

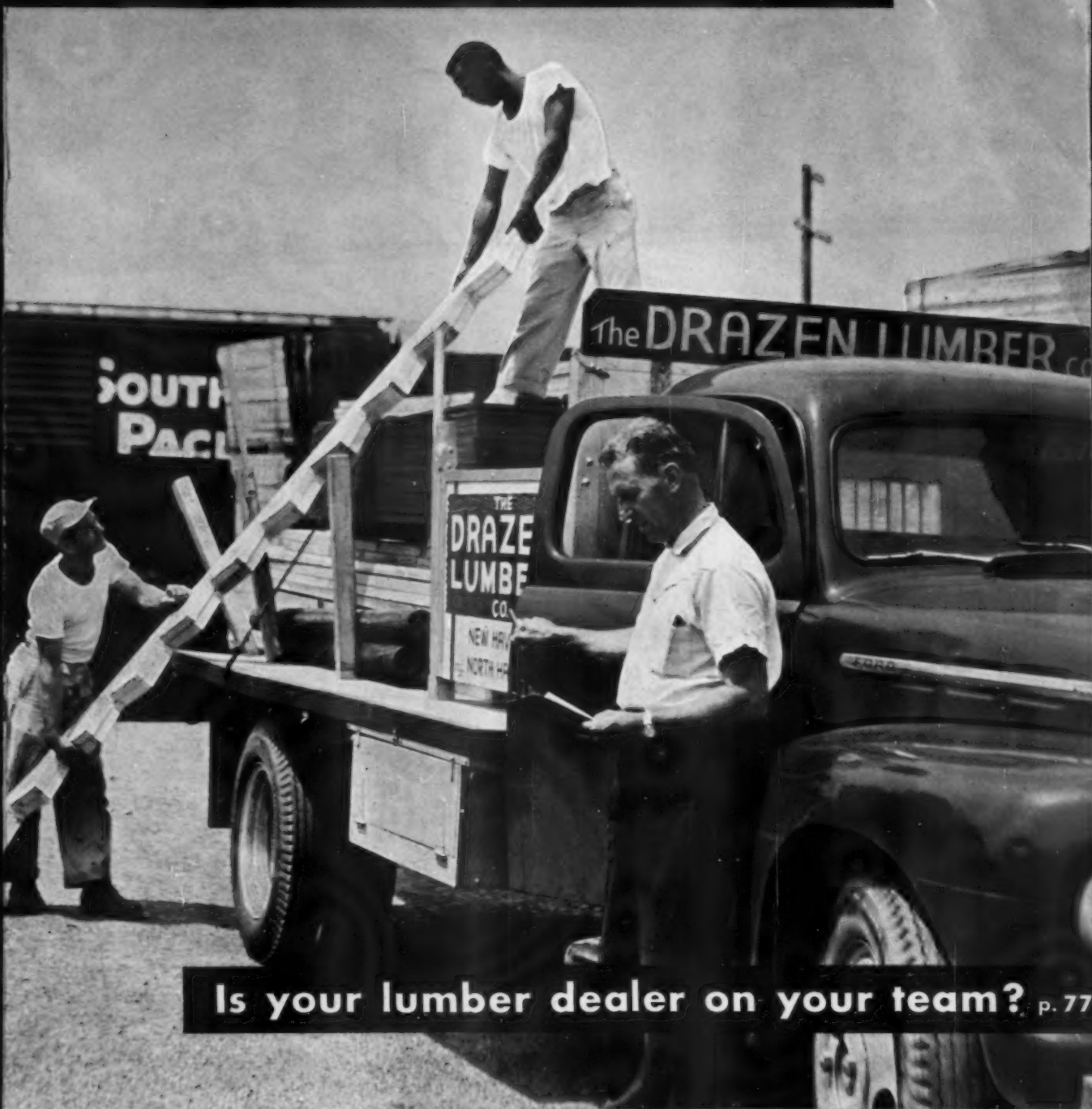
# American Builder

OPPORTUNITY FOR OCT. 1958

## WINTER BUILDING:

how to schedule  
starts for sales  
all through the  
year, see p. 88

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



Is your lumber dealer on your team? p. 77

# New NuTone Food Center In Youngstown Cabinet



← *Now*  
You See It

IMAGINE...a 9-inch cabinet that holds a BUILT-IN Mixer, Blender, Sharpener, Grinder, Juicer and (soon to come) . . . A perfectly fantastic Shredder & Slicer. Just open cabinet door.. everything is ready to use.. Close and it's completely OUT OF SIGHT!

*Now* →  
You Don't...

You won't believe your eyes! These six food appliances fit easily inside this amazing 9" Youngstown Cabinet.

WOW! Here's a new idea that packs more "SELL" than appliances which cost 3 times as much. Be first to show this in your new homes!



## 6 Built-In Appliances inside a 9 inch Cabinet



MIXER + BLENDER + GRINDER + SHARPENER + JUICER + SHREDDER

(Coming Jan. 15)

For Complete information... Write NUTONE, INC. Dept. AB-10 Cincinnati 27, Ohio

Revolutionary new concept in ventilation -

the all-new **Leigh**

ALUMINUM

# TRIMVENT\*

A new idea in ventilation for soffits and similar applications . . . nails on like a board, looks like trim, provides excellent ventilation

\*Patent Pending



Here's an exciting new combination — a ventilator and a trim strip, *all in one*. It does a tremendous ventilating job — adds beauty to the house — and is a breeze to install. Saves material, too. It *replaces* a portion of the board material in the soffit.

**SAVES LABOR** — This revolutionary new ventilator cuts installation time to the minimum. It completely eliminates the cutting of ventilator holes. And it's easy to install — just nail it in place like a board. Comes in 8-foot lengths, for quick, easy handling.

**AMPLE CAPACITY** — 35.2 square inches of free area per 8-foot length. And it's made of aluminum for durability.

**EXCELLENT APPEARANCE** — The small compact louver banks present a continuous, attractive design the entire length of the soffit — an ideal trim to give the house that "finished" look.

**SEND FOR FREE SAMPLE!** TRIMVENT is such a completely new idea we want you to examine a section cut from the actual ventilator. No obligation of any kind — just write us.



## LEIGH BUILDING PRODUCTS

Division of Air Control Products, Inc.

1658 Lee St.

Coopersville, Michigan

In Canada: LEIGH METAL PRODUCTS LTD.

72 York St., London, Ontario

# Leigh

### METAL PRODUCTS

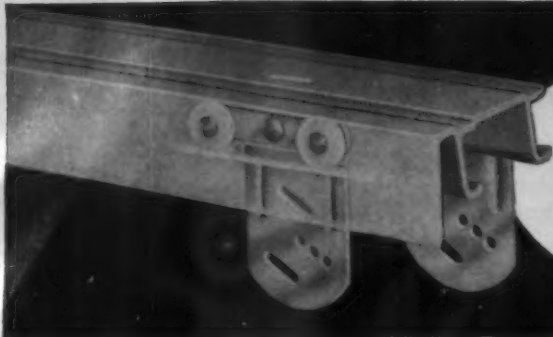
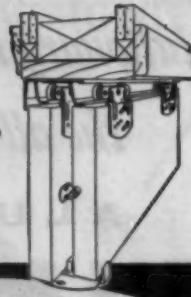
Awnings & Canopies  
Closet Accessories  
Outdoor Accessories  
Ventilating Fans

Aristocrat Mail Boxes  
Kitchen Accessories  
Ventilators  
Range Hoods

Folding & Sliding Door Hardware



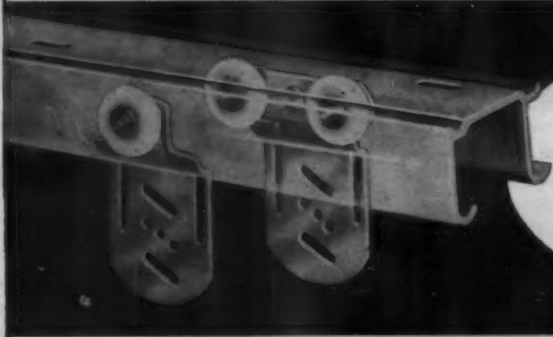
**QUICKER, EASIER**  
and all ways better  
**FOR ALL SLIDING DOORS**



**600 SERIES**

*FIRST and only packaged sets with all these better features*

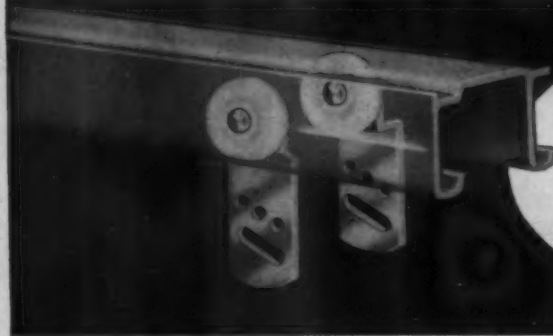
- Aluminum track with built-in fascia . . . etched and anodized. Fits standard head jamb. 1 1/2" headroom. Doors can be hung after hangers are attached.
- Twin nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



**700 SERIES**

*Similar to 600 Series except track does not have built-in fascia or anodized finish*

- Aluminum track . . . fits standard head jamb. 1 1/2" headroom. Doors can be hung after hangers are attached.
- Twin or single 1" nylon wheels with oiled-for-life bronze bearings.
- Steel hangers with angle-slotted screw holes for easier plumbing of doors.
- Door stop limits sliding action of doors to prevent pinching fingers.
- Nylon and steel door guide installed easily with just two screws.



**NEW! "THRIFTEE PAK" SET**

*FIRST and only set for BOTH 3/4" or 1-3/8" doors with all these features*

- Aluminum track, 1 1/2" headroom. Doors can be hung with hangers attached.
- Big 1" nylon wheels. One piece, husky steel hangers with slotted screw hole for easier plumbing of doors.
- Nylon and steel door guide uses two screws.



low as \$5.50 list



CONSTANT IMPROVEMENTS KEEP STERLING AHEAD OF COMPETITION - HERE ARE OTHER

**FIRSTS FROM STERLING-**



1058 Sliding Door Lock



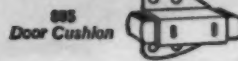
1200 Pocket Door T-Frame



883 Pocket Door Pull



963 - 965 - 967 Surface Mounted Door Pulls



895 Door Cushion



878 Guide Strip

WRITE FOR OUR 24 PAGE CATALOG  
See our Catalog in Sweets' Architectural or Light Construction Files

**John Sterling Corporation**  
RICHMOND, ILLINOIS  
(McHENRY COUNTY)

FORMERLY STERLING HARDWARE MFG. CO. OF CHICAGO

# The Opportunity Page

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

## Those cold winter days

Speaking of winter building (See p. 88) here's a tip we've been saving to pass along at the right time. Last year Jack Morrison of Mansfield, Ohio, kept building all winter long. How? To ward off winter winds and snow, he put up a barn-shaped plastic dome to house his workmen. It took two days to erect the wooden-framed structure which was backed with heavy plastic, then reinforced in some sections with wood. When his crew finished with one house they took the dome apart, section by section, put it together on the next job site. Building it in sections enabled them to erect it in various shapes and sizes. Only change for this year: the builder will substitute metal for wood. He says the dome saved him a lot of time and money—kept his men happy and warm.

## Another time-saver

Here's a handy time-saving trick offered by Martin H. Braun, builder of Martindale Estates, Westchester, Ill. He uses a 2x12x20' as a gin pole to hoist heavy gable ends into place. It takes about five minutes to set up the rig and nail the gable end into place. Four men heave 'round on the rigging which consists of a pair of two-sheave blocks and some "beat-up" line. The gable ends can be either shop fabricated off site or on the job. By using this hoisting technique, the need for scaffolding and tedious materials handling and sawing is eliminated.

## First reminder

It's not too early to make your plans to attend the National Assn. of Home Builders' next convention (Chicago, Jan. 18-22). This 15th annual meeting is expected to attract the largest attendance in recent years. All indications are that the show will have a new flavor this year. Even though some 1,500 additional rooms will be made available, you may miss out if you delay too long. If you're a member of NAHB, you've received your

reservation form from your local association. Non-member reservations can be sent in to NAHB, 140 South Dearborn St., Chicago 3, Ill.

## Sewage facilities handbook

If you need help in planning sewage facilities—for a single home as well as for a development—get in touch with Yeomans Brothers Co. They're offering (without charge to builders) a comprehensive 40-page booklet, "The Home Builders Guide to Effective Sewage Disposal." Examples of various sewage pumping problems and their solutions, giving approximate costs per home in many cases, are included. Write Yeomans Brothers Co., Dept. S, 1999 North Ruby St., Melrose Park, Ill.

## Smart merchandising

A Long Island builder is taking advantage of most people's desire to own stock. This unique merchandising program is being used by Samuel Bernstein and Sons to promote sales in their River Ridge development at Smithtown, Long Island. The program offers home buyers ownership of a fully-paid \$1,200 investment portfolio for the first year in the Lexington Venture Fund. The shares can be sold as in any stock transaction. Or, they can be continued on a monthly accumulation plan basis.

## Next year's opportunities

First predictions for next year's home building outlook come from Harold P. Braman, managing director, National League of Insured Savings Assns. Looking to the future, he said private starts in 1959 would aggregate 1,225,000 homes and apartments—a 23 per cent boost in two years. For a preview look at what will be featured in next year's homes, be sure to see AMERICAN BUILDER's National Home Week roundup story next month. We'll give you an editor's-eye view of building trends across the country. And in December, we'll feature the winners of our NHW contests.

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introducing

KWIKSET

*Imperial*  
LINE

LOCKSETS



The sculptured styling of  
Kwikset's new "Imperial"  
line locksets, places lockmaking  
in the realm of fine art.

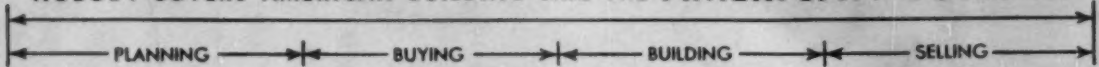
More than functionally perfect,  
they are graceful adornments,  
artistically fashioned to enhance  
the appearance and value of the finest residential and commercial  
buildings. Kwikset "Imperial" line locksets are available in two  
distinctive designs, the Balboa (model shown) and the Catalina.

Write for illustrated catalog.

*kwikset*  **K** *locksets*

KWIKSET SALES AND SERVICE COMPANY  
A SUBSIDIARY OF THE AMERICAN HARDWARE CORPORATION  
ANAHEIM, CALIFORNIA

**"NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"**



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**ARMORED** for full protection



SIMPSON OVERLAID PLYWOOD

Protect your building profits with Simpson Overlaid Plywood, the finest siding material ever developed. Cut installation costs with easy-to-handle 4' x 8' sheets that go up faster, reduce cutting and waste, and need less blocking and bracing. The tough and durable overlay is unaffected by weather changes, and its smooth, grain-free surface needs no preparation before painting. Two coats will do the work of three... and last years longer.

Speed up your building program... cut installation and painting costs... and sell with pride... when you use Simpson Overlaid Plywood siding.



◀ Better results... Faster application... Less cost.

RELY ON



How to save 30% on installation and finishing costs, write:

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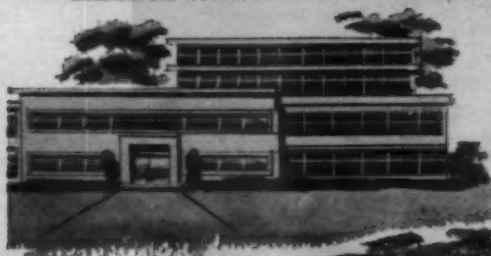
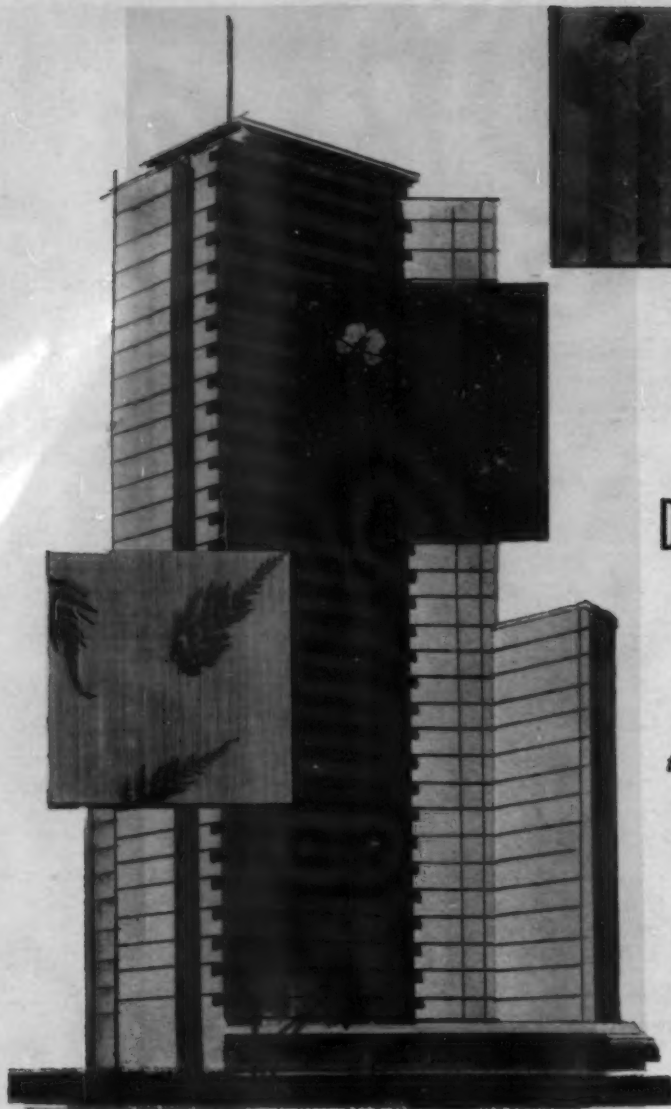
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*Introducing*

**A NEW IDEA IN**

**Decorative Building Material**



*the most beautiful glass in the world*

## Laminated Safety Glass

Glas-Wich, a custom designed line of decorative building material, opens up exciting new horizons in the wonderful world of glass. Glas-Wich combines clear, transparent or opaque colored non-shattering safety glass with a wide range of colored or mirrored designs. Natural botanicals and Oriental straw weavings of many types are also available.

Versatile too, Glas-Wich brings a touch of decorative genius and breath-taking beauty to scores of vertical and horizontal applications . . . to commercial interiors and exteriors . . . to homes, offices and institutions . . . wherever you want to create an effect of magnetic beauty and lasting loveliness!

Write today for your free copy of our colorfully illustrated Glas-Wich brochure.

**DEARBORN GLASS CO.**

6600 South Harlem Avenue  
Bedford Park, Illinois

# AMERICAN BUILDER Impact

## To The Editors:

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

### Remodeling market

We are "acting" on your statistics and some of your data on "tips" to remodelers.

Thanks for pointing up this market. . . .

E. L. Kimball  
Sales Promotion Mgr.  
Georgia-Pacific Corp.  
Portland, Ore.

### Codes and unions

. . . The heart of a new-products problem . . . is the twin stumbling block of local codes and local union practices.

A new material is not rated as to performance but as to its existence in a code written before the material was formulated.

The manufacturer who hopes to introduce standards and tests is hopelessly bogged down in local politics which favors local materials and practices regardless of performance. If the manufacturer offers a product (rather than a material) which fabricates into one unit a process which in earlier days had to be handled by several trades, he can count on having anything from passive resistance to deliberate sabotage after he has incurred the expense of selling his account.

. . . Hundreds of new materials . . . are being cut off or never get off the ground because performance isn't written into the codes. Let's take a crack at the recession by doing what we can editorially to change that picture. Big companies and small companies are involved. . . .

Mari A. Dudley  
Los Altos, Calif.

### Found: a merchandising Rx

. . . We were delighted to see the very accurate and interesting reporting job which you did on our Festival of Homes ["They build apart but they sell the same brand of home," June, p. 92].

The program has not quite come up to expectations of selling 125 houses in the first 13 weeks but we consider it a real success. In fact, we are now getting ready to start the second program in Birmingham.

We are also ready to continue the Atlanta program after the first 13-week period. Of course, as we proceed we feel we'll be able to iron out some of the bugs that were in our initial planning.

All in all, the promotion formula has pretty well established the point that a tough buyers' market can be cracked by the use of consumer-goods advertising and merchandising techniques. . . .

M. O. Gustafson  
Fort Payne, Ala.

### Fence designs

I am in the wood-fence manufacturing business and would very much like to get more information on fence designs. . . .

George H. LaRochell  
Lauderdale Custom Fence Mfg.  
Fort Lauderdale, Fla.

● You can get very good information on fence construction from the following groups: California

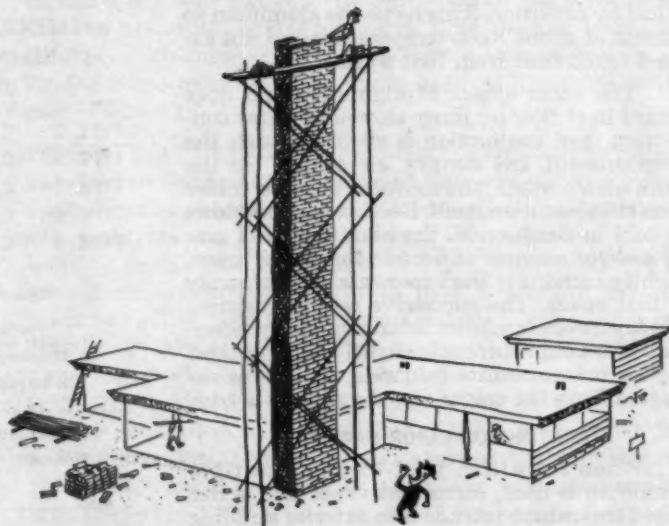
Redwood Assn., 576 Sacramento St., San Francisco, Calif.; *The New York Times*, Times Square, New York, N. Y. (April 14, 1957, edition); Western Pine Assn., Yeon Bldg., Portland 4, Ore.; Illinois Institute of Technology, 35 West 33 St., Technology Center, Chicago 16, Ill.; Southern Pine Assn., P. O. Box 1170, New Orleans 4, La. See also *AMERICAN BUILDER*, Dec. 1957, pp. 150-153: "18 Ways to Build Fences."

### Nut tightener

In the July issue of your magazine a Mr. Charles Palmer of Miami Beach, Fla., shows a design of a tool to be used in tightening nuts. This tool was home-made because he could not find any speed tool on the market that would meet his needs.

Most automotive suppliers that carry mechanics tools, have what is known as ½-inch drive, eight-point sockets with matching speed wrench—much the same as Mr. Palmer's, but one may purchase one wrench and as many sockets as needed. They fit square nuts exactly.

Raymond R. Yost  
Osceola, Iowa



"Filstrip! You're daydreaming again!"

(Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

# How to Reduce CONDENSATION!

Prevent Damage to Wood, Plaster, Paint, etc.

As air becomes colder, it can hold less vapor in suspension. The degree of saturation increases until a dew-point is reached and condensation occurs.

Heat flows from warm to cold by conduction. A material in contact with air colder than itself on one side, warmer than itself on the other side, will *continuously* extract heat from the warmer air by conduction and lose it to the colder air. As the contacting warmer air becomes cooler, the amount of vapor it can hold in suspension without condensing becomes smaller.

The denser and bulkier the material, the more heat it can extract before attaining room temperature, if it *ever* does. The scientific construction of multiple layers of aluminum and air spaces minimizes condensation formation on or within this type of insulation.

## THE REASON CONDENSATION IS MINIMIZED

Since the first layer of aluminum adjacent to the warm, inner air of a building weighs only about 1/4 oz. per sq. ft., it does not need to extract much heat from that air to attain and remain at room temperature. The emissivity of the aluminum surface is only 3%, so little heat is lost by radiation. This helps the aluminum to remain at about room temperature and not extract much heat from that warmer air.

The other sheets of aluminum and fiber retard heat flow by inner as well as outer convection, and conduction is slight through the preponderant low density air spaces. So the aluminum's other surface faces a space colder than the aluminum itself. Because warmth flows to cold in conduction, the aluminum will *give off a slight amount of heat* to the colder space, slightly *increasing* the vapor retaining capacity of that space. The successive reflective spaces and layers of aluminum behave similarly. Since each aluminum surface is slightly warmer than the air it faces on its cold side, no heat is extracted from the colder air; *the reverse is true.*

## CONTINUOUS VAPOR BARRIER

When *scientific*, joist-to-joist multiple aluminum is used, fortuitous vapor and water (like rain) which intrude into exterior building spaces will, as vapor pressure develops therein, gradually flow out as vapor, through exterior walls and roofs because vapor flows from areas of greater to less density. The vapor, unable to



Condensation forms when temperature of contacting air is reduced below dew-point by a cold surface.

Condensation forms when the capacity of an air space at a given temperature is too small for the amount of vapor present.

back up through the long, *continuous, almost impervious* aluminum, will flow out, because exterior walls and roofs have substantial permeability in comparison with aluminum, far greater than the required 5 to 1 ratio. Infiltration under its flat stapled flanges is slight.

The U. S. Bureau of Standards has prepared a helpful and informative booklet, "Moisture Condensation in Building Walls," which deserves your attention. Use the coupon to get a free copy from us.

## THERMAL VALUES\* INFRA PARALLEL INSULATIONS Non-metallic Insulation Equivalents in Inches<sup>†</sup>

	UP-HEAT	DOWN-HEAT	Cost <sup>‡</sup>
TYPE 3	C.143=2½"	C.046=7½"	3½¢ sq. ft.
TYPE 4	C.105=3½"	C.038=8½"	5¢ sq. ft.
TYPE 5	C.081=4"	C.034=9½"	6¢ sq. ft.
TYPE 6	C.068=4½"	C.034=9¾"	7¢ sq. ft.
TYPE 9	C.043=7¾"	C.029=11¼"	12¢ sq. ft.

Types 1, 2, 7, 8 also available

\*Determined by method of National Bureau of Standards in H.H.F.A. Research Paper 32.

†Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-4-321b; HH-1-585; HH-1-521c; HH-1-551a.

‡Average installation rate is 2000 sq. ft. per day per man.

CAN BE PURCHASED THROUGH YOUR PREFERRED LOCAL DEALER

Infra Insulation Inc., 525 Broadway, N. Y. C. Dept. B-10  
Please send National Bureau of Standards booklet BMS63.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
KIND OF BUSINESS \_\_\_\_\_  
ADDRESS \_\_\_\_\_

# The Building Outlook

## SMALL TALK

### QUOTE AND UNQUOTE

We never thought we'd be able to work a Jane Mansfield item into **AMERICAN BUILDER**. But we were wrong. Here's one of her famous quotes. It should warm your heart. "I do think homes are just the most wonderful places! Me? I have a real home. And there's nothing flashy about it, either." (Ed's note: Her home has eight bedrooms, 13 bathrooms, two libraries, a 50-foot living room, a Romeo and Juliet balcony overlooking the living room, a movie theater and a heart-shaped swimming pool. Rumors persist that she's going to add a couple of indoor waterfalls and a chapel.)

### HOT FOOT

British electrical engineers, in collaboration with a textile firm, have developed a carpet that can take the place of central heating in mild climates. The carpet is designed to give a floor temperature of 70-75°F. It is said to heat all the air in a room evenly.

### ENGLISH HOUSING

Speaking of England, typical homes there are built in terraces or in long rows of duplexes. They're two stories high. Basements are rare and ranch-style houses are unknown. Heat comes from a coal burning stove in the kitchen, a fireplace in the parlor and electric rods, gas heaters or kerosene stoves scattered throughout the house. Building costs are about three times what they were pre-war, but the standard five-room home still can be built for less than \$10,000. Interest rates on mortgages are kept at more than 6%. Most mortgages are written with a floating interest rate, the lender being able to shift it about.

**EVEN THOUGH INFLATION NOT RECESSION** is the watchword in Washington now, it's unlikely that anti-inflation adherents will press for stringent action in the near future. An overdose of any such measures would dampen the economic upturn—just when everything looks rosy again.

**ONLY BAD PART OF THE BRIGHT ECONOMIC PICTURE** is signs of tightening mortgage money. In the past few weeks some lenders have been less anxious to make loans. On the West Coast, for example, certain banks and insurance companies are "out of the market for the present." In New York, members of the Long Island Home Builders Institute were alerted to prepare for higher interest rates. Despite these signs, all indications are that the supply of investable funds continues high—particularly in the case of savings and loan associations. A recent report by the Federal Home Loan Board stated that for the first six months of the year more than \$3.1 billion of net savings were added to accounts in these associations. This is 20 per cent more than in the same 1957 period—and an all-time record.

**YOU CAN LOOK FORWARD TO QUICKER ACTION** on FHA applications now that additional employees and overtime work have been authorized in the agency's offices. Authorization came after President Eisenhower signed a bill which gave FHA authority to use more of its fee and premium income to conduct its sharply increased volume of business. (Applications have been rising steadily for some months and a large backlog has piled up in many offices.)

**PRIORITY ATTENTION** for housing legislation is anticipated when Congress reconvenes in January. Even if President Eisenhower fails to follow through on his intent to ask Congress to "remedy the lack of legislation in the housing field," you can be sure that Sen. Sparkman will be among the leaders in a fight to pass a housing bill immediately. The Senator was particularly angry over the Administration's action which lowered the price FNMA pays for special assistance mortgages. Prices now range from 97½ to 100% of value. Provisions in the old law (which expired Aug. 7) required FNMA to pay par for these mortgages. Sen. Sparkman charged the Administration with "lack of good faith." (At press-time, the problem was academic. FNMA had run out of funds and announced it would halt buying mortgages under this program.)

# LOOK AT YOUR WINDOWS-



## Your prospects do...

First impressions are mighty important. Whether or not they discuss it, prospects do look at windows—not just *through* them.

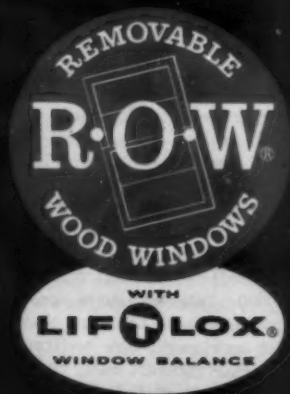
They like the custom flair of fine millwork styled to make homes more distinctive and more livable. More and more of them know about the insulating properties of wood. They understand the *extra* benefits of removable windows properly balanced. R·O·W removable wood windows, with LIF-T-LOX balances, help sell homes faster and keep them sold longer.



When your prospects lift out an R·O·W window sash, they understand how easy and safe window cleaning can be. Today, it's the *extra* features that close the sale.

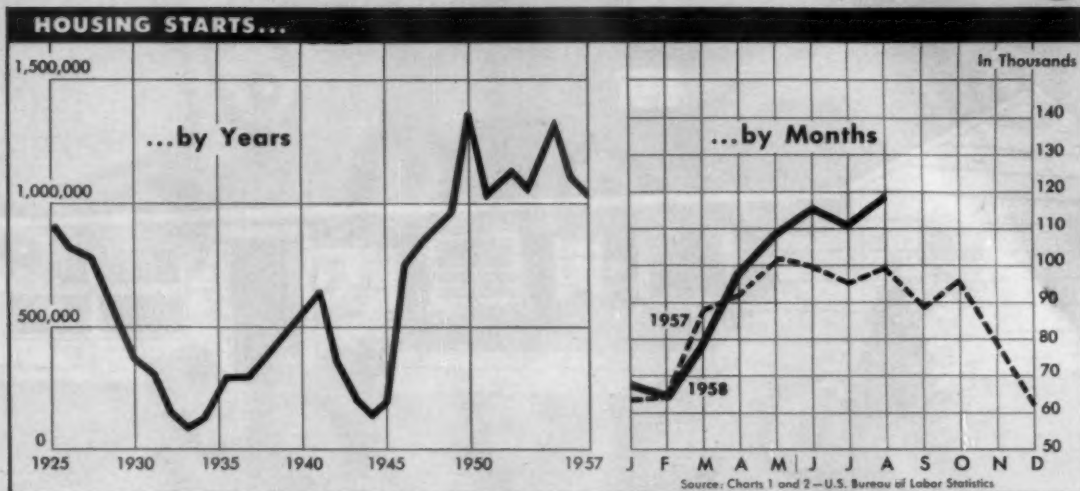


Demonstrating the spring-pressure action of R·O·W windows is easy and offers convincing proof that *these* windows will *stay* weather-tight.



R·O·W SALES COMPANY • 1353 ACADEMY • FERNDALE 20, MICHIGAN

# Pulse of Building



## Interpretations: 1 HITTING THE HIGHEST MONTHLY FIGURE IN 3 YEARS, August starts rose seasonally to a total of 119,000. Combined January-August starts of 768,000 were 8% above the comparable 1957 figure.

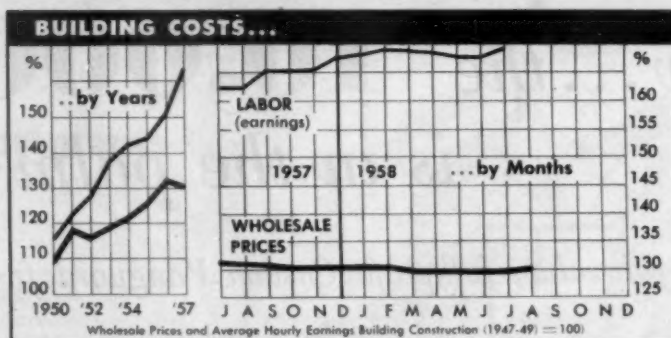
A continued bright outlook is evident for the balance of 1958. The large volume of spring and summer applications for FHA-VA financing has not yet been fully reflected in housing starts. Also, it is likely that moderate value mortgages which FNMA promised to buy at par may quickly turn into starts now that no more commitments are being made under its special assistance program for low-to-moderate value mortgages. The further rise generally expected next year could only be adversely affected by a shortage of mortgage funds.

### 15 LEADING HOME BUILDING AREAS

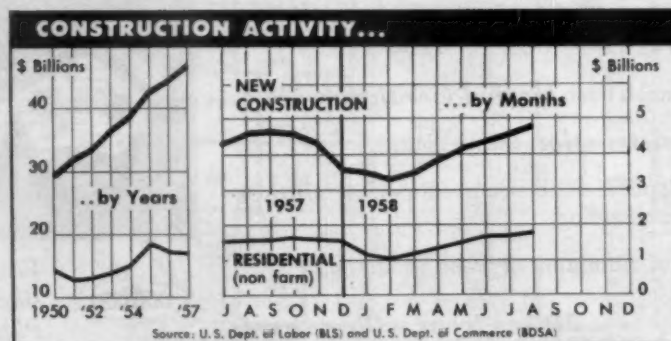
Dwelling units built in Metropolitan areas during the first five months of 1958. (BLS)\*

	Units	% Change Jan.-May 1957-58
Los Angeles	31,929	-18
New York	27,888	+15
Chicago	14,954	-18
San Francisco	8,459	+12
San Diego	8,039	+19
Miami	7,786	-9
Washington	7,408	+34
Detroit	6,886	-29
Philadelphia	6,729	-11
Phoenix	6,525	+48
Denver	4,466	+37
Baltimore	4,287	-26
Atlanta	3,993	+17
Seattle	3,876	+30
Cleveland	3,324	-20

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



## 2 LARGEST MATERIALS PRICE RISE in several years was triggered by gains in Douglas fir and various steel products. July's hourly earnings rose to the peak reached last February.

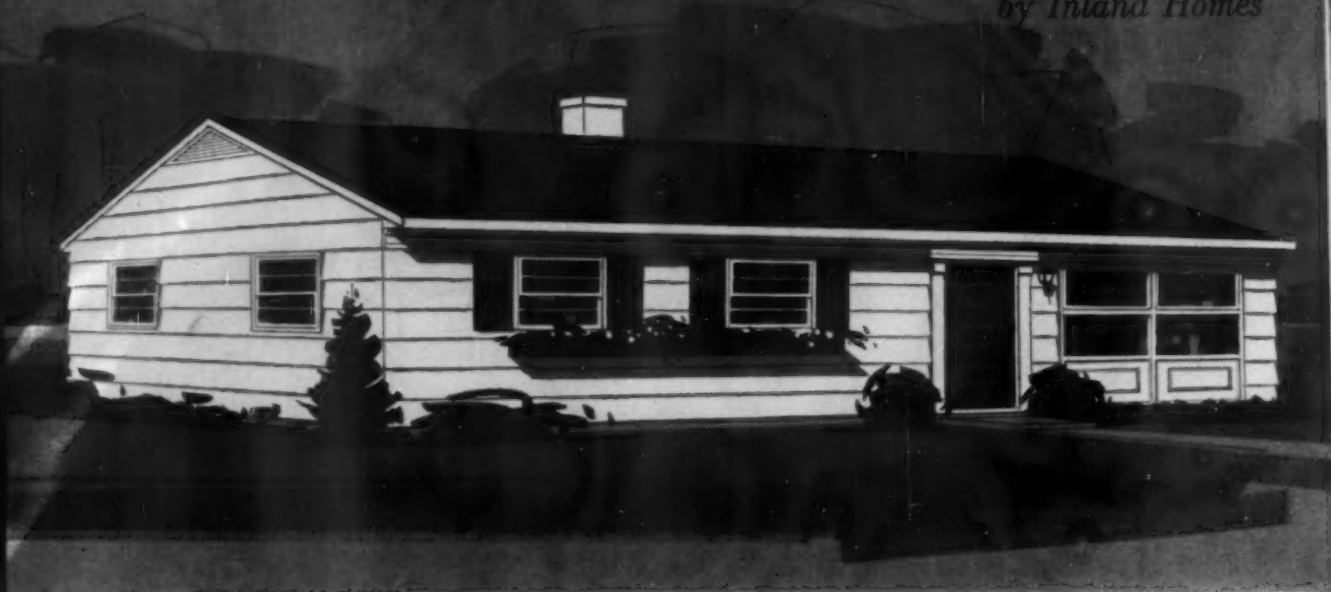


## 3 A RECORD MONTHLY HIGH of \$4.8 billion for new construction held the first eight months' total slightly over 1957's. Housing and public works advanced, offsetting the continued slide in industrial building.

The New  
Custom

Vanguard

by Inland Homes



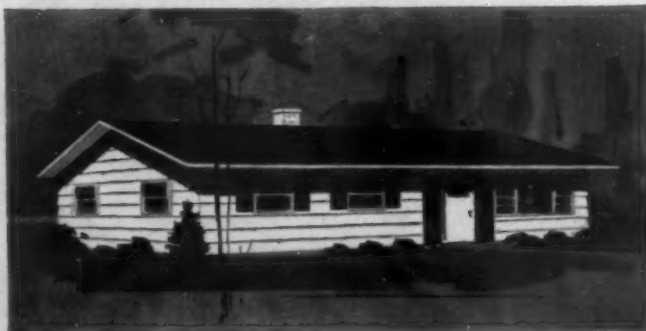
Now... the **\$10,000** Market  
is in the palm of your hand!

Sell the full-value, full-profit Custom Vanguard for \$10,000 complete with lot!

NO OTHER LOW COST HOME GIVES YOU ALL  
THESE CUSTOM VANGUARD SELLING FEATURES:

- ✓ Choice of 8 Contemporary Ranch and Colonial designs.
- ✓ Natural finish flush birch doors throughout.
- ✓ 2 x 4 construction throughout.
- ✓ Factory-applied double-coursed cedar shakes or horizontal siding.
- ✓ Choice of aluminum or wood windows.

*Makes term selling easy!*



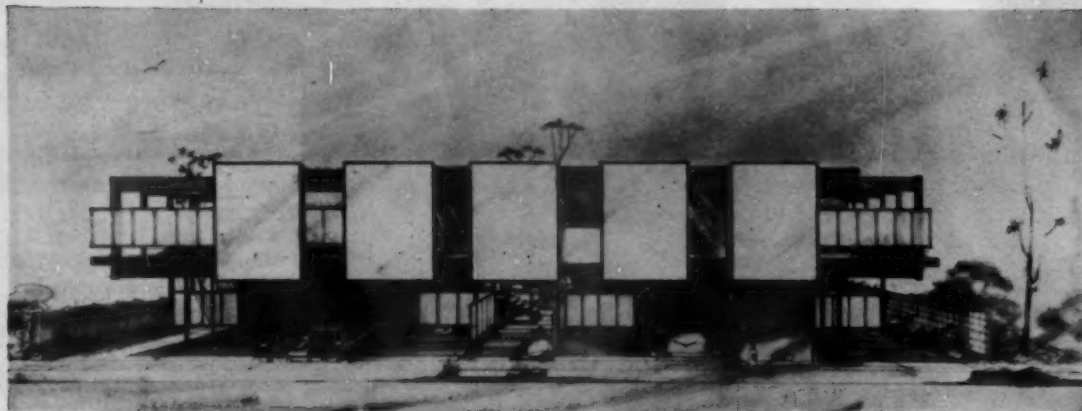
Visit, call or write P. R. Thompson, Vice President—Sales, Inland Homes Corporation, Piqua, Ohio (Phone: Prospect 3-7550).

**Inland<sup>®</sup> Homes**  
CORPORATION

Plants in Piqua, Ohio and Hanover, Pa.



# Tomorrow's House



**SITE:** two adjoining inside lots near the University of Southern California. Front and rear streets are not parallel.

## Will tomorrow's apartments look like this?

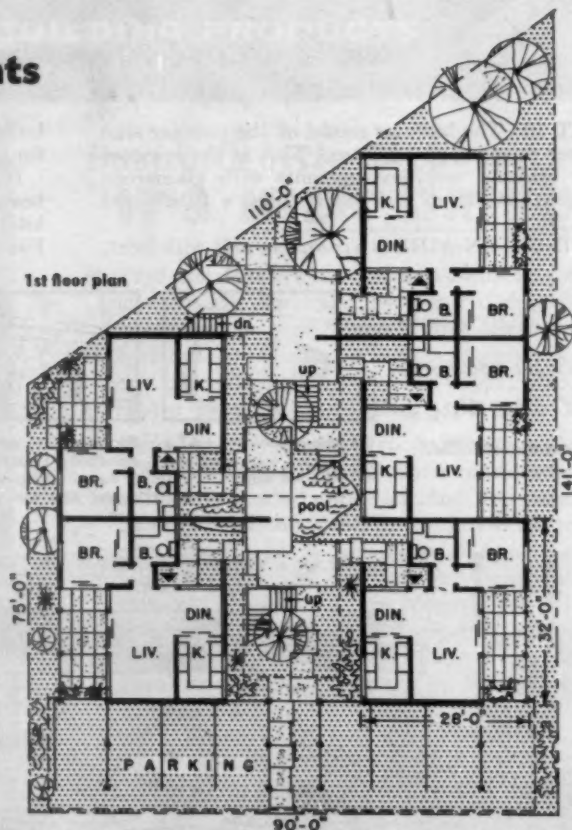
**P**roblem: design a group of apartments that provide an enjoyable living atmosphere.

Carl A. Worthington, a third-year student at the University of Southern California, solved it with his two-story building that offers all the privileges of a private home.

With this design, indoor-outdoor living is possible in an apartment. Rooms in the 11 units open either physically or visually onto a private deck or patio. These are screened for privacy by a bedroom wall of the adjoining unit. A central pool surrounded by an ample deck adds to the outdoor area. Tenant's bonus: hard-to-find parking facilities.

The highly advanced design is away from the "cracker box" trend which seems to prevail in many multi-dwelling units today.

**TWO-STORY** apartment building provides large outdoor living area with its private decks, patios and central pool. Each unit has one bedroom. Open apartment plans insure good traffic circulation.



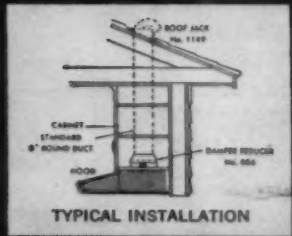


*Introducing the*

# FASCO function-AIRE

*new low cost power range hood with the*

**Slim Trim  
LOOK**



HERE IT IS! The builders model of the popular slim trim power range hood by Fasco. This is the low-cost hood for projects and developments with glamorous style lines that fit so well with today's functional kitchens.

The FUNCTION-AIRE is a complete unit with light,

built-in ventilator and filter . . . completely pre-wired for quick and easy installation.

It will pay you to take a close look at this low-cost beauty . . . the Fasco FUNCTION-AIRE will give your kitchens that special sales appeal at modest cost to you. For complete information write Fasco, Dept. AB-1058.

**FASCO function-AIRE**

*is a completely equipped, pre-wired unit that installs in minutes!*



Cut hole in cabinet 11½" x 9½"—1¼" from back and ¾" from left side.



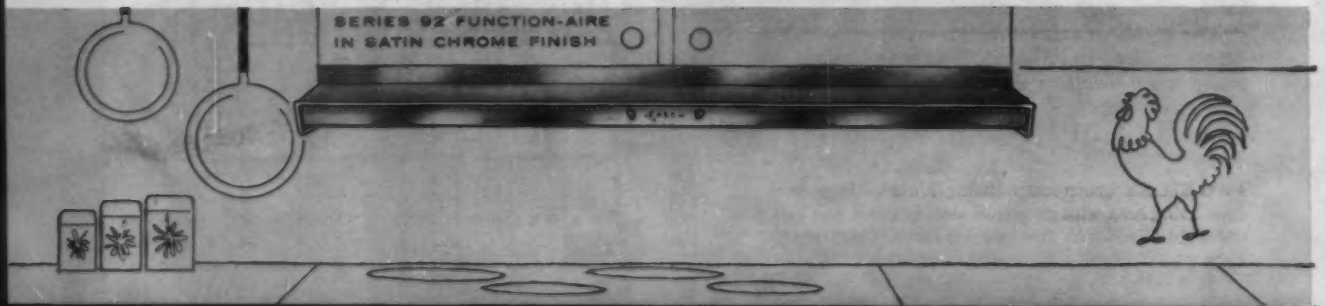
Fasten hood to cabinet. Use standard 9" round duct or a Fasco damper reducer Model 886 with 8" round duct.



Remove junction box cover and connect two white to white of line and black to black of line. Replace junction box cover.



Replace filter, install 60 watt bulb and the Fasco Function-aire is complete . . . ready to go.

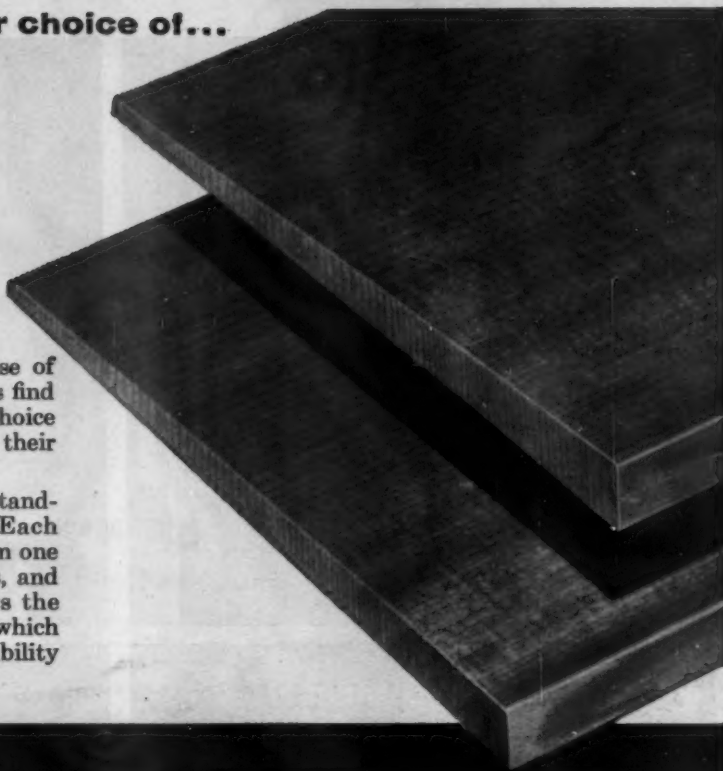


Give your customers their choice of...

# Beautiful Sidings

● Many successful home builders have learned that modern home designs can be enhanced with the use of enduring wood sidings. These builders find they can take advantage of the wide choice of wood siding patterns to increase their sales opportunities.

Weyerhaeuser offers builders an outstanding selection of popular patterns. Each pattern is precision manufactured from one of the West Coast softwood species, and scientifically kiln-dried. Each bears the Weyerhaeuser 4-Square brand name, which gives your customers assurance of reliability and quality.



Weyerhaeuser **4-SQUARE**

LUMBER AND BUILDING PRODUCTS



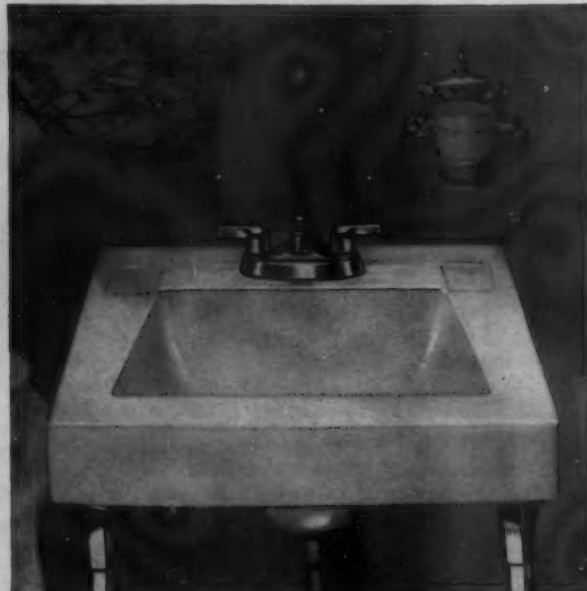
Natural finish Red Cedar siding gives this lovely contemporary home a pleasant informality.

*Basically better because...*

## **IT'S KILN-DRIED**

- Trademarked Weyerhaeuser 4-Square Lumber is properly seasoned by scientifically controlled methods of drying. The result is lumber which has maximum strength, finishes easily, and holds nails securely. Kiln-drying also promotes dimensional stability.
- Besides being kiln-dried, Weyerhaeuser 4-Square Lumber is precision manufactured, uniformly graded and identified, and carefully handled. All these features contribute to the consistently high quality of Weyerhaeuser 4-Square Lumber, creating customer satisfaction and profitable repeat business for builders who use it. The Weyerhaeuser 4-Square trademark is your assurance that you are buying lumber and building products which are basically better.

**Weyerhaeuser Sales Company**  
ST. PAUL 1, MINNESOTA



*New from* **RHEEM-RICHMOND**

*The Fastest Growing Name in Plumbing Fixtures*

**Styling for Moderns...Styling for Sales!**

Here's new, clean, crisp design...styled for modern living and for modern merchandising. The entire Rheem-Richmond line provides self-selling beauty...in seven sparkling colors and exclusive "Whiter-White." And all are produced under the same rigid controls that have made the Rheem-Richmond name famous for higher standards of quality. Available in

a wide variety of sizes and styles...profit-packed in every price range. Write for detailed information.

 **RICHMOND**  
PLUMBING FIXTURES DIVISION  
RHEEM MANUFACTURING COMPANY  
METUCHEN, NEW JERSEY

## Big News for Builders!

Cupples Low-Cost,  
**SINGLE-HUNG  
BALANCED**

Aluminum Window Now Has



**ZIP OUT; ZIP IN**  
Simple, foolproof  
device permits  
easy removal  
of sash.

# REMOVABLE SASH

Another first for Cupples! This thoroughly tested and proved window is now ready for your homes. It has all the features that have won wide acceptance for Cupples single-hung windows . . . **PLUS REMOVABLE SASH.** That means it can be cleaned easily from the inside.

Now you can recommend and use Cupples new single-hung window in split-level and two-story homes as well as in single-story dwellings. And keep this in mind. Although it is precision built like all Cupples windows . . . automation makes it possible to price this window lower than any previously built. Be among the first to use it. You'll please your customers, make more money for yourself.

### *Look at these other features!*

- Integral fin-trim—just 4 nails to install.
- Equipped with the finest mechanical balance, assuring whisper soft operation.
- Weatherstripped with metal-backed fabric.
- Stronger, more rigid. Dust and draft-free.
- Never binds or sticks. Never needs painting.
- FHA approved. No service call backs.
- Meets the specifications of the Aluminum Window Manufacturers Association.

**MORE OUTLETS WANTED! Write for details.**

**Cupples**

**PRODUCTS CORPORATION**

2656 South Hanley Road • St. Louis 17, Missouri



North

PRESENTS

The "WEST POINT"

TEN ELEVATIONS • WITH OR WITHOUT BASEMENT FOR WIDE AND NARROW LOTS



Two BIG Sellers... for your growing \$13,500 and under market!

Whether you build in the North or South, here is your opportunity to offer the "hottest" home value available today in this low price range!

Increased sales prove the widespread acceptability of these distinctive models recently introduced by Thyer. Both of these 3-bedroom models feature unique individuality never before available to the lower income bracket.

The elevations shown have similar floor plans, yet have been modified to fulfill the buyer requirements in their respective areas. Both are available now and fully acceptable to local building codes and financial interests.

Don't overlook this opportunity to capture your share of this big building market! Thyer offers many diversified plans and elevations for all price ranges. Contact the nearest Thyer Division below.



South

PRESENTS

The "WESTERNER"

FINEST PRECISION CONSTRUCTION DESIGNED FOR MODERN LIVING



WRITE TODAY FOR THYER'S 'GOLDEN KEY' BUILDER OPPORTUNITY

The Thyer Manufacturing Corp. 2857 WAYNE STREET, TOLEDO 9, OHIO P.O. BOX 445, COLLINS, MISSISSIPPI



**Brisk sales increase:**

## Buyers open purse strings for lower-cost houses

**T**he gloom boys were wrong again! When starts and FHA-VA applications began their spectacular climb earlier this year, the Gloomy Gusses were quick to say that "starts and applications aren't sales. You can build as many houses as you want, but you still have to sell them." And, for a couple of months, sales did lag behind.

But the sales picture has changed. A survey made by AMERICAN BUILDER shows that in almost every section of the country, prospective buyers have turned into actual buyers—particularly for homes in the lower- and lower-medium priced brackets.

One of the most encouraging signs in the increased-sales picture is that the increase has been relatively large—with some areas reporting jumps of 30 to 35 per cent. In Birmingham, for example, Bentley Owens, AHB president, reports that the "increase in housing starts has increased sales approximately 35 per cent. The outlook is for a continued increase for the balance of 1958 and early 1959." And, in Seattle, E. L. Flowers, president of the local HBA, reports that starts are up 30 per cent over 1957 and sales are very good. "The inventory is nearly depleted in this area," he stated. "The future looks good."

Only a return to an extremely tight money policy might alter the picture. And tight money may be in the wind again. FNMA's special assistance program for low-value mortgages (\$13,500 or less) is dead for the present. How much dent will this make in housing sales in the immediate future? The answer should be evident by early next year. Two reasons for optimism: when Congress reconvenes in January it may vote to put more money back into FNMA; consumer confidence may well continue at its present high level.



**East, West, South, North:  
sales are up everywhere**

Probably the best indication that the upward sales trend is not just a flash-in-the-pan is that almost every section of the country reports an increase. With few exceptions, the builders surveyed by AMERICAN BUILDER reported increases of from 10 to 35 per cent for houses ranging in price from \$10,-\$20,000. Had the increase occurred only in a few areas, it might be assumed that certain local conditions were favorable to home building. The fact that almost all areas show decided increases is a good sign.

One of the most encouraging reports came from D. G. Jones, president, Wichita AHB:

"We forecast a 15 per cent increase in sales over last year based on actual starts and our builders' survey for the last six months of 1958. In FHA, the fast-moving home statewide is in the \$16,000 price range. Locally, we see a relative gain in the \$10,-\$12,000 price range. . . . If the trend continues, we could hit a 20 per cent increase."

Starts and sales in Houston during May and June had increased 25 per cent over 1957. The trend continued during the summer. Robert Clemens, HBA president, ex-

pects "continued healthy growth, particularly in under-\$15,000 homes."

In the Washington, D. C., area, HBA president, W. Evan Buchanan, reported "very brisk" sales due mainly to availability of no-down payment money. About 20 per cent of their market is in this price range. "However," he stated, "FHA, location, house style and merchandising, combined with arithmetic of low down payment is responsible for our sales."

Northern California, too, has experienced substantial sales increases, according to Douglas Couch, president, AHB of Palo Alto. The increase has been in the under-\$20,000 range, principally in the \$11,-\$16,000 bracket. Because of industrial expansion, Couch expects a continued increase.

An area survey reported by John A. Rogge, director, Atlantic HBA (Atlantic City), revealed: a 10 to 15 per cent sales increase in the under-\$20,000 range since July 15 compared to the same 1957 period. He expects the trend to continue.

Although Minneapolis hasn't seen much change in medium and high priced-bracket sales, there has been a 20 per cent increase in \$12,-\$15,000 houses. HBA president Folke Victorsen says there are less speculative and more firm contracts in the medium and high brackets.

Other reports of increased sales come from Jack Bracy, president, Ark. HBA and Frank Schantz,

president, Rochester (N.Y.) HBA.

Said Bracy: "Starts and sales have definitely increased in the \$10,-\$17,000 price range. We anticipate continuation of this high level activity."

Said Schantz: "Increased starts, combined with increased requests for government-backed financing have been reflected in sales from 20 to 30 per cent in price ranges up to \$20,000. We expect a continued uptrend."

Chicago is another city where sales are improving. Martin H. Braun, president, HBA of Chicago-land, reports strong activity in government backed \$15,-\$20,000 brackets. A continued uptrend is forecast if the recent increase in discounts does not affect the area immediately.

Some worry, despite a brightening sales picture, is reported by John News, president, Utah HBA.

"FNMA participation in the low-cost home under its special assistance program has increased production and sales in our area tremendously. Production of \$13,500-and-under houses is up at least 50 to 70 per cent in the Salt Lake City area and most other Utah communities. We expect a sharp decrease now that the FNMA assistance program has expired."

Only two reports of no sales increase were received. And even there small increases are expected.

Wayne Condor, president, HBA of Fargo-Moorhead (N.D.), reported a decrease in starts. Although requests for government financing have increased, he stated, commitments are slow. "Sales are down, but we expect a small increase."

