders. This is one of Frigidaire's units set up with cooling coils (2) under the furnace. Available in 2, 3, 5 and 7½ tons. (Circle No. XI, p. 114.)



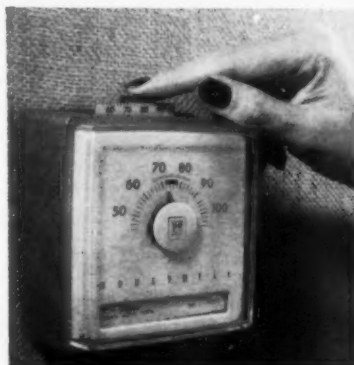


**FLEXIBILITY** during installation is an advantage of Lennox's new Landmark series of cooling and heating units. This one is for the store. (No. X3, p. 114.)

◀ **IF HOMEBUYER** doesn't want cooling right away, this system works well for add-on jobs. Heating cooling combination is by Delco. (No. X4, p. 114.)



**COMPACT** and good looking, Bryant air-cooled year-round conditioner is typical of units produced for slab house utility closet. (No. X5, p. 114.)



**DESIGNED** for changing home heating, cooling needs, new Minneapolis-Honeywell thermostat can be automatic. (Circle No. X6, p. 114.)

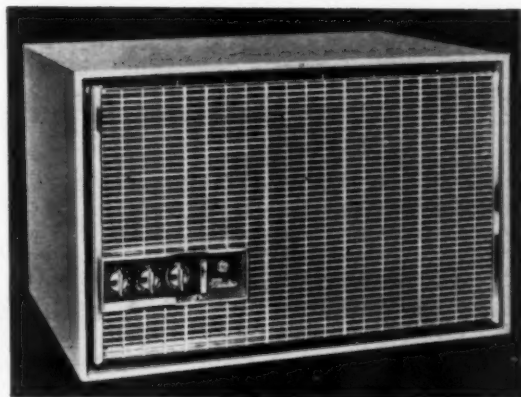
## house more saleable

a/c producer, is so impressed with the booming home cooling market that it's jumped in. The firm is expected to begin selling a line of central heating and cooling products this month. More conservative than some, Trane nevertheless feels that "within the next five to seven years, it will be standard practice to air condition new homes."

One strong stimulant to the growth of air-conditioned homes is FHA's changed attitude. This is cited by both Carrier Corp. and Bryant Mfg. as the most important new trend in the field this year.

The second most-mentioned trend in the field is the rise in sales of heat pumps, and the increased research devoted to this product. It could be the home comfort system of the future.

▶ **ROOM-BY-ROOM** units are more popular than ever, especially in remodeling. This is G.E.'s 1958 Custom Thinline. It's 20% smaller than the firm's '57 unit. Delivers one h.p.; 115 or 230 volt models. (No. X2, p. 114.)



# Air Conditioning Designed for Builders...

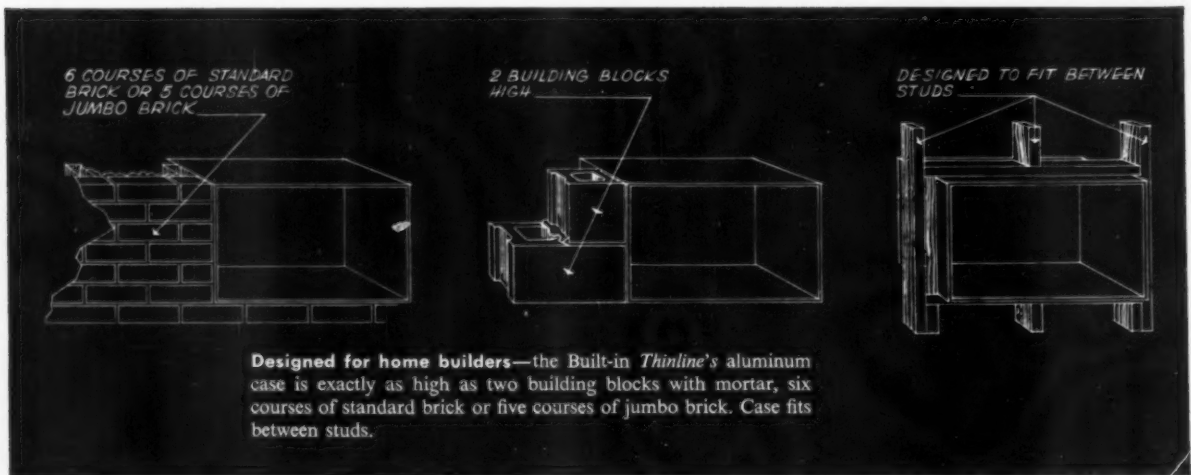
## New General Electric



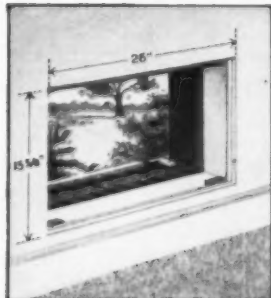
**INSIDE**, the new General Electric Built-in *Thinline* is covered with a panel that can be painted or papered to match interior decoration. It blends in with room décor! Controls are hidden away from view, yet are easy to reach when needed.



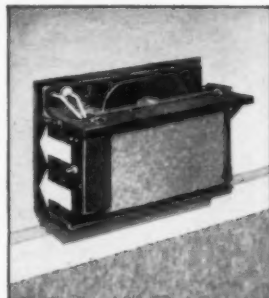
**OUTSIDE**, the Built-in *Thinline* has a "no see through" aluminum grille. It can be painted to match exterior. From street, it has a neat, Built-in look.



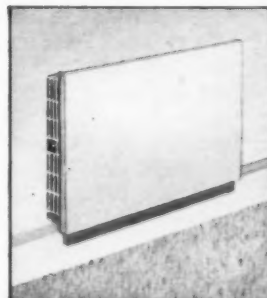
### See how easy it is to install the new General Electric Built-in Thinline:



Your workmen install case during construction. Inside and outside panels protect the case until building is finished.



Slide the unit into the case later. It's compact and easy to handle, thanks to exclusive Spine-Fin cooling system and new compressor.



Add the inside panel, connect it and the new Built-in *Thinline* is ready to run. So neat you'd hardly notice it's in the room.



Outside louvers can be painted to match exterior. Makes the new General Electric Built-in *Thinline* blend with the finished house.

# to cut on-site costs, save space!

## Built-in Thinline

Cuts on-site costs because it needs no special ductwork or plumbing. Takes up no space because it's part of the wall. Lets you air condition zone by zone—as little or as much of the house as you want. General Electric's new Built-in Thinline Air Conditioner blends gracefully with any home design—inside and out.

**D**ON'T DECIDE on any air conditioning system for the homes you build until you've seen the newest system of them all—the new General Electric Built-in Thinline. Consider its many advantages . . .

**Cuts on-site costs**—You don't need a skilled workman to install it. You not only save those hours of skilled and high-paid work by specialists, but you also save the cost of duct and plumbing materials. Its aluminum case is *exactly* as high as two building blocks with mortar, six courses of standard brick or five courses of jumbo brick.

**Takes up no space** because it's *part of the wall!* The louvered grille can be painted to match the house exterior. And you hardly know it's inside the room, because the inside panel can be painted or papered to match the décor. It fits almost flush inside and out.

**Flexible—you can air condition zone by zone**—because the new General Electric Built-in Thinline packs up to 10,000 BTU's\*—more than enough to cool a room in an average-sized house. A few can often take care of a whole house!

So you can air condition as little or as much as you want—and still have the sales appeal of air conditioning.

**Economical**—not only in labor and materials, but also in initial cost, too! And the new General Electric Built-in Thinline system costs less than most central systems.

Order now! Construction cases are ready for shipment right now. Your General Electric distributor has full details on the one air conditioning system designed specifically to answer builder needs.

General Electric Co., Appliance Park, Louisville 1, Kentucky.

\*Cooling capacities are tested and rated in compliance with ARI Standard 110-58 and are stated in British Thermal Units.

BUY NOW FOR EXTRA VALUES!



*Progress Is Our Most Important Product*

# GENERAL ELECTRIC

JUNE 1958

## Send for FREE BOOKLET



Get the whole story. How you can save air conditioning dollars—and still give your home buyers the best in home cooling.

See your General Electric distributor, or SEND TODAY for your FREE booklet "Building and Air Conditioning with General Electric" which fully explains General Electric's modern concept for home air conditioning.

USE THIS  
HANDY COUPON  
TODAY!

General Electric Company  
Dept. 1, Appliance Park  
Louisville 1, Kentucky

Please send me my free copy of "Building and Air Conditioning with General Electric."

Also send name of local distributor.

YOUR NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

BUILDER \_\_\_\_\_

ARCHITECT \_\_\_\_\_

OTHER \_\_\_\_\_

167

COST SAVER FOR JUNE

## You can reduce your concrete costs . . .

. . . make maintenance

of forms part of your

building routine

Maintenance of concrete forms is usually looked upon by builders as "busy work"—something to give a good crew to do during slack periods to keep it together. But, if the builder is to get the maximum return on the investment he has made in factory or job-built forms, maintenance should be part of the year-round daily routine.

If frames of the forms are skillfully made with the highest grade of wood, they will last almost indefinitely. The plywood may be reversed or changed at low cost. In this way the builder can get as many as 500 or more pours out of a frame. This long life can mean a cost per pour of less than 1¢ a sq. ft.

When the face of the form is kept clean, and a good preservative applied, the life of the form can be increased by 50 per cent. Stripping time will be less and the surface appearance of the pour will be smoother. A good scraper is the best tool with which to clean the face of the form. If it is plywood, take care to avoid gouging. Clean hardware easily with a special solvent designed for this purpose.

On a wood form, the builder should check for split or damaged lumber. Stripping plywood off the frame or nailing the plywood face to the frame should take approximately 3 to 5 minutes.

Photos and data courtesy Symons Clamp and Manufacturing Co. of Chicago, Ill.



**MAINTENANCE.** You don't always have to build a new frame to keep the form in service; one nail may do it.



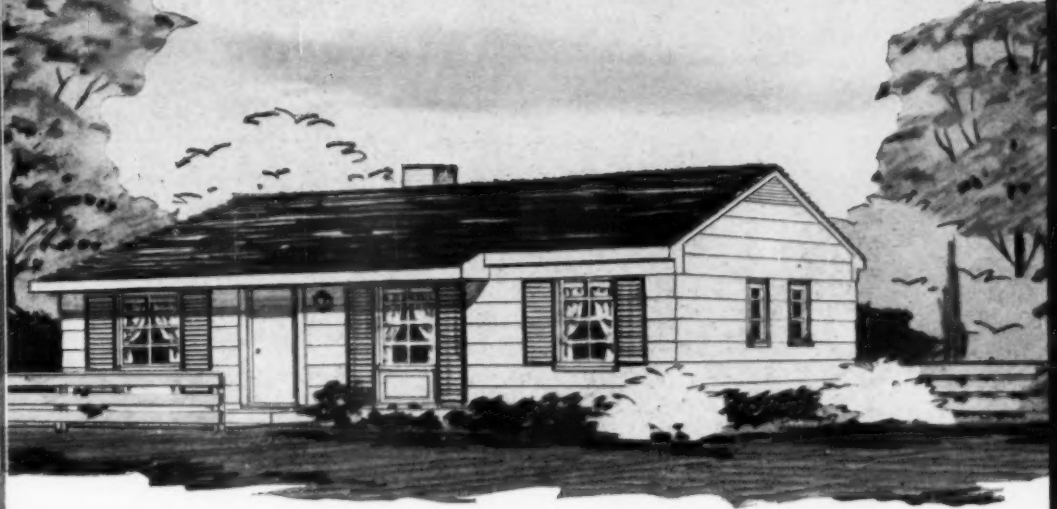
**PROPER HANDLING.** Careless dumping or throwing may weaken or jar panel, might even break a corner.



**CLEANING and storing.** After forms are cleaned and oiled, place in dry place with slight pitch for run off.



**THYER** opens the door to a brand new market... with the **WESTPOINT**



**DESIGNED AND BUILT FOR THE FAMILY WITH A WEEKLY INCOME OF \$80 OR LESS**

Do lower income families have no other choice than to settle for old-fashioned inconvenience in their housing? Noted designer Richard B. Pollman thinks not!

The new low-cost Westpoint is no stripped-down version of a larger, more expensive Thyer model. It is mass produced by experts for one purpose alone — to give families in the eighty dollar a week or less income bracket more comfort, more true livability than they ever dreamed possible before.

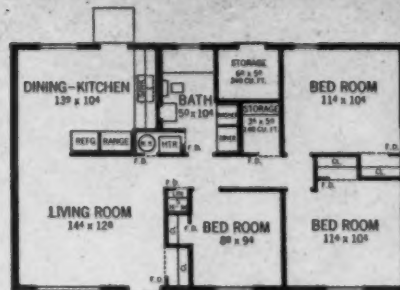
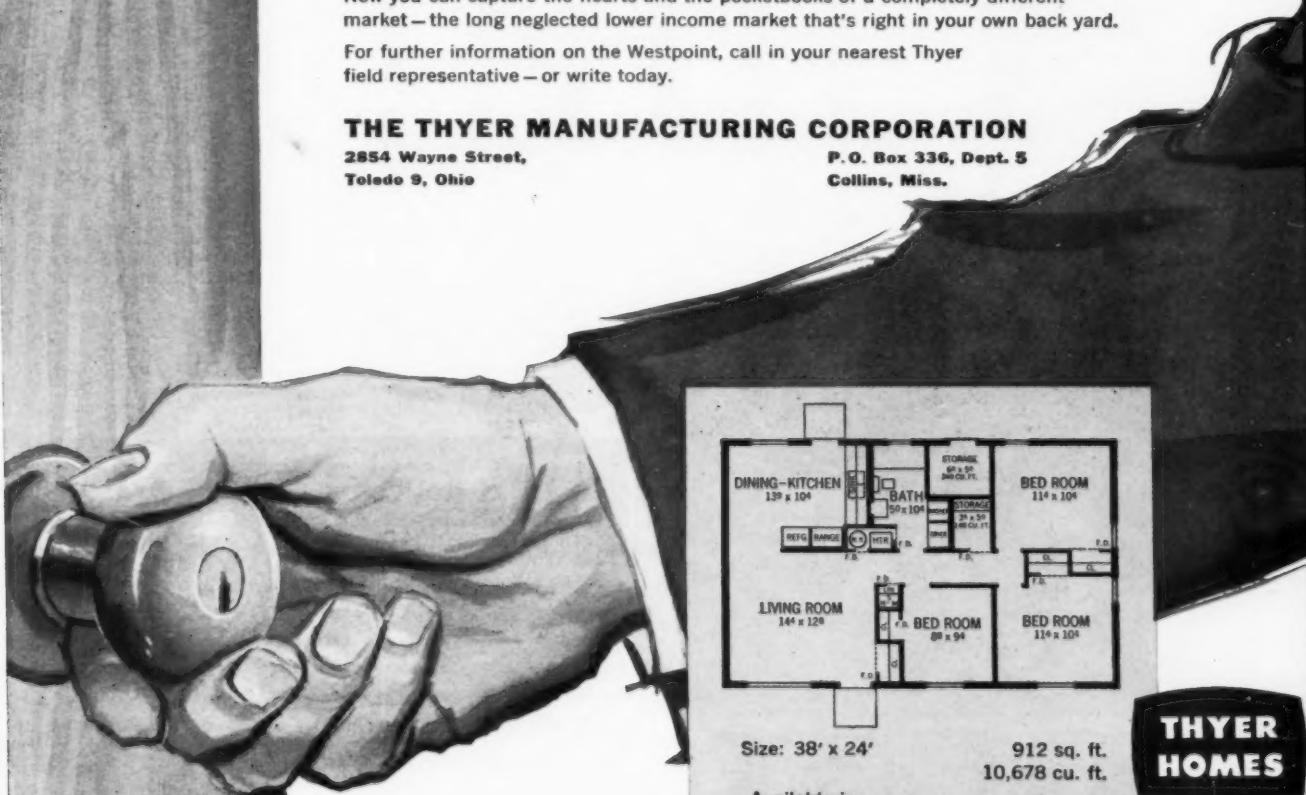
Now you can capture the hearts and the pocketbooks of a completely different market — the long neglected lower income market that's right in your own back yard.

For further information on the Westpoint, call in your nearest Thyer field representative — or write today.

