

NOVEMBER 1959

American Builder

A SIMMONS BOARDMAN TIME SAVER PUBLICATION • 75c

HOW TO SELL



VISIBLE VALUES

HIDDEN VALUES

A Double Feature

NuTone

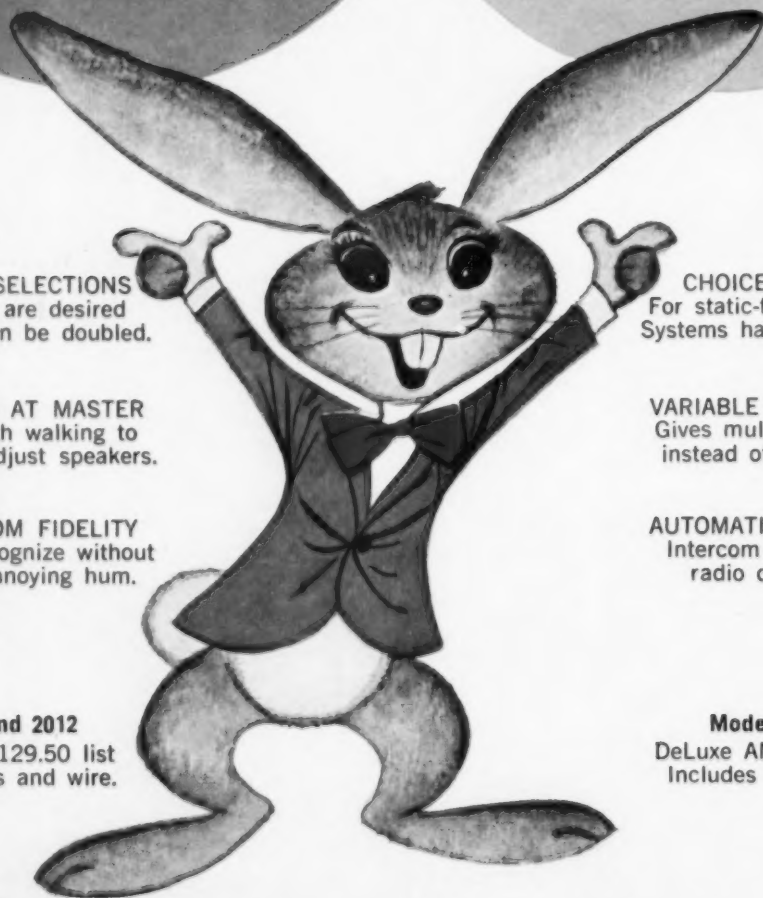
Intercom

A real step-saver for busy homemakers! Upstairs . . . downstairs . . . far-away rooms . . . front door . . . patio . . . all at your fingertips with the NuTone Intercom. No extra walking or loud shouting to call your family . . . just speak softly and be heard in any room of the house. Talk to strangers without opening the door. Check on children's activities in nursery or playroom.

NuTone

and Radio

Radio programs and music throughout the house . . . and for the patio too. Save money . . . no need to buy separate radios for different rooms . . . one central system "pipes" music to remote stations in any room. Save space . . . no bulky cabinets . . . because speakers are built-in. Every remote station has its own rotary volume control with privacy setting. The whole family enjoys it!



NINE STATION SELECTIONS

If more stations are desired speaker circuits can be doubled.

SIMPLE SETTING AT MASTER

No back and forth walking to distant rooms to adjust speakers.

FINEST INTERCOM FIDELITY

Voices easy to recognize without distortion. No annoying hum.

Model # 2011 and 2012

Standard AM — \$129.50 list
Includes 4 remotes and wire.

CHOICE OF AM and FM

For static-free reception Deluxe Systems have FM and AM Radio

VARIABLE ROTARY CONTROLS

Gives multiple volume settings instead of only 2 or 3 levels.

AUTOMATIC ACOUSTIC LEVEL

Intercom always heard above radio or recorded music.

Model # 2015 and 2016

DeLuxe AM-FM — \$179.50 list
Includes 4 remotes and wire



YOUR CHOICE OF TWO BASIC MODELS IN COPPER AND STAINLESS FINISHES



for Home Buyers



Illustrated is NuTone's De Luxe Intercom-Radio in Copper Anodized. Also available in Anodized Satin Aluminum. Standard sets finished in Copper or Satin Aluminum Enamel.

NuTone Built-In Intercom & Radio Gives You TWO "Cheerful Earfuls" at ONE Low Cost!

Nothing sells homes like music for the entire house! And when you combine it with the step-saving convenience of an intercom system, you have TWO sales features that are hard to beat!

Here's true luxury — at a low price! And you can be sure of trouble-free performance with NuTone's Intercom-Radio, because every set is guaranteed with an ironclad Service Policy.



SEE OTHER SIDE

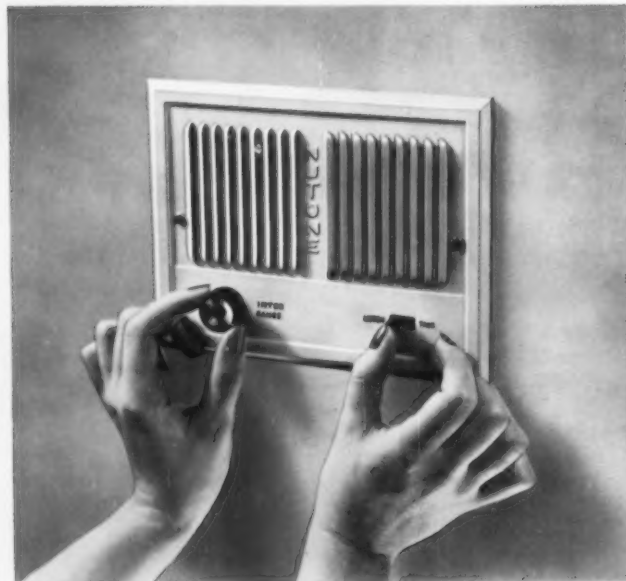


NUTONE Intercom • Radio is *Easiest to Install!*



The NuTone Intercom leaves both hands free during installation. Ground strap assures permanent grounding. All boxes are easily adjustable to wall line. Front panels are big enough to cover roughly cut holes. Terminal board is on top of master. Wiring is marked for easy identification.

NUTONE Intercom • Radio is *Easiest to Operate!*



NuTone's simplified control panel was designed with the "average homemaker" in mind. There are no complicated controls to confuse the user. All dials and slide switches are clearly marked to permit easiest tuning, leaving nothing to guesswork.

WRITE FOR NEW CATALOGS
to NUTONE, Inc.,
Dept. AB-11, Cincinnati 27, Ohio

← SEE OTHER SIDE

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____



Introducing...
a honey of a CHAIN SAW

"Sweet Sixteen"

So light . . . only 17½ lbs.

So fast . . . 2000 feet per minute chain speed

So powerful . . . full 2 HP at the chain

\$125.00
NET



model
160

The first and *only* full
2-HP 2000 ft/min 16" electric
chain saw ever built!



For cutting cordwood



For clearing



For topping and limb
trimming

Plus

**MILWAUKEE series
G25 Portable Electric
Generators**



The perfect companion to the "Sweet Sixteen" Chain Saw. 2500 to 3500 watts recommended. Rugged Briggs & Stratton engines . . . choice of either manual or electric start. 120 or 120/240 volts.

The MILWAUKEE Model 160 "Sweet Sixteen" brings you the kind of portable chain-saw performance and durability you have long wanted. Fells trees, limbs, trims or cuts cordwood . . . balanced functional design makes it so easy to handle . . . ideal for flush-cuts. Sawdust and chips exhaust away from operator. Rugged simple construction ends tool pampering and frequent maintenance . . . full ball and roller bearing construction . . . Oregon "Chipper" Chain. See your Milwaukee Distributor today or write for literature.

MILWAUKEE ELECTRIC TOOL CORPORATION
5356 West State Street • Milwaukee 8, Wisconsin

A9-9877

AMERICAN BUILDER, published monthly by Simmons-Boardman Publishing Corp., Emmett Street, Bristol, Connecticut. Second class postage paid at Bristol, Connecticut. Subscription price: U. S., Possessions and Canada, \$3.50 for one year, \$7.00 for three years, November issue, Volume 81, No. 11. Subscription correspondence to AMERICAN BUILDER, Emmett Street, Bristol, Connecticut.

THE Opportunity PAGE

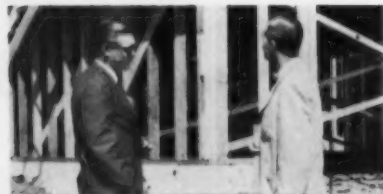
You pay these people less than 1¢ a day (far less if you have a 3-year subscription) to find things out for you.



What's new in houses? Here's **Joe Mason**, editor of AMERICAN BUILDER, being pumped by a Savannah radio station for his reactions to the local Parade of Homes. But mainly, Joe did the pumping—and what he found out for you in Savannah, Atlanta, and points south during National Home Week will do a lot to tell you whether you're in step with the trend. Check yourself against an opener on the subject on p. 114.



What's new in merchandising? Here's **Dick Bullock** checking into the Queen of Homes promotion in Duluth. Dick, by the way, is our (really *your*) new midwest editor. He comes from House and Garden and U.S. Gypsum—and you'll find he knows what he's talking about.



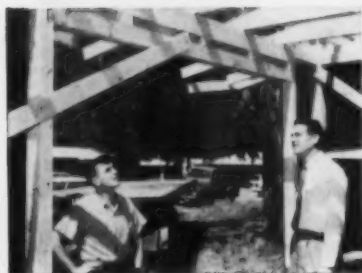
What's new in hidden values? Here's **Pat Sheehan** (left), taking a house apart with an Indianapolis builder during National Home Week. Look for some of his findings in next month's Model Home issue. Pat, too, is a newcomer to your cent-a-day payroll—coming to AMERICAN BUILDER from Engineering News-Record.



What's new in construction techniques? Your question-asker here is **Max Huntton**—who talks with his hands as well as with a highly-educated camera and typewriter. Max can talk with a hammer, too. Was a builder himself until we put him to work for you at AMERICAN BUILDER.



What's new from the woman's angle? Your New Products Editor—**Sally Gassert**—was a hostess for the Woman's Congress in Washington during National Home Week. How the lady delegates feel about today's houses is background for a lot you'll be reading about soon. Example: they want more privacy . . . more partitioning inside, less exposure via poorly placed picture windows.



What's new in plywood components? You can depend on technical editor **Joe Ferche**, left, for a good answer in the December issue. Among authorities he'll quote: Builder Clayton Powell, right.



What's new in San Fran, L.A., Spokane? The man who keeps you posted is **Bill Rodd**, western editor. Bill's one of those short on words-long on ideas writers . . . who so often use dinky notebooks.

What's new—and what to do about it? Your news editor is **June Vollman**, talking here with Builder Alex Rocovitz of Canton, Ohio. See her "Supermarket House Selling" on p. 100.



What's new in land planning? **Andy Boracci**, left, has a terrific background in this field, which is one reason we're so happy he's just joined us. Family of contractors. Was an editor of Construction Methods. Here, though, Andy (left) is talking with Small Builder Louis Weeks, Jr., of Memphis, Tenn., who combines business and hobby, building five early American houses a year. (Note the big gain in colonial Andy and your other editors report in this issue.)



Those are some of the questions your editors were asking when they fanned out all over the country during National Home Week.

Meanwhile, back at the office, other hands were serving you—processing reports as they came in from the field . . .



. . . Managing Editor **Bill Koelling**, Makeup Man **John Mitchell**, and Production Editor **Ellie Wright** work out the "architecture" of the issue, for your easiest use;



. . . Copy Editor **Art Maher** reruns text through his magic typewriter, making it come out shorter and sharper;

. . . Assistant Editor **Georgia Cookson** speeds up your reading of new products with time-saving treatments;

. . . Art Editor **Russ Rypsam** and Assistant **Bob Gorlin** work to make each page a springboard for ideas we hope will jump off the paper and land in your mind.



As you can see, National Home Week was National Away-From-Home Week for most of your staff. They traveled 21,835 miles, hit 50 cities. Saw 1,000 houses. Talked to 400 builders. Really, there's no length to which they won't go to find out things that you should know.



Arthur J. McGinnis
Publisher

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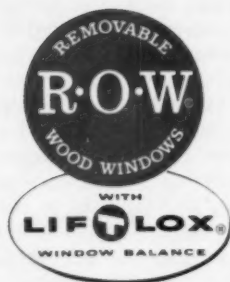
BETTER BUY

R·O·W

Removable
WOOD WINDOWS



For styling variety, without sacrifice of the popular removable feature, thousands of builders are now installing R·O·W Removable Gliding Windows. Like the double-hung units, these fine windows are equipped with a spring pressure mechanism to insure a snug, year-'round weather seal.



Home buyers have become increasingly aware of maintenance problems. Since cleaning represents 82% of all window maintenance time, it makes sense for builders to use R·O·W Removable Wood Windows. These double-hung units can be cleaned safely, in half the time, inside the house.



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

R·O·W SALES COMPANY • 1301-11 ACADEMY AVENUE • FERNDAL 20, MICHIGAN

AMERICAN BUILDER

READER'S Guide FOR NOVEMBER 1959

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WE FIGURE ON

FASCO



Milton Goldworth, V. P. The Goldmore Organization Builders of Davenport Terrace at the Isle of Sans Souci, New Rochelle, N. Y.

for the latest in range hood styling and improvements

To sell homes in today's style-conscious market takes out-of-the-ordinary appointments that catch the eye, add extra value. That's why Milton Goldworth installs Fasco range hoods in his New Rochelle homes.

Smart styling that fits into today's modern kitchen plus the precision, quality workmanship make Fasco hoods and ventilators favorites with progressive builders everywhere. Fasco ventilators and range hoods install quickly . . . reduce call backs to a minimum. Let Fasco help you sell . . . get the facts from your Fasco representative today.

FASCO Industries Incorporated • rochester 2, N. Y.

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

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GUARANTEED PREMIUM SHEATHING

No more storage problems! No more piece-meal deliveries and other costly construction delays! This premium sheathing—made by Georgia-Pacific—can be stored outdoors without regard to weather conditions. In fact, it's guaranteed against delamination and mold up to one year!* Use this superior plywood for all your sheathing

applications — wall sheathing, roof decking, subflooring, etc. Save time, speed work in any weather—at a cost of only pennies a panel more. All standard sizes—5 thicknesses. Edge-sealed panels packaged in steel-strapped bundles, 25" high, for easy handling. Georgia-Pacific Corp., Dept. AB-1159, Equitable Bldg., Portland 4, Oregon.

*Georgia-Pacific guarantees G-P Premium Sheathing against delamination and mold for 12 months when stored outdoors off the ground, tarpaulin-covered; or for 6 months, uncovered.

Remember, men -
It's Georgia-Pacific
premium sheathing
that carries a
written guarantee!



AMERICAN BUILDER Impact

To The Editors:

AMERICAN BUILDER
30 Church Street
New York 7, N.Y.

Hidden Values = High Sales

Dear Sirs: We have found that by selling the hidden values in our homes, we were able to increase our volume from 80 to 140 homes per year.

Hidden values displays are set up in the garages of our models, and signs are used throughout pointing out the unseen materials.

Our customers feel we are trying to do a better job for them by showing them what really goes into their new home. We are able to show them more value for their house dollar. For instance, we have a cut-away of a gutter showing how it is painted to keep it from rusting inside. Other builders in our area paint their gutters too—but we *show* the customer. It builds buyer confidence.

By including this display of hidden values in our models we set up a constant reminder to our salesmen to keep selling the quality of our construction methods.

Dick Young, Sales Mgr.
Lebrato Bros., Inc.
Fort Wayne, Ind.

Thru-wall air conditioning

Dear Sir: . . . The type of air conditioning you discussed in your article (August, "Technical Guide") will be a boon in this country to the low-cost builder . . . the larger built-up system cannot be economically justified for low-cost housing . . . through-the-wall air conditioning will afford home owners a high degree of cooling at a low cost.

H. S. Dybvik
Manager, Builder Sales
York Corp.

"Coolest" talking point

Dear Sirs: I find a striking amount of agreement around the country

on the fact that air conditioning may well step into a position of "number one talking point" that has been occupied at various times by such features as colored baths, built-in kitchens, game rooms, cathedral ceilings, etc. Certainly, in an economy that has money to spend, but demands value for it, the time is right.

Our people were most impressed by the ease with which you pulled together diverse elements to make this such a compact, easily understood article. . . .

Ben L. Williams
Director, Public Relations
York Corp.

Panel story

Dear Sirs: You did an excellent job on the Tropicel panel story which appeared in August AMERICAN BUILDER. . . .

I thought the selection of pictures was quite effective, and that the text covered all of the important points on these new panels. My view was shared by the group selling these panels for our Naugatuck Chemical division, and they recently sent letters to all of their distributors calling attention to this story in AMERICAN BUILDER. I believe they are also considering reprinting the story for distribution to build-

ers and architects.

William E. Thompson
United States Rubber Co.
New York, N.Y.

Unique blueprint

Dear Sirs: When I take a trade paper or magazine to bed to read, as I have the August issue of AMERICAN BUILDER, the contents have real substance value.

Reference is made to the pull-out blueprint which is one of the best house plans I have ever studied. The architect of this plan is to be highly commended; there is nothing I would change. Most blueprints fascinate me because of the changes that can be made to improve them, but this one is unique: there are no changes to be made!

G. R. Reed
Missoula Cashway Lumber Co.
Missoula, Mont.

St. Louis remodeling

Dear Sirs: . . . Thank you for the splendid job you did on our St. Louis remodelers. Our members have gained great prestige from this fine article.

Robert J. DeSutter
Executive Director
Home Builders Assn.
Greater St. Louis



"You're right. It is a lot cheaper to bring lunch than to go out for it."
(Cartoon by Virgil Parich—Courtesy Pomana Tile Mfg. Co.)



IT'S

NEW!



OWENS-ILLINOIS

“SHADE AQUA” **GLASS BLOCK**

... excitingly decorative because the color is in the glass!

Now ... for the first time ... Owens-Illinois offers a decorative Glass Block made of *colored* glass...SHADE AQUA.

From *any* viewing angle, the cool, distinctive SHADE AQUA color is *always* visible, enhancing the ripple-like design of this richly decorative new block. Concentric circles within panels

create swirls of shifting blue-green tints for exciting light patterns.

You'll find so *many* decorative uses for SHADE AQUA in your homes, stores, offices, factories! It's as permanent and maintenance-free as the masonry materials you work with.

Illustrated above is the #30 design.

Shade Aqua is also available in the decorative #31 pattern. The functional #80-F design is available in SHADE GREEN. In 8" and 12" sizes.

Send for a new booklet on exciting new SHADE AQUA Glass Block. Write Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

OWENS-ILLINOIS GLASS BLOCK
AN **(I)** PRODUCT

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

CONSTRUCTION Ideas in Action

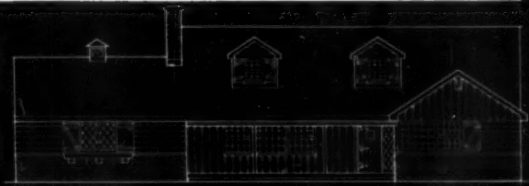


The back-to-back split gets the colonial look

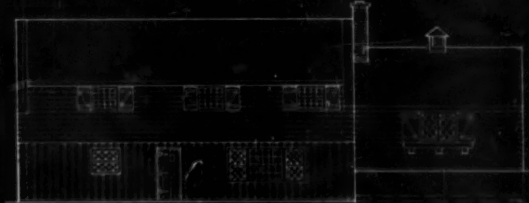
Home buyers can be unreasonably demanding: and when they ask for a split-level plan with colonial styling, the result can be a problem for you.

Keith Anderson of Madison, Wis., solved the problem with the "Trendsetter," shown here. From the

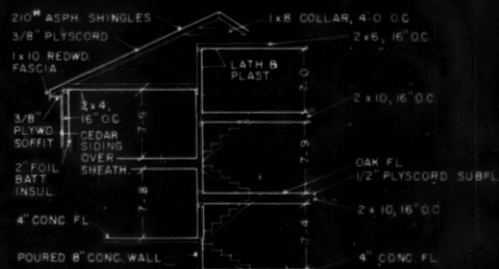
front, it is completely colonial. Inside, as the cross section shows, it has five levels, which permit Anderson to offer five bedrooms and three baths (two bedrooms and a bath are over the living room) for \$27,000, not including the lot.



FRONT ELEVATION



REAR ELEVATION



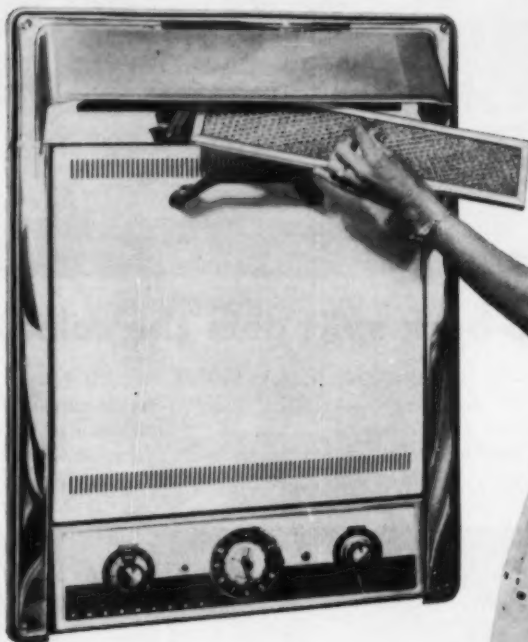
TYPICAL SECTION

Reduce hood and exhaust fan costs on your new homes!

Another THERMADOR First...

Bilt-In Electric Oven with Integral Exhaust!

One simple installation, one electrical connection...no costly hood and building-in time. That's what you save with this new THERMADOR Bilt-In "Masterpiece" Oven with INTEGRAL EXHAUST. Powerful blower expels odor and heat through standard 4" conductor pipe. Has removable, washable filter... or whole unit unplugs and slips out for easy cleaning... a great selling point. Get the full story of THERMADOR'S exciting new Bilt-In oven with integral exhaust. Saves you building time and money, helps sell your new homes to buyers who have been waiting for this feature.



THERMADOR Electrical Manufacturing Co.
A Division of Norris-Thermador Corporation
5119 District Blvd., Dept. 211
Los Angeles 22, Calif.

Please send literature on integral exhaust oven. I am

architect builder electrical contractor
 wholesaler dealer

Name _____

Address _____

City _____ County _____ State _____

LEADING FEATURES


- 3-spit, 2-speed rotisserie standard on this model
- Easy-View window available
- in stainless steel or 5 decorator colors
- stranded aluminum filter provides 678 sq. inches of filter area
- push button exhaust blower switch on front trim panel
- rough-in dimensions 21 $\frac{1}{8}$ " wide by 31 $\frac{1}{2}$ " high by 24" deep



"Seven Leagues Ahead"

THERMADOR ELECTRICAL MANUFACTURING CO.

Originator of the Bilt-In Range



**"I'd put in
Steel Windows
again,"**

says the owner of this house.

These steel windows are 20 years old but they look like new. They are a perfect style for the architecture of the house, yet they were inexpensive to install.

The owner says, "The only maintenance they ever get is an occasional painting every four or five years. The windows stay tight and true . . . and if I ever build another house, I'll put in steel windows."

If you are a builder, you'll recognize that these are all standard steel sash. Their first cost is low, they can be installed quickly and you seldom have to go back for maintenance. When the owners like them and they last so long, what more can be desired?

United States Steel has been supplying window manufacturers with special rolled steel sections for more than forty years. The windows are delivered to the job with a prime coat of paint ready for installation. With a minimum of care, they will last as long as the house.

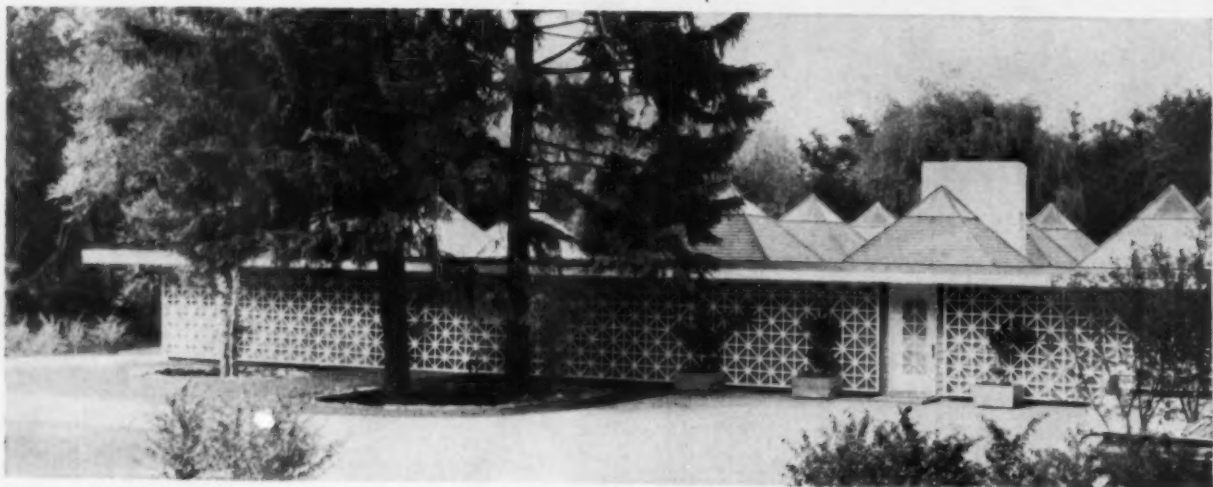
USS is a registered trademark

United States Steel Corporation—Pittsburgh
Columbia-Geneva Steel—San Francisco
Tennessee Coal & Iron—Fairfield, Alabama
United States Steel Export Company

United States Steel



Tomorrow's HOUSE



House sponsored by Calanese Corp. of America, built by Theodore DeF. Hobbs

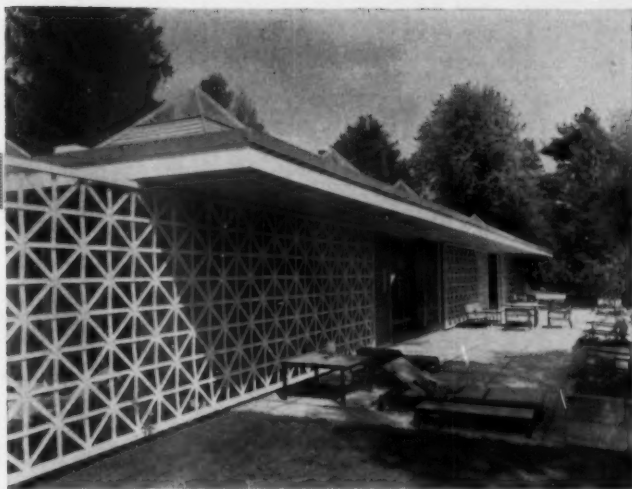
Lattice and skylights make



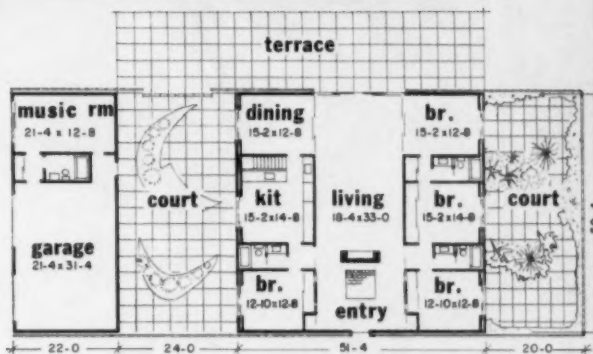
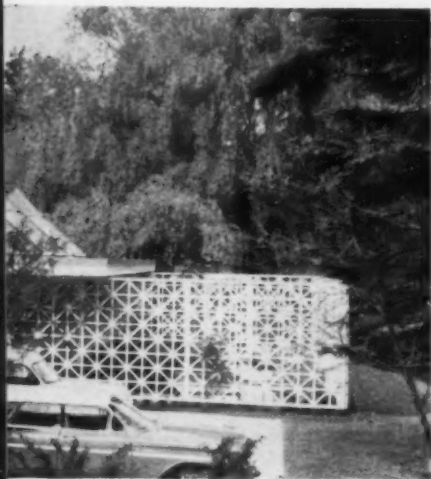
SKYLIGHTED KITCHEN has plenty of space for both eating and cooking. Island stove works as a room divider.

SPACIOUSNESS of the living room, planned for formal entertainment, is shown in this shot from the terrace.

FILE BUT DON'T FORGET



MAIN HOUSE consists of a perfect 50' square. The "T" arrangement of the living area virtually eliminates hallways, to allow full use of the 2,500 sq. ft. of space.



a private world

Architect Edward Stone's house answers one of today's major problems: the need for privacy in areas of growing congestion. Instead of simply fencing off the yard, he cloaked the house and its adjoining patios with lattice-

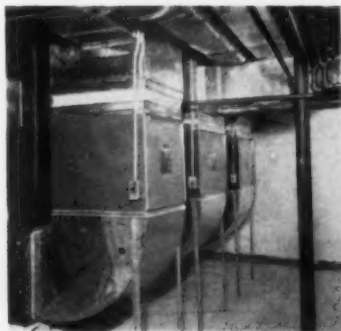
work. Then to counter any feeling of being jailed, he punctured the ceiling of every room with pyramidal skylights. Result: successful joining of indoors and out to create a private world for the modern home owner.

In the Celanese House:

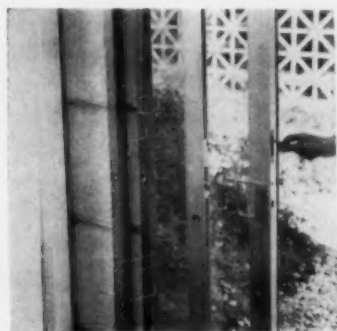
This house was designed and built to be a showplace for the many Celanese home furnishings and building materials. Among the major contributors were: American Biltrite Rubber Co., The Philco Corp., General Electric Co., Mutschler Bros., Doerr Carpets, Inc., St. Regis Paper Co., Richmond Plumbing Division of Rheem Mfg. Co., Alsynite Corp., American Air Filter Co., Arcadia Metal Products, and Rheem Mfg. Co.



DRAMATIC QUALITY of the main entrance is heightened by the skylight, hanging planter and a sunken pool.



THREE HEATING-COOLING units, with electronic filters, were used for zoned climate control system.



FOUR-LAYER SLIDING DOORS of glass, opaque plastic, screening separate the bedrooms from patios.

the
man



You, too, will profit by being a "Man Who Sells Weslock". You are assured of customer satisfaction when you recommend and sell Weslock, the line with the style, price, quality and service that makes and pleases customers. You'll sell a complete line when you stock fast selling Weslock lock-sets and matching cabinet hardware...the style leader. You'll want to "See The Man Who Sells Weslock".

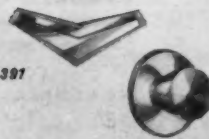
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sells

WESLOCK

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WESLOCK®

WESTERN LOCK MANUFACTURING CO.
2075 BELGRAVE AVE., HUNTINGTON PARK, CALIFORNIA • TELEPHONE LUdlow 2-8391



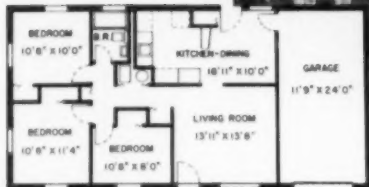
One of a series of advertisements in leading trade publications dedicated to "The Men Who Sell Weslock".



Here are nine sure ways

**to sell
more homes
in 1960**

Make the price pleasing. Price the competitors, and you'll see why more and more builders are planning their programs around United States Steel Homes. They know they can offer their customers a Steelstyle to fit every family's budget . . . and make a profit themselves!



STEELSTYLE BEACON

2

Offer Space. It's simple with Steelstyle homes! From the budget-priced Beacon to the most luxurious model, you and your customer will get more real living space, fun space, storage space for your money with a U.S. Steel Home



STEELSTYLE END-ELEVATION BEACON

3

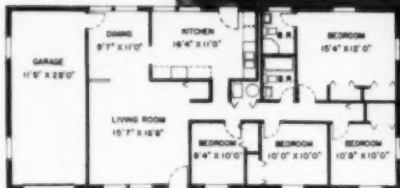
Stress livability. Your prospect will be delighted by the Steelstyle's step-saving traffic plan that flows from room to room . . . opens up new areas for comfortable, uncluttered living . . . allows freedom for fun and friends!



STEELSTYLE BEACON WITH PORCH

4

Offer Individuality. Your customers are conformists in most things *except* homes. Here they want to express individual tastes. You have over 500 variations with 82 plans in 10 basic models to satisfy your most selective buyer!



STEELSTYLE MELROSE

5

Highlight the appearance. Steelstyle homes are a big help here. Just look at the exciting array of beautiful Steelstyle homes! A staff of trained architects has designed each Steelstyle with an eye-catching beauty your prospects won't be able to resist!



STEELSTYLE BROOKLINE

6

Point up the low maintenance cost. Steel construction and pre-assembled quality component parts of the Steelstyle give your prospect a longer-lasting home — warp and sag resistant and easy to care for. Steelstyle construction helps you, too — lowers erection costs, speeds up erection time.



STEELSTYLE ANDOVER

7

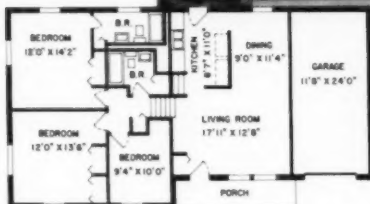
Emphasize the special features. Here are some of the outstanding selling features found in the Steelstyle: A Youngstown steel kitchen in color, General Electric heating system, floor-to-ceiling folding closet doors in all bedrooms — and there are many more!



STEELSTYLE BRADFORD

8

Feature quality construction. All basic building parts of the Steelstyle are engineered and manufactured to exact specifications. Add *steel* construction, and your prospect can see why every Steelstyle is of uniform quality workmanship.



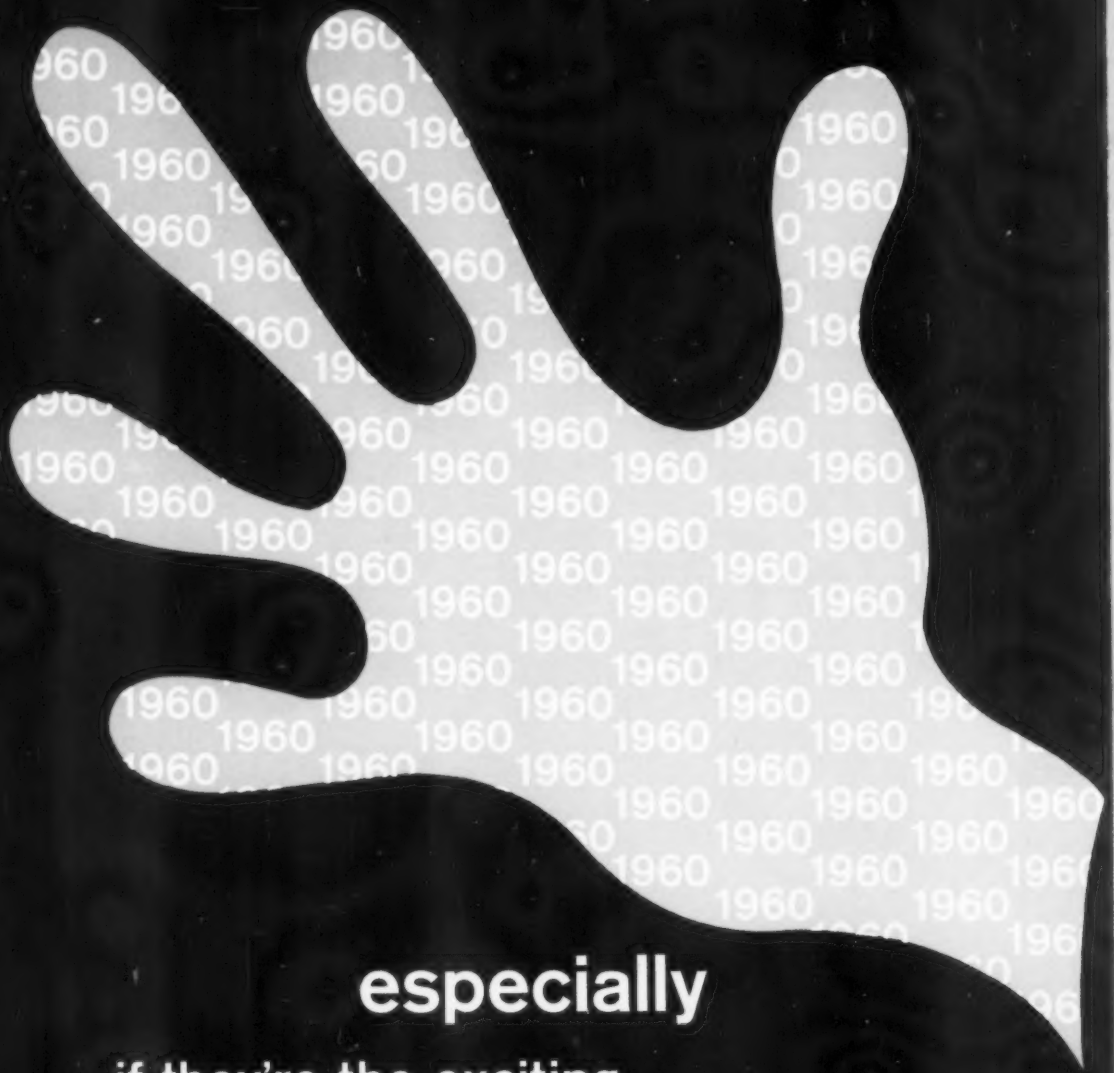
STEELSTYLE LYNNFIELD

9

Offer prompt delivery. Once your prospect has seen the Steelstyle, he'll want to move in — immediately! When he finds out it takes only a few weeks to erect a Steelstyle, ring up a sale! This fast erection time helps you, too: you can build fast, sell even faster and — more important — re-invest your capital more quickly.



STEELSTYLE BEACON WITH BREEZEWAY



especially

if they're the exciting

Steelstyle '60 line

of United States Steel Homes

M
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More help from United States Steel Homes

Not only will United States Steel Homes supply you with the fastest-selling home line of the year — they will help you build and sell them! USSH Sales Representatives have been trained to help you in every phase of your operation, even financing if you need it.

National advertising to widen your market

Early this spring, USS Homes will bring the Steelstyle '60 line to your customers' attention through the pages of *The Saturday Evening Post*. Four-color advertising like this will add prestige to the Steelstyle line . . . will make *more* prospects want to buy!

A comprehensive promotional program . . .

Personalized to fit your needs

Here is *your own* power-packed local promotion! Radio and TV scripts, consumer literature, advertising of your own, ad reprints — these and a wealth of other valuable selling tools are filed in a sturdy portfolio that you can use as a permanent file. This is not a seasonal kit, but rather, a "perpetual" promotion, supplemented periodically by USS Homes with the latest sales aid. You file and keep on hand only what you need.



Become a USS Homes Dealer

Cash in on this valuable selling help! Become a USS Homes Dealer and get your share of the sales USSH advertising will generate. For more information, just fill out the coupon.

Sales Promotion Department
United States Steel Homes
525 William Penn Place
Pittsburgh 30, Pennsylvania

Please send me complete details on how I can become a USS Homes Dealer and thus be eligible to receive valuable USSH selling help.

Name _____

Address _____

City _____ Zone _____ State _____



United States Steel Homes
Division of
United States Steel



MATICO MODEL HOME
IDEA ROOM #2



This toddler's room features Aristoflex-Confetti #773

MATICO TILE FLOORS

add Luxury at Low Cost

There's nothing like the extra-value of a luxury-look floor to march your prospects right to the dotted line. You'll be happy to know Matico Tile is economical . . . low in cost, inexpensive to install, with long-time carefree use. It meets all applicable Federal Specifications.

This colorful floor is one of hundreds of decorator-dreamed patterns and colors that can make your model home eye-appealing and buy-appealing. Plan your next project with the sales-plus of Matico Tile Floors.

Vinyl Tile • Rubber Tile • Asphalt Tile • Vinyl-Asbestos Tile • Plastic Wall Tile

MASTIC TILE CORPORATION OF AMERICA

Houston, Tex. • Joliet, Ill. • Long Beach, Calif.
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QUALITY CONTROLLED

MATICO
PRODUCTS



Mastic Tile Corp. of America
Dept. 5-11, P. O. Box 128, Vails Gate, N. Y.
Send me full information on Matico Tile
Flooring.

Name

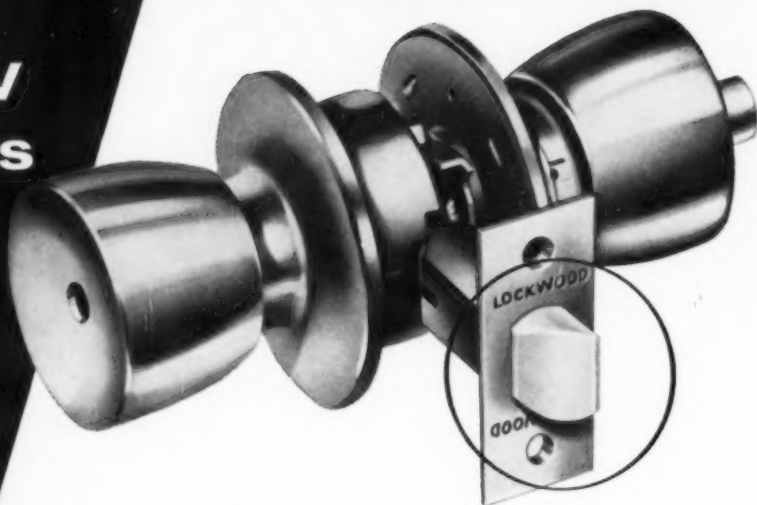
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something
NEW
for
NEW
doors

LOCKWOOD'S **NYLON BOLT***



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

A unique sales feature for your new homes that's extremely practical from a functional standpoint and highly effective as a selling "conversation piece":

Lockwood's **NYLON BOLT** for residential interior door locks and latches — made from Dupont industrial nylon.

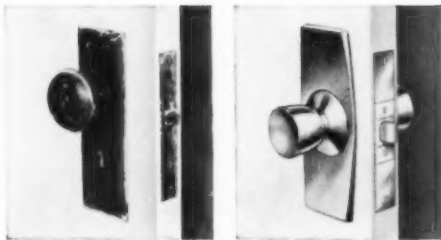
**Optional on Lockwood "R" Series interior sets*

...something **NEW** for **OLD** doors
(with tired locks)

LOCKWOOD'S **REMODELOR**

Here is the most practical answer yet devised of how to make an old door look new. Designed to replace unsightly, malfunctioning mortise locks on either interior or exterior doors, **REMODELOR** covers all old holes and blemishes.

An attractive Lockwood "R" Series or "S" Series lockset can then be installed in a matter of minutes, completely modernizing the installation — both in appearance and function.



LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING CO., FITCHBURG, MASS.



Beauty unfolds

TO SERVE DRAMATIC SHOWROOM

**AMERICAN WALNUT • WHITE ASH • PINE
PHILIPPINE MAHOGANY • BIRCH • OAK**

These six fine wood veneers open new uses for PELLA WOOD FOLDING DOORS in offices, churches, schools, restaurants, clubs and homes. Use *patented* PELLA WOOD FOLDING DOORS to add a Mark of Quality to your building jobs. Alloy steel spring hinging keeps PELLA panels uniformly spaced and provides "live" action. "Lamikor" solid wood panel construction preserves alignment,

prevents warping. Doors arrive with all hardware furnished for fast, low-cost installation. Distributors throughout U. S. and Canada. Consult classified telephone directory.

SEE OUR EXHIBIT
NAHB CONVENTION
EXPOSITION
JANUARY 17-21
CHICAGO
SPACE 18-19

Pella[®]

WOOD FOLDING DOORS

MAIL COUPON TODAY

ROLSCREEN COMPANY, Dept. KB-42, Pella, Iowa

Please send detailed literature on PELLA WOOD FOLDING DOORS.

NAME _____

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ADDRESS _____

CITY & ZONE _____

STATE _____



VINA-LUX[®] FLOORS

Background Beauty that Helps Sell Houses

When you cover your floors with Vina-Lux you cover them with extra sales power. Here is the fresh color styling demanded by today's homebuyers — at costs you, and your customer, can afford. Vina-Lux vinyl asbestos tile is easy to look at, easy to live with. Its colorful beauty needs only occasional mopping to stay spotless.

In new Cork Terrazzo Tones or in Marble Tones with exclusive *Micromatic veining*, Vina-Lux is smooth, slip-safe, greaseproof — can't be harmed by spilled foods or liquids — has remarkable resistance to indentation. Let Vina-Lux help sell your new homes more quickly and profitably. Write for samples today.

Remember . . . Vina-Lux costs less to own per foot per year!

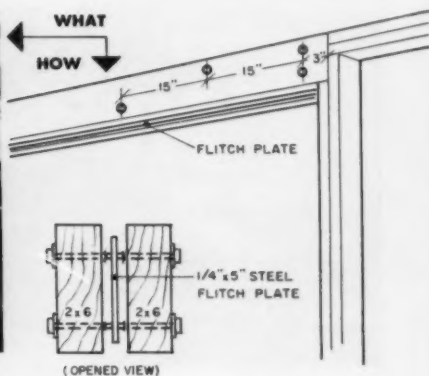


AZROCK FLOOR PRODUCTS DIVISION
 UVALDE ROCK ASPHALT CO. | 546A FROST BANK BLDG. • SAN ANTONIO, TEXAS



MAKERS OF VINA-LUX • AZROCK • AZPHLEX • DURACO

BUILDING WITH Brains



Two smart builders use flitch plates to simplify a couple of tough framing jobs

In the photo directly above, you see a built-up beam made of a flitch plate (1/4-in. steel) bolted between two 2x12s. In this conventional application of the flitch plate, the beam replaces a wooden equivalent

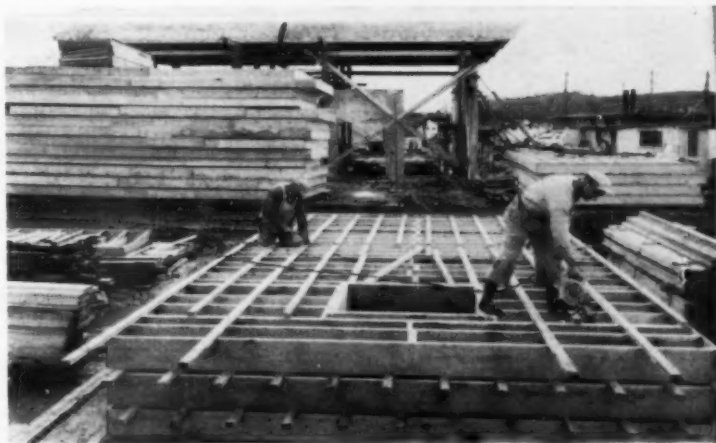
that would be more bulky and less rigid. (Photo taken in one of Bob Edwards' homes, in a St. Louis suburb.) In the second photo, William Lenz, Edgewood Homes, Inc. (New Jersey), points to a

built-up beam over one of his front entries. He could have used a 2x10 or 2x12, but this would have reduced head room. And a steel beam would have created nailing difficulties, complicated finishing.



How to prevent cracks in your concrete floor slabs

Instead of compacting soil by puddling, Jack Campbell, Grand Rapids, Mich., uses a vibrating compactor (by Jackson Vibrators, Ludington, Mich.). He finds he gets crack-free slabs.



Prefabbing shortened construction time on this Sumner, Wash., school job

Main-roof sections (15x30 ft.) were assembled on the ground in a rough-dimension jig. They were made of 2x10 joists, with 1x10 headers along the edges. Fir plywood went down over framing. Panels were lifted by a crane, set

into place on glue-lam beams. A neat time-saver trick: builder Russ Nelson used a rainy spell to make up sections ahead of time, therefore was able to proceed with his roof sheathing as soon as the weather cleared sufficiently.

How to build a low-cost, high-quality house:



Smart sub, portable cement plant can save you \$50 per house

"We saved \$50 a house by hiring a smart cement sub," says Andy Latch. "Our sub moved a portable mixing plant (above) right onto the site. This cut his prices two ways: (1) he made his own concrete; and

(2) he eliminated trucking charges. "His whole operation was simple, efficient. He used a four-man crew, besides himself (one man serviced the plant), had no salesmen, cut office work and overhead to the bone."

Andy Latch (Tulsa, Okla.) markets a substantial, 840-sq.-ft. house for only \$8,249 (see photo and floor plan below). The pictures on these pages show how he does it.

"I start trimming costs right at the start," says Andy. "By contracting to buy materials for my whole project (535 houses) at one time, I get big price advantages."

Of course, this policy involves a certain amount of risk, but Andy minimizes that by making it as easy as possible to buy his houses. "Buyers need only \$66 a month, which is less than rent," says Andy. "Also, they need only \$24.99 in cash for the down payment; they can work off the rest of the payment (\$225) by putting the finish coat of paint on themselves. We advise them on the proper kind or color of paint to use. (Certain-Teed, who supplied Latch's shingles, had Beatrice West work out color charts for the entire development.) Final aid to buyers: guaranteed closing fee of \$99.99—\$212.13 under the amount normally required."



A trussed roof can simplify your whole operation

Latch uses truss roofs. He shop-fabricates the trusses (with metal gussets), trucks them to the site. "In figuring what we save," says Andy, "we go beyond the usual comparison with conventional roofs. The trusses eliminate bearing walls and bearing footings. And they greatly simplify installation of partitions, floors, and ceilings."

Latch combines the advantages of site and shop construction

"I think the system we use in constructing our exterior walls (see photos, right) costs less than any other method we could use," says Andy Latch.

"We combine the best advantages of both site and shop construction. We use pre-cut studs, which are easy to handle, and we frame the exterior walls on the slab."

Varies tilt-up method

"Our only departure from the usual method of tilt-up construction is this: we leave openings in the walls to accommodate door and window bucks. The bucks, which are made in the shop, are nailed in place after the walls have been plumbed and spiked down."



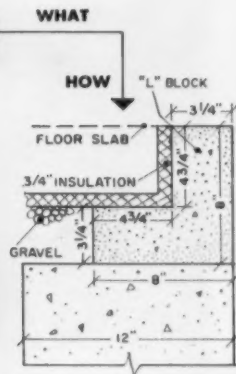
use these five cost cutters from Andy Latch



These 'L'-shaped concrete blocks can save you \$15 per house

Here's a trick that saves Andy Latch up to \$15 per house. "As late as National Home Week," he reports, "we were pouring our slabs with standard wood forms (see photo, top left.) But now, we do away with

the forms by using these 'L'-shaped concrete blocks." (See drawing, top right.) The blocks, which are laid over the footing, actually become the perimeter of the slab, as shown above. A layer



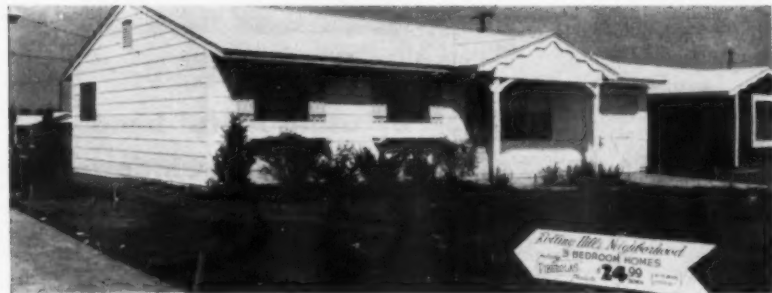
of rock screening or sand is laid over the ground and brought up to the top of the rigid Styrofoam insulation. A four-inch layer of concrete is then poured and made level with the top of the "L" blocks.

A special deal lets Andy buy his garage doors for only \$38 each—in place

"The doors consist of simple 2x4 frames covered with plywood. Batten strips are nailed on the outsides for decorative effect. We got the low \$38 price by working out a deal with the Hollywood Door Co. We supply them with the necessary materials; they, in turn, make the doors and install them. Their price includes all hardware, plus the labor of hanging."

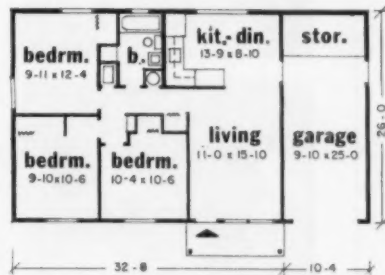


Buyer can move into this \$8,249 house for only \$24.99 down

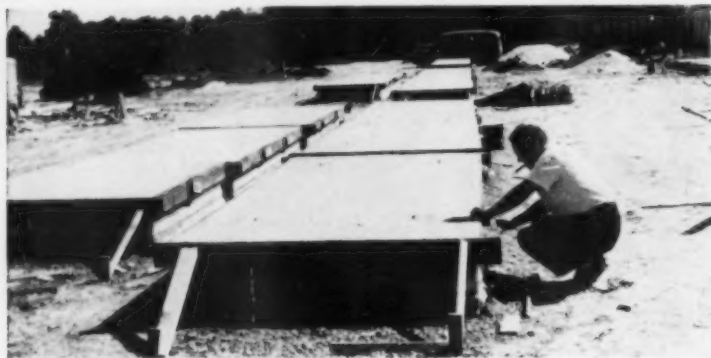


Since the July 15th opening of his development, Andy has averaged 20 sales a week. The project will eventually include 535 houses. As you

can see in the photo and floor plan above, he offers a well-planned, well-built home. This home has lots of storage space, 840 sq. ft. of living



space, and a 260-sq. ft. garage. Price is only \$8,249. A smart work contract plan lets customers move in for only \$24.99 (see opposite page).



St. Louis builder uses concrete on motel job, says it's as economical as wood framing

“On this job, we proved you can build a motel with concrete as cheaply as you can with wood framing,” says Ed Fischer, Fischer and Fitchel, St. Louis. “We

used the same wall and ceiling design for each of the motel's 116 units. After each party wall had been cast in place, forms were moved to next position by a crane.



Ceiling panels (4'x13'6"x4") were pre-cast (see photos, above.) Screw plugs enabled a crane to lift the panels, and a plastic film separated the panels during casting.”

How Jim McMahan builds-in a Hidden Value: he gets a continuous vapor seal by wrapping his interiors in polyethylene film



Jim McMahan, Hamilton, Ill., likes to give his buyers the tightest house possible. So he uses a continuous polyethylene vapor barrier, as shown in the photos at left.

He feels that with some reflective types of batt insulation, a gap may occur in the vapor seal. And, in his opinion, the plastic film overcomes that problem.

Jim installs the plastic after the shell is completed. Then, before the interior partitions go in, he applies the drywall for exterior walls and ceilings.



Saves on flooring

Another smart trick: McMahan saves money on his wood floors by using short pieces. These are easily handled, go down faster at less cost to the builder.



This builder saves by using metal bead at doors and windows

In his \$65,000-and-up homes, Pasadena builder Richard F. McCarthy uses metal casing beads around doors and windows. Beads act as plaster stops, eliminate wood trim, reinforce corners. Lathing Institute of Southern California reports a trend towards this type construction in its area.

**"This remarkable new partition
adds 25 feet of space to
our homes at no extra cost!"**

*Says Dave Holtzman of Holtzman & Silverman,
Detroit builders since 1919.*



1. 2" channel is nailed in position



2. Safe-Edge® Cornerite stapled to ceiling



3. 1" core of laminated long-length gypsum lath erected



4. Safe-Edge® Cornerite stapled to other side



5. Dave Holtzman and Gold Bond Representative check results

Plastering Contractor: Edward H. Endert, St. Clair Shores, Mich.

"25 square feet... that's how much space we save in our 910 square foot home by using Gold Bond's new lath and plaster partition," says Dave Holtzman of Holtzman and Silverman, Detroit builders. "It makes an excellent wall, too. Two inches of solid lath and plaster give it a full hour of fire protection, more sound resistance, and more impact resistance than any of the walls we've been using. And the price is right in line!"

It's the patented interlocking core that gives this exclusive Gold Bond partition the extra strength and fire protection. Ask your Gold Bond® Representative for the full story about it—or write Dept. AB-119 for free samples and technical bulletin.

NATIONAL GYPSUM COMPANY, BUFFALO 13, NEW YORK



... a step ahead of tomorrow



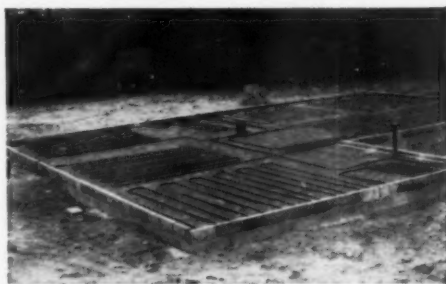
Builder: Oak Hill Builders, Inc.
 Heating: Atlantic Radiant Heating & Pipe
 Fabricating Co., Inc.