From Vermont, Clement Bashaw, HBA president, wired: "There is no increase in housing starts or sales. There is a little increase in requests for government-backed financing. We do expect it will be better, however, in the near future as business in general here is on the increase."

A few months ago this story was popular. "A man was despondent and his friend said, 'Cheer up. Things could be worse.' So he cheered up and things got worse."

Today, conversely, there's a good reason to be cheerful. The future is bright.

**How things shape up across the nation**

- Wichita—"15% increase is forecast."
- Houston—"25% increase . . . compared to 1957."
- Washington, D.C.—"Sales are very brisk."
- Palo Alto, Cal.—"A substantial increase in sales."
- Seattle—"Starts are up 30% over 1957."
- Minneapolis—"20% increase in sales."
- Atlantic City—"Survey shows 10-15% sales increase."
- Birmingham—"Sales increased approximately 35%."
- Utah—" . . . sales increased tremendously."
- Little Rock—"Sales have definitely increased."
- Chicago—"Sales are improving."



## Research programs add to industry's stature

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



**Dickerman**

Just as two heads are better than one in solving a problem, a combination of the resources and knowledge of manufacturers and home builders is the better way of solving the problem of how to give the American people ever-increasing home values.

This philosophy has motivated the Research Institute of the National Assn. of Home Builders in its quest for improved home-building techniques, materials and equipment, undertaken with excellent cooperation of manufacturers. As one method for carrying on the necessary experiments and practical tests, the Institute has launched a series of "research houses."

The first of these was built last year in Kensington, Md., a suburb of the nation's capital. It was an unqualified success. One prominent builder-visitor declared it to be the first really "new" house he had seen in 20 years. The combination of manufacturer-builder ingenuity and hard work produced real economies without sacrifice of quality—and, as a matter of fact, many in-

creases in quality. The success of this house demonstrated several things: the practicality of this approach; the logic of combining the talents of manufacturers and builders; and, finally, the need for more research houses.

Two more have been built this year. (See our Jan., 1959 issue.) These are just the beginning. One of the two 1958 houses was built in South Bend, Ind., by Andrew S. Place, chairman of the nine trustees of the Institute. This is a general experimental model incorporating a large number of interesting new innovations in design and structure.

The other 1958 house was built in Knoxville, Tenn., by Martin Bartling, NAHB second vice president. It is the first of a series of nine to be used for the research of basic building materials. This house, constructed with the co-sponsorship of the Masonite Corp., has hard-board as its basic material. Others in the years ahead will have as the basic material wood, steel, aluminum, plywood, structural clay, masonry and plastics, but not necessarily in that order.

An ambitious program, it is one that holds forth great promise for the manufacturer, the builder and, perhaps more importantly of all,

the buyer. For example, as a result of research, there are today exterior wall covering materials which can successfully perform five functions: siding, sheathing, diagonal bracing, wind uplift and lateral rigidity for the perimeter beam top plate. The savings are readily apparent to every builder.

The Institute has not been content merely with building and planning research houses. These are only one phase of its operations. Another major project has been the establishment of the Builders Research Council composed of approximately 100 NAHB builders. The principal function of council members is to assist the Institute in defining the problems to be studied and to assist with field testing and evaluation of new construction methods, materials and equipment.

It has been said—and unfortunately in the past with a great deal of merit—that home building has been the one great industry without a sound and comprehensive research program. The strides that the Research Institute and cooperating manufacturers and builders have taken in the past year—and are planning for the future—suggests that the truth of this statement is vanishing.

## How to make 1 National Home Week prize do 2 jobs

There's more than one way to use a prize—for its intended purpose and as a merchandising and advertising aid. That's just what Fox & Jacobs did. The Dallas building firm took first place in AMERICAN BUILDER'S 1957 NHW Hidden Values Contest. Their prize: an International truck. Another International truck will be awarded in this year's contest. (If you haven't entered our 1958 Best Model Homes and Hidden Values Contests, you still may have time. Entries must be received by Oct. 10.) Speaking of NHW, the first reports are in. To learn what building trends our editors found across country, see our November issue. In December, we'll present the contest winners.



## Dealer-builder teamwork takes on impetus

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

Teamwork between home builders and lumber dealers holds bright promise for the future. Although builders and dealers have been working closely together in some communities for many years, there is a growing realization that co-operation can be mutually profitable. And, the ever-present need to pare down construction costs is encouraging a lot of individuals to take a new look at the opportunities which lie before them.

Each of the individual types of dealers' service to builders has been reported. But the list of new developments nevertheless is impressive.

For example: especially in smaller communities where large projects seldom get under way, dealers are performing a valuable function for builders by acquiring and opening up sizable tracts on which several builders can operate. One of the most welcome services many dealers offer is the passing along of names of good prospects to speculative and custom builders. A few dealers also are engaged in the home-building business themselves. However, in one way or another, others prefer to limit their operation to the sale of materials. By inviting everyone planning to build or buy a home to come to their yards for advice, they learn who is interested in a new home.

With a steady flow of new and improved materials coming onto the market each year, dealers also are able to help builders select products that will hold down costs or add quality for new sales appeal to the homes they build.

An increasing number of dealers are prepared to offer pre-cut materials, such as studs, joists and rafters to reduce the cost of on-site labor. Others offer shop-made trusses, wall panels, floor panels and other house parts which approximate the entire shell of a home to be erected in a few hours.



Northup

The Lumber Dealers Research Council and its lumber dealers have won broad acclaim for the pioneering they have done in this promising field of cost reduction.

Here are some other ways in which dealers have been working with builders to produce better home values:

- Helping builders work out favorable financing arrangements.

- Assisting them in planning delivery schedules that will have materials on the job when needed and preventing tie-ups.

- Saving time by spotting deliveries at the right spot on the site.

As more builders become aware of the help they can get from dealers, this teamwork is sure to assume even greater proportions and the home buyer will reap the benefits.

## FHA appraisal-policy review: extras may be recognized in valuation

Welcome news has come from FHA. At long last, builders who use advanced construction methods and materials and new design trends may get some recognition. The agency is taking a new look at its appraisal policy.

As the first step in the program, the agency scheduled a late-September meeting of civic and industry leaders connected with housing.

Said Commissioner Norman P. Mason: "FHA wants to take a fresh look at how the valuation of homes is affected by better land planning, construction that reduces maintenance expense and modern factors that improve the desirability of home ownership."

A major point to be considered is how these methods contribute to a new home's value—especially those that exceed FHA's minimum standards.

If this new program works out,

it should be a definite boon to builders who use "above-minimum" standards. Such extras as advance styling and use of curved streets in developments might be given more recognition by FHA appraisers.

### Urban renewal grants

With no 1958 housing bill passed by Congress, there's been a tightening of the money belt for the nation's urban renewal programs.

An announcement by Housing and Home Finance Agency stated: "In a situation where applications for urban renewal grants are constantly outrunning the available funds, it has become necessary to establish a ceiling on the amount of funds that may be approved for any one locality in one fiscal year. . . . This ceiling applies both to increases in existing capital grant contract amounts or reservations and to initiation of new projects."

## NRLDA Exposition: Nov. 23-25

Don't forget Nov. 22-25—it's the National Retail Lumber Dealers Assn.'s Building Products Exposition.

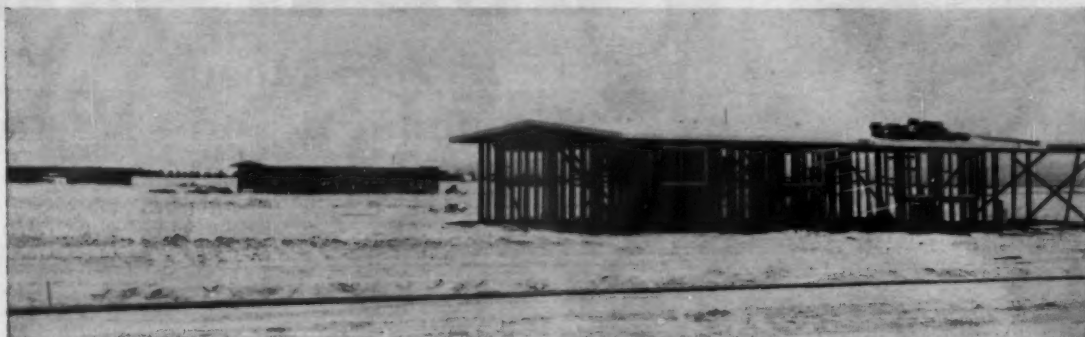
NRLDA's 5th annual trade show will be staged in Chicago's International Amphitheatre with dealer meetings at the Conrad Hilton.

At six breakfast sessions, top-ranking industry speakers will

cover: selling more home improvements; building specialties; expanding lumber-dealer markets.

"Sales Huddles," the merchandising and market consultation features of the show, will "give dealers an opportunity to get professional advice on merchandising problems," said Gen. Chm. Phil Creden.

# R E P O R T F R O M T H E W E S T



**HOMES** in construction in California City. Lot prices start at \$990. Developers supplemented existing water wells with new sources. Pipe in foreground is one of the many mains that will supply water to households.

## California City grows: developers anticipate over 10,000 homes and a population of 250,000

One of the largest planned communities in the country is quickly springing up.

California City, a sprawling giant of 160 square miles, is being developed for residential and industrial use in Southern California. The project is in the rapidly growing Mojave Desert area, located in the Boron Valley.

Completed, the city will have 10,000 to 15,000 houses and a population of 250,000.

The first 376 residential lots, offered for sale early this year, were sold out in one day. Sales came to a record-breaking mark of over \$1½ million. To date, sales

have reached the 4,000-mark.

The average lot is 85x120' and has paved roads, water mains, electricity, and fire hydrants. Prices start at \$990.

Lot owners select their builders and many are choosing them from the Los Angeles area. Builders, too, are buying land, and trying their hand at speculative building.

The principal developers are N. K. Mendelsohn and M. Penn Phillips who have had vast experience in "the planned community."

Rapid growth is due to: boron, used in gasoline, is mined nearby; the proximity of Edwards Air Force Base; the growing popularity

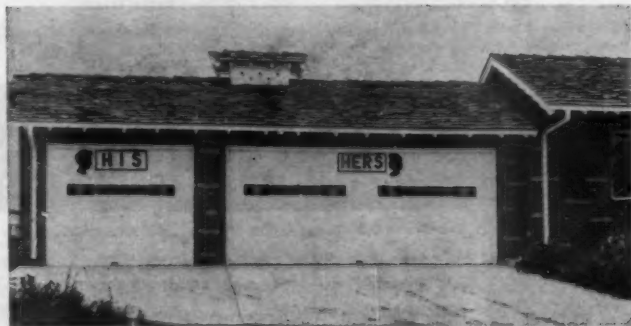
of desert areas with people who want to live in hot, dry climates.

Industry will play a big part here. Twenty thousand acres were set aside for this purpose. Of these, 1,000 are available at \$1 each for companies with immediate construction plans.

Water sources, always a problem in dry areas, are being developed in addition to existing wells. There is sufficient water now to support full development of the entire area.

The master plan includes proper integration of residential and industrial areas. And a community recreation center, the first of many, was just completed.

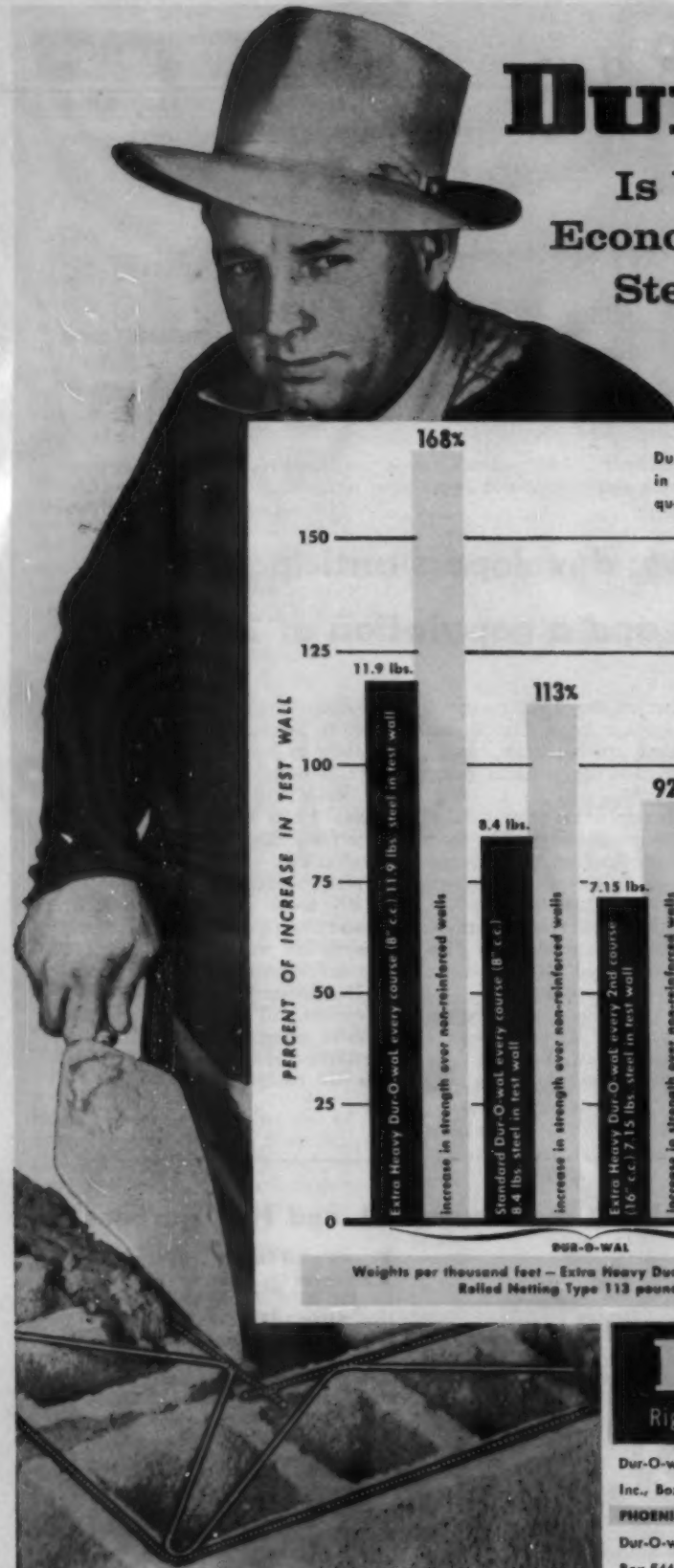
### Builder gives the ladies a helping hand with "His and Her" garages



**L**ook what Denver contractor Eugene D. Archer has done for the lady driver—"His and Her" garages. (Ed.'s note: "Her" garage is a double unit—do you think there's a reason?)

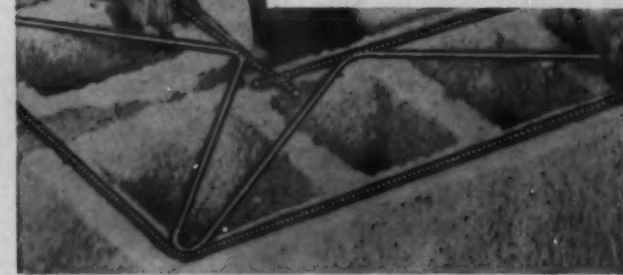
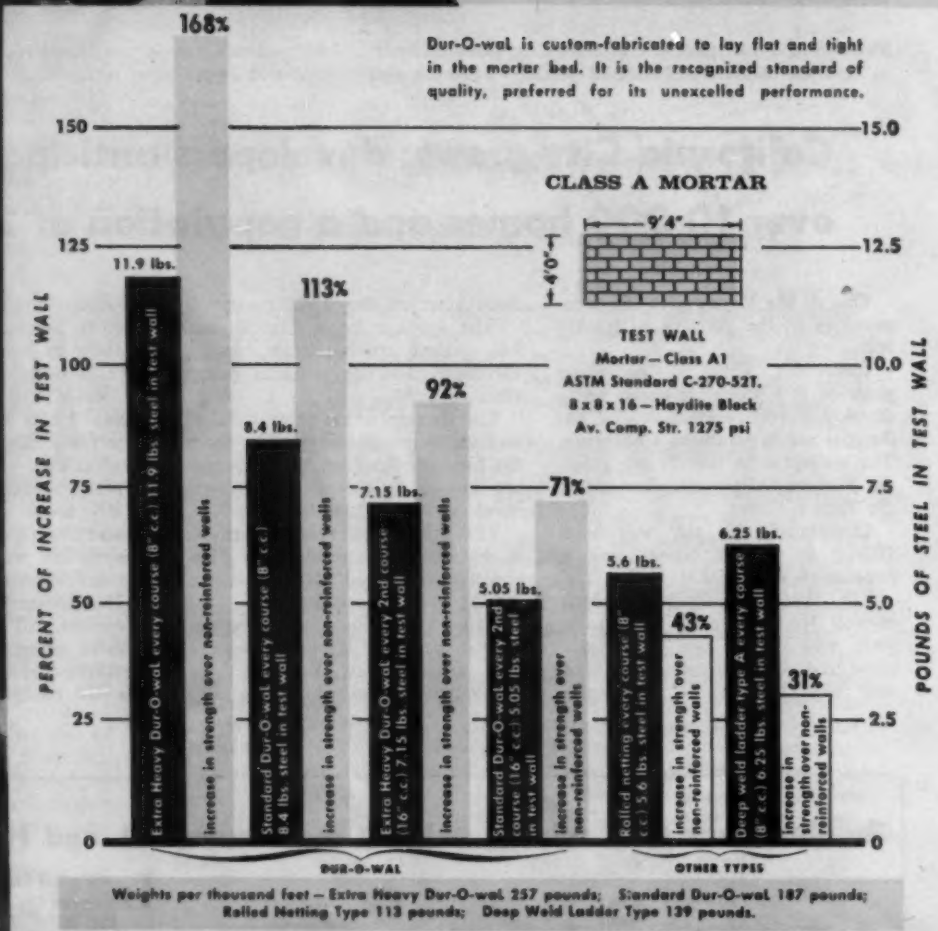
Anyway, contrary to local reports, Archer says that the separate garages received a favorable reaction, and they haven't hurt sales. In fact, there's a contract on the house.

The house is a tri-level in the \$25,000 class. Garage area is 800 sq. ft.



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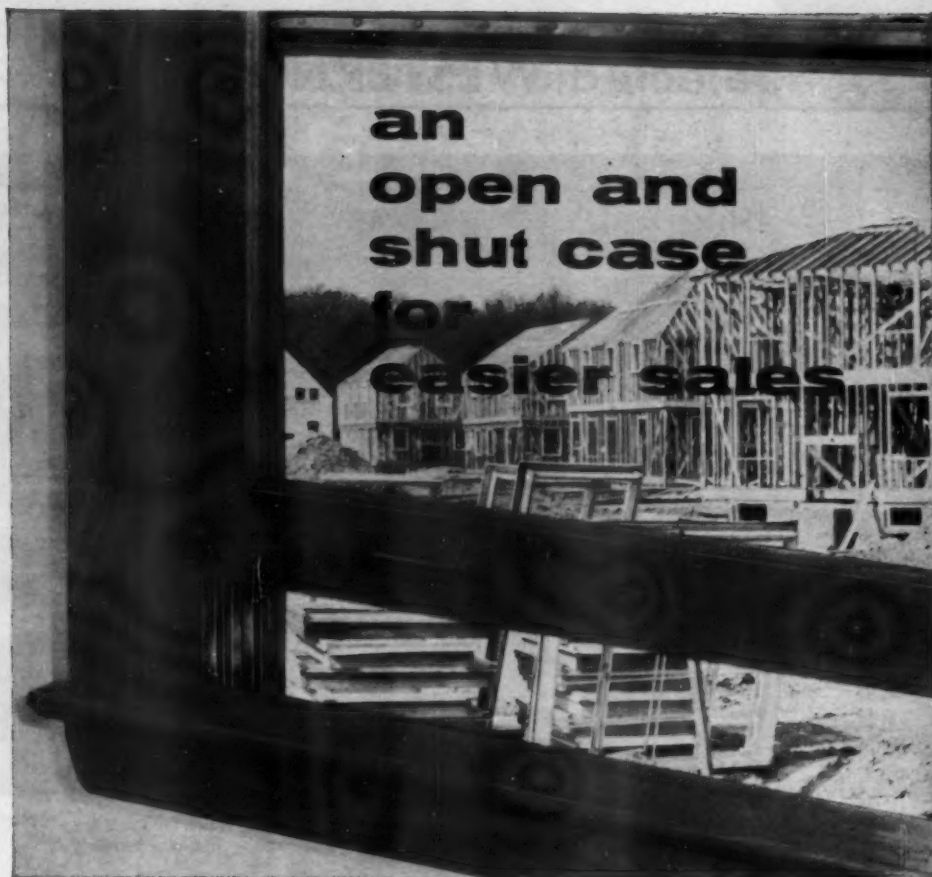


Tests Conducted by Toledo University Research Foundation

## DUR-O-WAL<sup>®</sup>

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

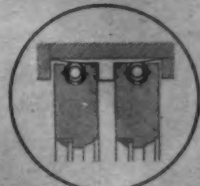
# ZEGERS

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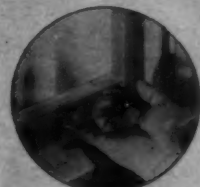
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1-piece self-adjusting jamb assures air seal . . . smooth operation.



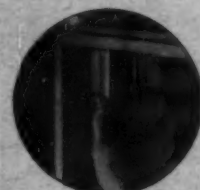
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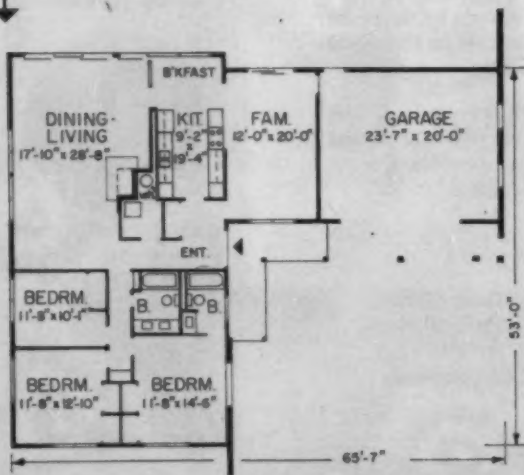
® PAT. APPLIED FOR



TOP of the new Viking aluminum-clad line is this deep "L" design which markets at \$24,000 plus land.

Styling should provide good resale value, since it's about midway between contemporary and provincial.

## Here's a preview of National's



**PROVEN** many times over, this plan is tremendously appealing. Its circulation is nearly perfect. The family room is well removed from bedrooms for undisturbing entertainment, while storage is plentiful inside and in garage.



**WORKING** kitchen still provides enough space for two people to move around easily. Breakfast nook is convenient to kitchen, yet out of the work paths between range, refrigerator, sink, etc. Note built-in desk, right rear.

# of the MONTH for October



DESIGNED for the huge middle-income market, this abbreviated "L" model goes for \$11,000 plus land.

Note how many "class" features (porch, open beams at gable ends, etc.) have been retained in down-pricing.

## new aluminum-clad houses

These houses are two of three models National Homes plans to offer Jan. 1. The third is equivalent to their Fairlane model, and will market at \$8,750 plus land.

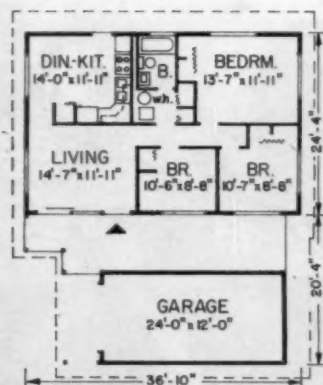
The extraordinary thing about all three is the use of aluminum for both roofing and siding. This is the first time a major home manufacturer has produced an entire line of aluminum-clad houses.

Prices will be no different from National's regular models, but the houses are expected to be more saleable. The argument builders will use with customers, of course, is that long-lasting aluminum saves many dollars during the house's life.

Presumably, the roof will last the lifetime of the house. And the baked enamel finish on the sidewall panels is expected to outwear conventional coatings. The baked finish on the aluminum is a new DuPont product called DuLux.

All three major suppliers—Alcoa, Kaiser and Reynolds—helped National plan these houses.

For more information, circle No. 067 on reader's reply card, page 128.



STRONG point of this plan, of course, is its roofed-in breezeway. At \$11,000, something had to give, and it's the living-dining area. Yet for middle-income buyer, it's a lot of house for the money.

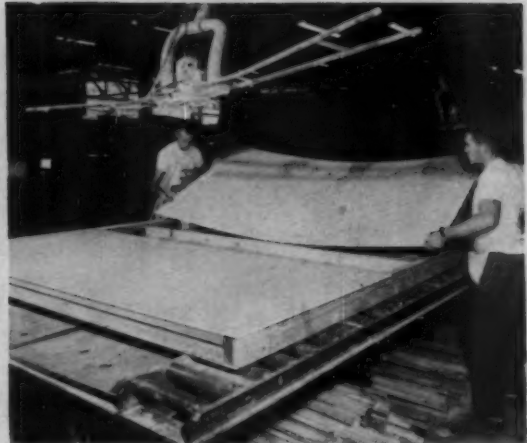
**HOW ALUMINUM IS USED IN THE ROOF, WALLS AND ELSEWHERE ▶**

Selected WESTERN HOUSE of the MONTH for October

## Aluminum is shop-laminated to



**ALUMINUM** is used many ways in the new National line. Here, workmen lift a panel of USG's Sheetrock into place. It is backed with a .001 inch layer of aluminum foil to serve as a vapor barrier against interior moisture.



**EXTERIOR** side of wall component also gets a sheet of gypsum board. It's bonded to the studs with a moisture-resistant adhesive, and serves as the backing for the aluminum sidewall panels. Between studs: 1-inch Fiberglas.

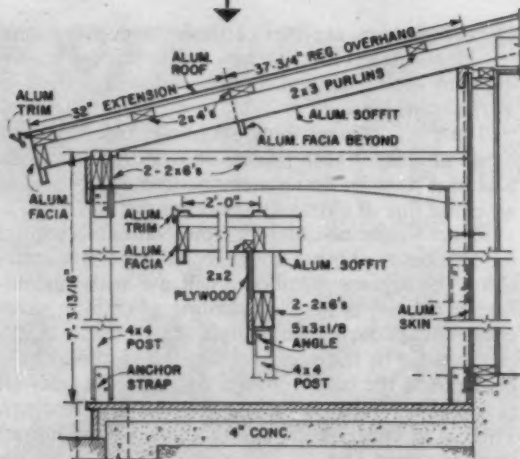
## ... it's used for roofs ...

WHAT

HOW



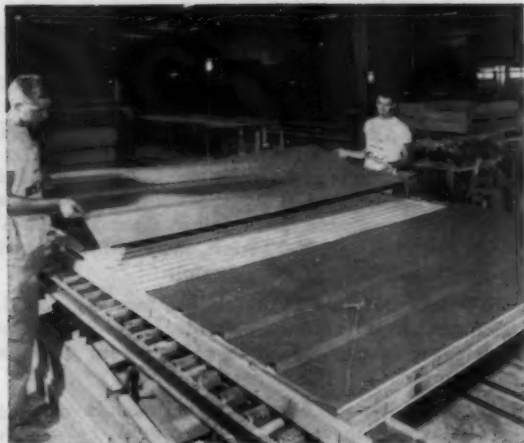
**DECK** is eliminated with this system. Hangers are attached to purlins at factory. Then workmen drill through panel and hanger together; anchor the two sections with blind rivets. Underneath are National's roof trusses.



**REASON** for this system of construction is twofold. First, panels fit tight and true over hangers, and second, noise level on aluminum sheet is lowered considerably (because no fastener goes directly from sheet to roof truss.)



## exterior wall panels ...



**BATTEN-TYPE** panels of aluminum are next fitted to sidewall component. Again, adhesive does the bonding, so that nail-hole vapor seepage is eliminated. The aluminum is 0.28 gauge, and DuPont finish is already baked on.



**ASSEMBLY** is made easier when workmen carry panels directly from truck to proper position along slab. This house, and the two pilot models on the previous page are constructed in National's home town, Lafayette, Ind.

## ... soffits and door jambs



**BIGGEST** advantage of aluminum soffits is the fact that they are already finished. When workman gets it installed, his work is completed.



**LESS** problems with expansion and contraction occur when aluminum casing is used for door assembly. This, too, is bake-finished in the factory.



**AFTER** installation of hard-fiber backing strips, aluminum corner moldings are snapped into place, adding final decorative touch to the house.

*solve all opening problems easily with*

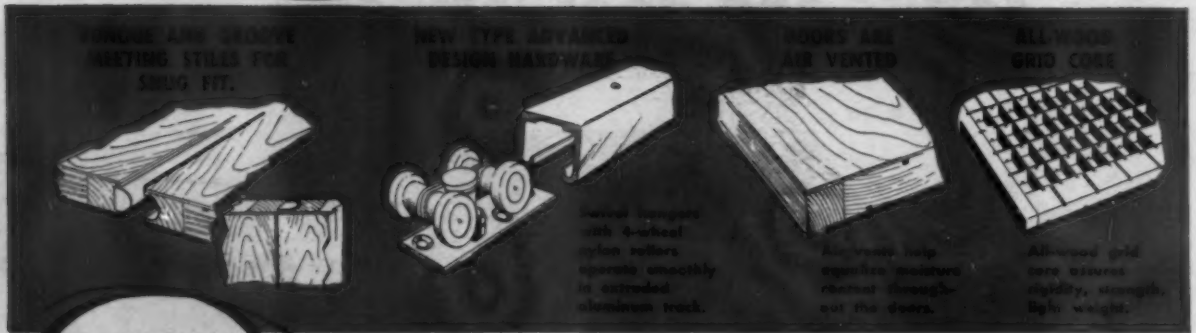
# **PAINE REZO-FOLD**



**NO FLOOR GUIDE  
OR TRACK  
REQUIRED.**

*the only folding doors with an  
air-vented, all-wood grid core  
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- ✓ Completely packaged—ready to install. For closets, room dividers, passageways. Standard two and four-door units available for openings from 2'-0" to 6'-0" wide and 6'-8" to 8'-0" high. Easy-to-follow installation instructions in each carton.
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### Western Views

By **BILL RODD**

- San Diego is booming along at unprecedented speed. The first quarter of 1958 was up one-third over 1957 with approximately 4,500 residential building permits issued. In addition, about 1,000 Capehart units are scheduled for the area. Last year was almost 50% ahead of 1956 permits.

- Some of the wise heads in the San Diego BCA would prefer a much more gradual growth, one less likely to lead to "boom or bust," and they are counseling their associates to proceed with caution.

- Meanwhile, more and more builders from "up north," learning of the city's lush markets, are invading San Diego. If all the projects under consideration go through, fantastic new records will be set in 1959.

- Much of the increase in the last 18 months has been in multiple units. Apartments, large and small, are springing up all over the area—far too many in the opinion of most observers. Yet, they seem to be renting fast at \$100 to \$110 for two-bedroom units.

- One gigantic project

covers 58 acres with over 1,000 units projected, hundreds of which are already completed or under construction. It will have 11 swimming pools and more than 50 children's play yards.

- Land prices have skyrocketed from \$2,500 an acre a year or two ago to \$6,000 or \$7,000 an acre for raw land today. Owners of individual lots are asking and getting prices which seem almost ridiculous. Lots in modest neighborhoods are bringing \$4,500 to \$6,000 while those in the better sections are priced as high as \$10,000 to \$12,000. This situation is bound to slow down custom builders because buyers balk at the high lot prices.

- San Diego BCA planned the biggest, bang-up celebration of National Home Week that the area has ever seen. The theme: Make Their Dreams Come True With a New Home Today. A "Mrs. Home Week" and two "Home Week Children" were selected. All media for advertising and publicity were employed. For the first time in San Diego, the active support of all subcontractors and associates was enlisted and sellers of appli-

#### WESTERN EDITOR

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

#### ADVERTISING REPRESENTATIVES

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ances, accessories and even furniture were urged to cooperate.

- Headquarters of the San Diego BCA, located in its own building, is certainly one of the most attractive and modern in the nation. A unique feature is the Builder's Room, complete with desk, telephone, easy chairs and work-size table. Copies of code requirements, zoning regulations, FHA rulings, are on hand for members.

- Just outside a patio is available for those who want to have their conferences under the sky. President of the group is Chuck Taylor.

# Here's how to build ... ▶

**I**t took less than 90 days to put up this San Bernardino, Cal., school, and it cost just under \$10 a sq. ft. to do the job.

Calcor Corp.'s steel-panel system developed primarily for school work was used. The Huntington Park, Cal., company was also contractor.

Site and case work was handled by the school district under separate contracts.

The walls are made of all-steel outer and inner panels which are fully insulated, waterproof, incombustible, and require little or no maintenance. Since they're non-bearing, a light structural frame of steel was developed to carry the roof.

Each classroom has forced-air heating, acoustical ceiling and fluorescent lighting. Floors are concrete.

One of the school's greatest assets is its portability. Although it is designed as a permanent structure, there are four "lifts" on each building which can be unbolted from the foundation. In these days of shifting populations, the school can be moved to where it's most needed.

School architect C. K. Allen adapted the Calcor panels to his design.

**MOVABLE** steel frame classroom is part of the school which took less than 90 days to build. Calcor put up 29 classrooms, an administration building, five toilet buildings, a kindergarten building, and four storage units. ▶

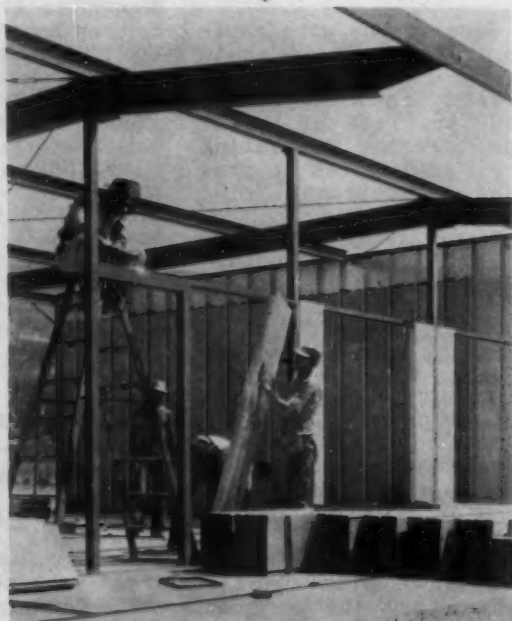
## ... a portable school with

HOW

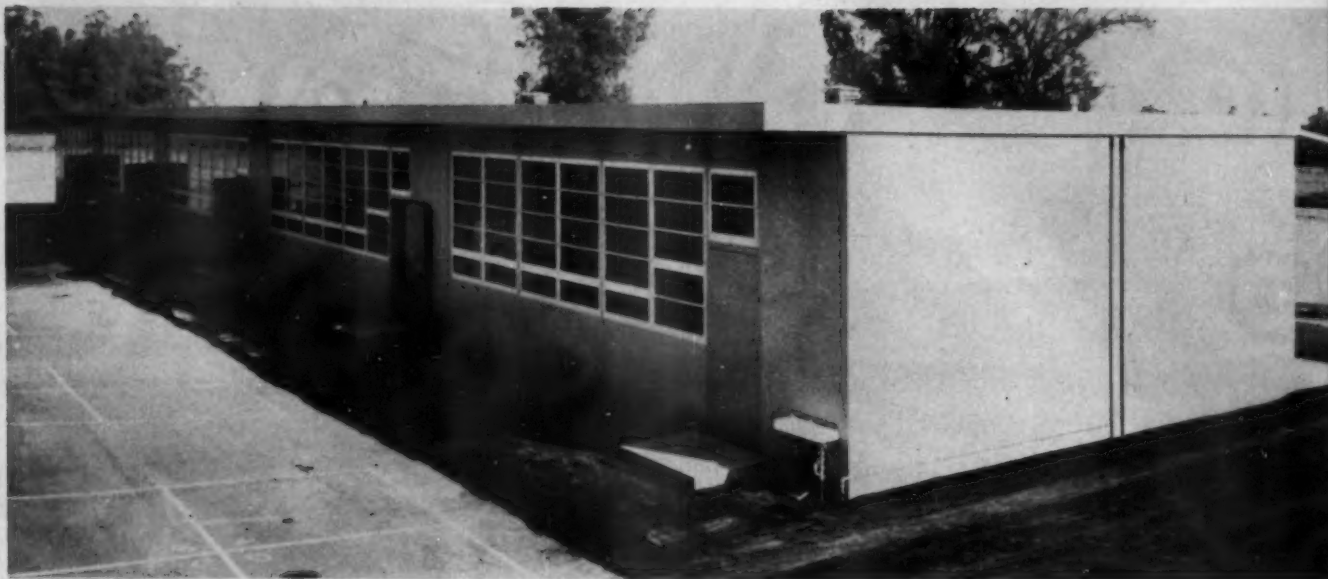
HOW



**STEEL CHANNEL:** this is where exterior panels are set with fastening bolts. These can be removed, making the building portable. Floors in the school are concrete. If and when the building is moved, the concrete can be left at the site and used as a play area.



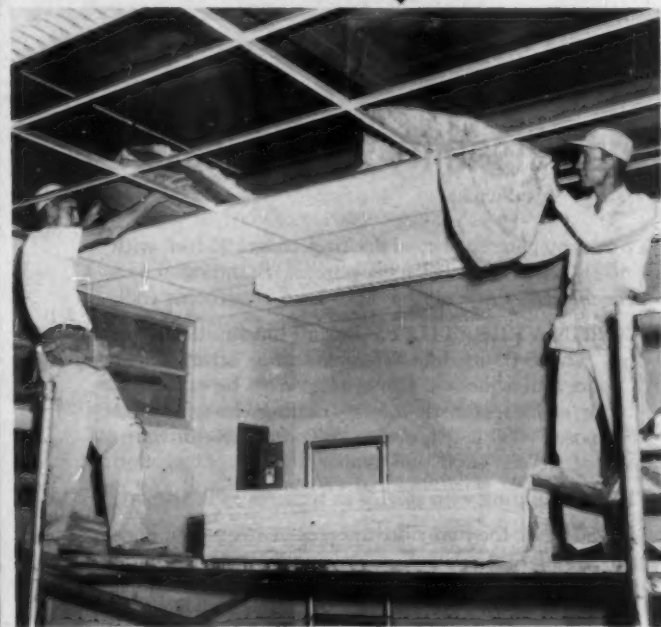
**EXTERIOR PANELS** go up. They're made of 20-gauge steel, are 16" wide by wall height, and have 1" Fiberglas laminated to the inner surface. The panels are bolted together to form a non-bearing wall. Note: light steel frame to carry the roof.



WHAT

## this steel panel

HOW



**SUSPENDED** ceiling system (with aluminum frame) is shown partially in place. A  $\frac{3}{4}$ " Fiberglas ceiling board is placed in the frame. Its mat surface forms the interior finish. Next, a 2" Fiberglas batt is placed on top of it. Manufacturer: Lok Products Co. of Los Angeles.



**BASIC PANEL** consists of two units: exterior of 20-gauge steel; interior of 24-gauge steel with  $\frac{1}{2}$ " gypsum board laminated to the inner surface.

Steel panels used in school construction have many advantages. They're low-cost, easy to maintain, portable, quickly erected, and fully incombustible. For up-to-date information on the subject get your free copy of "New Ideas in School Construction." Just write to Columbia Geneva Steel Div., U. S. Steel Corp., 120 Montgomery St., San Francisco 6, Cal.



## All-steel school blends beauty and versatility on the desert

**IN THE SHADOWS** of the San Jacinto mountains, southeast of Palm Springs, the simple, modular silhouette of this striking steel school stands in sharp contrast against the casual disorder of the desert terrain.

**STEEL MADE POSSIBLE** high-style design at low-level cost. Steel was fast... the frame (10" WF 21 beams and 3"x3" x 3/16" columns of USS Steel) went up in a day! And the school bell summoned students into the finished building 89 days later! Steel met and mastered the varied building and maintenance problems of the desert. The walls, durable, double panels of USS Sheets, hide built-in sound-proofing and thermal insulation to minimize noise and heat. The roof,

a corduroy pattern of steel decking, covers 35 feet, with a 10-ft. clear span between purlins. Standing seams ricochet the sun's rays to help keep classrooms cool.

**DESIGN VERSATILITY** was all but limitless with steel. The 8-ft. module offers versatile arrangement of doors and windows. Classrooms may be expanded four or eight feet with minor framing changes. And all exposed steel is attuned to the desert site in warm tones of sienna, sand and umber.

**THIS** is building with steel... as timeless as the desert.

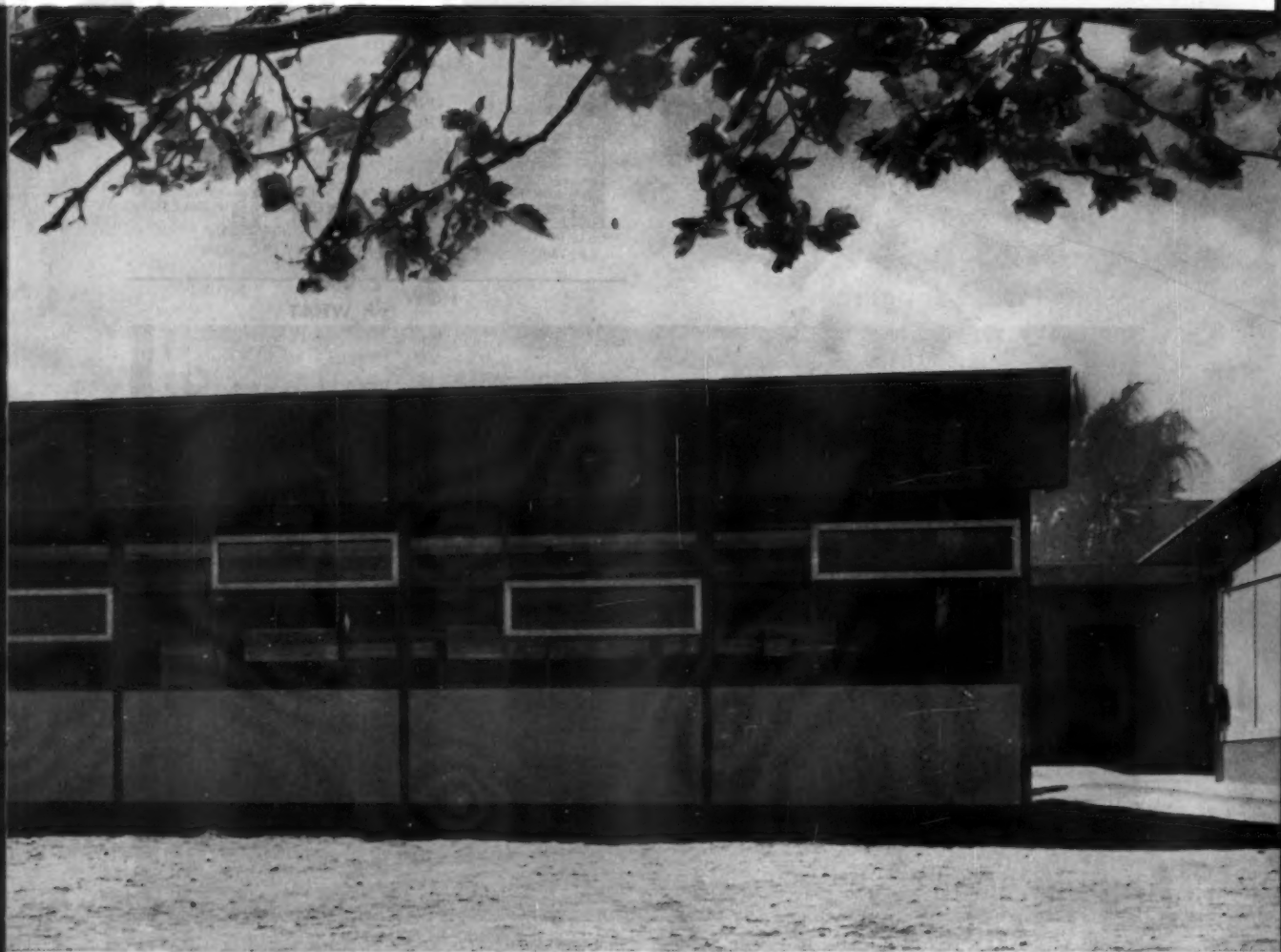
**CONSIDER** the many advantages of steel, then consult United States Steel... a single Western source for steel for every purpose. Offices in 11 Western cities.

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TRADEMARK



*New addition by Calcor Corp. to Cathedral City Elementary School (Palm Springs Unified School District), California*

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*Architects:*

*Wexler & Harrison, Palm Springs, California*

*Steel Fabrication and Erection:*

*Calcor Corporation, Huntington Park, California*

*Structural Engineers:*

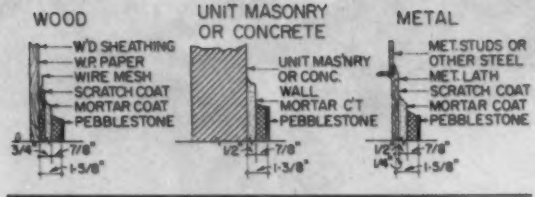
*Parker Zehnder & Associates, Los Angeles, Calif.*

**ARCHITECTS & BUILDERS:** Write for your free copy of "New Ideas in School Construction", now being prepared. This new booklet will provide steel application ideas, specifications data, and advice on the maintenance and painting of steel. Write: Architects & Engineers Service, Dept. AB10, United States Steel Corporation, Columbia-Geneva Steel Division, 120 Montgomery Street, San Francisco 6.



*Twin steel wing walls frame the entrance and carry all utilities, hidden . . . but handy, while a floating steel marquee juts from the face to furnish welcome shade on the walkway below.*

**Build tomorrow's schools today with  Steel**



HOW ↓ WHAT



**FIREPLACE WALL** gets its dramatic look from pebblestone veneer panels. The material can be installed on wood,

masonry, concrete or metal. Cost: 90¢ a sq. ft. Installation: about \$1 a sq. ft. Manufacturer is Anoco Co.

## STONE: it's moving indoors

**I**ndoor-outdoor living is here to stay, and builders are tying the concept together with materials.

Stone, now used inside the house, has become a great sales aid. Builders have learned its value as a low-cost custom feature. Three examples are:

- Pebblestone veneer, a concrete exposed aggregate, is ideal for a fireplace wall. It comes in standard colors and individual selections.
- Slumpstone is shown in an exciting bench wall. Archt.: Carleton Winslow.
- Concrete block used for garden walls, does equally well inside the house.



**SLUMPSTONE**, a specialty concrete masonry block, makes an interesting backdrop for the bench wall. Size: 4x3x24. Mfr.: General Concrete Co.



**SPECIAL TREATMENT** for a concrete block wall. Size: 8x8x16 with a scored line in the middle to resemble 8x8. Palmer and Krisel, architects.



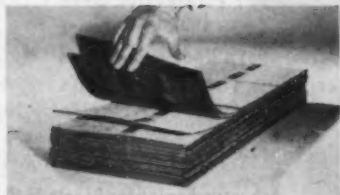
*easiest...  
fastest  
self-sealing  
shingles*



*new!*

# PABCO

## SEAL-GRIP SHINGLES



### **NO STICKING IN BUNDLES**

*Special release agent prevents sticking in bundles. No ripped, wasted shingles.*

### **BUNDLED FACE UP**

*No waste motion required to turn or flop shingles before nailing.*



### **SEALED DOWN PERMANENTLY**

*Special cement securely seals shingles down...weather edge cannot be pulled up.*

### **BEST-SELLING COLORS**

*Seal-Grip features the most popular colors from Pabco's wide range.*

Ask your distributor or the Man from Pabco for new Pabco Seal-Grip, the self-sealing shingle as easy and economical to lay as standard thick butts.

### **Mail This Coupon for Complete Information**

To: Pabco Building Materials Div. Dept. AB  
Fibreboard Paper Products Corporation  
475 Brannan Street  
San Francisco, California

Gentlemen: Please send me complete technical information and sales pointers on Pabco's new Seal-Grip Shingles.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

# FOREST $\frac{3}{8}$ " PANEL is the

remarkable new extra thick panel that

## **makes everybody happy!**



**Makes painters happy!** It's actually a pleasure to "finish" Forest  $\frac{3}{8}$ " Panel. The surface is completely sealed . . . paint goes on easily and covers beautifully with real depth of color. In most cases it requires far less paint. Sandalwood  $\frac{3}{8}$ " Panel, being prefinished a platinum color, doesn't need painting when used inside.

**Makes carpenters happy!** Carpenters are tickled pink when they get a chance to work with Forest  $\frac{3}{8}$ " Panel. They know that nails drive flush without counter-sinking or marring the surface. It saws and machines easily, without dulling saw blades or other tools. There's never a chance of end check, grain rise, splintering, or splitting.

**Makes architects happy!** Home design is a snap with so many patterns. With Forest  $\frac{3}{8}$ " Panel they have a choice of deep decorative vertical grooves on 4", 8" or random centers on plain or rustic surface. There are Sandalwood and temper-treated grades. (Regular grade available, too, for interior use.)

**Makes builders happy!** Builders like the money they save by using Forest  $\frac{3}{8}$ " Panel. The large panels with plain or shiplap edges go up fast, accurately aligned. They save labor costs in machining, application, and finishing. Builders make money on the finished job, too, because homes built with Forest  $\frac{3}{8}$ " Panel sell faster and bring top prices.

**Makes home buyers happy!** Prospective home buyers smile and do "double takes" when they see homes sided with Forest  $\frac{3}{8}$ " Panel. Its trim sharp lines give homes a look of top quality and greater value. They say: "Here's a home that will stay attractive and livable for years to come."

**are you happy?** Ask your dealer for Forest  $\frac{3}{8}$ " Panel, or write manufacturer.

*happy thickness, too!*

# FOREST BOARD

Forest Fiber Products Co.  
P. O. Box 68AB  
Forest Grove, Oregon



have  
stock  
...will sell!

**TILE \* TEX** products...made in the West  
by folks who know what the West wants best!

Every item in the Tile-Text line is teamed up to  
bring you fast, consistent profits.  
Just be sure to stock—we'll help you sell!

Pioneer Division • THE FLINTKOTE COMPANY  
2116 East 55th St. • Los Angeles 54, Calif.  
*I want information on the Tile-Text line!*

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



**TILE \* TEX** PIONEER DIVISION  
**THE FLINTKOTE COMPANY**  
2116 East 55th Street • Los Angeles 54, California

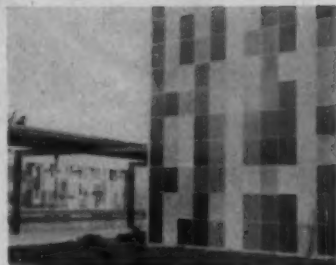
**NEW PRODUCTS FROM THE WEST**



◀ **Control light and air**

Vertical blinds control both air and light. Louverdrapery blinds rotate and draw back like drapes. The 3" wide louvers rotate a full 180°. Window treatment suits modern offices. Vertical Blinds Corp. of America, Dept. AB, 1936 Pontius Ave., Los Angeles 25, Cal.

Circle No. 068-W on reply card, p. 128



**Veneer is versatile**

Ceramic veneer facing material doubles as an art form. Versatile material is shown here in commercial application. Adhesion CV is available from Gladding, McBean & Co., Dept. AB, 2901 Los Felix Blvd., Los Angeles 39, Cal.

Circle No. 069-W on reply card, p. 128

*New* **LIGHTWEIGHT** For  
**HEAVYWEIGHT** Jobs!

**DRIVE-IT**<sup>®</sup>  
*Model* **77**  
POWDER-ACTUATED  
STEEL AND CONCRETE FASTENING TOOL



Here it is, men! The new, simple, inexpensive, lightweight OMARK DRIVE-IT Model 77 "stud driver" that's designed and built to handle the full range of steel and concrete fastening jobs.

DRIVE-IT Model 77 is packed with features to make your work easier, faster, safer, less expensive. Single caliber power loads for all jobs. Drives any OMARK 1/4" or 3/8" drivepin. Simplified pin positioning. Maximum safety. Only 14 easily-lubricated and maintained parts.

Yet DRIVE-IT Model 77 weighs almost a full pound less than any other powder-actuated tool . . . and costs a whole lot less!

**Special Feature**  
**INTERCHANGEABLE**  
**INTEGRATED BARREL GUARD**

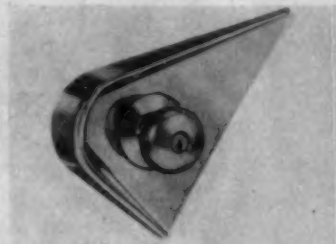
Only DRIVE-IT Model 77 gives you rapidly interchangeable, integrated barrel-guards. Replace the multi-purpose standard barrel-guard, in two minutes, with special electricians', plasterers', door buck guards, and vice versa! A unique Model 77 advantage that pays dividends.

See your OMARK DRIVE-IT Dealer for a free Model 77 demonstration, or write factory for details. No obligation.

**Attractive Dealerships Open**  
**In Some Communities**

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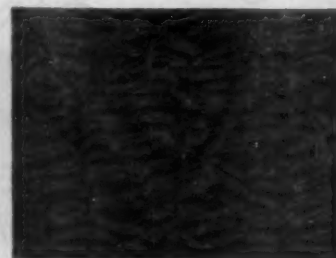
FASTENING DIVISION  
9701 S. E. McLOUGHLIN BLVD.  
PORTLAND 22, OREGON



**Escutcheon redesigned**

New escutcheon with free fluid lines. Designed for both right and left-hand doors. In brass, bronze or aluminum finish, it measures 9"x5 1/2". For use with all Challenger knobs. Challenger Lock Co., Dept. AB, 4865 Exposition Blvd., Los Angeles 16, Cal.

Circle No. 070-W on reply card, p. 128



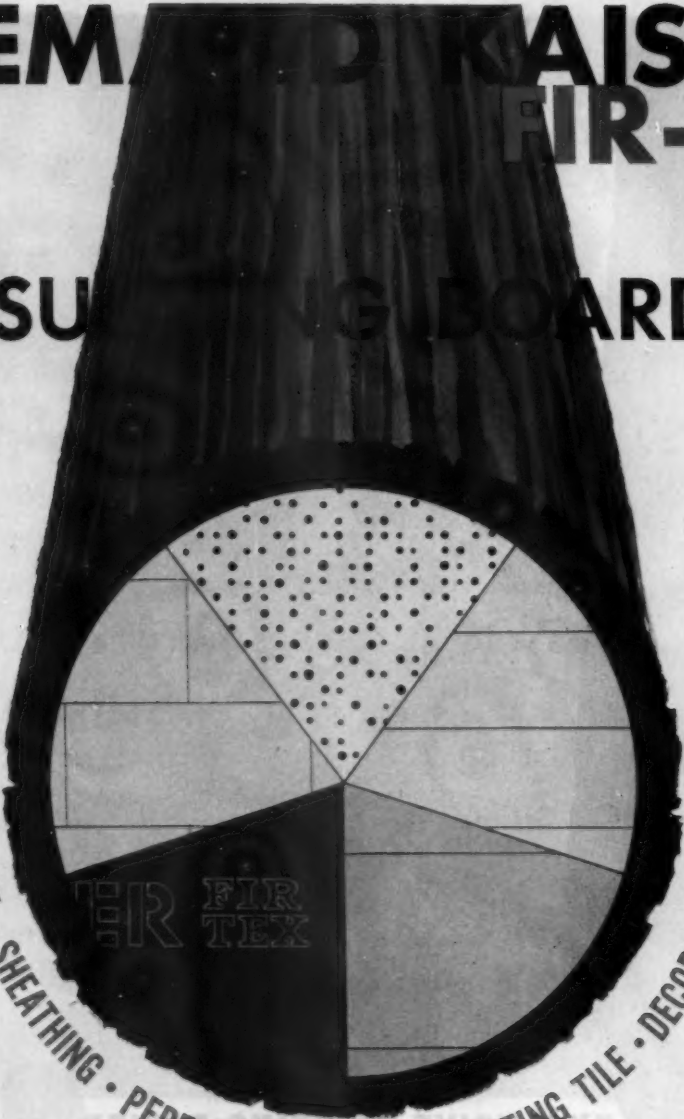
**Exotic woods for panels**

A new line of exotic woods is now available for architectural panels. Rare grains in these foreign and domestic woods provide distinctive panels for interiors. Further information from the Dean Co., Dept. AB, 14411 Crossdale Ave., Norwalk, Cal.