**THE THYER MANUFACTURING CORPORATION**

2854 Wayne Street,  
Toledo 9, Ohio

P. O. Box 336, Dept. 5  
Collins, Miss.



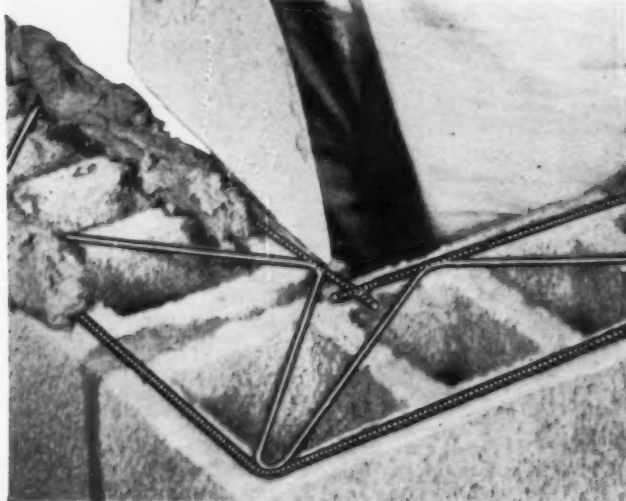
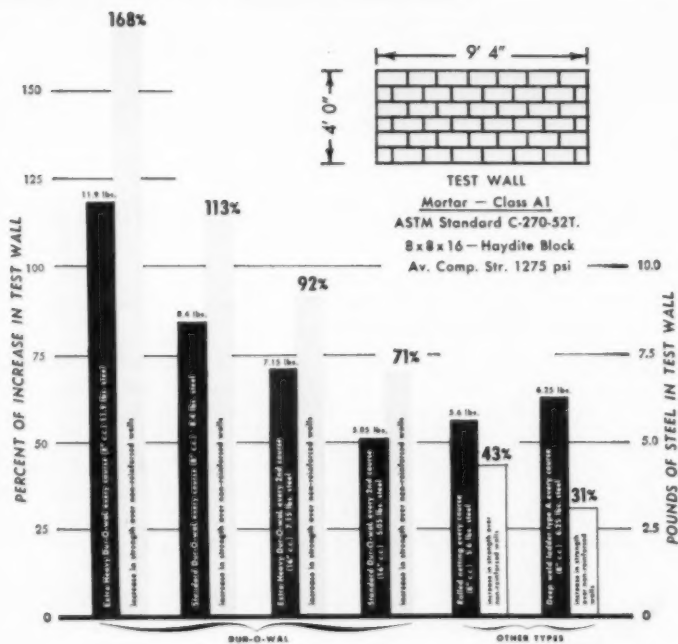
Size: 38' x 24'

912 sq. ft.  
10,678 cu. ft.

Available in non-basement and basement models.



# Test Results Prove that DUR-O-WAL is your Most Economical and Effective Steel Masonry Reinforcement



Tests Conducted by Toledo University Research Foundation

Dur-O-wal with patented trussed design out-performs other reinforcing two to one . . . reduces lineal foot requirements by half . . . cuts building costs. Every pound of high tensile steel in Dur-O-wal works twice as hard because the exclusive trussed design and superior bonding characteristics make every inch work together as a unit. Test results prove why building experts insist on Dur-O-wal . . . the steel masonry reinforcement that exceeds ASTM specifications . . . by far your best and most economical buy.

Research findings available on request.

## DUR-O-WAL<sup>®</sup>

Rigid Backbone of Steel For Every Masonry Wall

Dur-O-wal Div., Cedar Rapids Block Co., CEDAR RAPIDS, IA. Dur-O-wal Prod., Inc., Box 628, SYRACUSE, N. Y. Dur-O-wal Div., Frontier Mfg. Co., Box 49, PHOENIX, ARIZ. Dur-O-wal Prod., Inc., 4500 E. Lombard St., BALTIMORE, MD. Dur-O-wal of Ill., 119 N. River St., AURORA, ILL. Dur-O-wal Prod. of Ala., Inc., Box 5446, BIRMINGHAM, ALA. Dur-O-wal of Colorado, 29th and Court St., PUEBLO, COLORADO Dur-O-wal Inc., 165 Utah Street, TOLEDO, OHIO

# FAMILY-PROOF

a new concept in paneling  
from GEORGIA-PACIFIC



Designed for today's homes, today's living, new G-P Hardwood Paneling is now *protected* with a special synthetic finish.

Components in the new formula build in mar resistance, give the prefinished plywood a deep, rich luster that never needs waxing. Crayons, lipstick, hair tonic, ink, nail polish, even alcohol can't penetrate the tough new topcoat. It cleans with a damp cloth. And this practical paneling costs, retail, as little as 39¢ per square foot.

Installation is fast and easy with 4' x 8' panels for regular nailing or gluing. Clip-on\* panels make quick work of modernizing old walls.

V-grooves accent random-plank look in all nine handsome woods.

\*PAT. PENDING



## GEORGIA-PACIFIC

Plywood & Redwood • Lumber & Hardwood • Pulp & Paper

Choose from American Black Walnut, American Cherry, Honeytone Oak, Blond Oak, Flame Gum, Adirondack Birch, Greymist Ash, Blond Cativo, Philippine Mahogany.

GEORGIA-PACIFIC, Dept. AB658, Equitable Bldg., Portland, Oregon.  
Please send complete information on new G-P Family-Proof Paneling.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## Sell More Homes with the

### NEW TALK-A-PHONE ALL-TRANSISTOR HOME INTERCOM-RADIO SYSTEM



America's feature-conscious market acclaims this exciting new built-in feature—chosen for exhibition at the U.S. Pavilion, Brussels World's Fair, 1958. Your buyer will delight with . . .

- **THE SAFETY** of answering outside doors from any room without opening door to strangers.
- **THE PEACE OF MIND** listening to baby, children or sick room day or night, from any room in the house while working or relaxing.
- **THE CONVENIENCE** of talking to anyone in the home or garage by the simple flick of a switch.
- **THE ENJOYMENT** of favorite radio programs following the listener throughout the house.

Distinctively styled by Dave Chapman, internationally renowned industrial designer and beautifully finished in richly blended tones of satin silver and polished gold. Easily installed in homes already constructed as well as in new construction.

Write today for complete information and prices.

**TALK-A-PHONE CO.**

Dept. AB-6, 1512 South Pulaski Road • Chicago 23, Illinois



## QUANTITY MATERIAL LIST

Living Area	1,390 sq. ft.
Garage Area	360 sq. ft.
Porch Area	340 sq. ft.

### EARTH EXCAVATION AND GRADING

Topsail	6" Grade Excavation	3,400 sq. ft.
Earth	Foundation Wall & B'fill	1,485 cu. ft.
Gravel	4" Floor Sub-fill	2,085 sq. ft.

### CONCRETE CONSTRUCTION & FINISH

2,500# Concrete	Found., Planter Wall Footings	225 cu. ft.
"	" " " " Forms	350 sq. ft.
"	Foundation Walls	230 cu. ft.
"	Foundation Wall Forms	685 sq. ft.
"	4" Floor Slab O.G.	2,000 sq. ft.
Monolithic	Garage Floor Finish	360 sq. ft.
"	Porch & Apron Finish	340 sq. ft.
"	Floor Sub-Finish	1,225 sq. ft.
Premolded	1/2" x 4" Expan. Joint	200 lin. ft.

### BLOCK CONSTRUCTION & FACING

Concrete Blk	8" Exterior Wall	1,160 sq. ft.
P.C. Concrete	10" x 3 1/2" Wind. Sill	36 lin. ft.

### LUMBER FRAMING & CONSTRUCTION

2" x 12" Fir	Living Room Beam	32 lin. ft.
2" x 8" "	Roof Ridge	60 lin. ft.
2" x 8" "	Wall Plate	170 sq. ft.
2" x 6" "	24" o.c. Roof Rafters	2,528 sq. ft.
2" x 6" "	24" o.c. Ceil. Joists	1,190 sq. ft.
3" x 8" " D4S	Porch Beam	34 lin. ft.
2" x 6" "	Pot Shelf & Br.	40 lin. ft.
2" x 6" "	24" o.c. Collar Beams	240 lin. ft.
2" x 6" "	16" o.c. Wall Studs, S.&P.	120 sq. ft.
2" x 6" "	Wall Plates	20 lin. ft.
2" x 4" "	Roof Purlin	125 lin. ft.
2" x 4" "	Roof Knee Braces	200 lin. ft.
2" x 4" " D4S	Window Surrounds	70 lin. ft.
2" x 4" "	16" o.c. Part. Studs, S.&P.	1,235 sq. ft.
2" x 4" "	24" o.c. Ceil. Joists	200 sq. ft.
1" x 6" "	48" o.c. Ceil. Ties	100 lin. ft.
Red Cedar	Wall Shingles	20 sq. ft.
1" x 8" Fir	Wall Clap'd Siding	260 sq. ft.
1" x 8" "	Roof Lining	2,610 sq. ft.
Wood	Furring & Grounds	Sum
Fir Plywood	1/2" Ceiling Boarding	360 sq. ft.

### WALL & CEILING BOARDING

Plasterboard	1/2" Ceiling Boarding	1,225 sq. ft.
"	" Wall	2,875 sq. ft.

### METAL MISCELLANEOUS & ORNAMENTAL WORK

Stl. 2/3 x 3 x 1/4"	Door & Window Lintel	70 lin. ft.
" 1/2" x 15"	Bolts, Nuts & Washers	25 Units
" 3 x 3 x 1/4"	Anchor Plates	25 Units

### WOOD EXTERIOR & INTERIOR MILLWORK

6 x 6" Wh. Pine	Porch Turned Posts	35 lin. ft.
4 x 4" D4S Fir	Porch Mullions	70 lin. ft.
3 x 8" "	3" Ridge Ends	2 Units
3 x 6" "	3" Rounded Rafter Ends	38 Units
2 x 6" "	2" Rounded Rafter Ends	30 Units
2 x 6" "	Porch Water Table	34 lin. ft.
1 x 12" Wh. Pine	Closet Shelving	30 lin. ft.
1 x 6" "	Wall Fascia	110 lin. ft.
1 x 4" "	Closet Shelf Cleats	50 lin. ft.
Hardwood	" Pole	26 lin. ft.
1-3/4" Wh. Pine	8" x 7" Upward Acting Door & Hdw.	1 Unit
1-3/4" "	Glazed 3" x 7" Extor. Door Frame & Trim	1 Unit
1-3/4" "	2"8 x 7" Extor. Door Frame & Trim	1 Unit
1-3/4" "	2"6 x 7" Extor. Door Frame & Trim	2 Units
1-3/4" "	2"6 x 7" Inter. Door Frame & Trim	4 Units
1-3/4" "	2" x 7" Inter. Door Frame & Trim	4 Units
1-3/4" "	1"10 x 7" Inter. Door Frame & Trim	1 Unit
Wood & Mesh	2"6 x 7" Door Screen & Hdw.	1 Unit
"	3" x 7" "	1 Unit
"	4" x 4" Porch "	7 Units
"	1"6 x 4" "	2 Units
"	1" x 4" "	1 Unit

### STEEL WINDOWS & SCREENS

Steel Sash	7/4 x 4 Fix. & Proj. Window, Hdw.	1 Unit
"	6" x 3" "	2 Units
"	5" x 4" "	2 Units
"	4"8 x 3" "	1 Unit
"	1"6 x 2" "	1 Unit
"	1"6 x 4" Window Screen	1 Unit
"	1"6 x 3" "	9 Units
"	1"6 x 2" "	1 Unit

**GENUINE** *Warp's* **AS LOW AS 1¢ SQ. FT.**

**PLASTIC COVERALL**

**PURE POLYETHYLENE SHEETING IN** Moisture-Proof Sun-Resistant  
3 THICKNESSES—WIDTHS FROM 3' to 40' CLEAR or BLACK  
— 100 LIN. FT. PER ROLL —

Warp's COVERALL is made in 3 thicknesses and many widths to meet any requirement in building or remodeling. CLEAR COVERALL is a tough polyethylene plastic sheeting that has hundreds of applications (meets FHA specifications).

BLACK COVERALL, a tough, sunlight-resistant polyethylene plastic film is recommended for use where material is exposed to direct sun.

Warp's COVERALL is the Best Polyethylene Plastic Sheeting Money Can Buy

For current prices, samples, and product information on Warp's COVERALL, ask your Jobber or write to Warp Bros., Chicago 51.

- WATER-TIGHT
- ACID-PROOF
- ROT-PROOF
- STAYS FLEXIBLE AT 60 BELOW ZERO



Retail →	1¢ 2 Gauge Sq. Ft. (.002 Thick)	2¢ 4 Gauge Sq. Ft. (.004 Thick)	3¢ 6 Gauge Sq. Ft. (.006 Thick)
Moisture-Proof CLEAR	3', 4' and 9 Ft. Widths	3', 4', 6', 8', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths	6', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths
Sun-Resistant BLACK	3 Ft. Widths	6' 12' 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths	4', 6', 12', 14', 16 1/2', 20', 24', 28' 32' & 40 Ft. Widths

Warp's Coverall also Available in Pre-Cut Packages from 12' x 12' to 20' x 20'

CARRIED BY RELIABLE JOBBERS EVERYWHERE

**WARP BROS. PIONEERS IN PLASTICS CHICAGO 51, ILL.**  
— SINCE 1924 —



### ASPHALT RUBBER FLOOR & BASE TILING

Asphalt	Floor Tiling	1,390 sq. ft.
1/2 x 4 Rubber	Wall Baseboard	275 lin. ft.

### FOLDING DOORS & ACCESSORIES

Plastic	5'2 x 6' Closet Folding Door	2 units
"	6'1 x 6'6 " "	1 unit

### PRE-FINISHED KITCHEN CABINETS & ACCESSORIES

Wood or Metal	2 x 1'4 x 1' Wall Cabinet	1 unit
"	4' x 3' x 2' Sink	1 unit
"	2' x 3' x 2' Uhl.	1 unit
"	3' x 1' x 1' Wall	1 unit
"	3'6 x 7' x 2' Pantry	1 unit
"	2'6 x 5'3 x 2' Oven	1 unit
"	4' x 3' x 2' Range	1 unit
"	3' x 2' x 1' Wall	4 units
1/2 Steel Rod	24" Cabinet Hangers	8 units
Premoulded	8 x 2' Sink Countertop	1 unit

### TOILET ACCESSORIES & FITTINGS

Chrome	30" Towel Racks	4 units
"	Paper Holder	2 units
"	Soap Holder	4 units
Metal 16" x 36"	Recessed Humpers	2 units
" & Glass	30" x 24" Recessed Med. Chest.	2 units

### PAINT—EXTERIOR & INTERIOR FINISH

Paint	Block Wall 2 coats	1,160 sq. ft.
"	Shingles & Siding 2 coats	740 sq. ft.
"	Exter. Doors 2 coats	320 sq. ft.
"	D. & W. Screens 2 coats	322 sq. ft.
"	Exter. Millwk. 2 coats	1,500 sq. ft.
"	Inter. Block Wall 2 coats	1,160 sq. ft.
"	Plast. B'd. Wall 2 coats	2,875 sq. ft.
"	" " " " " " " " " " " "	1,225 sq. ft.
"	Plywood " " " " " " " " " " " "	360 sq. ft.
"	Inter. Doors 2 coats	450 sq. ft.
"	" " Millwork 2 coats	150 sq. ft.
		10,262 sq. ft.

### PLUMBING SYSTEM & FIXTURES

Enamel Metal	22" x 18" Lavatory & Piping	2 units
"	Bath Tubs & Piping	2 units
White Porc.	Water Closets & Piping	2 units
Stainless Sil.	2-Tray Kitchen Sink & Piping	1 unit
Chrome	Shower Head & Piping	2 units
Gas	Piping & Outlets	2 units
Sanitary	Drainage Connection	1 unit
Water	Service Connection	1 unit
Gas	" " " "	1 unit
Garage & Yard	Hose Connection	2 units
Gas	Hot water Heater & Tank	1 unit

### PRODUCT LIST

O. A. Sutton Vornado air conditioning; General Electric Textolite counter tops; Gladding McBean Hermosa ceramic tile; Arcadia sliding doors; Norris-Thermador plumbing fixtures; Rheam water heater; Price Pfister brass fixtures; Mastic Tile Matico asphalt floor tile; Utility forced air furnace; Universal Metal Products kitchen ventilators; Weiser locks and door hardware; Amerock cabinet hardware; Soule Steel Co. window sash; U. S. Gypsum Sheetrock wallboard; Olympic paints; Weyerhaeuser Sales Co. 4-Square lumber; Lloyd A. Fry Co. Invincible sheet roofing material and asphalt shingles; Williams Celuwool insulation; S. K. & R. Full-Fold metal doors.

## Humphrey WINDOW CONVERTERS

REINSTALL old, "troublesome" double-hung wood window sash with HUMPHREY WINDOW CONVERTER CHANNELS.

