

American Builder

July
1960

Estimating Planning Cost control Selling

Getting ideas from the top remodelers



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Stereo

Built·In

*It's Stereo + High Fidelity
+ Intercom + am-fm Radio*

Model Home Offer for Builders and Architects..



NOW . . A BUILT-IN STEREO SYSTEM FOR YOUR MODEL HOME . . See Next Page

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A 4-WAY STEREO SYSTEM throughout your entire house . . not just for a single room. It's completely BUILT-IN to standard walls to save space and avoid cabinet clutter.

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DON'T MISS NUTONE'S SPECIAL STEREO OFFER ! See Next Page →

LET US PROVE* NuTone's Built-In Stereo
can add SALES APPEAL to YOUR HOMES..



YOUR MODEL HOME provides a perfect setting for NuTone's Built-In Stereo System . . . it's the "romance item" to help close sales for you!

OFFER EXPIRES SEPTEMBER 15, 1960
. . . WILL NOT BE REPEATED AGAIN!

See Other Side
←

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My Name _____
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Cincinnati 27, Ohio

NuTone



Style-Line Super
Model M312-16

ROPER

Style-Line "30"



Style-Line Custom
Model M302-16

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without the cost!

New Roper "Style-Line Design" eliminates costly installation

... pleases every prospect

Beautiful! — and so easy to install! Slides neatly into pre-planned alcove between built-in cabinets to create a fresh, unbroken line of kitchen symmetry. Occupies only 30 inches of space!

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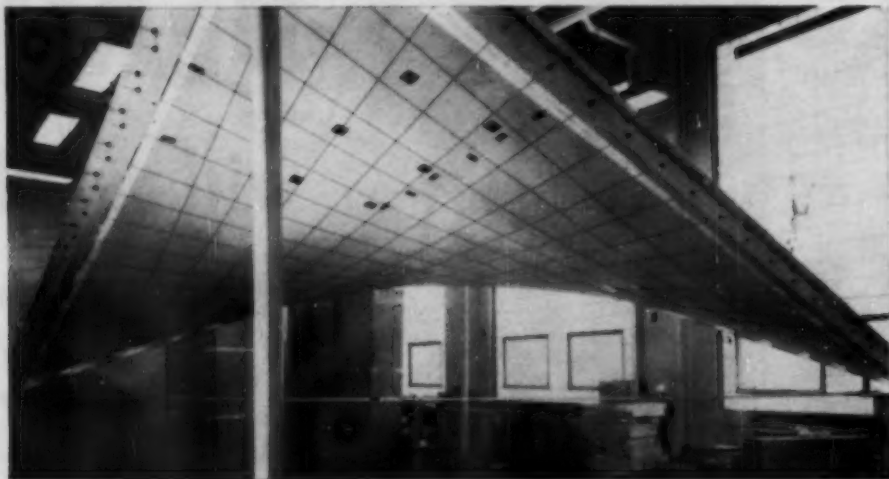
Here's sales magic for your showroom display . . . stunningly beautiful in rich coppertone finish that harmonizes with any decor. Here's kitchen-planning flexibility that lets you create strikingly original kitchens at low cost. Here's the name all America knows and identifies with the finest in gas cooking. Big 25-inch Bake-Master oven, 4 Simmer-Speed top burners, automatic oven heat control, oven light and window. Famous Roper lifetime construction. Send for details today!

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OPPORTUNITY



Fastest way yet to form thin-shell concrete roofs

What you see at the top of this page is the result of a research breakthrough in falsework for thin-shell concrete structures. Wire-supported polystyrene foam panels are being used to form a hyperbolic paraboloid roof. The 3-in. Styrofoam panels will carry a 4-in. layer of fresh-poured concrete—with no additional supports. And they won't be stripped after pouring—they remain in place as a vapor barrier, permanent insulation, and a base for paint or plaster.

The new forming method (detailed on the facing page) was worked out by scientists of the Dow Chemical Co. in conjunction with the Civil Engineering Dept. of Purdue University. It will spur the use of thin-shell concrete structures in the U.S. by virtue of decisive cuts in

forming costs for that type construction.

Potentially, thin-shell concrete has long been recognized as the most economical and esthetically pleasing way to take advantage of concrete's natural plasticity. The hitch has been in prohibitive forming and shoring costs for the complex curved surfaces. As a result, most of the thin-shell in the U.S. today is found in cost-is-no-object projects.

Dow Chemical's innovation promises to spur the use of thin-shell concrete in residential and light commercial construction. To you, the individual builder, this means it's time to begin schooling yourself in brand new concrete forming techniques. And in case you've been slow in starting, your opportunity for lesson one appears on the opposite page.

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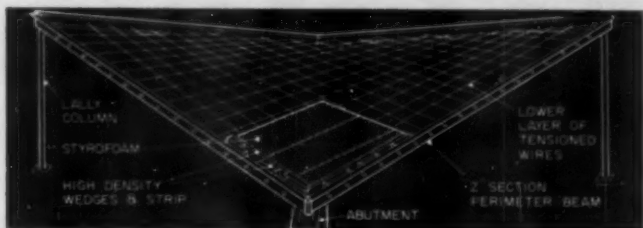
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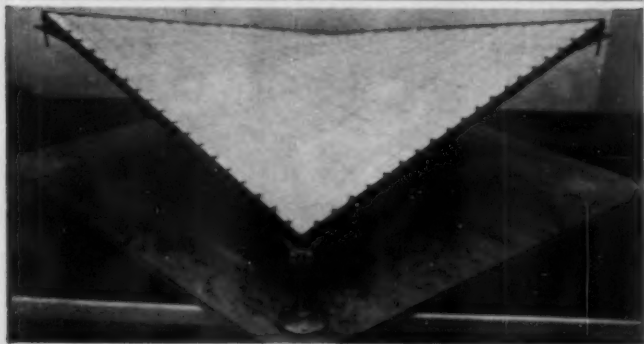
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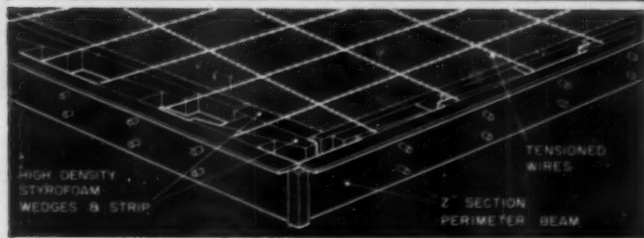
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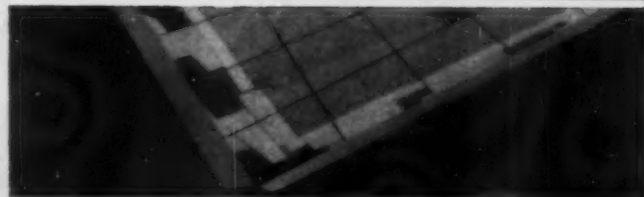
STARTING POINT—Perimeter beams are secured to abutments, outer corners jacked into position. Lower wires are tensioned before placement of polystyrene slabs.



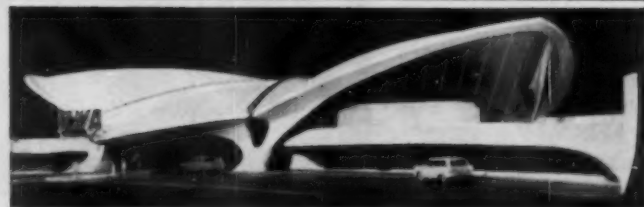
SCALE MODEL gives clear idea of the new forming technique. Styrofoam slabs are laid on the lower set of wires, shimmed into place with a perimeter-strip-and-wedge system (details below), and given final hyperbolic paraboloid shape by the upper set of wires. System eliminates falsework and form piecing.



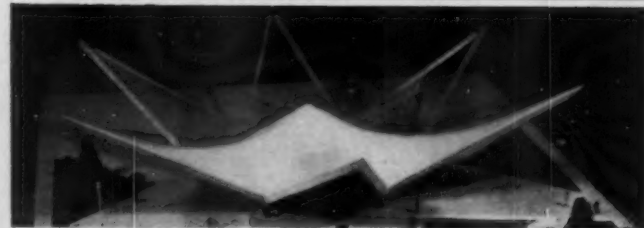
SIMPLE ACCESSORIES ease forming problems. Sheetmetal "H" clips tie edges of Styrofoam slabs, while high-density Styrofoam wedge-and-strip system shims the combination form and insulating slabs into place.



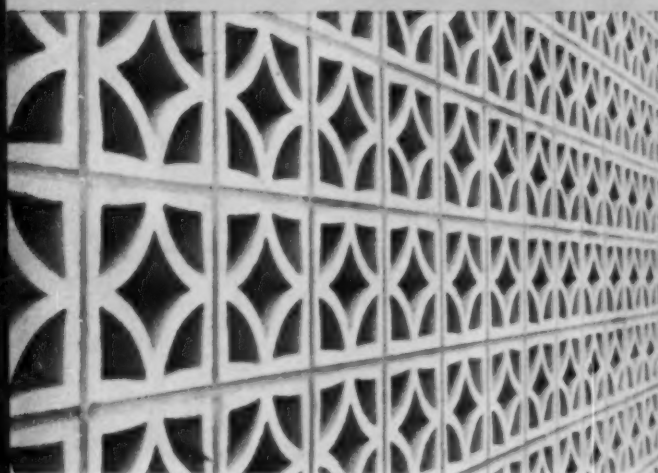
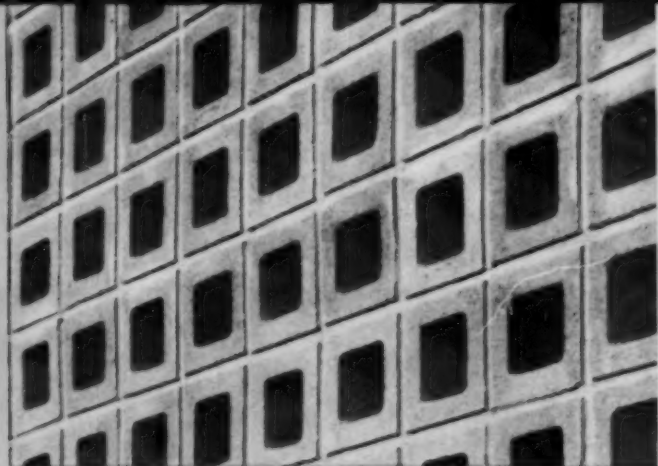
CORNER DETAIL shows top wires, perimeter beams, high-density Styrofoam wedge system. Wires hold the Styrofoam slabs vertically, while wedges provide lateral pressure.



FIRST COMMERCIAL APPLICATION of new technique is at TWA's terminal, Idlewild Airport, N.Y., Dow sees its system spurring use of thin-shell in homes, commercial construction, and institutional buildings.



SPACE MODEL expresses architectural possibilities of thin-shell concrete, and contrasts standard forming techniques with Dow's new system. Note the familiar forest of shoring under wing at top right vs. virtually free-standing formwork at top left.



Plain or fancy...

you can strengthen just about any kind of masonry wall with Dur-o-wal

Hats off to today's architectural designers for a new world of beauty in concrete masonry. And orchids to the modern builders who are making that beauty last with Dur-o-wal. It's the rare block pattern, plain or fancy, that does not permit America's most practical, most widely used, most widely proved masonry wall reinforcement. Dur-o-wal is versatile.

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Nobody covers American Building like **AMERICAN BUILDER**

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July 1960

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Won't slow to a gasp in tough going

Skil worm drive delivers greater power at cutting edge!

Try this some time: Run a 7¼" Skilsaw Model 77 through the meanest hunk of board you can find—green, sticky stuff with plenty of knots.

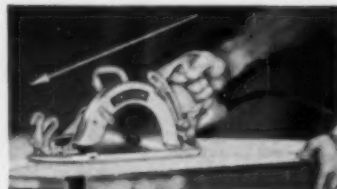
Then make the same cut with any top handle "high speed" saw.

Brother, if you never knew why the "77" is the world's leading power saw, you'll know it then!

It literally bulls its way through heavy going that makes "high speed" saws stop singing and start groaning.

Skil worm drive's the big reason. It multiplies cutting torque . . . gives Skil rear-handle, all ball-bearing power saws the kind of pile-driving power you need to finish *any* cut you start—without backing off for a second try.

Ask your Skil distributor to demonstrate the Skil Model 77 or any one of 7 other worm-drive models from 6" to 12". Or write for information to Skil Corporation, 5033 Elston Ave., Chicago 30, Ill. Dept. AB-70.



With Skilsaw High-Torque worm-drive saws, pressure is transmitted from handle to blade in a natural, "swing-thru" straight line. Blade is on left so line of cut is always visible.



... and SKILSAW POWER TOOLS

WHAT'S NEW *and what to do about it*



Bill Levitt tries out super-size panel construction

Bill Levitt makes many a headline, but here's one item his press agent didn't want to talk about. He's experimenting with large components—super-size wall sections—at his current project at Levittown, N.J. They're delivered to the site in huge trailers, set in place, as pictured above, with wheeled tractors equipped with telescoping booms. Cost-conscious Levitt hopes to find new economies by this system.

Practical field testing is highly important, builders like Levitt, John Long of Phoenix and other successful men know. It's safer to try out a new system well in advance, build full-size models, field test every step.

Biggest legislative news—bipartisan central mortgage bank proposal

In the legislative hopper as Congress entered the home stretch were a dozen proposals to help housing. These included no-down-payment loans, 40-year mortgages, extension of VA, a Cabinet post for housing, help for small rental projects, a billion for Fannie May. But most important were bills S.3541 and HR. 12216, introduced in both Senate and House, providing a brilliant, long-term solution to the nation's mortgage credit problems. (See editorial, page 96.)

This bipartisan, industry-approved proposal for a Central Mortgage Bank Reserve facility should be backed by every building industry man. Reprints of our editorial are going out to all members of Congress and to the platform writers of both parties. For additional copies write: Editor, AMERICAN BUILDER, 90 Church Street, N.Y.

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"Builders must change soon"

NAHB's chief economist Nat Rogg is one of the industry's most widely followed authorities.

How do you see the builder's future? As the next ten years wear on, this is going to become a businessman's business. There's always been something romantic about building shelter. Now it's time to get away from the romance and see it as a business in which you can do quite well.

At one point you must cross that invisible line of going from a construction man to a businessman. Let me give you an example. In '57 money was getting tight; we were in recession; costs were forcing upwards; we'd had an inflationary steel settlement. I made a swing through the southwest and hardly found a builder who had planned for higher costs in the next six months!



BUILDERS find they can figure their subs—but can't figure themselves.

Then costs went high. Financing got really tough, particularly if you had already started your operation and then went on to get money. And too many tried it that way. They all thought they were geniuses—because they were managing to operate on the thin edge of a knife.

That kind of builder won't be successful in the time ahead.

For the young man planning to become a builder I would recommend getting a technical education



"BUILDERS are confirmed optimists. They're the last real entrepreneurs in America today.

plus clear understanding of accounting and economics. The technical aspects should emphasize engineering and architecture.

What can builders do about financing? Not a lot right off the bat. We need new financing approaches for the sixties. Among other things, we need a central mortgage bank.

One favorable factor: the largest corporations in America have recognized the tremendous potential for their products in the housing field, DuPont, Kaiser, Dow, Owens-Corning among others. They are developing new concepts in products and marketing, by working with builders.