Circle No. 071-W on reply card, p. 128

# DEMAND FOR KAISER FIR-TEX

## INSULATING BOARDS

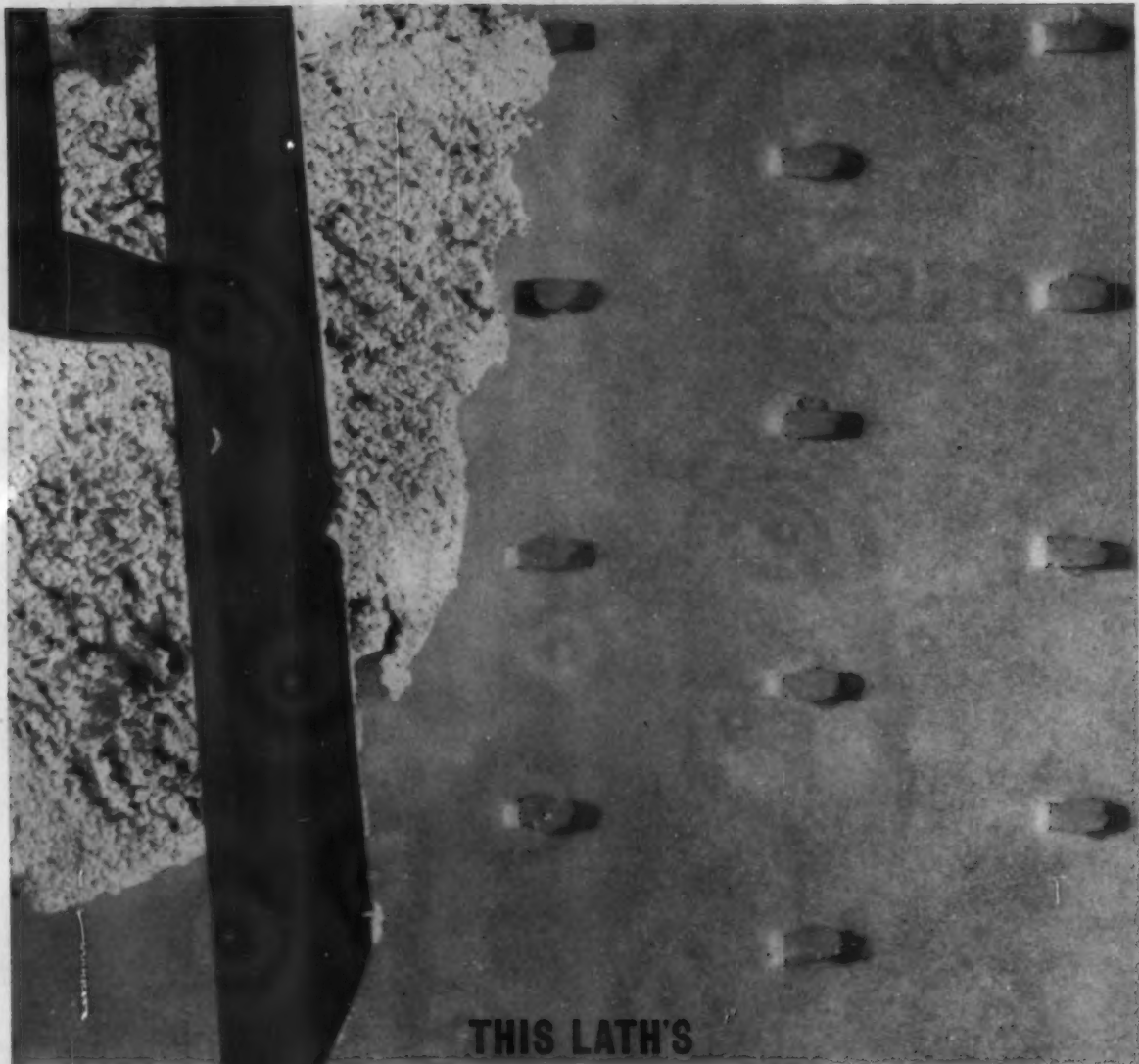


ROOF DECK • SHEATHING • PERFORATED TILE • INSULATING TILE • DECORATIVE BOARDS

A complete new line of Kaiser Fir-TEX insulating products is now ready for immediate customer delivery. Since Kaiser Gypsum's purchase of Fir-TEX in 1956, modern, new production techniques and equipment have materially up-graded the quality of all insulating products. Personalized contractor service is always available from Kaiser Fir-TEX technical or product representatives. The new superior performing insulating boards, together with rock wool insulation and a complete hardboard line, are now more than ever the key to better installations, more jobs and greater profits for Western contractors.



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



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

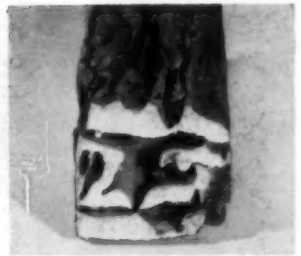
This close-up view shows why Pabco's exclusive Key-Grip Gypsum Lath gives greater plaster bond. These indentations are scientifically spaced "keys" that actually grip the plaster as it's applied. Whether "gunned" or troweled, plaster really holds on Pabco Key-Grip. With Key-Grip, you get better jobs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

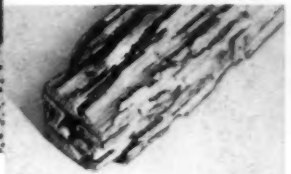
PABCO BUILDING MATERIALS DIVISION, Fibreboard Paper Products Corporation, San Francisco. District Offices: San Francisco, Portland, Los Angeles, Salt Lake City.

# PABCO

# NEW!



Now! This kind of termite damage can be prevented with TERMIBAR installed under foundation.



**A TERMITE KILLER & VAPOR BARRIER IN ONE EASY-TO-LAY PRODUCT**

## AMAZING NEW **BIRD** TERMIBAR\*

### TERMITE KILLER

*Rugged Polyethylene film laminated to membrane saturated with lethal Dieldrin. Protects your houses from termites and moisture.*

- stops and kills termites; prevents costly damage.
- seals out moisture; prevents rot; exceeds FHA minimum requirements for vapor barrier under slab and in crawl space.
- stops and kills ants; prevents harmful infestations.
- saves labor costs; costs less per sq. ft. than any other combination of termite preventative measures.
- gives new homes a powerful "hidden value" selling point
- available in rolls of 550 sq. ft., 6 ft wide by 91<sup>2</sup>/<sub>3</sub> ft. long.
- ideal for slab construction, under the basements of new homes in damp, high-termite areas and in the crawl spaces of homes already built.



**SEND FOR FREE BOOKLET**  
giving details and instructions for use.

**BIRD & SON, INC.,**

Dept AB-10 E Walpole, Mass

Please send me Bird Termibar literature

I am  Architect  Builder  Dealer  
 Other \_\_\_\_\_

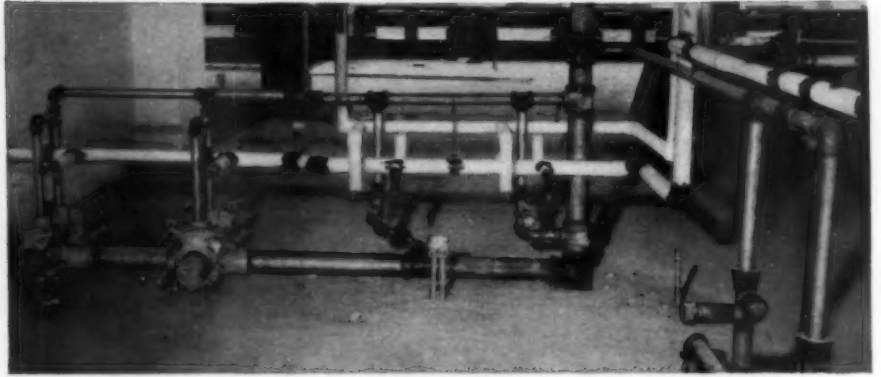
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ADDRESS \_\_\_\_\_

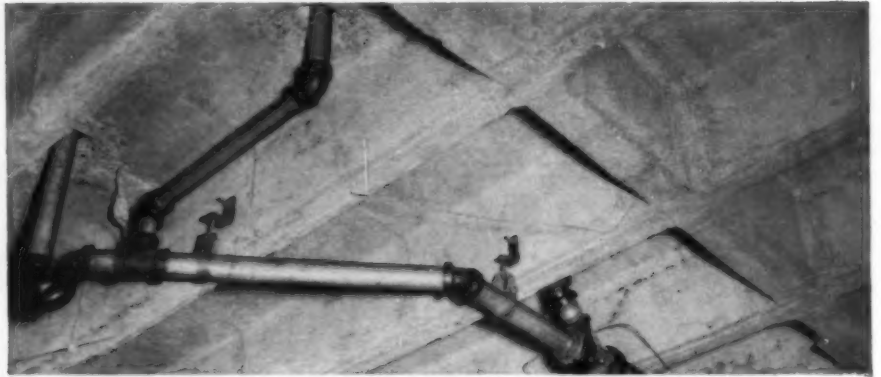
BIRD & SON, INC.  
E. WALPOLE, MASS.; CHICAGO, ILL.;  
CHARLESTON, S. C.; SHREVEPORT, LA.



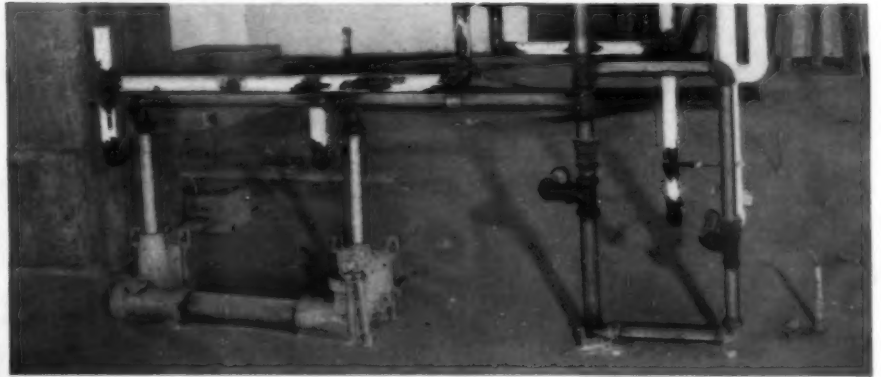
# *Most great buildings such as*



Steel Pipe used for soil, waste and vent lines for back-to-back men's and women's toilet room.



Steel Pipe used for waste and vent lines serving floor, drain and sink to kitchen on floor above.



Steel Pipe used for soil, waste and vent lines serving men's toilet room.





Cleveland's *ILLUMINATING BUILDING* use

# GALVANIZED STEEL PIPE DRAINAGE AND VENT LINES

Unseen behind the inspiring facades of so many of today's beautiful new buildings is a more prosaic product . . . dependable, economical, time-tested *galvanized steel pipe* . . . serving in the vital health lines. Unsurpassed strength, longevity and lowest cost combine to make *galvanized steel pipe* the logical choice for these drainage and vent lines.

As so many customarily do, the builders of the impressive new *Illuminating Building*, pride of Cleveland, selected *galvanized steel pipe* for this important utilitarian service. Another "great name" building in a list which includes New York's Coliseum, the bronze Seagram skyscraper, Socony-Mobil, Mutual Benefit Life and so many more.

In addition to *galvanized steel* drainage and vent lines, other grades of *steel pipe* play important roles in every modern building . . . in fire sprinkler systems, sidewalk snow melting installations, gas, air and water lines, structural applications, heating and air conditioning. For *steel pipe* is the most versatile and least expensive of metal tubular products . . . the most widely used pipe in the world.



## STEEL PIPE IS FIRST CHOICE

- Low 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

INSIST ON PIPE MADE IN U.S.A.

## COMMITTEE ON STEEL PIPE RESEARCH

AMERICAN IRON AND STEEL INSTITUTE

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## Another **AMERICAN Lustragray** Installation...

the glass that reduces sun glare and heat without sacrificing vision



**Subject:** Phalo Plastics Building, Srewsbury, Mass.  
**Builder:** Lilly Construction Company, Boston, Mass.  
**Glazier:** Walham Door & Window Company, Walham, Mass.



*Michael Lilly, Partner,  
Lilly Construction Co.*

the builder has his say about

**Lustragray's**

client appeal:

"I've used Lustragray on quite a few jobs now because my clients like what it offers. Its degree of opacity gives a feeling of solidity to a building that has large areas of glass. They also like the glare-reducing feature of this glass. It's easy on the eyes, yet provides cheerful "clear glass" vision from the interior. Also, its neutral gray shade doesn't limit the selections of colors for furnishings or exterior wall materials. Probably the biggest reason my clients use Lustragray is its attractive appearance. The glass gives a building a look of distinction. And, too, the price is right."

See what Lustragray can do for your next building. It is also ideal for sliding glass doors, picture windows etc., in your new homes. Consult your phone directory for your nearest **AMERICAN** distributor or glazier, or write our Architectural Promotion Division—Dept. LG—today.

WSW 7297-A



**AMERICAN WINDOW GLASS DIVISION**



**AMERICAN-SAINT GOBAIN**

CORPORATION



General Offices: FARMERS BANK BUILDING • PITTSBURGH 22, PA.

AMERICAN-SAINT GOBAIN CORPORATION is a merger of the former American Window Glass Company, Pittsburgh, Pa., and the former Blue Ridge Glass Corporation, Kingsport, Tenn. (which was a wholly-owned subsidiary of Saint-Gobain of Paris, France). American Window Glass Division plants are located in Arnold, Jeannette, Ellwood City, Pa.; Okmulgee, Okla. Blue Ridge Glass Division plant is located in Kingsport, Tenn.

# NEW

## 12" and 16" Bevel Siding with Phenolic Resin Surface and 1/2" Rabbet Joint!

← **"GPX YELLOW" saves paint time** — helps paint last 5-10 years! Tough, phenolic resin surface needs no sanding or sealing, prevents surface checking. One coat each of primer and finish is superior to three coats of paint on other siding!


**Self-aligning lap slashes installation time!** Only first course needs leveling. Solid lumber back nails flush to wall, eliminates furring strips, wedges. Ends butt tightly without mastic. No splitting, no waste.

**1/2" Rabbet gives 96% net coverage!** This new siding is completely weather-tight with only 1/2" lap! And it can save you up to \$40 per M sq. ft. over other kinds of bevel siding, on coverage alone.



**Protective packaging!** Heavy-duty G-P carton contains 64 ft. Easy to store, one man can handle. Keeps siding clean and damage-free until used.

## GPX<sup>®</sup> YELLOW BEVEL SIDING

made only by 

### GEORGIA - PACIFIC

Lumber & Hardboard • Pulp & Paper  
Plywood & Redwood

Call your G-P dealer or send coupon for information.

#### GEORGIA-PACIFIC

Dept. AB 1058 Equitable Bldg., Portland, Oregon

Please send me complete information on GPX Yellow Bevel Siding.

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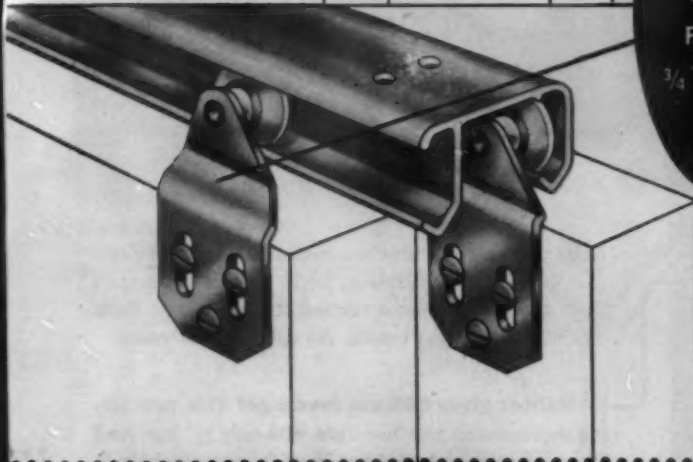
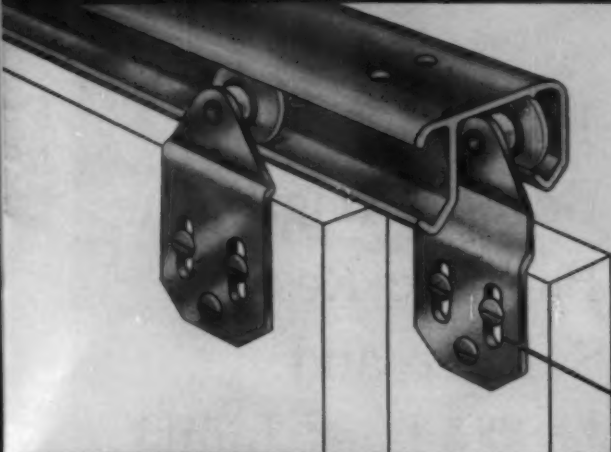
ADDRESS \_\_\_\_\_

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

Open Doors  
to MORE SALES  
with



# FOLDING &



YOU  
CAN USE  
SAME  
HANGERS  
FOR BOTH  
 $\frac{3}{4}$ " and  $1\frac{1}{8}$ "  
DOORS

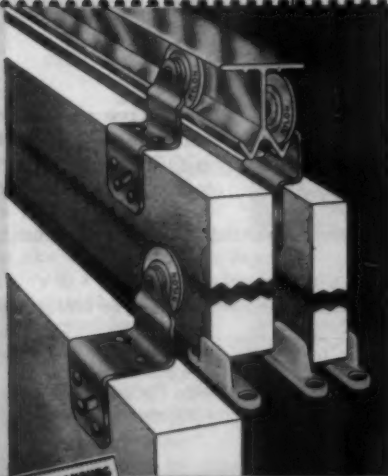
## **M&D** OT-400 *Reversible* **SLIDING DOOR HARDWARE**

Meets today's need for methods that save time; cut installation costs! Shown left, the same OT-400 hangers may be used on either  $\frac{3}{4}$ " or  $1\frac{1}{8}$ " doors just by reversing their positions. This feature also simplifies ordering and stocking. OT-400 is made of sturdy extruded aluminum track with built-in no-jump feature, cadmium steel hangers with silent nylon wheels.



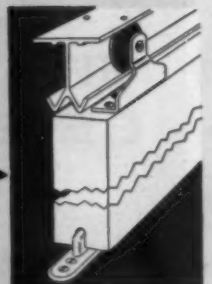
### Complete set in new **TUBULAR PACKAGE**

Shown above, set includes track, hangers, guides, screws and instructions. Packaged in 3, 4, 5, 6, and 8 ft. lengths. Please specify OT-400 Reversible



## OT-200 Overhead Type **SLIDING DOOR HARDWARE**

Extra-sturdy extruded aluminum track and hangers for doors  $\frac{3}{4}$ ", 1",  $1\frac{1}{8}$ " and  $1\frac{3}{4}$ " thick, single or bypassing. Built-in no-jump track feature. Noiseless, lifetime nylon wheels. Plastic door guides. All screws furnished and instructions. Hardware for each door thickness individually boxed.



### WALL POCKET HARDWARE →

Shown at right is Hanger TH2 and Guide No. 13, made especially for Wall Pocket Doors. Packed 2 hangers and 1 guide to envelope, plus screws for hangers, guide and track.



# MACKLANBURG-DUNCAN CO.

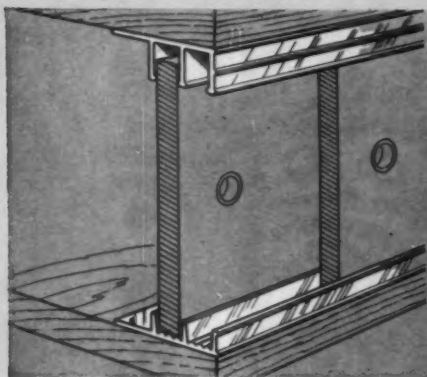
P. O. BOX 1197 • OKLAHOMA CITY, OKLAHOMA

# SLIDING DOOR HARDWARE



## Aluma-Slide SLIDING DOOR TRACK

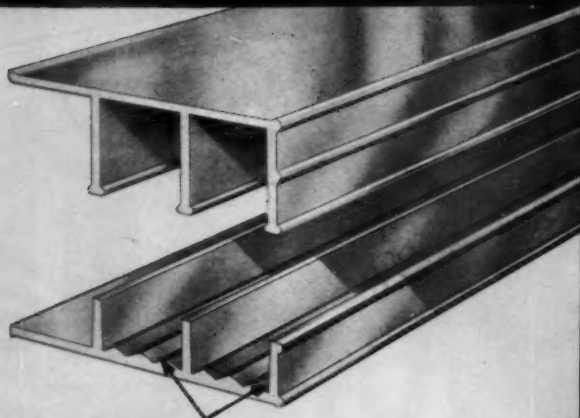
Shiny, M-D Aluma-Slide aluminum track sets can be used on any size cabinet . . . with any panel material. Comes in decorative Alacrôme, Anodized Albrac, Anodized Albright or Anodized Satin. Enhances the appearance of any cabinet.



Completely packaged sets!  
Holes drilled—screws furnished

Sets available for 1/8", 1/4", 3/8", 1/2" or 3/4" sliding panels of glass, plywood, masonite, etc.

M-D Aluma-Slide Sliding Door Track provides a fast, easy way to add storage cabinet space. Has so many uses, yet, no special tools are needed. For heavier doors 1/2" or 3/4" thick special nylon buttons are included for smooth, easy gliding. Comes in tubular packaged sets of 3, 4, 5, 6 and 8-ft. lengths, complete with holes drilled, screws furnished and instructions.



### NEW, IMPROVED LOWER TRACK

Smooth! Easy gliding! Panels slide along on special supporting ridges—not just one flat surface.

Aluma-Slide has dozens of uses!



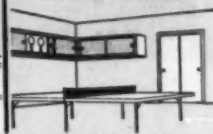
Work Shop Storage



Kitchen Cabinets



Garage Storage



Family Room Storage



## FOLDING DOOR Hardware

For closets, wardrobes, dens, bars, room dividers, etc. Ideal for 4 or 2-panel full or half-size interior doors of any thickness. Gives full access to closets, yet saves floor and wall space. Comes in completely packaged sets for 2 ft., 2 ft. 6 in., 3 ft., 4 ft., 5 ft., 6 ft. openings, ready to install.

### BUILDERS

M-D products are sold by hardware, lumber and building supply dealers throughout the country!

### DEALERS

Order today! Your order shipped promptly! All M-D products are fast sellers, nationally advertised.



17 magazines will carry  
**197,000,000** Messages  
to your customers  
about M-D products!

124 ads (some in 2 colors) will cover the line of M-D products and create store traffic for you!



**Attractive design features** of Insulite Primed Siding, including its deep shadow lines, are evident in this Robinson Construction Co. home at Warwick, R. I. Upper

photo shows another typical Primed Siding project, where horizontal boards are used on sidewalls, with vertical grooved panels on gable ends. Insulite Sheathing adds extra quality.

## New England builder outsells "traditional" materials with new Insulite Primed Siding!

**T**he home shown below at left is a popular, fast-selling model in a project near Providence, R. I., built by Robinson Construction Co. It's a trim, pretty house priced at \$12,200 to \$12,700 . . . 5½ rooms, full basement, gas heat, attached garage and many nice extras. The handsome exterior you see is Insulite Primed Siding—a new, revolutionary man-made material.

Every home buyer in this project has been given the choice of Primed Siding or a favorite "traditional" material . . . and the Primed Siding homes have out-sold all others.

Price, in this instance, is not a factor. But sharp-eyed New England home buyers have looked closely and

found that Insulite Primed Siding provides hairline joints . . . generous 1¼" horizontal overlap . . . snug, flat coverage . . . square ends, clean edges . . . and the beauty of heavy shadow lines.

Through all of New England, Insulite Primed Siding has had rapid acceptance. And across the nation, more than 15,000 Primed Siding homes have been built in the product's first year on the market.

Would you like literature showing application methods for Primed Siding, and detailed cost-comparison forms which will let you figure your own savings? It's information that means *extra profit*—on homes from \$10,000 to \$100,000. Write us today—Insulite, Minneapolis 2, Minnesota.

*build better, save labor, with*

# **INSULITE®**

## **Primed Siding**



Insulite Division, Minnesota and Ontario Paper Co., Minneapolis 2, Minnesota

**Percy Robinson learned carpentry** in England as a youngster . . . then came to America and mastered the art of New England-style building. During 40 years here, he has built at least 2,000 homes; and present

project will add 73. Robinson uses 12' and 16' lengths of horizontal Primed Siding; 4' x 8' vertical grooved panels for gable ends. Shutters, too, are made with Primed Siding, painted bright yellow for handsome trim effect.



*"Talk about fast acceptance . . . I've never seen a new material catch on with our home buyers the way Insulite Primed Siding has."*



*"It looks like wood, and makes a very handsome exterior . . . but we don't have to worry about knots, splits or splinters."*



*"Carpenters like it . . . say nothing cuts so quick and clean as Insulite Primed Siding. And painting is perfect, with one less coat."*

Selling Homes is  
**the Gas furnace cools**



**ARKLA-SERVEL  
SUN VALLEY\***

**All Year° Gas Air-Conditioner**  
*now at new low cost for  
Builder and Buyer, too!*



SHOW THEM how wonderful a Gas furnace can be! A simple dial setting—and presto—the compact Arkla-Servel Sun Valley\* circulates gentle warm air to every room in the house. Gas is the cleanest fuel there is. And your prospects never have to worry about late fuel deliveries, either—dependable Gas is piped right into their homes.

**ONLY GAS** 

\*Trademark. Product of Arkla Air Conditioning Corp., Evansville, Ind., & Shrooport, La.



much easier when ...  
**in summer, too!**

DESIGNED BY ARCHITECT GEORGE HEMENY, A.I.A.



**SHOW THEM** the most effective way to beat any heat spell. No more spot-cooling a couple of rooms . . . no more drafty fans. The Arkla-Serrel Sun Valley\* cools every room in the house from a single compact unit. With the Sun Valley\*, you can offer your prospects a home heated in Winter, cooled in Summer—complete and convenient year-round comfort—at the lowest possible cost.

**SHOW THEM** how a single and simple thermostat looks after them night and day. They merely set the thermostat to a desired temperature, and the Sun Valley\* maintains that degree of heat or cooling with dehumidified air around the clock. They're safe from all kinds of weather . . . safe from maintenance difficulties, too—protected by Arkla's five-year performance warranty. Available in two sizes: Model 500, three-and-a-half tons, Model 750, five tons.

AMERICAN GAS ASSOCIATION



**does so much more...for so much less!**

# "KEYCORNER LATH

*makes LATH and PLASTER  
an even better buy"*

says **A. BERNARD OLSON**, president,  
The Olson Lathing Co., Chicago, Illinois

"Nobody questions the superiority of lath and plaster where greater fire resistance, lower maintenance costs and lasting beauty are concerned," declares A. Bernard Olson, one of the country's leading lathing contractors.

"Keycorner helps make lath and plaster even better. Our job experience proves what tests show—that Keycorner almost doubles crack resistance over other corner reinforcements," he explains. "We know the Keycorner ability to fight cracks."

"And Keycorner is easier to use. The preformed 4-foot lengths fit into place with no effort at all. There's no time lost, no waste. The open mesh of Keycorner makes it easy to plaster over—assures full bond with plaster and a better job.

"Keycorner gives this extra protection, yet at a saving. That's why we use Keycorner exclusively!" Olson exclaims. "It lets us give greater satisfaction on every job."

\*Tests with Keycorner, as well as other corner reinforcements, conducted by the Research Foundation, University of Toledo. Complete test reports FREE from Keystone Steel & Wire Company.

## KEYSTONE STEEL & WIRE COMPANY Peoria 7, Illinois

Keywall • Keycorner • Keybead® • Keydeck • Keymesh® • Welded Wire Fabric • Non-Climbable Fence



*A typical quality Olson Lathing job goes into this 17-flat apartment building in Chicago. Many builders are switching back to lath and plaster because of the increased fire resistance, lower maintenance and permanent beauty that plaster walls provide.*

*Keycorner is simple to handle and use. This fact assures better workmanship, which adds still further to the superior job you get with Keycorner.*

*Keycorner gives a better plaster job. The open mesh assures full bond with plaster and gives the strong reinforcement that provides maximum crack resistance. Keycorner is also galvanized to prevent rust.*



*A. Bernard Olson uses Keycorner because it's part of "A better job at a lower price."*

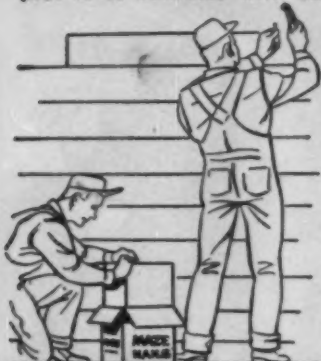
PROTECT THE PEOPLE WHO  
TRUST IN YOU WITH ...

**MAZE**

**STORMGUARD®**

STRONG STEEL NAILS, DOUBLE-DIPPED  
IN MOLTEN ZINC **NAILS**

(NOT TO BE CONFUSED WITH ORDINARY GALVANIZED NAILS)



for ● ROOFING  
● SIDING  
● TRIM

Your wise decision to use  
Maze STORMGUARD  
Nails for all exterior work  
will insure the future sat-  
isfaction of every new  
home buyer and remod-  
eling customer you serve.

STURDY INNER CARTON CAN BE USED FOR DIVIDING NAILS!



**WHY STORMGUARD'S?**

Maze's exclusive STORMGUARDS are  
strong steel nails Double-Dipped in Mol-  
ten Zinc. (Steel for driving strength . . .  
Zinc for lasting protection.)

- Won't stain, streak or rust.
- Cost far less per nail than aluminum . . . drive better!



**WHY THREADED NAILS?**

● Maze Threaded Nails resist the warp-  
ing action of new wood siding . . .  
reduce nail popping!

● When asbestos, insulating or cedar  
shake siding is applied over old siding,  
Maze precision-cut nail threads embed  
themselves securely in the old siding and  
really hold!



**WHY COLORED SIDING NAILS?**

Nails painted to match asbestos, insu-  
lating and cedar shake siding greatly  
improve the appearance of any job—  
siding is not peppered with shiny nail  
heads!

Maze colored nails have checkered heads  
to break up light reflections . . . hold  
paint better.

DON'T WAIT...  
SEE YOUR  
DEALER  
TODAY

OR WRITE TO ...

SEND FOR FREE SAMPLES

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

"IT PAYS TO BUY MAZE"  
**W. H. MAZE COMPANY**

PERU 3, ILLINOIS

MORE FOR YOUR MONEY with a  
WARREN-KNIGHT TRANSIT-LEVEL



**NEW DESIGN**

There has never  
been a Transit-  
Level like the  
38-bf. Offers new  
usefulness — al-  
most indestruct-  
ible.

Model 38-bf \$285.

Model 39-bf (Without compass) \$260.

You've never seen a Transit-Level like the new Warren-Knight. It looks and is operated like a transit, yet it has the exclusive advantage of being adjusted like a Wye level, and costs less than half as much as the average transit. The new design Model 38-bf is so sturdy that maintenance and repair charges will be practically eliminated. Assures a LIFETIME of SERVICE. This expert new design includes such features as a steel center, 24x coated optics, covered leveling screws, and limb vernier reading to one minute.

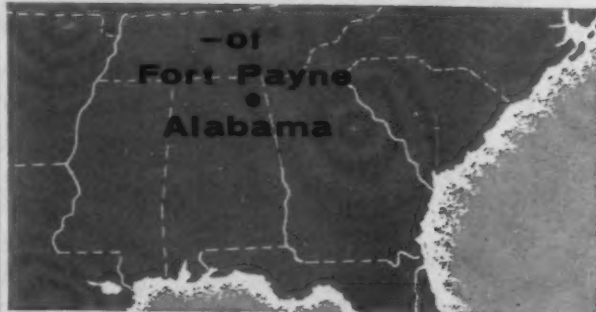
**10 DAY FREE TRIAL**  
So sure are we  
of your recep-  
tion to this  
magnificent  
new instrument  
that we offer it  
for 10 days trial  
—No obligation  
to purchase.

Ask for Bulletin F-810 that lists Full Details.



136 N. 12th St., Phila. 7, Pa.

**KINGSBERRY HOMES**



**125% MORE BUILDERS**

First 6 months 1958 compared to first 6 months 1957

Join the parade. If you build or sell anywhere on  
this map, we invite you to inquire about a profitable  
Kingsberry franchise for your territory. Write to:  
**LUMBER FABRICATORS, Inc., Fort Payne, Alabama**  
A PIONEER OF THE MANUFACTURED-HOME INDUSTRY

Did you say  
Low Priced  
Dual Glazing?

yes... we said  
low priced Dual Glazing!

The all-new Sliding Glass Door  
designed specifically for glazing  
with  $\frac{3}{4}$ " insulating glass.



The Capri CAVALIER Sliding Glass Door now makes it possible to install an insulating unit for all-weather comfort at a sensationally *low cost*. Exclusively engineered and designed for  $\frac{3}{4}$ " insulating glass, its many fine features makes this a truly low cost, high quality dual glazed sliding glass door. With the outside slide design the new CAVALIER is completely *water tight!!* Other features include unhandled sliding units, all aluminum with long life Alumilite finish, slimline beauty—and the exciting new luxury "Crown" handle. Here is a door which will add elegance to any home, whether it be budget priced or custom deluxe and in addition, will give *absolute year-round weather protection*. Look to the Capri CAVALIER... the sliding glass door you can *buy, sell, specify or install* with pride. Write for details on the complete Capri sliding glass door line including the budget priced Capri CADET for single glazing and the *deluxe* Capri CONTINENTAL for 1" dual glazing.

Capri  
CAVALIER

ALL ALUMINUM SLIDING GLASS DOORS

**T. V. WALKER & SON, INC.** 217 N. Lake St.—Burbank, Calif.

Please send information on the new Capri CAVALIER for  $\frac{3}{4}$ " dual glazing.  
Dept. AB-108

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

# HOW SCHOLZ NORTH AMERICAN HOMES

SCENE SHOWN: DOVER HOMES, FERNWAY, PITTSBURGH

THE HOUSE: 4 BEDROOMS • 2 BATHS • 1200 SQ. FT.

THE RECORD: **327 HOUSES SOLD IN 48 HRS.!**

THE REASONS:

THE PRICE: \$10,500 (including \$3,000 lot)

THE SCHOLZ PROJECT

## PARTICIPATION PROGRAM

*This selling program is being followed by a building schedule equally amazing. Starting May 15 — 4 houses a day, rising to 8 houses a day by July 15. Scheduled project completion, October 15.*

**327 HOUSES IN 5 MONTHS!**

*a great contributing factor to the \$7 per sq. ft. building cost.*

**SCHOLZ HOMES, INC.**

2001 N. WESTWOOD • TOLEDO 7, OHIO

NOW! SERVING BUILDERS EVERYWHERE FROM COAST TO COAST

LONG ISLAND, N.Y. • DURHAM, N.C. • TOLEDO, O. • LAKE CHARLES, LA. • KANSAS CITY, MO. • GREELEY, COLO. • EL PASO, TEX.

# ARE REVOLUTIONIZING LOW COST HOUSING



## THE SCHOLZ PROJECT PARTICIPATION PROGRAM

1. LAND DEVELOPMENT ASSISTANCE
2. 100% MODEL DISPLAY FINANCING (exclusive of land)
3. FURNITURE FOR DISPLAY MODELS AT NOMINAL RENTALS
4. SERVICES OF FAMED SCHOLZ COST TEAM IN OBTAINING LOWEST POSSIBLE COSTS (note Dover costs above at approx. \$7 per sq. ft.)
5. SALES TRAINING AND ASSISTANCE PROGRAM FOR BUILDER'S SALES FORCE
6. COMPLETE SET-UP OF PROMOTIONAL PROGRAM AND CONTINUING ADVERTISING ASSISTANCE

FROM 10 CONVENIENT PLANTS

SAN FRANCISCO, CAL. • LOS ANGELES, CAL. • CLEARWATER, FLA.

*CALL OR WRITE TODAY!*

Scholz Homes Inc., 2001 N. Westwood, Toledo 7, Ohio, Phone FR 1601

Please forward a copy of the new SCHOLZ DESIGN COLLECTION and have your field representative call on me to explain the Scholz Project Participation Program.

BUILDER'S NAME (please print)

ADDRESS (please print)

CITY STATE PHONE NO.

*For distinctive paneling...*

*consider* **RED CEDAR**

*preferred for its beauty—and because it is practical*



**RED CEDAR** beautifully expresses the trend toward wood paneling for every home setting, Early American to Modern.

In either its clear or knotty grades, Red Cedar is a favorite of architects and builders everywhere. It is handsomely grained and colored. It is one of the best natural wood insulators. And Red Cedar resists swelling, shrinking and warping, thus will not crack or split. Carpenters like Red Cedar, too. It is light in weight, readily workable and easily nailed.

For sheathing, siding, and floor and roof decking, Red Cedar is also excellent. In addition to its insulating properties, it is extremely weather-resistant. And it is carefully dried, assuring accurate sizing and improved working qualities, insuring lower maintenance costs.



Write for FREE illustrated Facts Folder about Red Cedar to:  
**WESTERN PINE ASSOCIATION,**  
Dept. 701-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  
White Fir • Incense Cedar • Douglas Fir • Larch  
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow





**MAKE EXTRA  
MONEY  
WITH EVERY**

# **SQUEEZE**

**Speed your work with the Bostitch T-5 Tacker**

**POWERFUL**—a rugged spring drives the staple securely into the work.

**FAST**—one hand, one squeeze and the staple's in. One hand's free to position the work.

**VERSATILE**—choose from three spring tensions. Six types of Bostitch staples for ceiling tile alone . . . 15 types and sizes for all tacking jobs.

**CONVENIENT**—for tight places. Works fine where you can't swing a hammer.

**ACCURATE**—drives the staple precisely where you want it—within 1/16th" of an obstruction.

**FLEXIBLE**—does scores of fastening jobs better and faster than conventional methods. Installs ceiling tile, insulation, screening, low-voltage wiring, metal lath, Cornerite, to name only a few.

**SO WELL MADE WE SERVICE IT FREE**

**See and try the Bostitch T-5 Tacker at your Building Supply Dealer's**

Put a T-5 in your tool chest. Reach for it where you now reach for hammer and tacks. The time you save is profit in your pocket.

*Fasten it better and faster with*

**BOSTITCH®**  
STAPLERS AND STAPLES

830 Briggs Drive, East Greenwich, R. I.

# BUILDERS' CHOICE



**FRANK NOONAN**, Medallist Homes, Arlington Heights, Illinois: "We're in a highly competitive suburban market. In our homes, the beauty and quiet of Ceilings by Celotex typify what our prospects are looking for... the most for their money in new, modern features. HUSH-TONE Tile helps sell the whole house."



**LARRY CARRIER**, Carrier Construction Co., Bristol, Tenn.: "Our homes are in the \$12,500 to \$35,000 range. In our new subdivision, 100 homes in the \$12,500 to \$15,000 bracket will have a ceiling by Celotex because it suggests quality construction throughout. We find we can profitably install HUSH-TONE Tile in any price home."

# HUSH CEILING TILE

A visible quality extra, Ceilings of Hush-Tone Tile by Celotex are being featured more and more by leading builders everywhere.

"Beauty with the added **SELL of Quiet**" is the reason. Choose from two exclusive finishes: True White or color-flecked Fiesta. The patented Linear Random perforation pattern makes Hush-Tone Tile repaintable without loss of sound-absorption efficiency... these perforations won't clog!

**Helps sell homes.** All the selling power of the pre-sold CELOTEX brand name goes to work for you... speeds decisions, helps close sales... when you can say:

**"SOUND-QUIETING CEILINGS BY CELOTEX!"**



# ACROSS AMERICA!



**PAT COLANTONE, Colantone Bros. Construction Co., Youngstown, Ohio:** "I put a Fiesta ceiling in the recreation room of our model home. The realtor used this room as a major point in his sales talk. No doubt about it, there's sell in that Celotex name. He sold the model and four others to be started immediately!"



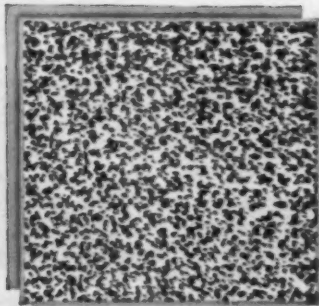
**HOWARD E. MOHR, JR., Mohr Homes, Campbell, California:** "For the quality-built ranch homes in our Dry Creek Ranch development, HUSH-TONE gives us two exciting new talking points. Prospects notice the way it puts a hush on noise. The Fiesta pattern fits in perfectly with most any decorating scheme. Just right for our casual, Western family-style living!"



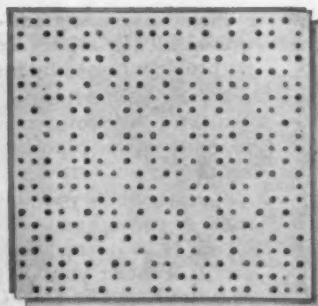
# HUSH-TONE

TRADE MARK

# BY CELOTEX



FIESTA HUSH-TONE TILE



TRUE WHITE HUSH-TONE TILE

Nationally advertised in Life, Saturday Evening Post, Better Homes & Gardens, Living, American Home.

TV and Radio Stars Hal March, Steve Allen, and Don McNeill are featured in Celotex advertising . . . recommending Hush-Tone Tile to your home-buyer prospects.

◀ Fiesta HUSH-TONE Tile in living/dining area of Mohr-built home, Campbell, California

"Prospects LIKE it!"  
That's why it pays to  
feature HUSH-TONE  
Ceiling Tile by

# CELOTEX

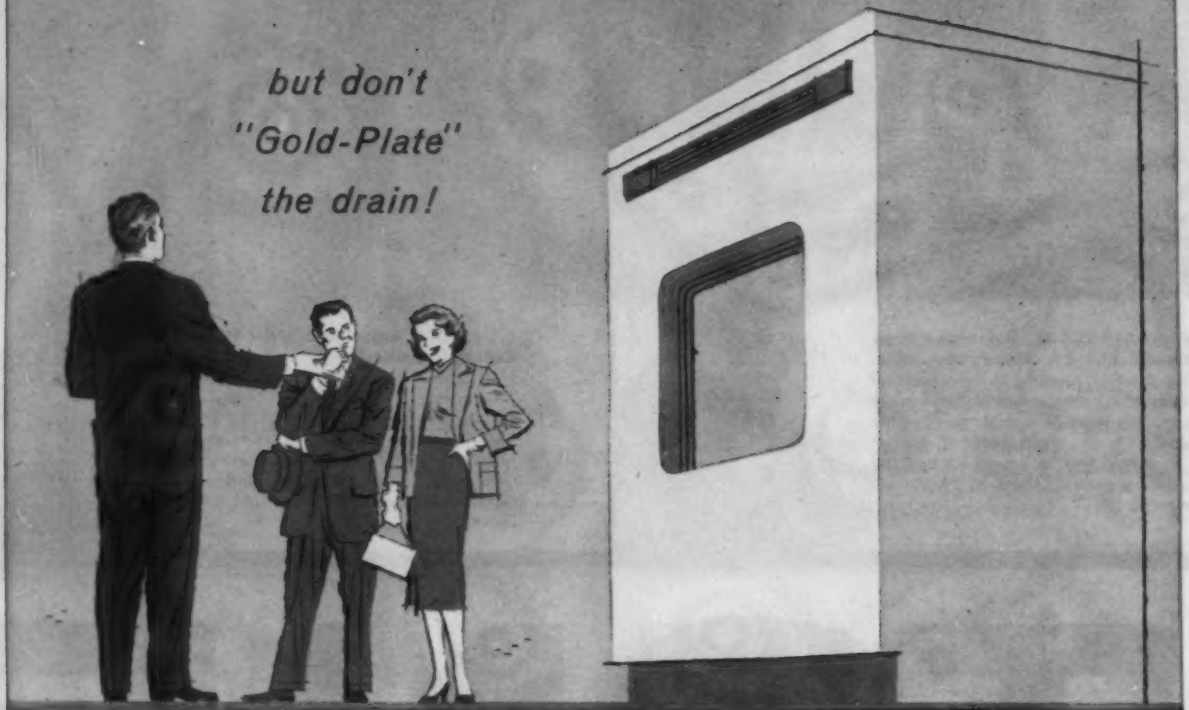
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THE CELOTEX CORPORATION  
120 S. LA SALLE STREET • CHICAGO 3, ILLINOIS

U. S. PAT. NO. 3 169,769

**PUT YOUR MONEY IN ADDED CONVENIENCE...**

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



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

Everything else being equal, the house with a full complement of modern conveniences is a sure-fire seller with today's home buyer. The problem is how to add conveniences without being priced out of the market.

Part of the answer, at least, is a matter of choosing fully dependable, yet economical, building materials. This is why, for waste lines, your best choice is Republic Steel Pipe.

First, steel pipe is lower in initial cost than other pipe materials. Moreover, its price and availability remain relatively stable, eliminating costly work stoppages and job estimate variations.

Next, since one grade of steel pipe meets all requirements, inventory can be reduced. And there is no problem caused by installing the wrong grade.

In addition, Republic Steel Pipe provides excellent workability. This, plus the reputable plumber's steel pipe know-how, assures low-cost waste line systems.

Result: when you install Republic Steel Pipe waste lines, you gain valuable dollars to help pay for sales-building conveniences. For complete details, contact your Republic Pipe Distributor, or write Republic Steel Corporation, Department AB-5369, 1441 Republic Bldg., Cleveland 1, Ohio.

**REPUBLIC STEEL**

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



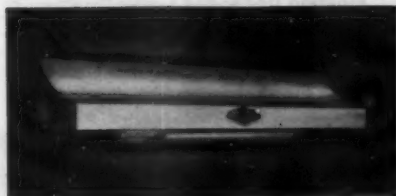
# NEW LAU WALL-NOOK STRETCHES SMALL KITCHENS 16 SQUARE FEET!



**New foldaway table  
gives more living room  
in any room**

Closed, this new LAU table is a handsome wall cabinet only four inches deep. Open, it's a sturdy, good-looking table . . . standard size. Easy to open. More important to you—easy to *install*. It's wall-hung and fits where you want it in minutes. Fits in, too, with today's trend to "built-ins." A modern idea that adds 16 extra square feet to kitchens or any room. LAU-built for long use with plastic laminate-topped table and benches, all-welded steel construction, many other features including choice of colors. Write us for descriptive installation folder.

**LAU offers you these builder-designed products, too!**



**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. New LAU Oven Hood comes with ductwork, switch, blower, filter.



**Powerful Attic-Exhaust Fans.** Three quiet-running models for every home need. "Panel" model installs without bolts or fastenings. New pre-wired "Rancher" (shown) now has motor attached. Easier to install—works flat or vertically. Two speed motors available—22" to 48" blade sizes. 16-inch model, too, with direct drive. Installation help from LAU engineers is yours on request.



**New Wall-Hung Bath Cabinet.** Ventilates—illuminates two ways—holds 30% more. Flush-mounted; no framing or ductwork required. Pre-wired—make just one electrical hook-up. Speeds and simplifies installation and wiring. 30" to 48" widths. Sold, too, without blower, light or receptacle.



**Write for descriptive literature.**  
**THE LAU BLOWER COMPANY**

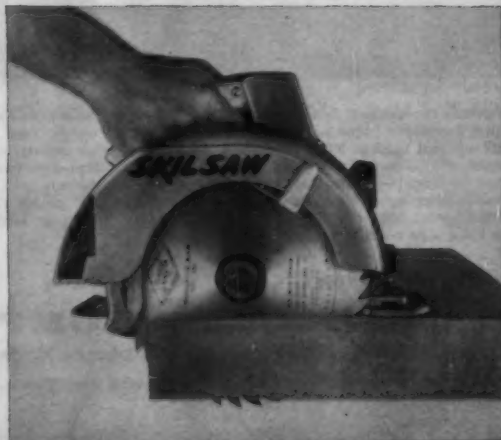
Fan Division - 2027 Home Avenue, Dayton 7, Ohio  
Other plants in Kitchener, Ontario, Canada and Irwindale, California



**Exclusive Model 857 and 858 SKILMANSHIP\* features:**

**Floating Upper and Lower Guards**  
 Important new safety feature. Least possible amount of blade exposed at any time. Blade guards rotate with change in depth of cut. Another SKIL first!

\*Skilmanship is the ability SKIL Saws give you to perform your sawing jobs quicker, with more ease, more accurately, and with less fatigue.



# NEW SKILSAW

MODELS 857 and 858

## beats them all!

**Test after test proves  
new top handle saw  
has more speed and power**

Actual laboratory tests made to duplicate job conditions prove the superior cutting ability and power of the new SKIL top handle saws. The photographed test shows SKIL way in front of two comparative models in sawing through 2 layers of 5/8" exterior plywood. Power *plus* speed produce the first-place finish.

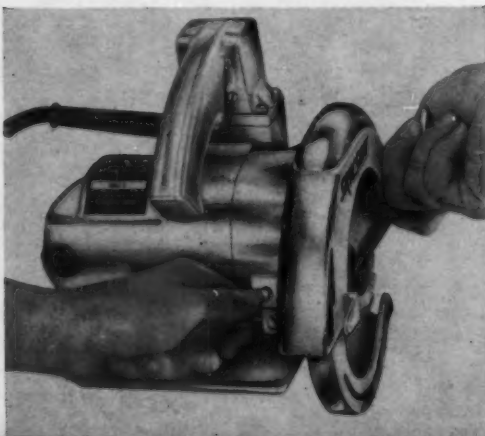
Feature for feature these new saws beat all other 7 1/4" and 8 1/4" models. On comparative tests for power, speed, efficiency, convenience —SKILSAW scores highest. Write today for more information or for on-the-job demonstration by your local distributor at no obligation.



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

### **Push-Button Blade Lock**

Fastest blade change on a power saw! Push-button lock engages saw shaft eliminating two-wrench change. Operation completed in seconds.



### **SKIL Corporation Dept. ABT-108**

5033 Elston Avenue  
Chicago 30, Illinois

In Canada: 3601 Dundas Street West  
Toronto 9, Ontario

\_\_\_\_\_ Please send me complete information about new SKILSAW models 857 and 858

\_\_\_\_\_ Please have local distributor give me a no-obligation demonstration.

Name \_\_\_\_\_

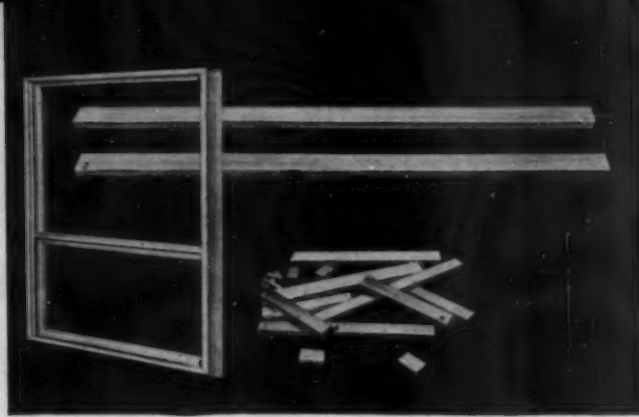
Company \_\_\_\_\_

Street \_\_\_\_\_

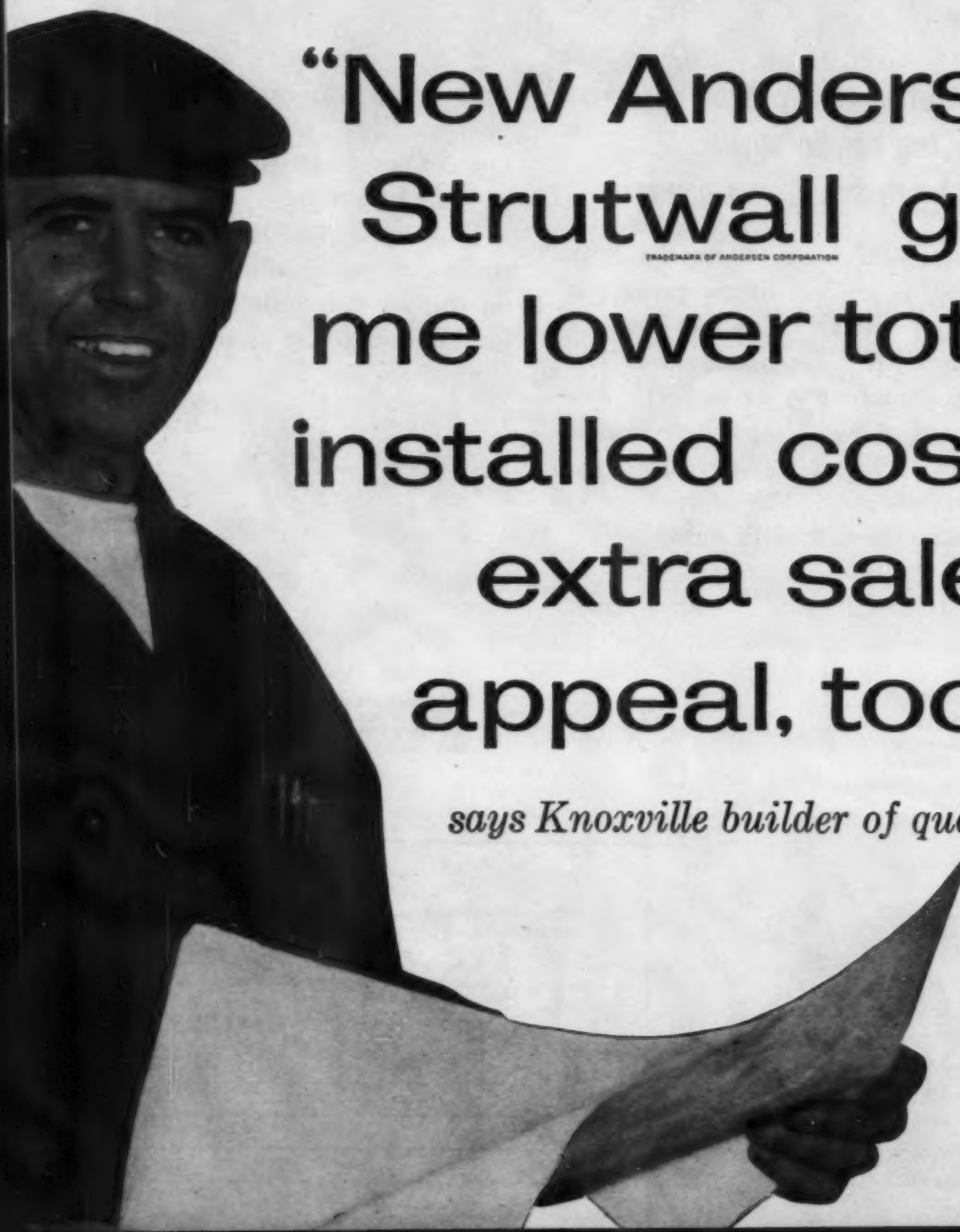
City \_\_\_\_\_ State \_\_\_\_\_



**Seven steps instead of 22!** Simply cut two load-bearing struts to fit header construction you use. Nail Strutwall to adjacent studs, tilt up with wall. You eliminate two thirds of all conventional framing, installing and finishing steps. Save hours and dollars on every house you build or design.



**Saves materials, costs less installed!** New Strutwall eliminates two long cripples at top, requires only two 2 x 6's instead of heavier headers in multiple openings. It also saves buying, cutting, fitting these other materials—plus waste and nails. Builders report a lower installed cost over even inferior conventional windows.



**“New Andersen  
Strutwall gives  
TRADEMARK OF ANDERSEN CORPORATION  
me lower total  
installed cost,  
extra sales  
appeal, too!”**

*says Knoxville builder of quality homes*





**Fits tighter, looks better!** Because all parts of the Strutwall are precision nailed or nailed and glued at the factory, you get the strongest, tightest possible joining of window and wall. Absence of separate casing gives cleaner, trimmer lines...more glass area. Result: True Andersen window beauty at the lowest possible cost.

**"I**N just seven hours, I can construct and roof a 42' x 28' shell using new Andersen Strutwalls," reports R. H. Smith, Jr., Knoxville, Tennessee. "That's a saving of four man-hours over what it used to take me with conventional windows.

"What's more," continues Mr. Smith, "I used to frame my rough openings at the shop and haul them all the way to the site. Now I save this shop time plus materials. My men can install new Strutwalls quickly and easily right on the job.

"Instead of winding up with some ordinary, low cost

double hungs in my homes, Strutwalls give me all the beauty and sales appeal of Andersen Windows—at a lower total installed cost. And their extra sales appeal helps. I sold my first house exactly one hour after the walls were up!"

For complete information on the new Andersen Strutwalls, just telephone your local Andersen Dealer—or write directly to Andersen Corporation, Bayport, Minnesota.

WINDOWALLS are sold by established lumber dealers throughout the United States and now in Canada.

# Andersen Windowalls

TRADEMARK OF ANDERSEN CORPORATION

ANDERSEN CORPORATION • BAYPORT, MINNESOTA



**Strutwalls are nailed in place... wall is tilted up**





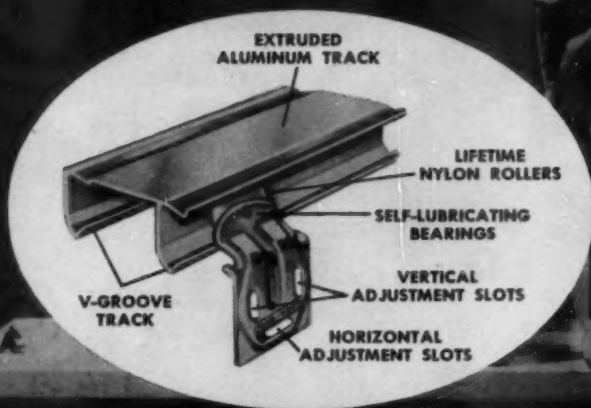
Block brings progress wherever it goes



*Split block used in the Liberty Bank Building, Honolulu, Hawaii. Vladimir Ossipoff, Architect.  
Ask your local NCMA member for a copy of the new booklet "Split Block Architecture."*

**National Concrete Masonry Association • 38 South Dearborn Street • Chicago**

**H-m-m-m-m**  
**So smooth**  
**All Roll...No Rock**



**Versatile HAR•VEY Sliding Door Hardware lets people feel the difference in a quality home...**

Sliding doors are the most "tried out" item by the home-maker in a new or model home . . . and they like doors that **always respond smoothly and quietly** to the most gentle touch. Doors are one of the few items they can try before they buy . . . and when hung on **Har•Vey Sliding Door Hardware** you will find their soft, smooth, gliding action will make a wonderful impression. Hang your doors on Har•Vey Hardware . . . let your customers feel the difference in a quality home.

Har•Vey Sliding Door Hardware is fashioned for the sales and profit minded builder. Har•Vey's versatile 707 Series accommodates either  $\frac{3}{4}$ " or  $1\frac{3}{8}$ " doors by simply reversing the hangers between outer and inner doors. There's only one set to handle—Har•Vey pays a bonus to you in **fast, easy one man installation**. Units come complete in HandiPaks including pulls and track—**one box to one opening**. Look for the Har•Vey name stamped on metal parts . . . your assurance of superior quality.

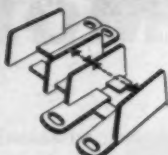
**these features make Har•Vey the answer to all your interior door needs**

**RIBBED STEEL PLATED HANGERS**



Unusually rigid, cadmium plated steel hangers have vertical and horizontal adjustment slots for fast, easy, accurate alignment.

**ADJUSTABLE NYLON DOOR GUIDES**



Adjustable Nylon door guide eliminates scraping sounds . . . no grooving bottom of doors . . . easy to install. For By-Passing  $\frac{3}{4}$ " to  $1\frac{3}{8}$ " doors.

**SELF-LUBRICATING NYLON ROLLERS**



Quality Nylon rollers with self-lubricating bearings provide a lifetime of smooth, positive action door control.

**COMPLETE IN ONE HANDI-PAK**



Comes complete in Handi-Paks. Contains everything you need for quick, easy installations. Includes pulls and aluminum track.

for complete information write to . . .