Healthful comfort assured in award-winning homes with steel pipe radiant heating

The Oak Hill Development in Middletown, New Jersey, has been awarded top national honors in residential design and construction. And despite the wide choices available in these custom-built residences, the vast majority of buyers insisted on individually controlled *steel pipe* radiant heating systems. The great comfort and satisfaction in radiant heating over the past five years by more than 500 home owners in the adjacent Apple Brook Farm Development, was convincing proof!

Yes, modern *steel pipe* radiant heating, with its built-in comfort, uniform and draft-free heat, totally useful floor and wall space, is being used in more and more homes and commercial structures.

Steel pipe is first choice for radiant heating systems affording maximum comfort and space utilization . . . reliably and most economically. It is the most widely used tubular product for: drainage lines, structural applications, snow melting, refrigeration, gas, air and water transmission lines, fire sprinkler systems and in electrical conduit.



Steel pipe heating coils are shown installed in slab floors for an Oak Hill residence. Similar coefficients of expansion for steel and concrete make *steel pipe* the ideal choice for sturdy, trouble-free life.

STEEL PIPE IS FIRST CHOICE

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

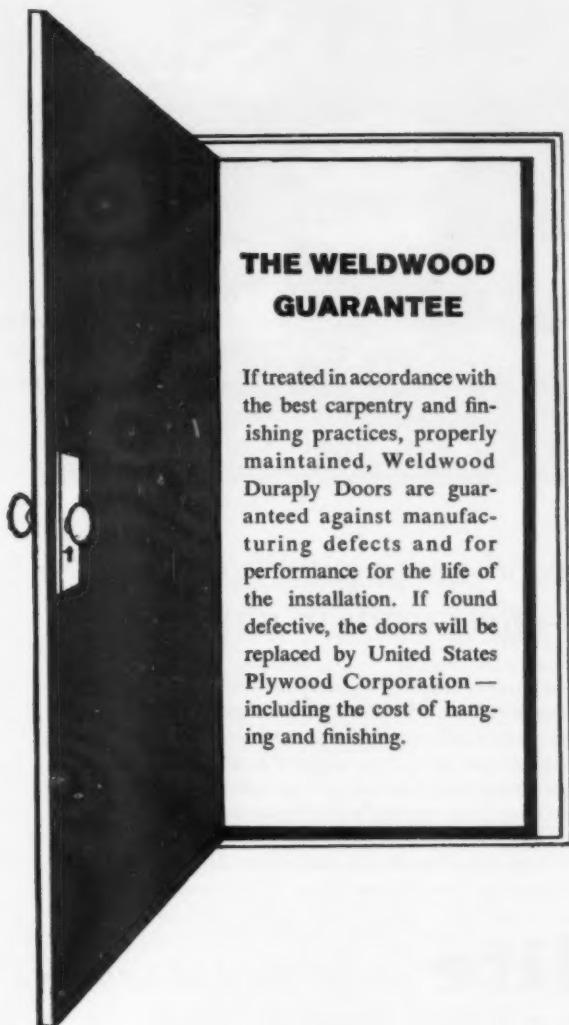
INSIST ON PIPE MADE IN U. S. A.

COMMITTEE ON STEEL PIPE RESEARCH

American Iron and Steel Institute
 150 East Forty-Second Street, New York 17, N.Y.

Weldwood announces THE DURAPLY EXTERIOR PAINT GRADE DOOR

- Paint goes farther, lasts longer, will not blister, peel, or check.
- Guaranteed to give trouble-free performance for life of the building.



THE WELDWOOD GUARANTEE

If treated in accordance with the best carpentry and finishing practices, properly maintained, Weldwood Duraply Doors are guaranteed against manufacturing defects and for performance for the life of the installation. If found defective, the doors will be replaced by United States Plywood Corporation — including the cost of hanging and finishing.

Now, sturdy 7-ply Weldwood Duraply Doors come with a smooth, abrasion-resistant outer "ply" called CreZon*. They combine the superior paintability and moisture resistance of Weldwood Duraply* (CreZon-overlaid plywood) with the strength and stability of Weldwood Algoma-made doors—hallmark of quality for the industry.

EXCELLENT PAINTABILITY. Just one prime coat and two finish coats of good quality paint will last beautifully *up to five years*. The tough CreZon overlay withstands wear and weathering. No peeling, blistering, checking.

WON'T WARP OR DECAY. Precision-made of the finest components by master craftsmen at the world-famous Weldwood plant in Algoma, Wisconsin. Algoma-made doors give top performance, protect you from costly call-backs.

*Reg. T. M. for CreZon—phenolic resin-cellulose fiber overlay.

WELDWOOD® DURAPLY DOORS

UNITED STATES PLYWOOD CORPORATION

—Send for information on the Weldwood Duraply Door.

United States Plywood Corporation AB-11-59
55 West 44th Street, New York 36, N. Y.

Please send me detailed information on the new Weldwood Duraply Door.

Name.....

Company.....

Address.....

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

NEW!

MARLITE RANDOM PLANK



*fully-finished wood-grain paneling
for random-effect walls in any room*

It's easy to create luxurious yet economical interiors with new Marlite Random Plank. Six completely new Trendwood finishes styled by American Color Trends complement any room, any decor. Made for easy installation over furring strips or existing walls, Random Plank is $\frac{1}{4}$ " thick and 16" wide. Edges are tongued and grooved. And, Marlite's melamine plastic finish needs no further painting or protection; resists stains and mars for years. Get complete details on new Marlite Random Plank today from your building materials dealer, or write Marlite Division of Masonite Corporation, Dept. 1103, Dover, Ohio.

Marlite[®] *plastic-finished paneling*

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE[®] RESEARCH



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WHAT'S **New** AND ► WHAT TO DO ABOUT IT

New FHA Changes Go Into Effect

FHA offices are moving with dispatch to put most provisions of the new housing act into effect. Result: a reversal of some of the pessimism of builders about next year's prospects. FHA's action in raising the interest rate to 5¾ per cent was greeted by builders with mixed feelings. They deplore the increased cost of home ownership this means to future buyers. But at the same time they realize it will stimulate flow of money into home financing, permit more sales. The new \$22,500 mortgage is providing a definite help to both sales and quality.

Lower Down Payments Deferred

Notable exception to FHA's prompt action on some fronts was its feet-dragging on lower down payments. Commissioner Julian Zimmerman said, "In my judgment, and based on the continuing high level of activity in the industry, this further stimulus (lower down payments) is not needed at this time."

To builders it appeared that Zimmerman was permitting his "judgment" to thwart the will and intent of Congress.

► Congress knowingly wrote into the housing act sharply lower down payments to encourage home ownership by more American citizens. Builders who feel FHA is wrong in deferring low down-payments should speak up without delay.

Builders vs. Administration?

While President Eisenhower was busy with Khrushchev trying to thaw the cold war abroad, his own administration at home seemed to be engaged in a cold war with the building industry. Builders of every political hue complain: it took two years to get a housing bill against administration opposition. Tight money hits home construction unfairly as compared with other industries. Why tag anything that helps home building as being "inflationary"? The vetoes didn't help. And now FHA defers low down payments that the public needs and Congress voted for overwhelmingly.

► What to do about it? The building industry and its related groups in finance, real estate, furnishing and manufacturing are the greatest source of jobs in the country. They are also a great source of votes. Their complaints will be heard.

Financing costs move higher

Last month the U.S. Treasury put the spotlight on the high cost of money by offering short-term notes (4

years, 10 months) at a stiff 5 per cent. Builders too were having to pay higher and higher discounts and interest rates. In several southern towns, where the discount has reached 7 to 8 points, builders are planning to advertise their houses something like this:

Sales Price (CASH)	\$16,000
Sales Price (¼ down)	\$16,500
Sales Price (FHA)	\$17,500
Sales Price (VA)	\$18,000

The difference represents the high cost of money!

► Point out to buyers what the high cost of money means to them. They may save a lot by selling a bond, or borrowing elsewhere so that a conventional mortgage may be used.

Central Mortgage Bank proposed

Discontent with the present home financing system and its costly ups and downs of "tight money" was strongly expressed at NAHB's St. Louis marketing conference. A central mortgage bank, builder Nels Severin pointed out, would assure a more stable market for home loans, would stabilize building. Another proposal: a system for converting mortgages into coupon bonds which could be marketed nationally, be safe investments for retirement funds, insurance companies and banks.

► The Senate subcommittee on Housing (James B. Cash, staff director) has completed an excellent study of financial and mortgage problems affecting home building. Write for a copy.

Wanted: "A decent home for all"

The "tight money" policy of the Federal Reserve Board and the Treasury is a "self defeating policy" says Senator Stuart Symington of Missouri. He told the builders assembled at St. Louis that it is actually inflationary, because it discourages economic activity that would absorb inflationary pressures. He called for a "ready, steady, flow of credit" into housing, recalled that the national policy, as clearly stated in the Housing Act of 1949 is "a decent home for every American family."

Wanted: name for "small builder"

Recent grass roots research studies reveal striking facts about the number of builders at work in U.S. home-building and light construction. One estimate is 200,000. Another, based on 30,000 active retail lumber dealers, indicates 300,000—an average of 10 builders per dealer. Whatever the number, small-volume builders feel they do not have vigorous enough national representation.

WHAT'S **New** AND ►WHAT TO DO ABOUT IT

At the fall directors meeting of NAHB the small-volume builders marched in wearing nail aprons to dramatize their presence.

One problem: a good name. Most smaller builders do some houses, some remodeling, some commercial work. A "small" builder who puts up 10 or 20 \$40,000 houses is "big" in dollar volume. Some names suggested: "Master Builder," "Bil-dor," "Professional Builder." One wit suggested: "a small builder is a builder who weighs 128 pounds with his nail apron on."

► The building business is a wide-open land of opportunity. It's the liveliest field for enterprise and growth. Thousands of small builders will become big or bigger in 1960 solely by their own initiative and effort.

Bomb Shelter in Every House

Several states are now considering laws requiring every new house to include a bomb shelter. A recent statement by Governor Rockefeller of New York gave impetus to the movement.

► Write Office of Civil Defense, Washington, D. C. for latest data on bomb shelters. Or contact your local or state office of Civil Defense for construction details.

See you at the convention?

The "sizzling sixties" will start with a bang in January when the world's biggest home-building Convention and Exhibition opens. More than 35,000 persons are expected to attend. Director Paul Van Auken reports that 450 exhibits have been sold, setting a new high in displays of building materials and equipment. Plans and programs announced last month call for sessions on new building techniques, merchandising, cost-saving methods, financing. The date is January 17. Meetings and exhibits will occupy all available space in the Sherman and Hilton Hotels and the giant Chicago Coliseum.

► It's not too early to make your hotel reservations and advance registration for the NAHB Convention. Hotel space is scarce in Chicago in January. Write NAHB Convention Office, 140 S. Dearborn, Chicago, which will also make hotel reservations for you. ALL builders are welcome.

More land, more building sites on way

Building and financing groups hailed the part of the Housing Act which lets Savings and Loan Associations invest their funds in land for home sites. Norman

Strunk of U.S. Savings & Loan League predicts "important contributions to better land planning and subdivision design." He said 1,800 federally chartered savings and loan associations would be eligible. Under the law, federal associations may invest up to 5 per cent of their savings capital in loans to builders to help them buy or develop building sites.

► This new financial tool will take some time to get into operation, will depend on how fast the Federal Home Loan Bank Board moves. Contact your local Savings & Loan for details.

No doubt—colonial's the thing

Unanimous conclusion of AMERICAN BUILDER editors who visited 1,000 model homes during National Home Week, was that there's a strong trend to colonial design. Many builders who had been building modern or contemporary homes have shifted back to colonial. Fewer of the "Cinderella" type designs were seen. Architect Henry Norris of Atlanta, who does expensive custom homes as well as lower-cost builder projects had some pertinent comments on the colonial trend:

"It costs more to eliminate mouldings," he said. "Colonial trim and detailing is actually much less expensive than good, simple modern work." He quoted cost records to prove that in Atlanta a quality traditional house costs from three to five dollars less per square foot than a quality contemporary.

► Get together your own cost data to demonstrate the economy methods you use without sacrificing quality. Add a "hidden value" display to prove quality.

Motivational research gets the gate

There's one builder in Florida who will make loud and unpleasant noises when anyone mentions motivational research. He employed highly professional researchers to determine what buyers in his area wanted, then retained a top-level architect to design several model homes. With fanfare, he opened the models, which he billed as "Motivational Research Homes." But the public didn't go for the name, and apparently didn't agree with the researchers. After a few months he changed the name and made drastic revisions in the models themselves.

► Moral: there's no substitute for common sense and a good grass roots study of your own area as to the buying habits of its customers.

San Diego report: a guide to future planning

How can builders find out where they should plan their houses during the tremendous building boom expected in the next decade? Local chambers of commerce generally know which industries are coming into their areas, how many new residents they'll bring in, etc. **AMERICAN BUILDER** asked the San Diego C. of C. to prepare a look-ahead report to guide that city's builders. The details they supplied indicate builders everywhere would do well to ask for similar data. Here's what they told us.

San Diego, now boasting 190 square miles, is seventh in land area among all the cities in the United States.

Early this year, new-home construction in the unincorporated areas of San Diego county was at a pace very close to new residential construction in the city.

This is expected to result in many more annexations in the next few years when additional services are demanded by rural residents. Construction of many new apartment houses in the city indicates a tendency to go up in the air with new residences instead of sprawling out, which has been the pattern in most other cities.

There's another difference between San Diego's building pattern and that of many other areas.

Usually, residential development in an area can be expected to follow industrial buildup. But this has not been true of San Diego.

Due to the nature of the industrial expansion—aircraft, atomic power development, and electronics—high salaried jobs have allowed the area's new residents to be selective in their choice of home locations. Many have chosen La Jolla, rural Rancho Santa Fe, or the San Diego State College area.

Also, because of an excellent highway system, many who are employed in San Diego industries choose to commute long distances to their places of employment. In addition, there can only be limited residential buildup adjacent to the new Kearney Mesa industrial park



area because the U.S. Navy has reserved space for its jet-aircraft practice landings at Miramar Air Base.

Because of these conditions, San Diego's new-home construction in the '60s is expected to be concentrated in two areas—neither influenced by industry.

The importance of water to Southern California is expected to influence the development of a 40-square-mile area annexed by the City in 1958. Known as Del Mar Terrace-Miramar, it is located in the area of Del Mar (which recently became San Diego county's eleventh incorporated city).




Through annexation by the city, ample water became available to the area for the first time. It is

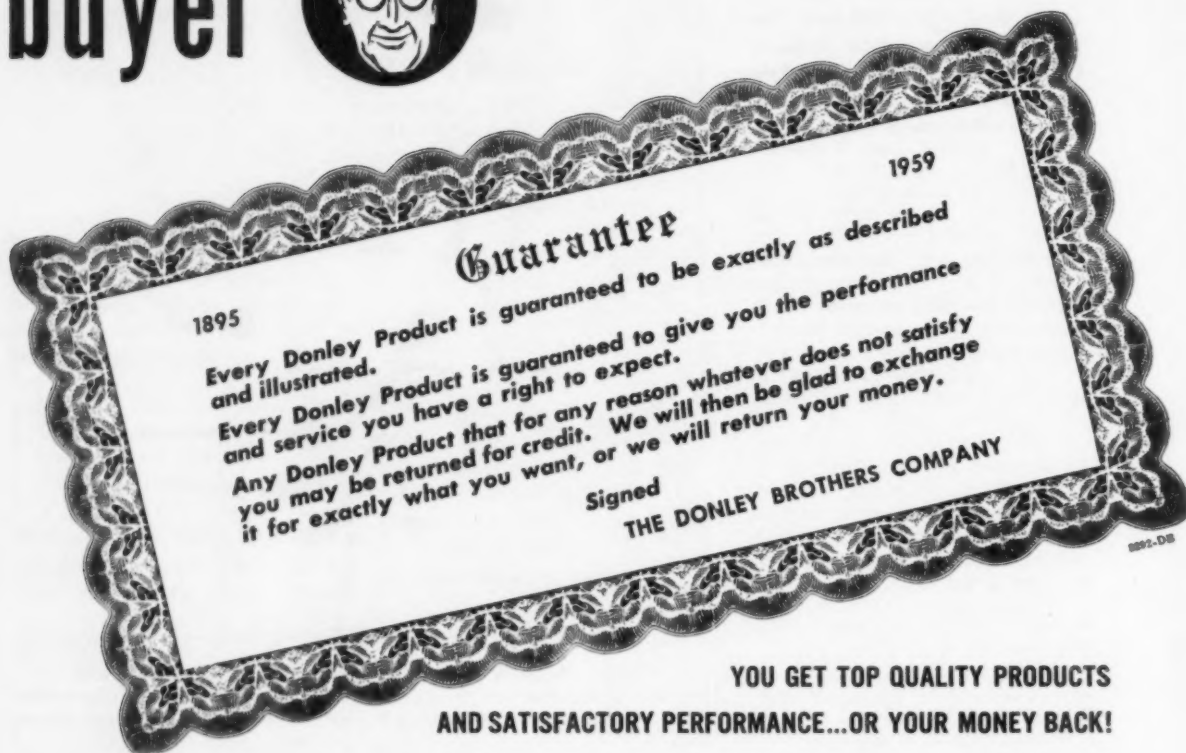
estimated by developers that 250,000 persons will make their homes in the 40-square-mile area within 25 years.

Another area due for high-type residential development is north of La Jolla, where the University of California will establish its school of science and engineering. The school eventually will accommodate as many as 25,000 students. This should lead to a surrounding community of many thousands.

One area in which residential construction is expected to follow industry is in San Diego's South Bay District. Through 1957 annexation, San Diego expanded to the border of Mexico at San Ysidro.

(Continued on page 38-P)

Here's a guarantee that
 protects the dealer 
 the builder 
 and the
 buyer 



**YOU GET TOP QUALITY PRODUCTS
 AND SATISFACTORY PERFORMANCE...OR YOUR MONEY BACK!**

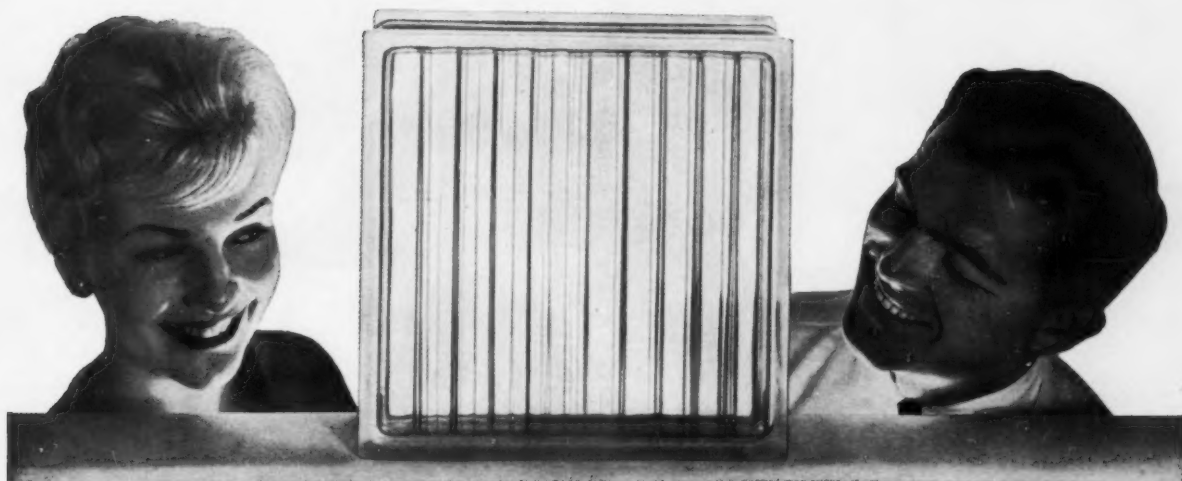
You never know the true value of a guarantee until you have to use it! Most guarantees only cover "defective materials and workmanship" . . . protect the manufacturer, not the buyer! Donley Brothers guarantees both product *quality and performance!* There is no small type . . . no deceptive phrase . . . just the honest statement that "Every Donley Product is guaranteed to give you the performance and service you have a right to expect". If you are not satisfied, Donley Brothers will exchange the product or return your money. You just can't go wrong with Donley Brothers! And product specifications are published for your added protection. Send today for your Donley Catalog. Protect yourself . . . and your customer . . . with fully-guaranteed Donley products on your next job . . . they're made to serve, not just to sell!

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Second-Time Home Buyers know quality when they see it...



and they see quality in PC Glass Block Panels

Conditioned by experience, second-time home buyers take a long careful look at the materials that go into a house. That kind of study makes them likely to appreciate the values added to a home by light, bright, easy-to-care-for panels of PC Glass Blocks. Consider, for instance, the ways a PC Glass Block panel makes any well-designed home prettier, gayer, lighter, more private, easier to care for.

Soft, diffused daylight—cheerful, glareless daylight brightens dark rooms and corners . . . enriches color schemes.

Privacy—patterns protect privacy without sacrificing daylight. And undesirable outside views can be screened.

Distinctive good looks—clean, functional lines, and the glowing beauty of glass add style to contemporary or traditional designs.

More comfort—insulation value (equal to a 12" thick concrete block wall) keeps cold out, warmth in.

No need for storm windows. Lower operating costs for air conditioning, too.

No Maintenance—because PC Glass Blocks are mortared into panels, there's nothing to rust, rot, or paint. They're easy to clean: inside with a damp rag; outside with a hose.

Quality like this makes real sense to the second-time buyer. He's sure to appreciate the added values of a panel of PC Glass Blocks . . . used to divide a room or open an outer wall to cheery, muted daylight. And now even greater sales appeal is possible with color. PC Glass Blocks are available on architects' specifications in 12 ceramic face colors in 6-inch squares, 8-inch squares and in the new 4 x 12 rectangular glass block.

You'll find PC Glass Block ideas for every room in the house in our new booklet, "Ideas with a DOUBLE-TAKE Appeal." Send for your free copy. Pittsburgh Corning Corporation, Department AJ-119, One Gateway Center, Pittsburgh 22, Pennsylvania. In Canada: 3333 Cavendish Boulevard, Montreal, Quebec.

P I T T S B U R G H

PC

C O R N I N G



Simplicity is the key to this fine

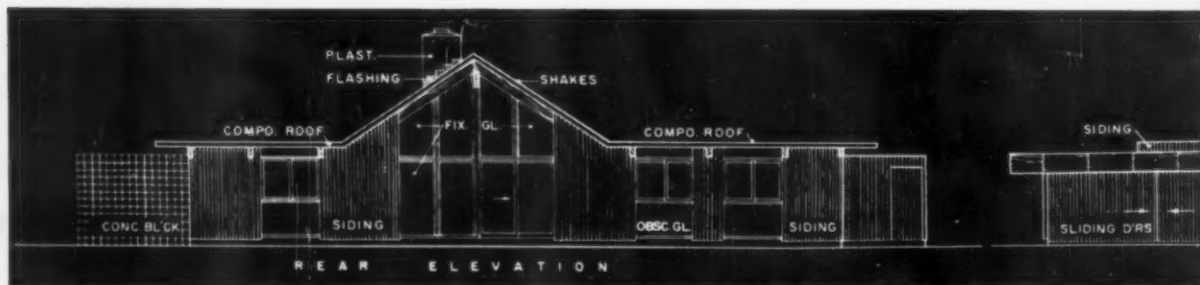
Strong lines, inside and out, give this house by Hallberg Homes a distinctive flavor. It won an AMERICAN BUILDER award for design excellence. And—despite an almost-\$30,000 price tag—2,000 sq. ft., four bed-

rooms, two baths, terrace, patio, and two-car garage make it a lot of house for the money.

How can Hallberg build and sell such a smart house for so little? The answer lies in the simplicity of the design. Post-

and-beam permits use of modular construction and panelization (see elevations, below) which reduce building costs. Also, unneeded ornamentation is left off.

Despite a very slow market for houses of this price range in



of the MONTH for November



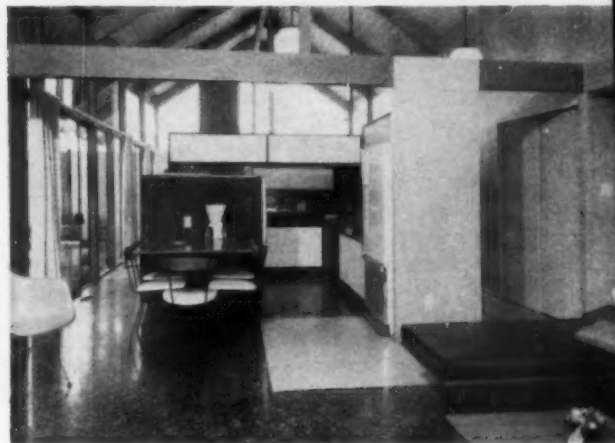
INTERIOR features a contrast in materials. But, despite the diversity, they harmonize because each is handled simply. In this picture, you can see hemlock ceilings, concrete block and a Texture One-eleven wood paneling used for siding.

▲ **TREE-SHAPED PLAN** offers combination of both privacy and full-family activity in the trunk or the living area.

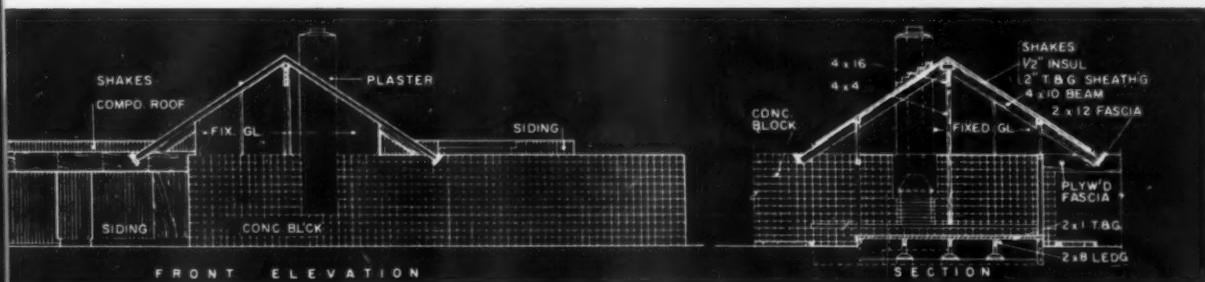
◀ **SHARP CONTRAST** in lines makes the front elevation look smaller—more intimate—than actual 50-ft. length.

Portland house

the Portland area, Hallberg Homes, which builds on order only, sold four of this model. Then they adapted it for a lower-price market. At last report they had sold more than 40 at \$18,000 in a close-in development.



ALL-PURPOSE ROOM and kitchen (to the rear) flow together. They form the main activity hub of the house. And, to add to their size, both have either an adjoining terrace or patio—a must for Western-style living.

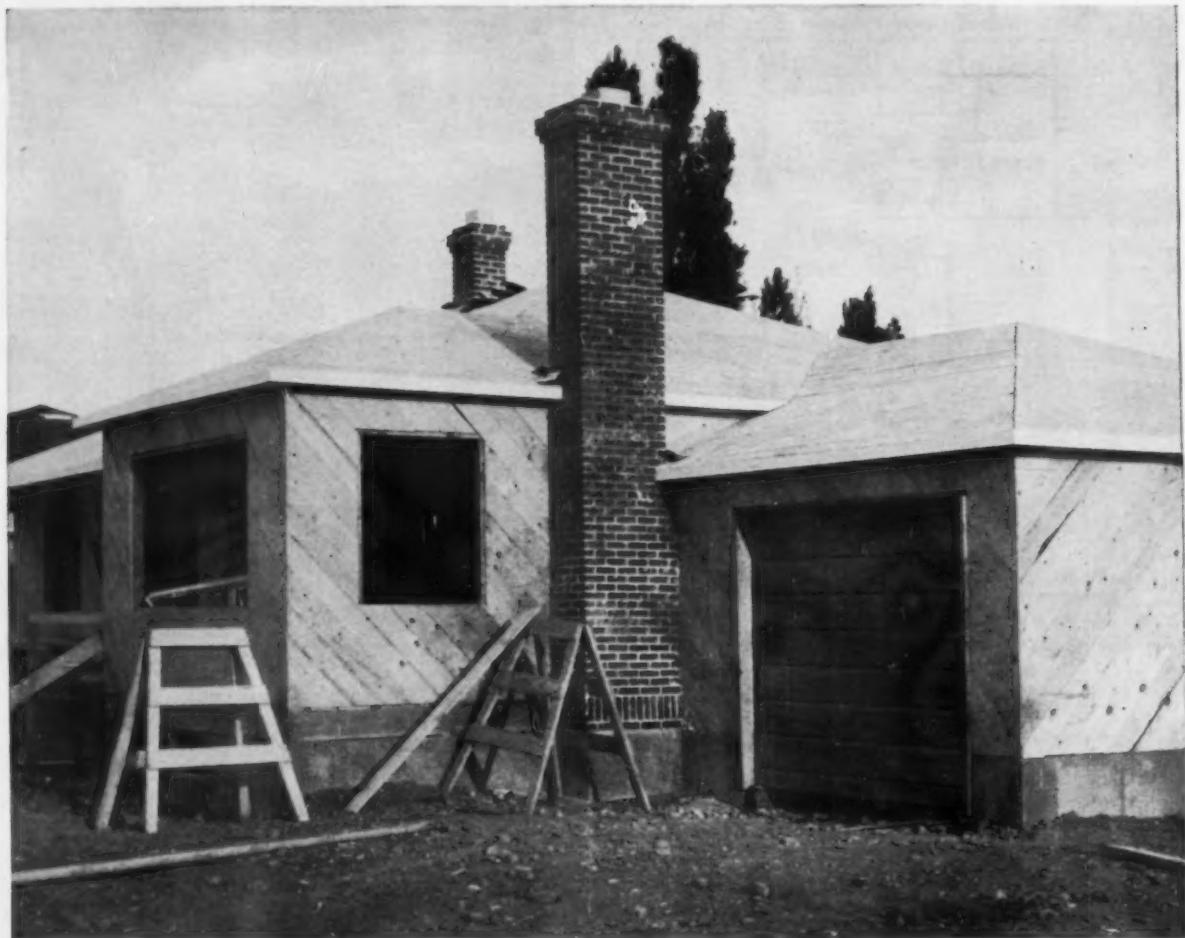


For strong, lightweight sheathing...

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

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member mills manufacture these woods to high standards of grading and measurement . . . grade stamped lumber is available in these species

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Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

Western Views

By **BILL RODD**

FOAMED PLASTIC PANELS to be available in Southland: Nels G. Severin and Daniel B. Grady have set up a corporation to produce the type of panels used in the NAHB Research House in South Bend, Ind. The company, known as Dyacor Products, Inc., was licensed by the Koppers Company, Inc., which developed the panel system. These panels drew universal acclaim from building industry experts after their use in the South Bend house, where all walls and roof were erected in eight hours by a five-man crew. A totally new method of construction is involved, using no studs or posts. Dyacor will be in production shortly after Jan. 1, 1960, and will distribute directly to builders.

SAN JOSE, CALIF., PARADE BOOSTS HOME SALES: At the conclusion of a 17-day run results were so good that it was decided to keep the parade open for another two weeks. When it was all over the dog-tired, but happy builders were saying "why didn't we do it before?" The Santa Clara County Contractors and Home Builders Assn. had been talking about a parade for years. This year, sparked by executive vice president Bob

Mitsch, they decided to go ahead. With 32 homes on two streets ranging from \$13,950 to \$32,450 (all beautifully furnished and landscaped), plus 44 booths exhibiting building products and accessories, the parade drew over 100,000 paid admissions (75¢ on weekdays and 99¢ on Sat. & Sun.). One builder sold 23 homes; another 14; all reported sales and loads of good prospects and increased traffic at their subdivisions. All participants are rarin' to go next year. Bob Mitsch reports that manufacturers and distributors were so well satisfied that he expects to have 90 booths next year. Much credit goes to Dick Girvin, ad manager for Stone & Schulte, realtors and builders, who took active charge of the whole affair.

BUILD LOYALTY AND INFLUENCE SALES: One hears a lot about "fly-by-night" builders. But that term will never be applied to the McCarthy Company, Los Angeles. Founded in 1892 by "Gramps McCarthy," the business is still in the hands of his descendants, E. Avery McCarthy and James H. McCarthy, who in 1958 sold close to \$21 million worth of homes. Typical of the unusual

(for builders) policies which contribute to the stability of this concern are these: the company has a retirement program for employees; the entire cost of hospital insurance is paid by the company after five years' service; two beach houses with four bedrooms and two baths are maintained for the use of the employees.

SEATTLE BUILDERS HOST SCHOOL TEACHERS: Every other year teachers from 25 Seattle schools spend a day with businessmen, each teacher selecting the industry of his choice. A number of them chose the building industry and the HBA of Greater Seattle was happy to take advantage of the opportunity. After a morning panel the in-

(Continued on page 38-P)

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United States Steel Corp., Colum- bia-Geneva Steel Div. ...	38F, 38-O



GOLDEN TRIUMPH is one of six models in Brockbank's 113-house

Tanglewood development. By allowing buyers a wide choice of optional

features, the builder gets away from the "look-alike" subdivision problem.

How Brockbank sells

Alan E. Brockbank has found a variety of ways to merchandise the visible and hidden values in his houses.

Not content just to set up displays of these products, the Salt Lake City builder:

- Included them in a "sales aid sheet" for his salesmen.
- Ran a contest to focus attention on all the products used in the houses.
- Includes hidden/visible reminders in literature which every prospective buyer takes home.
- Allows buyers to "customize" their houses with a choice of optional products.

Because of this excellent merchandising program, it's not surprising that Brockbank is a winner in *AMERICAN BUILDER'S* Hidden Values Contest. (See p. 107).

One of the most important phases of the builder's program is

the emphasis he places on the salesmen's knowledge of visible and hidden values (p. 38-H).

Using easily understandable language, Brockbank hands his sales force a made-to-order sales pitch—one which answers just about any question a prospective buyer might ask about the houses. A well-informed salesman, of course, instills confidence in a prospect.

The "research treasure hunt"—which Brockbank ran to attract prospects during National Home Week—also did a lot to focus attention on all the products in the houses (p. 38-I). Too often, buyers fail to notice the top-notch products a builder uses. Room layout, decorating schemes, etc. sometimes are all that's remembered after a visitor leaves a model home.

By making the buyer look for

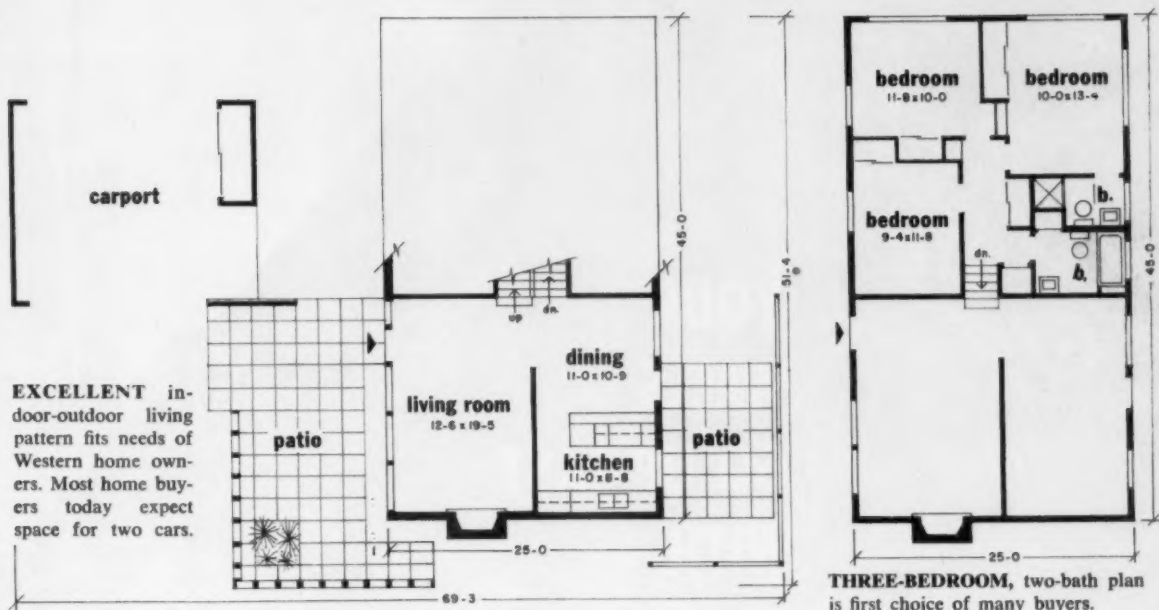
"research" products, Brockbank forces them to see everything that goes into his houses.

There's another important part to Brockbank's over-all merchandising program. He establishes a basic price on each house, then offers the buyer a choice of extras. Some of his model homes have these extras in them; others do not. So buyers can see what a house will look like either way.

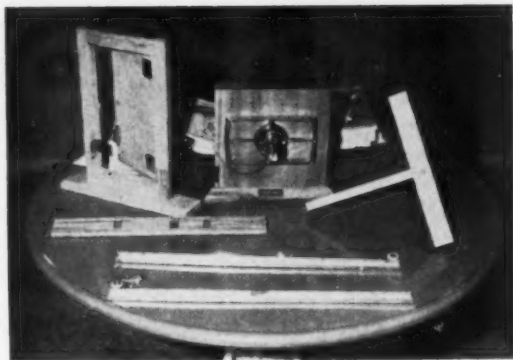
On the Golden Triumph (above) for example, the basic price is \$19,550, including land. If a buyer wants a built-in range and oven, \$350 is added; dishwasher and disposer cost \$250 more, etc. All these extras were cleared with FHA in advance and can be added to the mortgage.

The care and attention Brockbank gives his hidden-values merchandising is one reason he's among the country's top builders.

... of merchandising Visible and

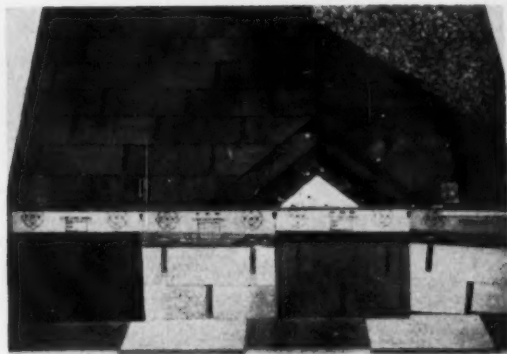


a winner — a case history...



1. He points out the Visible Values in his houses

One method Brockbank uses to point out the brand-name products he includes is to display some of them at the sales closing desk. Among the products shown above is a Schlage lock; cabinets, nailed and glued; and Bruce #1 oak—power-nailed.

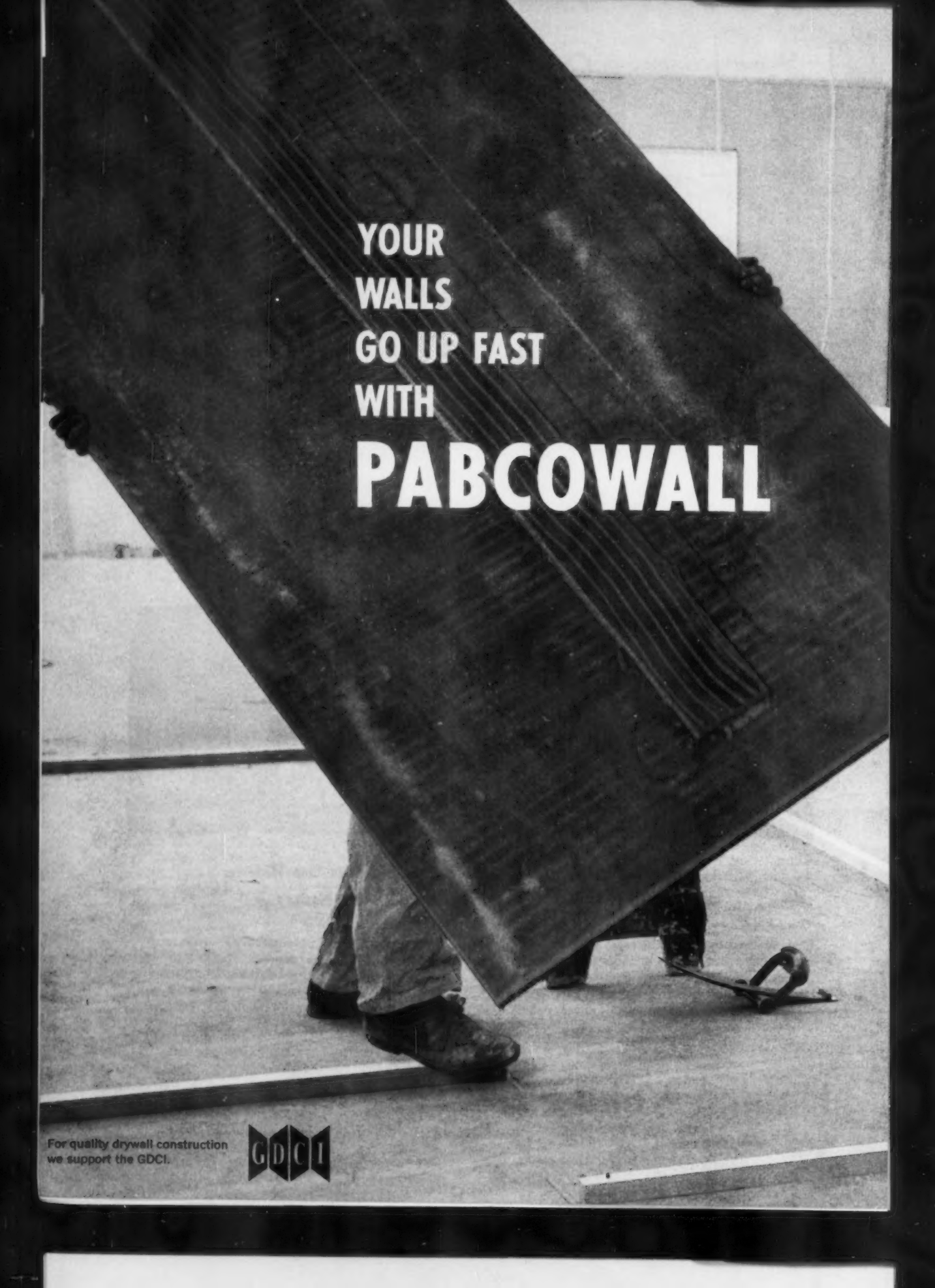


2. He displays the Hidden Values in his houses

Supporting displays contributed by subcontractors point up hidden-value products built into every Brockbank home. (Above display, contributed by roofing sub.) Similar displays include SCR brick wall construction; rock wool insulation; etc.

Hidden Values

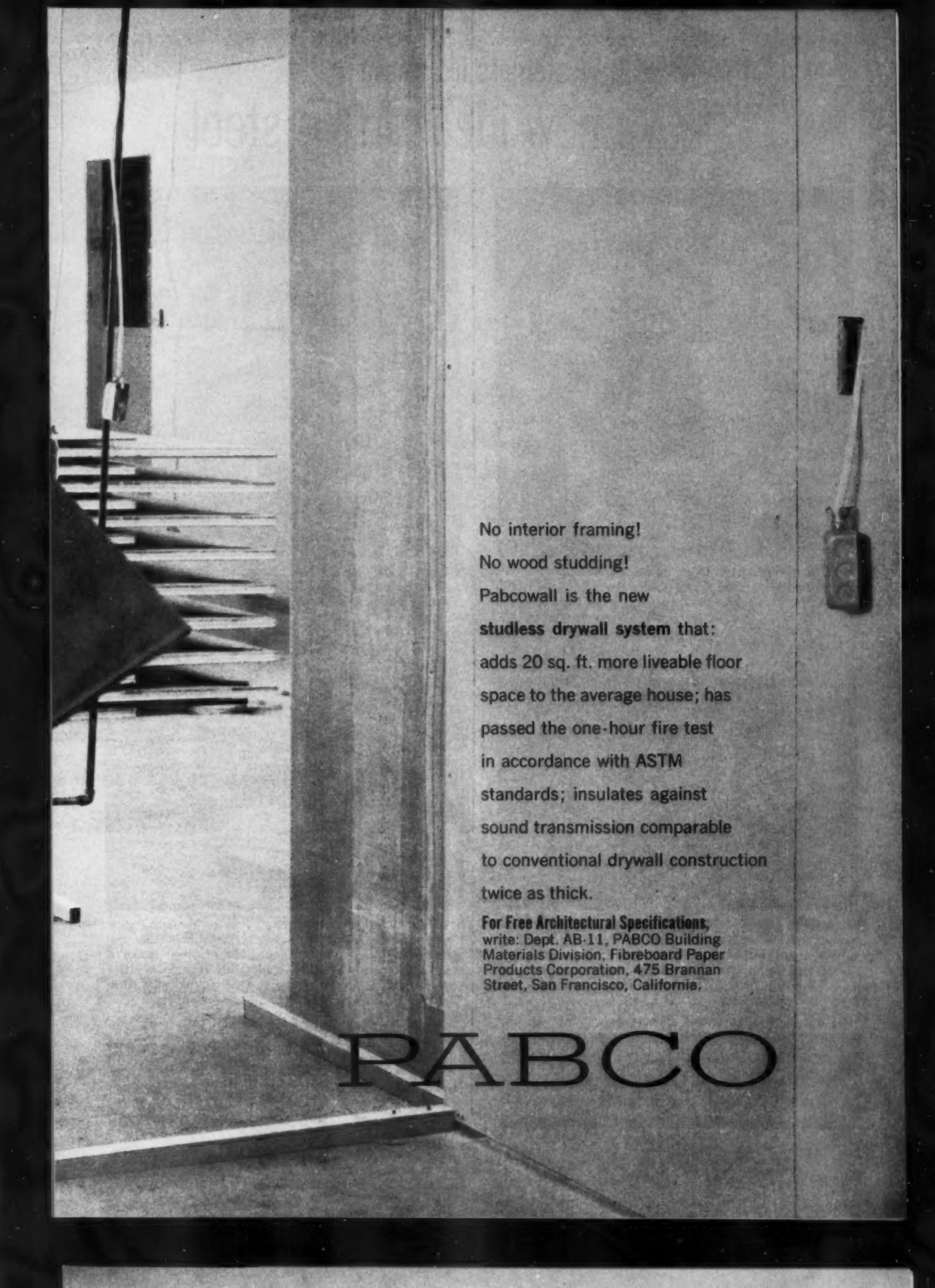
continued on p. 38-H



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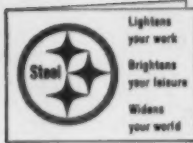




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New Pipelines for Progress. From vast, underground reservoirs in the Southwest, giant pipelines bring the bounty of natural gas to the booming West. On projects like this Pacific Northwest Pipeline Corp., of Salt Lake City depends on USS Line Pipe, consistent choice for the toughest line pipe jobs throughout the West.

Contractor: Geo. E. Teufel Co.
Associated Architects: Bindon and Wright, and Decker, Christenson and Kitchin



New Weather Profit for Walls. No painter, scraper or sand-blaster needed for porcelain-enameled steel walls—seasonal rains can keep them clean. Think of the savings in maintenance! Shining example: Seattle City Light Building, in ageless porcelain-enameled panels formed from USS Sheets by Fentron Industries, Inc., Seattle, Washington.

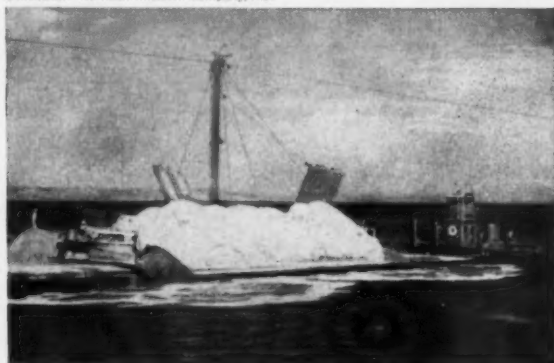
Contractor: Morrison-Knudsen Company, Inc.



New Speed for Logging. This year, modern logging methods will harvest some 16-billion board feet of Western timber and sinews of steel will carry the load! Western loggers rely on USS Tiger Brand Wire Rope for top-quality, specialized ropes of steel, designed for every logging application in every Western state.

STEEL FOR EVERY PURPOSE FROM A SINGLE SOURCE

If production problems are eating into your profits, ask your nearby United States Steel representative about expert metallurgical service—with no obligation of course. This is only one of the many extra advantages of calling United States Steel.



New Strength for "Mountain-movers". For the Southern Pacific Company's new 13-mile causeway on Great Salt Lake, five giant flat-top barges moved a mountain of fill on decks of USS "T-1" steel—45,480,000 cubic yards of sharp, abrasive rock, sand and gravel. Wherever earth is moved in the West, "T-1" is tops for equipment stamina and longer life.



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

38-F

AMERICAN BUILDER



In 8 out of 10 western building projects...

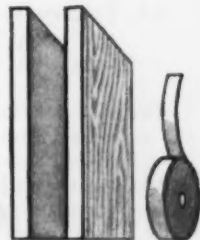
MATERIALS OR SERVICES BY U.S.G.

Over 20 U.S.G. sales offices and plants serving western building.



For the right sales-answers to their building problems, eight out of 10 western builders turn to U.S.G. They depend on U.S.G. for quality materials delivered on schedule. They expect of U.S.G., ever-new building systems for the best cost-saving construction. Meeting this two-fold obligation to western builders, U.S.G. maintains close-at-hand plants to keep products abundantly available, continuing research to bring builders new techniques for more profitable building. For specific answers to your building problems, write: 2322 W. Third St., Los Angeles 54, California, Dept. ABW-95.

UNITED STATES GYPSUM
the greatest name in building



There's a SHEETROCK® gypsum wallboard construction system to meet every building need.

*T. M. Reg. U. S. Pat. Off.

How he spotlights Visible

3. He coaches his salesmen on the values (product and construction) they have to sell

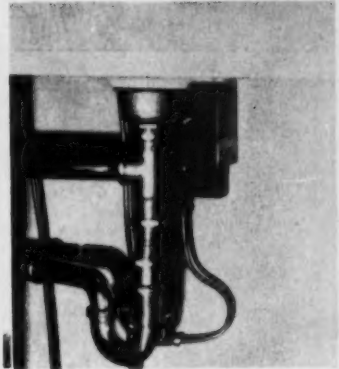
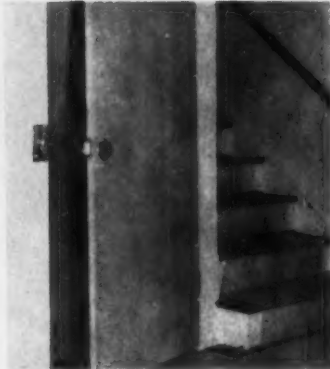
It's well known that many sales are lost because a salesman doesn't know his product. Brockbank makes sure this won't hap-

pen in his organization. A two-page mimeographed form is supplied to each member of his sales staff. On it are listed details about

products used—both visible and hidden—and facts about actual construction techniques. Below is a partial list of this sales spiel.

1. Four months to design as perfectly as possible.
2. Use kiln-dried, old growth Douglas fir lumber.
3. 140 lb. pressure is best in valley.
4. 2" asphalt; 6" base on road.
5. Our sidewalks are the only ones being installed in the county.
6. Roof and sub-floor are all plywood; eliminate shrinkage and cracks, give additional strength.
7. King post roof trusses designed by U. of Ill. Small Homes Council. Three times strength required. Truss display is loaded to 170 lbs. per sq. ft. Design requirement is 50 lbs. per sq. ft.
8. Rockwool and/or fiberglass insulating batts, 1" in wall; 2" in ceiling.
9. Fry roofing; rag felt base. No maintenance as with wood shingles.
10. All water lines are copper.
11. American Standard's quality bath fixtures and cast iron kitchen sinks.
12. Has 2 circuit plugs in kitchen. Range, furnace and oven all on separate circuit. Has hallway plug and extra plug in bedroom. Waterproof plug outside front and rear. 100 amp service. Every house equipped for electrical expansion.
13. Regular paint is 1.7 mills of thickness; Plex-tone is between 4 and 5 mills thick. Consequently, it is childproof, scrubbable.
14. Exterior paint by Fuller developed in 1951 and tested for 7 years. Won't chalk off, retains gloss, will last 7 years.
15. Combination storm doors and screens furnished for all exterior doors.
16. Vikon anodized aluminum tile with baked-on porcelain enamel finish in choice of color is used in the bathrooms.
17. Hardwood floors are No. 1 grade oak, hand-picked for color and top quality. Inspected for size and thickness. Floors are nailed by machine, insuring every nail goes in at the proper angle and every board is flush to the floor. This assures a tighter and squeak-free floor.
18. Bilt-Well, lever action awning type weather-stripped windows and aluminum screens.
19. Finished lumber is all select, first-grade pine, kiln dried.
20. Locks are quality brass Schlage.
21. Recessed Kleenex dispenser; first in this area.
22. Masonite siding, as used in our housing, has been tested and approved by Masonite Corp. over a long period. No lumber is used for exterior siding. Masonite is made of fibrous material under extreme heat and pressure and is about three times the density of wood and has no pithyness. Holds paint better; will not expand or contract; will not deteriorate; no warp; is primed with a plastic sealer.
23. Faucets are American Standard quality brass. Have only three working parts and all can be replaced. Closes with pressure of water, not against it; water flows from top down, not up.
24. Armstrong Futuresque vinyl metallics in all baths (standard gauge 1/8"). Congoleum Nairn Florever vinyl metallics in all kitchens (standard gauge 1/8").
25. Kitchen counter tops of laminated plastics (Formica or Textolite). Triple coved to provide a crack-free surface for easy cleaning and to prevent water from running over.
26. Vikon anodized aluminum tile with baked on porcelain enamel finish in choice of colors is used in the bathroom.
27. Houses are heated with horizontal fanitrol forced air winter air conditioner. Furnaces are equipped with a multi-thermax heating element, guaranteed for ten years.

and Hidden Values



4. He makes prospects spot the products in his houses with a treasure-hunt contest

Because buyers often only remember surface details in the houses they visit, Brockbank used a special contest during National Home Week to force prospects to look at all the products he uses.

A "products of the future" treasure hunt was devised. Visitors were

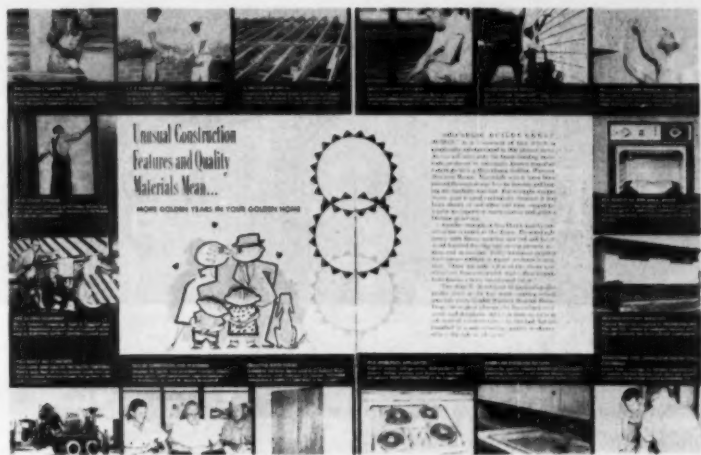
given entry blanks on which they were to list which they thought were research products. The entry blanks pointed out that: "The research products on display are not standard features . . . because they are not available at this time. They are products of the future . . ."

Nine research products were used and each visitor who correctly named all nine was given a prize. These included appliances, paint, acoustical tile, etc. The three research products shown above are: Vikon brass tile; Surfaset door; an instant hot water heater.

NAME _____		ADDRESS _____		CITY _____		STATE _____		ZIP _____	
FAMILY NAME _____		MIDDLE _____		LAST _____		INITIALS _____		SEX _____	
BIRTH DATE _____		MARRIAGE DATE _____		CHILDREN _____		OCCUPATION _____		EDUCATION _____	
HOME PHONE _____		BUSINESS PHONE _____		MOTOR VEHICLE _____		CREDIT _____		OTHER _____	
SPECIAL REQUESTS _____		SPECIAL REQUESTS _____		SPECIAL REQUESTS _____		SPECIAL REQUESTS _____		SPECIAL REQUESTS _____	

5. He shows buyers how he can give them a custom package

When a sale is closed, customizing begins. Forms are given to the buyer, who indicates his choice for brick, siding, trim, paint, linoleum, tile, etc. Buyer also uses form to indicate extras he wants.



6. He doesn't let them forget the values they've seen

When a prospect leaves a Brockbank model house, he carries a 12-page booklet with him. The centerfold is devoted to descriptions of the hidden and visible values which

are a part of the builder's houses. Photos of appliances, crews at work, Brockbank and members of his supervisory staff tell the whole Brockbank story.



