

# American Builder

OPPORTUNITY FOR DECEMBER 1958

■  
Prize winners  
in American  
Builder's  
**HIDDEN-VALUES**  
contest



TIME SAVER



AMERICAN  
BUILDER  
AWARD

IDEAS FOR 1959:

**America's 36 top model houses** see page 57



Frigidaire Oven and Range • Formica Counters and Walls • Youngstown Kitchen Cabinets • NuTone Hoodfans over Oven and Range

AT LAST! A new low cost hoodfan with fan housing underneath hood— to provide extra shelf space in cabinet.

# New #1600 NuTone Hoodfan

## Saves Space and Money

- Sparkling Beauty . . and Powerful Efficiency. Unmatched for quiet, trouble-free service. Discharges either vertically or horizontally.
- Built-in pushbuttons control "over the range" lighting . . as well as the speed of exhaust fan. Transition and filter included. U L listed.
- 4"mirror-smooth" finishes \* to blend with the color scheme of any wood or steel cabinets. 30"—36"—42" sizes. Only \$51.75 to 71.95 list.

Factory installed fan housing . . saves time and labor . . Hood is prewired to outlet box



\* Copper Enamel •• Satin Anodized  
Antique Copper •• Copper Anodized



HIGHEST CFM RATING IN ITS PRICE CLASS!

SEND FOR CATALOG to NUTONE, INC Dept AB-12, Cincinnati 27, Ohio

# Leigh

## PRESSURE-CAST ALUMINUM FOUNDATION VENTILATORS

NEW FEATURES...NEW SAVINGS  
...LOW, LOW PRICE!



### LARGE DIAMOND DESIGN

Damper hinged on top, swings inward to open. Pivots can't pop out, stamped aluminum operator won't break. 8-mesh screen. Also available, screened or unscreened, without damper. Standard 16" x 8" size for any masonry.



**New Damper Pivots** — rolled for great strength and extended through frame. Can never pop out. **New Stamped Operator** won't break, hooks on rivet for positive lock when closed. Formed damper can't rattle.



Hinged damper seals from inside.



**Special Masonry Fin** all around frame for perfect mortar bond. **New Double Lintel** for strength and rigidity.



### SMALL DIAMOND DESIGN

Slide-out cover seals front of ventilator. Positive locking device. Other features same as Large Diamond design.



**New Slide-Out Cover** seals from outside, can't "pull through," has rounded corners for safety. **New Locking Device** for tight, rattle-proof seal.



Free Literature with full details — also Free Catalog of all Leigh building products. See your jobber or write us.

## LEIGH BUILDING PRODUCTS

Division of Air Control Products, Inc.

1658 Lee Street

Coopersville, Michigan

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# Leigh

### BUILDING PRODUCTS

Awnings & Canopies    Aristocrat Mail Boxes  
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Ventilating Fans    Range Hoods  
Folding & Sliding Door Hardware



**Sterling**

**THRIFTEE  
FRAME**

# NEW thriftee way to install trouble-free pocket doors

Low cost • Goes up fast • Warp-proofs the wall pocket  
• Eliminates callbacks • Makes door slide smooth, quiet, easy

All-steel adjustable header.  
Easy to level.

Sturdy steel track is factory-installed in header... saves time and work. Cadmium plated steel hangers. Twin 1/4" nylon wheels with oiled-for-life bronze bearings. Doors can be hung or removed with hangers attached.

All-steel upright jambs attach easily to header. Simple to plumb.

All-steel header with adjustable mounting brackets.

Large rubber bumper cushions door in pocket. Limits sliding action of door so that pull is always accessible.

New floor plate for steel jambs makes installation simpler.

Nylon door guides fasten to finished jambs with two screws.

Package also includes standard 2 x 4 dry wall or plaster wall construction. Complete set includes header with pre-fastened track, upright jambs, twin-wheeled hangers, rubber bumper, floor plate, door guides plus all screws — instructions.

Another Thriftee-priced product  
with the fine quality of expensive hardware

For literature and prices write to:

## John Sterling Corporation

RICHMOND, ILLINOIS

# The Opportunity Page

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

## Those satisfied buyers

Here's more evidence that a satisfied customer is one of your best sales(wo)men. Gibraltar Homes, Anaheim, Cal., recently borrowed an idea from Packard. They ran an ad, "Ask The Woman Who Owns One." Then, in each of their five model homes they stationed a housewife who had bought the identical model within the past year. Naturally, they chose enthusiastic boosters and paid them well for their time during the weekend. Very good results were reported.

## Kitchens and women

Never underestimate the power of your kitchens. Con Edison of New York reports that a recent survey they made showed the woman in the family is primarily interested in the kitchen when she looks at a new home. The utility cited the case of a builder who recently "took a chance" and installed dishwashers in ten new homes. He sold them in two weekends and credited the attraction of the dishwashers for the sales.

Women want larger kitchens, Con Ed said, so they can install all the work-saving, major appliances on the market today. Just about the same conclusions came out of the two Women's Housing Congresses held last month in Washington. For a complete report on what the women say they want in new homes, see p. 77.

## Second reminder

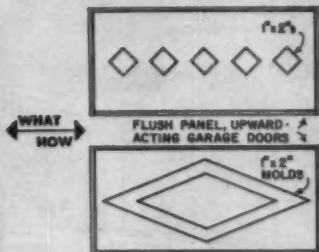
Next month is NAHB convention time. Have you made your reservation yet? If not, you'd be wise to do it right away. There's every reason to believe that this year's show will top all the previous sessions. If you're a member of NAHB you can register through your local chapter. If you're a non-member, write directly to Convention and Exposition Headquarters, 140 South Dearborn St., Chicago 3, Ill.

And speaking of the big show, next month AMERICAN BUILDER features its annual convention issue. We'll show you about 400 of the new products that will be displayed during the show. And, we'll give you a run-down on what's going to be discussed at the various meetings.

## NHW: results are in

National Home Week is the time when builders all over the country put their collective best foot forward. The latest in design, plans, extra features are shown to hundreds of thousands of prospective buyers. This year, as always, AMERICAN BUILDER'S Best Model Homes Contest winners are builders who have offered "a lot of house for the money." They all have ideas you can adapt to your own needs. The complete story on these prize-winning homes begins on p. 57. And on p. 90, you'll find a list of the "Hidden Value" contest winners and their prizes.

## The spice of life—with a cost-saving angle

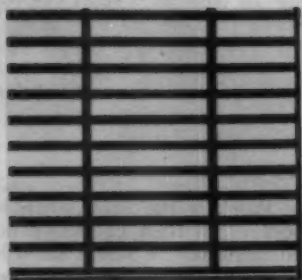
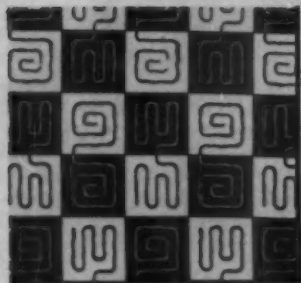
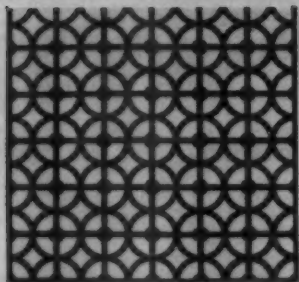


How do you work variety into your exteriors—yet keep your costs down? W. K. MacDonald of Indianapolis has solved the problem—at least as far as garage doors are concerned. MacDonald buys stock flush garage doors. Then he varies them by adding different designs using 2" x 4" screen stock. At left is the door—as he purchases it—plus two of the design variations he uses. MacDonald claims he can save \$20 per door this way. This same idea would work out well for other types of doors

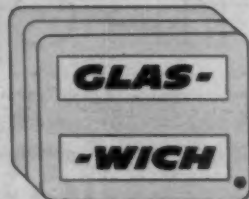
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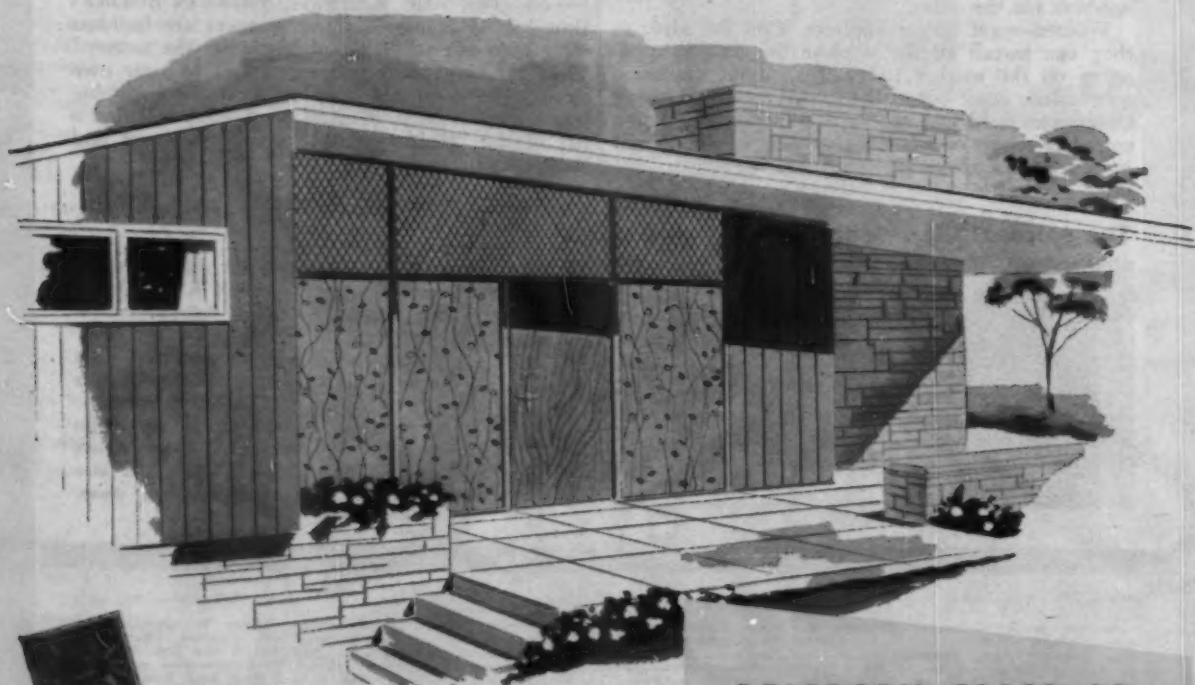
*You* **CAN WORK WONDERS**  
**WITH GLASS WHEN**  
**YOU WORK WITH**



## **DECORATIVE LAMINATED SAFETY GLASS**

*...the most beautiful glass in the world!*

Glas-Wich, a new form of expression in decorative laminated safety glass, is an architect's dream come true . . . for Glas-Wich fires and inspires the imagination. Utterly different and exciting, Glas-Wich has as many versatile applications as the most creative mind can conceive. It can be used for entrances to buildings . . . for glass doors, shower stall doors and enclosures . . . wherever you wish to work wonders with glass.



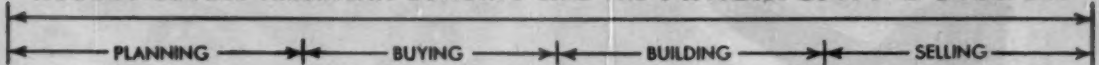
Write today for  
your free copy of our  
colorful Glas-Wich brochure.

**DEARBORN GLASS CO.**

6400 South Harlem Avenue  
Bedford Park, Illinois

AMERICAN BUILDER

# "NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



## Reader's Guide

### December 1958

The Opportunity Page .....	3
Reader's Guide .....	5
Reader's Guide to Advertising .....	7
Impact .....	9
The Building Outlook .....	11
Pulse of Building .....	13
Tomorrow's House .....	15
Building With Brains .....	17

### News

Memo to the 86th Congress: Let's develop a stable housing policy .....	23
Northrup's column .....	25
Dickerman's column .....	26
News of your region .....	27

### The Big Story

How these experts rated America's Best model houses. Results of American Builder's Best Model Homes Contest—34 houses and plans .....	57
---	----

### Merchandising

What can you learn from women? .....	77
This house is a showcase for brand names ...	80
Hidden-Value merchandising—37 prizes and who won them .....	90

### Features

How these experts rated America's best model houses .....	57
A builder's builder turns out the best under \$16,000-house .....	58
Runner-up awards in the low-price category are taken by a pair of nationally-known builders .....	60
Under the traditional skin, a modern core ...	62
A prize-winning ranch house from California .....	64

A handsome contemporary from Texas .....	65
A quick look at 28 Award-of-Merit winners .....	66-76
What can you learn from women? .....	77
This house is a showcase for brand names ...	80
A modern house lends its plan to traditional and the result is a top-notch builder house (Blueprint House for December) .....	82
Here are 37 prizes won for merchandising "Hidden Values" .....	90

### Houses and Plans

Tomorrow's House: 3 forecasts for the future house .....	15
Regional House .....	30
America's best model houses .....	57-76
Blueprint House for December: a modern house lends its plan to traditional and the result is a top-notch builder house .....	82

### Land Planning

The small dozer: all-purpose earth mover ....	128
---	-----

### Cost Saving

3 job-proven ideas to reduce your costs .....	136
---	-----

### The Cover Story

Blueprint House for December .....	82
------------------------------------	----

### Departments

The Payoff Departments .....	103
New Products .....	104
Supermarket for builders: new-products card .....	106
Catalogs .....	118
Land Planning .....	128
How To Do It Better .....	132
Cost Saver .....	136
Technical Guide .....	138
Ask The Experts .....	142
Better Detail Of The Month .....	144
The Month Ahead .....	146

### Reader's guide to ADVERTISING on page 7

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**BOSTITCH T8 STAPLING TACKER**

Staples hold wire mesh in pulling tile, insulation, screening, low-voltage wiring, etc. Staple in five leg lengths—from 3/12" to 3/16". Three models for three wire sizes.



**BOSTITCH H5 STAPLING HAMMER**

Lightweight hammer for high-speed tacking of building paper, led insulation and other light nailing jobs. Easy to use—like all Bostitch hammers. Takes 3/16", 1/8" or 3/16" staples.



**BOSTITCH H12 STAPLING HAMMER**

For medium-duty jobs such as nail and lead insulation, window, substructure sheath, sheathing and more. Takes 1/4" or 3/16" staples. Takes 1/4" or 3/16" staples. Takes 100 staples.



**BOSTITCH H14 STAPLING HAMMER**

For working against sheath, the shank as well in building roofing and other heavy-duty stapling jobs. Takes 3/16" staples. Last longer—holding power equals two 1/4" cuts of 1/4" wire.

# TRY THESE COST-CUTTING BOSTITCH TOOLS ON YOUR JOB

See how they boost ~~your~~ *your* profits *no matter* *how* *often* *you* *use* *them*

Bostitch tools speed up the process of nailing jobs. Every time you use one, you save time. The time you save means jobs completed sooner—and at more profit.

Time saved is money saved. That's extra profit. When you lower costs, you can bid lower . . . get more contracts, too.

Try Bostitch tools on your jobs. See how savings mount

and your profits increase. Most building supply dealers have them.

***Fasten it better and faster with***



832 BRIGGS DRIVE, EAST GREENWICH, R. I.

AMERICAN BUILDER



# READER'S GUIDE TO

# Advertising

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

<b>A</b>		<b>I</b>		<b>R</b>	
Adrian Peerless, Inc. ....	140	Ideal System Company, The .....	117	Republic Steel Corporation .....	123
American Gas Association .....	100, 101	Infra Insulation, Inc. ....	10	Richmond Plumbing Fixtures Division .....	42
American-Olean Tile Company, Inc. ....	51	Inland Homes Corporation .....	45	Rodale Manufacturing Company, Inc. ....	122
American-Saint Gobain Corporation .....	22	Insulite Division, Minnesota and Ontario Paper Company .....	46, 47		
American Steel & Wire Division, United States Steel Corporation .....	125, 127	International Harvester Company, Drott Manufacturing Corp. ....	135		
American Telephone & Telegraph Co. ....	21, 116	Ironrite Inc. ....	143		
Arkla Air Conditioning Corp. ....	142				
Atlas Electric Products Co. ....	48				
		<b>K</b>		<b>S</b>	
<b>B</b>		*Kaiser Gypsum Company, Inc. ....	321, 32K	Sherman Products, Inc. ....	133
Better Homes & Gardens .....	38	Kitchen Aid Home Dishwasher Div. The Hobart Manufacturing Co. ....	49	Southern Pine Association .....	33, 34
Black & Decker Mfg. Co., The .....	102			Sterling Corporation, John .....	2
Bostitch .....	6			Symons Clamp & Mfg. Co. ....	124
Bostwick Steel Lath Company, The .....	102				
Butler Manufacturing Company .....	113				
		<b>L</b>		<b>T</b>	
<b>C</b>		Leigh Building Product Division, Air Control Products, Inc. ....	1	Teco Plywood Products Corporation .....	16
Caldwell Manufacturing Co. ....	143	Louisville Cement Company .....	53	Tennessee Coal & Iron Division, United States Steel Corporation .....	125, 127
Caraden, Bilt-Well Woodwork .....	120, 121	Lumber Fabricators, Inc. ....	140	Thompson Co., Inc., E. A. ....	108
Chevrolet Division of General Motors .....	52	Lyon Stainless Products Division of Lyon Incorporated .....	12	Thrush & Company, H. A. ....	50
Classified Advertising .....	145				
*Columbia-Geneva Steel Division, United States Steel Corporation .....	32L				
Columbia-Geneva Steel Division, United States Steel Corporation .....	125, 127				
Construction Cost Institute .....	145				
Crossett Lumber Company .....	48				
Cupples Products Corporation .....	35				
		<b>M</b>		<b>U</b>	
<b>D</b>		McQuay, Inc. ....	112	*United States Steel Corporation, Columbia-Geneva Steel Division .....	32L
Dearborn Glass Co. ....	4	Macklanburg-Duncan Co. ....	36, 37	United States Steel Corporation, United States Steel Export Company .....	126, 127
Dodge Reports, F. W. Dodge Corporation .....	98	Masonite Corporation .....	44	Universal Pulleys Company .....	145
Douglas Fir Plywood Association .....	54, 55	Massey-Ferguson Industrial Division, Massey-Harris-Ferguson, Inc. ....	131		
Dow Chemical Company, The .....	28, 29	Master Vibrator Company, Inc. ....	113		
Drott Manufacturing Corp., International Harvester Company .....	135	Miller Clock Co., Howard .....	143		
		Millers Falls Company .....	118		
		Miller Sliding Glass Door Co., Inc. ....	114		
		Minnesota and Ontario Paper Company, Insulite Division .....	46, 47		
		Mosley Electronics, Inc. ....	117		
				<b>W</b>	
<b>E</b>				Warp Bros. ....	113
Edwards Engineering Corp. ....	102			Warren-Knight .....	48
		<b>N</b>		Washington Steel Products, Inc. ....	32
		National Clay Pipe Manufacturers, Inc. ....	43	Western Pine Association .....	14
		National Lock Company .....	8	Weyerhaeuser Sales Company .....	97
		National Manufacturing Company .....	Cover 4	Wheeling Corrugating Company .....	113
		Nova Sales Co., Subsidiary of Homasote Company .....	125	Wiremold Company, The .....	132
		NuTone, Inc. ....	Cover 2		
<b>F</b>					
Foley Mfg. Co. ....	145				
Follansbee Steel Corporation .....	115				
*Forest Fiber Products Company .....	32D				
		<b>O</b>			
<b>G</b>		Orangeburg Manufacturing Co., Inc. ....	109		
*Gladding McBean & Co. ....	32H				
Gold Seal Division, Congoleum-Nairn, Inc. ....	Cover 3				
Grant Pulley and Hardware Corporation ..	119				
		<b>P</b>			
<b>H</b>		Pacific Lumber Company, The .....	99		
Hall-Mack Company .....	39	Philippine Mahogany Association, Inc. ....	141		
Hobart Manufacturing Co., The, Kitchen Aid Home Dishwasher Div. ....	49	*Pioneer-Flintkote .....	32E		
Home Comfort Mfg. Co. ....	145	Pittsburgh Plate Glass Company .....	110, 111		
Hotpoint Co. ....	40, 41	Plywood Products Corporation .....	16		
Hough Co., The, Frank G. ....	134	Pootatuck Corp. ....	145		
		Porter-Cable Machine Co. ....	56		
		Precision Parts Corporation .....	142		

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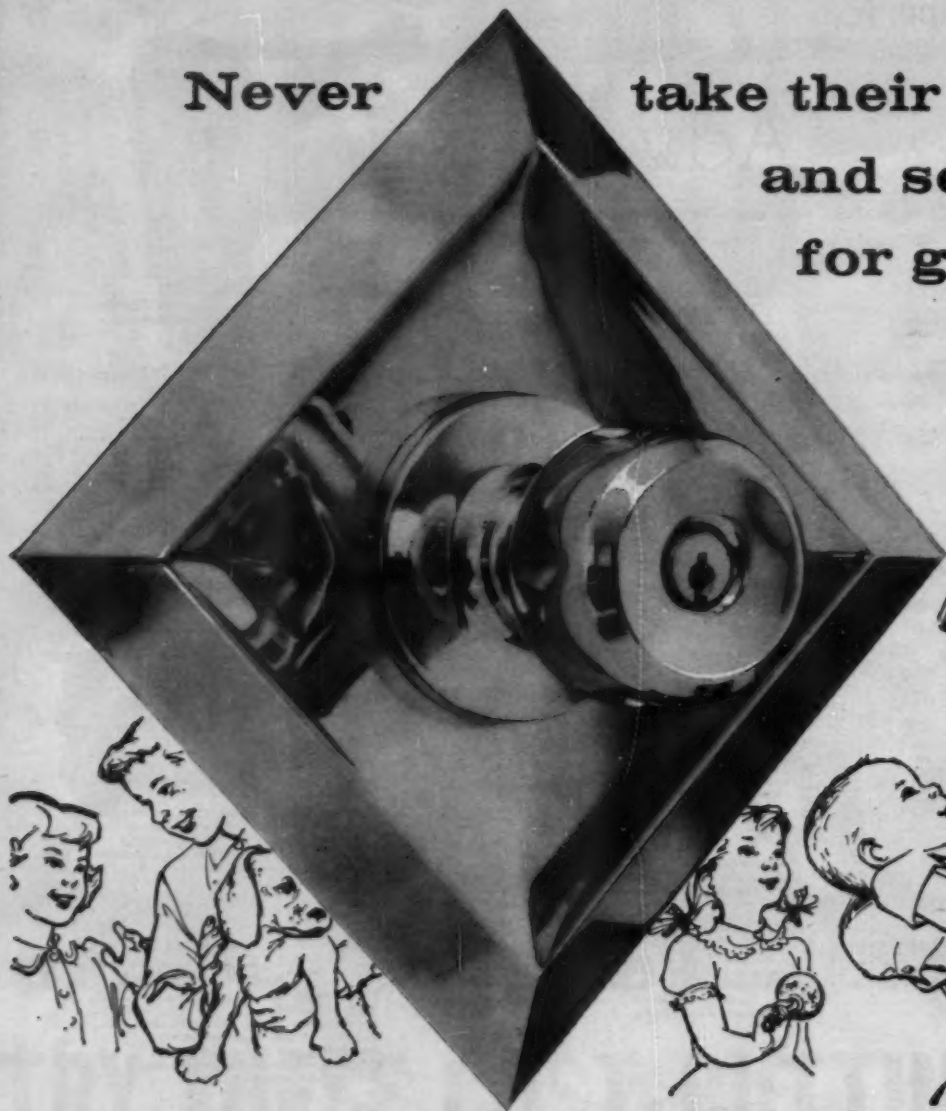
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Never

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

**To The Editors:**

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

**Lumber dealer—and you**

... What a wonderful job ... you did in putting together the lumber dealer story for your October issue ["Your Lumber Dealer—and Your Future"]. ...

Raymond H. Harrell  
 Executive Vice President.  
 Lumber Dealers Research Council  
 Washington, D.C.

Your article ... is as well done as anything I have ever seen. Of course, I am particularly appreciative of your fine mention of Lu-Re-Co, but, beside that, I think you have keynoted the lumber dealer's activities.

As a dealer, as president of the Lumber Dealers Research Council, my congratulations and my full appreciation.

Clarence A. Thompson  
 Thompson "good" Lumber & Building Supplies  
 Champagne, Ill.

... It seems to hit home in a very direct and pointed way. Please let me know if it will be possible to purchase 150 reprints of this particular article. I can't help but feel that mailing this article to a choice group of our contractor customers would be of invaluable help in presenting our business to these customers. ...

Thomas S. Lowe, Jr.  
 Wolf Supply Co.  
 Gettysburg, Pa.

• Reprints can be made available at a nominal charge.

... While the article is correct as far as it goes, it fails to tell the whole story. ...

... At Carmel ... I encouraged ... new and liberal retailing gimmicks. ... However, I would not concede without qualification that [this] yard (with new ideas) has done better than the Mahopac yard has done with the time-tested fundamentals of quality-price-service, supported by efficient operation.

... If Mahopac dispensed as much long-term credit and spent one-third as much effective energy in providing mortgage-financing for its customers as does the Carmel yard, the Mahopac results would far out-distance the Carmel results. ... However, ... I have always encouraged appropriate pioneering effort and I like to think that I participate. ...

John W. Dain  
 Dain Supply Co., Inc.  
 Mahopac, N.Y.

**Winter building**

... You are to be complimented highly on the over-all format of the article, as well as the great accuracy relating to all the technical details ["Winter Building Is Geared to Keep Pace With Sales"]. ...

William H. Pearce  
 Pearce & Pearce Co. Inc.  
 Buffalo, N.Y.

**A studio for \$3.10/sq. ft.**

In your September issue you have on page 136, a small factory built for \$5.66 per sq. ft.

That's pretty good, but ... a 30x40' commercial photographic studio, heated, lighted, insulated and air conditioned, has been erected at Louisville, Ky., for \$3.10 per sq. ft. without utilities.

It has corrugated aluminum sheet on the outside walls and roof, Temlok board sheathing. Three transparent plastic windows in each side wall admit daylight when needed.

When backgrounds are needed to photograph a truck or large piece of machinery, the plywood panels are clipped to the side walls. Or scenery can be hung from the lower chords of glue-nailed trusses made with plywood gussets, 14' above the poured concrete floor.

Two sliding doors in one end of the building can be rolled aside to admit a small truck. ...

Lyman M. Forbes  
 Manager, Industrial Development  
 American Wood Preservative Institute, Chicago, Ill.

**Christmas list**

Thanks for your expertness in handling our story ["They Brainstormed a Plan to Sell a House a Day," October issue].

This Christmas I intend to send out several subscriptions of your magazine as a gift to several of our employees. As a working builders' magazine yours is tops. ...

William E. Loving, Jr.  
 President  
 Central Homes, Inc.  
 Columbus, Ohio



"And what is more, we furnish the heat at no cost to you."  
 (Cartoon by Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

# These are important problems! DO YOU KNOW THE ANSWERS?

1. Does **BRONZE** or **ALUMINUM** paint on an **IRON** radiator improve or impair its performance? (19, 20, 22)
2. Will **ORDINARY** paint on an **IRON** radiator improve or impair its performance? (19, 20, 22)
3. Is it true that **ICE** radiates heat at a greater rate than a stove? (17, 18, 22)
4. What is :- **k** factor? **C** factor? **Btu**? **U** factor? **R** factor? (17)
5. Is it true that the loss of each lb. of vapor represents a heat loss of 1060 Btu's, or **TEN TIMES** that which raises the temperature of 1 lb. of water 100°F? (4)
6. Does insulation **KEEP OUT THE COLD**? (17, 3)
7. Do thermal insulations create heat? (3)
8. Is it desirable to place vapor barriers on both sides of an insulation? (4)
9. Is it true that cold does not flow to warm, but heat to cold? (17, 18, 19)



Alexander Schwartz, writer and lecturer on heat flow, vapor flow, and condensation.

Some of the answers may surprise you! Look them up in a handy, *new* reference manual, "Heat Flow by Radiation in Buildings," by Alexander Schwartz. You may obtain the booklet *free!*

The numbers above refer to pages in this *important contribution* on the theory and practice of insulating against heat and vapor flow, and against destructive condensation. It is replete with simple, illustrated explanations of how to solve many usual and unusual heat flow and fuel problems; also illustrates many new installation techniques.

The author is a well-known lecturer in the field of heat and vapor flow, and thermal insulation. He is president of Infra Insulation, Inc. and author of "Simplified Physics of Vapor and Thermal Insulation," which has been used for years as a text in universities, technological institutes and colleges, and as a valuable reference by architects, engineers, and builders.

In this one handy booklet of 48 pages are assembled and presented in clear, concise, easy-to-follow language: — facts; figures; reports of practical experiments and scientific theories obtainable otherwise only through years of study and consultation of hundreds of books and other publications. It is generously illustrated with drawings, photographs, diagrams, charts.

"Heat Flow by Radiation in Buildings"  
is yours, **FREE**, for the asking  
—Just use the coupon,  
and get the "answers"!



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# The Building Outlook

## SMALL TALK

### GILT COMPLEX

Guess what the "big money" boys are using in their new homes? Gold plumbing fittings. The head of a custom hardware business reports that sales of such fixtures have increased over 400 per cent in the past two years. What's the reason? "People have concentrated on the kitchen until just about everything that can be done has been done. Now they're looking at the bathroom. Bathrooms are getting bigger—becoming combination dressing rooms—and there is a definite trend toward sunken tubs."

### NO ROCK GARDEN, PLEASE

Glass houses will be a reality within the next 50 years, says Smith L. Rairdon. The vice-president, Owens-Illinois Glass Co., predicts that future houses will be constructed of glass in "colors, shapes, textures and strength unknown today except in research laboratories." He also predicts that kitchens are likely to be glass-walled and equipped with glass refrigerators, chairs, shelves and cabinets.

### UN-SOUND RISK

We're grateful to F. W. Dodge Corp.'s publication, *Building Business*, for this item: "A new apartment building advertises built-in hi-fi outlets and speakers in every unit. We feel sorry for the owners. It's safer to have tea with a rattlesnake than to tell a hi-fi addict what kind of axial flow extruded impedance woofer he has to listen to."

### THOUGHT FOR TODAY

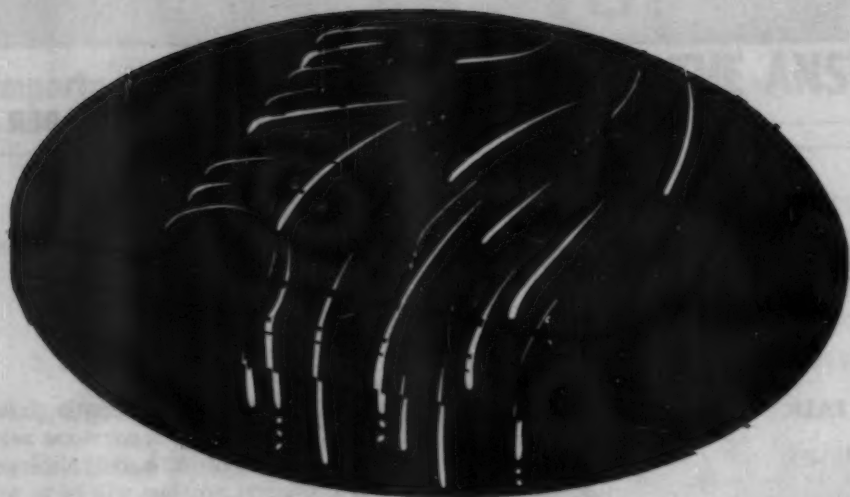
And, from the HBA of Mahoning Valley (Youngstown, Ohio) we learn that builder Ralph Fabilli uses this clever phrase on a blotter he sends out: "Rome wasn't built in a day—but we didn't have the job."

**THE HEAVILY-DEMOCRATIC CONGRESS** is slated to discuss a new housing bill shortly after it convenes next month. Best guess is that some sort of bill should emerge by late March or early April. Biggest problem will be to work out a bill acceptable to the Eisenhower administration. The liberal make-up of Congress almost assures a big fight to include broad public-housing provisions. However, Lyndon B. Johnson, (D-Tex.), Senate majority leader, has other ideas. During NAHB's fall director's meeting he said that while the 1959 bill would not rule out public housing, its primary purpose would be to expand opportunities for private industry. To learn what builders want from Congress, see p. 23.

**QUICKER ACTION** is forecast to provide FNMA with some much-needed money to carry out its special-assistance program. (Funds ran out earlier this year.) Rep. Albert M. Rains (D-Ala.) will recommend such legislation be passed right after Congress convenes.

**GREATER YEARS ARE AHEAD** for home builders than had been anticipated. The nation's population is growing faster than had been predicted by the government. New projections of population expansion covering the next 22 years have been released by the Census Bureau. The new figures indicate a 1975 population of 215,800,000 to 243,900,000 depending on future trends. Two years ago the bureau forecast a population of from 206,900,000 to 228,500,000 for that year. Two other highlights of the report indicate good things ahead: (1) the number of youngsters of elementary school age—5 to 13—will increase for the next several years. But growth between 1960 and 1963 will be substantially below the rate for the late '50s; (2) the number of young adults—18 to 24—will show relatively fast growth, reaching a total of 25,000,000 by 1970.

**LONG-RANGE** requirements for housing legislation may be forthcoming from a symposium of housing experts planned by the Senate Housing subcommittee headed by Sen. John Sparkman (D-Ala.). Some 35 experts from colleges, lending establishments, labor and industry have been asked to prepare material on availability of financing funds, labor and material for construction requirements for the next decade. Results may influence subsequent housing bills.



## Overflow protection? Yes, with Lyoncraft's lower partition!



Notice how Lyoncraft's recessed ledge and lower partition are designed to check water flow... protect counter top.

The recessed ledge and lower partition have long been the marks of quality sinks. And Lyoncraft extends these quality features . . . throughout its complete line of double-bowl sinks. Because of the lower partition, there's never a chance of water spillover on floor or counter from a Lyoncraft Sink. Too much water in one compartment simply runs over into the next. And the finest grade chrome-nickel stainless construction assures resistance to rust and corrosion under all water conditions.

### Disposo-Well<sup>SM</sup>

From Lyoncraft, too, comes another quality specialty, one no other sink can match. It's the Disposo-Well, a sink specially designed for disposer units. This exclusive sink features corner

positioning of the drain hole to give more usable work room . . . plus immediate access to the disposer even when the sink is stacked with dishes.

### Redi-Rim<sup>SM</sup>

Another pacesetter Lyoncraft Sink is the Redi-Rim, a leader in self-rimming sinks. Because it drops into the cutout instead of fastening below, Redi-Rim gives tighter fit, is easier to install. Unsanitary, dirt-catching crevices are eliminated by the single-unit construction of rim and sink.

More reasons for buying Lyoncraft Stainless Sinks can be found in the detailed catalogue that is yours by filling out and mailing the coupon below.

\*PATENTS APPLIED FOR.



See the Lyoncraft display at booths 739 and 740 at the Builder's Show!



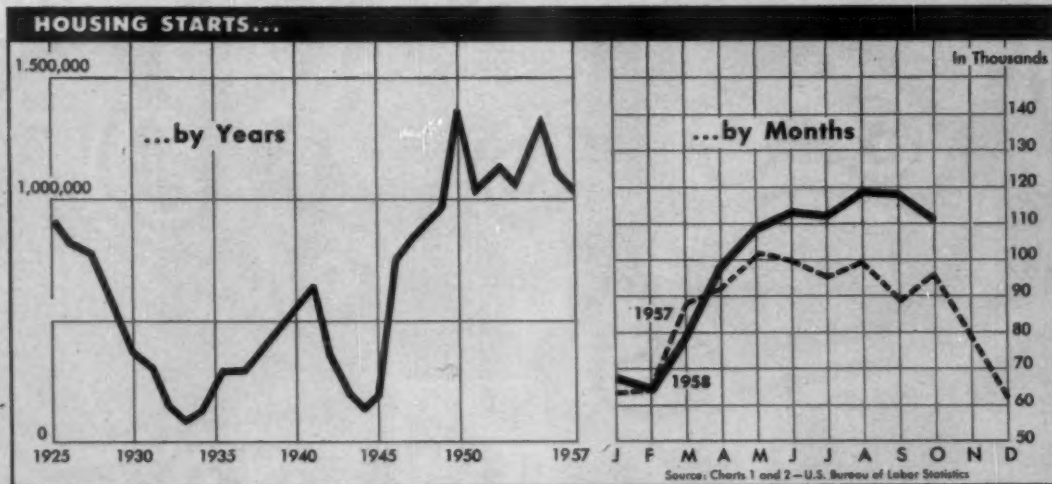
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# Pulse of Building



## Interpretations:

- 1 A RECORD NUMBER OF STARTS** for October was recorded this year—111,000. This reflected a seasonally adjusted annual rate of well over 1,300,000. The average rate for 10 months was 1,125,000.

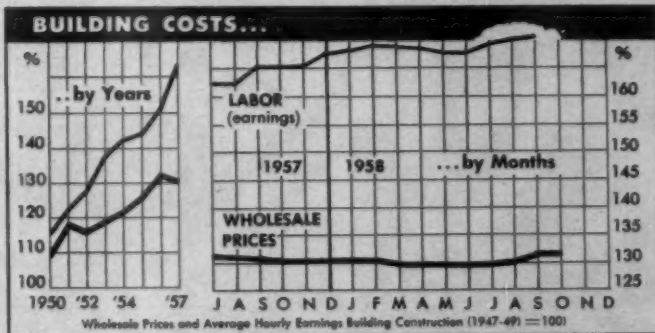
Considerable zip remains in the '58 housing boom. The large volume of Spring and Summer commitments for government-backed mortgages plus the still-high Fall volume have not been exhausted. The government's forecast of \$52.3 billion of new construction in '59 assumes continuation of this momentum into the first part of '59, with some falling off thereafter. The forecast for '59 is 1,200,000 starts—a bit more than in '58. This year, however, may find starts totaling very close to 1,200,000—if the present rate continues.

## 15 LEADING HOME BUILDING AREAS

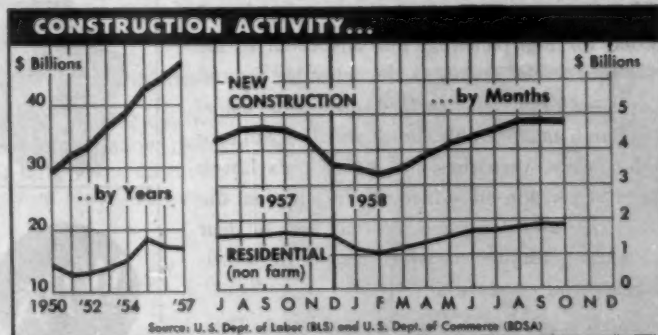
Dwelling units built in Metropolitan areas during the first seven months of 1958. (BLS)\*

	Units	% Change Jan.-July 1957-58
Los Angeles	40,968	- 4
New York	42,467	+20
Chicago	22,989	-12
San Francisco	13,901	+27
Washington	12,964	+55
San Diego	12,374	+35
Detroit	11,691	-21
Philadelphia	11,005	- 7
Miami	10,959	- 8
Phoenix	9,314	+43
Denver	6,549	+34
Baltimore	6,145	-30
Seattle	5,675	+20
Atlanta	5,669	+20
Columbus	5,545	+70

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



- 2 ANOTHER HIGH** was reached in materials prices for October. The fractional rise was due mostly to increases for millwork and some lumber items. Earnings also continued to climb in September.



- 3 CONSTRUCTION EXPENDITURES** hit a new high in October when the usual seasonal declines did not materialize for major types of work. These included private housing, store building and highways.

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**LARCH** furnishes you with a handsome, versatile and durable wood for fine paneling. For any room in the house or for commercial buildings, the delicately figured grain of Larch—with its satiny surface and unusual coloring—makes Larch an admirable choice. Its ability to take—and hold—paints, varnishes and stains puts Larch among the most versatile of softwoods. In addition, the fact that it is *carefully dried* and does not mar or dent easily adds special customer-pleasing qualities for paneling and interior trim woodwork.

Brute strength is another characteristic of Larch. This, plus its straightness of grain and uniform texture, fit it to *heavy construction*. You can specify Larch for beams, posts, stringers, joists, rafters, and studs with complete confidence.



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White Fir • Incense Cedar • Douglas Fir • Larch  
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow



# Tomorrow's House

## 3 forecasts for the future house



### 1. The geodesic dome: today's experimental shapes will become tomorrow's buildings

The geodesic dome may become as common as the gabled roof. Here's one that was built for the San Francisco Arts Festival.

The dome measures 39' in diameter, stands 19½' high and covers 1,200 sq. ft. Construction: 135 sheets of ¼" exterior fir plywood were lapped in a shingled effect. To avoid a "hole-in-the-wall"

entrance, the designers added a short entrance passage, walled with Bentwall panels and roofed with a conventional flat stressed-skin panel. (Remember when the stressed-skin panel was new?)

Thomas E. Moore, Shell Structures, which is licensed by Buckminster Fuller, supervised construction.

### 2. Here's a window that outsmarts the weather

An experimental window that works from an electric eye was developed by Truscon Div., Republic Steel. The window closes automatically when: (1) inside temperature falls below an earlier setting; (2) it rains or snows; (3) a strong wind blows against it.



### 3. Toaster-size cooling unit is on its way

Here's something to think about. Robertshaw-Fulton Controls, which has an appliance research program underway, says a unit no larger than a toaster will take care of future heating and cooling. And tomorrow's homemaker will do her laundry without water. Supersonic vibrations will remove dirt.

# AT LAST... A consistent quality plywood!

**RIGID QUALITY CONTROL** is assured by a resident technician at each plant using the Teco-Tested mark. This full time Teco technician has been trained by the well known Timber Engineering Company.

**TOUGHER GLUE LINE TESTING** produces a uniformly higher glue line strength at no extra cost.

**TECO-DIRECTED QUALITY CONTROL** means that the veneer, the plywood panel and, finally, each lot, is tested to comply with or exceed Commercial Standards.

**ASSURANCE OF CONSISTENT QUALITY** is yours, day after day, month after month, because of TECO laboratory control and testings right at the manufacturing plant.



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SHEATHING  
IN ALL STANDARD  
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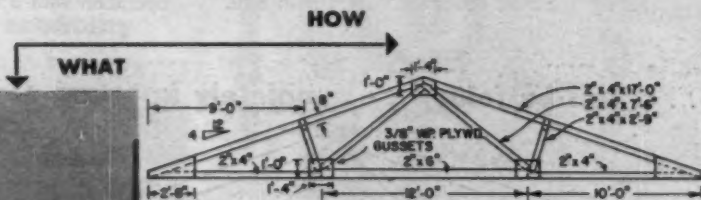
# Building with Brains

## Being smart about trusses starts with picking the right one for you

Used on a simple, one-level roof, here's what a truss can do for you: (1) it lets you put up rafters and joists in one quick operation; (2) it lets you finish off the interior of the house as one big room; (3) it gives you the strongest, stiffest roof possible over the biggest spans. On these pages: latest developments in the truss field.

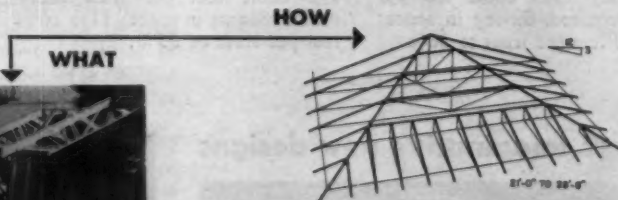
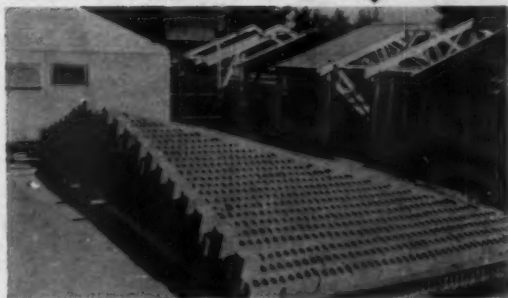
### Rigid nailed-glued, trussed joint developed by U. of Illinois and Purdue, is used in custom design, spans 32', made of 2x4's

Spans 32' with 2x4's



If you are a builder like Andy Place of South Bend, Ind., it may be worth while to adapt a standard truss design to your individual needs. Standard designs are generally built heavier to fit greater spans and pitches than those that are custom-designed. Andy adapted the truss above from a standard design with help from Byron Radcliff of Michigan State.

Most rigid truss



Nail-glued hip-roof system supported design load of 40# sq. ft. for 19 months at the University of Illinois. This design is the most recent of nine designs made available to builders. Cost to you per design: 25¢. You'll also receive instructions on how to construct the truss. Write: Small Homes Council, Mumford House, University of Illinois, Urbana, Ill.

# Building with Brains

**Split-ring system is the oldest in the field, requires no jig, is flexible to ship, offers imaginative new designs**

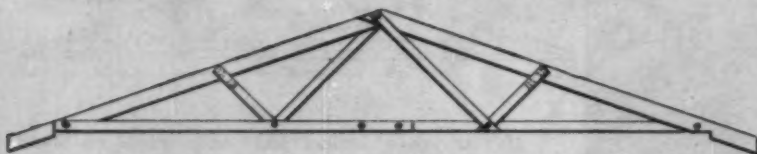
**TECO Truss is assembled from one side on any flat surface . . .**

The latest news from Timber Engineering Co., developers of TECO split-ring truss connectors, is a machine that automatically fabricates trusses. The machine is made by Ruvo Eng. Co., L.I., N.Y. It is designed for use by big builders, prefabbers and retail lumber dealers. It is designed to cut, notch and groove TECO trussed rafters and works in conjunction with a system of saws, drills and pneumatically controlled clamps—approaching the ultimate in mechanization. For on-the-job fabrication by small builders there's a low cost set-up available costing no more than \$30.



Ring connectors automatically align truss members insuring proper assembly. Shown is the assembly of web truss members to the bottom chord. No jig is required. Hole-and-ring groove are made in one simple operation with a low-cost cutterhead and bit tool.

**. . . it can be folded or completely knocked-down for shipment . . .**



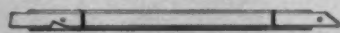
Savings in shipping space per truss can be considerable as seen in the small drawings below. The estimated figures are based on a 24' span with 4/12 slope.



When folded peak bolt is withdrawn, only 13½ cubic feet per truss is required. Saving in space: 7½ cubic feet per truss or 36%.



Folded and shipped in halves, only 9½ cubic feet per truss is required. Saving in space: 11½ cubic feet per truss or 55%.

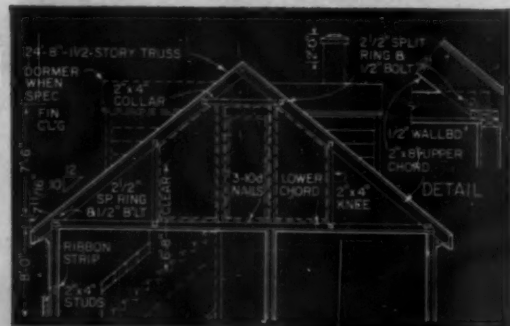


Knocked down, only 4 cu. ft. per truss is required. Saving in space: 17 cu. ft. per truss or 81%. Gusset-plate trusses: 21 cu. ft.