Take one angle alone: these big corporations, which are beginning to appreciate the importance of mortgage problems, have people on pension fund boards. These funds have been reluctant for one reason or another to go into mortgages. But they represent the fastest growing accumulations of new funds in the economy. Their use could give a great boost to the building industry.

As for merchandising, most builders don't do much. Of course, we've got to remember that our business is going through a growing-up phase. The builders who are still in business 10 years from now will be those who know how to merchandise.

Another thing: builders tend to

follow the leader. The minute something catches on they all jump on it... ending the model's freshness and novelty in the area. They don't get around enough outside their area to see what others are doing.

Men who succeed in the time ahead will be flexible. They will be the kind who want to learn and who put what they know to work.

What's ahead in land? We've got to find some way to use high-price land today. Town houses look like a good answer in some locations. I don't see how the land problem can help but get worse. I've seen land in the area where I live quadruple in four or five years. Land is far and away the major problem. In a recent survey, four times as many builders said land was a bigger problem than any other.

Actually, facilities are more of a problem than the cost of the land itself. There are thirty planning agencies here in Washington, D. C. There's plenty of land within a nine mile radius, but the trouble is that some areas won't take septic tanks—and there are no sewers. We need some reasonable, broad tax and planning base for an area like this. For instance, metropolitan Toronto has set up a single tax and planning base for unified schools, police, etc., for the central city and some fourteen or so satellite communities.

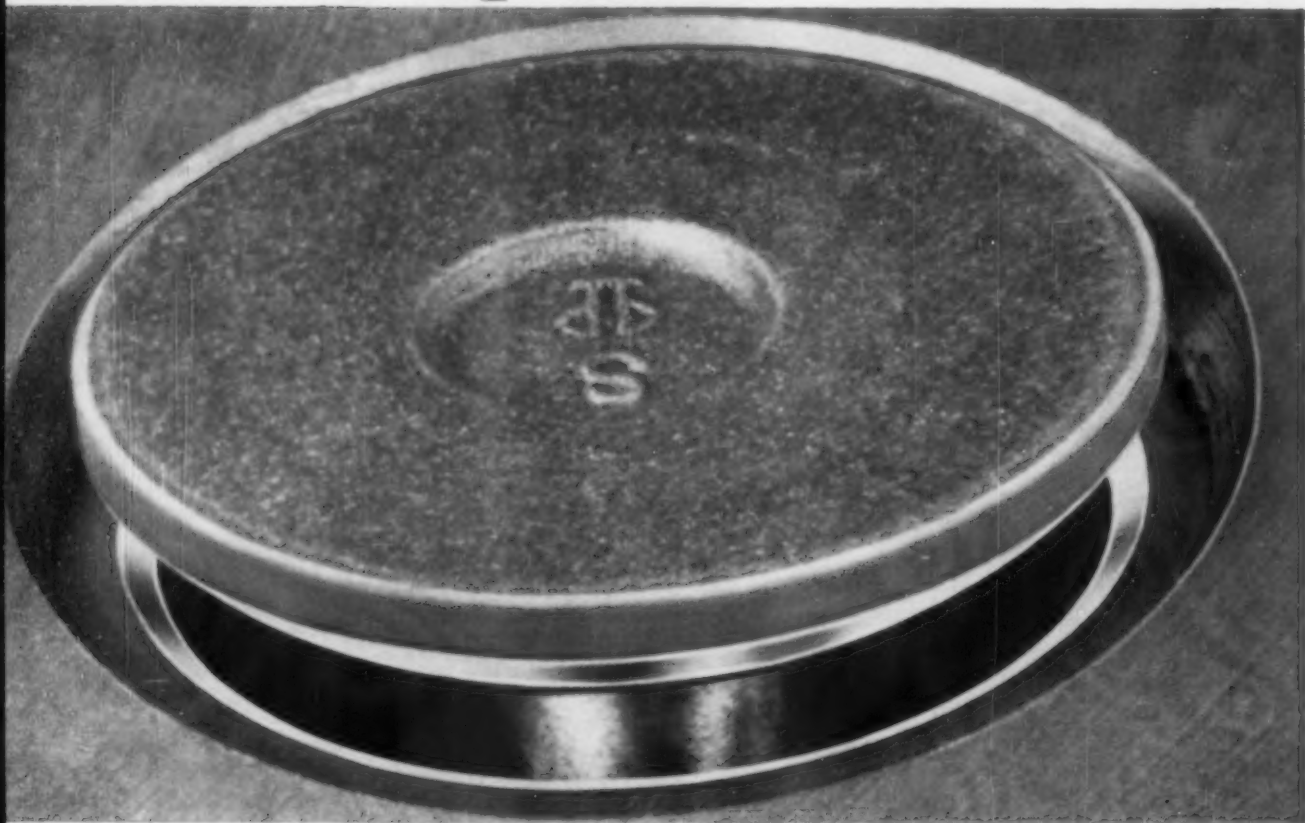
How about rental units? Lots of builders are afraid of them, but others are finding how profitable

(Continued on page 196)



SEEING up to the end of present construction and then scurrying around to find something else to build will soon be out.

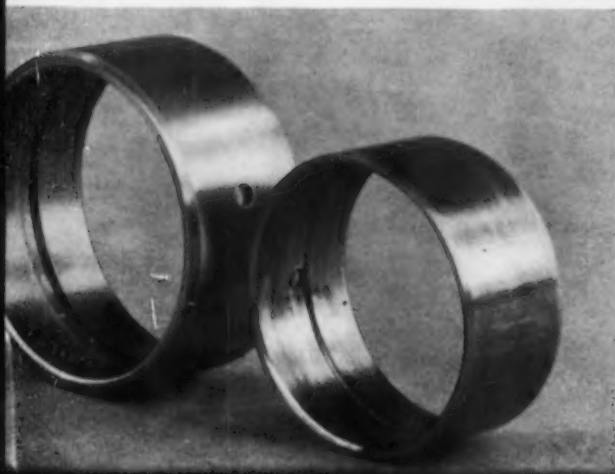
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YEAR' ROUND vacation house is completely steel-framed. It overlooks California's famed San Joaquin Valley.

A steel cradle for **TOMORROW'S HOUSE?**

TOMORROW'S HOUSE

Concrete piles, steel cantilevers set this house



CLEAN, MODERN lines contrast with site's rugged beauty. Exterior color scheme is orange, turquoise, cedar.



BIG GLASS AREAS and a prow-shaped deck (left of photo) give occupants maximum benefit of the view below.

In designing this house, architect David Thorne was faced with a rocky, wooded mountain top site that has a spectacular view. Problem: how to take full advantage of the view without disturbing the site's natural beauty

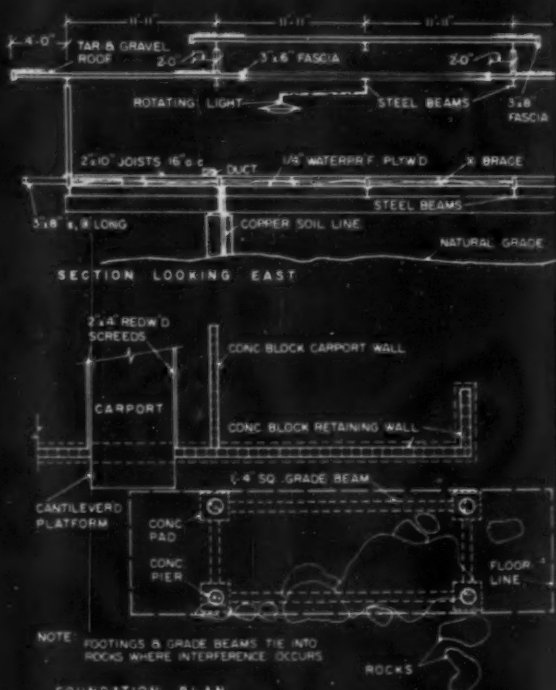
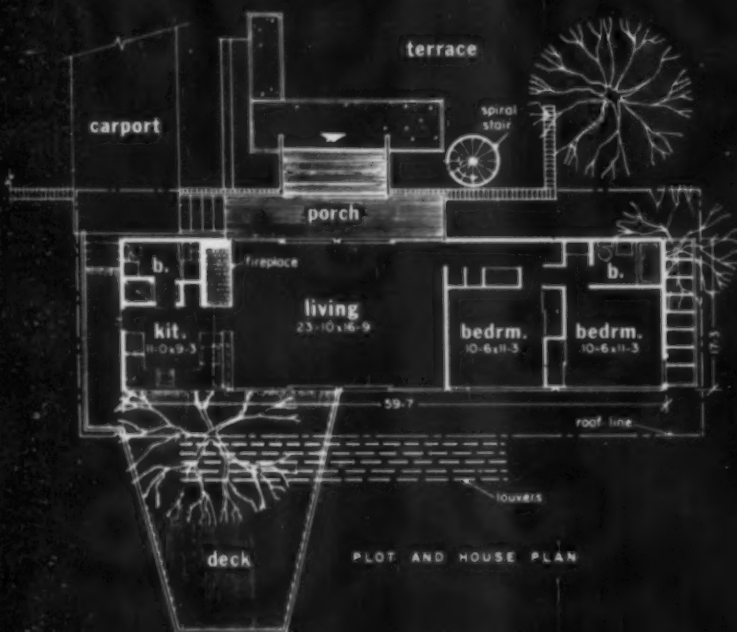
or incurring high excavation and blasting costs.

Thorne's solution: set the house above the site on concrete piers, cradle it on two 60-ft. 16 WF 36 steel I-beams. The beams rest on piers keyed into the rock

mass, are cantilevered 12 ft. in each direction.

Balance of the two-bedroom, 1,200-sq.-ft. house is also steel framed, with Bethlehem structural shapes. Fabrication was by Pittsburgh-Des Moines Steel Co.

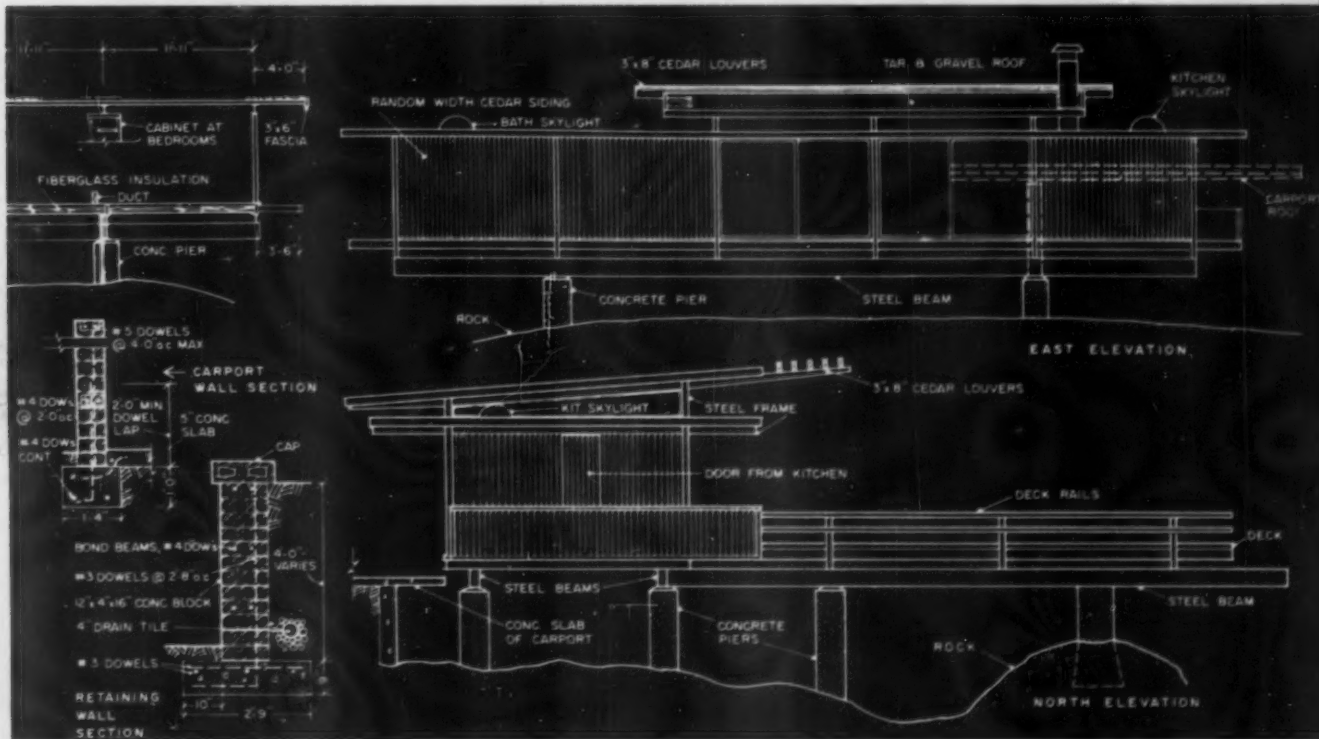
IDEAS IN ACTION



above the site to catch the view



DECK IS SUPPORTED BY frame of 16 WF 36 beams. Frame extends 40 ft. out from house, rests on concrete pylons.



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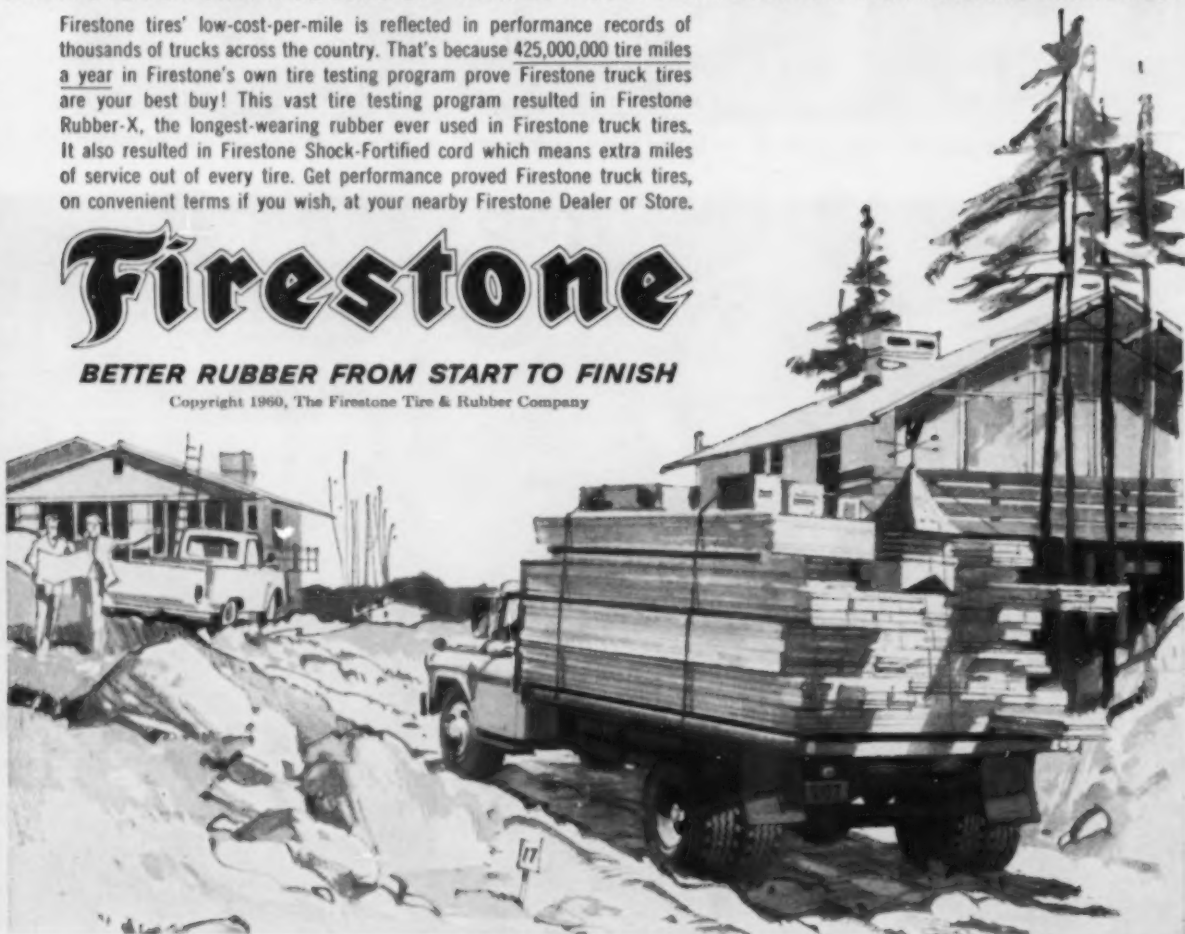
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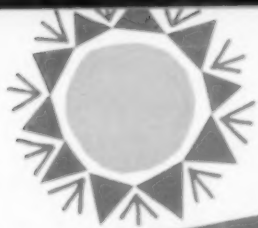
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American Cherry
(pictured)
Brown Elm,
Blond Oak,
Greymist Ash,
Adirondack Birch,
Natural Oak,
Flame Gum,
Pecan

FAMILY-PROOF HARDWOOD PANELING—The finest grade hardwood paneling, with exclusive Family-Proof Finish. Adds rich, mellow beauty to every room—saleability to every home!