This
house
commands
the
SECOND
LOOK



WHITLAND LOCKE PHOTO

The charm of this home is evident on first glance . . . but it always draws the second, longer look. It's easy to see why, when you note how much beauty and character rest in the wall and chimney of *authentic* Palos Verdes Stone.

Three different types of authentic Palos Verdes Stone are available to the builder—"Mossback," "Oatmeal" and "Plaster Rock." Varied textures and soft colors ranging from off-white through creamy tans give you wide latitude in creating almost any effect desired, either in new construction or in remodeling and modernizing.

No other material you can use adds so much extra in luxury and distinction—at so little extra cost. And remember . . . *authentic* Palos Verdes Stone has building code approval.

always specify *authentic*

P
Palos Verdes
STONE

QUARRIED ON THE PALOS VERDES PENINSULA
BY GREAT LAKES CARBON CORPORATION

*For free illustrated catalog write
to Building Service Desk,
Palos Verdes Stone Department,
612 So. Flower Street,
Los Angeles 17, California*

AMERICAN BUILDER

342 HOLIDAY HOUSE HOMES SOLD IN 3 YEARS

--and we're starting 1,000 more!



Just three fast-starting years ago, Tom Purvis and Jack York built their first Holiday House Home—built it, sold it, and built some more.

Today, 342 Holiday House homes later, Purvis and York are launching Stonegate, their next development, to feature Holiday House homes. Here's why these men believe in the Holiday House package:

Tom Purvis:

"We save money building Holiday House homes—money on actual construction cost and site labor. We know in advance exactly what material costs will be on each house."

Jack York:

"The Holiday House package saves us time we'd spend with architects and material salesmen. I personally save three hours a day—time I can now spend on sales and supervision. The result: our sales and profits are up, our complaints are down."



Whether you build 25 or 250 houses a year, Holiday House home building can up your profits, too. Find out how—write us now for full particulars.

HOLIDAY HOUSE

P. O. Box 8097

FORT WORTH 12, Texas

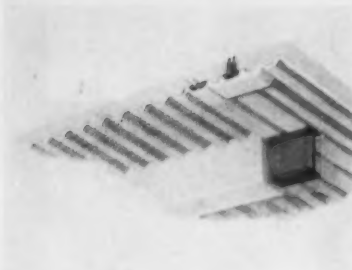
PLEASE MAIL ME FULL DETAILS

Name _____

Address _____

City _____ State _____

NEW PRODUCTS FROM THE WEST . . .



Saves time and money

New Permalite Acoustical Fire-Gard eliminates the need for a suspended ceiling below electrified cellular steel flooring. This lightweight material will save contractor both job time and money. It may be quickly machine-applied directly to the underside of cellular steel floors. Can go on non-uniform thickness following the corrugations or cellular contours of the steel decking. Provides good acoustical control, and final coat may be colored if desired.—Great Lakes Carbon Corp.

Circle No. N75-W on reply card, p. 128



Heaters have new features

Special grilled front and improved aluminum fin tubing on Electro-Ray Infra Flo baseboard heaters provide a more effective combination of infra-red radiation and convection heating. These automatic electric baseboard heaters also feature increased wattage density per inch which gives greater heating capacity from smaller units. Another engineering advancement is a secondary cool air passage between case and reflector for cooler surface temperature. Details on entire line from—Electro-Ray Mfg. Co.

Circle No. N76-W on reply card, p. 128



Pool filter is compact

The latest improvement in swimming pool equipment . . . a new pool filter. Marlin "Monarch" filter has just been introduced. Product features a fast and thorough cleansing action. New compact filter requires only two square feet for placement. It leaves plenty of room for other necessary pool equipment. Keeps filter conveniently out of sight. Firm also offers full 1959-60 line of other pool equipment. Complete information on the new "Monarch" model from the manufacturer.—Marlin Pool Equipment Co.

Circle No. N77-W on reply card, p. 128

**FIREPLACE?
CERTAINLY!**

**COPPERCRAFT HOOD?
OF COURSE!**

Something wonderful happens to a fireplace with this added touch of elegance . . . here is new charm designed for the buyer's mind.

Beautiful Coppercraft hoods are now available in over 100 quickly installed sizes, finishes and styles for every home.

Write for complete illustrated brochure and name of nearest dealer. AIA FILE #14-E.

ROBERT H. PETERSON CO.
2835 SIERRA GRANDE, PASADENA, CALIFORNIA

Compound protects against roof leakage

Epoxy compound CS 2720 when used as a roof coating on plywood or concrete surfaces will give low-cost, permanent leak protection. Also serves as an efficient protective coating for exterior masonry and concrete block walls. This material is strong and has an elongation of approximately 50%. Will cure tack free in 6 hrs. at 75° F. Is easily applied with standard equipment.—Chem Seal Corp. of America.

Circle No. N78-W on reply card, p. 128

One rig does a variety of concrete jobs

A transit-mix rig for pneumatic application of concrete can be moved easily between jobs. It sets up quickly for immediate operation. Users of this quick-transport rig can now gun their own jobs with a minimum investment in equipment. Blastcrete Guns handle many concrete jobs including the gunning of swimming pools. Model PM-2-TM travels smoothly at highway speeds. More data—Blastcrete Co., Inc.

Circle No. N79-W on reply card, p. 128

Coating adds safety, beauty, durability

Plastic roof coating is said to give roofs new beauty, added fire protection and longer life. Called Glacier-Cote, it may be rolled, sprayed, or brushed on after roof has been washed or swept and minor repairs made. It offers 60 to 100 sq. ft. of coverage per gallon, depending upon the texture and color of the surface. All necessary application data from the manufacturer.—Mathews Paint Co.

Circle No. N80-W on reply card, p. 128

The news builders have been waiting for!

UBC APPROVAL GRANTED CEMEX SYSTEM[®] FOR LOAD-BEARING WALLS!



Tilt-up wall construction technique for fast wall assembly with only two men.



Double bead of Miracle mastic gives joint that is stronger than the Cemex itself.



Wall sections are set solid and openings are cut out with Skilsaw quickly and easily.



Plaster and stucco bonds perfectly. Only ground and finish coat needed.



Toe-nailing is required only to position panels while super strong mastic sets.



Wiring is easy from either side of wall. Cable is nailed into saw-cut groove.



High insulating Cemex panels sheath roof quickly and acoustical ceiling is "free."



Cemex load-bearing walls eliminate studs, save from 11 to 14% over conventional construction.

Ninety-one (91%) percent of framing lumber can now be eliminated in single story construction by using CEMEX, the versatile cement-bonded, wood fibre building slab that insulates, decorates and has high acoustical properties. Uniform Building Code approval of CEMEX for load-bearing walls means studs, siding and separate insulation are replaced by CEMEX at lower cost. Builders using CEMEX

can lead in the housing field, out-distance competition at any price level from \$8,000 to \$80,000. Be the first in your territory to capitalize on this sensational new development.

Fill out the coupon below for full information.



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Cemex of Arizona, Inc., 8949 Sunset Boulevard,
Los Angeles 46, California

Send me all the dope on the new Cemex System[®] of Home Construction.

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FIRM _____

ADDRESS _____

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CUSTOM BUILDER TRACT BUILDER ARCHITECT

(Check the box that applies)

SANFORD *Gri-P-late* ROOF TRUSSES

SPANNING THE NATION



AN IMPORTANT MESSAGE FOR BUILDERS, TRACT DEVELOPERS, LUMBER DEALERS

Now in the West—a better, pre-fabricated roof truss that gives greater strength at less cost... weighs less and is easily handled.

- Accepted by FHA, VA and the Uniform Building Code.
- Designed for all types of construction.
- Superior strength eliminates interior load-bearing walls—offers maximum flexibility in room planning.
- New West Coast offices and Phoenix warehousing assures low freight costs and fast delivery.
- More than two million Sanford roof trusses are fabricated each year.

Western states fabricators are being licensed now. Learn how you can qualify. Write today to:

SANFORD TRUSS, INC.

2101-A WEST BALL ROAD, ANAHEIM, CALIFORNIA • Prospect 2-4710

National Office: P. O. Box 1177, Pompano Beach, Florida



Key to the proved success of Sanford roof trusses—this galvanized steel Gri-P-late's ¼ inch angular teeth are pressed into the wood by a special roller press. Truss joints rigidly connected, providing joints of exceptional strength.

Hottest Money-Maker under the sun!

ELECTRO-RAY

INFRA flo

FIRST ELECTRIC BASEBOARD HEATER
COMBINING **BOTH...**
INFRA-RED RADIATION AND
CONVECTION HEATING

5 POWERFUL NEW SELLING FEATURES:

- **INCREASED WATTAGE DENSITY PER INCH**
for greater heating capacity from smaller unit lengths.
- **COOLER SURFACE TEMPERATURE**
from secondary air passage next to case.
- **ACCELERATED WARM AIR CIRCULATION**
accomplished by patented flow-through front cover.
- **DEEPER, MORE SATISFYING HEAT**
through combination of infra-red and convection heating.
- **LOWER ORIGINAL INSTALLATION COSTS**
make sales easier, bids more competitive.



Improved
Aluminum Fin Tubing

by the Makers of ELECTRO-RAY Standard and
ELECTRO-RAY Futura Electric Baseboard Heaters.

ELECTRO-RAY MANUFACTURING CO.
8310 N. E. HIGHWAY 99 - VANCOUVER, WASHINGTON

Investigate the
fabulous
profit-making
possibilities
in your area.

CLIP AND
MAIL THIS
COUPON
RIGHT NOW

ELECTRO-RAY MANUFACTURING CO.

8310 N. E. Highway 99, Vancouver, Washington

NAME and/or FIRM _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

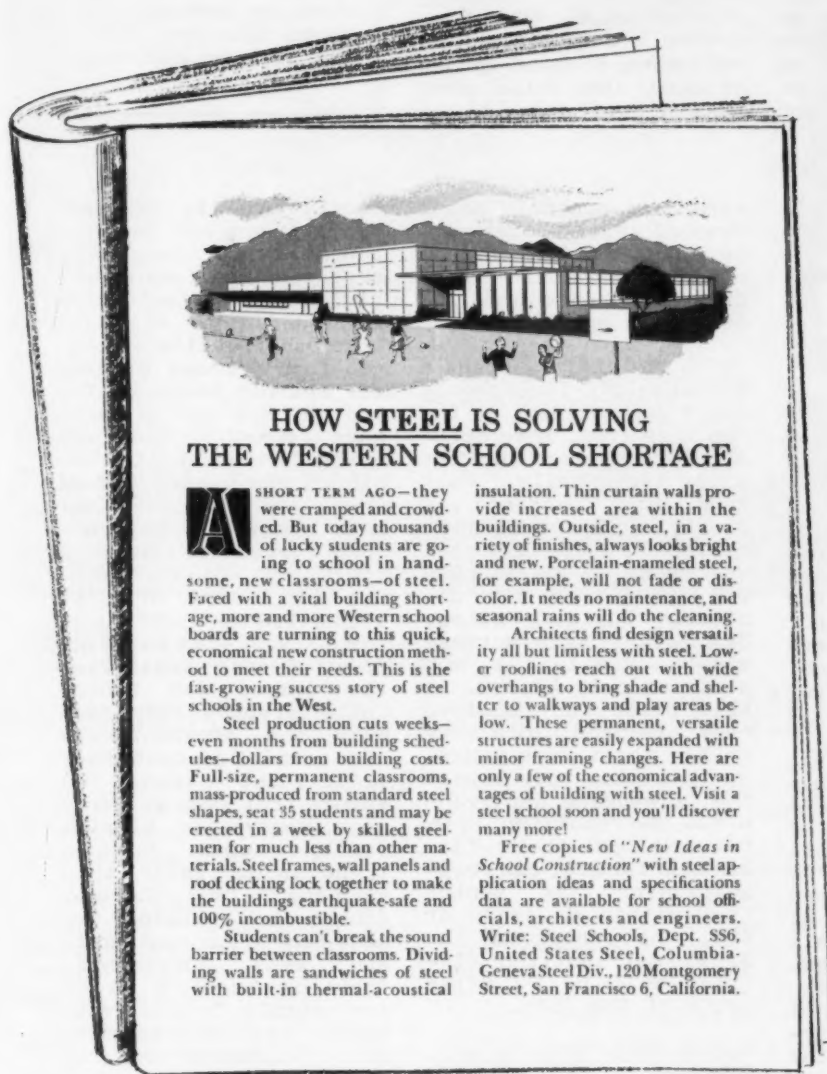
AB-1159



Lights
your work
Brightens
your leisure
Widens
your world

2,500,000 SAW IT IN READER'S DIGEST

...and it concerns you!



HOW STEEL IS SOLVING THE WESTERN SCHOOL SHORTAGE

A SHORT TERM AGO—they were cramped and crowded. But today thousands of lucky students are going to school in handsome, new classrooms—of steel. Faced with a vital building shortage, more and more Western school boards are turning to this quick, economical new construction method to meet their needs. This is the fast-growing success story of steel schools in the West.

Steel production cuts weeks—even months from building schedules—dollars from building costs. Full-size, permanent classrooms, mass-produced from standard steel shapes, seat 35 students and may be erected in a week by skilled steelmen for much less than other materials. Steel frames, wall panels and roof decking lock together to make the buildings earthquake-safe and 100% incombustible.

Students can't break the sound barrier between classrooms. Dividing walls are sandwiches of steel with built-in thermal-acoustical

insulation. Thin curtain walls provide increased area within the buildings. Outside, steel, in a variety of finishes, always looks bright and new. Porcelain-enameled steel, for example, will not fade or discolor. It needs no maintenance, and seasonal rains will do the cleaning.

Architects find design versatility all but limitless with steel. Lower rooflines reach out with wide overhangs to bring shade and shelter to walkways and play areas below. These permanent, versatile structures are easily expanded with minor framing changes. Here are only a few of the economical advantages of building with steel. Visit a steel school soon and you'll discover many more!

Free copies of "New Ideas in School Construction" with steel application ideas and specifications data are available for school officials, architects and engineers. Write: Steel Schools, Dept. SS6, United States Steel, Columbia-Geneva Steel Div., 120 Montgomery Street, San Francisco 6, California.

USS is a registered trademark



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

Columbia-Geneva Steel
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120 Montgomery Street
San Francisco 6, California

Please send me a copy of "New
Ideas in School Construction"
() and/or _____ reprints of
Reader's Digest Story ()

Name _____

Firm _____

Address _____

City _____

State _____

SAN DIEGO (Continued from page 33)

Many city and C. of C. officials believe that this area will afford the next step in industrial buildup. An anticipated residential influx to accompany new industry is expected to overflow in Chula Vista, National City, and Imperial Beach—incorporated cities bordering the area.

Another factor in the future development of San Diego will be Mission Bay Park—a second San Diego harbor—which is being developed into an aquatic playground.

RODD (Continued from page 38-A)

structors were taken to lunch. In the afternoon they visited a construction site and later, model homes. Members of the association volunteered for the work and felt well repaid for their efforts.

DAY & NIGHT SERVICE: Norman Ferguson, president of California Electric Works, San Diego contractors, uses an exceptional manner of giving real service. All of his repairmen drive fully equipped trucks and they take them home at night. When a "Calewo" man gets an emergency call at night he is at the job in a matter of minutes.

SAN DIEGO TOUR OF HOMES HIGHLY SUCCESSFUL: Chuck Taylor, exec. v.p. of BCA reports that most of the 41 members who had models open in various parts of the area are well pleased with results. One sold 34 homes; another 9, etc. All got a lot of good prospects. The special newspaper section was well done. It showed a rendering of each home, gave the price. And there was a map telling how to find the various homes. Kaiser Aluminum contributed greatly to the success of the promotion by their liberal donation to the advertising fund.

APARTMENT HOTEL GOES COMMERCIAL: What happened to the Grosvenor Apartment Hotel in Seattle may happen to many others located at the fringe of a rapidly

expanding business area. Several lower floors have been converted to offices and more will follow since offices produce more income than apartments.

Millions of dollars have been spent in the area for dredging and improvements. Millions more will be spent by private industry for permanent installations. The park is expected to accelerate the growth of nearby sections of San Diego.

While it is evident that industry will play an increasingly important role in residential construction in San Diego, the city will continue to depend on other attractions. These include natural resources, parks, weather, beaches.

LET'S GO FARMING: Stone & Schulte, big land developers and builders in the San Jose area, have definitely gone farming, but only temporarily. With land in the immediate vicinity of San Jose at a minimum of \$7,500 per acre and going up to \$12,000 per acre for the more desirable building sites, S&S bought some acreage about 20 miles to the south at only \$1,600. At this price they believe they can profitably farm it for about five years. By that time they expect the burgeoning San Francisco metropolitan area to envelope their farm land. After all, one prognosticator has stated that within a decade or two, the center of the S. F. metropolitan district will be 20 miles south of San Jose.

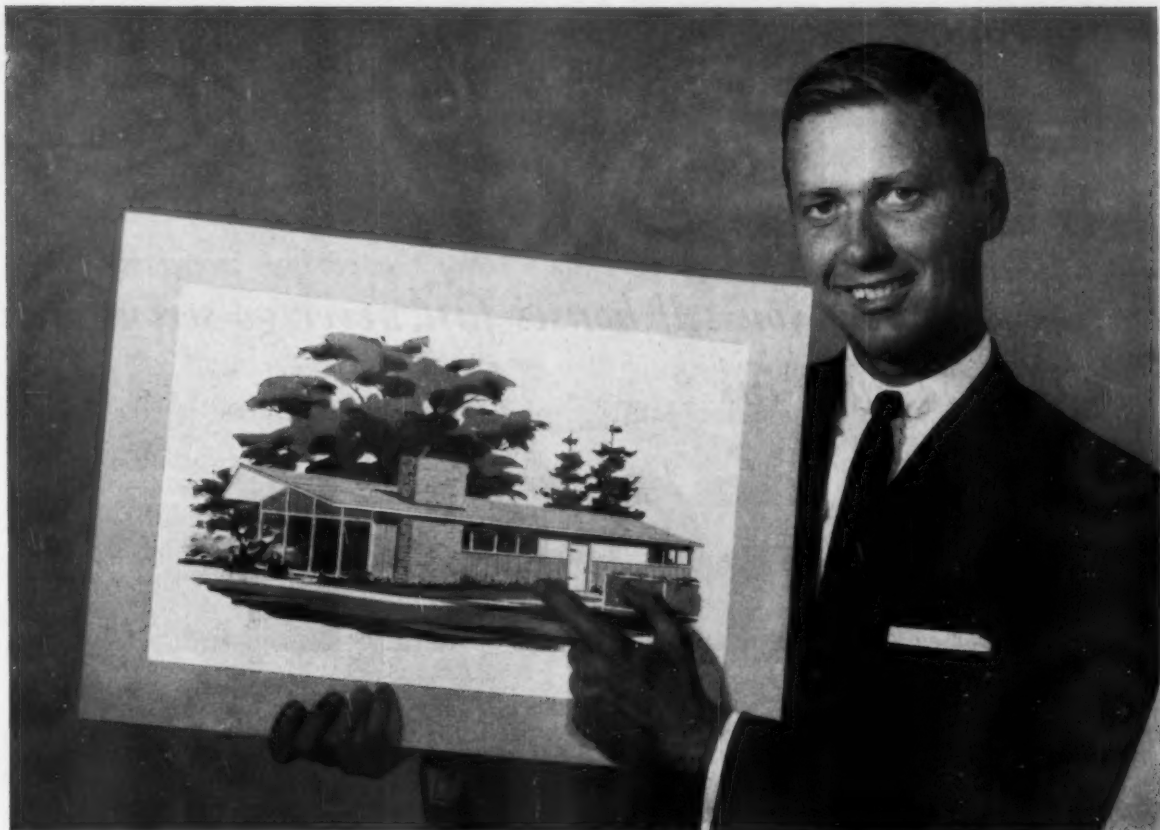
"WATCH YOUR STEP ON MULTIPLES" was the substance of a talk made by Dr. James M. Gillies, Assistant Dean, School of Business Administration, U.C.L.A. and Economic Advisor to BCA. Speaking before a large group of builders in Los Angeles at a BCA function, Dr. Gillies offered this reason for the recent boom in apartment demand which resulted in more rental units than single-family homes being built

CORRECTION

On page 34-J of the August, 1959 issue, it was incorrectly stated that frames for the house described were fabricated by the Bethlehem Pacific Coast Steel Corp. The frames were fabricated by the Golden Gate Iron Works, Inc., from steel supplied by Bethlehem.

in the area in 1957 and 1958: it was not due to a fundamental change in preference—to apartment living from private home living—but to the fact that construction of single-family homes dropped off sharply because of a lack of FHA and VA mortgage money. Therefore newly-formed families and others who needed living space and who could not make large down payments were forced to move into apartments. To substantiate this theory, Dr. Gillies cited the first quarter of 1959. When mortgage money became available, the demand for rental units dropped considerably and single-family home permits resumed their traditional lead. He warned that even if mortgage money for single-family homes becomes tight again later this year and in 1960, there is danger in building too many two-to-ten-unit garden type apartments. There is sure to be an over-supply, he said, when people are free to move into accommodations of their choice. While his remarks applied to the Los Angeles area, they might well be pertinent elsewhere.

THE BIG BUILD: The San Francisco Chamber of Commerce has announced that more than \$450 million was spent on new construction during the first half of 1959, pointing toward the greatest building boom in the history of the city.



NEW IDEA in board and batten speeds construction, cuts costs!

It's easy! Just use Pabco Asbestos-Cement Board 4' x 8' or longer instead of narrow woodboard. Each big sheet spans *four* studs, 16" o.c. For every four feet of wall, you handle just one piece of material. And, only half as many nails are required on intermediate studs! Jobs go even faster since Pabco Asbestos-Cement Board can be scored and snapped. No sawing required.

You get a better finished job, too. Unlike wood, Pabco Asbestos-Cement Board can't warp, shrink, or crack. It's termite-proof, water-proof, fire-proof, rot-proof, vermin-proof. Paint goes on faster, covers better, lasts years longer. Virtually maintenance-free, Pabco

Asbestos-Cement Board sidewalls can be a big selling point with your customers.

Good looking? Your Pabco representative has color slides that prove it!

The most versatile building material since wood, Pabco Asbestos-Cement Board has countless uses inside and outside every type of building. Available in two grades: Pab-Flex flexible grade board . . . Pab-Rok utility grade board. Use them on your next job and be money ahead.

PABCO BUILDING MATERIALS DIVISION

Fibreboard Paper Products Corporation, 475 Brannan Street,
San Francisco. Division Offices: San Francisco, Los Angeles,
Portland, Salt Lake City, Denver



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illustrated
booklet!*

Send today for free Pab-Flex and Pab-Rok Booklet. Contains illustrations of various uses, architectural specifications, complete product data, including sizes and thicknesses.

PABCO

ASBESTOS-CEMENT BOARDS

when you

SELECT

*built-ins to help you sell houses fast, never go second-best
...take the built-ins*

SELECTED

*by most builders (...the top builders who sell the
most houses in Southern California)...with a
name consumers respect (more Western families
cook on O'Keefe & Merritt)...built-ins that offer*

SELECTION

*GAS AND ELECTRIC ovens are interchangeable.
Give your customers their choice. Surface units are
interchangeable, too. Identical cut-outs to keep your
costs low while you sell 'em all—gas and electric*

SELECT

the built-ins with the built-in consumer acceptance

You've watched the ladies "shop" your models. They head right for the kitchen. And when they see the magic name "O'KEEFE & MERRITT" on oven, on surface units, on a washer/dryer combination, they know the house is quality built. O'KEEFE &

MERRITT is that kind of name. And we're not resting on any laurels. We are continuing to sell the name and quality in *Reader's Digest*, *Sunset Magazine*, top national TV shows; and strong local promotions on radio and in newspapers. It will mean faster turnover for you.



BEST SELECTION ALL THE WAY!

From one source of supply you get a choice of gas or electric in identical cut-out sizes, you get the widest choice of models: 11 different ovens with the latest features like Power Grilleator Broiler and Triple Rotisserie; 13 different surface units with Temperature Control, Star Jet Burners, Built-in Griddles, special Tile Top units. A whole rainbow of consumer-proved colors and a wide, wide range of prices to meet every builder demand. You get complete supplier service, the easiest installation and availability always of every oven, every surface unit in the line.

NEVER GO SECOND BEST . . . ALWAYS GO

O'KEEFE & MERRITT

Builder Division
3700 East Olympic Boulevard
Los Angeles 23, California

Please send me complete specifications and rough-in dimensions on:

- Gas built-ins Electric built-ins Both
 Washer/Dryer combination

NAME _____

ADDRESS _____

CITY _____

STATE _____

O'KEEFE & MERRITT

NEW PRODUCTS FROM THE WEST . . .



Strip gives multiple action

Unobtrusive, tough weatherstrip provides multiple insulative action. It stops sounds, drafts, leaks, light and dust at both interior and exterior openings. Of an aluminum alloy with a vinyl insert, it is said to mold itself to the door. With no interlocking pieces to adjust, installation is fast and simple. Comes in standard pack with each length already mitered on one end. Strip is merely cut to size and screwed to door. For more information—Pemko Mfg. Co.

Circle No. N73-W on reply card, p. 128



Wallboard taping made easier

Gypsum wallboard for interior wall and ceiling construction has a new structural design feature. An embossed pattern has been created along the tapered edges of $\frac{1}{2}$ " and $\frac{5}{8}$ " wallboards. These indentations enhance the bonding action of joint compound when tape is applied to the wallboard joint. Makes taping by hand or machine easier. Another feature of "Quilt-Lok" wallboards are markers at 8" intervals which guide nailing and cutting.—Kaiser Gypsum Co.

Circle No. N73-W on reply card, p. 128



Dual lighting in single unit

This wall fixture for commercial applications combines two lighting methods in a single unit. Provides both indirect fluorescent and controlled incandescent light sources in one fixture. Each light is individually controlled. One or both can function at any one time. Up lighting is furnished by fluorescent tube and controlled down lighting by incandescent globes. Individual units are 4' in length and easily suspended from any type wall construction.—Prescolite Mfg. Corp.

Circle No. N74-W on reply card, p. 128



WARM ALL OVER

Homebuyers prefer the Firebird Circulating Fireplace because it heats throughout the home... makes the fireplace efficient... just like a hot air furnace. And there's extra profit for you. With exclusive Firebird design you have no smoke shelf to build.

It's built right in. Saves you money another way too!

The sidewalls are straight requiring no corbelling in with the masonry.

Send today for our illustrated brochure and the name of your nearest dealer.



State Steel Industries, Inc.
City of Industry, California

00-3

dial new
dado widths
in seconds



YOU CAN DO IT WITH A COMET QUICK-SET DADO, DESIGNED FOR FAST, PROFESSIONAL PRECISION

It fits any table or radial arm saw... cuts to a depth of $\frac{3}{4}$ "! Dial exact widths (from $\frac{1}{4}$ " to $\frac{3}{8}$ "), without removing tool from the arbor. Cut perfect dados, rabbets, and ploughs with COMET balanced, tool-steel blades. They stay sharp 5 times longer!

For true woodworking satisfaction, get a high precision COMET HOME WORKSHOP!

If not at your dealer, write direct.

Order by return mail, prepaid.


6" QUICK-SET DADO, \$19.95. 9"

$\frac{1}{4}$ "- $1\frac{1}{8}$ " x 1" deep, \$44.95.

COMET MANUFACTURING CO.
2033 Santa Fe Av., Los Angeles 21, Cal.



COMET



A myriad of simple yet intriguing wall patterns unfold to imaginative building professionals as they study Pomona's new three-dimensional ceramic tile design by the distinguished George Nelson. From this one basic tile design many hundreds of distinctive wall surfaces are possible... original surfaces that appeal to and attract the customer, make the home easier to sell. Surprisingly modest in price, "Laurel Leaf" and the many other Sculptured Tiles by Pomona cost no more than most decorative tiles! "Laurel Leaf" and a second new Nelson design, "Athena," are available only from Pomona Tile... 4 1/4" x 4 1/4" modules, wide selection of colors. For complete information on these and other tiles in Pomona's "Distinguished Designer Series," contact your tile contractor or write Pomona Tile for new brochure.

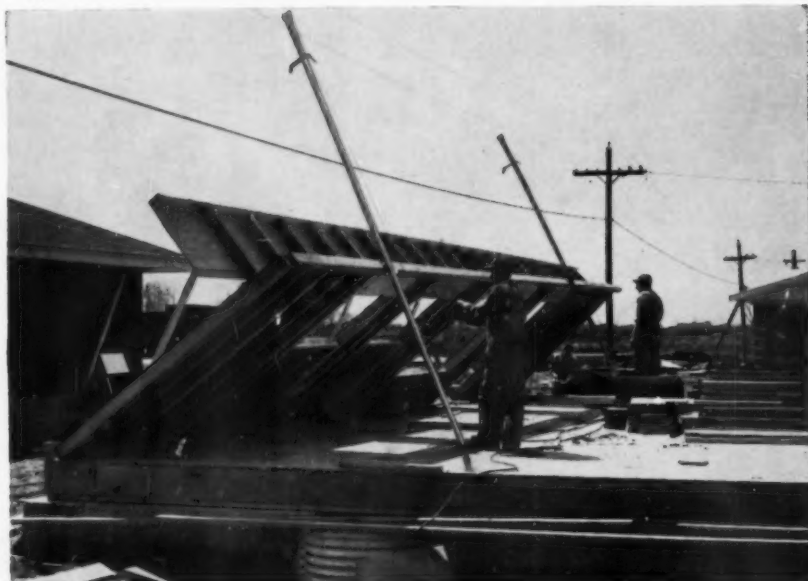
Pomona Tile Manufacturing Co. • Los Angeles, Baldwin Park, Pomona, San Jose, Colton, North Hollywood, Long Beach, Sacramento, San Francisco, Seattle, Salt Lake City, Phoenix, Oklahoma City, Denver, Dallas, Fort Worth, Wichita, N. Kansas City, St. Louis, Detroit, Chicago, Arkansas City, Nashville, represented in New York City and Washington D.C. by Laverne, Inc.

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WHETHER
YOU DO

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(STUD WALL)



Builder Martin Braun
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OR

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(COMPLETE WALL)



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Knoxville, Tennessee

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MAKE TILT-UP CONSTRUCTION A BREEZE

Two Proctor Wall Jacks can lift a wall into position in a matter of minutes—even a wall with siding applied and glazed windows installed. Proctor Wall Jacks save time... save money...save manpower. Perfect for today's modern building...used by hundreds of America's leading builders. Order your Proctor Wall Jacks at your dealer's or order direct at \$150. per pair, F.O.B. Seattle, Washington.

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NEW

...a continuing home program in

McCall's

FEATURING BUILDERS' HOMES "CERTIFIED"
BY THE CONGRESS ON BETTER LIVING
SPONSORED BY McCALL'S MAGAZINE...

announcing...

A NEW EDITORIAL FEATURE PLANNED FOR EVERY ISSUE OF McCALL'S. A FULL-COLOR PAGE IS NOW BEING DEVOTED TO FACTS, FEATURES, FLOOR PLAN AND ILLUSTRATION OF A BUILDER'S HOME "CERTIFIED" BY McCALL'S WIDELY RECOGNIZED, AUTHORITY AWARDS PROGRAM. THE "CERTIFIED" SYMBOL ON HOMES TODAY IS INCREASING TRAFFIC AND SALES FOR THE NATION'S TOP HOME BUILDERS ALL OVER AMERICA. SEE THE VALUES IT HIGHLIGHTS ON THE NEXT PAGE, REPRODUCED FROM OCTOBER McCALL'S.

McCALL'S CERTIFIED HOUSE
McCall's Building Department



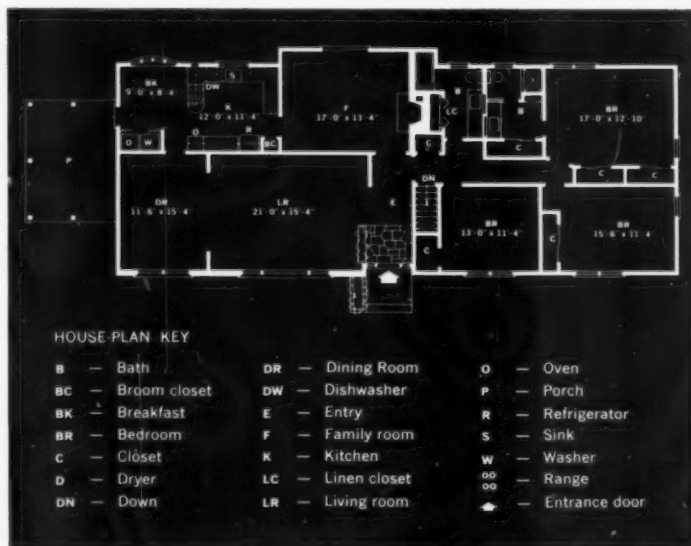
PHOTOGRAPH BY BEN SCHNALL; DRAWING BY SIGMAN WARD

\$25,900
in New Jersey*

The designer of this rambling, one-story Colonial knew just how far to go with friendliness. What's more, he gave it three big bedrooms, two complete bathrooms, lots of closet space, and a basement, and he planned it handsomely for family living, indoors and out.

Its bedrooms are at one end of its 74-foot length, well separated from the long living room and the dining room. Accessible from all parts of the house, the 13½-by-17-foot family room has a big fireplace and sliding glass doors to an optional terrace at the rear. The kitchen, convenient to both dining and family rooms, adjoins a breakfast area and laundry, which open on a covered side porch.

McCALL'S was especially intrigued by the compartmented bath and dressing room off the master bedroom—one of the best we've seen.



BUILDER: Beir-Higgins, Allendale, New Jersey. ARCHITECT: Albert D. Rader. AREA: 2,100 square feet, plus garage

* Cost of house, without land, in Allendale, New Jersey. Cost to duplicate it may be somewhat higher or lower in your community, depending on local conditions.

For a complete list of builders of homes that have been certified by McCall's, write Director, Home Certification Program, McCall's, 230 Park Avenue, New York 17, N. Y.

Here's how you can qualify your 1960 model home:

1

Builder submits plans and fact sheet for consideration. Any builder anywhere may submit plans for any house. However, only one builder's house or houses in each price range (under or over \$18,000 without land) will be certified within a market area. Each certified house enjoys exclusive promotional protection.

2

Judges evaluate builder's house by determining, first, if it is a good, well-planned house, then by comparing its features with those recommended by delegates. Requirements are not fixed, but vary with price or house. Certification—based on the opinion of judges who are recognized housing experts—will not be awarded to any house that is not well-planned, regardless of features.

3

McCall's awards certificate to the qualifying house, only one in each market area. Complete kit of advertising and promotion materials accompanies certificate. McCall's recognizes builders of certified houses editorially and sends press material to local papers. Builder is free to promote his certified house through publicity, supplier tie-ins and in his own advertising.



MAIL THIS COUPON TODAY!

DIRECTOR, Home Certification Program
McCALL's, 230 Park Avenue,
New York 17, New York

Please send me full details on McCall's 1960 Home Certification Program.

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*Grand National Award Home
Gerholz Community Homes, Inc.
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*Grand
National
Award Home
Features . . .*

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Top builders across the country are adding safety, convenience and smartness to their homes with modern Pushmatic Electri-Centers®.

This up-to-the-minute service entrance equipment can be an important extra sales feature for you, too. Pushmatic guards every electrical circuit in the home, including heavy appliances, and provides capacity for future needs as well. You'll find home owners go for

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modern, convenient electrical living.

Specify Pushmatic . . . and you specify *proved* performance to complement your finest homes.



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I-T-E CIRCUIT BREAKER COMPANY
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BEST WAY TO "STEP UP" SALES

Quality Hardware



700 SERIES



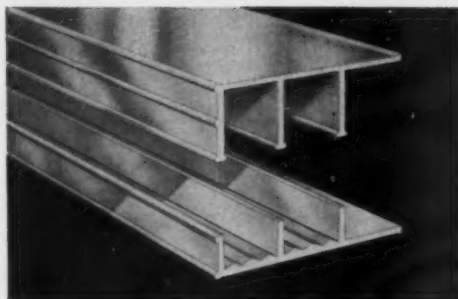
500 SERIES



400 SERIES

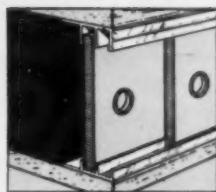
M-D MAIL BOXES

Anodized Aluminum mail boxes in 3 distinctive styles. Choice of 6 gorgeous color combinations. Never rust, tarnish or need polishing. FREE engraved name plate available with every box.

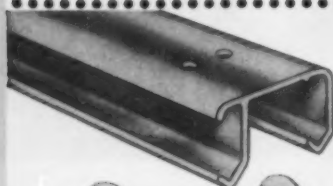


M-D Aluma-Slide SLIDING DOOR TRACK

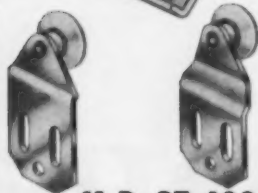
With new improved lower track, panels slide along on smooth ridges—not one flat surface. For any size cabinet. Any panel material. Comes in decorative Alacrome, Anodized Albrass, Anodized Albright or Anodized Satin. Competitively packaged sets. Holes drilled—screws furnished.



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



On 3/4" doors, hanger EV-1 with deep offset is used on front panel.



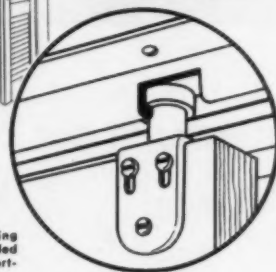
On 1 1/4" doors, hanger EV-1 with the deep offset goes on back panel.

M-D OT-400 REVERSIBLE SLIDING DOOR HARDWARE

Saves time! Cuts installation costs! OT-400 hangers are used on either 3/4" or 1 1/4" doors just by reversing their positions. Sturdy extruded aluminum track with built-in no-jump feature. Cadmium steel hangers with silent nylon wheels. Tubular packaged sets for 3, 4, 5, 6, and 8 Ft. lengths.



M-D FOLDING DOOR HARDWARE



OPERATES SMOOTHLY

Silent nylon bearing gliding in top quality extruded aluminum track assures effortless, trouble-free operation.

Here's hardware that can't be matched for ease-of-operation, ease-of-installation! M-D Folding Door Hardware can be used on any interior door, on any thickness, for every opening! Gives full access to closets, yet saves valuable wall and floor space.



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Sold by Leading Hardware, Lumber and Building Supply Dealers.

DEALERS

ORDER TODAY your order will receive prompt shipment.

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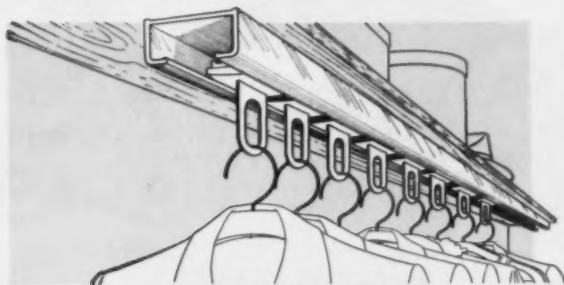
...**"STEP OUT" WITH THE BEST!**
and Building Products



M-D CLOSET RODS

with Nylon Hanger-Glides
 for wall-to-wall mounting—Style No. EXC

Handy M-D Nylon Hanger-Glides slide along the sturdy, extruded aluminum rod silently and smoothly—with just the flick of a finger. It means no more tugging and pulling for clothes. Neater closets. Come in 4 different, beautiful, anodized finishes. Each package contains closet rod, hanger-glides, end brackets, screws and instructions.



M-D CLOSET RODS

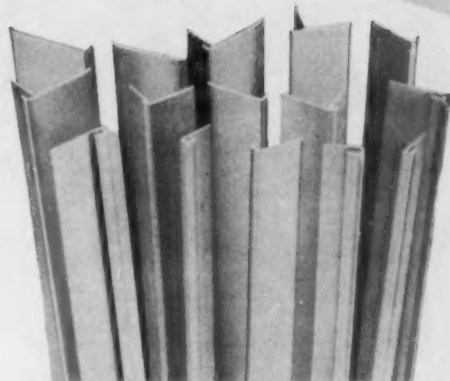
with Nylon Hanger-Glides
 Shelf-Mounted. Style No. CRM

Sturdy extruded aluminum is easily mounted under shelf. Comes in 4 attractive, anodized finishes. Smooth sliding Nylon Hanger-Glides are easily slipped into the mounted rod. May also be attached to ceiling for use with shower curtain, or to top of window or cornice for use as a drapery rod. Completely packaged sets in 9 lengths from 36" to 96".



**M-D
 ALUMINUM LEVELS**

Both pro and amateur are attracted to this gleaming, sturdy, extruded aluminum level. It's a high quality, precision tool at a sensible price. Tough, non-breakable Pyrex vials are replaceable. Glossy red interior with silvery satin top and edges enhance its appearance. 10 sizes from 18" to 96". Individually packed in Poly tubing.



M-D MOULDING AND TRIM

All shapes available in Anodized finish

Wide variety of shapes and sizes for all thicknesses of material. Available in permanent, high quality anodized aluminum finish—also furnished in polished aluminum, brass or stainless steel. Whether anodized or polished, the finish is unsurpassed in quality. Through constant checking and control, M-D produces a satiny anodized finish that is both beautiful and permanent.



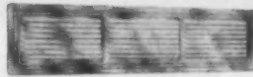
Standard weight for use
 between floor joists



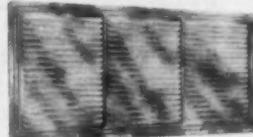
Extra heavy built
 for heavy duty

M-D FOUNDATION & CORNICE VENTS

Here's variety to meet your customers' needs. Die-cast aluminum vents for crawl spaces or cornices . . . in 2 styles for brick or concrete block construction. M-D Louvered Cornice Vents are made of heavy-gauge stamped aluminum with reinforcing ribs for extra rigidity. Also available in Anodized Albras finish. Two sizes—4" x 16" and 8" x 16". Easy and ready to install. Dozens of uses for ventilation in new homes or for remodelling.



No. 416 Louvered Cornice Vent



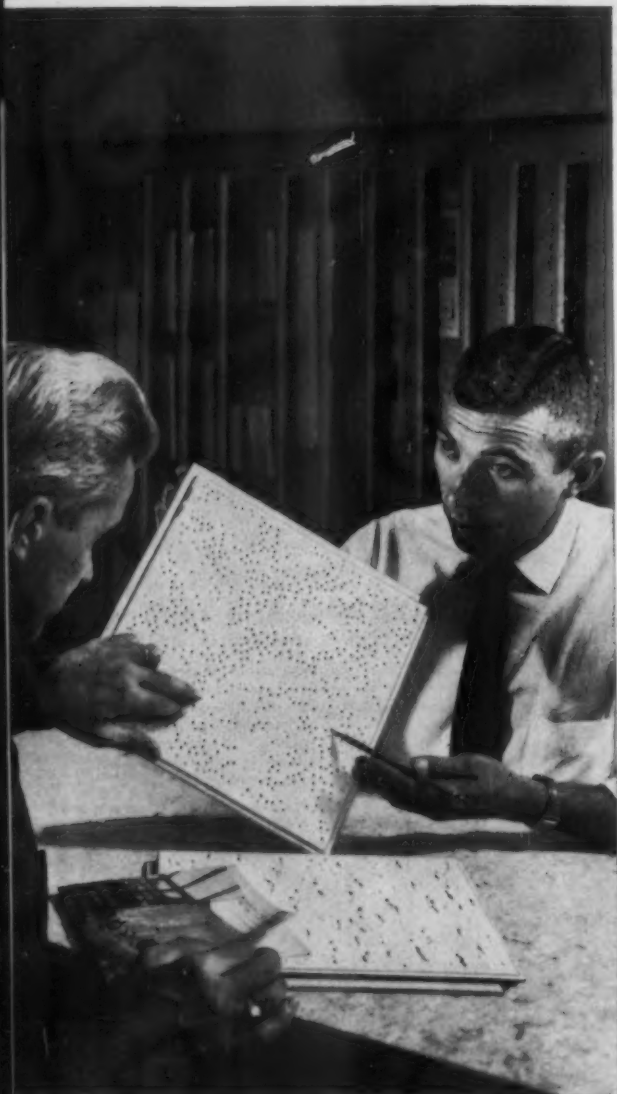
No. 816 Louvered Cornice Vent

MACKLANBURG-DUNCAN CO.

Manufacturers of Quality Building Products • Box 1197 • Oklahoma City 1, Okla.

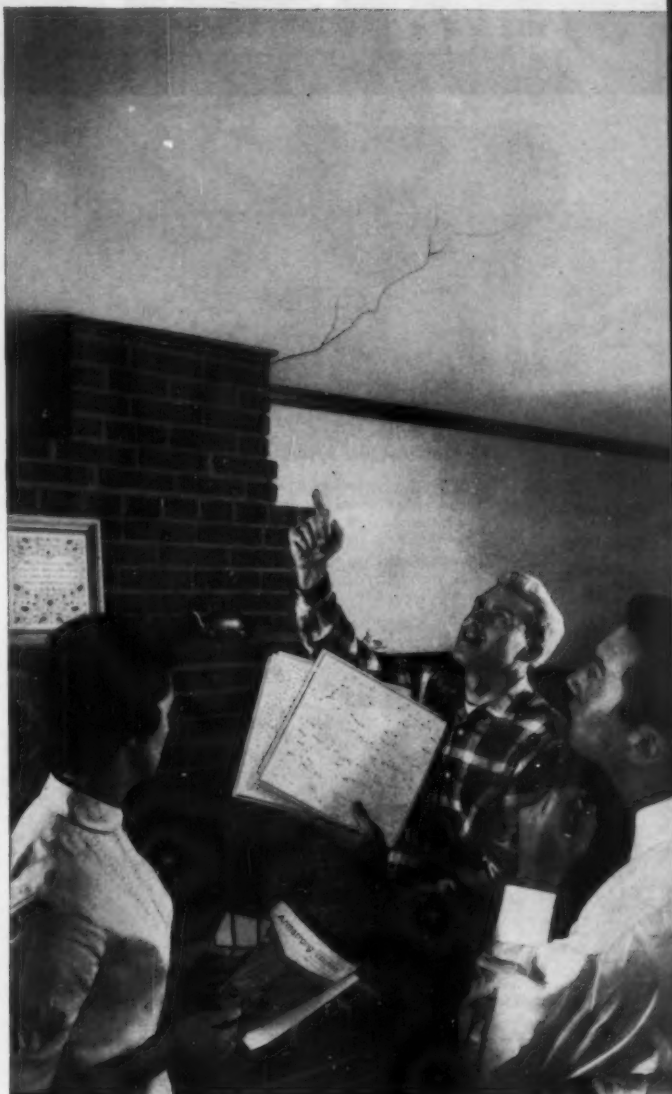
How to expand your remodeling business!

Make extra year-round profits



1. Go to your Armstrong lumber dealer.

He'll show you how you can make more money putting up Armstrong ceiling tile than other types of ceiling materials. Your dealer is frequently being asked to suggest someone to install ceilings. He'll give you leads, literature and sales aids and help you get extra year-round profits by installing Armstrong ceilings.



2. Include ceilings in remodeling estimates.

Whenever you are asked to estimate an interior remodeling job, always check the ceiling. If it's cracked or needs repair, suggest that a new Armstrong ceiling be included with the work to be done. Show Armstrong samples and work out a price for the total job. You'll be giving extra service and making an extra profit.

by putting up Armstrong ceilings

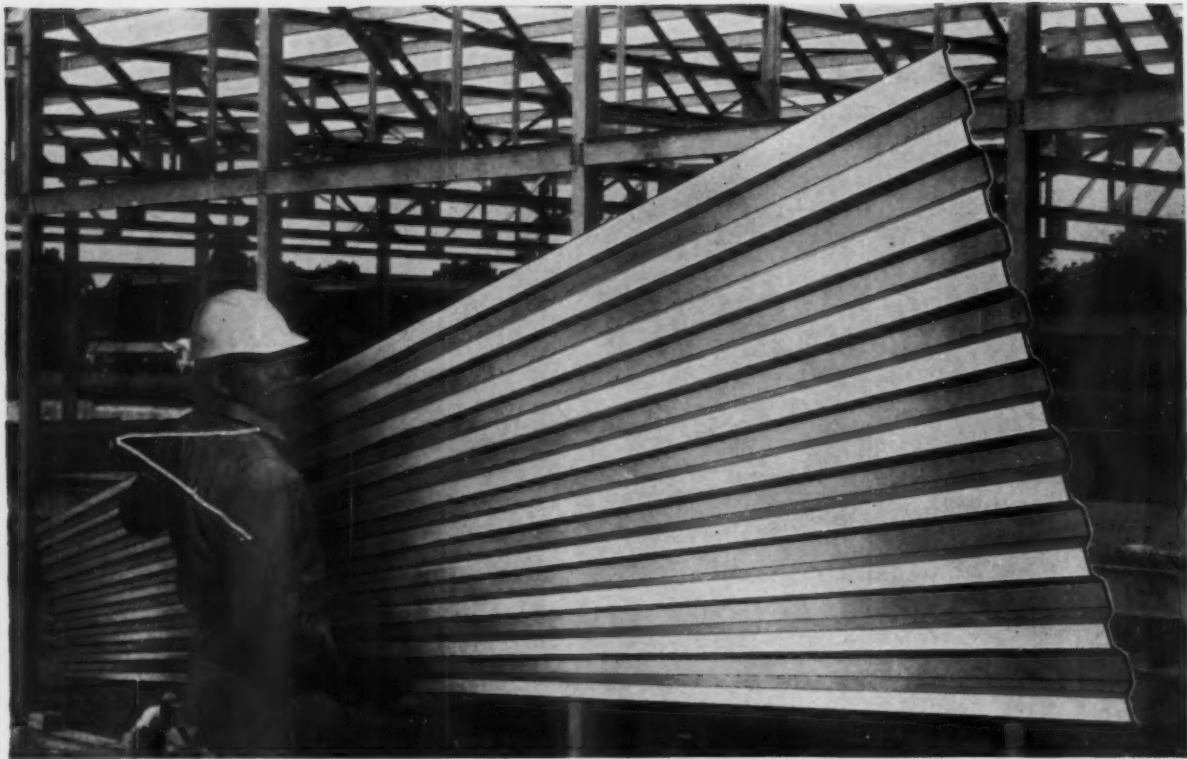


3. No hard-to-learn skill necessary. Almost anyone who has ever used a hammer and saw can learn to install Armstrong ceilings in just a few hours. No investment in expensive equipment is necessary. Only a few basic carpentry tools are needed. Your lumber dealer will show you how. Or write to Armstrong Cork Company, 3911 Rider Avenue, Lancaster, Pa., for information.

4. Satisfied customers build your business. People like the beautiful new look of Armstrong ceilings. When they show them to their friends and neighbors, this will lead to more jobs for you. Armstrong ceilings are easier to sell because they are the best known name in ceilings. Armstrong leads the industry in new designs, and they are the only ceilings advertised on network TV.

Armstrong CEILINGS

... a profitable new business for you



NOW 8-FOOT SPANS

for concrete slabs over Milcor Ribform

New Ribform length for quicker coverage. New super-duty weight for support over longer spans. High-tensile steel sheets, quickly welded to structural supports, provide safe working platform. You use less concrete than for flexible centering —

pour and finish in one operation. Especially economical where it is impractical to strip wood forms.

See Sweet's Architectural File section 2h/In. or write for catalog 245.

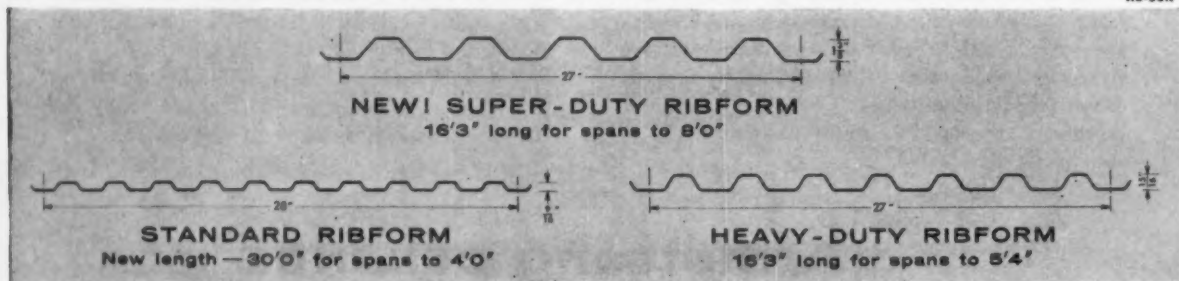


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INLAND STEEL PRODUCTS COMPANY

DEPT. K, 4025 WEST BURNHAM STREET, MILWAUKEE 1, WISCONSIN ATLANTA, BALTIMORE, BUFFALO, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DETROIT, HAYWARD, (CAL.) KANSAS CITY, LOS ANGELES, MILWAUKEE, NEW ORLEANS, NEW YORK, ST. LOUIS, ST. PAUL, SAN FRANCISCO.

RD-35R





Misceramic Tile

is for everyone . . .

Time was, in home building, when tile was strictly a luxury item restricted mostly to bathrooms in expensive houses. Today Misceramic makes it possible to include this popular sales feature, at a profit, in any home and in many attractive ways — walls, floors, counter and sink tops.

Because Misceramic tile can be installed easily and economically, you save up to one-third in cost. A complete line of floor and wall tiles, trims, fixtures and installation materials is available for immediate delivery from our modern, new, ceramic tile plant.

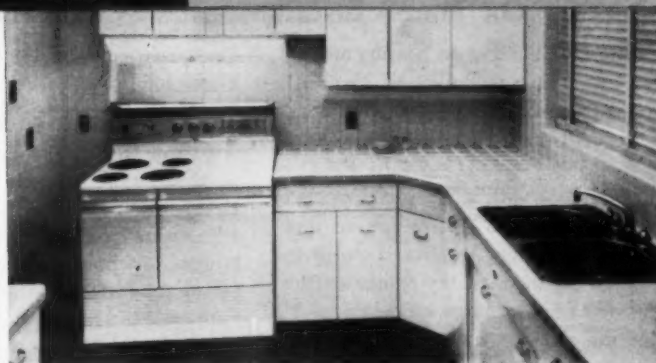
Let Misceramic tile be the big, distinctive sales feature in your homes!

For name of your nearest Misceramic Tile distributor, write or call:



Misceramic Tile

CLEVELAND, MISSISSIPPI



EVERYTHING NECESSARY FOR TILE INSTALLATIONS

- 14 porcelain floor tile colors in eight designs • 7 MISTEX crystalline glazed floor tile colors
- 14 classic wall tile colors • Matching trim tiles • Blending fixtures • Installation materials



HERE'S
LENNOX
QUALITY
AT WORK

Expert Planning . . . "On Time" Installations . . . Complaint-Proof Workmanship

Are you fed up with shoddy planning on heating and air conditioning installations? Sick of "can't be avoided" delays? Tired of having to answer post-installation complaints and callbacks? All these take money out of *your* pocket!

That's why it pays to deal with a Lennox Comfort Craftsman. He's factory-trained to plan a job so that every duct is properly sized, every register is properly located, with every bit of the high-quality equipment he handles properly adjusted for maximum efficiency.

He's always on the job right on time—with the right equipment. Remember, he deals direct with a factory.

One experience with a Comfort Craftsman—and you'll know why more builders buy Lennox!

LENNOX HELPS YOU SELL HOMES, TOO!

Available to you, through your Lennox Comfort Craftsman, are more merchandising materials than are offered by any other manufacturer in the field. Expertly-planned advertising materials, in-home displays, personalized builder brochures, billboards. Lennox never believes *its* selling job is done until the builder makes *his* sale! Write Lennox, Marshalltown, Iowa, for sample merchandising aids today!

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World leader in indoor comfort
for homes, business, schools



THE ALL-NEW

**Mustang**







package price

\$2691 with **GARAGE**

(less quantity discounts)



PACKAGE PRICE INCLUDES

-  12 Colonial, Contemporary, French Provincial, Ranch and New Orleans Colonial designs.
-  Attached Garage.
-  Cedar shakes factory applied and double coursed. Horizontal siding also available, or sheathing only for brick.
-  Birch wood kitchen cabinets.
-  2" x 4" construction throughout.
-  Also includes exterior wall sections with doors and windows installed, architectural trim, gables, roof trusses and sheathing, roofing, hardware, interior partitions, interior trim, insulation . . . and much more.

MASS MARKET SALES!

Build the new Mustang with an attached garage. At a cost, until now, of a garageless house. Designed to build at a total direct cost of \$6540 . . . overhead, profit and mortgage financing costs to be added.

MODEL HOME FINANCING!

Round-up sales with a Mustang Model Home. Complete Model Home construction financing through Inland Mortgage Corporation at no cost to builder-dealers.