**. . . offers imaginative new designs**



**NEW TRUSS DESIGN** can be used where cantilevered overhang is specified. (see July, '58, p. 180)



**STORY-AND-A-HALF** truss is specifically suited to framing the 10/12 pitch. (Nov., '57, p. 170)

## Wood-nailed joints researched at V.P.I. are built with hammer and saw, use short ends of lumber, special nails

### Slender-threaded nails driven from one side prevent splitting . . .

Nailed-trussed rafters can be prefabricated in the shop or on the site independent of weather conditions. They are built without special tools by anyone skilled with hammer and saw. The lumber can be old or new; rough or planed; green; air-seasoned or dry. Although seasoned lumber may be given preference.

Seven years of research on roof structures at Virginia Polytechnic Institute under the guidance of Dr. E. George Stern brought about the development of nailed-trussed rafters which are used for residential, industrial and agricultural building all over the U.S. and Canada. This research is continuing as seen below.

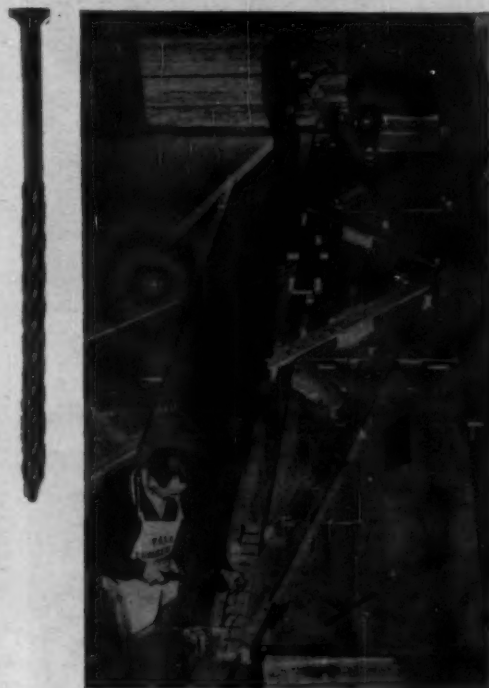
### . . . they make for real economy



Photo, upper right, shows assembly of nailed-trussed rafters on simple jig table, to eliminate peaks and valleys in finished roof. Nailing templates are used to spot nails. The helically threaded nail shown "operates in double shear" cutting in half the number of nails that would ordinarily be required. The erecting of trusses, as shown in the photo above, is speedy and independent of adverse temperature and humidity. George Stern can be seen watching the erection of trusses that span 36', have a 3/12 pitch with 4' overhang. Gussets and splice plates are of short 1x4's and 1x6's usually found on the job.

### How to get more information:

**T** NEW DEVELOPMENT WORK on nailed-trussed rafter joints at V.P.I. is based upon the use of high-load nails entirely, see at left. These nails are used on plywood gusset plates as described in Bulletins 29 and 35 shown to the right. These bulletins and others together with working drawings of all of the nailed-trussed rafters available, can be had for a nominal cost. Write to: Virginia Polytechnic Insti-



tute, Wood Research Laboratory, Blacksburg, Virginia. The spans range from 18' to 40' with pitches from 2/12 to 6/12. The designs cover "W" types as well as scissors design. They are spaced on 2' centers for residences and 4' centers for non-residential use.

# Building with Brains

## Metal Gussets: one for the site; two for the factory

### Hand-nailed H-Brace develops self-cleaning nailing method

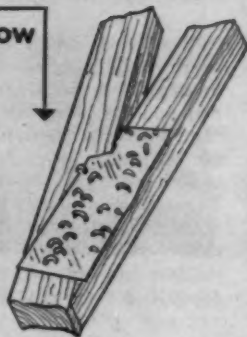


#### WHAT

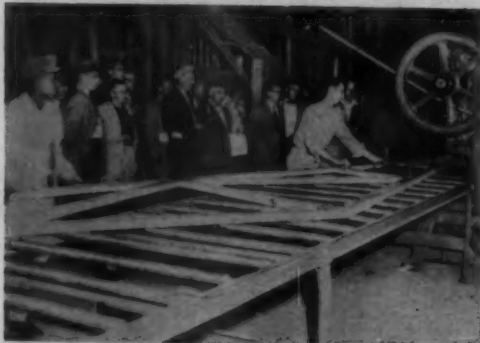
New H-Brace plates have heavy cardboard on back-side. This permits the nails to deflect back and clinch when they strike the hardened-steel nailing plate placed under the jig for this purpose.

It is no longer necessary to flip the truss over to nail the plates from the opposite side—a big time saver.

#### HOW



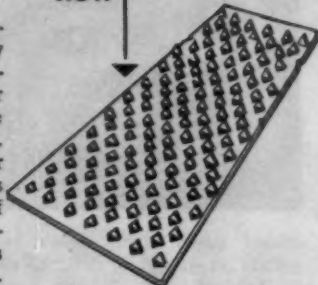
### Semi-nailed, pressed-on Sanford Gri-P-plate adds nailing holes



#### WHAT

Sanford truss is now assembled and nailed by placing members in a hydraulic vertical jig under 1,000-lbs. pressure to assure a tight uniform assembly. It then moves to a roller table where each joint is placed under 50 tons of pressure. This process assures a joint that resists tension and compression.

#### HOW



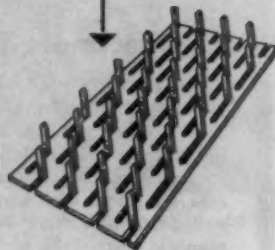
### Pressed-on Gang-Nail plate eliminates hand nailing altogether



#### WHAT

Gang-Nail trusses are assembled in jigs which hold all parts together rigidly during application of plates. Bottom Gang-Nails are laid on their backs in the jigs, lumber is laid on top. The second set of plates is placed on top of lumber. Jig is rolled through hydraulic press where two or more truss joints are struck.

#### HOW





Sam (right) and Morty Gorn have built over a thousand homes since they teamed up ten years ago. Each of the 226 "Wellwood" homes they're now constructing near Baltimore contains 4 built-in telephone outlets like the one above.

## "We feature concealed telephone wiring in all our homes"

—says Sam Gorn, Gorn Brothers, Inc., Baltimore, Maryland

"Prospects naturally look for convenience and smart planning in a new home," says Sam Gorn. "That's why we always give special attention to interior details—and why we feature concealed telephone wiring in all our homes."

"It's a touch people appreciate," adds Morty Gorn. "They're quick to see how it will eliminate unsightly, exposed wiring, particularly when extension phones are installed. What's more, it costs

little and requires little effort on our part, thanks to the telephone company.

"And it *does* help sell homes."

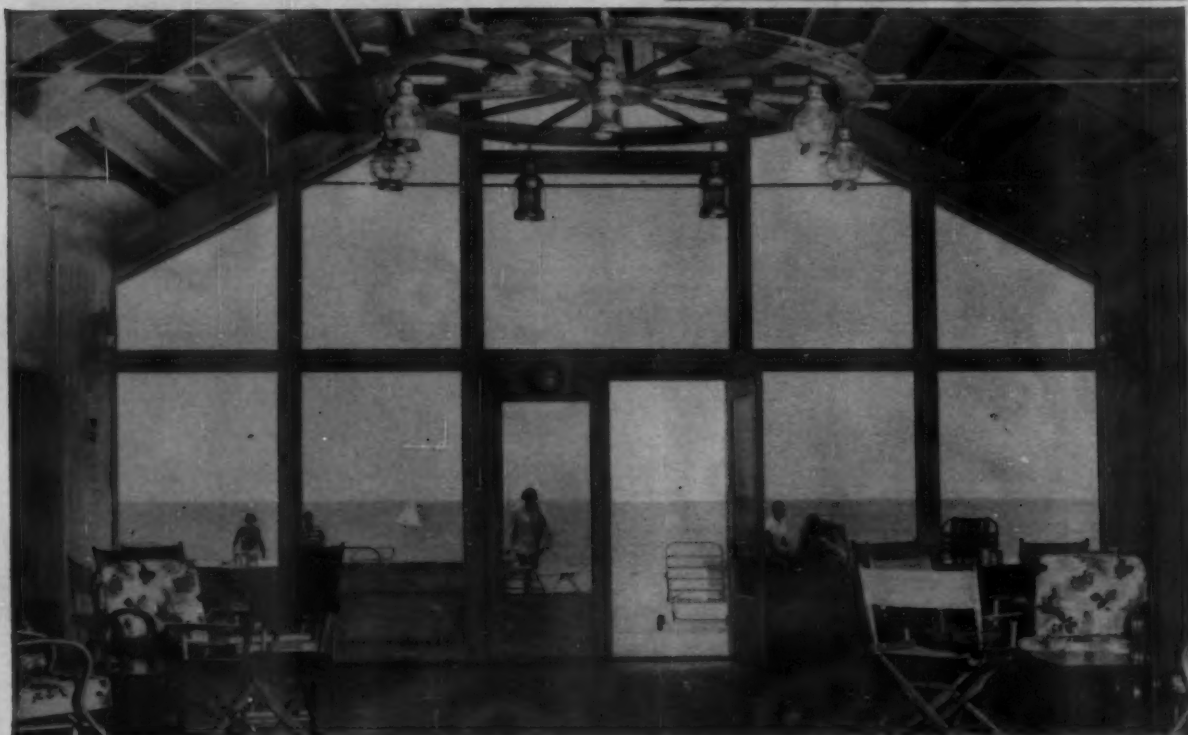
\* \* \*

Your local Bell Telephone business office will gladly 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**



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under the sun



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**Memo to the 86th Congress:**

**Let's develop a  
stable housing policy**

Long-range stability must be achieved in preparing any new housing legislation. That's the word from some of the nation's top home builders surveyed by AMERICAN BUILDER.

Turning home building off and on may be an immediate help in regulating the nation's economy, these builders said. But it

isn't good for the home-building industry—or in the long run for the entire economy.

The off and on approach to home building—so evident during the past few years—doesn't sit well with builders. They don't like their industry singled out as an anti-inflationary—anti-deflationary tool.

The major objection to this changeable policy is that builders can't make future plans with any degree of certainty about availability of money. As Louis Molnar, president, HBA of Greater Cleveland, said:

"It takes time to plan work and build homes. We do not have a stable financial market and are always uncertain about the availability of money and the cost of money. As businessmen of a vital and basic industry . . . , it is important we have stable conditions for a much longer period."

Molnar, along with most of the other builders surveyed, has some definite ideas on what should be done to ease this critical problem. (See adjoining box.) Two suggestions which crop up most often are: (1) establish a central mortgage bank; (2) provide additional funds for FNMA to carry out its special assistance program. The second point is particularly important, according to most of these builders. They point to what happened earlier this year when an emergency bill gave FNMA \$1 billion for this program. Starts and sales for low- and medium-priced homes shot up immediately. And, as these funds ran out, there was deep concern about future starts and sales in these brackets.

Another suggestion made by many of the builders: give FHA a budget programmed for a longer-than-annual period.

*(Continued on next page)*

**What builders  
suggest . . .**

- ▶ Release the President's discretionary fund to FNMA for its special assistance program.
- ▶ Develop a long-range program of home financing to minimize "jack-rabbit" starts and stops.
- ▶ Provide for a central mortgage bank to insure the even flow of money.
- ▶ Make FHA-VA interest rates flexible.
- ▶ Pass legislation to permit insurance of the top 20 per cent of conventional loans.

**Stability is key word for housing legislation**

*(Continued from preceding page)*

Many of the builders contacted by AMERICAN BUILDER believe that the government is using the home-building industry as a "major means of regulating the national economy." Their suggestions as to how to do away with this "now you see it (money), now you don't" attitude spell out the way to a stable, long-range housing program.

Molnar, for example, made these suggestions: establish a secondary market which can actually control the cost and availability of money; permit savings-and-loan groups to lend 90 per cent; equalize FHA-VA rates; carry on with FNMA special-assistance program and increase FNMA reserves.

Molnar also cited a need for the government to simplify the detailed requirements for urban renewal plans. Capital grants, he stated, should be authorized over a 10-year period at the rate of \$500 million per year to insure a continuous urban-renewal program. All urban-renewal legislation should be designed to permit participation by smaller builders and businessmen. The limit of Section 220-221 loans should be increased an additional \$1000 per unit for high-cost areas. Legislation should give special aid to smaller communities.

**Let's not always depend on taxpayers' money**

The only salvation for home builders next year, says V. S. Gravlee, will be for the next session of Congress to allot additional funds for FNMA's special assistance program.

"However," the Birmingham builder stated, "we should not depend on using taxpayers' money year after year for home mortgages, but should strive for the principles of a central-mortgage bank to insure the even flow of money."

Need for a central-mortgage bank is also cited by John R. Grubb of Des Moines. Because the government is continually turning the supply of money for long-term loans off and on, he believes the most desired legislation should provide a means to insure a long period of steady flow of money. This, he said, could be done through FNMA or a central-mortgage bank, "enabling the great home-building industry to make long-time plans."

**Government influences housing too much**

"At the present time the government has too much influence in the housing industry," wired Robert M. Mudge.

"In order to keep the housing industry from faltering—as has happened for the past two years—and to keep a steady flow of mortgage money available for housing," the president of HBA of San Bernardino and Riverside Counties of Cal., suggested the following program: (1) as soon as possible, convert FNMA to a controlled-mortgage bank with as few government controls as possible; (2) provide for flexible FHA-VA interest rates; (3) pass legislation encompassing the proposals made by the savings-and-loan groups. This would provide competitive financing in line with FHA and VA loans.

Mudge believes these measures

would help provide a stable housing industry for years to come, "bearing in mind that the old law of supply and demand could and would rule."

**Volume builders forced to rely on government**

The answer to the problem, believes Lawrence Goldrich, lies in private industry offering insured loans on the same basis as those offered by government agencies.

Goldrich, who is president of the Tidewater (Va.) AHB, says that until this is done, the volume builder must depend on government agencies such as the FHA and "so finds himself forced to accept government's regulating of his business. Immediate legislation should include release of the President's \$420 million discretionary fund to enable FNMA to continue its special program for the purchase of FHA and VA loans under \$13,500."

**FHA budget should cover 3-year period**

Rapid City, S.D., builder George Panuska is one man who believes FHA funds should be allocated on a longer-than-annual basis. His suggestion is three years. Some of his other proposals: development of a long-range program of home financing to minimize these "jack-rabbit" starts and stops so prevalent in the industry; stabilize financing for longer periods.

Here are other replies to AMERICAN BUILDER's survey.

"An intelligent housing bill that didn't change each year, plus flexible interest rates, would give builders a chance to do some real advance planning and have a stable market. Combine VA loans under a section of FHA."—Cecil H. Mason, Savannah, Ga.

"Unquestionably home building is a tool used by government to regulate the entire economy. Were Congress to impose a formula for the automatic use of FNMA funds in periods of tight money, stability in home building would result."—A. J. Tambone, president, HBA of Greater Boston.

**WRITE YOUR CONGRESSMAN**

Mr. Builder: Your Congressman and Senators are elected to serve you. It's up to you to tell them what you need in the way of good, sound housing legislation. The 86th Congress convenes next month. Write your representatives. Tell them what you want them to do to help stabilize the industry.

## Mortgage \$\$\$: builders expect further tightening

Confidence, tempered by worry over mortgage money and costs, marks the fifth survey of NAHB's Builders' Economic Council. (Over 400 builders—representing every size and type in every part of the country—were included.)

Most of the builders are optimistic about housing demand. However, there's a growing concern over mortgage money. The adjoining tables show the mortgage picture at the time of the survey.

	Tighter	Same	Easier
Constr. financing	22%	56%	22%
Perm. financing	37	38	25
VA	51	27	22
FHA	36	35	29
Conventional	21	49	29

In the three months preceding the survey there was little change in the overall mortgage market. VA, however, showed a distinct tightening. FHA, too, showed "tighter" reports in 36 per cent of the replies. Even in conventional financing, one-fifth said conditions had tightened.

	FHA		VA	
	30 Year	25 Year	30 Year	25 Year
U.S. Total	97½	98	94	94½
Northeast	99½	99½	98	99
Mid-Atlantic	99	99	96	97
Southeast	97	97½	93½	94½
No. Central	97½	98	93½	94½
Southwest	97½	98	93½	94
West	97	97½	93½	94

It was often noted that funds (other than FNMA) were not available for VA loans. Regionally, there was a 2½-point spread for 30-year FHAs between the high of the Northeast and the low in the Southeast and West.

Downpayment	Percent	Maturity	Percent	Interest Rate	Percent
Total	100	Total	100	Total	100
Under 20%	5	Under 20 yrs.	6	5% or less	8
20%	14	20 years	56	5½%	8
25%	25	21-24 yrs.	2	5½%	47
30%	14	25 years	30	5¾%	14
33%	34	30 years	2	6%	21
35%	3			Over 6%	2
40%	3				
Other	2				

Typical (median) prevailing terms on conventional loans were reported to be a 30 per cent downpayment, 20-year maturity and 5½-per cent interest rate. Almost the same figures were reported in the previous survey.

	Tighter	Same	Easier
Constr. financing	48%	48%	4%
Perm. financing	61	35	4
VA	75	24	1
FHA	65	32	3
Conventional	46	48	6

Asked about the balance of '58, most builders anticipated difficulty. A growing shortage of funds for permanent financing was foreseen by three-fifths of the builders. Again, the greatest tightening is expected in the case of VA, the least in the conventional market.

### LUMBER DEALERS . . .

## 'Improvement' jobs helped dealers weather recession

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



Northup

There is now ample evidence that the retail lumber industry came through the recession in remarkably good shape, relatively speaking, thanks to a combination of home-building, repair and

modernization work.

Many were surprised a year ago when our annual survey of business conditions showed 71 per cent of the dealers reporting that home-building demand was either good or fair. And, 92 per cent said the same of the repair and modernization market. This was at a time when most other retail groups were beginning to feel the full effects of recession.

Our survey this year confirmed the reports of a year ago, with 84

per cent of the dealers saying that home-building demand is either good or fair and 94 per cent saying that the repair and modernization market was good or fair. The farm market was the only real disappointment. Even there, however, only 41 per cent of the dealers described farm demand as poor.

### Some factors favorable

When we recall the experience of automobile and appliance dealers it becomes obvious that the retail-lumber industry has a number of factors working in its favor when times turn bad.

Net profits were down somewhat, naturally. But more than half of the dealers said their net was either up or about the same as in 1957 and in that year nearly half made the same report.

It is perhaps significant that only 37 per cent of the dealers reported

a drop in inventories in last-year's survey. Only a third reported a further drop this year. This is evidence that dealers adopted a temporarily conservative policy but usually had the desired merchandise when customers placed orders.

Dealers' reports on home building in 1958 were remarkably uniform ranging from 76 per cent in the Northeast reporting their market as good or fair to 94 per cent in the Minnesota, Iowa, North and South Dakota areas. A year ago the percentages were as much as 35 per cent lower.

As for the supply of mortgage money at the time of the survey, the number of dealers reporting funds available ranged from 66 per cent in the Ohio, Illinois, Indiana, Michigan, and Wisconsin area to 89 per cent in California. The national average—74 per cent—compared with 45 per cent last year.

DICKERMAN'S COLUMN . . .

## Big show to stress money-making opportunities

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



Dickerman

There's an old saying to the effect that you have to spend money to make money. And the reason I'm reminded of it is the rich rewards that await the home builder who is willing to spend (invest is the better word) a few dollars to go to Chicago next month to attend the annual convention-exposition of the National Assn. of Home Builders.

I'll be the first to admit that the fact that a home builder, or a person associated with the home-building industry, can, if he chooses, spend quite a few dollars attending the convention and come away empty-handed. But if he does, it's his own fault. For at the 1959 convention-exposition there will be opportunities unlimited for him to learn ways to save and make money—if he chooses to take advantage of them. The theme of the convention-exposition is, so it happens, "Opportunities Unlimited." And it means exactly what it says.

Here are a few of the programs now being whipped into final shape. They will return small, medium and big builders and their associates

in the home-building field their convention-exposition investment many, many times over:

- A practical, down-to-earth meeting, in which some of the nation's outstanding builders will participate, designed to point the way to saving and making money in these operations: land acquisition and development; design and construction; organizational planning; budgeting and cost control; and tax planning.

- A panel-type show emphasizing good design—and how to obtain it. This show will run the spectrum of design theory, the relation of design to people and their living habits and the whys and wherefores, to-dos and not-to-dos.

- A top-level management session for small-volume builders with audience participation. It will delve into a number of major operational problems—present and future—including finance planning, organization planning for expansion (and cut-backs) and the relative merits of using subcontractors *vis-a-vis* builder crews.

- A five-spoke "Million-Dollar Circle" on sales and merchandising, which will include one general and five workshop sessions tailored to teach builders and their associates how to sell houses better. The sessions will deal with market re-

search; design (how good design can help merchandising); promotion and display; advertising in all media and actual selling.

- The role of research and development in the home-building industry—programs replete with specific examples of new materials, equipment and techniques and how they enable the builder to produce a better product for the same, or less, money.

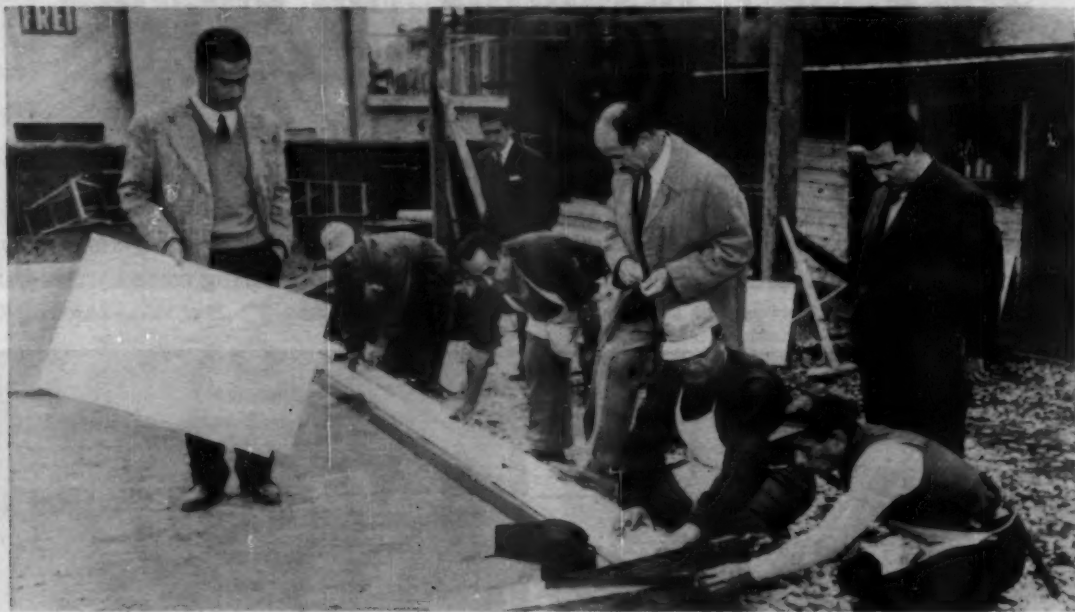
- There will be sessions and seminars on handling advanced plumbing and electrical installations; tax problems, technical advances. And, among other practical construction programs, there will be a full-dress explanation of FHA's new Minimum Property Standards. In connection with the latter, ten members of NAHB's construction committee, who have been assigned sections of the new MPS's to study and compare with the old MPR's, will report on their findings.

Obviously, this report touches only on a few of the highlights of the "Opportunities Unlimited" for those who come to Chicago January 18-22 for NAHB's great convention-exposition. But these particular programs do touch upon the pocket-book and they should be important to every builder and his associates in today's competitive market.



AMERICAN BUILDER's Editorial Director, Joseph B. Mason, has been named a member of an industry advisory group to review operations of the Federal Housing Administration's Certified Agency Program. Above, the group meets with FHA Commissioner Norman F. Mason,

(first row, center) in Washington last month to consider the agency's current problems. The advisory group, comprising builders, lumber dealers, bankers and the building press strongly urged expansion and enlargement of the new CAP system of handling mortgages.



CARPENTERS learn framing methods from Miller (in raincoat). Archt. Acevedo is interpreter.

## Operation Chile: U.S. know-how to trigger home boom

"We're sitting on the edge of the biggest boom this country has ever had, if we can find a solution to two or three key problems . . ." said U. S. builder Edward P. Miller.

Miller, past president of the Tacoma (Wash.) Master Builders, was sent to Santiago, Chile, on behalf of the International Cooperation Administration, a branch of the State Department.

His purpose was two-fold: first, to help Chilean builders develop efficient frame housing construction, and second, to launch a low-cost housing program.

Home building is one of the hottest subjects in Chile. With a four-year depression and a tremendous housing shortage, the country is in the grip of a national crisis. As soon as the building program gains momentum, the situation is expected to improve.

To get the builders started, Miller built a demonstration frame house, "Casa Madera Experimental".

The frame house was stressed because the country has a virtually unlimited timber reserve. But nearly all homes to date have been built

of solid masonry. Studies indicate that a frame house can be put up for less than half the average cost of masonry homes.

Classes were conducted at the site, and each day various framing methods and techniques were demonstrated. Builders, architects, lumbermen and engineers jammed the site and enthusiastically watched and learned.

Here's what the housing program will bring to Chile.

- Efficiency in building frame houses will reduce home costs, create a mass market, and bring the cost of housing within the reach of the great majority of people who presently can't afford it. The country, with less than two million families, has a shortage of nearly half-a-million homes.

Because of extremely low wages (from 70¢ a day for laborers to as high as \$1.80 for carpenters, masons and other craftsmen) time-saving methods have never been considered too important. Power tools are not normally employed even for grading and excavation. As a result, man hours per house is, in most cases, five to six times that required in the U. S.

- With the creation of a mass market for frame houses an expanding market for lumber and lumber products will also be created. This will also accelerate markets for all products used in home construction.

- The boom in production of lumber and other building materials will alleviate unemployment.

- The program will give a boost to the economy by advantageously using a natural resource—lumber, up to now largely wasted because of an inadequate market.

### Financing problem

The value of the Chilean peso has gone down so rapidly that savings and savings institutions have been almost completely wiped out.

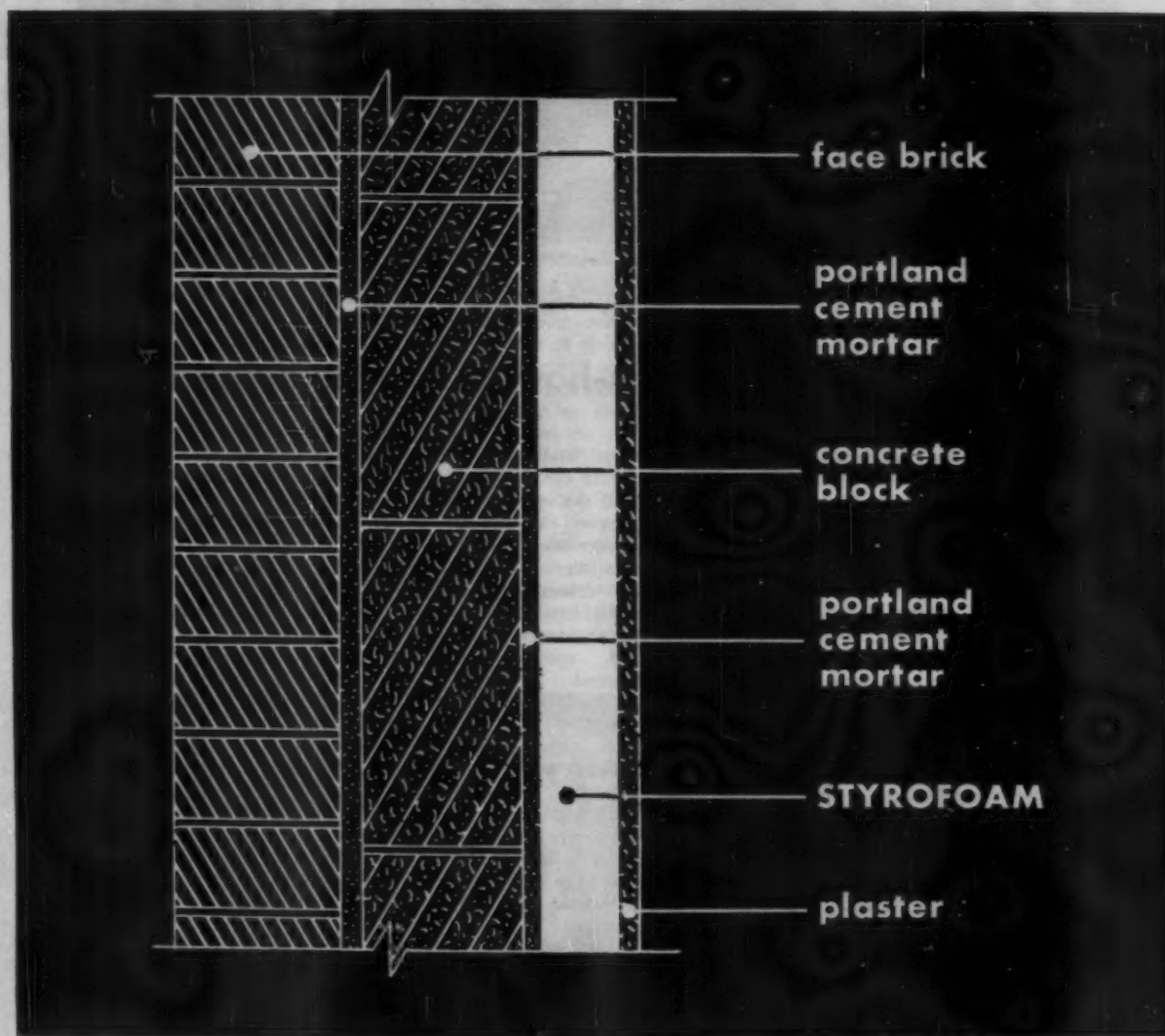
So, along with building program, a financing program was recommended. It will combine the insurance features of FHA, Federal Reserve Board as well as specific features to protect depositors and lending agencies against inflation.

If all objectives are met, Chile's economic plight will be solved soon—through a renewed home-building industry.

# "New construction method using Styrofoam<sup>®</sup> insulates and plasters every fourth unit 'free'"

... Earl Gagosian, V.P., *TRAVEL*LODGE Corporation

As the construction superintendent of Travelodge Corporation, one of the nation's largest motel chains, Mr. Gagosian specifies Styrofoam.\* Here he gives the reason for this and explains how a unique construction method cuts insulation and plastering costs by one-third.



**Eliminates 3 expensive steps.** "We achieved a big savings in the construction of our newest motel in Cleveland, Ohio, because Styrofoam is applied directly to the inside of the masonry walls with a mastic adhesive. The interior finishing plaster is then applied to the surface of the Styrofoam.

This quick operation presents a marked contrast to older methods in which we first installed 2" x 2" wooden furring strips. Then, 2" of insulating material were stapled between the furring strips. Finally, the insulation and furring strips were covered with rock lath to support the plaster."



**STYROFOAM saves 33%.** "By using Styrofoam, we have eliminated these three expensive construction steps and we figure that the time and labor saved amount to a minimum

reduction of 33% in insulation and plastering costs. That means, for every three motel units we build, Styrofoam has saved us enough to insulate and plaster a fourth."



**Firm plaster base.** "The finished interior built over Styrofoam tends to be more durable than the base provided by soft batts of other insulation, covered only by  $\frac{1}{2}$ " rock lath. This is especially important to us, as the walls are constantly bumped by luggage carried in and out by our guests. Plaster keys readily to the Styrofoam, too, making the job easier for the workmen."



**Saves on fuel, electricity.** "The use of Styrofoam has provided us with continued savings on fuel and electric bills during operation. Our selection of Styrofoam was based on tests of the insulating values of different materials and, after two years' use, we found that our heating and air conditioning costs stayed well within the predicted range. We are more than satisfied with the effectiveness of this insulation."



**New Cleveland motel.** "The finished motel has all exterior walls insulated with  $1\frac{1}{2}$ " of Styrofoam. We have previously used Styrofoam in our motels at Indianapolis, Indiana, and

Toledo, Ohio. We are also using Styrofoam in other new motels under construction at Cincinnati, Ohio; Madison, Wis.; Des Moines, Iowa; and Provo, Utah."

\*Dow's registered trademark for its expanded polystyrene.

**For more information about Styrofoam and the plaster base construction method, contact the Styrofoam distributor near you or write to us. THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Department 1932E-1.**

**YOU CAN DEPEND ON**

**DOW**

## Selected WESTERN HOUSE



**DESIGNED** for the Northwest buyer, the Frontier '58 is semi-contemporary. Vertical siding, glass areas, patios, fences and dead-end gardens add to the design. The two-

car carport includes a storage wall and covered play area. The house is protected from the street by screens and is orientated to make the most of indoor-outdoor living.

## Four Tacoma builders designed



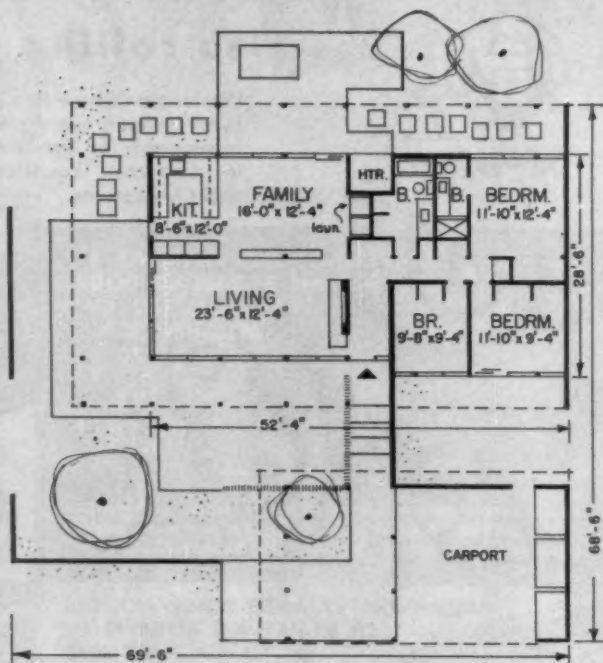
◀ **MASSIVE** stone fireplace shuts the entry off from the living room. The tile covered hearth is cantilevered into the room. Two sides of the living room are glass walls facing garden patios.

**HIGHLIGHT:** both baths have luminous ceilings. During the day, light comes in through a skylight. At night, fluorescent tubes furnish fine night light. Note the extensive use of tile. ▶





## of the MONTH for December



**EXCELLENT LAYOUT:** traffic plan is regulated by a center hall. All rooms have a view to a garden or patio. Compact kitchen is adjacent to the family room which doubles as a dining area.

## this \$22,500 show model

**T**wo heads are better than one: a combination of four is better still. That's how an extraordinary show house, the Frontier '58, was built.

A team of four builders, guided by two architects, produced the house for the Tacoma (Wash.) Master Builders home show. It sold before the show closed. The reasons are obvious.

With its emphasis on wood, the Frontier '58 could fit into any Northwest setting. It's semi-contemporary from the post-and-beam construction of the carport to the modified frame of the house.

Outdoor living, a must in the Northwest, is enhanced in every possible manner. Orientation on the site allows maximum sun at the living and family patios. Screen fences, plantings and concrete patios surround the house on three sides.

Here's how the indoor-outdoor plant works.

**Entry:** The walk to the front door is between the living room and bedroom patios. Both are protected from outsiders by screens. One of the screens

continues into the house where it becomes a wall of the entry—providing a link between interior and exterior design.

**Living room:** A floor-to-ceiling glass wall leads from the room to a fenced-in patio. From this same wall there's also a magnificent view of Mt. Rainier.

**Play areas and patios:** Full-length windows look to the back yard and wading pool which makes supervision of children easy. Master and children's bedrooms overlook garden patios.

Here are some extras the house offers: an excellent plan with a center hall; luminous ceilings in the bathrooms; a compact kitchen; and a massive stone fireplace in the living room.

Participating builders are: Vyrl E. Anspach; Robert J. Sproul; John A. Fister; and Ralph Pelletier. Architects: Liddle & Jones, AIA.

The Frontier '58, which meets every requirement for today's market, has 1,440 sq. ft. and if built speculatively would be in the \$22,500 bracket.



**GEORGE SAYS...**



## Washington has the inside track to rolling door hardware profits"

Washington's new line of Rolling Door Hardware is a complete line. Every hanger, every piece of track in the Washington line has been redesigned for smoother operation, easier installation, and lower installed cost. You'll recognize the NEW line in the black, white and blue cartons.



**UNIVERSAL STEEL TRACK NO. 611**  
FOR ALL BY-PASSING DOORS  
FROM  $\frac{5}{8}$ " TO  $1\frac{3}{8}$ ",  
WEIGHING UP TO  
70 LBS.

**NO. 611  
TRACK**

Corrosion-resisting zinc-coated steel track with anti-jump hangers. Available in bulk and complete packaged sets with axle or ball-bearing hangers.



**UNIVERSAL ALUMINUM TRACK NO. 647**  
FOR ALL BY-PASSING DOORS  
FROM  $\frac{5}{8}$ " TO  $1\frac{3}{8}$ ",  
WEIGHING UP TO  
50 LBS.

**NO. 647  
TRACK**

New heat-tempered Aluminum Track with embossed extra-strength hangers. Anti-jump. Available in bulk and complete packaged sets with axle-bearing hangers.



**ALUMINUM VALANCE TRACK NO. 648**  
FOR BY-PASSING DOOR FROM  
 $\frac{5}{8}$ " TO  $\frac{3}{4}$ ", WEIGHING  
UP TO 50 LBS.

**NO. 648  
TRACK**

Textured valance surface provides better paint bond . . . won't show scratches. Valance has attractive curved profile. Axle-bearing, anti-jump hangers roll smooth and trouble free. Available in packaged sets.



**ALUMINUM VALANCE TRACK NO. 649**  
FOR BY-PASSING DOORS  $1\frac{3}{8}$ " THICK  
WEIGHING UP TO 50 LBS.

**NO. 649  
TRACK**

Similar to 648 track. Available in packaged sets with axle-bearing hangers.



**STEEL WALL POCKET PACKAGE WITH  
NO. 601 STEEL TRACK  
FOR DOORS 1" TO  $1\frac{3}{8}$ "**

No. 632 Steel Track package is a complete set with Jamb Stiffener, Floor Plate, Rubber Door Bumper and Floor Guide. All hardware necessary for a "built-on-the-job" wood wall pocket. No. 601 track, No. 651 axle or ball-bearing hanger and all accessories in this 632 package also available in bulk. Door weights up to 70 lbs.



**ALUMINUM WALL POCKET PACKAGE  
WITH NO. 639 ALUMINUM TRACK  
FOR DOORS 1" TO  $1\frac{3}{8}$ "**

**NO. 639  
TRACK**

Heat-tempered aluminum track for door weights up to 50 lbs. when using smooth axle-bearing hanger No. A653. Available in packaged sets.

Axle-bearing or ball-bearing hangers, floor guides, finger pulls and bumpers packaged in each set. Also available in bulk.



For more information see your dealer or write:  
**WASHINGTON STEEL PRODUCTS, INC.**  
Dept. AB-9, Tacoma 1, Washington



OPENING of the Lusk development was considered a major event in Tucson. Turnout was huge.

**American Builder's Best Model Home Contest:**

## Why 38% of the winners\* came from the West

**Western builders: you walked off with well over one-quarter of the prizes because your houses met the judges requirements on (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment including hidden values; and (5) merchandising**

**\* Here are two Award of Merit Winners** 



## Why the judges made



### AWARD OF MERIT

Under \$16,000 category:

The Lusk Corp.,

Tucson, Ariz.

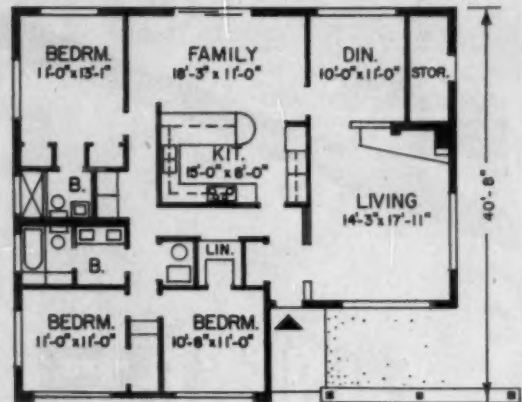
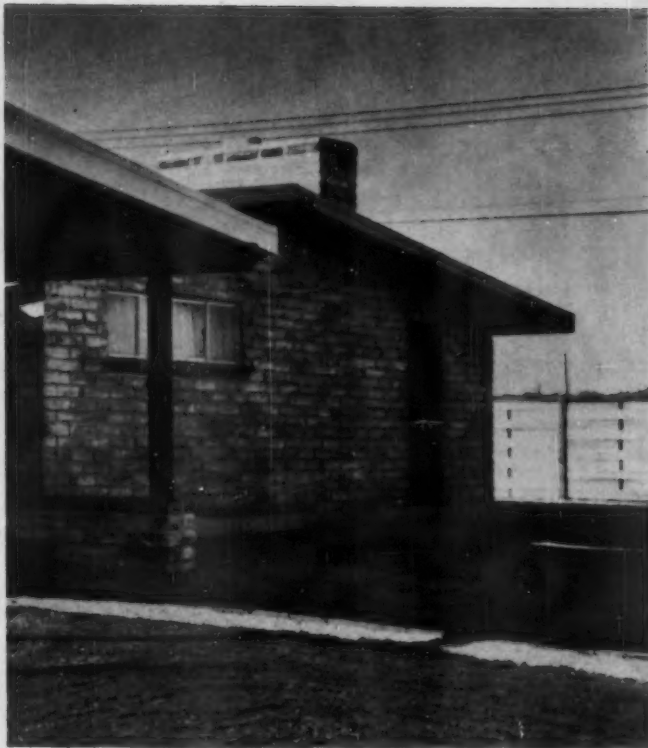


A buyer would tag the Tropicanna a "glamorous house." The judges agreed: but its liveability was the factor that made it a winner.

The house, built by Lusk Corp., sells for under \$16,000 (without land). Still it has 1,677 sq. ft., two full baths and an activity room. Buyers have a choice of five exteriors.

It is interesting to note that every judge gave Lusk the highest possible score on merchandising. One of its biggest promotions was a contest staged with Rheem Corp. (supplier of its air conditioners). Entrants submitted a floor plan of the all-American family air-conditioned house. The prize: a trip to Jamaica for two. Next year, Lusk will build a house based on the winning plan which will be directed at the all-American family in Tucson. Can you think of a better selling aid?

◀ **PROMOTION MATERIAL** advertising the all-American air-conditioned home contest paid dividends. Lusk sales shot up, and 30% of the buyers wanted Rheemaire air conditioner included.



CARPORT



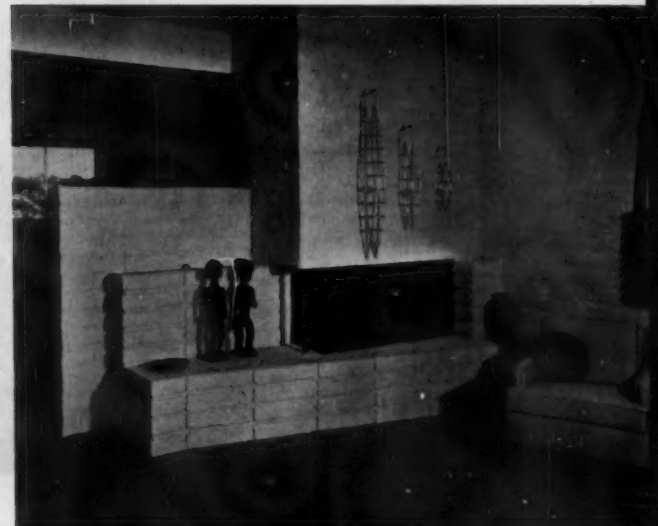
**LONG, RECESSED ENTRY** keeps traffic out of the living room. The plan is well-integrated since the most lived-in areas are together—activity, kitchen and patio.

◀ **EXTERIOR** has a "western feeling" with its brick and vertical siding. Each house is oriented to take advantage of the mountain view. Canted carport is an exciting feature.

## this house a winner



**BEST** for working is the U-shaped kitchen with its custom wood cabinets and built-in Tappan range and oven. Breakfast bar serves double duty: it also acts as a divider from the activity area. House has a separate dining room.



**MODERN** white brick fireplace is a big selling feature. Divider wall, built into the unit, separates living and dining rooms. To give the area continuity, the brick is used on both sides of the living room windows (not shown).

**Another western Award of Merit winner** ▶

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## SANDALWOOD

***... top performer  
for beauty... utility  
and economy***

Ask the man who uses Forest Sandalwood and you always get the same enthusiastic reply: "You can't beat it for beauty... utility and economy!"

Sandalwood's platinum-colored beauty makes it usable in so many ways. It combines a hard, mirror-like, pre-finished surface with the durability and water-resistance of temper-treated hardboard.

Forest Sandalwood resists oil, grease and weather, yet is priced competitive to ordinary, "old fashioned" tempered hardboard. Most builders use it "as is" for interiors. Yet, if paint is required, one coat covers with real depth of color.

If you have not yet tried Forest Sandalwood hardboard call your local dealer or write directly to Forest Fiber Products Company.

Forest Sandalwood is available in:  
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# FOREST<sup>®</sup> HARD BOARD

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# Van-Packer masonry chimney

FACTORY-BUILT AND PRE-PACKED  
**to save you time  
and money!**

You profit on the *entire* heating system when you install a furnace *and* a VAN-PACKER Chimney. The masonry flue sections provide greater draft, assuring more efficient furnace operation and cutting needless furnace service call-backs. Masonry sections are quiet—won't transmit furnace or fan noises. Completely packaged kits including all parts required will be delivered directly to job site by your local VAN-PACKER Jobber. See the Yellow Pages, "Chimneys—Pre-fabricated" or write for Bulletin RS-1.



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PACKAGED  
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clay tile  
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3"  
vermiculite  
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wall

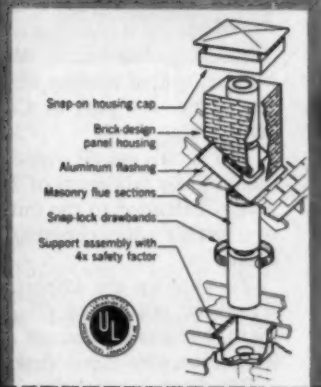
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Attractive housing in red, buff, white or gray brick colors, with natural mortar lines.

One man with no special tools can easily install a Van-Packer in less than 3 hours.

Van-Packer Chimney arrives in easy-to-handle cartons, includes flashing and cement.