Saves "on-the-job" finishing costs . . . faster job completions, no finishing messes. Super-tough surfaces cannot be duplicated on the job.

Costs less through the years . . . No replacing, painting, papering. Guaranteed for the life of the home.

EXCLUSIVE FAMILY-PROOF FINISH—This tougher, more resistant finish is the most protective ever developed! Baked-on catalyzed resin produces an impregnable, fine-furniture surface that enhances beauty of the natural wood. Looks like hand-rubbed wax . . . yet defies scuffs, scratches, crayons, lip-stick, paint, alcohol, household chemicals, grease, most common stains, turpentine, ink, cleaning fluid—even boiling water! Smudges simply wipe clean.

A COMPLETE LINE OF WOODS, COLORS, TEXTURES. . .



COTTAGE PANELING—Hardwood at medium price. Beautifully displays the natural growth characteristics of the wood. Family-Proof Finish. Lifetime guarantee. Oak, Walnut, Elm or Birch. Birch now available in Natural, Cherry-tone, Greytone, Mapleton and Antique.



GRAIN PLY PANELING—Popular-priced hardwood! Exclusive graining process produces realistic color tones and grain patterns. Available with Family-Proof Finish. Oak, or exclusive Teak—in a wide variety of pleasing colors.

All G-P factory-finished plywood paneling in 4'x8' random-width V-grooved panels.



FACTORY-COATED STRIATED—Only G-P Striated comes pre-painted at no extra cost. Finish suitable for exteriors or interiors—or serves as base coat. Saves time, on-the-job painting costs. Backs are grooved to balance striated face, resist warping. In 4'x8', 4'x10' panels; 12" and 16" squares.



DEEP-ETCHED RIPPLEWOOD®—High-style, low-cost paneling with grain contours in striking relief. New deep-etch process gives sharper grain pattern. Scuff-defying. No sanding or filling. Ready to stain or paint. 4'x8' standard or V-grooved; 12", 16" squares.

A WIDE RANGE OF PRICES . . . GEORGIA-PACIFIC





for a growing America . . .

PLYWOOD FROM THE WORLD'S LARGEST PRODUCER

Georgia-Pacific, through its dealers, provides a dependable source of this basic building material. Consistent high quality is assured through G-P's vast reserves of prime timber . . . efficient, revolutionary manufacturing methods . . . continuing research . . . high grading standards. Wherever you are, whatever your plywood needs, G-P's nationwide distribution centers can provide every standard grade, size and thickness.

**MANUFACTURERS OF ONE OF THE NATION'S LARGEST
INTEGRATED LINES OF FOREST PRODUCTS:**

PLYWOOD • HARDBOARD • LUMBER • REDWOOD • PULP • PAPER • CHEMICALS

27 plants, 60 distribution centers. For complete catalog and information on all products, call your nearest Georgia-Pacific supplier, or write to Georgia-Pacific, Dept. AB 760, Equitable Building, Portland, Ore.


GEORGIA-PACIFIC



Natural Walnut wood-grain finish in Verti, Perforated and Blok. Each wood-grain finish is available in Blok, Verti, Random, Plain and Perforated patterns.

Turn "lookers"
into buyers
with

PLATEBOARD® GLAMOR WALLS

by Abitibi®

In selling homes, it's eye appeal that stops prospective buyers. And there's no better nor *more economical* way to add eye appeal to your homes than by installing wood-grain finish PLATEBOARD Glamor Walls by Abitibi. For less than \$20 material cost you can erect

a 12' x 8' Glamor Wall in your choice of wood-grain finishes and patterns. Ask your lumber dealer or write for full information on Abitibi wood-grain finish PLATEBOARD Glamor Walls and Abitibi's builder-proven "Personalized" model home promotion program.

® Reg. U.S. Pat. Off

Abitibi Better building products through research in wood chemistry.

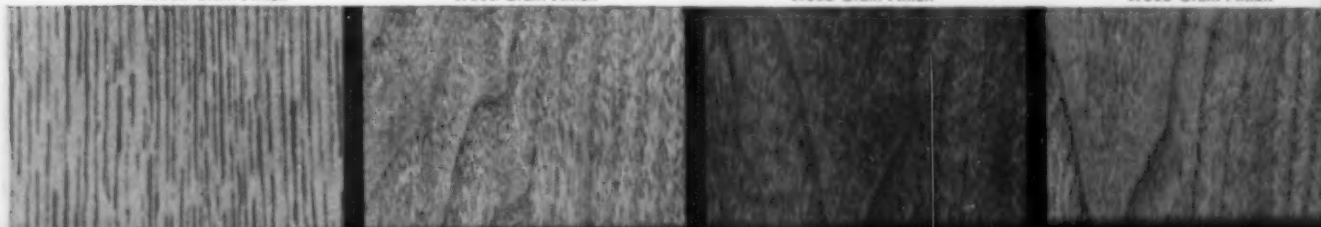
ABITIBI CORPORATION General Sales Office—Detroit 26, Michigan • Manufacturing Plant—Alpena, Michigan

Oak
Wood-Grain Finish

Autumn Walnut
Wood-Grain Finish

Natural Walnut
Wood-Grain Finish

Platinum Walnut
Wood-Grain Finish





There will be 390 attractive homes like these in the first section of Steeple Chase—1200 in the whole community. All will have the same basic floor plan and General Electric *Thinline* air conditioning.

"Home buyers want luxury," says St. Louis builder . . .

\$11,800-\$13,800 homes sell fast; air conditioned by General Electric Built-Ins with the decorator baffle



In the living room of a model home, the baffle of the Built-In *Thinline* Air Conditioner is painted to match the walls.

A contrasting color adds a modern touch to a bedroom. Baffles also can be papered, panelled, or hidden by a picture.



"Two Built-In *Thinline* Air Conditioners cool and dehumidify an entire house in Steeple Chase, the new community we're building," says Robert Edwards, president of Robert Edwards, Inc. "House-hunters like the luxury of air conditioning. They're buying our houses faster than we can build them."

"People also are impressed by the interior baffle on General Electric Built-In units. They like an air conditioner that can be decorated to disappear!"

All homes in Steeple Chase have 1,051 square feet of floor space. A Built-In *Thinline* of 9,500 BTU* capacity in the living room and another Built-In unit of 5,300 BTU's in the master bedroom take care of all five rooms. *Thinline* cases are installed as part of the wall during construction and the unit is slid into place when the house is completed.

General Electric's Golden Value Line of the 60's includes 18 room air conditioner models ranging from 5,300 to 16,000 BTU's. There's a *Thinline* for every air conditioning need . . . to fit almost every wiring and installation problem.

See your General Electric representative and get all of the facts. General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

*Cooling capacities are tested and rated in accordance with NEMA Standard CN 1-1958 and are stated in terms of British Thermal Units.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

AMERICAN BUILDER

LIVE MODERN

\$36.55
RETAIL
PRICE



a new classic
is born in surface
mounted cabinets...

- ▶ ILLUMINATES ENTIRE BATHROOM
- ▶ INSTALLS IN 5 MINUTES
- ▶ WIDTHS 24", 28", 36", 48"
- ▶ PLATE GLASS, BAKED ENAMEL, FINEST CHROME

Satin Glide

▶ IN COLORS



CONSTELLATION

WRITE TO: WILLIAMS PRODUCTS INC. 1536 GRANT ST., ELKHART, INDIANA



Convertible kitchen boosts sales of medium-priced homes

2nd in a series of practical, profitable ideas featuring Suburban built-in ranges

Designed by Bruce McCarty, A.I.A.
PAINTER, WEEKS, McCARTY ARCHITECTS

Another best-seller kitchen—all blue-printed and ready to use—each designed to give you the most value, the most sales-talk for a home in a specific price range. Suburban's Idea Kitchen shown here is pre-engineered especially for homes in the \$14,000 to \$16,000 price range, a kitchen you can easily recreate in the home you build. The plans—complete with specifications, product lists and all the know-how—are yours free for the asking. Just mail the coupon at the bottom of this page.



Home buyers love this quick switch from family room to kitchen privacy!

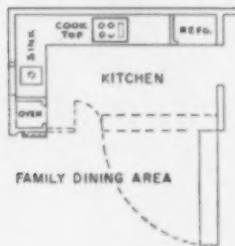
Permanent custom-look is made possible in convertible rooms with the use of a hinged, swing-out wall featuring decorative shelves and storage

cabinets, plus a built-in bar underneath. That's why this newest kitchen idea deserves the most modern built-in range—Suburban, of course!



More sales appeal than any other built-in range!

The Suburban *deluxe* single oven is ideal for smaller kitchens... features an amazingly low initial cost with all the traditional Suburban high quality and fine construction. Most appealing to home buyers:—the Verti-View window, interior light, fully automatic controls and "sculptured" look—in beautiful brushed chrome or 8 decorator colors. Rotisserie, optional. Guaranteed by Good Housekeeping as nationally advertised.



Free plans; free "Ideas File"

The sketch above shows how easily the Idea Kitchen presented on these pages may be adapted for varying space requirements. The details on design, equipment, sizes and dimensions are yours for the asking.

A specially prepared expansion-file, "New-Home Ideas Kit," is also available for you to collect other ideas, articles and product dope with separate indexed sections for every room in the house. Just say "send it!"

Samuel Stamping & Enameling Co.,
Department AB, Chattanooga 1, Tenn.
I want more information on Suburban:
Built-in Electric Ranges
Built-in Gas Ranges
I am an architect realtor kitchen remodeler builder (sales mgr.) builder (in charge of purchasing)
Please send me free Kitchen Plan & Specs for Medium-Priced Homes
free New-Home Ideas File Kit .

Name _____
Firm _____
Street _____
City _____ State _____

suburban
Built-in Ranges

LOOK FOR SUBURBAN IN YELLOW PAGES

**MODERN!
WABASH**

Years-ahead windows

VISTA



MODERN VISTARAMA PICTURE-AWNING WINDOW—for a picture view and fresh air, too.
Fixed upper sash, ventilating lower sash in a single Vistarama unit.

ADVANCED DESIGN and unique engineering "firsts" make Wabash Vistarama the most talked-about wood windows of the year. Here are windows of the 1960's . . . with more truly modern features than any other line. That's why Vistarama windows will sell your customers on sight.

The Wabash Vistarama line, with its new dimension in styling, offers you windows that help sell every house, every room. Not shown above are the elegant slim-line Vistarama Casement windows, with maximum glass area. Exclusive "unitized" frame

permits sturdy, rigid installation . . . singly or in any casement grouping.

All Wabash Vistarama units, crafted of preservative treated Ponderosa Pine, are backed by 75 years of Wabash wood production know-how. Ask your dealer for the facts on this quality line. Learn how you can fit Wabash Vistarama Windows into your fall starts and remodeling projects. See how adaptable these units are to a variety of designs. Your prospects will appreciate the extra features of Wabash Vistarama.

that sell on sight!

RAMA

WOOD
WINDOWS



VERSATILE VISTARAMA PANEL WINDOW—can be arranged in countless groupings; installed as awning, hopper, fixed unit, or as economy casement.

Typical Vistarama advanced design features:

MORE WEATHER-TIGHT—neoprene weatherstrip, applied to the frame for tighter seal. Retains flexibility at temperature extremes; will not deteriorate.

RIGID CONSTRUCTION—assures permanently square frames. Glued and pinned slot and tenon construction.

WOOD BEAD GLAZING—glass set in glazing compound; anchored with attractive wood stops. Tighter seal; faster and easier to reglaze.



WHERE TO BUY

Wabash Vistarama Windows are sold through reputable millwork jobbers and lumber dealers in your area. For the name of your nearest jobber or dealer, write WABASH VISTARAMA at the address below.

WABASH VISTARAMA IS THE REGISTERED TRADE-MARK OF

THE WABASH SCREEN DOOR COMPANY

310 South Michigan Avenue • Chicago 4, Illinois

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-19, 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.

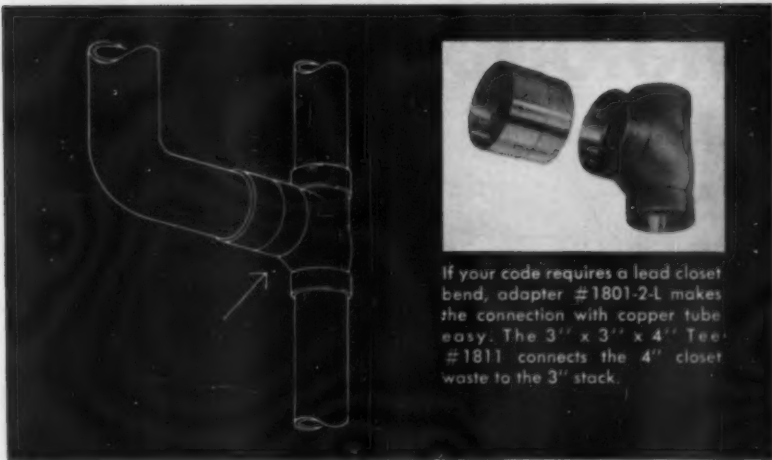


4. NEWSPAPER ADVERTISING MATS help you attract new prospects to your homes by promoting the years of comfort provided by moisture-vapor protection.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

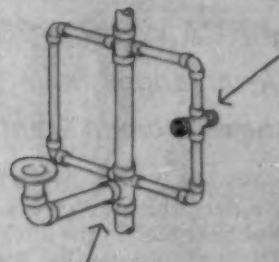




If your code requires a lead closet bend, adapter #1801-2-L makes the connection with copper tube easy. The 3" x 3" x 4" Tee #1811 connects the 4" closet waste to the 3" stack.