FOR DETAILS!

Visit, write or phone P. R. Thompson, Vice President, Sales . . . P.Rospect 3-7550, Piqua, Ohio.

**INLAND.
HOMES**



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Ceiling complements the painted brick walls in this Woodbridge, Connecticut "Idea Home" built by Hilton Construction Co. of New Haven. Up to 70% of noise is smothered by Insulite Casual Random.

Builder Joseph R. Apter of Hilton Construction Company examines sample of Insulite Casual Random Ceiling Tile.

Insulite Casual Random's beauty plus noise control help sell this BH&G "Idea Home"



Open ceiling with Casual Random Tileboard adds beauty to the kitchen area, deadens kitchen noises.

Mr. Joseph R. Apter of Hilton Construction Co. reports that the outstanding beauty and acoustical properties of Insulite Casual Random Ceiling Tileboard helped sell this Better Homes & Gardens "Idea Home" immediately upon completion.

The striking appearance of the vaulted tile ceiling added greatly to the livability of the living room, dining room and kitchen—and the noise deadening was an especially desirable feature in a home with an "open" floor plan.

More and more builders are using acoustical tileboard in new home construction. These builders have found that discriminating buyers are familiar with quality ceiling tile—and know its value. And Insulite Casual Random, with its *fuzz-free* hollow-core drilling makes a ceiling that cannot be surpassed for beauty.

For further information on Casual Random—and other fine Insulite Ceiling Tileboards—write Insulite, Minneapolis 2, Minnesota.

build better, sell faster, with

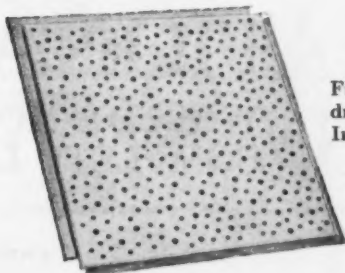
INSULITE

Ceiling Tileboard

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



INSULITE IS A REG. T.M. U.S. PAT. OFF



Fuzz-free hollow-core
drilling is the beauty secret of
Insulite Casual Random!

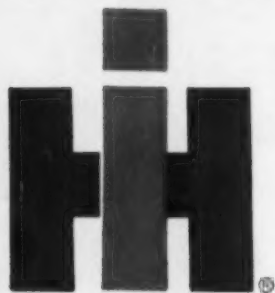
TRUE TRUCK ECONOMY!

INTERNATIONAL TRUCK V-8 AND 6-CYLINDER ENGINES ARE TRUCK-BUILT FOR ECONOMY UNDER LOAD—TO MEET YOUR ACTUAL JOB

CONDITIONS! Your payoff with INTERNATIONAL Trucks is in more than measurement of gallons of gas and fractions of pennies . . . *it's in dollar-wise ability.* The ability to take the load of your job longer with far less expense in costly parts and downtime. True economy both over the miles and over the years . . . in use!

Sound interesting? See your INTERNATIONAL Dealer about a demonstration of the truck built to save time and money *on your job!*

Money-saver. INTERNATIONAL Model B-170 stake-platform models give you new flexibility and "beef" with new economy. Compare with any other make . . . any way you figure it, you get a lot more truck for a lot less money! Examples? Your choice of either an economy-proved high-performance 193.1 hp. V-8 or six-cylinder engine—at no extra cost! And both are built from the block up for truck work alone. Heavier all-truck frames take the extra stresses of extra tough jobs. Optional heavy-duty rear springs and axles to 7,000 lbs. in front and 16,000 lbs. in rear. GVW ratings to 21,000 lbs.



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TRUCKS WORLD'S MOST
COMPLETE LINE

International Harvester Co., Chicago • Motor Trucks • Crawler Tractors • Construction Equipment • McCormick® Farm Equipment and Farmall® Tractors



Fast-worker. This INTERNATIONAL model B-130 gives you the flexibility of a pickup plus a fast acting 1½-yard dump body to boot! It gets tools and equipment where they're needed in a hurry, makes up the difference where a regular materials delivery proves too light—your bigger trucks are free for bigger jobs. Cab seat measures over five feet across, delivers a crew of three in comfort. Windshield glass is scientifically designed for wide, safe vision. V-8 or six, the engine is true-balanced with driveline for a power train that lasts!



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BERMICO
SURE DRY
DRAINAGE PLAN

SURE SIGN OF A NEW BERMICO

***New, low-cost drainage plan protects
you; protects your houses; helps you
sell and satisfy your customers***

Today, home buyers demand assurance of a dry cellar . . . a dry yard . . . a trouble-free sewage disposal system. These are *musts* with them . . . not luxuries, but musts!

And now you have a new, low-cost way to meet this demand — the Bermico *Sure Dry Drainage Plan*.

Protects you . . . your houses . . . your buyers

Bermico *Sure Dry Drainage* protects you and your reputation as a quality builder.

Bermico *Sure Dry Drainage* also protects your houses, with planned drainage of unwanted water — underground water, waste water, runoff water.

Most important, Bermico *Sure Dry Drainage* helps you sell home buyers and keep them happy by assuring planned drainage.

And home buyers will *know* you're offering better homes. They'll read about the Bermico *Sure Dry Drainage Plan* in THE SATURDAY EVENING POST and SUNSET mag-

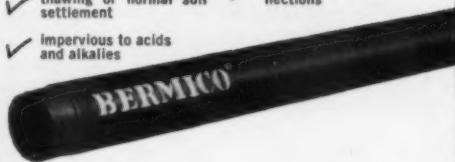
azine. They'll see Bermico *Sure Dry Drainage Plan* signs on your site.

To give your homes unique *Sure Dry* "sell", get the details, get your Sales Aids, get your *Sure Dry Site Signs*, free . . . mail coupon today!

PERMANENT BERMICO BITUMINIZED FIBRE PIPE AND FITTINGS . . .

- Bermico Sewer Pipe (solid)
- Bermidrain (perforated for water collection)
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- ✓ strong, root-proof, rot-proof, shock-resistant
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- ✓ impervious to acids and alkalis
- ✓ light easy-to-lay 8 ft. sections
- ✓ fast, easy-to-install connections



Bermico has been made and steadily improved for over 40 years by Brown Company . . . the only bituminized fibre pipe manufacturer whose basic research is in the field of cellulose fibre. This means the best product for you.



Another Quality Product of

BROWN COMPANY

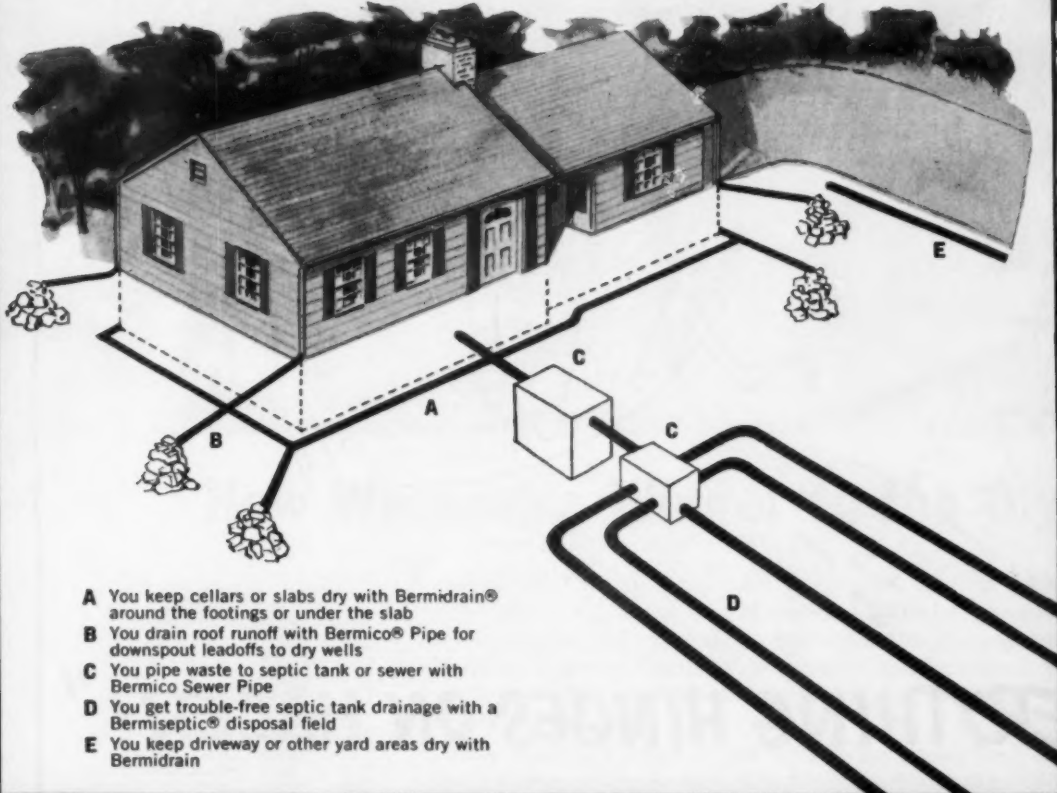
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SURE DRY DRAINAGE PLAN

Why we call it the **BERMICO SURE DRY** drainage plan



FREE! SURE DRY
SITE SIGNS and SALES AIDS

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Gentlemen: Please send () Sure Dry Site Signs, free. Also samples of Sales Aids, details of the BSDDP — its benefits to me and my customers.

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Company

Street

City State





"EVERYTHING HINGES ON HAGER!"

C. Hager & Sons Hinge Mfg. Co. • St. Louis 4, Mo.
 In Canada, Hager Hinge Canada Limited • Kitchener, Ontario

Founded 1849—Every Hager Hinge Swings on 100 Years of Experience





How We Sent a Winner to the Olympics



Gene Harter says, "We never could have done the Olympic job without CreZon."

Problems? The builders found a bushful erecting dormitories at the 1960 Winter Olympics site. Materials had to be economical enough for prefabrication and yet weather-resistant in the grueling mountain climate. Berkeley Plywood Company, who contracted for curtain walls, found the perfect solution: prefabricate the walls using Duraply* with its CreZon overlay. Why?

"Easy-working CreZon helped us keep our prefab costs way down," says Gene Harter, vice president of Berkeley Plywood. "And CreZon's weather-proof surface holds paint perfectly against sun or snow without checking or grain rise." (For complete information on how CreZon can help you, write Crown Zellerbach, San Francisco, California.)

Order CreZon from your plywood supplier under these brand names: Super Siding, G.P.X., Armorite, Duraply, Everside, Plyaloy, CreZon Overlaid Plywood.



CROWN ZELLERBACH CREZON SALES

In Canada address product inquiries to Crown Zellerbach Canada Limited, Vancouver, B. C.

*Duraply is a registered trade mark of United States Plywood Corporation.

Sure sign of built-in brawn...

the
word

SKIL

on the nameplate!

Skil is the mark of a drill that will do the job it was bought to do . . . a drill with something extra in the "built-for-keeps" department . . . a drill with beefed-up bearings, gears and switches for fewer breakdowns and next-to-nothing maintenance costs . . . a drill with power to spare when the going gets heavy.

The only question is *which* Skil drill best meets your specific drilling need.

Skil makes as broad a range of models as you'll find . . . from compact, powerful $\frac{1}{4}$ -inchers up to $\frac{3}{4}$ -inch and 1-inch "big jobs." Close to 100 specialized accessories greatly multiply their usefulness.

Ask your Skil distributor (or mail coupon) for Free Skil Power Tool Catalog. Packed with facts on over 100 different woodworking and metalworking tools, including all five famous Skilsaw Power Saw lines—hi-torque, worm gear saws; heavy and super duty, top handle saws, chain saws and the sensational new 2-speed Recipro Saw.

P.S: 34 completely equipped factory branches and 50 factory-authorized SKIL service stations are strategically located for quick, reliable service.

**21 DIFFERENT
MODELS—HANDLE
THE TOUGHEST
DRILLING JOBS
GOING!**



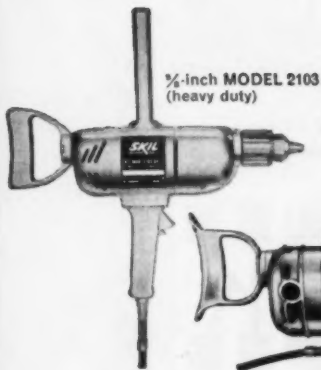
$\frac{1}{4}$ -inch MODEL 138
(standard duty)

AMERICAN BUILDER

SKIL ½" MODEL 290 REVERSING DRILL drills its way out of wood, too, at the flip of a switch. Made to order for drilling with large wood augers in timbers, wet or green woods, as well as with twist drills for steel. Detachable pipe handle. Weighs only 8½ pounds.



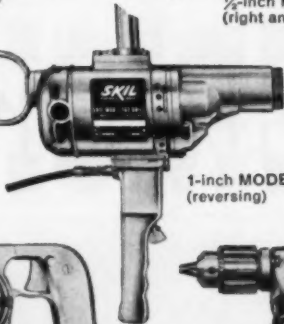
... and SKILSAW
POWER TOOLS



½-inch MODEL 2103
(heavy duty)



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(right angle drill)



1-inch MODEL 443
(reversing)



½-inch MODEL 243
(heavy duty)



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BUY A NEW HOME NOW

Your best investment in the future

The aluminum building products in this home are advertised on



JAMES GARNER & JACK KELLY ARE WARNER BROS. STARS.

MAVERICK

A TRADEMARK OF KAISER ALUMINUM & CHEMICAL CORPORATION



BUILDER ACCEPTANCE IN SIX MAJOR MARKETS

"BUY A NEW HOME NOW" PROGRAM WAS OFFERED BY
KAISER ALUMINUM TO 267 BUILDERS...ACCEPTED BY ALL 267!

"Buy A New Home Now—Your Best Investment in the Future" is a familiar message to every one of the builders who participated in NAHB's 1959 "Parade Of Homes" events in Dallas, San Diego, Kansas City, New Orleans, Minneapolis and Hartford.

In television, radio, newspapers, outdoor advertising, bus posters, lawn signs, indoor posters . . . the Kaiser Aluminum "Buy Now" theme worked *for the builders*, helping to attract qualified buyers, helping to sell the values of each builder's homes. Read what the builders themselves say about it:

Dave Fox, Fox and Jacobs Construction Co., Dallas: "The program was especially helpful in showing builders how the unique advantages of aluminum building products could add value and sales appeal without increasing the cost." (In the Dallas Market, 39 builders participated, showing 44 model homes.)

Quinton Wells, Wells Home Building, Inc., Kansas City: "Kaiser Aluminum has given us a program truly tailored to the individual builder. It is the type of program that helps sell more new homes." (In the Kansas City Market, 83 builders participated, showing 121 model homes.)

Leslie T. Brock, Brock Construction Co., San Diego: "Kaiser Aluminum's program helped draw the biggest crowd we've ever had at any place . . . at any time. A high percentage of qualified prospects. The sales results are most gratifying." (In the San Diego Market, 38 builders participated, showing 180 model homes.)

Arthur P. Aaron and John D. Burns, A and A Builders, Hartford: "The Kaiser Aluminum program has helped to bring Hartford home builders *more* interest and

more favorable attention than any other program we've seen." (In the Hartford Market, 31 builders participated, showing 75 model homes.)

Morgan Earnest, Earnest Homes, Inc., New Orleans: "Never before have I seen a program so effective in helping to meet our three basic objectives: to offer better homes, sell more of them, and make the public much more aware of the value of home ownership." (In the New Orleans Market, 35 builders participated, showing 60 model homes.)

George W. Sandquist, George W. Sandquist Construction Co., Minneapolis: "From the point of view of understanding the builder's needs—both for better building materials and effective sales—the Kaiser Aluminum program is the best yet." (In the Minneapolis Market, 41 builders participated, showing 42 model homes.)

An opportunity For More Builders In 1960:

Kaiser Aluminum will soon announce plans for a new program to support America's professional home builders in even more markets during 1960.

This 1960 program will be one that builders are helping to design, using exciting new ideas as well as the successful "Buy A New Home Now" approach. *Watch this magazine for details!*



Kaiser Aluminum & Chemical Sales Inc., 1924 Broadway, Oakland 12, Calif.
See "MAVERICK" • Sunday Evenings, ABC-TV Network • See local TV listing.



**It's a fast
One-Man job!**

to install Johns-Manville *Fiber Glass* Home Insulation —you reduce labor costs on every installation

Johns-Manville Fiber Glass home insulation is so light in weight and resilient it fits snugly between framing members and stays in place until stapled. No helper is needed to hold the blanket up during installation.

One man alone can insulate an average-size house, both ceilings and sidewalls, in a matter of hours. The result: a great saving in time and labor costs.

Because of the design of the exclusive "Double-Fold" Tabs, the blankets are automatically positioned in

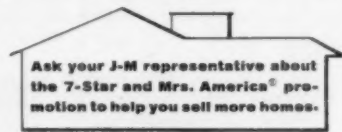
place on the framing members to provide proper air space.

And there are added benefits after the insulation is in place. Because the "Double-Fold" Tabs extend only $\frac{1}{2}$ " on the face of studs or joists, framing members are not hidden from view of other craftsmen. Stapling is done on the portion of the tab along the side of the framing member. There are no obstructions on face of studs or joists to interfere with lath and plaster or dry-wall construction.

The tabs are aluminum foil, cov-

ered on both sides with Kraft paper. They have stronger holding power and won't tear away from the staples.

For additional information and name of nearest distributor, write: Johns-Manville, Box 111, New York 16, N.Y. In Canada, Port Credit, Ont.



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JOHNS-MANVILLE





Heat and cool with this year-around Climate Changer! Cooling unit (top section) may be added later—so you may offer optional cooling. 2, 3 and 5-ton sizes. Heating unit (lower section) comes in a complete range of sizes from 77,000 to 154,000 Btu. Gas-fired.

Trane quality air conditioning can help sell your homes fast!

Heat, cool—or both—with economical Climate Changer units built by the leader in modern air conditioning

Now you can add livability—and saleability—to your homes with year-around air conditioning that's backed by the finest name in the industry! New TRANE Climate Changer units for the home are designed and built by the company that has air conditioned *everything* from giant skyscrapers to jet planes. And powerful TRANE national advertising plus local promotion help sell your homes... help uphold your reputation as a quality builder.

TRANE Climate Changer units are versatile: you may install just heating when you build—add the cooling later, or offer cooling as an optional feature. The TRANE heating units are designed, *from the beginning*, to go with cooling. And there are TRANE units to cool any home... to go with any kind of heating system. Best of all, TRANE equipment costs no more, *often less*, than other makes. And every TRANE installation is handled by a carefully selected and trained engineering contractor. Equipment is installed right the first time to eliminate trouble calls and complaints. Units are *matched* to do the job. The name TRANE on your heating-cooling

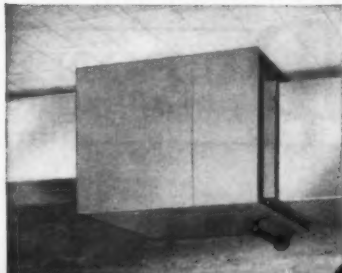
systems means *full capacity*... trouble-free operation. And it says to prospective buyers, "This is a quality home!"
Want more facts? Call your nearby TRANE Sales Office, or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

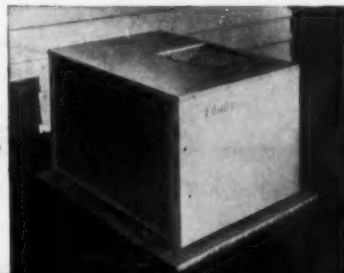
MANUFACTURING ENGINEERS OF AIR CONDITIONING, HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA. CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN. • TRANE COMPANY OF CANADA, LIMITED, TORONTO • 87 U.S. AND 19 CANADIAN OFFICES



For cooling with any heating system, install this Climate Changer fan-coil unit. Fits into just 5 square feet in attic, utility room, basement or garage. Ideal for use with TRANE Baseboard and similar types of heating systems. Sizes to cool any home or small commercial building.

Needs no water! Compressor and condenser unit for TRANE Climate Changers described above is air cooled... eliminates water supply and disposal problems. Installed outside the home or building. Features high capacity, quiet operation and small dimensions.



It's new!

Du Pont Polyethylene Film

Plus: a dynamic new merchandising program to help you capitalize on the extra sales appeal of moisture-vapor protection

Here's a new high-quality polyethylene film for permanent moisture-vapor protection in your new homes. With tough, durable Du Pont Polyethylene, you can assure your prospective home buyers years of comfortable living through protection against moisture-vapor transmission.

And now, for the first time, you can *capitalize* on extra sales appeal of moisture-vapor protection. Authorized Dealers handling Du Pont Polyethylene Film can now provide you with a ready-made program to capitalize on.

- the years of comfort through effective protection against moisture and dampness.
- the "extra quality" built into your homes with a nationally known, brand-name product, Du Pont Polyethylene Film. (See items on right.)

When planning your next building start, make sure you include moisture-vapor protection with Du Pont Polyethylene Film . . . make sure you *capitalize* on the "extra sales appeal" of moisture-vapor protection. If your dealer is temporarily out of stock, write E. I. du Pont de Nemours & Co. (Inc.), Film Dept. Room A-11, Wilmington 98, Delaware.

Check these valuable selling aids
... now available for your use!



1. "WELCOME WALK IN" STRIP of heavy-duty Du Pont Polyethylene Film protects floors, rugs in your sample home . . . helps promote extra quality.



2. BASEMENT HANG TAG promotes protection against dampness in the walls and under the floor . . . helps remind prospective buyers of quality features.



3. "HIDDEN PROTECTION" ARROW helps your salesmen point out the "extra-quality" protection behind woodwork and walls . . . in crawl spaces.



4. NEWSPAPER ADVERTISING MATS help you attract new prospects to your homes by promoting the years of comfort provided by moisture-vapor protection.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY





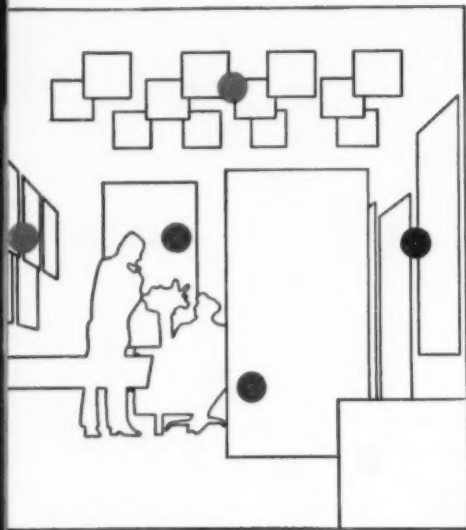
Beauty...fidelity...utility: the sales appeal of



GLASS BY AMERICAN-SAIN'T GOBAIN

There's excitement to architectural glass. People recognize its ability to introduce color, light and space into their indoor lives. These are among the most wanted of amenities. The architect and decorator, too, find glass today's most versatile medium for space design and environmental control. And its permanence, its economy of installation and maintenance are hard to match.

● American-Saint Gobain offers you the most complete line of architectural glass . . . a huge fund of distinctive building and decorating ideas. It's designed and produced by the company with the finest facilities . . . the longest experience in glass. ● American-Saint Gobain Corporation.



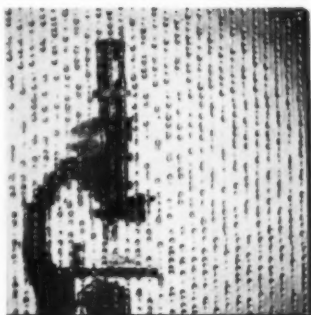
AMERICAN LUSTRAGRAY®
gray-tinted window glass

Reduces glare approximately 50% without sacrificing vision. Exterior opacity contributes to privacy. Neutral shade places no restrictions on interior decor. No special glazing requirements. Thicknesses: double strength . . . $\frac{3}{16}$ " . . . $\frac{7}{32}$ " . . . $\frac{1}{4}$ ".



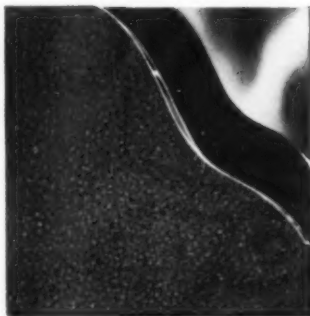
BLUE RIDGE HUEWHITE®
glare reducing glass

For light diffusion with true color transmission. Designed for light control and/or decoration, in day lighting of schools, offices, studios, museums and similar installations. Delivers very wide light distribution — almost uniform down to incidence of 15 degrees. Thicknesses: $\frac{1}{4}$ " . . . $\frac{3}{16}$ ". Also: $\frac{1}{4}$ " wired . . . $\frac{3}{16}$ " corrugated.



BLUE RIDGE BEADEX®
new patterned glass

Newly styled for sparkling decorative effects. A striking design for partitions and space dividers. Plain and textured finishes. Thickness: $\frac{3}{32}$ ".



BLUE RIDGE HUETEX®
colored, insulating glass facing

The most durable of spandrel materials. Fully tempered glass, $\frac{3}{16}$ " thick, textured on the weathering side to subdue reflections . . . sunfast ceramic enamel, in 12 standard colors (or custom-made to your sample), permanently fused to back of glass . . . aluminum, welded to the back surface by exclusive process, to protect enamel, and insulate. Will not fade, craze, crack or warp.



FOUR SAMPLES . . . FROM THE BROAD SPECTRUM OF AMERICAN-SAINT GOBAIN . . . are shown above and on the reverse, to suggest to you the endless merchandising possibilities in *Glass by American-Saint Gobain*. This most desired of materials adds value—far exceeding its cost—to any building or decorating scheme. All the types and characteristics listed below . . . and combinations thereof . . . in the widest range of sizes and thicknesses . . . are now available from *American-Saint Gobain*.

TRANSPARENCIES: window glass; crystal sheet; obscure and light-diffusing; opaque.

FINISHES: textured; Satinol®; frosted.

PATTERNS: a wide variety of decorative patterns: linear, geometric, random and non-directional; corrugated.

PROCESSES: heat tempered; laminated; wired.

FABRICATIONS: spandrels; doors; resistance heaters; plane and bent shapes.

SPECIAL CHARACTERISTICS: heat-absorbing; glare-reducing; insulating; fire retarding; chemical resisting.

COLORS: integral tints; fused ceramic coatings.

For information or service, check the Yellow Pages for the address of your local independent glass jobber . . . or our district office nearest you.

AMERICAN-SAINT GOBAIN CORPORATION
Dept. AB2, 625 Madison Ave., N. Y. 22

AMERICAN-SAINT GOBAIN



Scored Tile, in new Crystalline Glazes, used in an entrance hall designed by Emily Malino Associates. Walls: 315 Cr. Tan in Scored Design SD-1. Floor: 345 Cr. Cobalt in Scored Design SD-4. Color Plate 82.

This Entrance Hall is a Real Sales Feature!

It's cheery and charming with walls and floors of American-Olean's new Crystalline Glazed Tiles. They have a rich textured surface as decorative as it is rugged. On floors, they'll last a housetime without waxing, scrubbing or replacement.

Architects and builders are using Crystalline Glazes

and Scored Tiles* to create new and different decorative effects not possible with other materials.

Crystalline Glazed Tile is made in thirteen new colors, as well as in four Scored Tile designs—permitting hundreds of different patterns and color combinations. Send for full color booklets which give complete information.

AMERICAN-OLEAN TILE COMPANY, INC.
1407 Cannon Ave., Lansdale, Pa.

Please send me booklets 1020, "Crystalline Glazes and Scored Tile" and 450, "Color Planning with Ceramic Tile".

NAME _____

(PLEASE PRINT)

COMPANY _____

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CITY _____ ZONE _____ STATE _____

*PAT. APPLIED FOR

CERAMIC TILE

**American
Olean**

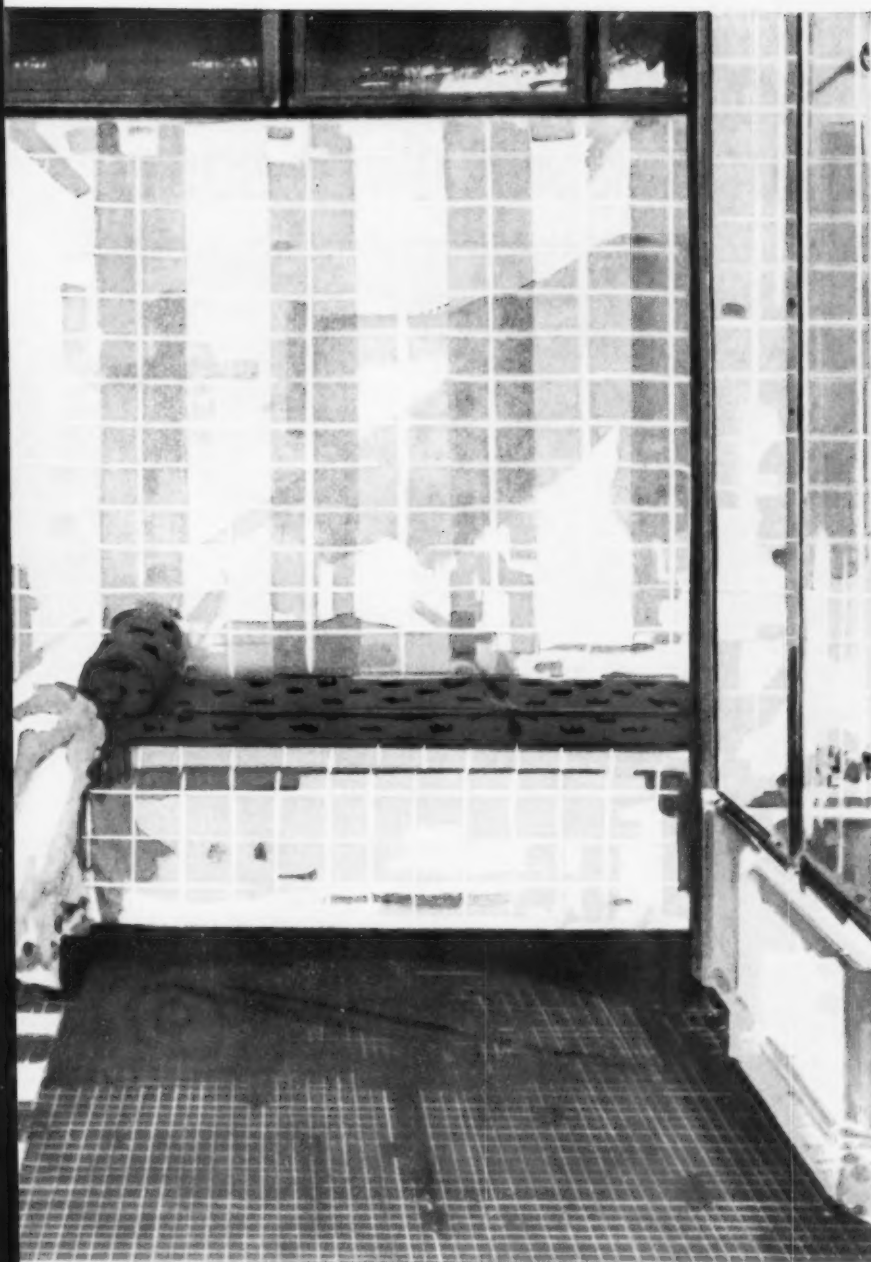


THE TILE COUNCIL
Idea bath

*... designed by
Martin Braun*

Ideas to help sell homes . . . ideas for using quality ceramic tile . . . bathroom design ideas to adapt for your next building project . . . they are all here in this Tile Council 1960 Idea Bath and the plans for this bath are yours *FREE*.

We all know 1960 home buyers will be quality seekers and quality buyers. Give them more ceramic tile and more drama in bathroom design. Martin Braun, noted architect-builder, does just this in his design.

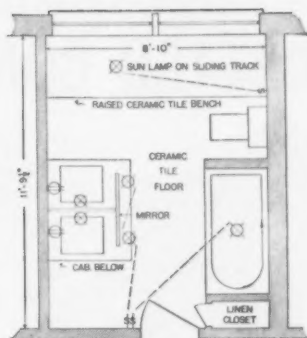


Mainstay of the Braun Bath is the back-to-back twin lavatory separated by the vanity table. A fully tiled tub enclosure, tile floor and tiled sun bathing bench complete this eye-catching bath. These are the saleable ideas which make one house stand out and sell faster.

Ceramic tile is presold in the public's mind as the easy-to-clean, no maintenance material. Choose tile, add good design and you have a built-in sales hook. And new lower cost

ceramic tile installation methods enable you to give more tile at less cost. Ask your local tile contractor for information.

THE MODERN STYLE IS...



Floor Plan of Martin Braun Idea Bath

Construction plans for Martin Braun Idea Bath FREE to builders. Just write on your letterhead to any address below.

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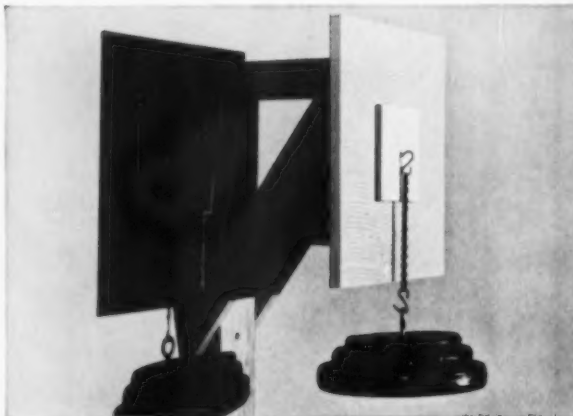
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 Expressway, Dallas, Texas

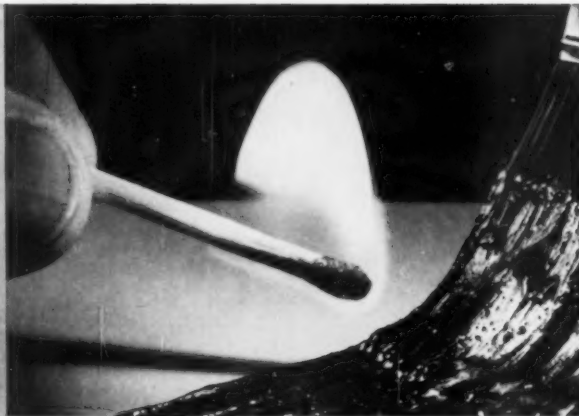


Look to 3M as your single source!

3M BUILDING ADHESIVES PROVIDE BETTER CONSTRUCTION AT LOWER COST



EXCEPTIONAL STRENGTH. CTA-50 is one of the highest strength water-dispersed ceramic tile adhesives on the market! Dry bonds hold over 1½ tons per tile. It handles easily, trowels like shaving cream. Nontoxic CTA-50 dries quickly to let you grout on the same day.



NONFLAMMABILITY. Solvent-free Adhesive EC-321 won't burn during application, even near an open flame. You can apply insulation anywhere without fear of fire. EC-321 supplies a durable bond that resists high heat, moisture and vibration. Bonds through thin oil films.



QUICK SETTING. 3M Cove Base Adhesive holds base firmly in place immediately after application without shoring. Bond can be completed up to 15 minutes after applying the adhesive. One gallon covers about 300 lineal feet of 4-inch material. Ideal for rubber, vinyl, asphalt.



QUICK GRIP. ROLITITE® brand contact cement bonds decorative laminates to walls at a touch. No nails or clips needed. No nail holes to fill. Simply coat both surfaces, let dry and hand roll laminate into position. Highly water resistant, it prevents warping or peeling.

SEE WHAT 3M ADHESIVES CAN DO FOR YOU! 3M offers a complete line of adhesive products to the construction industry. Contact your 3M Field Engineer. Or, for more information and free literature on any 3M job-proved building adhesives and sealers, write on your company letterhead to A.C. & S. Division, 3M, Dept. YE119, 900 Bush Ave., St. Paul 6, Minn.



ADHESIVES, COATINGS AND SEALERS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



NEW

FROM SIMPSON

NEW ACOUSTICAL TEXTURES
NEW REDWOOD FINISHES
NEW CEILING HEIGHT DOORS

**SIMPSON, 1075B, WHITE BLDG.
SEATTLE 1, WASHINGTON**

Please send me FREE information on the following products:

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|--|----------------------------------|
| <input type="checkbox"/> Acoustical-Insulating Board | <input type="checkbox"/> Doors |
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Simpson

QUALITY SINCE 1899



**SIMPSON RESEARCH AND
NEW PRODUCT DEVELOPMENT
BROADENS YOUR PROFIT POTENTIAL!**

advanced in beauty • ahead in quality

Today, home-buyers are more discriminating than ever before and building costs are at an all-time high. The new Simpson products shown in this four page insert give *buyers* an extra measure of beauty and comfort... give *you* greater job-site economy and convenience. You can sell homes faster when the benefits are built-in as an integral part of the house. Put the sales power of Simpson research and new product development to work for you... offer the double advantage of a finer home, plus a better way of life, through wood and wood products!

Rely on Simpson for the finest in Douglas Fir, Western Hemlock and Redwood Lumber; Acoustical, Insulating and Hardboard Products; Plywood and Doors; Wood Tanks and Pipe; Paper and Paper Products.

Forestone Fissured
12" x 12" or 12" x 24"

Forestone Starlite
12" x 12"

Forestone Driftwood
12" x 12"

Forestone Striated
12" x 12"

4 EXCITING FORESTONE* ACOUSTICAL CEILING TEXTURES WHICH ONES WILL LOOK BEST IN YOUR NEW HOMES?

You'll lift your new homes, *and home sales*, out of the ordinary when you offer a wonderful new world of peace and quiet—with Forestone's *permanent* ceiling beauty. The deep-etched surfaces can be repainted any color, now or in years to come, without loss of noise-control benefits or textured beauty. New Forestone textures harmonize beautifully with any architectural style...and cost about the same as an ordinary ceiling. Investigate the newest look in ceilings soon, see your local Lumber Dealer or Simpson Certified Acoustical Contractor. Mail coupon on first page of this insert for free Acoustical-Insulating Board Catalog. Simpson Logging Company, Shelton, Washington.



*Reg. U. S. Pat. Off. - U. S. Pat. No. 2,791,289
The Original fissured woodfiber acoustical material.

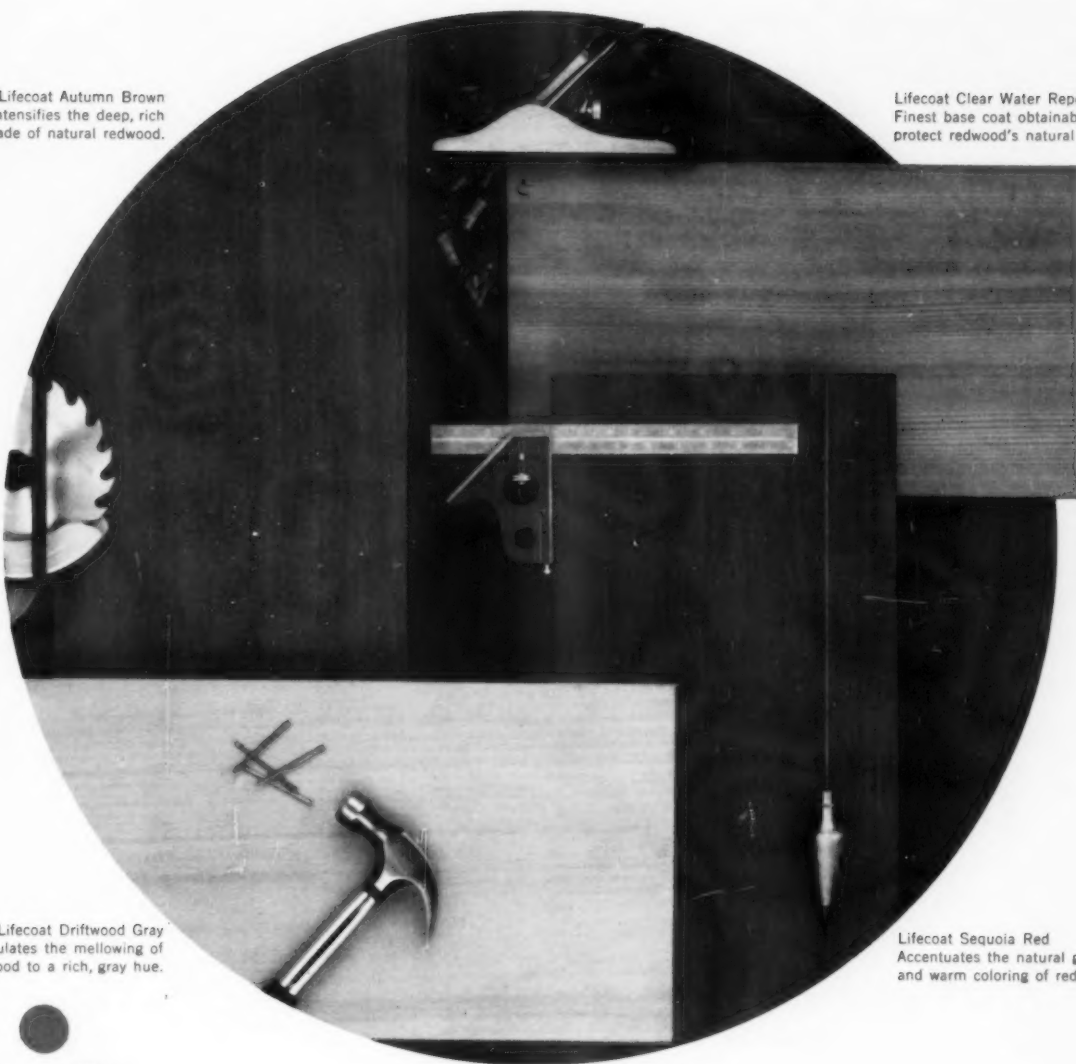
RELY ON

Simpson
Forestone.

FOR BETTER BUILDING...BETTER LIVING!

Lifecoat Autumn Brown
Intensifies the deep, rich
shade of natural redwood.

Lifecoat Clear Water Repellent
Finest base coat obtainable to
protect redwood's natural beauty.



Lifecoat Driftwood Gray
Simulates the mellowing of
redwood to a rich, gray hue.

Lifecoat Sequoia Red
Accentuates the natural grain
and warm coloring of redwood.

**NEW SIMPSON LIFECOAT REDWOOD SIDINGS
SAVE LABOR AND PAINT COSTS.**

Big news for builders...Simpson now offers six brand new redwood siding finishes...three decorator colors, two prime coatings and a clear, water-repellent treatment. "Lifecoat" is a unique process that assures far greater penetration and bond than is possible with job-site application. Simpson "Lifecoat" saves one full finish coat, eliminates the need for back-priming and may be installed in any weather without harm. Ask your lumber supplier for details, or mail coupon on the first page of this insert. Simpson Redwood Company, Arcata, California.

RELY ON



Member of California Redwood Association

Lifecoat White or Neutral Primed
Save one full coat of paint with smooth textured White Primed.
If final finish is to be a color other than white,
select Neutral Primed for easier coverage.



Litho in U. S. A.
on Simpson
Sub. 100 White Wave
Seaplane Offset



Ribbon Lauan

Available in 4
handsome faces



Rotary Lauan



Rotary Birch
& Hardboard
(Not shown)

NEW CEILING-HEIGHT* DOORS AT MASS-PRODUCED PRICES!

Simpson Ceiling-Height hollow core flush doors are a perfect answer to the architectural trend for spacious luxury in homes, offices and commercial structures. These new doors eliminate costly time-consuming overhead framing in the area where cracks frequently develop above standard doors...builders report savings up to \$10 per opening! Simpson's new Ceiling-Height doors are now mass-produced and cost very little more than standard 6'8" doors. Ask your Lumber Supplier for details, or mail coupon on first page of this insert for your free copy of Simpson Ceiling-Height Door Literature. Simpson Logging Company, 2301 N. Columbia Blvd., Portland 17, Oregon.

RELY ON



*SPECIAL FEATURES: Simpson Ceiling-Height doors are made 7'11" and may be end trimmed as much as 3" from top of door. Full width 5½" lock rail allows you to put lockset where you want it.



"Telephone planning is just the kind of built-in convenience home buyers want"

—SAYS CHARLES V. SIMMS,
CUSTOM BUILDER OF DAYTON, OHIO

"You can't ignore what people want," says builder Charles Simms, of Dayton. "People *do* want telephone-planned homes today.

"Five years ago, pre-wiring a home for telephone service was a special feature few people expected. Today, they ask about it, even insist on it. They appreciate the convenience of having built-in telephone outlets throughout their home—and the common sense of having wires concealed inside the walls, with only neat outlet plates visible."

Mr. Simms builds custom homes priced from \$18,000 to \$40,000 with as many as *nine* telephone outlets in them. They are advertised as "Communication Conditioned" homes.

"A builder has to merchandise his product," says Mr. Simms, "and telephone planning is good merchandising. The public wants this feature—and the telephone company makes it practical to offer it, costwise."

Your local Telephone Business Office will gladly help you with telephone planning for your homes. For details on home telephone installations, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

BELL TELEPHONE SYSTEM



The builder and telephone representative Mary Ellen Sears stand before "The Brookfield"—chosen Dayton's "Home of the Year"—in Mr. Simms' Spring Valley Acres development.



A type for every sheathing requirement...for every building budget!

CELOTEX

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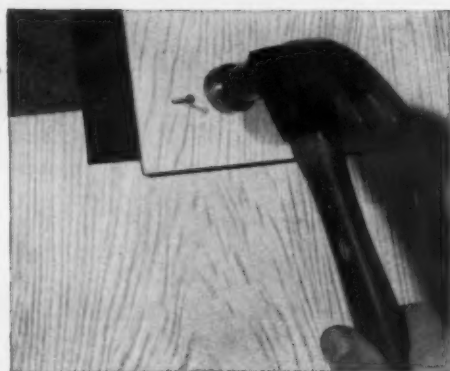
THE INDUSTRY'S MOST COMPLETE INSULATING SHEATHING LINE!

New! For direct nailing of shingles!

STRONG-WALL* ----->

1/2" INSULATING SHEATHING

Super nail-holding power for direct nailing of wood or asbestos shingles! • Exceeds FHA requirements for nailability! • Super-strong, rigid. Exceeds FHA requirements when applied vertically without corner bracing. Cuts cost! • Asphalt-treated integrally • **BIG BOARD** (4' x 8' or 9'; square edges)



THRIFT LEADER! CELOTEX

1/2" INSULATING SHEATHING

- Surpasses other sheathing materials in insulating efficiency
- Handles extra "easy," with dependable strength, durability
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

FINEST! CELOTEX

25/32" INSULATING SHEATHING

- Indicates "top quality construction throughout"
- Thickest, maximum insulation value, superior structural strength
- Double-Waterproofed (asphalt coated) or Asphalt-Impregnated
- Big Board (4' x 8' or 9'; square edges). Center-Matched (2' x 8')

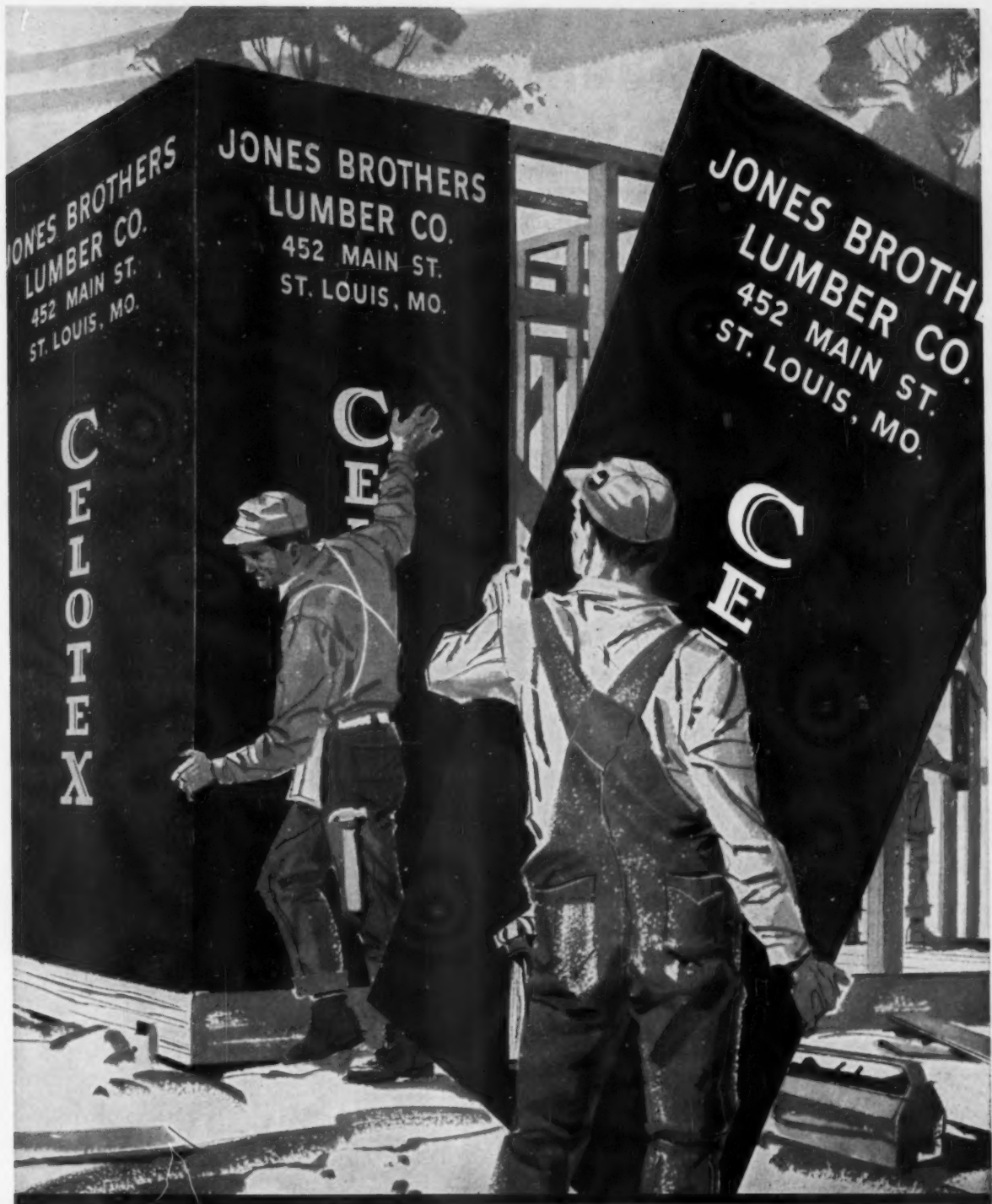
*TRADEMARK



Plus... "Life-of-Building" Guarantee

With Celotex Insulating Sheathing, you get this official Guarantee Certificate to give every home-buyer. Indicates quality building throughout . . . helps sell more homes, faster. Also, attractive folders with your name imprinted, free. Write today for samples!

THE CELOTEX CORPORATION • CHICAGO 3, ILLINOIS



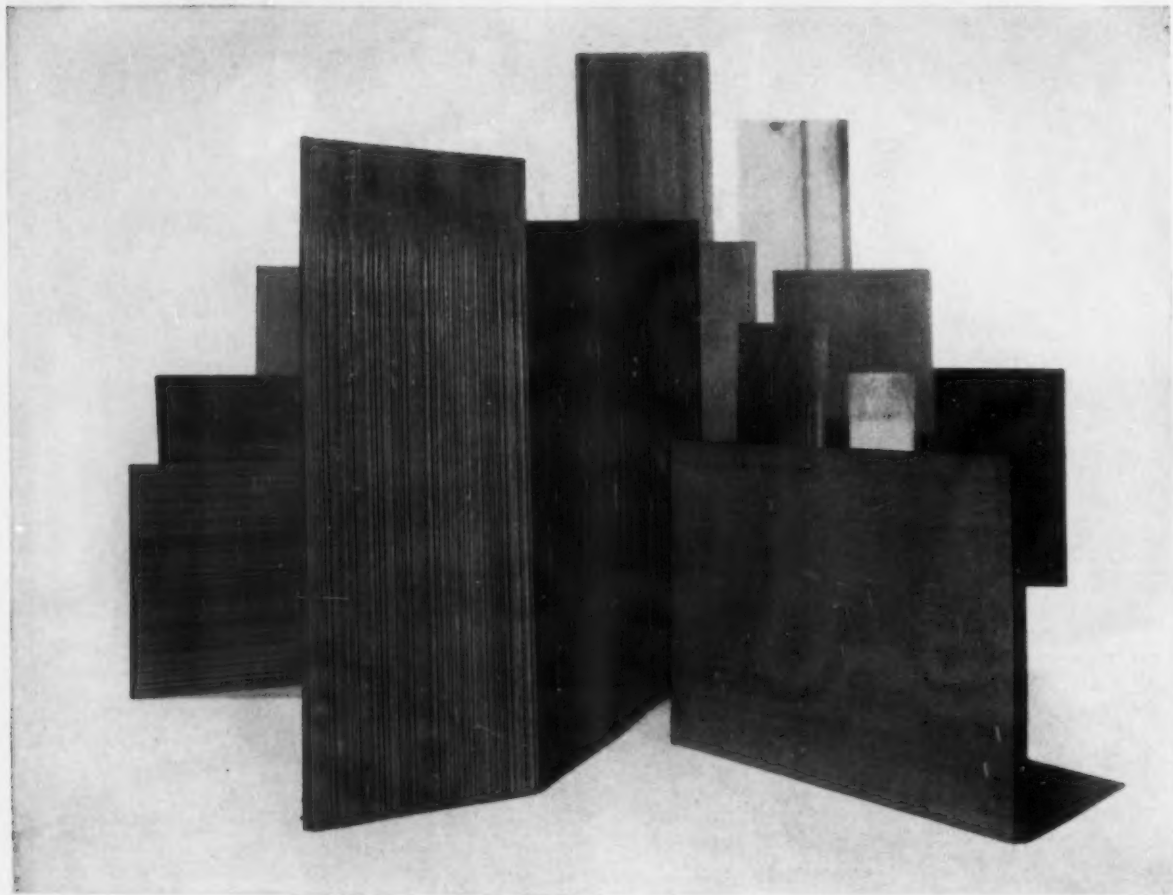
**Your Celotex building products dealer inventories
these sheathings. Call him today!**

the three dimensions of cedar

Cedar gives you thickness that tells prospects your homes are built to last. It gives you texture that dramatically shows your awareness of good taste in exterior finishing. And, it gives you visible quality that is unmistakable.

Whether featured on roofs, on walls, or in tasteful combination... red cedar shingles and machine-grooved cedar shakes provide a range of design possibilities unmatched by other exterior materials.

Let the thickness, the texture, the natural quality of cedar shingles and shakes add new dimension to your home-selling program.



For application details, see your current Sweet's File... or write...

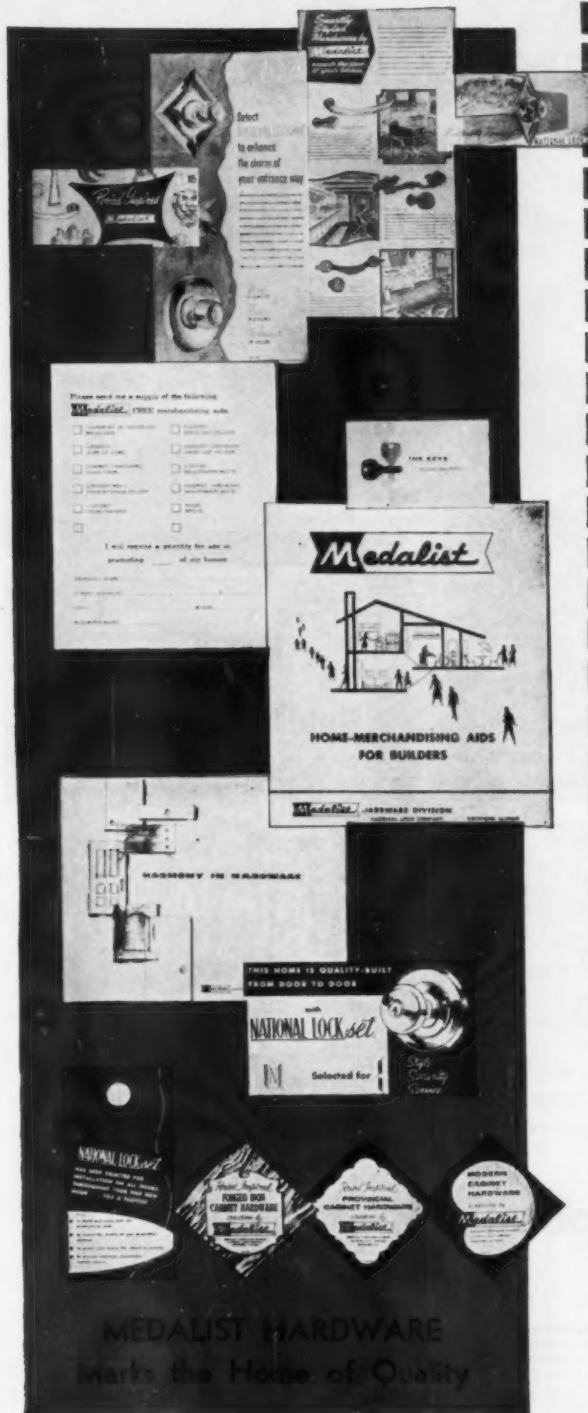
RED CEDAR SHINGLE BUREAU

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MEDALIST Merchandising Aids Help Sell Your Homes



Send for sample kit!