- Snap-on housing cap
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- Support assembly with 4x safety factor



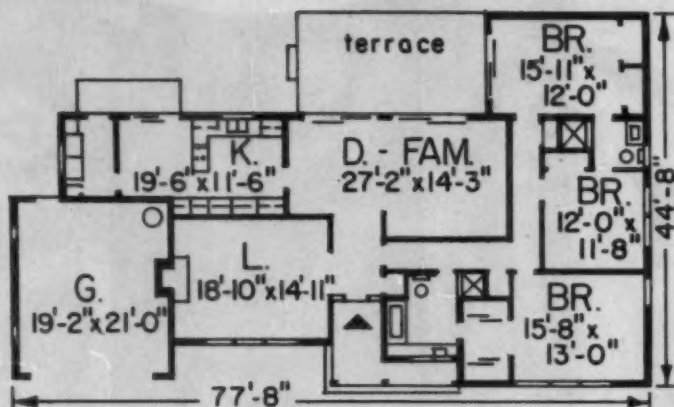
**Van-Packer** FACTORY-BUILT MASONRY **Chimney**  
Pioneer Division • The Flintkote Company

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- Please send Van-Packer catalog.
- I would like to see a F-F representative regarding the Van-Packer Chimney.

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

WINNERS FROM THE WEST, continued



**SPLIT-GABLE ROOF**, posts and circular drive give the house its Colonial styling. Large garage provides additional storage space. Roof has Red Cedar shingles and Johns-Manville roofing felt. Note that the plan keeps traffic away from the living room, a must for today's houses.



**AWARD OF MERIT**

\$16,000 to \$40,000 category:

Willard Woodrow,  
Belleflower, Cal.



## Space is a sales feature in this

When asked what he thought was the most important interior selling feature of the Colonial, the builder answered, "spaciousness."

And spacious it is. Willard Woodrow, the builder, spared nothing in putting up this luxurious home. It's part of Caballero Hills in Tarzana, Cal.

The rooms are all oversized and each Colonial model has a minimum of 2,050 sq. ft. The living area is extended to the outside with the addition of a terrace and swimming pool (optional equipment).

To play up the importance of the outdoors, Woodrow put 27' of glass in the dining-family room. It faces the terrace and pool, and through it there's a marvelous view of the mountains.

Excellent construction details were not sacrificed for space or luxury. The house is soundly built. It's made of lath and plaster, has a raised foundation, Bruce oak floors and a Red Cedar Shake roof.

The sprawling Colonial comes with a minimum of ¼ acre. Some models have ½-acre lots. It sells for \$32,350 with land.



**KING-SIZE** kitchen has Ponderosa Pine cabinets and plenty of storage space. Whirlpool supplied the dishwasher, disposer and double oven. Kitchen extension can be used for serving (shown here) or as a sewing room.



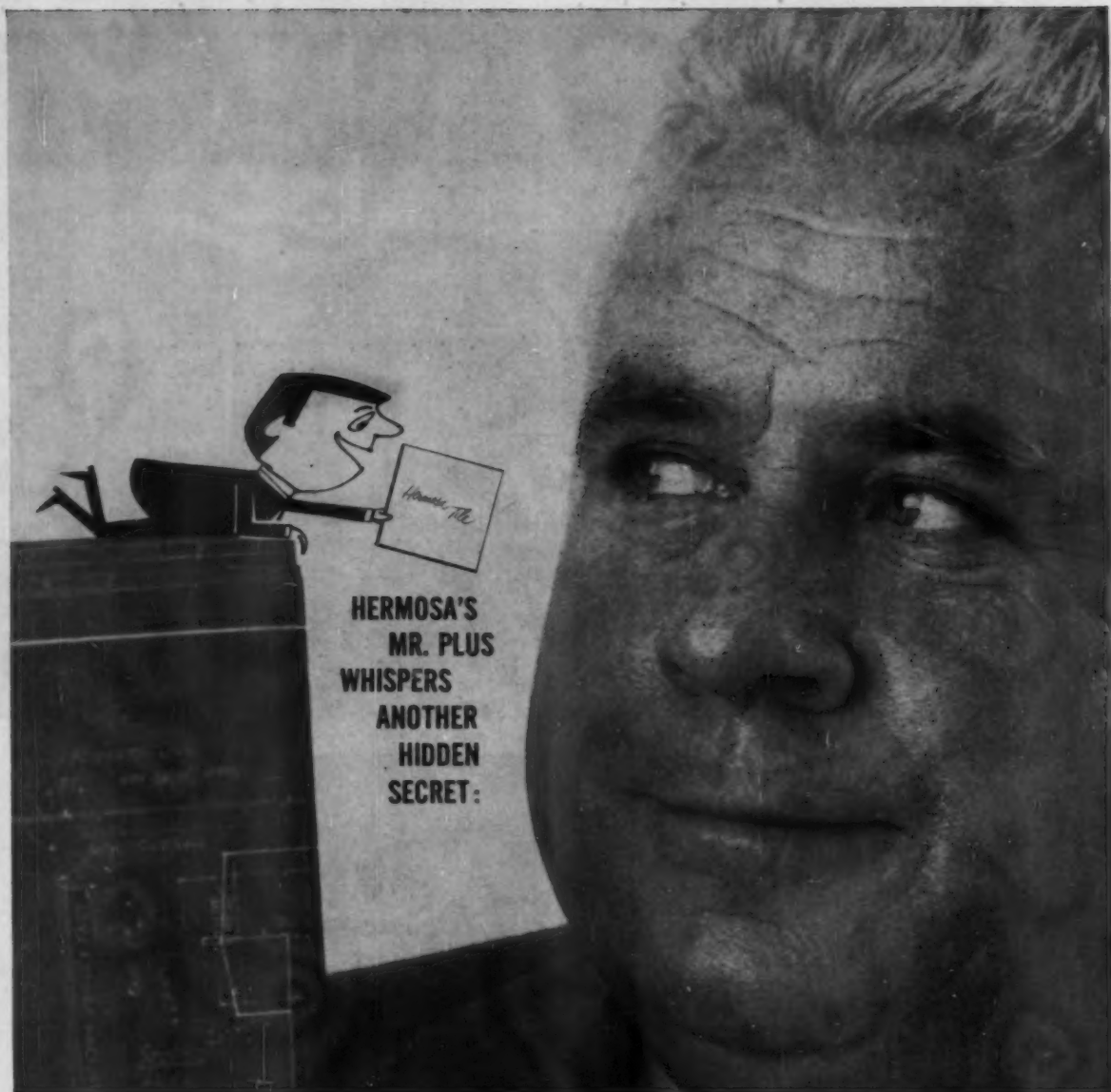


## custom house

**POOLS** are becoming more popular in the West. Some buyers consider them a necessity. This one offered in the Colonial is optional. It adds to the luxury of the house and fits in with the terrace and rear landscaping.



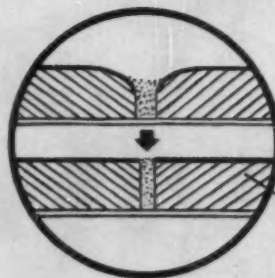
◀ **DINING-FAMILY ROOM** has a 27' sweep of glass. It opens to the terrace through Horizon sliding-glass doors. There's a marvelous mountain view (see background). Decorative light fixture is one of the custom features. Other features: Crane fixtures; Schlage locks; Armstrong and Bruce floors; and Arkla-Servel gas a/c.



**HERMOSA'S  
MR. PLUS  
WHISPERS  
ANOTHER  
HIDDEN  
SECRET:**

**"USE SQUARE-EDGE: ANOTHER HIDDEN SECRET FOR THE BEST TILE INSTALLATION"**

This is a plus important to YOU as a builder. When you build with *square-edge* HERMOSA TILE, you *know* the contractor can fit each tile flush to adjoining tiles... assuring you smooth, well-aligned jobs. Yes, *square-edge* is just one of six major reasons why HERMOSA TILE is the most important, most highly-prized label in the field. Because Hermosa glazed ceramic Tile is a real PLUS in selling, a HERMOSA installation is your showcase... visible proof of your quality approach to building. Be sure your NEXT project gains the selling advantages of genuine—

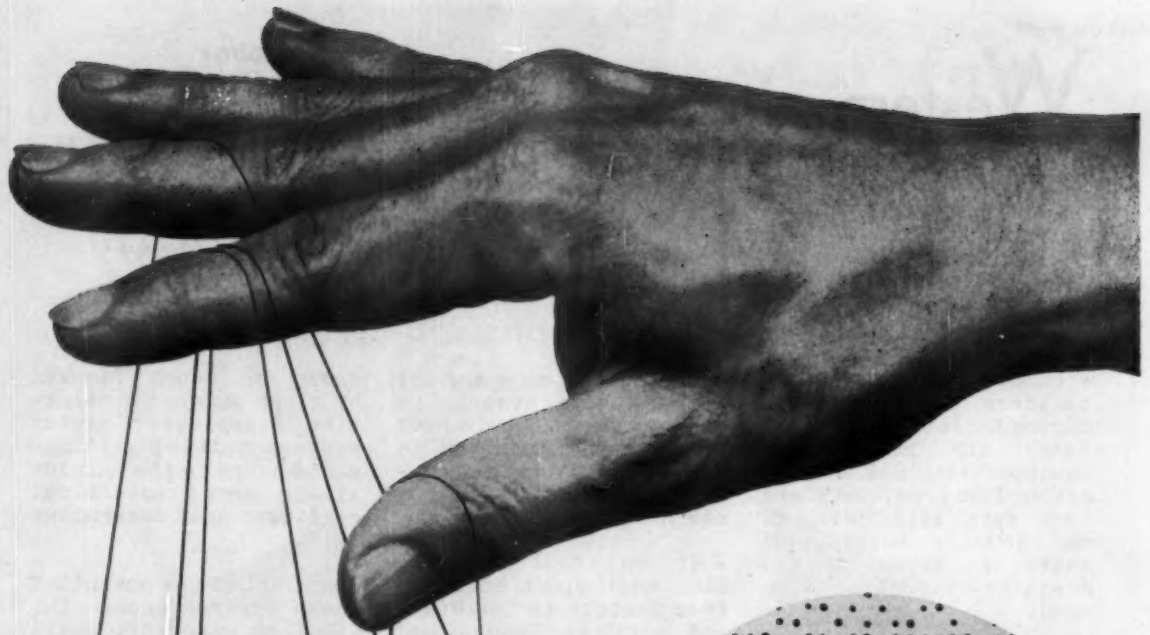


**MR. PLUS TIP:**  
"Get a tile job that HELPS you sell... lives up to your own high standards of quality. Never, never go for less than HERMOSA TILE! It's worthy of your reputation... and means MONEY in the bank!"

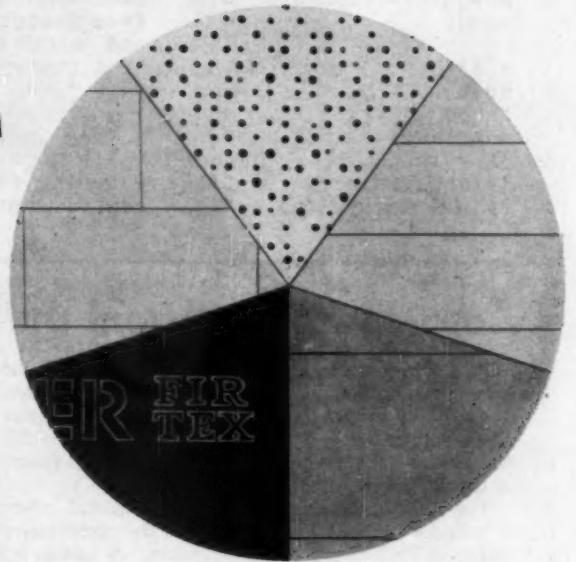


**HERMOSA** glazed ceramic **TILE** a product of **GLADDING, McBEAN & CO.**

SHOWROOM LOCATIONS: Los Angeles • San Francisco • Seattle • Portland • Spokane • Phoenix



**CONTROL**  
**HEAT**  
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Whatever you're insulating against—noise, heat or cold—Kaiser Fir-Tex products serve you best. Roof Deck, Sheathing, Decorative Boards, Acoustical Tiles, Decorative Tiles, Hardboards, and Rock Wool are immediately available from your local Kaiser Fir-Tex dealer.

Remember, you get maximum insulation performance plus economy, beauty and versatility when you demand Kaiser Fir-Tex brand insulating products.



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

DECEMBER 1958

32-1

# Western Views

By **BILL RODD**

## WESTERN EDITOR

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

## ADVERTISING REPRESENTATIVES

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

• Hundreds of western builders held open house during National Home Week. Where the homes were equipped with new and exciting features, and where they were well designed and soundly built, and where the promotion was adequate—results were good.

• Although many on-the-spot sales were reported, the value of the event cannot be measured in terms of immediate, actual sales. Its real function is to awaken potential

home buyers (many who are already home owners) to the wonderful advances made by the industry in recent years and to stimulate their desire to buy new homes.

• It was heartening to find that alert builders from Seattle to San Diego and east to Denver had "put their best foot forward."

• They incorporated into their model homes mouth-watering features as recessed entries; double

doors or doors flanked by glass panels; distinctive fireplaces; master bedroom suites; sliding-glass doors to the outside living area; acoustical ceilings and decorative tile.

• Not all of the potential home buyers among the visitors were in a position to buy immediately. But in thousands of instances the seeds of dissatisfaction with the old homes were undoubtedly sown and buying impulses crystallized.

## Catalogs for you from the West

A Complete guide and technical manual of the principles of cabinet design and manufacture has been published by the Southern California Assn. of Cabinet Manufacturers. It's available for distribution to interested builders, designers, cabinet makers and others in the construction industry.

The 40-page catalog has five pages in full color. It includes a discussion of wood and the comparative merits of each type for cabinet making. A section on the principles of cabinet design for both functional usage and dramatic effect is included too. There are construction details in this section.

The catalog has an extensive list of types of cabinets to use in different parts of the house along with appropriate hardware and fittings. A list of specifications adopted by the Association is included.

Copies are available from the Association at \$2.00 each.

An indented gypsum lath, Key-Grip Lath, has passed the standard one-hour load-bearing partition fire test of the Underwriters Laboratories, Bureau of Standards. Prior to this only perforated gypsum lath and metal lath had passed the one-hour test.

This development will benefit the modern trend toward large-scale gun plastering to which Key-Grip Lath is particularly adapted. The material was introduced by Pabco Building Materials Div., of Fibreboard Paper Products Corp.

(Circle No. D74-W on reply card pg. 106.)

In a brochure, a new transistor pipe locator and metal detector is described. Demonstration pictures show how the unit works.

It uses a total of eight transistors, one in the transmitter and seven in the receiver. There are four flashlight batteries; two in the transmitter and two in the receiver. The batteries in the receiver will last 3,000 hours—those in the transmitter 350 hours—making the unit economical to operate. The manufacturer is Gardiner Electronics Co.

(Circle No. D75-W on reply card pg. 106.)

The use of 5/8-in. particle board for floor underlayment in residential and commercial frame structures is illustrated and described in a case-history bulletin. It was issued by C.F.I. Boards, Inc.

The bulletin cites the satisfaction of a builder, flooring contractor and architect who used the board. Architects, builders and others can secure copies of the bulletin on request.

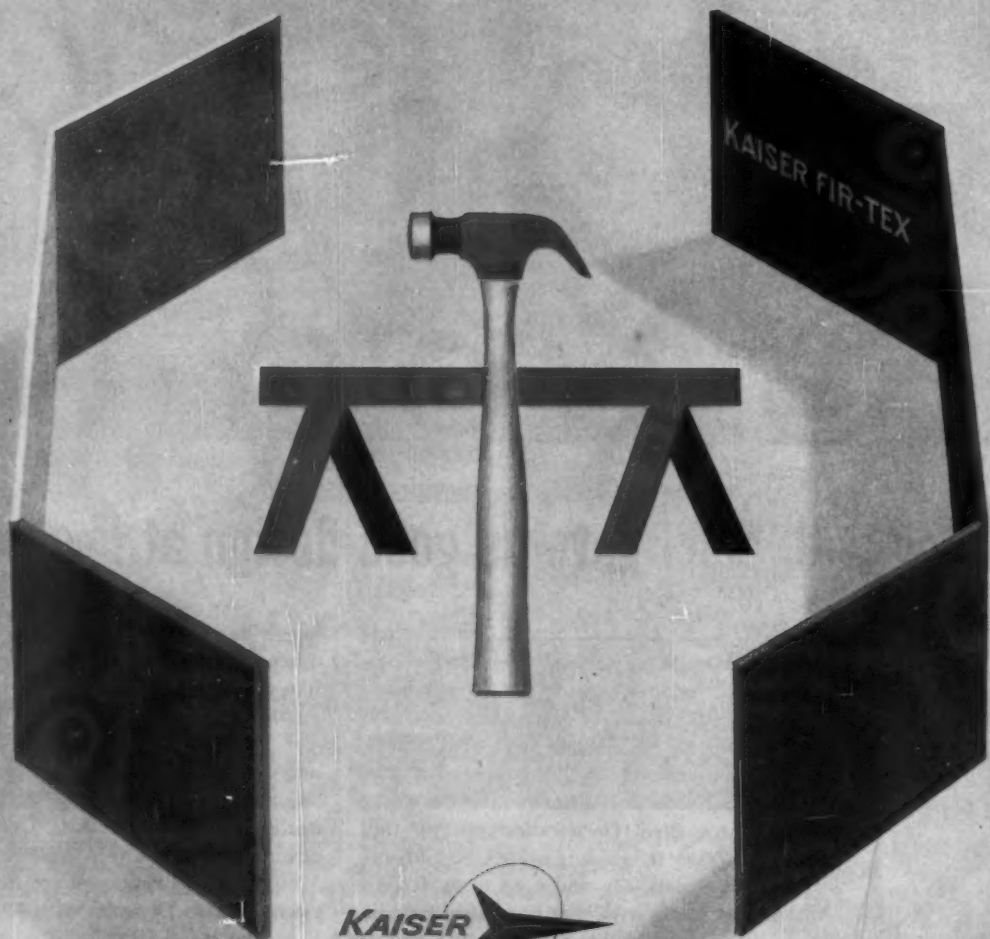
(Circle No. D76-W on reply card pg. 106.)

A catalog filled with new lighting ideas that will advance the architectural use of light fixtures has been published. Carlos Diniz, well-known Western architectural delineator and designer made the catalog for Lighting Dynamics. The booklet will be sent to any qualified contractor, architect, engineer.

(Circle No. D77-W on reply card pg. 106.)

**KAISER SURROUNDS THE WEST WITH  
GYPSUM WALLBOARDS  
FIR-TEX INSULATING BOARDS**

a complete line of highest  
quality gypsum and insulating products  
for your every building need.



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



*Steel building by Pascoe Steel Corp., Pomona, California*

## "Building with steel gave us good design at low cost"



**JAMES B. HAWTHORNE**  
*President, Hawthorne Machinery Co.  
San Diego, California*

"Using steel panels on our new maintenance building was a nice way to complement our adjoining white masonry office. This quality of harmony gave us a handsome building to meet rigid county construction codes. And behind it was sound economy! After foundation work, Pascoe Steel Corporation put up this 24,000 sq. ft. building using USS Galvanized Sheets, for under \$2 a sq. ft. We know, from a look at the losing bids, it

would have cost us at least double with other materials. Good looks and economy like this add up to a long-term investment in durable, low-cost construction!"

**MORE INFORMATION** about steel buildings can be obtained from your local steel building dealer, architect or builder. Or write us outlining your interests. Address: Room 1260, 120 Montgomery Street, San Francisco 6, Attn: Department AB-12.

**GIVE YOUR BUILDINGS THE ADVANTAGES OF STEEL...USS STEEL**



TRADEMARK

**Columbia-Geneva Steel  
Division of  
United States Steel**

## Why builders insist on Grade-Marked Southern Pine for their own homes

*Another straight-shooting SPA consumer ad aimed  
at more builder and dealer profits!*



**David Fox and Ike Jacobs** of Fox & Jacobs Construction Co., have won no less than six national awards for "Flair For Living" communities in Dallas. For the all-important wood skeleton that holds a house together, they use Grade-Marked Southern Pine. Why? They say: "When buying Southern Pine, we look for the SPIB symbol that tells us it meets the high standards of the Southern Pine Inspection Bureau for dryness. Dry Southern Pine is the strongest structural lumber you can buy. And we look for the SPA mark meaning dependable lumber from one of the mills of the Southern Pine Association."

The soft richness and beautiful grain of Southern Pine are used in beams, ceiling and paneling to bring spacious harmony to this light, airy living room. A modern counterpart of the many old Colonial Homes, show-places today, which feature mellow Southern Pine.

**See your lumber dealer—insist on Grade-Marked Southern Pine from the mills of the Southern Pine Association**

*For Free Booklet Write: SPA, Box 1170, New Orleans*

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SPA mills also support The National Wood Promotion program

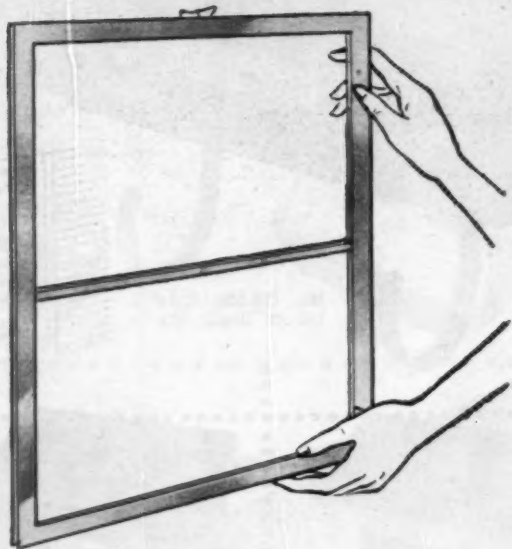


**A BIG PLUS FOR YOUR HOMES**

**CUPPLES**

**SINGLE-HUNG  
ALUMINUM WINDOW WITH**

**removable sash**



*Note these other outstanding 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.**

This modern, practical window has won quick acceptance with both home builders and home buyers. And no wonder! It has all the features of Cupples popular single-hung windows . . . **PLUS REMOVABLE SASH.**

Since it can be cleaned easily from the inside, you can use the Cupples new single-hung aluminum window in split-level and two-story homes as well as in single-story dwellings. And, because it is priced lower than any previously built, you make more money. It's good business to put this tested and proved window in all of your homes.

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



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*Spruce up homes*



**MAIL BOXES**



No. GB-500 Gold Lid on Black Box



No. BG-501 Black Lid on Gold Box



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**CITY MAIL BOXES**

Choice of 5 gorgeous color combinations!  
Never rust, tarnish or need polishing.



**FREE engraved name plate available with every box!**

Here's a sales feature you can really talk about! As shown above, a blank name plate is attached to the face of each box. Inside the box is an order blank and an envelope. Your customer can get his name engraved Free on the name plate by sending the order blank and the plate to us in the envelope provided. We'll engrave the plate and mail it back to your customer. No work involved for you, but we tell your customer the plate is engraved through special arrangements with you.

**EXTRA-LARGE SIZE**

13" wide, 8 1/4" high, 6 3/8" deep

**MADE OF HEAVY GAUGE ALUMINUM—SOLID CONSTRUCTION**

**MAGAZINE HOLDERS AND SCREWS FOR INSTALLING INCLUDED**

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**BUILDERS** For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers throughout the country!

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# Spruce up SALES with... in ANODIZED ALUMINUM



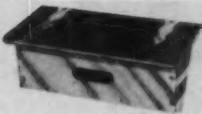
## KING SIZE MAIL BOXES

Big enough to hold  
largest magazines

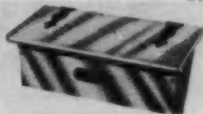
Here's the answer to your customers' demand for a big, roomy mail box.



(Above) No. GB-700 Gold lid on black box  
(Right) No. BB-702 Black lid on black box



No. BG-701 Black lid on gold box



No. GG-703 Gold lid on gold box



No. AA-704 Anodized aluminum lid on aluminum box.

**KING  
SIZE**

16 3/4" wide  
8 1/4" high  
6 3/4" deep

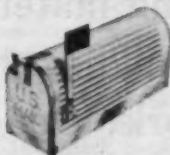


## Rural MAIL BOXES

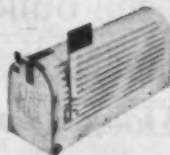
Made of extra heavy gauge aluminum. Lifetime finish. Meets govt. specifications for No. 1 size. 3 anodized finishes.



**ALBLACK** — Permanent Anodized black color.



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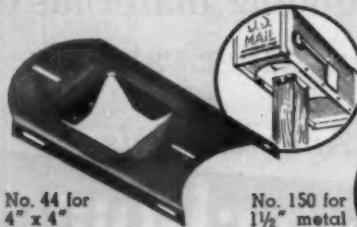


**ALBRAS**  
Permanent Anodized brass color.

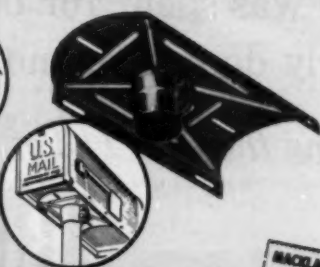


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Here's what every rural mail box needs. M-D Mail Box Holders fit all standard rural mail boxes. Sturdy! Rust-proof! Easily installed.



No. 44 for 4" x 4" wood posts.

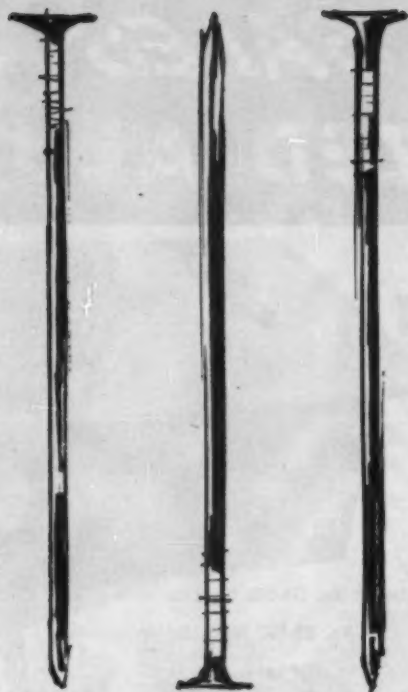


No. 150 for 1 1/2" metal pipe.

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*If you want to sell more home building materials, go where every page is full of ideas that sell: Better Homes & Gardens, the family idea magazine.* If you want to make a sale there's nothing so powerful as an idea... and you can't possibly go through an issue of Better Homes & Gardens without finding innumerable ideas that sell building materials. In fact, BH&G's editors devote more space to building subjects than any other major magazine. Does it work? One out of five Better Homes & Gardens readers live where more than \$100 was spent for building materials during a recent year—nearly double the non-reader rate!

*During the year 1/3 of America reads*

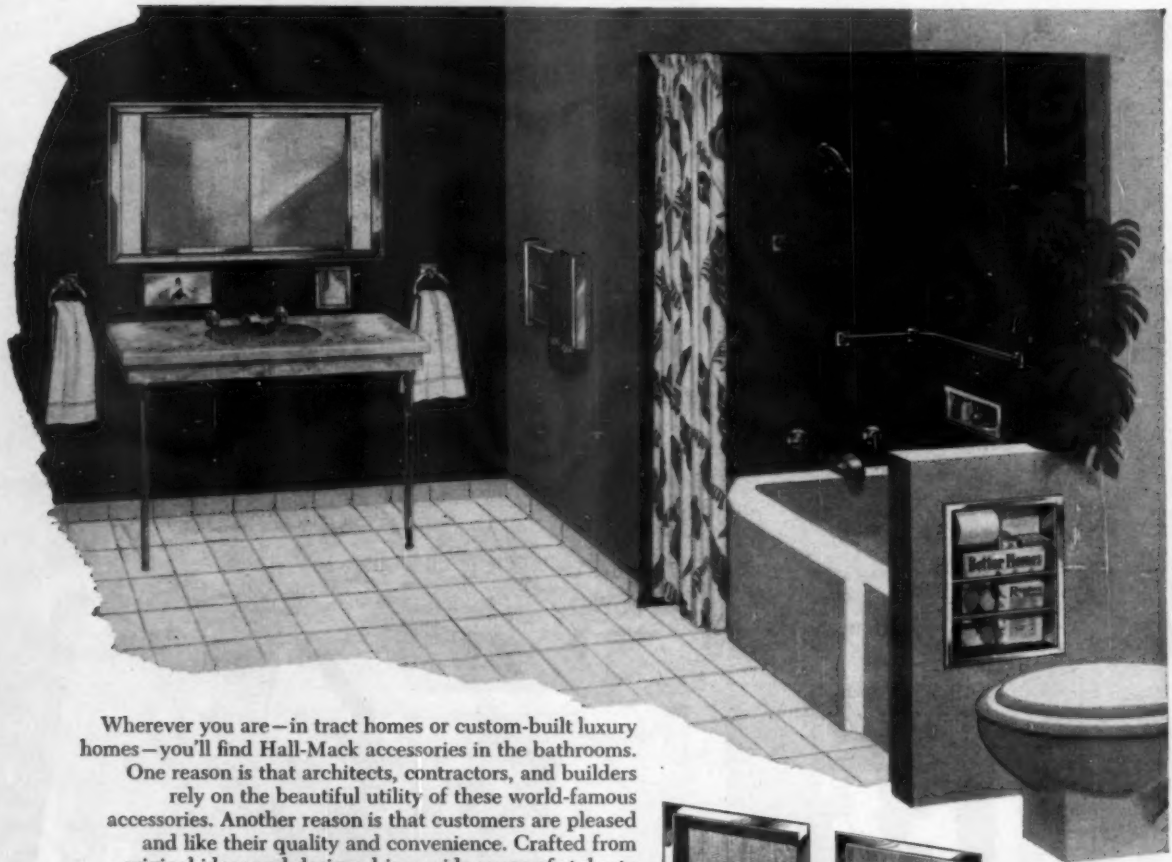


*... the family*

*idea magazine*

*In the finest bathrooms  
you'll find*

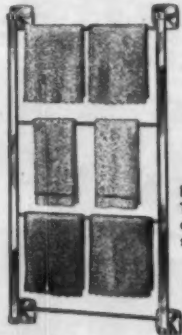
**HALL-MACK®**  
accessories



Wherever you are—in tract homes or custom-built luxury homes—you'll find Hall-Mack accessories in the bathrooms. One reason is that architects, contractors, and builders rely on the beautiful utility of these world-famous accessories. Another reason is that customers are pleased and like their quality and convenience. Crafted from original ideas and designed in a wide range of styles to suit your needs and tastes . . . for modernizing or building . . . these gleaming fixtures are a solid first choice. No wonder folks from Cape Cod to Carmel are asking for Hall-Mack, the world's finest bathroom accessories. For finer bathrooms everywhere, rely on Hall-Mack bathroom accessories in sparkling chrome!



New chrome plated Shower Recess Unit—handy, safe spot for shampoo bottles, etc.



New chrome Towel Ladder gives extra towel space so often needed.



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**HALL-MACK COMPANY** AB-12  
Division of **TEXTRON INC.**  
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Please send your FREE color booklet of new bathroom ideas

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Sold by leading plumbing, tile, and hardware dealers everywhere.

# Home Buyers Are Pre-Sold By National Ads

As a leading builder publication says,  
"For the builder, the kitchen sells the home"—  
and Hotpoint sells the kitchen for the builder!

Give your kitchen the Custom Look  
with these **HOTPOINT BUILT-INS**



Launching your home selling campaign  
is this full-color

# LIFE

ad in November—

Whether you're building, remodeling or simply replacing—you can choose the ideal Hotpoint cooking appliances for your needs and budget.

**From Hotpoint**—first name in electric cooking—comes the last word in modern, space-saving "built-ins." Completely automatic and superbly styled, the two 1959 units pictured here give you all the quick, clean convenience of Hotpoint automatic cooking. Here's what we mean:

**Hotpoint Bi-Level Oven (Model RLG-702).** Two complete ovens—each with its own bake and broil units and separate controls. So you can bake or roast while you barbecue or broil.

And what features: Eye-level Control Panel, with a complete system of automatic temperature controls, switches,

indicator light... Room-Right Thermometer... Rotisserie Grill... Insulated Panorama Window... Custom Cooker and Server—which you use as a crumb-removing utensil on the Super-Matic unit, or as a crumb-removing utensil in the oven... And, best of all, long-life, thread-type Calroq® Bake and Broil units that distribute heat uniformly for even baking and broiling.

**Hotpoint 4-Unit Surface Cooking Section (Model RSM-702).** Fits over any standard 30-inch wood or metal base cabinet. Gives you all the luxury conveniences, all the automatic metal-tending, timing and controls, all the automatic accents of Hotpoint's finest top-of-the-range cooking features.

Visit your Hotpoint Dealer and see his complete line of 1959 Hotpoint Electric Built-Ins and Ranges.



# Hotpoint

HOTPOINT CO.

(A Division of General Electric Co.), Chicago 44



**LOOK FOR  
THAT HOTPOINT  
DIFFERENCE**



ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • COMBINATION WASHER-DRYERS  
CUSTOMLINE • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • TELEVISION

# On Your Hotpoint Kitchens Like These -



Hotpoint exclusive **DOUBLE-DECK WATER ACTION**  
cleans as no other dishwasher can!

- and this full-color

# LIFE

ad in December

Everything goes into this Hotpoint—  
from fine china to pots and pans—and  
comes out spotlessly clean. Hotpoint  
exclusive Double-Deck Water Action sees to that!

This exclusive Double-Deck action  
sprays up surging jets of water from below  
each rack to every spot and scours every surface  
every piece so thoroughly you don't  
need to pre-rinse. Yet it's whisper quiet!  
In each time—then double rinses.  
Special second rinse prevents water

drops that spot. Safe, sanitary, electric  
drying follows.

And only Hotpoint gives you Dual-Cycle  
cooking—one for tableware, another for  
Dual-Filter filters all water every 4 sec—  
a complete service for 600—broiler racks  
and big platters, too.

Visit your Hotpoint Dealer—and see the  
attractive decorator colors and finishes.



Exclusive! Double-Deck water  
action—surging jets of water from  
two revolving nozzles. (Model DE-1)

Shoreline, aluminum  
interior, an special  
rinsing. Can be easily  
removed for permanent  
under-counter installation  
by removing covers, base,  
top and back panel.

# Hotpoint

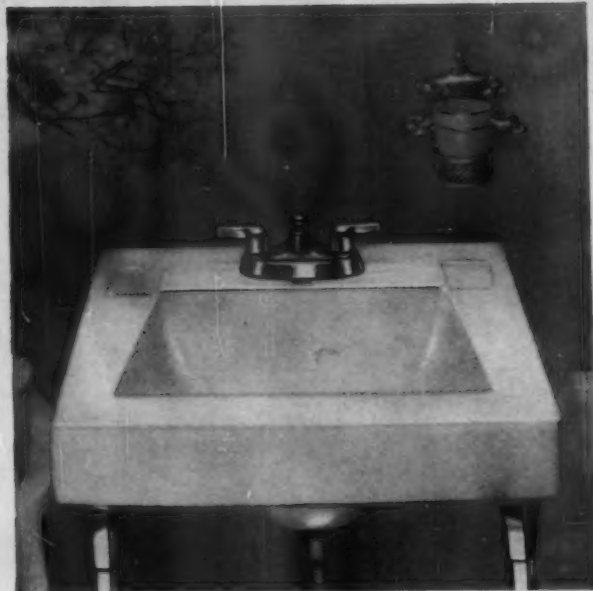
HOTPOINT CO. (A Division of General Electric Co., Chicago 44)

LOOK FOR  
THAT HOTPOINT  
DIFFERENCE



# Hotpoint

HOTPOINT CO. (A Division of General Electric Company), CHICAGO 44, ILLINOIS



*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.

**RR** **RICHMOND**

PLUMBING FIXTURES DIVISION  
 RHEEM MANUFACTURING COMPANY  
 METUCHEN, NEW JERSEY

Don't miss the Rheem-Richmond "Brilliance of Color" NAHB Exhibit!



*if it can't pass these tests  
don't put it underground!*

- Is it rust and rot-proof?
- Is it acid and detergent-proof?
- Does it provide permanent protection against ALL corrosive wastes?
- Is its interior smooth enough and its diameter large enough to permit free flow of wastes . . . eliminate clogging?
- Will it handle harsh drain-cleaning compounds?
- Will it withstand the extra stresses of heavy backfill loads?
- Can it withstand the acids and gases generated by ground garbage?
- Can it stand extreme temperature changes without cracking?
- Is it backed by a long-term written guarantee?



*Substitute materials can pass some of these tests . . . but only Clay Pipe can pass them all.*

And now new, longer, stronger Clay Pipe speeds up installation . . . cuts material and labor costs.

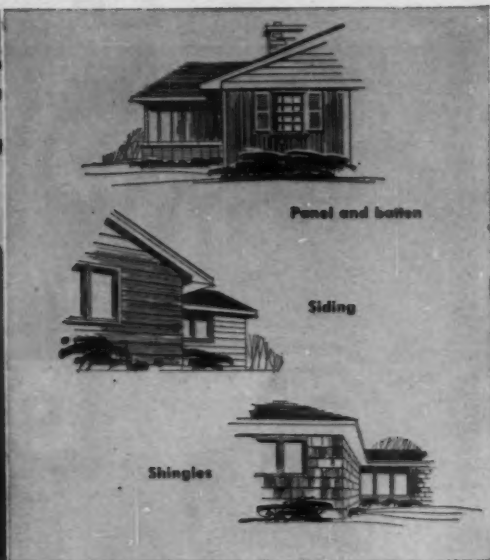
Specify and install Clay Pipe—the only pipe with *all* the features you can trust. *It never wears out.*

*Vitrified*

**CLAY PIPE**

*Never Wears Out*

NATIONAL CLAY PIPE MANUFACTURERS, INC. 1820 N Street, N. W., Washington, D. C.  
311 High Long Bldg., S.E. Long St., Columbus 15, Ohio • 783 Ninth & Hill Bldg., Los Angeles 15, Calif. • 100 N. La Salle St., Rm. 2100, Chicago 2, Ill. • 206 Mark Bldg., Atlanta 3, Ga.



## For extra appeal...choose **RIDGELINE**

**Distinctive and versatile...and as rugged  
as all other Masonite Exterior Products**

- For the house with "personality." Masonite® Ridgeline® presents a pleasing textured surface that adds charm from a distance or up close.
- Has all the toughness and dependable, long service of famous Masonite wood-made-better hardboards.
- Offers permanent protection against severe weather and bumps, scrapes, dents and other surface hazards.
- Accepts paint or stain equally well. Has no knots or grain to disturb the finish.
- Versatile. Apply it vertically as panels with battens or as shingles... or horizontally as lap siding.
- A handsome panel for interesting interior walls, too.

Let your lumber dealer show you how Ridgeline and other Masonite exterior panels give your homes more solid value. Or write Masonite Corporation, Dept. AB-12, Box 777, Chicago 90, Ill.



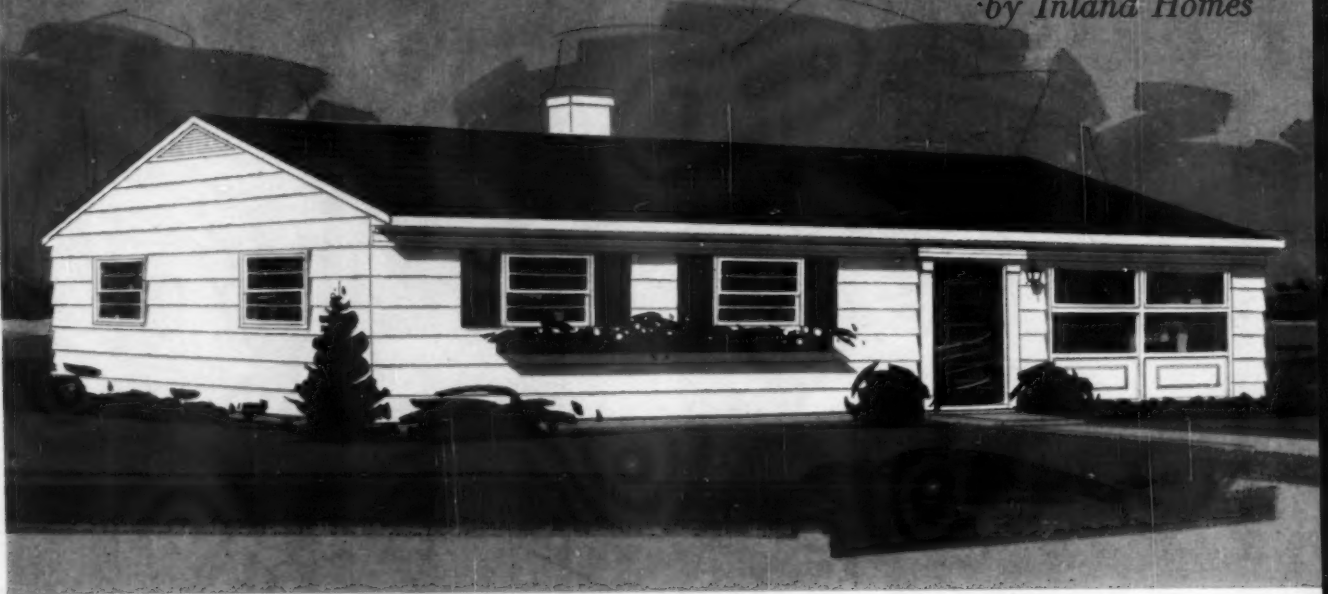
### **GIVE IT THE HAMMER TEST!**

Place a section of Masonite Ridgeline on a flat surface. Hit it hard with your hammer. Where else can you get a panel with such impact resistance? Here's a feature you can demonstrate to prospects.



© Masonite Corporation—manufacturer of quality panel products.

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.



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

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



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

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

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

Schmitt builds about 70 houses a year, in every price

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

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

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



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

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

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

**NEW** build better, save labor, with  
**INSULITE®**  
Primed Siding

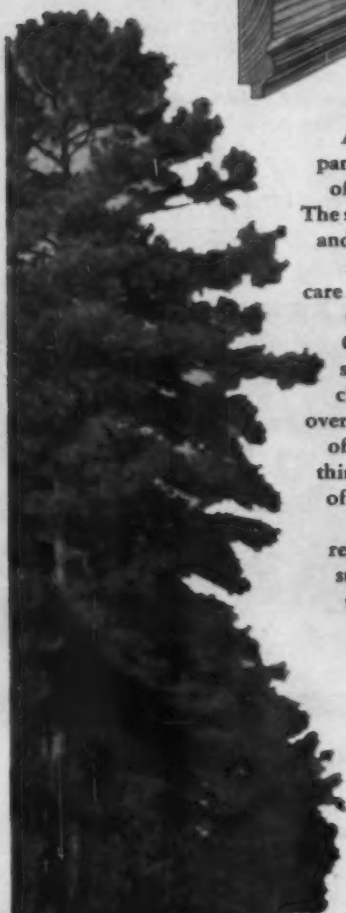
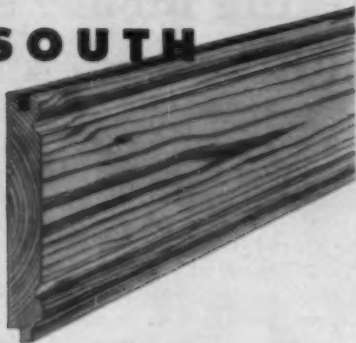
Insulite Division, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota



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

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

# FINEST PINE GROWN IN THE SOUTH



AT CROSSETT—pine paneling is the aristocrat of all quality products. The satin-like finish, luster and beauty, so appealing in pine, start with the care and attention devoted to the management of Crossett's forests. This same kind of skill and close supervision carry over into the manufacture of pine paneling. These things are your assurance of customer satisfaction. They help you create repeat business through standards of perfection that bring you profit—and peace of mind.



## CROSSETT

LUMBER  
COMPANY

A Division of The Crossett Company  
CROSSETT, ARKANSAS

## 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 — almost indestructible.

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 reception to this magnificent new instrument that we offer it for 10 days trial —No obligation to purchase.

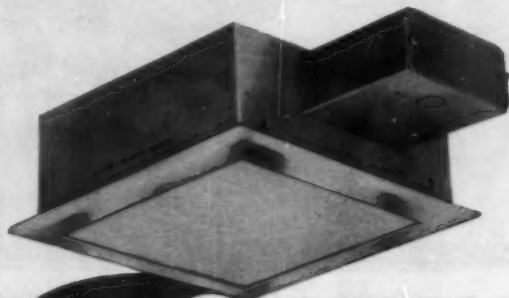
Ask for Bulletin F-810 that lists Full Details.



## WARREN-KNIGHT



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



- 1. ONE PIECE FRAME WITH OUT WELDING MARKS. 
- 2. Flare glass gaskets prevent light leakage. 
- 3. New torsion spring hinge frame. 

advanced  
recessed  
lighting by  
**ATLITE**

Six Glass Designs

Seven Finishes

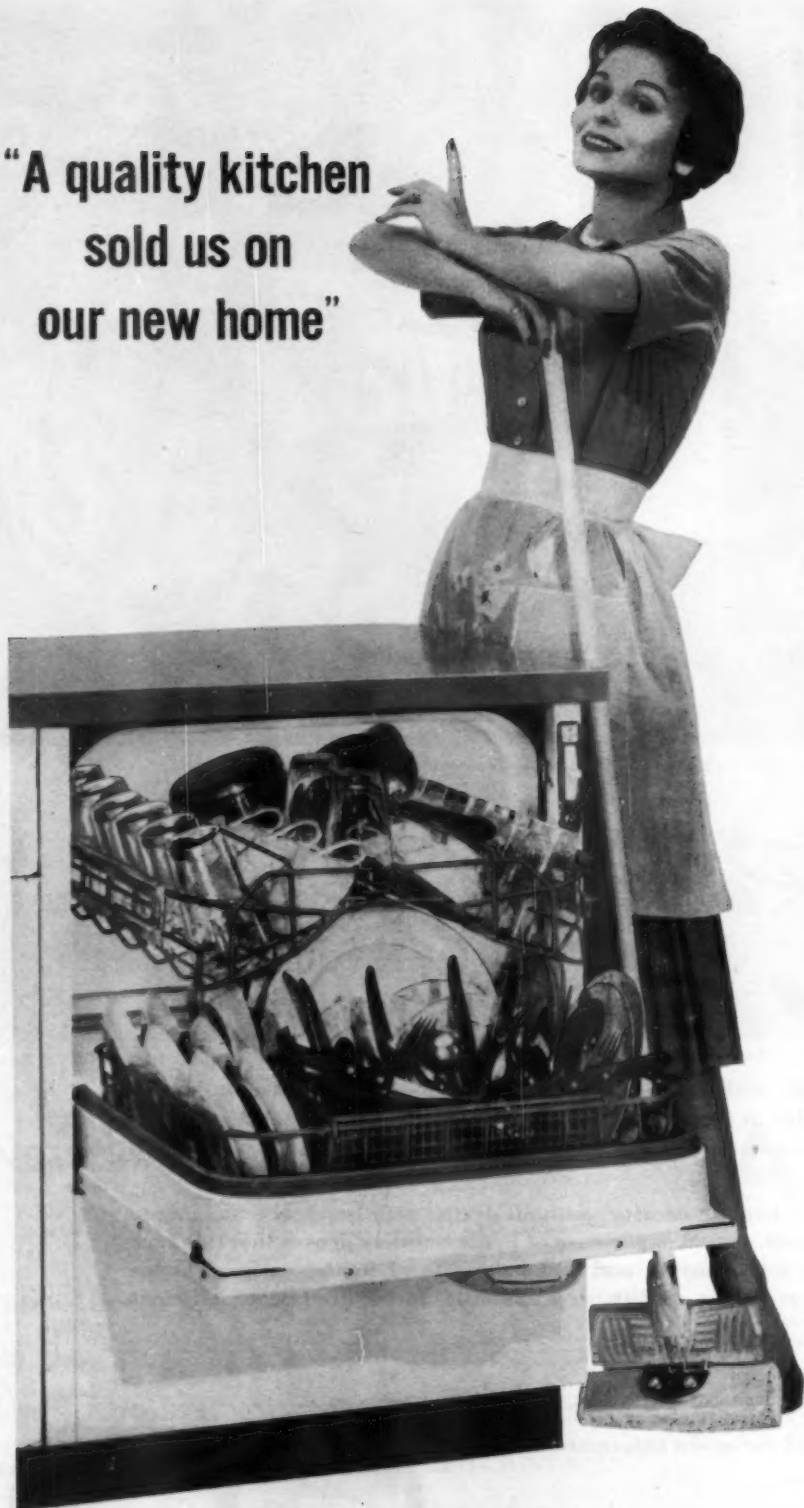
Send for  
NEW ILLUSTRATED CATALOG  
of the complete ATLITE line.