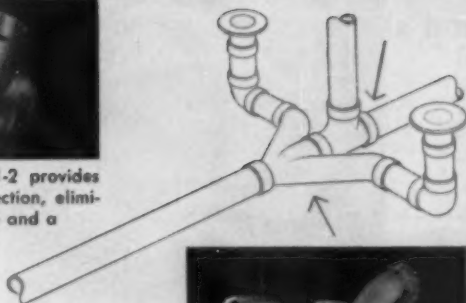
For back-to-back waste lines, fitting #1835-3-3 lets you install threaded nipples prior to plastering.



Here's new time-saver—required by some codes — #1870. Note center line of side inlet is above center line of the main 3" inlet.



Sanitary Tee #1811-2 provides fitting-to-fitting connection, eliminating a short nipple and a soldering operation.



Double long turn T-Y #1836 eliminates the double Y-branch and 45° elbows combination.



A FEW TYPICAL EXAMPLES OF TIME-SAVING ANACONDA FITTINGS

THERE IS A "RIGHT" ANACONDA FITTING FOR EVERY CONNECTION. With solder-joint fittings, a copper tube drainage system is roughed in quickly and easily—even when the work is overhead or in tight quarters. And there are many Anaconda fittings that save you still more time, effort and cost because they eliminate the need to assemble several fittings or a combination of fittings and short nipples. Do you have our *Catalog C-12 "Anaconda Copper Tube Fittings and Valves"*? Every size (from 1/16" through 12") and type you need for general plumbing, heating, air-conditioning and refrigeration is listed for ready reference and ordering. Write: The American Brass Co., Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

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



Compact Connections—Save Space



BUYING DECISIONS ARE MADE IN THE KITCHEN!



*And RCA WHIRLPOOL
built-in ranges have the
features women want!*

Where does the lady-of-the-house spend most of her time? In the kitchen, of course. Doesn't it make sense that she should want every modern cooking convenience the market affords? You can fulfill her dream with RCA WHIRLPOOL Built-in Cooking Centers. They make the difference that make the sale.

Whether you're constructing new kitchens, or remodeling old, such Whirlpool cooking features as Balanced-Heat ovens that baste meat, barbecue, bake, automatically start and stop cooking, then signal when done, stimulate the buying impulse of any woman. Add to that such range top features as automatic surface units that maintain constant heat, infinite heat controls and easy-cleaning Dispos-A-Bowls*—and you're offering her all her heart desires.

And their beauty in a choice of brushed chrome, copper, yellow or pink enhance the decor of any kitchen. Oven and surface units are available for both electricity and gas. There are models and sizes to meet every need.

Let your RCA WHIRLPOOL Distributor show you the models that fit your planning, or mail us the coupon.

*Tmk.



Contract Sales Division
Whirlpool Corporation, St. Joseph, Michigan AB-7-0

Please send complete information on the new
RCA WHIRLPOOL built-in ranges.

Name _____

Firm Name _____

Address _____

City _____ Zone _____

County _____ State _____

Your family will love our family of home appliances

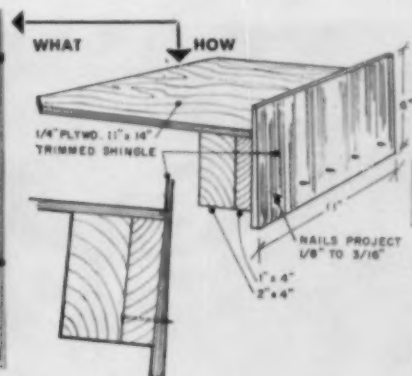
RCA Whirlpool

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

Use of trademarks RCA and Whirlpool authorized by trademark owner Radio Corporation of America



BUILDING WITH BRAINS



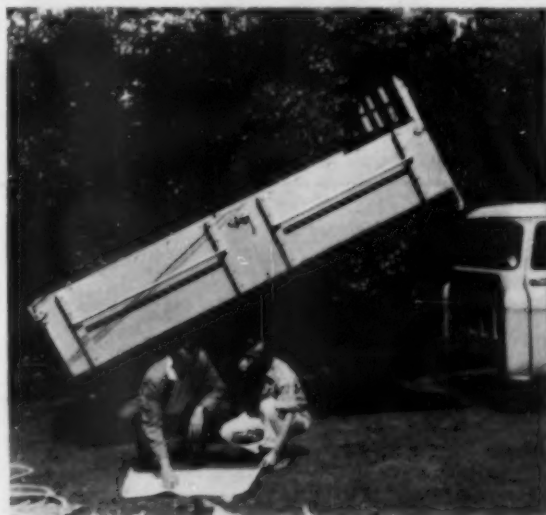
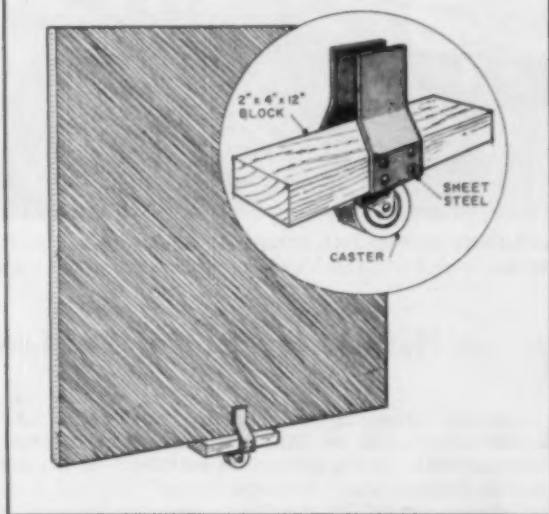
Shingle-holding platform frees carpenter's hands for work

This platform can be quickly attached or removed from the wall as the area of working changes. It's done merely by lifting the end of the platform. The weight of the shingles holds the platform in position. The top edge of

the platform shingle catches the bottom edge of the shingles already nailed. Weight of the shingles on platform pushes projecting nails into the wall, preventing platform from moving downward.

Dolly makes it a cinch for one man to handle large panels

"When one of our men has to move big panels of wallboard, hardboard or plywood by himself, he uses a dolly (below) that we devised for this purpose," says G. D. Lynch, Asheville, N.C. "It's surprising how well it works." The spring of sheet steel holds the dolly in position on the material being moved. Standing at the rear edge, the workman uses one hand to steady panel, the other to push it. A 2- to 4-in. caster permits easy rolling.

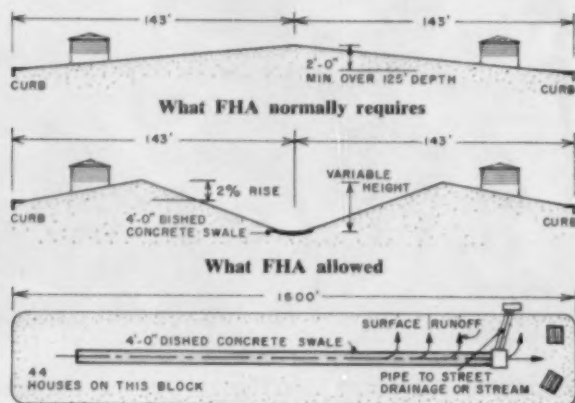


Custom-built dump truck saves money for this remodeler

George W. Bertch, one of South Pasadena, Calif.'s top remodelers, used to pay to have trash removed from his jobs. That was too costly, so he tried hauling the trash in a trailer behind his pickup. However, the trailer's capacity was too small to make it economical. A dump truck would have been too wide to fit in driveways, too heavy for city streets. Solution: Bertch bought a 3/4-ton Chevrolet cab and chassis. His local body works stretched the frame 3 ft., put on dual wheels, made a special 7'x11' body, put on a 4-ton hydraulic hoist. Total cost, including truck, body work, taxes, etc.: \$3,500. Gross weight: 5,600 lbs.



PROBLEM—Tony Diogurdi points to troublesome dip. FHA favored filling the dip, but said they'd accept any workable remedy.



SOLUTION—A concrete swale (center sketch) eliminates need to move large quantities of fill to meet FHA requirements (top).

Swaling with concrete saves \$18,000

When dealing with fill, don't fight nature—join it. That advice comes from Tony Diogurdi, a partner in Hermitage Homes, builders of quality low-cost homes in the Camden, N.J., area.

Diogurdi and his partner, Harry Lubell, saved \$18,000 by applying that advice to a 44-house block in their current



MACHINE UPROOTS TREE—Large bucket blade of Michigan tractor cuts the earth on either side of the tree.



CARRIES IT DOWN THE HIGHWAY—After tractor attachment cuts around the tree, it's tilted back, carried to the tract.

New Jersey builder finds tree

A year ago, when Bob Scarborough (Haddonfield, N.J.) took a franchise on this tree-transplanting machine (above and left), the big question in his mind was: "Is this a separate business, or a way to sell houses?"

He's since decided it's definitely a separate business; it requires assistance of an expert tree man who knows what



4-FT. CONCRETE SWALE runs between back yards. It's flush with the ground, doesn't interfere with use of the yards.



CATCH BASIN at end of the swale collects runoff. If the drain clogs the runoff is distributed, to minimize erosion (sketch, left).

over cost of filling a dip

development. The block had a natural dip in it. But instead of moving in fill from another block, they elected to put in the 4-ft. concrete swale shown above. The dip now acts as a natural, permanent drain.

The local FHA office would have liked them to bring in the fill, say the builders, but was willing to go along with

their plan if the concrete swale proved to be successful.

The big problem with fill, says Diogurdi, is its lack of stability. You can't accurately estimate the cost of moving it; it either fluffs or compacts, which means you can lose 20% or gain 10% in yardage. Solution: Move fill only when no workable alternate can be found.



FULL GROWN TREES dress up Scarborough's development, help boost sales. Bob retains a tree expert to insure good results.



TREE COMPANY, operated by Scarborough, transplants trees for schools, factories, helps absorb initial cost of machines.

transplanting a good adjunct to his business

tree to transplant, in what season, under what conditions.

Scarborough's recently formed Shade Tree Company now operates apart from his building operation, transplants trees for hospitals, churches, schools, etc. It also supplies his development with mature trees and will serve other home builders and commercial builders in Scarborough's area.

"It was quite a sight," says Scarborough, "to see 200 full-grown trees towering above my houses this spring. A short while ago, there was nothing there but farmland."

(The transplanting machine was invented by Edward Kluckhohn of Naperville, Ill. For further information, see *AMERICAN BUILDER*, January '57, pages 268-270.)

Prefab is delivered in halves, goes up in 12 man-hours



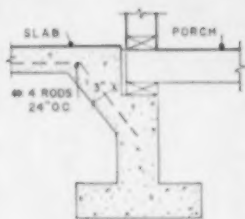
Top photo (left) shows the side-by-side method used by the Finest Manufacturing Co. of Leesburg, Fla., to deliver their two-bedroom, 680-sq.-ft. ranch homes within a 500-mile radius of Leesburg.

The house halves are 10 ft. wide and 34 ft. long. Each weighs 6 tons.

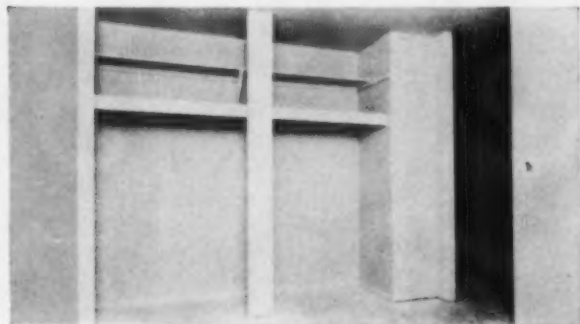
The trucks pulling the trailers are Internationals, with 126-in. wheel bases. They're equipped with dual rear wheels.

Once at the site, the completely finished halves are merely bolted together and to the foundation—which takes only 12 man-hours. The carport and screened patio are also added at the job site, extending the exterior lines of the 34x20-ft. models and placing 1,502 sq. ft. under roof.

Simple detail thwarts termites



Serious termite damage can result if you don't prevent it with details like these (left), says Los Angeles Department of Building and Safety. Porch rests on notched concrete foundation, which serves as a barrier to termites.

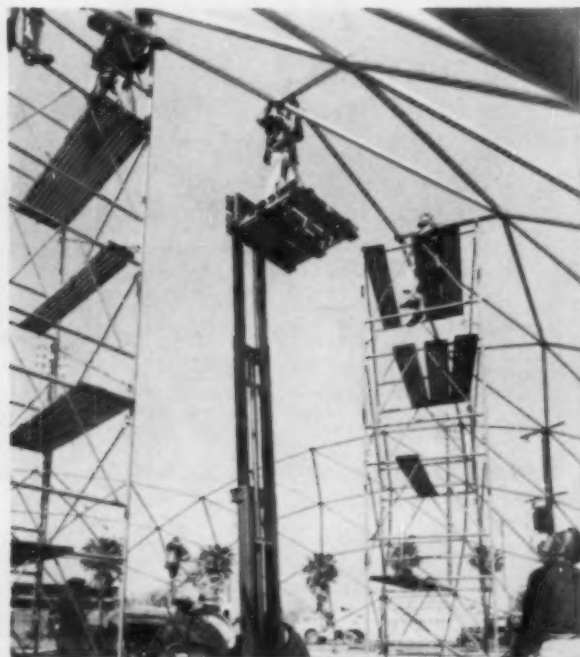


Hardboard closet walls save time

By lining his closets with hardboard, Bob Schmitt, (Beria, Ohio) eliminates hand taping of corners required with dry-wall. (His men could tape a whole room, using machines, in the time it took to do a closet by hand.)

21-foot mast fork lift attachment speeds erection of geodesic dome

As a part of a touring "Ford Cavalcade" that exhibited in 24 cities last spring, this plastic-covered, aluminum-framed geodesic dome (below) was assembled and dismantled quickly with aid of a tractor and extended lift that gets men, materials up where they're needed.



Suddenly...
your costs drop
 on every job!

VESTA built-ins with a flair for tomorrow



CABINETS BY DAVID BAIRD



No wonder she loves Vesta. She's proud of the impressive styling . . . she adores the automatic features you've provided.

These are the things which close sales fast . . . and protect your reputation, too!

"and . . .
 I love 'em!"



UP TO 25% SAVINGS ON INSTALLATION LABOR



NEW! Tilt-in oven installs faster!

NEW! Push-in frame always flush.

EASY! Drop-in cook-top only 2 1/2" deep!

famous gas and electric ranges, too!



Gas or Electric Models

Advertised in
 Better Homes & Gardens' **KITCHEN IDEAS**
 House & Garden's **BOOK OF BUILDING SUNSET**

Get the unique Vesta built-in story now! Get name and address in margin below and mail today.

ATHENS STOVE WORKS, INC., DEPT. 7
 ATHENS, TENNESSEE

SPECIFY

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ALUMINUM

WINDOWS

PROVEN PERFORMANCE • Millions of Ware Aluminum Windows, in installations all over America—residential, institutional, industrial—have been demonstrating their quality for more than a decade.

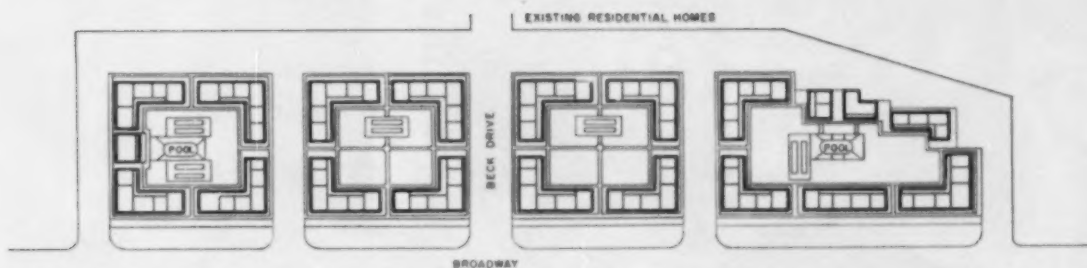
NEW DESIGNS • Forward looking management will introduce a number of new designs in the next few months that will add to the attractiveness of this great window line. Write now for details.