### ADVANTAGES . . .

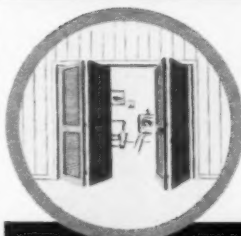
- (1) Sashes are made removable to inside for SAFE, EASY CLEANING.
- (2) Weatherstrips.
- (3) Both Top and Bottom Sash made EASY TO OPERATE.
- (4) Harmonious LIGHT GREY Enamel Baked-on Aluminum Channels.
- (5) 1 3/4" Wide Channels for Residential Sash and 1 3/4" Wide with Balances for Commercial Sash.
- (6) AVAILABLE in sets for Dealers or Lineals for large users.

Write: HUMPHREY PRODUCTS, INC., Box 2868, Wichita, Kansas

# Glide-Master®

## FOLDING & SLIDING DOOR HARDWARE

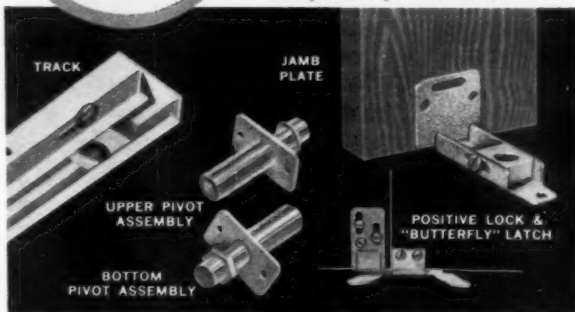
superior...profitable  
...easy to install!



## Glide-Master

### MODEL G

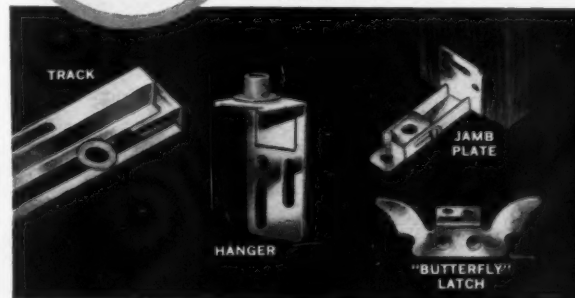
Folding Wardrobe Hardware, Edge-Mount Pivot Hangers. Adjustable. For wardrobe passageway and pass-thru. Eliminates floor obstructions for safety and easy maintenance.



## Glide-Master

### MODEL F

Folding Wardrobe Hardware, Side-Mount Pivot Hangers. Adjustable Folding Door Hardware with exclusive features that eliminate undesirable floor obstructions.



When the job calls for high performance at moderate cost, they'll specify GLIDE-MASTER—order today!

There is a Glide-Master unit to meet every folding and sliding door problem. See the complete line described in the new Glide-Master catalog.

Yours free. Write on your letterhead today. Ask about representing Glide-Master in your community. A few choice territories are still available.

**ARTHUR COX & SONS, INC.**  
70 NORTH SYCAMORE • PASADENA, CALIFORNIA

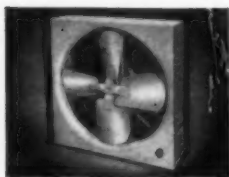


## MINUTES FROM NOW THIS NEW LAU is installed!

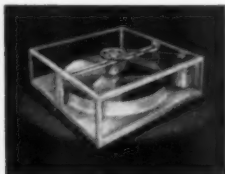
Put the new LAU "Rancher" in your building plans now—or when your buyer asks for the best in attic fans. It's lower priced—installs over shutter opening in minutes *without* bolts or fasteners. It's ready to go when you get it, with motor mounted in place. Built to cool and ventilate quietly, economically, without maintenance for years and years.

LAU "Rancher" offers choice of 1 or 2-speed motors (with thermal overload protector), 22" to 42" blade sizes—up to 11,929 C.F.M.—horizontal or vertical installation—designed especially for low pitched roofs.

Popular LAU "Panel" units—ready to install—are designed for vertical installation in almost any type of home. New LAU 16" "Direct-Drive" attic-exhaust fan prevents heat build-up in attics and reduces capacity requirements and operating costs of central air conditioning. Expert LAU engineering assistance is yours for the asking.



RANCHER



PANEL



DIRECT-DRIVE



Write today for catalog and details.

### THE LAU BLOWER COMPANY

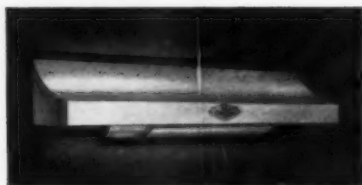
FAN DIVISION—2027 Home Avenue, Dayton 17, Ohio

Other plants in Kitchener, Ontario, Canada & Irwindale, California.

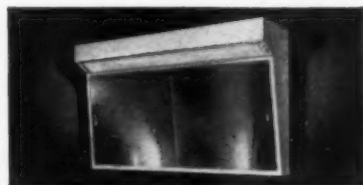
### LAU Offers you these builder-designed products, too!



**LAU Wall Nook.** New foldaway table and bench combination stretches small kitchens 16 square feet—adds more living room to any room. Closed, it's a handsome, wall cabinet only 4 inches deep. Open, it's a sturdy, good looking table for work, study or play. Installed in minutes.



**New Range and Oven Hoods.** Coppertone and Silvertone. Pre-wired. Washable Filters. "Champion" (shown) offers quiet 2-speed double-wheel blower, push-button control, concealed light. "Challenger" has fan, light, single-switch. 30" to 48" widths. Oven Hood comes with ductwork, switch, blower, filter.



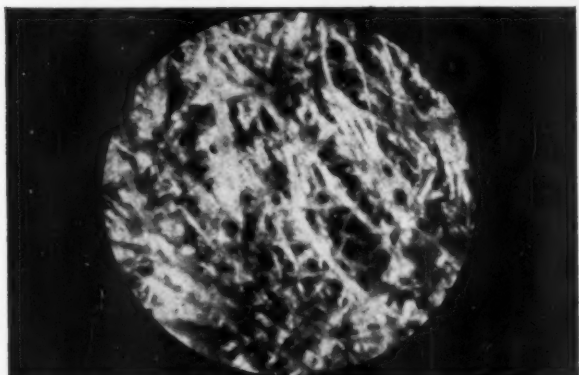
**New Wall-Hung Bath Cabinet.** Ventilates—illuminates two ways—holds 30% more. Wall-hung; no framing or ductwork required. Pre-wired—make just one electrical hook-up. Speeds and simplifies installation and wiring. 32" and 44" widths. Sold, too, without blower, light, or outlet.



# THE MICROSCOPE PROVES THE DIFFERENCE



New CHEM-FI manufacturing process preserves the fiber strength of natural wood . . . makes Barrett board stronger, more uniform.



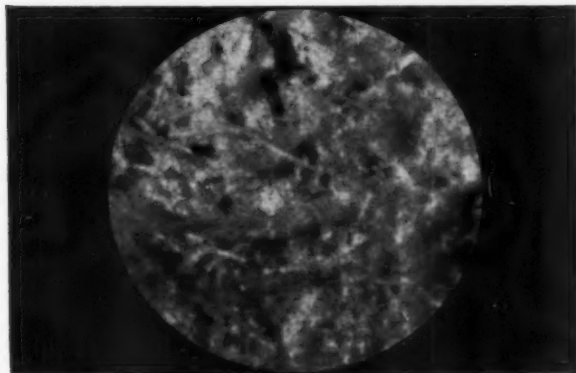
**BARRETT INSULATING BOARD** (magnified 20 times)

This microphotograph shows the long, interlocking wood fibers that reinforce Barrett Insulating Board . . . give it superior strength, uniformity and uniform thermal resistance. Barrett's CHEM-FI process separates the wood fibers by chemical means, retaining the strength of the natural wood from which it's made.



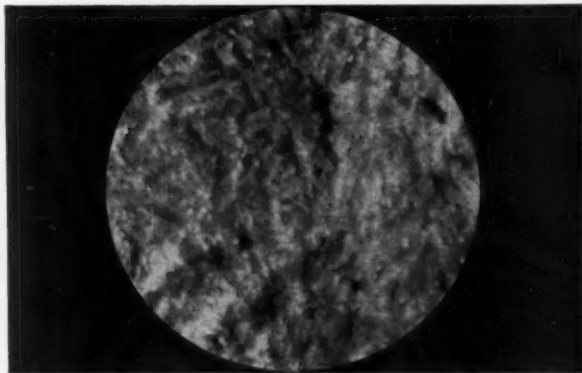
**PROCESS B** (magnified 20 times)

Notice that insulating board made by Process "B" has little uniformity in its fiber lengths. Some fibers are long, others are powder-like, providing no reinforcement. For a given board density (and thus a given K factor), Barrett's CHEM-FI manufacturing process produces insulating board of maximum strength.



**PROCESS C** (magnified 20 times)

Insulating board made by these processes shows same preponderance of short fibers. Barrett Insulating Board using the CHEM-FI process, is made with longer, more uniform fibers, which have a reinforcing effect and substantially improve strength.



**PROCESS D** (magnified 20 times)

## Builders—these microphotographs carry an important message for you!

Compare Barrett Insulating Board with those made by three other processes above. Then you'll understand why Barrett Insulating Sheathing has greater strength, more uniform insulating power than other sheathings. Barrett's new CHEM-FI manufacturing process improves sheathing strength dramatically. To you, this means less damage in transit . . .

less breakage on the job . . . firmer gripping of nails . . . greater wall rigidity . . . increased resistance to stress. Ask your building supply dealer to stock Barrett Insulating Sheathing and Insulating Shingle Backer. Or write directly to BARRETT DIVISION, Allied Chemical Corporation, 40 Rector St., New York 6, N. Y.



*Jack Parker says*  
"Here's why I picked  
**GENERAL ELECTRIC**  
year 'round air conditioning  
for all  
Bayside Country Club Homes"

Mr. Parker, President of Jack Parker Associates, Inc., Bellerose, N. Y., has been associated with the building industry for more than 20 years. His Bayside Country Club Homes project at Bayside, Long Island, is the largest community of air conditioned homes in the New York Metropolitan Area.



Says Mr. Parker: "Bayside is one of America's proudest, most beautiful dream-home colonies. Here, many families will find lifetime happiness. I just couldn't put up these homes without including year 'round air conditioning. After all, homes without this great boon will be obsolete in a few years—that would be an injustice to every family making its future home here.

"By year 'round air conditioning I mean the *finest* heating in winter and the most advanced cooling in summer... General Electric, of course—one of the really great companies of our time.

"We picked General Electric for many other reasons, too. For example, G. E. designs, engineers and warrants this year 'round air conditioning. *One* company, big and substantial. Why, even the men who install and service this equipment are factory-trained by G. E. Yes, year 'round air conditioning is a must for modern living."

This coming from the man who is building the largest community of air conditioned homes in the Metropolitan New York area leaves little for us to add—except to point out that a recent FHA directive encourages installation of air conditioning as an integral part of new homes. In fact, the FHA directive warns, "Within a few years any house that is not air conditioned will probably be obsolescent."

Wouldn't it be wise for you to install General Electric Whole House Air Conditioning in your new homes? General Electric Cooling can be installed at little extra cost with the new General Electric Gas or Oil Furnace as a year 'round air conditioning "package." General Electric also makes units that may be installed independent of the heating system. For full information contact your local General Electric Air Conditioning dealer—in the yellow pages of your 'phone book. General Electric Company, Air Conditioning Department, Tyler, Texas.

*Progress Is Our Most Important Product*

**GENERAL**  **ELECTRIC**



# ANOTHER TRADE-WIND

## BEST BUY

## FOR BUILDERS



the SHEFFIELD  
Genuine Stainless Steel

### NEWEST BOOST TO HOME SALES!

#### THE ALL-NEW **TRADE-WIND** SPACE SAVER HOODS

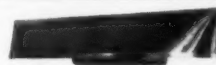
are packed with kitchen-selling features...

- ✓ Cabinet space completely free for storage
- ✓ 3 new Hood Styles for fresh, modern decor
- ✓ New top-capacity performance
- ✓ Finest finishes in the industry

Trade-Wind is your best buy — best because of Trade-Wind's brand identification — best because Trade-Wind is stocked by distributors from coast-to-coast.



the CONCORD  
— Antique Copper

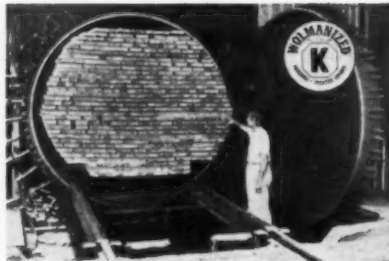


the CAMBRIDGE  
— Hammered Copper

*Trade-Wind Motorfans, Inc.*

7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIF.

# FINEST PINE GROWN IN THE SOUTH



NO DELAY in shipping your order for Crossett Brand WOLMANIZED\* Lumber . . . Crossett has in stock more than 1/2-million feet of high-grade WOLMANIZED\* boards and dimension, in standard items. Your order filled immediately from this stock. For further details, contact Crossett Sales Department.

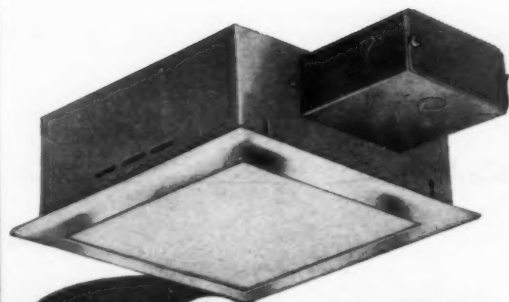
\*Reg. U. S. Pat. Off.



# CROSSETT

L U M B E R  
C O M P A N Y

A Division of The Crossett Company  
CROSSETT, ARKANSAS



1. ONE PIECE FRAME WITHOUT WELDING MARKS.



2. Fibre glass gaskets prevent light leakage.



3. New torsion spring hinge frame.



advanced  
recessed  
lighting by  
**ATLITE**

Six Glass Designs

Seven Finishes

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NEW ILLUSTRATED CATALOG  
of the complete ATLITE line.



**ATLAS ELECTRIC PRODUCTS CO.**  
319 Ten Eyck Street, Brooklyn 6, New York



## PRACTICAL GLAMOUR FOR ANY CLOSET

Complete line of steel doors, frames and closet units for commercial and residential construction. Send for catalog today, or see Sweets files.

**AMWELD** BUILDING PRODUCTS

A Division of  
THE AMERICAN WELDING & MFG. CO., 312 Plant St., Niles, Ohio

**SAME FLOOR PLAN . . .  
DIFFERENT WINDOW TREATMENT**

No row-house look here—yet these three homes are built on the same floor plan. They look different because Architect Del Bianco used imagination in varying windows, walls and roofs. Contractor: Joseph T. Carp Company, Builder: D & J Suburban Homes Corporation.



Living room features a window-wall comprised of fixed windows and sliding windows, all set in a tan brick wall. The two-story level uses a brown vertical wood area with windows turning the corner.



Living room wall is treated with stone and wood. Here sliding and fixed windows blend into a corner treatment. Two-story section now has formal balance, the windows accenting the wood area.



Conventional window treatment was used on the ground level over stone, with wood between door and windows. Corner of the two-story level is treated with windows set in wood, with brick completing the facade.

**"100 HOMES—  
NO TWO ALIKE"**

*says Chicago Architect A. J. Del Bianco*

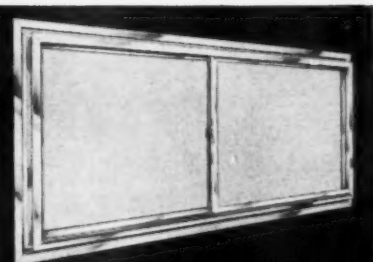
Many large housing developments have a "row-house" appearance . . . but not Pleasant Hill, where CECO Aluminum Windows are used with imagination for architectural interest

Through variety in window arrangement, homes can have "personalities," too. This has been demonstrated at the Pleasant Hill community in Palatine, Illinois. Working with only three basic floor plans, Architect A. J. Del Bianco achieved unusual effects with wall and roof treatment in this 100-home development.

"All the homes vary and have their own individuality," says Mr. Del Bianco. "This was accomplished in part by re-arrangement of windows. *Ceco Aluminum Horizontal Sliding Windows* were liberally used for many of the rooms and elevations." Ceco can help you achieve individuality in your next development, because Ceco offers the world's largest line of aluminum and steel windows, engineered for this very purpose. See Sweet's or write for catalog.

**CECO STEEL PRODUCTS CORPORATION** Offices, warehouses and fabricating plants in principal cities. General Offices: 5601 West 26th Street, Chicago 50, Illinois

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



Aluminum Horizontal Sliding Window—Integral Fin-Trim Type . . . Pre-punched for fast installation. No exterior trim. Set in rough opening, square, nail through integral fin-trim, bring siding to trim stop and caulk.