ATLAS ELECTRIC PRODUCTS CO.  
319 Ten Eyck Street, Brooklyn 6, New York

on which Schmitt used Insulate Primed Siding. Today, in the sold before completion, to a buyer of the waiting list.

**"A quality kitchen  
sold us on  
our new home"**



To the home buyer it is or it isn't a quality house. No matter how carefully you select materials or supervise your workmanship, you can spoil the quality sales appeal by price selection of built-in appliances!

In the kitchen, where many new-home sales are closed, a built-in KitchenAid dishwasher with its quality reputation and performance-proved features can do more to inspire buyer confidence than any other single appliance. In short, it says that a builder who specifies a KitchenAid very likely specifies the *best* throughout the house.

KitchenAid dishwashing features have proved their effectiveness in commercial installations for over 60 years. KitchenAid is the *only* home dishwasher built that has the washing and drying actions of the units that operate so faithfully in hospitals and institutions all over the world.

Other features that guarantee the *best* in dishwashing performance are: warm-up which assures washing action will start with the hottest water you have; unique dual strainer system that keeps food particles from recirculating onto tableware. Wash pattern guarantees completely "effective" capacity... there is no area that isn't covered thoroughly. And all this comes in standard cabinet width, to fit perfectly into your plans and your prospect's way of life.

The Hobart Manufacturing Co.  
KitchenAid Home Dishwasher Div.,  
Dept. KAB, Troy, Ohio  
(In Canada, send to:  
175 George St., Toronto 2)

- Please send literature and information
- Please send name of nearest distributor

Name.....

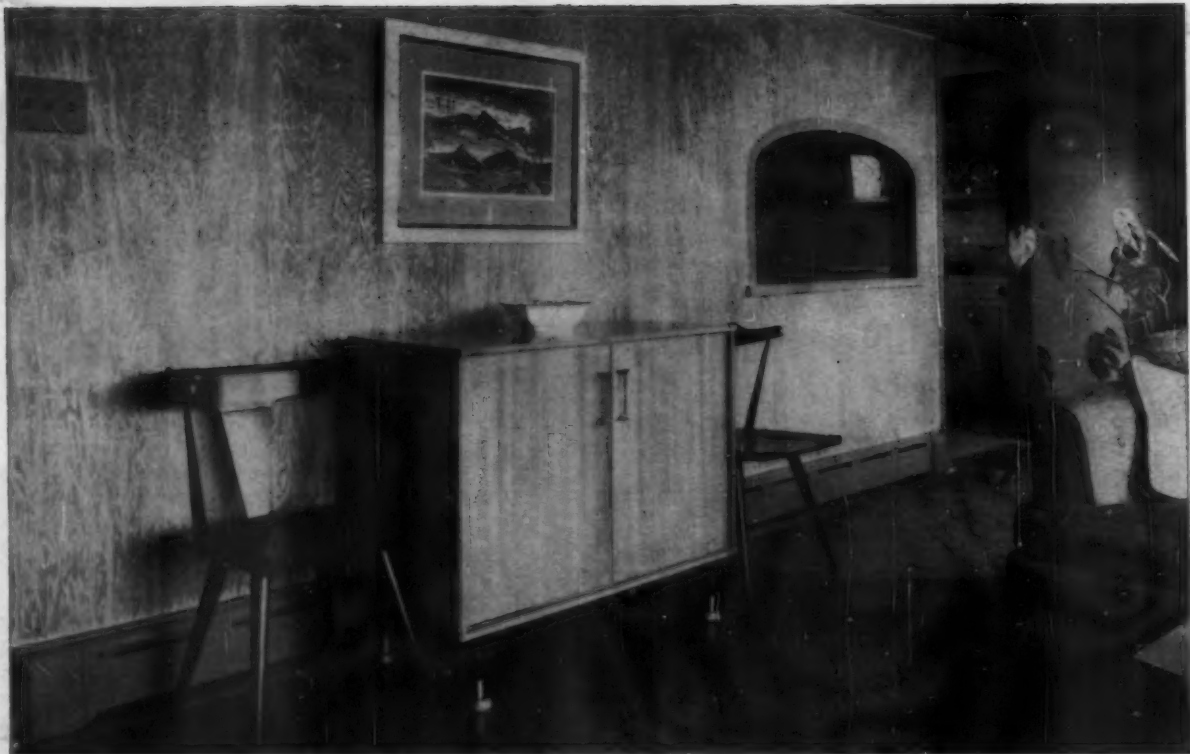
Firm.....

Address.....

City.....Zone.....State.....

**KitchenAid®**  
dishwashers The Finest Made...by

The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines



Invisible heating units permit the most attractive arrangement of furnishings and space.



## *Radiant Hot Water Heat*

MAKES **THRUSH** EQUIPPED HOMES  
MORE LIVABLE . . . MORE SALABLE . . .

**HOMES HEATED** with radiant hot water heat are more attractive in appearance and more acceptable to modern home buyers. 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, with low fuel cost . . . and practically no upkeep cost. Actual experience of home builders proves that this type of heating will attract more buyers and make the sale of homes easier. Thrush Radiant Hot Water Heat means quality, dependability and a lifetime of efficient heating performance.

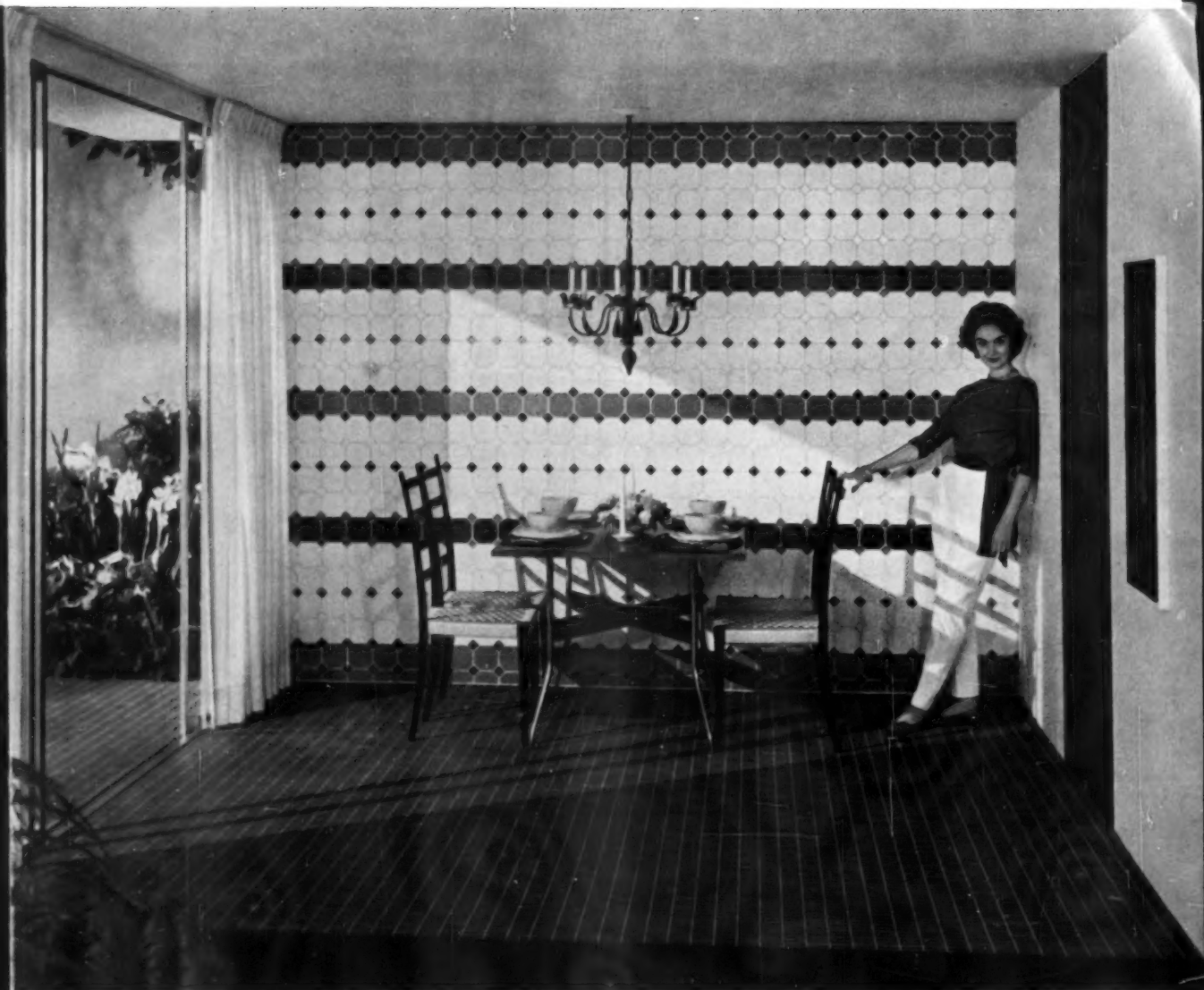
*See our catalog in Sweet's or write  
Department G-12 for more information.*

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



THRUSH WATER CIRCULATOR





*A dining room of distinction, designed by Emily Malino Associates. Wall is 4 1/4" Octagon and Dot in 56 Leaf Green, 345 Cr. Cobalt and 365 Cr. White. Floor: 1 1/16" x 2 3/16" Oblongs, Azure Textone. Color Plate 89.*

## New look for dining rooms ...new lift for sales

Ceramic tile works the magic... creates a dining room that glows with jewel-bright color, sparkles with care-free beauty—adds a dramatic new sales feature to the homes you build. And with American-Olean's exciting tile colors, new textured surfaces and cost-saving scored designs, decorative possibilities are endless.

CERAMIC TILE  
**American  
Olean**

*For other saleable New Ideas in Tile—mail this coupon today.*

AMERICAN-OLEAN TILE COMPANY  
1346 Cannon Ave., Lansdale, Pa.

Please send me full color Booklets: 1020, "Crystalline Glazes and Scored Tile"; and 422 "New Ideas in Tile".

NAME \_\_\_\_\_ (PLEASE PRINT)

COMPANY \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

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

*Chevrolet's new El Camino combines fresh beauty with a husky pickup box that's 76 $\frac{1}{4}$ " long, 64 $\frac{1}{4}$ " wide.*



**THE BEST YET OF THE BEST SELLERS...**

# CHEVROLET TASK-FORCE 59 TRUCKS



*This 1959 Series 60 stake offers solid advantages; a tough frame, 15,000-lb. rear axle, disc wheels, Hydrovac brakes, and Jobmaster 6 engine!*

For '59, the brightest new ideas in trucks are Chevrolet's! There's the new El Camino to set a new standard in styling... new features and refinements in every model to set new records for saving!

Here is the soundest, savingest, sharpest looking line of haulers that ever hustled a load! For evidence, consider the dazzling new El Camino. It combines slimlined beauty with the ability to handle man-size hauling jobs!

Or take the pickups of Task-Force 59—a dozen big-bodied beauties that suit scores of jobs with five handsome Fleetside models and seven handy Stepside models!

A new edition of the famous Thriftmaster 6, standard in light-duty models, gives up to 10% greater fuel economy—up to 20% with new maximum economy option\*. And in the medium- and heavy-duty classes, you'll find new V8 power... axles, transmissions, frames and brakes that are refined and improved to whip the toughest runs.

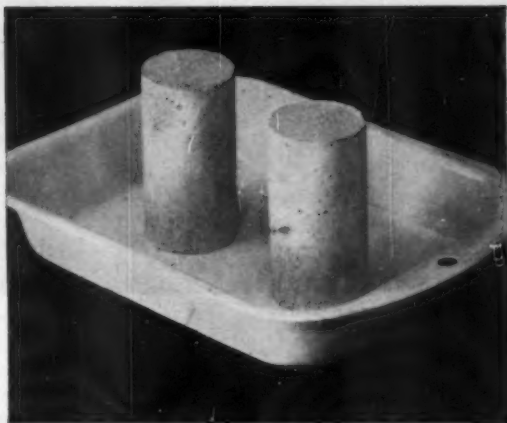
Whether your truck is a light-, medium-, or heavy-duty job, these are trucks you've got to see! They're on display right now at your Chevy dealer's... Chevrolet Division of General Motors, Detroit 2, Michigan.

*\*Optional at extra cost.*

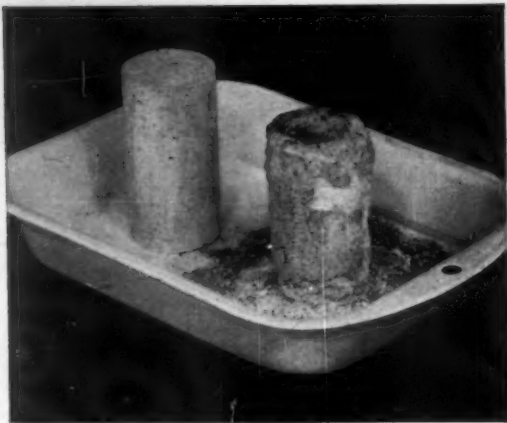
**NEW MIGHT, NEW MODELS, NEW MONEY-SAVING POWER!**

**CHEVROLET**

# BRIXMENT MORTAR Is More Durable



To compare the durability of Brixment mortar and ordinary cement-and-lime mortar, make a cylinder of each, let them "cure" for a month, then freeze and



thaw them for forty or fifty times, with a little water in the pan (the freezing unit of your electric refrigerator will do). See the difference with Brixment mortar!

## **-AND DURABILITY MEANS PERMANENT STRENGTH AND BEAUTY**

For permanent strength and beauty, mortar must be *durable*—must be able to withstand the alternate freezing and thawing to which it is subjected many times each winter.

Brixment mortar is *more durable*. This greater durability is due partly to the strength and soundness of Brixment mortar, and partly to the fact that an air-entraining water-repelling agent is

incorporated into Brixment during manufacture. This helps prevent the mortar from becoming saturated—therefore protects it from the destructive action of freezing and thawing.

Walls built with Brixment mortar therefore *retain* their original strength and appearance—even parapet walls and chimneys, where exposure is particularly severe.

**LOUISVILLE CEMENT COMPANY, LOUISVILLE 2, KENTUCKY**

*Cement Manufacturers Since 1830*



### 1. PlyScord roof sheathing saves up to \$2.00 per square

Figure *all* the costs—material, time, labor, waste and nails—and you'll find you can offer your prospects the plus structural advantages of PlyScord at less net cost to you. Exact savings vary from area to area, but builders report  $\frac{3}{8}$ " panels over 24" rafter spacing save \$2.00 and more per square. PlyScord roof decking goes down fast. Requires fewer nails. Stable, resists buckling. Finish roofing looks better, is easier to apply on firm, solid PlyScord decking.

## For at lower



### 2. PlyScord wall sheathing saves 25% in labor costs

Large, light PlyScord panels save 25% and more in application time and costs. And because of its extra strength and rigidity (over twice as strong and rigid as diagonal lumber), you can omit conventional diagonal bracing. PlyScord's extra rigidity makes it ideal for shear walls in buildings with large glass areas, provides an added measure of protection in case of storm or earthquake.

**FOR COMPLETE INFORMATION**, specifications, design data, write for free "Plywood Construction Portfolio." (Offer good USA only.) Douglas Fir Plywood Association, Tacoma 2, Washington.

PlyScord,  $\frac{3}{8}$ " thick on 24" span, easily withstands 500 lb. concentrated load or uniform load of 30 lbs. per square foot. Construction meets FHA Minimum Property Requirements.



Two types of PlyScord are now available: Interior PlyScord (moisture-resistant glue) and PlyScord with Exterior (waterproof) glue line. Trademarks above identify panels produced under DFPA quality control program.

Tests on roof exposed two years show force of 85 lbs. required to pull cedar shingle from 5/16" PlyScord. In same tests, composition roofing was torn loose, leaving nails in plywood.



## the best construction, in-place cost, specify PlyScord

### 3. Use inexpensive PlyScord backing for tile, hardwood

Firm, solid PlyScord backing simplifies installation of finish wall and ceiling coverings such as tile, cork, thin paneling. Plywood's strength and stiffness makes them look better with no unsightly buckling. Easy to cut, fit and fasten, fir plywood grips nails firmly so they won't work loose to mar appearance of wall or ceiling coverings.

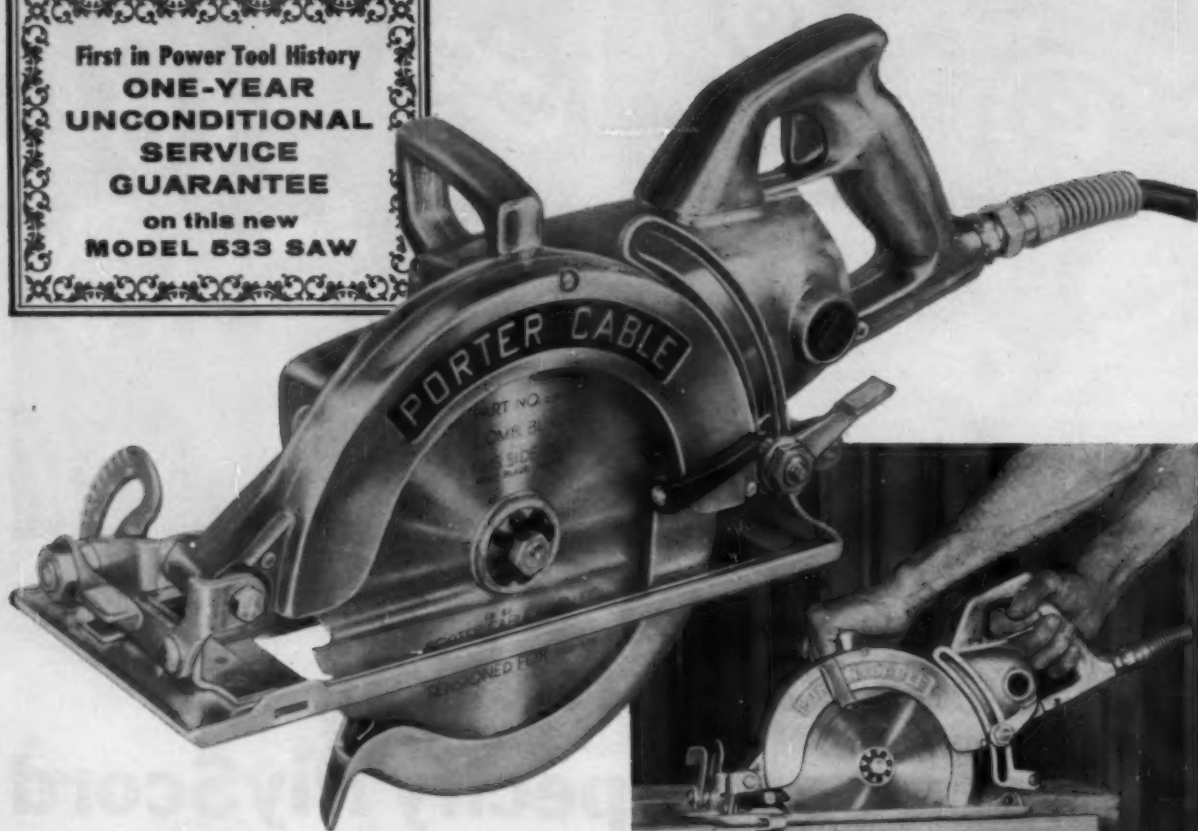


Only panels bearing DFPA grade-trademarks are manufactured under the industry-wide Douglas Fir Plywood Association quality control program. Always look for the letters DFPA.

# Fir Plywood

# Porter-Cable ANNOUNCES THE MOST POWERFUL 7½" SAW EVER BUILT...AND A YEAR'S FREE SERVICE BESIDES

First in Power Tool History  
**ONE-YEAR  
UNCONDITIONAL  
SERVICE  
GUARANTEE**  
on this new  
**MODEL 533 SAW**



Why does Porter-Cable offer the greatest guarantee in power tool history? Because the Model 533 is the greatest 7½" saw in power tool history!

Porter-Cable engineered this saw to contractors' specifications. Nothing was overlooked. Builders themselves—men who make their living with power saws—tested it on the job. It was more than five years in the making.

That's how we know it will stand up—why we're willing to give a full year's unconditional service guarantee. No other manufacturer will go so far. But then, no other saw has all the features of the Porter-Cable Model 533.

**Porter-Cable**  
*Quality Power Tools*

#### HERE ARE A FEW OF ITS ADVANTAGES:

**Depth Capacity**—a 7" saw with the capacity of an 8".

**Power**—13 amps.

**Worm gear drive**—high torque delivers exceptional power.

**Ball bearings throughout**—no bronze or sleeve bearings—finest steel ball bearings insure long life.

**Separate handle construction**—low cost replacement in case of damage.

**Diamond or standard ¼" round shaft**—to fit the blade of your choice.

**Sawdust blower**—effectively designed to keep cutting line clear and maintain motor efficiency.

Many other features, such as positive control levers, V-groove sight lines, heavy ribbed base, no-drag blade guard, and rugged metal reliever for 14-gauge cord are included to make the Porter-Cable 533 the leading saw in its class. Drop a card for a free demonstration.

PORTER-CABLE MACHINE CO., 816A MARCELLUS ST., SYRACUSE, N.Y.

# How these experts rated America's BEST MODEL HOUSES

The men in the pictures at the right are responsible for the houses you'll see on the following pages. As judges in American Builder's 1958 Best Model Home Contest, they selected these 34 prizewinners from more than two hundred entries.

This was a builder's contest, not an architectural competition. The design and plan of the house were just two of the points the judges rated. Equally important were the way the house was built, the quality of the materials that went into it, and the merchandising program that sold it. The winners are builders whose entire programs are outstanding; logically, the majority of them are builders with national reputations.

The judges are men whose backgrounds qualify them to judge all facets of a builder's operation: Nels Severin, president of the NAHB, and a builder himself; Bill Underwood, builder, and chairman of NAHB's Merchandising Committee; Pat Smith, vice-president of Owens-Corning Fiberglas Co.; Neil Connor, head of FHA's Architectural Standards Division, and an architect; Bill Scheick, Research Director of the Timber Engineering Co., also an architect; and Joe Mason, Editorial Director of American Builder.



Here are 1958's top-award winners

DECEMBER 1958





**FIRST GRAND PRIZE**

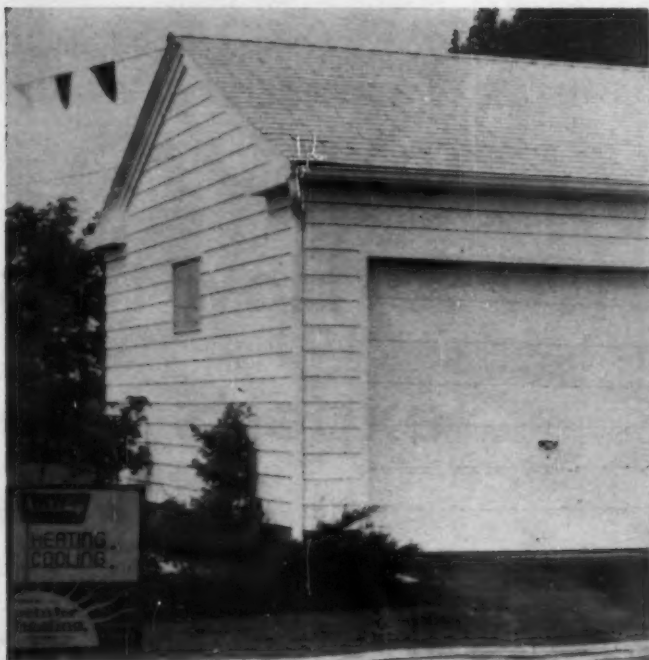
**Under \$16,000 category:**

**Place & Co., Inc.,**

**South Bend, Ind.**



*Andrew S. Place  
South Bend, Ind.*



## A builder's builder turns out

**T**he judges voted this house into first place in its class by an impressive margin. Its design, its plan, and the way it was built and sold all added up to a superb building program. As one of the judges commented afterwards, "What else did you expect from Andy Place?"

This house will be **AMERICAN BUILDER's** Blue-

print House in February. Its floor plan, and the degree of efficiency built into it, will be of particular interest to the smaller builder; and the "Hidden Values" merchandising program (also a top award winner—see page 90) will be an eye-opener to the larger builder. All in all, it's a first-class job by a first-class builder.

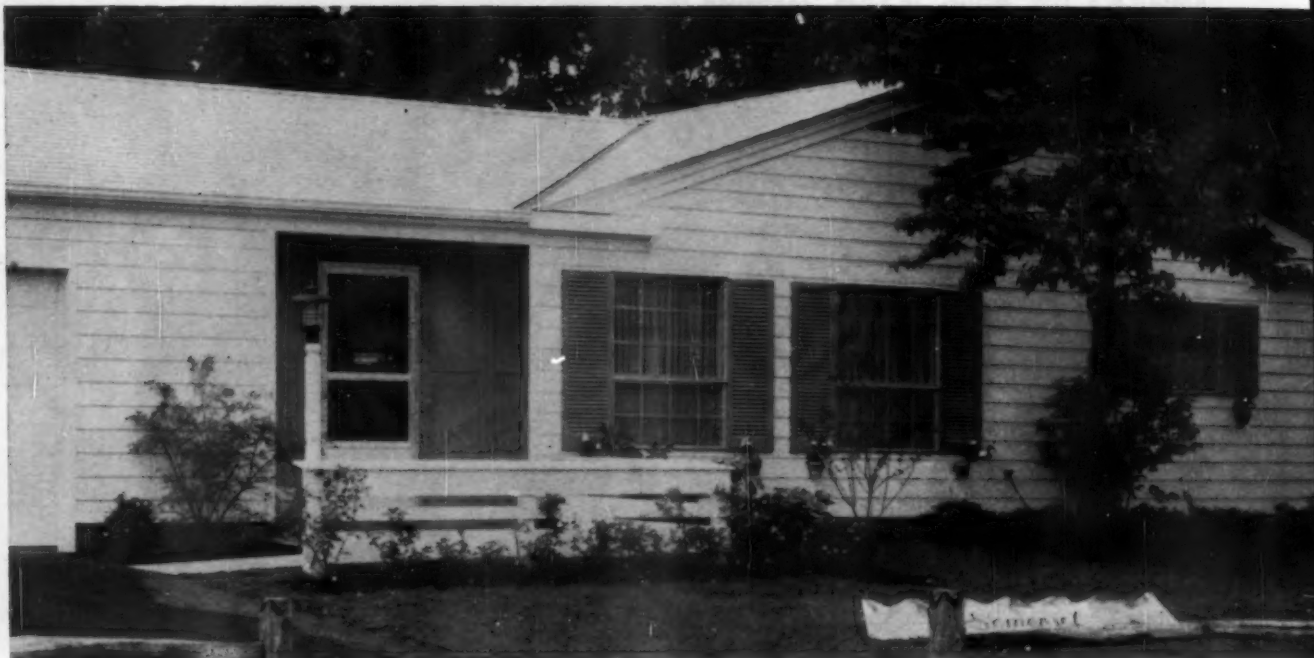


**BUILDING EFFICIENCY** in the field has long been a Place & Co. specialty. Place is a firm believer in mechanizing (see **AMERICAN BUILDER**, August 1958) and a relentless fighter against every last minute of wasted time.



**HIDDEN-VALUES** merchandising has been a big sales aid to Place. He has one whole house devoted to hidden values; parts of it are cut away to show construction, part of it has displays of quality products and construction.

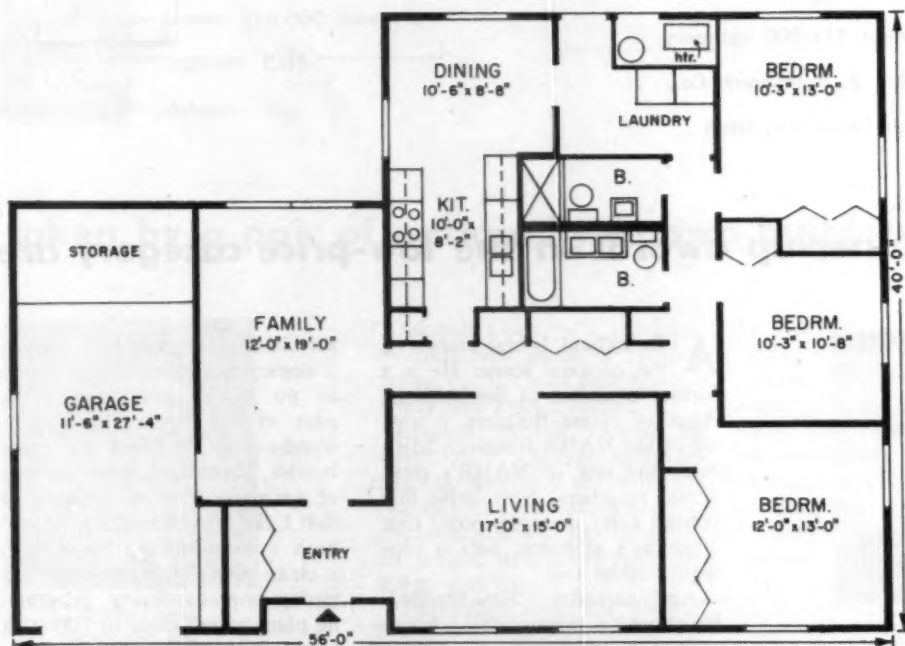




INCREASING INTEREST IN COLONIAL design is reflected in Andy Place's award-winning house. Window

mullions are removable for easy cleaning. Price of house is \$15,995 without land, \$18,695 including land.

## the best under-\$16,000 house



UTILITY core is the pivotal point of the house. Note furnace position over the perimeter duct, making radial ductwork in the slab unnecessary.

DECEMBER 1958

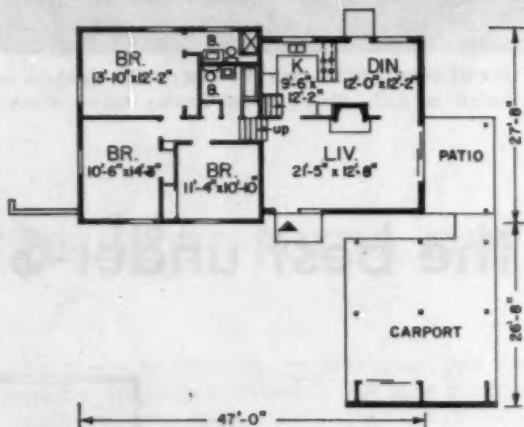
Here are the runner-up awards





**SIMPLE**, clean lines, often difficult to design into a split, are strong feature of this house. Vertical line of upper-level siding makes effective contrast with brick on the other levels. Curved drive is big sales feature.

**PLAN IS LAID OUT** for economy of construction as well as for living comfort. Note grouping of plumbing in the back of the house. Carport roof extends out to form a covered patio on the right side of the house.



**AWARD OF DISTINCTION**

Under \$16,000 category:

Alan E. Brockbank Co.,

Salt Lake City, Utah

**Runner-up awards in the low-price category are**

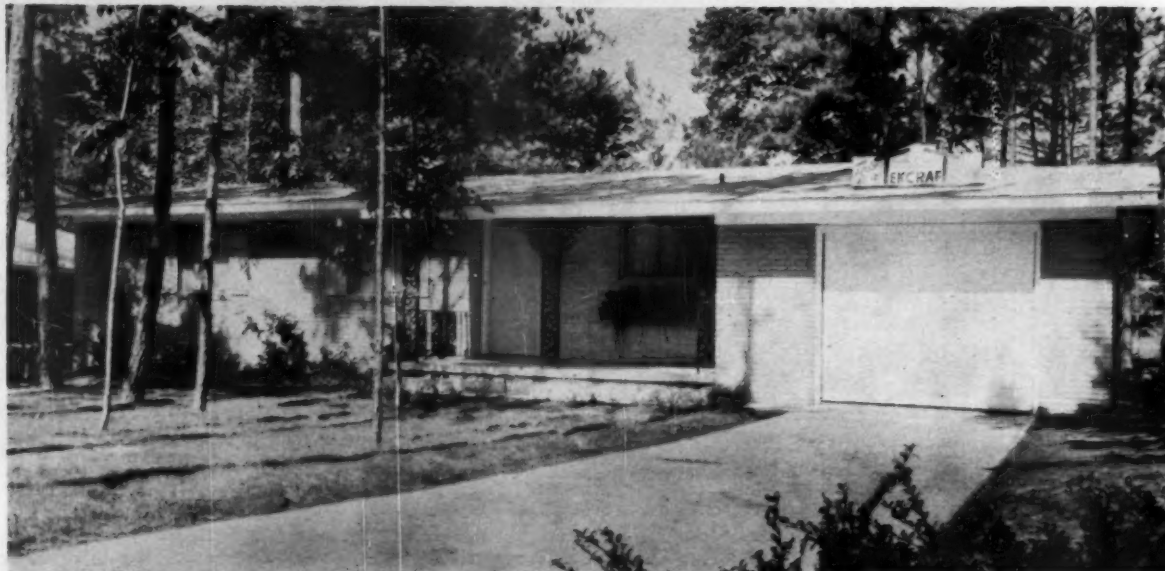


Alan E. Brockbank  
Salt Lake City, Utah

**A**l Brockbank is best known on the national scene. He is a former president of the National Assn. of Home Builders, a trustee of the NAHB Research Institute, and one of NAHB's most active members. Now, with this contest entry, he gives proof that when he's at home, he's a top-flight builder too.

Aptly named the "New Manor," Brockbank's prize-winning home represents something of a depar-

ture in its area. Salt Lake City is a conservative city of the "brick or no sale" school, and a big part of the "New Manor" is wood-sided. To break the brick barrier, Brockbank, with the help of Architect John N. Clawson of Salt Lake City, has designed and built a good-looking house with a clean plan. With the help of a strong merchandising program, he plans to sell close to 100 such houses in 1958.



**GOOD DESIGN** shows up in the handling of the roof line over the porch and garage; main roof is simply extended further out. Bad design would have put a false gable across, detracting from appearance, adding to cost.

**OPEN PLANNING** is the key to lots of living area in a small house. Here living and dining rooms are combined into one big area. Breakfast bar, a big sales feature, has doors that permit kitchen to be closed off.

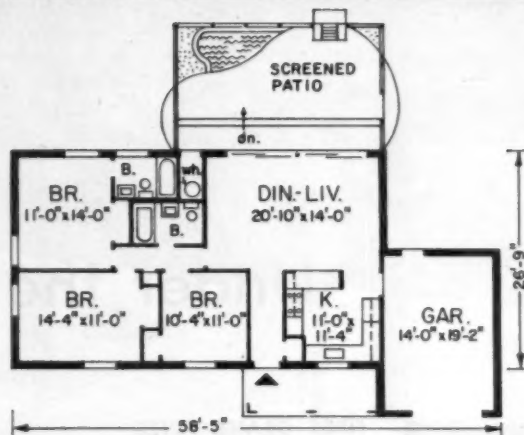


**FIRST AWARD OF MERIT**

**Under \$16,000 category:**

**Tekcraft Corp.,**

**Atlanta, Ga.**



## taken by a pair of nationally-known builders



*Clayton Powell  
Savannah, Ga.*

**T**ekcraft Corp. is a comparatively new name in building circles; but the man who heads it is very well known indeed.

Clayton Powell earned his reputation as a builder in Savannah, Ga. As one of the owners of Tekcraft, he is spreading out geographically; and in the opinion of the judges, he's doing very well design wise too.

Two things about the "Fiesta," Tekcraft's winning model, im-

pressed the judges particularly. First, with only 1,100 sq. ft. of space, it achieves a wonderfully roomy living area. And second, this area is extended outdoors into a screened patio to take advantage of Georgia's climate.

Architect is Henry Norris of Atlanta, designer of a top award winner in 1956, and a judge in last year's contest. Price of the house is \$14,665 without land, \$16,665 with land.



## Under the traditional skin, a



### FIRST GRAND PRIZE

\$16,000-\$40,000 category:

Gerholz Community Homes, Inc.,  
Flint, Mich.



Robert Gerholz  
Flint, Mich.

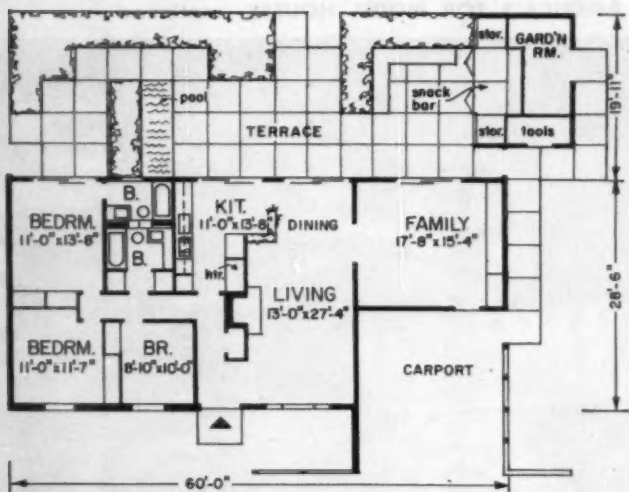
This house took the grand prize in its class because it let its builder eat his cake and have it too.

To fit the prevailing taste, its style is traditional, and very handsomely so. But this in no way impairs the modern handling of both the floor plan and the method of construction.

Gerholz engaged architect Irving Palmquist and designer Dick Pollman, a member of Palm-

quist's firm, to design the house. Pollman contributed two of his favorite cost-cutters: a two-bathroom package that he designed and had built by Apsco (see American Builder, February 1958), and a window component built by Fabrow.

Pollman also conceived the feature which has proven to be the most popular part of the house: a 20'x70' screened terrace that runs the entire length of the home. Added by the owner after the house was finished, this terrace would cost better than \$5,000. But by integrating its construction with that of the main house, Gerholz is able to build it for considerably less, and can include its cost in the original mortgage. And most important of all, it turns a good model house into a highly exciting one.



**SKILLFUL HANDLING** of partitions shows up in the living area. Center hallway is provided; there is eating space in the kitchen; dining area is positioned so it can be included in the living room; and the family room is at a quiet distance from the sleeping area.

◀ **HANDSOME COLONIAL STYLING** covers a thoroughly modern living unit. Windows are structural panels, not openings cut into the wall. Note absence of windows in side walls. Roof is truss construction. Price of the house, exclusive of lot, is \$23,950.

## modern core



▶ **SCREENED TERRACE**, above, is roofed with translucent corrugated plastic panels. At right is the kitchen as seen from terrace. Note the planter partition at left.

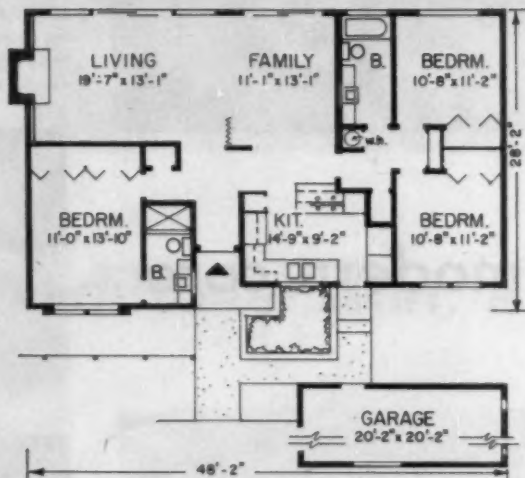


▶ **A pair of prizewinners from the West** ▶



**VERTICAL-BOARD SIDING** provides rustic look of real California ranch. Same siding on garage door makes it blend in rather than stand out. House was designed by architectural firm of Harris, Rice and Campbell.

**FLOOR PLAN AIMS** the living area to the rear of the house. Family room can be used either as an extension of the living room or as a continuation of the kitchen and eating area. Little space is wasted in corridors.



**AWARD OF DISTINCTION**  
 \$16,000 to \$40,000 category:  
 Grandview Building Co.,  
 Beverly Hills, Cal.

## A prize-winning ranch house from California . . .



Joseph Meyerson  
 Beverly Hills, Cal.

Since California is the original home of the ranch-house design, it is fitting that this Palos Verdes, Cal., winner should be of that traditional style.

Privacy, say the builders of the "Mandalay Bay," is one of the major selling points of the house. As the picture shows, it is well sheltered from the street by the garage on the right, and by a 20' fence on the left. All outdoor-living activities are concentrated

in the rear of the house.

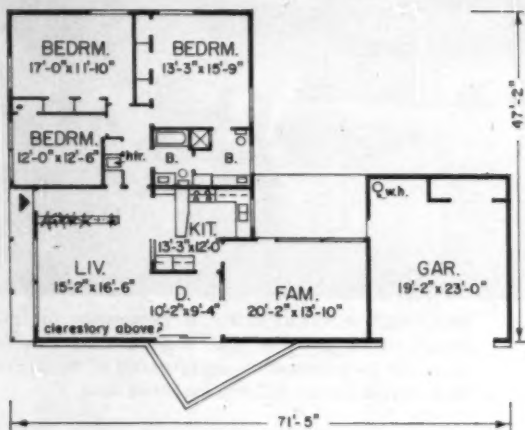
Indoors, privacy is provided for the master bedroom and bath by their position. Instead of the standard division into living areas and sleeping areas, the house is divided into adult and children's areas, with the kitchen and family room set across the middle.

Price of the house without land is \$18,200, and includes an oven and a range. Lot is an additional \$5500 to \$6800.



**WHITE STONE WALL** is most impressive feature of the "Bermuda White." Angled section of wall encloses a small triangular patio, which opens into house through a glass wall. Openings in masonry provide ventilation.

**POSITION OF THE KITCHEN** is the most popular feature of the floor plan. It occupies a central position, close to all parts of the living area. It can be closed off completely, or opened to any area desired.



**FIRST AWARD OF MERIT**

**\$16,000 to \$40,000 category:**

**Monroe Construction Co.,**

**Houston, Tex.**

**... and a handsome contemporary from Texas**



*Sidney Loewen  
Houston, Tex.*

**T**wo things about this model home swung the judges strongly in its favor. First, they said, from the point of view of design, it was the best looking of all the winners. And second, it gave the buyer a whale of a lot of house for the money.

As the picture shows, two elements dominate the front elevation: the strong line of the roof, and the mass of the white masonry wall, which gives the house

its name, "Bermuda White." And architect William Norman Floyd has added interest by angling out a piece of the wall and enclosing a small patio.

Though it isn't readily apparent from the front, this is a big house. It has close to 1,750 sq. ft. of living area, plus almost 500 sq. ft. of garage and storage space. At a price of \$18,200 without land, it represents real value.

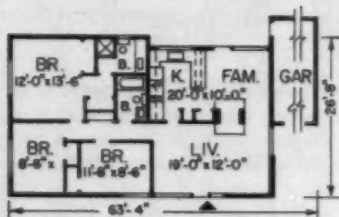
## A quick look at twenty-

These are the Award of Merit winners. They represent all types of houses in all price ranges up to \$40,000, and they come from everywhere. Special mention was given to one prefabricator—National Homes. Their "Viking Chateau" model

was ruled ineligible since it was not entered by a builder; but the judges commended its design and plan anyway, especially commented on and liked the aluminum product design. It was shown in the October issue of American Builder.



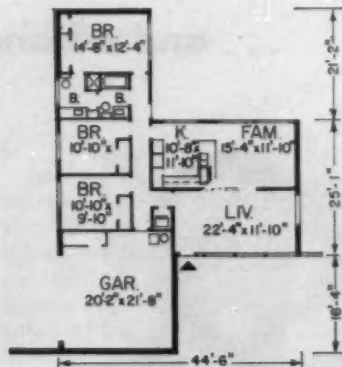
**1** **BRANDEN ENTERPRISES** is responsible for this winning model being built in San Jose, Cal. Some 400 are now under construction; plans call for eventually building 10,000 of them. Price is \$14,950 with land; approximately \$12,500 excluding land.



**DOUBLE FIREPLACE** serves the family room and the living room. Note handling of bathrooms, allowing extra dressing area in master bedroom.



**2** **SECOND OF THREE** winners by the Monroe Construction Co. of Houston, Tex., is this attractive contemporary. White brick wall encloses a two-car garage with a flat roof. Price of \$15,750 without land includes range, oven, dishwasher and garbage disposer.



**EXCELLENT** separation of living and sleeping areas marks this floor plan. Note easy access from garage into service area and kitchen.