*Main Factory at Miami
Distribution Centers at Atlanta, Houston, Chicago,
Newark, N. J. and Conestoga, Pa.*

WARE ALUMINUM WINDOWS, INC. • 3700 N.W. 25th ST. • MIAMI • FLORIDA

REPORT FROM THE WEST



PARKSIDE MANOR APTS., Tempe, Ariz., will have 99 units. Buildings are one-story with all "elderly" facilities.

Senior citizen housing aimed at profits

Tempe, Arizona, may produce one of the country's first profit-motivated elderly housing projects. Builder is William H. Shafer, well-known in the Phoenix area for his Siesta Homes subdivisions. Shafer has blueprinted the Parkside Manor Apts. (his first apartment venture), because of the area's growing need for this type of housing. He's prob-

ably the first builder in the nation to take advantage of FHA's new elderly housing program. (The older program benefited only non-profit sponsors, such as church organizations.)

The 99-unit apartment will be two miles from downtown Tempe (a university town) and 20 min. from Phoenix. Buildings will be

one-story, built around quadrangles. Special facilities will include two swimming pools, a club house, a power-tooled hobby shop, doctor's and nurse's offices. Also planned as special "elderly" appointments are ramps to the front doors, extra wide doors for wheelchairs, grab bars in baths. Units will rent from \$90 to \$120.

Central Mortgage Bills get industry support

Builders, real estate men, mortgage bankers have voiced support of the new Central Mortgage Bank Bills before Congress.

Bills S3541 and HR12216 are designed to make mortgage funds more fluid by bringing in vast sums of money held by pension, trust and investment funds.

With the Bills, FNMA could make short-term loans on security of mortgages insured by FHA or guaranteed by VA. FNMA could also charter and supervise federal mortgage investment companies. These companies would be allowed to sell long- or short-term debentures, backed by insured mortgages. Debentures would be attractive to the pension and retirement funds. (Ed. note: for AMERICAN BUILDER'S views on the subject, read the editorial on page 96.)

Electric City, U.S.A., planned for 30,000

A 2,500-acre tract in Eastern New Jersey will be turned into an "All-Electric City" of 6,000 homes, 5,000 apartment units, schools, an

industrial park, a shopping center.

Builder-developer Walter Happel has worked out his plans in cooperation with the local electric utility and General Electric. Houses, from \$12,990 to \$24,990, will include electric heating systems. (Ed. note: See our Electric Heat story, p. 106.)

For remodelers: the latest color hits

For a remodeling job, your new model homes or just advice to your home buyers . . . here's the latest in wall colors:

Lilac or "purple blue" and other shades of blue will continue to head color choices during 1960. Second favorites this year: beiges and greens. Third choices: off-whites and pale yellows.

All you need is your toothbrush in Phoenix

John Long may have started another new housing trend. The Phoenix builder is now offering "a completely furnished new home for as little as \$55 total VA move-in costs." Homes range from \$10,405 to \$25,950; are 3- or 4-bedroom.

Included are beds, chairs, tables, lamps, drapes, appliances and an evaporator cooler.

Remodel for safety, too

- If there are more than 3 steps to the porch, do they have a railing for protection?
- Are floors smooth, skid-proof?
- Does the bath have grab bars, light switch away from tub?
- Is medicine chest out of reach of small children?
- Is wiring adequate and in good condition?
- Is basement stairway well-lighted; does it have railing?
- Are wood structure and masonry properly joined?
- Is house storm-proof? Has it been checked for soundness?

YOU MIGHT BE INTERESTED . . . in AIA's "Building Products Register, 1960." Volume indexes all products into 23 categories, describes them fully with specifications, lists technical reference material on each one. Subscription: \$25. AIA, 1735 New York Ave., N.W., Washington 6, D.C.

SELECTED WESTERN HOUSE



READY FOR THE ELEMENTS, this house overlooks 180° of Pacific coastline. Exterior (and interior) walls are lightweight expanded shale concrete block. Roofing is thick-butted cedar shake, left to weather. Roof construction is flush-framed, 4-in-12 pitch. Overhang of 5'-4" protects house on all sides.

Wanted: a year 'round, all-weather house for an exposed-to-the-ocean site. Also, maximum livability, minimum maintenance. Result:



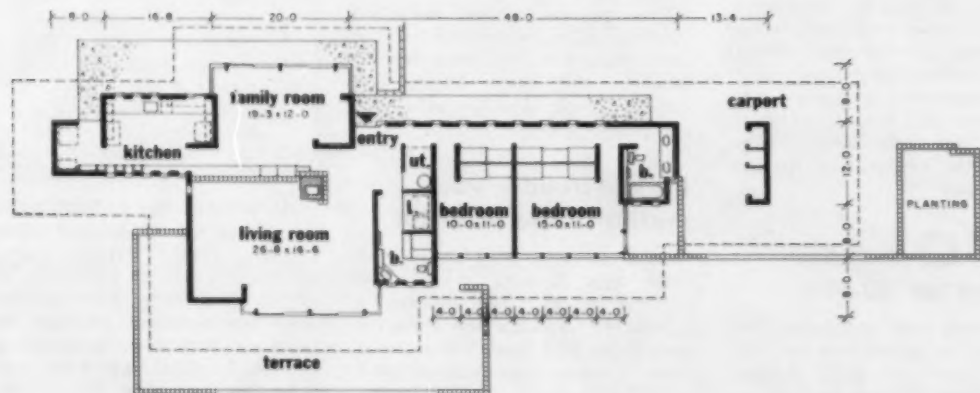
Designed to a 4-ft. module ...

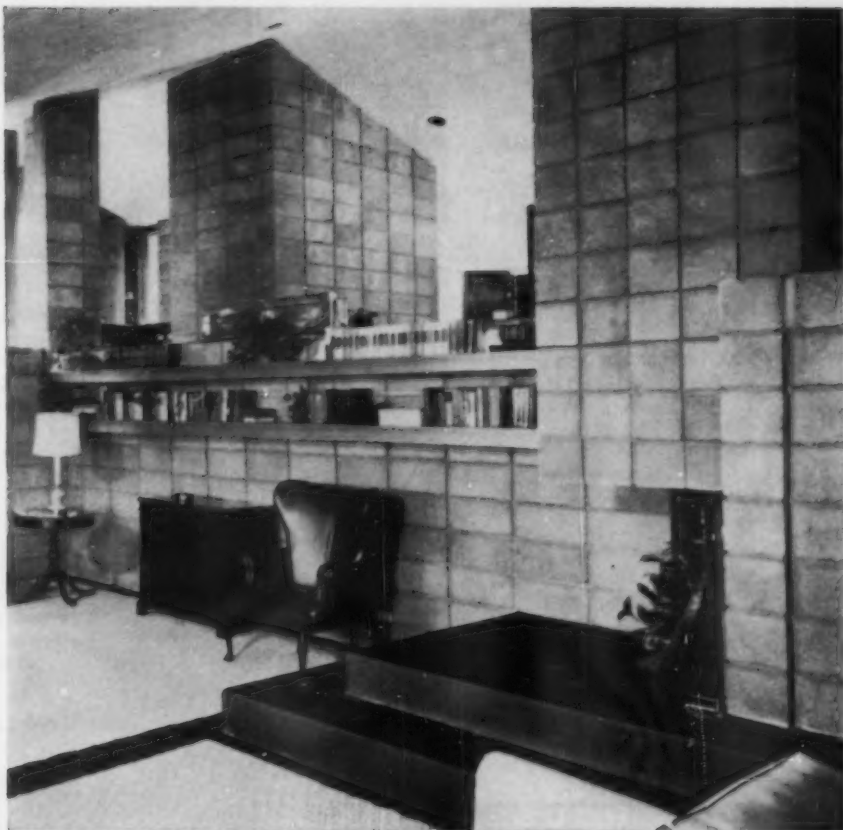
Wind, water and an exposed location helped shape this West Coast house. It has a Frank Lloyd Wright air, with long, low lines that hug its hill site, and its

exterior is tan earth colored to match its oceanside setting.

Designed for maximum weather protection and minimum maintenance, it's done en-

tirely in 8x8x16 standard concrete blocks (from Rocklite). The enclosed area totals 2,048 sq. ft., works on a 4-ft. module throughout. Floors are exposed concrete,





SLOTS 16" wide, with jalousies or fixed glass, alternate with 16" concrete blocks. Narrow counter provides kitchen eating space.

CEILINGS follow slope of roof to a constant ridge. At left, the living room. Over the bookcases, a glimpse of the family room and kitchen.

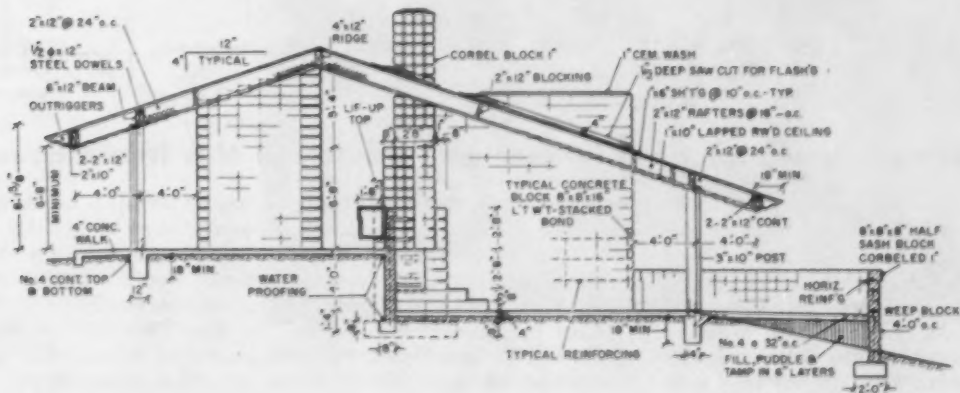
...an all-concrete house

scored to the 4-ft. module and acid-stained dark red. Heating is perimeter forced air; lighting is done with flush, recessed fixtures.

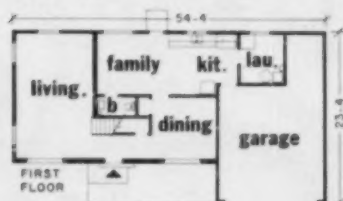
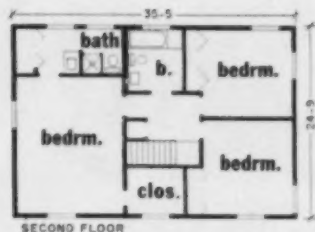
Natural light and air are pro-

vided by fixed glass and jalousies in 16-in. slots. Sliding glass doors open to terraces off the living room and the family room. Roof overhang protects all sides.

Products in this house—Western Red Cedar shakes; Johns-Manville Corp. insulation; Philippine Mahogany doors, cabinets; Formica countertops; Gladding McBean's Hermosa ceramic tile; Emerson-Pryne fans and heat-lites.



SELECTED NORTHERN HOUSE



Mount Vernon provides custom features at a nonluxury price

For \$18,900, this colonial style model offers Indianapolis home buyers a combination of custom features that usually go with a much higher-priced home.

Features 5-ft. vanity

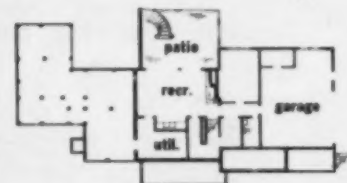
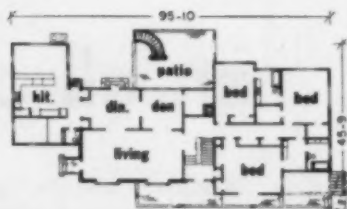
The builder, Thomas Perine,

says the Mount Vernon has a large master bedroom with an attached 5-ft. vanity and walk-in closet. There are 2½ bathrooms; a half bath situated just off the family room diminishes traffic to the second floor. Family room is adjacent to the kitchen.

Two-car garage included

Altogether, the house contains 1,819 sq. ft. of living space. This area does not include the attached two-car garage, with 366 sq. ft. Inside storage space comes to about 788 cu. ft.

SELECTED SOUTHERN HOUSE



Every piece of structural lumber was treated in this frame house

Special treatment of 50,000 board feet of lumber make this South Carolina frame house a top-notch "Hidden Value" home.

To prevent termite damage and decay in this high exposure area, the wood was treated with Wolman salts, forced into it at

pressures up to 200 lbs. per sq. in. The preservative protects the wood for 40 to 50 years above ground, and leaves the wood odorless as well as paintable.

Cost for treating the lumber: \$1,350. This comes to 2.4% of the house's selling price. Since it

has 4,020 sq. ft. of floor area—much more than the average house—treatment for a typical house would probably cost only a third as much.

Paul Reneau, of Landrum, built this house. The architect was W. E. Freeman, Jr.



BEFORE



AFTER

THIS OLD HOUSE in Westboro, Mass., was a community eyesore. Builder O'Neil not only restored its looks . . .



BEFORE



AFTER

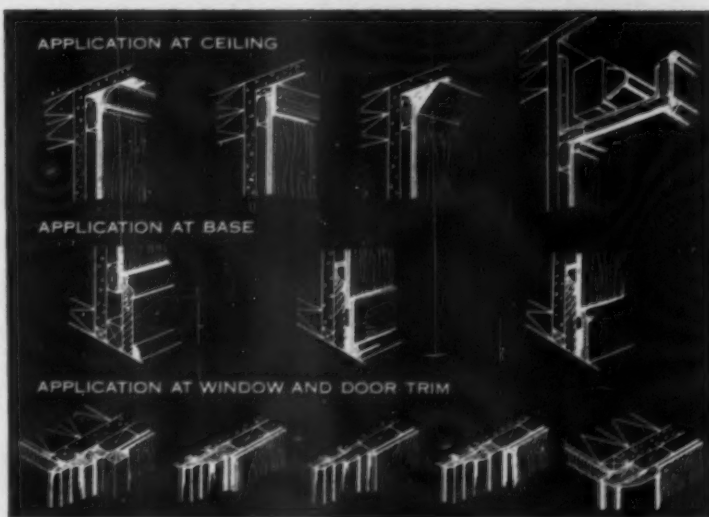
. . . he redid the interior completely, turning the building into an office for himself and other rentable offices.