Window-Walls



Casements



Sliding Windows



Basement Windows



Double-hung Windows



Picture Windows

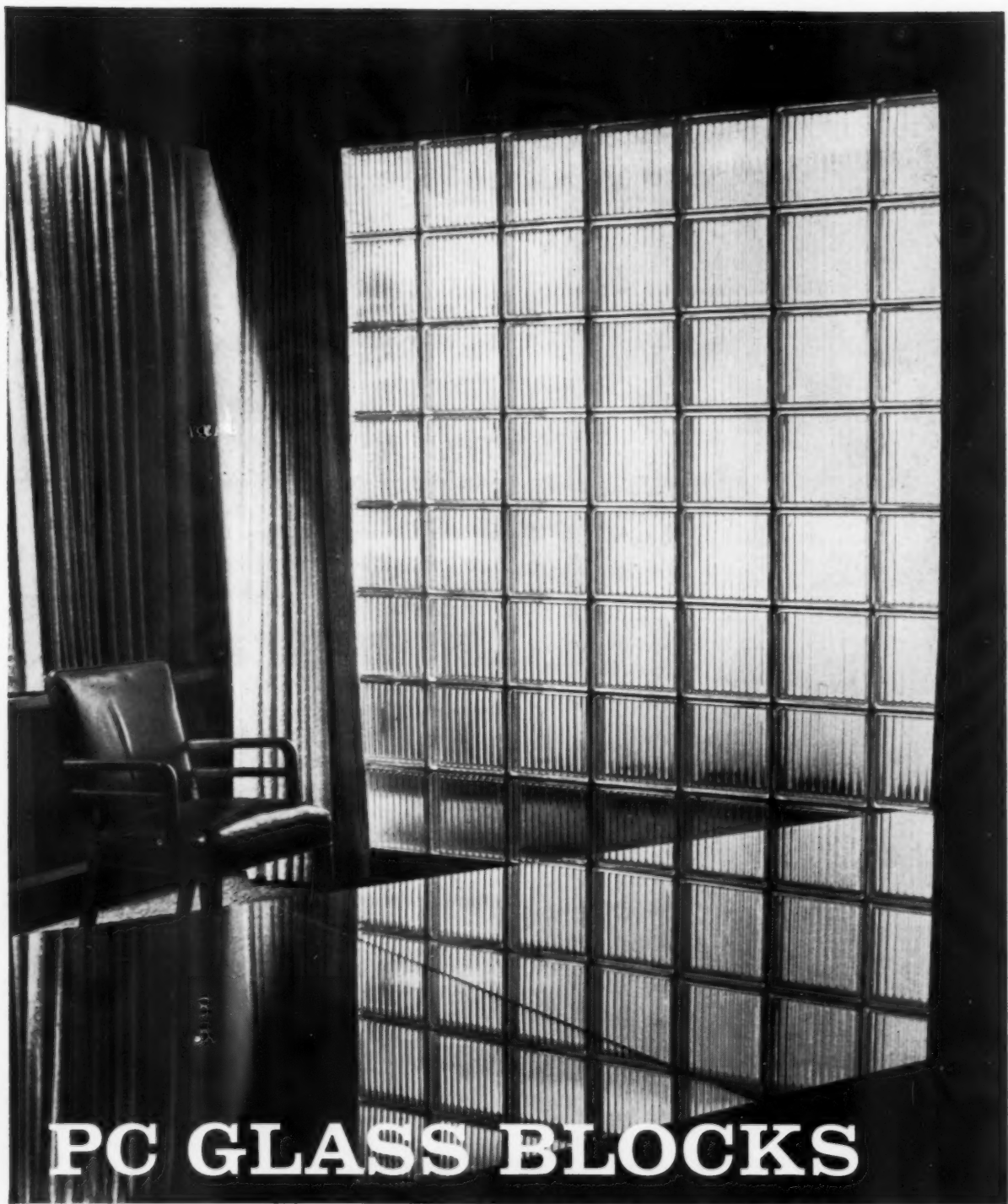


Hopper-Vent Windows



Awning Windows

IN CONSTRUCTION PRODUCTS CECO ENGINEERING MAKES THE BIG DIFFERENCE



## PC GLASS BLOCKS

*When your customers ask for "something different"*

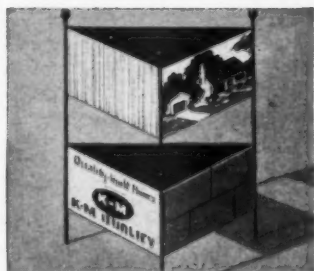
Happy customer, here. Wanted a new effect in the conference room. Got it. A panel of 56 PC Glass Blocks performed the magic. Try this PC Glass Block magic in your next home, reception room, office or commercial building. Write for product details. Dept. AJ-68, One Gateway Center, Pittsburgh 22, Pa. In Canada: 57 Bloor Street West, Toronto, Ontario.

**PITTSBURGH CORNING CORPORATION**



# SHAKE SHINGLE

KEASBEY & MATTISON'S EXCITING NEW ASBESTOS-CEMENT SIDING LOOKS LIKE WOOD... LASTS LIKE STONE!



Custom-made display for your salesroom or sample house. Space for SHAKE SHINGLE sample and for promotion of your development.



Decorator colors! Styled by an expert to give "K&M" SHAKE SHINGLE sure-fire eye-appeal and spur buyer enthusiasm!



National advertising and promotion pre-sells prospects through magazines such as Good Housekeeping, direct mail, and other sales helps.



Backed by Good Housekeeping Seal of Approval; "K&M" SHAKE SHINGLE meets both Federal and FHA specifications.

Put a new spurt in your home sales with "K&M"'s newest, most striking development—SHAKE SHINGLE: It costs you no more than ordinary asbestos-cement siding shingles. Yet it has the attractiveness and warm texture of a cedar shake. Plus a choice of five decorator colors: White, Yellow, Gray, Green, and Coral. It won't rot, corrode, or curl. Never needs protective painting. Resists fire and weather. And, it's vermin-proof.

High-impact "K&M" merchandising and promotion gives you everything you need to arouse buyer interest and create buyer enthusiasm—color, eye-appeal, showmanship, and down-to-earth hard-selling facts.

Be the first to show off the new "K&M" SHAKE SHINGLE in your area. Write to us today for more information.



KEASBEY & MATTISON  
COMPANY • AMBLER • PENNSYLVANIA

# **BUILDERS!**

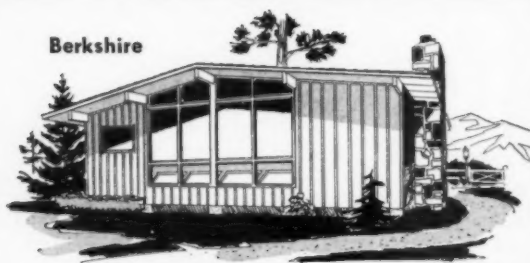
## Here's How To Get Your Share Of Vacation Dollars

● Every summer, more and more people travel to the mountains, lakes and seashores for weekends and vacations. They have learned that outdoor living is fun. They have also learned that to have the most fun, a pleasant, well-equipped cabin or cottage is essential.

At the same time, more and more contractors have found that building these cabins and cottages is profitable.

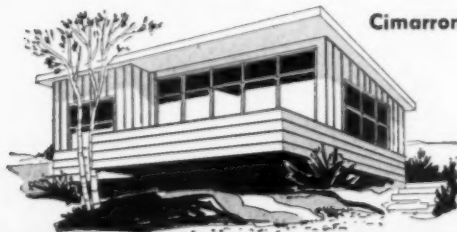
Put these ingredients together and you have a new market which means millions of dollars of new business for the building industry. For information that will help you get your share of this expanding market, see your Weyerhaeuser 4-Square Lumber Dealer. He has a selection of new architect-designed cabin and cottage plans which are available to you.

Berkshire



Each of the 16 cabin plans available from your Weyerhaeuser 4-Square Lumber Dealer is architect-designed. Plans feature flexibility, efficiency kitchens—styles and sizes to meet almost every preference.

Cimarron

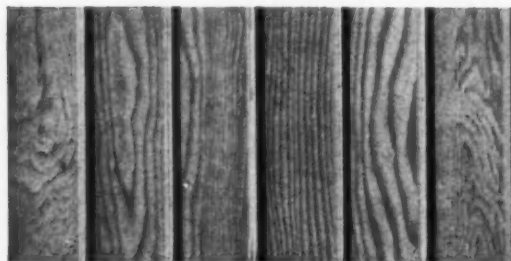


## Weyerhaeuser 4-SQUARE

### LUMBER AND BUILDING PRODUCTS



**BOARDS AND BATTENS** give a snug, economical exterior for cabins.



**DROP SIDING** pattern 116 may be applied vertically. Other patterns can be applied horizontally.



**NEW CATALOG OF CABINS:** Your Weyerhaeuser 4-Square Lumber Dealer has a new booklet published especially for the "vacation house" market. It has 16 designs and floor plans for a wide variety of traditional and modern styled cabins and cottages. There's a design and floor plan to meet almost every preference. Ask him for a copy.

**BLUEPRINTS AND MATERIALS LISTS:** Blueprints and materials lists are available for each design through your Weyerhaeuser Dealer. You save all the time-consuming design work and figuring that go into most cabin jobs.

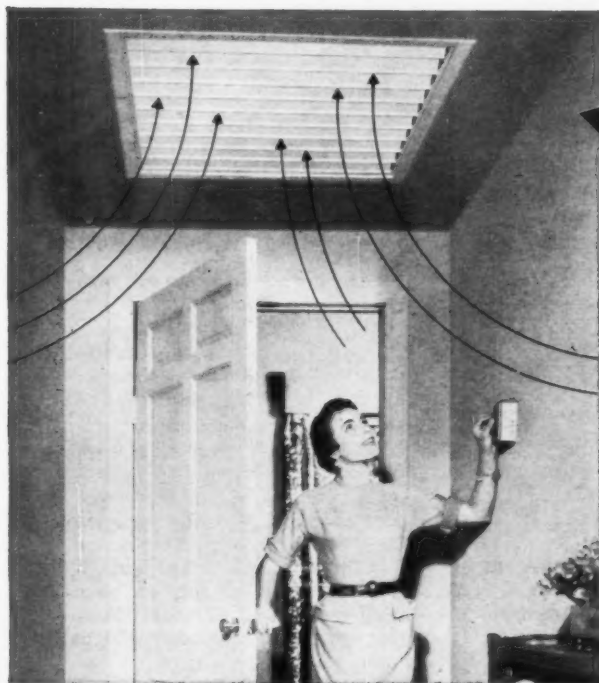
**FULL LINE OF BUILDING MATERIALS:** Your Weyerhaeuser Dealer carries a full line of dependable Weyerhaeuser 4-Square kiln-dried lumber products. He'll be happy to help you with *all* your building needs. Ask him to show you samples of the many paneling species and patterns available for adding warmth and a distinctive appearance to cabin and cottage interiors. See him soon.

## Weyerhaeuser Sales Company

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINNESOTA

# R&M-Hunter Attic Fans

## COOL COMFORT AT LOW COST



Today's home buyers demand cool comfort . . . and an R&M-Hunter Attic Fan is the way to provide it at only a fraction the cost of air conditioning. This modern ventilating fan pulls cool, refreshing breezes throughout the house. Room temperatures are 10° to 20° lower on hot summer nights. Operating costs are low and there's no service problem. Fan unit is guaranteed 5 years; motor and shutter, 1 year. Backed by R&M-Hunter's 70-year fan experience. Capacities to 16,000 CFM, certified air deliveries.

### New 1958 features

Extra comfort and convenience have been added to 1958 R&M-Hunter Attic Fans. Three new models are available with high-and-low speeds and stabilized motor-operated shutter.

### Lowest cost installation

The R&M-Hunter Attic Fan rests on joists or floor over pre-framed opening. The shutters mount smoothly over ceiling opening, with flanges covering raw edges—no decorating problem. Wiring is just a matter of connecting to power supply and installing control switch.

Write for catalog and builder price list. See our section in Sweet's Catalog File.

HUNTER DIVISION-ROBBINS & MYERS, INC.  
2608 Frisco Ave., Memphis 14, Tenn.



## R&M-HUNTER ATTIC FANS



Package Attic Fans

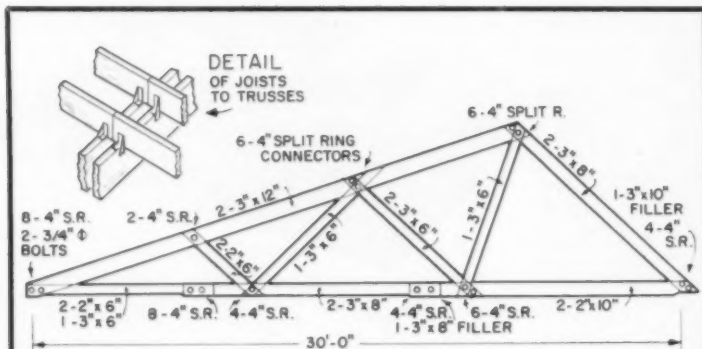
Industrial Fans

Ceiling Fans

Exhaust Fans

Range Hood Ventilator

## Ask the experts...



### Builder requires 2 large trusses for shop expansion

**QUESTION:** Because of the head-room requirements for the storage of earth-moving equipment, we would prefer the use of two heavy trusses and purlin rafters to support the roof. The truss is complicated by the fact that the ridge must fall off center in order for the building to meet correctly with our existing shop. The truss height must be kept at 4' because of existing windows on the old building.

We enjoy your magazine and find many helpful facts to aid us in the general building business.  
Richard A. Snyder  
National Homes  
Millerton, New York

**ANSWER:** The roof truss above will be satisfactory for your problem. It can support the

roof loads you described in your letter and will span the necessary distance. The center of the truss is offset as you specified. Bolts at the connections are to be  $\frac{3}{4}$ " dia. machine bolts with  $3'' \times 3'' \times \frac{3}{16}''$  plate washers. Camber of 1" shall be introduced in the bottom chord through fabrication. When the truss lumber is not seasoned at the time of erection, to the moisture content normal to the condition of service, the trusses should be inspected and maintained periodically. If necessary, tighten until moisture equilibrium has been reached.

George A. Kennedy & Assoc.  
Structural Engineer  
Chicago, Illinois

### No substitute for sand

**QUESTION:** Is there any product available that can be used as an aggregate to take the place of sand in plaster? The plaster is to be used to plaster a ceiling where hot-water coils are to be installed for a radiant heating installation.

We realize that most of the light-weight substitutes for sand also give an insulation value that will not allow the radiant coils to function prop-

erly. We would like to know if there is anything else that can be used in place of the sand in plaster that might cut down on the weight of the ceiling?

Crouse Brothers  
Wilmore, Ky.

**ANSWER:** We know of no substitute for sand in plaster that will not restrict the heat flow while making the ceiling lighter.

Steinberg & Stemple  
NYC Community College

### How often to use plugs on random width oak flooring

**QUESTION:** On unfinished random width oak flooring (4", 6", 8" widths) how close should the screws with walnut pegs be placed? One peg in the center of the 4" plank? Two pegs in the center of the 6" and 8" joints? How far apart along the board should the pegs be?

Joists are 16" o.c. on one floor, 12" o.c. on the other.

John J. O'Hara  
Building Contractor  
Danbury, Conn.

**ANSWER:** Use screws and plugs on unfinished random widths and lengths of oak flooring as follows: On 4" width, 1 plug in the center. On 6" width, 2 plugs in the center. On 8" width, 3 plugs in the center.

If the flooring is nailed properly you should have no need for plugs along the 4" and 6" width. However, on the 8" width it would be advisable to stagger them approximately 2' apart, on the outside edges of the board.