**AMERICAN SCREEN PRODUCTS COMPANY**

General Offices: 61 E. NORTH AVENUE  
 NORTH LAKE, ILLINOIS

©1958 by American Screen Products Company

**HAR•VEY**

**HARDWARE**

World's largest manufacturer of window screens

**HOMESHIELD®**  
 SCREENS



## **HERE'S THE FAMOUS NAME**

***Use this complete merchandising package with The "OVERHEAD DOOR"***

***—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.



### OVERHEAD DOOR CORPORATION

General Offices: Hartford City, Indiana

Manufacturing Distributors: Cortland, N. Y.; Hillside, N. J.;

Lewistown, Pa.; Marion, Ohio; Nashua, N. H.

Manufacturing Divisions: Dallas, Tex.; Portland, Ore. • In Canada: Oakville, Ont.

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



Invisible heating units help make this living room so attractive and livable.



easier to sell homes with  
**THRUSH** *Radiant Hot Water Heat*

**HOME BUYERS** want the benefits of modern radiant heating. Given an option between hot water or warm air heat, purchasers in a large Midwestern housing project chose Hot Water Heating in an overwhelming majority, nine to one. The type of heating offered attracted record-breaking crowds. Radiant hot water is the preferred heat in modern living.

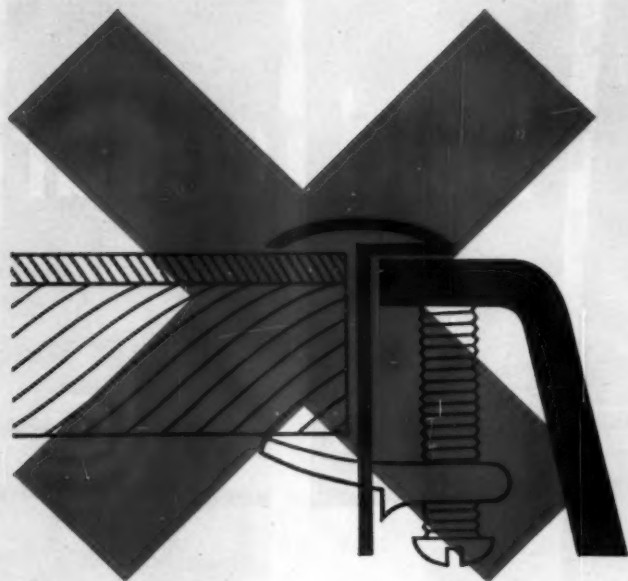
Thrush Radiant Hot Water Heat is ideal for use with modern invisible heating units, such as radiant panels and radiant baseboards. It assures constant heating comfort, without drafts, at low fuel cost . . . plus low up-keep. Because Thrush Radiant Hot Water Heat means quality to prospects, it will make your homes more salable.

See our catalog in Sweet's or write  
 Department G-10 for more information.



Thrush Water Circulator

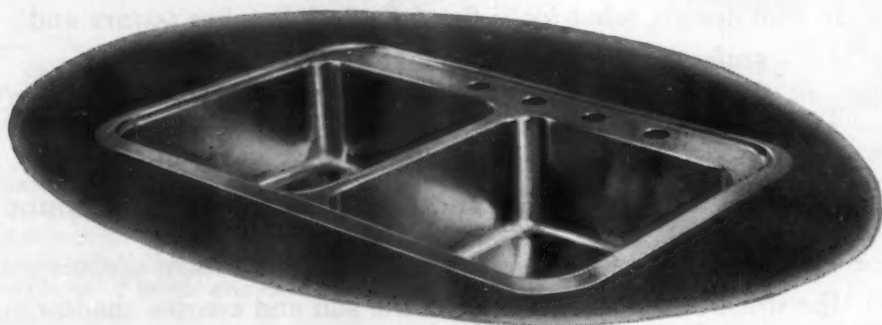
**H. A. THRUSH & COMPANY**  
 PERU, INDIANA



®\*

# Redi-Rim

eliminates dirt-catching crevices!



Builders and homemakers at the 1958 National Builders Show were quick to praise Lyoncraft's exclusive Redi-Rim Sink design. Now, separate rim installations are completely outmoded! Dirt- and water-catching crevices are eliminated because rim and sink are one integral unit! The Redi-Rim chrome-nickel stainless sink drops into the counter top instead of fastening below . . . being self-supporting it assures a tighter seal than was possible with

lightweight, flimsy rims of old-fashioned designs. Other Lyoncraft "plus" features: the recessed ledge, overflow-preventing center partition, non-splash sidewall design.

Learn more about the Lyoncraft Redi-Rim Sink—and the revolutionary new Dispo-Well\* Sink. Fill in the coupon below and mail today for a free color catalogue with full details and specifications.

\*Patent Pending

*World's largest fabricator  
of chrome-nickel stainless*

**LYON STAINLESS PRODUCTS  
DIVISION OF LYON INCORPORATED**

13881 W. Chicago Blvd., Detroit 28, Michigan



AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES

**LYONCRAFT, 13881 W. Chicago Blvd., Detroit 28, Michigan**  
Please send detailed information on Lyoncraft Stainless Sinks.

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_



## stop the traffic...start the sale

In roof design, what *looks flat falls flat!* It takes *texture* and *scale* and *dimension* to make the roof important.

Today's trend to big roof areas, bold roof textures and expansive roof overhangs has made cedar shingles on the roof as valuable as another salesman on the ground.

For shingles of western red cedar have that vital *third dimension...* the thick butt-line that catches the sun and creates shadow accents of dramatic depth. Only cedar roofs offer the natural graining and rich texture of the genuine. Because only cedar *is* the genuine.

When you think of roofs this building season, think *big*, think *bold...* and you will think of cedar!

### RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington  
550 Burrard Street, Vancouver 1, B.C.

*Your Best "Outside Salesman" Is Cedar*





# Introducing a NEW kind of ALFOL Insulation lined with vapor-sealing polyethylene



- 1 CLEAR POLYETHYLENE FILM  
... for unmatched vapor seal
- 2 MULTIPLE ALUMINUM FOIL SHEETS  
... for utmost insulating efficiency



**Delivers the greatest moisture protection ever offered in a full insulation!**  
**Sturdier, too, because the exposed foil surface is kraft-lined**

Entirely new, this is the Alfol Type 22F Blanket. Combines the high insulating value of multi-layer aluminum foil with the unmatched vapor resistance of genuine polyethylene sheeting. Net result: the most effective built-in vapor barrier ever offered in a full-efficiency insulation!

Superior quality your customers can see  
Alfol Type 22F is easy to install, too. The heavy polyethylene backing makes it sturdier than ever. Insulat-

ing efficiency is higher. Yes, and the superiority of this new kind of insulation actually *shows*. The "poly" glistens for all to see, demonstrates at a glance the extra safety built into your homes.

Why not investigate Alfol Type 22F now. One of several new Alfol Types, it's the ideal insulation for sidewalls, ceilings, etc.—*wherever* condensation control is a "must." Return the coupon today for illustrated details.

**SEND TODAY for FREE NEW BROCHURE** ➔



Please send  
full details on  
ALFOL Type 22F  
and other  
new types of  
Alfol  
Insulation.

REFLECTAL CORPORATION, Department C-78  
A subsidiary of Borg-Warner Corporation  
200 South Michigan Avenue, Chicago 4, Illinois

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

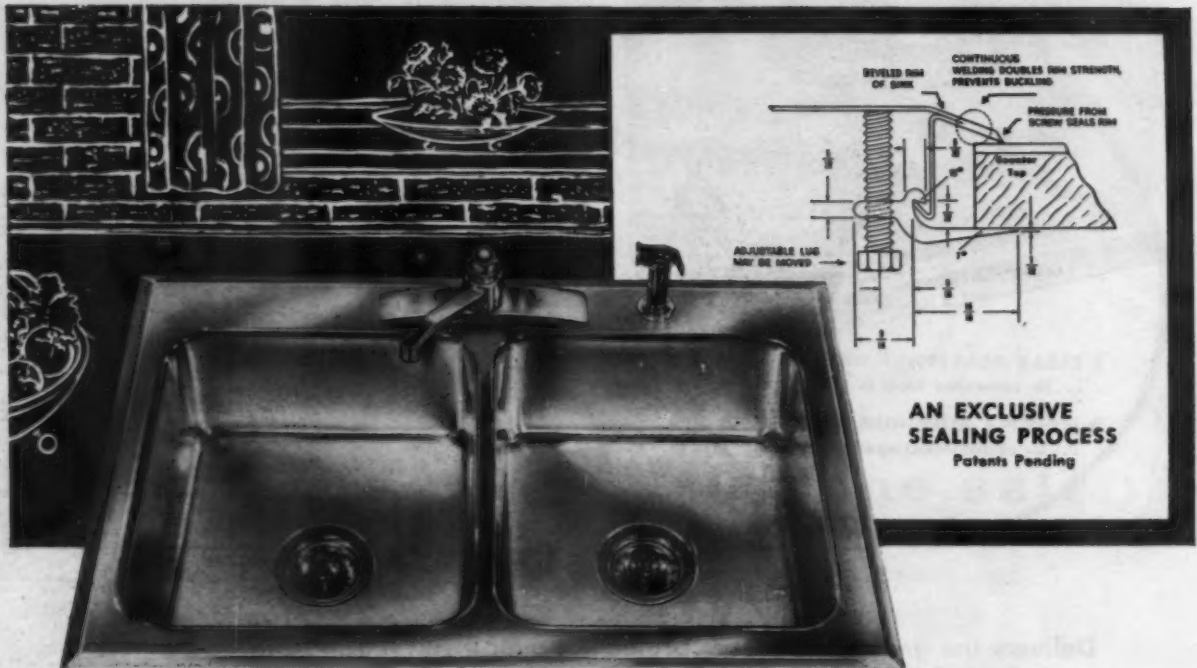
**REFLECTAL®**

**Borg-Warner®**

# THE NEW CARLRIM SINK

*makes perfect installation so easy!*

JUST DROP IT IN THE CUT-OUT COUNTER TOP, THEN TIGHTEN THE ADJUSTABLE LUGS—AND IT'S SEALED IN PLACE FOREVER!



## The **ULTIMATE** in Stainless Steel Sinks for Kitchen Beauty and Efficiency

There's a dollar or two *extra for you* in every new Carlrin Sink you install—a dollar or two that you will save on installation time. But aside from the extra money you make, you save on costly headaches, too! No more frantic phone calls from homeowners complaining about a rusting or loose rim. No chance of a Carlrin installation ever gathering rim dirt or smelly waste! Here's the most sanitary installation possible when the sink and counter top are of different materials. And, of course, every Carlrin Sink also has all the exclusive features and engineered beauty that have made **CARLTON STAINLESS STEEL SINKS** the homeowner's preference the world over!

### Special Note to Installers

All Carlrin sinks fit any standard cut-out. All Carlrin shipments contain simple installation instructions. Carlrin is helio-arc welded all around (not spot welded) so there is no possibility of dimples or spots showing up when the necessary lug pressure is applied during installation.

Ask your wholesaler to show you the new Carlrin design or else write Dept. 361 for the name of the nearest Carlton distributor. Sink Division, Carrolton Manufacturing Company, Carrolton, Ohio.

*You just can't buy better—when you buy ...*

**CARLTON**  
STAINLESS STEEL  
**SINKS**



All dark  
and handsome

## Bruce Fireside Plank FLOOR

*Naturally Beautiful*

*Furniture by Consider H. Willett, Inc. Photo by Hedrich-Blessing*

**A** floor needn't be expensive to be different and attractive! This dramatically dark Bruce Fireside Plank costs little more than regular strip oak flooring, yet has added decorative appeal. The rich plank effect is created by alternating 2 $\frac{1}{2}$ " with 3 $\frac{1}{2}$ " widths and by wide, shallow side bevels. Bruce Fireside Plank is completely finished at the factory to eliminate the expense of on-the-job sanding and finishing. Write for color booklet. See our catalog in Sweet's Files.

E. L. BRUCE CO.



Memphis 1, Tenn.



*presenting . . .*

## a rugged sectional at a right price!

Here's the Berry four-section door—the newest, most advanced sectional a garage can boast. Best yet, it's priced to outsell any previous sectional door.

But don't be deceived by its highly competitive price. This sectional has all the buyer-preference features that have made Berry the *world's largest manufacturer of residential garage doors*: easy-lift, quiet operation; tapered track and adjustable rollers; complete, climate-proof weather stripping; metal stops; full-width unlatching mechanism; rigidized face panels and continuous section hinges. It's Paintlok steel, too . . . won't swell, warp, peel,

check or rust. The door is fully backed by an exclusive five-year guarantee!

See your building supply distributor or write direct. *Steel Door Corporation, 2400 E. Lincoln, Birmingham, Michigan.* In Canada: Berry Door Co., Ltd., Wingham, Ontario.

**Berry**  
**STEEL DOORS**



*Cushiontone on underside of balcony (foreground) and between beams of ceiling adds beauty and quiet. Picture it in your model house.*

## This amazing new Armstrong Ceiling soaks up noise and gives your homes today's smart new look

**Quiets any room.** The three dimensional textured surface of Armstrong Cushiontone ceiling tile absorbs up to 75% of the noise that strikes it.



**H**OW MANY of your prospects are satisfied with plaster ceilings? A mere 7 per cent, says a consumer survey. The discerning 93 per cent prefer modern, noise-quieting ceilings and their added decorative appeal.

No wonder more and more builders are putting up Textured Cushiontone ceilings. For Cushiontone adds a look of luxury, and its rich, three-dimensional surface absorbs up to 75% of the noise that strikes it.

Wherever your prospects look, on network

TV and in magazines, they're being *pre-sold* on the extra value of an Armstrong ceiling.

Plan to use Armstrong Textured Cushiontone in your model house. Skilled designers at the Armstrong Bureau of Interior Decoration will show you, without charge, how to color-harmonize rooms with the ceilings.

For more information about Armstrong ceilings and the free decorating service, write to Armstrong Cork Company, 3910 Rider Ave., Lancaster, Pennsylvania.

**Armstrong BUILDING MATERIALS**

TEMLOK ROOF DECK

TEMLOK SHEATHING

TEMLOK TILE

CUSHIONTONE CEILINGS



## “With us Wood Windows are the trend”

Says Mr. Robert P. Gerholz, Gerholz Community Homes, Inc., Flint, Michigan

“Our homes have wood windows because home buyers want them. And, this public acceptance is coupled with excellent field results over the past 10 years. Owners are as happy as we are with the trouble-free performance, beauty and style of wood windows. That’s why it’s wood for us,” says Mr. Gerholz.

Thousands of builders like Mr. Gerholz use window units made of Ponderosa Pine because they resist moisture; are preservative treated for long life; have weather tightness to resist dust, heat and cold; and are precision manufactured in sizes and styles to fit builders’ needs.

LOOK FOR THIS SEAL OF WINDOW QUALITY



The American Wood Window Institute seal on windows is your guarantee that they conform to U. S. Department of Commerce Standards and are:

Correctly designed	Made from carefully selected
Properly constructed	kin-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

**MEMBERS—Woodwork Group**  
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—LONG BELL DIVISION  
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CORP.  
PROTECTION PRODUCTS MFG. CO.  
UNIQUE BALANCE CO.  
WOOD-TREATING CHEMICALS CO.  
ZEGERS, INC.



Paneling in random-plank style is 4' x 8' Weldwood Cherry V-Plank®. Table and dresser tops are Micarta®.

## More eye appeal—less installation time— with Weldwood Prefinished Cherry Paneling

One look at this cheery cherry-paneled bedroom makes your prospects want to call it "home." Yet there's more here than meets the eye—for both the buyer and the builder.

The rich variations of color and grain in Weldwood Paneling give beauty that's *grown*—not added. What's more, it's beauty that's heightened and preserved by Weldwood's exclusive fine furniture prefinishing. Each panel is triple-sanded to apple-skin smoothness. Then it's sealed, toned, filled, and twice-lacquered to resist wear and dirt . . . keep upkeep down.

Weldwood Prefinished Paneling makes your installation job easier, keeps your labor costs lower. The price is reasonable, too—retails from \$45 to \$78 for a 12' x 8' wall.

See the complete Weldwood Paneling display at your lumber dealer's. And, for help in planning new sales-building uses of Weldwood products in your homes, make a date with your Weldwood Builders' Service Representative. There are 114 offices in cities in U. S. and Canada. New York showroom: 55 W. 44th St. In Canada: Weldwood Plywood, Ltd.



**Weldwood® WOOD PANELING**

*A product of United States Plywood Corporation*

SOFTWOOD AND HARDWOOD PLYWOOD, DOORS, LUMBER, FINISHING MATERIALS

AB10-58

SEND FOR FREE BOOK TODAY

**United States Plywood Corporation**  
55 W. 44th St., New York 36, N. Y.

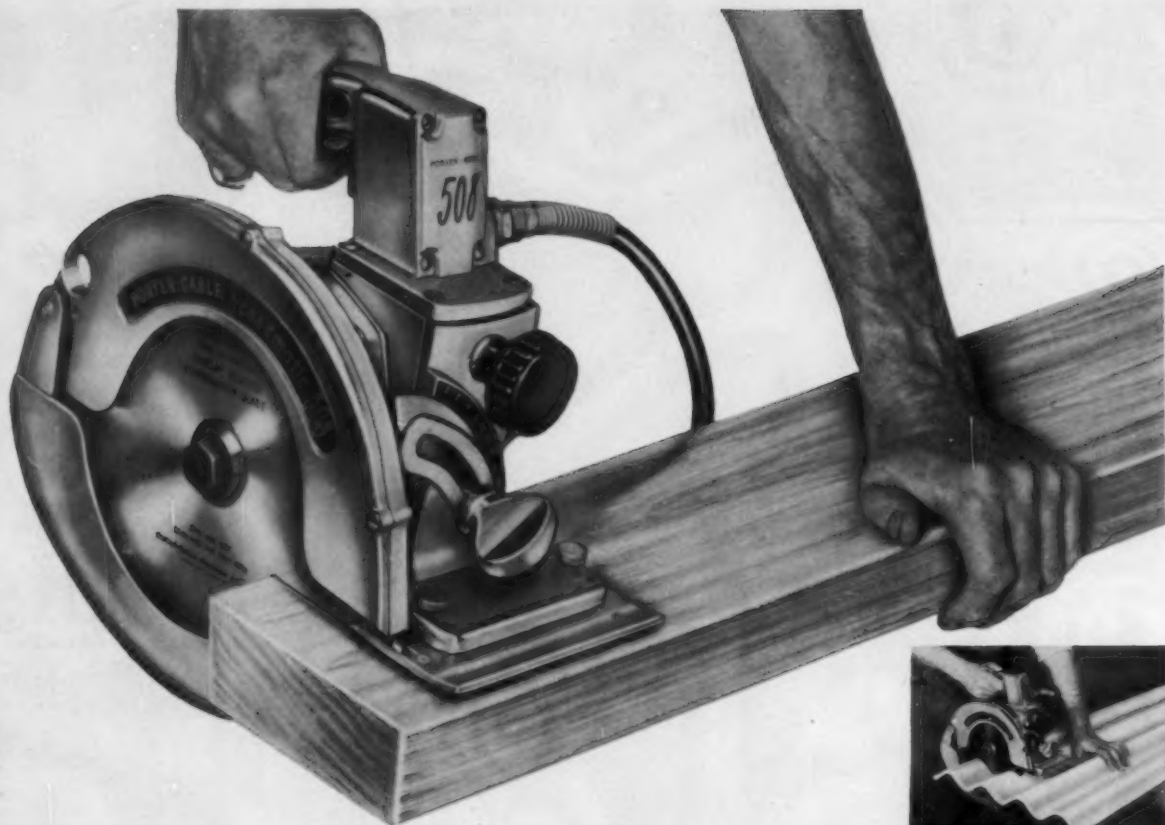
Please send me my free copy of the new full-color folder, "Presenting Weldwood Prefinished Paneling For Fine Interiors," which beautifully illustrates the full Weldwood Prefinished Paneling line and gives installation instructions.

NAME.....

FIRM.....

ADDRESS.....

CITY.....



## Back by Popular Demand

MODEL 508

# SPEEDMATIC SAW

This is the saw you know will deliver the day-in, day-out service you need. Porter-Cable designed the Model 508 Speedmatic for easy handling and fast cutting, built it to stand up to the longest, toughest jobs—year after year.

Its exclusive Speedmatic compensated-pole motor delivers a smooth flow of power, minimizes armature replacement. Coil windings are double-insulated for top performance.

Only Porter-Cable combines a unique single line of cut with an effective sawdust blower to give you unmatched cutting accuracy. Bevel and depth adjustments set in an instant. Notice, too, the broad base and solid blade lockup.

See the famous Model 508 Speedmatic at your Porter-Cable dealer's, or drop a card to Porter-Cable Machine Co., 8019 Marcellus St., Syracuse, N. Y., for a demonstration.



At a new, low price

Only

**\$115<sup>00</sup>**

with kit **\$132<sup>50</sup>**

*Canadian prices slightly higher*

**SAWS • BELT SANDERS  
FINISHING SANDERS  
DRILLS • ROUTERS • PLANES**

PORTER-CABLE MACHINE CO., 8019 Marcellus  
Street, Syracuse 4, New York

In Canada: Write Porter-Cable Power Tools  
(Canada) Ltd., Box 5019, London, Ont.  
In Mexico: Write CIA General Distribuidora,  
S.A., San Antonio Abad 236 Mexico City, D.F.



With abrasive blade, 508 cuts transite, cinder block, stone, compositions.



Making pocket cuts in walls and floors is especially fast and easy with the 508 saw.



Dependable service and cutting accuracy have made the 508 the pace-setter with builders.



AMERICAN BUILDER



# THIS ADVERTISEMENT TO HOME BUYERS SHOWS HOW HYDRONICS\* ADDS SALES VALUE TO YOUR HOMES



## PLAN YOUR HOME FOR MORE THAN ONE TEMPERATURE

Most Hydronic Heating offers a simple, low-cost way to have perfect comfort in every part of your home. This "hydronic" system can be used so that with only one boiler you can have two temperatures in your home. For example, a water circulation system in the living room... the living room needs more heat than the bedroom... and the bedroom has cool, moist air. All with a minimum of initial investment.

The B&G Hydronic Heating Hot Water System offers the superior advantages of radiant heat, especially controlled to meet every change in the weather. That's why this system is the most economical and best insured by your builder. It delivers heat uniformly where needed to every square of the house.

For complete information, send the coupon for the fully illustrated booklet.

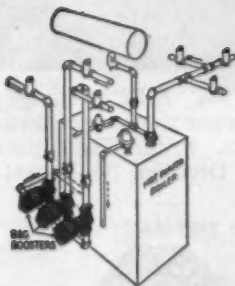
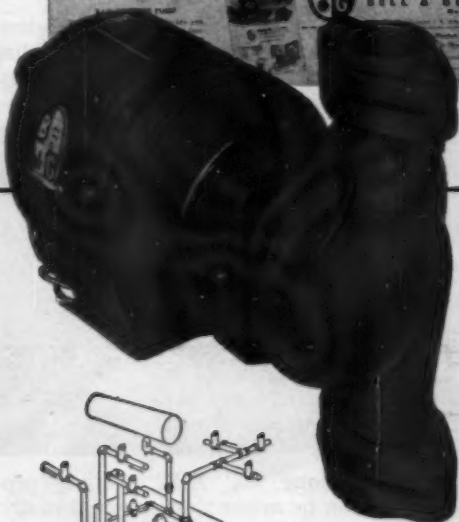
Then see the plus values of the B&G Hydronic System.



You needn't suffer any the winter months.

Clearer and drier indoors in each and every room.

Help to provide heat in winter in the summer months.



The Booster Pumps in this typical installation maintain three zones at different temperatures.

## B&G BOOSTER

...key unit of the system

Under thermostatic control, this silent electric pump circulates hot water from the boiler through the system...supplies heat to match the weather. Quiet operation and long-lived dependability are outstanding characteristics of the B&G Booster. Nearly 3,000,000 have been installed to date.



Reg. U. S. Pat. Off.

# Hydro-Flo SYSTEM

## BELL & GOSSETT COMPANY

Dept. FL-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario

It takes extra values to soften up today's tough buyers. And what can add value to a home like B&G Hydro-Flo Heating...a radiant forced hot water system...hydronic\* heating at its best!

The B&G Hydro-Flo System advertisement reproduced here presents an entirely new conception of home comfort. It stresses the advantages of zoned heating, which permits different areas of a home to be kept at temperatures best suited to their functions. For example, the living room at 72°, recreation room at 68° and bedrooms at 65°.

Add to this the economy and convenience of a year 'round supply of hot faucet water, heated by the same boiler that heats the house. Cleaner, quiet operation, accurate temperature modulation...fast heat when needed...low fuel bills, all are plus features which add sales value to any home.

These are the reasons why a B&G Hydro-Flo System is a major selling feature—not just a heating plant.

Send for free booklet

This fully illustrated booklet gives the complete story of the B&G Hydro-Flo System—worth while reading for any builder.



\*Hydronics: The science of heating and cooling with water.

# Flintkote Siding helps you sell more homes...



**DISTINCTIVE**— $9\frac{5}{8}$ " X 32" Flintkote Flintwood† Siding, applied with nailing strips, throws deep shadows under every course . . . produces the heavy, rugged look homeowners like . . . and buy. Flintkote A-C Siding chosen exclusively for these model homes in new 160-unit tract, Lakeside Park Homes, Glassboro, New Jersey.



**HANDSOME**—Flintkote Flintwood Siding simulates natural graining. Textured pattern is embossed right in the siding. Available in a variety of rich colors, whites, pastels. Shown: 70F Super White, (top) 70F White, (right) 70F Lt. Brown.



**ECONOMICAL**—The extra-long,  $9\frac{5}{8}$ " X 32"—sidings provide greater coverage. Can be applied quickly and easily. For particulars and sales aids, write: The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

**FLINTKOTE**  
AMERICA'S BROADEST LINE OF BUILDING PRODUCTS



†A trademark of the Flintkote Company.

# On these 9 pages your lumber dealer ... ... and your future



COVER STORY FOR OCTOBER

**TODAY'S SMALL BUILDER** and today's lumber dealer should, by all the laws of common sense, be close business partners. In actual fact, they are too often just the opposite. The dealer sees the builder as a price-happy buyer who is blind to the advantages of quality and service; the builder sees the dealer as merely an unnecessary markup in the chain of supply.

Builders and dealers have a common aim: they both want houses to be sold. They are economically necessary to each other: the small builder needs the dealer's aid if he is to compete successfully with the large tract builder; and the dealer needs the builder as his customer, particularly in view of today's increasing trend toward direct buying.

**TOMORROW'S SMALL BUILDER** and tomorrow's lumber dealer face the opportunity of a lifetime—a housing market twice the size of today's. But it will be a more competitive market than today's too, and to keep their share of it, the builder and the retail dealer will have to work together.

The dealer, by virtue of his size, can perform efficiently many jobs the small builder can't handle: developing land, providing plan service, building components, and even financing. The builder, by virtue of his experience, brings efficiency to the major part of the operation—building the house.

On the following pages is a working pattern of this builder-dealer relationship. It is vital to every small builder.

Today's Small Builder is in an



**BUILDER** Jim Martin: packaging and prebuilding will be the cornerstones of his business.

... and his Lumber Dealer is a vital



**LUMBER DEALER** Bob Smith: he's counting on young builders like Martin to make the package pay.

# industrial revolution . . .

**Contract builders are moving fast  
in a new direction: the package,  
not just the pieces**

**B**uilder Jim Martin, left, is taking part in home building's biggest industrial revolution. He's not "building a house," he's assembling a package.

The package idea itself is not new; for years it's been the basis of a booming prefab industry. What is new is that the package is becoming available in more and more local lumber yards, and that more and more small contract builders are turning to it.

Jim Martin is building LuReCo packages in and around Ansonia, Conn., for strictly practical reasons.

"Look how it cuts my labor time," says Martin. "I get delivery of the house in the morning, and by that evening I've got paper on the roof. The old

way, it would take me a week to get that far along. The weather could hurt me during that week, and there would be four extra days for things to go wrong.

"As near as I can figure out, I'm cutting my carpentry labor bill by something like one-third. That means I'm saving about seven per cent on the overall cost of the house, and that's a big factor when it comes to competitive bidding."

Also important to Martin is the guaranteed material price that goes with the package.

"The old way, either I take off the lumber list or the yard does it, and I get a price on it. If either one of us makes a mistake, I have to pay for any shortage. Some of those mistakes can cost two or three hundred dollars. Now my dealer gives me a package price, and guarantees it to cover all the materials in the house."

Builders, particularly small builders like Jim Martin (10 houses a year), are notoriously conservative. That they are beginning to take to the prebuilt package is due largely to a new attitude of the dealer toward building. (See below.)

## member of his team

For Bob Smith, manager of Ansonia Lumber Co., Ansonia, Conn., the LuReCo package is part of a whole new concept of building. The concept is as important to the lumber dealer as to the builder.

"The LuReCo package represents a big change for the builder," says Smith, "and there will be more such changes coming. It's important that we think in terms of the whole house, not just the pieces that make it up. That's the way building is going to go,

and that's the way we dealers have to go, too, if we want to keep our contractor business. And our contractors are our bread and butter."

Builders like Jim Martin are the ones Smith is especially interested in attracting.

"They're good mechanics, and they're good businessmen. And most important of all, they're not afraid of new ideas. As building changes, they'll change right along with it."



### **Ray Harrell, Lumber Dealers' Research Council:**

"**T**he aim of the Lumber Dealers Research Council is to persuade our dealers to think in terms of the end product—the entire house—rather than just the pieces of lumber that are built into it.

"LuReCo is not intended to be a final answer. It's a stepping stone in the interim period between now and the 2-million-house market. We're going to keep on looking for new ways of building."



Today, fewer and

fewer dealers just

sell you lumber ...

... while more and more

are actively helping

you build better

The two men shown here are very important to the builder. They represent the lumber dealer he buys from today, and the one he'll work with tomorrow.

For the past thirty years, John Dain has run a highly successful lumber business in Mahopac, N.Y. He is a conservative businessman, and his Dain Supply Co. reflects it. His business is selling pieces of lumber. He prefers to deal with builders who are like himself—sound, solid businessmen who are well established in the community.

Dain's success has been built on the sound principle of service to his builders. He sells them quality materials, and he stands behind his products. And he gets the materials to the builder when and where they're needed.

Dain has no interest whatever in pioneering new

◀ **JOHN DAIN:** a sound, conservative businessman, he wants to see a new idea proven out before he takes it on.

**But tomorrow's**

AMERICAN BUILDER



**FRED DILL:** with a new yard in an old community, he's had to crawl part way out on a limb.

building techniques like the LuReCo system.

"When the market demands trusses and panels," he says, "I'll supply them. But not until then."

But despite his conservatism, Dain is aware that building is changing, and the dealer must too.

For one thing, he has made space and equipment available in his yard for any builder who wants to come in and build trusses.

For another thing, he is part owner of the Dain and Dill Lumber Co. in neighboring Carmel, N. Y.

Fred Dill, who manages Dain and Dill, is running a very different sort of dealership. He is betting on a new way of building and a new type of builder.

"We think that the LuReCo package is the natural evolution of the building business," says Dill, "and we want to be in on the ground floor. Sure, we're crawling part way out on a limb. But we think it's a justified risk."

Dain and Dill has a good reason for breaking away from the traditional mold. It's the newest yard in town, and it's had to compete with another lumber company that's been there for three generations.

LuReCo has provided good leverage.

"Our aim," says Dill, "is to help our builders keep their costs low enough so a big developer can't move into town and push them out. So far we've been successful. In one of the towns next door to us, a big tract builder did come in. Now the local builders there are in real trouble."

Where John Dain prefers to sell to the established builder, Fred Dill feels that he has a big stake in young builders just starting out.

"After all," he says, "some of these boys will be my biggest customers in a few years. The more I help them now, the better off I'll be then. So I carry them when things are slow, help them find financing, help them sell their houses, and do everything I can to give them the best methods of building."

John Dain represents the type of dealer most builders have dealt with up to now. He is in the building supply business—nothing more.

Fred Dill represents the direction lumber dealers must head in the future. He is in active partnership with his builders.

**dealer will do both, and more ►**



▲ **TOMORROW'S LUMBER YARD** will be a home-building and home-planning center where the builder and his customers can get expert help in choosing products.

**Today, dealers are providing  
an increasing number of  
services for the builder smart  
enough to take advantage of them**

► **TOMORROW'S DEALER** will have personnel and facilities to take most of the paper work off the small builder's back. Here Jack Drazen, right, helps to take off a plan.

## Tomorrow, the lumber dealer will

**T**he Drazen Lumber Co. of New Haven, Conn., is a progressive lumber yard. It does the majority of its business with contractors and is constantly increasing its services to them.

But, like every other lumber dealer in the country, Drazen Lumber finds the builders in its area acutely price conscious, many of them to the point where they expect the lowest price and all possible services in the same package.

Economically, of course, this is impossible. A choice must be made. Lumber dealers generally are choosing service; the builder is still undecided.

Locally there usually are three sources of low-priced lumber available to the builder. There is the out-and-out gyp artist who prices a square of shingles, delivers three bundles instead of four, and

tells the builder to nail them ten inches to the weather instead of seven. Then there is the marginal operator who sells "out of his hat." He may be reputable, but his deliveries are liable to be poor, and the builder may have trouble getting satisfaction for a bad load of wood.

Finally, there is the perfectly ethical, legitimate lumber dealer whose big selling point is price. He provides few or no extra services, since his overhead is necessarily held to a minimum; but for the builder big enough to handle the services economically for himself, he is the logical source.

It's generally the smaller builder who must choose between the lower price and the extra services. His choice will depend in part, of course, on how he builds and what his market is. But there are strong





## be the small builder's kingpin

indications that if he chooses service, he's making the smarter move.

The small builder is increasingly beset by land shortages, financing problems, and similar pressures. The lumber dealer has the personnel, the time, and the connections to deal with such problems; the builder is generally busy enough building houses.

Then too, a close analysis will often show that the builder who pays the higher price and takes advantage of the dealer's services winds up dollars and cents better off.

"This is a hard thing to prove to many builders," says Jack Drazen, vice-president of Drazen Lumber. "Let's take an example. These will all be services we have actually performed for builders who buy from us more or less regularly.

"First, let's say we sell him 15 house lots (we have land available) at \$500 below the market price. We let him pay as he sells the houses, and charge him no interest. That might save him \$90 a house. We provide his plan and working drawings, worth at least \$200. And finally, we have pre-sold his house, which saves him a \$500 brokers fee.

"That's a total saving of \$1,290. Let's say his lumber bill comes to \$6,000. If he shopped around, he might be able to save ten per cent of that, but he's lost all our service. Which is best for him?"

While the opportunities for tomorrow's builder are enormous, there will be increasing areas of difficulty too. Most of these difficulties must be dealt with on the local level; and the lumber dealer is the builder's logical helping hand.

## Here's what tomorrow's lumber



DRAZEN LUMBER'S Ted Bedell, right, shows this builder land the lumber yard has for sale.

### **1 He'll make good land available to you at a fair price, either in large tracts, or as individual lots**

The most important service the lumber dealer will render the builder in the years ahead is selling him land to build on.

The land problem is a steadily worsening one for the smaller builder. He can no longer buy in small tracts within the city limits; individual lots further out are priced too high for a competitive market. And he lacks the capital necessary for buying and developing larger, more economical parcels of land.

Worst of all, the small builder with his high-priced land cannot compete with the big builder

and his large-scale land developing. He must have help to lower his land costs.

The lumber dealer will have the capital to buy and develop the larger tracts. He can make lots available one at a time, so the little builder doesn't have to tie up capital; and he may sometimes permit payment to be deferred till the house is sold.

And finally, since the dealer is primarily in the lumber business, he will not look for his sole profit in land. His prices to his builders will be at, or below, the going market price.

### **4 He'll handle more of your construction financing**

Many dealers already are handling construction loans for their builders, and more of them will be doing it in the future. The lumber dealer is closer to the local building picture than the bank, and he's less liable to be ultra-conservative, all of which is advantageous to the builder.

By and large, banks will be happy with this arrangement. Their interest is primarily in the permanent mortgage, not the short-term loan, and in areas where a dealer is making such loans, some banks have now taken to referring builders to the dealer for his construction money.

# dealer will do for you



ESTIMATING and pricing is done by Charlie Knotts.



BOB DRAZEN, company secretary, holds LuReCo model.

## 2 He'll give you estimating and take-off service

Paper work is the traditional bane of the small builder's existence; but for the builder who deals regularly with a modern lumber yard, lumber lists will be a thing of the past.

Complete plan service will be available. If a builder's needs can't be met by a stock plan, the dealer will provide architectural service, and all necessary working drawings.

The builder will have no take-offs to make. His dealer will give him a materials price from the plan, and guarantee the price to be complete.

## 5 He'll help you with sales and merchandising programs

Today's progressive lumber dealer already is giving his builders merchandising help—generally in the form of promoting home ownership, home modernizing, and the like.

Tomorrow's dealer will take this a step further. As he is supplying not just parts, but a complete

## 3 He'll supply you with the latest building techniques

Tomorrow's lumber dealer will supply his builders with the latest in modern building methods and products. Today this means LuReCo; tomorrow it may be any one of a dozen revolutionary systems now in the experimental stage.

Most important, the dealer will be selling houses, not parts, so that any new building methods will be, like LuReCo, integrated systems. These systems will be precision built out of large, simple components, leaving little chance of expensive error for the builder in the field.

house package, to the builder, so he will carry the package idea into his merchandising. Instead of promoting home ownership in general, he will advertise specific house models directly to the buyer. And the prospects that he draws will be turned over to his regular builder-customers.

## MERCHANDISING

How builder-manufacturer  
teamwork gets results

## FIELD REPORT

NO. 4

**SKULL SESSION** unites Loving (C), sales mgr. Pete Chakeras (L) with Lennox ad mgr. J. R. Merrill; district mgr. Forrest Locey; dealer Don Nielsen.



**When builder Bill Loving and  
Lennox Industries got together . . .**

# They brainstormed a plan . . .

- 1 Select a theme; build all phases of your promotion around it.
- 2 Set an advertising budget. Remember, the amount you spend depends on the effort required to produce results.
- 3 Plan what advertising media you will use; pay particular attention to proper timing.
- 4 Release newspaper stories announcing plans, at ground breaking and at the opening. (Remember publicity is an invaluable sales aid.)
- 5 Build your model house on the best site available.
- 6 Landscape with full-grown trees and shrubs; plant flowers; erect fences.
- 7 Furnish interior in keeping with the income level of prospects.
- 8 Give your model a "lived in" look—with magazines, toys in child's room, table settings, towels in bathrms, etc.
- 9 Keep your model house neat. It impresses potential buyers.
- 10 Make your home easy to find with well-located directional signs.
- 11 Be sure your parking facilities are adequate.
- 12 Provide playground and other facilities for children while parents are being shown around.
- 13 Use night lighting to attract evening visitors.
- 14 Create an air of excitement at the opening with pennants, balloons, etc.
- 15 Arrange a "preview" for press and local officials.
- 16 Have salesmen thoroughly prepared to answer questions.
- 17 Identify salesmen with badges, name tags, etc.
- 18 Assign the responsibility of welcoming visitors to one definite person.
- 19 Arrange an "office" where salesmen can talk to prospects.
- 20 Lay out a "route" for visitors—it avoids confusion.
- 21 Use in-home signs to dramatize products and materials in your model homes.
- 22 Secure tie-in displays from your material and product suppliers.
- 23 Display prominently photos of models, plot plans, and available changes in floor plans.
- 24 Have attractive literature to hand out to prospects.
- 25 Register all interested visitors for sales follow-up.



**DEMONSTRATION** by Loving sales manager Peter Chakeres points up advantages of Lennox warm-air furnace to prospective home owners. Chakeres gets man into the act by having him actually operate the mechanism.



**DISPLAY** in basement of model house consists of eye-catching stand-up model. Note two water tanks to dramatize economy, longer guarantee of larger tank.



**AND MORE DEMONSTRATION**—this time of kitchen appliances. Sign above oven points out storage space around the unit and is one of many special signs posted throughout models to merchandise various features.

## ...to sell a house a day

**I** prefer to put my money into preselling a house. It's a heckuva lot cheaper than skimping and maybe getting stuck."

If that sounds like a testimonial, it is. Because this year builder William E. Loving Jr. of Columbus, Ohio, got religion—merchandising religion.

Going it alone, Loving has sold some 450 houses over the past 15 years—an average of 30 houses a year. That makes him a small builder.

This year he didn't go it alone. Instead of repeating his usual, admittedly run-of-the-mill sales efforts, he tied in with a couple of his major suppliers, borrowed their sales brains, and worked out a scientific merchandising approach that changed his way of thinking about how to sell houses. That makes him a small builder on the way to becoming

a big builder. At least, that's the way Loving sees it: next year he'll build 50 houses.

What happened to make him change? The same thing that's changing the way a growing number of builders—big and small—are doing business today. They're learning how to merchandise as a team with their suppliers. Manufacturers, distributors, and dealers throughout the building-supply industry today provide builders with more down-to-earth, helpful sales help than ever before. Their help ranges from the simple preparation of a newspaper ad layout or a television script to the development of an entire merchandising campaign (see *AMERICAN BUILDER*: June, p. 92, July, p. 94; Sept., p. 134).

This time it was Lennox Industries Inc., heating

**CELLARS** are dug, foundations put in (during 25° days) throughout winter. By drawing from stockpile of streets, foundations and shells, production rate falls off only 25%.



**In Buffalo, a winter frontier . . .**

## ... Winter building is geared

**They schedule their  
make winter building**



**HOWARD PEARCE** looks on while son **Bill** (sales), left, and **Peter Braun** (construction) discuss winter-building scheduling to be based on September and October sales.

**P**earce & Pearce of Buffalo, N.Y., have two things to tell builders about the advantages of winter building.

1. "Building houses during the winter months keeps your prospective buyers 'hot'."
2. "Building houses during the winter months keeps delivery dates right on schedule, especially for houses sold in the fall."

What does this mean for P & P? More sales—both immediate and future. Because prospects for these houses see continual activity at the Pearces' building site, they're more likely to come visit the model—and buy. This naturally steps up year-round sales.

And in the long run, the Pearces win public confidence (and consequently a healthy portion of word-of-mouth advertising) by delivering



## to keep pace with sales

**building operations the year round and  
profitable by delivering houses on specified dates**

houses when they have promised them.

Peter Braun, Pearce's chief of construction, puts it this way: "Regardless of how many houses you build, you have to schedule so that you know where you are going—so when a house is sold, the plumber, electrician and the rest know when their work should be done."

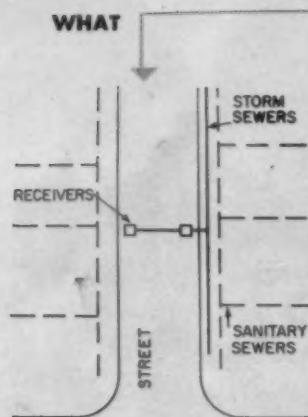
"Our subs thought we were the worst guys coming down the pike when we set up our schedule four years ago. After two weeks they claimed it was really something. They worked better."

All dates on the interior finishing schedule (page 93) are based on 4:30 P.M. of the date indicated. Note that there are no Saturday or Sunday dates, but subs can work evenings or week ends to comply with the schedule.

### PROFITABLE WINTER BUILDING CYCLE IS UNDERWAY BY END OF AUGUST

August	Lot improvements are in
October	Foundations are started
December	60 foundations ready
January	16 shells completed
February	Interiors finished
Spring	Exteriors completed

## By August: sewers are in



**SEWER** and street program is put into effect well in advance of fall sales—as a calculated risk—based on the strength of spring and summer sales. For a little added cost, sanitary sewers are put in both sides of street. This eliminates cutting across streets to tap sewers.

## By September: streets are in

**IMPORTANCE** of good streets to winter building can't be underestimated. Good streets make the difference between profit and failure. With them, skilled crews can drive right up in front of the job. Without good streets they spend their time wastefully fighting mud.





# By October: foundations started



PEARCE'S material suppliers, equipped with the latest material handling devices, play a major role in scheduled winter operations. Palletizing of lumber loads is done for individual houses. Trusses and all other items that

the lumber yard can make more cheaply are made there and delivered to site ready to install. With good roads and crushed rock driveway, concrete blocks are conveniently deposited right in foundation area.

# By December: 60 foundations

WHAT



**THERE IS NO RISK** taken when stockpiling foundations. The number built is based on actual sales. If, as in the case above, there is a question of the sale going through, construction is stopped. The deck is covered with plastic;

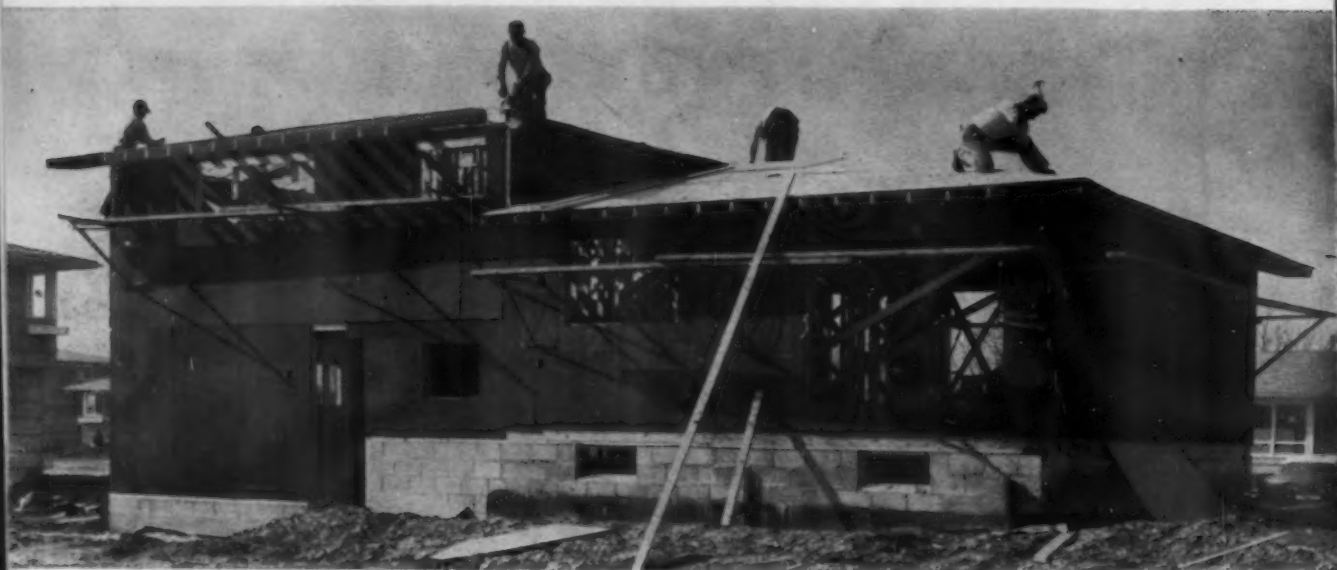
HOW



crews continue on with other houses. Foundations are self draining through storm sewers. They are braced and back-filled. The footings are covered with straw. Cost per house per year for this reusable material: \$10.

HOW THEY SCHEDULE WINTER BUILDING FOR SALES, continued

## By January: 16 shells stockpiled and



**SHELLS** are speedily erected when foundations have been backfilled. With no mounds of dirt to crawl over,

carpenters have little trouble setting up their scaffolding around the house, easily find fallen tools.

## These ideas help make interior



**AFTER SHELL** is completed with roofing and siding added, all exterior doors and windows are installed. Sliding-glass door openings are covered with plastic film. Door itself is installed during the interior trimming.



**FOUR CONCRETE BLOCKS** placed over special furnace footing will elevate furnace high enough so that it can be put into operation before slab is poured. Al Stange, construction superintendent, shows how it is done.

# interiors finished to this schedule

**PEARCE & PEARCE CO., INC. — PRODUCTION SCHEDULE #18a**

House #	Type	Parti- tions	Rough			Oak Floor Laying	First Coat Paint	Trim	Second Coat Paint	Tile & Lino.	Sand Oak Floor	Finish	
			Plumb. & Elec.	Wall- board	Top- ing							Wdwc. Elec.	Second Coat Floors
791 Ohio	BH-6	12/13	12/23	1/6	1/10	1/14	1/15	1/17	1/23	1/27	1/28	1/29	1/30
783 Ohio	EL-5M	12/16	12/24	1/7	1/13	1/15	1/16	1/20	1/24	1/28	1/29	1/30	1/31
777 Ohio	BH-3	12/17	12/26	1/8	1/14	1/16	1/17	1/21	1/27	1/29	1/30	1/31	2/3
769 Ohio	EL-6M	12/17	12/26	1/8	1/14	1/16	1/17	1/21	1/27	1/29	1/30	1/31	2/3
755 Ohio	FS-4	12/18	12/27	1/9	1/15	1/17	1/20	1/22	1/28	1/30	1/31	2/3	2/4
741 Ohio	BH-6M	12/19	1/2	1/10	1/16	1/20	1/21	1/23	1/29	1/31	2/3	2/4	2/5
733 Ohio	B-3M	12/19	1/2	1/10	1/16	1/20	1/21	1/23	1/29	1/31	2/3	2/4	2/5
719 Ohio	FS-3M	12/20	1/3	1/13	1/17	1/21	1/22	1/24	1/30	2/3	2/4	2/5	2/6
711 Ohio	BH-2	12/23	1/6	1/14	1/20	1/22	1/23	1/27	1/31	2/4	2/5	2/6	2/7
705 Ohio	EL-5M	12/23	1/6	1/14	1/20	1/22	1/23	1/27	1/31	2/4	2/5	2/6	2/7
35 Woodbury	V'brook	12/24	1/7	1/15	1/21	1/23	1/24	1/28	2/3	2/5	2/6	2/7	2/10
697 Ohio	BHA-3	12/26	1/8	1/16	1/22	1/24	1/27	1/29	2/4	2/6	2/7	2/10	2/11
689 Ohio	BH-2M	12/26	1/8	1/16	1/22	1/24	1/27	1/29	2/4	2/6	2/7	2/10	2/11
679 Ohio	FS-3M	12/27	1/9	1/17	1/23	1/27	1/28	1/30	2/5	2/7	2/10	2/11	2/12
1455 Abington	EL-4	1/2	1/10	1/20	1/24	1/28	1/29	1/31	2/6	2/10	2/11	2/12	2/13

## finishing schedule work



**FURNACE** provides heat so that interior finishing crews can work in comfort. It also is used to drive out the moisture from the basement slab. Ductwork is not installed until after the slab and partitions are in.



**AFTER** house has been dried out, dry-wall is installed. To make sure this is done, the furnace is left on for a minimum of 3 to 4 days—reducing the danger of dry-wall problems. \$18 stone driveway lets truck back-up to house.

**HOW THEY SCHEDULE WINTER  
BUILDING FOR SALES, continued**



**Buyers who bought in the  
fall, move into winter-built  
homes according to Pearces'  
winter schedule**

**They move into finished interiors:**



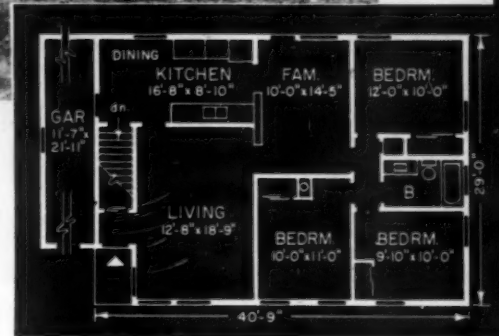
**EXTERIOR PAINTING** starts April 15th, gets in full swing a month later. No raw wood is exposed during

the winter. If it doesn't come from the yard pre-primed, it is primed in the shop, including rakes, flower boxes.

**By spring: exterior painting,**



**LIVING** in house with exterior unfinished may detract from comfort, but customers move in on schedule. Temporary walks, porches are provided.



## unfinished exteriors



**DOWN THE STREET**—house-by-house—grading, sidewalks and approaches are completed along with the exterior painting.

## grading and walks get done . . .

**HOW THEY SCHEDULE WINTER  
BUILDING FOR SALES, continued**

LANDSCAPING you see here is included in \$22,490 price. Note that even the sign is solidly constructed. This is little enough; yet, it helps convince buyers of house's solidity.

**Winter-building experts**

**Pearce & Pearce deliver a**

**home like this at any time**

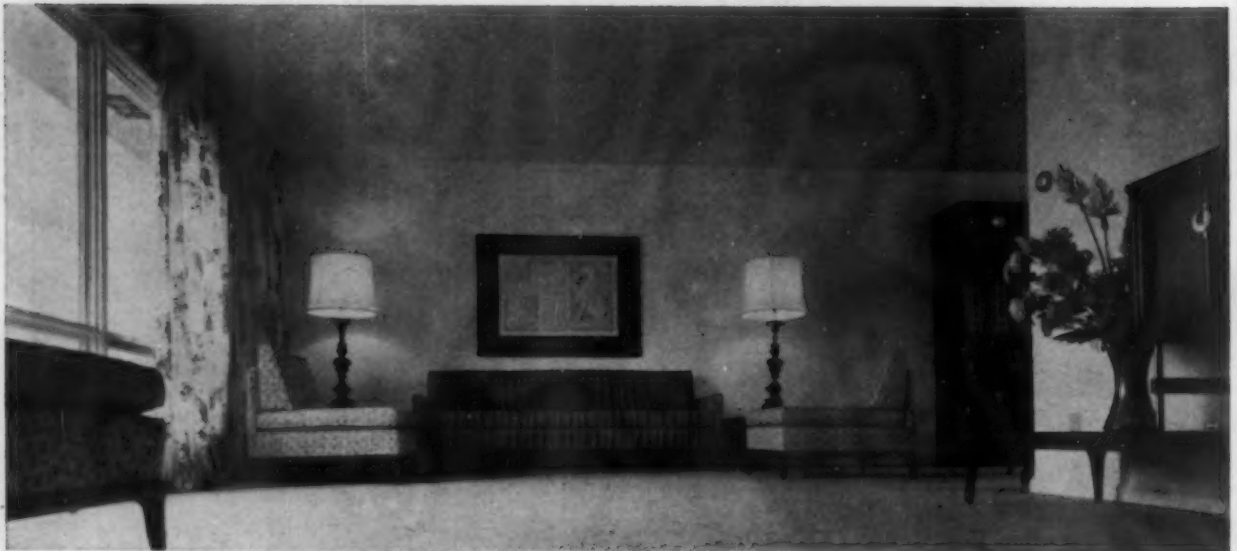
**of the year. It's quality-**

**planned (see pull-out**

**blueprint), and . . .**



**. . . Their best-selling model**



**EYE-LEVEL** view of the 21' x 13' living room is what visitor sees from entrance foyer. The Andersen windows

at left have insulating glass, a quality feature which Pearce considers a "must" in the houses he builds.



Photos on this page: Hare Photographs, Buffalo

## is this \$22,490 split-level



**FOLDING** doors here and on wall opposite range completely close off kitchen from living portion of house.

**I**n Buffalo, N.Y., buyers are passing along praise for builders Howard and Bill Pearce. For any builder, this is gold-plated advertising. For the Pearces, it's due them. Even FHA rated the house you see above at a perfect 105. This is quite rare. Most builders are well satisfied with 100.

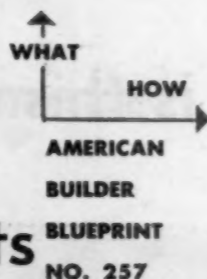
Pearce & Pearce don't rely solely on word-of-mouth advertising to carry the load. Instead, they run what will probably go down as one of the best builder ads in the country for '58. It's a 12-page insert in the Sunday *Buffalo Courier-Express*. In it, P & P have taken a typical family (that actually bought one of the houses) on a tour of the model. It's done in a series of natural-looking photos in which the couple and their three children "discover" all the wonderful features of the house. They had professional help on it: the J. G. Kelly Agency of Buffalo.

For the Pearces and their construction vice-president, Peter Braun, quality building is the most important feature in the house—more saleable in the long run than fancy gadgets.



HIDDEN VALUES built into Pearce and Pearce houses are easily seen here. Display is in sales office.

## How Pearces make the most of their hidden value products



If you're building a good house, why not say so? This is the Pearces' philosophy, and the cutaway model above is the way they say it. The idea isn't new, but it's about the best one we know of. Buyers, especially the men, like to examine it closely, rap it a couple of times with their fists, and try the win-

dow and the light switch—even though many don't know a stud wall from a picket fence.

Window glass is cut diagonally to show double glazing. The light switch is included to show buyers how the low-voltage system is wired. Salesmen make certain they point out double-nailed drywall.