Remodeling report: both community and builder profited from this rescue job

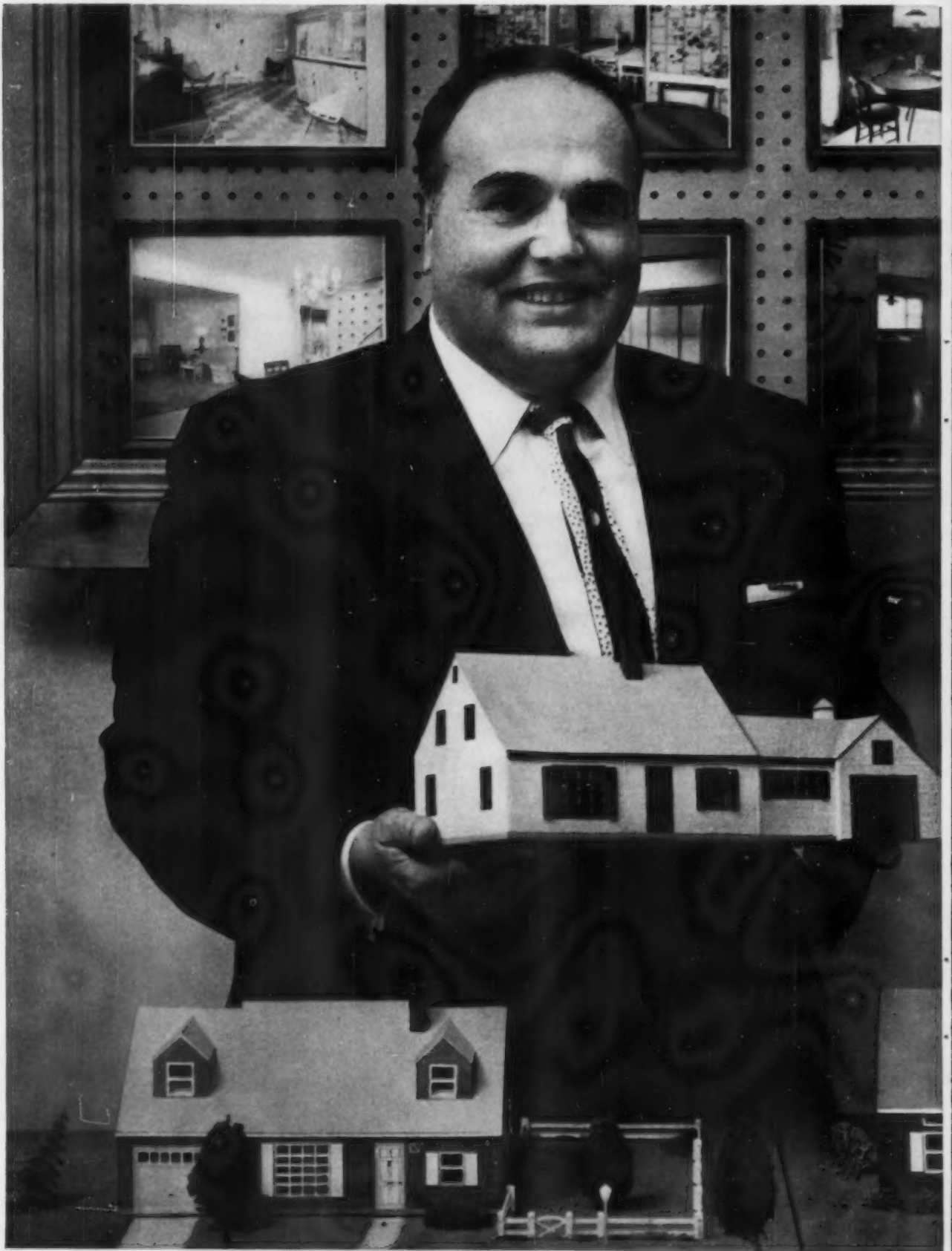
The ancient two-story wooden frame building above once housed a trellis factory. Over the years its delapidation progressed until finally its neighbors in Westboro, Mass., began to talk of condemnation. Then Gregory O'Neil stepped in.

The exterior was quickly re-finished in colonial style. The interior presented a bigger problem. O'Neil solved it by stripping the building down to its shell. He laid a new subfloor and a main partition to give bearing to the floor above. Luan flush doors formed the nonbearing partitions and he used U.S. Plywood's pre-finished Weldwood panels to cover all the remaining walls.

The result: in three weeks—a suite of ten offices, including one for O'Neil Construction.



HOW TO DO IT EASIER details . . . for applying prefinished Weldwood panels. Include applications for panels at ceiling, base, windows, doors.





Last year The Saturday Evening Post ran an article on Herb Richheimer — home-improvement wizard. The article (“Are You Outgrowing Your Home?”) brought him a flood of response from all over America.

HOW THE POST HELPED HERB RICHHEIMER BUILD A \$3,000,000 BUSINESS!

“Ever since that Post article,” Mr. Richheimer tells us, “people have been coming out, writing in and calling up to have us do their home-improvement work. My business shot up from \$2 million to \$3 million in less than a year. And because of the Post article and the hundreds of letters I received from the Pennsylvania area, I now have a successful business running in Levittown, Pennsylvania. Maybe the Post has a special hold on home owners — all I know is that article sure brought in the orders.”

Fact is, Mr. Richheimer, the Post *does* have a special hold on home owners . . . whether they're reading an advertisement or an article. Here's why:

- Post readers have the highest median income of all readers in the general-weekly field.
- Post families are Influential families — the kind who *talk* about what they read in the Post.
- An ad page in the Post is seen over 1 million more times by people who will expand or remodel in the next year than the same ad in the other big weekly.
- An ad page in the Post makes 20% more sales calls on the average home-owning reader than the same ad in the other big weekly.

It all adds up to this: a building-product ad in the Post reaches the same kind of people who gave Herb Richheimer his \$1,000,000 boost. That's why the Post leads its field in building-products ad revenue — up 46% in the first quarter of 1960 over the same period last year. Do you want to get through to the right people — growing, building people? Try in the Post!

A CURTIS MAGAZINE





**"Give customers more
than they expect!"**
says builder

William Goldman, head of the Allen Construction Corp. and builder of Country & Town homes in Harrisburg, Pennsylvania, has a knack for selecting key selling features, which is reflected in the success of his many home developments in the lower and medium-priced range. Spacious, bright rooms, open kitchen half-walls to other areas, and other selling ideas keep his houses moving at a fast clip in this multi-million dollar project.

ALLEN'S roomy design sells homes fast B&D Saws help build them profitably!



On the job *exclusively* at the Country & Town project are Black & Decker Saws—the world's *toughest!* B&D is specified by leading builders and contractors on top construction jobs from coast to coast *wherever* it is most important to keep on schedule and keep costs in line. For better control in the wood, solid all-around performance, less downtime and more production, *why don't you put B&D Saws to work on the job?*

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...IT'S A PROVEN FACT...IT SELLS HOUSES FASTER



for peepul who like to know what other peepul are peering-about about.

those peepul who ask for "some tap water pleez" aren't thirsting so much for a drink. this is just an old ruse...an excuse...that they use. they're determined to peer at your sink! will they find it all stained where the blueberries drained or will it be shining and cleen? for a smile all the while, choose our dura-glaze tile...HERMOSA by GLADDING, McBEAN!

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for more good news for those of youse who are tile*thinkers*at*heart.

*Dick Renz**

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15,000 HOMES, BUILDS HIS BUSINESS**

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WESTERN Section

What's New in the West by Bill Rodd

AN AIR-CONDITIONED CONCOURSE is featured in the new Del E. Webb shopping center in Tucson, Ariz. A 15-ft.-wide sidewalk running the entire length of the center is enclosed in glass and cooled by 60 tons of refrigeration. This enclosed walk enables stores to open wide to the walk, thus creating—for shoppers—the effect of being in one store. Next innovation in shopping centers will probably be a moving sidewalk, perhaps equipped with chairs facing the store windows.

IN SAN FRANCISCO a huge redevelopment project will include 2,200 apartments in high-rise units.

Twenty acres of downtown land, now used mostly for produce warehouses, will be developed into a residential community.

Nine of the nation's largest developers have submitted bids and design proposals which are now being studied by the S. F. Redevelopment Agency.

VITAL STATISTICS are furnished members of the Home Builders of Sacramento through their monthly magazine. Every month, permit figures for the previous month and for the year are compared with current figures. Maps filed and FHA statistics are also included to keep members posted on the overall building situation.

To combat rumors that Sacramento was overbuilding, the Association, in March, made a survey among its larger builder members. It found all of them willing to reveal their "inventory" of unsold homes.

Result was that only one firm had an inventory of homes held

for more than three months. And most builders were found to expect continuing good sales.

SPRING WAS IN THE AIR—a bulletin from the Tacoma BCA noted that with Spring comes the beauty of nature, which when properly used, can help to sell homes. To show members how to do it, they secured the film, "Basic Landscaping," from the NAHB Library and got a landscape architect to discuss it at a membership meeting. Good idea to file away for next winter.

CUSTOM TOUCHES: A tour of several model homes in the \$30,000 to \$35,000 bracket in the Los Angeles area reveals considerable agreement among builders as to what the public wants. These were principally on-your-lot custom builders in a very competitive spot.

Decorative tile, custom wallpapers, beamed ceilings in the living room, "different" lighting fixtures and cabinet hardware, two-way fireplaces were found in most houses.

Three of them had a "step-down" bath previously found only in luxury homes.

MONEY FOR CHARITY: Six boys engaged in a mudball fight in a builder's new home. Apprehended by the sheriff, they faced legal action. But the builder decided that if the boys paid for the damage done he would match the amount and donate it to the local Therapy Center. Accordingly, the Center received seven checks. And the builder, Sal & Haines, Inc., through a nice gesture, emphasized to the parents, boys, and the public that

vandalism must be paid for.

SAN DIEGO ATTRACTS new industries. By taking definite steps to diversify and expand its industrial base, San Diego has made rapid strides in recent years.

An Industrial Development Commission comprised of industry, banking, utility and labor members was set up, by law, to study the situation and advise the city in policy and procedure. It works with the City and County Planning Commissions, and with other organizations interested in bringing industry into the area.

EXECUTIVE CHECK SHEET: Bill Garrett, builder of a model home called "The Executive" racked up a sale of 38 of these homes during a month's display. He attributes part of its success to a check sheet which is handed to every visitor to the model who shows interest. Bill has listed 47 different items which are included in his model. Opposite each item is a space for the prospect to check whether or not these items are included in other model homes he visits. Chances are that many of them won't be. This is good selling—gets the buyer to examine Garrett's home and challenges him to match it elsewhere.

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WESTERN EDITOR

W. C. Rodd
8522 Lorain Rd., San Gabriel, Cal.
Phone: Atlantic 6-1842

ADVERTISING REPRESENTATIVES

Bayne A. Sparks
Regional General Manager
1336 Wilshire Blvd., Los Angeles 17
Phone: Hubbard 3-0390

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MORE ROOM? This house produced it in the former garage. Now the space (at left in photo) is a third bedroom and bath (see plan). McGee had to raise garage

floor 9½". He cut a doorway from living room to new bedroom; added plenty of storage space as well as a bath. Total cost of the job came to about \$2,500.



GROWING? McGee (center) looks over floor plans with lumber dealers Carl Griffin (left) and C. D. Griffin.

Ben McGee is strictly a remodeling contractor. He does no other kind of building. He's also a "working" contractor—puts in about eight hours of carpentry every day. When we first met McGee he explained that he was a "small" operator and expected to stay small. Reason: there are too many headaches in trying to expand and run a dozen jobs at once. The story of his one-man operation is on these two pages.

While we were still writing this article, McGee made a big change in his operations. That story (on the next page) makes us wonder whether he'll stay "small" after all.

"You're never through"

Time was one of McGee's big-

gest worries as a one-man operator. "You're never through," he explained, "you work nights, days, weekends . . . with bidding on jobs, drawing plans, ordering materials, contacting subs, keeping records." But being "always busy" had its compensations. It meant a steady stream of jobs—all from referrals—no advertising needed, and a profitable business.

Another advantage in a small, personal business: most of McGee's jobs are within a five-mile radius of his Sierra Madre home. They're principally additions and alterations to create more living space, and to bring baths and kitchens up to modern standards. His "territory," like so many other fast-growing areas, has not only lots of very old homes ripe for renewal, but thousands of two- and three-bedroom homes of 1950 vintage that are already too small for their growing families. In short, they're ripe for the

kind of work a "small" remodeling contractor can do.

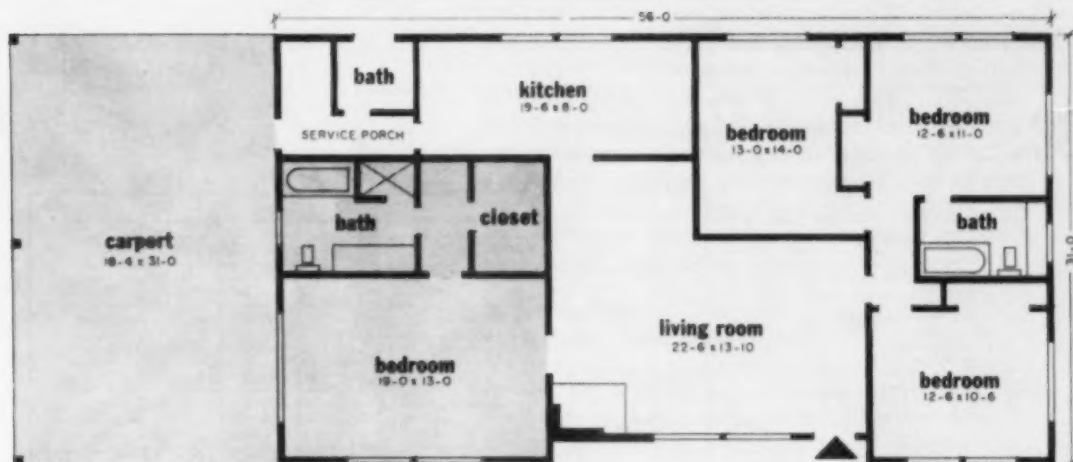
"How much will it cost?"

In his first interview with a prospect McGee asked two vital questions: (1) exactly what does the family want done; and (2) (after some quick arithmetic) are they planning to spend approximately what McGee thinks the job will cost? If the prospect was proposing a \$3,000 job and planning to spend \$1,000 to do it, then the answer to question number two was "no," and McGee wasted no further time on it.

If the answer was "yes," he noted exactly what was wanted and took dimensions. On his second visit he'd bring a rough drawing of the job and a rough estimate of the cost. (A firm price had to wait on bids from the subcontractors. The second-visit figure, though, was definite enough for a go-ahead decision from his prospect. Or, it might

Remodeler McGee

"It's a tough business," says Ben McGee of Sierra Madre, Calif. "You really have to like it to stay in." He's staying . . . and getting bigger.



WHAT'S NEW? . . . the shaded area. Bedroom, closet, bath, all were former garage. Carport was added for shelter.

wanted to "stay small"

be used as a basis for eliminating some items to trim down the figure. One item McGee never trims down: plenty of advice. He's found that most homeowners appreciate it. For example, they'd rather be reminded that the re-wiring in an old house should be made to accommodate a future air-conditioning system.

"They understand figures"

Step three started with the "Go-ahead." McGee then asked a \$35 deposit for detail drawings, getting permits and securing bids from subs. Financing was rarely a problem. Local sources, he found, will usually loan 100% of the total job cost up to \$5,000—providing it's a simple job and the owner's credit is good.

McGee figured his jobs (and presented them to his customers) (this way): he listed first the cost of materials, subcontracts and labor; to that he added 17% for overhead and 10% for profit. Overhead, he explained, covered truck and tool maintenance, planning, time, all office expenses. "I rarely have any difficulty explaining the costs to owners," says McGee. "They

understand figures." As a matter of fact, he usually closed three out of every four jobs he bid on.

"Keep the job going every day"

For a remodeling crew, McGee has himself and one carpenter. During his solo operation days, though, he had a co-operative arrangement with two other local remodelers. It allowed him to borrow a carpenter for a day (or less) when he needed extra help. And, conversely, to farm out his own assistant if he ran out of work for him for a few days. "At \$30 a day," explains cost-conscious McGee, "you

can't afford to have a man idle."