Install Medallist hardware and take advantage of these highly effective home-merchandising aids. Complete kit contains sample lockset display card, key presentation folder, knob hanger, hand-out folder, cabinet hardware hang-tags, consumer folder and newspaper mats. Each piece explains to prospective buyers why Medallist hardware "marks the home of quality." Materials are designed specifically for use with open house events and model home showings.

"HARMONY IN HARDWARE" BROCHURE

Kit features 16-page brochure describing how decorative and functional hardware can be used most effectively. Lockset, cabinet hardware and furniture trim installations illustrated in full color. A real hardware guide for your customers . . . a real selling aid for you!

ORDER BLANK

Order blank included in kit facilitates ordering reasonable quantities of materials directly from manufacturer. Aids are FREE. Order your sample kit NOW!

Medallist

HARDWARE DIVISION

National Lock Company • Rockford, Illinois



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Please send me Medallist FREE "Home-Merchandising Aids" kit

Builder's Name _____

Address _____

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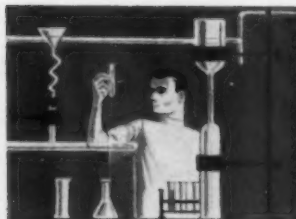
* a revolutionary new concept in shake finishes... factory applied to all **Shakertown**[®] red cedar **GLUMAC** panels



Shakertown red cedar Shake panels now feature a superior new finish that provides even greater resistance to weathering. Available in twelve magnificent Shakolors, the new finish assures extended color fidelity and reduced maintenance.

Glumac panels are produced with a special backer board for maximum insulation. They have a lower applied cost than any other type of siding. Matching colored nails (supplied with each carton) and Jiffy corners guarantee additional building economies. For complete details, use the convenient coupon below.

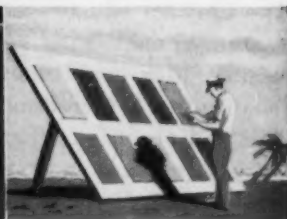
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Scientifically applied for coverage and penetration.



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Shakertown Color Ideabook.

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Chromalox electric heat featured in Pittsburgh's Bicentennial Home

Construction details and furnishings of this Pittsburgh, Pennsylvania model home were decided from a write-in poll conducted by a local newspaper. Named the Bicentennial Home in honor of the city's 200th birthday, the home was erected inside Hunt Armory and became a feature attraction of the city's 1959 Home Show. Dismantled and moved piece-by-piece to the suburban Lebanon Crest development, the home was re-erected and again opened to the public.

Built by E. F. Cassidy, Inc., an estimated 65 thousand people toured the home. For many, it was the first time they had seen electric heat. The obvious advantages aroused much enthusiasm. Women could see why electric heat is cleaner. Men could see the break-proof, maintenance-free construction. Individual room controls and absence of flames, fumes and furnace brought praise from all. Some knew that electric utilities give lower rates to electrically heated homes, but most were surprised to learn that Chromalox electric heat could be installed for less than other types of heating.

Day after day, model homes such as this one are telling and selling thousands of people the advantages of electric heat. You'll find that today's home buyers are ready for and *want* today's heat . . . Chromalox electric heat.



All upstairs rooms, except dining room, are heated with Chromalox electric baseboards.



In dining room, heat loss from large floor-to-ceiling glass area is offset by Chromalox floor drop-in heaters.

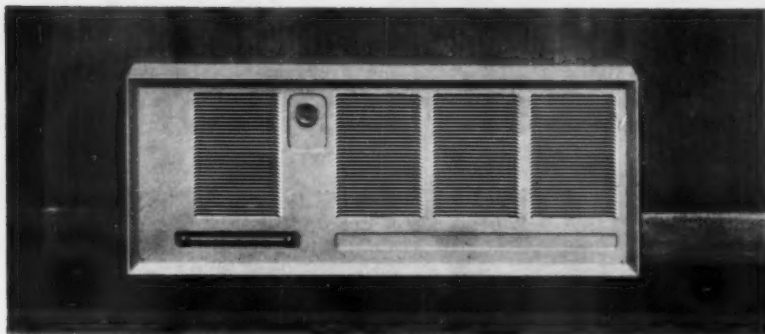


CHROMALOX
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INDUSTRIAL • COMMERCIAL • RESIDENTIAL

EDWIN L. WIEGAND COMPANY
7870 Thomas Boulevard • Pittsburgh 8, Pa.

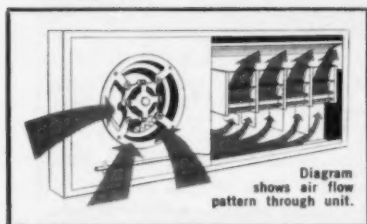
New R&M-Hunter Baseboard Unit Makes Electric Heating News



ONLY 33 INCHES LONG, 13 INCHES HIGH, 3/8 INCHES DEEP
Mounts against wall finish or may be recessed in stud space

Best comfort results from combining features of Baseboard and Forced Air Heat

The benefits of powered circulation plus the ideal system of lower level temperature control combine to produce lowest cost comfort. By recirculation of air concentrated in the lower three feet of the room—the yardstick zone—heat is directly utilized by the occupants of the room. There is no wasteful overheating of outer wall or ceiling surface to speed up the heat loss and needlessly increase the cost of heating. You use all of the heat you pay for.



Floor-Level Thermostat Guards Comfort. Cold air sinks to the floor immediately. The R&M-Hunter Forced Air Baseboard knows the minute that a door or window has been opened and responds instantly. Cold or cooling floor air is whisked into the unit by a quiet centrifugal blower. It is forced over the heating elements for fresh warmth and delivered directly into the "living zone" at comfortable temperature. Air is never super-heated so as to escape wastefully to the ceiling. Positive, powered control of circulation at low levels mixes the tempered air with room air immediately. Outer wall and window areas are kept at or near room temperature for economical operation.

SAFE SURFACE TEMPERATURES

The big volume air circulation holds operating temperatures to a level that

is perfectly safe for little children. Each unit is equipped with an automatic safety thermal overload switch to prevent overheating in case of any unforeseen blockage of air circulation. Will not discolor fabrics that can be ironed with "medium heat" setting.

Safe, Easy to Clean. Built-in safety switch automatically cuts off power to both blower and heating elements when front panel is removed. No need to throw master switch for periodic cleaning. With front panel removed, all parts are easily accessible to blower attach-

ment of vacuum cleaner. Power connections are automatically restored when front panel is secured in position.

Requires No Oiling. Sealed bearings with life-time lubrication eliminate maintenance nuisance. No periodic oiling required. Quiet, efficient blower operation assured at all times.

AUTOMATIC—DUCTLESS FORCED WARM AIR HEAT APPEALS TO BUILDER, HOMEOWNER

Construction and operating economies are responsible for the widespread enthusiastic acceptance of R&M-Hunter Forced Air Baseboard. The compact dimensions save valuable floor space. No heating closets or chimneys required. Eliminates bulky duct work. Limits the number of subcontractors involved in new construction.

OPERATING EFFICIENCY, "ZONE CONTROL" POPULAR

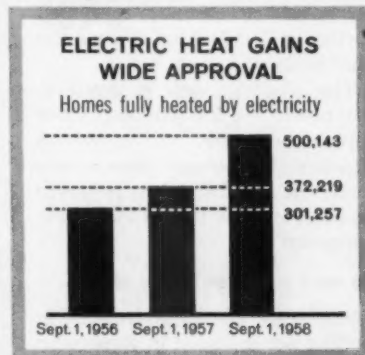
With thermostat control in each room, you completely eliminate that hard-to-heat room problem. It is never necessary to overheat one area of the home to achieve comfort in another. Individual rooms may be maintained at temperatures best suited for the activity of that area without disturbing the temperature of other rooms.

A sudden change in wind direction or addition of sun heat through a window are immediately compensated for within the room where change occurs. This gives true operating economy, impossible to achieve with a single, centrally located thermostat.

Units are available with or without built-in thermostat. A single thermostat-equipped unit will control two or more Forced Air Baseboard units in a single room.

UNITS ARE IDEAL FOR COMMERCIAL BUILDINGS, TOO

R&M-Hunter Forced Air Baseboard units available in sizes from 1,000 watts to 3,000 watts for residential use. Up to 4,000 watts for use in schools, offices, institutions.



Source: *Electric Heat and Airconditioning*

MAIL COUPON TODAY FOR COMPLETE INFORMATION

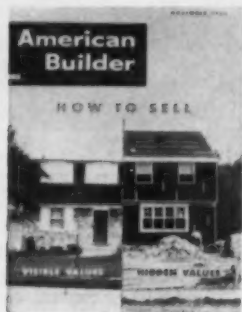


Hunter Division-Robbins & Myers, Inc.
2460 Frisco • Memphis 14, Tennessee

Please send complete data on your new Forced Air Electric Baseboard Heater to:

Name

Address



How to sell the world's biggest multiple-brand product: a house

- The builder's best sales tool is his own good name and reputation for quality work.
- The best way to build a quality reputation is to dramatize the Hidden and Visible values in a house.
- Builders who stress quality touch the heart of the buyer's search for security — a prime motive for buying.

Just a few years ago buying an automobile was confusing because of the parade of parts and products the salesman described. He sold carburetors, starters, and spark plugs. But today he sells just *one name*—the manufacturer's.

Selling a house today is even more complicated because it's the world's greatest collection of brand names and parts brought under one roof.

So to simplify selling, the builder's name and reputation must be headlined. He is the manufacturer. He is Mr. BIG. And he must sell the whole project and what it delivers to the buyer—not bits and pieces. To start with:

- The name must have recall value: be easy to remember, catchy, attractive, easy to say.
- The name must denote *quality, confidence, prestige.*
- Everything possible must be done to create an image in the public mind connecting the builder's name and reputation with *quality, prestige, confidence.*

Hidden Values Started in 1957

For many years AMERICAN

BUILDER's editors have talked and written about the importance of quality. Such as our famous "More House for the Money" issue and succeeding editorials. But in the past few years the greatest impact on builders has been achieved by our Hidden Value campaign, started in 1957. That's what this issue is about.

The amazing variety, ingenuity and power of the Hidden Value displays entered in AMERICAN BUILDER's contest show how widely the idea has taken hold. It's the accepted way to build a quality reputation.

Big and little builders do it

Most of the famous names in building are included in those who feature Hidden and Visible values to promote quality construction. They include Fox & Jacobs, Eichler, Long, Levitt, Centex, Earnest, Huber, Andy Place, Worthman, Beck, Raleigh Smith—to name just a few.

But the Hidden Value method of proving quality construction can be used by small builders as well. They use cutaways of inside and outside wall sections, floors, roofs, insulation, plumbing, wiring.

Often a manufacturer or a local dealer helps provide displays.

Stop selling on price alone

With thousands of new and often inexperienced builders entering the field, the men who expect to stay in business need to *dramatize* their quality methods. The best way is by means of Hidden Value displays.

The builder who sells on *price* alone is likely to get in trouble. The public today is educated, and very quality-conscious.

In fast-growing growth areas like Florida, California, and Texas, builders find the need for Hidden Value displays most acute. As builder Charles Rutenberg told AMERICAN BUILDER: "people come to Florida in a highly skeptical mood. They usually know nothing about local methods, or our reputation. Hidden Value displays establish confidence."

Buyers look for security

New basic research in buying attitudes clearly shows that the greatest single motive behind the purchase of a house today is the buyer's *search for security.* It's true in young and old. So quality

Churchmen Say Security
In Home Combats Delinquency

Nation-wide Poll Finds Security
Is Number One Goal

COLLEGE GRADS DEMAND
SECURITY AS TOP JOB BENEFIT




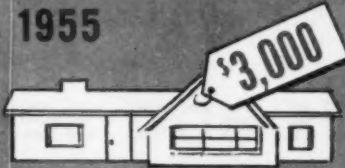
LONG-TERM SECURITY IS MAJOR
PROBLEM, CLUBWOMEN SAY

Security called oldest problem as
life span increases

FUTURE BUSINESS SECURITY RESTS
ON A SOUND DOLLAR

World Security Rests On
American Business Know-How

It's clear what people are looking for today

INVESTMENT	TODAY'S VALUE	PROFIT OR LOSS
1955 	1958 \$1,300	GROSS LOSS \$1,700
1955 	1958 \$3,278	GROSS PROFIT \$278
1955 	1958 \$3,596	GROSS PROFIT \$596
1955 	1958 \$7,600	GROSS PROFIT \$4,600

... and it's clear that a house gives it

construction displays touch at the heart of buyer interest.

Another basic security appeal is shown in the above chart: the soundness of a home as an investment. Many builders use such charts in selling.

Here are six other basic sales appeals:

- Your new house today is immensely better than any old house.

- Your new house makes living much pleasanter with all the new ideas and comforts it provides.

- Your new house cuts housework drudgery in half. It's much easier to clean and keep clean.

- Your new house requires less

upkeep, maintenance and repairs. So it costs less to operate.

- The extra cost of quality materials and workmanship is more than offset by lower upkeep and maintenance.

- Quality is much more than skin deep. Look into the Hidden Values in a house before you buy.



BUILDER BOB SCARBOROUGH (left) believes that the best way to sell a house is to get a reputation for good build-

ing. Here he shows prospective buyers the top values, both visible and hidden, they'll get in one of his homes.

How one builder builds and sells Visible and Hidden Values

If the builder's best sales tool is his reputation, Bob Scarborough qualifies as a top-notch salesman. In Haddonfield, N.J., where he has operated as both a custom and a development builder, he's worked himself into the enviable position of having his name synonymous with quality building.

Scarborough's philosophy of sell-

ing is simple and sound: put up the best possible house, and expose the buyer to it. His merchandising is aimed primarily at selling Barclay Farms, the area he is presently developing. His own name (which he pushes very strongly) and his display models are his primary tools for selling his quality houses.

Scarborough's success is based

on solid value rather than razzle-dazzle. He starts with a well designed, well built house in a good community, and sells from there. On the following pages, he points out some of the visible and hidden values that he has found to be most effective in this merchandising campaign. (See p. 88 for Scarborough's blueprint house.)

Everything starts with a good community with all facilities

"This is good land, and we feel we've handled it well. We're on a good existing highway, and there's a new superhighway passing right behind us that will make Philadelphia just minutes away. We have churches and schools integrated into Barclay Farms, there's a medical center, and within a few months we'll have a big shopping center, everything a buyer wants."

"One of our most important hidden values in Barclay Farms is resale value. Our houses are a good investment. We have people who paid \$16,900 for their houses three or four years ago who have gotten more than \$20,000 for them. In fact, one man bought a house for \$27,000, and couldn't move in. So he resold it—for \$33,000.

"Every time we have a price increase, our present owners smile. It's like money in the bank for them."

Outside, color and trim quality are important, help sell the house

"A house is no better than its paint, and a bad job can ruin an otherwise fine design and building job."

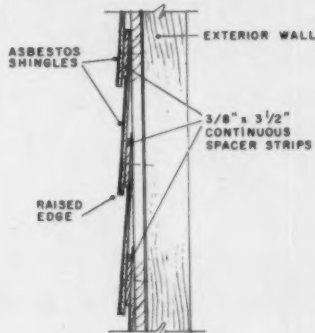
"We prefer darker colors because they look more substantial than pastels. We had a dark green that was oversold; too many people wanted it, and we wanted variety in the project. So we tried black, and it went over just as well. In fact, now we're getting almost too much of that.

"Cornices and siding need a substantial look too. We design for heavy shadow lines, which we feel give a quality effect.

"And finally, we try to put a touch of used brick on every house. It looks warm, and it's not so

regimented in appearance. Buyers seem to like it."

"We use asbestos shingles for our siding, and we handle it in an unusual way. We put a shadow backer behind it to give it depth. Then we put one coat of paint over it. This covers up the nails, and any marks or dimples that it might get. And there are no wood problems to cause paint troubles later on. We never have to go back and fix it."



Lots are graded for looks, and dryness too; landscaping is included

"Our lots and our house are handled together. We want the house to look as though it belongs on the land, not as though it were just stuck there. We plant shrubs of course, and we're especially interested in trees. Where possible, we keep existing ones. But in any event, we make sure that each home buyer is supplied with at least three good trees."

"We feel there's no excuse for puddles, trapped water, or any other wet conditions under or around our houses. We drain and grade meticulously

SAYS KEN GOOD, Scarborough's sales manager: "my job is lots simpler when I've a good product to sell."

to avoid it. And in the rare case when a water problem does arise, we'll keep going back until it's fixed.

"Of course, all our basements and crawl spaces are damp-proofed. We use polyethylene vapor barrier, and we under-drain the house to either the storm sewers or the curb."

The plan can have built-in prestige; should be integrated

"In a quality house, particularly in this price range, there are certain requisites. The foyer entrance is one, and it should be part of a plan that permits all rooms to be entered from a center hall. A powder room somewhere downstairs is a must.

"Our buyers do a lot of entertaining. So our living rooms tend to be larger, and have fireplaces. They're really show places, ideal for more 'formal' entertaining.

"We find that for family rooms, buyers are either the 'den' type or the 'rec-room' type. We have floor plans for both.

"And finally, we try to preplan our living areas so that furniture can be arranged attractively, and so that rooms will not become corridors."

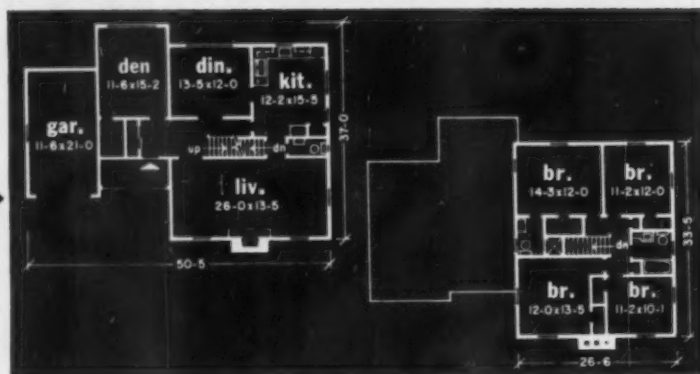


VISIBLE VALUES / HIDDEN VALUES

WHAT



HOW



The Wedgewood: four bedrooms for \$22,900

SIMPLE SHAPE of the traditional two-story colonial has been modified by Scarborough to produce this handsome model. Its biggest feature is size: four bedrooms and two baths on the second floor; living room, dining room, kitchen, and den on the first—with a powder room as well.

Heavy framing means less trouble later by cutting down on call backs

"We use 2x10 floor joists, even though we could get by with 2x8's. It makes a much more solid floor, and this means we won't get call-backs to fix loose flooring. For the same reason, we use steel I-beam girts wherever we have long runs.

"All our sills are treated with wood preservative. And our termite shielding conforms to all requirements."

Good insulation means lower heat costs and more comfortable living

"In two-story houses, side-wall insulation is highly important. We use half-thick batts, plus sheathing of insulating board.

"In our crawl spaces we use rigid fiberglass insulation for the perimeter walls. This, plus the fact that we have heating ducts in the crawl space, gives us the effect of a big plenum, and makes a very comfortable floor."

Make sure there's plenty of electricity with an easy-to-use system

"All of our houses have circuit breaker panels. Our buyers may not know too much about the technical details of electrical wiring, but they do understand breaker boxes. Everyone has found it necessary to change a fuse sometime or another."

"Naturally, we have 100-amp service in every home. Everyone wants appliances. And people are beginning to worry about window air-conditioning units. We make sure they have plenty of power for all these."

If you can't lick a problem, turn it into a selling point

"We know we'll get shrinkage in our houses. There's no way to avoid it. So what we do is sell the ways that we minimize it. Prospects are impressed by our honest approach.

"For instance, we nail our baseboards to the wall, and our shoe moldings to the floor. So no shrinking will show. And our stair rails are set up so that everything shrinks evenly. Again, nothing shows. Also, we build the stairs on the job, so they really fit right."

Many other builders sell hidden values. See our contest winners on page 102.

In the baths, quality instead of flash

"We don't believe in putting a lot of gadgets in our bathrooms. Instead, we concentrate on items like good tile, good fixtures, and lots of space. We put big windows in the bath. In some cases, we're even carpeting the bathroom floor. This is a luxury touch that seems to have a lot of snob appeal."

"We make our stall showers big enough to turn around in. And we use a lead pan under them, so there's no chance of leaks. This is especially important when baths are on the second floor. We actually give the buyer a lifetime job."

See Bob Scarborough's Blueprint House, next page

We can provide for heating today and cooling tomorrow

"Economy of heating is a good sales point. We use a forced warm-air heating system with wall registers. The Salem (photo and plan below) can be heated for \$200 a year. And the Farmington (this month's blueprint house) costs about \$240 a year. These are actual figures, and they're on the conservative side. They could even be lower."

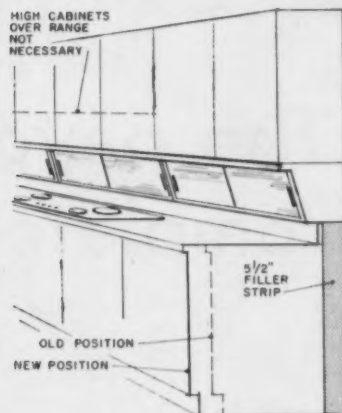
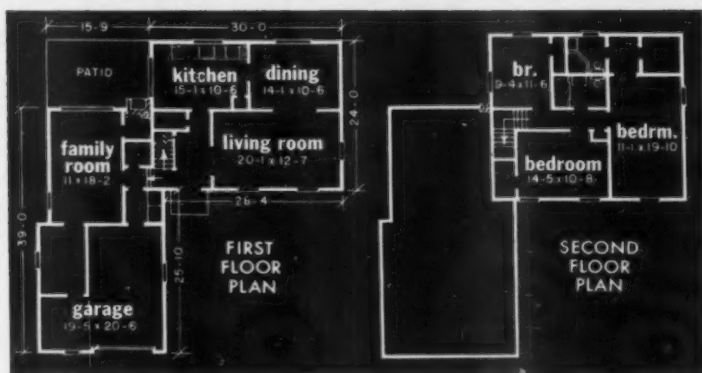
"Most people don't want air conditioning right now, but it's important for them to know they can have it later if they want it. We use a General Electric furnace that can easily have central cooling added to it. The cost is around \$1,400. And we use air-cooled heat exchangers, so there's no water problem."

Plan the kitchen to make work easy, eliminate through traffic

"We try to build really good kitchens. Besides making them work areas, we make them good eating areas too. They all seat eight people. And the eating area always has a nice view out through big windows.

"We avoid back doors in the kitchen. It's a busy enough area without making it a corridor.

"Finally, we supply a complete kitchen, including oven, range, dishwasher, and disposer."




"Besides their obvious advantages, the G.E. Cabinettes we use have hidden values as well. We put a spacer behind the lower cabinets; this gives more headroom, eliminates the need for high cabinets over the sinks. And the cabinettes provide extra light for the counters."

The Salem: prestige living with a \$19,800 price tag

SCARBOROUGH'S ANSWER to the problem of a lower-cost house, this model has proven so popular that Scarborough is worried about overbuilding it. The master bedroom can be split into two bedrooms, and another full bath is available at \$20,500. (The basic model has 1 1/2 baths.)



WHAT 
HOW

The payoff value: this complete package for \$23,700

The separate parts of a house are important; but the value that makes or breaks the sale is the complete house. And from this point of view, Bob Scarborough's "Farmington" is one of the most impressive packages AMERICAN BUILDER's editors have ever seen.

First of all, the "Farmington" is a good looking house. Despite its size, it's attractively proportioned; and it is authentically colonial, from the salt-box design down to the last shutter.

Second, the "Farmington" has a superb floor plan. Bob Scarborough calls it a "wrap-around split";

but it would be just as accurate to think of it as a two-story salt box with one rear corner pushed down four feet. In either case, it is that rarest of things: a layout that is both brand new and good. It provides a master bedroom suite slightly separate from the other bedrooms, and a recreation room handy to the kitchen, but still separate from the formal living area.

Third, the "Farmington" is emphatically a prestige house. It is big, both in appearance and in actual living space (2,150 sq. ft. plus a garage and acres of storage space.) It has four bedrooms, two and a half baths. And the combi-

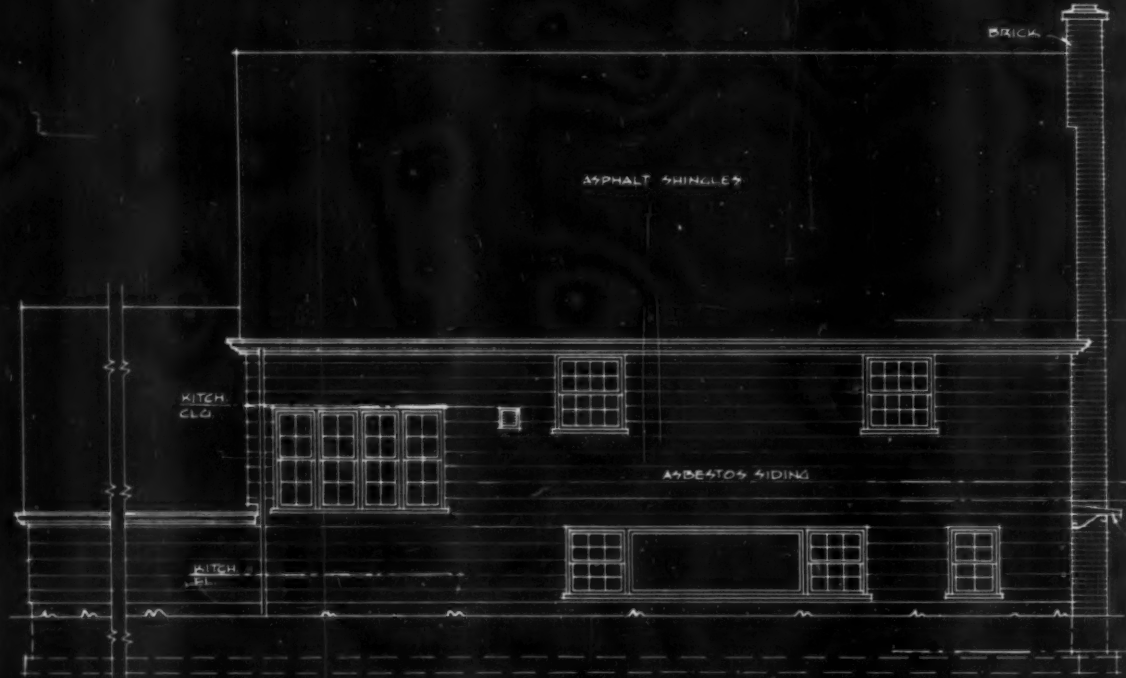
nation of living room, entrance foyer, and separate dining room give it an air of gracious living.

Fourth, the "Farmington" is offered in a fine setting. Scarborough builds just two-and-a-half houses per acre, grades and landscapes with meticulous care, plants lots of trees.

And finally, the price of the "Farmington" is an eye-opening \$23,700. This would be a good, competitive price tag for a medium quality home; for the top workmanship Scarborough puts into his houses, and for the excellence of the community he has created, it is nothing short of amazing.



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



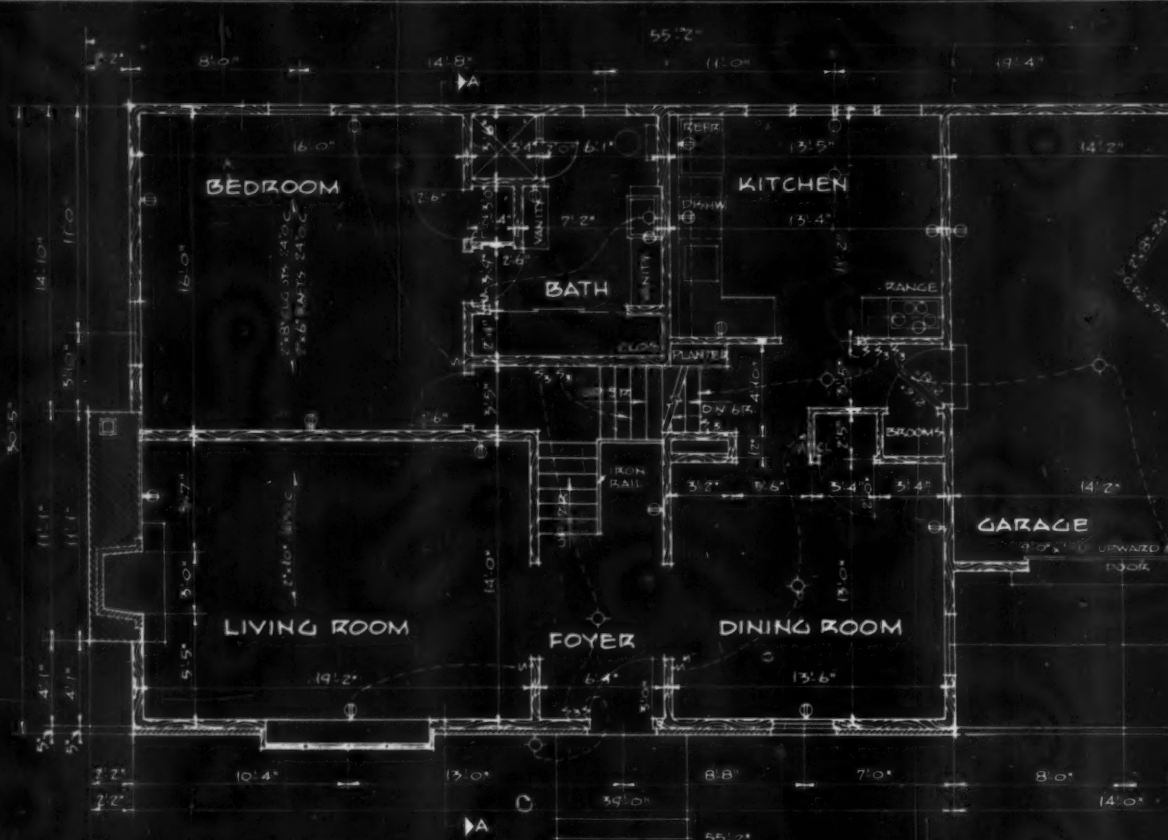
REAR ELEVATION SCALE 1/8"=1'-0"



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



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



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



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



▼ How to order materials for this quality house

AMERICAN BUILDER HOUSE No. 268

UPPER LEVEL FLOORS ONLY	1,960 sq. ft.
GARAGE FLOOR ONLY	315 sq. ft.
BASEMENT RECREATION FLOOR ONLY	415 sq. ft.

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile	2,600 sq. ft.
Earth Basement Exc. & Disp.	4,300 cu. ft.
Earth Hand Footing Exc. & B'fill	670 cu. ft.
Gravel 4" Floor Sub-fill	725 sq. ft.
Gravel Drain Bedding	125 cu. ft.
Agric. T. C. 4" Found. Drain Line	125 lin. ft.
Water Encountered Drainage	Sum

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wall & Chim. Footings	240 cu. ft.
2500# Conc. Wall & Chim. Footings Forms	315 sq. ft.
2500# Conc. 2"x1'6x4" Splash Blocks	5 units
2500# Conc. 4" Hearth Slab	12 sq. ft.
2500# Conc. 4" Floor Slab O.G.	375 sq. ft.
2500# Conc. 4" Area Slab O.G.	30 sq. ft.
2500# Conc. 4" Platform Slab O.G.	25 sq. ft.
2500# Conc. 4" Garage Slab O.G.	285 sq. ft.
2500# Conc. 2" Craw Slab O.G.	685 sq. ft.
2500# Conc. 12x8" Stair Step, Fin. & Fin.	20 sq. ft.
2500# Conc. 1" Garage Apron, O.G.	12 sq. ft.
Rigid W.P. 1/2" Fdn. & Floor Isolation	840 sq. ft.
Monolithic Floor Finish	1,345 sq. ft.
Monolithic Platf. & Area Float Finish	75 sq. ft.
Kraft Paper Floor Prot. & Cur'g	1,420 sq. ft.
#10 Steel 6x6 Mesh Reinforcing	715 sq. ft.

—BRICK & BLOCK CONSTRUCTION & VENEER—

Face Brick 4" Ext. Wall Veneer	210 sq. ft.
Face Brick 4" Chimney Veneer	370 sq. ft.
Face Brick 8x4" Window Sill	3 lin. ft.
Fire Brick 4" Fireplace Lining	35 sq. ft.
Fire Brick 4" Fireplace Paving	15 sq. ft.
Com. Brick Chim. & Fireplace Construction	350 cu. ft.
Terra Cotta 8x8" Flue Lining	30 lin. ft.
Terra Cotta 12x12" F.P. Flue Lining	80 sq. ft.
Conc. Block 12" Foundation Wall	80 sq. ft.
Conc. Block 8" Foundation Wall	615 sq. ft.
Conc. Solid Block 4" Foundation Wall	25 sq. ft.
P.C. Concrete 4"x2'6x4" Chim. Cap	1 unit
Conc. Block Chimney Construction	85 cu. ft.
W.P.C. Plas. Found. Wall Protection	365 sq. ft.
Slate Chimney Wash	25 sq. ft.
Slate 1" F.P. Hearth	6 sq. ft.
Onkum & Mastic Door & Wind. Caulking	350 lin. ft.
Acid & Mort. Exposed Brick Clean & Point	735 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

3-2x10 Fir Floor Girder	11 lin. ft.
2x10 Fir Floor End Plates	435 lin. ft.
2x10 Fir Floor Joists	1,525 lin. ft.
2x8 Fir Attic Joists	260 lin. ft.
2x8 Fir Roof Ridges	55 lin. ft.
2x8 Fir Roof Rafters	650 lin. ft.
2x6 Fir Roof Rafters	410 lin. ft.
2x6 Fir Rafter Braces	325 lin. ft.
2x6 Fir Floor Supports	170 lin. ft.
2x6 Fir Partition Studding	30 lin. ft.
2x6 Fir Ext. Wall Plates	55 lin. ft.
2x6 Fir Ceiling Joists	405 lin. ft.
2-2x4 Fir Ext. Wall Headers	395 lin. ft.
2-2x4 Fir Partition Headers	230 lin. ft.
2x4 Fir Partition Shoes	255 lin. ft.
2x4 Fir Partition Stiffeners	150 lin. ft.
2x4 Fir Partition Studding	1,400 lin. ft.
2x4 Fir Ext. Wall Studding	1,795 lin. ft.

2x4 Fir Ext. Wall Plates	230 lin. ft.
2x4 Fir Ceiling End Plates	80 lin. ft.
2x4 Fir Rafter Braces	120 lin. ft.
2x4 Fir Rafter Purllins	405 lin. ft.
2x3 Fir Overhang End Pieces	30 lin. ft.
2x2 Fir Partition Studs, S. & P.	210 lin. ft.
210# Asphalt Roof Shingles	2,040 sq. ft.
Gypsum Board 1/2" Wall Sheathing	1,975 sq. ft.
Asbestos Wall Siding	1,705 sq. ft.
Min. Wool 2" Wall Insulation	1,745 sq. ft.
Min. Wool 4" Ceiling Insulation	1,420 sq. ft.
Min. Wool 2" Partition Insulation	215 sq. ft.
Min. Wool 4" Overhang Insulation	100 sq. ft.
Plywood 1/2" Roof & Pl. Lining	2,520 sq. ft.
Plywood 1/2" Soffit Boarding	130 sq. ft.
15# Felt Wall & Roof Isolation	4,015 sq. ft.
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum
1x6 N.C.P. Floor Lining	1,870 sq. ft.
15# Felt Floor Isolation	1,870 sq. ft.

—HARDWOOD FINISH FLOORING—

Oak 1/2" Finish Flooring	1,400 sq. ft.
Machine Floor Sanding	1,400 sq. ft.
Varnish Floor 2 coats	1,400 sq. ft.

—CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	135 sq. ft.
Ceramic Wall Tiling	450 sq. ft.
Ceramic 6" Wall Base	65 lin. ft.

—WOOD EXT. & INT. MILLWORK—

1 3/4" Wh. Pine 3x7' Ext. Glaz. Doors, F.&T.	2 units
1 3/4" Wh. Pine 9x7' Overhead Doors, F.&T.	1 unit
1 3/4" Bir. Ven. 2'8x6'8" Int. Fl. Doors, F.&T.	1 unit
1 3/4" Bir. Ven. 2'6x6'8" Int. Fl. Doors, F.&T.	9 units
1 3/4" Bir. Ven. 2'4x6'8" Int. Fl. Doors, F.&T.	1 unit
1 3/4" Bir. Ven. 2'3x6'8" Int. Fl. Doors, F.&T.	1 unit
1 3/4" Bir. Ven. 2'x6'8" Int. Fl. Doors, F.&T.	5 units
1 3/4" Bir. Ven. 1'8x6'8" Int. Fl. Doors, F.&T.	1 unit
1 3/4" Wh. Pine 6'6x6'8" Slid. Doors, F.&T.	1 unit
1 3/4" Pine Sash 8'4x3'6" D.H. Window, F.&T.	1 unit
1 3/4" Pine Sash 14'x3'6" D.H. Window, F.&T.	1 unit
1 3/4" Pine Sash 6'x5'7" D.H. Window, F.&T.	1 unit
1 3/4" Pine Sash 3'x4'6" D.H. Window, F.&T.	2 units
1 3/4" Pine Sash 3'x3'6" D.H. Window, F.&T.	12 units
1 3/4" Pine Sash 3'x4' D.H. Window, F.&T.	1 unit
1 3/4" Pine Sash 2'6x3'4" D.H. Window, F.&T.	1 unit
1 3/4" Pine Sash 2'x2'6" Screen Window, F.&T.	2 units
1 3/4" Pine Sash 1'6x2'7" Screen Window, F.&T.	1 unit
1/2" D.S.A. Glass Door Panes	40 sq. ft.
1/2" D.S.A. Glass Window Panes	280 sq. ft.
O & S Glass Window Panes	25 sq. ft.
Hardwood 3" Ext. Door Saddles	6 lin. ft.
White Pine 1'6x4'6" Louver Shutters	2 units
White Pine 1'6x3'6" Louver Shutters	8 units
White Pine 3/4" Close Shaving	40 sq. ft.
White Pine 1x2 Shelf Closets	65 lin. ft.
White Pine 1x4 Wall Base	450 lin. ft.
White Pine 1x6 Roof Fascia	225 lin. ft.
White Pine Eave Boarding	140 sq. ft.
White Pine 1x3 Crown Molding	225 lin. ft.
White Pine 2'9x1'x3' Planter Box	1 unit
Hardwood 1 1/2" Clothes Pole	40 lin. ft.
White Pine 1x4 Overhang Molding	39 lin. ft.
White Pine & Fir 7R3' Int. Stairs	1 unit
White Pine & Fir 6R2x3' Int. Stairs	1 unit
White Pine & Fir 5R2x3' Int. Stairs	2 units
Birch Veneer 3'x1'6x3' Vanity	2 units
Metal Finish Hardware	Sum

(Continued on page 185)

▼ Here are the quality products in this house

... Visible Values

General Electric Co.—cabinets, cabinetets, appliances (dishwasher, disposal, wall oven, counter-top burners)
 Johns-Manville Corp.—asbestos siding
 Bradford—hot water heaters
 Crane Co.—plumbing fixtures
 NuTone Inc.—chimes and AM-FM radio and intercom (optional)
 Shelby—closet rods
 Armstrong Cork Co.—Excellon floor tile
 Kentile, Inc.—asphalt tile
 M. A. Bruder—interior paint
 Ark-Land—overhead garage doors
 Macklenburg-Duncan Co.—door and threshold weatherstripping
 R.C.A.—automatic garage door openers and Ventenna (optional)
 Albert H. Voigt—medicine cabinets and shower doors
 Formica Corp. & G. E. Textolite—counter and vanity tops
 Pittsburgh Plate Glass Co.—mirrors
 Pittsburgh Plate Glass Co. & Libby-Owens-Ford—window glass
 Carr-Adams-Collier—wood double-hung windows
 Tomlinson—flush doors
 Hall-Mack Co.—bathroom accessories
 Lightelmer & Sea Gull—fixtures

General Electric Co.—house heater
 General Electric Co.—air conditioning (optional)
 National Manufacturing Co.—batts
 Owens-Corning Fiberglas Corp.—fiberglas insulation
 Unique Corp.—window balances
 Progress Manufacturing Co., Inc.—exhaust fans
 Seaboard—grass seed
 U. S. Gypsum Co.—drywall and sheathing board
 Orangeburg Manufacturing Co.—pipe, underdrains
 National Manufacturing Co.—sliding door hardware
 Reynolds Metals Co.—aluminum foil, on-grade insulation, ventilating louvers
 Bestitch—insulation staples
 Protection Products Manufacturing Co.—Woodlife wood preservative
 Kaiser Aluminum, Circle Wire, Phelps-Dodge—electric wire
 Anaconda—copper water pipes
 Lockwood Manufacturing Co.—locks
 Philip Carey Manufacturing Co.—roofing, shingles
 The Upon Co.—board, soffit
 Weyerhaeuser—wood trim
 Vestal Manufacturing Co.—replace equipment

An expert's ideas on selling



STANLEY EDGE, of Stanley Edge Associates, Pittsburgh, is the expert who helps builders sell houses.

HOW DO YOU help a home-builder pep up lagging sales?

That's the question **AMERICAN BUILDER's** editor Joseph B. Mason, in an exclusive interview, threw at Stanley Edge, head of Stanley Edge Associates, marketing consultants to home builders. The affable young head of the respected Pittsburgh firm returned answers with knowing, machine-gun-like rapidity.

EDGE: We help the builder help himself, Joe. We try to find the flaws in his operation and help him work out cures.

MASON: How do you manage that?

EDGE: Primarily by research. We thoroughly analyze his operation and try to ferret out both hidden and visible values in his houses and in his merchandising that he might not be using to best advantage.

MASON: And that's all?

EDGE: Hell, no. Once we find these values we put them to work selling houses. We do this with a solid, year-round merchandising program that will attract a steady flow of prospects to the builder's model houses. We discourage one-shot, circus-type promotions. They draw big Sunday crowds to a model house. But big crowds seldom do more than wear out carpets.

- Find their hidden and visible values
- Sell them in a year-round promotion
- Identify them with a selling theme

MASON: So you base your continuous promotion on hidden and visible values?

EDGE: Worked into a central selling theme.

MASON: What do you mean by that?

EDGE: I mean that we create an identity image for the builder and his houses. We repeat the theme over and over again in all the promotions to establish in a prospect's mind trust in the builder and his product.

MASON: How about showing us how this works with some actual case histories?

Merchandising ideas in action . . . 1.

"You'll sell houses by redirecting your sales program from a general to a specific market . . ."

EDGE: Coming up. First one I'll give you is Frank Robino's operation in Wilmington, Del. Now, Joe, you know that Wilmington is the center of the explosives and chemical industries, right?

MASON: Right.

EDGE: Well, Robino was putting up houses in the \$16, to \$18,000 price range. He wanted to put a cohesive program to work selling houses but he wasn't quite sure how to go about it. He called us in to analyze his methods. We did some market research. Do you know what we discovered? A total of 72% of Robino's houses were being sold to engineers employed in the area's industries. Yet Robino's merchandising was being directed to the general public.

MASON: So you redirected his campaign to engineers?

EDGE: That's right. First we

asked ourselves: just what is an engineer? We decided that an engineer is a logical thinker. He is conscious of technical excellence. He's interested in clean, functional design. And he's certainly aware of the qualities that he can't see in a house as well as ones that he can see.

MASON: Makes sense.

EDGE: We went to work. We started with newspaper advertising directed solely to the engineer prospect. We pointed out in the ads both the hidden and visible values of the house that would appeal to an engineer. We designed a new brochure. Know what the cover showed? A picture of an unfinished house with studs and joists exposed. Cover type stressed the construction techniques, design, and research that go into every Robino house.

MASON: No glamour promotion at all?

EDGE: Almost none. We based the campaign on logic, quality, and technical excellence. So concentrated was the campaign, many non-engineers had no idea what we were talking about.

MASON: Wasn't that risky? I mean—weren't you cutting out possible non-engineer sales?

EDGE: Our technical campaign hiked non-engineer sales.

MASON: How come?

EDGE: A non-engineer buyer rightly reasoned, if the house was good enough to appeal to an engineer, it was good enough for him. Needless to say, Robino's sales increased considerably. But that campaign was easy to demonstrate. Let me show you a builder who practically reorganized his operation around a style image to pep up his sales. Ever hear of Caldwell & Cook in Rochester, N.Y.?

houses

Merchandising ideas in action . . . 2.

"You'll sell houses by creating a style image for your subdivision . . ."

MASON: I know the outfit. They were putting up about 200 houses a year in the \$16, to \$20,000 bracket.

EDGE: That's right—two-stories, ranches, and splits. Sales weren't satisfactory so they called us in. We surveyed the market with questionnaires, interviews, and plain old-fashioned snooping.



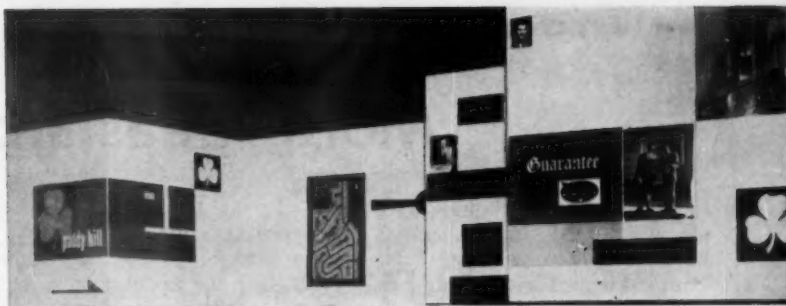
POTTED PLANTS add elegance to a model house, help establish style.

MASON: What did you learn?

EDGE: Prospects weren't giving the houses much thought at all. They figured there was little about the Caldwell & Cook houses that made them any more special than houses in nearby subdivisions. It was clear to Caldwell & Cook that they'd have to do something about making their houses distinctive. So we worked out a campaign that would create a style image for the subdivision.

MASON: You don't mean they redesigned their houses?

EDGE: They sure did. They came up with several highly stylized one-story models. Then they framed the models with elegant landscaping. In addition, they added landscaping touches to the whole subdivision to set it



GARAGE DISPLAY tells prospects about builder's efforts to provide an elegant community that will create a sophisticated way of life for buyers.

apart from adjacent subdivisions.

MASON: Then you merchandised this style image?

EDGE: Started by updating the signs. We changed them from loud come-on signs to subtle, stylized ones in keeping with the design of the houses. Our newspaper ads ignored values equal to houses in adjacent subdivisions. We stressed the extra values a buyer got when he moved into the Caldwell & Cook subdivision called Paddy Hill.

MASON: So the buyer got a stylized house, but—

EDGE: He got more than a stylized house. He got an elegant house. He got a house that was different. He got a way of life. He got status. People in other subdivisions lived in \$20,000 houses. But Caldwell & Cook buyers didn't only live in \$20,000 houses, they lived in Paddy Hill. You get me?

MASON: Snob appeal.

EDGE: Snob appeal—and it sold. Guess which houses are now the most copied in Rochester, Joe?

MASON: Caldwell & Cook's stylized houses.

Merchandising ideas in action . . . 3.

"You'll sell high-priced houses by merchandising their added values . . ."

EDGE: Right! Now different builders need different handling. Here's the case of a builder whose house struck buyers as having too much style. Scared buyers away. I'm talking about Jack Worthman's houses in Fort Wayne, Ind. MASON: Worthman builds impressive houses selling between \$22, and \$45,000. And he sells them, too. What did he need you for?

EDGE: Because for some mysterious reason sales were beginning to fall off in his Lincolnshire subdivision and he wanted to find out why. We began our research program. We talked to logical prospects—people who could afford to buy a Worthman house. We asked them whether they thought something was wrong with the houses. They answered that they didn't think there was a thing wrong with the houses. They loved them. They



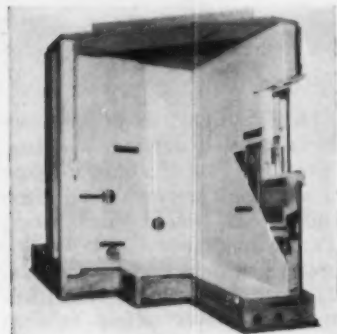
EXOTIC HOUSES frightened prospects even though they could afford to buy them. So builder used a promotion designed to sell added values of his homes.

More ideas from an expert

simply thought the houses were too high-styled and expensive. People said such things as: "Gosh, I'd just love to own one someday." This came from people who could well afford to own one of the houses then and there.

MASON: How did you handle that problem?

EDGE: The approach was ob-



CUTAWAY illustrates superior materials and construction in house.

vious. We had to get rid of all price promotion to stop scaring off customers. We had to play up the extra values a Worthman house buyer could expect. So we took off on a hard sell campaign pitched to added values. We were going to make the Worthman house the added-value house. We placed a continuous series of newspaper ads stressing added values. We repeated the theme over and over again. The ads carried the price of the houses but, believe me, you had to look for them. And then the price was underplayed. But, boy, prospects sure were made aware of the extras they'd get in design, landscaping, and construction.

MASON: How about brochures?
EDGE: We repeated the added values theme in the brochures. Prospects were made keenly aware of the extras they'd get in a Worthman house. And when a prospect came to the model he saw a furnished piece of excellence. When he looked a little deeper—and we made sure he

did—he saw living proof that he was getting a lot more than he seemed to be paying for. Signs throughout the model pointed out the values that he could see. And a cutaway model of a section of wall in the garage pointed out extra values that he couldn't see. **MASON:** The results?

EDGE: We continued the program with daily ads in the newspapers for a period of four weeks. By that time house sales had jumped to better than what Worthman considered normal.

Merchandising ideas in action . . . 4.

"You'll sell houses in an unpopular area by creating a favorable location image . . ."

MASON: How about a builder developing a subdivision in an unpopular area?

EDGE: That's Raleigh A. Smith, Jr., a builder in Houston, Texas



ORIENTAL SELL: a market campaign was built around an odd model.

—you know him. Smith started putting up ranches and colonials selling from \$15, to \$20,000 in a subdivision north of Houston. Nobody was building there. Most builders were concentrating their efforts in subdivisions south of Houston. Smith's problem was finding a way to get prospects out to his northern subdivision. **MASON:** Using your language—

you had to create a location image.

EDGE: Now you're catching on. We had to do something that would lure prospects from the south and get them to look at houses in the north. We figured



FRENCH DECOR helps the builder attract prospects to his model house.

we could do that best by offering people a look at something remarkable, something beautiful. **MASON:** Sounds like a large order.

EDGE: Not really. People still are a curious breed. The location was out of the way. We called the area Hidden Valley to give it an exotic air. Then we staged a series of promotions designed to keep people coming to the subdivision over and over again until they accepted Hidden Valley as a nice place to live. We called the series of promotions Hidden Valley Holidays. **MASON:** Hidden Valley Holidays?

EDGE: We called the first holiday Candelight and Silver. We opened five model houses and furnished nothing but the dining rooms. We did up each dining room in a different style. Each table setting featured a different silver pattern and decor. We put gas lanterns outside each model house to add to the theme, then got our newspaper campaign under way. We printed brochures and set up signs that corresponded with the campaign's theme.

to help you sell houses

MASON: The people came?

EDGE: Out of curiosity at first. They came mainly to see the settings in the dining rooms. But, you know, some stayed to buy houses.

MASON: Didn't the novelty wear off?

EDGE: Sure it did. But we were ready with a second holiday—one centered around the bedrooms. We furnished the owner's bedroom in two houses. This, Joe, was a sexy promotion. One



CANDLELIGHT AND SILVER provide a setting for another theme.

bedroom was done up entirely in lilac—both in color and decor. The other was done up in French marigold. Prospects came and gasped. It was something to see. We practically had to put signs outside the house reading "For Adults Only." The people came. Many came out of curiosity. But the number who stayed to buy, increased. The campaign was beginning to pay off.

MASON: And when the second holiday began to pale?

EDGE: We had a third ready, naturally. The Oriental House.

MASON: The oriental house?

EDGE: We detected an oriental look in one of the houses so we based a third holiday on the theme: The House and I. We furnished a model in an oriental manner and built a sales campaign around it. This took the form of ads and brochures set in oriental type and signs to match.

We got a third rush of curiosity seekers, Joe, but—

MASON: I know, the number who stayed to buy, grew.

EDGE: Now you're really catching on. See what I mean about the value of a continuous campaign? It created a location image for the subdivision. Hidden Valley was becoming the place where they were building the beautiful houses—you know, the nice place to live. Now, Joe, our fourth holiday will—

Merchandising ideas in action . . . 5.

"You'll sell expensive houses by selling the reputation of the builders . . ."

MASON: Okay, Stan, I get the message. What I'd like to know now is whether you ever handled a builder who changed his building from one price range to another and found the new houses hard to sell?

EDGE: Sure, Harold Kayne and Joe Slavin, builders out in Columbus, Ohio. They had been putting up developments of houses in the \$10,000 range. But that market dried up on them so they started building houses in the \$18,000 range. They built a hell of a good house but they were trying to sell it with the same techniques they used on the lower-priced houses. They called their operation Twentieth Cen-

tury Homes. They threw circus-type promotions to lure big crowds. But the houses weren't selling. So they called us in.

MASON: And you started researching.

EDGE: Right. We found three things wrong with the selling method. First, the builders were using promotion techniques more suited to the selling of \$10,000 houses than to the selling of \$18,000 houses. The promotion cheapened their product. Secondly, they kept themselves as builders out of their merchandising. You buy a house for \$18,000 and you want to feel some trust in the builder's know-how. Third, the builders were putting up a house with lots of extra values and they weren't exploiting them. A buyer got a lot of house for \$18,000.

MASON: Your promotion?

EDGE: We designed a campaign that played down the cheapening Twentieth Century Homes theme and played up the names of Kayne and Slavin as builders of fine homes. We created in both newspaper advertising and in brochures the theme: Better Homes for Better Living. We pointed all our efforts to selling a prospect the idea that he was getting in his home quality craftsmanship provided by quality builders.

MASON: It worked?

EDGE: They're still using the promotion, Joe.



GOOD REPUTATION helps a builder move from low-price houses to a higher price range. It builds buyer trust in costly houses.

Eight new ways manufacturers



What you can do with 20 seconds on TV

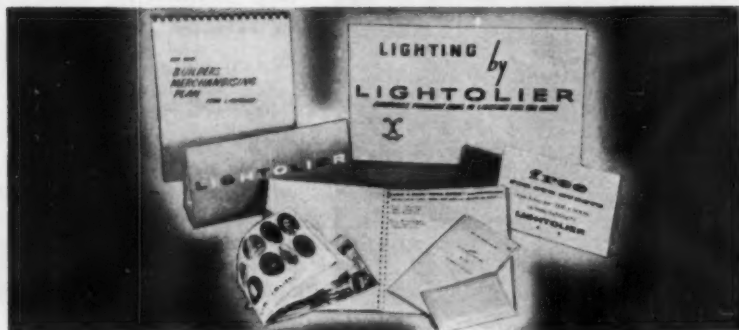
Theme . . . it's a woman's world. Video: drop cards of queen holding world; picture of home with name superimposed. Ten-line announcement off-camera. "Home Builder Ad-Minder" has other ideas, too: newspaper ads, brochures, banners, radio scripts. Information from Frigidaire.

Circle No. N1 on reply card, p. 128

Giveaways keep house- hunters' interest

A new builder's merchandising plan. Complete with promotion ideas, brochures, displays. Also suggested: a giveaway for model home visitors. "Guest book" invites visitors to sign name and address; they'll be mailed "Idea Book" on home lighting. Information from Lightolier.

Circle No. N2 on reply card, p. 128



Sample ads come in a monthly sales digest

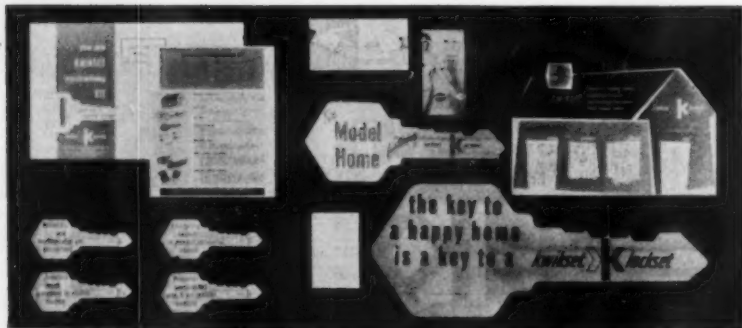
A do-it-yourself advertising and merchandising program. It comes in Tappan's Builder Sales Digest, a monthly wrap-up of all sorts of ideas. Paper reprints best builder ads, offers a mat service, merchandising aids. Lots of articles on selling, too. Information from Tappan.