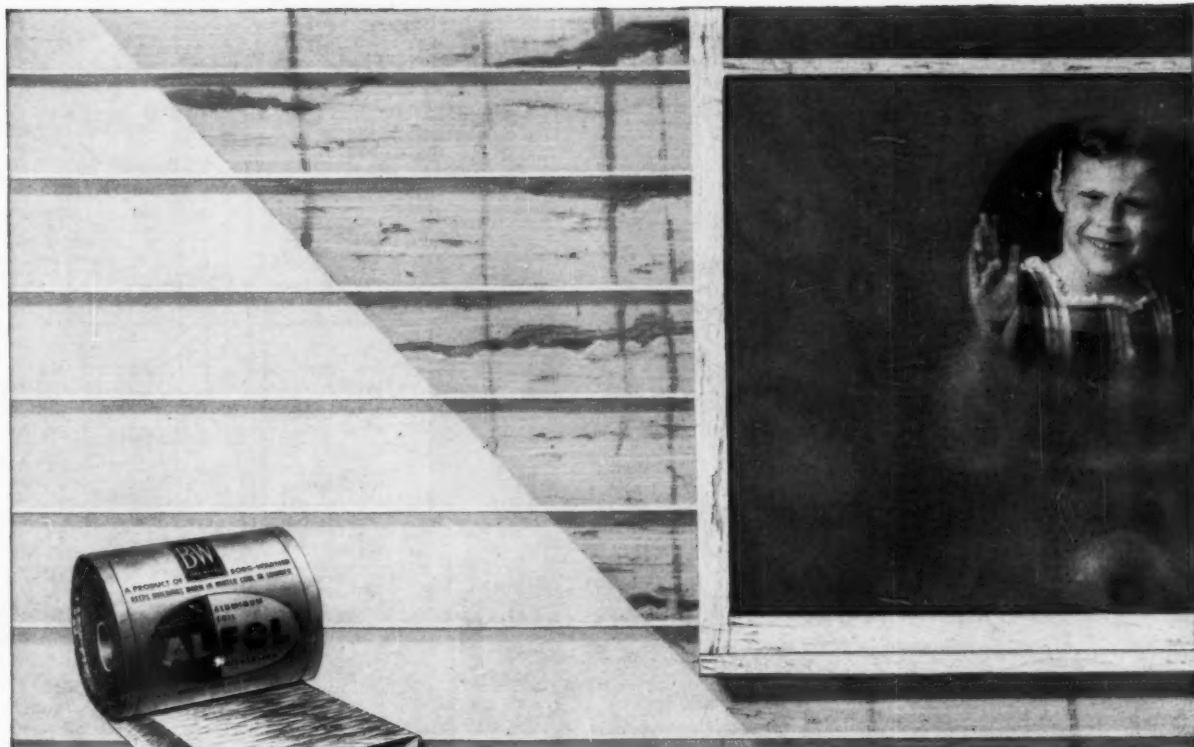
In the last paragraph of your letter you say that the joists are 16" o.c. on one floor and 12" o.c. on the other floor. If this means you are planning to nail the plank flooring to the joists, it would be an improper installation. Plank flooring should definitely have a sub-floor to which the ends of the boards can be screwed making a solid installation.

T. H. O'Donnell  
Wood Flooring Institute of  
America

**PROBLEM?** Got a problem you can't solve? Write and "ASK THE EXPERTS." In addition to American Builder's own staff, which will answer your queries, each of your questions will be answered by an expert in the field that applies to your problem. They are architects, engineers, builders, and representatives of industry.

→ Send your problems to  
American Builder, 30  
Church St., New York  
7, N. Y.





Mr. Builder:  
**Now you can "insure" your reputation  
 against condensation damage**

**POSITIVE VAPOR BARRIER  
 AFFORDED BY ALFOL INSULATION  
 GUARDS AGAINST CONDENSATION**

Forming on a cold winter window, condensation may be only a nuisance. But let that same moisture condense within a wall or ceiling . . . and you'd better cross your fingers. For the resulting damage to paint, framing and plaster may well combine to ruin your reputation for quality.

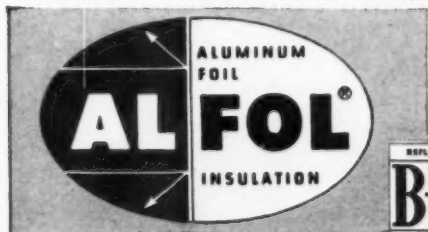
That's why so many "name" builders insulate their homes with Borg-Warner's ALFOL Aluminum Foil blanket. ALFOL is the modern insulation that seals off vapor . . . as it locks out heat and cold.

Entirely unique, today's ALFOL blanket gives you *two* vapor-sealing components: (1) multiple aluminum foil sheets, plus (2) a separate liner of asphalt-treated duplex or kraft-backed polyethylene sheet. Neither can pass vapor . . . nor absorb moisture. Result: a positive, *continuous* vapor barrier that means unmatched safety from condensation damage!

Yet for all this "plus" protection, ALFOL costs no more than other full-efficiency insulations. Isn't it time *you* investigated ALFOL?

**FREE "Condensation" brochure** describes the causes and effects of moisture condensation in modern homes. For your free copy of this informative new pamphlet, return the coupon below.

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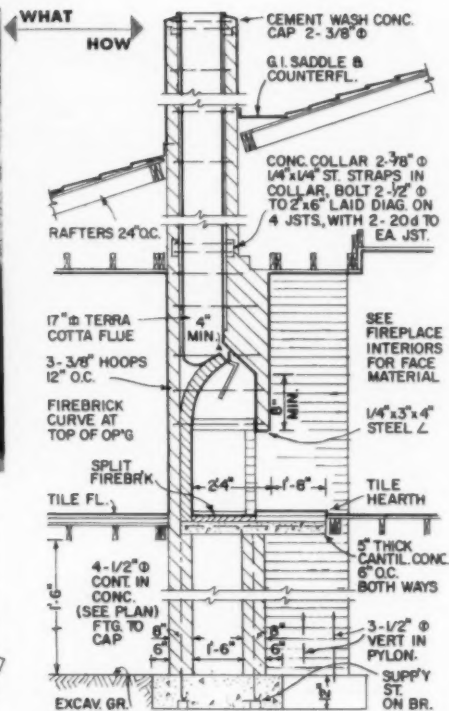
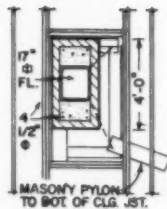
2334  
**REFLECTAL**®

**Borg-Warner**®



**NEW IDEA** for a double-duty fireplace is this masonry pylon divided unit which serves family room, foreground, and living room in Marina Shores (Cal.) home.

**DESIGNED** by Killingsworth, Brady & Smith, this fireplace was built by Butler-Harbor Construction Co. It is free-standing; helps separate living, eating areas.



#### BUILDING CUSTOM EXTRAS:

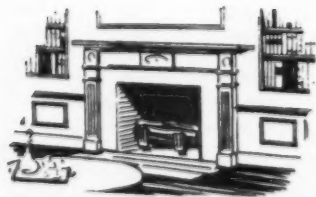
## Fireplaces: 8 good ways to

**H**ere are some basics on fireplace construction— credit D. L. Cage, pres., Superior Fireplace Co.

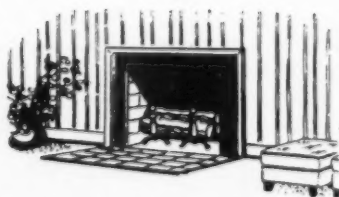
- 12 per cent of firebox opening area (width of firebox opening times opening height from hearth to lintel bar) equals *effective flue area* when chimney top is 17' or less from hearth; 10 per cent when 18 to 25'; 8 per cent when chimney is above 26'.

- Leave no flat ledges in the smoke chamber.
- Be sure to build an adequate downdraft shelf.
- Divide smoke flue and any wood by 8" of masonry to prevent possible fire hazard.
- With double "look-through" fireplace, do not use two single dampers. Closure blades might swing back, cause downdrafts.

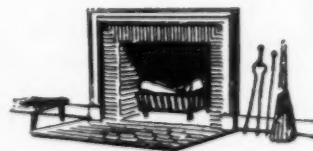
### You can design traditional . . . conservative



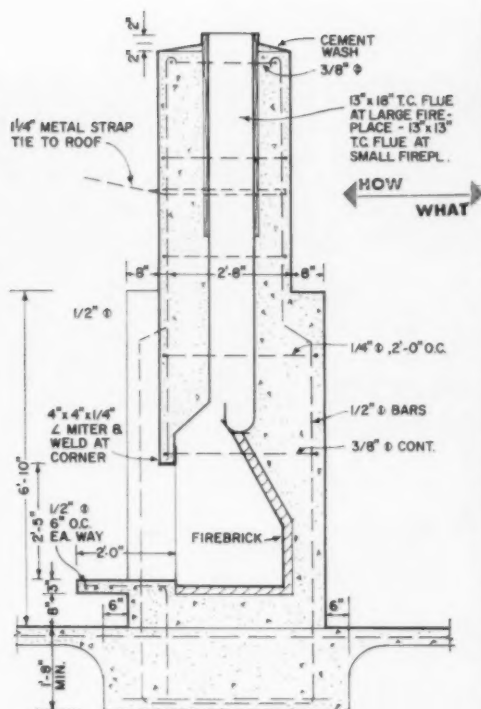
**GEORGIAN** design will fit well into your next Colonial styled house.



**BLACK** slate rim can be effective, inexpensive way to highlight fireplace.



**EVEN** less expensive is open structural brick with simple edge molding.

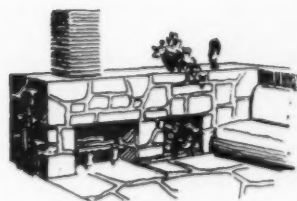


## build them

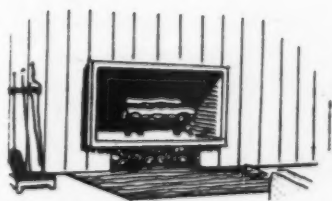
**CROSS-SECTION** above shows sectional view of fireplace at right, larger of two side-by-side units in "S" design.

**SQUARE BLOCKS** make impressive fireplace, designed by Sparks & Thaden; built by Lee Bolles, Jr.

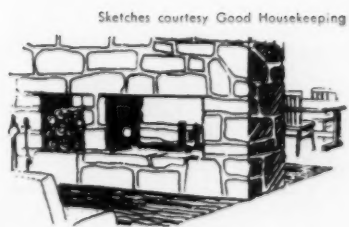
## ... contemporary styles



**HERE'S** a free-standing design that makes space divider of fireplace.



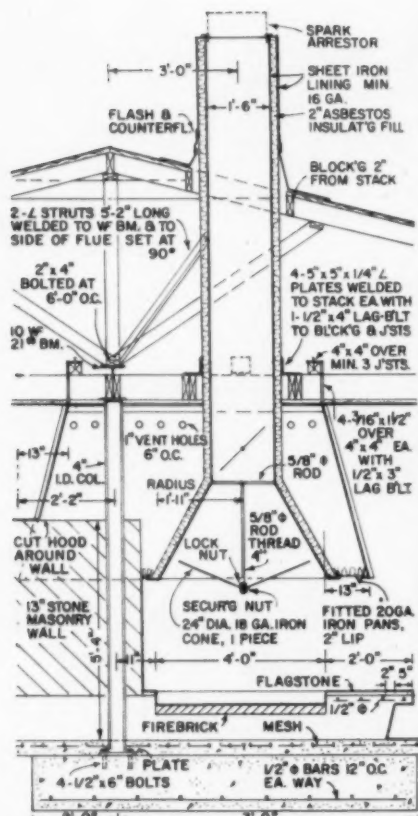
**RAISED** fireplace is gaining popularity in all styles of houses.



Sketches courtesy Good Housekeeping

**TWO-WAY** fireplace should have single damper to avoid downdrafts.

**BUILDING CUSTOM EXTRAS, continued**

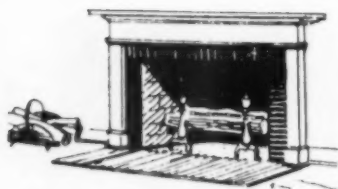


**CRIMPED** pan shield is 6' deep—ample to divert smoke up stack mouth. Note insulation.

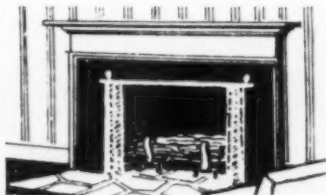
**DRAMA** is achieved in design by Jacobson, Coppedge, Huxley & Assoc., Los Angeles.



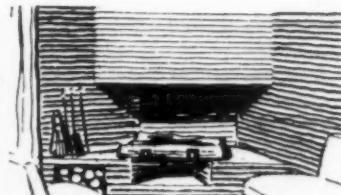
## Here are nine more ways to



**IF COSTS** are a big factor, this basic fireplace will keep bills down.

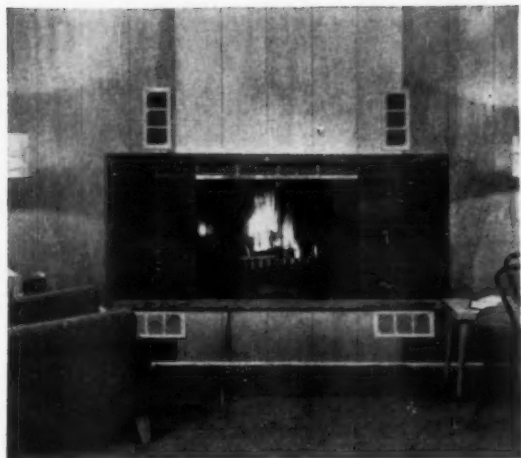


**INCLUDING** fire screen is an extra that makes an impression on buyers.



**FIREPLACE** in the corner? Here's a contemporary design using brick.

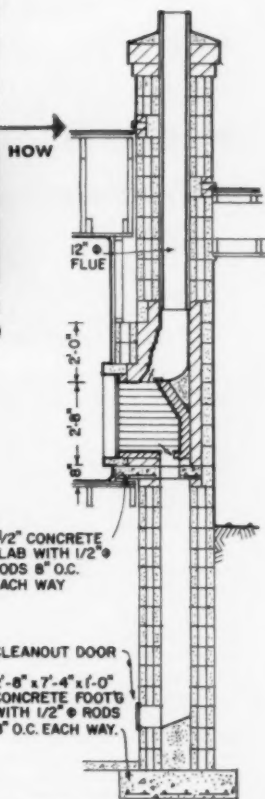




**GROWING** number of builders are using prefab forms to speed fireplace construction; assure smoke-free fire.



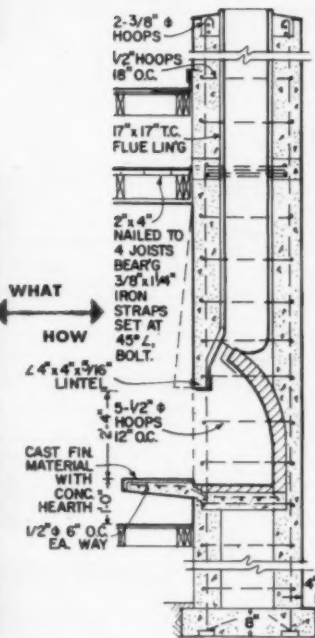
**WORKER** bricks in around metal form. (Bennett-Ireland)



**FIREPLACE** was in *Better Homes & Gardens* plan.

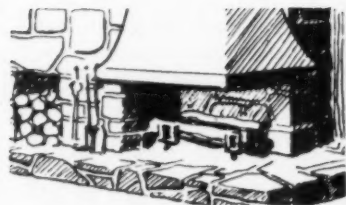


**HERE'S** a novel way to build a corner fireplace by cutting into only one wall. Yet, heat reflects from both.

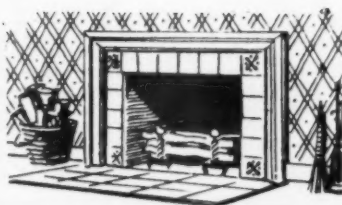


**DESIGN** by Killingsworth, Brady & Smith, Long Beach, Cal.

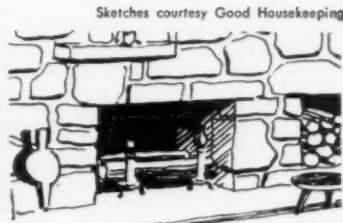
## build your next fireplace



**COMBINATION** of metal hood and stone will make a real selling feature.

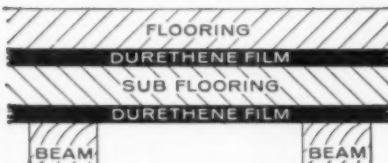


**HERE'S** another "basic" fireplace, but see the difference tile can make.



**NATURAL** stone makes fireplace dominant feature. Note 1/2 mantel.

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FOR A  
GROWTH INDUSTRY**



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POLYETHYLENE FILM**

**prevents vapor  
penetration from  
moist basements**

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I had cancer**

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"On a gray morning in November, 1942, a specialist confirmed the diagnosis of cancer made by my family doctor. What he had to say reassured me.

"He explained that, thanks to my habit of having yearly check-ups, my doctor had caught the cancer in its early stage. It was localized and it could be completely removed by surgery. So, here I am as hale and hearty as if I'd never had cancer!"

That was 15 years ago, when only 1 out of 4 persons with cancer was being cured. Today, thanks to improved methods of treatment, and earlier diagnosis, 1 person in 3 is being saved.

And with present knowledge, it can be 1 in 2, if everyone observes two simple precautions: Have a health checkup annually. Keep alert for cancer's seven danger signals.

Progress in the American Cancer Society's fight against cancer depends on the dollars donated for its broad, nation-wide program of research, education and service to the stricken.

Help to swell the ranks of people saved from cancer. Fight Cancer with a Checkup and a Check. Send a check now to "Cancer," care of your local post office.