The remodeler's schedule usually called for two jobs going at the same time. While he and his assistant did the demolition or carpentry on one project, the concrete was being poured and subs were working on the other. This tight scheduling method (and refusal of jobs which couldn't be worked into it) allowed McGee to save on his most important material: time. And to pass a good deal of this saving along to his customers in lower bids.

Another advantage—and most important for public relations—it kept his jobs moving along every day. "Nothing antagonizes a housewife more than to leave her home in a messy condition for an unwarranted period of time," he explains. "She wants to see workmen on the job every day until it's finished."

Service like this has paid off well for Ben McGee. Almost too well for a man who wanted to keep his operation small. For the "big change" in his operations, turn the page and see what happened. McGee's "tips on the right tools" is on page 42H.



PITFALLS? . . . can be many, says McGee. Plumbing sub had to knock out unexpected 28" of concrete.

**HOW CAN YOU
OFFER A CERAMIC
TILE KITCHEN IN A
HOME SELLING FOR
LESS THAN \$12,000?**

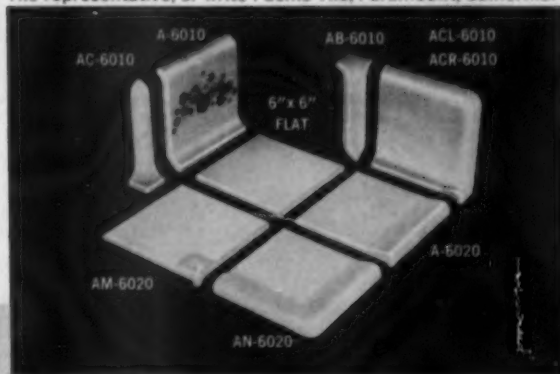
Just make sure the ceramic tile is Uni-Dek.

Uni-Dek is a new concept in ceramic tile countertops that can compete with substitute countertop materials in the construction of economy homes. Laramore Construction Company, builders of the vast 2,500 home Eastgate planned community, chose Uni-Dek exclusively. Eastgate homes selling between \$11,950 and \$14,450 offer buyers the luxury of Uni-Dek ceramic tile kitchens at an economy price. Uni-Dek, the ceramic tile countertop that's engineered for economy, can help you sell your next home.

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- Available in all Ramona colors.
- Choice of 7 exclusive Ceratile back-splash patterns.

Uni-Dek economy story available from your nearest Pacific Tile representative, or write Pacific Tile, Paramount, California.



Uni-Dek ceramic tile countertop in economy priced Eastgate kitchen.

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SLOWS UP THE SPEED—This Versamatic attachment fits a quarter-inch drill and slows down its speed. Result: it can drill concrete. At any ordinary speed the bit would burn up. Made by Supreme Products Corp. of Chicago.



FITS ANY DRILL—Here's a Stickleback drill router that fits any quarter-inch drill. Used largely to cut outlet openings, it operates like a circular file. Can start hole, then drill opening. Tec Imports, Van Nuys, Calif.

REMODELER McGEE ADVISES:

The right tools: vital to keep remodeling costs down, profits up

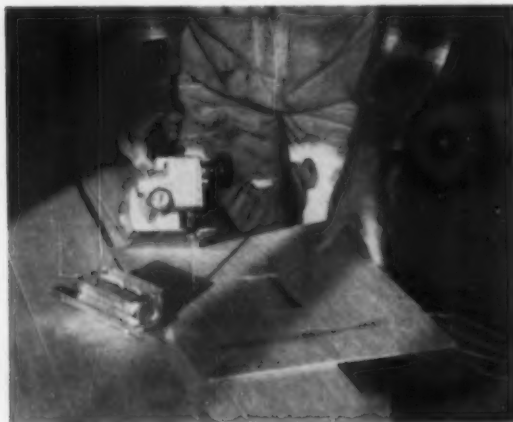
Among the things that Ben McGee rates as "most important" in a remodeling job are the right tools.

In his lineup of regular carpenter's tools McGee includes a Comet table saw, two Skilsaws,

two Mall drills and a Porter-Cable belt sander.

Besides these, the remodeler has a few special favorites (pictured) that he uses for special jobs. The Versamatic attachment (upper left), he uses for drilling

concrete. But it also doubles for tightening nuts—when used with a screwdriver bit and part that fits a quarter-inch socket wrench. Check the three other tools to see just a few of the jobs that Ben McGee gets out of them.



CUTS OUT OPENINGS—This bayonet saw cuts out openings before board is put in place. McGee places board on wall, taps it to get impression of outlet box, then does cutting. By Porter-Cable, Syracuse, N.Y.



FOR ROLLING EDGES—This router has a molding bit attached to it. Purpose: to "roll" the edges of trim lumber or beams. Gives finishing a more decorative appearance. Also from Porter-Cable, Syracuse, N.Y.



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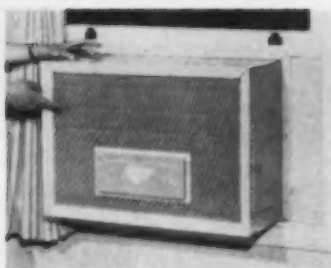
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WESTERN PRODUCTS



Heater is removable

Gas heater goes in window, installs and removes like air conditioner. Unit is completely factory-assembled. Called the "Hawaiian," model operates with sealed burner away from room air. Has 20,000 BTU capacity, cabinet size of 10"x18"x26". Heater is approved for use with natural, manufactured, mixed, or propane gas. Installation is quick. Unit rests on sill, lower window frame fits on cabinet top.—H. C. Little Burner Co.

Circle No. Y92-W on reply card, p. 129



Cook center is built-in

This 40" cooking center installs on wall or on a base cabinet. Cook-top glides away, features wooden cutting board for extra work surface. Has two ovens; large one measures 21½"x11½"x15½", includes automatic clock control, broiler, rotisserie. Ovens are lined with chrome for easy cleaning, doors trimmed in 24-carat gold. Range and control panel are illuminated. Drop front is wood grained.—O'Keefe & Merritt Co.

Circle No. Y93-W on reply card, p. 129



Features heat pump

New series of heat pump air conditioners has been added to line of self-contained and remote units. Model is all-electric and will be ARI-approved at rated standards. It has newly designed aluminum coils, central control junction box, oversized filter-drier. Finish is weather-resistant. For extreme winter temperatures, strip heater package comes as optional equipment, is not needed in normal climates.—The Payne Co.

Circle No. Y94-W on reply card, p. 129

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Cooler Cases!

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RELY ON



QUALITY SINCE 1895



Autumn Brown



Sequoia Red



Driftwood Gray



Clear Water Repellent



White - Neutral Prime

NEW LIFECOAT SIDING GOES UP IN ANY WEATHER— SAVES CONSTRUCTION TIME AND PAINTING COSTS

You can reduce installation time and save up to 40% of finishing costs with Lifecoat... an exclusive factory process which bonds a high quality prime coat to top grade, Certified Kiln Dried redwood siding and finish lumber. Lifecoat eliminates the need for back-priming. For homes that *look better, sell faster, Side With Lifecoat.*

Select from six finishes, factory packaged in all standard patterns and S4S for fascia and trim. See your lumber supplier for details or mail coupon on inside pages of this 6-page insert.

Member of California Redwood Association

RELY ON



REDWOOD

NEW

FROM
SIMPSON

LIFECRAD PREFINISHED PLYWOOD AND DOORS
join an evergrowing list of product innovations from the Simpson Research and Development laboratories. Products designed to make construction easier, faster, more efficient and economical...and to add warmth and beauty to your buildings as only wood products can. Information on other Simpson developments is given on the outside pages of this insert.

Build a Better Way of Life with Wood Products... Rely on



ACOUSTICAL PRODUCTS

Forestone Fissured Woodfiber Tile
Forestone Striated Woodfiber Tile
Forestone Driftwood Woodfiber Tile
Forestone Starlite Woodfiber Tile
Random Drilled Woodfiber Tile
Standard Drilled Woodfiber Tile
Fissured Mineral Tile
Metal Acoustical Units

INSULATING BOARD PRODUCTS

Decorative Tileboards and Plank
Building Boards and Wallboard
Asphalt-Impregnated Building Board
Sheathing (Asphalt-Impregnated)
Super-Strong Sheathing
Roof Insulation
Asphalt-Impregnated Roof Insulation
Shingle backer (Asphalt-Impregnated)

DOORS

Bifold Doors (Flush and Louvered)
Seven-Eleven Ceiling Height Doors
5-Ply Hollow Core and Solid Core Flush Doors
7-Ply Hollow Core and Solid Core Flush Doors
Stile and Rail Doors
(Sash - Panel - French - Screen - Entrance -
Louver - Jalousie - Garage)
Symphonic Line of Doors

HARDBOARD PRODUCTS

Standard Hardboards
Tempered Hardboards
Specialty Hardboards
Smooth-surface Hardboards available
prefinished

ROOF DECK PRODUCTS

Forestone Roof Deck
Standard Drilled Roof Deck
Planked Golden Hemlock Roof Deck
Tapestry White Roof Deck

ENGINEERED WOOD PRODUCTS

Wood Tanks, Pipe and Scrubbers
Industrial plywood products

OVERLAID PLYWOODS

Medium Density Overlaid Plywood
High Density Overlaid Plywood

PLYWOODS

Lifecrad Prefinished Plywood
Rotary Fir and Rift Grain Fir
Fir Shadowwood, Plyweave and Striated
Plyron and Texture I-11
Figured Grain and Rift Grain Redwood
Redwood Shadowwood, Rusticwood and Plyweave
Figured and Ribbon Grain Philippine Mahogany
Birch, Oak and Knotty Pine

REDWOOD LUMBER

Lifecoat Siding and finish lumber
Siding, bevel and bungalow,
plain and rabbeted
Tongue and Groove and shiplap joint
available with square edges, eased
edges and V-joint, 3/32 VIS, 1/4 VIS
Shiplap joint, Boston pattern Rustic

RELY ON



QUALITY SINCE 1895

AWARDED PARENTS' MAGAZINE COMMENDATION SEAL!



Lifeclad grained finishes earned the PARENTS' MAGAZINE Commendation Seal after comprehensive product testing and evaluation by their Consumer Service Bureau and

the laboratories of the United States Testing Company. The latest scientific equipment was used to determine the specific advantages of Lifeclad.

For over
ENTS' M
a symbol
Americans
tests made
ing Comp



ORIENTAL PECAN finish—A perfect complement for modern decor. Its soft color and distinctively figured grain bring life and warmth to any room.



TEMPLE WALNUT finish—Exquisitely patterned, this traditional finish has a warm appearance which lends distinction and beauty to every room in the home or office.

LIFECLAD STAYS BEAUTIFUL...WIPES CLEAN WITHOUT A TRACE!

Stains, smears and sticky fingerprints wipe clean in an instant... Lifeclad's tough vinyl surface is permanent, inseparable protection. Exhaustive tests prove that Lifeclad resists staining from all ordinary household compounds.

LIFECLAD GRAINED FINISHES WILL NOT FADE OR DISCOLOR

Lifeclad grained finishes withstood a Fadeometer test equivalent to five years of direct sunlight with no discoloring whatsoever!

LIFECLAD IS ABRASION RESISTANT

Standard tests for prefinished wood products proved that Lifeclad is unsurpassed for toughness. After abrasion equal to that of years of home scrubbing, Lifeclad's tough vinyl surface still protected its beauty.

HOW LIFECLAD PLYWOOD AND DOORS ARE MADE

Lifeclad plywood and doors are factory-finished by a patented process which laminates a grained or clear vinyl plastic film to selected plywood—creating a permanent, natural wood grain finish. *You've never seen prefinished paneling as perfect as Lifeclad!*

LIFECLAD PREFINISHED PLYWOOD SIZES

Standard 4' x 8' and 4' x 10' x 1/4" plywood panels available with or without random V-groove planking across the width of each panel. 3/4" and other thicknesses for cabinet work and special construction.

PACKAGED FOR EXTRA PROTECTION

Lifeclad prefinished plywood is factory packed, six sheets per package for greater protection during handling and storage. It arrives factory fresh at job-site.



SEN
FOR
FRE
LIFE
SAM

THE PARENTS' MAGAZINE TESTING PROGRAM

Over thirty years, the PARENTS' MAGAZINE Seal has been a symbol of integrity to millions of Americans. In addition to laboratory tests made at the United States Testing Company, PARENTS' consults

directly with qualified Architects and Engineers regarding product performance. Every month a report is made to readers of the magazine to help guide their buying habits.



warm satiny
e or office

ARABIAN SANDALWOOD finish—The formal grace and dignified warmth of Arabian Sandalwood's tight grain blend handsomely with any color scheme or furniture style.

ALSO AVAILABLE IN CHERRY AND DARK WALNUT FINISHES; NATURAL REDWOOD, HEMLOCK AND LARCH

SIMPSON, 1072B, WHITE BLDG.,
SEATTLE 1, WASHINGTON

Send me FREE 8" x 10" samples of Lifeclad Prefinished Plywood

- | | |
|--|---|
| <input type="checkbox"/> Oriental Pecan finish | <input type="checkbox"/> Dark Walnut finish |
| <input type="checkbox"/> Temple Walnut finish | <input type="checkbox"/> Natural Redwood |
| <input type="checkbox"/> Arabian Sandalwood finish | <input type="checkbox"/> Natural Hemlock |
| <input type="checkbox"/> Cherry finish | <input type="checkbox"/> Natural Larch |

Name _____

Company _____

Address _____

City _____

State _____

I would also like information on these other
Simpson Building Products:

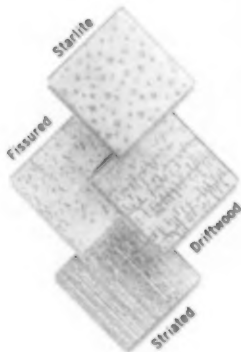
- Acoustical Insulating Board Doors Plywood Redwood

SEND
OR
FREE
LIFECLAD
SAMPLES

Forestone Striated Texture
acoustical tile keeps this room
quiet . . . beautifully



NEW FORESTONE STRIATED ACOUSTICAL CEILINGS ARE A LOW COST FEATURE WITH COMPELLING SALES APPEAL



NOW FOUR TEXTURES!

Home-buyers respond to beauty and noise control. Give them the best of both with Forestone*. Your own crew can install any of the four textures quickly, easily and at about the same total cost as an ordinary ceiling. Forestone's deep-etched surface is permanent, repaintable, and absorbs up to 75% of sounds striking it. Exclusive Biotox processing protects Forestone from termites, dry rot and mold. Its factory finished surface is flame-resistant, needs no painting.

For further information see your local Building Materials Dealer or Simpson Certified Acoustical Contractor. Mail coupon on inside pages of this insert for free Simpson Acoustical-Insulating Catalog.

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

RELY ON

Simpson
Forestone.

"I'm convinced! Telephone-planning my homes helps me sell them faster"



**SAYS LUKE FOGARTY
OF FOGARTY BUILDERS, JOLIET, ILL.**

"I believe in pre-wiring my homes for telephone convenience," says builder Fogarty. "It's a feature people want and I'm convinced it helps me sell my homes faster. I'm a practical man, too. I know it gives me a competitive advantage."

Mr. Fogarty, who builds homes in the \$17,000-\$35,000 range and has recently acquired land for 1250 more Telephone-Planned homes, provides from 10 to 12 pre-wired outlets in each home. In addition, he advertised his homes as "Certified Telephone Planned Homes."