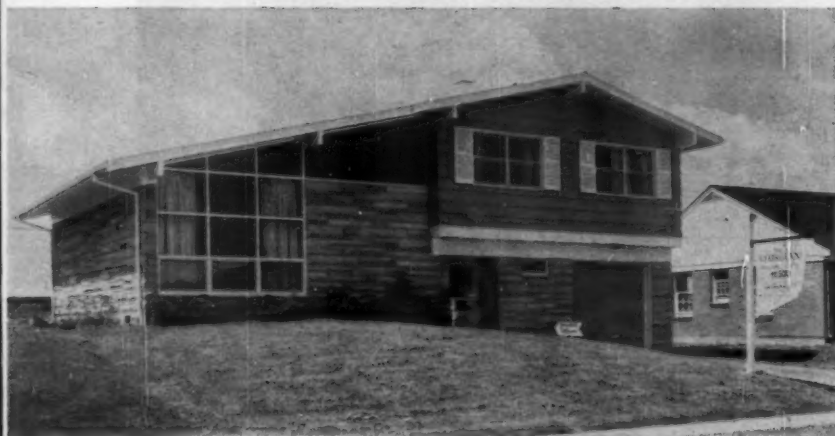
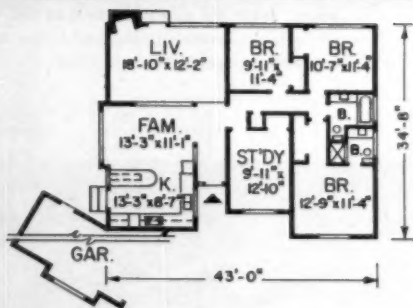


# eight Award-of-Merit winners

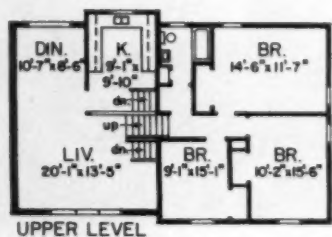


**3** **GINGERBREAD MOTIF** of this house in Whittier, Cal., drew criticism from the judges; lots of house for the money made it a prizewinner. Leo J. Shanahan & Sons of Gardena are builders. Price without land, \$15,450.

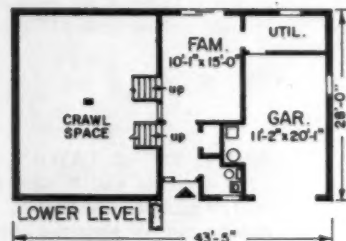
**FLOOR PLAN PROVIDES** excellent circulation, good separation between areas. Den can also be used as a fourth bedroom. House is deceptively large, offering more than 1,400 sq. ft. of living space in seven rooms.



**4** **LOTS OF LIVING SPACE** for the money took an Award of Merit for this split in Jeffersonville, Ind. Price, without land, is \$15,000. An important feature is the position of the entrance hall in the lower level, affording better circulation than most splits.



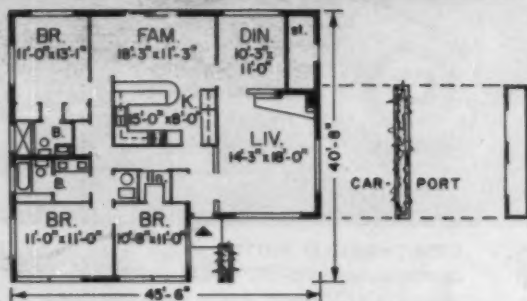
UPPER LEVEL



LOWER LEVEL



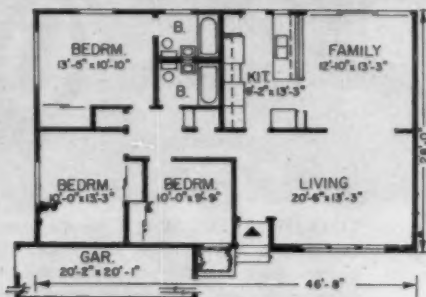
**5** LUSK CORP. of Tuscon, Ariz., is the builder of this model, named the "Tropicana." Price, without land, is \$15,050; land is \$2,800 more. Plan, at right, shows carport to side of house.



**KITCHEN OCCUPIES** the absolute center of the house. Informal dining is done in the activity room, while more formal dining and living room activities are well separated from kitchen.



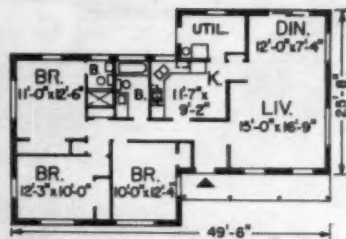
**6** COMBINATION of style and value made the "Ascot" an award winner. Bollenbacher and Kelton, of Spring Valley, Cal., are the builders. Price tag is \$12,000 without land; \$15,000 with.



**SIMPLE FLOOR LAYOUT** provides better than 1,200 sq. ft. of well handled floor space. Note the relation of baths and kitchen, allowing the shortest possible runs of plumbing lines.



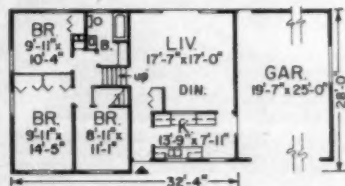
**7** **SPREAD OF** colonial influence to all types of architecture is typified by this North Miami, Fla., model. Touches include porch arches and long shutters. Built by the Janis-Mank Construction Co., the "Bonnie" is priced at \$11,700 without land; \$15,500 with.



**SET-BACK** of right half of house permits excellent circulation, including entrance foyer, with a minimum of space wasted in long hallways.



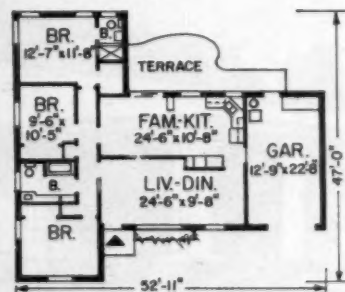
**8** **CLEAN-LINED** split level won a prize for the Abbyshire Construction Co. of Fairview, Ohio. Lower level includes a family room, utility room and half bath. Price is \$16,000 without land; \$19,995 with land; and includes range, oven and garbage disposer.



**KITCHEN** is placed so as to give access to both the front door and the garage. Open planning merges living and dining rooms into one.



**9** **WINNER FROM** San Antonio is the "Kingship," built by E. H. "Cotton" Jaroszewski. Brick veneer on entire house is typical of the area. Equipment includes range, oven, garbage disposer and carpet in living room. Price, excluding land, is \$15,500.

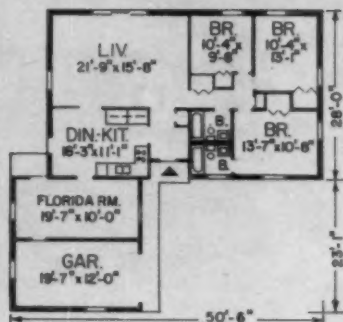


**T-SHAPED** plan lines bedrooms up along the side of the house, permits access to bedroom wing from both living room and family room.

AMERICA'S TOP MODEL HOUSES, continued



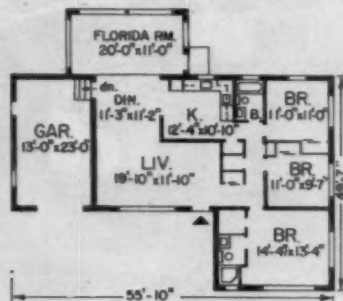
**10** ONE OF THREE WINNERS of Awards of Merit by the same firm is this Orlando, Fla., house by Bollinger-Martin, Inc. It's price, not including lot, is \$13,450, or less than \$10 a square foot. "Florida room" is Florida's name for the family room.



**FLOOR PLAN** places kitchen right in the middle of living area, easily accessible from front door. Sliding doors in rear lead to patio.



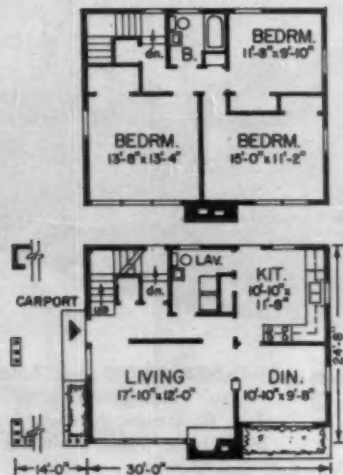
**11** A HIGHLY SUCCESSFUL model in Miami's tightly competitive market is this attractive ranch built by Westchester, Inc. It sells for \$19,750 including land, approximately \$16,000 without. Step-down garage lets house fit slope neatly, saves excavating.

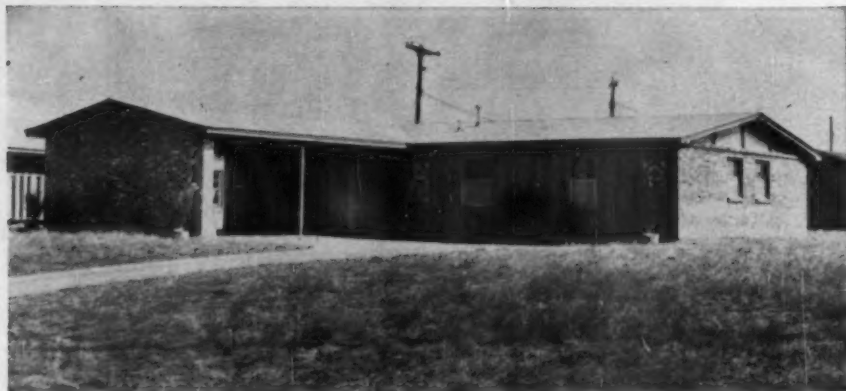


**FLORIDA ROOM** in this plan is more typical of the area; it is actually as much a sun porch as it is the ordinary family room.

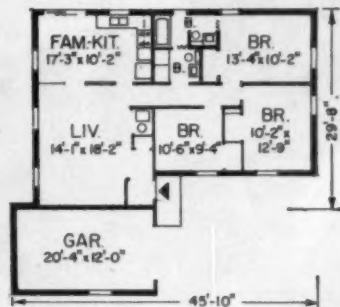


**12** ONLY two-story home to take an award in this year's contest was this model by Reed Homes, Inc., of Burlington, Conn. Called the "New Trend Colonial," it offers 1,440 sq. ft. of living space, plus a full basement, for \$18,900 with lot; just under \$16,000 without.





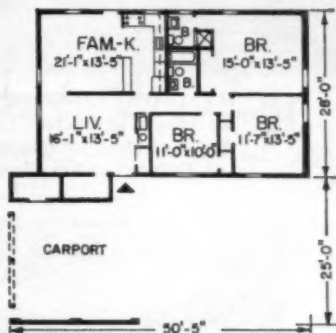
**13** **INCREDIBLY** low price of this Memphis, Tenn., house strained the judges' credulity, won its builders, Holiday Homes, Inc., an Award of Merit. Price, including lot, is \$10,950; without lot, an unbelievable \$8,950. House has about 1,250 sq. ft. of living space.



**PLAN** is simple to keep cost down, still provides two baths, lots of storage. Bearing partition allows cathedral ceiling throughout house.



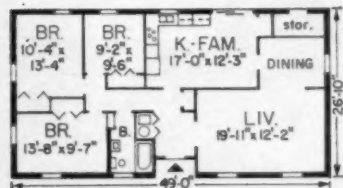
**14** **SECOND** prize winner for Bollinger-Martin, Inc., is the "Eastbrook." This one is built in Winter Park, Fla., and sells for \$13,990 with land; \$11,740 without. Note that the builders have brought northern design into Florida to attract buyers who are moving South.



**LOTS** of living area is squeezed into a small house in this model. Kitchen and Florida room are combined, bath is compartmented.



**15** **MOST POPULAR** of its models is this Bollinger-Martin house, now being built in the company's home territory, Louisville, Ky., and in another subdivision in Lexington, Ky. Buyer gets 1,300 sq. ft. of living area for \$12,000; lot is an additional \$3,500.

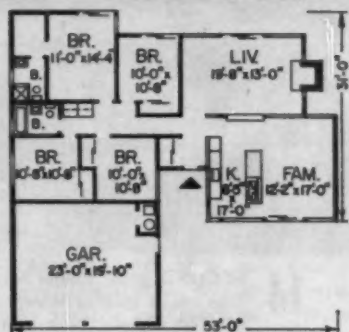


**SPACE** is big feature in this plan. Family room becomes part of the kitchen, formal dining area is between kitchen and living room.

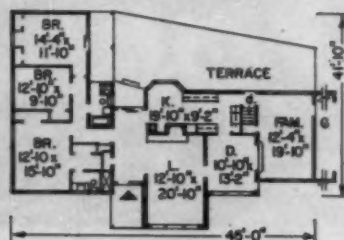


**16** HANDSOME CONTEMPORARY LOOK, typical of this builder, was big reason for Eichler Homes, Inc., of Palo Alto, Cal., winning an Award of Merit for this model. Price, including land, is \$22,500; Jones and Emmons of Los Angeles were the architects.

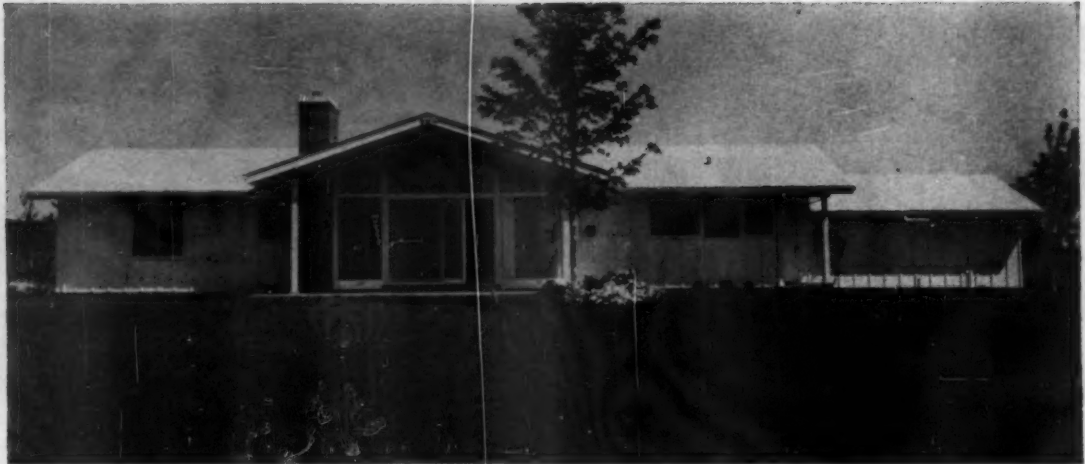
HOUSE is attractive from the front, but does its living out in the rear. Living room and two rear bedrooms open to the back patio through sliding-glass doors. Bathroom and dressing room area, with tremendous closet space, is a big feature in this price class.



**17** HANDSOME CONSERVATIVE LOOK, popular in this market, marks this big one-story home by Wates & Co., Bayside, N. Y. Named the "York," and designed by Architect Herman H. York, the house sells for \$36,000 including an acre of land; \$26,000 without land.

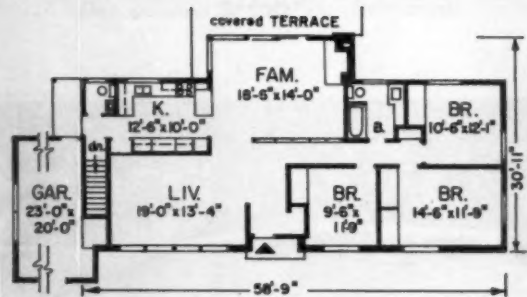


ENORMOUS SIZE of the house is apparent in the floor plan. Center corridor goes through from front entrance to rear terrace.



18

**GLASS GABLE END** and a big roof overhang feature outdoor living area of this home in New Berlin, Wis. View is of rear of house. Math Starck & Sons: builders. Price is \$25,600, less land.

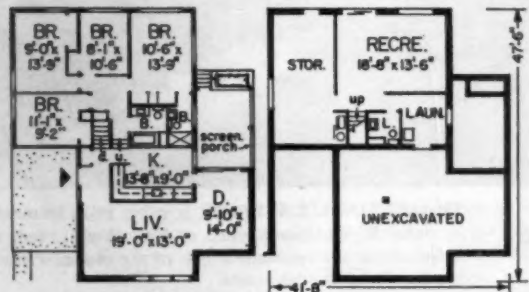


**BIG FAMILY ROOM** with exposed-beam ceiling is big feature of the floor plan. Formal dining can be done either there or in the living room. Kitchen is big, has lots of cabinet space.



19

**ONE** of a planned thousand homes in Silver Springs, Md., is the "Vanguard", built by the Kay Construction Co. Selling price of \$21,500, not including land, includes completely equipped kitchen.

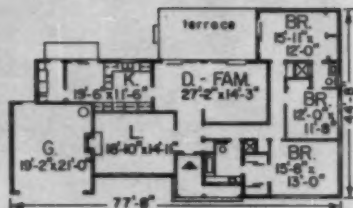


**HOUSE IS LAID OUT** for good family living. Formal living is in main floor, and includes separate dining room and screened porch. Big recreation room is in the basement.



20

**THE "COLONIAL"** is the name given to this big award winner from Belleflower, Cal. Same house is available in different stylings, including a "gingerbread" model. Willard Woodrow is the builder. Price is an astonishingly low \$20,350, excluding land.

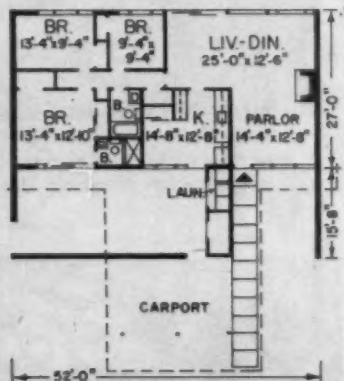


**FOUR BIG BEDROOMS** and a big kitchen-family room area make this an ideal big-family house. Note two dual-entrance baths.



21

**FLATTOPS** are always difficult to design well, often difficult to sell. This attractive exception to the rule is being built by Hall Enterprises Inc., Orange Park, Fla. It sells for \$19,500 without land; \$23,000 with land. An all-electric kitchen is included.

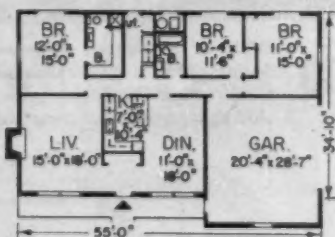


**PLAN IS BUILT** around a utility core of kitchen and baths. Note how the living room "turns the corner" to become a more formal parlor.



22

**TRADITIONAL EXTERIOR** is a big sales feature of this house built by John R. Worthman, Inc., of Fort Wayne, Ind. Garage is at right, helps add to the apparent length of the model. Price is \$23,900 without the lot; \$28,900 with land.

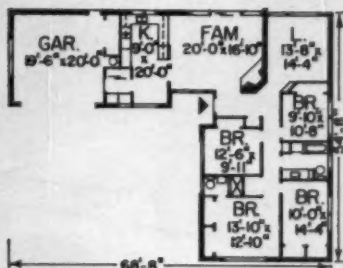


**UNUSUAL** floor plan splits living and sleeping areas front to back, and adult and family functions from left to right. Note big utility room.





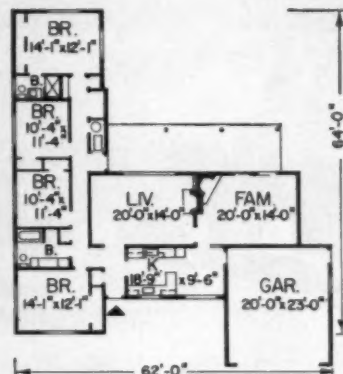
**23** **LOOK OF THE RUGGED RANCH** is achieved in this model through use of cedar roof shingles, board-and-batten touches, and extended roof beams at the gable ends. McCune Homes, Inc., of Tulsa, Okla., are the builders. Price of the house is \$24,800 without land.



**INFORMAL LIVING** gets the lion's share of space in the floor plan. Fourth bedroom is panelled, can be used as a den if desired.



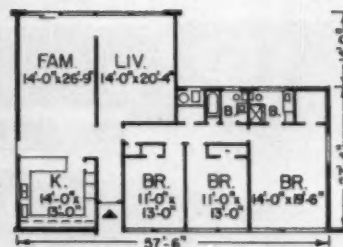
**24** **CONSERVATIVE FRONT** is presented to the street in this model from Sacramento, Cal. Hip roofs add to the formal feeling, as does the balance achieved by the use of matching eels. Lewis and Bristow are the builders of this house. Cost, without land, is \$31,500.



**BIG** bedroom wing extends down the side, becomes wall for the outdoor living area. Note the excellent positioning of the kitchen.



**25** **THIRD AWARD WINNER** by the Monroe Construction Co. of Houston, Tex., is the "Caribbean." Front elevation is designed for privacy from the street, still lets in lots of light from clerestory windows. Price is \$19,750 without land; \$22,950 with land.

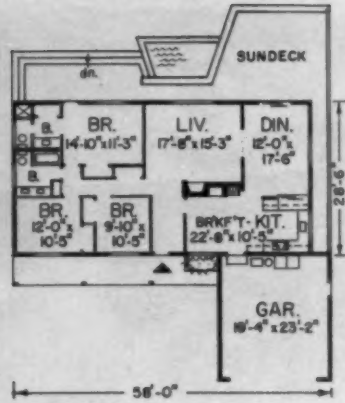


**FLOOR PLAN** is dominated by the enormous kitchen-family room area. Garage is separate building in rear of house, has extra storage space.

AMERICA'S TOP MODEL HOUSES, continued



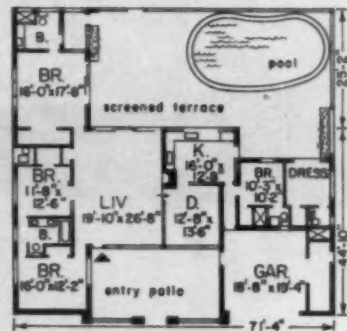
**26** **BIG** rear sun deck is outdoor sales feature of the "Santa Barbara," being built in Sunnyvale, Cal., by Brown and Kauffmann Inc. of Palo Alto. Plans call for the eventual construction of 430 houses of this model. Price is \$18,700 without land; \$23,700 with land.



**LONG LENGTH** of house permits this unusual arrangement of living room and family room. Utilities are bunched along kitchen wall.



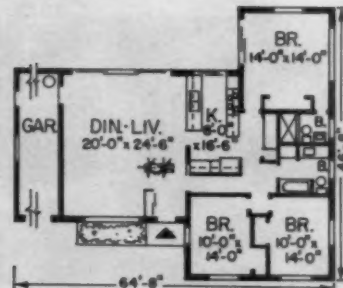
**27** **QUIET FRONT** of this Miami, Fla., home belies the luxurious living supplied in the back. Price is \$33,000 without land; \$46,500 including land. Also included is a 15-foot swimming pool with underwater lighting. House is built by Fleeman Builders.



**FLOOR PLAN** centers as many rooms as possible around the patio and pool. Kitchen position permits outdoor dining on the terrace.



**28** **LUXURY** at a low price has enabled Builder David E. Edmunds to sell 60 of these models in 1958. For \$18,900, buyer gets the basic house, including 1,000 sq. ft. of screened land in the rear. Swimming pool is available for another \$2,100. Lot is \$5,500.



**OPEN PLANNING** of inside living area makes one big room out of living and dining rooms. Kitchen is also adjacent to screened room.



TODAY'S housewives are a sophisticated market. As their tastes change, so do trends. Here, at *McCall's* "Congress

on Better Living," some of the trend makers take a critical look at builders' current offerings.

## What can you learn from women?

If they're the kind who influence others in their home towns, you can learn what they now want and will soon *demand* in their new homes. If they're a true cross-section of Mrs. American Homeowner, you can pick up quite a few helpful, realistic ideas—ideas based on tested, everyday needs and desires—that must eventually help you sell more houses.

With this in mind, two groups of industry leaders recently set up laboratories to probe deeply into the American housewife's preferences, housewise. First, *McCall's* magazine selected more than 100 women—representing every state—from among decorating- and building-contest winners and others recommended by home builders and civic groups. The magazine brought them to Washington during the second week of October for its "Congress on Better Living." Their median age: 32. Median income: \$8,500. Average number of children 2.2.

The second group, several years older, met in Washington the following week under the auspices of the National Assn. of Home Builders and the United Industry Committee for Housing. UICH consists of nine associations representing various segments of the building industry. More than 80 women sat in on these discussions.

Thus the combined groups, each an outgrowth of HHFA's original Women's Housing Congress in 1956, provided a test sample of nearly 200 home-sophisticated thought leaders. Prompted by their own seething impulses, prodded by trained, determined researchers, they aggressively told their questioners what's wrong—and what's right—with today's houses—and, more importantly, what they want in the next houses they buy.

For a preliminary summary of what they like, dislike, and are looking for in houses, turn the page. Here's what you can learn from women.



**NEBRASKA:** "How about a 'parents room' as well as a family room?"



**IOWA:** "The broom closets they use for bedrooms these days don't give us much individual privacy."



**DELAWARE:** "I want removable plumbing panels so I won't always have to send for a plasterer too."



**WEST VIRGINIA:** "I have *too much* storage space and never get to throw anything away."

## Here's what today's women

**McCALL'S** assembled housewives from 49 states. Individually and together they know exactly what they want in a house. You'd better know, too

▶ **LAYOUT: more space is a "must"**

At the expense of built-ins, if necessary, but the ladies must have larger rooms and more of them—"because you can always buy an appliance, but you can't always buy another room." Half of the women want six to eight rooms, more than they now have, but "one big room would be better than two small ones, if a movable wall is available." They shy away from the smaller, fully equipped house.

▶ **EXTERIOR MATERIALS: back to nature**

Surprisingly, *McCall's* women are just as interested as men in what goes on the outside of their homes. Native materials such as redwood and fieldstone are favored—if not too costly to keep

up. Favorite house colors: gray and white with green trim. In their back-to-nature urge, women hunger for trees as an aid to individualizing their homes.

▶ **NO. 1 STYLE: one-story colonial**

That's what four out of ten want. Next choices are the split-level and "soft" modern. Modern, they feel, isn't hampered by emotion, while traditional is chosen solely for livability. Colonial gives more warmth. Basically, the women are conservative. They feel, for example, that "20 years from now 'Storybook' houses will be tabbed '1958 home.'"

▶ **WINDOWS—but with a purpose**

More logic is desired—meaning no high horizontal windows no-

body but a circus giant can look out of; no picture windows unless there's a picture to see (something besides their neighbor's picture window).

▶ **HIDDEN VALUES: they look for them**

Many won't buy a house without adequate wiring. And if they already have a house, they intend to put it in. Said one: "I'm an awful lot easier to live with now that we have adequate wiring." Rockwool and fiberglass are the preferred materials for insulation. About half prefer warm-air heating, the majority choosing gas.

▶ **FAMILY ROOM: more important than ever**

The trend for it continues, but with better planning for its use. Ideally, it would seem to be a large, flexible area evenly divided to accommodate the growing number and variety of activities forced into it.

▶ **BASEMENTS: they can do without them**

Only half showed any interest in one. As a bomb shelter? No.



**MARYLAND:** "They have a county code and a city code. They pick out a code and they build."



**UTAH:** "Why do they put nameplates on appliances? You need a toothpick to clean around them."



**ALABAMA:** "We don't like 'one-way' houses. We need elbow room."



**LOUISIANA:** "Who says a compact kitchen is easy to clean?"

## want in their new homes

**NAHB-UICH put 80 women under one roof for three days. Asked to sound off, they taught builders a few things they didn't know. For example . . .**

▶ **NEIGHBORHOOD: they want mixed styling**

Ideally, to NAHB's delegates, a subdivision has wide streets, trees, convenient schools, perimeter churches, no visible utility poles, mixed contemporary and traditional architecture. Most want a compact house so as to provide maximum use of the lot, but prefer to do their own landscaping.

▶ **STYLE: again, one-story is the choice**

Either contemporary or colonial. Two-story is a very poor second and the ranch is 'way back.

▶ **KITCHEN: flexibility is the key**

It should be large enough to eat in—as either a breakfast nook or

bar for quick, informal meals. And closed off from the rest of the house. Give them plenty of counter space. In appliances, most wanted are dishwashers, garbage disposals, and freezers. Go easy on chrome and steel; they prefer natural wood. And keep the shelves low. You'll please the majority with fluorescents and indirect lighting under cabinets. Just make sure you put the kitchen window over the sink so the gals can keep an eye on the kids in the yard.

▶ **SLEEPING-BATHING AREAS: give them more built-ins**

In order of preference, the women want (1) space, (2) more space, and (3) still more space. Many welcome built-in furniture as an effective way to

make every square foot count. And not only for personal occupancy, but as closets and storage space. Give them closets in the hallways—and make them all at least two feet deep.

▶ **LIVING-DINING AREAS: separate them**

The girls are fed up with eating in the living room or even in sight of it. It's O.K. to eat in the kitchen or in a separate dining room—in fact, most women want both: eating space in the kitchen, plus a formal dining room closed off from the kitchen.

▶ **EXTRAS: here's how they'd spend \$2,500**

"Given" a basic 1,200-sq.-ft. house with one bath plus \$2,500 to spend on additional items, the women know exactly how they would spend it: on more baths—or, rather, half-baths—at \$500 each. Next, they want a fireplace (for \$500), and a disposer (\$90). The remaining \$1,000 or \$1,500 (depending on how many half-baths they'd add) would be spread among various other goodies such as a \$250 clothes washer, a \$1,500 one-car garage, or simply additional floor space.

## MERCHANDISING

How builder-manufacturer  
teamwork gets results

## FIELD REPORT

NO. 5



**BUILDER** Alexander Caplan (R) maps merchandising strategy with *Look* building market manager Jim Brehony (C) and sales agent Paul Tichenor.

Opening day was just a mess. Five months of preparation had gone into the planning. Came Der Tag, came also one of the rainiest five-day periods northern New Jersey has seen in ten years. By Sunday, last Oct. 26, mud on the new Short Hills development was ankle deep.

And yet—the people came out—300 of them. In weather like that, it was enough to convince builder Al Caplan they had come to see something special. Proof? He'd placed only one advertisement—a half-pager in the *Newark News*—the Friday before. And the ad (see opposite page) was devoted to his use of brand-name products.

This ad was part of a tie-in program with *Look* magazine. In return, Caplan gets a barrage of merchandising support—from the magazine and all the manufacturers in on the deal.

Basically the program is built around the various informative brochures supplied by building-product manufacturers. *Look* itself designed a four-color brochure (opposite) showing Caplan's houses with special copy explaining the advantages of the nationally advertised products used in the homes. *Look* also provides Caplan with miscellaneous point-of-sale material.

The manufacturers involved provide their own brochures for insertion in the master folder. (Caplan gets a special price on these.)



**VISITORS** crammed furnished models on opening day. Note tree sign provided by *Look*: "Congratulated by *Look* for our use of nationally advertised brands."

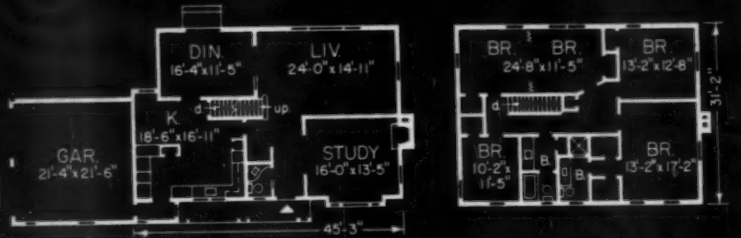
From the outside, clear to the back . . .

## This house

"Brochure Power," *Look* calls it. Because, says *Look* building market manager Jim Brehony, "the brochures keep selling after the prospects have left the model home and are trying to make up their minds whether to buy."

According to Caplan, who is the first builder to tie in with the program, he gets extra merchandising mileage this way "because it lets the people who make the products I use tell their quality story in their own way."

On opening day, despite the mud—and the \$45,-50,000 price tags—Caplan sold five houses. Most popular model was a \$40,900 two-story colonial (shown next page). The house has a General Electric kitchen, Kentile floors, American-Standard bath fixtures, Owens-Corning Fiberglas insulation, Minneapolis-Honeywell controls, U.S. Plywood paneling. And—everybody knows it!



**HOUSE** shown has nine rooms, 2½ baths, four or five (with movable partition) bedrooms, ample closets. Kitchen is loaded with built-ins.

## is a showcase for brand names

### And here's how brand names sell the house



**BROCHURE** for prospects holds manufacturers' sales literature.

#### BRAND NAMES IN ROLLING HILLS

American Standard plumbing fixtures  
 Dutch Boy paints  
 General Electric appliances  
 General Electric heating and air conditioning  
 Kentile Flooring  
 Lightolier electrical fixtures  
 Owens-Corning Fiberglas insulation  
 Portland cement  
 Simpson redwood shingles  
 U.S. Plywood Plankweld

**NATIONALLY** advertised products used in Rolling Hills.



**LOCALLY** merchandised brands, in newspaper ad, pulled crowds.



## A modern house lends its plan

**I**t is axiomatic in merchant building that ultra-modern design is hard to sell. The overwhelming majority of today's home buyers are conservative to the core when it comes to putting down money for their dream houses.

This does not apply, however, to floor plans. No matter what the public's taste in design, it wants the most modern, livable layout it can get. The builder who puts good conservative design and modern planning into the same package will have the world by the tail.

The superb modern house pictured above is one of this year's *Electri-Living* houses, sponsored by *Living for Young Homemakers* magazine. The builder, the J. E. Lyon Development Co. of Houston, Tex., realized that handsome as it was, it was not a builder's house. But the floor plan was a different story. So they had the architects, Neuhaus & Taylor, design a new skin for the plan. The result, shown at the right, is a house that should sell well in a conservative market.

The house is priced to sell well. The basic house, with 1,600 sq. ft. of area, costs \$17,500. Land and developing costs are another \$5,800. And if the buyer so desires, there is optional extra electrical equipment available—disposers, dishwashers, etc.—at an additional \$1,650.

**This month's  
Blueprint House,  
built in  
Houston, Tex.**



**HERE'S** the same plan, all dressed up for the average home buyer. Its combination of simplicity and traditional elegance will find a ready market almost anywhere in the country.

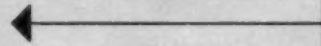


## ... and the result is a

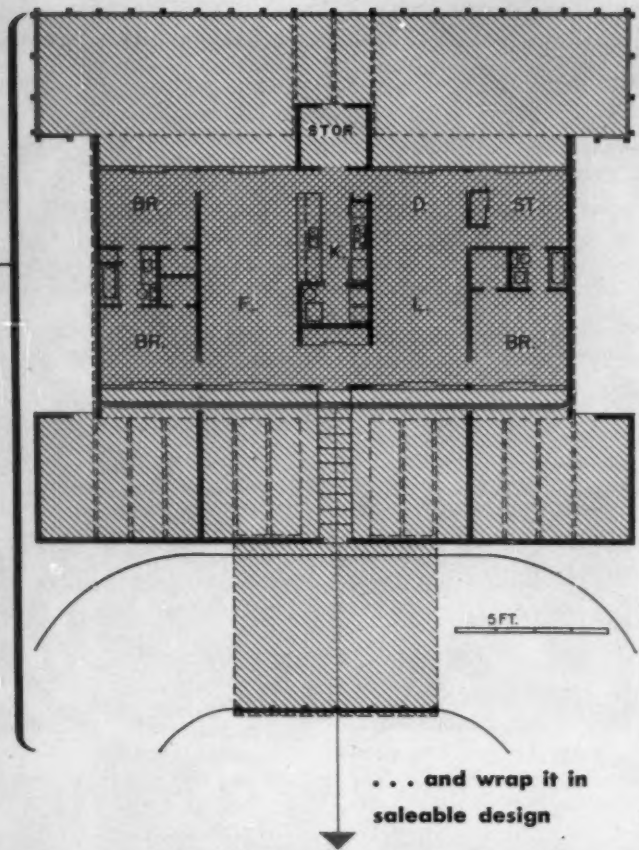




Borrow the plan from  
the ultra modern . . .



◀ **THIS** is good modern  
architecture by any stand-  
ard, but its appeal is quite  
limited. The floor plan,  
however, is not necessarily  
wedded to its contempo-  
rary architectural style.



to traditional . . .

... and wrap it in  
saleable design



top-notch "builder" house ▶



**BLUEPRINT HOUSE, continued**

**AMERICAN  
BUILDER  
BLUEPRINT  
NO. 259**

**WHAT** → **HOW**



**ALTHOUGH OPEN PLANNING** is the rule in modern designing, buyers who tend towards the traditional generally prefer that their rooms in the

living areas be separated. In adapting this plan from modern to traditional, dining room was separated from the living room as shown here.

**There's elegance in the formal area ...**

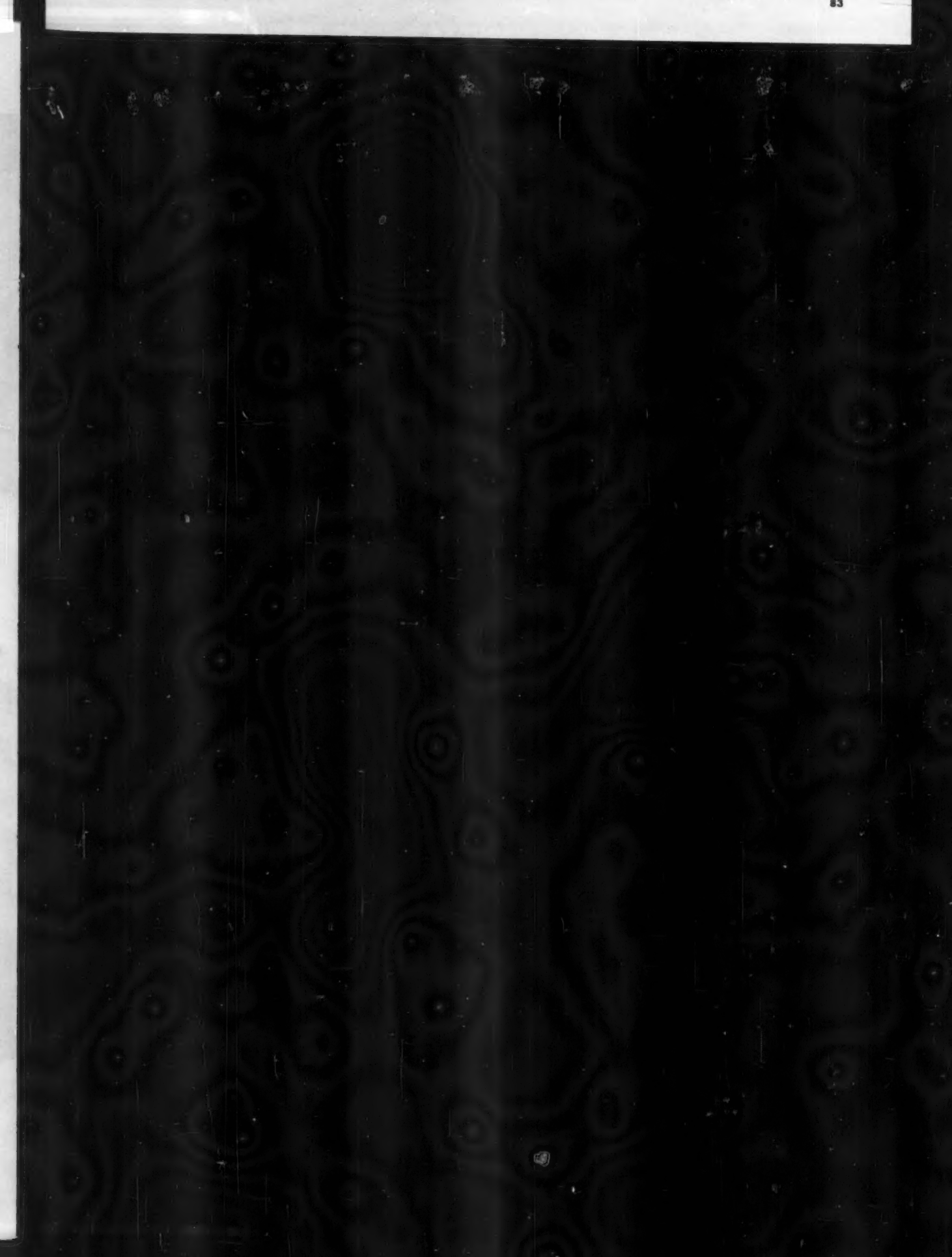
**WHAT** ↓

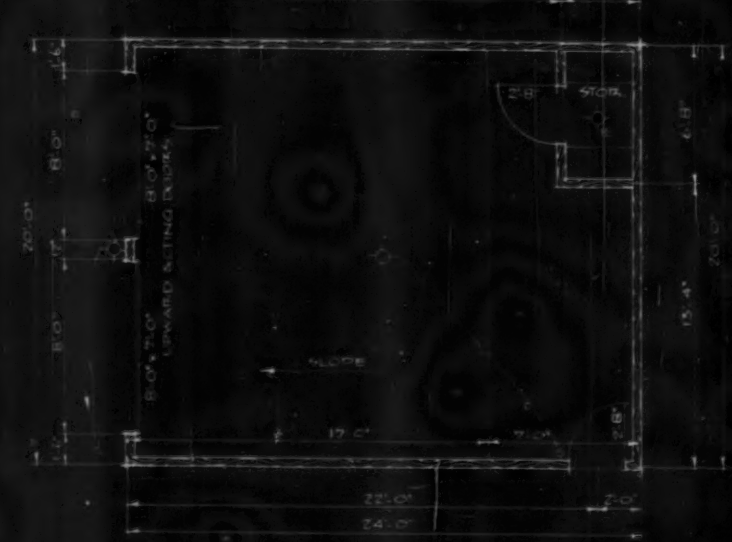
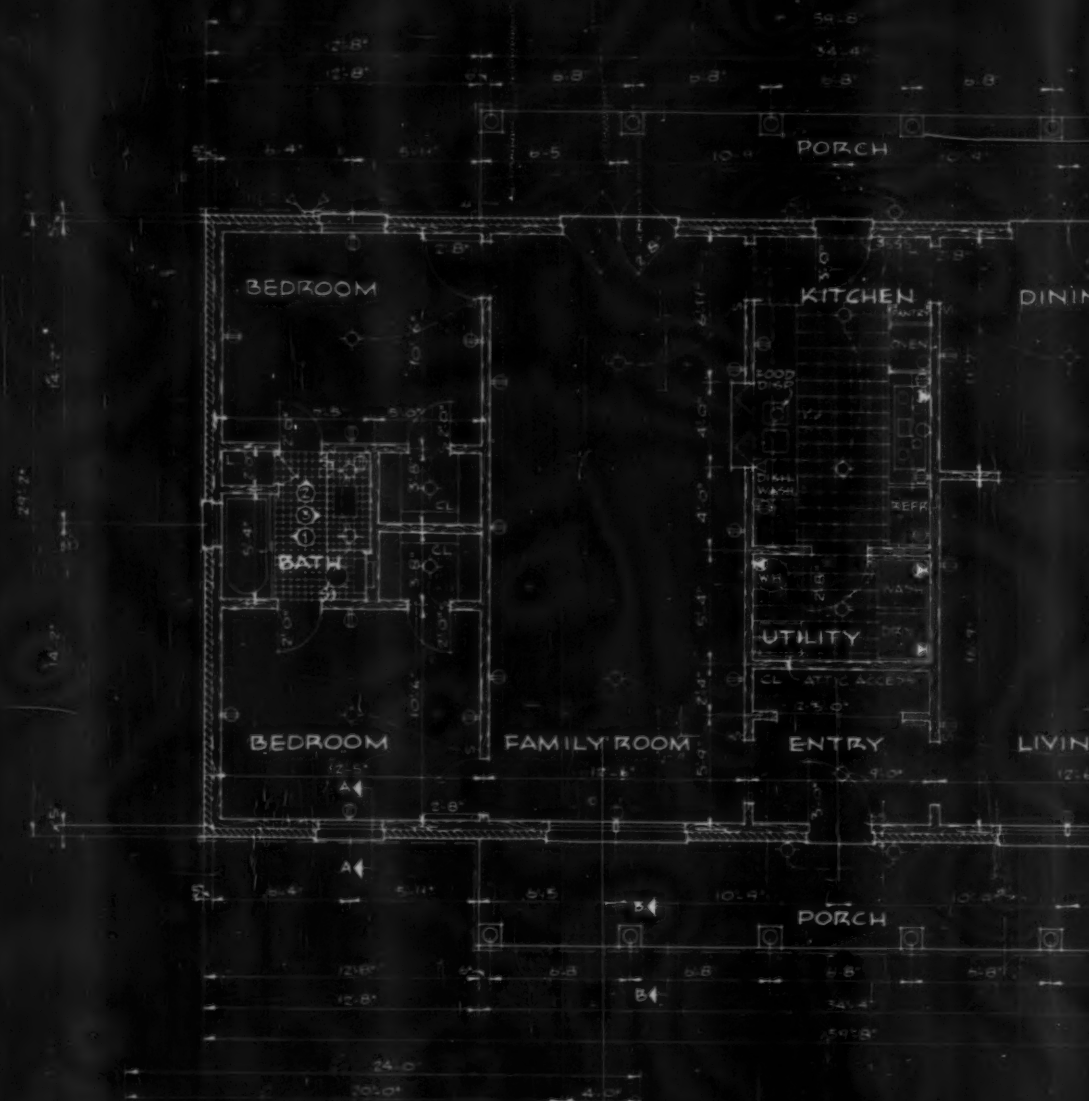


**FAMILY ROOM** is situated on the opposite side of kitchen core from living room. Here, informality and warmth are the rule. Note random-width

pine paneling, fast becoming a standard item in today's family rooms. Pass-through to the kitchen is out of the picture to the right.

**... and warmth in the family room**





GARAGE PLAN SCALE 1/8" = 1'-0"



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



SECTION A-A SCALE 3/4" = 1'-0"



SECTION A-A SCALE 3/4" = 1'-0"

DENTAL MOULD DETAIL SCALE 3/4" = 1'-0"

AMERICAN BUILDER BLUEPRINT SERIES.

12-58

SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



BATHROOM ELEVATIONS

SCALE 3/16" = 1'-0"

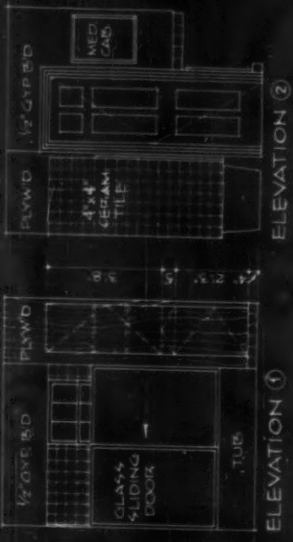




LEFT SIDE ELEVATION SCALE 1/8" = 1'-0"



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



ELEVATION 1



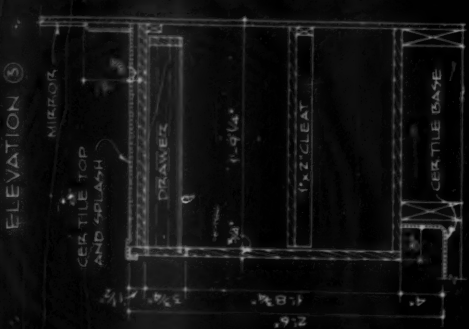
ELEVATION 2



ELEVATION 3



ELEVATION 4



SECTION 1  
SCALE 3/4" = 1'-0"



ELEVATION 5



ELEVATION 6







**TOP PRIZE** for merchandising "Hidden Values" is this International Harvester truck. All winners in AMERICAN

BUILDER's National Home Week Contests will receive their awards at the NAHB convention next month.

## Here's the first prize for merchandising "Hidden Values"...



**PORTRAIT** of a winner: South Bend builder Andy Place took two first prizes in NHW contests.

**F**ormula for being a double-barreled contest winner: build the best-designed, top-value house and graphically demonstrate the "Hidden Values" you're offering.