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CANCER  
SOCIETY**

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2500 watts, direct drive, 115 volts, 60 cycle A. C. Lightweight. Carrying Cradle optional.

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White Plains, New York



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C. L. Berger & Sons, Inc., 47 Williams St., Boston 19, Mass.

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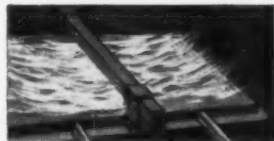
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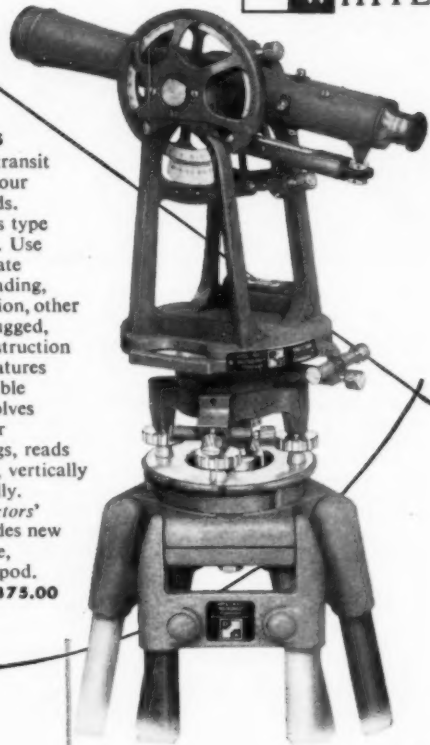
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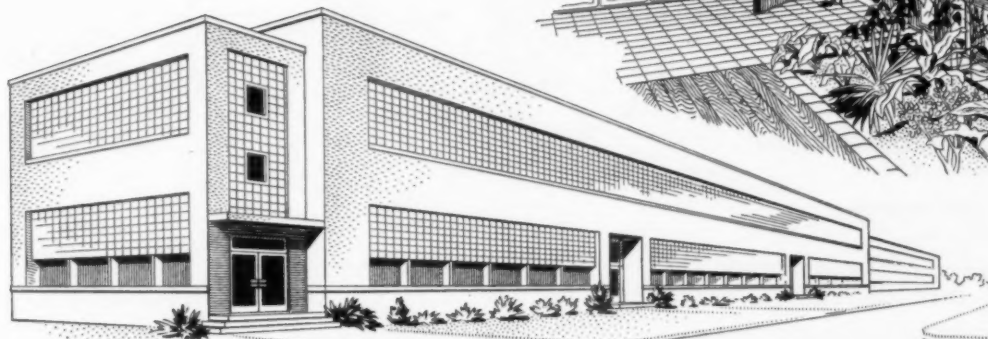
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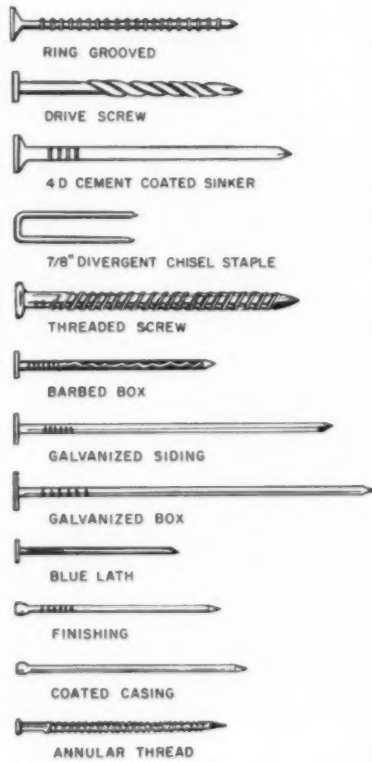
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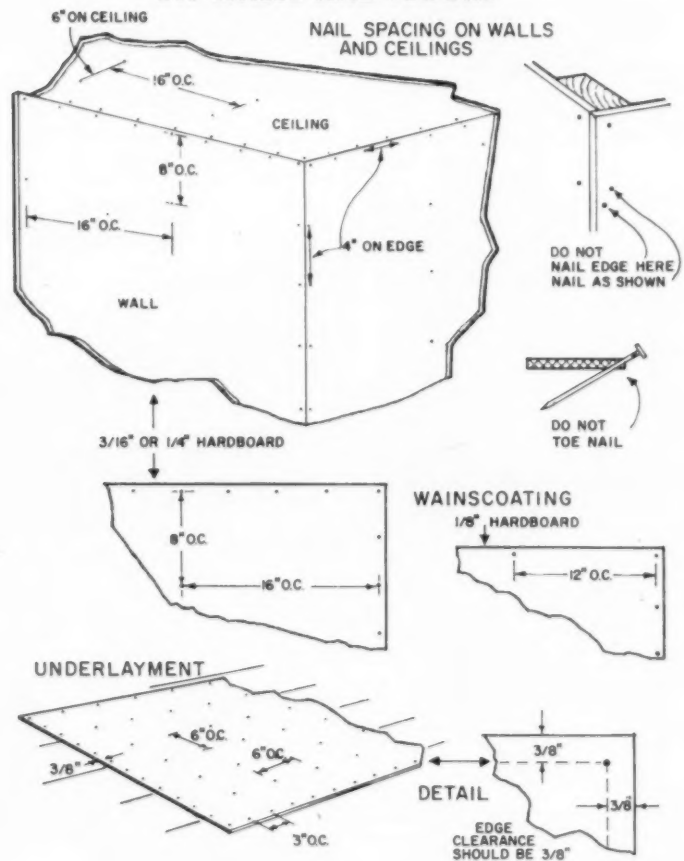
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## Hardboard nailing data...

### THE NAILS TO USE



### ON WALLS AND FLOORS



## What you should know about

To get the best results when nailing hardboard, choose the right nail and space it properly.

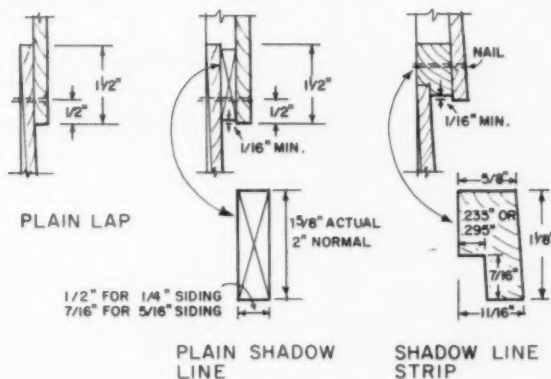
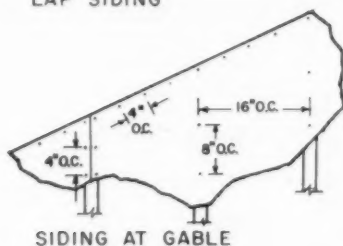
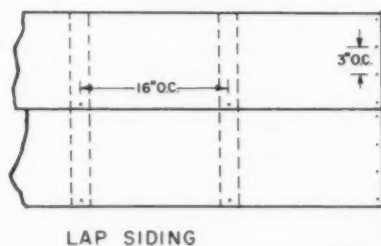
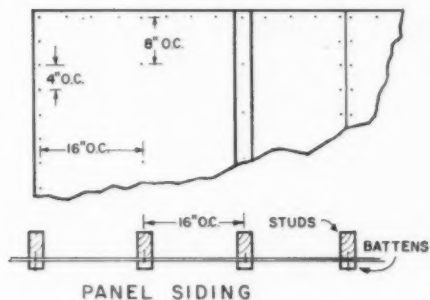
In the hardboard nailing data above you'll find the recommended nails and illustrations of the many uses there are for hardboard in the homes you're building.

Here is where the nails should be used: The

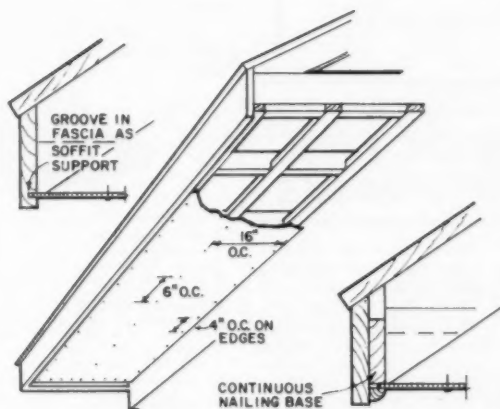
casing, finishing, countersunk, box, 18 ga. galvanized brads or flat-head, ring-grooved nails are used for *interior panel* application and *ceiling soffits*. 1 1/4" flat-head drive screw or barbed box nails are used for *underlayment*. Coated casing-nails, 1 1/4" in length, are used for tempered hardboard finished flooring. Galvanized siding or box nails, 2 1/4" long,

## GUIDE FOR THE MONTH OF JUNE

### FOR SIDING



### AT THE EAVES . . .



## nailing hardboard

are recommended for exterior hardboard panel application. *Lap siding* is attached with 2 1/4" galvanized siding or box nails, except that 3" nails should be used through *shadow line strips*. For concrete form work, 1 1/4" coated casing nails are used, with 4" intervals at the edges and 8" or 12" on intermediate supports, depending on the width or depth.

Flat-headed nails of recommended shank design are best for exterior applications, since the flat head, offering additional holding power, will not be an appearance fault. On the interior, nails may be set below panel surface and the holes filled with putty after the prime coat is applied. The annular-threaded nail is particularly desirable for this purpose.

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of  
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at Work



**Ambassador Hotel, Milwaukee, Wis.**  
Need for new washroom caused lobby wall to be broken through. Plaster-Weld was applied to old surrounding painted wall to facilitate blending of white coat from patch over old wall. One of many applications for this versatile bonding agent. General Contractor: Kurtschenreuter Company; Plasterer: L. W. Roan.

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PRODUCTS COMPANY**

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**INTERCOMS**—Leading manufacturer of intercoms, door-answering & music distribution systems seeks aggressive reps calling on wholesalers and contractors in building field. Write Box 275, American Builder, 30 Church St., New York 7, N.Y.

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**American Builder should  
be the first to know . . .**

American Builder  
Subscription Dept.

Emmett St.

Bristol, Conn.

## IMPACT

(Continued from page 9)

### For prefabs, too

You have really started the ball rolling.

. . . The prefabrication industry is just as anxious to get uniform performance codes as any other segment of the building industry, if not more so. Since our manufacturers ship into many areas, it is a cause of great concern to them when they run into antiquated codes.

Conrad "Pat" Harness  
Executive Vice President  
Home Manufacturers' Assn.  
Washington 6, D.C.

### Restricts low-cost wiring

. . . In recent revisions of electrical installation codes there seems to be an increasing trend to exclude the use of lower-cost wiring methods, such as non-metallic sheathed cable and armored cable.

For example, two of the five cities mentioned in your article that prohibit the wiring installation of non-metallic sheathed cable in the NAHB Research House have electrical ordinances that are only five and seven years old.

Home builders, architects, and mortgage lenders should also be informed of the necessity to revise recently adopted restrictive electrical codes to permit all types of wiring methods recognized in the National Electrical Code for all the applications listed in the National Electrical Code.

L. D. Price  
Manager, Engineering and Safety  
Regulations Dept.  
National Electrical Mfrs. Assn.  
New York, N.Y.

### No saving in 2x3s?

. . . There are some things which might be questioned. For example, from my experience as chief engineer of NLMA, I doubt whether you could save \$50 by changing from 2x4 to 2x3 studs. Actually, since 2x4s are standard items of production and normally 2x3s are special or custom orders, it is probable that in most localities you can buy the 2x4s cheaper than you can the 2x3s because of the extra work of ripping 2x4s to 2x3s and difficulty in disposing of the narrow strips.

Frank J. Hanrahan  
Executive Vice President  
American Institute of Timber  
Construction  
Washington, D.C.





Use this Big  
Selling Feature

PHOTO COURTESY OF CHARLES B. WILLS & CO., BUILDERS, LYNNFIELD, MASS.

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where less effective materials are now employed.

Available in rolls 4" to 60" wide. Weights 1, 2 & 3 oz. per sq. ft. See your Lumber & Building Material Dealer, Sheet Metal Supply House or write for supply source and booklet showing application details.

### AMERICAN SISALKRAFT CORPORATION

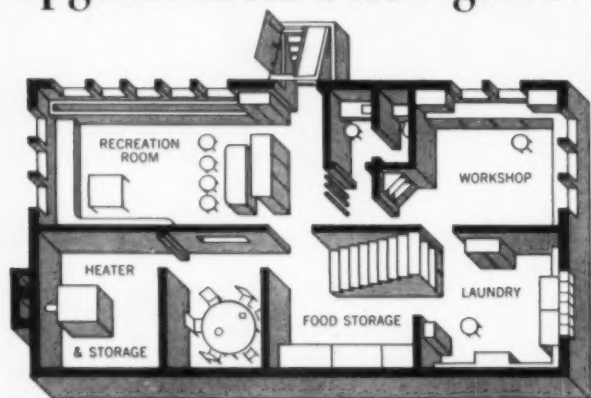
Chicago 6 • New York 17 • San Francisco 5

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**SISALATION** — Reflective insulation and vapor barrier • **SISAL-GLAZE** — Plastic glass substitute

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Upgrade from below grade!



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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.



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Also send name of local dealer

YOUR NAME .....  
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CITY ..... ZONE ..... STATE .....  
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New . . . FOR  
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A SAW HORSE BRACKET SET  
DESIGNED FOR *You!*

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—From your present inventory with but minor  
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QUALITY ELECTRIC TOOLS

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IT STANDS UP  
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Long upright measuring jobs are easy with Evans  
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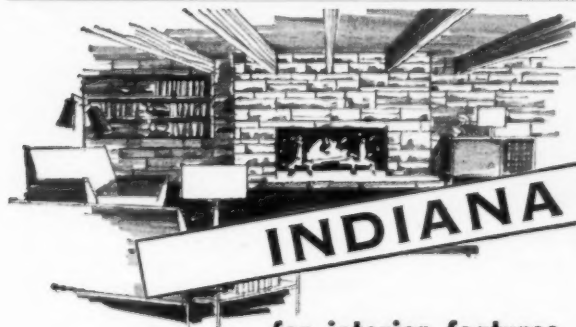
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ONLY  
**\$2.49**  
(10 FT.)

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for interior features

that sell homes—A planter, fireplace,  
or interior wall of Indiana Limestone  
adds sales value far beyond its cost. And you  
get maximum benefit when you stress the  
origin of this nationally famous,  
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for home construction that

increases your profits—This is the  
random ashlar that lays up fast—creates an  
impressive, natural beauty that's difficult or  
impossible to attain with other materials. Used on  
one or more elevations, it's the answer to rapid  
construction of higher profit, prestige homes.



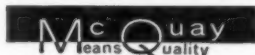


Designed and engineered by McQuay, and suitable for all fuels, (Type A) this new package chimney has a 7" stainless steel flue with aluminized steel interliner and outer casing. The interliner is supported by the exclusive McQuay stainless steel tension spring spacers for strength, rigidity and durability.

This McQuay thermo siphon design permits quick drafts and even temperatures from top to bottom for peak efficiency. There is nothing to deteriorate, nothing to collect soot. Roof housing is large, measuring 16" x 20" with a 20" x 24" cap.

For the best results, and for greatest economy, recommend and use this McQuay package chimney on every job. Territories are now being assigned. Write McQuay, Inc., 1699 Broadway Street N.E., Minneapolis, Minnesota.

### Meets the Original and More Severe Underwriters' Laboratories Standards 103, March, 1956



**ECONOMY**—Costs from one-third to one-half as much as brick installed. All pre-assembly has been done to eliminate costly on-the-job time and labor.

**SAFETY**—Listed under the re-examination service of Underwriters' Laboratories, Inc., and on the approved list of F.H.A. and V.A.

**QUICK AND EASY INSTALLATION**—Average installation time is less than one hour after openings are prepared.

**LONGEST SERVICE LIFE**—Flue is of stainless steel to permanently withstand effects of combustion gases. Starter box and starter sections are in one unit. Standard 24", 18" and 12" sections give any desired length.

**LIGHT WEIGHT**—Load on support joists is only 9 pounds per foot of chimney length.

**SHIPPED COMPLETE**—with easy-to-follow instructions for installing. Units are individually packaged.



McQuay stainless steel tension springs separate and firmly position stainless steel flue.



### DICKERMAN'S COLUMN

(Continued from page 24)

types of financing. And, a good many—the exact number is anybody's guess—will not return to the veterans' market. Indicative of the trend that set in is the fact that conventionally financed units placed under construction in 1957 were at a postwar high of 693,100—60,000 more than 1956 and 55,000 more than in 1955.

And then we have the 1958 economy which is riding out a recessionary storm in contrast to the halcyon days of 1955 when the GI program was at its zenith. Like every major industry, housing is sensitive to the fluctuations in the nation's economic health and the present "softness" will be reflected in all housing markets, GI included.