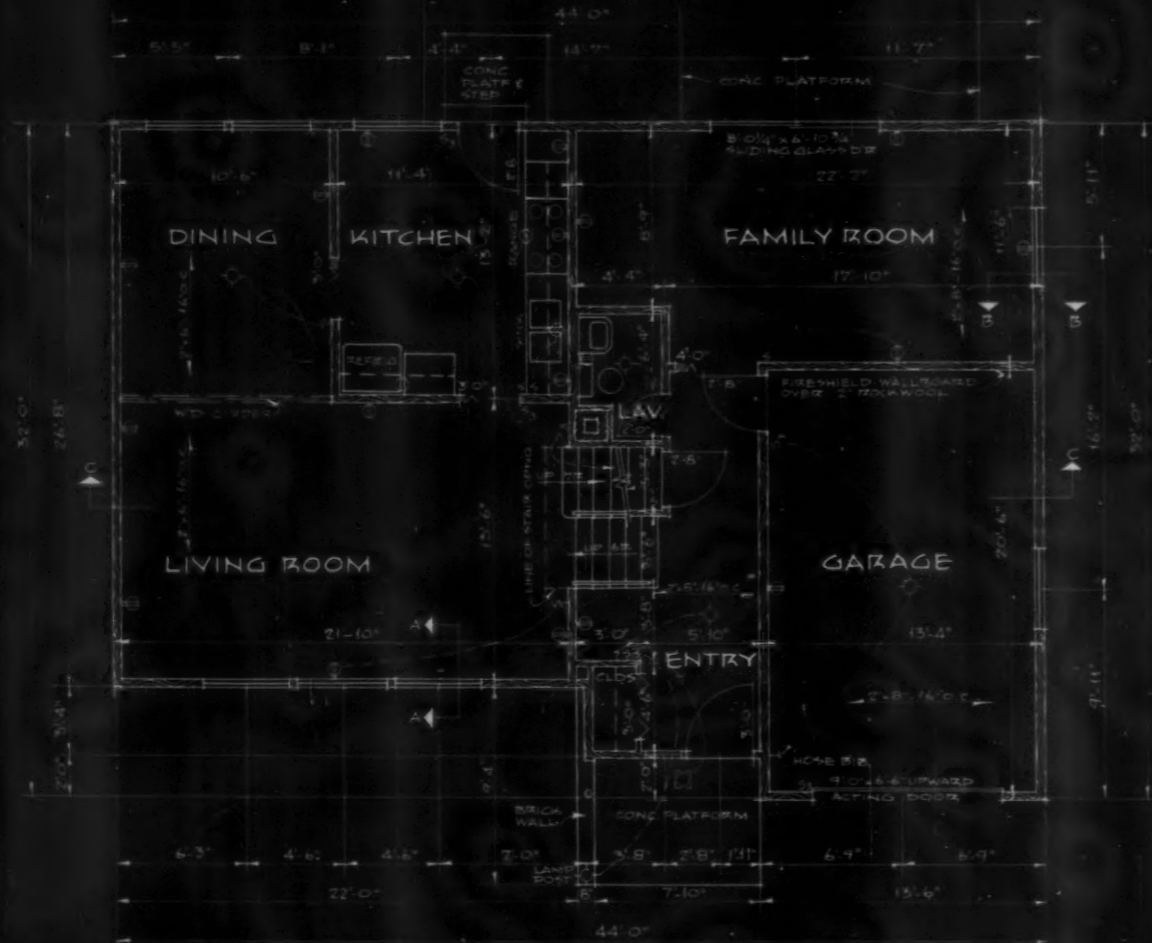
### Here are the brand-name products used in the Pearces' houses

Andersen Double-Weld Vacuum Sealed windows; Republic Steel kitchens; Yorktowne natural birch kitchens; Weiser hardware; Certain-Teed asphalt roofing; Oak floors; Eljer bathroom fixtures; Na-

tional Gypsum foil-backed wallboard, insulated sheathing, ceiling insulation; Johns-Manville insulated sheathing; GE Textolite counter tops; Janitrol furnaces; Minneapolis-Honeywell heat controls; Cap-

per plumbing; Crawford garage doors; Miami-Corsey bath fixtures; Cedar shingles; General Electric kitchen appliances (optional); Revco kitchen appliances (optional); Touch-Plate switch system.





FIRST FLOOR PLAN

SCALE 1/8" = 1'-0"



SECOND FLOOR PLAN

SCALE 1/8" = 1'-0"



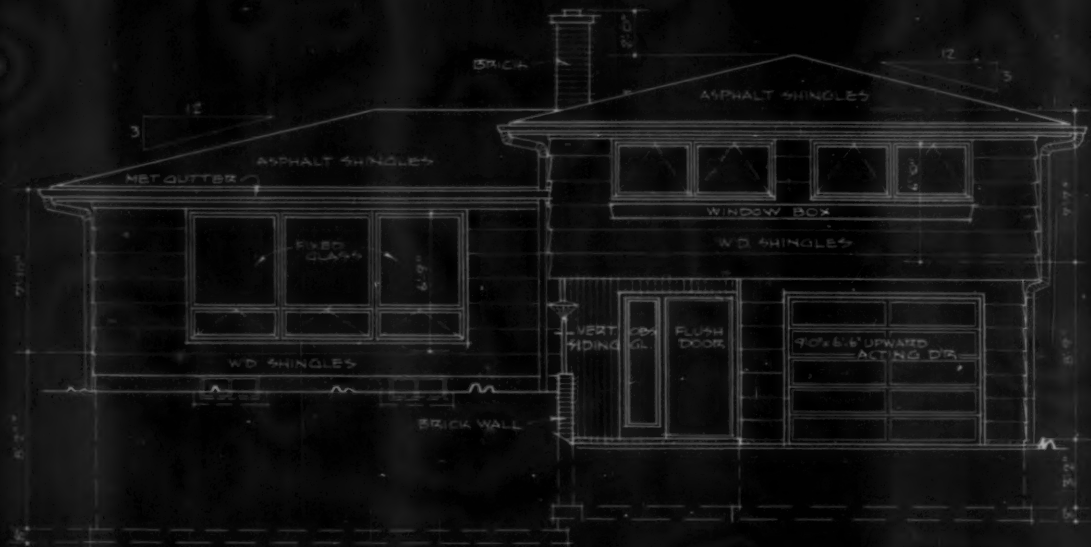
SECTION A-A  
SCALE 3/8" = 1'-0"



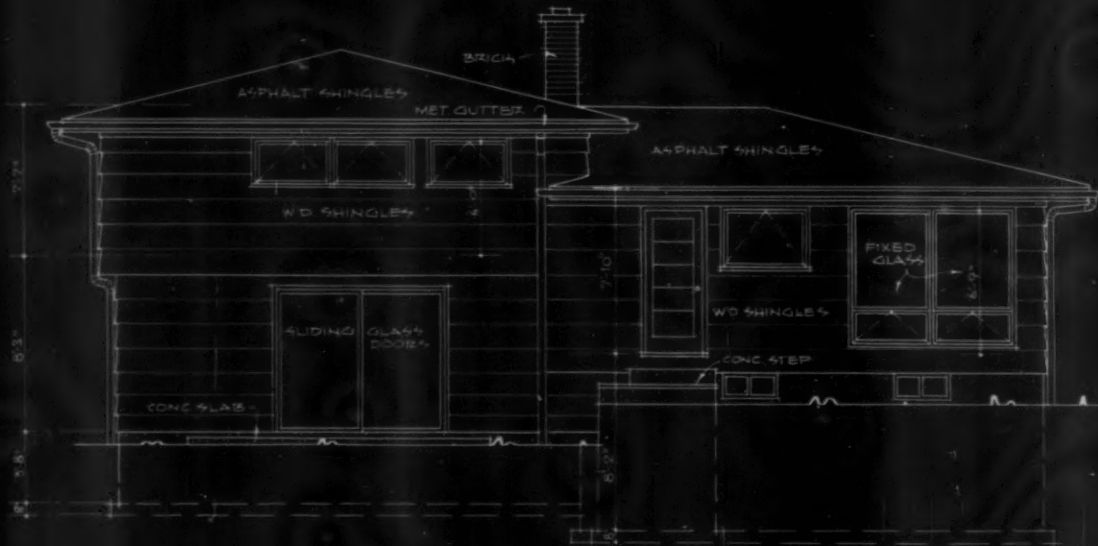
SECTION B-B  
SCALE 3/8" = 1'-0"



BASEMENT PLAN  
SCALE 3/32" = 1'-0"



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



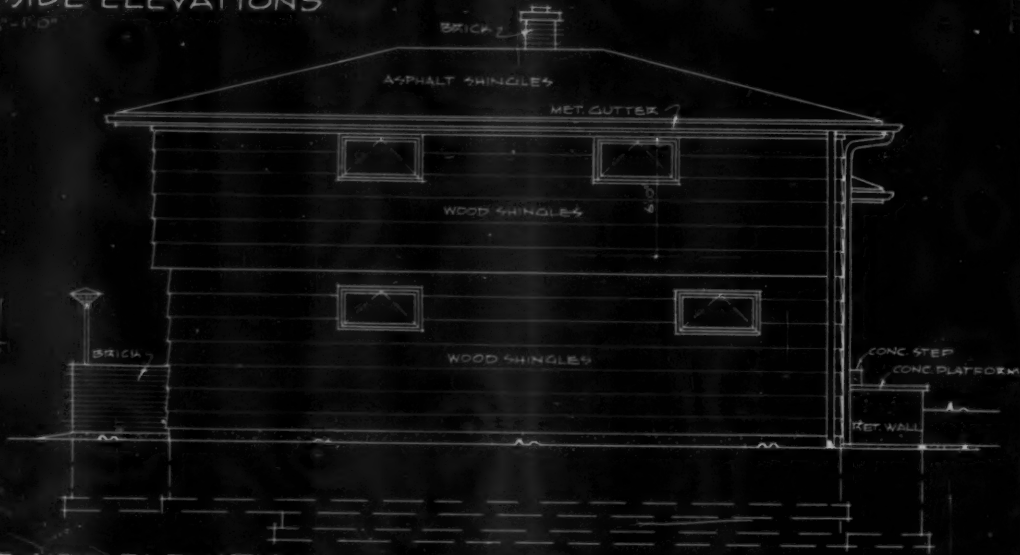
REAR ELEVATION  
SCALE 1/8" = 1'-0"

AMERICAN BUILDER BLUEPRINT SERIES.  
10-58  
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



LEFT SIDE ELEVATIONS

SCALE 1/8"=1'-0"



RIGHT SIDE ELEVATION

SCALE 1/8"=1'-0"



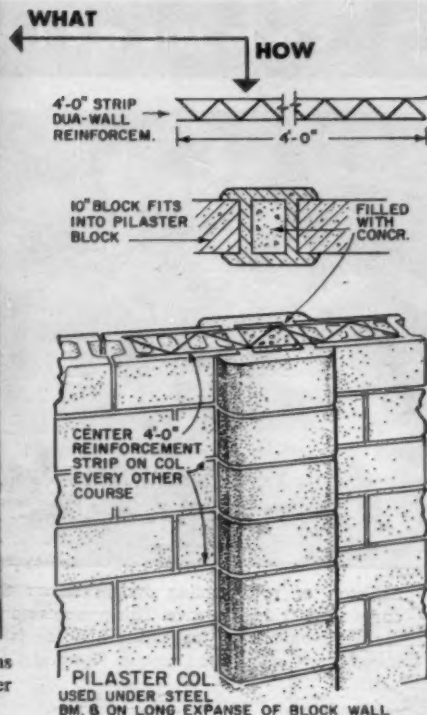
SECTION C-C SCALE 1/8"=1'-0"



**BEST-SELLING SPLIT-LEVEL, continued**



**CONCRETE** block pilaster was designed by Pearces to eliminate cave-ins during winter building. It works perfectly. After block is set, center well is filled with poured concrete. Al Stange checks it here.



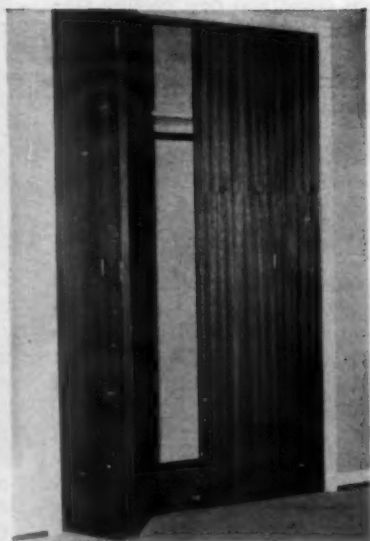
## How Pearces had the manufacturers make these products to order

At HBA meetings, this question comes up often enough: "Why don't we builders specify our own new products?" There's general agreement that it's a good idea, and usually it's the last anyone hears of it. Pearce & Pearce are builders who do something about creating new products.

The concrete block pilaster and the mahogany folding closet doors were both conceived on Pearce & Pearce's drawing board. They fill specific needs in P & P's year-round construction program.

As far as the Pearces were concerned, these needs weren't met by products already on the market.

**MAHOGANY** folding closet doors were specified by Pearces to match other doors. It's ordered in two-ft. widths. Lumber yard rips center stile, fixes hardware.





**1** Skeleton of roof-framing system shows the slight curve from "ridge" to eave. This presents no problems for spray-on roofing technique. Building is in Roseburg, Ore. Contractor: Umpqua Plywood Corp.



**2** After PlyScord fir plywood sheathing goes down to form deck, two mechanics apply a 3" flexible tape to plywood joints. Joints are spray-coated first with tough flexible compound which secures the tape.

**3** Here's the big reason installation costs are so low. First, if applied thickly, one coat of the sprayed-on substance (Tropical Roofkoter) will serve, and, second, spraying operation cuts labor time tremendously. ▶

## This new sprayed-on roof cut

New roofing systems come and new roofing systems go. But nothing seems to shake the roofing industry's faith in a conventional three- or five-ply built-up roof for flat or mildly sloping roofs.

The sprayed-on material you see being applied at the upper right may succeed in breaking through.

There's no question that it saves installation costs. Here is what Floyd Campbell, western division manager of the producing firm, Tropical Paint Co., Cleveland, Ohio, says:

"This kind of roof will run approximately \$7 to \$8 a square in the West, compared with \$15 to \$20 a square for a three-ply built-up roof. The figures vary, of course, but on a job in Cleveland, the figures came in at \$6.50 a square for the spray coat applied directly to the plywood (deck) compared with \$18 for a built-up surface."

The problem is one of having survived enough field testing. According to Campbell, it's been applied to roofs as large as 900 squares for 4 to 5 years. As most roofing contractors know, this is hardly a fair test. Yet, it has held up well during

these years, and there are no indications that it won't for many more.

In one case, an official of Menasha Plywood Corp. reports after two years of experience with the material that it cuts the cost of a built-up roof, assuming plywood deck is used, by two-thirds.

He says, "The cost speaks for itself and there is no reason why it will not last indefinitely with an additional coating from time to time just as these are needed for a built-up roof."

In most instances, users of the system are adding an aluminum-based liquid surfacing to provide for a minimum-cost heat-reflective surface tending to reduce inside temperatures substantially. Campbell adds that they always recommend applying this aluminized coating, "because if you don't, there will be millions of little bubbles showing up, although this is nothing to worry about."

The material is said to be applicable to both commercial and residential work; to both flat and steep roofs. For more information from Tropical Paint Co., Circle No. 01 on the reply card, page 128.



installation costs by 50%



**4** Roof is essentially finished after spray coat is applied. In this state, it should last for at least five years without re-coating, according to producer, but . . .



**5** . . . The firm considers it a good idea to put down a final coat of aluminum based spraying compound. Purpose is to keep the surface smooth and reflect heat.

# Again in '58: American Builder

## ... BEST MODEL HOMES CONTEST:

**Any builder can enter his model homes in either or both of the contest's prize categories**

▶ **What six nationally famous judges will look for in awarding "Best Model Home" plaques:**

American Builder again will conduct its widely publicized National Home Week "Best Model Homes Contest." Any model home on display during National Home Week is eligible for entry.

The judges will spotlight model homes that best express the purpose of National Home Week—more saleable houses. Entries will be scored on five counts: (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment, including Hidden Value products; (5) merchandising.

A top-flight jury headed by Nels Severin, President, and J. W. Underwood, Merchandising Committee Chairman of NAHB, will select winners. Other judges: Neil Connor, Dir. Architectural Standards Div., FHA; E. W. Smith, V.P., Owens-Corning Fiberglas Co.; William Scheick, Exec. Dir., Building Research Institute; and Joseph Mason, Editorial Director of American Builder.

▶ **Why you'll find it good business to enter this contest . . .**  
**What you'll gain:**

Here's why American Builder's Best Model Homes Contest is important to you: (1) Award-winning entries will be published in American Builder's December 1958 issue. (2) Other award winners will be published as feature articles in successive issues of American Builder during the year 1959. (3) Award-winning entries will be displayed at the 1959 NAHB convention in Chicago. (4) Winners will be publicized in local newspapers by American Builder's press relations staff.

▶ **Entries will be judged in two price categories: houses under \$16,000; houses \$16,-40,000:**

There will be 18 awards in each category. Top winners in both categories (houses under \$16,000 and houses from \$16,000 to \$40,000) will receive awards in the form of plaques. One builder in each price category will be given a Grand First Prize. Similarly, American Builder will give an Award of Distinction and a First Award of Merit in each price category.

The judges will also select 15 houses in each category for Awards of Merit.

All awards will be announced shortly after judging. They will be presented to winners at the NAHB convention in Chicago, Jan. 1959. A reception will be given by American Builder in honor of the winners of both contests.

▶ **Plan to show a model house during NHW and take these steps as a contestant:**

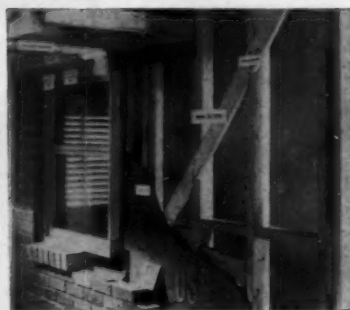
1. Contest entries must reach American Builder, 30 Church St., New York 7, N.Y., not later than Oct. 10, 1958. Send to Contest Editor.
2. Entries must include: blueprints of complete working drawings and floor plan; interior and exterior photographs; a list of major materials and equipment including Hidden Values; samples of advertising and promotional material.
3. Entries may include rough detail drawings of special features; brief descriptions of economical construction techniques; newspaper publicity.
4. Include a letter giving name of builder or company; address; architect; price; location; sales results; date of local NHW promotion.



# presents two builder contests . . .

## ... HIDDEN VALUES CONTEST:

**Over 50 prizes, worth \$25,000, will be given to winners, including the International truck, below**



**INTERNATIONAL** truck, left, was awarded to Fox & Jacobs of Dallas last year. Their Hidden-Value display above.

### ▶ **How to enter the Hidden Values Contest:**

In addition to the Best Model Homes Contest (see page opposite), American Builder will sponsor a Hidden Values Contest. The idea: how you have merchandised Hidden Values in your model home. To enter: (1) Submit by Oct. 10, any house on display during NHW. Send to Contest Editor, American Builder, 30 Church St., New York 7, N.Y. (2) Include photos of Hidden-Values displays, samples of promotional literature, advertising, results of campaign. (3) Explain why you found this promotion successful. (4) Include a photo of builder, floor plans, a list of products. Winners in the December American Builder.

### ▶ **What a Hidden Value is; more about prizes:**

A Hidden Value is a product that adds to the life, strength or value of the building, but whose presence cannot be seen. (Here are some Hidden Values: wood preservatives; reinforcing wire and rods; adequate wiring; insulation; flashing; quality piping, vapor and moisture barriers.) About the prizes: Over 50 prizes, worth \$25,000, will be given including an International truck like the one given last year (see above). Forty-nine other prizes, consisting of building products, have been donated by manufacturers. And remember, you can enter either contest individually or you can enter both contests with one entry.

Here are the manufacturers and

here are the prizes they have donated,  
to date, in American Builder's  
Hidden Values Contest

**ALLIANCEWARE, INC.**

Curved front B-33 tub (in color) plus lavatory

**AMERICAN MACH. & FDRY. CO., DEWALT DIV.**

One DeWalt GWI model wood-working machine

**AMERICAN RAD. & STD. SANITARY CORP., YOUNGSTOWN KITCHENS DIV.**

Servi-center cabinet sink, 54" long

**BENNETT-IRELAND, INC.**

- 1 BENEFIRE complete fireplace form
- 1 hooded FLEXSCREEN with ball andirons and fireset

**BIRD & SON, INC.**

\$300 worth of BIRD TERMI-BAR—heavyweight felt and polyethylene film for vapor and termite control

**BORG-WARNER, INGERSOLL-HUMPHRIES DIV.**

- 1 No. 4240-V wall-hung closet combination
- 1 No. C-3800 vitreous china lavatory
- 1 No. 1-2400 cast-iron bathtub

**BORG-WARNER, REFLECTAL DIV.**

6,000 sq. ft. of Alfol reflective insulation

**E. L. BRUCE CO.**

Oak flooring for an average-sized house

**CONDENSATION ENGINEERING CORP.**

Vitroliner open-hearth fireplace

**CONGOLEUM-NAIRN, INC.**

Gold Seal Berylstone vinyl and treadlite foam rubber under-cushion (\$300 worth)

**CRAWFORD DOOR CO.**

- New MARVEL-LUCENT plastic panel garage door (two-car, 5-section, 5-panel Riviera design)
- Plus—DELCO-MATIC radio-controlled garage door operator (Retail value—over \$600)

**CURTIS CO.'S SERVICE BUREAU**

2 china cabinets—design: C-6520

**ELJER CO.**

One set of bathroom plumbing fixtures in white with brass fittings

**THE FLINTKOTE CO. SEAL-TAB shingles (\$300 worth)**

**KEASBEY & MATTISON CO.**

Twenty squares of new asbestos-cement SHAKE-SHINGLE

**KEWANEE MFG. CO.**

Sliding windows for a home. At least \$300 worth

**KOPPERS CO., INC.**

Builder-winner may have 5,000 bd. ft. of his own lumber treated or receive 1,000' from Koppers

**KWIKSET SALES & SERVICE CO.**

Locksets for a house

**LENNOX INDUSTRIES, INC.**

Electronic air filter

**MACKLANBURG-DUNCAN CO.**

Assorted building specialties

**MASTER VIBRATOR CO.**

1 small portable heater

**PAINÉ LUMBER CO.**

10 REZO interior doors and a front and a rear exterior door. Total value: over \$300

**PRECISION PARTS CORP.**

2 Super De Luxe Folding Stairways

**RODALE MFG. CO.**

RODALE TOUCHETTE SWITCHES in Ivory. Minimum retail value of switches: \$400

**ROWE MFG. CO.**

Two-car, 4 section, 4-panel wide door

**SHOWERFOLD, INC.**

\$300 worth of either Standard or Deluxe model bath enclosures. Builder-winner to select colors

**A. O. SMITH CORP.**

Water heater

**THEODORE EFRON MFG. CO.**

3 triplex tub enclosures

**E. A. THOMPSON CO.**

Two 55-gal. drums of Thompson's Water Seal

**TRADE-WIND MOTORFANS**

Space-saver hood and ventilating fan

**U.S. GYPSUM CO.**

- 20 squares Sil-O-Ette asbestos cement siding with exclusive Deep-Tone Shadow Line
- 1,000 sq. ft. Fashion Tile and QUIETONE acoustical ceiling tile
- Hidden Assets Builder Merchandising Kit

**VISKING CO.**

VISQUEEN polyethylene vapor barrier in sufficient quantity for a foundation either (slab or basement construction) for one complete house—plus VISQUEEN for walls of house

**ZEGERS, INC.**

Combination weatherstripping and cash balance

Bears looking into...



# DEMING 75

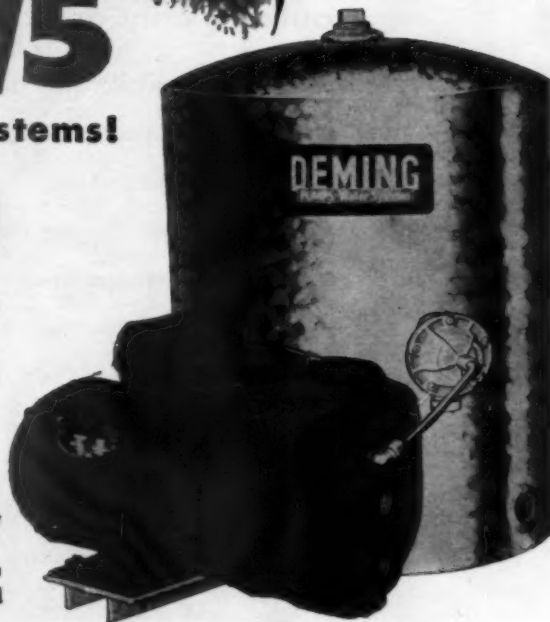
The Top Value in Jet Water Systems!

**Yes Sir! The Deming "75" bears looking into because it's improved with "Fianite"**

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6. Capacities up to 1450 gallons per hour.
7. Motor,  $\frac{1}{3}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1 H.P.
8. 4-, 12-, 30-, and 42-gallon package systems ready to install, as well as separate tank systems.

It takes an 8-page, illustrated bulletin to give you complete facts about this pacemaking sales-winner! Write for Bulletin No. 4910 NOW!



For complete details on *Fianite* — Write for *Fianite* Folder

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BY UPSON

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Ship-lap joints



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- Single application builds entire exterior wall with great labor savings.
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- Ship-lap joint eliminates wind infiltration.
- Proved weather resistant performance.
- Application requires fewer nails, thus reducing nailing time.
- Pre-priming at factory cuts painting time and costs.
- No blemishes, splinters or knots—less waste.
- **For samples and prices, phone, wire or mail coupon on facing page.**



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INSET PORCHES



GABLE ENDS



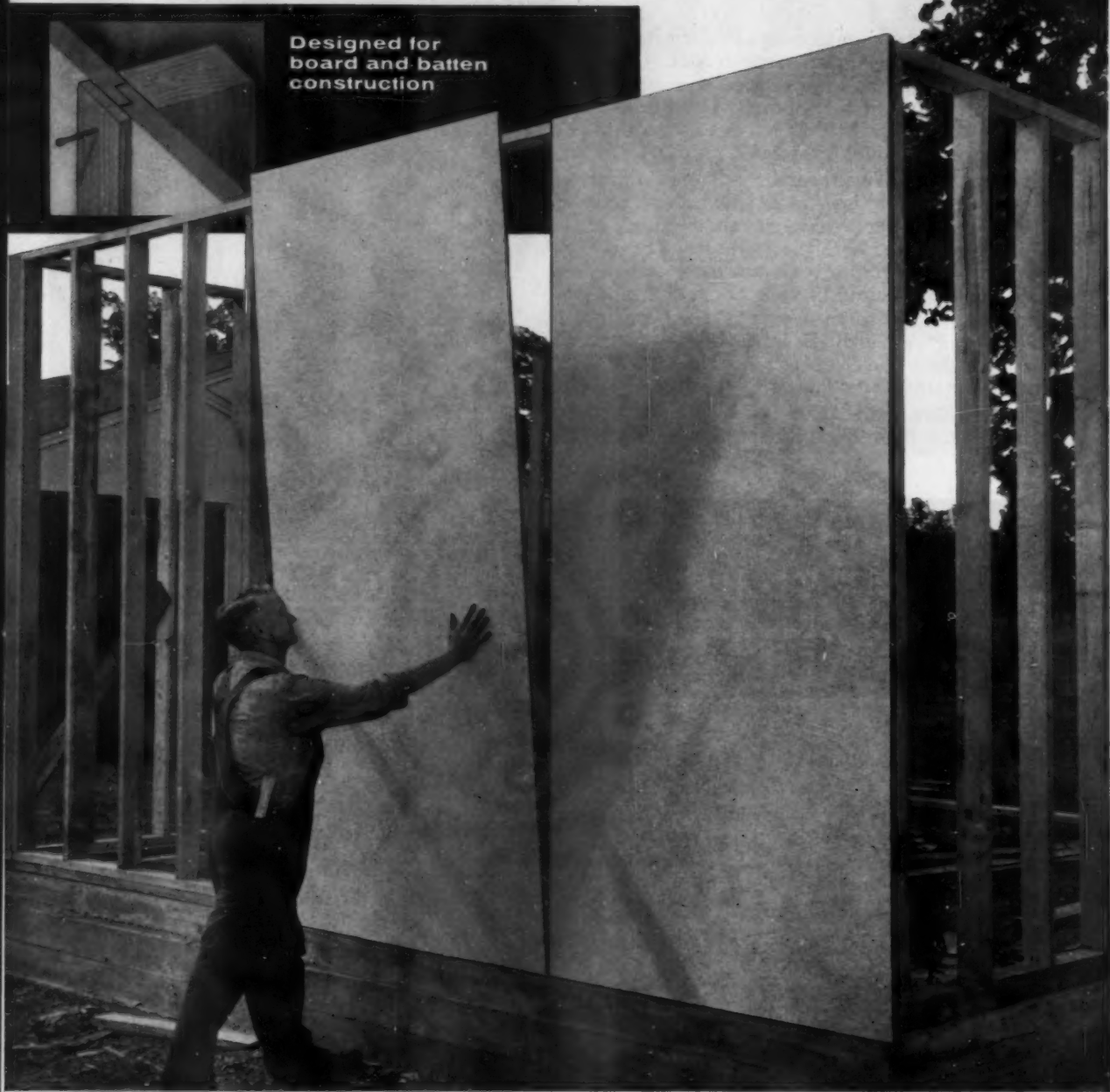
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●The pleasing characteristics of Idaho White Pine—light color, straight grain, smooth texture, and tight knots—make this wood ideal for modern paneling. Its rich, warm hues mellow and become even more beautiful with time. It is easy to work and has superior nailing properties.

When you use Weyerhaeuser 4-Square Idaho White Pine you get time-tested advantages plus modern Weyerhaeuser precision manufacturing and scientific kiln-drying. With the Sterling and Standard grades, for example, you can economically include quality paneling in your home and office projects to add extra value. Weyerhaeuser 4-Square Idaho White Pine panelings, in the above grades, are available in a choice of patterns ideal for contemporary or traditional interiors.

Many builders find that the use of Sterling and Standard Idaho White Pine panelings make homes easier to sell.



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## **IDAHO WHITE PINE**

*... Excellent for many uses*

Builders who use Weyerhaeuser 4-Square Idaho White Pine know it to be an excellent general, multi-purpose species, serving a broad range of needs. It is a good, sound lumber with the extra value for which white pine has always been noted.

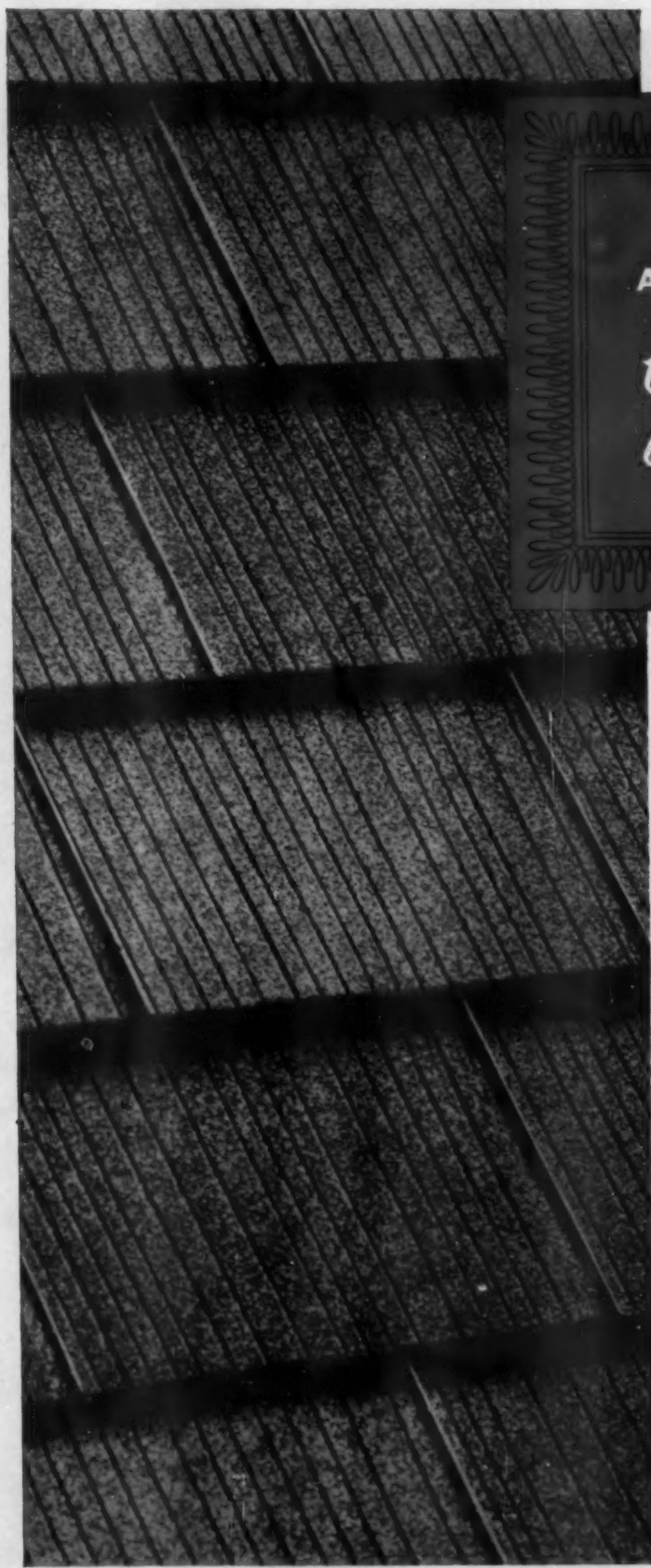
The record speaks for itself—Idaho White Pine, Sterling and Standard grades, is fine lumber for cabinets and built-ins, ceiling, shelving, fencing and exterior trim. You will find yourself relying on it for a variety of uses on many home, farm and commercial projects.

It will pay you to ask your Weyerhaeuser 4-Square Lumber Dealer about the advantages of using all-purpose Idaho White Pine, Sterling and Standard grades.



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**ASPHALT AND ASBESTOS  
BUILDING MATERIALS**

**A Report On**

# **COPPER BRASS BRONZE**

**in Residential Construction:**

**Builders find five major  
cost saving  
and sales advantages.**



Copper and the copper alloys have been making building news in recent months. With a reliable supply and a favorable price, builders are taking greater advantage of copper's lower installed cost and its selling advantages. In functional uses, copper's durability makes a great deal of sense to the male home buyer. In decorative uses, its beauty has a strong appeal for his wife.

Here, then, are the five reasons why more builders are using more copper:

**1 Materials Savings** In water lines and drainage, waste and vent systems, copper's durability makes it possible to use thinner-walled tube with smaller outside diameters — saving both material and space. Normally, fewer fittings are needed because the lightweight copper can be handled easily in lengths up to 20 feet. Because the joints are soldered, the cost of caulking, lead and oakum are eliminated.

A New England plumbing contractor who recently completed a cost study on DWV systems states that a galvanized system costs 7½% more, in materials cost alone, than a copper tube system.

**2 On-site Savings** This same New England contractor found that the copper and brass system also saved him 45% in installation costs. A Pennsylvania builder reports similar savings. His plumbing contractor says the easy cutting, the simple soldered connections and the long lengths — plus the attitude of his men — are all cost saving factors attainable with copper. Wall construction is simplified, too, because a standard 3" copper tube stack with fittings can be installed in the standard 4" partition.

In water lines the copper tube can be fitted into tight spaces and through studdings so that frequently only terminal connections are needed.

**3 Prefabrication Savings** Because of copper tube's light weight, and the tightness and strength of the soldered joints, many builders are able to gain further savings by standardization of plumbing layouts and prefabrication of plumbing trees, and even complete modular bathrooms.

In one layout for a large development on Long Island, the entire drainage, waste and vent system for 1½ baths, kitchen and laundry in each house was reduced to three assemblies which were fabricated off the site with custom jigs for greater accuracy and efficiency. Only five joints per house had to be made on location.

A plumbing contractor in Ohio prefabricated an entire double plumbing wall, serving kitchen, bath and laundry. All fixtures were planned for above-floor waste pipes. The bathtub was platform-mounted. Toilets were wall hung, and the

flush tanks were prefabricated right into the wall. The entire wall was assembled with jigs in a workshop, increasing both the efficiency and the working comfort of his men. A journeyman went to the site only once during the construction of each house, to hang and connect the fixtures and connect the wall to the outside lines. Eliminated — one major scheduling problem. Saved — about \$100 per house.

And now planning is underway to develop 32" wall modules for bathrooms, using panelized walls with pre-assembled copper plumbing, and component fixtures.

#### **4 Sales Features—Functional**

Even more than big-name appliances, copper plumbing, flashing, gutters and downspouts give a buyer confidence in a house. He sees copper as *built-in*, not just added, quality. He knows corrosion-resistant copper means quick hot water. He may even know that the soldered joints in DWV systems test as strong as the tube itself. If not, you'll want to be sure and tell him. You might also point out that brass hardware is strong and durable as well as attractive.

#### **5 Sales Features—Decorative**

When a roof is the dramatic focus of a house, you have two reasons for using copper sheet: appearance and durability. And, of course, there are other areas where copper, brass or bronze sheet can be used in smaller amounts to give an appearance of luxury as well as an assurance of service — range hoods, screen doors, splash walls in the kitchen and bath, kitchen cabinetry — even built-in appliances.

In the model house, it's a smart move to carry out your "Quality with Copper" theme by using copper cookware and copper or brass lighting fixtures, lamps and ornaments. Copper, brass and bronze sell . . . let them sell for you.

For further information on the many uses of the copper metals in home building, write the Copper & Brass Research Association, 420 Lexington Avenue, New York 17, N. Y.

*There's a new frontier in...*

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BRASS  
BRONZE**

# Add to the beauty and liveability of your bathroom



Inch for inch, the bathroom gets more hard wear than any room in the house. Making it into a showplace and keeping it that way requires more than good intentions. That's why so many architects, builders, and homemakers specify Hall-Mack Accessories. They know these quality fixtures retain deep, gleaming beauty under rugged usage. And they recognize at a glance the highly original ideas that make these accessories *extra* convenient for family and friends. Skillfully designed to blend with any decor, these famed accessories combine sparkling beauty and unusual utility to add real livability to this important room. Hall-Mack Accessories . . . first choice far and away.

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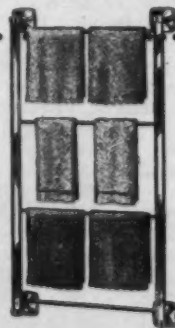
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recessed - has a gleaming  
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New chrome plated  
Shower Recess Unit -  
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shampoo bottles, etc.



New chrome Towel Ladder  
gives extra towel space  
so often needed.



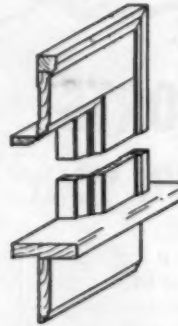
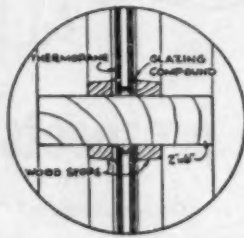
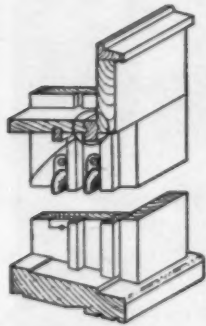
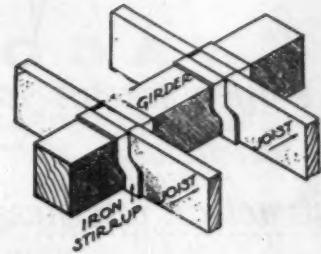
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—Cornices and Gutters—Roofing—Porch and Bay Framing—Exterior Wall Covering—Interior Wall and Ceiling Covering—Stairs—Trim—Window and Window Walls—Doors—Builders' Hardware and Fasteners—Closets, Shelving and Built-Ins—Finish Flooring—Garages—Thermal Insulation and Moisture Barriers—plus Appendices: Prefabrication—Principles for Construction—Safety for the Carpenter and Glossary—Index.

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stapling edge  
makes application easy and rapid.

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Your customers want more *livability* and *luxury* in their homes . . . you can offer it to them with beautiful Forestone\* sound conditioning . . . at little or no extra cost!

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A1-820

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**Suburban Unit**

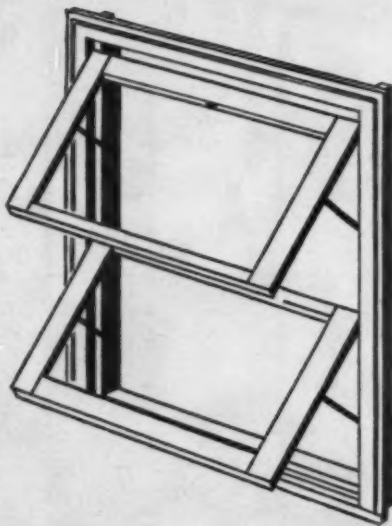
All Mt. Shasta Suburban Units are manufactured from only high-altitude, first-quality Ponderosa Pine...chemically treated for added durability and longer life. Mt. Shasta Suburban Units may be finished to match any decor.

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# **NEW** KitchenAid Portable Dishwasher gives luxury appeal to lower cost homes!



The home without a built-in dishwasher doesn't need to be without automatic dishwashing by KitchenAid. Not with KitchenAid's new portable *now* available! Ideal for small homes with limited kitchen cabinet space, the KitchenAid portable dishwasher has no installation expense—an added profit item for you and a welcome sales appeal for your prospects. Along with the same superior qualities of the KitchenAid built-in dishwashers, the new portable is porcelain inside and out, holds service for ten and more, moves easily anywhere on broad, ball-bearing casters.

Add another mark of quality to all the houses you build by including a KitchenAid automatic dishwasher in your plans. You'll like the buying interest it arouses.



For permanent installation there are KitchenAid models to fit perfectly into any kitchen. The built-in model shown offers a choice of front finishes to complement any kitchen design.

## **KitchenAid**®

dishwashers

The Finest Made...by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines.

KitchenAid Home Dishwasher Division  
The Hobart Manufacturing Company  
Department KAB-P  
Troy, Ohio

- Please send information on the new KitchenAid portable dishwasher.
- Please send name of nearest KitchenAid distributor.

Name.....

Address.....

City.....Zone.....State.....

# BRIXMENT MORTAR *Is More Plastic*



*To compare the plasticity of any two mortars, try shoving a brick into place, with a full head*



*joint. The more plastic the mortar, the easier the work. Try this with Brixment mortar!*

## **AND GOOD PLASTICITY IS THE FIRST REQUIREMENT OF GOOD MORTAR**

One of the most important characteristics any mortar can possess is *plasticity*. Within certain limits, plasticity is the greatest single factor not only in the *economy* of the brickwork, but also in its strength, its neatness, and its resistance to the passage of water.

One of the outstanding characteristics of Brixment mortar is its unusual plasticity.

Because of this plasticity, a bag of Brixment will carry three full cubic feet of damp sand and still be as plastic as 1-2-9 cement and lime mortar.

Brixment mortar's exceptional plasticity makes it easy for the bricklayer to secure neat, economical brickwork, with the brick properly bedded, and the joints well filled.

**LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY**

*Cement Manufacturers Since 1830*



# The Payoff Departments

---

**New Products and Catalogs..... 126 →**

Builders' supermarket for the latest information on new products and catalogs. Reply card, p. 128.

**Land Planning..... 170 →**

These builders looked for the best lots they could get and found them in this Florida subdivision: an interim report on North Palm Beach, Fla.

**Buying Guide..... 182 →**

Painting and decorating: 26 ideas to help you sell houses.

**Cost Saver..... 184 →**

Three cost-saving ideas from the Chicago area.

**Technical Guide..... 186 →**

Here's a new system for low-cost, effective sound control.

**How To Do It Better..... 190 →**

How you can build-in instant hot water.

**Ask The Experts..... 194 →**

How to repair sagging cottage piers.

**Better Detail Of The Month..... 196 →**

For the small house: a formula to double living space . . . build a low-cost, screened deck.

**The Month Ahead..... 200 →**

Things for builders to think about during November.

Mr. Manufacturer—

# Here's a count-down to help make sure your **1959** sales take off in **JANUARY**

January's the keynote month of the year—the time builders are busiest making up their minds as to what they'll build . . . . how they'll build it . . . . whose products they'll use!

**10. What's new with you?** New product? Improvements? New uses?

**9. What's new with the builder?** What's he thinking about? His worries? His hopes? How will you angle your story to hit him?

**8. Sales theme?** How will you "marry" what you've got with what the builder needs — making the marriage exciting, memorable?

**7. Advertising plans** — How many pages? How often? Color? Picture ideas? Format?

**6. Exhibition plan** — How much space? How to handle traffic? What to show? Colors? How about the words for big display?

**5. Reserve space** — Firm this up as fast as you can — both at Chicago and in American Builder's exhibition-in-print.

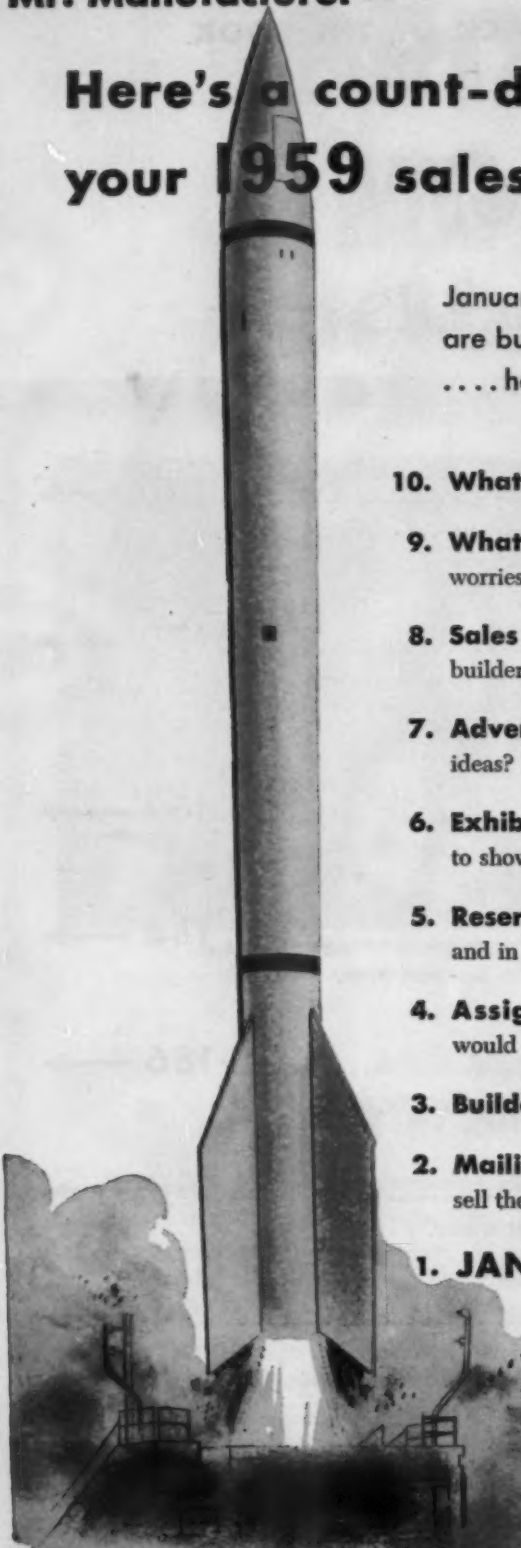
**4. Assign personnel**—What must people do? How many? Who would help most — learn most?

**3. Builder list** — Best customers, best prospects.

**2. Mailings** — The more you tell them before the show, the more you'll sell them at the show.

## **1. JANUARY PRODUCT SHOW**

AMERICAN BUILDER'S January Product Show Issue goes hand-in-glove with the Convention. It's a big parade-in-print of the latest products . . . tells builders at the show exactly where each product is on display. Reaches builders *before* the Show . . . works *during* the show . . . and it's good for a whole year's selling —an invaluable reference for builders the whole year through.



# American Builder

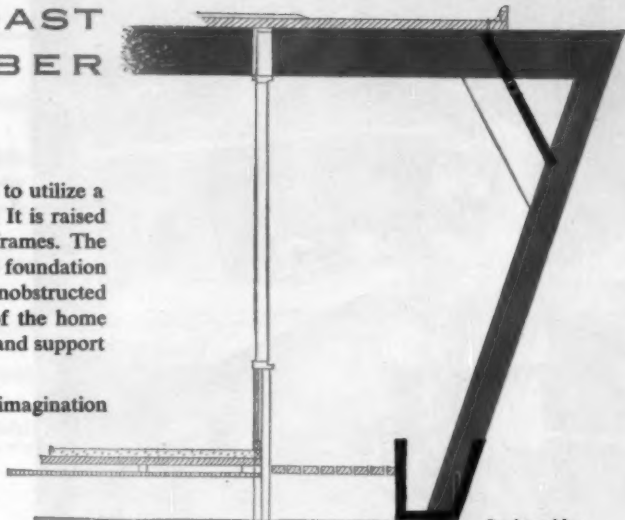
## JANUARY-1959 Product Show Issue

YOUR GUIDE TO NEW PRODUCTS

## MODERN DESIGN USES WEST COAST LUMBER

Highly functional, this modern home was designed to utilize a steep hillside for maximum view at minimum cost. It is raised above the slope and supported by 11 rigid bent frames. The home's design eliminated grading, retaining wall foundation and drainage expenses . . . yet allows a completely unobstructed view to the west. The frames form the skeleton of the home while frame extensions, exposed, become the posts and support members. Frames were fabricated on the job.

When you build with wood your only limit is the imagination of the designer. Function, interest, economy and adaptability are just a few of the plus factors in lumber construction. For dependable lumber, use the West Coast species.



Designed by  
Noris M. Gaddis, A.I.A.,  
Oakland, California

### WEST COAST LUMBER

Douglas Fir  
West Coast Hemlock  
Western Red Cedar  
Sitka Spruce

West Coast Lumbermen's  
Association  
1410 S. W. Morrison Street  
Portland 5, Oregon





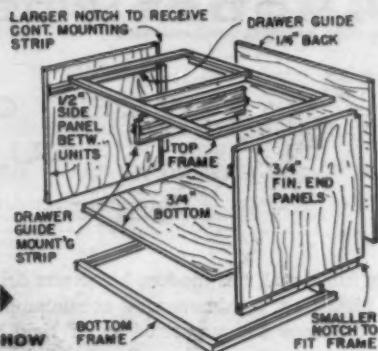
**EXPOSED FRAMES** for Arcware's knock-down cabinet system are of anodized aluminum. Frames will be available soon in brass, copper and gold finishes. Arcware also makes a concealed frame system. All frames come in 11 widths, on a 3" module, from 12" to 42".

## You can make cabinets like this and save up to 15% in costs

**I**t's a new system for making modular cabinets. Pre-cut plywood components are locked together with a pair of aluminum frames to form three sides of the cabinet. Cabinet faces can be made of any 3/4" material.

The aluminum frames, key to the Arcware system, fit over top and bottom of the cabinet. Units can be assembled in minutes, since simple saw kerfs in the plywood side panels engage the frames' locking ridge. Skilled labor, as well as glue, screws and nails are eliminated.

Arcware will also supply the pre-cut, pre-machined plywood components. (No. O5, p. 128.)



WHAT

HOW

**LOWER CABINET** unit has top and bottom aluminum frames. Locked together in frames are 3/4" plywood back, 1/2" plywood sides and 3/4" bottom and top panels.



HOW

**GOING UP:** side panel, with door already hung, is placed in channel of bottom frame. After two side panels are in place, the back panel is inserted.

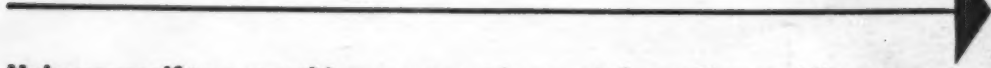


HOW

**TOP FRAME** engages side and back panels to lock assembly together. Then bottom panel is inserted. This applies pressure, makes cabinet rigid.

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

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

6 cents Postage will be paid by

**Business Manager**  
**AMERICAN BUILDER**  
**30 Church St.**  
**New York 7, N. Y.**





CIRCLE items below

...and mail this postcard today

FREE INFORMATION . . . on PRODUCTS & EQUIPMENT

FREE INFORMATION - ON PRODUCTS and EQUIPMENT

COMMERCIAL BUILDING

- 01 Tropical Paint Co. roof coating
- 02 Pratt & Lambert points
- 03 National Gypsum Co. colors
- 04 Color Scheme Originals decorating

BUYING GUIDE

NEW PRODUCTS

- 05 Arcworn cabinets
- 06 Stow Mfg. Co. heater
- 07 Seattle Tent & Awning Co. Airhouse
- 08 Nat'l Asphalt Corp.
- 09 Zera Industries fixtures
- 010 Griffin Mfg. Co. hinge
- 011 Touch-Plate Mfg. Corp. electrical systems
- 012 Zeigler-Harris Co. tool
- 013 General Electric heating and cooling
- 014 Midcontinent Adhesive Co. contact cement
- 015 Stainless Steel Producers gutters
- 016 Capital Products door
- 017 Engineered Equipment
- 018 American Accordion-Fold Doors, Inc.
- 019 Acme Appliances Mfg. Co. hinges
- 020 Bucyrus-Erie transit hoist
- 021 Reflected Corp. insulation
- 022 Nat'l Fiberglass shower stall
- 023 Alsynite garage doors
- 024 Filon Plastics shower
- 025 Dupont foam pad
- 026 Bird & Son vapor barrier
- 027 Preway, Inc., range

- 028 Village Blacksmith Div. mailbox
- 029 York Corp. heating & cooling unit
- 030 Sun Valley Industries
- 031 Falaka Corp. storm window & door
- 032 Shawnee Mfg. Co. Loadmaster
- 033 Fedders-Quigon Corp.
- 034 Filon Plastics pones
- 035 Meridian Products Co. gutters

CATALOGS

- 036 California Ink Co. color data
- 037 Spaco, Inc., paints
- 038 O'Brien Corp. roof paint
- 039 Wilbur & Williams paints
- 040 Pratt & Lambert points
- 041 Carter Paint Co. color charts
- 042 L-R-V Chemical Co. cement softener
- 043 Chain Belt Co. steel forms
- 044 Dearborn Glass Co. safety glass
- 045 Donlay Bros. fireplace
- 046 U. S. Plywood paneling
- 047 Porter-Cable tool
- 048 Caterpillar Tractor Co.
- 049 Robinson Clay Products
- 050 Tractomotive Corp. loader
- 051 Force-Flo caulking loader
- 052 Timber Engineering Co. framing anchor
- 053 Precision Equipment Co. conversion factors
- 054 Williamson Co. piping
- 055 Kwikset Sales hardware

- 056 Western Fine Assn. Knape & Vogt hardware
- 057 H. J. Scheirich vanity
- 058 North American Asbestos Corp. insulation board
- 060 Bath Maid, Inc. vanity cabinets
- 061 John C. Vinden lighting
- 062 Touch-Plate Mfg. Corp. switching systems

- 063 Cleveland Engineering Institute drafting
- 064 General Electric relamping
- 065 Glas-Col Apparatus Co. melting pot
- 066 Universal Form Clamp Co. concrete forms

REGIONAL HOUSE

- 067 National Homes Viking model

WESTERN NEW PRODUCTS

- 068-W Vertical Blinds Corp. blinds
- 069-W Gladding, McBean Co. ceramic veneer facing
- 070-W Challenger Lock Co. hardware
- 071-W Dean Co. paneling

Mail This Postcard Today—We Pay the Postage Act Now!—Service on This Card Expires in 90 Days

OCTOBER, 1958

NAME (Please print) \_\_\_\_\_

STREET \_\_\_\_\_

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

PLEASE CHECK YOUR FIELD OR OCCUPATION

- Builder or Contractor
- Sub-Contractor or Building Trades
- Building or Planning Own Home
- Architectural
- Engineering
- Manufacturer or Producer
- Other
- Distributor
- Finance
- Realty
- Organization
- Government
- Student or Teacher

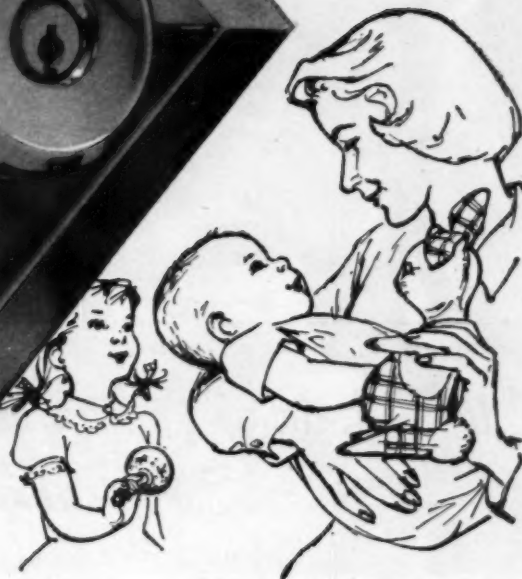
I wish to enter a subscription to American Builder for one year (\$3.50)

3 years (\$7)  New  Renewal  .....

Signature \_\_\_\_\_

Never

take their safety  
and security  
for granted



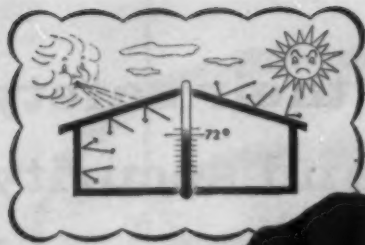
**NATIONAL LOCKset**® is **panic proof**

◆  
**Specify it with confidence**  
**Install it with pride**  
◆

Every NATIONAL LOCKset is completely PANIC-PROOF! In case of an emergency, door can be quickly opened by a simple turn of the inside knob. Furthermore, NATIONAL LOCKset offers both five-pin tumbler lock construction and this special safety feature. These and many other features make NATIONAL LOCKset easy to sell.

**Medalist**

**HARDWARE DIVISION**  
NATIONAL LOCK COMPANY  
ROCKFORD, ILLINOIS



**Weather  
is an  
Everyday  
thing!**

Live comfortably — safeguard against heat or cold with **\*REFLECT-O-RAY**

Winter or summer — Uncle Fud had little household comfort to choose from in his day. But my — *how times have changed!* For instance, today you simply install insulation faced with REFLECT-O-RAY and automatically indoor living becomes more pleasant. Yes, weather is an everyday thing with REFLECT-O-RAY. Its millions of tiny, polished

aluminum flakes efficiently help keep heat where you want it, *in or out* and at lower cost to you! Remember, too, REFLECT-O-RAY is a natural *breather* that prevents damaging condensation build-up. So, don't settle for any "ho-hum" methods for safeguarding against heat or cold — Play it safe and invest in insulation faced with REFLECT-O-RAY.

**\*REFLECTIVE "BREATHER" SHEET FACING**  
FOR INSULATION BLANKETS AND BATTS UTILIZING  
ON THESE AND OTHER FAMOUS BRAND INSULATIONS:



REFLECT-O-RAY is an Aluminum Pigmented product of  
**THE APPLETON COATED PAPER COMPANY**  
APPLETON, WISCONSIN

**NEW PRODUCTS . . .**



**Heater saves fuel**

Portable space heater has a built-in room thermostat. Insures fuel savings by maintaining constant, comfortable temperature. Ideal for use during winter while men are working on unfinished houses. Available in six sizes. Stow Mfg. Co., Dept. AB, 443 State St., Binghamton, N.Y.