Because he followed this formula, builder Andy Place walked off with two top prizes in AMERICAN BUILDER's National Home Week Contests: First Grand Award for the under-\$16,000 Best Model Homes competition (See p. 58) and First Prize for top-notch merchandising of "Hidden Values."

To display his "Hidden Values, the South Bend builder left an

entire house unfinished—with portions of the wall and slab cut away. And, with the help of some 30 manufacturers, displays of "Hidden-Value" products were set up.

In February, AMERICAN BUILDER will feature Place's "Hidden Value" merchandising techniques. In addition, his prize-winning home will be the blueprint house of the month.

Thirty-six other builders also did an excellent job of merchandising their "Hidden Values." Their names and the prizes they won appear on the following six pages.



## BLUEPRINT HOUSE, continued



COMPLETELY modern kitchen is a must in any house today, whether it is contemporary or traditional in design. This pass-through is on the kitchen side of the family room. Shutters are traditional touch.



LATEST IDEAS in bathrooms go into both the traditional and modern versions. Note the excellent lighting around the mirror.

## The utility areas are up to the minute

### ESTIMATING TAKE-OFF

#### BLUEPRINT HOUSE NO. 259

First Floor only	1,670 sq. ft.
Garage Floor only	480 sq. ft.
Porch Floor only	365 sq. ft.

#### EARTH EXCAVATION & GRADING

Top Soil	6" Grade	Exc. & Pile	7,000 sq. ft.
Earth	Foundation	Exc. & B'fill	2,970 cu. ft.
Gravel	5" Floor	Sub-fill	2,515 sq. ft.

#### CONCRETE CONSTRUCTION & FINISH

2500# Conc.	1' x 7' Piles, Figs. & Forms	24 units
" "	Grade Beams	530 cu. ft.
" "	Grade Beams Forms	1,625 sq. ft.
" "	Floor Haunch	20 cu. ft.
" "	Floor Haunch Forms	105 sq. ft.
" "	4" Garage Slab O.G.	480 sq. ft.
" "	4" Floor Slab O.G.	1,670 sq. ft.
" "	4" Porch Slab O.G.	365 sq. ft.
Monolithic Floor Finish		2,150 sq. ft.
Monolithic Floor Float Finish		365 sq. ft.
Kraft Paper Floor Prep. & Curing		2,515 sq. ft.

#### STEEL ROD & MESH REINFORCING

#8/6x6" Stl.	Floor Reinf. Mesh	2,515 sq. ft.
#2 Stl.	.167# Reinf. Rod	1,406 lin. ft.
#5 Stl.	1.043# Reinf. Rod	1,696 lin. ft.

(Continued on page 140)

### BRAND NAME PRODUCTS USED

Visqueen polyethylene vapor barrier  
 Penta wood preservative  
 Schlage door hardware  
 Minneapolis-Honeywell heating controls  
 American-Standard bathroom fixtures  
 American-Standard kitchen sink  
 Hall-Mack bathroom accessories  
 Hall-Mack medicine cabinets  
 NuTone kitchen vent fan  
 Rheem hot-water heater  
 Square D electric panel board  
 Square D circuit breakers  
 Romex electric cable  
 Lightolier electric fixtures  
 Hotpoint oven and range  
 Hotpoint dishwasher  
 Formica counter tops  
 National Gypsum wallboard  
 National Gypsum insulation  
 U. S. Plywood wall veneer  
 Sun Valley Industries sliding-glass doors  
 Pittsburgh Plate Glass windows  
 Mitchell Mfg. Co. air conditioning and heating

## 36 other builders sold "Hidden Values":

Their top-notch "H-V" merchandising  
won these manufacturer-donated prizes



**Dave's Construction Co.,  
Taunton, Mass.**

The "Hidden-Value" prize offered by E. L. Bruce Co. is hardwood flooring for an average-size house. It is made from three plies of tough-grained Southern Oak, bonded together with waterproof glue.



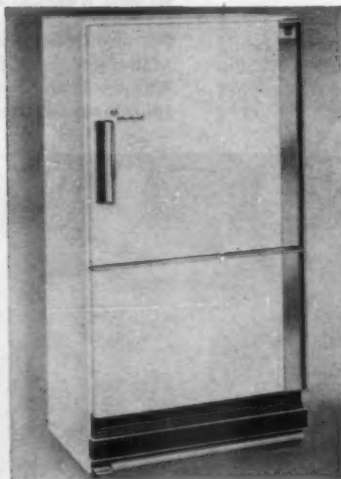
**Green Acres, Inc.,  
Bloomfield, Conn.**

Thirty squares of Seal-Tab shingles—\$300 worth—is the "Hidden-Value" prize supplied by the Flintkote Co. The self-sealing strip shingles withstand winds of hurricane proportions.



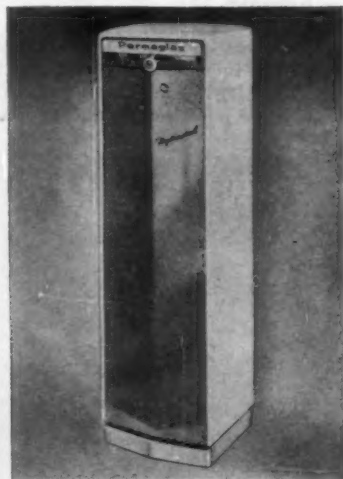
**Abbyshire Construction Co.,  
Fairview Park, Ohio**

Two super-deluxe folding stairways were given by Precision Parts Corp. Operating on life-time roller bearings, they were designed for 30"x 54" rough openings.



**Lewis & Bristow,  
Sacramento, Cal.**

Mark XVII refrigerator-freezer is the "Hidden-Value" award presented by Whirlpool Corp. The unit has an 11.17 cu. ft. refrigerator, 212 lb. freezer.



**Maple Heights, Inc.,  
Indianapolis, Ind.**

Model PG-50 Permaglas water heater is the "Hidden-Value" prize offered by A. O. Smith Corp. Ideal for installation in kitchen, utility room or other "lived-in" areas.

**"HIDDEN VALUE" PRIZES, continued**



**American Housing Guild,  
San Diego, Cal.**

A three-piece bathroom set is the prize awarded by the Elger Div. of the Murray Corp. of America. Included is a 5' Riviera tub, a Duplex W.C. and a Savoy Jr. lavatory with center set fittings.



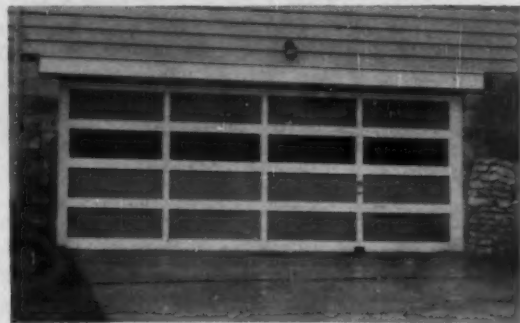
**Donald A. Anderson,  
Duluth, Minn.**

Two 55-gal. drums of water seal was the contest prize from E. A. Thompson Co. The product is a polymerized solution of organic and metal-organic compounds.



**E. H. Jaroszewski, Inc.,  
San Antonio, Tex.**

A space-saver hood and fan combination ventilating unit is the "Hidden-Value" prize contributed by Trade-Wind Motorfans. The Concord is made of real copper to match the latest ranges and appliances.



**Grand Rapids Building Specialties,  
Grand Rapids, Mich.**

For its "Hidden-Value" prize contribution, Rowe Manufacturing Co. presented a residential garage door. Known as the Ro-Way, it is a two-car, four-section, four-panel overhead-type unit.



**K & S Contracting Co., Inc.,  
West Hartford, Conn.**

This "power shop" model saw, donated by the DeWalt Div., American Machine & Foundry Company, is easily and quickly converted into 15 different tools.



**Gibraltar Homes,  
Anaheim, Cal.**

As its prize contribution, Condensation Engineering Corp. is awarding a Vitroliner open-hearth fireplace. The prefab unit comes complete with Vitroliner chimney.



**John F. Long Home Builder, Inc.  
Phoenix, Ariz.**

A dry type electronic air filter is the "Hidden-Value" prize awarded by Lennox Industries. The unit has a removable cover for replacing filter cells.



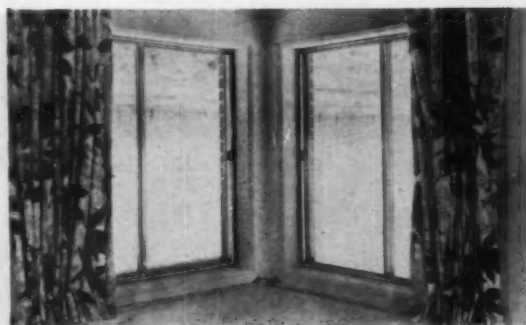
**Edward R. Chovan,  
Joliet, Ill.**

Assorted building specialties make up the Macklanburg-Duncan Co. prize. Among them: aluminum and vinyl thresholds; door hardware; weather strip; calking compound.



**Westin Const. & Realty, Inc.,  
Duluth, Minn.**

As its "Hidden Value" award, Curtis Companies, Inc., has presented two china cabinets based on American Colonial precedent. They may be installed in finished rooms. The cabinets have three fixed shelves which line up with the bars in the doors. The upper shelves have scalloped, molded front edges.



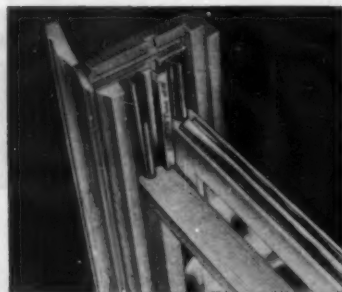
**W. Marshall Hughes & Son, Inc.,  
Shillington, P.O., Pa.**

At least \$300 worth of sliding windows—enough for a complete house—is the "Hidden-Value" prize presented by Kewanee Manufacturing Co. Made of aluminum, the units come in standard sizes.



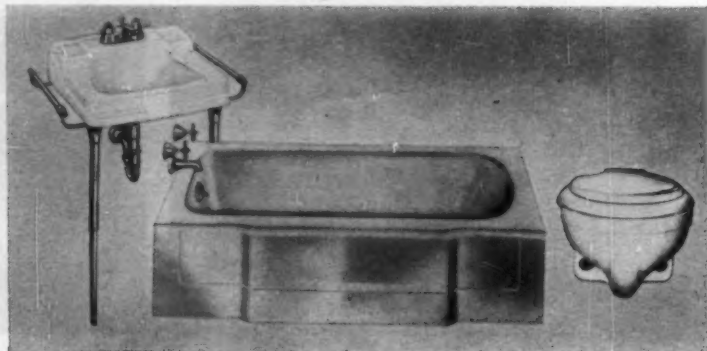
**Daley & Prows, Inc.,  
Bountiful, Utah**

This "Hidden-Value" merchandising prize consists of \$300 worth of Gold Seal Berylstone vinyl and treadlite foam-rubber undercushion. It is being donated by Congoleum-Nairn, Inc.



**Ecklund & Swedlund Const.  
Corp., Hopkins, Minn.**

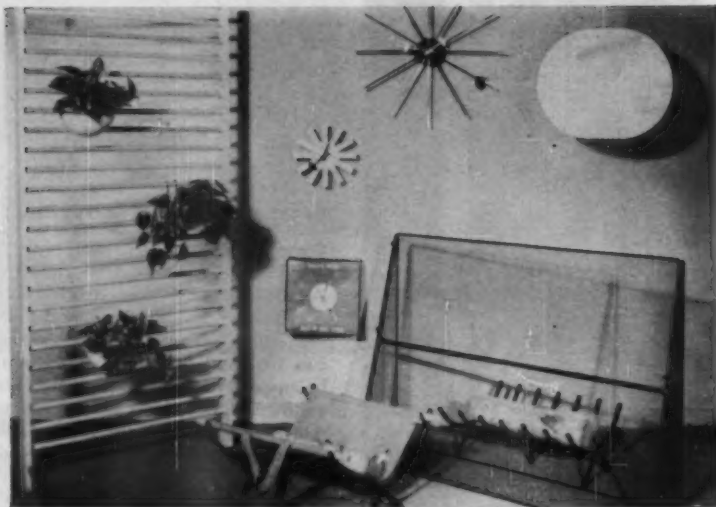
As its award for a top merchandiser of "Hidden Values," Zegers, Inc., presented a "Dura-Seal" unit consisting of combination weather-stripping and sash balance.



**M. B. Bream & Son,  
St. Paul, Minn.**

As its "Hidden-Value" award, Ingersoll-Humphreys Div., Borg-Warner Corp., is presenting the No. 4240-V wall-hung closet; the No. I-2400 bathtub; and No. C-3800 vitreous china lavatory.

**"HIDDEN VALUE" PRIZES, continued**



**Mayer, Raisher & Mayer,  
Florissant, Mo.**

Ten representative items, valued at \$300, have been donated by the Howard Miller Clock Co. Included are: brass electric living-room wall clock; electric bathroom clock; built-in kitchen clock; 8-day clock; bubble lighting fixture; room divider with planting containers; fire basket; log carrier with canvass sling; fire lighter; and a fire screen.



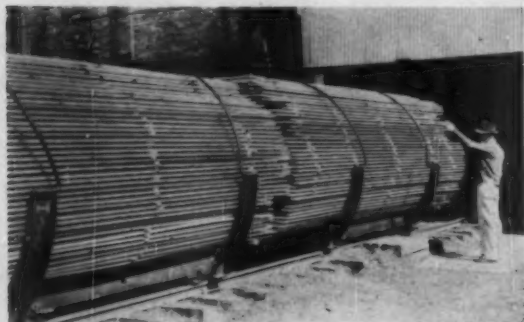
**Meeker Construction Co.,  
Arcadia, Cal.**

A Benefire complete fireplace form and a hooded Flexscreen with ball andirons and fireset are combined for this "Hidden-Value" merchandising prize which was donated by Bennett-Ireland, Inc.



**Bollinger-Martin, Inc.,  
Louisville, Ky.**

Twenty squares of its new asbestos-cement Shake Shingle are awarded by Keasbey & Mattison Co. Measuring 12"x24", the shingle is striated to simulate texture of wood. Builder has color choice.



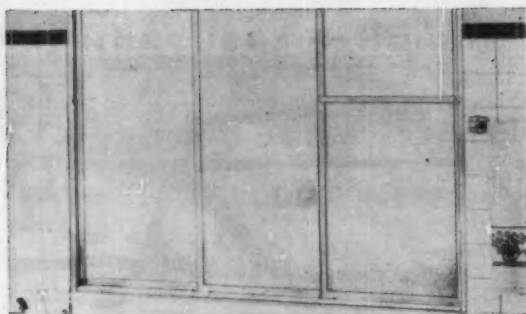
**Roy Louis & Sons,  
Wichita, Kan.**

From Koppers Co., Inc., the builder will receive 1,000 bd. ft. of "Wolmanized" pressure-treated framing lumber. Or, 5,000 bd. ft. of the builder's own lumber will be pressure-treated with Wolman salts.



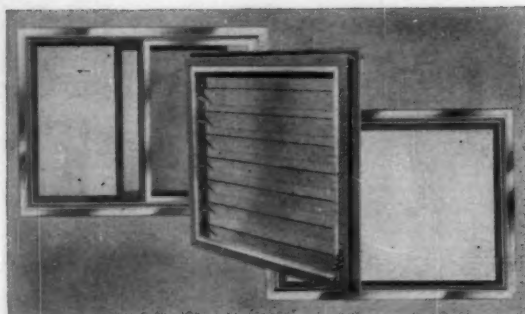
**Griffith Bros.,  
Anaheim, Cal.**

As its "Hidden-Value" prize, Bird & Son, Inc., offered Bird Termibar for vapor and termite control. It is composed of a heavyweight felt to which a heavy-weight polyethylene film is adhered.



**Home Insulation Co.,  
Birmingham, Ala.**

Three Triplex Showerite tub enclosures comprise the award offered by the Theodore Efron Manufacturing Co. Features include two towel bars—one inside, one outside—and hammered frosted glass.



**Tomsinger Construction Co.,  
Milwaukee, Wis.**

Enough Therminate windows for one home have been donated by the Woodlin Metal Products Co. as its "Hidden-Value" prize. The windows are available in several different styles.



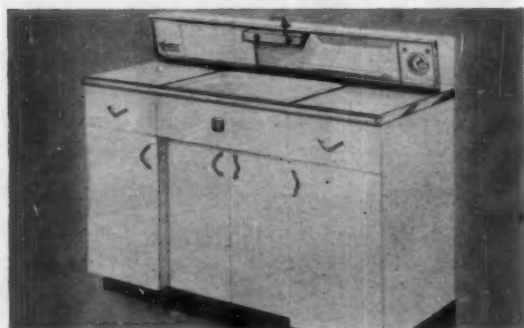
**Tom McGovern Associates,  
San Antonio, Tex.**

The "Hidden-Value" merchandising prize from AllianceWare, Inc., is a curved-front bathtub in color and a double bowl lavatory. The tub has straight floor tiling edge for faster recess installation.



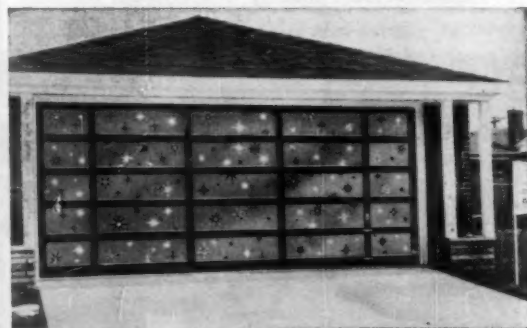
**John L. Taylor,  
Atlanta, Ga.**

Either standard or deluxe model bath enclosure will be presented as the Showerford Door Corp.'s "Hidden-Value" merchandising award. Choice of model and color is left to the builder.



**David E. Edmunds,  
Clearwater, Fla.**

Timed electrical outlets, a sink light, concealed faucet with single-lever control and detergent and hand lotion dispenser are featured in the Servi-Center cabinet sink donated by Youngstown Kitchens.



**Dale Bellamah Homes,  
Albuquerque, N. M.**

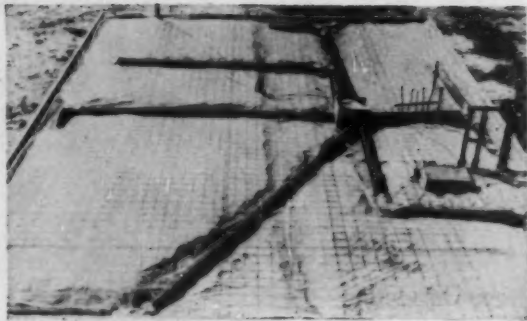
Valued at over \$600, the Crawford Door Company's prize includes the new Marvel-Lucent plastic panel garage door (2-car, 5-section, 5-panel Riviera) plus Delco-matic radio-controlled door operator.

**"HIDDEN VALUE" PRIZES, continued**



**Kansas Gas & Electric Co.,  
Wichita, Kan.**

Fifteen interior and two exterior Rezo doors comprise the "Hidden-Value" merchandising prize donated by the Paine Lumber Co., Ltd. The doors have hand-matched face panels and are air-vented.



**Westchester, Inc.,  
Miami, Fla.**

The Visking Co.'s prize is Visqueen polyethylene vapor barrier in sufficient quantity for a foundation (either slab or basement construction) for one house—plus Visqueen for walls of the house.



**Tekcraft Corp.,  
Atlanta, Ga.**

Twenty squares of Sil-O-Ett asbestos cement siding, 1,000 sq. ft. of fashion tile, plus a Hidden Assets builder's merchandising kit have been contributed as a "Hidden-Values" prize by U.S. Gypsum Co.



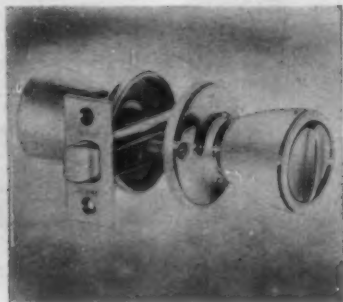
**M. J. Peterson,  
Buffalo, N. Y.**

A portable heater which can be taken anywhere—upstairs, downstairs, on scaffolds—was given by the Master Vibrator Co. This "Hidden-Value" prize burns kerosene or No. 1 or No. 2 fuel oil.



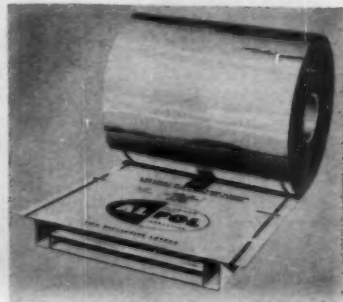
**Alan E. Brockbank,  
Salt Lake City, Utah**

Ivory Touchette switches—with a minimum value of \$400—were awarded by the Rodale Manufacturing Co. as its prize for top merchandising of "Hidden-Values."



**The Perlmutter, Inc.,  
Littleton, Colo.**

A complete set of "400" line Bel Air design locksets for the entire house is the presentation made by Kwikset Sales & Service Co. for its contest prize.



**Kay Construction Co.,  
Silver Spring, Md.**

The Reflectal division of Borg-Warner donated 6,000 sq. ft. of Al-fol reflective insulation as its prize to a top-flight merchandiser of "Hidden-Values."



# Weyerhaeuser 4-Square **NU-LOC LUMBER**

**BRINGS WELCOME NEWS  
TO BUILDERS**

● Now you can obtain greater quantities of lumber in preferred lengths up to 22' and in widths up to 24", through your Weyerhaeuser 4-Square Lumber Dealer.

To make this possible, Weyerhaeuser developed Nu-Loc made-to-measure lumber. It is produced from selected pieces of clear, kiln-dried lumber carefully machined for precision-fit interlocking end-joints for greater lengths—and where desired, edge-glued for greater widths. Modern adhesives provide a permanent, waterproof glue bond.

Nu-Loc is a high quality, clear stock that is interchangeable with regular lumber for non-structural uses. It is available in a variety of species and patterns for outside or inside application.



Weyerhaeuser **4-SQUARE**

LUMBER AND BUILDING PRODUCTS



**WESTERN RED CEDAR** Nu-Loc board and batten siding is being used on this beautiful Wayne, Illinois home.



**NU-LOC SIDING** of specified lengths imparts striking vertical lines to this modern home for pleasing architectural effect.



## **NU-LOC**

*Cuts labor costs... effects savings*

The use of Nu-Loc minimizes cutting, fitting and handling time. It reduces labor costs. Popular preferred lengths (such as 16' or 18') from lumber dealer stocks save time and money on everyday jobs; specified lengths (any length in fractions of an inch up to 22') can bring big savings when used in volume.

Made-to-measure Nu-Loc is ideal for vertical, horizontal, and board and batten sidings, and for both exterior and interior finish lumber. Nu-Loc may be sawed, nailed, cut or finished in the same manner as standard lumber, because Nu-Loc is produced from solid pieces of lumber which are end-glued and edge-glued into desired lengths and widths.

Ask your Weyerhaeuser 4-Square Lumber Dealer for further information about this new development in lumber which increases the supply of preferred lengths and widths... or write us for descriptive literature.

**Weyerhaeuser Sales Company**

FIRST NATIONAL BANK BUILDING • ST. PAUL 1, MINN.



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and then  
I miss a good one!"*

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Have you ever figured the cost—in salesmen's time and missed opportunities—of blind sales calls and calls based on rumors? In some fields, it's the only way of getting business. But not in the new construction market! Not when you can use *Dodge Reports* to pinpoint active prospects...to guide the timing of sales calls...to help you concentrate on the jobs you know will be profitable.

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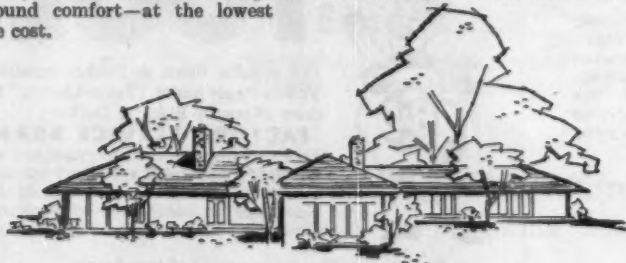
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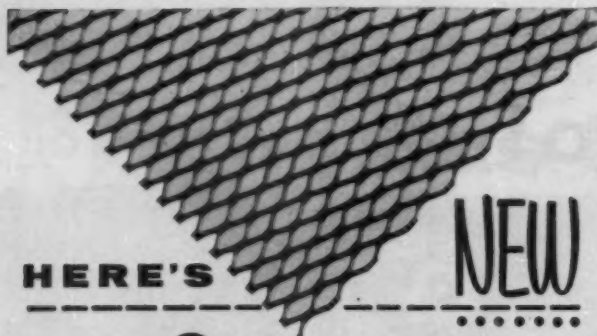
**SHOW THEM** the most effective way to beat any heat spell. No more spot-cooling a couple of rooms . . . no more drafty fans. The Arkla-Servel Sun Valley\* cools every room in the house from a single compact unit. With the Sun Valley\*, you can offer your prospects a home heated in Winter, cooled in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

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DIAMOND MESH  
metal lath



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**FLAT**—There are no waves, humps or bumps in the sheets.

**UNIFORM WIDTH**—Edges of the sheet are never bowed; the width is the same from end to end.

**SMALL MESH**—Pencil-size openings . . . 6678 MORE OPENINGS PER SHEET.

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First, every sheet comes off the machine absolutely flat, and every corner is positively square. Next, the edges are ruler straight . . . no bows. In Bostwick diamond lath the meshes have always been small; and now, with almost pencil-size meshes, the scratch coat may be applied by hand or machine with minimum plaster loss. This lath will help your building costs.

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## AMERICAN BUILDER / BACK OF THE BOOK

# The Payoff Departments

### New Products and Catalogs ..... 104 →

Builders' supermarket for the latest information on new products and catalogs. Reply card, page 106.

### Land Planning ..... 128 →

The small dozer: all-purpose earth mover.

### How To Do It Better ..... 132 →

Here's a short-cut method of figuring board feet.

### Cost Saver ..... 136 →

3 job-proven ideas to reduce your costs.

### Technical Guide ..... 138 →

How to build to keep resilient flooring complaints to a minimum: data from BRI Conference.

### Ask The Experts ..... 142 →

Remodeling problem: what is adequate support for cut rafters. Experts answer builder's queries.

### Better Detail Of The Month ..... 144 →

Box beams and box columns build a lumber shed.

### The Month Ahead ..... 146 →

Things for builders to think about during January.

American  
Builder

## YOUR GUIDE TO NEW PRODUCTS



### Cooks with the sun

The Umbroiler solar barbecue requires no fire or fuel. Portable unit only uses sun's rays for speedy cooking. An aluminized cloth reflector concentrates rays into a 10" grill. Weighs 5 lbs. and folds. Umbroiler Co., Dept. AB, 510 Farmers Union Bldg., Denver 3, Colo.

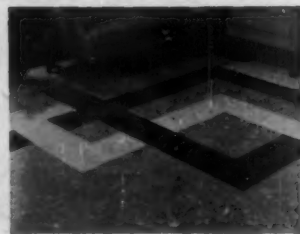
Circle No. D1 on reply card, p. 106



### Washes from the inside

A window that can be fully screened yet be cleaned from the inside at floor level has been developed. This double-hung window is of aluminum with an easy operating tilt-in feature. From Fleet of America, Inc., Dept. AB, 2015 Walden Ave., Buffalo 25, N.Y.

Circle No. D4 on reply card, p. 106



### Floors get a 3-D look

Corinthian Koroseal floor tile takes on a three-dimensional look due to translucent marble veinings in its pattern. Durable, quiet and resilient, it won't crack, chip, peel or wear off. In 9 and 36" squares. The B. F. Goodrich Co., Dept. AB, 800 Second Ave., N.Y.

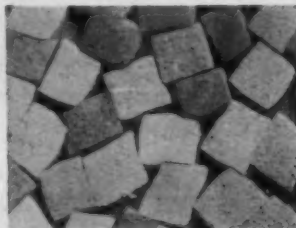
Circle No. D7 on reply card, p. 106



### Provides instant heat

Thermador Model CH-121, new ceiling heater provides draft-free air flow. Requires no rough-in box and has extra-tight mounting. Radiant heat generates from nickel chrome coil. Thermador Electric Mfg. Co., Dept. AB, 5119 District Blvd., Los Angeles 22, Cal.

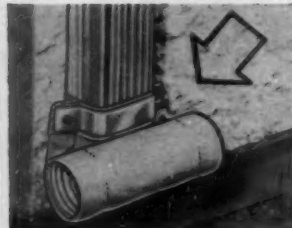
Circle No. D2 on reply card, p. 106



### Adds new texture to floors

Tiny blocks of vinyl, imbedded in vinyl and surrounded by vinyl grout, give new scale and sparkle to Armstrong's new plastic flooring. In 6' widths, it comes in 7 colorings and is suitable in basements or below grade. Armstrong Cork Co., Dept. AB, Lancaster, Pa.

Circle No. D5 on reply card, p. 106



### Disperses rain water

A coiled, flat hose attachment for downspouts straightens out to 48" when rain water forces its way through. The end becomes a sprinkler and water seeps through the entire length. Will recoil. Down Spout-O-Matic & Co., Dept. AB, 431 S. Princeton, Villa Pk., Ill.

Circle No. D8 on reply card, p. 106



### Hardware has oriental look

The new Schlage door escutcheon, the Shou, has an Oriental-contemporary look. The openwork back allows an interchange of colors and textures. Available in solid wrought brass, bronze and aluminum. The Schlage Lock Co., Dept. AB, 2201 Bayshore Blvd., San Francisco, Cal.

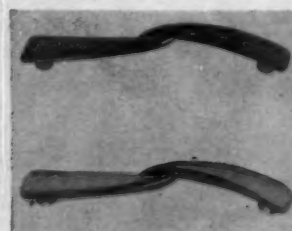
Circle No. D3 on reply card, p. 106



### Press down to repair

Gering's polyethylene pressure-sensitive paper-backed tape now comes in a new multi-color dispenser package. This clear tape, in rolls 100' long and 2" wide, seams, seals, patches and tacks down on any plastic film, paper or metal. Gering Products, Dept. AB, Kenilworth, N.J.

Circle No. D6 on reply card, p. 106



### Add elegance to a room

The flowing pattern of the Contemporary Pull No. 444 by Amerock looks equally well in modern or contemporary rooms. It comes in six finishes—satin copper, chromium or bronze, polished chromium or brass and ebony black. Are 4 1/4" overall. Amerock Corp., Dept. AB, Rockford, Ill.

Circle No. D9 on reply card, p. 106



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# 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 . . .



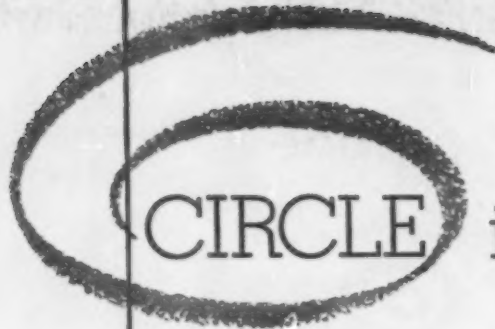
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- D8 Down Spout-O-Matic Co. attachment for downspouts
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- D70 John Deere
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- D72 Oliver Corp.
- D73 Frank G. Hough Co.

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- D74-W Fabco Div., Fibre-board Paper Products
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- D77-W Lighting Dynamics lighting

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## NEW PRODUCTS . . .



### Light ceilings with color

Luminous plastic ceiling panels, in egg-crate frames, are lighted from above by fluorescent tubes. Removable, "ColorCeil" comes in many pastel colors, including yellow, pink, blue and green, to be used alone or in combination. Provide high, glareless light levels. Silvray Lighting, Inc., Dept. AB, Bound Brook, N.J.

Circle No. D10 on reply card, p. 106



### Interchanges in minutes

Extension boom and hook attachment allows flexible action. With it, forks can be removed and boom and hook quickly placed on lift truck's carriage. Basic boom attachment extends to 30", has 4,800 lb. capacity. Longer attachments available. Automatic Transportation Co., Dept. AB, 149 W. 87th St., Chicago, Ill.

Circle No. D13 on reply card, p. 106



### Fence is prefabricated

A basketweave design fence, made by Panel-Weave Inc., is easy to erect, and low-cost. Each panel is from a 4"x8" plywood sheet, cut in 4" or 6" slats. Comes with a 7' long post, 4"x4" and a Western Cedar cap rail. Wood is prime-coated, and can't decay. Knapp Lumber Sales, Dept. AB, Portland, Ore.

Circle No. D11 on reply card, p. 106



### Snaps into place

No nails, cutting or tools are needed to install STEEL-X bridging. It snaps into place for a lock-tite grip. Galvanized finish insures against rusting, requires no repainting. STEEL-X tightens as wood shrinks or building settles. Taber Bushnell Co., Dept. AB, 89 S. 10th St., Minneapolis, Minn.

Circle No. D14 on reply card, p. 106



### Lights from small source

This slim silhouette light fixture will brighten a dim working area in the kitchen. The light is 1" thick and may be used inside or under wall cabinets. The fixture, 12½" long and 5" deep, is easy to install. Manufactured by Mutschler Bros. Co., Dept. AB, Nappanee, Ind.

Circle No. D12 on reply card, p. 106



### Brightens garage interiors

New Silver-Glo gypsum sheathing has an aluminum-coated material laminated to one side of its 2' wide, tongue and grooved panel. When used in garages, car lights are reflected and diffused, enabling safer entry at night. National Gypsum Co., Dept. AB, Buffalo 2, N.Y.

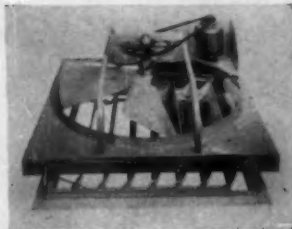
Circle No. D15 on reply card, p. 106



### Saves builder prime coat

Red cedar beveled siding now comes factory-primed with Wood-life, a pigmented water repellent, developed by Products Mfg. Co. Applied directly after kiln drying, it reduces need for a prime coat at job, offers good base for paint. Data from E. C. Miller, Cedar Lumber Co., Dept. AB, Aberdeen, Wash.

Circle No. D16 on reply card, p. 106



### Carries 5-year guarantee

The "Magic-Aire" steel attic fan has metal shutters that automatically open and shut as fan operates. Models are available for rough opening sizes 32", 40" or 44" square. Rubber cushion eliminates vibration, cuts down sound. Is easy to install. Tennessee Fabricating Co., Dept. AB, 1490 Grimes St., Memphis, Tenn.

Circle No. D17 on reply card, p. 106



### Make flexible finish

Scored wall covering can be used on a flat, convex or concave surface. Comes with deep or shallow V-shape cut. Sheets are 24" square and are ready for wall mounting. There's a wide choice of woods with plain or pre-finished surfaces. National Products Inc., Dept. AB, 900 Baxter Ave., Louisville 4, Ky.

Circle No. D18 on reply card, p. 106

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do the  
job!



Keep cellars dry . . . drain wet spots . . .  
make septic tank filter beds work better

The scientific design of Orangeburg Brand *Perforated Pipe* . . . with two rows of  $\frac{3}{8}$ " holes, on 3" centers, 100 degrees apart . . . increases drainage capacity . . . creates uniform seepage . . . Unique Snap Couplings maintain positive alignment . . . prevent silting . . . Lightweight 8-foot lengths *grade easily, install easily,* save time and cut cost. Orangeburg Perforated comes in 4" size . . . it is the ideal pipe for foundation drains, septic tank disposal fields, land drainage.



Orangeburg *Perforated Pipe* keeps cellars dry. Makes efficient, long lasting foundation footing drains.



Unique Snap Coupling maintains alignment, gives permanent joint cover, permits seepage at joint.

For house sewers, run-offs from downspouts and other tight-joint drainage lines use Orangeburg Brand *Root-Proof Pipe*.

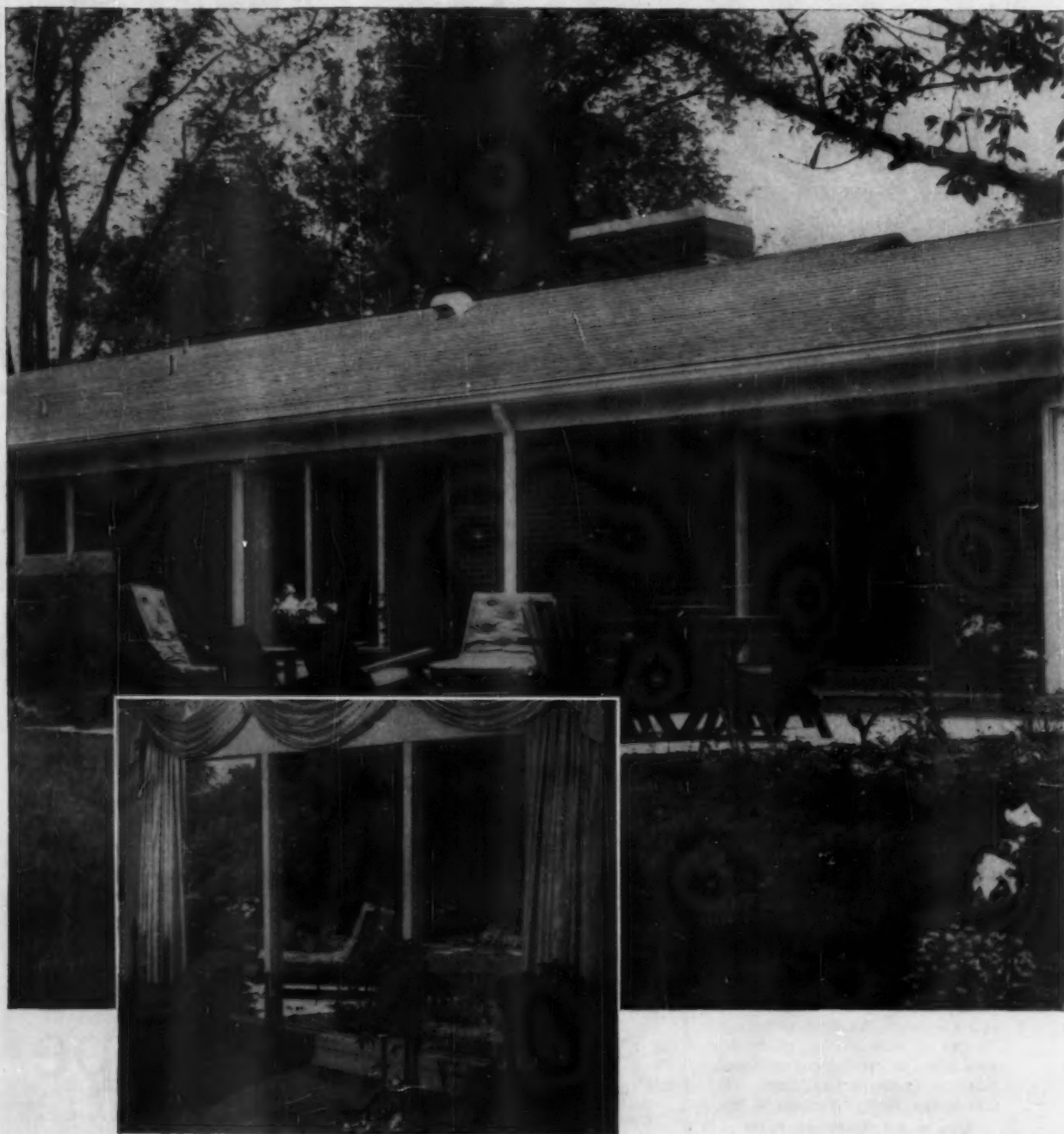
Make sure you get *genuine* Orangeburg. Look for the Brand Name on Pipe and Fittings. For more facts write Dept. AB-128.

**ORANGEBURG**<sup>®</sup> BRAND  
perforated pipe

ORANGEBURG MANUFACTURING CO., INC. Orangeburg, N. Y., Newark, Calif.

**"We feature low-cost maintenance in all  
and nothing contributes more to this than**

**says builder J. FRED ADAMS,**



our homes  
TWINDOW,"

Springfield, Illinois



Mr. Adams, well-known Springfield, Illinois builder, stated that his concern erects about fifteen to twenty homes a year. Most of them are on the speculative basis and they range in price from \$20,000 to \$40,000.

In commenting upon his experiences with TWINDOW Insulating Glass, Mr. Adams remarked: "We started using TWINDOW insulating windows five years ago and learned their value in a very short time. Because of this favorable experience, we build every home with nothing but TWINDOW in every opening. As a matter of fact, we haven't built a single home within the past three years without using TWINDOW.

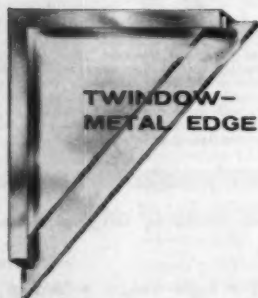
"When we explain the small added cost of TWINDOW over single glass and storm

windows, plus the many conveniences of TWINDOW, our buyers are more than eager to have TWINDOW. I would say that the extra cost of TWINDOW over single glass with storm windows, in even our lowest price home, is 1%, or less, of the total home cost.

"Yes," concluded Mr. Adams, "we find that TWINDOW gives our home buyers more than their money's worth. What's more, TWINDOW helps to sell our homes more easily and faster than other homes without this insulating glass."

We shall be glad to send you complete information on TWINDOW, without any obligation on your part. Simply write to Pittsburgh Plate Glass Company, Room 8291, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

TWO TYPES OF TWINDOW



TWINDOW—  
METAL EDGE

**TWINDOW—METAL EDGE.** This type is ideal for large windows and where maximum insulation is needed. It's made up of two panes of 1/4" clear-vision Plate Glass, with a 1/2" sealed air space between. Its stainless steel frame, a TWINDOW feature, eliminates bare edges . . . makes handling safe, quick and easy.



TWINDOW—  
GLASS EDGE

**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 1/4" PENNVERNON® — the quality window glass — with a 1/2" air space between. TWINDOW—glass edge units are available 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

*Easier and  
Faster*  
to INSTALL

THE NEW

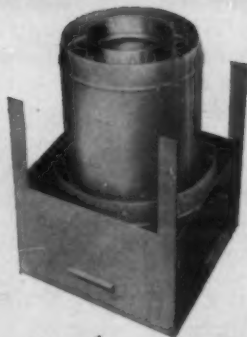
**McQuay**

STAINLESS STEEL FLUE

**PACKAGE CHIMNEY**



The new McQuay Package Chimney is the finest. It tests better because it is built better—by McQuay, with more than a third of a century of heating experience—and is easier and faster to install. Compare McQuay quality, compare erection time and costs, compare McQuay advantages. Then you'll see why the new McQuay Package Chimney excels in every way. See your jobber or write McQuay, Inc., 1699 Broadway Street N. E., Minneapolis 13, Minnesota.



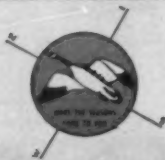
Starter Box and Starter Section in one unit for fast erection. Interliner and stainless steel flue supported by exclusive McQuay stainless steel and aluminized steel tension spring spacers. Permits quick drafts and even temperature top to bottom for peak efficiency under steady or intermittent firing.

*Check these features against those of any other chimney!*

- Stainless steel flue • Handles all fuels • Light weight • Strong and durable • Long life • Baked on finish • Quick installation
- Low installation costs • Competitively priced
- Safe—U.L. approved

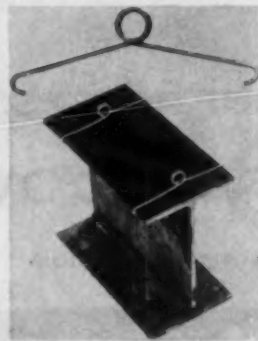
**McQuay**  
Means Quality

**McQuay** INC.



AIR CONDITIONING • HEATING • REFRIGERATION

**NEW PRODUCTS . . .**



**Hangs ceilings in a hurry**

The Zip Clip provides a labor and time-saving method for suspending ceilings and overhead electrical and plumbing fixtures. Is of spring steel, and cadmium-plated for rust prevention. Just snaps over edge of an I beam or bulb T for rigid grip. Hall Co., Dept. AB, 254 Prospect Ave., Hartford 6, Conn.

Circle No. D19 on reply card, p. 106

**Better records for profit**

Contractors can boost profits with better business and tax records. Builders can keep their own business records, using approved book-keeping methods and cut costs. Also get a clear picture of business needs and opportunities. Ideal System Co., Dept. AB, 2437 W. Pico Blvd., Los Angeles, Cal.

Circle No. D20 on reply card, p. 106



**Slide storage into the open**

The "Glide-Out Shelf" will fit into any undercounter kitchen cabinet, even 10"x21½". Brings hard-to-reach storage out in the open, right at fingertips. Made of heavy gauge, chromed wire, shelves can be easily attached to cabinet with 4 screws. Dormetco, Inc., Dept. AB, 8915 Ellis Ave., Los Angeles 34, Calif.

Circle No. D21 on reply card, p. 106



# STOP FREEZING

MASTER

PORTABLE HEATERS

make it warm

everywhere...

keep your profits high



A Master forced air heater warms men indoors or out, thaws and dries materials, prevents damage from freezing. Burns kerosene. Plugs into 115 volt AC outlet. No fumes, needs no vent. Portable and safe. Economical, too... one B-125 will heat an area equal to the average 6-room house for only 15¢ an hour. Ideal for general and sub-contractors. Call your Master distributor for immediate delivery or free trial.

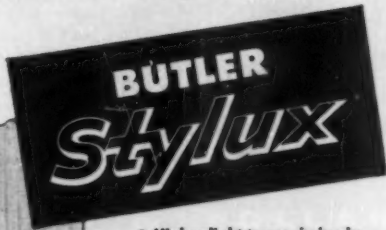


125,000 BTU/hr    250,000 BTU/hr    400,000 BTU/hr

**MASTER VIBRATOR COMPANY**

332 Stanley Ave., Dayton 1, Ohio

## NEW PLASTIC PANEL you can talk about and sell!



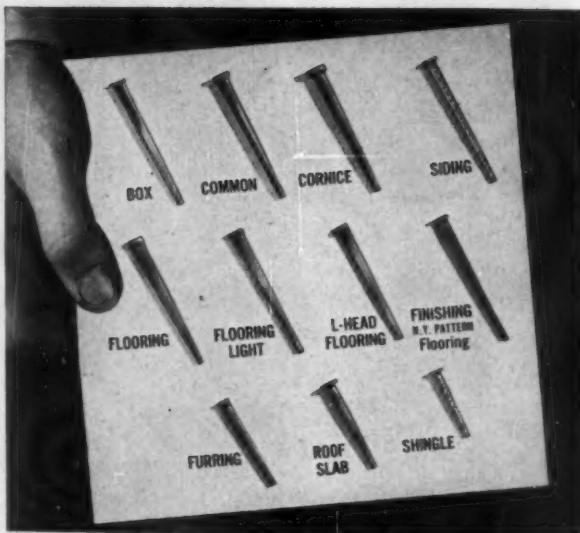
- Higher light transmission in industrial colors.
- Greater weather endurance.