But speaking of markets, the GI potential is still tremendous. Available figures suggest that one out of every four to five families includes an eligible veteran. I'm not going to try to estimate the number who may be in the market for new or existing homes. The very fact, however, that some 10 million World War and nearly four million Korean veterans (whose entitlements run until Jan. 31, 1965) haven't taken advantage of the VA home loan guaranty program, suggests the possibilities. I think this market is well worth builders giving it the "hard sell."

### NORTHUP'S COLUMN

(Continued from page 24)

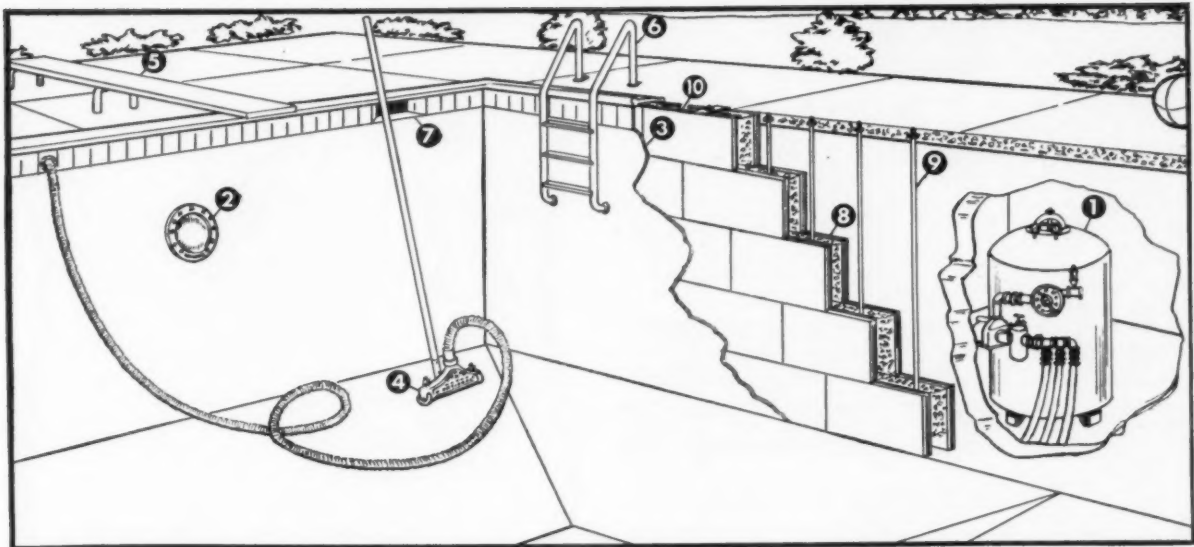
residences as well.

With about 60 per cent of the nation's families owning their own homes, such a measure has broad appeal and wide applicability. This enhances its political appeal. There are those who believe that the present volume of home improvement work, estimated at from \$8 billion to \$12 billion a year, easily could be doubled if home modernization were promoted vigorously over a period of time. A tax deduction certainly would provide additional incentive.

The \$2,000 or \$2,500 limit would still cover most home improvement jobs: re-roofing or residing, adding a bedroom, finishing an attic or basement, modernizing a kitchen or bathroom, adding a bathroom, replacing a heating plant, installing air conditioning, and so on.

Retail lumber dealers are giving the bill strong support and invite builders, contractors, lenders, and others to join in.





Here's how the products of the **NATIONAL POOL EQUIPMENT COMPANY** add up to the finest swimming pool in the world!

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|-----------------------------|------------------------------|
| 1. Dial Valve Filter System | 6. Ladder                    |
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FOR BETTER, STRONGER WALLS  
USE **WAL-LOK**

MORTAR JOINT REINFORCING



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philippine mahogany



*use this beautiful hardwood  
... in your playrooms and dens.*

Throughout the United States Builders are finding that Philippine Mahogany is popular with buyers in every price range ... Available in plywood or solid lumber.



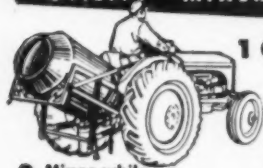
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1 OR 1½ BAG CAPACITY



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GUARANTEE!**

**UNIVERSAL PULLEYS COMPANY**  
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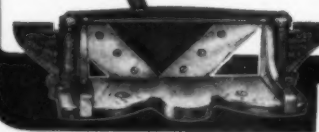
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### Precision Miter & Joint Cutter



Write for full information

A multi-duty cutter for right or left hand 45° miters or any adjusted angle to 90°. Accurate, razor-like cut any way of grain. Fine tool steel knives. Compact design. 8" wide, 23" long. Portable. A time saver on every job!



**POOTATUCK CORP.**

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## Cut Dry-Wall ceiling installation costs 25%

Gyp-C-Jack makes dry-wall ceiling installation easier and faster. Hoists and securely holds panels for nailing. Gyp-C-Jack gives workmen complete control and assures truer alignment. Eliminates panel lifting and holding. Saves time and labor.

Lifts and holds ½" x 4' and 16' panels. Extends to 9'0", contracts to 6'0". Mounted on 21" x 21" base with creeper casters for easy moving.

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GUARANTEED**

Pat.

**GYP-SUM CEILING JACK CO.** 967 2nd Ave SW  
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## Pioneer in Sliding glass door development

Slide-View's pioneering research and development work laid an early, enduring foundation for its present leadership in the sliding glass door industry. Today, the complete Slide-View line in steel and aluminum stands for the finest in quality, value and performance.

Our 10<sup>th</sup> Year  
fabricating  
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exclusively.



**Slide-View**

Write for brochure  
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**DOOR AND WINDOW CO.**  
P.O. Box 409, El Monte, California  
"BRINGS THE OUTSIDE INSIDE"

**NEW SPECIAL GALVANIZE** can't crack or chip.

**HEMME** EDGE is straight and clean.

**MITERED OR STRAIGHT** ends available as you specify.

**The VITAL EDGE**—no chipping or flaking—special galvanized surface.

**SMOOTH EDGE** makes handling safe and easy.

**PRE-PUNCHED** nail holes are clean and well spaced.

**ONE PIECE**—no welds. Flange is flat.

**TENSION HUMP-SHAPED FLANGE** assures tight, flat, accurate tension fit.

**NO. 32 CASING**

## 50% Savings With New Bostwick Door and Window Casings . . .

Mr. Contractor, Bostwick's great new door and window casings cut your casing costs in half. Here's how: **First:** Screed and trim are combined in one product. **Second:** There is only one installation operation. **Third:** Straightness and uniformity assure perfect corner miters and sure fit. Best of all your rooms will look bigger and have contemporary clean cut appearance.

These new casings will put more profits in your pockets. At your dealer's now or write to us for samples and Bostwick Bulletin, AIA-20.

"Ask Your dealer for Bostwick"

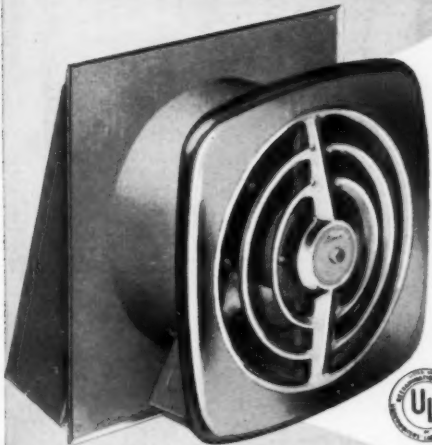
<b>QUARTER ROUND</b>	<b>SQUARE FLANGE</b>	<b>MODIFIED SQUARE</b>
NO. 32	NO. 24	NO. 20
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**THE BOSTWICK STEEL LATH CO.**  
103 HEATON AVE. • NILES, OHIO

**Bostwick**

You'll be ahead with the

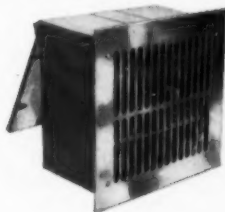
# New *Broan* Side Wall Fan



*years ahead in performance  
time ahead in installation  
money ahead in price*

The basic facts on this new Broan fan are so right for the market, so good for this time . . . for here is a side wall ventilator that moves more air, is more quiet in operation, is most attractive in appearance, and saves money right from the start. Even installation is an easier, faster-running job, because everything readily adjusts to fit the job conditions. In a phrase, Broan has set a new standard of quality and performance for a low cost fan. In three words, IT'S THE BEST. Ask your distributor for the facts, or write for a detailed bulletin.

## The *Broan* Motordor Line



Where high-volume air movement is required, and whisper-quiet operation is a demand, your choice of a Broan Motordor fan is clearly indicated . . . for here is a fan that provides completely automatic *mechanized* door operation, without backdrafts or damper flutter. Fully insulated door. Comes in 8", 10" and 12" sizes with adapters available for all types of installation. Fully warranted for five years.

**No. 805 — 12" Motordor Fan —** Only Broan provides a 12" fan with motor-operated door, completely packaged, ready for installation. Gives outstanding performance and trouble-free service in schools, offices, reception rooms, lounges, etc.

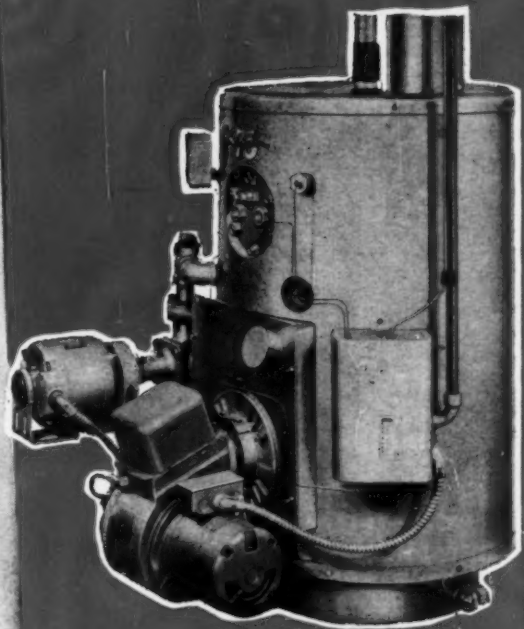
**Broan** MANUFACTURING CO., INC.

946 W. State St.  
Hartford, Wis.  
Near Milwaukee

Specialists in Quality Ventilating Equipment for Over 25 Years

JUNE 1958

# Koven 75



## for OIL or GAS

**A COMPLETE PACKAGED UNIT  
ALL WIRED AND ASSEMBLED  
READY FOR FAST INSTALLATION**

A SINGLE PANEL  
FOR ALL SAFETY  
CONTROLS

ECONOMICAL TO  
OPERATE

A SPACE SAVER



HEALTHY HOT  
WATER HEAT

Nationally Advertised

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PLANTS: JERSEY CITY, N. J. • DOVER, N. J. • TRENTON, N. J.

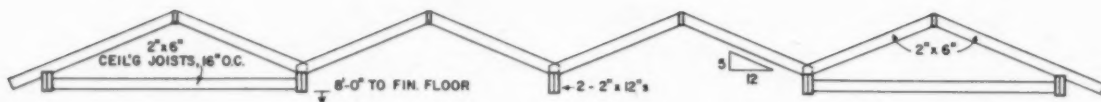
203

## Better detail of the month



INWARD ORIENTED, glazed areas of *McCall's* house face rear garden areas.

There's no limit to the width of your house . . .



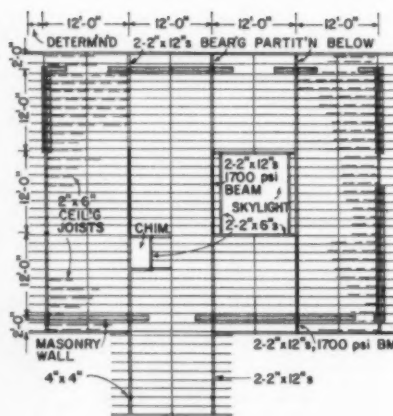
. . . with this multi-gabled roof design

This unusual gabled roof featured on *McCall's* Better Living House points up the exciting changes taking place in the design and construction of today's contemporary roofs.

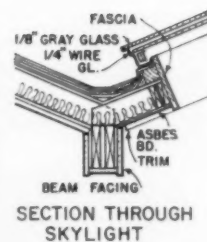
Richard H. Wheeler, architect whose firm designed the *McCall's* house, said they used this roof to get away from the limitations imposed by the conventional trussed roof.

With this roof design the house can be as wide as you want it to be—and it's not difficult to construct. The gables are simple ones with 2x6 rafters and 2x6 ceiling joists over the flat ceiling areas (see plan view, right). The majority of walls running parallel to the ridge line are bearing partitions. Where the span is clear, double 2x12 beams of 1,700-lb. fir are used.

Joists are not used at the entrance and garage gables however. To keep the main supporting beams from kicking out, tie rods of 5/8" dia. were used instead.



ROOF FRAMING PLAN



SECTION THROUGH SKYLIGHT

THE two outer bays with their conventional 2x6 ceilings provide the rigidity to keep the inner bays from spreading. Ceiling lines for inner bays extend up to underside of gables.



# LOOKING FOR NEW BUSINESS?



## USE DODGE REPORTS... RADAR OF BUILDING ACTIVITY

The best pilots — sea or air — use radar to find what they could not locate any other way. And the best informed men in the building industry use Dodge Reports to locate opportunities ahead that mean new business for them.

For Dodge Reports pin-point where *active* prospects are coming up, and *do even more* — show what they're going to build, tell how much will be spent and when you should take bidding action.

Dodge Reports assemble the news of activity in the

37 Eastern states continuously, bring you day by day reports of the business opportunities in your area of operation, give you the names and addresses of those who are ready to make decisions and *in time for you to contact them*.

No matter what business is like, you profit by concentrating on those who *have work* and are *ready to act*. Let us show you how Dodge Reports can be your radar to profits. Mail the coupon today for "Dodge Reports — How to use them effectively."

F. W. Dodge Corporation, Construction News Division, Dept. 17068  
119 West 40th Street, New York 18, N. Y.

I want to know how to get more new construction business. Please let me see some typical Dodge Reports for my area. I am interested in the markets checked below:

- House Construction       General Building  
 Engineering Projects (Heavy Construction)

Area \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**Gang Green?**  
GET A  
CONVENIENT PACE SETTER HOME  
*(schools at your doorstep)*  
MI 9-8801 IN SOUTHVIEW

2 FULL BATHS 2 CAR GARAGE ALL BRICK 3 BEDROOMS AND DEN WALK TO SCHOOL

**Too Pooped to Paint?**  
GET AN  
ALL BRICK PACE SETTER HOME  
MI 9-8801 IN SOUTHVIEW

2 FULL BATHS 2 CAR GARAGE ALL BRICK 3 BEDROOMS AND DEN WALK TO SCHOOL

**Bustin' Out?**  
GET A  
2 CAR GARAGE PACE SETTER HOME  
MI 9-8801 IN SOUTHVIEW

2 FULL BATHS 2 CAR GARAGE ALL BRICK 3 BEDROOMS AND DEN WALK TO SCHOOL

**GANG GREEN?**  
Get a CONVENIENT PACE SETTER HOME  
MI 9-8801

Directions: Eight on Westwood Road to the right. Stop at Southview and turn left. Pace Setter Homes is on the left.

**BUSTIN' OUT?**  
Get a 2 CAR GARAGE PACE SETTER HOME  
APPROXIMATELY \$97  
MI 9-8801

Directions: Eight on Westwood Road to the right. Stop at Southview and turn left. Pace Setter Homes is on the left.

**Too Pooped to Paint?**  
Get an ALL BRICK PACE SETTER HOME  
APPROXIMATELY \$97  
MI 9-8801

Directions: Eight on Westwood Road to the right. Stop at Southview and turn left. Pace Setter Homes is on the left.

**House Broke?**  
Get a HIGH VALUE PACE SETTER HOME  
call MI 9-8801  
APPROXIMATELY \$97  
MI 9-8801

Directions: Eight on Westwood Road to the right. Stop at Southview and turn left. Pace Setter Homes is on the left.

## How to stretch an ad budget

Make your ads work together. That's what Pace Setter Homes Inc. did. Result: last fall the Houston builder sold about \$1 million worth of new homes during the traditionally slow months of October through December.

Pace Setter used three media: newspapers, outdoor, and radio. The trick was to tie them in so as to maximize the impact of each. To do this the builder's ad agency, Wayne Duddleston & Assocs., and Houston Poster Advertising Co. created a cast of cartoon characters. Shown in situations all too real to prospective home buyers, the characters whimsically probed their motivations in looking for a house. The simple figures, reproduced on billboards and in newspaper ads (see above) became a kind of trademark for Pace Setter. In addition,

many of the radio spots carried the same tag lines used in the print media.