Circle No. 06 on reply card, p. 128



**Airhouse cuts costs**

With Airhouse protection, construction doesn't halt in bad weather. Air-supported structure protects against snow, wind, rain. Size shown is 40x80. It's durable, translucent, easy to transport and inflate. Seattle Tent & Awning Co., Dept. AB, 310 Westlake Ave. N., Seattle 9, Wash.

Circle No. 07 on reply card, p. 128



**Does quick thawing job**

Ice melting material is said to have 32 times greater thawing capacity than salt at 5° F. Can be used for thawing drains, gutters, downspouts, walks, etc. Made in form of small balls with rust-inhibiting ingredient. National Asphalt Corp., Dept AB, Bulkley Bldg., Cleveland 15, Ohio.

Circle No. 08 on reply card, p. 128





Mr. Earl Kirsch, Sec'y./Treas., and Mr. Howard Lange, President of Lange and Kirsch, Inc.

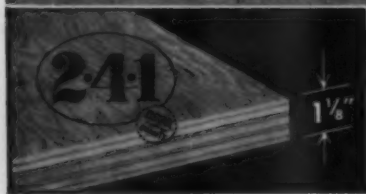
## "We had to be sold on saving money!"

"We had never used Gold Bond Permaboard Flat Sheets on a home as expensive as this," says Mr. Howard Lange, "but the customer specified Permaboard by name. As it turned out, we're sure glad he did. The 4 x 8 sheets went up faster than anything we've ever handled before... saved us a *lot* of money. Not only that, but this board and batten type construction blends beautifully with the stone front. We used Permaboard for the soffits too, and you can bet we're going to continue to use it in the future now that we've seen how attractive, practical and economical it is."

For more ideas on the uses of Gold Bond® Asbestos Cement Permaboard or Pliaboard, write Dept. AB-108, National Gypsum Company, Buffalo 2, New York.



NATIONAL GYPSUM COMPANY

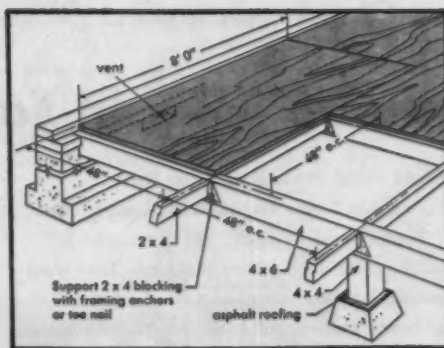


## 3 ways to cut

### 1. Use new 2-4-1 plywood as combined subfloor-underlay over framing 48" o. c.

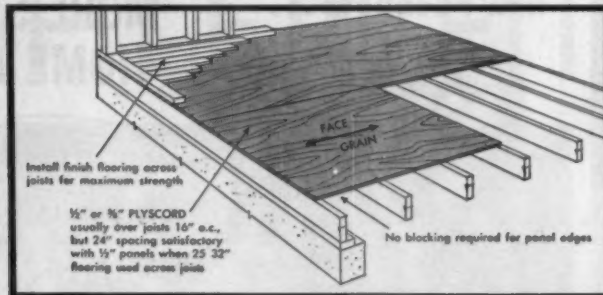
2-4-1 is the new 1 $\frac{1}{8}$ " plywood that makes possible the revolutionary "panel and girder" floor construction system that saves from fifty to five hundred dollars per house.\* It also gives you markedly superior construction. You save on both framing costs and application time. And because 2-4-1 has structural strength *plus* smooth surface, it serves as *both* subfloor and underlayment. More savings!

\*Actual savings reported by builders vary with local wages, size of house and type of floor construction previously used.



2-4-1 is both subfloor and underlay. Inset 2 x 4 blocking supports panel edges. Drawings below show how girders set flush with footings improves appearance by lowering house about 12 inches.

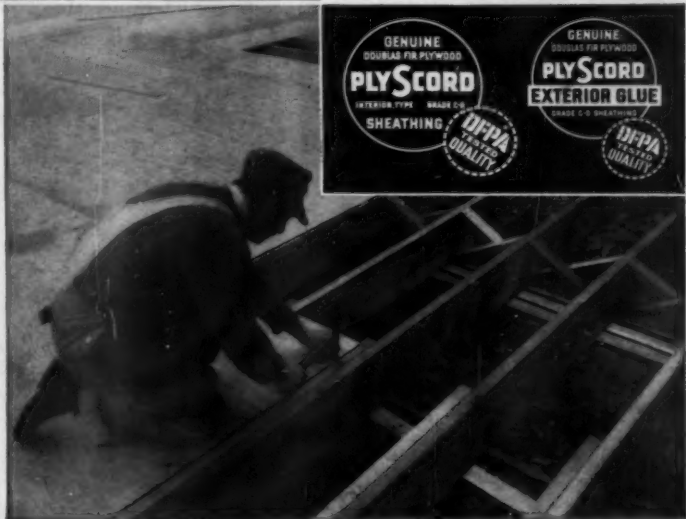




## 2. PlyScord® subflooring cuts application time in half, adds strength and rigidity.

PlyScord provides a smooth, dry, level working platform. It saves as much as 50% in application time. Requires fewer nails. Finish flooring goes down faster, too. Building paper may be completely eliminated. PlyScord subfloors are firm, solid. Rigid plate-like action gives added protection against windstorm or earthquake.

FOR COMPLETE INFORMATION about fir plywood floor construction, specifications, etc. write for free "Plywood Light Construction Portfolio." (Offer good USA only.) Douglas Fir Plywood Association, Tacoma 2, Washington.



# floor construction costs

## 3. Resilient flooring looks better longer over smooth fir plywood underlayment.

Tile and linoleum lay flat, stay flat—with no unsightly seams or nailhead show-through—over smooth, solid fir plywood underlayment. It's an ideal base for wall-to-wall carpet installations, too. Easy to cut, fit and fasten, fir plywood grips nails firmly so they won't work up to mar the appearance of finish floor coverings.



# Fir Plywood

means quality construction



## "CECO switched to SPIREX balances for quieter, more efficient operation"

"At Ceco we are always looking for ways to improve our windows, no matter how successful they may already be. So, when we examined Caldwell's new Spirex, we saw an opportunity to improve our aluminum double-hung residential units. After a thorough checking and testing, we switched to the Spirex for our new 60, 70 and 80 series. As a result, the operation of these new units is noticeably quieter and smoother."

J. H. Field, *Manager, Commodity Sales*  
Ceco Steel Products Corporation

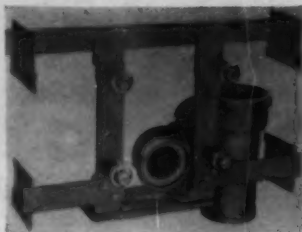
The new Spirex balance is even better than ever before. The graduated twist of the spiral rod provides constant lifting and holding power all the way up and down. A more responsive flat coil actuating spring reduces inertia, and a new nylon drive bearing eliminates friction and noise. The result is the spiral sash balance that makes a good window better.

For additional information on the new Spirex call your Caldwell representative or contact the factory: Caldwell Manufacturing Company, 68 Commercial St., Rochester 14, N. Y.



ROCHESTER, N.Y. • JACKSON, MISS.

## NEW PRODUCTS . . .



### For wall-hung plumbing

New support for off-the-floor water closets is rugged and versatile. Bar-supported Zurn Systemette fits any standard 2x6" stud. Fully adjustable to all types of floor and wall finish. Yoke-supported type for slabs also available. From Zurn Industries, Inc., Dept. AB, Erie, Pa.

Circle No. 09 on reply card, p. 128



### Hinge locks the pin in

Maximum security for outward swing doors . . . assured with Griffin-Grip hinge. When the hinge is closed the hardened steel ball is locked into position and it's impossible to remove the pin. Eliminates the set screw of conventional hinges. Is easier to install. Griffin Mfg. Co., Dept. AB, Erie, Pa.

Circle No. 010 on reply card, p. 128



### Wiring made easier

Integrated multiple switching systems make wiring installations easier. Contractor saves job hours. System provides pre-wired units, color-coded leads for a color-matching wiring method, pre-assembled switches. Wires are flexible, require no conduit. Touch-Plate Mfg. Corp., Dept. AB, Long Beach, Cal.

Circle No. 011 on reply card, p. 128

## MORE SATISFIED HOME BUYERS



when you use



- ⊞ Prevents wood checking, cracking—inside and out
- ⊞ Ends warping, swelling and shrinking of doors, windows
- ⊞ Eliminates tile "pop outs"—protects grout from cracking
- ⊞ Prevents efflorescence of plaster, stucco, brick
- ⊞ Moisture proofs concrete floors prior to laying asphalt or vinyl tile

Deep penetrating, colorless Thompson's Water Seal locks out moisture from any porous material for 5 years and longer. Easy to apply by brush, spray, roller.

*Recommended by*  
**Leading Contractors**  
Sold by paint, hardware and building supply stores.



San Francisco • Los Angeles • San Diego • Portland • Chicago • Seattle • Denver • Dallas • Houston • St. Louis • St. Paul • Detroit • Philadelphia • New York City • Memphis • Cleveland • Factory: King City, California

# KOHLER FITTINGS



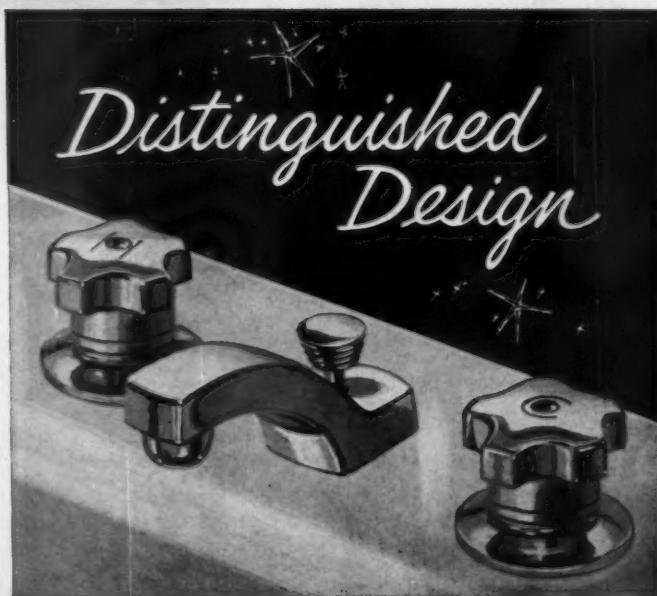
- **BRASS** of high copper content is the only metal beneath the chrome finish of Kohler fittings.
- **BRASS** has maximum resistance to corrosion and wear.
- **BRASS** insures the easiest, most economical maintenance.
- **BRASS** takes and holds chrome-plating better than any other metal or alloy.
- **BRASS** has no equal for serviceable and satisfactory plumbing fittings.

Sparkling beauty, first quality, reliable performance, characterize new Kohler fittings—in harmony with Kohler fixtures.

There are two styles—the Galaxy series with either brushed or polished chrome finish, and the Constellation series with polished chrome.

They operate easily, fit the hand comfortably, respond to finger pressure.

Interchangeable units afford positive action, maintain uniform flow at volume desired.



KOHLER CO. Established 1873 KOHLER, WIS.

## KOHLER OF KOHLER

Enameled Iron and Vitreous China Plumbing Fixtures • Brass Fittings • Electric Plants • Air-cooled Engines • Precision Controls



Left to right—William H. Pearce, Howard W. Pearce, Peter Braun

**"We use TWINDOW  
in all our homes,**

**says builder WILLIAM H. PEARCE,  
Pearce & Pearce Co., Inc., Buffalo, New York**



**In an interview** with Mr. Pearce, whose company built 420 homes during 1957—in the broad range of prices from \$17,000 to \$30,000—he stated that: "We relate the advantages of TWINDOW to our prospects. We tell them that this insulating glass eliminates the cost of storm windows. In fact, the cost of TWINDOW, compared to the cost of storm windows and the trouble and expense of putting them up and taking them down, which so many people must employ a man to do, is actually less. We make this known to our customers, and it definitely adds to the sales appeal of our homes.

**"All of the 420 homes** we built during 1957 contain TWINDOW, and that in itself points up the value of this insulating glass. What's more, we sell our homes, which include TWINDOW, more easily than homes erected by other builders who do not use insulating glass."

Insulating Glass 100%  
regardless of price range,"



Here's proof enough that TWINDOW makes the builder's selling task easier . . . helps him to sell more homes faster. And, as other builders have discovered, Mr. Pearce further states: "TWINDOW units are easier to install . . . safer to handle."

You are urged to send for our informative booklet on TWINDOW which is filled with valuable information. Why not write for it right now? Simply address Pittsburgh Plate Glass Company, Room 8274, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

### TWO TYPES OF TWINDOW



**TWINDOW-METAL EDGE**

This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of  $\frac{1}{4}$ " clear-vision Plate Glass, with a  $\frac{1}{2}$ " sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safer, quicker, and easier.



**TWINDOW-GLASS EDGE**

This type is just the thing for modern window wall construction. Having exceptional insulating properties, it is constructed of two panes of  $\frac{1}{8}$ " PENNVERNON®—the quality window glass—with a  $\frac{3}{16}$ " air space between. TWINDOW—glass edge units come in popular sizes for a variety of window styles.



**TWINDOW**® . . . *the windowpane with insulation built in*



SYMBOL OF SERVICE FOR SEVENTY-FIVE YEARS  
PITTSBURGH PLATE GLASS COMPANY

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



## SYMONS FORMS keep jobs moving on a time saving schedule



2' x 6'

### "MAG-PLY"—Hi-First Cost, Lo-Per-Use Cost—

Initial cost of this lightweight form is high. However, the many reuses possible makes the cost per use exceedingly low. Form averages only 3 pounds per square foot. Frame of extruded, rust-proof magnesium completely encases the plywood face. 2½" wide frame reduces loading and storage space.

Symons Forms can be rented with purchase option  
Complete details on Symons Forms available upon request

There are four principal reasons for the high acceptance of Symons Forms in the home and light construction market.

1. They can be quickly and easily set-up and stripped
2. Wood-Ply Forms have often lasted for more than 200 uses . . . frames of Mag-Ply Forms will last indefinitely
3. Forms can be used on any type of general construction . . . they are not confined to a single type of application
4. Symons engineers and field representatives can help you with any forming problem

### ← "CHAMP"—Inexpensive Wood-Ply Form

Here is an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Designed primarily for light commercial and residential construction, it is equally satisfactory for high pours where strength and durability are "musts."



2' x 6'

 **Symons CLAMP AND MFG. CO.**

4261 Diversey Avenue • Dept. K-8 • Chicago 39, Illinois

## NEW PRODUCTS . . .



### Eases sink installations

Handy tool makes a sink installation easy even in cramped space between sink front and cabinet partitions. "Klip Fork" is simply inserted in the specially designed clip. Holds it rigid while installer tightens the screw. Zeigler-Harris & Co., Dept. AB, 2900 San Fernando Rd., Burbank, Cal.

Circle No. 012 on reply card, p. 128



### Heats and cools by room

Heating-cooling unit, for easy thru-the-wall installation, eliminates expensive central system. Saves space, needs no chimney, ducts or pipes. Has individual zone controls. Thermaline units extend only 3½" into the room. Are 35½" long, 18½" high, and 17" deep. General Electric, Dept. AB, Louisville, Ky.

Circle No. 013 on reply card, p. 128

### Contact cement is extra safe

Water base contact cement is safe and easy to use. It's non-flammable and nearly odorless. For bonding decorative laminates, plywood panels, wallboard, it covers 300 sq. ft. per gal. Comes ready to use, dries fast, and has high bond strength. Midcontinent Adhesive Co., Dept. AB, Grove City, Ohio.

Circle No. 014 on reply card, p. 128



**Corners stay tight  
Boards stay flat  
Nailing stays put  
Paint lasts longer**

...these are the "hidden values"  
in PALCO Redwood Siding

Redwood exhibits these *potential* values *only* after skilled processing from forest to homesite. Through 90 years, The Pacific Lumber Company has emerged as the oldest major redwood producer because PALCO Siding has *earned* the reputation for delivering these values with unsurpassed uniformity — at no extra premium in cost. For PALCO has constantly pioneered efficient flow-line methods, scientific seasoning and kiln drying, improved equipment, and personnel policies which keep skilled and responsible experts on the job from apprenticeship to retirement. These are the ingredients which make up the "hidden values" you expect in redwood — and you *get* in PALCO Redwood Siding.



Recently resold, this 30-year-old Berkeley, California home demonstrates the permanence of good design and the "hidden values" you can expect in Palco Redwood Siding. Note tight mitered corners, flat surfaces, and evidence of perfect paint retention.

807

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



All  
New

# BILT-WELL CASEMENTS

Provide Creative Window Arrangements  
for 15,000 Home LEVITT Project

Internationally famous designer and builder of homes, Levitt & Sons, Inc., of Levittown, New Jersey, chose BILT-WELL Casements for their latest project after considering all other competing window units.

Here's  
Why



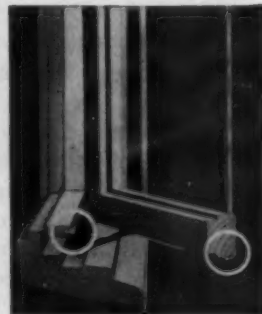
#### UNITIZED SILL

One of the outstanding features of the new BILT-WELL Casement that makes it the choice of leading architects and builders is its arrangement flexibility. The casement is uniquely engineered so that the sill is an integral part of the frame, eliminating the need for long, straight sills. Units can be grouped quickly and economically in any number of interesting combinations to add a touch of individuality to every home.



#### FOOLPROOF OPERATION

Feather-touch action for opening and closing the new BILT-WELL Casement is guaranteed by the use of specially designed and patented operator and hinge mechanisms. All hardware is concealed to provide trim, uncluttered appearance.



#### COMPLETELY WEATHERTIGHT

Two independent weatherstrip systems, a vinyl tubing on the inner jamb stop and a stainless steel strip around the four outside edges of the sash, make the BILT-WELL Casement the most weathertight window on the market today.

**CONSUMER APPEAL:** You add exclusive sales

#### The Harmonious Arrangement of BILT-WELL ENGINEERED WOOD PRODUCTS

Adds to the Appearance and Efficiency of Every Home

**THE BILT-WELL LINE: WINDOW UNITS,** Double-Hung, Awning, Casement, Basement, Storm and Screen. **CABINETS,** Kitchen, Multiple-Use, Wardrobe, Storage, Vanity-Lavatory and Vinyl Counter-tops. **DOORS,** Exterior, Interior, Screen and Combination.



#### STORM PANELS—SCREENS

Companion storm panels and screens that snap into place easily and quickly from the inside take the drudgery out of seasonal changing. Both units are color-toned to harmonize with surrounding wood.



#### 90 DEGREE OPENING

Unit opens to full 90 degrees for easy washing of both sides of glass from the inside and for maximum ventilation.



#### PROWLER PROOF

Precision engineered sliding type hinge, unique roller operator arm and trouble-free gear operator make opening and closing of the BILT-WELL Casement effortless.



#### FULLY GUARANTEED

The BILT-WELL Casement is guaranteed to meet the U. S. Department of Commerce Commercial Standard 205-56 and is completely water repellent preservative treated, conforming to N.W.M.A. Standards and bears the A.W.W.I. Seal of Approval.

**features to homes you design and supervise or build using the new BILT-WELL Casement**

For complete information on the New BILT-WELL Casement and other BILT-WELL Products see Sweet's Architectural 17c/Car and 24b/Car, or Sweet's Light Construction 5c/Car and 9a/Car.



**CARR, ADAMS & COLLIER COMPANY**  
(since 1866) Dubuque, Iowa

# Comet\* CUTS COST... MATERIAL...AUTOMATICALLY

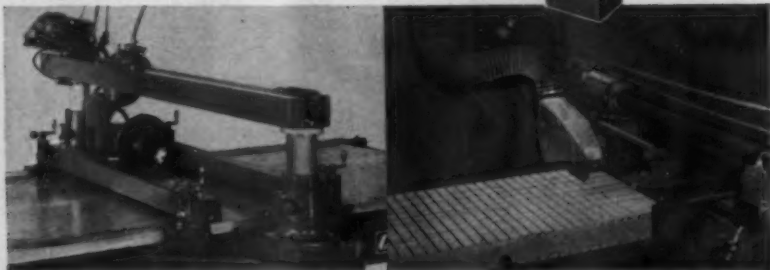
**AUTOMATIC PANEL CUTTER CROSS CUTS WOOD, MASONITE AND PLASTIC UP TO 4" THICK ... RIPS DESIRED WIDTHS UP TO 60' PER MINUTE ... COMET ... and only COMET does this and many more time saving jobs ... automatically!** Now one man, at a safe, convenient control panel, can do the job of six! Push a button. Watch "power-feed" send the material through up to 50' per minute ... 60" panels cross cut to pre-determined dimensions. Push a button ... and rip up to 60' of material per minute ... automatically. Cut dados\*\* and bevels ... route and shape ... quickly, automatically, safely. The rugged COMET Automatic Panel Cutter is complete with 5 HP, 3 phase saw motor, 1/2 HP, 3 phase rip feed motor and 3/4 HP, 3 phase cross cut power feed motor ... and all COMET moving parts are ball-bearing equipped and sealed from dust or dirt. Put this versatile machine to work for you ... start now to save time, money and material. See your COMET dealer ... today!



Power-feed rollers and cutting unit set for ripping. Idle rollers at ends of table facilitate handling material.

Comet in position for automatic cut-off of full width paneling

pc-1



**FLUOR PRODUCTS CO.** (in adapting the COMET Automatic Panel Cutter to the above pictured applications) speeded ripping, cut-offs and dado cutting 50% in their Santa Rosa, California plant. Their COMET automatically dados\*\* edge-stacked plywood strips, 80 at a time, 63 cuts on two edges. One man now can do the job that formerly required six! ... and their COMET more than paid for itself in a few months.

heavy duty power tools, radial arm saws, table saws, hand saws and complete home workshops

# Comet\*

COMET MANUFACTURING CO., Dept. 9W-8

a division of The Siegler Corporation

\*

2033 Santa Fe Ave.,  
Los Angeles 21, Calif  
Madison 7-4734

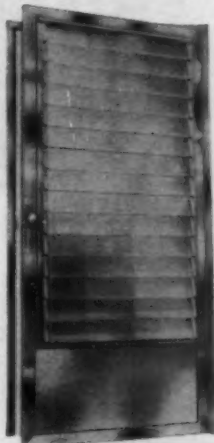
## NEW PRODUCTS ...



### Stainless steel for gutters

Stainless steel rain carrying equipment is practically maintenance free. Weathering won't corrode it or dim the metals' shine. No painting is necessary. Stainless steel gutter system makes a long-term, economical product. Committee of Stainless Steel Producers, Dept. AB, 150 E. 42nd St., N. Y., N.Y.

Circle No. 015 on reply card, p. 128



### Door is weather-proof

This door features a specially-designed 15-louver jalousie. Comes in a 1" Z-Bar master frame with full piano swaged hinge. Has stainless steel weather-stripping around louvers and wool pile around frame. Installation is easy, less costly. Capitol Products Corp., Dept. AB, Mechanicsburg, Pa.

Circle No. 016 on reply card, p. 128

### Batching unit is low cost

Portable aggregate plant is designed for builders or contractors who need a low-cost batching unit. For front-end-loader charging, this basic 5 yd. batcher comes with or without integral high capacity conveyor. From Engineered Equipment, Inc., Dept. AB, 1001 Linden Ave., Waterloo, Iowa.

Circle No. 017 on reply card, p. 128

**MOE** *Light*

**CERTIFIED INSPIRATION LIGHTING**


**COMPLETE NEW HOME-LIGHTING PROGRAM  
SELLS 24-HOURS-A-DAY LIVABILITY!**

CERTIFIED INSPIRATION LIGHTING  
**C.I.L.**  
MOE LIGHT  
THOMAS INDUSTRIES INC.

YOUR KEY TO EXCITING HOME BEAUTY  
THROUGH  
**DRAMATIC  
LIGHTING**



Now...for the first time...a complete program for **SELLING** homes through decorative lighting! Based on dramatic lighting plans, includes fascinating "C.I.L." booklets for prospects... job signs... "C.I.L. Owner's Certificates"... newspaper ad mats and publicity...everything to help make your homes irresistible. Also qualifies for "Medallion Home" lighting. Send **TODAY** for full details!

COMPLETE LIGHTING PLANS CREATED  
INDIVIDUALLY FOR YOUR HOMES BY  
 TRAINED C.I.L. CONSULTANTS



**THOMAS INDUSTRIES INC.**

LIGHTING FIXTURE DIVISION

Executive Offices: 410 S. Third St., Louisville 2, Ky.  
Leaders in Creative Lighting

THOMAS INDUSTRIES products: Moe Light and Star Light lighting fixtures  
Ideal bathroom cabinets... Radiant opal glass... Wright power saws  
Sprayit paint spraying equipment

THOMAS INDUSTRIES INC., Lighting Fixture Division  
410 S. Third St., Louisville 2, Ky., Dept. AB-10

I want to learn about anything really NEW in selling homes! Send me full information about your Certified Inspiration Lighting program. No obligation.

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Company \_\_\_\_\_

Address \_\_\_\_\_

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

**NATIONAL HOME WEEK IS SEPT. 6-14**

From American Steel & Wire

# A way to help home



**M**OST PROMOTIONS aimed at helping builders need plenty of advance planning—six months to a year. But here is merchandising help that you can still use this year to put extra sell in your homes—tools to help you sell American Welded Wire Fabric as an extra quality feature which cannot be added after the home is built.

You are already using concrete in streets, and perhaps in curbs, in driveways, in patios, in floor slabs and elsewhere around the home. Be sure to put every bit of quality you can in these facilities; be sure you *reinforce* them with American Welded Wire Fabric—for added concrete durability and higher property value. Then let American Steel & Wire help you merchandise this extra quality to prospective buyers.

## MERCHANDISING HELP

Tie in with the national advertising that American Steel & Wire is doing. Play up the extra value and extra long life, the extra beauty of concrete reinforced with wire fabric. Play up these benefits in your model home. American Steel & Wire has a kit of free merchandising aids to help you. Included are mats, brochures, handouts—that will help you impress your buyers with the fact that you are building quality homes. In addition to all of these selling aids, there is the added impact of the Wire Reinforcement Institute advertising program in such publications as *Better Homes and Gardens*, reaching millions of prospective home builders. All this promotion will help you sell if you tie in! Send the coupon today for your free kit.

USS and American are registered trademarks



**American Steel & Wire  
Division of  
United States Steel**

# sales this year!



## American Welded Wire Fabric

Here's why  
buyers will ask *"is it Reinforced"*

Advertising to about 5 million consumers is pointing up the benefits of concrete that is reinforced with welded wire fabric. It is telling them that concrete is 30% stronger when reinforced . . . that it costs only about \$35 for the average home, less than 1¢ a day in the cost of the average mortgage . . . that reinforced concrete is an *inexpensive* way to add permanent beauty and livability around the house . . . that this is one valuable feature which cannot be added after completion of the home. As a result, buyers will be looking for reinforced concrete in streets, sidewalks, floor slabs, patios, driveways. Be ready for the buyers' question, "Is it reinforced"—send the coupon!

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

American Steel & Wire  
Rockefeller Building  
Cleveland 13, Ohio

*Today, rush a free merchandising kit  
which will help me to sell homes.*

Name .....

Firm .....

Address .....

City ..... State .....

YOU DON'T NEED CAT'S EYES...TO SEE IT IN THE DARK.

# LEV-O-LITE<sup>®</sup>

## ILLUMINATED HANDLE

*silent mercury switch*



No more fumbling in the dark . . . no more dirty walls from "switch-groping." Instead, a tiny, built-into-the-handle neon lamp that always remains bright, lasts a lifetime, and costs but a few cents a year to operate! This switch is sturdy, easy-to-install, with no moving parts to wear out, no springs to snap. Ideal wherever silence is essential . . . now popularly priced for every installation.

And . . . it's just one of the many fine, economical devices made available to everyone through the superior skills and complete resources of LEVITON!

For the complete story, write today on your letterhead.

All silent switches listed by U. L. and C. S. A.



LEVITON SILENT MERCURY SWITCH. Fully enclosed, rated 10A., 125V. T., 5A., 250V. Ivory toggle, with illumination. Single Pole No. 5561 or Three Way No. 5563

Available boxed or carded. Specify "K" when ordering on card.

Your best jobs are done with . . .

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Chicago • Los Angeles • Leviton (Canada) Limited, Montreal

For your wire needs, contact our subsidiary AMERICAN INSULATED WIRE CORPORATION



### NEW PRODUCTS . . .



#### Nylon reinforcement for door

Nylon-reinforced webbing makes this folding door more durable. Units are of vertical mahogany slats laced together with nylon reinforced vinyl tape. Operate with space-saving action. Doors come in kit form in all sizes. American Accordion-Fold Doors, Inc., Dept. AB, Jamaica, L. I., N.Y.

Circle No. 018 on reply card, p. 128



#### Hinges are hidden

Hidden hinges can't detract from the cabinets' styling. This 3/8" offset pin hinge is for lipped cabinet doors. Only extreme tip shows when door is closed. Hinges are easy to put on, come in a variety of finishes. Acme Appliance Manufacturing Co., Dept. AB, 200 E. Railroad Ave., Monrovia, Cal.

Circle No. 019 on reply card, p. 128



#### Hoe poses with big dipper

An 11-B transit hoe is shown in the shadow of the world's largest excavator. The shovel has a 55-cu. yd. dipper; basic capacity of the 11-ton hoe is 3/8 cu. yd. Illustrates the complete size range of Bucyrus-Erie's equipment. Bucyrus-Erie Co., Dept. AB, S. Milwaukee, Wisc.

Circle No. 020 on reply card, p. 128



Here are  
**19 REASONS**

why  
**AMF DE WALT**  
speeds your cutting ...  
lowers your costs



**MODEL 6W-1 WITH 10" SAW.** With 1½ hp direct-drive motor, 120/240 voltage change switch. 10" saw blade cuts 3" deep, rips 26" wide, cross-cuts 16" wide on 1" stock. Steel base with welded carrying handles, carries through 30" door. Safety key switch, guard, anti-kickback device. Weighs only 183 lbs.

Use your DeWalt® for framing, concrete forms, interior trim work, special built-ins ... for every cutting need. Join the thousands of builders who have found an AMF DeWalt the one modern, cost-saving way to cut and finish lumber, in the shop or on the job.  
Larger sizes available

**EASI-BUDGET TERMS**  
**10% DOWN—**  
**2 YEARS TO PAY!**



FIRST since 1922

- The modern, versatile, job-proved DeWalt Power Saw ...**
- 1 Does everything on the job, from framing to finishing.
  - 2 Saves as much as 60% in power tool costs.
  - 3 Instantly adjusts for any cut you want.
  - 4 Gives machine-tool accuracy on all cuts — makes fitting easier, faster, finer.
  - 5 Cuts lumber waste ... salvages odd sizes.
  - 6 Gives far safer, easier top-side cutting.
  - 7 Saves as much as 90% in layout and marking time.
  - 8 Reduces worker fatigue — operators like DeWalt's easy handling.
  - 9 Has big capacity in either size ... with powerful, compact, direct-drive motor.
  - 10 Complete in every way ... sets up instantly on the job.
  - 11 Conveniently lightweight ... easily carries to any spot on the job site.
  - 12 Gives modern, straight-line materials handling.
  - 13 Has quick-set stops for all popular angle cuts.
  - 14 Makes possible production-line cutting on the job.
  - 15 Does special millwork ... without mill costs.
  - 16 Cuts all popular building materials including aluminum.
  - 17 Has Underwriters' Laboratories, Inc. and Canadian Standards Association Approval for your extra protection.
  - 18 Makes work go faster, more efficiently ... one saw operator keeps a dozen or more carpenters busy nailing.
  - 19 Custom-built, direct-drive motor minimizes maintenance.



**MODEL MB-F WITH 9" SAW.** Portable, with new ¾ hp direct-drive motor, 120 V. 9" all-purpose saw blade cuts 2½" deep, rips 24" wide, cross-cuts 15" wide on 1" stock. Safety key switch, safety guard, and anti-kickback device. Weighs only 140 lbs.

Send for valuable Free Booklet on Job-Tested Methods for Cutting Building Costs.  
**MAIL THE COUPON TODAY**

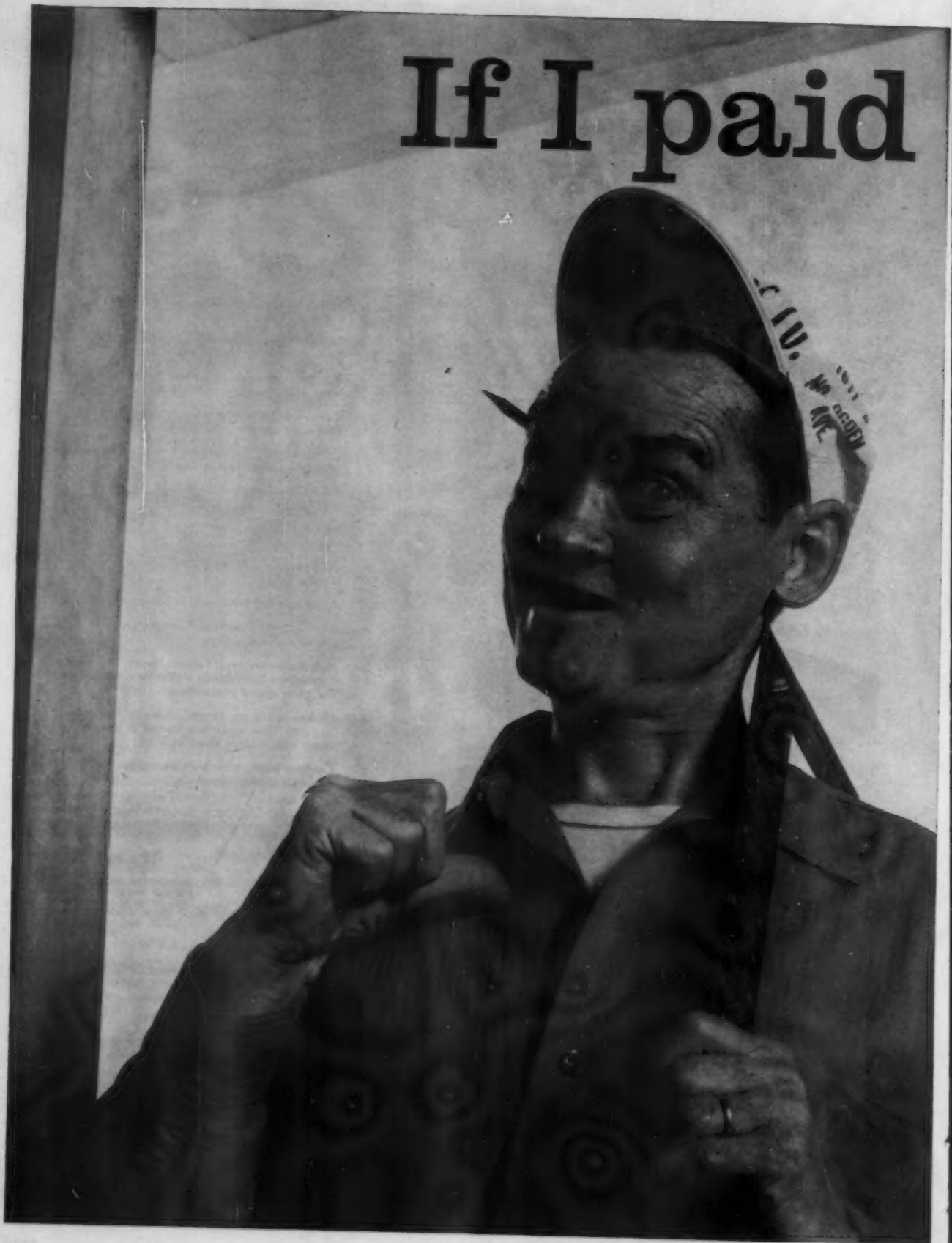


AMF DeWalt, Division American Machine & Foundry Company  
Dept. AB-810, Lancaster, Pa.  
In Canada: DeWalt Canada Ltd., Guelph, Ontario

Please send me valuable Free 16-page Booklet on Job-Tested Methods for Cutting Building Costs.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# If I paid



for my time — I'd sure use

# KENNATRACK

FOLDING DOOR HARDWARE

***It installs easy—and fast—with low unit cost!***

And, smart builders know, the real cost of anything in a house is the installed cost. Easier, faster installation of Kennatrack Folding Door Hardware, plus low unit cost, means lower installed cost... lower building costs!

Folding door installations for wardrobes or room dividers are simple with time-saving Kennatrack hardware. Top-mount or side-mount hangers support the full weight of the door; heavy-gauge steel pivot brackets assure perfect alignment of door to jamb. Nylon pivot bearings in track and brackets assure an extra-quiet operation. Get the job done faster; save carpenters' time and labor—save your money—with Kennatrack!

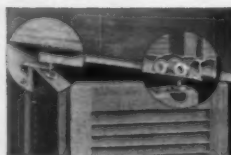
*Now! Price ranges  
for any budget!  
(Each one loaded  
with Kennatrack  
quality features)*

Scottie® 2300



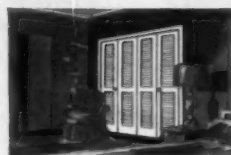
The Economy Line! Minimum headroom requirements; supports doors up to 50 lbs.

Custom 1300



The Standard of Quality! Minimum headroom requirements; supports doors up to 100 lbs.

Kenna-Rama 2340



A Pre-assembled Unit! Ready for installation; includes doors and mounted 2300 hardware.



**Send for free catalog**

Write today for your 32-page catalog—or see Sweet's Light Construction File 6a/Ke.



PATENTED ALL-STEEL WARP-PROOF POCKET FRAMES in your choice of 3 price ranges.



BY-PASSING DOOR HARDWARE, 3 price ranges — 11 series, top quality, easy to install.

*For quiet and for quality*  
**KENNATRACK®**

SOUND-CONDITIONED GLIDING DOOR HARDWARE

Kennatrack Corporation, Elkhart, Indiana  
A subsidiary of Ehco Products Company

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# The A.B.C's OF PARTITIONING



Your Best Buy is  
**BESTWALL**

If you have a work project that involves partitioning we sincerely recommend that you read this ad completely and send for the literature offered because if you do we can assure you that you will save important time and money.

Quite frankly, our headline "The A, B, C's of Partitioning" was an attempt to get your attention, *but* the fact of the matter is that there *is* a specific "A" modified, "B" modified and "C" Bestwall Hummer System that will give you the solution to any partition problem you might have.

The Bestwall Hummer Systems include one, two or three hour fire resistive non-load bearing partitions: a special, and extremely economical movable partition; factory laminated or field fabricated partition systems; smooth finish or panel effect partitions.

The Bestwall Hummer Systems of partitioning are *special*. They are a service of the Bestwall Gypsum Company designed to give Bestwall customers the finest quality partitions at the lowest possible cost. Space in this ad does not permit giving you all the facts. Therefore, we suggest that if you are going to build partitions you send for our new Hummer "C" System Brochure outlining the newest, best and most economical approach to partitioning.

Sold by Bestwall Certain-teed Sales Corp.  
offices in all principal cities.



Bestwall Certain-teed Sales Corp., Dept. AB  
120 E. Lancaster Ave.  
Ardmore, Pa.

Gentlemen:

Please send me your new  
Hummer "C" System Brochure

Name.....  
Company.....  
Address.....  
City.....Zone.....State.....

BESTWALL GYPSUM CO., ARDMORE, PA.

## NEW PRODUCTS . . .



### Doesn't retain heat

Full end-to-end coverage assured with new types of Alfol aluminum foil reflective insulation. Feature box-type end design. Exposed foil layers are backed with heavy kraft or polyethylene lining. Have greater strength, rigidity. Reflectal Corp., Dept. AB, 200 S. Michigan Ave., Chicago 4, Ill.

Circle No. 021 on reply card, p. 128



### Shower stall can't leak

One-piece fiber glass stall shower can't leak; eliminates dry rot. Has a safer non-skid floor. Non-porous surface is easy to clean. Comes in 5 sizes and 7 patterns. Above, the 36x36x80 stall with molded-in seat. National Fiberglass Corp., Dept., AB, P. O. Box 876, Gilroy, Cal.

Circle No. 022 on reply card, p. 128



### Plastic for garage doors

Colorful translucent fiber glass panels in attractive design add eye-appeal to garage door. Practical Alsynite panels are shatterproof, need no painting, and only minimum maintenance. Can be nailed, screwed and sawed. Alsynite Co., Dept AB, 4654 De Soto St., San Diego 9, Cal.

Circle No. 023 on reply card, p. 128

# Find the firm going places...you'll find **FIRESTONES!**

58332 Orange Lake Urray 4-8854  
**EVERSON VILLAGE**  
**ACRE BLDG MATERIAL CO**  
 80409 Eveland Blvd. O'Fallon 6-7750  
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**EAST SIDE COLUMN CO**  
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**WASHINGTON PIPE & MARBLE CORP**  
 4-8802  
**PLASTER-LIMIT**  
 Sand Gravel  
 Metal Lath-Co  
**TOOLS-GLASS**  
 1156 Penn Dr  
**DOOLITTLE & SMITH INC**  
 41884 Nebraska  
**EVERETT**  
**ALLEN & COMPANY**  
 Modern Millwork-Br  
 7566 Oakwood Dr  
**ELDER & SONS**  
 22244 Livermore  
**INGLIS BRICK CO**  
 2138 Wyndotte  
**KATZ BRICKS INC**  
 1228 Temple Dr  
**BENO TOWN**  
**HANDBOOK FORM GLA**  
 1808 Saratoga  
**LEVER BRICK FUEL & M**  
 Sand-  
 Ceme

Whether you operate one truck or twenty, you'll find that Firestone's truck tire costs less per mile. Billions of miles of carefully kept fleet records prove it.

Firestone has always built extra strength and long life into every Firestone truck tire. Now, even greater strength and longer wear are being built into Firestone truck tires through the use of Firestone Rubber-X and Firestone S/F (Shock Fortified) cord.

No wonder that, now more than ever, more truck operators are changing over to Firestone tires. Ask about Firestone Rubber-X at your Firestone Dealer or Store. That's the place for fast dependable service, too.



TRANSPORT® SUPER ALL TRACTION®

# Firestone

BETTER RUBBER FROM START TO FINISH

Copyright 1958, The Firestone Tire & Rubber Company  
 Enjoy the Voice of Firestone every Monday evening on ABC television

## WIRE TAPPING



## SHOW STOPPING



Millions of people are being told\* that these "evils" never occur in homes that are Plugmold-ed. Give your homes the hallmark of extraordinary convenience—put in Plugmold and watch your closings soar.

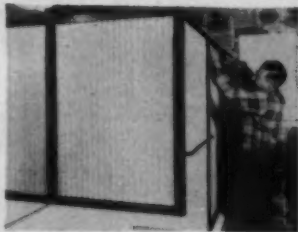
\*Saturday Evening Post  
Time  
House Beautiful's Building Manual  
House & Garden's Book of Building  
Home Modernizing  
New Homes Guide



**PLUGMOLD®**  
by **WIREMOLD®**

THE WIREMOLD COMPANY  
Hartford 10, Connecticut

## NEW PRODUCTS . . .



### Add safety to bath

Reinforced fiber glass shower stalls and tub enclosures add safety element to bathrooms. Panels, produced by Filon Plastics, are shatter-proof. Shown above is installation of tub enclosure made from white corrugated paneling, mounted in black metal frame. Filon Plastics Corp., Dept. AB, El Segundo, Cal.

Circle No. 024 on reply card, p. 128



### Add safety with pool pad

Embossed vinyl, backed with soft urethane foam, makes safe coping cover. This coping consists of a 2x10" piece of redwood covered with the foam. It's lightweight and tear-resistant; can be stapled or tacked easily. Dupont, Dept. AB, Wilmington 98, Del.

Circle No. 025 on reply card, p. 128



### Vapor barrier stops termites

Versatile vapor barrier is also an effective insecticide. It kills termites and insects. Photo shows 6' strip of Termibar laid with 6" bent up inside wall to back up expansion joint. Easily applied. Bird & Son, Inc., Dept. AB, East Walpole, Mass.

Circle No. 026 on reply card, p. 128

## TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

engineered,  
tested  
and approved

COST  
LESS



Extensively used in government and private construction. 2 1/2" and 4" I.D.

- Precision manufactured of 18 gauge zinc coated steel.
- Measures 4 7/8" high.
- Extra strength factors.

for **Free** catalog

Write to P. O. Box 685



**F. D. KEES MFG. CO.**  
HEATRICE, NEBRASKA



"PUSH BUTTON"  
electric

**STAIRWAY**

LISTED  
IN SWEET'S

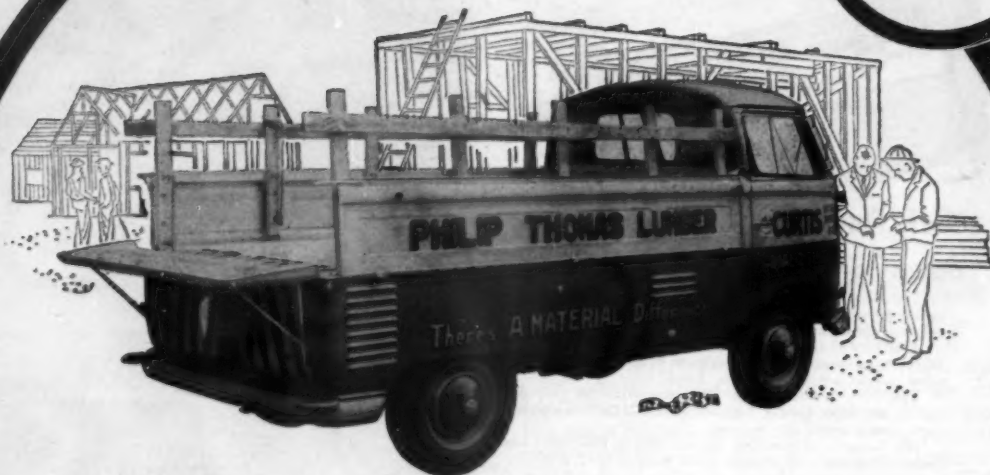
**SOLVES PROBLEMS**  
in commercial buildings  
and fine homes

### INCREASES VALUABLE FLOOR SPACE

in banks, churches, parts houses, shoe stores, bottling plants, fine homes . . . or any place where floor space is at a premium.



PRECISION PARTS CORPORATION

400-AB North First Street Nashville 7, Tennessee



## Helps build bigger profits

*This Volkswagen Pick-up Truck is a real profit maker and time saver for builders and supply houses. Payload is 1764 lbs. Floor area is 45 sq. ft., plus a lockable 20 sq. ft. weathertight compartment underneath. Loading is easy: the sides as well as tailgate drop down to standard platform level. Functional design makes every square inch of space usable and permits easy fitting for ladders and other equipment. Tarpaulin and stakes are optional.*

A Volkswagen Truck turns on a dime, parks on a dime...and runs on pennies! Real savings add up mile by mile and year by year. Constant Volkswagen performance and dependability are backed up by the highly efficient  service organization. Every mechanic is kept up-to-date through a continuous factory service training program. Speed in servicing is assured by immediate availability of Genuine  Spare parts through 370 completely-equipped service centers covering all 49 states.

Ask your Volkswagen dealer to show you operating costs records for a Pick-up Truck, Panel Delivery, or Kombi Station Wagon. He will prove that a Volkswagen costs less to buy, run, and maintain.



# VOLKSWAGEN

VOLKSWAGEN DELIVERS THE GOODS...FOR LESS!

**New** **SYNTRON**  
**SELF-CONTAINED ELECTRIC**  
**HAMMER DRILLS**



**Self-Rotating - Take all the work out of drilling in concrete**

The new SYNTRON Electric Hammer Drills are now available as single, self-contained units — plug directly into power outlet — only one connection to make — no control box to drag along.

SYNTRON's exclusive, automatic, self-rotation of drill bits takes all the work out of drilling holes in concrete — no more tiresome quarter-turning of bits by hand.

SYNTRON Electric Hammer Drills are noted for their dependability, and long trouble free life — SYNTRON'S fewer working parts means lower maintenance.

For complete information on SYNTRON's new self-contained Electric Hammers and Hammer Drills write to . . .

C758

**SYNTRON COMPANY**  
 618 Lexington Avenue      Homer City,      Penna.

cut concrete costs up to 6% . . . eliminate call-backs . . .



**Compact sub-base with Maginiss POWR-FACTORS!**

Maginiss vibratory compaction assures uniform density of sub-base . . . eliminates voids . . . prevents loss of mortar . . . reduces concrete required up to 6%! And, compacted sub-base stops slab settling and cracking . . . eliminates expensive call-backs for repairs.

Find out how Maginiss Power-Factors will cut concrete, labor and call-back costs on all your jobs. See your Maginiss distributor today! Maginiss Power Tool Company, 154 Distl Avenue, Mansfield, Ohio.

Maginiss Power Tool Company  
 154 Distl Ave., Mansfield, Ohio  
 Yes, I want to know more about the Power-Factor for compacting sub-base.

name \_\_\_\_\_  
 address \_\_\_\_\_  
 city \_\_\_\_\_ state \_\_\_\_\_



AA-7822



MODEL PP-18 POWR-FACTOR  
 Up to 7,000 vpm, 4,000 lbs. adjustable force, gasoline powered.

**NEW PRODUCTS . . .**



**Exact-control cooking**

New surface cooking units feature divided tops and panel controls. Switch panels light up in various colors for fast, easy identification when switches are on. Models also have thermal eye cooking, infinite controls and speed elements. Preway, Inc., Dept. AB, Wisconsin Rapids, Wisc.

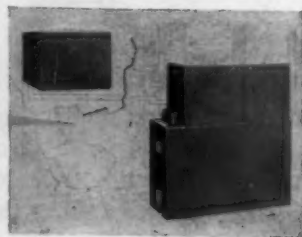
Circle No. 027, on reply card, p. 128



**New style for mailbox**

New styled letterbox is self-closing. Model 1013 weighs 3 lbs., is 14" long, 7" high and 6" deep. Comes in black texture-grained finish with brass gold hardware. Has rib-textured magazine rack, matching escutcheon plate. Village Blacksmith Div., General Metals Corp., Dept. AB, Watertown, Wisc.

Circle No. 028 on reply card, p. 128



**Filters, heats, cools air**

Electronic air cleaner and automatic humidity control units are features of new heating and cooling system. Gives hidden safety value to residential air conditioning by purifying the air. Compact center, 59"x51"x27", requires little space, is economical. Units available separately. York Corp., Dept. AB, York, Pa.

Circle No. 029 on reply card, p. 128





## First choice... for homes that sell



### Guaranteed quality

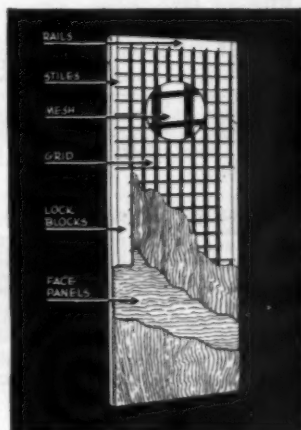
Curtis New Londoner hollow-core flush doors—and Curtis American solid-core flush doors—are guaranteed by Curtis Companies Incorporated. Since 1866, Curtis has made fine woodwork and their long business experience stands behind this guarantee. Curtis Certificate will be furnished by the dealer who supplies the doors.

### Beauty outside!

Each New Londoner hollow-core flush door is actually a picture in wood. Carefully selected grain patterns—no two alike—make these doors outstandingly beautiful. Made in birch, maple, oak and other woods.

### More strength inside

Curtis New Londoner hollow-core flush doors have the stamina that assures satisfactory service. The interlocking grid—all wood—is meshed for maximum strength, then securely fastened to the wood stiles. Each door is balanced to resist sticking, warping and moisture changes.



# CURTIS

WOODWORK *heart of the home*

**CURTIS**  
**NEW LONDONER**  
HOLLOW-CORE  
FLUSH DOORS

Curtis Companies Service Bureau  
200 Curtis Building, Clinton, Iowa

AB-10-58

Please send literature on Curtis New Londoner doors and other Curtis Woodwork.

Name.....

Address.....

City..... State.....

**MOST COMPLETE  
LINE OF QUALITY  
All-Metal CHIMNEYS**



**FOR ALL HOMES...**



**FOR ALL FUELS —**

**Majestic  
Thulman  
Chimneys**

A good chimney offers more than just a smoke pipe . . . and Majestic offers you the most! Chimneys for homes up to two stories high, with basement . . . chimneys for any fuel, or incinerator venting, or for use solely with gas-fired appliances . . . top housings for single flues or combinations of two or three flues, in plain finish or attractive brick design.

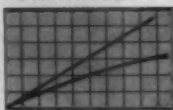
**MOST IN SAFETY**

All Thulman chimneys are listed by UL for zero clearance from all construction at any point. Exhaustive tests prove them safest even under extreme conditions.



**MOST IN PERFORMANCE**

The exclusive Thulman "thermosiphon" principle and friction-free metal flue provide the highest possible draft. High insulating value and rapid heat-up promote efficiency, and condensation is eliminated.



**MOST IN APPEARANCE**

From ceiling plate to top housing, Majestic's Thulman looks better, fits in better with architectural design. Complete in all parts, there is never any makeshift construction needed with a Thulman installation.



Write TODAY for Details

The **Majestic** Co., Inc.

433 Erie St., Huntington, Ind.

**NEW PRODUCTS . . .**



**Door will hold two panels**

Versatile sliding-glass door frame will accommodate two types of panels. Door design has all the features of two doors in one. Can accommodate interchangeable single- or double-glazed panels. The 5/8" panel for double glazing is economical. Sun Valley Industries, Inc., Dept. AB, 8354 San Fernando Rd., Sun Valley, Cal.

Circle No. 030, on reply card, p. 128



**Storm window and door news**

Storm window and door units are constructed with new high-insulating material. Rigid Koroseal B.F. (Goodrich) provides glass-like finish, is non-flammable, and completely unaffected by weather. Units, custom built, require no maintenance, or replacement. Falako Corp., Dept. AB, 19 N. Arlington, Akron 5, O.

Circle No. 031 on reply card, p. 128



**Loadmaster lifts 3,500 lbs.**

Designed specifically for the D-17, Model BU-540 Shawnee Loadmaster features a lifting capacity of 3,500 lbs. Has 9' dumping height. Utility attachments are available to replace the bucket. From Shawnee Mfg. Co., Dept. AB, 1947 N. Topeka Ave., Topeka, Kan.

Circle No. 032 on reply card, p. 128



**A NEW Gaslite**

INCORPORATING  
THE MOST  
ADVANCED FEATURES  
AND DESIGNS  
IN DECORATIVE

**Outdoor Lighting**



LOOK FOR THE NAME



for information write  
ARKLA AIR CONDITIONING CORP.  
SALES OFFICE: LITTLE ROCK, ARK.

**Lift Tilt-up Walls Fast with**

**PROCTOR  
WALL JACKS**

SAVE TIME and LABOR  
ELIMINATE INJURIES

Two men with a pair of Proctor Wall Jacks have the lifting capacity of ten husky men. The exclusive, patented Proctor "Safety Stop" holds the wall firmly in place while it is being nailed by the same two men who operated the jacks. No backs strained. No injuries. Time and money saved on every tilt-up job.

LIFTS  
BEAMS  
TOOL

Lifts beams  
and trusses  
into position  
in a jiffy.

per pair . . .  
only \$150.00  
F.O.B. Seattle, Wash.

Order your  
Jacks today  
or send  
for full  
information

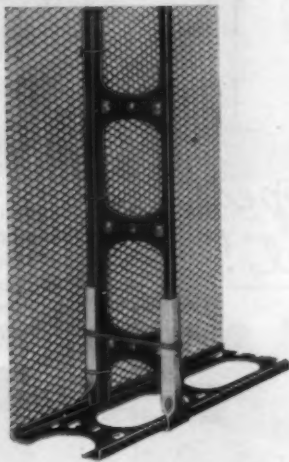
Dealer Inquiries Invited

**PROCTOR**  
PRODUCTS COMPANY  
16202 6th Ave. N.E., Seattle 55, Wash.





# SWITCH TO STEEL STUDS



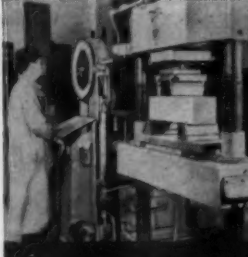
The big switch will be to steel studs this year. They provide more floor space than masonry walls. And, with Bostwick Chan-L-Form steel studs, you get erection speed plus a rigid, fire-resistant wall with a low cost that a builder can't match any other way.

If you want real, helpful construction information that will help you on your next job, write for Chan-L-Form folder D. G. 5.

**Bostwick®**

THE  
BOSTWICK STEEL LATH CO.  
103 HEATON AVE. NILES, OHIO

OCTOBER 1958



**Just  
what  
happens  
when you add  
calcium chloride to  
portland cement?**

**What happens to the early strength? Ultimate strength? Workability, water-cement ratio, density? How does it offset the adverse effects of low temperatures? What are its effects on setting time and curing?**

The facts on this use of calcium chloride, as reported by recognized national authorities, are included in a 39-page booklet, "The Effects of Calcium Chloride on Portland Cement," which we would like to send you.

The addition of calcium chloride to portland cement mixes will produce *proved*, measurable benefits both during and after construction. It is not offered as a cure-all and will not replace proper design, materials or workmanship.

**SOLVAY Calcium Chloride speeds but does not change the normal chemical action of portland cement.** Impartial tests by the National Bureau of Standards proved its advantages in cold weather concreting. This use of calcium chloride is recommended or approved by leading authorities, including American Concrete Institute and Portland Cement Association.

**SOLVAY PROCESS DIVISION**  
61 Broadway, New York 6, N. Y.

Please send me, without cost or obligation, a copy of your 39-page book, "The Effects of Calcium Chloride on Portland Cement."

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Position \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_ 34-10



**SOLVAY PROCESS DIVISION**  
61 Broadway, New York 6, N. Y.

SOLVAY branch offices and dealers are located in major centers from coast to coast.