Circle No. N3 on reply card, p. 128

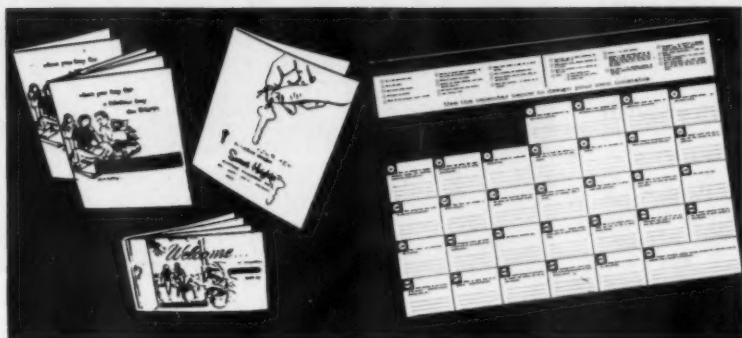
Signs point out your model homes

"Key to a Happy Home." Included in the merchandising kit: die-cut signs to point the way to your model home. For indoors, smaller "highlight" key signs, a pocket-size list of tips for your salesmen, a welcome folder with envelope for owner's new keys. Information from Kwikset.

Circle No. N4 on reply card, p. 128



can help you sell



Planned sales brochures ... a promotion calendar

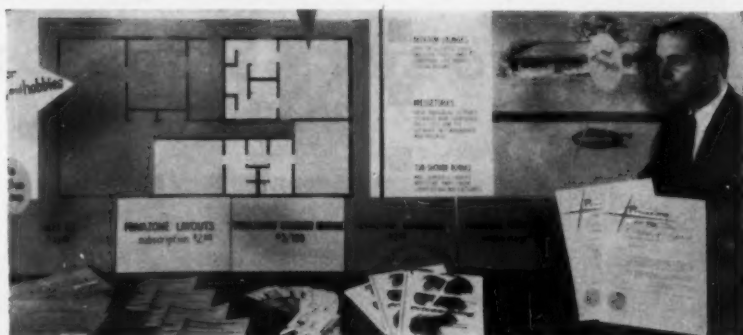
Your own sales brochure should describe your house, the area, the equipment. Lennox offers professional help in preparing it. Another offer: a Builder Timetable of promotion activities. Has lots of suggested plans, leaves room for your adaptations. More information from Lennox.

Circle No. N5 on reply card, p. 128

Your choice ... from package of sales aids

Everything you can think of, from sales kit to "Privazoning Certification." "Privazoning" (planning individual suites instead of separate bedrooms and bath) can be sold with a special brochure. Also: display panels, counter cards, etc. Data from Privazoning Council.

Circle No. N6 on reply card, p. 128



How and when to show off your model homes

Primer in display and demonstration. How to light and highlight your model home. How to arrange parking, when to have the house open. (Chart shows peak "traffic hours" of visitors.) Lots more on budgeting, ads, etc., in "Builder's Guide for Merchandising Westinghouse-Equipped Homes."

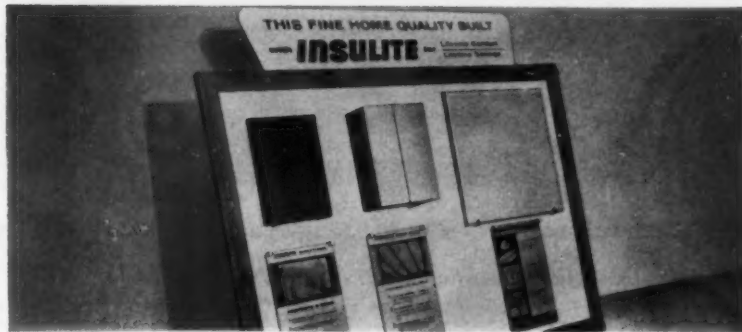
Circle No. N7 on reply card, p. 128

Hours	Weekdays	Sundays
11-12 A.M.	6%	5%
12-2 P.M.	—	2.5%
2-3 P.M.	8%	5%
3-4 P.M.	12%	7.5%
4-5 P.M.	20%	35% — Peak
6-8 P.M.	22%	15%
8-10 P.M.	38% — Peak	30%

How to set up a product display board

Good for selling hidden values. This new display board is 38x27", designed specially for the model home. Can be used on table or counter, or hung on wall. Product samples are bracketed on board, product information sheets tacked underneath. More information on the board from Insulite.

Circle No. N8 on reply card, p. 128





1 They presold their supermarket with a smart advertising plan

No signs were erected while the Storybook Pavilion was under construction. This whetted the curiosity of the public, led to an opening day crowd of 1,736. Pavilion's opening was announced via newspapers, TV, and radio.



Merchandising supermarket style:

How to sell 48 houses in 3 weeks:



2 They sell themselves

Playing up their own reputation is a big part of Danto's merchandising program. Signs in the Storybook Pa-



... and their services

vilion describe the background of each member of the organization. Other signs point out that the home buyer

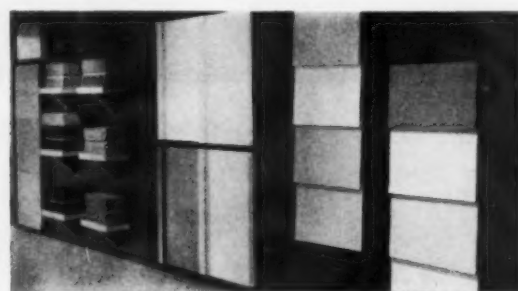
can: buy a new home; trade his old home for a new one; buy an existing old home—all under one roof.



4 They sell construction

Danto's entire construction story—from foundation to floor laying is graphically pictured in a series of

photos. Typical description: "Pre-shrunk double-milled, taped and finished in three phases—this wall will



... and Hidden/Visible values

not crack, warp or blemish." Samples of homes' hidden and visible value products are also on display.

The tremendous impact of this home shopping center is evident in the sales record established by Danto Builders during the three-week period after it opened. Forty-eight homes were sold—about 300% more than would have been without the attraction of the center.

Danto decided to build Storybook Pavilion because they recognized public acceptance of shopping-center selling in other fields. Under one roof the purchaser can buy a new home; trade in his old house for a new one; buy an existing old home.

Every phase of the builder's construction methods is illus-

trated in step-by-step photos; products from 31 suppliers are displayed and once a week a different supplier is invited to demonstrate his product.

Displays also include scale models of exteriors and interiors of each house; a scale model of a section of one of the streets in Danto's development; a three-dimensional map of the subdivision and surrounding area; and three full-size sample rooms.

The Danto organization buys and develops its own land; customizes its houses; has its own designer; employs its own labor.

Any extras desired by the buyer can be added at any time

after the house is completed and added to the mortgage at the time of the addition. Even appliances can be added (after the initial purchase) at builder's cost—25% off existing retail price.

Landscaping is included in the basic price of each house (\$13,500-\$19,990). Buyers can select colors and types of tile, floor covering, wood or aluminum siding, type and color of brick, etc.

The success of this program is summed up by the builders: "we feel confident in reporting that practically every prospective home buyer in Flint (Mich.) paid a visit to the Storybook Pavilion."

open a home supermarket



3 They sell their development

Three dimensional bas-relief map is used to point out site, churches, schools, etc., in the area. Signs over

the map point up advantages of the development, e.g., "no factories nearby." A scale-model display shows



... and their homes

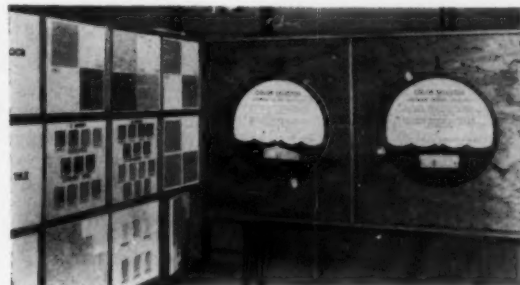
each available exterior with its interior layout. Scale model furniture gives prospects idea of room size.



5 They sell personal service

Personal attention to each buyer is also a big part of Danto's philosophy of selling. At left buyers check de-

tails of the Chateau model with Dick Danto, sales manager. At right are typical displays of a wide choice of



... and customized homes

exterior and interior materials. These give each buyer a house which has a customized appearance.



THEY STOOD IN THE RAIN to see the hidden values in Cotton's 1960 Pace Leader. Cost: about \$18,000 with land.

AMERICAN BUILDER BIG NEWS:

Jaroszewski top winner in

▼ The Man



Quality construction—priced right and sold right—always pays off. Selling your homes' hidden values (where good share of this quality work rests, unseen) is a vital step towards a "quality-builder" reputation. To show you how, AMERICAN BUILDER started its Hidden Values Contest in 1957. On next pages are the 30 winners in this third annual competition. During the year we'll show you in detail just how these men sell.

Two years ago Cotton Jaroszewski adopted our Hidden Values campaign. He used it consistently until, in San Antonio, Hidden Values meant Cotton Jaroszewski. Results: "within the past two years my dollar volume has more than doubled . . . I've been able to move into a better price range." Currently: 15 houses sold from the NHW model above.

COTTON JAROSZEWSKI (say it Jah-reh'-ski)—a two-time winner. Builder-on-the-move, from San Antonio.

▼ The Prize

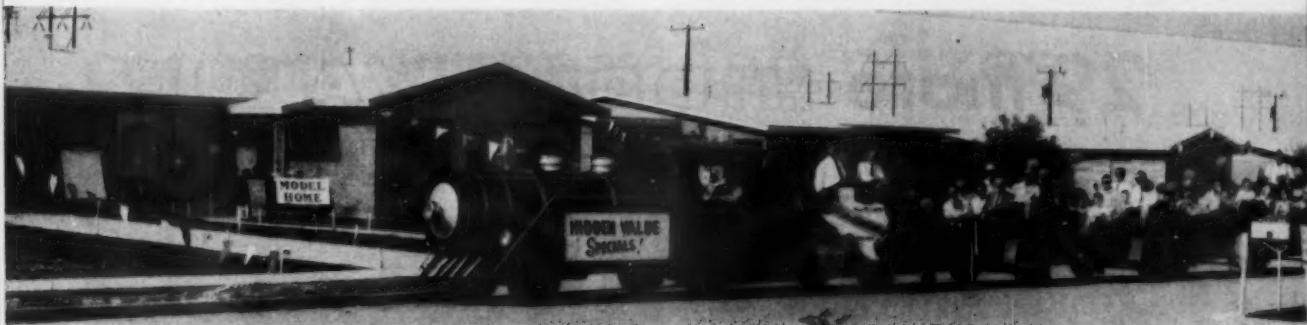


EXTRA REWARD: Good use of hidden values theme not only upped Jaroszewski's sales. It also won him our top 1959 prize: a big, rugged Ford V-8 pick-up.

▼ The big ideas on



NEWSPAPER CAMPAIGN (with ads and promotional news pieces) played a big part in spreading the word about Hidden Value Homes. Also used: radio, TV, billboards.



FREE RIDE on Hidden Value Special went to everyone visiting model. Train took them to future home sites.

Hidden Values Contest



194,000 PEOPLE looked at this Hidden Values display during National Home Week. It was set up in the garage of Jaroszewski's model home. Dramatic circular displays showed off the hidden quality products used in the houses. In the corner: a blow-up of AMERICAN BUILDER's 1958 telegram citing Jaroszewski for his merchandising efforts.

merchandising that won



VIEW FROM THE TRAIN: the home sites, dressed up with billboards citing good hidden value sales points. Left: how to promote a really hidden value—nails. Center: how to sell quiet and plumbing, both unseen. Right: how to demonstrate quality piping.

29 more HIDDEN VALUE

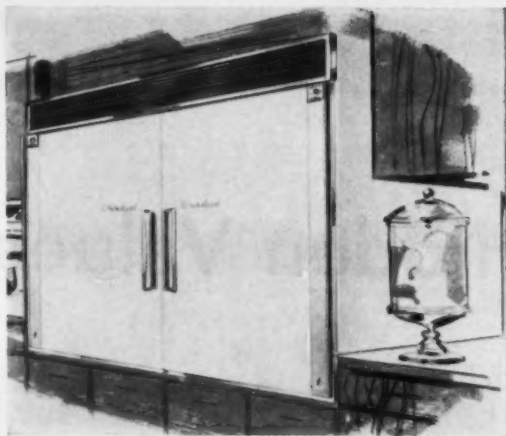
Here are 29 smart hidden value merchandisers. Start reading here for a run-down on what they won and why they won it

2 Fine cutaways win second consecutive award for John R. Worthman Co.



Jack Worthman

John R. Worthman, Inc., Ft. Wayne, Ind., exhibits two cutaways in the garage of his models, backs them with a strong advertising program. (Watch our coming issues for a how-to-build-it feature on cutaways). Worthman's prize is a "Convenience-Level" refrigerator and freezer combination, featuring "No-frost" freezing, latest styling designs from Whirlpool Corp.

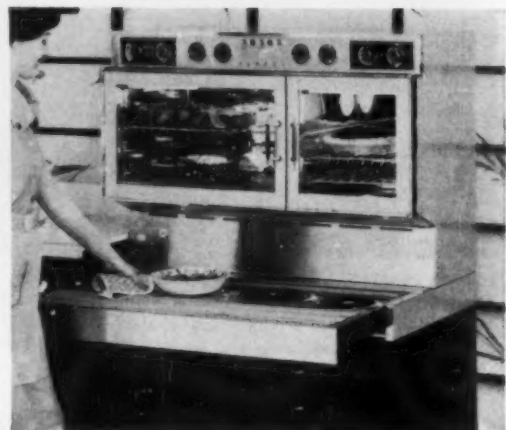


3 Home-a-day construction at open house nets award for N. R. Const. Co.



Sam B. Slaughter

N. R. Construction Co., New Richmond, Wis., showed prospects what they were getting in hidden values by actually constructing a home a day for three consecutive open house days. On site LuReCo fabricating shop demonstrated panel and truss construction. Their prize is an advance-design model 400 built-in range. Donated by The Tappan Co., Mansfield, Ohio.

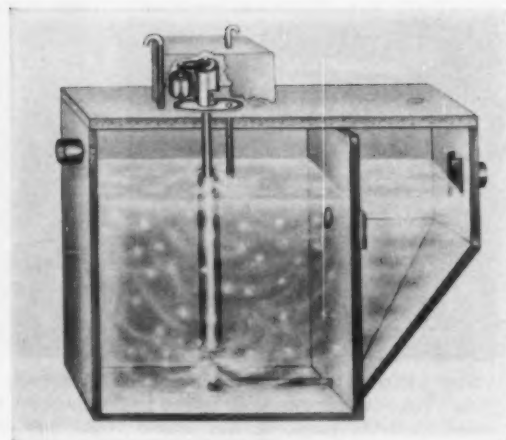


4 Hidden values display convinces buyers for Roger Peters Const. Co.



Roger Peters

Roger Peters, Fond du Lac, Wis., found that customers tended to compare his homes with others of less value, basing their judgments solely on area, floor plan and finish. He decided to merchandise hidden values, built model showing materials used in foundation and framing, got better sales results. His prize: a complete Cavitette Sewage System donated by Yeomans Brothers.



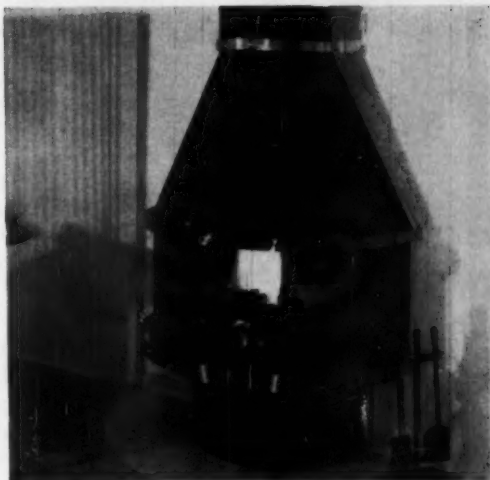
contest winners and prizes

5 Emphasis on quality materials gives sales edge to Beck Construction Co.



Bill Beck

The Beck Construction Co., Odessa, Tex., backs up a high gear promotion campaign with on-site displays of hidden values. They find that emphasis on quality materials and construction techniques pays off in a highly competitive locale. Their award is a Vitro-Liner Open Hearth Prefab Fireplace with Chimney. This contest prize was donated by The Condensation Engineering Corp., Chicago.



6 Printed cutaways provide low cost X-rays for Home Insulation Co.



Vincent Mazzara

Home Insulation Co., Birmingham, Ala., goes all out on hidden value merchandising, gets good sales results. They use cutaway walls in parts of their models, and printed cutaways attached to exteriors. Results are extra sales on a low-cost merchandising budget. They will receive a counter-top Rotis-O-Grill, top control range, and built-in wall oven. Roper Sales Corp., Kankakee, Ill. gave this contest award.



7 Saturation spotlighting of hidden values sells buyers on Skogman homes



LeRoy Skogman

Skogman Construction Co., Cedar Rapids, Iowa, spotlights hidden values throughout their models, supplements signs with brand name product displays. Emphasis on quality construction methods sells clients on merits of Skogman-built homes. In recognition of their merchandising work, Keasbey & Mattison Co. will present Skogman with 20 squares of Shake Shingle Asbestos Cement Siding.

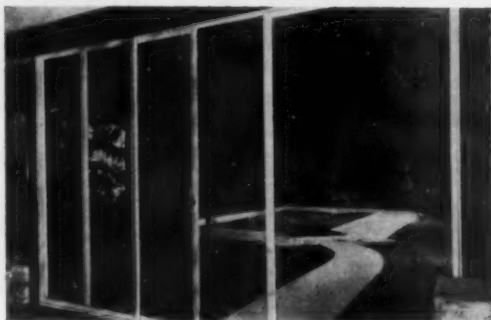


8 San Antonio's McGovern Associates wins sliding glass door



Tom McGovern

Tom McGovern Associates, San Antonio, Tex., used large hidden value display boards in the garages of their models; played up neighborhood, wiring, hardware, graded lumber. Their prize is a two-light Capri Cavalier sliding door, glazed with plate glass or $\frac{5}{8}$ " Thermopane. Sliding screens are included with this award from Capri Sales, Inc.

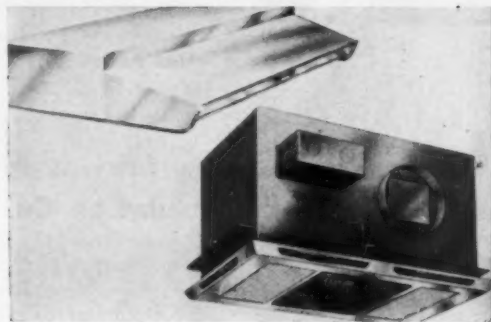


9 Lady builder sells Hidden Values through photo displays



Avriel

Designer-builder Avriel, of Carmel, Ind., is easily our most charming contest winner. She concentrates on hidden-value merchandising through displays of construction photos. Avriel builds homes in the \$30,-\$50,-000 class, recently completed one in 47 days. Her awards are a range hood and ventilator-heater-light from Fasco Industries.



10 Atlanta builder John L. Taylor repeats winning performance



John Taylor

Repeat winner John L. Taylor Atlanta, Ga., stresses colorful signs in his models. They call buyer's attention to behind-the-scenes values. He feels that relatively low-cost signs act as talking point for salesmen. Taylor's approach to selling hidden values nets him 15 factory-finished panels in Flame Gum color from Georgia-Pacific Corp.



11 Cutaway wall section takes prize for Donelson Builders



F. M. Donelson Jr.

Donelson Builders, Inc., Columbus, Ohio, display hidden values in garages of model homes. They take advantage of brand-name promotions in their advertising. Easy to build cutaway wall section (which we'll feature in a coming issue) has won them a dry-type Electronic Air Filter. Lennox Industries unit picks up air-borne dirt, dust, and pollen particles.



12 Elrock Construction Co. credits subs, wins Bruce flooring



Edward Elias

Peg-board displays feature brand-name samples, literature and list "Qualified" subcontractors. These have swung a prize for Elrock Construction Co., Youngstown, Ohio, which also was a winner in '57. The E. L. Bruce Co. will provide them with 1,000 feet of pre-finished strip flooring. It's guaranteed to cut flooring installation costs on any model home.

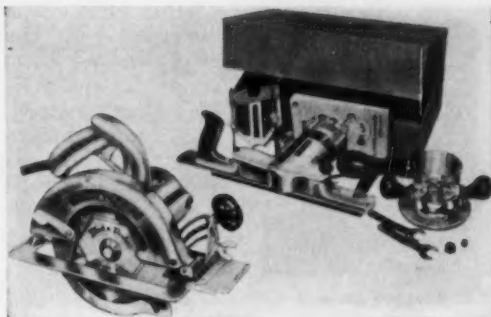


13 Promotion of "Hidden" brand names wins for Franklin Builders



Leon Weiner

Franklin Builders, Wilmington, Del., specialize in low-cost row housing—primarily for minority groups. They sell prospects on their homes through promotion of brand names used in construction. Their award for hidden-values merchandising will consist of an 8" heavy-duty saw and a 3/4-H.P. Router-Plane kit, both from Black & Decker Mfg. Co.



14 John F. Long sells Hidden Values with color slides



John Long

Phoenix's John F. Long wins a hidden-values merchandising prize for the third year in a row. He uses a seven-minute color slide show to explain houses' hidden values. Projection area is surrounded by product displays. United States Gypsum Co. will provide Long with 480 sq. ft. of Fashion Tile, 20 gal. interior paint, and 1,500 ft. of insulating wool.



15 "Research Item" contest makes prospects "see" Hidden Values



Alan Brockbank

Alan E. Brockbank, Salt Lake City, won prizes in '57 and '58. He makes prospects "see" quality products through a "Find the Research Item" contest. This contest doubles as a do-it-yourself consumer research project. Youngstown Kitchens will award Brockbank one 54" cabinet sink in recognition of his quality merchandising of hidden values.



16 A Wisconsin winner: Tomsinger Construction of Wauwatosa



Robert Singer

Tom Thomson and Bob Singer (photo), compose this prize-winning team of young builders. Selling techniques include large indoor product displays, radio and newspaper ads. From Congoleum Nairn, they'll receive \$200 worth of "Ultima" inlaid linoleum. New manufacturing process allows for brighter locked-in-to-stay metallics in linoleum.



17 Variety award goes to Clayton Jones, Inc., Columbus, Ohio



Clayton Jones

Clayton Jones called his houses "Integrity-Built Homes." To emphasize this promise to buyers he calls special attention to the hidden values. His brochure cites structural members, concrete work, insulation, etc. Prize is an assortment of building specialties from Macklanburg-Duncan Co. It includes aluminum thresholds, hardware, weatherstripping.



18 Danto Builders of Flint, Mich., win Rheem's award



Charles Danto

Shopping center selling was used by Danto Builders in Flint, Mich. (Full story on their operation appears on pps. 100, 101.) Large photomurals highlighted each unseen product or technique as it was built into the house. As contest winners Danto will get the three-piece bathroom set shown right. It's donated by Richmond Div. of Rheem Mfg.

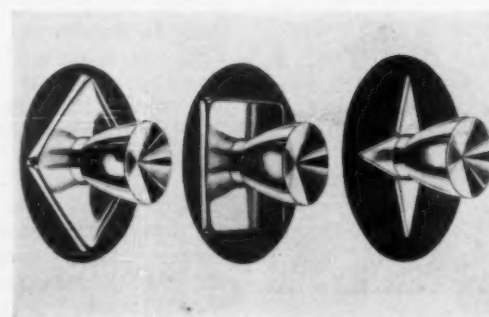


19 From Savannah, Ga.: prize-winning Powell Homes, Inc.



Clayton Powell

"Most home-shoppers are impressed with our model homes; they are even more impressed when we demonstrate values that 99% of them simply didn't know were there." Powell uses running signs in the house to sell hidden values. Western Lock Mfg. Co. donated prize (right). It's a complete house set of residential locksets and matching cabinet hardware.



FIRST CLASS
PERMIT NO. 210
Bristol, Conn.

BUSINESS REPLY MAIL

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

**American
Builder**

Emmett Street,

Bristol, Conn.



"Neither a borrower nor a lender be"

Hamlet, Act I, Scene 3

TIRED of (1) waiting to see some-
one else's **American?**
Builder?

(2) waiting for yours to be
returned?

(1) Fill in and mail card

(2) Tear out card and give to borrower

20 Eakin Associates, Decatur, Ill., get prize from Visking



Marlin Eakin

Marlin and Franzy Eakin use the garage of their model home for hidden-value displays. Sample sign: "Do you know why Eakin . . . uses grade marked, dry framing lumber? Protects you with circuit breakers, etc?" Visking Co. donated winner's prize. Award is Visqueen film sufficient for water-vapor protection under slab and warm side of walls for two houses.



21 Fort Wayne's Lebrato Brothers take hidden value honors



Joe & Charlie Lebrato

The Lebrato Bros. house in Fort Wayne, Ind., goes for \$13,450. Brothers Joe and Charlie use indoor and outdoor signs, actual cutaways and product displays to emphasize the unseen qualities buyers are getting. Their prize is two Simplex Disappearing Stairways given by Precision Parts Corp. Product has full-width treads, steel tie rods under each tread.

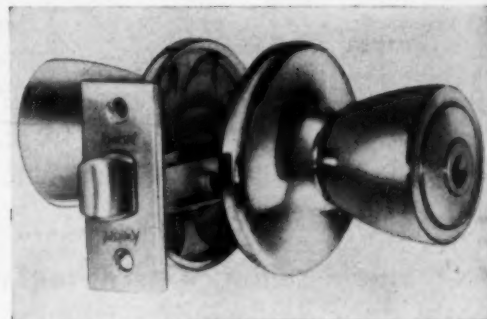


22 West Coast citation goes to Eichler in Palo Alto, Calif.



Joseph Eichler

Here's a new idea: outdoor shadow boxes illuminated to show photos and sales points. Eichler Homes uses them for both hidden and seen values. Each one carries the legend: "Eichler Approved Tested and Selected for You." Eichler's award as a Hidden Values winner is a complete set of Kwikset "400" Line locksets. Given by Kwikset Sales & Service Co.

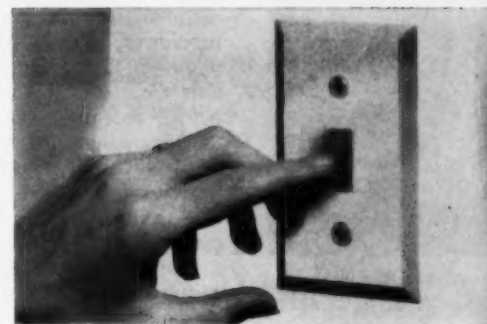


23 Kay Construction is Maryland winner. Prize from Rodale



Jack Kay

Hidden Values in Kay-Constructed homes are displayed in the firm's sales office. Builders Jack Kay and Harold Greenberg sell them by means of full color photos mounted on a giant display board. Beneath each photo: a poster explanation of each hidden sales value. Rodale Mfg. Co. donated their prize. It's \$200 worth of quality Touchette Switches.

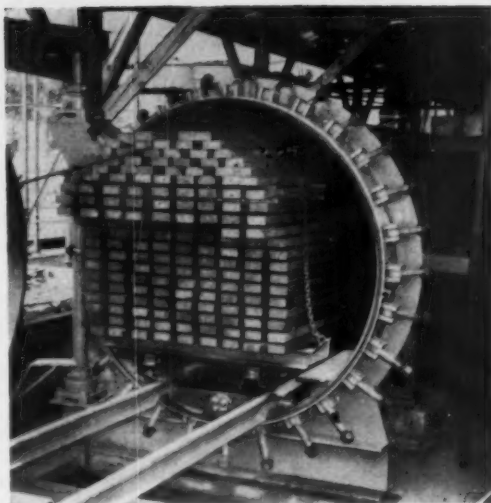


24 Minneapolis builder wins 1,000 ft. of Wolmanized framing lumber



Robert J. Boran

Boran Builders Inc. of Minneapolis, Minn., builds rambler and split-level homes starting at \$14,500. They make it a policy to hook up with national brand-name promotions. By merchandising their homes' hidden values, they won 1,000 bd. ft. of Wolmanized pressure-treated framing lumber from Koppers Co., Inc. If the builders prefer, they can have 5,000 bd. ft. of their own lumber pressure-treated with Wolman salts.

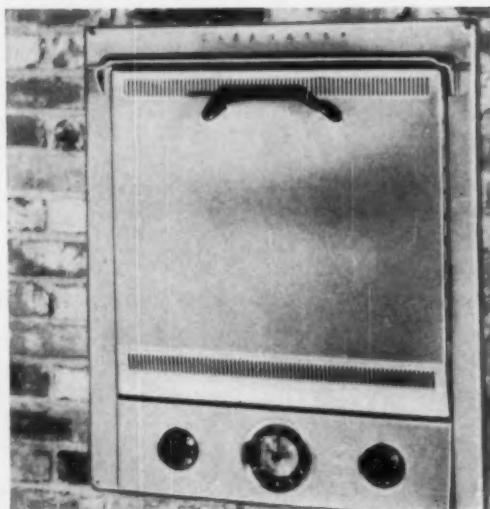


25 Masterpiece Oven goes to C. R. Dohrn, Bettendorf, Iowa



C. R. Dohrn

As prospective buyers walk up the steps of a C. R. Dohrn house, in Bettendorf, Ia., they're greeted by the painted image of a Sherlock. Dohrn uses this mythical "detective" to uncover over 28 hidden-value features of his \$29,500 houses. Extensive newspaper advertising hammers away at the same theme. Dohrn's hidden-value prize is a Masterpiece Oven with triple rotisserie, from the Thermador Electrical Mfg. Co.



26 Smart selling wins Rutenberg metal door and window frames



Arthur Rutenberg

Large-scale promotion—via direct mail, newspaper ads, brochures, parties—keeps the name of Rutenberg Construction Co. (of Clearwater, Fla.) before the public. Visitors to the company's models (lower price range) see displays touting the quality methods, materials and products used in the homes' construction. Rutenberg's prize: a supply of metal door frames and buck windows, donated by Kewanee Mfg. Co.

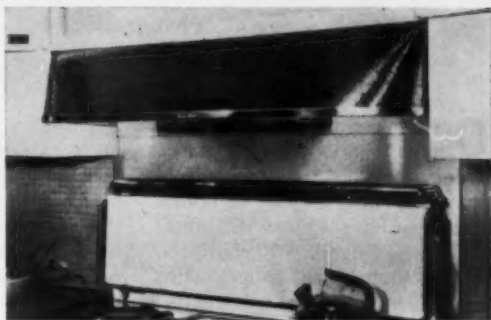


27 Central Homes, Inc., receives a hammered copper vent hood



William E. Loving, Jr.

Central Homes, Inc., puts a cutaway section in front of their \$18,450 model home to illustrate the hidden values. Inside the model, they line the basement walls with cards, samples, cutaways, pictures illustrating the same theme. For their efforts, they won a decorative Spacesaver Hammered Ventilating Hood—"The Cambridge"—given by Trade-Wind Motor fans, Inc.

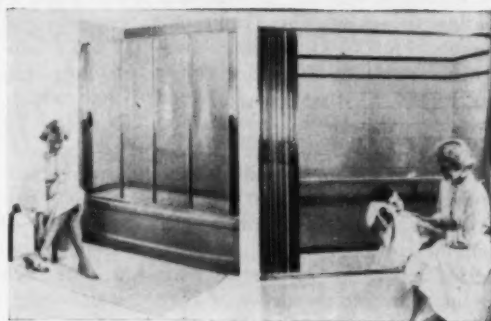


28 Builder Bellamah gets his choice of bath enclosures



Dale Bellamah

Residents of the Albuquerque, N.M., area get the full promotion treatment—newspaper ads and stories, signs, posters, brochures, photos, cutaways, etc. Purpose? To convince them that Bellamah Estates, Inc.'s homes (\$18,000-\$25,000) represent the best in materials, craftsmanship and products. The company won \$200 worth of bath enclosures from the Showerfold Door Corp.

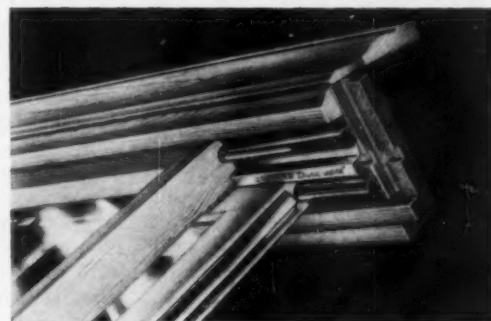


29 Ontario "Hidden Asset" campaign takes a prize from Zegers



David F. Parker

Tricon Limited has proved that hidden-values merchandising pays north of the border, too. Their extensive advertising stresses brandnames "hidden assets" quality. The result: their \$18,900 homes in Sarnia, Ontario are selling briskly. The prize: weatherstripping and sash balance for wood double-hung windows—enough for a complete house. Gift is from Zegers, Inc.



30 Phillips-Morse wins fixtures



Ernest Brooks

What better way to point up quality, hidden-value construction than by displaying a partly-built house to the public? That approach won Phillips-Morse Construction Co., Little Rock, Ark., a newly designed 5-ft. cast iron tub, an improved wall-hung closet combination, and two built-in lavatories. Prizes were donated by the Ingersoll-Humphries Div. of Borg-Warner Corp.

Hidden Values Winners note:

American Builder will present your award during our annual "Award Party". Place: January NAHB Convention in Chicago.

Best Model Home Entrants: 34 winners coming up next month.

What buyers want

During National Home Week, nine AMERICAN BUILDER editors covered the nation in search of new trends in homebuilding. They visited 43 cities, spoke to roughly 400 builders, viewed some 1,000 homes. (For a rundown on our 'shock-troops,' see The Opportunity Page p. 4.)

What they saw boils down to a 3-in-1 house:

- **Exteriors will use modern materials to achieve the Traditional touch.** The 'Colonial Look' will be biggest thing in homebuilding in 1960. Shutters, small-paned windows, coach lanterns, wood columns, all will add to the effect.

- **Interior emphasis will be on more privacy.** Next year's homes will be colonial-with-a-difference. The warm-toned and quaint exterior acts as a wrapper for floor plans geared to the needs of 20th Century families. Separate and "formal" living and dining rooms, basement and garage playrooms, compartmented bathrooms will be typical.

- **Open planning will enhance the outdoor living aspects of next year's homes.** Large expanses of glass in the rear, opening out to the patio, and often to a swimming pool, will be quite common. While the traffic flow into and out of the house will continue free and easy, the emphasis on privacy will be carried outdoors through use of fencing and hedges.

Regionally, the housing trends looked like this:

South: There is a strong trend toward U- or L-shaped plans permitting the builder to put a pool between the arms of the U or L—the aim, being privacy.

Although the trend is strongly toward colonial facades, the rear elevations are consistently modern—equipped with sliding doors opening out from family or dining rooms.

Southern builders are not overly optimistic

about prospects for 1960. They are perturbed about the high cost of construction money, and the high rate of consumer debt, which they feel will curtail homebuying. Smart builders here are stepping up their sales programs—one man, late for his National Home Week opening, called his uncompleted model 'X-Ray House'; hung signs all over pointing out 'hidden values'; sold fourteen homes from that model.

North: The trend is strongly colonial, and there is a considerable amount of more-space-for-the-money two-story homebuilding. Louvered doors are replacing sliding doors in ever-larger closets. Any house over \$16,000 has at least two baths, and many are compartmented. Four-bedroom houses are on the upswing, family rooms are larger, and finished basements are more plentiful. Again, builders expressed concern about market and money conditions.

Midwest: Everything is colonial. Family rooms were so popular that one builder felt that living and dining rooms might fade out completely in homes under \$20,000. Most houses offered fireplaces—many had two. Garages were finished in photographic hardboard—providing a rough-and-ready play area. Competition, especially between prefabbers and conventional builders, is really fierce.

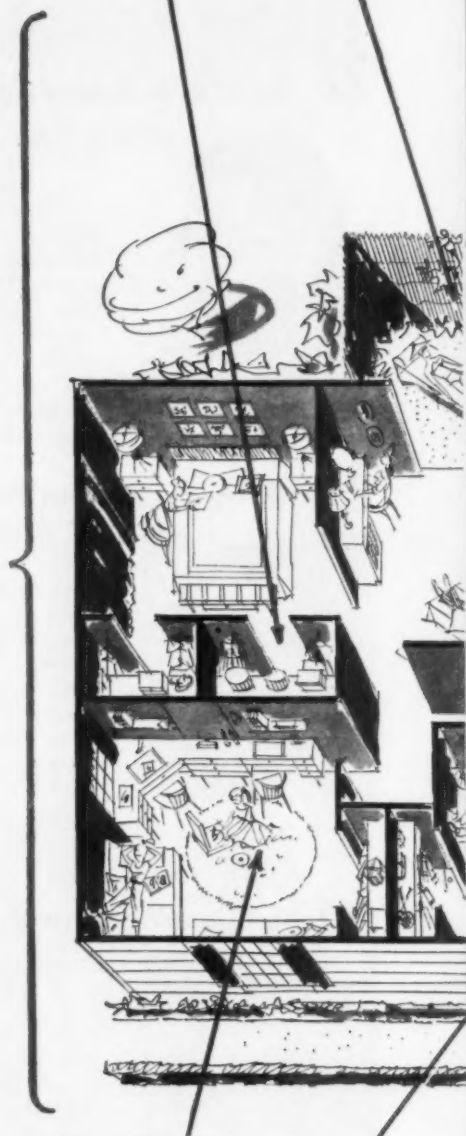
West: The 'gingerbread' kick is fading fast. Colonial homes are satisfying the urge toward decorative fronts that was first fed by the storybook style. Wood appears to be stronger than ever as an interior material, while the venerable picture window is no longer just cracked—it's smashed.

2. More private interior

3. More colonial at front

OUTDOOR LIVING: privacy is achieved with fences, hedges.

LARGER CLOSETS: walk-ins, louvered doors gain favor.



FOUR BEDROOMS: trend to larger families makes this a "corner."

SHUTTERS: another colonial touch; also small-paned windows.

1. More open at rear

today: a 3-in-1 house

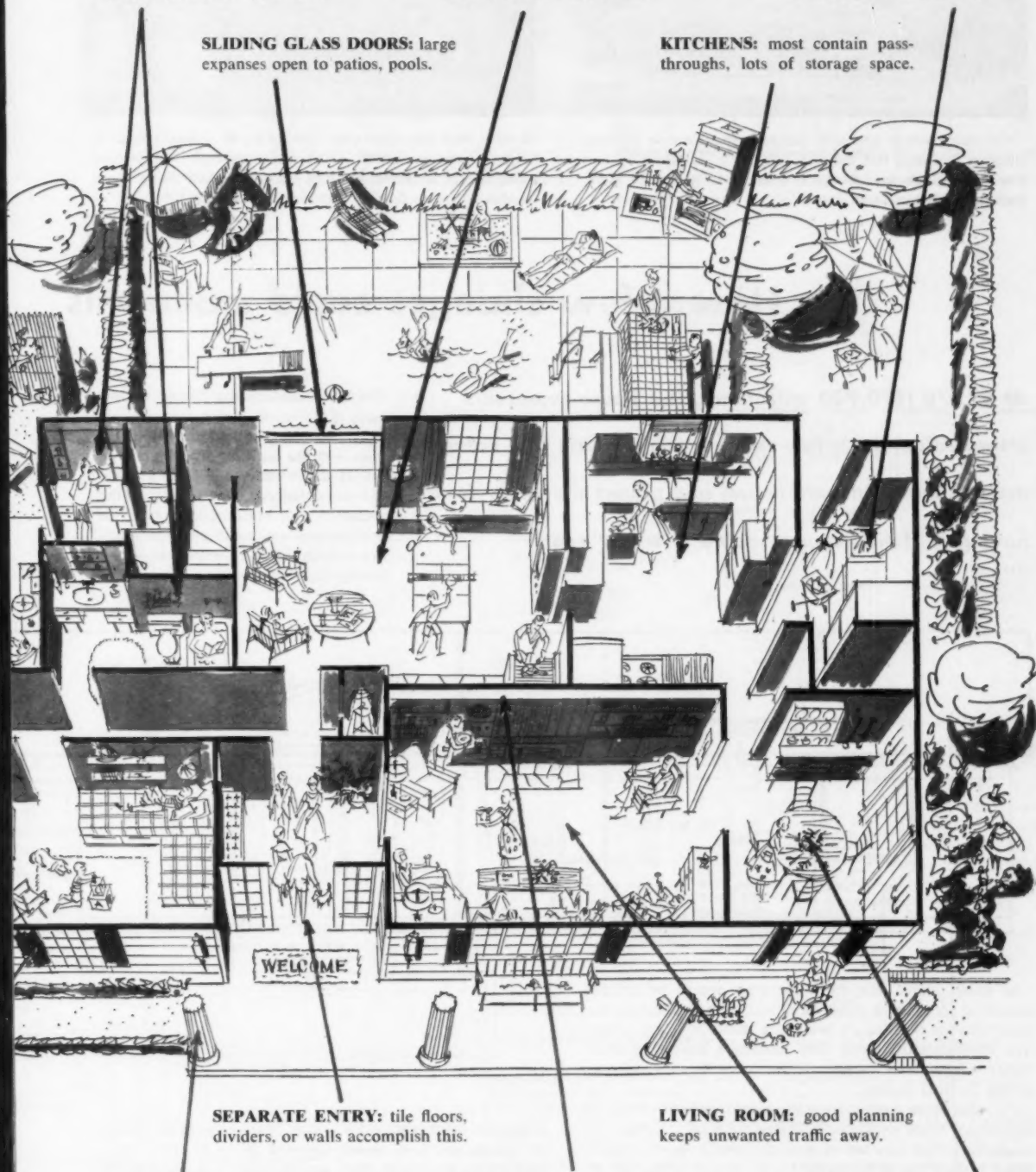
DUAL BATHS: a must over \$16,000; some compartmented.

FAMILY ROOMS: still very big, but more separated, private.

LAUNDRY AREA: moving near the kitchen for step-saving.

SLIDING GLASS DOORS: large expanses open to patios, pools.

KITCHENS: most contain pass-throughs, lots of storage space.



SEPARATE ENTRY: tile floors, dividers, or walls accomplish this.

LIVING ROOM: good planning keeps unwanted traffic away.

COLONIAL FRONTS: columns, coach lights contribute to effect.

PRIVACY: full walls between rooms replace open planning.

DINING ROOM: formal entertaining back, privacy wins again.



"Not many houses are as consistently designed on all four sides as this one. But the jury felt the front elevation had too much gingerbread, which is likely to go out of style, making the house seem dated."

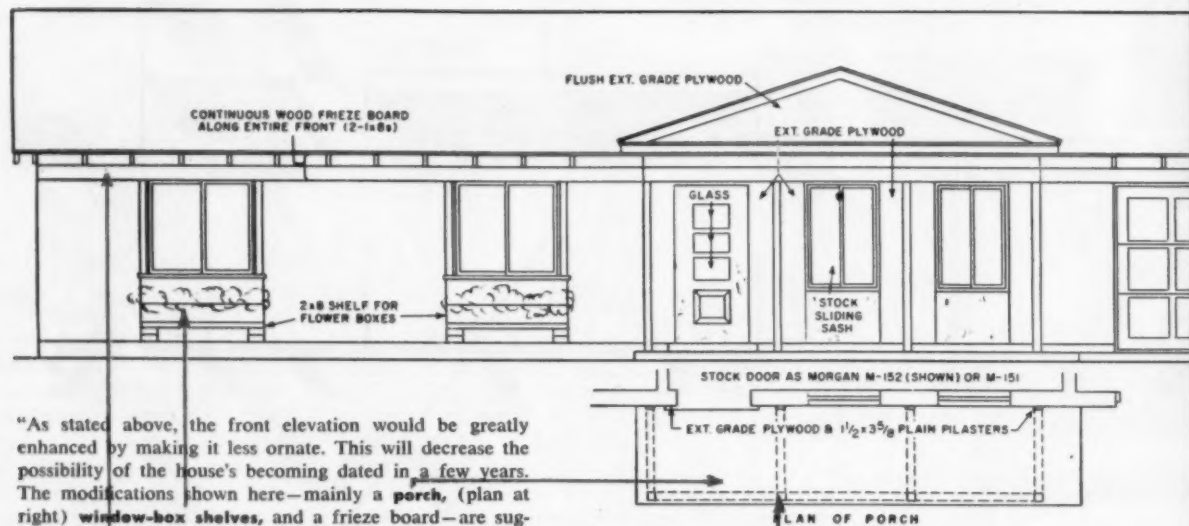


"It was felt that alternate elevations B (above) and C (right) were preferable to elevation A (left). It seemed more logical to emphasize the front door and living room windows than to feature two bedroom sash."

How a few changes could make this

At \$9,370 (\$10,980 with land), this house represents a real value. But a few changes can increase that value, make a more saleable house, and protect the buyer from having his house appear dated in a few years

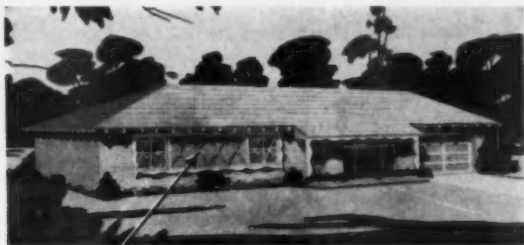
"Before recording the judges' evaluation, I'd like to make my personal observation on the high quality of the plan and the working drawings. I do not often see better ones, and I would like to convey my compliments to the architects and builders. The jury was both pleased and amazed that so much house, with such an excellent plan, and having such a feature as air condition-



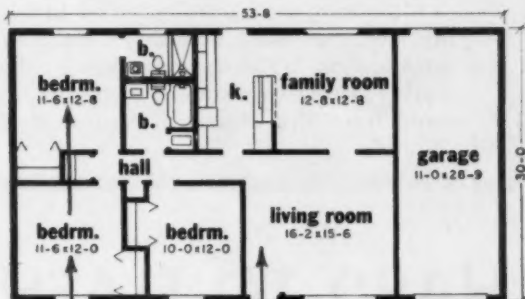
"As stated above, the front elevation would be greatly enhanced by making it less ornate. This will decrease the possibility of the house's becoming dated in a few years. The modifications shown here—mainly a porch, (plan at right) window-box shelves, and a frieze board—are suggested for that reason.

"Instead of the continuous frieze board above all windows and doors being wood, as indicated, face of the masonry could be pulled forward to project about 1 in., to receive wood casings (as at windows A), or to cast a shadow. If wood frieze board is used, and about 15 to 16 in. seems the width, use two 1 x 8s or exterior plywood."

Suggested color scheme for porch: "face of pilasters, soffit of beams, and four square columns; all to be same fairly light color. Door and flush panels under window sills; to be same fairly deep color. Flush plywood at sides of door and windows; to be an off-white color."



"The jury also felt that the means used to enhance the window trim on elevation C, and the large diagonals on the porch of elevation B, were not up to the high quality of the rest of this fine house."

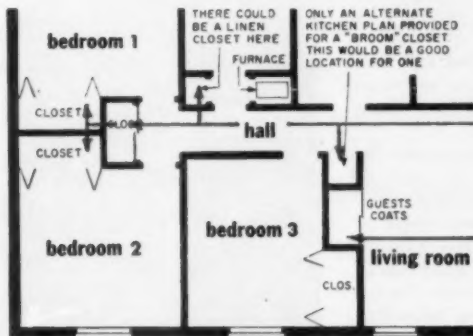
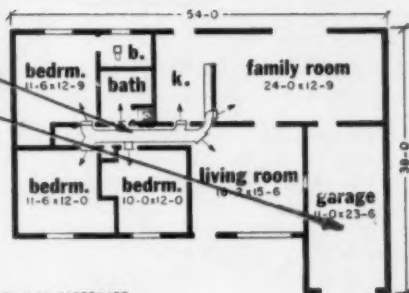


"There should be a coat closet near the front door. And bedrooms 1 and 2 could each use another window."

Arizona house timeless in appeal

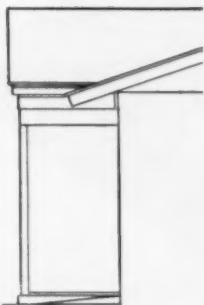
ing, could be sold for \$9,370. To me this is nothing short of miraculous. However, two principal shortcomings were (1) elevations on the front had too much gingerbread (see elevations, above) and (2) the plan provided no coat closet near the front door. Also, it was felt that providing one window in each bedroom at the end wall would be an improvement."

"Alternate floor plan shows duct layout. Note how garage is pulled forward, to enlarge the family room, give it two exposures. This also adds interest to the front."



These modifications would greatly enhance the original floor plan by adding a lot of much-needed storage space, and providing a coat closet near the front door.

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number of plan critiques for our readers. Charge is only \$50. We'll publish one critique a month with the builder's permission. Write to Plans Clinic, AMERICAN BUILDER, 30 Church Street, New York 7, N. Y. Enclose two sets of white prints (rolled, not folded), and list any local buyer preference in your area.



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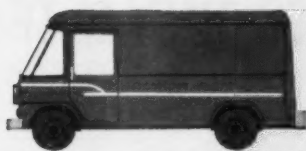
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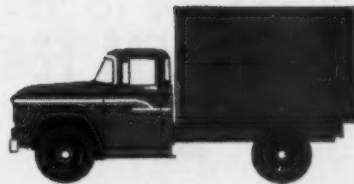




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New Products and Catalogs..... 125 →

Builders' supermarket for the latest information on new products and catalogs. Reply card, p. 128.

Land Planning..... 160 →

Here's the news in land planning: it's really easy for the small builder to get into earth moving; recreation centers are big sales aids and it may not be long before you'll have to make them standard items.

Cost Saver..... 164 →

How to save \$100 a house with this home-made production line.

Technical Guide..... 166 →

Here's how one builder saved \$250 per house with this forming method.

How To Do It Better..... 172 →

A modified sawhorse helps builder raise drywall without a helper; fitting an electrical outlet to a sawhorse brings power within workmen's reach.

Ask The Experts..... 176 →

Here are some tips for building on a slope.

Better Detail Of The Month 186 →

This space divider doubles as a versatile storage unit.

The Month Ahead..... 188 →

Things for you to think about during November.

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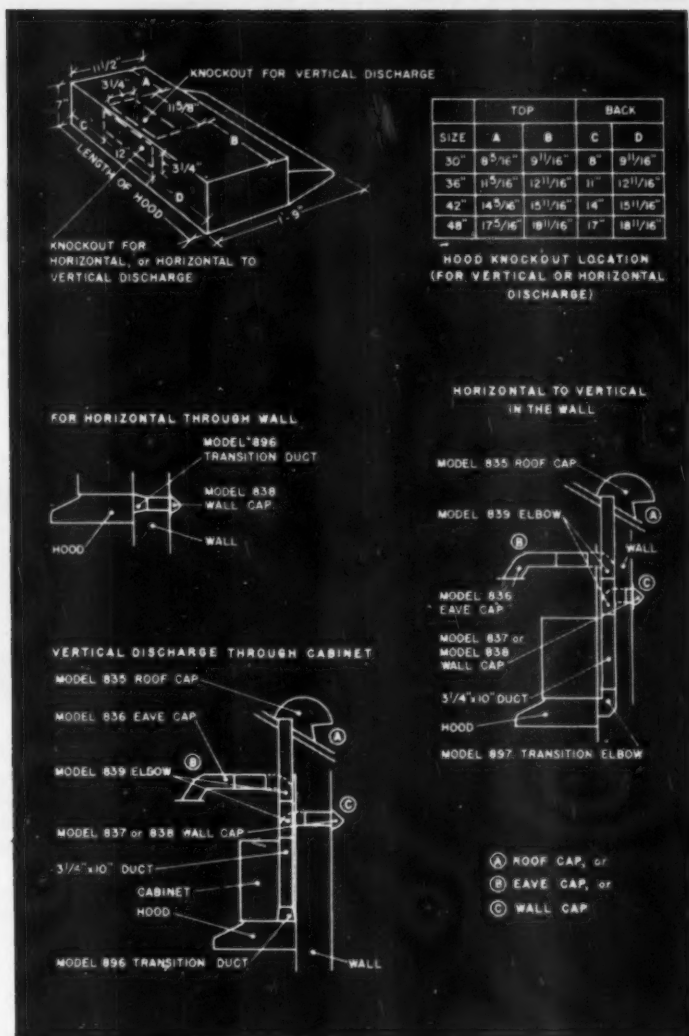


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42"	14 5/16"	15 1/16"	14"	15 1/16"
48"	17 5/16"	18 1/16"	17"	18 1/16"

HOOD KNOCKOUT LOCATION
(FOR VERTICAL OR HORIZONTAL
DISCHARGE)



Transition section fits wall opening



Hood fastens to cabinet with screws



Only two wires connect to house line



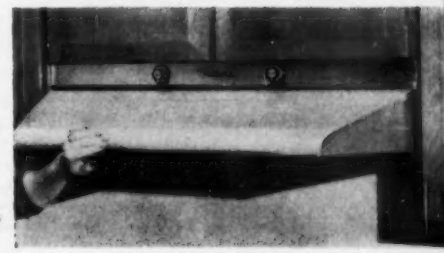
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Packaged hood has a built-in cost saver

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A full 21" from wall to front, the hood extends out over the front burners. Comes in four finishes. Hood: from \$19.75 to \$61.25; power fans from \$33.95 to \$51.95. (No. N9, page 128)

IN PLACE with fan and power unit, filters, and lights all out of sight.



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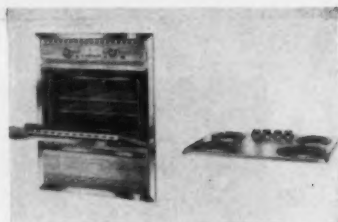
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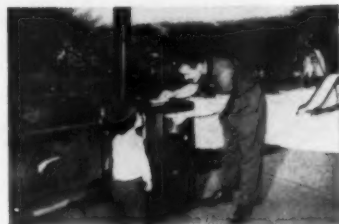
Circle No. N10 on reply card, p. 128



Designed for 1960

Four bedrooms for the price of three . . . featured in this pre-cut panelized house. The "Haverford," above, is one of 18 Mainliners available in 180 floor plans. Has 41' front, picture-window living room, kitchen with dining area, two full baths. Price: \$6,995.—Main Line Co.

Circle No. N11 on reply card, p. 128




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Circle No. N12 on reply card, p. 128

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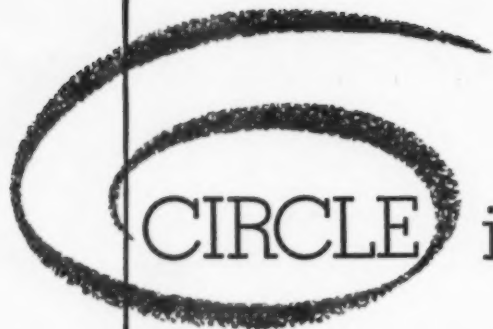
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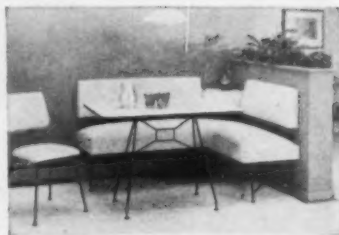
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Dress up a drab kitchen corner with a wall-hung kitchen nook. Economical and uncomplicated, it can simply be snapped into place. Backs may be adjusted to suit any height. Nooks come in stock sizes and may be ordered to fit any space arrangement, as corner, parallel benches or U-shaped.—Dormalux Co., Inc.

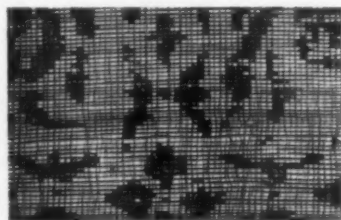
Circle No. N13 on reply card, p. 128



Gay walls easy to clean

Non-woven fabric wall covering called "Fabrique" offers variety of decorative designs. Material is vinyl-impregnated for durability. Requires no special adhesives. Adapts to weather changes, expansion, and settling. Permanent embossing can be washed without damage.—The Birge Co.