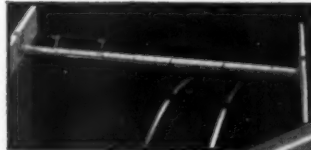
Total cost of the campaign came to about \$6,000: \$2,000 for newspaper, \$1,500 for radio, \$1,200 for the boards. Plus miscellaneous expenses.

For this, Pace Setter got, on radio, 150 one-minute spots on the two top-rated stations during a one-month period and several hundred IDs scattered throughout the entire campaign. Newspaper ads included one 3x6-incher (above) and one 4-inch editorial type of ad each week (no classified advertising was used; only display, r.o.p.). The boards were concentrated in one area, set to face the traffic flow towards Pace Setter's suburban location.

Total sales during the three-month drive: 48.

**Strong!**  
**Versatile!**  
**Handsome!**

# Lo Man Co Adjusta-rods



THE NEW  
METAL CLOSET  
RODS...

**for Modern  
Homes!**



**Ideal  
for both**

**NEW CONSTRUCTION  
AND REMODELING**

- ★ **LOW IN COST**
- ★ **EASY TO INSTALL**
- ★ **WILL NOT SAG  
EVEN UNDER  
HEAVY LOADS**

• If you've been looking for a stronger, easier to fit closet rod... Lo Man Co's new Adjusta-Rods are your answer.

*Stronger* because they're made of heavy gauge steel tubes with completely welded seams. *Easier to fit* because they're supplied with mounting plates and they're adjustable in width for closets up to 96" wide. (See photo at left)

An improved product made by the manufacturers of Famous Lo Man Co Aluminum Ventilating Louvers.

Available in  
**FOUR ADJUSTABLE MODELS**

- MODEL R16 . . . . 16" to 26" width
- MODEL R26 . . . . 26" to 42" width
- MODEL R42 . . . . 42" to 72" width
- MODEL R56 . . . . 56" to 96" width

All models furnished with either enamel or plated finish.

Ask your jobber or dealer . . . or write today for information

**Louver MANUFACTURING COMPANY**  
3809 WOODDALE AVE. • MINNEAPOLIS, MINN.



Photo Courtesy of Arcadia Metal Products

## This sales feature may save you money

A BIG sliding window at the kitchen work center is sure to catch the eye of a prospective home buyer.

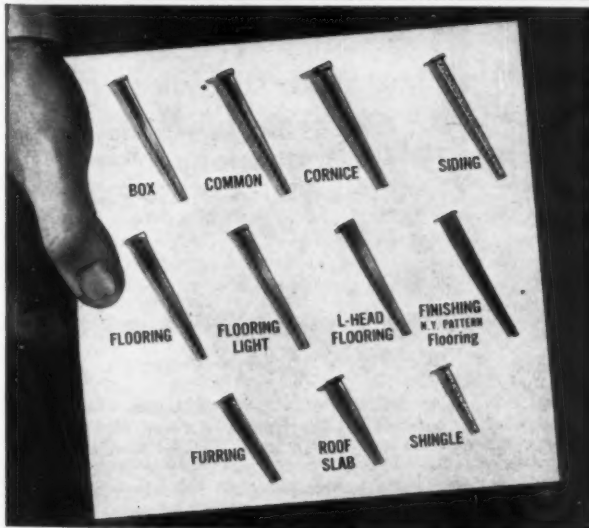
And it's often the least expensive way to wall the area.

Just make sure the window works . . . easily and quietly—and that it provides complete protection against the weather.

Sliding doors and windows that work well are likely to be engineered with Schlegel Woven Pile Weatherstripping.

The coupon will bring you a leaflet listing all types of windows and doors—and the manufacturers who provide built-in protection that's *silent, smooth, and sure* because of

# Schlegel



**These LaBelle Cut Nails are stocked  
by your nearby Wheeling warehouse**

Wheeling, world's largest producer of cut nails, offers a complete line of specially hardened cut nails for every application. Ask your Wheeling representative, or write Wheeling Corrugating Company, Wheeling, West Virginia.



**WHEELING CORRUGATING COMPANY • IT'S WHEELING STEEL**

LaBELLE CUT NAILS ARE STOCKED in Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis. SALES OFFICES in Atlanta, Houston

**SCHLEGEL MANUFACTURING COMPANY**  
1555 Jefferson Road, Rochester 23, N. Y.

AB

Send "Your Guide to Windows, Doors, Screens . . ."

Name.....

Company.....

Address.....

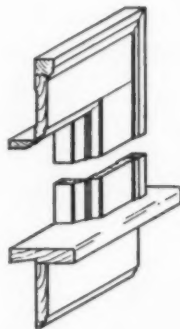
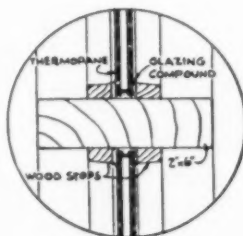
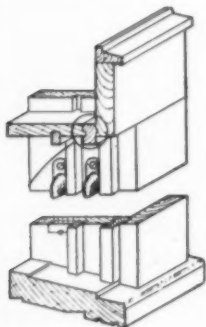
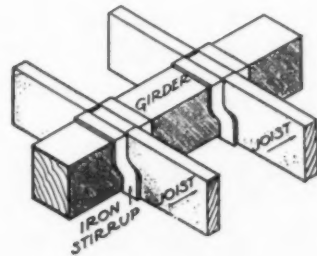
City..... Zone..... State.....

Newly Revised, On-the-job Guide Top Builders Rate Indispensable!

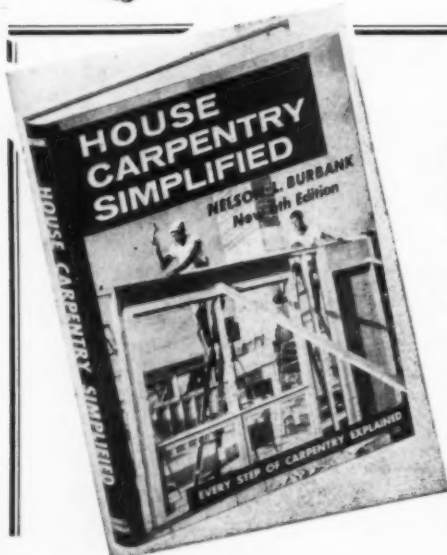
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Completely revised and greatly expanded, here is the newly published 6th Edition of the standard book in the field. HOUSE CARPENTRY SIMPLIFIED explains and illustrates—with over 1100 large-page illustrations—every step of house construction. An ideal guide for remodelers, it provides full information on the most up-to-date carpentry materials, equipment, techniques, and practices. Book helps the builder save money by thoroughly outlining the principles and procedures of such modern innovations as radiant heating installations, air conditioning methods, thermal insulation, and scores of other topics. Includes the complete plans for a modern split-level house designed by one of today's leading architects. Past editions of this book (former title: HOUSE CARPENTRY AND JOINERY) have sold in excess of 100,000 copies.

By  
**NELSON L. BURBANK**  
Revised by  
**CHARLES A. PHELPS**



Over 1100 "how-to-do-it"  
Illustrations  
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**COMPLETE CHAPTERS ON:** Tools—Structural Parts of a House—House Plans and Specifications—Laying Out the Building Site and Excavating—Foundation Forms and Foundations—Introduction to Framing—Sills and Girders—Floor Joists—Subflooring—Outside Framed Walls—Inside Framed Walls—Ceiling Joists—Roof Framing—Heating Installations and Air Conditioning—Sheathing of Walls—Sheathing of Roof

—Cornices and Gutters—Roofing—Porch and Bay Framing—Exterior Wall Covering—Interior Wall and Ceiling Covering—Stairs—Trim—Window and Window Walls—Doors—Builders' Hardware and Fasteners—Closets, Shelving and Built-Ins—Finish Flooring—Garages—Thermal Insulation and Moisture Barriers—plus Appendixes: Prefabrication—Principles for Construction—Safety for the Carpenter and Glossary—Index.

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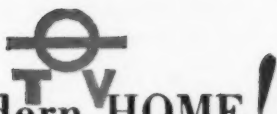
Street .....

City ..... Zone ..... State .....



a MUST...

in every modern HOME!



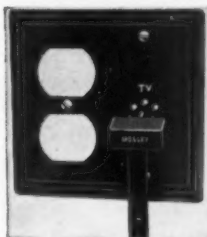
**the MOSLEY  
Television Lead-in  
Wall Plate Socket!**

Now—more than ever, MOSLEY AC/TV Wall Plate Sockets are a true necessity in today's modern home building!

Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home!

MOSLEY Wall Plate Sockets permit plug-in connection of TV set to antenna in several locations throughout the home. Any room can become a TV room...

Decor styling and low cost assure you sales appeal that will turn a prospect into a buyer!



**Type AC-1PK.  
List Price \$1.87**

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.

- Low Cost! • Easily installed to meet electrical codes!
- Decor styling to harmonize with existing wall plates!
- TV engineered for efficient performance!

MOSLEY TV Wiring accessories are available coast-to-coast. Write for name of your nearest supplier.



32c/8s  
Mo.

**Mosley Electronics, Inc.**

8629 ST. CHARLES ROCK ROAD, ST. LOUIS 14, MISSOURI

**NEW!**

**THE BUILDING ESTIMATOR'S WORKBOOK  
AND TECHNICAL GUIDE**

Compiled from *American Builder* magazine

**Ready February 27.** Now you can accurately and quickly estimate the costs of excavation, foundation, framing, roofing, sheathing and siding jobs. This new guide includes handy reference estimating tables covering brick and masonry, lumber, asphalt, roofing, and all other currently used building materials, plus timesaving tables of decimal equivalents, loan amortization, etc. A 'must' for any builder. 510 ills. \$2.75

**HOW TO REMODEL YOUR HOME**

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**Ready February 28.** Practical, on-the-job guide for the builder commissioned to remodel a single room or an entire house. Here are the latest professional methods—illustrated in time and money saving detail—for handling floors, walls, windows, doors, bathrooms, kitchens, etc. 368 ills. \$2.75

**ORDER THESE BOOKS TODAY—**

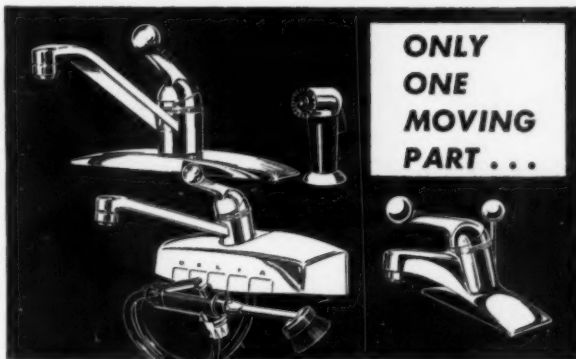
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**Delta FAUCETS**



**ONLY  
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The national trend is toward single handle faucets... and the single handle trend is for DELTA... the ONLY FAUCET with ONLY ONE MOVING PART.

DELTA is competitively priced... simply installed (actually easier than old fashioned faucets)... and literally DEPENDABLE.



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**NEW!—Builder's Complete Sales Guide**

**SELLING  
HOUSES  
SUCCESSFULLY**

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**USE THIS HANDY COUPON TO ORDER—**

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# The Month Ahead

## INCOMES UP

Here's some relaxing news for those of you who have been sweating out increased materials and labor prices. The average family income in this country has gone up from around \$5,700 to about \$6,100.

Most of this is a false figure, of course; any increase in salary has been chewed up by the increased cost of living. But it does mean that when you're forced to push up your prices a couple of hundred bucks, you're not losing thousands of potential buyers. Their incomes are, on the average, keeping pace with the higher prices you are being forced to charge.

## THE BEST MERCHANDISING

We trust you picked up a couple of dozen good merchandising ideas from the May issue of AMERICAN BUILDER, and, of course, from the regular merchandising features we run every month. Now we'd like to pass along a condensation of a conversation we had recently with a highly successful Ohio builder.

"Personally," he said, "I haven't run a line of advertising in the paper, or done the least bit of promotional work on my houses in the last three years. And I haven't been sold out less than three months ahead during that time."

The reason for this builder's enviable position is simply that he builds an exceptionally good house, and sells it some \$3,000 under his nearest competition.

This is a hard combination to beat. But the point is that he has found the perfect merchandising tool. Build a better house that's well constructed for less than the other guy, and you'll sell all you can put up.

This doesn't mean you are some day going to be able to give up merchandising, though. When the other guy learns to build as well as you, then you'll have to out-sell him instead.

## Remodeling gets the spotlight

The July issue of AMERICAN BUILDER will be devoted to a most misunderstood aspect of building—remodeling. We're going to show you *who* is working successfully in the field, *how* they run their businesses, and *why* they consider it a good one to be in.

What we hope to do is leave you scratching your head, wondering why in the world you haven't gotten into remodeling before.

Let's preview a few of July's facts. More than half the builders in the country are engaged in remodeling to some extent. The smaller ones generally do more remodeling than the big ones.

And all of them together are leaving virtually untouched a great big segment of the market—a market overpopulated by the "suede shoe," hit-and-run character.

## It's a field you should be in

The fly-by-night operator shouldn't be tough competition. He is mostly a merchandising man who hires local talent to install his specialty, then blows town, leaving a bunch of unhappy customers with no guarantees, and a bad name for the building business.

This character exists for just one reason—he's filling a vacuum. If more legitimate builders would turn to this sort of work, and merchandise themselves adequately, the dynamiter would fade away. It's a good market, and it's wide open for the good builder.

## Take a look for yourself in July

Spring has sprung, and even better, buyers have finally begun to buy. But this welcome jump in building is going to intensify an already nasty problem—the shortage of land.

The time to look for next year's land is right now, before someone else gobbles it up, or before the town moves out to it and knocks the prices up out of sight.

Land buying is tough on the individual builder, but there are ways to make it easier. One of the best is to get together with a group of other builders and plan a community together.

Or if you're lucky, you may wake up and find a project like that in this month's Land Planning Section going up in your back yard. On the other hand, you and your fellow builders might get together to develop land. But it's a problem that needs long range planning, so get busy.



*Carefree Living*... so easy to own!

Builders using Gold Seal Vinylbest\* "Brushwood" offer customers a welcomed PLUS in their new homes. Casual, easy to live with, yet so thoroughly up-to-date, Brushwood\* is a brand new Gold Seal Vinylbest floor tile. The modern grained effect fits magnificently with natural woods or informal appointments. "Brushwood" is exclusive with Vinylbest—the all-purpose tile that's used (and useful) throughout the house from basement to attic. Gold Seal Vinylbest "Brushwood" is easy to install . . . saving costly labor. Tough—but—lovely Vinylbest, with its special high gloss, shrugs off dirt . . .

defies grease, moisture, alcohol, solvents . . . and lasts for years and years. And . . . only a damp cloth is needed for cleaning. Gold Seal "Brushwood" Vinylbest fully meets FHA Title 1 requirements.

See "Brushwood," in a variety of colors and the rest of the Vinylbest tile line at your Gold Seal dealer's. While you're there, take a look at the other famous Gold Seal floors† so many smart builders are using nowadays. They all make building and selling easier, faster, and more profitable for you.

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FOR THE LOOK THAT'S YEARS AHEAD

**Gold Seal**  
FLOORS AND WALLS

*for the Best and the Smartest*



# National

## SLIDING DOOR HARDWARE

The interior sliding door is a space saving innovation that has won popular approval from architects, builders and home owners.

With this type of door there is no sacrifice of valuable floor space—as would be required for the conventional swinging door. More pleasing arrangement of room furnishing is also possible with free, unobstructed wall areas.

Sliding doors are ideal for clothes closets, supply and storage cabinets or as room dividers in the home, office or factory.

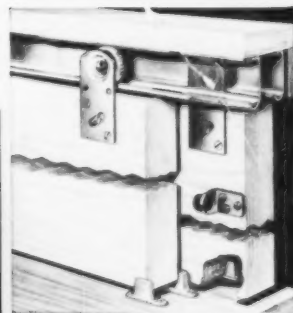
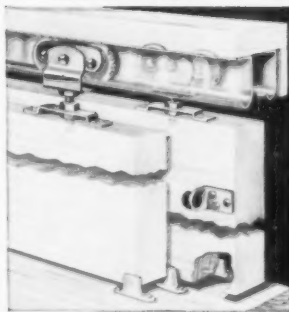
Made in two styles—a single wheel and a two wheel hanger type, each with distinctive features—they fit any thickness of door.

Hangers have large  $1\frac{1}{2}$  inch diameter wheels of Nylon—They never need lubrication and operate with smooth, quiet precision.

A specially designed rail made in 44, 56, 60, 68 and 92 inch lengths, provides a rigid track.

Slotted screw holes permit rail adjustment without removing doors or hangers—a new feature.

No. 185 Two  
Wheel Hanger



No. 182 Single  
Wheel Hanger

*National*

MANUFACTURING COMPANY

Sterling,  
Illinois