157

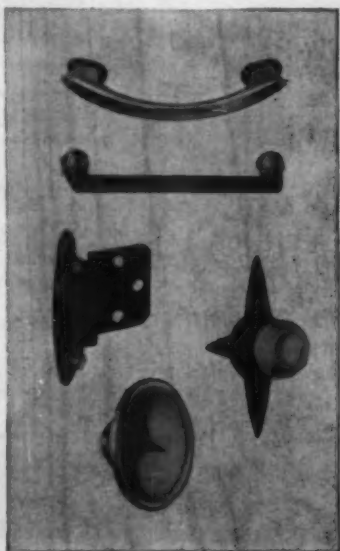


*the lady goes for eye appeal  
..... at eye level!*

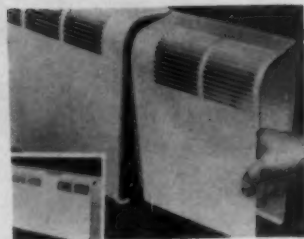
It's just good sales sense to put extra value where she can see it. And no other feature at the same cost equals beautiful Amerock cabinet hardware for eye appeal at eye level. Most likely she will judge the "hidden values" in your house by the quality she sees and understands in beautiful Amerock hardware. For greater eye appeal at eye level specify Amerock hardware in beautiful "Contemporary" (see right), "Modern," or "Colonial" designs.

SEE YOUR AMEROCK HARDWARE SUPPLIER  
OR WRITE FOR FREE EYE APPEAL KIT  
DEPARTMENT AB-810

**Amerock CORPORATION**  
ROCKFORD, ILL. • MEAFORD, ONT.



## NEW PRODUCTS . . .



### Heating simple to install

Standardized components make these wall radiation units easy to install. Consists of heating element, pipe hangers, cover and backplate assemblies. Cover sections with tension spring clamp are quickly snapped into place. Fedders-Quigan Corp., Dept. AB, 58-01 Grand Ave., Maspeth, N.Y.

Circle No. 033 on reply card, p. 128



### Panes are shatterproof

Fiber glass reinforced plastic glazing panes are being used as sidelighting and skylighting. For both commercial and residential buildings. Economical because they're shatterproof, non-cracking. Filon Plastics Corp., Dept. AB, 2051 E. Maple Ave., El Segundo, Cal.

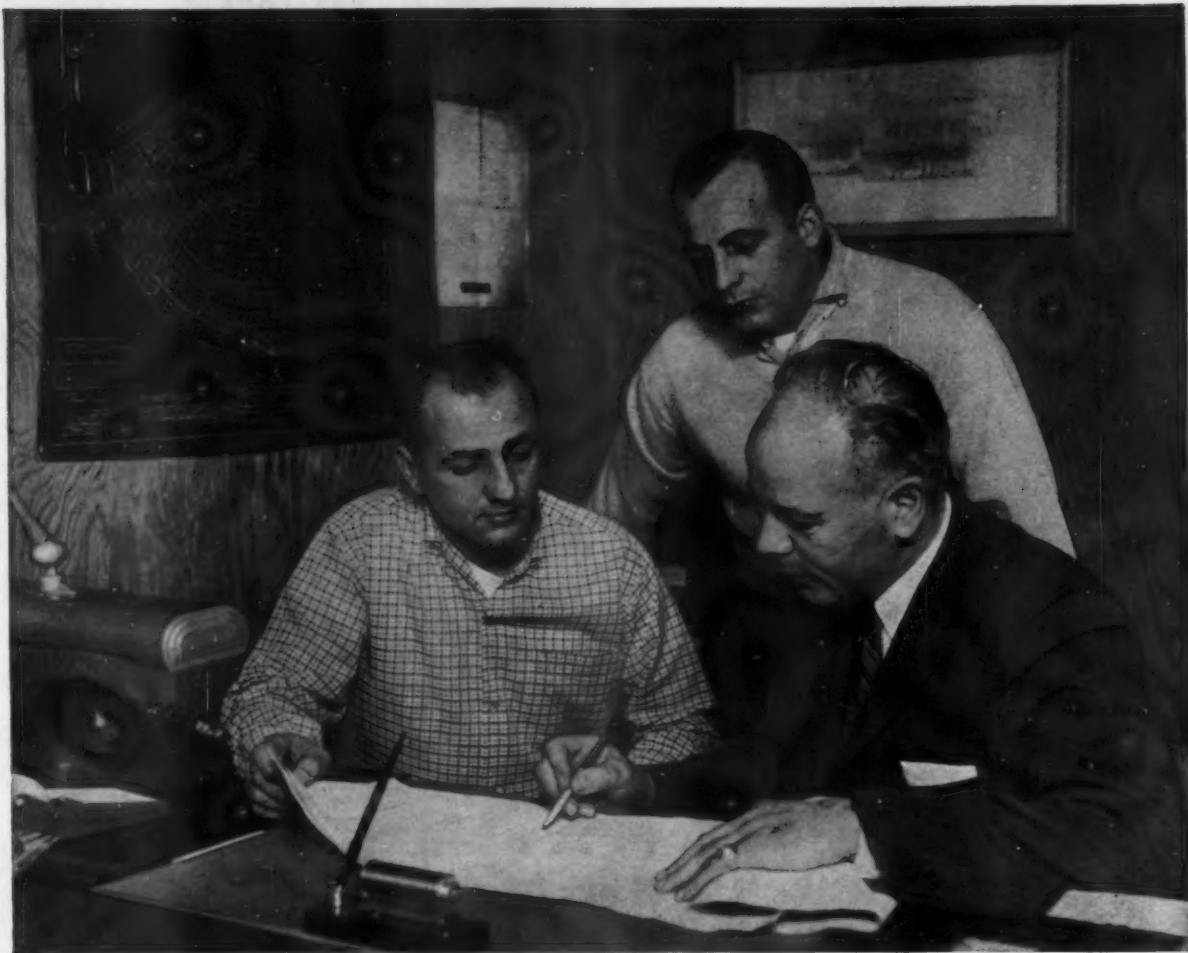
Circle No. 034 on reply card, p. 128



### Keeps gutters clear

Low-cost Gutter Screen keeps roof drainage equipment clear. Comes in 3' sections, several widths. Easy to use, one side fits under roof shingles . . . other side attaches to outer edge of gutter with built-in fastening clamps. Meridian Products Co., Dept. AB, 366 Madison Ave., New York 17, N.Y.

Circle No. 035 on reply card, p. 128



**PLANNING INSTALLATIONS** Nick Stivaletta (left) and his brother Mike (standing) plan locations for telephone outlets in a new home with Don Cotter of the telephone company.

## **"A popular feature that pays off— that's concealed telephone wiring"**

*—say Mike and Nick Stivaletta, Builders, of Randolph, Mass.*

"Concealed telephone wiring is a 'must,'" say Mike and Nick Stivaletta. "People know about it and demand it. In our new Deer Park Development, for example, all 250 homes will have it.

"For such a small outlay, it sure pays off. Easy to put in, neat, attractive, it tells our prospects that we're giving them value. We mention in our newspaper advertising that our

homes are telephone planned. In today's competitive market we wouldn't offer a home that wasn't."

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**



# STANLEY

## Electric Tools

¾ HP—M264—\$62.50  
1¼ HP—M267—\$82.50  
(INTRODUCTORY PRICES)



**NEW!  
HEAVY-DUTY!**

### Router with the light . . . and lead on all others!



**NEW BUILDERS KIT—\$166.50.**  
Router, plane and hinge templet—ready to take to work!



**NEW POWER PLANES—¾ HP:**  
\$89.50. 1¼ HP: \$109.50. Also  
router adapter kit — \$44.95.

Look at this router closely. It is the most advanced you will see for years! New power, precision, safety—plus a whole new standard of handling and adjusting ease.

**NEW MICROMETER DEPTH ADJUSTMENT** permits settings as fine as .004 of an inch.

**COMFORTABLE 3-POSITION HANDLES** provide excellent stability, control for all cuts.

**UNIQUE SPOTLIGHT**—throws bright beam on the work area; gives perfect visibility.

**NEW CLAMPING LEVER** releases or locks motor in base with a simple flip of finger.

**RECESSED SAFETY SWITCH** prevents accidental "turn-on." Locks shaft automatically. Only one wrench needed to tighten chuck.

Ask your supplier to show you the 260-series today! Stanley Electric Tools, Div. of The Stanley Works, New Britain, Connecticut.

*Prices slightly higher in Canada.*

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, 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 . . .

**COLOR DATA** in the Summer 1958 Colortrend Report helps builders color-plan homes. Gives 54 color swatches with trends for each. Data is based on paint colorant sales. California Ink Co., Dept. AB, 545 Sansome St., San Francisco 11, Cal.

Circle No. 036 on reply card, p. 128

**PROTECTIVE PAINTS** are now offered in a wider variety of colors. Suited for metal, wood and masonry including concrete block and cement floors. Easily applied by brush, spray or dip. Data from Speco, Inc., Dept. AB, 7308 Associate Ave., Cleveland 9, Ohio.

Circle No. 037 on reply card, p. 128

**ROOF PAINTING . . .** a special folder is available from O'Brien. Describes new latex paint for tile, asbestos, asphalt, and bituminous roofing. Tests show that roofs painted with Acrytex White are cooler in summer. O'Brien Corp., Dept. AB, South Bend 21, Ind.

Circle No. 038 on reply card, p. 128

**CHECK CHART**, for maintenance painting, outlines job problems. Also suggests the right coating to overcome them. Included in chart are products based upon the newest resins. The Wilbur & Williams Co., Dept. AB, 130 Lincoln St., Brighton 35, Mass.

Circle No. 039 on reply card, p. 128

**PAINTS AND VARNISH** book makes a handy 47-page reference manual. Describes paints for interior, exterior use, plus varnishes, enamels, etc. Gives spreading rate and drying time. Pratt & Lambert, Inc., Dept. AB, 75 Tonawanda St., Buffalo 7, N.Y.

Circle No. 040 on reply card, p. 128

**COLOR CHART** shows 36 colors of new multi-purpose paint. New coating can be used on metal, wood and masonry. For interiors and exteriors. Available in 11 basic colors. Chart also shows primers and primer finish. Carter Paint Co., Dept AB, Liberty, Ind.

Circle No. 041 on reply card, p. 128

**CEMENT SOFTENER**, complex nitrogen chemical, saves time on the job, reduces costs. Simple to use: just add Chem-Break to water and pour onto concrete surface. From L-R-V Chemical Co., Dept. AB, 432-436 W. 70th Terr., Kansas City 13, Mo.

Circle No. 042 on reply card, p. 128

**STEEL FORMS . . .** new ideas in forms, to simplify and speed work, given in 20-page catalog. Includes a handy index of steel forms. Tells how to cut costs. Fully illustrated, and diagramed for easy reference. Chain Belt Co., Dept. AB, Niles, Ohio.

Circle No. 043 on reply card, p. 128

**GLASS COMES TO LIFE . . .** a 16-page, full-color catalog. "Glas-Wich" safety glass has decorative inserts or geometric designs laminated to it. Patterns, designs, colors, uses. Dearborn Glass Co., Dept. AB, 6600 S. Harlem Ave., Bedford Park, Ill.

Circle No. 044 on reply card, p. 128

**CONTEMPORARY FIREPLACE:** how to build it. A four-page catalog from Donley filled with detail drawings, instructions, dimensions and equipment tables. Information from the Donley Brothers Co., Dept. AB, 13902 Miles Ave., Cleveland, Ohio.

Circle No. 045 on reply card, p. 128

**TEXTURED WOOD** paneling in an eight-page brochure. Four types of Weldwood paneling shown in full color, along with ideas for finishing room interiors. Installation and finishing data included. U. S. Plywood Corp., Dept. AB, 55 W. 44th St., New York 36, N.Y.

Circle No. 046 on reply card, p. 128

**PAINT REMOVER,** a portable power tool, cuts job time in half. Safe and easy to use, it gives a smooth finish. Can also be used for resurfacing and sanding wood, plaster, compositions. Data from Porter-Cable, Dept. AB, 124 Exchange St., Syracuse 4, N.Y.

Circle No. 047 on reply card, p. 128

**JOB UNLIMITED** can be done with the Cat-built Traxcavators and attachments. Shown in a new 8-page booklet. Describes a wide variety of applications. Tells how to profit from equipment. Caterpillar Tractor Co., Dept. AB, Peoria, Ill.

Circle No. 048 on reply card, p. 128

**"VITRIFIED CLAY PRODUCTS"** . . . a four-page bulletin is available from Robinson. Fully illustrated, designed for quick reference. Serves as a guide to clay pipe and related products. Robinson Clay Product Co., Dept. AB, 65 West State St., Akron 9, Ohio.

Circle No. 049 on reply card, p. 128

OCTOBER 1958

Don't miss the **8th NATIONAL**

# PLASTICS

## EXPOSITION

INTERNATIONAL AMPHITHEATRE  
CHICAGO, ILL.

**NOV. 17-21**

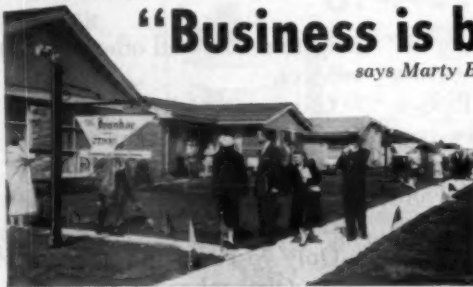



What's new in plastics? Visit the show and keep abreast of this ever-changing industry. See all that's latest and best . . . new plastics you can use in your products. New equipment to speed production . . . find out how to make bigger profits through use of plastics. Write for free tickets now . . . use your company letterhead, please—the general public won't be admitted.

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250 Park Avenue, New York 17, N. Y.

## "Business is booming..."

says Marty Braun



Martin H. Braun, President  
Martin H. Braun & Co.,  
Westchester, Ill.

"... because folks know we pay attention to details . . . such as using **X-PANDA** SHELVES in our homes!"

Here's the way Marty Braun feels about X-Panda Shelves: "Now we can open our closets and be proud of them. Every shelf is perfect and beautifully finished—no splinters, no warping. We figure total costs are less, too—and we're getting a much superior product. X-Panda Shelves are one of those extra sales features you can talk about."

You, too, can give your homes another "plus" value that helps sell them—X-Panda Shelves.

- Prepackaged, ready to install in 5 minutes—nothing to cut, fit or paint. Save 10% to 20% on installed cost
- Closet can be painted before installing
- Shelves, accessories for clothes closets, linen closets, wall shelves, etc.
- Linen or greytone finishes.

**WRITE FOR FREE BOOKLET TODAY**

H.C. Sales Co., 3300 N.E. Adams Street, Peoria, Ill.

### X-PANDA

SHELVES

\* Trade Mark of Home Comfort Mfg. Co.

# 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.

### CATALOGS . . .

**FRONT-END LOADER** has 1 3/4 cu. yd. and 14,000 lb. capacity. Also 18,400 lb. breakout force. Features single lever speed and direction control. Bucket tips 45°. Maximum dumping clearance: 11'6". Tractomotive Corp., Dept. AB, Deerfield, Ill.

Circle No. 030 on reply card, p. 128

**CAULKING LOADER** saves time and labor. Assures uninterrupted material flow from pail to application point. Bulletin tells how it operates to fill guns and cartridges with material. Force-Flo, Inc., Dept. AB, P. O. Box 2442, E. Cleveland 12, Ohio.

Circle No. 051 on reply card, p. 128

**FRAMING ANCHORS** booklet shows design data on new Du-Al-Clips. Gives tables of safe working values and maximum joist spans. Shows ten applications for roof, ceiling, floor, wall framing. Timber Engineering Co., Dept. AB, 1319 18th St., N.W., Washington 6, D.C.

Circle No. 052 on reply card, p. 128

**WALL CHART** of conversion factors available. Included are common conversions such as inches to centimeters as well as conversions difficult to locate in manuals. Precision Equipment Co., Dept. AB, 4411E Ravenswood Ave., Chicago 40, Ill.

Circle No. 053 on reply card, p. 128

**FOR SPEEDY REFERENCE . . .** 40-page catalog describes prefab duct, pipe and fittings for heating and cooling. Illustrates and identifies each fitting. Includes charts, diagrams, data. Williamson Co., Dept. AB, 3500 Madison Rd., Cincinnati 9, Ohio.

Circle No. 054 on reply card, p. 128

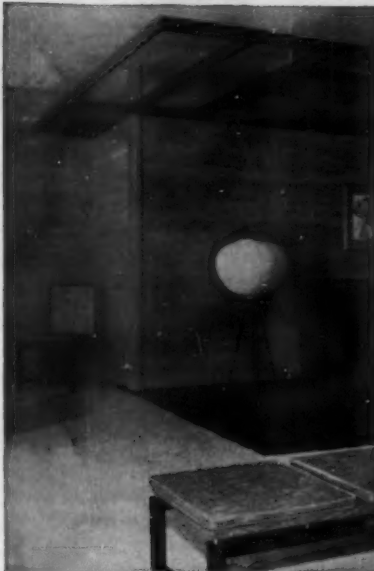
**HOW-TO FOLDER . . .** tells how to use new hardware Modernization Kit to replace old-style mortise locks. Color folder gives simple instructions for installing the hardware in minutes. Kwikset Sales & Service Co., Dept. AB, 516 E. Santa Ana St., Anaheim, Cal.

Circle No. 055 on reply card, p. 128

**YOU CAN USE** these publications from Western Pine Assn.—a listing of more than 100 publications of theirs. Technical aids, ideas, grade use guides, species books . . . all in an 8-page list. Western Pine Assn., Dept. AB, 510 Yeon Bldg., Portland 4, Ore.

Circle No. 056 on reply card, p. 128





*Beautiful*  
**PANELING  
 FIXTURES AND  
 TRIM ARE  
 EXTRA VALUES  
 THAT SELL**



USE

**philippine  
 mahogany**

Check these advantages

1. Competitively priced
2. Fast, easy installation
3. Takes wide variety of finishes
4. Good Buyer Acceptance.

*Ideal for new construction and remodeling in residential and commercial building.*

**PHILIPPINE MAHOGANY ASSOCIATION INC.**

P.O. Box 311 South Pasadena California  
 Philippine Lumber Producers' Association, Inc., Manila

**TRANSMIX** FOR THE "ONE TIME" OR REGULAR USER!  
 UTILITY MIXER

**1 OR 1½ BAG CAPACITY**

The new TRANSMIX is truly the machine of 1001 uses. Saves money and can do almost any job in small building operations. Patented fins make cleaning easy. Barrel revolves on rubber wheels. **FITS ALMOST ANY TRACTOR.** For complete information, write today.

- Mixes while transporting
- Dumps hydraulically
- Attaches in minutes
- No holes to bore
- No gears

**UNCONDITIONAL GUARANTEE!**

**UNIVERSAL PULLEYS COMPANY**  
 839 N. Mosley, Wichita, Kansas

**UP-ACTION LATCH**  
 prevents breakage

The latch in Slide-View sliding glass doors is concealed, spring loaded, and has an "up" action that prevents the possibility of breakage. Latch is fully adjustable for easier installation and more positive fit between lock stile and closing jamb . . . another feature that adds to Slide-View quality.

Our 10<sup>th</sup> Year fabricating sliding glass doors exclusively.

Write for brochure and prices

**Slide-View** DOOR AND WINDOW CO.  
 P.O. Box 409, El Monte, California  
 "BRINGS THE OUTSIDE INSIDE"

For proper installation of ceiling tile . . . Be sure! Use only

**ARROW'S CEILTILE STAPLES**  
 . . . eliminates sagging ceilings caused by Hidden Fractures!

Here's the big difference you usually can't see!

**ORDINARY STAPLE**

- Often fractures the flange on underside
- The fracture causes loss of 50% of staple's holding power; sagging, wavy ceilings result

**ARROW'S CEILTILE STAPLE**

- Unique leg design drives flush, holds tight!
- Flange is never fractured . . . CEILTILE penetrates perfectly!
- Special cement coating provides tremendous holding power!

Tested and Approved by

**JM** (Armstrong)  
**CELOTEX**  
**Gold Bond** (Building Products)

and other leading manufacturers

**Arrow Fastener Co., Inc.**  
 1 Junius Street, Brooklyn, New York  
 Pioneers & Perfectionists for Over a Quarter of a Century

Ceiltile used only with ARROW'S T-50

**WE SET YOU UP IN BUSINESS**  
 Here's A Real Opportunity

Read what Elmer L. Warn wrote us: "I have operated a Foley Saw Filer and a Retooler for over two years. I am a carpenter. When it will be hard for me to throw a hammer and push a saw, I will have a shop that will make me an easy living. I call these machines my old age insurance, and they are paying for themselves as we go along."

Send for FREE BOOK "MONEY MAKING FACTS" Shows how you can start at home, make \$3 to \$6 an hour in your spare time. Send coupon today. No salesman will call.

**FOLEY MFG. CO., 1024-B Foley Bldg., Minneapolis 18, Minn.**  
 Send FREE BOOK—"MONEY MAKING FACTS" and Time Payment Plan.

Name .....

Address .....

## C A T A L O G S . . .

**BUILDER'S HARDWARE** on display in illustrated 58-page catalog. Covers closet and kitchen fixtures. Includes new perforated hardboard hooks and fixtures. Knappe & Vogt Mfg. Co., Dept. AB, 658 Richmond, N.W., Grand Rapids, Mich.

Circle No. 057 on reply card, p. 128

**SUGGESTED LAYOUTS** for versatile vanity cabinets are illustrated in color. Shows how cabinets can be grouped to fit any space. Pictures construction details. Gives general

specifications. H. J. Scheirich Co., Dept. AB, Louisville 9, Ky.

Circle No. 058 on reply card, p. 128

**INSULATION BOARD.** Asbestolux, is the subject of a new 12-page brochure. Includes illustrations of varied installations. Fire protection qualities are diagramed. North American Asbestos Corp., Dept. AB, 141 West Jackson Blvd., Chicago 4, Ill.

Circle No. 059 on reply card, p. 128

**VANITY CABINETS** are illustrated and described in a colorful brochure from Bath Maid. Shows 16 basic lavatory cabinets plus accessory models. Lists features such as aluminum drawers, sliding shelves, etc. Bath Maid, Inc., Dept. AB, Andrews, Ind.

Circle No. 060 on reply card, p. 128

**HOW TO SELECT** lighting for beauty, comfort and safety . . . in colorful 37-page catalog. Gives four-step selection method for general, feature, localized and safety lighting. Fixtures in all styles. John C. Virden Co., Dept. AB, Cleveland 3, Ohio.

Circle No. 061 on reply card, p. 128

**BUILDERS, ELECTRICIANS** can get a helpful 18-page color catalog on low-voltage switching systems. Includes a typical floor plan with detailed layout, installation data. Touch-Plate Mfg. Corp., Dept. AB, P. O. Box 1970, Long Beach, Cal.

Circle No. 062 on reply card, p. 128

**ARCHITECTURAL DRAFTING** course for home study. Student learns each phase of laying out and detailing a structure. Instructors are licensed architects. Further information from Registrar, Cleveland Engineering Institute, Dept. AB, 6300 Euclid Ave., Cleveland 3, Ohio.

Circle No. 063 on reply card, p. 128

**RELAMPING INFORMATION** is given in a well-illustrated 15-page catalog. Presents a simplified cost-saving relamping plan for stores, offices, etc. Describes uniform performance of G. E. lamps. General Electric Co., Dept. AB, Nela Park, Cleveland 12, Ohio.

Circle No. 064 on reply card, p. 128

**MELTING POT . . .** for use by builders, roofers, plumbers. Features thermostatic control and portability. It weighs only 15 lbs., has 3½ gal. capacity. Catalog gives uses, construction. Glas-Col Apparatus Co., Dept. AB, 711 Hulman St., Terre Haute, Ind.

Circle No. 065 on reply card, p. 128

**NEWS ABOUT** concrete forms. A 16-page bulletin from Universal Form Clamp describes job applications of forms. Also details, with photos, how to assemble, speed alignment, etc. From Universal Form Clamp Co., Dept. AB, 1238 N. Kostner Ave., Chicago, Ill.

Circle No. 066 on reply card, p. 128

### ANOTHER HOMASOTE FIRST



## Build the ROOF for the life of the building

**WEATHERPROOF HOMASOTE GIVES YOU A PERMANENT, CONDENSATION-FREE ROOF . . .**  
**THE "88" ROOFING PANELS**  
**SAVE YOU DAYS AND DOLLARS**

If you want to be sure of having a permanent, insulated roof, apply Homasote "88" Roofing Panels according to directions—paint any time within the first 3 years, and keep painted. Homasote can make this claim, because it has been tested in all climates on all types of structures—for more than 42 years. Homasote is a high-density, wood-fiber, weatherproof, insulating-building roofing.

One of the newest building methods developed for Homasote is Trussed Arch Construction. Wall and roof trusses are Precision-Built®, with the roof trusses designed to be joined at the ridge. Because they are in two sections, trussed arches can be transported far easier than standard trusses for the same building. The frame can be erected and roofed in two days by two men—with a man and a truck for four hours. Trussed Arch buildings are designed with lengths in multiples of 5'.

Use the coupon for further data on this and other Homasote Products and methods.



1st course 2nd course 3rd course

Homasote "88" Roofing Panels come 8' x 8' and are nailed in a diamond position—overlapping each other 5½" according to specifications supplied. Homasote Roofing with "88" Panels is the most economical—in cost of materials, in application time (2 men roof 3 squares per hour!)

Unlike other types of roofing, Homasote stops condensation problems for the life of the structure, and is the easiest material to handle and apply. Mail the coupon for data.



## HOMASOTE COMPANY

In U. S., kindly address  
Troyton 3, New Jersey.  
In Canada: Toronto, Ont.—P.O.  
Box 26, Station K • Montreal,  
P. Q.—P.O. Box 20, Station H



Send the literature and/or specification data checked:

- Homasote "88" Roofing  Panel-Tile (on 4' x 8' panels)  
 Trussed Arch  Grooved Vertical Siding  
 Poultry Houses  Homasote (72-page)  
 Farm Board  Handbook

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....R-4

# New Landmarks

## In JOHN DEERE Industrial Progress



New industrial-equipment plant, Moline, Illinois



Recent expansion of Dubuque, Iowa, plant

**D**ESIGNED to meet the ever-increasing demand for John Deere Industrial power and equipment are these latest additions to John Deere manufacturing facilities.

The brand-new industrial-equipment plant in Moline expands present extensive facilities for the manufacture of a constantly growing line of rugged, efficient equipment for all types of industry.

Expansion of the Dubuque plant is the John Deere answer to the wide and growing acceptance of John Deere Industrial Wheel and Crawler Tractors and stationary engines.

The two plants combine to supply complete, economical, and dependable earth-moving and materials-handling units to the world's industry.



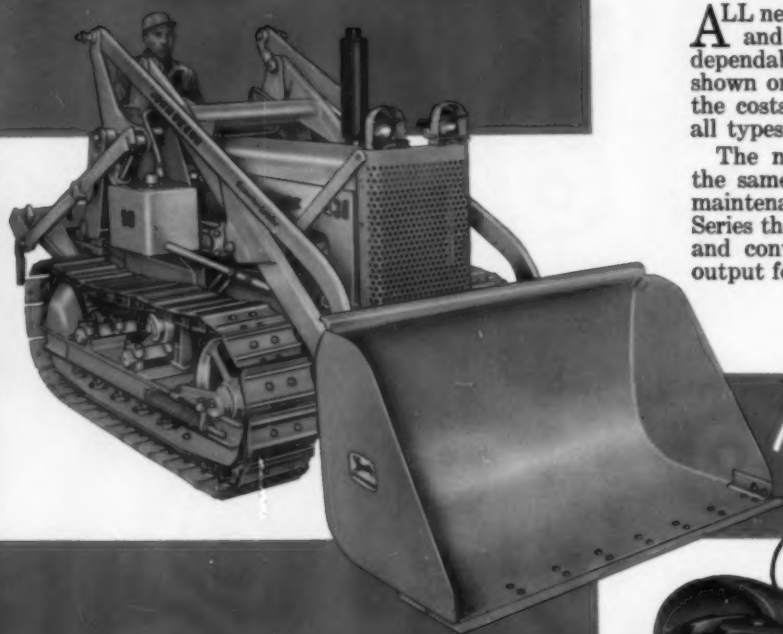
and here is what they mean to YOU

A *Newer* More Complete,  
**CONSTANTLY GROWING LINE**  
 of Industrial Power and  
 Equipment...

**Bringing John Deere Economy  
 and Dependability to All Industry**

ALL new . . . all specially engineered for industry . . . and all boasting typical John Deere economy and dependability. The John Deere tractors and equipment shown on these pages are destined to bring still lower the costs of earth moving and materials handling on all types of jobs.

The new "30" Series Industrial Tractors promise the same big saving at the time of purchase and in maintenance and operating cost as the popular "20" Series they succeed—*plus* new operating comfort, ease, and convenience that mean getting still more work output for every man-hour expended.



*New* 430 CRAWLER AND LOADER



*New* 430 and 330 UTILITY MODELS

*New* 830 DIESEL



**JOHN DEERE**  
*Industrial*  
 Tractors and Equipment

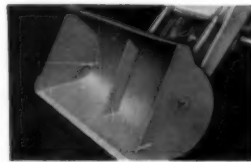


## New All-Hydraulic DOZER

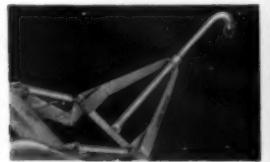
Tilt, angle, lift, and lower with just a touch of the levers. That's the time- and money-saving story of the all new John Deere Hydraulic Dozer. The first in its classification, this new 64 Dozer assures maximum operating control for precision work, convenience, lower earth-moving costs, and a better, faster job.

## New Loader Attachments

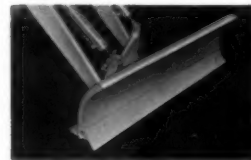
Now—for the time-proved John Deere 71 Loader—a choice of attachments that adapt it perfectly for your particular jobs. Attachments include spill sheet, steel bucket teeth, lifting crane, and materials-handling bucket. Double-acting cylinders of the 71 provide up and down pressure or for operating in float position.



MATERIALS BUCKET



CRANE



BLADE



SPILL SHEET



## New "PIGGYBACK" SCRAPER

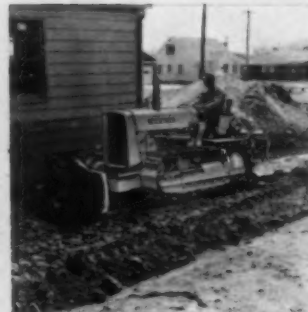
New "340" Diesel for everyday drawbar work.

The new John Deere-Hancock Tractor-Scraper is a full seven-yard elevating scraper that literally lifts material into the bowl. Loading is fast and complete; controlled ejection is positive—even of sticky clay. Fifth-wheel-type of swivel drive permits operation of the elevator even on 90-degree turns, and large diamond-tread tires assure excellent traction.

... and there's **MORE** on the way



**Plus....** an already popular line of power and equipment to fit your field of work



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| <input type="checkbox"/> Crawler-Dozers        | <input type="checkbox"/> Crane                         |
| <input type="checkbox"/> Wheel Tractor-Dozer   | <input type="checkbox"/> Generators                    |
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| <input type="checkbox"/> Winches               | <input type="checkbox"/> Post-Hole Digger, Post Driver |
| <input type="checkbox"/> Side Booms            | <input type="checkbox"/> Mowers                        |
| <input type="checkbox"/> Fireline Plows        | <input type="checkbox"/> Concrete Mixer                |
| <input type="checkbox"/> Scarifiers            | <input type="checkbox"/> General Material Distributor  |
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**economical *Streamline* DWV**  
**tube and fittings lower building costs . . .**  
**increase the saleability of any type home**



254

The plumbers here are preparing a Streamline DWV prefabricated assembly for a multiple bath sanitary drainage system. The strong, rigid assembly will be placed into position and completed with a very little additional work.

Because of the ease of this prefabrication type of installation, contractors report DWV copper tube and fittings can be installed in half the time required with caulked or threaded piping materials. And because it cuts installation costs, Streamline DWV copper tube and fittings naturally lower building costs. Streamline DWV copper tube and fittings also improve the quality of any home or building by providing a lifetime of corrosion and rust resistant, leak-proof sanitary drainage that never clogs.

To lower your building costs . . . and increase the value of your home . . . it will pay you to specify Streamline DWV copper tube and fittings for sanitary drainage.

**MUELLER BRASS CO.** PORT HURON 10, MICHIGAN



## These builders looked for

**Here's an interim report on what  
we consider one of the best  
land-developing jobs in the U.S.:  
North Palm Beach, Florida**



**Vince Pappalardo  
50 houses a year**

"We went up and down the coast looking for a place to build, and this was the best we found. It's well planned, and it's in a terrific site—well protected, and with no dirty fringe areas around it anywhere."

When American Builder's Editor visited North Palm Beach, Fla., almost two years ago, the new town existed mostly on paper. It had a partly built town hall, a sewage plant, a water system, and 16 houses. Yet the Editor was sufficiently impressed to write a major feature on it (March 1957), and to label it as potentially the finest land-developing job he had ever seen.

Today, North Palm Beach is booming. Almost 400 houses have been built and sold within its boundaries, and American Builder's opinion of two years ago has been verified by the real experts—the builders.

Proportionately, Florida is the fastest growing part of America. A large portion of its builders are out-of-staters from less lucky sections. Committed to no one area, they have investigated most of the state before settling down to work; and their reasons for selecting their working locality are thus doubly interesting.

Take the builders at the top of these pages. Vince Pappalardo is from Brooklyn, N.Y. Both Gene Foster and his partner, Gene Armstrong, are from St. Louis, Mo. And Phil Block is a Long Island builder who came to Florida for his health and stayed to build houses.

All of these men could have built anywhere in the state. Block was a large tract builder in New York, but North Palm Beach seemed so good that he gave up all idea of doing his own developing and moved in. All the others could have bought land in dozens of other developments; but North Palm Beach offered the best neighborhood—a factor generally more important than the house.

According to Bob Ross, who with his brother Dick is developing North Palm Beach, two things are primarily responsible for the project's success.

"First," says Ross, "we came in here as land developers, not builders. A builder planning a sub-

## ...and they found

division will sit up nights worrying about how to squeeze two more lots out of his plot. His profit is in his houses. We don't care a bit if we can't get those extra lots. We sell our land by the front foot, and our profit is the same either way. Our lots are bigger (they average 85') and the community benefits. And since the builder is selling the community as much as he's selling the house, he benefits too.

"The second reason we've done so well has to do with financing. We were able to obtain credit under most unusual and fortunate circumstances. That's why we were able to complete both a sewage plant and a water system for the entire project before we sold any land, and why we can afford extras, like the canals."

This is food for thought. Unlike the builder, the land developer cannot get any kind of insured financing either for his land, nor for his utilities. When he can, it will mean more projects of the caliber of North Palm Beach.

**AERIAL MAP** shows how North Palm Beach will appear when its 3,500 lots are completed. Half the lots are waterfront property. Land along U. S. Highway 1, presently untouched, is zoned for restricted commercial use. ▶

## Here's why they



# the best lots they could get ...



**Armstrong and Foster: 25 houses**

"We think the community is more important than the house, and we didn't find another development that compared with North Palm Beach. We can offer enough here to compete with almost any big builder."



**Phil Block  
100 houses a year**

"We checked the whole coast, and felt that this had the best potential for continued growth. We can give people as nice a place as they left up North. And these developers are real partners for builders here."

## them in this Florida subdivision



### call it top-flight Land Planning ▶



**EXTRA: A strong, continuous merchandising program**

Builders in North Palm Beach get the benefit of a daily advertising schedule: a small "facts" ad each weekday explaining some aspect of the community and the extra facilities it offers; and a larger display ad on Sundays which promotes the develop-

ment as a whole and features any special openings which are coming up. At right, checking proofs, is Bob Ross, who, with his brother Dick, is developing North Palm Beach. With him at left is Jack Schwencke, the project's sales manager.

## What makes land planning top-flight is "extras" above and beyond

**EXTRA: The look and feel of a permanent, well-planned community**

From the first, North Palm Beach was handled as a solid, permanent community. The first thing a buyer sees when he enters the project from U. S. Highway 1 is this handsome town hall, built at a cost of \$70,000. Inside are both the developing company's offices and the various municipal offices. (North Palm Beach is incorporated as a separate community). While the company still owns the building, the town has the option of purchasing it at cost whenever it decides it wants to.



### **EXTRA: Built-in country club**

#### **living that's ready and waiting**

This handsome country club house, with an 18-hole golf course, has been available to North Palm Beach home buyers almost since the first foundation was dug. It originally was a mansion on the site when the Rosses bought the land. Residents of the development are given a year's free membership when they move in, afterwards pay lower dues than outside members. Eventually, membership will be limited just to residents.



### **EXTRA: Top-grade roads, and the covenants to keep them attractive**

All the roads in North Palm Beach are built to top specifications, with asphalt paving. Builders are required to put in solid grass strips between the roads and the sidewalks, and the developers plant one tree per house there. Protective covenants require the homeowner to keep this and the rest of his property in attractive condition. This handsome piece of road is the entrance drive to the project.



### **EXTRA: Existing and planned recreation facilities of all kinds**

With more than half of North Palm Beach's lots being waterfront property, boating is a major inducement. This boat-launching rig picks boats off their trailers and drops them into the water. As a municipality, North Palm Beach also will get a Federal grant for planning an overall recreational program, which will include swimming pools, tennis courts, roller skating areas, and the like. And the developers are leasing back some school land and donating it for football and baseball fields.



## **normal subdivision standards**

### **The proof of the pudding**

Bill Cushman is a local builder whose firm builds some 200 houses a year—50 of them in North Palm Beach. Says Cushman: "We're developers ourselves, but we want to keep right on building in North Palm Beach. And if there were any other developments as good as this in the area, we wouldn't do any of our own land developing."



# NOW! NEW JOB-MATCHED



460 UTILITY

240 UTILITY

INTERNATIONAL CUB® LO-BOY®  
12.8 HP

INTERNATIONAL 240 UTILITY  
38.5 HP

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45.0 HP



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**NEW WORLD of  
UTILITY POWER!**

**Now! The widest array of power on wheels** ever offered industrial and commercial users! New International tractors open a whole new world of more efficient utility power for loading, trenching, lifting, hauling . . . for saving time and cutting costs on the widest range of work!

**Power PLUS brawn!** Each new International weighs in at the heavy-weight end of its respective power class—sizes from 12.8 to 72.5 bare engine horsepower. This built-in brawn assures *strength, stamina, and dependability* that cuts down-time to a bare minimum . . . keeps production up! **All-new features include:**

**New 3-point hitch** with precision Tel-A-Depth control . . . ultra-smooth six-cylinder engines for heavy-duty Internationals, 61 and 72.5 engine hp . . . Fast Reverser to speed all shuttle-type operations . . . higher-capacity built-in hydraulics . . . heavy-duty power steering . . . years ahead operating comfort and maneuverability. These, plus exclusive IH-developed Torque Amplifier drive and Fast-Hitch, let you literally "tailor" a new International to your exact power and equipment needs.

**There's a dealer near you.** See him today for on-the-job *proof* of bonus *capacity* and *dependability* in a new International tractor. For new, illustrated catalog, write International Harvester Co., Dept. AB-10, P. O. Box 7333, Chicago 80, Illinois.



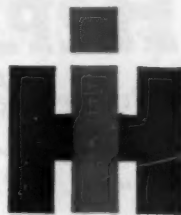
340 UTILITY

INTERNATIONAL 460 UTILITY  
61.0 HP

INTERNATIONAL 560  
72.5 HP



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This Hopto 180 series excavator mounts on your industrial tractor to give you all the features and performance of bigger machines.

The 180 has a digging depth of 10 feet, full 180° uninterrupted swing and a dumping height of 8½ feet. Operation is fully hydraulic with a 24 gpm pump powering boom, dipper stick, bucket controls and levelling outriggers. Control is swift, safe and sure with every action hydraulically cushioned.

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### RESIDENTIAL

Standard and unique designs in sectional overhead type residential doors available to meet your specifications. Makers of the fabulous Redwood Beauti-Door.



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Sectional overhead type wood doors—available in all conventional and special designs to meet most job requirements. Galvanized hardware.



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**WAGNER MANUFACTURING COMPANY**  
CEDAR FALLS, IOWA, U.S.A.

what's it worth ...to be able to **FLUSH** dig?



**DAVIS** is the Only **BACKHOE**  
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that can do this job!

Eliminate those long and costly hours of backbreaking hand labor associated with jobs that require flush digging alongside buildings, fences, hedges, and other obstructions!

Davis is the only backhoe that can do all these jobs . . . and it does them quickly, easily, and profitably. In addition, Davis has a 200° continuous working arc.

You can operate Davis in places inaccessible to other machines . . . or you can set up and be finished before other machines can maneuver into position. You can dump close to the hole for quick refilling, or wide of the hole for easy accessibility . . . even direct-load into a truck.

Davis has unobstructed visibility so you can work fast and accurately in tight situations without having to "feel" your way around the job, nor depend upon shouts and hand signals for instructions. Both the big comfortable seat and finger-tip controls swing with the boom. You *always* face your work!

Advanced engineering and top quality construction? *Yes!*, but you will find them priced competitively low!

Davis Loaders and Backhoes are available for all popular models of International, Ford, Fordson Major, Ferguson, Case, Massey-Harris, Allis-Chalmers, Oliver, John Deere, Minneapolis-Moline, and Work Bull Tractors.

**SOLD AND SERVICED EVERYWHERE BY BETTER DEALERS**

For the name of your nearest dealers write direct. Please specify make of tractor.

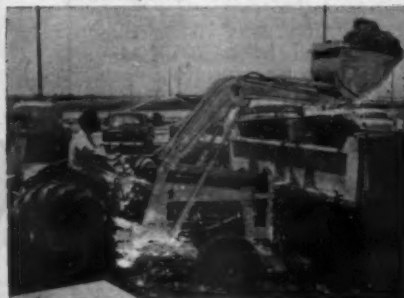
**MASSEY-FERGUSON INDUSTRIAL DIVISION**

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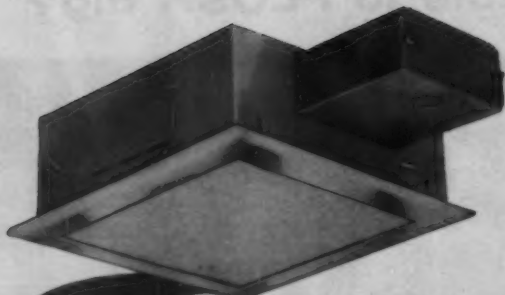
• WICHITA 15, KANSAS



**VERTICAL STABILIZERS**—Individually controlled, non-slip stabilizer feet let you level-up and hold on slopes, tilt for bell holes. Vertical thrust eliminates excessive cylinder pressure. Note how operator revolves with the boom!



A Davis Loader and Backhoe combination will put money in your pocket by outperforming any other rig — pound for pound, dollar for dollar.



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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 1/2" 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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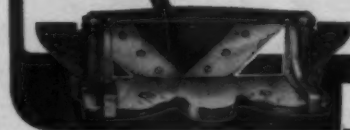
**GYPSUM CEILING JACK CO.** 967 2nd Ave SW  
Cedar Rapids, Iowa

## LION UNIVERSAL TRIMMER

### Precision Miter & Joint Cutter

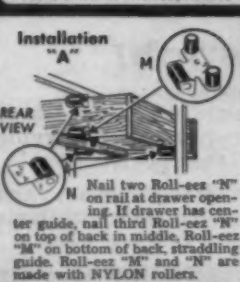
A multi-duty cutter for right or left hand 45° miters or any adjusted angle to 90°. Accurate, razor-like cut any way of grain. Fine tool steel knives. Compact design. 8" wide, 23" long. Portable. A time saver on every job!

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For Only **26<sup>4</sup>/10<sup>c</sup>**  
**PER DRAWER**  
Cost of One Roll-eez "A" Set in Bulk to Cabinet and Fixture Manufacturers

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### ROLLER BEARINGS FOR WOODEN DRAWERS

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**ROOFERS KNIFE**  
Cuts asphalt roll roofing and shingles. Cuts clean in any weather.  
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Cuts plywood, wall board, insulation materials, etc.  
Retail Price.....\$1.50



Illustration Shows Blade Recessed in Handle



**LINOLEUM KNIFE**  
Cuts any kind of linoleum at any temperature.  
Retail Price.....\$2.00



**BRICK SIDING KNIFE**  
For cutting brick siding and general work.  
Retail Price.....\$1.50

**UTILITY KNIFE**  
All Purpose Tool with roofers blade ready for use, plus 2 carpenter blades and 2 brick siding blades stored in handle.  
Retail Price.....\$1.75

## 5 KNIVES IN ONE

Each knife, by merely changing the blades, can be used by Carpenters, Roofers, Linoleum Men, Brick Siding Men, Paper Hangers and JUST ABOUT ANY OTHER TRADE where cutting tools are needed. Buy it with all blades for any type of work, or with an assortment of blades.

Write for Circular and Wholesale Price List

**MODERN SPECIALTIES CO.**  
4301 Ogden Ave. • Chicago 23, Ill.  
Dept. AB





The **NEW**

# *Sherman* **PANTHER POWER DIGGER**

**with Quick Detach and Many Exclusive Features**

The introduction of the new Sherman Panther Power Digger obsoletes all other tractor mounted backhoes. Before you buy any power digger, compare it feature for feature with these Sherman advantages: ● For all Ford Gas and Diesel Tractors ● Rear mounted hydraulic system to eliminate long, power-robbing lines ● Special transmission to step up power take-off shaft speed to permit use of small pump delivering 2000 P.S.I. ● 25 horsepower hydraulic system ● 2-way chevron packings with phenolic top and bottom rings

to act as bearings and prevent metal to metal contact between cylinder walls and pistons ● Flow control valve to eliminate all chain slack and assure positive control in every digging position ● Stress-design box construction boom ● Quick detach in a matter of minutes ● Reinforced stress-design box dipstick ● 19,250 lbs. digging force available ● Shock absorbing subframe ● Individually controlled stabilizers ● 188° uninterrupted arc of swing ● and many other features. Write today for Bulletin No. 786.

**Sold and Serviced by your nearby Ford Tractor Dealer**

POWER DIGGERS  
LOADERS  
FORK LIFTS

*Sherman* **S** *Products*

SHERMAN PRODUCTS, INC., Royal Oak, Michigan

SOIL WORKING TOOLS  
CRANES  
EXCAVATORS

## ESTIMATING TAKE-OFF

(Continued from page 103)

### BLUEPRINT HOUSE NO. 257

Basement & Floors 2,600 sq. ft.

#### CONCRETE CONSTRUCTION & FINISH

2500# Conc. Found, Col & Chim Footings	275 cu. ft.
2500# Conc. Found, Col & Chim Footings Forms	343 sq. ft.
2500# Conc. 3"x3"x3" Furnace Pad & Forms	1 unit
2500# Conc. 4" Flr. & Platin. Slab, O.G.	773 sq. ft.
2500# Conc. 3" Floor Slab, O.G.	320 sq. ft.
2500# Conc. 10"x7" Step, Form & Finish	5 lin. ft.
10# Steel 6"x6" Mesh Floor Reinf.	1,170 sq. ft.
Monolithic Floor Finish	1,170 sq. ft.
Monolithic Floor Floor Finish	125 sq. ft.
Kraft Paper Floor Vapor Barrier	1,170 sq. ft.
Kraft Paper Floor Prot. & Gorp.	1,235 sq. ft.
Promoulded 1/2"x3" Expan. Joints	90 lin. ft.
Big Fibre 1 1/2" Floor Insulation	65 sq. ft.

#### BRICK & BLOCK CONSTRUCTION & VENEER

Face Brick 4" Ret. Wl. Veneer	50 sq. ft.
Face Brick 4" Chimney Veneer	30 sq. ft.
Com. Brick Chimney Construction	50 cu. ft.
Vit. T. C. 8"x8" Flue Lining	25 lin. ft.
Conc. Block 10" Found Wall	680 sq. ft.
Conc. Block 8" Found Wall	445 sq. ft.
Conc. Block 4" Br. Wl. Backing	5 sq. ft.
Conc. Block 16"x16" Piers & Pilasters	20 lin. ft.
Prac. Conc. 20"x20"x5" Chim. Cap, Forms & Fin	1 unit
Prac. Conc. 10"x3" Ret. Wl. Cap, Forms & Fin	5 lin. ft.
Prac. Conc. 5"x3" Ret. Wl. Cap, Forms & Fin	5 lin. ft.
Prac. Conc. 12"x18"x2" Splash Blocks	5 units
Acid & Motor Expos. Brick Clean & Point	80 sq. ft.
Acid & Motor Expos. Block Clean & Point	655 sq. ft.
Com. Plas. 1/2" Ext. Fl. Finish	135 sq. ft.
Asphalt Found. Wl. Dampgrg	335 sq. ft.

#### LUMBER FRAMING & CONSTRUCTION

2"x10" Fir Stair Stringer	36 lin. ft.
2"x6" Fir Hip & Ridge Beam	155 lin. ft.
2"x8" Fir 16" O.G. Floor Joists	1,405 sq. ft.
2"x8" Fir Wall, Bolted Sill	70 lin. ft.
2"x8" Fir Box Sill Header	70 lin. ft.
3-2"x6" Fir Flush Cell Girder	10 lin. ft.
3-2"x6" Fir Door & Wind Header	125 lin. ft.
2"x6" Fir 16" O.C. Ceil Joists	1,190 sq. ft.
2"x6" Fir 16" O.C. Roof Rafters	1,785 sq. ft.
2"x8" Fir Stair Wall Header	15 lin. ft.

2-2"x6" Fir Bolted Wall Plate	110 lin. ft.
2-2"x4" Fir Girder Post	10 lin. ft.
2"x6" Fir 16" O.C. Roof Overhang	240 sq. ft.
2"x6" Fir 32" O.C. Roof Overhang	155 sq. ft.
2"x6" Fir 16" O.C. Wall Studs, S&P	3,310 sq. ft.
2"x3" Fir 16" O.C. Wall Studs, S&P	55 sq. ft.
2"x2" Fir Overhang Nailer	120 lin. ft.
1"x4" Fir 30" O.C. Soffit Outlookers	155 sq. ft.
3/4"x6" Pine T&G V-Joint Vert. Siding	40 sq. ft.
Colotex 25/32" Insul. Sheathing	1,400 sq. ft.
Plywood Fir 1/2" Floor Lining	1,405 sq. ft.
Plywood Fir 1/2" Base Lining	1,785 sq. ft.
Cedar Ext. Wall Shingles	1,360 sq. ft.
Asbestos 1/2" Wall Boarding	100 sq. ft.
250# Asphalt Roof Shingles	1,035 sq. ft.
300# Asphalt Roof Shingles	750 sq. ft.
Rock Wool 2" Ceiling Insulation	1,445 sq. ft.
Rock Wool 2" Wall Insulation	490 sq. ft.
15# Felt Floor Insulation	1,175 sq. ft.
15# Felt Roof Insulation	1,785 sq. ft.
15# Felt Wall Insulation	1,360 sq. ft.
Mesh Roof Vent Screening	30 sq. ft.

#### METAL MISC. & ORNAMENTAL WORK

1/2" Steel 14" Anchor Bolts, N&W	20 units
12.5# Steel 6" I Floor Beam	25 lin. ft.
15# Steel 3"d Lally Column & Pl's	15 lin. ft.
Galv. Steel 33"x12" Area Ways	2 units
Cast Iron 8"x8" Cleareout Door & Fr.	1 unit

#### METAL SHEET WORK

16oz Copper 10" Step Flashing	25 lin. ft.
16oz Copper 15" Chimney Flashing	5 lin. ft.
16oz Copper 12" Porch & Pitr. Flashing	15 lin. ft.
16oz Copper 6" Roof Edge Flashing	210 lin. ft.
16oz Copper 5"x8" Roof Gutters	205 lin. ft.
16oz Copper 4"d Gutter Leaders	85 lin. ft.

#### GYPSUM WALL & CEILING BOARDING

Gyp. & Foil 1/2" T.J. Wall Boarding	1,320 sq. ft.
Gyp. & Foil 1/2" T.J. Wall Boarding	2,205 sq. ft.
Gyp. & Foil 1/2" Wall Lining	255 sq. ft.
Gyp. & Foil 1/2" T.J. Gar Wall Boarding	490 sq. ft.
Gyp. & Foil 1/2" T.J. Ceiling Boarding	1,880 sq. ft.
Gyp. 1/2" T.J. Gar Wall Boarding	275 sq. ft.
Metal Corner Beads	55 lin. ft.

#### WOOD EXTERIOR & INTERIOR MILLWORK

1 1/2" W. Pine 8"x7" Ext. Glz. Slid. Door, F&T	1 unit
1 1/2" W. Pine 5'6"x7" Ext. Fl. Door, Sl, F&T	1 unit
1 1/2" W. Pine 2'8"x6"8" Glz. Door, F&T	1 unit
1 1/2" Fir 9'x6" ovh. Door & Hdwr.	1 unit

## meet the "MASTER BUILDER"...

### Berger's '59 model convertible transit-level

We call this new convertible the "MASTER BUILDER" because it is designed for the builder who wants big instrument performance—at a moderate price. Added brawn, without excess weight, combines with rotating center (as in engineers' levels), assures accuracy in the "MASTER BUILDER" to meet any construction challenge that might come your way.

Its 3-ft. short focus enables you to work in cramped quarters. Its 22-power telescope will sharply define individual graduations on a rod at greater distances. It gives you unrivaled performance even in poor light. Horizontal circle and vertical arc with double verniers read to 5 min.

Whether you're leveling a foundation, setting forms, plumbing a column or lining up an engine bed, you'll find the "MASTER BUILDER" a profitable experience in time saved. Get behind this new convertible. See for yourself. Write for details.

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.

THE BEST IN  IS **BERGER**

ENGINEERING & SURVEYING INSTRUMENTS... SINCE 1871



1 1/2" Bir. Van. 2'6"x6'8" Int. Door & Trim	2	units
1 1/2" Bir. Van. 2'6"x6'8" Int. Door & Trim	3	units
1 1/2" Bir. Van. 2'4"x6'8" Int. Door & Trim	4	units
1 1/2" Bir. Van. 2'x6'8" Int. Door & Trim	1	unit
1 1/2" Bir. Van. 3'11"x6'8" Int. Fold. Door & Trim	2	units
1 1/2" Bir. Van. 3'x6'8" Int. Fold. Door & Trim	2	units
Plastic & Bir. 4'x6'8" Int. Fold. Door & Trim	1	unit
Plastic & Bir. 3'x6'8" Int. Fold. Door & Trim	2	units
W. Pine & Bir. 13'3"x6' Fix & Proj. Wind., F&T	1	unit
W. Pine & Bir. 7'9"x6' Fix & Proj. Wind., F&T	1	unit
W. Pine & Bir. 4'x3' Proj. Wind.	1	unit
W. Pine & Bir. 7'6"x2'3" Proj. Wind.	3	units
W. Pine & Bir. 3'9"x2' Proj. Wind.	3	units
W. Pine & Bir. 3'9"x1'9" Proj. Wind., F&T	2	units
W. Pine & Bir. 2'9"x1'2" Best Wind.	6	units
Oak & Pine 7R3' Int. Stairs	1	unit
Oak & Pine 7R2'4" Int. Stairs	1	unit
Oak & Pine 6R3'6" Int. Stairs	1	unit
W. Pine 1"x6" Ext. Fascia	210	lin. ft.
W. Pine 1"x12" Closet Shelving	40	lin. ft.
W. Pine 1"x3" Shelving Cleats	45	lin. ft.
W. Pine 1/2"x4" Wall Base & Mid	385	lin. ft.
W. Pine 1/2"x1 1/4" Soffit Base Mid	250	lin. ft.
Plywood 3/4" Soffit Boarding	435	sq. ft.
Fire-Mat 1 1/2" Closet Clothes Pole	25	lin. ft.
Pine 18"x11" Wind Box	1	unit
Oak & Pine 3" Stair Railing	10	lin. ft.
Oak & Pine Stair Handrail	20	lin. ft.
Plywood & lam. plastic 4'x2'x2'6" Bath Vanity Cab.	1	unit
1/4" Plate Glass Door & Sidg. Panes	70	sq. ft.
DSA 1/4" Glass Wind. Panes	240	sq. ft.
1/4" Plate Glass Wind. Panes	80	sq. ft.
Obsc. Glass Wind. Panes	10	sq. ft.

#### PREFINISHED KITCHEN CABINETS & ACCESSORIES

Wood or Metal 6'x2'x3' Sink Cab. & Acc.	1	unit
Wood or Metal 3'9"x2'x3' Range Cab. & Acc.	1	unit
Wood or Metal 1'9"x2'x3' Base Cab. & Acc.	1	unit
Wood or Metal 2'4"x2'x3' Base Cab. & Acc.	1	unit
Wood or Metal 11'x1'x2'6" Wall Cab. & Acc.	1	unit
Wood or Metal 5'6"x1'x2'6" Wall Cab. & Acc.	1	unit
Lam. plastic Counter Tops	25	sq. ft.

#### OAK FINISH FLOORING

Oak 3/4" Finish Flooring	1,175	sq. ft.
Machine Floor Sanding	1,175	sq. ft.
Varnish Floor 2 coats	1,175	sq. ft.

#### CERAMIC WALL & BASE TILING

Ceramic Wall Tiling	255	sq. ft.
Ceramic 6" Wall Base	55	lin. ft.
Ceramic Floor Tiling	100	sq. ft.