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, 7400 East 13th Street  
Kansas City 26, Missouri



These LaBelle Cut Nails are stocked  
by your nearby Wheeling warehouse

Wheeling, world's largest producer of cut nails, offers a complete line of specially hardened cut nails for every application. Ask your Wheeling representative, or write Wheeling Corrugating Company, Wheeling, West Virginia.



**WHEELING CORRUGATING COMPANY • IT'S WHEELING STEEL**

LaBelle CUT NAILS ARE STOCKED in Boston, Buffalo, Chicago, Columbus, Detroit, Kansas City, Louisville, Minneapolis, New Orleans, New York, Philadelphia, Richmond, St. Louis. SALES OFFICES in Atlanta, Houston

GENUINE *Warp's* PLASTIC **COVERALL** AS LOW AS 1¢ SQ. FT.

PURE POLYETHYLENE SHEETING IN 3 THICKNESSES—WIDTHS FROM 3' to 40' — 100 LIN. FT. PER ROLL —

Moisture-Proof CLEAR or BLACK

Warp's COVERALL is made in 3 thicknesses and many widths to meet any requirement in building or remodeling. CLEAR COVERALL is a tough polyethylene plastic sheeting that has hundreds of applications (meets FHA specifications).

BLACK COVERALL, a tough, sunlight-resistant polyethylene plastic film is recommended for use where material is exposed to direct sun.

Warp's COVERALL is the Best Polyethylene Sheeting Money Can Buy

For current prices, samples, and product information on Warp's COVERALL, ask your Jobber or write to Warp Bros., Chicago 51.

- WATER-TIGHT
- ACID-PROOF
- ROT-PROOF
- STAYS FLEXIBLE AT 60 BELOW ZERO



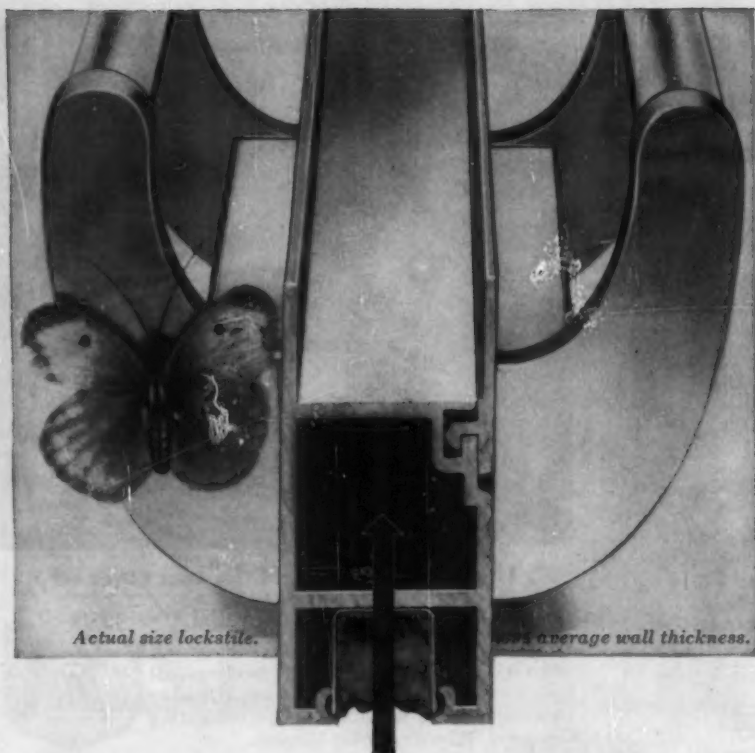
Retail →	1¢ 2 Gauge 5/16" Ft. (.002 Thick)	2¢ 4 Gauge 3/16" Ft. (.004 Thick)	3¢ 6 Gauge 1/4" Ft. (.006 Thick)
Moisture-Proof CLEAR	3', 4' and 9 Ft. Widths	3', 4', 6', 8', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths	6', 10 1/2', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths
Sun-Resistant BLACK	3 Ft. Widths	6' 12' 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths	4', 6', 12', 14', 16 1/2', 20', 24', 28', 32' & 40 Ft. Widths

Warp's Coverall also Available in Pre-Cut Packages from 12' x 12' to 20' x 20'

CARRIED BY RELIABLE JOBBERS EVERYWHERE

**WARP BROS. PIONEERS IN PLASTICS CHICAGO 51, ILL.**

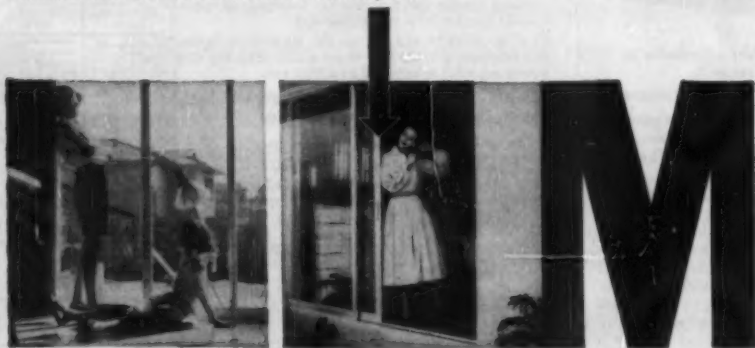
—SINCE 1924—



## 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.

### NEW PRODUCTS . . .



#### Fits all standard sinks

The new "Citation" Model 744 Food-Waste Disposer has Lok-Top cover control that operates motor only if cover is in place. Needs no extra switches. Quick to install, disposer unit is cradled in thick rubber to eliminate noise and vibration. The National Disposer, Dept. AB, 47 W. Exchange St., Akron, Ohio.

Circle No. D22 on reply card, p. 106



#### Three widths available

An all-steel prefab "Handy Hut" with a basic length of 8' is now offered in 8', 10' and 12' widths. Additional length in multiples of 2' available. Easy-to-erect panels have various arrangements of windows and doors for individual design. U. S. Steel Fabricators, Inc., Dept. AB, Wooster, Ohio.

Circle No. D23 on reply card, p. 106



#### Saves on time and labor

A new connecting system, called the Fishbone Connector, speeds up erection and dismantling of knock-down and set-up furniture and built-ins. Connector is completely hidden and has steel core for extra strength and rigidity. Funco Products Div., Beauty Products Ltd., Dept. AB, 450 Lincoln St., Denver 9, Ohio.

Circle No. D24 on reply card, p. 106

BERMUDA TYPE ROOF

## WHY FOLLANSBEE TERNE?

**BECAUSE** no other roofing material has so uniquely stood the test of time. (Many Terne roofs are still sound after a century.)

**BECAUSE** many leading architects, builders and roofers have recently discovered that modern seamless Terne is better adapted than any other metallic or shingle surface to the special requirements of contemporary design.

**BECAUSE** Terne allows a fair profit margin to both the builder and roofer.

**BECAUSE** Terne is a definite plus-value for any project, and thus a strong selling tool in itself. And finally . . .

**BECAUSE** Follansbee within the next few months will bring Terne's basic story to the attention of every major architect in America.

SEND FOR COMPLETE INFORMATION

**FOLLANSBEE**

STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA



ALEXANDER MEMORIAL ARENA BUILDING, GEORGIA TECH/ARCHITECT: AECK ASSOCIATES, ATLANTA, GA./ROOFING CONTRACTOR: R. F. KNOX COMPANY, INC., ATLANTA, GA.

See Follansbee Terne's "New Dimension" in roofing at the Home Builders Show - Booth 758, Coliseum



**Sure way to build your business...  
advertising in the Yellow Pages!**

**"The Yellow Pages  
places our sales  
message where the  
business is"**

says **EUGENE MILLER**  
General Contractor,  
Glendale, Calif.

<b>GENERAL BUILDING CONTRACTOR</b>	
• INDUSTRIAL	• APARTMENT
• COMMERCIAL	• RESIDENTIAL
EUGENE M. MILLER Date Member No. 197 Charter Ass. Date 1950 3700 SAN FERNANDO ST. GLENDALE	
Advertiser in Planning	
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**L. W. HUNSICKER CO.**  
RESIDENTIAL • COMMERCIAL • INDUSTRIAL • GENERAL CONTRACTORS  
BUILDERS  
MEMBER OF NATIONAL ASSOCIATION OF CONTRACTORS  
INC. 4-9086

**"Our Yellow Pages ad  
brought us the  
chance to bid on a  
million dollar contract"**

says **ROBERT HUNSICKER**  
L. W. Hunsicker Co., Allentown Pa.

**"By actual check,  
5 calls a day  
come from our  
Yellow Pages ad"**

says **HERBERT RICHHEIMER**  
Hicksville, L. I., N. Y.

<b>HERBERT RICHHEIMER, INC.</b>
• ATHS • PORCHES • BATHINGS • GARAGES • EXTENSIONS
SEE OUR "EXHIBITION" BROCHURE ACTUAL SCALE MODEL OF HOME WITH INTERCHANGEABLE PARTS ON DISPLAY
CALL FOR FREE ESTIMATE
<b>WElls 8-3230</b>
<small>INC. 4-9086</small>

Benefit from the success of builders and contractors from coast to coast! They *know* that building and renovating prospects depend on the Yellow Pages to learn *where* to order when they're *ready* to order. That's why they advertise in the Yellow Pages. Call your Yellow Pages man at your telephone business office today and learn more about building *your* business the Yellow Pages way!

**NEW PRODUCTS . . .**



**Is completely shatterproof**

The Showerfold door for bathtubs or shower stalls is made of slim, polished Olin Aluminum sections hinged to flexible, translucent panels. Low in cost and easy to install, fits all standard shower and tub sizes. Showerfold Door Corp., Dept. AB, 6585 W. Warren Ave., Detroit 10, Mich.

Circle No. D25 on reply card, p. 106

**Allows quick adjustment**

The heavy-gauge steel hanger for Kohler vitreous china lavatories is one piece, cuts down on installation time. Slotted holes at each end aid in final precise leveling adjustments. The job of roughing in and mounting is also simplified. Won't corrode. Kohler Co., Dept. AB, Kohler, Wis.

Circle No. D26 on reply card, p. 106



**Adopted from the Orient**

Space-saving and decorative, Tropix-Weve Slide-A-Fold doors both slide and fold with ease. Doors are of Simpson redwood with black lacquer finish and panels of white, angelhair fiberglass. Sections, in 9" widths, fit standard door openings. Tropix-Weve Products, Inc., Dept. AB, 3590 NW 52nd St., Miami, Fla.

Circle No. D27 on reply card, p. 106



#### Weights only 46 ounces

The subminiature Motorola "Handie Talkie" pocket transmitter measures 8x4x1½". When used with the pocket receiver, enables 2-way communications to the man on foot. Receiver has a built-in antenna. Is light, easy to handle. Motorola Inc., Dept. AB, 4501 West Augusta Blvd., Chicago 51, Ill.

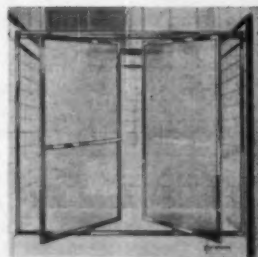
Circle No. D28 on reply card, p. 106



#### Scaffold folds

Here's a wide-trussed scaffold that folds when not in use. Has aluminum rails and rungs and a non-skid decking. Very light weight, it is easy to store and transport. Lengths of 10 to 14' come with 2½" rails. Longer models, from 16 to 20', have 3" rails. More information from Howard B. Rich, Inc., Dept. AB, Carrollton, Ky.

Circle No. D29 on reply card, p. 106



#### Allows easier tub access

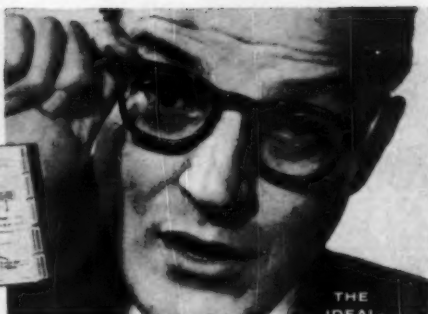
In addition to sliding action, both Pivot-Dor sections pivot open on a track to provide 90% accessibility to tub. Track construction incorporates stainless steel race bearings with silent nylon tires. Enclosure has aluminum or chrome-plated frames. Sizes are available to fit all tubs. Keystone Shower Door Co., Dept. AB, Southampton, Pa.

Circle No. D30 on reply card, p. 106

## More Profit with Ideal System



Sample entries show how to keep this simple record.



THE  
IDEAL  
SYSTEM

### Designed Especially for CONTRACTORS

YOU'LL see where to cut costs, where your best profit opportunities are, when you keep your business and tax records in this easy "do-it-yourself" book. No bookkeeping experience needed. Especially designed for contractors. Used by thousands in the building trade. From America's largest publisher of simplified bookkeeping systems. Recommended by bankers and accountants. Order from your stationer, \$3.50 and up. If he doesn't stock, write for full information to THE IDEAL SYSTEM COMPANY, 2437 West Pico Boulevard, Los Angeles 6, California.

NOW AT MOST STATIONERS

### CATER TO 2-SET FAMILIES

(AND THOSE WHO  
WANT TO BE)

install

### MOSLEY TV ANTENNA WIRING KITS

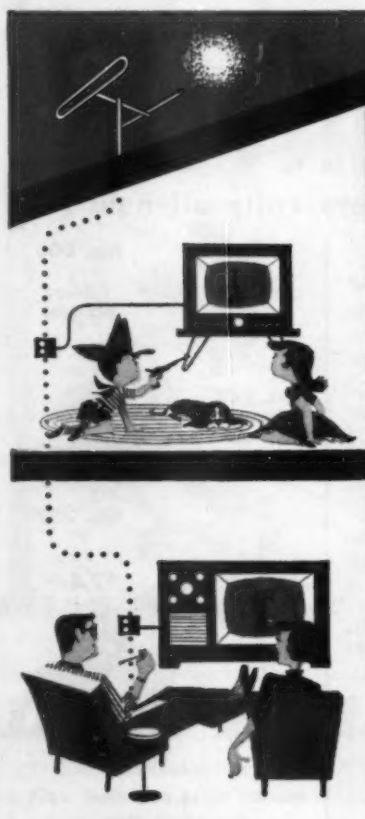
Mosley TV Antenna Wiring Kits connect one antenna to 2 or 4 rooms ...users plug in their sets anywhere in the house.

2-Outlet or 4-Outlet Kits...complete with wiring, wall plates and hardware...are low-cost and easy to install—high in the convenience appeal that swings sales. They meet FHA requirements.

Pick up salespower! Pick up Mosley Kits at your electrical wholesaler, or write

**Mosley**  
*Electronics, Inc.*

8622 St. Charles Rock Rd., St. Louis 14, Mo.  
FREE—Builders Booklet AB-1.  
Send for yours.



No. 646  
6½" 1.5 h. p.  
\$69<sup>50</sup>



## MIGHTY MITT-FULL

Here's the newest in Millers Falls all-new line of FULL-POWER SAWS

You're looking at the most advanced line on the market today! With five brand new models, there's an ideal saw for every contractor and carpenter . . . every job. You get power to spare — tremendous cutting capacity.

Among the many exclusive features of the three heavy-duty models are quick-change integral depth and angle adjustments, safety window and patented Micro-Guide. Standard-duty saws are 50% more powerful than previous models. All are perfectly balanced, lightweight and ruggedly built for professional performance and long life.

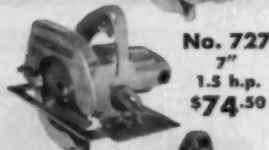
SEE THE SAW LINE DESIGNED FOR PROFESSIONAL CRAFTSMEN AT YOUR DEALER'S NOW!



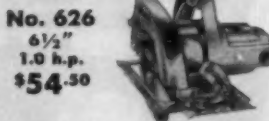
No. 800  
8¼"  
2.0 h.p.  
\$95.00



No. 747  
7¼"  
2.0 h.p.  
\$84.50



No. 727  
7"  
1.5 h.p.  
\$74.50



No. 626  
6½"  
1.0 h.p.  
\$54.50

Write for free literature:  
MILLERS FALLS CO., Dept. AB-1  
Greenfield, Mass.

### Catalogs . . .

**PLASTIC METAL** waterproofs, insulates, decorates and preserves. This new colored plastic aluminum coating is fully described in a fact book. Describes uses for shingles, siding, cement blocks. Yenkin Majestic Paint Corp., Dept. AB, E. Fifth Ave., Columbus 19, Ohio.

Circle No. D31 on reply card, p. 106

**CERAMIC TILE IDEAS** are presented in a portfolio on home decorating. Illustrates in color, tile used in bathrooms, kitchens, living rooms and outdoor patios. Shows different styles and decors. U. S. Ceramic Tile Co., Dept. AB, 217 Fourth St., Canton 2, Ohio.

Circle No. D32 on reply card, p. 106

**GLASS LINING** for clay pipe has been developed for all kinds of sewer connections. Extra smooth and strong, Amvit Glas-Glaz can be obtained in lengths of 4' or more, in diameters of 4, 6 and 8". Catalog from American Vitrified Products Co., Dept. AB, Cleveland, Ohio.

Circle No. D33 on reply card, p. 106

**GAS REFRIGERATORS** for '59 have new, compact, slim-line designs. For natural or LP-gas, models have reversible left- or right-hand doors, adjustable pull-out shelves. In white or colors. Brochure from Norco Inc., Dept. AB, 5111 W. Washington Blvd., Los Angeles 16, Cal.

Circle No. D34 on reply card, p. 106

**GAS INCINERATORS**, WS-58 & S-58, by Martin, are colorfully illustrated. Feature gas burner and after-burner which completely eliminate smoke and odor. Compact design makes units only 22"x36" high. Martin Stamping & Stove Co., Dept. AB, Huntsville, Ala.

Circle No. D35 on reply card, p. 106

**GAS DISPOSER** works automatically. Put garbage or trash in top, close lid and turn dial. Locks tight to trap smoke, odor and ashes. Model 20 is 18" wide, 27" deep, 36" high. Complete details from Caloric Appliance Corp., Dept. AB, Tipton, Pa.

Circle No. D36 on reply card, p. 106

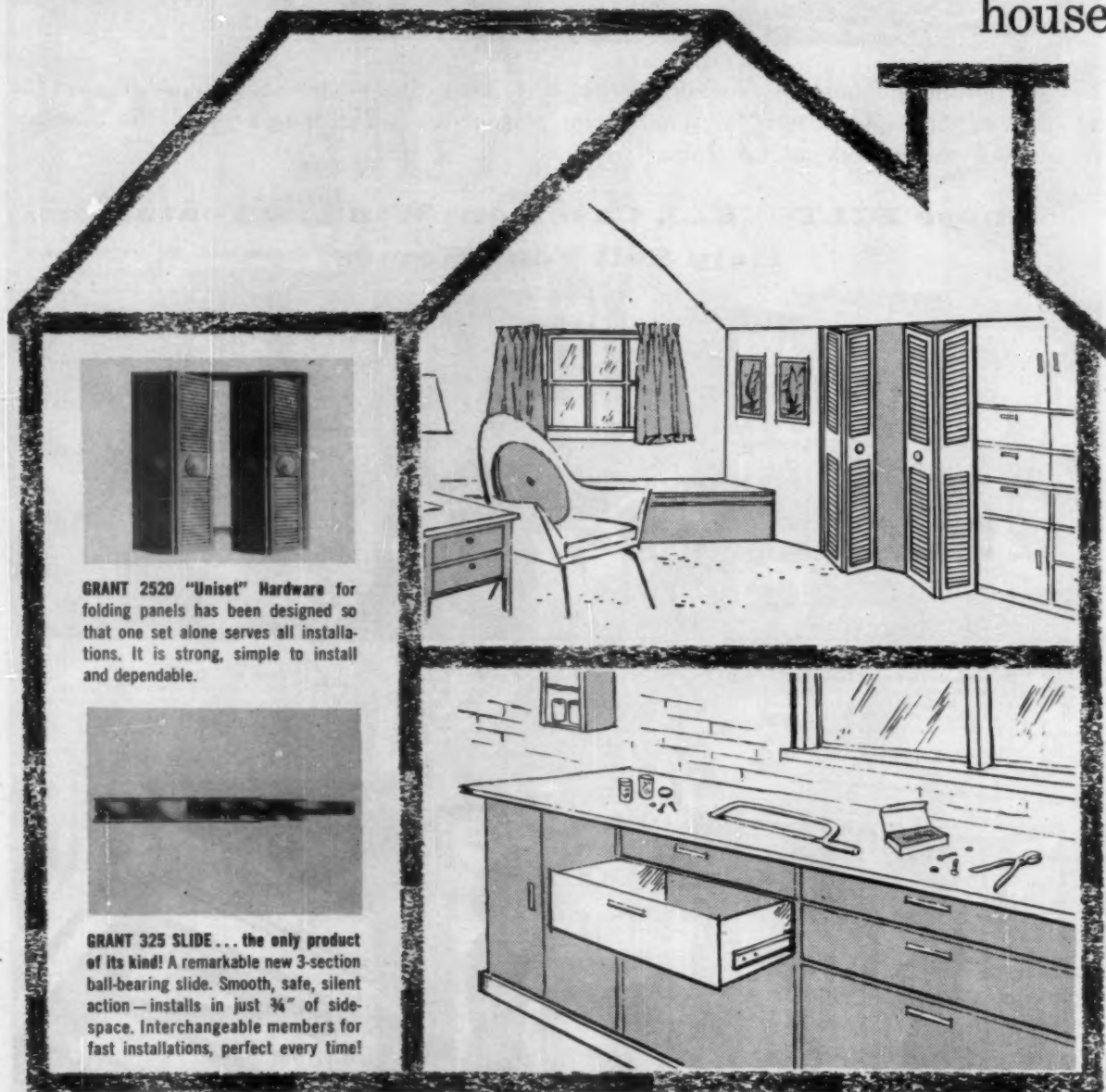
**INDOOR BARBECUE** requires only one gas connection. Four daggers with Bakelite handles turn automatically by 110-volt motor. Of stainless steel, unit is 8¾" high, 19½" long, 15" wide, and weighs 32 lbs. Data from Dixie Products, Dept. AB, Cleveland, Tenn.

Circle No. D37 on reply card, p. 106

for new construction  
and "re-construction"...

# GRANT

throughout  
the  
house



**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.



**GRANT 325 SLIDE**... the only product of its kind! A remarkable new 3-section ball-bearing slide. Smooth, safe, silent action—installs in just  $\frac{3}{4}$ " of side-space. Interchangeable members for fast installations, perfect every time!

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 • pocket frames • pulls • special sliding hardware

*Grant throughout  
the house*

# Are You Getting the Most



Increased demand for new, higher quality, lower priced homes means that you as a builder must take advantage of every sales feature and every cost-saving idea if you want to get your share of the business.

Are you getting the most for your window dollars? Compare the window you are now using with the new BILT-WELL Casement Window, point by point. Make certain you are using a window that combines sales-building features with minimum costs.

## These BILT-WELL Casement Window Features Help Sell Your Homes:



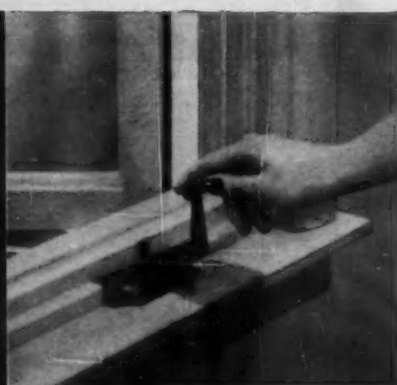
### Modern, Uncluttered Design

No exposed hardware to rust, corrode or mar the clean, simple lines of the window, inside or out. Hinges, fastened to the frame, head jamb and sill, are completely concealed.



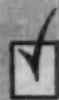
### Fuel-saving Weathertightness

Two complete, independent systems of weatherstripping make the BILT-WELL Casement the most weathertight window on the market. Test figures prove that BILT-WELL Windows will cut the annual fuel bill on an average twenty-window home approximately \$28.00 over competitive weatherstripped wood windows, and \$44.00 over competitive weatherstripped metal windows.\*



### Finger-tip Operation

Sturdy, trouble-free worm gear operator and cadmium plated operator arm with nylon roller provide easy, quiet, maintenance-free operation.



### 90° Opening for Easy Cleaning

The BILT-WELL Casement sash swings out to a full ninety degree opening to permit washing of outside and inside of the glass from the inside. Takes the drudgery out of window washing.



### Simple, Convenient Storm and Screen Changing

Lightweight storm and screen panels are designed to lock quickly and easily onto the inside of the sash. Surrounds of both units have a neutral tone finish that harmonizes beautifully with surrounding woods.



### Burglar-proof

Absence of exterior hinges means that window cannot be removed by prowlers from the outside. An important sales feature.



# for Your Window Dollars?

**These BILT-WELL Casement Window Features Help Cut Your Labor Costs:**



**Quick, Easy Installation**  
BILT-WELL's patented unitized frame construction eliminates the need for installing long, cumbersome sills. Each unit has its own sill and comes complete, with all interior stops and extension jambs applied, ready to set quickly into the wall opening. Vertical and horizontal combinations are readily accomplished.



**Complete Design Flexibility**  
BILT-WELL's unitized sill makes it possible for you to change the appearance of your basic house plan economically by simply varying window arrangements. Units can be joined in any number of combinations without the need for special sills or extra framing.



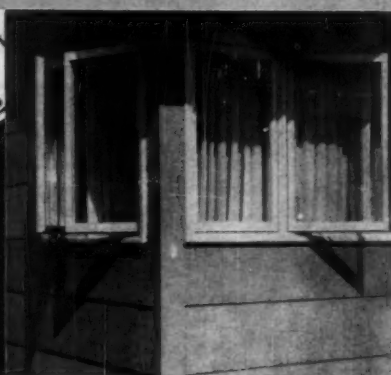
**Uniform, Precision Construction**  
BILT-WELL Casements are constructed with dovetailed joints to insure maximum strength and dimensional stability during and after installation. This reduces installation time and eliminates costly call backs.



**Complete Range of Styles and Sizes**  
Wide selection of styles and sizes of BILT-WELL Casements, with companion stationary units, permits you to solve any and every window arrangement problem with the same basic unit.



**Fully Guaranteed**  
Every BILT-WELL Casement unit bears A.W.W.I. Seal of Approval and is fully guaranteed for the life of the building in which it is used. Each unit is precision manufactured from clear kiln-dried Ponderosa Pine, water repellent preservative treated and conforms to U. S. Commercial Standards 205.56.



**Competitively Priced**  
Scientifically engineered for faster, less-costly production, assembly and installation, the BILT-WELL Casement offers unequalled window features at a reasonable price.

If the windows you are using can't match up to the New BILT-WELL Casement Window, mail the coupon below today for complete specifications, or ask your building supply dealer.



**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.**

For complete information on BILT-WELL Products see Sweet's Architectural 17c/Car and 24b/Car, or Sweet's Light Construction 5c/Car and 9a/Car.

\*Write BILT-WELL for complete project report No. 5820-6 covering fuel-saving tests on windows.

Manufactured by

**CARADCO** Dubuque, Iowa (formerly Carr, Adams & Collier Company)

**BILT-WELL WOODWORK**

Box 658

Dubuque, Iowa

Please send me complete specifications on BILT-WELL Casement Windows.

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Company \_\_\_\_\_

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

C-170

# NEW WIRING DEVICES FROM Rodale



<p><i>Touchette</i> <b>422</b></p>  <p>First and still the best. Only patented single-button touch action switch on the market. Measures just 1" in depth for fast, simple installation. UL listed, CSA approved.</p> <p>U.S. Pat. No. 2,820,113</p>	<p><b>COMBINATION DEVICES</b> <b>470</b></p>  <p>Single pole switch and "T" slot receptacle independent of each other on same circuit, or receptacle can be controlled by switch. UL listed.</p>
<p><b>NIGHT LIGHT</b> <b>993</b></p>  <p><b>Safety-Glo</b></p> <p>Practical, easy-to-operate safety light. With or without switch. Ideal for residences, hospitals, theaters, hotels, commercial buildings. UL listed.</p>	<p><b>DUPLIX SWITCH</b> <b>471</b></p>  <p>Two single pole switches on same circuit. Each switch controls independent light. UL listed. CSA approved.</p>
<p><b>3-WIRE DUPLIX RECEPTACLE</b> <b>572</b></p>  <p>Heavy duty bakelite with "U" shaped slot for ground blade. Accommodates 2-wire standard or polarized caps as well as 3-wire grounding type caps. UL listed. CSA approved.</p>	<p><b>SWITCH &amp; PILOT LIGHT</b> <b>472</b></p>  <p>Single pole switch can be wired to control light with pilot light indicating on or off, or pilot light can be controlled by switch. UL listed. CSA approved.</p>

## To Give You Merchandising "Plus" For The Convenience Minded Buyer

It's the "extras" that count! And the new Rodale wiring devices, designed with convenience in mind, will put the plus factor into your homes.

You'll find a complete line of wiring devices for just about any job—all scaled low in price to give you a better profit picture.

contact your electrical wholesaler for information and prices or write:

warehouses in Chicago and Los Angeles - representatives in all principal cities



**Rodale** manufacturing co., inc.  
dept. A12, emmaus, pa.

## CATALOGS . . .

**HEAT DIFFUSERS**, in the new Carrier direct-fired line, are explained in an illustrated booklet. Gives step-by-step formulas for selecting proper capacity units. Includes tables showing ratings. Carrier Corp., Dept. AB, 300 Geddes St., Syracuse 1, N.Y.

Circle No. D38 on reply card, p. 106

**OUTDOOR GAS LAMP** has a round post that adjusts to 96" overall length. Cage is 10½"x11½"x20" high, with a hinged door. Of solid copper and brass and finished in copper or satin black. More details from Modern Home Products, Dept. AB, Russell, Ill.

Circle No. D39 on reply card, p. 106

**GAS-GLO LAWN LITES**, in five different styles, are illustrated in attractive catalog. Hood covers are of brass; posts coated with polyethylene fluid against ground corrosion. Bruest, Inc., Dept. AB, 20th & Sycamore, Independence, Kans.

Circle No. D40 on reply card, p. 106

**QUICK GAS BURNER**, the MicroRay, conducts heat in the infra-red spectrum. Has 60 times more heat outlets than regular burners. It attains twice the instantaneous heat at burner head. Described in full color. Hardwick Stove Co., Dept. AB, Cleveland, Tenn.

Circle No. D41 on reply card, p. 106

**HOW CHAIN SAWS** have changed is related in a new 15-page booklet issued by Remington. Modern saws are lighter, faster, more economical, and higher powered. Fully illustrated 12-pg. booklet gives details. Remington Arms Co., Dept. AB, Bridgeport 2, Conn.

Circle No. D42 on reply card, p. 106

**DIAMOND BLADE** for cutting abrasive masonry features a segment with useable diamond depth of ¼". Below that is a metal strip to maintain segment width throughout blade life. Data from Clipper Mfg. Co., Dept. AB, 2800 Warwick, Kansas City 8, Mo.

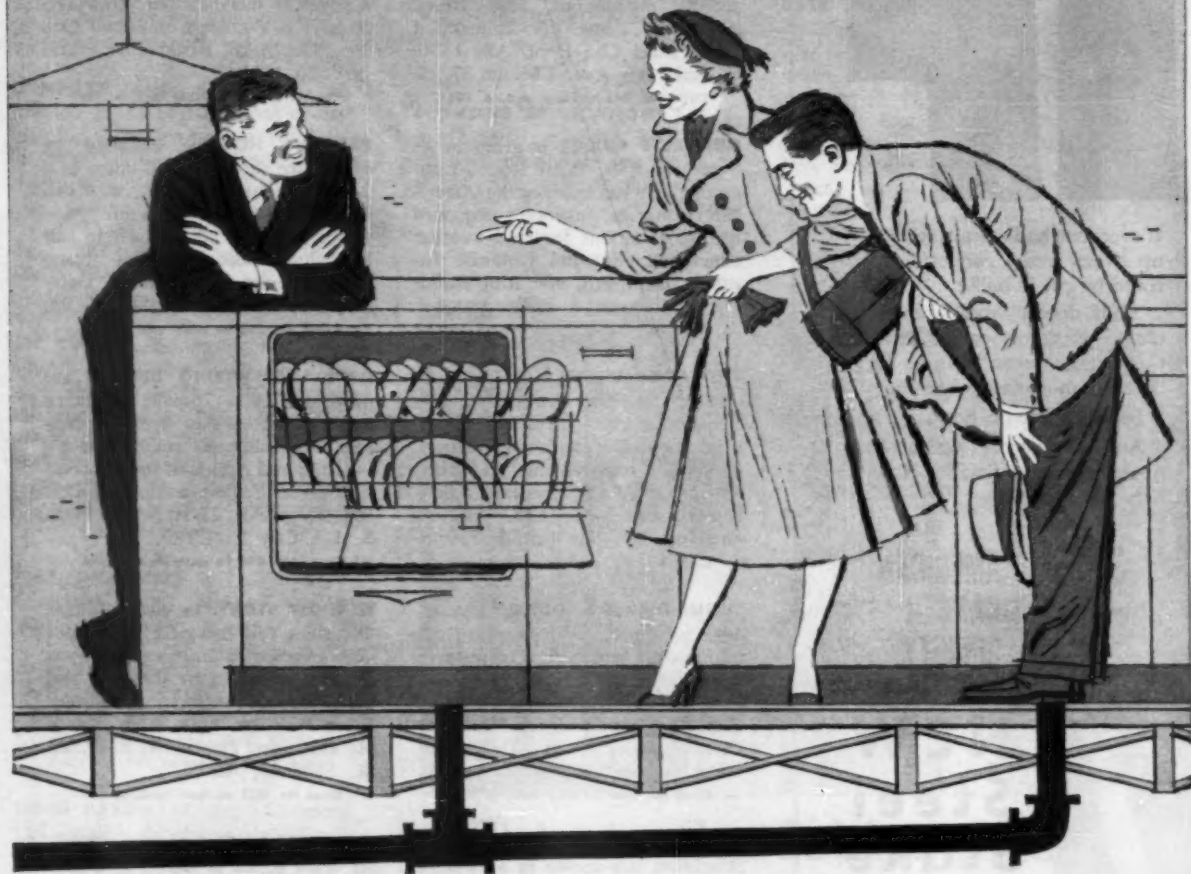
Circle No. D43 on reply card, p. 106

**FIGURED GLASS** adds warmth, beauty and diffused daylight, as shown in 18-page booklet "Make Your Home Distinctive With Decorative Glass". Over 40 photographs show modern and traditional installations. Mississippi Glass Co., Dept. AB, 88 Angelica St., St. Louis 7, Miss.

Circle No. D44 on reply card, p. 106

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

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



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

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

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

Beyond these cost considerations, however,

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

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

# **REPUBLIC STEEL**

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



# IF

If everyone had a health check-up every year, cancer's toll could be cut in half.

Your doctor would have a chance to detect cancer at an early stage, when chances for cure are more favorable.

See your doctor. Soon.

And give generously to the American Cancer Society. Now.

Fight  
cancer  
with a  
checkup  
and  
a check



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## NEW Steel Stake

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Footing Forms

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Low Wall Forms

Available in 12, 18, 24, 30,  
36 and 42 inch lengths.



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We will send contractors a sample 12", 18" or 24" stake if request is received on company letterhead. Please include 50¢ for 12", 75¢ for 18", \$1.00 for 24" to cover cost of postage and mailing.

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## CATALOGS . . .

**CONSTRUCTION HANDBOOK** for use with Acme Steel's AIM brand slotted angle has just been released. Detailed 12-page booklet gives assembly instructions, load tables. Accessory items also illustrated. Acme Steel Co., Dept. AB, 135th St. and Perry Ave., Chicago 27, Ill.

Circle No. D45 on reply card, p. 106

**CONCRETE ADVICE** is given in an 8-page booklet, "Year Round Concreting". It summarizes the American Concrete Institute's standard recommendations for cold weather concreting. Calcium Chloride Institute, Dept. AB, 909 Ring Building, Washington 6, D.C.

Circle No. D46 on reply card, p. 106

**THROAT DAMPERS** for standard and unusual fireplaces are shown in a 12-pg. booklet. Includes suggestions for fireplace construction, floor plan requirements and hints for masons. Fully illustrated. Bennett-Ireland, Inc., Dept. AB, 34 Exchange St., Norwich, N.Y.

Circle No. D47 on reply card, p. 106

**"HOME-OWNER'S GUIDE,"** an 8-page brochure, is an easy-to-read, informative explanation of residential heating and air-conditioning. Facts are explained in a series of questions and answers. Airtemp Div., Chrysler Corp., Dept. AB, 1600 Webster St., Dayton 1, Ohio.

Circle No. D48 on reply card, p. 106

**STRUCTURAL SHAPES,** in extruded aluminum, are shown in a 12-page catalog issued by Youngstown. Illustrations, at actual size, show shapes now available for structural applications. Youngstown Mfg., Inc., Dept. AB, 66-67 South Prospect St., Youngstown, Ohio.

Circle No. D49 on reply card, p. 106

**MATERIAL HANDLING** features of "Moto-Bug" are the subject of 4-page booklet, just released. Explains easy conversion from fork lift to platform carrier, utility scraper and hopper carrier. Koehring Co., Dept. AB, 235 West Grand Ave., Port Washington, Wis.

Circle No. D50 on reply card, p. 106

**WOOD SHELVING,** prefabricated and adjustable, is described in a literature package from Lundia. Design features and specs are given with photos of actual installations. Price list included. Lundia Div., Swain & Myers, Inc., Dept. AB, 224 W. Cerro Gordo St., Decatur, Ill.

Circle No. D51 on reply card, p. 106

**SHEET FLASHING,** Nervastral Rigid, is described in an 8-page bulletin. Tells how to preform and install it in masonry and concrete. Gives 4 pages of specifications, drawings. Rubber & Plastics Compound Co., Inc., Dept. AB, Rockefeller Plaza, N.Y. 20, N.Y.

Circle No. D52 on reply card, p. 106

**PRE-CUT HOUSES,** designed by Hilco, are shown in full color in a 34-page booklet with floor plans. Forty-one models shown offer wide variety yet can be changed to suit individual needs. Homes come ready to erect. Hilco Homes, Dept. AB, 70th St., Philadelphia 42, Pa.

Circle No. D53 on reply card, p. 106

**OVER 1,500 WIRING DEVICES** are illustrated in a 76-page reference catalog. Among new items are bottom turn sockets, rotary canopy switches and Attachon sockets. Full data given. Eagle Electric Mfg. Co., Inc., Dept. AB, 23-10 Bridge Plaza S., L.I. City 1, N.Y.

Circle No. D54 on reply card, p. 106

**WINDOW STORY,** in clever folder, illustrates full line of Ualco products. Varied aluminum windows are clearly shown by sketches, and explained by to-the-point captions. From Southern Sash Sales & Supply Co., Inc., Dept. AB, 818 20th St., Sheffield, Ala.

Circle No. D55 on reply card, p. 106

**COMPLETE LINE** of plumbers tubular brass goods is shown in a new 20-page catalog by Ideal. Four-page insert of basket strainers includes all-stainless steel types. Catalog is fully illustrated. Ideal Tubular Corp., Dept. AB, 197 9th St., Brooklyn 15, N.Y.

Circle No. D56 on reply card, p. 106

**BRIGHT ART IDEAS** for letterheads or bulletins are now available in 21 new formats. Each is preprinted with lively, colorful drawings and copy themes. Ideal for sales and promotional use. Orders filled in 24 hours. Idea Art, Dept. AB, 307 5th Ave., N.Y. 16, N.Y.

Circle No. D57 on reply card, p. 106

**PREFINISHED PLYWOOD,** called Masterwall, is colorfully illustrated in a new 4-page brochure. The 4'x8' grooved panels come in a choice of nine different woods. Are easy to install. Actna Plywood & Veneer Co., Dept. AB, 1731 Elston Ave., Chicago 22, Ill.

Circle No. D58 on reply card, p. 106

**WOOD CABINET** booklet distinguishes between factory-engineered cabinets and those built on job. Cites quality of materials and workmanship. Design and construction emphasized. Nat'l. Institute of Wood Kitchen Cabinets, Dept. AB, 75 E. Wacker Dr., Chicago 1, Ill.

Circle No. D59 on reply card, p. 106

**COMFORT AND ECONOMY** are stressed in a 24-page booklet explaining to homeowners advantages of thick insulation. Tested data shows savings in heating and cooling. U.S. Nat'l. Mineral Wool Assn., Dept. AB, 2906 Americas Bldg., Rockefeller Center, N.Y. 20, N.Y.

Circle No. D60 on reply card, p. 106

**AIR COOLED** condensing units and add-on evaporator coils for use with forced air furnaces are described in Catalog No. 290. Applications, design and construction features are highlighted. Units of 2, 3, and 5 hp. The C. A. Olsen Mfg. Co., Dept. AB, Elyria, Ohio.

Circle No. D61 on reply card, p. 106

**PULL-OUT OVEN** is featured in Frigidaire's new line of electric ranges. Entire oven slides out, like a drawer, to rest on drop-down door. Top lifts off, bottom heating unit comes out for easy cleaning. Frigidaire Div., General Motors Corp., Dept. AB, Dayton, Ohio.

Circle No. D62 on reply card, p. 106

**DOOR HARDWARE**, the "Advanced Collection," is shown in a new 21-page, fully illustrated catalog. Hardware comes in a wide choice of finishes, fits all types of doors. Complete dimensions, drawings. Elmer T. Hebert, Inc., Dept. AB, 219 E. 44 St., N.Y. 17, N.Y.

Circle No. D63 on reply card, p. 106

**TUBELESS BOILER** for hot water residential heating systems is described in a reference brochure. Oil-fired boiler comes complete: burner, water pump and controls. Models in 114,000, 170,000 btu ratings. Petro, Dept. AB, 3170 West 106 St., Cleveland 11, Ohio.

Circle No. D64 on reply card, p. 106

**DRILLING EQUIPMENT** catalog for contractors. Contains data on cutting holes in reinforced concrete, tile, brick, marble, etc. Photos show versatility, efficiency of portable diamond-drilling equipment. Truco Div., Wheel Trueing Co., Dept. AB, 3200 W. Davison Ave., Detroit 38, Mich.

Circle No. D65 on reply card, p. 106

**HEAT LOSS ESTIMATOR** is on one side of this slide rule. Reverse side is an electric heat-cost estimator. Also gives a chart of outside design temperatures and winter degree days for 152 U. S. cities. Hunter Div., Robbins & Myers, Dept. AB, 2500 Frisco Ave., Memphis 14, Tenn.

Circle No. D66 on reply card, p. 106

**"PLUMBING APPLICATIONS,"** an 8-page manual, contains instructions and hints on how to use the Ramset fastening tool for plumbing in-

stallations. Covers waste lines and water supply systems. Olin Mathieson Chemical Corp., Dept. AB, 460 Park Ave., N.Y., N.Y.

Circle No. D67 on reply card, p. 106

**EASY MIXING GLUE . . .** comes powdered. When water is added, it's ready to use. New formula won't lump, spreads easily. Information on Plastic Resin Glue & Modifier from Wilhold Products Co., Dept. AB, 678 Clover St., Los Angeles 31, Cal.

Circle No. D68 on reply card, p. 106



## This is the folding door at its "economical best"

### COMPARE THESE FOUR BIG FEATURES OF NOVAFOLD WITH THOSE OF ANY OTHER DOOR

1. Novafold has the "solid core"—4" wide leaves or panels—the full height of the door—for rigidity even on wide spans. These panels are temperature- and moisture-resistant, providing insulation and sound-deadening values.
2. 12-gauge Vinyl Plastic, with a luxurious leather texture, is the covering material for Novafold. It is both washable and replaceable—important selling points.
3. With Novafold comes a color-matched valance. This is not a plain wood fascia, but a solid core covered in the same vinyl plastic as the door itself. Doors and valances are available in six attractive colors: Off-White, Charreuse, Dark Green, Beige, Gray and Red.
4. Novafold has advance mechanical features: Nylon slides, positive security latch, and a folding action closing down to 4 1/4" for a 32" opening. (Novafold comes in standard and custom sizes.)

With all these features, Novafold is in the low-medium price field. It has both the look and the price to sell itself. Use the coupon for full data on this and other quality Nova Products.

### THE ONLY SHAKE-PANEL WITH NO FACE-NAILING

Nova Shake-Panel is the only shake-panel that can be applied with the patented, steel Panel-clip—eliminating all face-nailing and the danger of rust stains from nails. This revolutionary application method also cuts costs—less nails are needed, less nailing time, and no furring. Nova Shake-Panel is 16" x 46 3/4", made of #1 Novagrade Processed Shingles and a wood-fiber backer. Nova's assembly process provides better gluing, a wider shiplap, and a polymerized paint finish. With all these advantages, Nova Shake-Panel is priced less than similar products. Use coupon for full data.

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Send the literature and/or specification data checked:

- Novafold Doors  Nova Shakes  
 Nova Shake-Panel  Nova Cedar Closet Lining  
 Novaproofing (for waterproofing concrete and masonry)

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## Wire Fabric Reinforcement



**30% STRONGER.** In concrete slabs—sidewalks, patios, streets, floors—proper reinforcement with USS American Welded Wire Fabric adds 30% to the strength of the concrete.

**LONGER LIFE.** The added 30% strength of reinforced concrete prevents destructive cracking . . . keeps the concrete attractive and serviceable for many years without maintenance.

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**REMEMBER:** Only the builder can add the extra strength, life, and property value made possible by American Welded Wire Fabric Reinforcement. It can't be added later!

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## The small dozer: all-purpose

**F**or the small builder, the problem of what piece of earth-moving equipment to buy is a thorny one. He needs a machine that can do anything short of a heavy excavating. He needs a machine that he can use enough to repay his investment. And, of course, he needs a machine he can afford to buy in the first place.

The little bulldozers shown here fill the bill admirably. They can do all manner of light excavating and skinning. They are ideal for backfilling, or spreading stone or gravel. They can be equipped with loaders, and often backhoes, making them real all-purpose machines.

Operationally, the light crawler fills the gap between the tractor and the bigger bulldozer; in price, it lies closer to the tractor. The smaller machines will cost between \$4,000 and \$6,000; the bigger models around \$9,000. Loaders add from \$1,200 to \$2,500; backhoes, \$3,000.

The smaller machines are usually gas-powered, with diesel optional at \$400 to \$600 extra. In bigger machines, diesel is standard.



**ONE OF THE BIGGER MACHINES** in the class of small crawlers is this Allis-Chalmers HD-6 bulldozer. In this size machine, diesel power generally gets the nod over gasoline power. Circle No. D69, page 106.





◀ **TYPICAL OF THE SMALL CRAWLER** is this John Deere, Model 63, with inside mount bulldozer. The basic unit is available with two blade sizes: 88" and 72". Circle No. D70, page 106.



**POWER TILTING** of the bulldozer blade is a feature of this Case Model "320" Terratractor crawler. Also available is another unit which permits power angling of the blade. Circle No. D71, page 106.