Circle No. N14 on reply card, p. 128



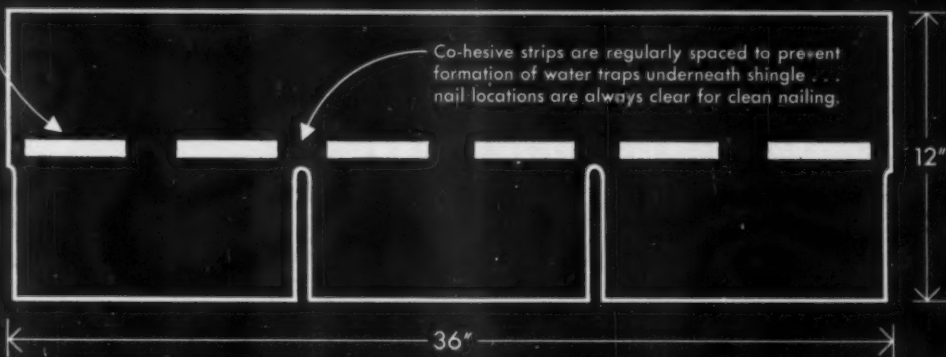
Give room "custom" look

Plastic-coated panels make wall panels, dividers, ceiling, furniture surfaces. Give appearance of custom-coated interiors. Reinforced fiber glass panels come in three designer patterns, Our Town, Venetian, and Florentine (shown here).—Barclite Corp. of America.

Circle No. N15 on reply card, p. 128

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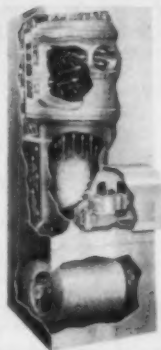
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NEW PRODUCTS



Solves special problems

Gas heater is designed for homes with lower heat loss. Also fits into multiple unit, one heating system. Made for low-cost installation. Has coil blower unit, electronic air filter. Welded heat transfer section is removable for cleaning.—Delco Appliance Div., General Motors Corp.

Circle No. N16 on reply card, p. 128

Makes more paint days

Latex house paint and primer increase the number of paint days. The paint dries within an hour; can be applied during early morning dampness, and immediately after rain. Impervious to bugs, leaves and dust within 15 min. Brushes on easily. Nonflammable. Luminall Paints Div., National Chemical & Mfg. Co.

Circle No. N17 on reply card, p. 128



Lights up larger buildings

Large colonial lanterns add architectural style to buildings. This gas light has triple-burner assembly; is suitable for driveways, entrances to buildings, commercial use. This and all other models and sizes come in all-cast aluminum with aluminum posts and brackets.—Haco Aluminum Products Co.

Circle No. N18 on reply card, p. 128

Newest of the New!

FOUR SPECIFICATION GRADE COMBINATION QUIET SWITCHES

You've been waiting for!

LEVITON is the first to bring you four entirely new devices in the combination duplex line... the now popular mechanical Quiet Switch in combination with power outlets or pilot lights. The Quiet Switches are all precision-balanced with heavy special silver contacts, magnetic arc-snuffing action. The movement? So quiet you can hardly feel it!

The features? All these:

U-GROUND POWER OUTLETS offer maximum safety. Conform to N.E.C. requirements. Also accepts any 2-wire plug.

ALL POWER OUTLETS have bronze double-wiping contacts for longer life and pressure grip. Can be wired independent of, or controlled by switch.

PILOT LIGHT takes standard S-6 candelabra lamp that's easily unscrewed. Nickel-plated protective hood over lamp.

RUGGED CONSTRUCTION! Base molded of brown phenolic... covers of either brown phenolic or ivory thermosetting plastic. Heavy gauge rustproofed underslung steel strap is riveted through cover and body to form a permanent assembly.

EASY TO INSTALL! Large head No. 8 terminal screws have deep milled slots for easy wiring. Accommodate up to No. 10 conductors. Wiring diagram furnished with unit. Wide plaster ears on strap make wall alignment easier.

ECONOMY! Save installation costs and wall space—single gang box and wall plate are all that is needed.

No. 5225	• No. 5222	• No. 5224	• No. 5223 LB
SINGLE POLE Quiet Switch with U-GROUND OUTLET	• SINGLE POLE Quiet Switch WITH POWER OUTLET	• TWO SINGLE POLE Quiet Switches ON SAME CIRCUIT	• SINGLE POLE Quiet Switch with PILOT LIGHT
Rating: Quiet Switch: 15A-120V AC only	• Rating: Quiet Switch: 15A-120V AC only	• Rating: Quiet Switches: 15A-120-277V AC only	• Rating: Quiet Switch: 15A-120V AC only
U-Ground Outlet: 15A-125V	• Power Outlet: 15A-125V	• AC only	• Pilot Light: 75W-125V

Listed by Underwriters' Laboratories, Inc.

YOUR BEST JOBS ARE DONE WITH...

LEVITON

Write for full details today!

LEVITON MANUFACTURING COMPANY, Brooklyn 22, N. Y.

Chicago • Los Angeles • Leviton (Canada) Ltd., Montreal

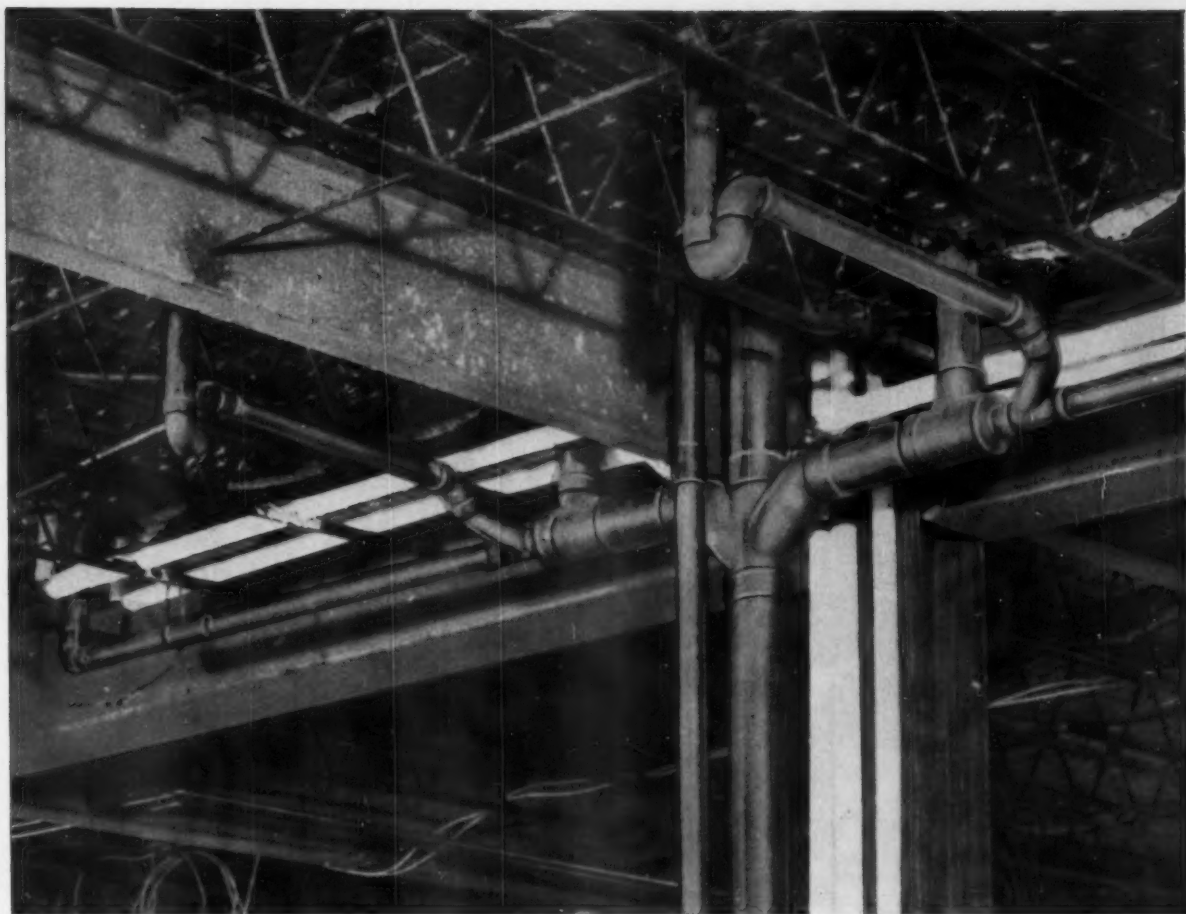
For your wire needs, contact our subsidiary: American Insulated Wire Corporation

No. 5225

No. 5222

No. 5224

No. 5223 LB



SAVE SPACE WITH COPPER TUBE. Anaconda copper tube and fittings assemblies are compact, result in greater ceiling height and more usable floor area. No need to build wide plumbing walls—a 3" copper tube stack with fittings will fit inside a 4" partition. Overhead work is easier because copper plumbing is about *one fourth* the weight of ferrous materials. In close quarters, copper makes light work out of tight work. Use these space-saving modern plumbing materials—Anaconda copper tube and solder-joint fittings—for your next water supply AND sanitary drainage installation. For more information on copper tube, write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

5908

ANACONDA® COPPER TUBE AND FITTINGS for soil, waste and vent lines
Available through plumbing wholesalers. Products of the American Brass Company



Longer Lengths—Fewer Joints



Preassembly—Saves Time



Lightweight Copper—Easier Installation



Easier Remodeling





House
for Sale

The difference between this
is often **USS** American Welded Wire

WHEN you use USS American Welded Wire Fabric for all concrete areas for the homes you build, you give them a definite sales advantage over houses without this important quality feature. Walks, patios, driveways and basement slabs will wear better, look better, and last longer when they're reinforced with USS American Welded Wire Fabric. And your customers know this . . . they know to ask before they buy "is it reinforced?"

Put this sales-pulling advantage to work for you. Use USS American Welded Wire Fabric in all your concrete work. Tell your prospects it costs only about a penny a day on

the mortgage life to insure protection and appearance of concrete around the average home . . . that reinforced concrete will be in good condition even after the mortgage is paid. USS American Welded Wire Fabric adds 30% to the strength of concrete. It is made of cold-drawn steel wire and is prefabricated for quick, easy installation. It's available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write to American Steel & Wire, Dept. 975, 614 Superior Avenue, N.W., Cleveland 13, Ohio.

USS and American are registered trademarks



and this

Fabric for concrete reinforcement

Buyers will ask, *"is it Reinforced?"*



**American Steel & Wire
Division of
United States Steel**

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



"Within a few years any house that is not air-conditioned will be obsolescent,"
says Federal Housing Administration



SUN VALLEY* All-Year® Gas Air-Conditioner dramatizes newness, lasting value.
It heats in winter...cools in summer...saves money with low-cost Gas

Housing authorities recognize the growing trend to air conditioning. Today it's one of the best ways to clinch the sale of a new house, one of the most convincing arguments against competition of older homes on the market.

The Arkla-Servel Sun Valley offers many advantages to the builder as well as to the buyer:

1. Show customer how, from a single compact unit, the Sun Valley heats the whole house in winter, cools it in summer, circulates clean, filtered air at all times.

2. Demonstrate its ease of use. Show prospects how the temperature of the entire house is regulated from a single thermostat.

3. Explain to home buyers that because the Sun Valley works with Gas, there are no worries about fuel deliveries. You can tell them, too, that modern Gas is the clean, economical, most dependable fuel.

4. Show them the five-year warranty, real assurance to the home buyer of long life and low-cost maintenance.

Make sure your new homes *stay* new. Contact your Gas company or Arkla-Servel dealer now. Units available in models and sizes to fit any home.

AMERICAN GAS ASSOCIATION

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

*Trademark. Product of Arkla Air Conditioning Corp., General Sales Offices, Little Rock, Arkansas.

NEW PRODUCTS



Heats pool without wiring

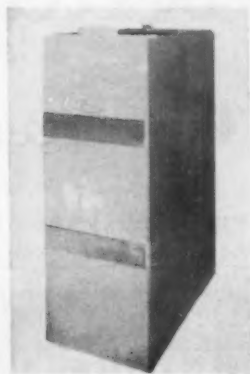
Gas-fired swimming pool heater has self-generating system, needs no outside wiring. Is only 66 $\frac{1}{4}$ " high, 25 $\frac{3}{16}$ " in diameter. Lightweight, requires no special support, foundation or platform. Fittings are rust-free copper, brass, or bronze.—A. O. Smith Corp., Permaglas Div.

Circle No. N19 on reply card, p. 128

Door mat is automatic

This door mat wipes shoes clean automatically. Installed in opening in floor, it stops mud, grime and slush at the door. Consists of heavy aluminum grille in steel frame and electric motor which operates brushes through grille. Cuts floor cleaning as much as 40%.—Progressive Engineering Co.

Circle No. N20 on reply card, p. 128



Costs less to install

Gas winter air conditioner has warm-air blowers under the heat exchanger, creating lower cabinet. Detachable air-return cabinet makes either hi-boy or lo-boy possible from same basic design. Reduces installation costs. Spun-fiber combustion chamber.—Thatcher Furnace Co.

Circle No. N21 on reply card, p. 128

CUT LABOR COSTS...USE RUST RESISTANT NAILS YOU CAN D-R-I-V-E!



MAZE

STORMGUARD[®] NAILS

STRONG STEEL NAILS
DOUBLE-DIPPED IN
MOLTEN "RUST-
RESISTANT" ZINC

HAMMER ALL YOU WANT

Maze's unique STORMGUARD process provides a tight bond between inner steel core and the heavy zinc coating . . . without filling up the threads on ring shank and screw shank nails. And — STORMGUARDS drive straight and true!

FOR ROOFING . . .

Asphalt Shingle Nails, Cedar, Asbestos, Insulation Roof Deck, Lead Head & Umbrella Head Nails, etc.

SIDING . . .

Nails for Wood, Cedar Shake, Asbestos, Insulating, Hardboard Siding, etc.

TRIM . . .

Casing, Finishing, Box & Common Nails, etc.

THIN
CHECKED
HEADS

STIFF
SLENDER
SHANKS

DOUBLE-
DIPPED
ZINC
COATING

CLEAN
THREADS

MAZE INTERIOR NAILS

Ring & Spiral Shanks For Flooring, Underlayment, Plywood, Drywall, Truss Rafter, Pole Barns, Masonry, Pallets, etc. Also Colored Nails to Match Wallboards.

NOTE: In a zinc coated nail, F.H.A. requires the hot-dipped type for all exterior work . . . and now specifies threaded nails for application into plywood roof and wall sheathing.

IN COLORS TO MATCH ALL POPULAR SIDINGS—11 Stock Colors . . . 40 others on request

SEND SAMPLES

COLORED NAILS ROOFING NAILS SIDING NAILS TRIM NAILS

NAME _____

FIRM _____

STREET _____

CITY _____ STATE _____



W. H. MAZE COMPANY

PERU 3, ILLINOIS

Garry Moore says: "Use these mirror-bright ideas to make your homes more salable."

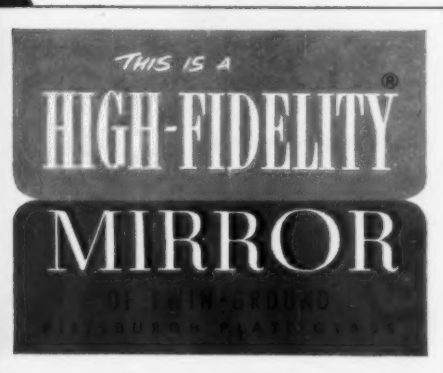
MAKE A ROOM LOOK LARGER. Mirrors can give even small rooms the luxury look of spaciousness. They please the feminine eye with their cheerful beauty . . . add a touch of showmanship that can really sell for you.



BRIGHTEN UP AN ENTRANCE WAY. First impressions count high, and mirrors always make a grand entrance. They open up small spaces, introduce light into dim corners, make a home look twice as inviting, twice as desirable.



"I'm ready
with the biggest



ADD A NOTE OF ELEGANCE TO INTERIORS. There's nothing like a big, beautiful mirror to put sparkle in a woman's eyes. That's the sales magic in mirrors. They have an elegant air about them that says "this is a quality home."



DRESS UP A DOOR. Think what sales appeal a High-Fidelity® door mirror will add to your master bedroom. Show a lady how nice she looks in a full-length mirror and you've set the mood for a sale.



to help you sell homes

HIGH-FIDELITY® mirror promotion in history!"

"162,500,000 CONSUMER SALES IMPRESSIONS—that's how many Pittsburgh Plate Glass sales messages will be seen, heard, read by your prospects in the biggest, brightest mirror promotion ever. And I'll be helping you sell."

During November and December, TV's most popular entertainer-salesman will be selling quality mirrors made with Pittsburgh Plate Glass . . . in five commercials on his top-rated variety show . . . in full-page, four-color ads in major shelter publications . . . plus hard-hitting sales messages in *The Saturday Evening Post* and *Look* magazine. That's a total of 162,500,000 consumer sales impressions. Purpose: to make your prospects more mirror conscious and to tell them that a High-Fidelity label is a sign that you have installed the finest mirrors in your homes. Mirrors made with Pittsburgh Twin-Ground Plate Glass are your best buy in showmanship. To find out how High-Fidelity mirrors can help you sell homes faster, contact your nearest Pittsburgh branch or distributor. Pittsburgh Plate Glass Company, Room 9219, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.



Pittsburgh Plate Glass Company

Paints • Glass • Chemicals • Brushes • Plastics • Fiber Glass

In Canada: Canadian Pittsburgh Industries Limited

NOW... CUT PLYWOOD FORM COSTS WITH THOMPSON'S WATER SEAL



Note these cost-saving features:

- Prevents absorption of water in concrete forms. Forms last longer.
- Saves labor. Eliminates cost of cleaning, sanding and recoating after each pour.
- Thompson's Water Seal permits eight or more pours per plywood form (min. 4 pours per side).
- Eliminates form damage during stripping. Forms can't stick. Won't soften wood, prevents deflection.
- Easy to apply by brushing, dipping or spraying.

Thompson's Water Seal is deep penetrating, colorless, leaves no residue, won't stain concrete; surface is dust-free, ready for painting.

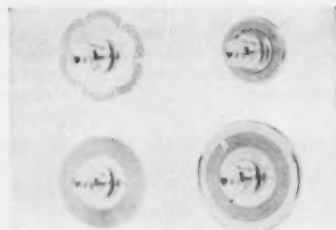
Available in 5 and 55 gallon drums from suppliers to the construction industry.

See catalog in Sweets Architectural file and Light Construction file.



San Francisco, Los Angeles, San Diego, Portland, Chicago, Seattle, Denver, Dallas, Houston, St. Louis, St. Paul, Detroit, Philadelphia, New York City, Memphis, Tampa, Cleveland, Atlanta, Honolulu. Factory: King City, Calif. 56478

NEW PRODUCTS



Door trim adds elegance

These rosettes for locksets add elegance to front entrance. Available in four designs, all with pierced patterns to reveal door finish. A plastic coating makes them durable and weather-resistant. For modern, contemporary, traditional doors.—Kwikset Sales and Service Co.

Circle No. N22 on reply card, p. 128



New doors save oven space

Wall oven with French doors saves space in small kitchens. Fits into standard 24" cabinet or wall section. Its lever-action mounting clamp eliminates drilling holes for installation. Locks into place with two screws. Doors allow one to stand nearer oven, reach in easily.—Frigidaire Div., GM.

Circle No. N23 on reply card, p. 128



Clamp saves erection time

Hardware for poured concrete wall panels saves time. Has fewer components, is less expensive. Clamp is fastened with one hammer blow which both locks and aligns adjoining panels. Has neither wood nor metal walers, cuts setup and stripping time. Available with or without panels.—Rocform Corp.

Circle No. N24 on reply card, p. 128



Use auto jack on joists

Auto jack is a time-saver tool for builders. Can be used to align timber speedily. Illustrated (above) is the jack being used to straighten floor joists. After joists have been positioned, a twisted joist may be realigned by setting the jack between them and applying "jack-power."—Gordon S. Smith.

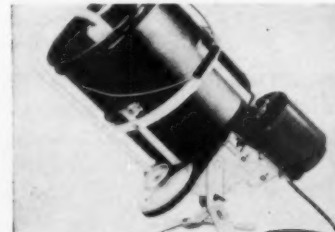
Circle No. N25 on reply card, p. 128



Hood enhances fireplace

This hood adds touch of beauty to an ordinary fireplace. "Capri" model is made of heavy-gauge metal, in six durable colors. Weathered, hand-rubbed finishes are protected by baked enamel. Stock size is easily installed in any fireplace opening up to 40".—Robert H. Peterson Co.

Circle No. N26 on reply card, p. 128



Mixer does all small jobs

This cement mixer mixes at any of four angles. Handles anything from coarse aggregate to thin slurry, as well as paint, feed, seed, plaster. Desired angle is selected with tip of toe. Does 50-lb. batch in two minutes. Lightweight and portable. Needs no mortar box, hoe, or wheelbarrow.—Kol, Inc.

Circle No. N27 on reply card, p. 128

General Electric Kitchen—Laundry “Planned Profit Package” offers you 6 big advantages



COMPLETE MERCHANDISING PROGRAM

A special Model Home Program gives you a variety of merchandising tools, plus widespread “Success Story” advertising and publicity assistance to help you create model home traffic. With General Electric’s extensive home promotion program, you’ll get faster sales . . . more profit for you.



PLUS these 5 big bonuses:

Power of brand preference. Among the homebuyers . . . Women think General Electric makes the best home appliances. Among appraisers . . . Lending institutions in all parts of the country use General Electric’s high quality as a basis for granting high appraisals.

Planning and styling help. Special Custom Design Service includes help with layouts, perspectives, color coordination and space planning.

Savings on labor and installation. General Electric “Straight-Line” Appliances provide flexibility—are easily and conveniently installed.

Product availability. 100 General Electric distribution points all over the country assure you wide selection and availabilities.

Product service. Your General Electric distributor or dealer relieves you of the product service responsibilities covered by the manufacturer’s written warranty. This can increase your profit.



As an authorized builder of “Live Better Electrically” MEDALLION HOME, you get prestige and promotional advantages. Ask your local utility about this program.

For more information, send this coupon to:

Progress Is Our Most Important Product

GENERAL  ELECTRIC

General Electric Company, Home Bureau,
Appliance Park, Louisville 1, Kentucky

Please have the local General Electric builder sales representative contact me.

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ADDRESS _____

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AB-11

NOW...You Can
SLASH
Trench Costs



Model M-3, 9 HP, Illustrated

Amazing Trenchers

MODELS: C-3, 7 HP • M-3, 9 or 12 HP

DITCH WITCH

Produces Low Cost Trench

... overall cost
less than any
other machine
or method!
Usually about ...



A FOOT

HOW IT'S BUILT: 7, 9 or 12 HP air cooled engine, 3-speed transmission, sealed ball bearings, 20M lb. test steel digging chain, replaceable teeth Studite edged, telescoping tubular steel boom, screw jack depth control — rugged throughout!

WHAT IT WILL DO: Trench at speeds up to 12 FPM, widths 3" to 12", depths 2' to 5', digs in any soil. Countless applications for utility service lines, gathering systems, signal systems, cathodic protection, street lighting, sprinkler systems, road crossings, etc.

CHARLES MCH. WKS., INC. PERRY, OKLA.

Distributors throughout the world sell, rent, and service Ditch Witch trenchers. Write, wire, or call for information. Phone FE 6-4404. CALL COLLECT FOR DEMONSTRATION.

CHARLES MACHINE WORKS, INC.
631 B Street, Perry, Okla.
Gentlemen: Please send the information
checked, at no obligation.

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 Contractor's Service Literature

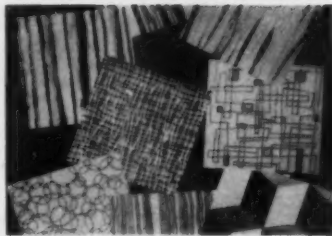
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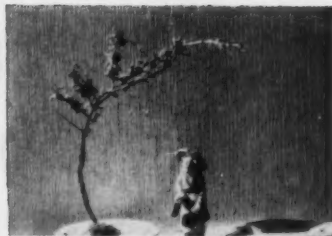
NEW PRODUCTS



Custom panels are flexible

These custom-designed, porcelain-enamelled panels make construction easier. Patterned surfaces eliminate color matching problems, offer more flexibility of design for partitions, wainscoting. Weather-resistant for curtain walls, store fronts, etc.—Barrows Porcelain Enamel Corp.

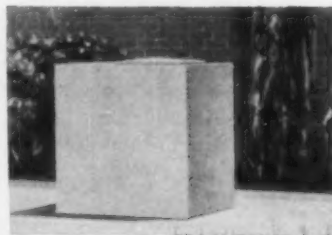
Circle No. N28 on reply card, p. 128



Wall covering adds depth

This vinyl wall covering creates tri-dimensional spaciousness. Adds height and depth to room. Easy to handle and apply. Heavy-weight and durable, resists stains and chemicals, can be thoroughly scrubbed. Called "Balacuir," it comes in 116 popular contemporary patterns.—Durawall, Inc.

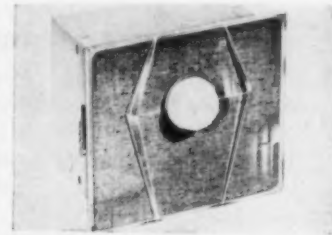
Circle No. N31 on reply card, p. 128



Has remote cooling system

A remote air-cooling unit is feature of this gas air conditioner. Cooling unit is placed in convenient outside location. Its absorption-type refrigeration system requires no water tower. Installation requires only a 110-volt and gas connection, water lines to unit.—Day & Night Mfg. Co.

Circle No. N29 on reply card, p. 128



Controls lighting level

Wall-mounted dimmer provides variable light level for fluorescent and incandescent lights. Has a single terminal panel for easy installation. Transparent face plate, single dial, finger-tip control, built-in on-off switch, automatic circuit-breaker are outstanding features.—Thomas Industries, Inc.

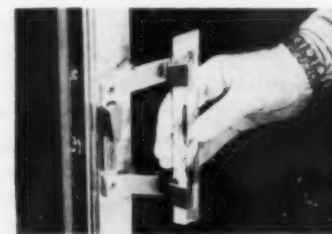
Circle No. N32 on reply card, p. 128



Washer and dryer are "twins"

Twin-styled washer and dryer units are designed to enhance laundry room or kitchen. Washer has a six single-set fabric cycle control, 10-lb. capacity. Dryer has new "moisture measure" which automatically dries at preselected degree of dryness. Details from Philco Corp.

Circle No. N30 on reply card, p. 128



Low-cost glass doors

These low-priced rolling glass doors have features found in more expensive ones. Frames are of extruded aluminum; ball-bearing rollers have nylon tires. Weather stripping is made of continuous wool pile. Wheels are adjustable without removing panel. Handles are crystal-styled.—Kaiserhof Industries, Inc.

Circle No. N33 on reply card, p. 128



B&G *Hydro-Flo*[®] HEATING A STAR FEATURE IN 3,000 HOME DEVELOPMENT



B&G BOOSTER[®]

The key unit of a B&G *Hydro-Flo* System—a quiet, automatically controlled electric pump which circulates hot water through the heating system.



The amazingly compact house heating boiler is concealed behind the grille work of this counter top cabinet, providing added work space in the kitchen.

At Schaumburg, Illinois, a Chicago suburb, Campanelli Brothers' Weathersfield development covers a vast acreage. The model homes shown here illustrate the price range of from \$15,500 to \$21,000.

These homes feature the most modern equipment for comfort and convenience, including hydronic* B&G *Hydro-Flo* Radiant Heating... a forced hot water system with copper tube floor panels.

"In deciding on this type of heating" says Mr. Al Campanelli, "we were guided by the need in this highly competitive market for a feature of outstanding sales power. Radiant heating, with its sunlike warmth, can't be equalled for genuine comfort and cleaner, quieter operation. Its warm, draftless floors guard against usual winter ills."

NOVEL DEMONSTRATOR

In the Campanelli sales office this unit offers an understandable demonstration of B&G *Hydro-Flo* Heating. The jacket is removed from the boiler, exposing the B&G Booster pump and other working parts. The cut-away section of floor shows how copper coils, embedded in the slab, provide overall, radiant warmth.

"HYDRONIC HOMES" SALES PROMOTION FOR BUILDERS

A comprehensive program of ideas and sales helps for utilizing the outstanding and exclusive advantages of hydronic* heating. Every builder should see this presentation—there's no obligation in getting the facts. Write, phone or wire today.



*Modern hot water heating.

Hydro-Flo[®] SYSTEM

BELL & GOSSETT

COMPANY

Dept. FY-11 Morton Grove, Illinois

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



DRIFTWOOD PANELING—you can create truly striking interiors with this distinctively different board paneling.



Build in the Beauty

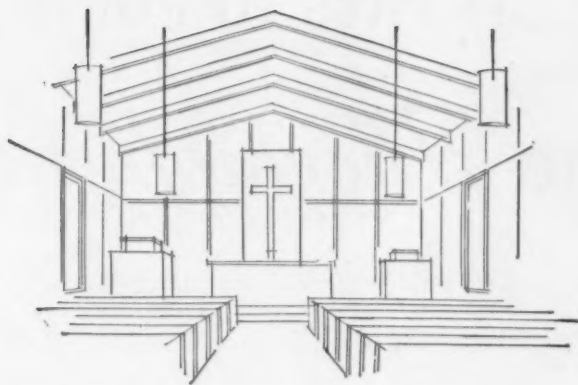
Gain the extra sales appeal that wood panelings create!

Knowing the public's desire for the warmth and rich beauty of wood paneling, you know the extra sales appeal you can give your houses by paneling a room or dramatizing a wall with wood. And in the Weyerhaeuser line of board, plywood, and specialty plywood panelings, you will find panelings in every price range. Edge treatments are always precision milled to minimize carpentry costs, and panelings are available in wall heights to minimize waste.

The popularity of wood paneled walls is reflected in its use in all types of buildings—schools, churches, offices, restaurants . . . good reason for you to consider the extra value and extra sales appeal wood paneling creates. Ask your 4-Square Lumber Dealer or write us for full information on the complete line of Weyerhaeuser 4-Square Wood Panelings—offered in a wide selection of patterns, stylings, and species.

Weyerhaeuser Sales Company

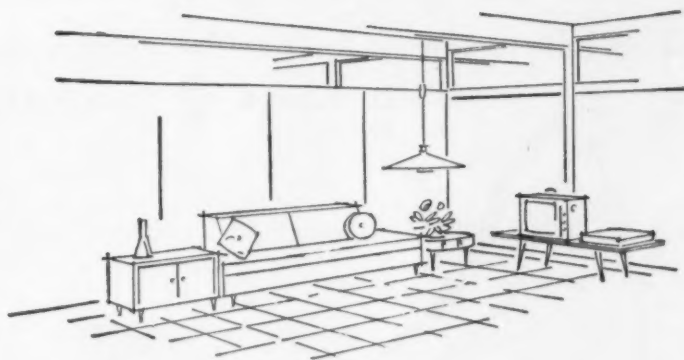
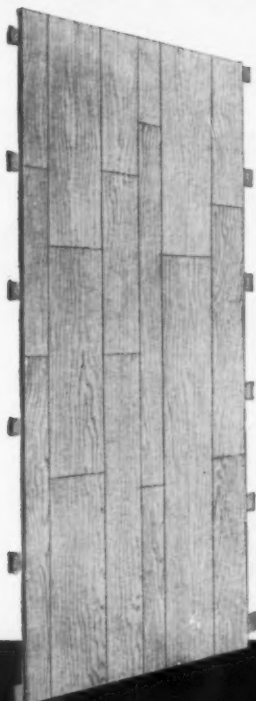
First National Bank Building / St. Paul 1, Minnesota



IDAHO WHITE PINE PANELING is a traditional favorite in both clear and knotty grades.



...that only *Wood* can give



LOC-WALL PANELING comes room height with furring strips attached for fast, easy installation.

Weyerhaeuser

4-SQUARE

LUMBER AND BUILDING PRODUCTS



IT PAYS TO POINT

TO *Thermopane*[®]

INSULATING GLASS

...and now it's easy to do!

GOOD NEWS! *Thermopane* insulating glass units made since August 3, 1959, have had the name *Thermopane* inscribed delicately but clearly right on the glass where your prospect can see it.

Now, they'll know for certain that you're giving them extra value. For years people have been reading and hearing how *Thermopane* makes homes more comfortable, more economical to heat and air condition. And they'll be hearing about it over and over in months to come on TV's hottest suspense-adventure program, "Bourbon St. Beat".

So when you point out the *Thermopane* windows and sliding glass doors in the houses you offer for sale, you're making a positive selling point . . . one your home buyers will boast about to their friends.

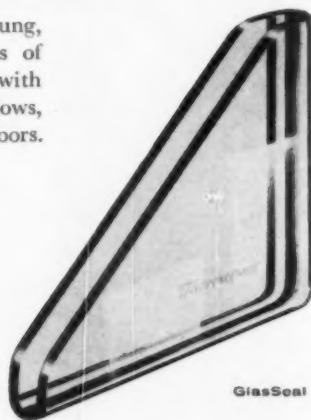
Tune in "Bourbon St. Beat", Monday nights*, ABC-TV Network. *In most cities. Consult local station schedules.

TWO KINDS OF THERMOPANE



Thermopane with Bondermetic Seal

GlasSeal[®] *Thermopane* for double hung, casement, awning—many types of opening windows. *Thermopane* with *Bondermetic Seal*[®] for picture windows, window walls and sliding glass doors.



GlasSeal Thermopane

Thermopane

INSULATING GLASS

Made in the United States by LIBBEY • OWENS • FORD only.

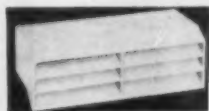
Libbey • Owens • Ford Glass Co., Toledo 3, Ohio

"SEE IT'S THERMOPANE...
says so right on the glass!"

"GOOD!"

Thermopane®

NEW! HAMLIN DIE CAST ALUMINUM BRICK VENTILATOR



**TWO
SIZES**

PAT. PEND.

● **MODEL 2711**—ONE BRICK size (shown). Actual size 2 3/4" x 7 7/8" x 4 1/4" deep. 13 sq. in. free area—8 mesh screen, weight 1 1/4 lb.

● **MODEL 2712**—TWO BRICK size. Actual size 4 7/8" x 7 7/8" x 4 1/4" deep, 27 sq. in. free area—8 mesh screen, weight 1 3/4 lb. Packed one dozen to a carton.

● **MODULAR** size permits use in all type brick construction. Can be nested and/or used end to end in any combination to obtain the width and height desired.

THE NEW GOLDEN HUE

The Golden Hue of all Hamlin Foundation Ventilators indicates they have been treated to meet new MPS of FHA.

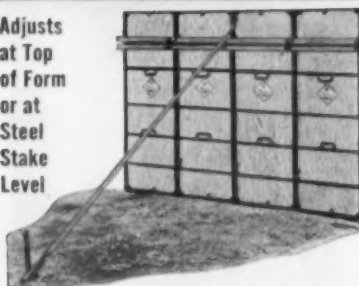
BE SAFE

Write today for catalog sheet and name of nearest jobber.

HAMLIN PRODUCTS, INC.
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SYMONS Form Brace

Adjusts
at Top
of Form
or at
Steel
Stake
Level



Newest addition to Symons line . . . steel form brace. It is easily tied to pre-fab or built-up forms and to wooden or steel stakes. Once attached, brace can be adjusted at top of form or at stake level for positive alignment. Comes in regular lengths of 6' and 10'6". Brace extensions available.

SYMONS CLAMP & MFG. CO.

4261 Diversey Ave., Chicago 39, Ill., Dept. L-9
We will send contractors a sample 6' form brace if request is received on company letterhead. Please include \$2.00 to cover cost of shipping. To be used with _____

type form _____ stake.

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

NEW PRODUCTS



Panels have many uses

Enameled aluminum building panels are practical as well as decorative. Can be installed by unskilled labor with minimum of carpenter tools. Fabricated from 36"-wide flat sheets 12' long, comes in 2", 4" or 8" V sections. Impervious to rust and most corrosions; perfect base for paint.—Reynolds Aluminum Supply Co.

Circle No. N34 on reply card, p. 128



Stone siding is low-cost

This natural-stone siding reduces stone construction costs. It is precut at the quarry in 1" thickness, 4" to 8" heights, 8" to 28" lengths. Applied with special clips and nails, requires no skilled labor. Adaptable for interior walls, fireplaces.—Superior Wall Products Co.

Circle No. N35 on reply card, p. 128



Build in a vacuum system

Newest idea in built-ins is this convenient vacuum system. Easy to install, it is complete with vacuum unit, removable dirt can, inlet valves, fittings, 25' hose, rack. Outlets are "built-in" upstairs, vacuum unit in basement. Advantages are "sealed" sanitation, quiet operation, no tangling cords.—Better Living Specialties.

Circle No. N36 on reply card, p. 128



Water level extends 100'

This water level priced at \$7.95 will do extended leveling. Has reservoir and 50-ft. tube; will extend level line almost 100 ft. Matches accuracy and dependability of expensive instruments. Its container-reservoir made of polyethylene, tube of vinyl. Practically indestructible.—Hydrolevel.

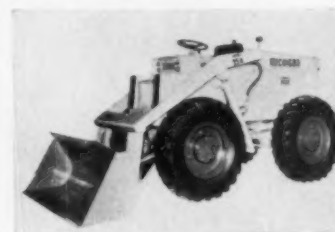
Circle No. N37 on reply card, p. 128



Pipe elbow slopes easily

This fiber pipe elbow for downspouts has a 100-degree angle. Provides desired slope for connection to lead-off pipe lines. Facilitates dry-well installation. Fitting has 3-in. diameter; includes coupling to attach to leader, and tapered male end. Price: \$1.50.—Bermico Div., Brown Co.

Circle No. N38 on reply card, p. 128



Shovel has "big" features

One-cubic-yard, 26-mph tractor-shovel is moderately priced. Has features of heavier models: four-speed forward and reverse transmission, planetary wheel axles, torque converter. Has 66.5-h.p. engine, working weight of 10,500 lbs. Will carry 7,000 lbs.—Clark Equipment Co.

Circle No. N39 on reply card, p. 128



NAIL
DOWN
MORE
SALES
TO
BUILDERS
WITH



BARRETT RIGIDWALL[†] SHEATHING

EXCEEDS F.H.A. STANDARDS! CUTS BUILDING TIME AND COSTS!

Important savings are possible when you apply Barrett RIGIDWALL. This super-strength fibreboard sheathing permits you to omit certain old-fashioned procedures which slow down building jobs and cost money in time, labor, and application costs.

Racking tests prove that RIGIDWALL is stronger than FHA requirements for application without corner bracing. No nailing strips are needed when siding shingles are applied. RIGIDWALL handles easily, scores and snaps cleanly, saves time on every start, gives you less waste.

RIGIDWALL is made by Barrett's exclusive Chem-Fi process that brings the fiber strength of natural wood to

insulating board, and is asphalt-treated to provide protection from weather during application. These large panels go up fast. Despite their economies, they produce a more soundly constructed and a more rigid wall than most other types of sheathing, and have two to three times the insulating value of plywood.

RIGIDWALL is a building material that home builders will want to take advantage of—and one that means important savings—and more profit—for you. For samples and full information, call your Barrett representative or write us direct.

† Trade Mark of Allied Chemical Corporation

District Sales Offices:

1327 Erie St., BIRMINGHAM 8, Ala.;
Merchandise Mart, CHICAGO 54, Ill.;
3121 Euclid Ave., CLEVELAND 15,
Ohio; 323 South 67th St., HOUSTON
11, Texas; 261 Madison Ave., NEW
YORK 16, N.Y.; 36th and Grays Ferry
Ave., PHILADELPHIA 46, Pa.; 764
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BARRETT DIVISION

40 Rector St., New York 6, N. Y.



NEW 30



LARGER CEILING OPENING
to enable home owners to take full advantage of attic space. Now storage of storm doors, windows, yard furniture and other large objects is possible when you install the quality Super 30" x 54" stairway.



YOUR HOMES WILL SELL
quicker with this new larger access stairway—buyers can see the advantage!

STAIRWAY FOR EVERY PRICED HOME

STAIRWAY	PRICED HOME
Push Button Electric.....	\$40,000 UP
Super Deluxe (30 x 54)....	\$25,000 to \$40,000
Super Simplex (30 x 54)...	\$12,500 to \$25,000
Simplex.....	Homes to \$12,500

ALSO AVAILABLE are 14 other sizes and models WRITE for complete details



PRECISION parts corporation

400-AB North First Street. Nashville 7, Tennessee

NEW PRODUCTS



Add low-cost safety

Gas lamps are inexpensive, and brighten landscape. Make driveways, walks, patios safe. Operate 24 hours a day for only a few cents a month. All-steel frame, weather-proof baked enamel finish. Low-burn regulator is optional. Shipped complete for easy installation.—Falcon Mfg. Co., Inc.

Circle No. N40 on reply card, p. 128



Stair forms cut costs

Metal forms for reinforced concrete stairs are prefabricated. One-piece units are complete with metal riser fronts, reinforcing and temperature rods, plate, channel or exposed stringers. Assure accurate dimensions; allow flexibility of design; save material and labor costs.—Stairbuilders.

Circle No. N43 on reply card, p. 128

Insulation is for exterior

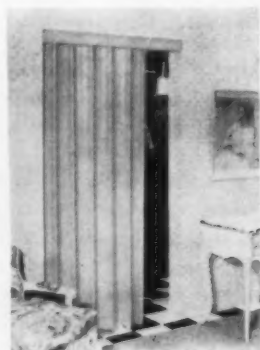
Wool panel insulation is designed for exterior application to walls. Lined with reflective aluminum and kraft paper on opposite sides. Provides a minimum 3/4" air space on both sides in the finished wall. Available in continuous rolls 8' wide, and single sheets.—Wood Conversion Co.

Circle No. N41 on reply card, p. 128

Makes blueprints quickly

High-speed Diazo blue makes strong prints quickly. Develops dry with aqua-ammonia vapor; makes easy-to-read blueprints in seconds. Its density and contrast make good reproductions from translucent and poor originals. For both low-powered and high-speed light source machines.—Eugene Dietzgen Co.

Circle No. N44 on reply card, p. 128



Fascias installed easily

Fascias on folding doors can be installed quickly at low cost. Fascias are made of steel panels covered with vinyl. To install, one side is fitted between folding-door track and header; the other is hung vertically to make the fascia. Can be painted with alkyd-type paints.—Clopay Corp.

Circle No. N42 on reply card, p. 128

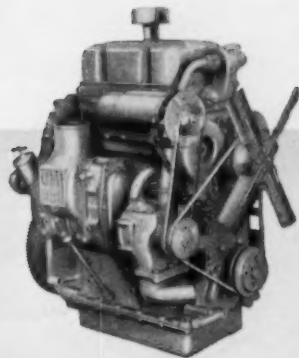


Kitchen center saves space

All-in-one unit is a handy extra kitchen. Has 5-cu.ft. refrigerator with freezer, full-size steel sink and back splash, two-burner range, gas or electric. Measures 30" wide, 36" high, 24" deep. Designed for small apartments, it is also installed in playrooms, cottages, offices, etc.—King Refrigerator Corp.

Circle No. N45 on reply card, p. 128

HOT



A demand item—in less than a year! In the short time since its introduction, the JOHN DEERE "440" CRAWLER with field-proved DIESEL ENGINE has established a new high standard of performance for industrial units in its class.

In building construction, logging, public works and other industrial fields, the new "440ICD" is now daily proving its right to the claim of . . .

"Low-Cost Power with a Heavyweight Punch"

JOHN DEERE

John Deere Industrial Division, Dept. 2087, Moline, Illinois





NEW UNI-CREST *insulation*

Installs Faster, Easier
... Does a Better,
More Effective Job!

Now, through the combination of modern chemistry and the experience of United's 50 years as a leading manufacturer of insulating material, comes Uni-Crest. A unique and thoroughly proven foam plastic insulation of outstanding thermal properties... labor saving and cost cutting benefits. Highly recommended for walls, ceilings, floors and around foundations or under slabs. Readily adheres to masonry, eliminates furring or lathing, provides an excellent surface for plaster, cement or other finishes. Easy to work with, light, non-dusting, odorless, non-toxic, can be cut with all standard cutting tools. Will not shrink or rot and retains its insulating value indefinitely. Regular and self-extinguishing types available in a wide variety of sizes and thicknesses.

Write for complete installation instructions and an actual sample.



Uni-Crest Division
UNITED CORK COMPANIES
Since 1907

25 Central Avenue, Kearny, New Jersey

OFFICES OR APPROVED DISTRIBUTORS LOCATED IN KEY CITIES COAST TO COAST

NEW PRODUCTS

Plastic goes "traditional"

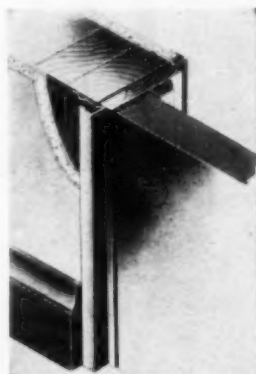
This new laminate pattern combines colonial decor with modern convenience. Its small-scaled print has a medallion motif with needle-point effect. Called the "Williamsburg," this pattern goes well with traditional furnishings in dinette, on walls or table tops.—Pioneer Plastics Corp.

Circle No. N46 on reply card, p. 128

Metal lath has paper back

Paper-backed metal lath helps machine plasterer do faster job, hence saves both time and money. Gives plaster more uniform thickness. Special adhesive allows paper to give under pressure; plaster flows around metal mesh, giving perfect monolithic slab, according to the manufacturer.—Alabama Metal Lath Co.

Circle No. N47 on reply card, p. 128



Trim fits modern decor

New No. 102 Edge Guard is available for $\frac{3}{8}$ " plasterboard, often used in remodeling. All-steel product with its square profile gives modern lines, presents uncluttered appearance. When painted it blends well with any decor. Also available for use with $\frac{1}{2}$ " and $\frac{5}{8}$ " plasterboard.—Casings, Inc.

Circle No. N48 on reply card, p. 128


Lights up anywhere

A four-foot "Prismatic" lamp from Wakefield, recommended as easily adaptable for both commercial and residential lighting. Economy unit is of steel with clear panoramic plastic diffuser. Holds two 40W-RS lamps. Can be installed singly or in rows. Easy to use in remodeling jobs.—The Wakefield Co.


Circle No. N49 on reply card, p. 128




*Reynolds
Aluminum
for Color and
"Everything"...*



Horizontal and vertical aluminum siding in baked-on colors offers a variety of wall treatments . . . to combine with different colors and textures in aluminum shingles. Aluminum louvers help complete a maintenance-free exterior.



Aluminum windows mean permanent beauty, smooth functioning. To bulk insulation and wallboard, Reynolds Aluminum Foil adds the TRIPLE PLUS® of better summer cooling, greater winter warmth, year-round moisture control.



The downspout and the gutter on the right demonstrate the ease of handling aluminum rain-carrying equipment. Important advantage is freedom from rust — no painting.

*In building products, "Everything" means Efficient Construction
and Freedom from Maintenance plus Modern Appearance.
Reynolds Aluminum has it!*

*The piece the man is holding
like a tuba represents aluminum
ductwork—now competitively
priced and highly promotable,
with new embossed identification.
Aluminum sliding doors are, of
course, increasingly popular.*

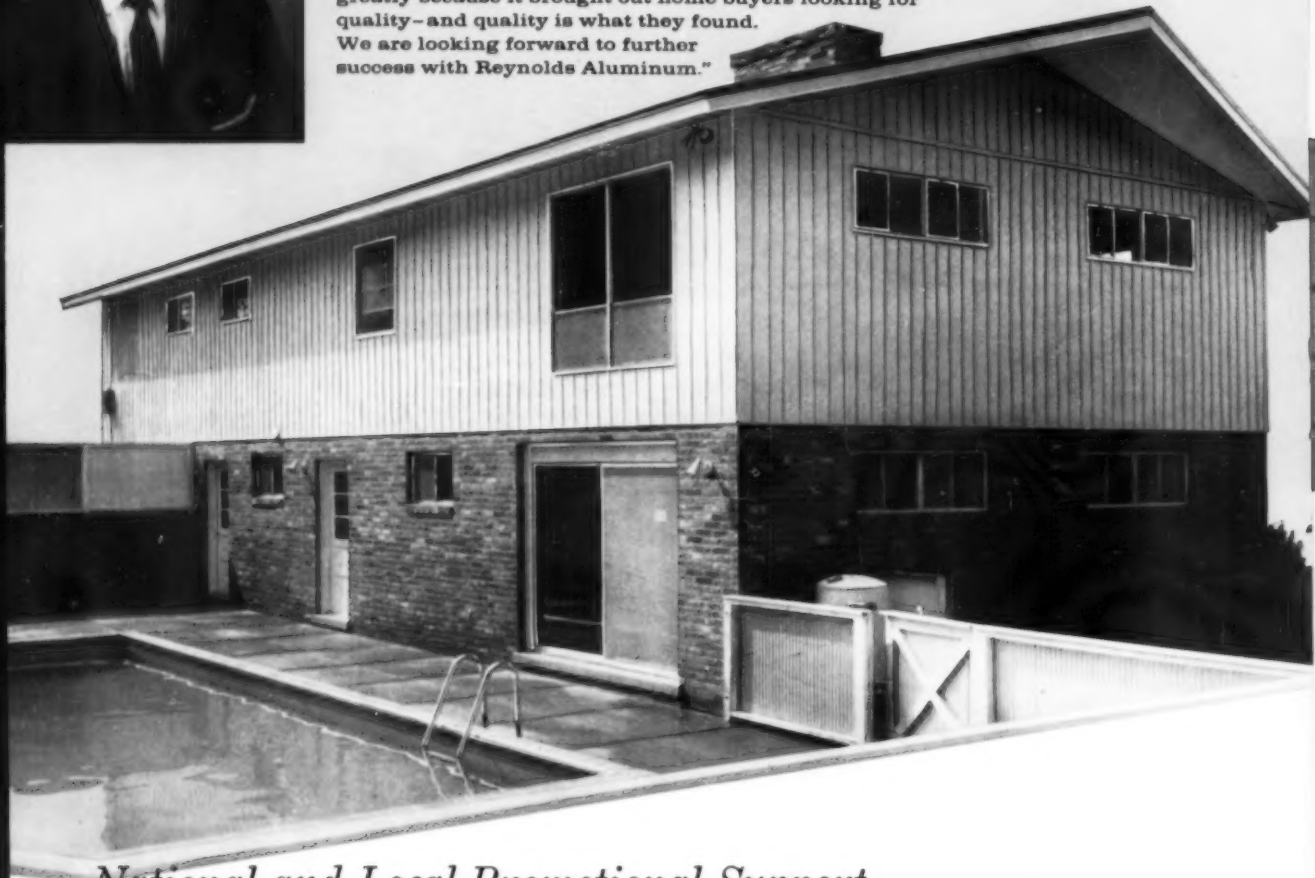


*The Homebuying
Public is being
intensively sold on
aluminum . . . on
the more than
30 Home Building
Products made of*

REYNOLDS ALUMINUM



THOMAS HERNDON WOLFE, PRESIDENT OF AMERICANA HOMES, INC., says: "The enthusiastic reception given the modern maintenance-free products of Reynolds Aluminum during the introduction of our 'House of Ease' led us to install them in every model of our packaged homes." Shown is one of 100 homes by Americana in the Providence Pines development, McLean, Va., a residential area for Washington, D. C. Mr. Wolfe continued: "The outstanding national and local promotional support from Reynolds Metals also contributed greatly because it brought out home buyers looking for quality—and quality is what they found. We are looking forward to further success with Reynolds Aluminum."



National and Local Promotional Support

There is tremendous Sales Power inherent in the "House of Ease" concept, as builder after builder is finding out. Reynolds puts behind this inherent power an intensive promotional campaign, rapidly growing in scope at both the national and local levels. It includes 3 big Network Television shows reaching more than 30,000,000 people week after week, full color spreads to the national magazine audience, full color pages printed on aluminum foil in Home Building Annuals—and local promotions tailored to fit each builder's particular needs. Write for full information about how you can benefit from this "House of Ease" program. Reynolds Metals Company, Richmond 18, Virginia.

REYNOLDS ALUMINUM



House Beautiful
450 New Color Schemes
with the House Beautiful Look

"ADVENTURES IN PARADISE"
Great New Monday night show, ABC-TV.

"ALL STAR GOLF"
Top sportsman show, Every Saturday afternoon, ABC-TV.

"BOURBON STREET BEAT"
Reynolds sponsorship of this great show starts Dec. 28

LIVING FOR YOUNG HOMEMAKERS

NEW HOMES GUIDE

TODAY'S HOME Building and Remodeling

CATALOGS

ZONE CONTROL hot-water base-board heating shown in cut-away drawings. This promotional sheet helps builder demonstrate his installation to buyer. Includes drawings of typical zoned home.—Edwards Engineering Corp.

Circle No. N50 on reply card, p. 128

LOW-COST DRAINAGE PLAN assures dry houses—a sure selling point. Sure-Dry Drainage Plan will provide fully planned protection for builders, drainage for houses, satisfaction for buyers. For data—Bermico Div., Brown Co.

Circle No. N51 on reply card, p. 128

"IDEA BOOK" for selling your brick homes is titled "Merchandising Magic with Brick." Lists proven values of brick construction, tells how it can "sell" for you. For data—Structural Clay Products Inst.

Circle No. N52 on reply card, p. 128

PACKAGED KITCHENS for model home includes a 10-point selling program. Demonstrates ways built-in wood kitchen can sell your house. In "capsule," medium and luxury types—or a planned package. For details—American-Standard.

Circle No. N53 on reply card, p. 128

FREE WITH HARDWARE . . . merchandising aids stressing decorative and functional qualities. Kit contains display card, key presentation folder, knob hanger, hang tags. Designed for model home showings.—National Lock Co.

Circle No. N54 on reply card, p. 128

DISPLAY THE FLOORS. "Hidden value" signs, identification cards are part of full program to sell your vinyl-floored homes. Folder titled "You'll Love Living on Vina-Lux Floors" fits display holder, envelops.—Azrock Floor Products.

Circle No. N55 on reply card, p. 128

COUNTER DISPLAY invites buyers to inspect polystyrene drawers. Points out advantages of these drawers in kitchens, laundries and storage areas. Promotion leaflets for mailing included. For data—Washington Steel Products, Inc.

Circle No. N56 on reply card, p. 128

BONUS BENEFITS of "hidden value" reflective insulation go unnoticed by buyers. But this sales brochure gives "five easy ways" to merchandise these values. Points out features of comfort and protection.—Reflectal Corp.

Circle No. N57 on reply card, p. 128

COMPLETE MODEL HOME merchandising kit comes with "selling package" for wall tile. Includes "Open for Inspection" sign, directional arrows, counter cards. Has tile "selling facts." For data—Formica.

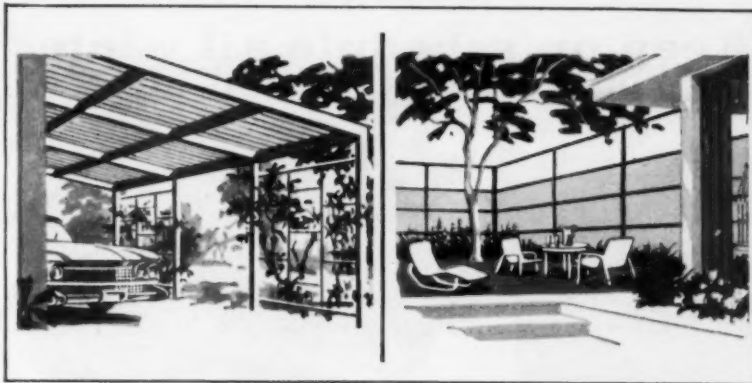
Circle No. N58 on reply card, p. 128

FACTS ON HEATING and air conditioning help builder tell advantages of installed equipment. Pocket catalogs have sales presentations to help demonstrate full benefits of system to home buyer. For data—Day & Night Mfg. Co.

Circle No. N59 on reply card, p. 128

BLUE-RIBBON BADGES on your windows and folding doors have award-winning effect. Attractive way to call attention to quality windows and doors. Never in the way. For details—Rolscreen Co.

Circle No. N60 on reply card, p. 128



ANNOUNCING

NOVA vista-lux

TRANSLUCENT PANELS

(with Fiberglass reinforcement) for the control of light, heat, privacy, weather

The demand for Fiberglass-Reinforced Translucent Panels continues to grow, month after month. A popular specialty has already become a commodity.

Nova Vista-Lux Panels meet every requirement in this field—with three important, exclusive features: BONDED-IN COLORS—for improved color fastness; VISTA-GLAZE FINISH—for extra weather resistance; HEET-BLOX—a special ingredient that blocks up to 92% of infra-red rays. (The percentage varies according to color used.)

Nova Vista-Lux is available with corrugations from 1 1/4" x 1/4" to 4 1/2" x 1 1/2"—widths from 26" to 42"—lengths from 8' to 12'—and a total of 12 colors. Also in flat sheets from 24" to 44" in width and 8' to 12' in length. The flat sheets are particularly well adapted for shatterproof, industrial glazing and skylighting. The Nova Vista-

Lux line includes all necessary accessories for application.