#### METAL & GLASS TOILET ROOM ACCESSORIES

Metal & Glass 18"x36" Bthrm. Mirror, Fr. & Acc.	1	unit
Metal & Glass 26"x24" Med. Cab. & Acc.	1	unit
Chrome & Mtl. Toilet Paper Holder	2	units
Chrome & Mtl. Soap Holder	2	units
Chrome & Mtl. 30" Towel Rack & Acc.	3	units

#### PLUMBING SYSTEM & FIXTURES

Water Service Connection & Piping	1	unit
Gas Service Connection & Piping	1	unit
Sanitary Service Connection & Piping	1	unit
Storm Service Connection & Piping	1	unit
Gas Furnace, Connection & Piping	1	unit
Lavatory, Piping & Accessories	2	units
Bath Tub, Piping & Accessories	1	unit
Water Clo., Piping & Accessories	2	units
Kitchen Sink, Piping & Accessories	1	unit
Laundry Sink, Piping & Accessories	1	unit
H.W. Heater, Piping & Accessories	1	unit
Hose Bibb, Piping & Accessories	2	units
Floor Drain, Piping & Accessories	1	unit

#### HEATING SYSTEM & FIXTURES

Gas Warm Air Furnace & Accessories	1	unit
Gas Warm Air Ducts & Register	10	units
Gas Warm Air Temp. Control Equip.	1	unit
Gas Warm Air Vent Connector & Acc.	1	unit

#### ELECTRICAL SYSTEM & FIXTURES

Electric Service Connection	1	unit
Electric Service Panel & Switch	1	unit
Light Outlets & Wiring	13	units
Convenience Outlets & Wiring	29	units
Switch Outlets & Wiring	21	units
Light Wall & Ceiling Fixtures	13	units
Entrance P.B., Chime & Wiring	1	unit
Kit. Exh. Fan, Connection & Wiring	1	unit
Telephone Serv. Conn. & Wiring	1	unit
Television Antenna & Wiring	1	unit
H.W. Heater Connection & Wiring	1	unit
Furnace Connection & Wiring	1	unit
Range Connection & Wiring	1	unit
Refrigerator Connection & Wiring	1	unit
Met. & Glass Ex. Lamp & Post	1	unit

#### ASPHALT & RUBBER FLOOR & BASE TILING

Asphalt Floor Tiling	545	sq. ft.
Rubber 4" Wall Base	125	lin. ft.

YOU'RE LOOKING AT  
the "SPEED-A-LINER"...

Berger's newest

transit-level

This new Berger "SPEED-A-LINER" is engineered to help the modern builder make every minute on the job count. SPEED is the keynote of its advanced design. SPEED in lining up on a target... in taking readings... in converting from a transit to a level. SPEED combined with the accuracy and dependability that have made Berger instruments a byword in building for 87 years.

Put the "SPEED-A-LINER" to work setting up batter boards, aligning stone walls and brickwork, laying out driveways, parking lots and hundreds of other jobs. See how easily you can read to single degrees—estimate to 1/2 deg.—on horizontal circle and vertical arc. Note the sharp, clear image through the 13-power optical system. You'll agree it's the most versatile, easiest-to-use transit-level you ever put an eye to. Write for descriptive literature.

C. L. BERGER & SONS, INC., 47 Williams St., Boston 19, Mass.



THE BEST IN SIGHT IS

**BERGER**

Engineering & Surveying Instruments... Since 1871

# Painting and Decorating

**They're the finishing touches  
to your product—here builders  
and manufacturers give you . . .**

**A BETTER JOB**, at less cost . . . it's a top concern of both builders and manufacturers. Time-savers like rollers and sprayers are considered "musts."



INTERIOR

BATH WALL

## . . . 29 ideas to cut costs

**Q** What's the best labor-saving method for applying paint?

**A** "Interior: roller; exterior: good quality, large, thick brush" . . . "Spray outside whenever possible" . . . "Invest in scaffolds" . . . "Use team work, one man doing high jobs, another the low ones."

**Q** Do you have a specialist color coordinate your house, inside and out?

**A** "Yes" . . . "My wife" . . . "An interior decorator" . . . "An architect" . . . "Myself."

**Q** (To manufacturers) What are you doing to hasten use of labor-saving devices?

**A** "Our finish was developed originally for roller application and has now been reformulated for either roller or spray" . . . "We have a new line of 'spray' products" . . . "We're pushing a 14" indus-

trial roller" . . . "We have a new air-pressure caulking gun with aluminum barrels that saves 30 to 45% in weight."

**Q** Do you have any special tricks you use when painting drywall?

**A** "Size the wall first so it can be wall-papered if desired" . . . "Use a stain seal first, then roll a rubber base paint on" . . . "Use a spray coat with perlite granules, sealer-primer and one-coat paint" . . . "Just good spackling and roll on the paint" . . . "A roller works best with the least mess."

**Q** What important paint trends in your area have you noticed?

**A** "More natural finished exteriors" (West and North) . . . "Trend here is for both inside and outside in white or off-white" (North) . . . "More color plus vertical siding with harmonizing stain on



**A SELLING JOB . . .** another top point. When your house is completely finished, will the colors help sell? Should you combine color with wood finishes? Most of the builders we questioned (like the one shown above) felt that

color coordination was a big merchandising asset. Builders' wives still hold the top "decorator" position. But an almost equal number of builders now use the services of interior decorators.

## and sell your houses

exteriors" (Midwest) . . . "Stronger contrasts in deep colors plus redwood or brick panels" (South).

**Q** (To manufacturers) Will paint and finish prices go up, down, or remain the same?

**A** "Remain the same" (majority opinion) . . . "Might possibly go up a little."

**Q** What improvements would you like to see in tomorrow's paints?

**A** "I'm interested in a paint that could be used on fresh plaster so the house could be finished quicker" . . . "A good one-coat outside paint that doesn't show any brush marks" . . . "Proof from sun and heat" . . . "Stain system developed from A to Z coat job which will color but not hide grain" . . . "No separation in oil paints" . . . Good paint or stain, especially for cedar shingles, to cover with one coat and not to bleed."

### THESE MANUFACTURERS WILL HELP YOU WITH COLOR AND FINISHING

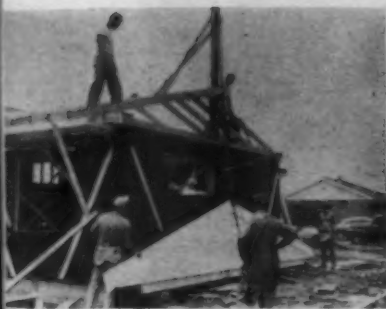
● **ON PAINTING**, varnishing and enameling. A 24-page catalog from Pratt & Lambert. Selector charts for all types of interior, exterior surfaces; color combinations; product descriptions. (No. 02, page 128.)

● **50 NEW HARMONY** groups of colors in a guidebook from Gold Bond, National Gypsum Co. Interior color schemes plus choice of 200 colors. (No. 03, p. 128.)

● **DECORATING HELP** on everything from paint colors to carpeting. For the whole house or one room. From Color Scheme Originals. (No. 04, page 128.)

(Catalogs continue on page 160)

## Three cost-saving ideas from the Chicago area



**1** NO SCAFFOLDING is needed to put up this pre-built gable end. Idea was put into action by Martin H. Braun, builder of Martindale Estates in Westchester, Ill. He simply upends a 2'x12'x20', fixes a pair of two-sheave

blocks with line to it, hoists the gable end into place, and nails it. Four men did the job in five minutes. Gable ends can either be shop-fabricated off site or on the job. Rest of this house was built conventionally.



**2** IN WET MUD, pushing a wheelbarrow full of mortar is next to impossible. Even on planks, the going gets sloppy. Centex Corp., building in Elk Grove, Ill., solved the problem with a Sherman Fork Lift. Dump bucket is

bolted on forks. Driver plows through muck easily with big tires. First stop is central mixing plant where bucket is filled. Then bucket is lifted clear of ground, and trip is made to job, where barrows are filled.



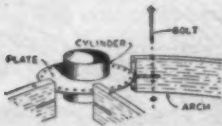
**3** SAVING time and money in the rough framing operation is another Centex cost-cutter. Man with power saw (left photo) does nothing but cut rafters, spike them lightly on the end, and hang them along the top plate

exactly where they will be used. This is mechanization not only in the sense of using machinery, but in systematizing the flow of work. Cutter also gets very proficient in his job, thus lowering number of mistakes.

After This Most Unusual Job, Contractor "Recommends



Planetarium, Yorklyn, Delaware  
Contractor: B. M. Wood, Avondale, Pennsylvania  
44 Rilco arches: length 40' 3 1/2", radius 25'  
center height 25' 7-13/16"



Crown connection — 1' 10 1/4" diameter plate welded to 12" diameter cylinder. Bolts through each arch pass through holes in the plate. The slotted arches abut against the cylinder.

## RILCO Highly"

Even an unusual job like this planetarium, goes up fast, with Rilco laminated wood members — contractor is pleased, client pleased.

Because Rilco members fit, go up fast even with inexperienced labor they are ideal for factories, warehouses, supermarkets, churches, schools, bridges, and many other structures where speed and fire safety are important.

Tangent arch, tied arch, beam, bowstring truss, Rilco Deck whatever the member, whatever the project, Rilco helps you win the bid, finish the job on time and pocket a profit. For more information contact your nearest Rilco office.



**RILCO LAMINATED PRODUCTS, INC.**

W 811 First National Bank Building  
Saint Paul 1, Minnesota  
DISTRICT OFFICES

TACOMA, WASH. • NEWARK, N. J. • FORT WAYNE, IND.



# COMPLETE KITCHEN

**8 cu. ft. Refrigerator**

*Including*

**2 cu. ft. Pull-out Freezer Drawer**

*Choice of White or Natural Wood Grain Finish*

*Write for full details to*

**GENERAL  
AIR CONDITIONING CORP.**

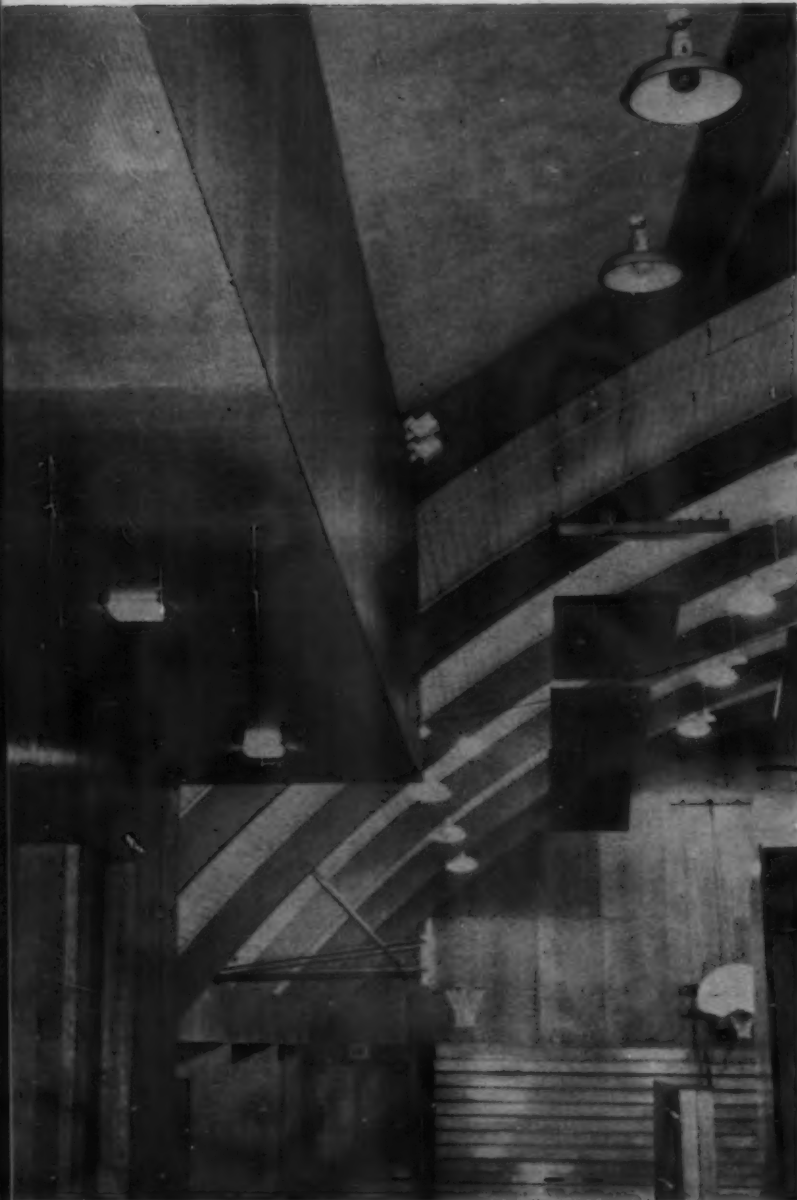
Dept. A-14, 4542 E. Dunham St.  
Los Angeles 23, California

# GENERAL CHEF

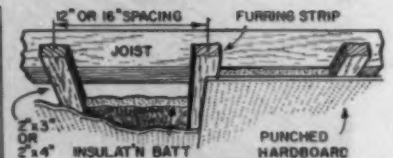
**NATIONWIDE SALES AND SERVICE**

FOR SCHOOLS, COMMERCIAL BUILDINGS

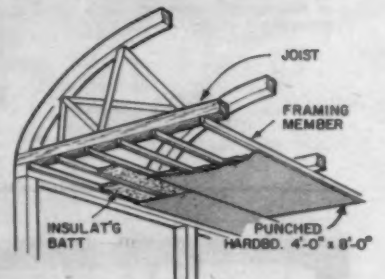
# Here's a new system for low-



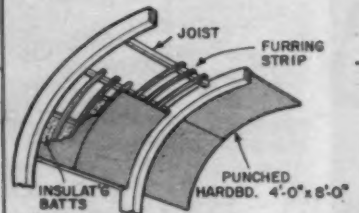
**UNLIMITED** design possibilities are suggested by the above gym photo and sketches. Where cost is a factor this treatment eliminates the need of building a separate auditorium for school activities which normally require a keen form of sound balance. Suspended baffles also were used.



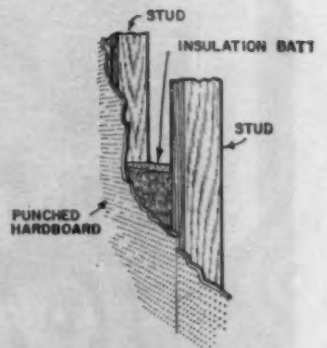
Ceiling application



Truss application



Arch application



Wall application

WHAT  
↔  
HOW



## GUIDE FOR THE MONTH OF OCTOBER

# cost, effective sound control

What you see illustrated on these two pages, is a new system for arresting sound in schools and commercial buildings—both new and remodeled. The method employed combines the best properties of two different materials—acoustical batt and punched hardboard.

In combination, these two materials provide excellent sound absorption (see table, right) plus the fact that the hardboard gives a protective overlay panel.

The new system promises to overcome the high cost of and equal the practicability and "wearing properties" of available acoustical materials.

An indication of the system's unlimited design possibilities is evidenced by the interior (photo, left) of the Bandon High School, Portland, Ore.

Its application—because of the large hardboard sheets—is fast, needs no suspension system to be effective.

For more data: J. W. Cain, Forest Fiber Products Co., Forest Grove, Ore.

Sound absorption co-efficients table

Material	Absorption Co-efficient*	Absorption Co-efficient* at 125 cps
½" Hardboard, punched on ½" centers over Fiberglas 4.2 lbs. per cu. ft., 3" thick	.82	.33
¾" Hardboard with ½" centers over Aero-Cor PF 315, 1 lb. per cu. ft., 3-½" thick	.84	.35
¾" Hardboard, Punched on 1" centers over Fiberglas 4.2 lbs. per cu. ft., 3" thick	.60	.40
¾" Hardboard with 1" centers over Aero-Cor PF 315, 1lb. per cu. ft., 3-½" thick	.66	.47
½" Insulation Board Acoustical Tile over solid backing	.55 to .65	
½" Insulation Board Acoustical Tile on 1" furring strips	.60 to .70	
¾" Insulation Board Acoustical Tile on 1" furring strips	.70 to .80	
1" Insulation Board Acoustical Tile on 1" furring strips	.70 to .80	

\*Absorption co-efficients shown here are average of the absorptions at 250, 500, 1,000 and 2,000 Cycles per second.

Data for hardboard from "Measured Absorption Characteristics of Resonant Absorbers Employing Perforated Panel Facings" by Mikeska and Lane, Journal of the Acoustical Society of America, Vol. 28, No. 5, Sept., 1956.

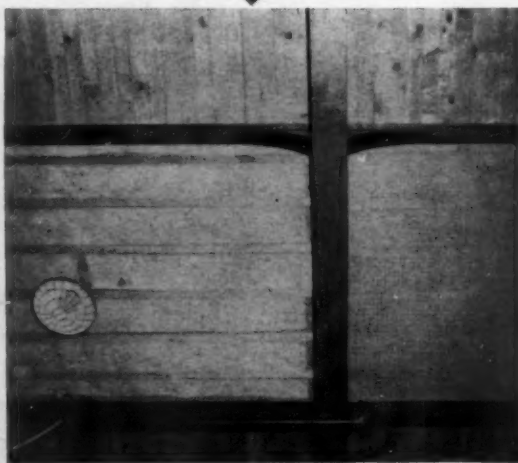
Data for Insulation Board from Acoustical Materials Assn., Bulletin 28, "Sound Absorption Co-efficients", A.I.A. 39-b. In each case measurements were made in a reverberation chamber.

HOW



TWO APPLICATORS working together cover large areas in a very short time. Furring strips were nailed up first, then the batting, then the hardboard. The materials can be easily worked and precisely trimmed around the

HOW

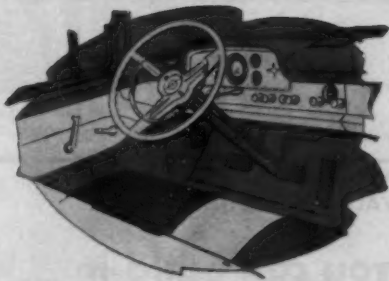


fixtures. The two stages of application are seen above. At left is 1" Aero-Cor glass fiber batting that was stapled between the 1x4" furring strips 12" o.c. Punched hardboard panels were nailed to the furring strips.



**Go FORD-WARD**





**New Cab Interiors!** You'll think you're in a passenger car! Comfortable Custom Cab offers longer wearing fabrics, new modern steering wheel with integral horn ring. Two-toned doors, seats; instrument panel two-toned, chrome-trimmed.

**New Styleside Pickups!** Notice the handsome new grille, dual headlights, stronger wrap-around bumper. The cab-wide body holds 23% more than any conventional pickup box. 6½-, 8- and 9-ft. boxes available in Styleside or Flareside models. Short Stroke Six or V-8 engines.



**New 4-wheel Drive Pickups!** Now, half-ton and ¾-ton users can buy Ford-built 4-wheel drive trucks at Ford's low prices. These Fords can take on the roughest, toughest off-

road assignments with sure-footed ease. Here are the trucks built to operate in mud and sand, climb grades of over 60%. All-new, and available about December 1, 1958.

# NEW '59 FORD TRUCKS

for savings!



▲ **New Tilt Cab Tandems!** Now, Ford Tilt Cab Tandems with GCW ratings up to 75,000 lb. Now, all the advantages of tilt-cab design with the carrying capacity of tandems. Saves 3 ft. in length, saves hours of maintenance time.

▲ **2-ton Performance Leader** with new 6,000-lb. front axle option for greater load capacity, longer life. Maximum GVW 19,500 lb. Fully automatic Transmatic Drive available. Short Stroke power, Six or V-8.

They're here to take you *Ford-ward* for savings, *Ford-ward* for modern style and dependability!

Here, in *all* 371 models in the '59 Ford line, are modern features that cut costs or contribute to driver efficiency! Features like Ford's economical Short Stroke engines, a wider choice of transmissions, including Ford's new HD Cruise-O-Matic, new cab comfort, the smoothest ride of any pickup!

All this, plus the industry's best durability record—a study of ten million trucks proves Ford trucks last longer! And every Ford has safety glass in every window. See your Ford Dealer today . . . go *Ford-ward* for savings!

## FORD TRUCKS COST LESS

*Less to own...less to run...last longer, too!*

**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!

**DOSCH**

Since 1900  
Leader in Quality Woodcutting Machines

**MAIL THIS COUPON TODAY!**

Dosch Manufacturing Co. Phone:  
Thornton, Delaware County, Pa. 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 \_\_\_\_\_  
 or Zone \_\_\_\_\_

American  
Builder

**TRAINING YOUR MEN**

## How to do it better

### HIDDEN-VALUE PLUMBING IDEA

## How you can build-in instant hot water

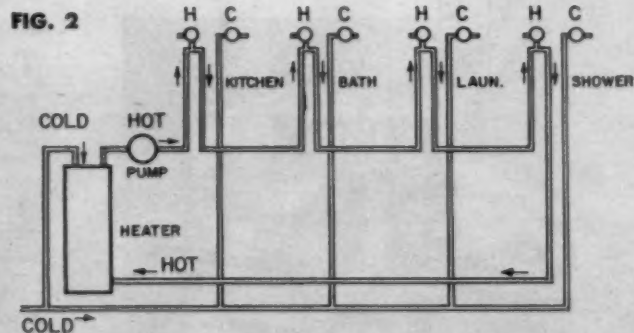
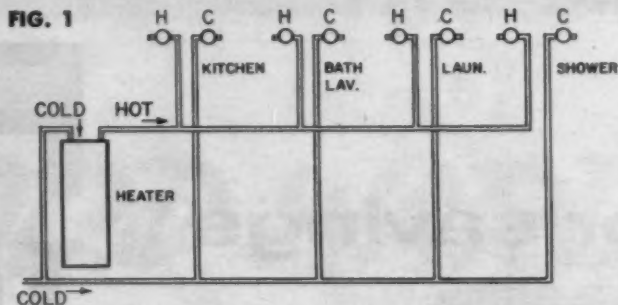
The average home buyer may not be aware of the dollars and cents value per year of the water wasted every time he turns on the hot-water faucet and has to wait for the hot water to come up—but he is aware of the waiting.

The idea of instant hot water is not new but is one that has

not been talked up enough to home builders.

To carry the idea through it just takes a few extra pipe fittings, a few feet extra of pipe and a pump (one that never needs oiling, is noiseless, etc.).

In Fig. 1, below, the conventional way of running water pipe is shown

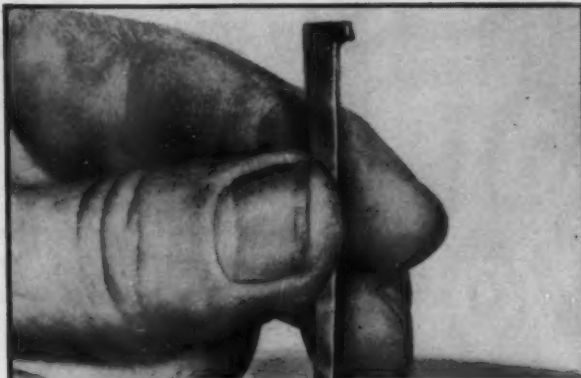


In Fig. 2, above, the alternate system giving instant hot water is illustrated. You'll note by comparing the two drawings that the hot water is now brought right up to the faucet.

The little water between the faucet valve seat and the Tee of moving water is so small that it too will be hot by virtue of the metal-to-water contact.

W. A. Winters, Glendale, Cal.

More ideas on page 192 ▶



## WHEELING L-HEAD CUT FLOORING NAILS

• have superior holding power • cause far less splitting than screw-shank nails • Prove it yourself. Write us today for free sample nails and details. Wheeling Corrugating Company, Wheeling, West Va.



WHEELING CORRUGATING COMPANY • IT'S WHEELING STEEL

LADLE 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

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For genuine Black & Decker repairs check Yellow Pages under "Tools-Electric" for address of nearby Black & Decker

**FACTORY SERVICE BRANCH**  
Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians handle all work • Standard B&D Guarantee at completion of recommended repairs • Fast service at reasonable cost.

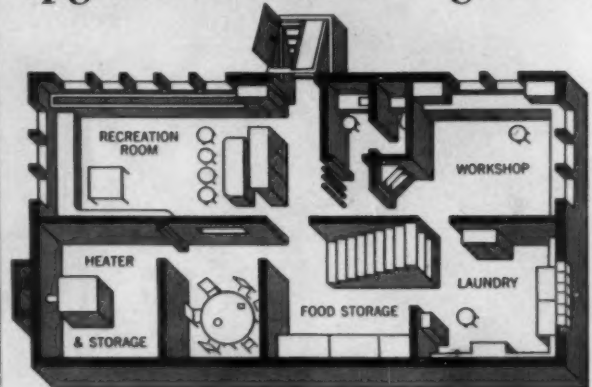
Or write for address of nearest of 48 branches to:  
THE BLACK & DECKER MFG. Co., Dept. S4210, Towson 4, Md.



**Black & Decker**  
QUALITY ELECTRIC TOOLS



## Upgrade from below grade!



## BASEMENT PRE-PLANNING Sells Homes Faster!

Here's the way to merchandise your basements and give your homes a fresh sales appeal at low cost. Pre-plan to any degree . . . just the basic elements of light and direct access . . . studs in place for finishing by the owner, or completely finished recreation and work area.



The key to a well planned basement is a Bilco Door . . . all steel, weathertight, permanent . . . supplements the inside stair, makes below grade space useful, convenient, safe.

Sold by all leading lumber and building supply dealers.

**FREE!** Bilco's new booklet, "Basement Pre-Planning". Full of ideas, layouts, tips for making the basement a powerful selling feature.



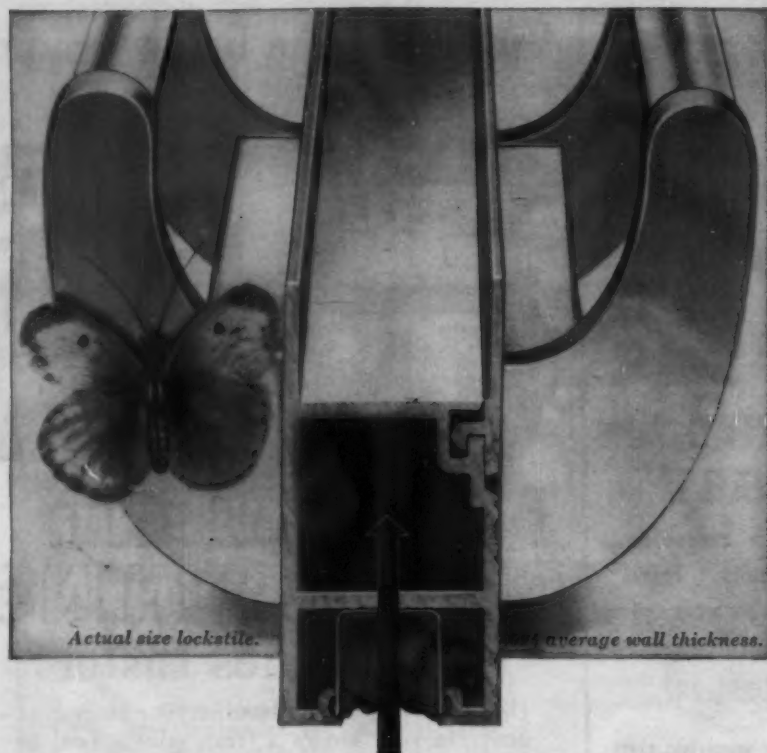
# Bilco

AMERICA'S FINEST  
BASEMENT DOOR

THE BILCO CO., Dept. 213  
NEW HAVEN 5, CONN.

Send free copy of "Basement Pre-Planning" booklet with literature on Bilco Doors and Stair Stringers   
Also send name of local dealer

YOUR NAME .....  
FIRM NAME .....  
STREET .....  
CITY..... ZONE..... STATE.....  
Builder  Architect  Other.....



## 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

Miller Sliding Glass Door Company, Inc. • Dept. A.B., 3216 Valhalla Drive • Burbank, Calif.

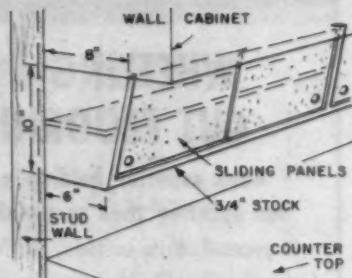
### HOW TO DO IT BETTER

(Continued from page 190)

#### Here's a low cost kitchen sales feature

A distinctive note can be obtained in your kitchens by the addition of the simple sliding-door unit installed under the upper wall units.

Housewives like them because they hold so many otherwise hard-to-store items. Everything from

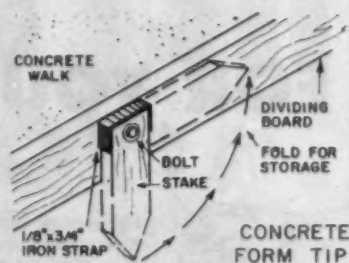


baby food, bottles, spices, condiments, pills, medicines, matches and spare tumblers will fit nicely into these extra space savers.

The doors can be made of plain or enameled hardboard, plywood or the new acrylic plastic sheets. Our customers like the plastic embedded with leaves and butterflies. The panels are sufficiently transparent to hide most contents stored within.

The framework utilizes  $\frac{3}{4}$  stock rabbited to receive the door panels. We like a flat paint in a deep tone to contrast with the upper units. A simple finger-pull completes the cabinet.

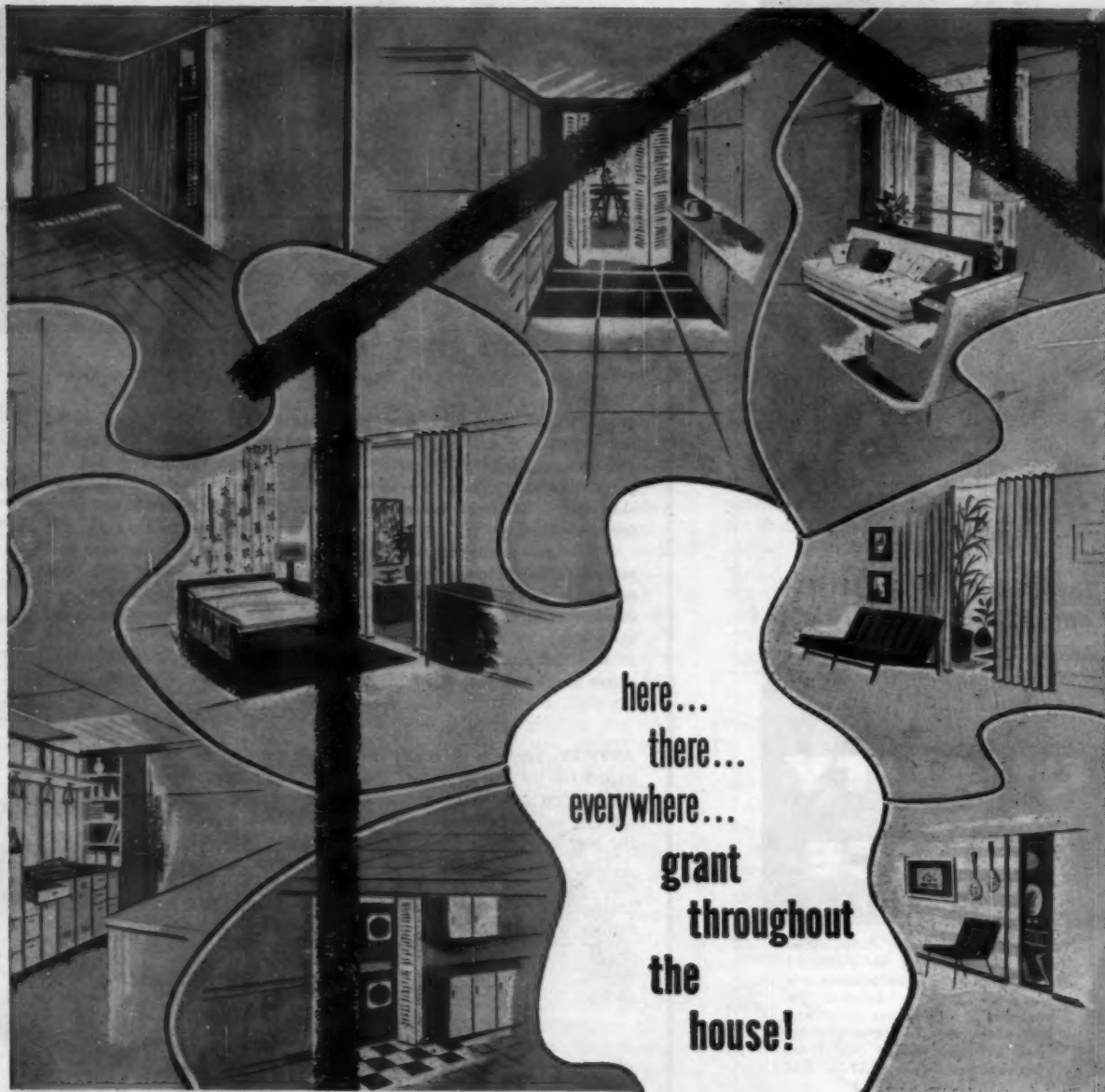
Eugene Landis, Ephrata, Pa.



#### Fold-out form stakes save "looking" time

By bolting stakes to the dividing board and installing metal straps to the ends as shown, one has a ready-to-use dividing board. There is no need to worry about finding new stakes. For storage they are just folded out of the way.

N. M. Pittman, Overton, Tex.

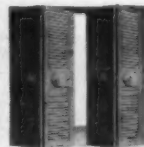


here...  
there...  
everywhere...  
**grant**  
throughout  
the  
house!



1000/8000 "Reversible" Sliding Door Hardware is economically priced, simple to install and, like all Grant products, extremely durable. Load capacity is up to 75 lbs. with choice of single or double wheel carriers, steel or aluminum track.

Grant 2520 "Uniset" Hardware for folding panels has been designed so that one set alone serves all installations. It is strong, simple to install and dependable.



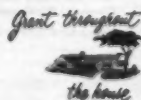
write for your copy of the award-winning Grant Catalogue.

**© GRANT SLIDING HARDWARE**

Grant Pulley & Hardware Corporation

1 High Street, West Nyack, New York • 944 Long Beach Ave., Los Angeles 21, Cal.

sliding door hardware • drawer slides • drapery hardware • folding doors • tub enclosures • pocket frames • pulls • special sliding hardware



MEET THE  
**Ventrola**  
"410" COMB. LIGHT & VENTILATOR



for BATHROOMS, UTILITY and RECREATION ROOMS!

here's  
**QUALITY**  
you can Prove...  
at a **PRICE**  
you can SELL!

This newest member of a distinguished family is engineered to Ventrola's standards of beauty, performance and dependability. It is designed for all types of bathrooms, utility and recreation rooms. The entire Ventrola line will spell EXTRA profits for you because they're EASY TO SELL . . . EASY TO INSTALL!

Ventrola offers RANGE HOODS in 3 push-button controlled series: 1400 solid top hood—1600 twin blower hood ventilator and the 1500 hood ventilator—**for COMPLETE BUILDER'S PACKAGE . . . factory installed fan housing . . . unit pre-wired, ready to install. Includes CONCEALED LIGHT FIXTURE, PUSH-BUTTON CONTROLS, FILTER and REDUCER with POSITIVE BACK-DRAFT SHUTTERS.**

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"AS REFRESHING AS THE GREAT OUTDOORS"

products of  
**VENTROLA MANUFACTURING COMPANY**  
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Owosso, Michigan

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Blk.  Blkr.  Boater  Arch.  Other \_\_\_\_\_

American Builder **TRAINING YOUR MEN**

# Ask the experts . . .

## Cottage piers are sagging. How can they be repaired?

**QUESTION:** I have a frame summer cottage, 24' x 32', built about 10 years ago on 18"x18" concrete piers 6' apart, 5 piers on each side and 5 piers in center for joists' support.

The cement contractor set these piers only 18" below grade. With extremely cold weather and flood conditions to contend with, the piers began to sag and are now 2" to 4" off center. They are 36" above grade and may topple in a

heavy wind storm. I fully realize that the best remedy is to have a new concrete foundation. But this is a rather expensive remedy which I cannot afford at this time.

I am looking forward to your expert opinion as to the next best procedure to follow—one that will correct this condition and eliminate the danger of the house toppling over.

Max Goldstone  
Chicago, Ill.

**ANSWER:** There is no really inexpensive way of repairing the foundation of your summer cottage other than rebuilding the pier system.

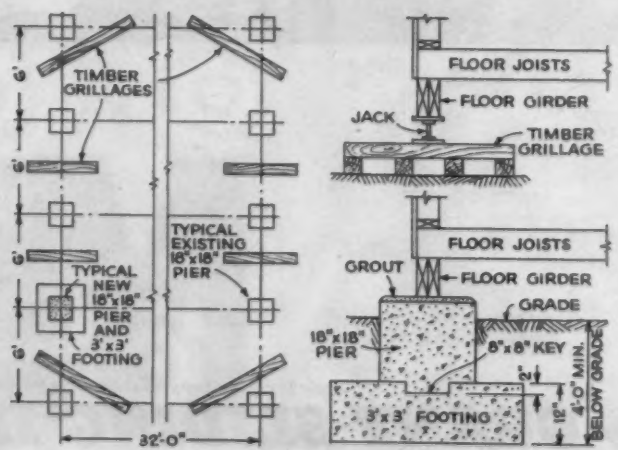
The following procedure may be used to repair your cottage: First, install heavy timber grillage in areas of A, A', B'. Then place jacks at the points under the end floor girders and jack the building

off the pier and level it.

Your next step is to remove the existing piers and replace with new foundations as shown in the drawings below.

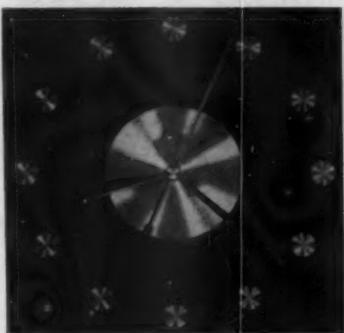
After this is done fill the space between the joists and pier with Embecco grout. After sufficient hardening, remove the jacks and timbers.

George Kennedy & Assoc.  
Chicago, Ill.



Another question, opposite page ▶





*Center of Interest*  
**BUILT-IN WALL CLOCKS  
 BY HOWARD MILLER**

Achieve stunning effects with this smartest of home accessories. A variety of models and finishes to fit any area, please every taste. Guaranteed self-starting synchronous electric movement, with easy to follow instructions and template for built-in installation. The Howard Miller name is the modern word for clocks of quality and original distinction; make it your buy-word. From \$11.95 retail,—at your building supply dealer, or write for literature and prices from

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**HOWARD MILLER CLOCK CO.**  
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Versatile *New* Bar-Brook  
**BREEZEBUILDER-K**



answers  
 every  
 builder-  
 contractor  
 need . . .

**at the lowest cost yet!**

The new Bar-Brook Breezemaker-K was designed with the builder in mind. It's remarkably low in cost and can be installed in minutes. The attractive aluminum shutter assembly is completely automatic, adds to the decor of any room. Rubber-mounted dual ball bearings assure silent, long-lasting operation. And "sealed-in" fan and motor bearings provide lifetime lubrication. The Breezemaker-K is available in 3 sizes, with 30, 36 and 42-inch fan blades.

Write today for our free catalog, sample ratings and attractive discount prices.

**BAR-BROOK MFG CO., INC.**  
 Box 6638-G Shreveport, La.

**ASK THE EXPERTS**

*(Continued from page 194)*

**What caused nails to pop on roof built last winter?**

**QUESTION:** Could you give me an explanation of why the roof sheathing nails should be popping on the roof of a building I put up last winter?

W. Arthur Adams  
 Fredericktown, Ohio

**ANSWER:** I assume that your rafters, or some of them, were green when the sheathing was nailed to them with common wire nails. Those rafters which were green or excessively green are the culprits. Plain-shank nails lose as much as four-fifths of their initial holding power during lumber seasoning. The wood around the nail decomposes chemically and shrinks away from the nail. Little holding power is left.

During the daytime when the sun shines on the roof, the roof gets hot. The use of black shingles aggravates this, since a dark roof gets hotter than a light-colored roof. The south side of the roof gets hotter than the north side. During the night the roof cools. The temperature change results in elongation and shortening of the nail at a faster rate than the expansion and contraction of the wood surrounding the nail, since the nail is a better heat conductor.

With little nail holding power left, during increase in temperature (resulting in nail elongation), the nail moves out of the lumber. During the following decrease in temperature, the nail shortens. However, nothing induces the nail to go back into the lumber. On the contrary, any inward movement of the nail is resisted by the lumber, while no resistance is found to outward movement of the nail. Repetitive changes in temperature, day in and day out, make the nail "pop" more and more during the course of time.

The greater temperature differential, the greater the tendency for the nail to "pop." Use of black shingles results in greater temperature differentials, hence a greater tendency for the nail to "pop."

I suggest that you re-nail the sheathing to the rafters. Do not remove the nails. That will not help. Use new nail locations. Use properly threaded nails if dark shingles are again to be used.

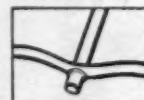
E. George Stern  
 Research Professor  
 Virginia Polytechnic Institute

**Build Stronger  
 Masonry Walls  
 with SUR-LOK**

... the corrugated reinforcement designed to give your masonry walls the greatest lateral strength possible.



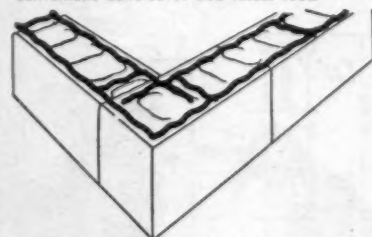
SUR-LOK'S side wires are corrugated horizontally to assure a better bond between mortar and reinforcement. Corrugating does not destroy the effectiveness of the galvanizing on galvanized wire. Cross wires support reinforcing so mortar completely surrounds the corrugated wires. You receive greater protection against expensive and unsightly cracks so common in non-reinforced walls.



SUR-LOK stays together. Each 10 gauge galvanized cross wire is pressure welded to the side wires.

You get uniform thickness and higher strength. Side wires available in 8 and 9 gauge and 3/8" in plain, galvanized and galvanized after fabrication wire.

SUR-LOK is manufactured in standard 10-foot lengths which can be cut or bent for corners. It is stocked in five different widths to meet the requirements of walls 4", 6", 8", 10" and 12" wide and is shipped in convenient bundles of 250 lineal feet.



Clip the coupon below for free facts on SUR-LOK and other Sure-Grip concrete accessories.

**THE DAYTON SURE-GRIP & SHORE CO.**  
 528 Kercher Street, Miamisburg, Ohio  
 Without obligation, please send me the facts on SUR-LOK masonry reinforcement and name of my nearest Sure-Grip dealer.

Also send catalog of other Sure-Grip accessories.

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_



WING WALL at right end of deck provides privacy from street (about 150' to the right of carport). Deck is made by turning red cedar 2x4's on edge; spacing them on 2"

centers. House is located in Midlakes, Wash., an area where relatively mild weather makes this deck a perfect low-cost answer to the need for more living space.

BETTER DETAIL PLATE

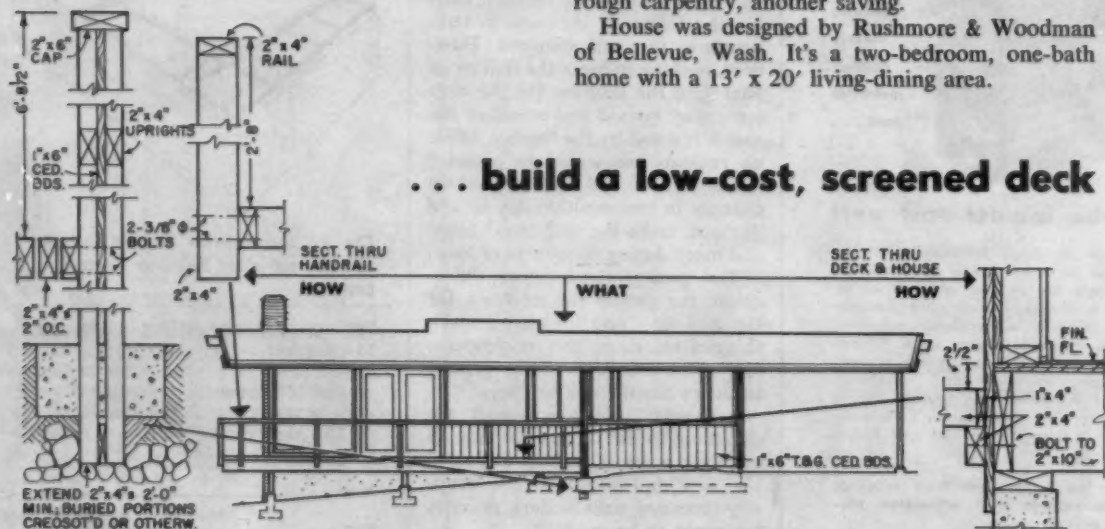
For the small house:  
A formula to double  
living space ...

Decks are becoming (1) fashionable, and (2) a good low-cost way of giving buyers a lot of extra space. The idea is a cheap way to create a terrace. In Midlakes, Wash., site of the house above. And in many other locales where weather permits, decks are gaining in popularity.

From a construction standpoint, decks make good sense. Take this house as an example. Framing—not finish—lumber is used in building the deck, which means lower costs. Then, putting it together is a simple matter, one that calls for little more than rough carpentry, another saving.

House was designed by Rushmore & Woodman of Bellevue, Wash. It's a two-bedroom, one-bath home with a 13' x 20' living-dining area.

... build a low-cost, screened deck



BEAUTY of this deck's construction is the elimination of joists underneath. Two-by-fours on edge provide ample strength for live loads. Of course, it creates a different

"look" as well—one which complements the house's modern styling. Note also how rail posts have been turned on edge and bolted to the deck to maintain the theme.

# NEW PLASTIC PANEL

*you can talk about and sell!*



- Higher light transmission in industrial colors.
- Greater weather endurance.

Yours in new, extra-wide 48" coverage size at same low cost of ordinary plastic panels! New size solves dealer inventory problems, saves labor and fastening costs. Eleven decorator colors, strength and load capacity exceeding industry standards, uniform thickness, fire and heat resistance, new resins, new manufacturing process. Get all the facts about new Butler Stylux—write:



**BUTLER MANUFACTURING COMPANY**  
 Dept. 105, 3241 N. 7th St. Trafficway,  
 Kansas City 1, Kansas

## FOR BETTER, STRONGER WALLS USE WAL-LOK

MORTAR JOINT REINFORCING



DEFORMED AND KNURLED FOR A POSITIVE BOND

CROSS BAR HOLDS SIDE BARS UP

SO THE MORTAR GRIPS ALL THE WAY AROUND

GALVANIZED CROSS RODS PROTECT

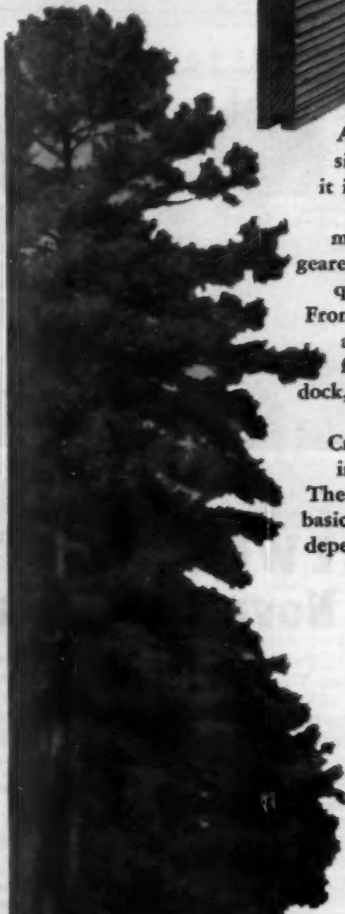
**IT BONDS BETTER**



WRITE TODAY FOR BROCHURE!!

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# FINEST PINE GROWN IN THE SOUTH



**AT CROSSETT**—your siding is grown before it is manufactured. Our long range timber management plans are geared to the production of quality forest products. From the one-half million acres of well-managed forests to the shipping dock, close supervision and care assure you that Crossett siding fits right into your sales picture. These are but a few of the basic reasons why you can depend on Crossett quality year in and year out.



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CROSSETT ARKANSAS

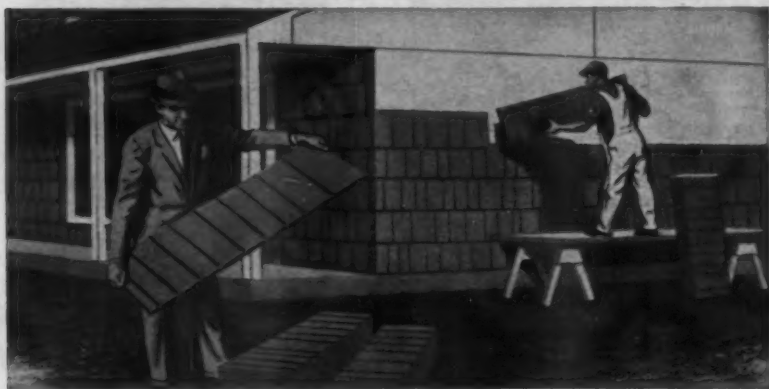
**THEY BRAINSTORMED A PLAN TO SELL A HOUSE A DAY, continued**

and air-conditioning equipment manufacturer. At Lennox dealer Don Nielsen's suggestion, Loving, president of Central Homes Inc., last spring invited the manufacturer to show him what it could do.

First thing Lennox experts told him was to put up a model house. By the time it was ready, last May, they'd worked out a three-part campaign of promotion, demonstration, and follow-up selling (see

p. 86)—"the first time," according to Loving. "I'd ever had a really organized campaign."

With Lennox's district manager Forrest Lacey, Loving prepared a concentrated drive via newspaper ads, set up effective "selling" signs in and around the model (e.g., "200 sq. ft. of hidden storage space," "We use genuine Formica sink tops"), saw that entertainment was provided for children.



The new custom-finished  
**BRENTWOOD\* PATTERN**  
 in Nova Shake-Panels



The Brentwood Pattern produces a fresh, striking exterior no other shake can offer. This entirely new shake finish comes only on Nova Shake-Panel, 16" x 46". The smooth Cedar texture is striated at random intervals with heavy, tapering V-grooves. The ends of the panel are V-grooved to form invisible joints and present an unbroken pattern across the building.

This custom-finished panel surprisingly has the same low price as regular Nova Shake-Panels. And all the construction features of Nova Shake-Panels are there. The highest-grade Cedar Shakes are electronically glued and pressed onto a standard wood-fiber backer. The waterproof glue is not used in spots, but on almost the entire surface to be adhered. Wide shiplaps give a positive joint.

The Brentwood-Pattern Panel is nailed conventionally over sheathing, with the application economies of fast coverage. For full data, use the coupon.

\*Pat. Pending

**For the best in Shake finishes  
 ... Nova Shake-Panel**

The regular Nova Shake-Panel has a grade of Shakes all its own—#1 Novagrade. A polymerized paint finish on the shakes is equal to a first-grade exterior house-paint job. In addition, this top-quality panel offers the choice of conventional nailing—or application with the Panel-clip, with or without sheathing. This is the only shake-panel that can be used without face-nailing. Use the coupon for full data.

**NOVA SALES**  
 Trenton 3, N. J.

A wholly owned subsidiary of Homasafe Company



Send the literature and/or specification data checked:

- Nova Shake-Panel
- Novafold Doors
- Nova Shakes
- Nova Cedar Closet Lining
- Nova Brentwood Pattern Shake-Panel

NAME.....  
 ADDRESS.....  
 CITY.....HOUSE.....STATE.....K-61

For the newspaper push they had a made-to-order theme. Loving, who is also president of the Columbus Home Builders Assn., had been named by the *Saturday Evening Post* as one of the only two Ohio builders to win its "Blue Ribbon Homes" award.

Augmenting the newspaper ads was a series of radio and TV spots featuring Loving's opening but paid for by the Ohio Fuel Gas Co.

"Probably the greatest single sales aid we got, however," says Loving, "was the brochure that Lennox made up especially for us." The brochure skips the commercials for Lennox and points up all the features of the home, lists the many brand names used, and provides space for the salesman to personalize each copy by writing in the name of the prospect, cost of the home (\$15,650-\$22,500), down payment, monthly payments, and salesman's name and phone number.

Explains Loving. "In our price range people return to a home five or six times before we ever sell them. They'll spend a year looking at no less than 20 or 30 houses before they buy. You must give them something to help them remember what they saw in your home."

Loving hired eight salesmen, put them under sales manager Peter Chakeres, a ten-year veteran of real estate selling who is devoted to the art of demonstration (see pictures, p. 87). Because he believes in thorough demonstration, Chakeres also believes in qualifying the prospect beforehand. So just inside the front door is a sign showing the square footage, the down payment required, and the monthly payments. ("If the price is not right for them," says Chakeres, "they don't waste their time or yours.")

After closing a sale, Loving sends a personal letter to every buyer asking them to look for trouble spots so that he can fix them within 30 days.

How effective is Loving's new way of selling? For the first three weeks after his opening, he averaged better than a sale a day, selling seven the first week, eight the second, and ten the third.

And, the momentum he generated during those first weeks is carrying him through the rest of the year without a worry saleswise because the prospects he turned out that first month have already bought all the 10-15 more houses Loving will build this year.

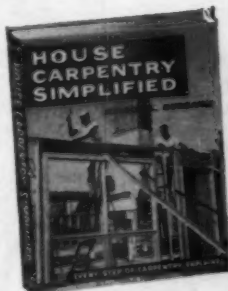
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Well rated manufacturer of outstanding builder product sold to builders is expanding national distribution. Product has high consumer appeal and proven acceptance, backed by promotional and advertising program. Preference given to men with established following. Please state lines now carried, how often territory is worked and give references. Unusual opportunity with exceptionally high commission.  
Write LUXOR, 313 Boyle Street, Akron 10, Ohio.

**POSITION WANTED**  
Architectural Designer, age 29, single, with twelve years experience desires to associate with Building or Architectural firm doing luxury houses. Well qualified in Traditional and Contemporary Designing, Building, Decorating and Estimating. Reply Box 277, American Builder, 30 Church St., New York 7, N. Y.

**FOR SALE**  
Old established operating Lumber Yard and Wood Working Mill. Modern Yard with Mill Constructed Buildings for heavy loads (one and two stories). Eastern Pennsylvania City on main highway with a trading area of over 100,000 population. Sale to settle an estate. Reply Box 278, American Builder, 30 Church St., New York 7, N. Y.

# The Month Ahead

## KEEP LOOKING FOR LAND

The pace of building is picking up, and that's good; but it means that good land is being burned up at an ever-increasing rate. One of the things you should be doing now is making sure you have enough land for your spring program, plus any extra you can afford.

Almost inevitably you'll move further and further away from the center of town. The delicate problem is being able to go far enough to get land costs down, but not so far that buyers are scared off by the distance.

This is a tough nut to crack, and you won't crack it sitting around and reading the "Land for Sale" columns of the classifieds. Make a note on your calendar to sniff around, ask around, and drive around to look for possible bargains in land. And if you find a good parcel too big to swing alone, you might try to get together a group and develop it on a partnership basis.

## HELP FROM NAHB

And while we're on the subject, the National Assn. of Home Builders has reissued a book that should be on the shelf of every builder. It's the second revised edition of the Home Builders' Manual for Land Development, and it covers everything from picking the land in the first place to the last seeding. If you aren't planning your own subdivision, but are building in someone else's, this book will be an invaluable guide to determining which development offers the most in utilities, schools, etc.

The manual costs \$5.00 a copy. Write to: National Assn. of Home Builders, 1625 L St., N.W., Washington 6, D.C.

## LAST CHANCE!

You've got less than two weeks to enter AMERICAN BUILDER'S two big contests. Rules are on p. 106, the deadline is Oct. 10.

## For the builder, Fall is a crucial season

The weeks between now and December are critical ones for you. In most parts of the country, building will be slower and more expensive in the cold months; and in some areas it will be downright impossible to do any outdoor work till the Spring thaw. So the way you handle your business between now and the time cold weather hits will have a powerful effect on your bank balance.

There are two things to be considered here.

First, there is the mechanical problem of building the house. On page 88 of this issue you will find an excellent example of winter scheduling as exists anywhere. Scheduling is the meat and potatoes of winter building, and while this particular builder is a big operator, the principles on which he operates are just as valid for a ten-house-a-year builder.

Second, you have to sell the houses you build. And it might be instructive for you to spend a couple of evenings looking back over the just-completed National Home Week. Do it now, while it's fresh in your mind. It may pay off for you next year.

## Keep the pressure on

National Home Week has a definite seasonal purpose. It is intended to give home sales a boost in a traditionally soft period, and to spread more building over the winter months.

But National Home Week can't carry all the load. It should be used as the start, or as the high point, of a sales effort that should last all Fall. Your aim is a healthy backlog of contracts that you can definitely schedule to carry you through the winter. No one-shot promotion, even one as big as NHW, will do it. You've got to keep the pressure on.

## A look at the 1959 building picture

One of your most difficult decisions in the weeks immediately ahead is how many houses to offer for the 1959 market. In our November issue we're going to give you some really practical help, in the form of our annual building Forecast.

While the final figures are still a ways off, it looks now as though our Forecast for 1958 was close to 95% correct—a very fair batting average. We plan to be just as close for the coming year.



*Carefree Living...* so easy to own!

Builders using Congoleum-Nairn 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 Congoleum-Nairn 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. Congoleum-Nairn 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. Congoleum-Nairn "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 Congoleum-Nairn dealer's. While you're there, take a look at the other famous Congoleum-Nairn 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 HOME, BUSINESS, INSTITUTIONS; BY THE YARD AND TILES — INLAID LINOLEUM \* NAIRON® PLASTICS \* VINYLBEST® TILE \* CORK TILE \* RUBBER TILE  
ASPHALT TILE \* PRINTED FLOOR AND WALL COVERINGS — CONGOLEUM® AND CONGOWALL® \* RUGS AND BROADLOOM — LOOMWEVE® \* TRADEMARK

# National

## BIG 4

### Hanger and Braced Rail



*Built-in super-strength  
for year 'round service!*

Actual service records made in all kinds of weather. Driving rain, snow, sleet or high winds prove the Big 4 and its worthy partner the Braced Rail never falter in their smooth friction-free performance. The heavy embossed hanger hood gives added strength and protects the steel roller-bearing wheels from the elements. The Braced Rail brackets are spaced only 12 inches apart for extreme rigidity. Rail is made in 4, 6, 7, 8, 9, 10 and 12 foot lengths.



"BIG 4"  
HANGER



"BRACED"  
RAIL



### *57th Anniversary*

The month of October commemorates another birthday for National and the Big 4, which happens to be one of the first products produced in our plant. Today our extensive facilities have created a line of over 350 products for the building hardware trade. Our sincere thanks to those whose faith in our hardware has made this steady, healthy growth possible.

**BUILT FOR THE HEAVY JOB**

# National

MANUFACTURING COMPANY

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