## earth-mover



**DIESEL** as well as gasoline power is available for the Oliver OC-4 crawler. Although higher in initial cost, diesel is more economical to operate, has a longer operating life. Circle No. D72, page 106.

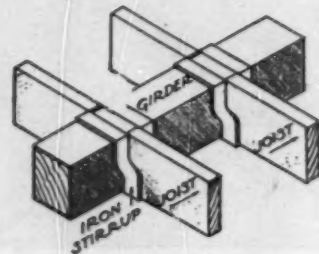
◀ **CRAWLER VERSION OF THE "PAYLOADER"** is the Hough Model 12. Treads give greater traction than tires, allow work in more difficult soil conditions. Note engine in the rear. Circle No. D73, page 106.

Newly Revised, On-the-job Guide Top Builders Rate Indispensable!

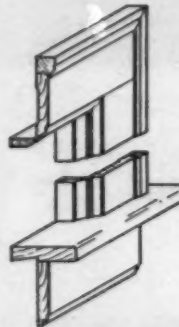
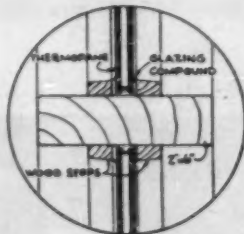
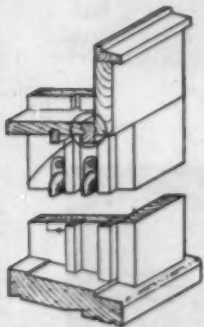
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—Cornices and Gutters—Roofing—Porch and Bay Framing—Exterior Wall Covering—Interior Wall and Ceiling Covering—Stairs—Trim—Window and Window Walls—Doors—Builders' Hardware and Fasteners—Closets, Shelving and Built-Ins—Finish Flooring—Garages—Thermal Insulation and Moisture Barriers—plus Appendixes: Prefabrication—Principles for Construction—Safety for the Carpenter and Glossary—Index.

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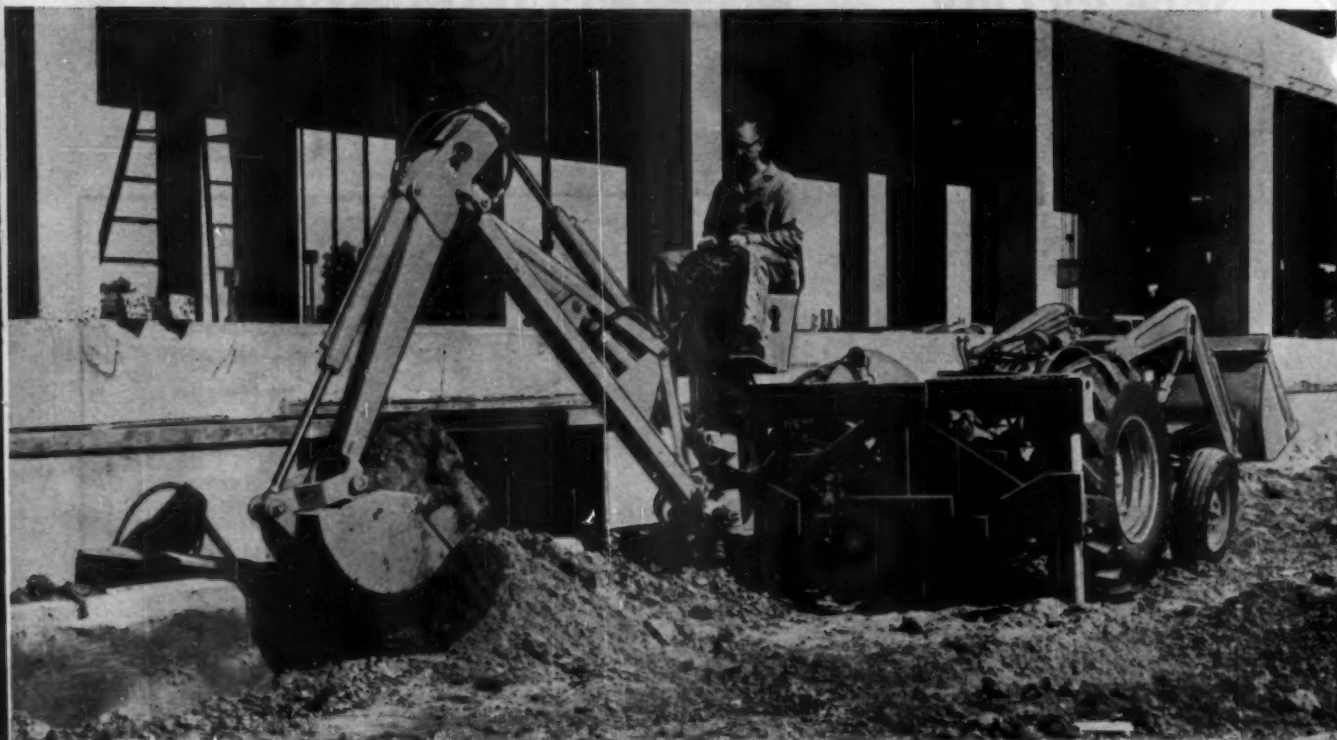
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# "Right" on the job!



## My **WORK BULL 202** RIG digs flush-with-the-wall excavations I used to have to do by hand!



Work Bull Fork Lift "spots" goods you're unloading right where it will be used . . . without double handling, and in a fraction of the time it takes by hand! Versatile attachments include standard 48" Tines, Materials Bucket, Block Tines, Side Shift, Angle Dozer, Bale Clamp, Load Clamp, Log Hook, and 20' Mast Extension!

"No more costly hours of hand digging for me! My Work Bull 202 Rig digs flush alongside walls and in other 'tight' locations inaccessible to any other machine! In addition, its full line of quick-change tractor and loader attachments let me get in more productive hours every day! Yes, I own the best . . . and I didn't pay a premium for it!"

**Unitized Tractor, Loader, Backhoe!** All three elements are engineered to go together! They perform with money-saving efficiency as a single co-ordinated unit. You get more reach, because the Loader's pump and mounting are built-in . . . no protruding front bumper. Davis Backhoe attaches directly to the Loader frame and uses the same hydraulic system. Continuous 200° operating arc lets you dig where other rigs can't reach! Backhoe detaches in five minutes, so you can quickly hook-up the M-F Scarifier-Scraper and other rear-end attachments to the 202's genuine Ferguson three-point hitch!

**Quick and agile on the job-site!** Powerful 40-hp, high-torque engine delivers more sure-footed lugging power than any other tractor in the utility class. Dual-range six-speed transmission, power steering, and individual turning brakes let you dart in, finish a job, and be quickly on your way!

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Work Bull 1021

Work Bull 202 with 500 Loader and Rear Backhoe

Work Bull 202 with Rear Loader-Backhoe

Work Bull Fork Lift



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# 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  
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TRAINING YOUR MEN

# How to do it better

**Here's a short-cut method of figuring board feet**

Here is a short-cut method of figuring board feet of lumber that eliminates the use of complicated formulas and allows one to do the calculation mentally in most cases.

You know that a board foot is a piece 12"x12" by 1" or less in thickness. Hence, a 6" board of the same length contains just 1/2 the number of board feet. Further, a 4" board,

1" or less in thickness, contains 1/3; 8"—2/3; 10"—5/6 and 16"—1 1/6.

Also, a 4"x4" timber contains 1 1/2 bd. ft. per foot of length; 4"x6"—2; 4"x8"—2 2/3, etc.

Example: Find the number of board feet in a piece 1"x8" x14'. Answer: 1/8 x 14 equals 1 7/8 bd. ft.

M. N. Pittman, Texas



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



## a quick switch...

... of this RAM SPREADER attachment with the bucket of the "PAYLOADER" tractor-shovel and you have an economical asphalt paver that lays down hot or cold mix in strips up to 8-ft. wide in a single pass. Use it to place new pavement, to resurface or patch streets, driveways, alleys, sidewalks, playgrounds or parking lots.

Operator has convenient control levers to adjust for thickness and width. Sliding gates are removed for 8-ft. width, or adjusted for widths to 48-in. Spreader features 2-cu. yd. capacity hopper, independently suspended on 4 pneumatic tires, and a separate air-cooled gas engine that provides pressure for the hydraulic motor drive of twin 8-in. diameter augers and all hydraulic control cylinders.

Attached to the highly maneuverable "PAYLOADER" this machine can work in close quarters where pavers and trucks can't operate. Get more details from your Hough Distributor on this spreader and the many other interchangeable attachments that multiply the unusual work-ability of "PAYLOADER" tractor-shovels. The Frank G. Hough Co., 811 Sunnyside Ave., Libertyville, Ill.



# PAYLOADER®

MANUFACTURED BY  
THE FRANK G. HOUGH CO. LIBERTYVILLE, ILL.

SUBSIDIARY—INTERNATIONAL HARVESTER COMPANY 1-B-5



Send full  
**PAYLOADER**  
data on

- Four-wheel-drive types  
—up to 9,000 lb. carry cap.
- Rear-wheel-drive types  
—up to 3,000 lb. carry cap.
- Front-wheel-drive types  
—up to 3,000 lb. carry cap.
- Purchase and Lease Plans

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

1-B-5 AB

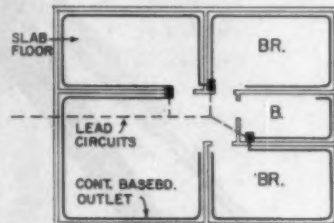
## HOW TO DO IT BETTER

(Continued from page 132)

### A wiring short-cut

Here is a way to cut pre-wiring to a minimum in slab houses as well as any other house without cutting quality.

This is how it is done: combine

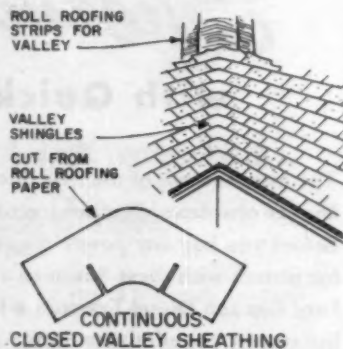


the lead circuits in one conduit beneath slab to a central point between several rooms. Then use the metal-type baseboard race-way that has outlets in it. There are several products of this type on the market. These moldings allow one to plug into the line at any convenient point. Fused receptacles also are available.

Eugene Landis, Ephrata, Pa.

### Closed-valley shingling

To build a better roof, I go to the trouble of making my own closed-valley shingles. Closed-valley shingling may be done with a continuous course of shingles instead of lapping them across each other. The



valley shingles are cut from roll roofing of the same color and quality as the regular shingles. A pattern giving the correct angle of the turn may be made of building felt and used for cutting the shingles.

On low-pitch roofs use a double-valley strip. The top should be 24" wide, the bottom 36" wide. You can use narrower valley strip widths for steeper pitched roofs.

Arthur Nelson, Kansas City, Mo.

Exclusive 4-in-1 "concrete-bucking" pry-over-shoe break-out action—breaks up, digs up, and loads out old pavement—gives big advantages over "single-action" rigs! The new TD-15 4-in-1 exerts the tremendous break-out force of 42,650 lbs! You also get "dozer," "carry-type scraper," and multi-purpose clam-shell actions in all International Drott 4-in-1's!



# **NEW** International® Drott TD-15 Four-in-One

**capacity ... to outload 100 hp "single-action" rigs  
plus versatility unlimited ... of exclusive clam-action**

**Sized, powered, geared, and controlled** to decisively outproduce any "single-action" loader in the 100-hp field—the new 2¼ cu yd TD-15 4-In-1 gives you exclusive International Drott clamshell action!

Here's new big-job-sized versatility unlimited! Simply move the selector lever with fingertip ease—to get any one of four big-capacity machine actions needed. On big job after big job, the TD-15 4-In-1 can replace costly big-capacity limited-action machines one after another!

And whether this 4-In-1 replaces four or forty machine actions for you, you get it for one moderate price!

Smooth, years-proved, 115 hp 6-cylinder International diesel engine in the new TD-15 4-In-1 gives you full advantage of increased hydraulic system capacity—of new 6-speed, full-reverse transmission mobility—of new cycle-speeding forward-reverse Shuttle-Bar control!

Correct balance and long-track stability eliminate

the need for counter-weighting the TD-15 4-In-1. Track length on the ground is a full 98¾ inches!

**Compare capacity and versatility  
on your own construction jobs!**

**There's only one way to size-up** TD-15 4-In-1 performance—to measure its job range and capacity—to compare its money-making capabilities to a yard-full of one-purpose rigs. That's to get on the deep-cushioned seat and prove to yourself what it can do. See your International Drott Distributor for a demonstration!

International Harvester Company, Chicago 1, Illinois  
Drott Manufacturing Corp., Milwaukee 15, Wisconsin



**INTERNATIONAL®**  
**DROTT®**

C O S T S A V E R F O R D E C E M B E R

### 3 job-proven ideas

#### to reduce your costs



When an editor comes across smart builders like Pearce and Pearce of Buffalo, N.Y., who have a smooth-running operation, there never seems to be enough space in any one issue to show all the good ideas they're using profitably. The Pearces were featured in our winter-building story—October. Here are 3 good ideas you didn't see.



#### 1. Lift truck replaces three men

With the fork-lift truck and palletized loads, one man at the materials shed unloads the truck by himself. Six months ago, it took 2 to 4 men (depending on the load) to do the same job. These additional men had to be taken away from their work and then returned. Pallets of roofing materials are carried right up to the house.

#### 2. No call backs with 4-sided priming

Four sides of exterior trim are primed under controlled conditions in Pearces' warehouse. This is done in special section with space for drying, racks to store materials after they dry. This method saves 3 man-hours per unit plus ½ hour for truck and driver time. Time saved is doubled in the winter. Paint failure is eliminated.



#### 3. Save \$90 grading costs by building splits in pairs

Split levels are built in pairs, cellar to cellar, to ease the general grading problem. The high spots of the split are graded. The house then loses some of its "out-of-the-ground look," so it seems to belong with the ranches in the development. It's easier to take care of rain water by draining it away from the houses, around to the garage side and then to the street. Pearces believe they save about 2 hours of machine time and fill (totaling about \$90) per unit.





Issues come and issues go, but APRIL goes on all year long

**American Builder**

APRIL • TWO DOLLARS

**Directories...**

- 1 Catalogs . . . . . p. 10
- 2 Manufacturers . . . . . p. 10
- 3 Products . . . . . p. 10
- 4 Brand names . . . . . p. 10
- 5 Home name factors . . . . . p. 10

**Technical Data Sections...**

- 6 Site preparation . . . . . p. 10
- 7 Concrete, masonry, tile, brick . . . . . p. 10
- 8 Framing . . . . . p. 10
- 9 Roofing, siding, insulation, sheathing . . . . . p. 10
- 10 Doors, windows, skylights, water supply . . . . . p. 10
- 11 Plumbing, heating, ventilation . . . . . p. 10
- 12 Electrical, wiring . . . . . p. 10
- 13 Floor, wall, ceiling material . . . . . p. 10
- 14 Millwork, cabinet specialties . . . . . p. 10
- 15 Hardware, building specialties . . . . . p. 10
- 16 Appliances . . . . . p. 10
- 17 Paints, finishes, adhesives, water proofing . . . . . p. 10
- 18 Tools, equipment . . . . . p. 10

**1959 Buyers Guide**

WHAT TO USE HOW TO USE IT WHO MAKES IT

WHAT TO USE HOW TO USE IT WHO MAKES IT

It hangs right by the builder's phone and order pad. Be sure you're in it — deadline is February 25.

# How to build to keep resilient

Two big accomplishments came out of the recent Building Research Institute conference-workshop dealing with the problems of installation and maintenance of resilient flooring. The first one, which dealt with a survey of problems, was discussed in our November issue. The second is a chart (below) comparing the physical characteristics of the types and varieties of resilient flooring on the market today. Tabulated results of the survey and copies of the chart plus talks by selected speakers formed the basis for workshop discussions.

Also of major interest to builders was that part of the program dealing with resilient floor problems and how they could be avoided. The complaints and causes were reported in November. Noted to the right are some of the conference's suggestions on how to avoid most of them.

If you have trouble with resilient flooring and you know it was installed according to the manufacturers' specifications, look for an answer in the materials and workmanship under the floor.

Building with green lumber over crawl spaces or basements could be the cause of the flooring failure. In slab houses, the trouble may be lack of quality control of the concrete from the time of the mix to the time it is poured. If the concrete pour is delayed, and water is added to slow the set, there is danger of early deterioration of the finished slab and subsequent flooring problems.

You can build with green lumber or lumber that has been soaked in the rain. But you have to frame so that the eventual shrinkage of this lumber is taken into consideration. Speaking generally, balloon framing is the best solution to the problem of shrinkage in the structural members. With it, the danger due to shrinkage is minimized. (We've touched on this subject in two earlier issues. The most recent was our Cost Saver, "How to build a low-cost split . . .", September '58, page 210.) Some of the construction details discussed at the conference, showing better ways to frame and build slabs, are shown at right, below.

BRI CONFERENCE ON INSTALLATION AND MAINTENANCE OF RESILIENT SMOOTH-SURFACE FLOORING																
TYPE OF FLOORING	ASPHALT			VINYL								RUBBER		LINOLEUM		CORK
	REGULAR		GREASE-PROOF	SEMI-FLEXIBLE ASSISTON	BACKED TYPES				FLEXIBLE HOMOGENEOUS	SHEET	TILE	SHEET	TILE	SHEET	TILE	TILE
	TILE	TILE	TILE		REGULAR	ALKALI RESISTANT	SHEET	TILE								
<b>DIMENSIONS*</b>																
Size or Width, Inches	9 x 9	9 x 9	9 x 9	72	9 x 9	45, 72	9 x 9	9 x 9	36	9 x 9	72	9 x 9	9 x 9	9 x 9	9 x 9	
Thickness, Inches	0.125	0.125	0.0625	0.0625	0.0625	0.0625	0.0625	0.0625	0.0625	0.125	0.125	0.0625	0.0625	0.0625	0.125	
<b>COST</b>																
Approximate Installed Cost Per Square Foot in Cents	0.125*	0.125*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	0.0625*	
For Thickness Indicated	\$ 25-45	\$ 25-50	\$ 25-35	\$ 25-40	\$ 25-40	\$ 25-60	\$ 25-60	\$ 25-60	\$ 25-60	\$ 45-55	\$ 45-55	\$ 25-35	\$ 25-35	\$ 25-45	\$ 25-45	
<b>USE LEVEL**</b>																
Suspended	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
On Grade	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	
Below Grade	Yes	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	
<b>PHYSICAL CHARACTERISTICS</b>																
Thermal Conductivity (Btu/In./Sq. Ft./°F/In.)	3.1	3.1	3.1	1.4	1.4	1.2-3.3	1.2-3.3	5.3	5.3	5.3	1.5	1.5	1.5	0.5		
Relative Maximum Static Load Without Permanent Indentation Expressed in Lbs./Sq. In.	25 (Fair)	25 (Fair)	25 (Fair)	75 (Good)	75 (Good)	75 (Good)	75 (Good)	200 (Excellent)	200 (Excellent)	200 (Excellent)	75 (Good)	75 (Good)	75 (Good)	75 (Good)		
Under Foot Contact	Fair	Fair	Good	Good	Good	Good	Good	Excellent	Excellent	Excellent	Good	Good	Good	Excellent		
Apparent Warmth to Touch	Fair	Fair	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good	Good		
Softness (Heels Level)	Fair	Fair	Good	Good	Good	Good	Good	Very Good	Very Good	Very Good	Good	Good	Good	Excellent		
Surface Abrasion Resistance	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Good	Fair	Fair	Fair		
Grease Resistance	Poor	Very Good	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Excellent	Good	Good	Excellent	Excellent		
Stain Resistance	Fair	Good	Good	Very Good	Very Good	Very Good	Very Good	Very Good	Very Good	Very Good	Good	Very Good	Very Good	Fair		
Slip-resistance	Varies with finish and wearing, normally all are slip-resistant when dry.															
Impact Resistance	All are resistant to shattering, splitting, cracking or other damage under normal impact conditions.															
Light Reflectivity	Varies from almost zero to 65% depending on color, surface texture and finish—consult manufacturer.															
Durability	All show excellent durability under use conditions for which they are individually suitable when installed and maintained as recommended by manufacturer.															

\*Nominal commercial dimensions only are shown—other sizes, shapes, thicknesses and widths vary with manufacturer.

\*\*When installed in accordance with the specific precautions and recommendations of the manufacturer.

## GUIDE FOR THE MONTH OF DECEMBER

# flooring complaints to a minimum

**Avoid shrinkage in your concrete slabs by:**

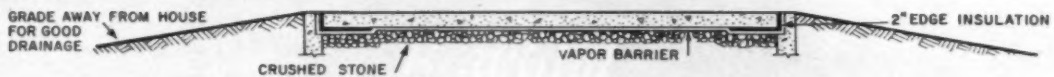
**Using at least 5 bags of cement per yard ...**



**... and no more than 6 gallons of water per yard**

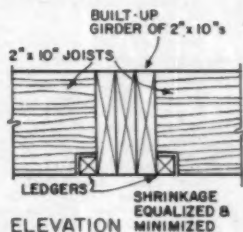
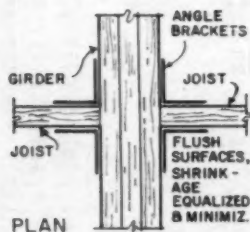


**Also, avoid adhesive troubles by building a dry slab**

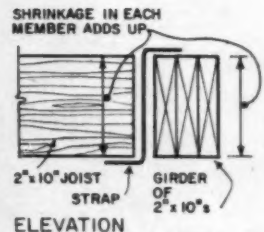
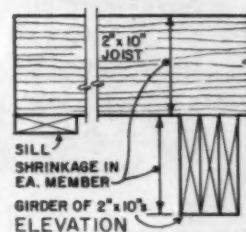


**Avoid shrinkage in your floor structure**

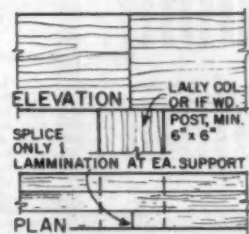
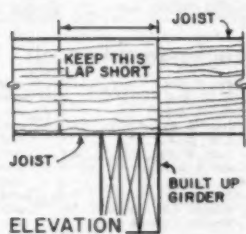
**Attach joists this way ...**



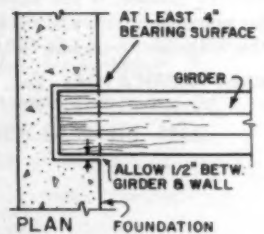
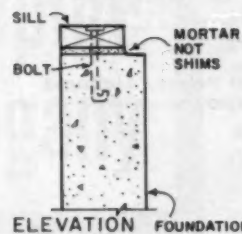
**... not this way**



**Space joists like this**



**Provide bearings like this**



# FOR BETTER, STRONGER WALLS USE WAL-LOK

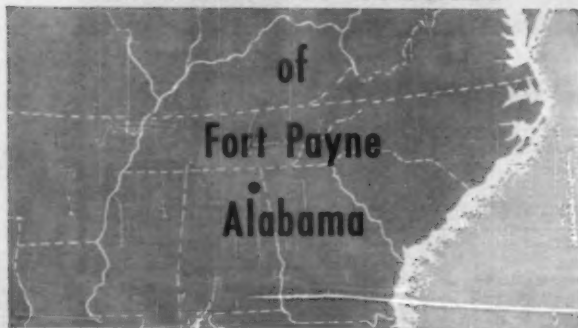
MORTAR JOINT REINFORCING



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**ADRIAN PEERLESS, INC.**  
1412 E. MICHIGAN • ADRIAN, MICH.

## KINGSBERRY HOMES



### 86% DOLLAR VOLUME INCREASE

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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

## ESTIMATING TAKE-OFF

(Continued from page 89)

### LUMBER FRAMING & CONSTRUCTION

3-2x6" Fir Garage Coll. Beam	25 lin. ft.
2-2x6" " Door & Wndw. Header	35 lin. ft.
2-2x6" " Garage Found. Sill	70 lin. ft.
2x6" " Ridge Rafter	85 lin. ft.
2x6" " Cabinet Base	15 lin. ft.
2x6" " 16" o.c. Roof Rafters	4,740 sq. ft.
2x6" " 16" o.c. Ceil. Joists	2,145 sq. ft.
2x4" " 16" o.c. Ext. Wl. Studs, S&P	2,685 sq. ft.
2x4" " 16" o.c. Int. Part. Studs, S&P	1,905 sq. ft.
2x4" " 16" o.c. Fascia Blocking	230 sq. ft.
2x4" " 16" o.c. Prch. Rf. Joists	365 sq. ft.
2x4" " 16" o.c. Prch. Coll. Joists	365 sq. ft.
2x4" " Gable End Blocking	45 lin. ft.
2x4" " Fascia Blocking	180 lin. ft.
1x6" N.C. Pine T&G Roof Lining	670 sq. ft.
1x4" Fir 10" o.c. Roof Furr'g. Strip	4,075 sq. ft.
Asphalt & Fibre 1/2" Wall Sheathing	2,005 sq. ft.
Fibre glass 4" Ceil. Insulation	1,665 sq. ft.
1/2" Steel 8" Anchor Bolts, N&W	67 units

### BRICK & BLOCK CONSTRUCTION & VENEER

Face Brick 4" Ext. Cav. Wl. Veneer	1,005 sq. ft.
Face Brick 8x4" Dr. & Wind. Sills	50 lin. ft.
Acid & Grout Expos. Brick Clean & Paint	1,040 sq. ft.
Mastic Door & Wndw. Caulking	205 lin. ft.

### METAL SHEET WORK

Galv. Metal 6" Gravel Stop	90 lin. ft.
" " 10" Porch Flashing	140 lin. ft.
" " 12" Cornice Flashing	100 lin. ft.
15 Yr. Compo. 4-Ply Roof Cov. & Flash.	335 sq. ft.
Galv. Metal 10" Dr. & Wndw. Sill Flash.	50 lin. ft.

### GYP. BD. 1/2" WALL & CEIL. BOARDING

Gyp. Bd. 1/2" T.J. Ceil. Boarding	1,530 sq. ft.
" " 1/2" T.J. Wall Boarding	3,880 sq. ft.
" " 1/2" Ceiling Boarding	450 sq. ft.
" " 1/2" Wall Boarding	825 sq. ft.
Metal Corner Beads	105 lin. ft.

### WOOD INT. & EXT. MILLWORK

1 1/2" W. Pine 5'4"x7' Ext. Glz. Door, F&T	2 units
1 1/2" W. Pine 3'x7' Ext. Glz. Door, F&T	1 unit
1 1/2" W. Pine 3'x7' Ext. Glz. Pnl. Door, F&T	1 unit
1 1/2" Bir. Ven. 6'x6'6" Sliding Door, F&T	1 unit
1 1/2" Bir. Ven. 5'4'x6'6" Sliding Door, F&T	1 unit
1 1/2" Bir. Ven. 2'8'x6'6" Flush Door, F&T	8 units
1 1/2" Bir. Ven. 2'x6'8" Flush Door, F&T	7 units
W. Pine 6'6'x8' D.H.S. Wind., F&T	2 units
W. Pine 3'x6' D.H.S. Wind., F&T	4 units
W. Pine 2x2' D.H.S. Wind., F&T	2 units
1 1/2" Fir 8x7' Ov'hd. Door, F&T	2 units
W. Pine 1x12" Porch Fascia	160 lin. ft.
W. Pine 1x12" Gable Frieze	100 lin. ft.
W. Pine 1x12" Eave Board	170 lin. ft.
W. Pine 1x12" Closet Shelving	45 lin. ft.
W. Pine 1x8" Cornice Board	100 lin. ft.
W. Pine 1x6" Cornice Soffit	365 lin. ft.
W. Pine 1x6" Cornice Fascia	390 lin. ft.
W. Pine 1x6" Gable Fascia	160 lin. ft.
W. Pine 1x6" Eave Board	170 lin. ft.
W. Pine 2x2" Cornice Mold	345 lin. ft.
W. Pine 1x3" Shelf Closets	70 lin. ft.
W. Pine 3x3x1" Corn. Dentals	980 units
W. Pine 3/4x3/4" Corn. Mold	545 lin. ft.
W. Pine 1/2x1" 1/2"BD. Corn. Mold	420 lin. ft.
1x8" Cedar T&G V-Joint Siding	280 sq. ft.
1x8" Cedar Wall Shingles	575 sq. ft.
1x8" Cedar Roof Shingles	4,740 sq. ft.
W.P. Plywd. 3/4" Prch. Clg. Boarding	365 sq. ft.
3/4" Mah. Plywd. 2x8" Lin. Clo. Face & Door	1 unit
1 1/4" Fir Cloaths Pole & Acc.	25 lin. ft.
W. Pine 8'x7" Porch Columns	12 units
1 1/2" W. Pine 1x6' Wndw. Shutters & Acc.	4 units
1 1/2" W. Pine 1x2' Wndw. Shutters & Acc.	4 units
Dbl. Cl. Glass Door & Wndw. Panes	215 sq. ft.
Obs. Glass Window Panes	10 sq. ft.

### PREFINISHED KITCHEN & BATH CABINETS & ACC.

Mahogany 2'3x2'x3' Kit. Base Cab. & Acc.	1 unit
" " 3'6x2'x3' Kit. Sink Cab. & Acc.	1 unit
" " 3'9x2'x3' Kit. Base Cab. & Acc.	1 unit
" " 3'4x2'x3' Kit. Range Cab. & Acc.	1 unit
" " 2'3x2'x7'6 Kit. Oven Cab. & Acc.	1 unit
" " 2'x1'x7'6 Kit. Pantry Cab. & Acc.	1 unit
" " 3'3x1'x2' Kit. Wall Cab. & Acc.	1 unit
" " 4'x1'x2' Kit. Wall Cab. & Acc.	1 unit
" " 3'9x1'x2'9 Kit. Wall Cab. & Acc.	2 units
" " 4'9x1'10x2'6 Bathrm. Vanity Cab. & Acc.	1 unit
" " 2'9x1'10x2'6 Bathrm. Vanity Cab. & Acc.	1 unit
Laminated Plastic Counter Tops	35 sq. ft.

**METAL & GLASS TOILET ROOM ACCESSORIES**

Metal & Glass 18x24" Med. Cab. Mirror & Acc.	2	units
1/4" Plate Glass 4'9x4' Vanity Mirror & Acc.	1	unit
1/4" Plate Glass 2'9x4' Vanity Mirror & Acc.	1	unit
Metal & Glass 6x6' Sidg. Tub Enclos. & Acc.	2	units
Chr. Metal 30" Towel Rack	2	units
Chr. Metal Soap Holder	2	units

Light Outlets & Wiring	17	units
W. P. Light Outlets & Wiring	6	units
Convenience Outlets & Wiring	35	units
Switch Outlets & Wiring	22	units
Light Wall & Cell. Fixtures	17	units
W. P. Light Wall Fixtures	6	units
Entr. P. B. Chime & Wiring	1	unit
Tele. Service Connections & Access.	1	unit
Television Antenna & Wiring	1	unit
H. W. Heater Connection & Wiring	1	unit

**PAINT INTERIOR & EXTERIOR FINISH**

Lead & Oil	Ext. Millwork 3 Coats	2,565	sq. ft.
Stain & Varn.	Int. Millwork 4 Coats	240	sq. ft.
Lead & Oil	Int. Millwork 3 Coats	265	sq. ft.
Lead & Oil	Gyp. Bd. Cell. 2 Coats	1,980	sq. ft.
Lead & Oil	Gyp. Bd. Wall 2 Coats	4,705	sq. ft.
Lead & Oil	Shngl. Sid'g. 3 Coats	575	sq. ft.
Lead & Oil	Cedr. Vrt. Sid'g. 3 Coats	280	sq. ft.

**CERAMIC FLOOR & WALL TILING**

Ceramic Floor Tiling	35	sq. ft.
Ceramic Wall Tiling	120	sq. ft.
Ceramic Wall Base	20	lin. ft.
Ceramic Countr. Top Tiling	15	sq. ft.

**ASPHALT & RUBBER FLOOR & BASE TILING**

Asphalt Floor Tiling	170	sq. ft.
Rubber 4" Wall Base	65	lin. ft.

**WOOL OR NYLON FLOOR CARPETING**

Wool or Nylon Floor Carpeting	1,290	sq. ft.
40 oz. Felt Carpet Pad	1,290	sq. ft.

**ELECTRICAL SYSTEM & FIXTURES**

Clothes Washer Connection & Wiring	1	unit
Clothes Dryer Connection & Wiring	1	unit
Dish Washer Connection & Wiring	1	unit
Food Disp. Connection & Wiring	1	unit
Built-in Oven Connection & Wiring	1	unit
Built-in Range Connection & Wiring	1	unit
Electric Heater Connection & Wiring	2	units

**PLUMBING SYSTEM & FIXTURES**

Water Service Connection & Piping	1	unit
Sanitary Service Connection & Piping	1	unit
Storm Service Connection & Piping	1	unit
Lavatory, Piping & Accessories	2	units
Bath Tub, Piping & Accessories	2	units
Water Closet, Piping & Accessories	2	units
Kitchen Sink, Piping & Accessories	1	unit
Shower Head, Piping & Accessories	2	units
Elec. H. W. Htr., Piping & Accessories	1	unit
Washing Machine, Piping & Accessories	1	unit
Food Disp., Piping & Accessories	1	unit

**ELECTRICAL SYSTEM & FIXTURES**

Electric Service Connection	1	unit
Electric Service Panel & Switch	1	unit

**COMING NEXT MONTH: Two NAHB research houses—how you will be building in the future. Nearly 400 new products in print that will be exhibited at the NAHB Convention, January 1959.**



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**PANELING  
 FIXTURES AND  
 TRIM ARE  
 EXTRA VALUES  
 THAT SELL**

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THE MOST  
ADVANCED FEATURES  
AND DESIGNS  
IN DECORATIVE

**Outdoor Lighting**

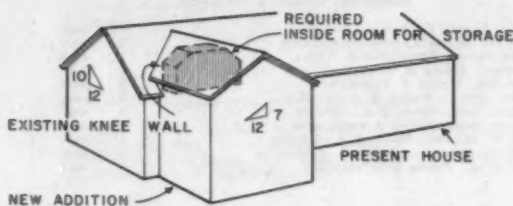


LOOK FOR THE NAME



for information write:  
**ARKLA AIR CONDITIONING CORP.**  
SALES OFFICES: LITTLE ROCK, ARK.

## Remodeling problem: what is adequate support for cut rafters?



**QUESTION:** I am adding a two-story addition, 14'6" wide and 12'6" out from present wall (see drawing) of house whose dimensions are 26' by 39'.

The details are: the addition has a 7/12 roof slope and intersects the 10/12 slope on the present house. The ridge of the addition is at right angles with ridge of the present roof.

The existing rafters are 2x6's, the new ones 2x4's. Side walls of addition come down on top of present roof with top of plate at eave 6' above the present second floor. The knee walls on second floor of existing house are 6' inside of first floor existing exterior wall.

The addition has been framed over the present roof shingles and later, two rafters were removed from the present roof to gain hallway space into the new second floor whose inside wall is directly over wall below.

If the remaining rafters are removed the full width of the new room (14'6") to provide a fairly large storage room which is to be unobstructed between the new inside wall and the present knee wall, what would be required for adequate support of these rafters, cut at top of present knee wall?

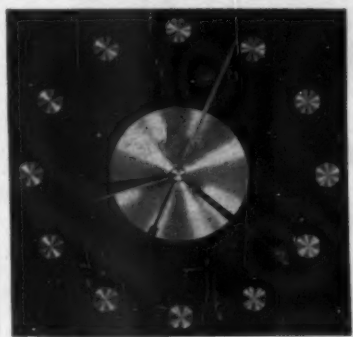
R. F. Below  
Brecksville, Ohio



**ANSWER:** You should not remove any more of the existing roof rafters for the 1½ story structure. It's a common misunderstanding of the layman that these roof rafters can be removed indiscriminately. The roof rafters you write about on each side of the roof act together as one structural element; to remove any part of these elements involves a dan-

gerous condition. I would advise that you acquire the services of a licensed structural engineer in your area to inspect the present structure and advise you what structural improvements can be made.

George Kennedy  
Structural Engineer  
Chicago, Ill.



Center of Interest  
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 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 ward 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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**Ironrite**  
**AUTOMATIC IRONER**

Mt. Clemens, Michigan

**ASK THE EXPERTS**

(Continued from opposite page)

**On church roof of 2x6's  
 what is spacing of "I" beams?**

**QUESTION:** We have a church building being constructed and for a roof deck it calls for 2x6 D&M over steel "I" beams. We would like to know if this is suitable with the "I" beams on 13' centers.

If not, what would be the correct construction method for this?

Mt. Pleasant Lumber Co.  
 Mt. Pleasant, Mich.

**ANSWER:** Assuming that the roof is horizontal and the loading is as follows, the solution to your problem is found below:

LIVE LOAD	25	
ROOF'G & INSUL.	10	
2" x 6"	6	
STEEL	9	
PLAST. & LATH	10	
TOTAL	60 <sup>7</sup> / <sub>8</sub> "	

HOWEVER, STEEL NEED NOT BE INCLUDED:

$$w = 60 - 9 = 51^{7/8} \text{ "}$$

$$M = \frac{.051 \times 73^2}{8} = 1" \text{ WITH PLASTER}$$

$$M = \frac{.041 \times 73^2}{8} = .87" \text{ WITHOUT PLASTER}$$

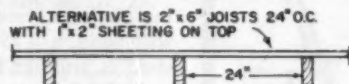
$$\text{STRESS } f = \frac{1 \times 12,000 \pm 6}{12 \times 1.625} = 3700^{7/8} \text{ " NO GOOD}$$

ASSUMING DOUGLAS FIR,  
 SELECT STRUCTURAL

ALLOWABLE  $f_c = 1900^{7/8} \text{ "}$

REQUIRED  $d = \frac{1 \times 12,000 \pm 6}{12 \times 1900}$

USE 3 1/2" x 6" DECK'G, MIN. FOR FLAT 13' SPAN  
 PREFERABLY T. & G.



ALTERNATE SOLUTION:  
 USE 10 WF 21 BEAMS 16' O.C.

George A. Kennedy & Assoc.  
 Chicago, Ill.

**Sub-contractors contract to  
 guarantee job performance**

**QUESTION:** I need a good sub-contractor's contract to guarantee quality as well as completion date of the job—anything along these lines will be appreciated.

Ernest Builders  
 Albert Lea, Minn.

**ANSWER:** Your best bet is to contact your local HBA for the type of form builders are using successfully in your area.

It's a good idea to check or (better still) have your lawyer check your state lien laws so that you'll know where you stand in this matter.



**"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.



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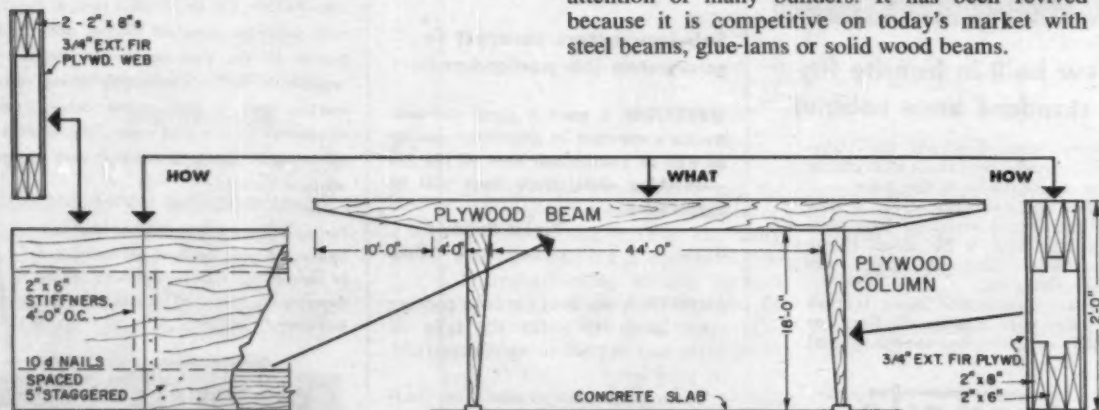
BETTER DETAIL OF THE MONTH



Box beams and  
box columns  
build lumber shed

Eleven, giant 76'-long fir plywood box beams (details below) are used to span the width of a large lumber shelter for the Stahlman Lumber Co. of Houston, Tex. The building is laid out so all lumber will be easily accessible to fork-lift trucks.

It was designed by J. B. Neannenbaum, consulting engineer, and W. E. McCracken, associate, to withstand a 125-mile-an-hour wind. This lumber shed is another example of one of the many uses to which the box beam can be adapted in light construction. An easily fabricated component, the plywood beam was first developed during the steel-short days of World War II and is attracting the attention of many builders. It has been revived because it is competitive on today's market with steel beams, glue-lams or solid wood beams.



IT'S INTERESTING to note that it took 340 pieces of  $\frac{3}{4}$ "x4"x8" DFP to make 11 units (11 beams with columns). Five men made one unit in  $1\frac{1}{2}$  days. The units

were nailed and glued on the ground. The beams are spaced 16' apart along the 160' length of the building. For more box beam data, write: DFPA, Tacoma 2, Wash.



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- Mixes while transporting
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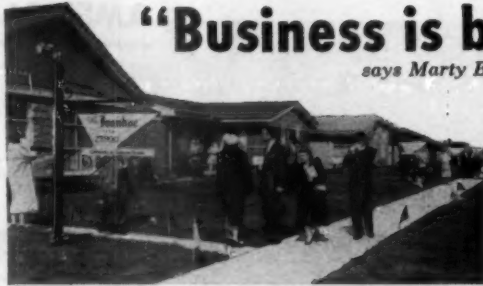
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Westchester, Ill.

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**X-PANDA SHELVES**

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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
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- Shelves, accessories for clothes closets, linen closets, wall shelves, etc.
- Linen or greytone finishes.

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# The Month Ahead

## NEW FHA SPECS

At this writing, it seems likely that the new FHA Minimum Property Specifications will go into effect either in March or April of next year. A possibility is that the relaxations from the old MPR's will be put into effect sooner, with the upgraded provisions, particularly those affecting long-range planning, held off until March or April so that builders will have time to make any necessary changes.

If you're an FHA or VA builder, you'll want to get your teeth into the new specs as quickly as possible. Probably within a week or two, the new MPS's will be in the hands of local insuring offices. If you deal regularly with the office, copies will probably be made available.

## TWO SHORT COURSES

The University of Illinois Small Homes Council has two of its short courses on the docket. The first, Dec. 1-10, is the Advanced School for Home Builders held in cooperation with the NAHB. The second is the annual Short Course in Home Construction, Jan. 14-15. Both courses are held at the University. Fees are \$135 for the first course, \$15 for the second. You can register by writing: Short Course Supervisor, Room 116c, Illini Hall, Champaign, Ill.

And finally . . .  
 . . . a very merry Christmas.

## Santa Claus is coming

The Christmas season is going to be very good to you. First, on Dec. 3 and 4, the Building Research Institute is holding a conference in Washington on field-applied paints and coatings. If you've read past reports on BRI functions, you know how valuable they can be. We'll deliver this present to you in a future issue.

Your second Christmas package contains NAHB's two new Research Houses. Both of these houses have been open to both the public and to visiting builders for several weeks, and we're going to take you on a guided tour through them in our January issue. We've spent many days in Knoxville, Tenn., and in South Bend, Ind., going through these houses with pencil and camera. We've talked to the builders, the architects, the NAHB staff members, and the manufacturers. And we're tremendously impressed with the new ideas and new products we've seen.

## The biggest present of all

For sheer size, the biggest gift in your stocking will be the NAHB Convention in Chicago, Jan. 18-22. Here will be the thousands of new products, and new models of old products, that you and the rest of the country's builders will be featuring next year. Here you'll be able to sit in on discussion panels and swap building, designing and selling ideas with other builders from all over the country.

Here again, the January issue of AMERICAN BUILDER is important to you. We're going to preview—in print—the newest products to be exhibited at the Convention. If you're planning to go to Chicago, you'll know ahead of time which exhibits will be of particular importance to you. And if you can't make the trip, the January issue is the next best thing.

COMING IN JANUARY: A preview of nearly **400 of the new products** that will sell houses in 1959... The NAHB Research Houses: **cost-cutting ideas** in framing, plumbing, heating, wiring, and how they'll affect tomorrow's builder.



A

**NEW**

way to fascinate your women

*Congoleum-Nairn's inlaid vinyl flooring*

*... a "custom look" at low cost*

Smart builders have learned that the "extra" features of Congoleum-Nairn's inlaid vinyl fascinate women—and help clinch the sale.

First, your prospects are attracted by the gleaming colors and lustrous surface—a luxury touch that costs you so little. And they can *feel* the comfort of the cushion back. Then they are completely sold by the *easy cleaning* reputation of this vinyl by Congoleum-Nairn. For 8 years now housewives have been learning that grime and dulling film wipe right off this floor, *America's most widely used inlaid vinyl.*

And builders know that installations of this flexible, inexpensive floor are fast, easy, trouble-free.

Now there's a new design—*Picnic*®—a delightful decorator creation of gay color chips and marbled

backgrounds. Three of the patterns include sparkling GOLDEN flecks!

Congoleum-Nairn's Picnic vinyl is available by yard or tile, can be installed on or above grade, with or without radiant heating. For samples and data, write Builders' Service Bureau, Congoleum-Nairn Inc., Kearny, New Jersey.



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FINE FLOORS

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New Creations of

# National HARDWARE

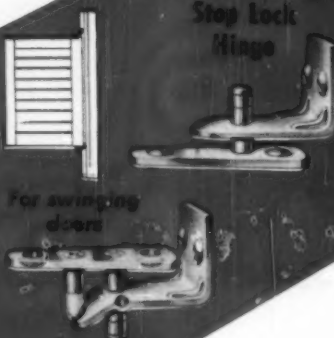


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stile required



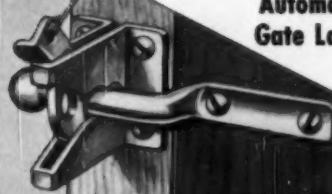
No. 465  
Cabinet  
Hinge

No. 128  
Swing 'n Stay  
Stop Lock  
Hinge



For swinging  
doors

No. 21  
Automatic  
Gate Latch



No. 22  
Automatic  
Gate Latch



Homeowners will show keen buying interest in these latest designs of hardware, styled for modern kitchens. No. 465 Cabinet Hinge and No. 128 Swing 'n Stay Hinge for single and double swinging doors are exceptional because of their freedom of action and simplicity of operation.

Two new ideas in Automatic Gate Latches are here illustrated. No. 21 and No. 22 are made entirely of steel and finished in Zinc or Bonderized Dead Black. Latches automatically and releases by using latch lever. Thumb piece on latch lever is an exclusive feature. Latches serve for gates, swinging barn doors, cellar doors, Dutch doors and animal coops.



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