Mail the coupon today for fully-illustrated folder with specifications.

Here are some of the many uses—

RESIDENTIAL—PATIO ROOFS • SUN PORCHES • SHOWER DOORS • SKYLIGHTING • CARPORTS • CANOPIES • AWNINGS • FENCES • LOUVERS • POOL ENCLOSURES • PARTITIONS • SCREENS • WINDBREAKS • SHELVING

COMMERCIAL—PARTITIONS • AWNINGS • SKYLIGHTING • STORE FRONTS • WINDOW GLAZING • SIGNS • DECORATIONS • DISPLAYS • ENCLOSURES • CEILINGS

INDUSTRIAL—SKYLIGHTS • PARTITIONS • SIGNS • ENCLOSURES • BILLBOARDS • WINDOW GLAZING • SIDE LIGHTING • EXHIBITS • SHOWER STALLS • CANOPIES • DISPLAYS • PANELS

NOVA SALES
Co. Trenton 3, N. J.

A wholly owned subsidiary of
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In Canada: Homasote of Canada,
Ltd., 224 Merton St., Toronto 12, Ont.

Send the literature and/or specification data checked:

Nova Vista-Lux Nova Shake-Panel
 Novafold Doors Nova Shakes
 Nova Brentwood Pattern Shake-Panel

NAME

ADDRESS

CITY ZONE STATE L-27

CATALOGS

REASONS WHY BUYER should buy now. Booklet titled "Now's the Time to Buy a Home" gives economic facts for sales talks. Written to help builder convince customers, increase sales. For data—Chase Brass & Copper Co.

Circle No. N61 on reply card, p. 128

BUILDERS' PROMOTION KIT is packed with eye-catching banners,

descriptive literature, ad mats, feature arrows, etc. All suited for use on tract or model home sites. For complete information—Raynor Mfg. Co.

Circle No. N62 on reply card, p. 128

COLOR-STYLED HOMES sell faster. Certain-Teed offers free color-styling service to builders. An added sales help is a complete merchandising kit with detailed plans for development promotion.—Certain-Teed Products Corp.

Circle No. N63 on reply card, p. 128

"HYDRONIC HOMES" is the title of an unusual sales promotion kit for builders. Tells how to utilize the advantages of hydronic (modern hot water) heating for a more saleable house.—Bell & Gossett Co.

Circle No. N64 on reply card, p. 128

MODEL-HOME PROMOTION ideas are presented in a special booklet for builders. Booklet is part of total I-Q plan to build sales. Other items are displays, certificates. For details on plan—Curtis Cos.

Circle No. N65 on reply card, p. 128

HOME-PLANNING BOOKLET is an attractive, colorful merchandising tool. Points out the uses of quality redwood in the home. Information on design and construction offered to aid builders.—California Redwood Assn.

Circle No. N66 on reply card, p. 128

SIGNS, CARDS, STICKERS are an effective part of merchandising program. They highlight quality disposers, dishwashers, etc., to "sell" the home buyer. Co-operative advertising support also available. Full details from—Waste King.

Circle No. N67 on reply card, p. 128

COMFORT HEATING . . . how to enjoy it is just one of many sales aids booklets offered to builders. Others cover advantages of a/c; cost-saving aspects of warm-air heating. Information from—Nat'l Warm Air Heating & A/C Assn.

Circle No. N68 on reply card, p. 128

SPARK HOUSE SALES with radio-controlled garage doors in your model home. Salesmen will demonstrate doors, provide free literature, explain quality to the model viewers. For information on this service—Calder Mfg. Co.

Circle No. N69 on reply card, p. 128

"PLANNED - PROFIT PACKAGE" includes a complete merchandising program. G.E. provides "Success Story" advertising, and publicity assistance to help create model home traffic. For details on home promotion program—General Electric.

Circle No. N70 on reply card, p. 128

LAWN SIGN calls attention to quality vinyl floors used inside your model home. Will direct viewers into the house. Sales kit includes exterior and interior personalized signs, leaflets for salesmen. For data—Kentile, Inc.

Circle No. N71 on reply card, p. 128

Keep on schedule all winter



-order your ready-mix

**SPECIAL
WINTERIZED**

with SOLVAY CALCIUM CHLORIDE

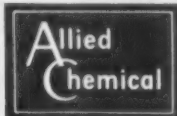
Ask your ready-mix supplier to include 2% of Solvay® Calcium Chloride,* with heated water and aggregate, in your ready-mix. Keep close to schedule at any temperature with this "Special-Winterized" mix that . . .

Reduces overtime finishing. Sets faster. **Speeds form removal.** Develops high early strength. **Reduces protection time** up to 50%. **Reduces delay** between operations. **Adds safety** through extra cold weather protection.

In addition, your concrete has 8 to 12% greater ultimate strength. And it's more workable. You use less water-to-cement, so you get denser concrete—more resistant to moisture and wear.


*Speeds but does not change the basic action of portland cement. This use of calcium chloride is approved by Portland Cement Association, American Concrete Institute, Calcium Chloride Institute, leading highway departments.

Write for Solvay's 38-p. "The Effects of Calcium Chloride on Portland Cement."



SOLVAY PROCESS DIVISION
61 Broadway, New York 6, N. Y.

SOLVAY branch offices and dealers are located in major centers from coast to coast.



in the 60's...

Look to MASONITE

—first in hardboard—

for better building products

A familiar sight at Masonite plants is this rising steam cloud. It signifies another explosion of wood chips in a roaring blast of steam—the exclusive Masonite process for making better hardboard building products for you.

The soaring sixties—a decade expected to break all records for building activity as families seek new and better homes, new products, higher standards of living. Your housing market will grow rapidly. Will you be ready for it with new ideas, new products, *new homes*?

At Masonite—where the hardboard industry began—planning for the sixties started a long time ago. We're ready for them now with some exciting new panel products...new grained finishes and insulated wall components...new production facilities producing one-quarter *billion* more feet of hardboard to meet the growing demand...new research facilities dedicated to making better building products for your homes...new projects for the industry such as the NAHB-Masonite sponsored Knoxville Research House.

In the busy years ahead, we shall be gearing our major output for your housing market—new products to give your new homes greater look appeal and sales appeal. And Masonite will be continually providing you with fresh ideas to help merchandise and sell your new houses. One of the freshest ideas in paneling will soon be announced! Be on the lookout for it in these pages. Masonite Corporation, Dept. AB-11, Box 777, Chicago 90, Illinois.

MASONITE
CORPORATION



©Masonite Corporation—manufacturer of quality panel products for building and industry.



LAND PLANNING SECTION



SMALL BUILDER gets to auction site hours before bidding. He looks over a machine he likes, thinks he'll have a chance to get it at a price he can afford.

EAGER BUYERS who will bid against one another for these tractors wait for bidding to reach them. They while away the time talking—you guessed it—shop.

It's really easy for



CROWD GATHERS around a small crane put on the block at the sale. Rig sold fast for a small price. Included in sale: jib extension, dipper, clamshell, dragline buckets.



SUCCESSFUL BIDDER backs a Caterpillar D5 off the auction line. Buyer must remove equipment at his own expense. But truckers are available at site to do the job.



AVERY FORKE of Forke Bros., Lincoln, Nebr., auctioneers, coaxes action from bidders on a tractor, complete with dozer blade, during sale of contractor's earth-moving fleet.

FATHER-AND-SON builders bought this big Caterpillar D8 for \$1,200. Minutes later another buyer offered them an extra \$1,000 for the machine. The happy pair refused to sell.



a smaller builder to get into EARTH MOVING

Best way to start moving your own earth is to buy a few spanking new machines. Too expensive? Then why not start your earth moving the way many small builders do—at a used-equipment auction.

For example, home builders at a recent auction in New Jersey picked up small tractors, cranes and scrapers that belonged to a heavy construction contractor just finishing a big job and who needed cash. Forke Bros.

of Lincoln, Nebr., were auctioneers.

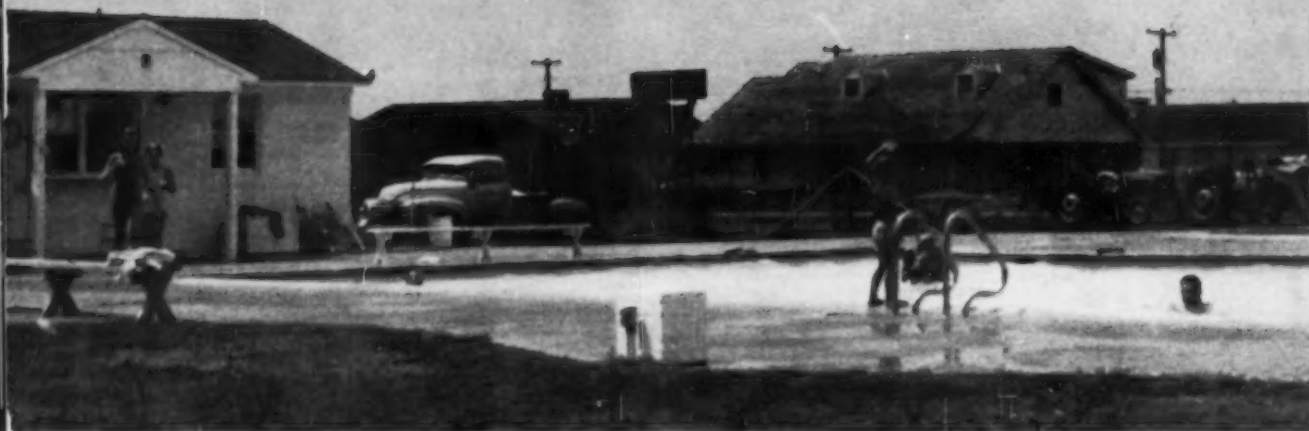
The builders arrived early in the day. That was to look over the machines they wanted, operate them and check their conditions against descriptions given in an auction brochure.

When bidding got under way, most of the big rigs went to representatives of heavy contracting firms looking for bargains. But that left the home-builder delights—the smaller rigs—to the small

builders, who bought them at bargain prices.

Buyers paid for their rigs with cash or certified checks. They also had to haul their machines home, or hire one of the on-the-scene trucking firms to do it for them. But the auction, for many of them, proved worthwhile. Sample buy—\$650 for a Caterpillar D5 tractor in operating condition.

Interested? Write to **AMERICAN BUILDER** for coming auction dates and locations.



RECREATION CENTERS like this one in Dallas, Texas, are a focal point for the whole community.

Recreation centers are the

Pools and recreation centers are big sales aids in today's market, and it may not be long before you'll have to make them standard items

The recreation center shown above was built by Dallas land developer Bill Gaynier in his current project. For the builders who buy lots from Gaynier, the extra cost is \$100 a lot. It may be the best bargain in Texas.

"Sales have picked up noticeably since we opened the pool in 1958," says Gaynier. "And we're getting much better appraisals than we did. The center has established this as a first-class neighborhood. I think it will add as much as 25 per cent to the resale value of the houses here."

For the small-volume builder, who can't afford to build a center

like this, the answer is to find a subdivision that already has one. But for the better-heeled builder, and the land developer who can afford to do the job, the experience of a man who has been through the mill should be very interesting. Here are Gaynier's ideas on some of the more important aspects:

Cost: "The two pools (one is a children's pool) cost \$25,000. The pool house (at left, above) was another \$10,000; the main recreation building (right) was \$35,000; and the land, figured as raw land, was another \$12,500.

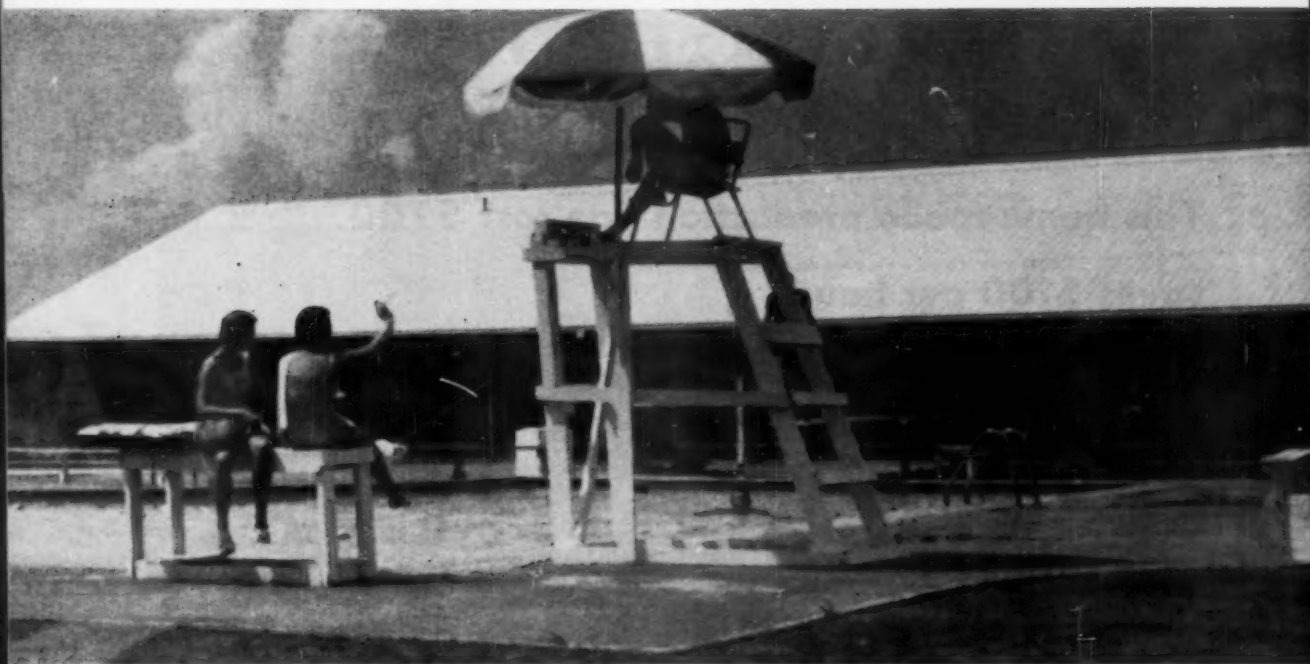
Financing: "We, that is the de-

veloping corporation, paid for the whole business as it was built. We looked at it the same way we would streets, or sewers. And when it was finished, we turned it over to the residents free and clear. All they have to do is maintain it.

"We donated the land, and added a charge of \$100 per lot to cover the rest. We actually came out \$17,500 short, so you might say we donated that too, although we didn't plan it that way. When the development's 653 lots are sold, we'll have most of our money back."

Timing: "The pool is the most important part, at least here in the South. So I'd say it should always be built first. And if you can have the pool open by late spring, it will help sales all summer long."

The community: "We worked with the residents right from the start. The center is set up as a



Building at left contains dressing rooms and showers. At right is 4,080-Sq. Ft. community hall.

big news in land planning

nonprofit corporation. The members set dues at \$6 a month. There are more than 200 members now, representing 90 to 95 per cent of the project. They feel they have enough cash to hire a full-time manager. And since they want more members to help carry the load, they've turned into the best salesmen we've ever had."

"I was very lucky in all of this. I had a fine group of people to work with. Otherwise it could have been much harder than it was."

The future: "When we planned the center, our competition did a lot of talk about 'just advertising.' But the first day steel started to go up, so did sales. Other developers are putting in recreation centers now. In a few years, I think all major developments will have to include them as a standard utility."

And finally, does it pay? "Well, the value of my lots has gone up

more than 30 per cent. My builders, in turn, are getting more for their houses. And the whole area has been upgraded. Where \$25,000 used to be the ceiling on

houses here, now it's over \$30,000. I'd say the recreation center has paid very handsomely, both for me and for the builders who are buying lots.



THE COMMUNITY received the center free and clear. Here developer Bill Gaynier, right, gives the "key" to club president Griff Carnes.

COST SAVER FOR CARPENTERS

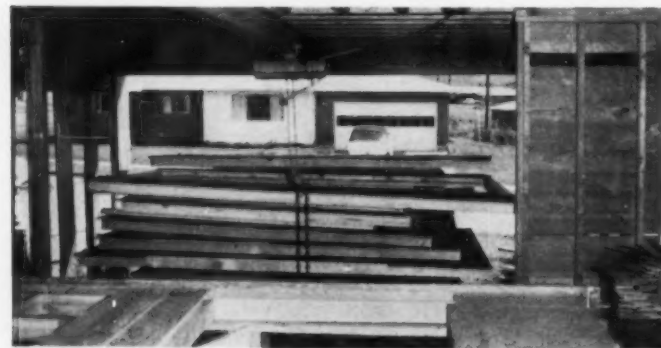
**This home-made production line cost \$700,
saves \$100 per house**



SAWYER WORKS outside assembly shed, has overhead weather protection. Cutting is done by radial arm saw—it's faster than hand saw.



TWO MEN apply insulated sheathing, building paper, and siding. Horizontal siding is site applied; shakes, or board and batten, are shop applied.



STEEL BEAM and electric hoist move material along production line, load finished panels on flat bed trucks for delivery to the site.

“**A**sssembly-line techniques will pay their way for any builder, regardless of the size of his operation,” says Ray Lindberg of Eugene, Ore. He builds 40-50 homes a year, aims them at buyers in the \$4,-5,000 income bracket, and sets his prices below FHA appraisals. He's usually sold out in advance.

One way Lindberg keeps costs in line is by prefabbing panels on a home-made production line which cost him less than \$700.

Four men operate the assembly line. They produce two houses a week, and realize savings of about \$100 a house over conventional framing.

The sawyer, stationed just outside the shed, which houses the 36-ft. assembly table, cuts headers, cripples, etc., on a jig table. Studs are received precut.

A carpenter nails the frame together on the floor of the shed, then transfers it to the assembly table (essentially a skid frame of 2x8's) where the panels are moved along and finished off.

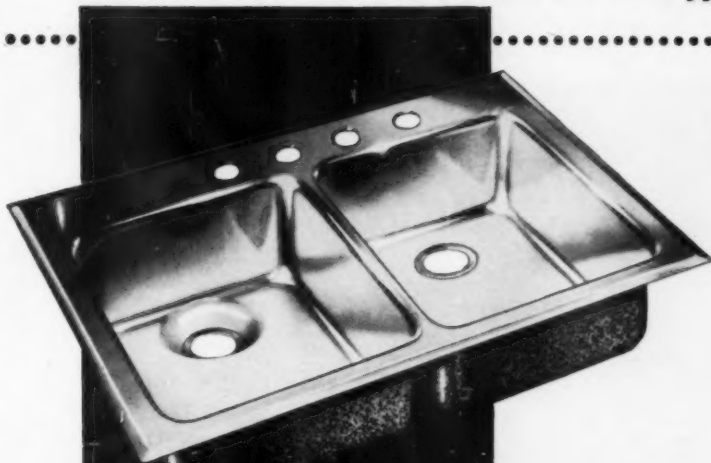
The moving is accomplished by a steel beam and electric hoist. These accounted for \$500 of the assembly line's initial cost.

As the panels move along, two men add sheathing, building paper, and exterior siding. Doors and window frames are also shop installed.

Lindberg cites these advantages of his system:

- All lumber is delivered to one place, and pilferage is cut.
- One experienced sawyer does all the necessary cutting.
- Line assembly is more easily controlled than site assembly.
- Shop work ignores the weather, speeds field work.

THE NEW *Carlrim* DISPOSER BOWL WITH RECESSED OUTLET!



No. 832 LDB
(Disposer Bowl at left)
Made with disposer bowl at left or right of finest 20 gauge type 302 (18-8) nickel bearing stainless steel.



No. DS 832 LDB
(Disposer Bowl at right)
Every Carlrim Sink is made of the finest 20 gauge type 302 (18-8) nickel bearing stainless steel.

POPULAR DOUBLE COMPARTMENT SINK WITH DISPOSER BOWL

Notice how the drain outlets have been moved to the rear to permit more space for food preparation in the bowl itself. See how the area around the disposer outlet has been recessed to receive waste. No. 832 LDB (illustrated here) has twin 14 by 16 inch bowls each a roomy 7 inches deep, allowing for greater water capacity. An important feature is the heavy rubberized undercoating that reduces sink clatter and disposer vibration.

Specially designed for more efficient sink service with any garbage disposer!

NEW VEGI-PREP MODEL WITH DISPOSER BOWL

The sink that takes the backache out of sink chores. Disposer and drain outlets at the rear permit comfortable knee space when seated. The shallow bowl (available at right or left) acts as a preparation unit for preparing fruits, vegetables, meats. Bowls are each 14 by 16 inches, but the depth of the shallow bowl is only half the depth of the regular bowl (7 inches). Each Carlrim Sink is faster and easier to install, since no extra sink frame is required.

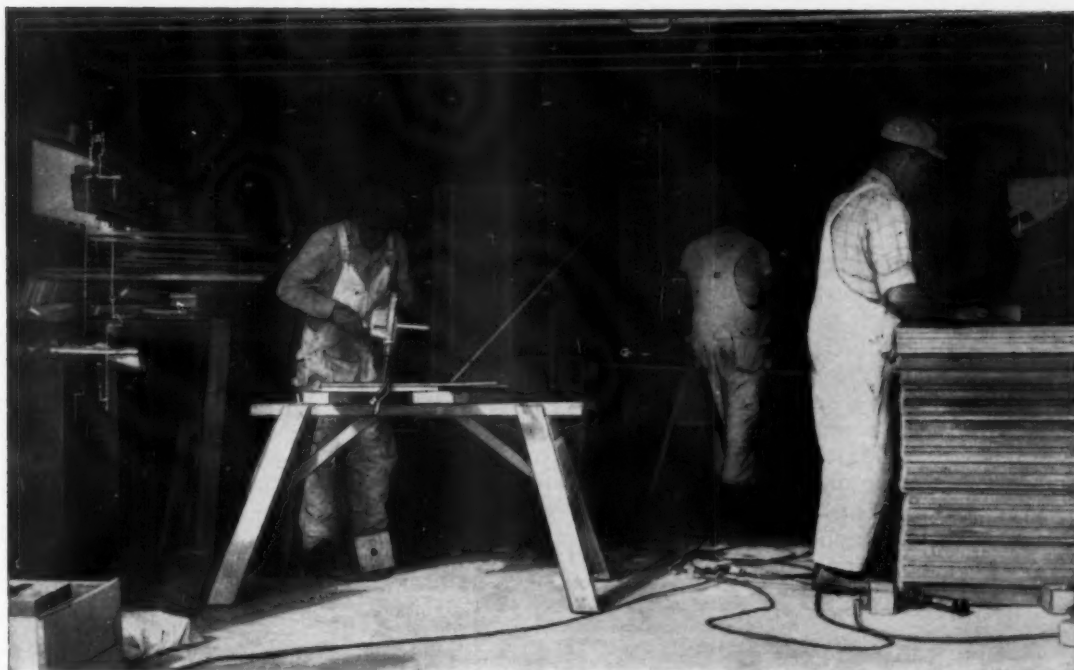
Write for Carlrim Catalog No. 860 which provides complete blueprint specifications of all models to Sink Division, Carrollton Manufacturing Company, Carrollton, Ohio.

You just can't buy better-when you buy...

CARLTON
STAINLESS STEEL
SINKS

GUIDE FOR THE MONTH OF NOVEMBER

using this forming method"



"Now my own crew handles the job completely: They made the forms in a garage at the site; set them; pour the concrete.

are made possible by the Gates forming system we use (see below), and by the fact that my crew now controls speed and

quality of work. The \$1,500 cost of 180 lineal ft. of forms was paid off after five jobs."

The Bennett Co., distributors

of Gate Form Ties designed the forms and instructed Edwards's carpenter in their proper fabrication and erection.

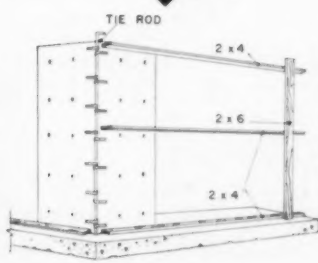
Corners are hinged. Waler aligns wall. Ties receive pressure.

WHAT

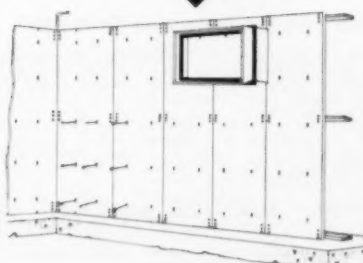


NOVEMBER 1959

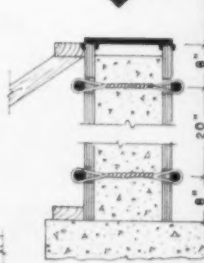
HOW



HOW

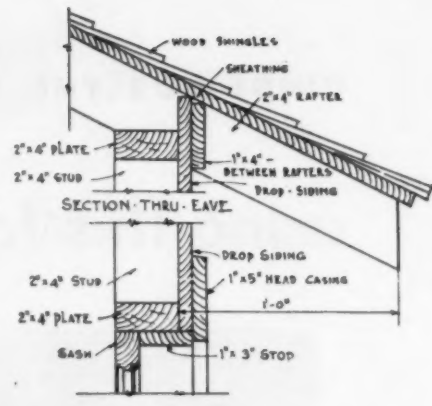
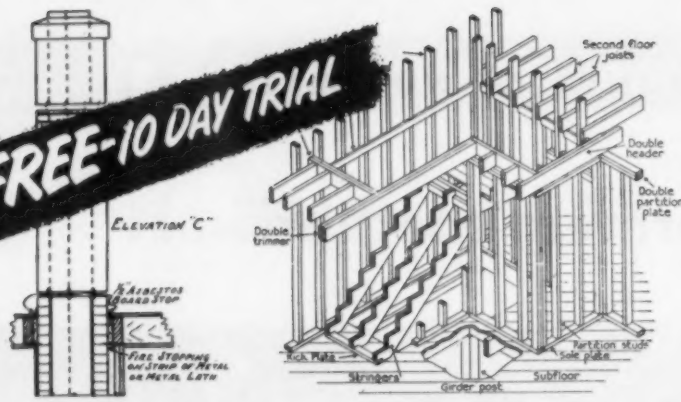


HOW



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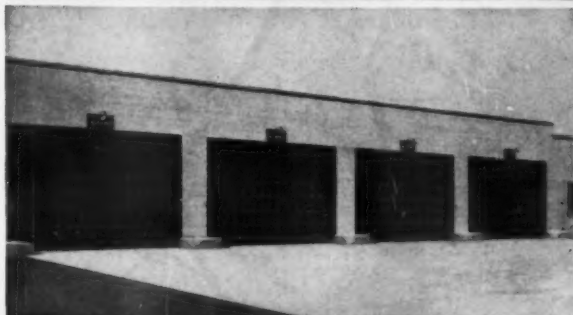
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in my own back yard"*



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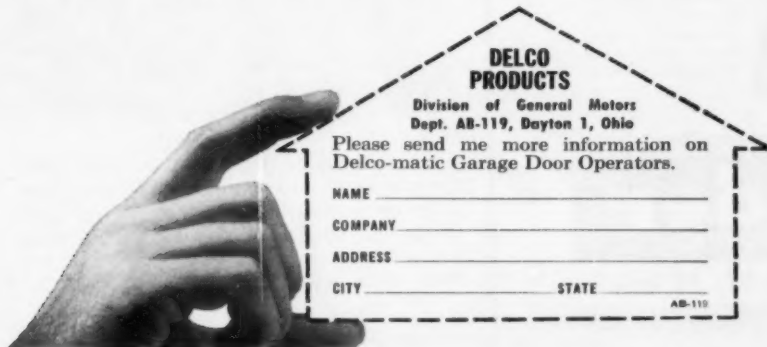
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HELP SELL HOMES

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Because they incorporate a fine combination of smart, good looks with excellent construction and workmanship, they find that Calder doors help to make home sales easier and their list of satisfied customers grow.

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Discover for yourself how Calder doors can help to sell your houses. Our trained salesmen will be glad to create interest at your Demonstration Homes with radio controlled doors . . . provide free, colorful literature . . . demonstrate famous Calder quality to help sell the house!



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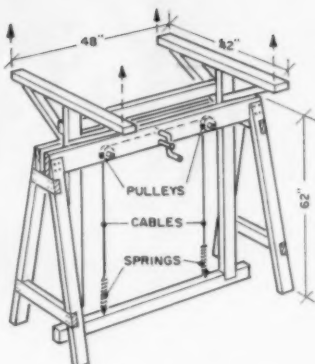
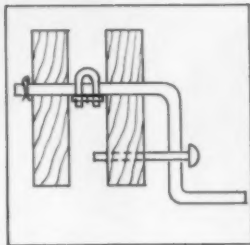
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American
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TRAINING YOUR MEN

How to do it better

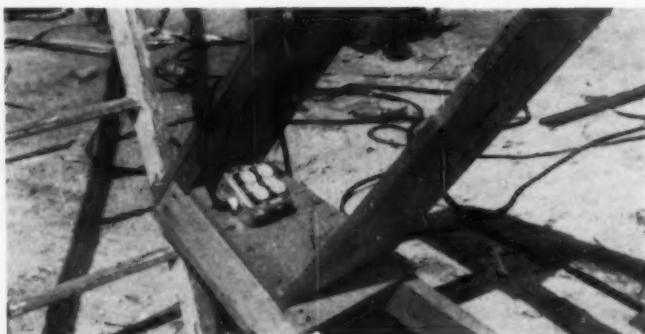
A modified sawhorse helps this builder raise drywall without a helper



Turn a crank and this modified sawhorse will raise and hold wallboard against a ceiling until you nail it secure. It'll save you a helper. Springs attached to crosspieces give

slightly to let you jockey the wallboard around for a better fit. Rigs cost little more than \$8 and 4 hrs' time to put together. Material: 2x4s, 2x8s, and cable. G. D. Lynch, Asheville, N. C.

Fitting an electrical outlet to a sawhorse brings power within workmen's reach



Wire a multiple electric outlet to a short cord and mount it in the protected area of a sawhorse. You'll bring safe, convenient electric power for saws, drills, and other machin-

ery within easy reach of your workmen. Fit an extra wide topboard to the horse and you give your men the added bonus of a portable work platform. Harry J. Miller, Sarasota, Fla.

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The very best!



Every model has the same superior features!

Home-buying prospects know about KitchenAid dishwashers—and they appreciate the fine performance of a built-in KitchenAid in the homes they buy. It says: "This is a quality home," with the extra convenience of the finest dishwasher made.

Hobart builds KitchenAid dishwashers to do a job, then prices them fairly. There is no stripped-down, lower quality model! There is only one KitchenAid quality and that is the very best!

A builder's reputation depends on quality materials, workmanship and product performance. His future success depends on customer satisfaction today. Quality built-ins, such as a KitchenAid dishwasher by Hobart, can go a long way toward helping sell new homes. They can also help convince prospects that the builder puts a high rating on customer convenience and satisfaction.

KitchenAid dishwashers have so many exclusive fea-

tures that home buyers like, plus a remarkably low percentage of service calls. KitchenAid has just as many features that builders like, including the simplest installation, standard cabinet width and a range of front finishes to match or blend perfectly with either wood or metal cabinets. All models have famous Hobart revolving power-wash action with the exclusive overlapping, high-velocity water pattern to give the most effective washing results.



KitchenAid®
the builder's dishwasher

The finest made... by **Hobart**
The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

KitchenAid Home Dishwasher Division
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Troy, Ohio (In Canada: 175 George St., Toronto 2)

- Please send literature
 Please send name of nearest distributor

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Firm.....
Address.....
City..... Zone..... State.....



“We rely on the Yellow Pages to attract the business of new residents”

says Elliott Robinson Jr., V.P., Waco Homes, Inc., Savannah, Ga.

“Natives of Savannah know that we’re an established and reputable firm. To get this point across to the many new arrivals in our town, we advertise in the medium they reach for first when they need something . . . the Yellow Pages.

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People rely on the Yellow Pages to find the services and products they need. You can direct these ready-to-buy consumers your way by building an **AWHERENESS** for your business in the Yellow Pages. The Yellow Pages man will help you plan a program custom-suited to your needs. Call him at your Bell telephone office today.

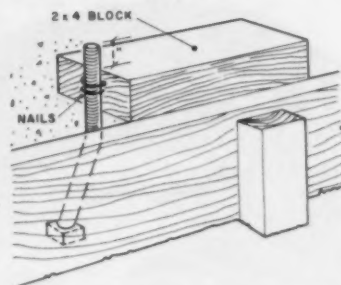
ONE OF THE ADS (shown reduced) that help keep phone calls coming into Waco Homes, Inc.

Nothing builds business like **AWHERENESS**—and nothing builds **AWHERENESS** like the Yellow Pages—the buying guide that tells people **WHERE** to buy.

HOW TO DO IT BETTER

(Continued from page 172)

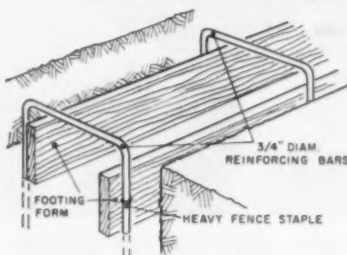
Want a way to really anchor anchor-bolts?



Nail the anchor bolt vertically against one end of a 2x4 block. Let the threaded end project up about an inch. Place the block flush against the form to center the bolt and hold it secure until concrete is poured.

S. Clark, East Bradenton, Fla.

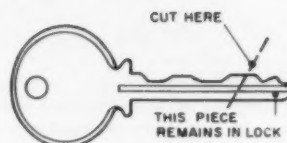
Scrap reinforcing converts to handy footing form braces



Bend reinforcing rod to width of footing plus forms. Drive the anchor so legs will brace forms from the outside. Stapling the timber to legs will hold forms vertical during concreting.

A. J. McCarthy, Georgetown, Ont.

Here's the key to burglar-proof tool shanties



This one is simple. Just take the key to your tool shanty and cut off one end. Work that end inside the lock and leave it there. The cut key will then be the only one that will fit the lock.

H. Joseph, Gardenville, Pa.

CASE NON-OVERFLOW
ONE-PIECE* WATER
CLOSET WITH
WHISPERING FLUSH


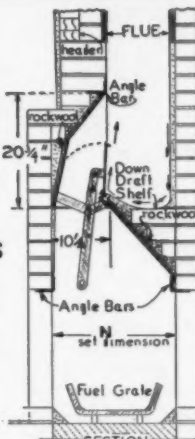


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WON'T OVERFLOW

- Non-Overflow Safety Feature
- Time-Tested Healthful Height
- Comfortable Body Contour Seat
- Produced in 49 Decorator Colors
plus sparkling black and white

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FOR MULTIPLE OPENING FIREPLACES
FORMS COMPLETE THROAT, eliminating
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HEAVY STEEL CONSTRUCTION for lifetime
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TO BREAK.

When damper is in open position, closure blade
cannot swing back beneath chimney flue, but
acts as a buffer to prevent downdraft wind
currents from entering throat to interfere with draft. Tight closure prevents
loss of furnace heat.

Rockwool blanket provided for use between form and masonry. Only proven
method of absorbing metal expansion to prevent cracking of masonry.

Permits chimney flue to be located directly above center of unit, saving
considerable labor and material necessary with other designs to offset
chimney and downdraft shelf.

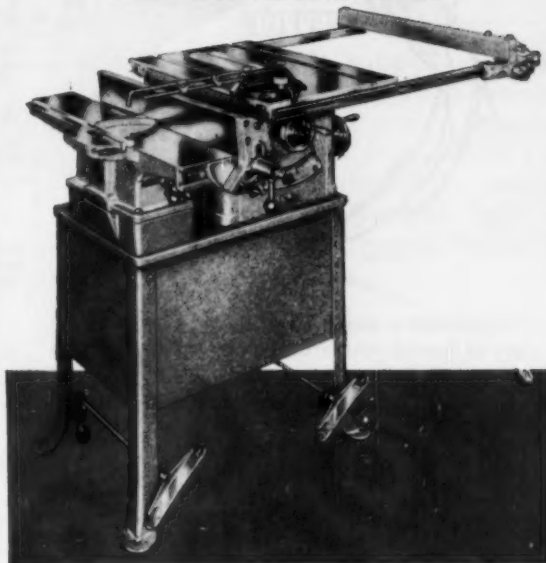
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from
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SAW-JOINTER COMBINATION
goes with you on the job

This great new combination gives you the
Deluxe 4" precision Jointer and famous Delta
9" Tilting Arbor Circular Saw—mounted on a
single stand, powered by a new Delta 1 hp.
motor. Rugged enough to carry to the job in
your pick-up, compact enough to take inside,
it rolls to the work on convenient casters.

You can cut to fit and plane to finish—do
almost all your trim and cabinet work on this
versatile machine. It delivers enough power to
do your toughest jobs, yet costs less to buy
and less to operate than many comparable
machines.

See the new saw-jointer combination at
your nearest Delta dealer—he's listed under
"TOOLS" in the Yellow Pages—or at leading
hardware and building supply stores.

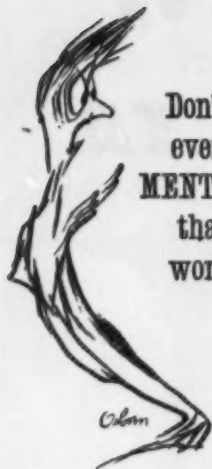
For FREE descriptive literature and prices
write: Rockwell Manufacturing Company,
Delta Power Tool Division, 646L N. Lexington
Avenue, Pittsburgh 8, Pa.

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another fine product by

ROCKWELL



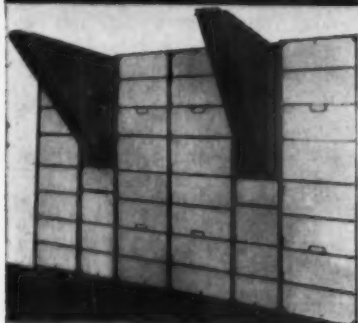


Don't
even
MENTION
that
word!

"Frightened to death" is no figure of speech where cancer is concerned. Each year thousands of Americans lose their lives needlessly because they were too terrified about cancer to even learn facts which could have saved their lives! Learn how to protect yourself and your family by writing to "Cancer," c/o your local post office.

American Cancer Society

NEW Steel Stoop Form



Designed both for residential construction and industrial where a wing wall is required. Forms concrete bracket four feet deep, and extends four feet from wall at top. Eight inches thick at wall, and six inches at outer extremity. Used with wood-ply or steel-ply forms. Handles provided for easy handling.

SYMONS CLAMP & MFG. CO.

4261 Diversey Ave., Chicago 39, Ill., Dept. L-9
Please send bulletin giving complete information on steel wing wall or stoop form.

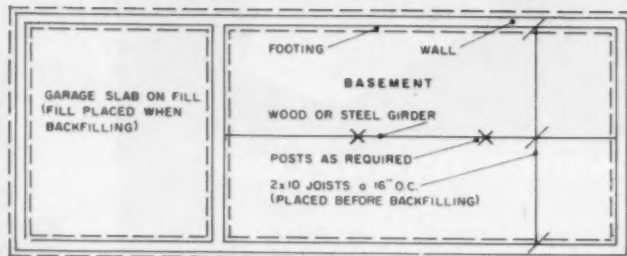
Name _____
First Name _____
Address _____
City _____ Zone _____ State _____

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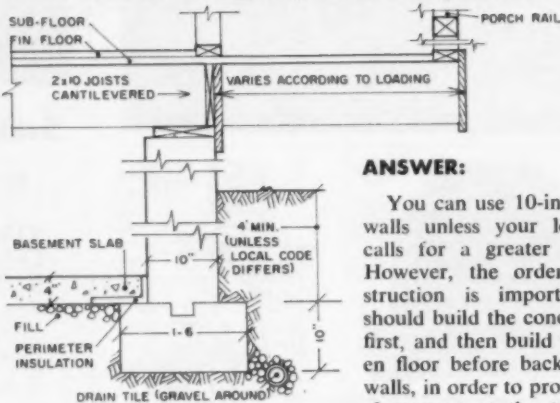
TRAINING YOUR MEN

Ask the experts...

Order of construction: when to backfill



Cantilever a lightly loaded porch?



ANSWER:

You can use 10-in. concrete walls unless your local code calls for a greater thickness. However, the order of construction is important. You should build the concrete walls first, and then build the wood-floor before backfilling the walls, in order to provide lateral support at the top of the walls. Also, the gravel fill in the garage should be placed at the same time as the backfill, in order to minimize unequal lateral pressures.

Your footings will have to have at least 4' of frost protection.

If you are merely planning on a light unroofed porch, there is no reason why you shouldn't cantilever the joists. However, if the porch will be roofed and the roof supported on the joists, or if it will be subject to heavy loads, it would be wiser to use heavier joists or to support the porch on posts resting on footings.

George A. Kennedy & Assoc.
Structural Engineers
Chicago, Ill.

Continued ▶

QUESTION:

I expect to build a house where the lot slopes away from the street. The foundation will be 26x36'. On the west side of the house foundation will be a garage foundation 14x26', which will be filled with gravel and floored with concrete.

The north wall of the foundation will be exposed full height: the other sides will be graded to the top. How thick must the walls be?

If I should decide to extend the floor joists 6 ft. beyond the foundation on the north side for a porch, would I need end supports for the floor joists?

Norman L. Baker
Bangor, Me.

FROM THE ground UP

When a builder completes a series of new homes and settles back for a moment, preparing for the next job — the worst thing in the world (and *how* most builders know this) is to have that reverie shattered by call-backs.

Some enterprising young insurance executive "on the way up" will probably soon develop a protective policy called "Call-back" insurance — but 'till that time, there are certain rules of the road you can follow to cut down the risk.

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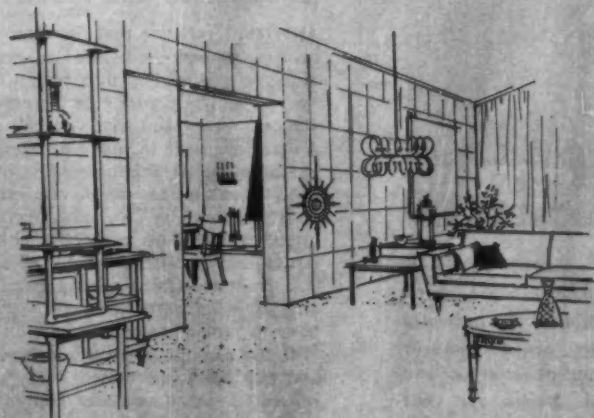
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ASK THE EXPERTS

(Continued from page 176)

How to waterproof and insulate a leaky roof

QUESTION: I have to repair a low pitch (2/12) factory roof which is leaking quite badly. The roof is covered at present with galvanized channel drain which has been tarred and painted with asphalt numerous times, but to no avail.

There is no insulation in the roof and the idea of installing insulation would seem too expensive and time consuming. Furthermore, there is a severe icing problem on the 6-in. overhang, causing water to back up and subsequently to leak through. To strip the roof would seriously hamper production and would probably necessitate replacing quite a few of the rafters, as I am sure that they have rotted out due to the excess moisture.

My tentative solution is this: clean down the present roof and repaint with asphaltum, screed the roof with 2x4s and cover with plyscord, and then add a 2- or 3-ply built-up roof. The eaves would be extended another 6 or 8 in. to facilitate run-off.

Would the air space between the galvanized roofing and the plywood act as some insulation. And would the extension of the eave line cut down on the ice build-up?

Herb Sachs
Stowe Service Co.
Stowe, Vt.

ANSWER: You state that the factory roof is low pitched, and we note that you are located in a region of heavy snow. Under the circumstances, we suggest that you call in a local engineer to make a careful examination of the present structure, because the weight of new construction plus a heavy snow might cause failure, especially if the structural members have rotted. If the structural frame cannot sustain any new construction, you will have to replace the roof.

If the present structure is sound and can carry the added load, we suggest that you consider applying rigid insulation directly over the existing roof, placing the built-up roofing directly on the rigid insulation.

Since icicles normally form on an overhanging roof, causing an ice build-up, we believe that you will have better results if you install gutters, rather than extend the eaves.

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JOSEPH B. MASON, Editorial Director

Sworn to and subscribed before me this 28th day of September, 1959.

AGNES L. ASHTON, Notary Public
(My commission expires March 30, 1961)

[SEAL]

NOVEMBER 1959

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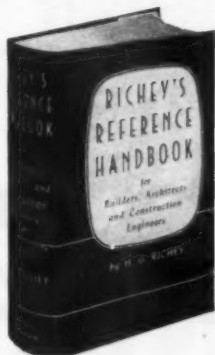
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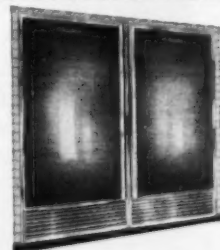
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(Continued from page 93)

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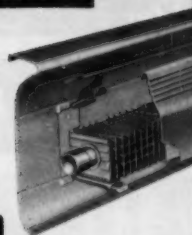
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BETTER DETAIL PLATE

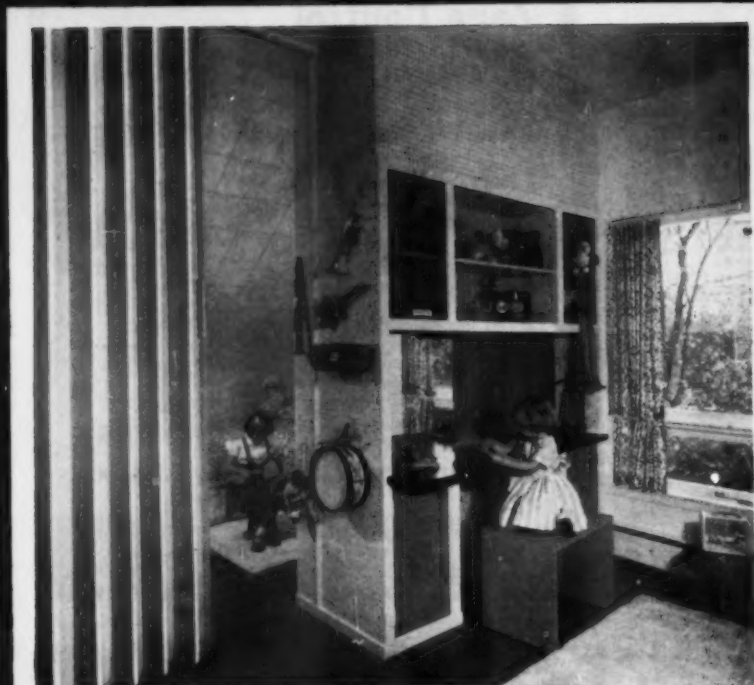
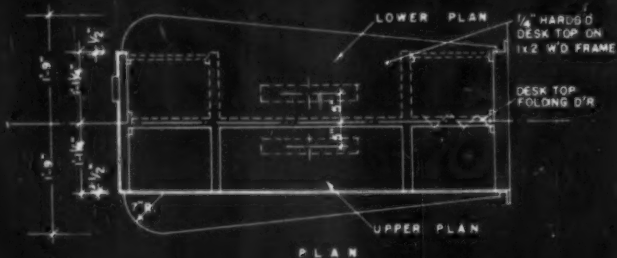
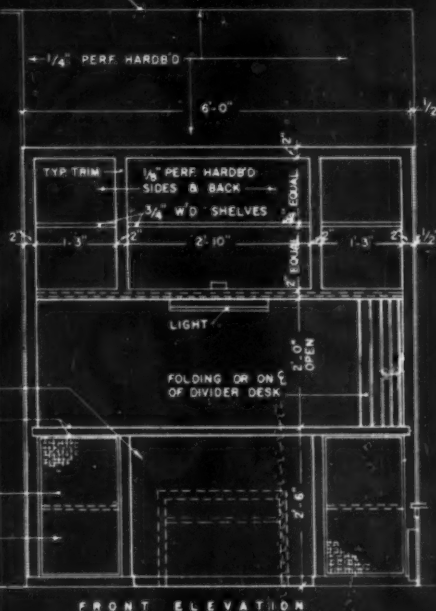
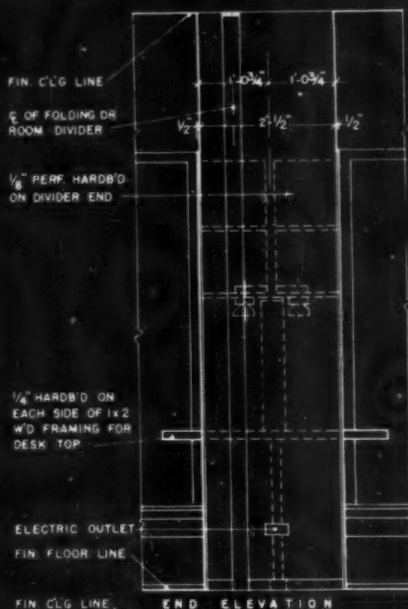


Photo by Hedrick-Blessing, courtesy Rolscreen Corp.

NEXT TIME you finish an attic, keep this neat room divider in mind. One large bedroom can be converted into sleeping quarters for a pair of youngsters with this low-cost unit and a floor-to-ceiling folding door. Perforated hardboard provides hanging space for toys.



1/4" HARDB'D ON BACK & SIDES
1/4" HARDB'D ON EACH SIDE OF 1x2 W'D FRAMING FOR DESK TOP
1/4" PERF HARDB'D DOORS EACH SIDE OF 1x2 W'D FRAME
SIDES & BACK OF CASE 1/8" PERF HARDB'D
FIN. FLOOR



This space divider doubles as a versatile storage unit

Economical built-ins like this can give you a sales edge, in both new construction and remodeling. Featured in U.S.G.'s Home Improvement Research House (see July issue), the unit is both a room divider and storage area.

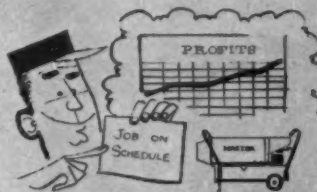
Framing is of 2x2's. Skin is 1/4-in. perforated hardboard; shelf backing is 1/8-in. hardboard. Desk top is 1/4-in. hardboard on both sides of a frame of 1x2's. The folding wood door assures complete privacy for both occupants of the room.

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MASTER

Portable Heaters
raise YOUR sagging
winter profits.

Master heaters are actually forced air furnaces on wheels. They warm men indoors or out; thaw and dry materials; prevent damage from freezing. They're safe, too... burn the fuel so completely you don't need a vent. Look what they can do for you:



No delays—Master heaters keep your job moving on schedule. You keep your winter profits high.

Without heat, winter jobs slow down or stop. You lose money and miss deadlines.

Warmer every-
where — Master
heaters make it
warm everywhere
on the job. Fan
circulates heat to
every room.



With gravity circulation salamanders, you need a heater in every room to keep men warm because there's no fan to circulate heat to other rooms.

Master heaters also make your men more comfortable and happy. Men do a better job, faster and don't have to tend a fire or stay close to it to keep warm.

B-125

125,000 BTUs of circulated heat per hr. Heats average 6-room house for 15c an hour. Burns kerosene. Plugs into 115 volt AC outlet. No fumes; no vent needed. Available with thermostat and fan cut-off switch for automatic operation. Weighs 80 lbs.



Call your Master dealer for facts on the B-125 or larger B-320 and B-400 models. He has heaters for immediate sale or rental. If you don't know his name, tear out this ad, clip it to your letterhead and mail to Master Vibrator Co., Dayton 1, Ohio.



makes homes easier to sell

Using our new long-handled broad brush, one man can coat the inside walls of the average new basement with Thoroseal in less than one hour. You get clean, dry, sparkling walls and a new sales feature at insignificant cost. This single coat will suffice except in severe moisture conditions. Thoroseal is available in white, pearl gray and a variety of attractive pastel colors. There is a dealer in every locality to assure prompt supply. Write for our new 20-page specification guide.



Please send me your free new specification guide.

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Company

Address

Standard Dry Wall Products, Inc.

Box X, New Eagle, Pa.

Plants at New Eagle, Pa., and Centerville, Ind.

NEWS FOR DEVELOPERS

Builders who do their own land developing may get new help from the housing bill. One of its provisions allows federally chartered savings and loan associations to lend money to builders who want to acquire and develop land.

This won't mean a big influx of money for land purposes. The savings and loan associations are limited by the bill in the amount they can invest in this manner, and there will be definite rules and restrictions on just how the money can be used. But it does mean that there is new and practical recognition of the problem of financing land development. And it also means that there are some 1,800 savings and loan associations across the country that have become potential sources of such financing. This is important: a little more money often can make the difference between an ordinary project and an outstanding one.

GET THEM OUT!

The best merchandising you can get comes from a good-looking, well-built house. But the best house in the world won't sell if no one comes out to see it.

Fall and winter are traditionally difficult times to lure potential buyers. But the coming holiday season can serve as a good peg to hang your newspaper advertising on. Thanksgiving, Christmas, and New Year themes can all serve as excuses for special ads, and for special decorating stunts in your model homes. It doesn't really matter how you do it, as long as you get them into the house.

The new housing bill: help for a higher market

It isn't often that federal legislation has a strong effect on small-volume builders of higher-cost homes. But the housing bill that President Eisenhower signed last month is an exception. If you haven't studied it yet, by all means do so. It could change your whole program for next year.

If FHA puts the whole program into effect, the biggest impact will be on the middle-twenties price range. Under the old FHA program, a house priced at, say, \$27,000 would get only the ceiling loan of \$20,000. The new ceiling is \$22,500; and the reduction of the down payment from \$7,000 to \$4,500 should make a big difference to the "young executive" buyer who is often without G.I. eligibility, short on cash, and long on income.

The trade-up buyer benefits too

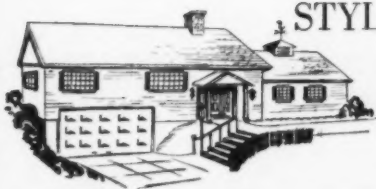
Second-time buyers also will get help from the liberalization of the FHA down payments. Veterans whose eligibility has been used up in their present homes can trade up more easily with an FHA loan. The combination of equity and market appreciation will bring them to the new down-payment levels much sooner. And the new program of insuring loans on trade-in houses will give another boost. The smaller builder can take the present house in trade without tying up badly needed working capital.

A good market gets better

The new bill gives welcome financial help to the middle-twenties market; but even without this help, that market has been an exceptionally good one for the small-volume builder. It has been as nearly slump-proof as any house market can be. Even in the dog days of 1957 and 1958 it maintained a steady pace, while the low-cost VA market was falling to pieces. It is a cost-conscious market, but nowhere near as much as the lower ranges; and quality of construction and soundness of design are more important than saving a few pennies. And it's a market that demands individuality, and so is ideally suited to the low-volume operation of the smaller builder.

In other words, it's a good market that the new bill has made even better. Study it very carefully.

IN THE NEXT ISSUE: prize-winning houses from every part of the country: the award winners in AMERICAN BUILDER'S 1959 Best Model Homes contest... a special feature on the new ways you can save money with an old standby, plywood ... a new cement-fiber material for wall-panel construction.



STYLE SELLS HOMES — AND THAT'S WHY YOU SEE

KENTILE FLOORS

IN TODAY'S FASTEST-SELLING HOMES!



ONLY FROM KENTILE®! Asphalt Tile in handsome Maple and Cherry Woodgrain shadings as shown above. Delightful random effects can also be achieved by using either style alone.

KENTILE WOODGRAIN® TILE— *the rich look of wood in thrifty Asphalt Tile!*

Here's the most beautiful, most practical floor it's possible to install at such a low price. In hallways, playrooms, dens, living and dining rooms, bedrooms, this superior Asphalt Tile performs beautifully—even over concrete in contact with

the ground. And it's styled to fit any decor!

Like all Kentile Floors, Woodgrain Asphalt Tile is competitively priced, economical to install. It's one more reason why presold prospects say Kentile and Style in the very same breath!

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AVAILABLE IN ASPHALT • VINYL ASBESTOS •
CRYSTALITE™ VINYL • SOLID VINYL • RUBBER •
CORK TILE • OVER 200 DECORATOR COLORS!

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MODEL HOME
SALES KIT

Here's what you get (1) Lawn sign with your development name; (2) Personalized interior signs for wall base; (3) Helpful selling tips and color leaflets for use by salesmen. Write to Kentile, Inc., 58 Second Ave., Brooklyn 15, N. Y. for complete details.

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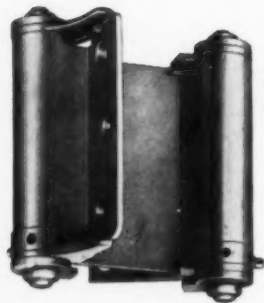
Builders who value their name and reputation refuse to substitute *price* for *quality*, when it comes to hardware. They know that the trouble (extra installation time and call backs) caused by one inferior door hinge might cost many times the difference in price. Look for the familiar National of Sterling blue cartons . . . they're your guarantee that the hardware inside is quality you can rely on. Ask your building supply dealer to "Make it National of Sterling"!

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