"I give a gift certificate to every customer for an extension phone," he says. "He can choose his own color and the telephone company will install it where he wants it. I'm also providing a patio outdoor jack for all of the homes I build on half-acre lots."

"Folks today expect a modern home to provide for extension telephone service. And I certainly believe in giving them what they want."

* * *

Joliet builder Luke Fogarty (right) and telephone man Frank Metzger survey one of Fogarty's Brook Forest split level homes.

Your local Telephone Business Office will gladly help you telephone plan your homes. For details on home telephone installations, see Sweet's Light Construction File 11c/Be. For commercial installations, Sweet's Architectural File, 34a/Be.

BELL TELEPHONE SYSTEM





For more SEE-able features...
Quality Building Products



Packaged sets for doors

M-D Numetal WEATHER STRIP

Packaged sets for doors. In stainless steel or bronze. Complete packaged units mean easier handling for you . . . easier installation for customers. M-D Numetal door sets available with regular door bottoms or with any M-D threshold.



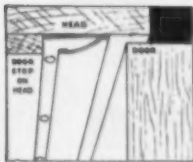
M-D Jamb-Up DOOR WEATHER STRIP

Extruded Aluminum & Durable Vinyl

Perfect for wood or metal doors. Made of sturdy, extruded aluminum and tough, durable vinyl. Comes completely packaged with necessary strip, nails, screws and instructions. Available with or without extruded aluminum and vinyl DV-1 Door Bottom.



M-D H-4 FOLD-BACK DOOR WEATHER STRIP



Automatically spaces itself when properly placed against door stop. A smoothly-operating, economical packaged set for all standard doors. Aluminum or bronze—with any door bottom or threshold desired. Nails, screws and instructions furnished in each set.



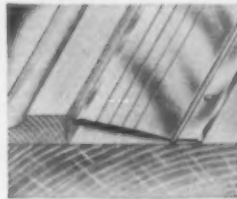
Up automatically to clear carpet easily when door opens.

M-D Nu-GARD AUTOMATIC DOOR BOTTOMS

For ALL doors. With silvery-satin or Albrass finish—will not rust or tarnish. Furnished in standard lengths—28", 32", 36", 42" and 48".



Down snugly against floor to seal out drafts when door closes.



M-D On-GARD COIL WEATHER STRIP

All-metal weather strip in handy rolls. 8 widths in either stainless steel or bronze. Features built-in tension, embossed nail zone and hum-proof edgel.

M-D Nu-WAY WEATHER STRIP

The "original" coil metal and wool felt weather strip. Fast-selling because it's so easy to put on. Each individual package contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



M-D CASEMENT WINDOW WEATHER STRIP

Easy to install on steel or aluminum casements. Slips over window flange. Style No. 1 is used on head and lock side or swinging edge of metal casement windows. Style No. 2 is used on hinge side and the sill.



Style No. 1

Style No. 2

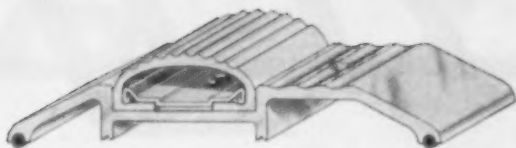


BUILDERS Sold by Leading Hardware, Lumber and Building Supply Dealers.

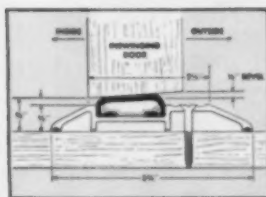
DEALERS ORDER TODAY your order will receive prompt shipment.

For more *SELL-able* features...

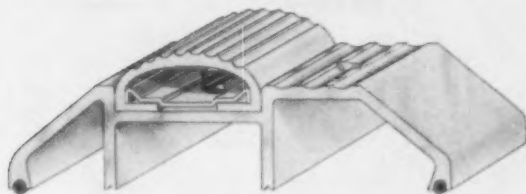
for Doors and Windows



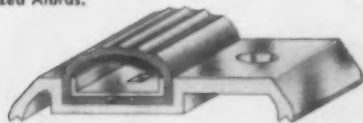
M-D EXTRUDED THRESHOLDS



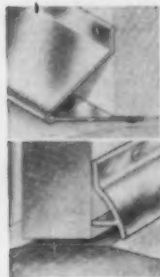
AP-3 3/4 —America's most popular threshold with replaceable vinyl insert. Note vinyl calking strips under each leg, which may be removed if the use of Nu-Calk Calking Compound is preferred. Available in Alacrome or Anodized Albras.



AP-118—(above) Designed especially for thick pile rugs. Has vinyl calking under legs, as well as replaceable vinyl insert. Available in Alacrome or Anodized Albras.



AP-158—Threshold of sturdy, extruded aluminum with replaceable vinyl insert. Can be used on bottom of door or on top of wood threshold. Available in Alacrome or Anodized Albras.



M-D DRIP CAPS

Prevents rain from draining or blowing under door or wood casement windows.

A Available in DCA Aluminum or DCA Albras. Holes punched, nails furnished—comes in any length.

B New, heavy duty extruded aluminum drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48".



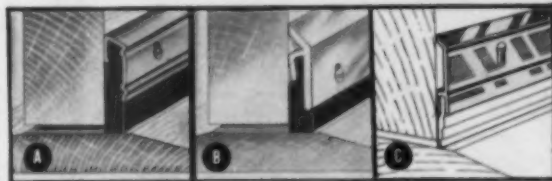
M-D CALKING COMPOUND

Nu-CALK Speed Loads

World's finest calking compound available in loads, with or without nozzle . . . hand squeeze tubes . . . or 1/2 pt., pt., qt., and gal. cans. Also 5-gal. and 55-gal. drums, gun or knife grade.

M-D *Nu-Glaze* GLAZING COMPOUND

Always sets to rubber-like consistency. Clean, easy to handle. Use and recommend with complete confidence that it always "stays put." Packed in 1/2 pt., pt., and qt. cans, 25 lb., 50 lb., 100 lb. and 880 lb. drums.



M-D DOOR BOTTOMS

A M-D Numetal Door Bottom made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths—28", 30", 32", 36", 42" and 48".

B M-D heavy duty extruded aluminum and felt door bottom in Alacrome or Anodized satin, bright or brass colors, in all standard lengths.

C M-D extruded aluminum and vinyl door bottom—in natural Alacrome or Anodized Albras finish—in all standard lengths.



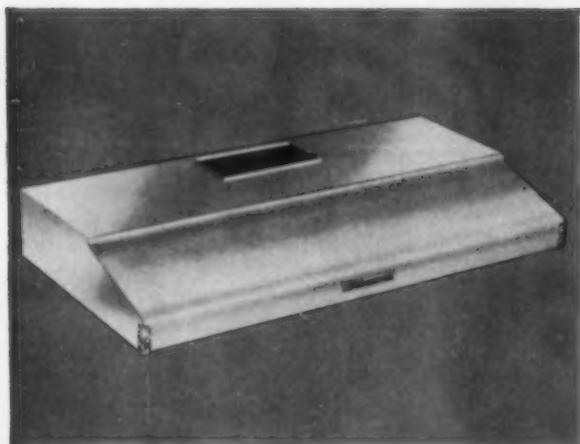
NATIONALLY
ADVERTISED
in 17 leading
Consumer Magazines!

MACKLANBURG-DUNCAN CO.

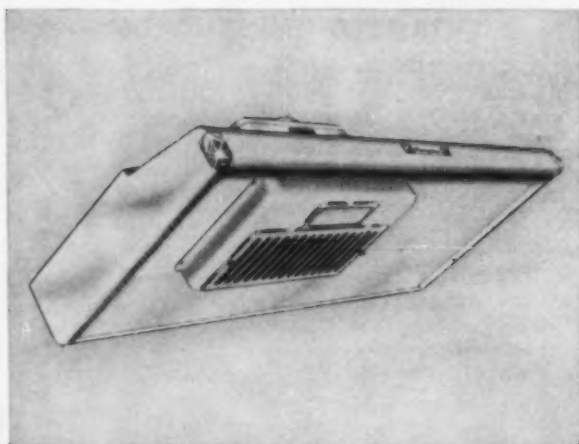
Manufacturers of Quality Building Products • Box 1197 • Oklahoma City 1, Okla.

BUILDER-ENGINEERING RESEARCH
AMERICA'S MOST COMPLETE LINE

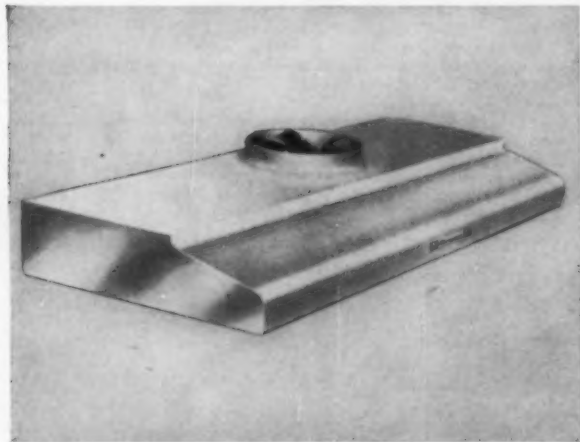
Rang



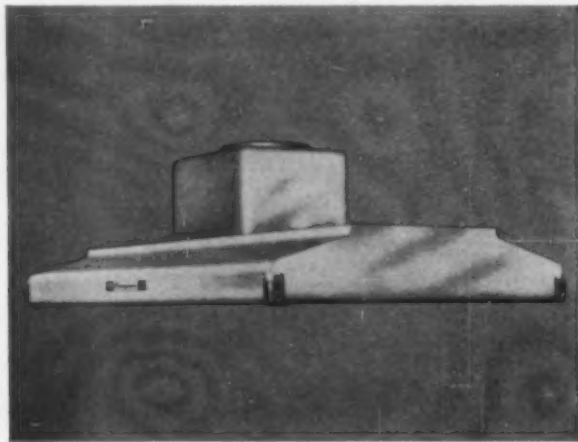
RANGAIRE UC 600 The ultimate in kitchen ventilation with exclusive horizontal-type exhaust unit contained completely within the hood. Double recessed lights, extra large washable aluminum foil filter and convenient push-button controls. Highest efficiency under most exacting conditions. Designed for utmost ease in installation.



RANGAIRE UC 2 Popular favorite for luxury kitchen ventilation. Beautiful, long-lasting baked enamel finish, powerful squirrel cage exhaust unit with automatic backdraft damper and permanent, washable aluminum foil filter. Recessed frosted glass lights, and fingertip push-button controls add the final touch of luxury. Easily installed.



RANGAIRE UC 656 Decorator designed to beautify any kitchen yet economically priced, the 656 has many of the luxury features of the more expensive makes. Wipe-clean baked enamel finish, washable aluminum foil filter, recessed frosted glass lights. Full 8" exhaust fan removes heat and cooking odors rapidly and efficiently... Easy installation.



RANGAIRE ISLAND-TYPE UC 2 Designed to meet the ever increasing demand for under-cabinet island installation, with all of the luxury features of the standard UC 2, this smart-looking hood comes plain as shown or with scalloped-edge trim. A perfect design element for the pace-setting kitchen this beauty is available in all Rangaire Color-Mates.

BRINGS YOU
IN KITCHEN VENTILATION ...

RANGAIRE

with the "built-in flexibility" that every builder needs . . . and the consistent high quality that every builder wants — regardless of price.

No matter what price home you plan to build, there is a Rangaire hood to fit your need . . . and a price to fit your budget. Nationally advertised, Rangaire's consistent high quality lends added charm and visible sales appeal to your home.

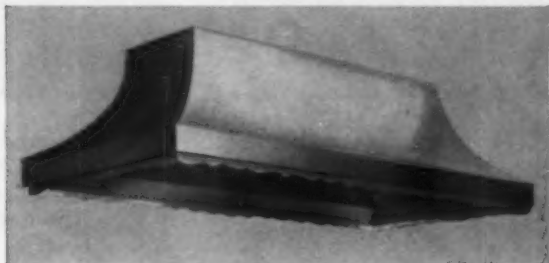
COLOR FLEXIBILITY A must for today's homebuilder. Rangaire Color-Mates match or mix with all major appliance colors. Standard colors are coppertone, antique copper, white, and stainless steel.

SIZE FLEXIBILITY Here's real help for the builder. Rangaire

manufactures all popular sizes up to 42" as standard, and will fill any odd size requirements on request.

PRICE FLEXIBILITY Rangaire meets all comers with a right-price hood for mass builder economy to custom-designer, and the Rangaire quality is always there.

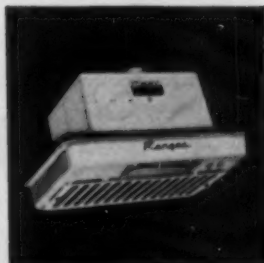
DESIGN FLEXIBILITY From standard to custom — Rangaire has the right style hood for your home. Under-cabinet, Island-type, Free-standing, are all standard with Rangaire. Custom designs built to your specification. See your Rangaire dealer today . . . you'll be glad you did.



RANGAIRE IMPERIAL This exclusive, ceiling-installed masterpiece offers true "style magic" for the really deluxe kitchen. Squirrel cage exhaust, washable foil filter, and recessed frosted glass lights.



MODELS 3 AND 41. Free-standing. Deluxe 41, squirrel cage exhaust, with filter. Model 3, swing-down fan.



RANGER 110 Low-cost efficiency for ceiling or cabinet. Squirrel cage exhaust. Washable foil filter.



Important News—from Rangaire Builder-Engineer Research

Now in limited production

Rangaire RI-95

AM — HI-FIDELITY RADIO INTERCOM
FM

All new in design and unquestionably the finest Hi-Fi, AM-FM Intercom system on the market. Competitively priced. Exclusive Power Transformer feature for the ultimate in High-Fidelity and longer life.

- 5-Watt Amplifier
- 15-Tube Performance
- No Drift Feature
- No Hum or Feedback



Write for further information and free literature: Rangaire, Cleburne, Texas. Dept. A1

For Every Moisture Problem There's a Sisalkraft Product That Does the Job ... Saves You Money



SISALKRAFT, tough, reinforced waterproof papers for protecting floors, curing concrete, covering unfinished work on the job. In fact, any application requiring protection against the weather.

MOISTOP — a reinforced paper-polyethylene laminated vapor barrier. Provides complete, permanent protection against moisture infiltration through floors, whether slab on ground, below grade or in crawl spaces.

VAPORSTOP — a low cost vapor barrier for under slabs. Tough and strong for application without rips or tears. Fungicide treated to resist rot and decay.

COPPER ARMORED SISALKRAFT, a sheet of pure copper laminated to reinforced kraft. Permits the use of pure, permanent, waterproof copper at lowest cost. For all concealed flashing and waterproofing.

SISALATION — a reinforced reflective insulation and vapor barrier for sidewalls, ceilings and floors. Low in cost — protects against condensation — saves heat in winter — provides summer comfort.

A selection of flexible and semi-rigid, clear plastic films are also available in a variety of widths. A new line of vapor barriers is now being manufactured — called Pyro-Kure, these products are flame resistant and carry the UL label.



AMERICAN SISALKRAFT CORPORATION

Chicago 6 • New York 17 • San Francisco 5
In Canada: Murray-Brantford Ltd., Montreal

reinforced paper, foil and plastics for construction, industrial packaging and agriculture



For above door, specify Float-Away Flush Panel, 8'-0" height, primed, any width required.

Dept. A-72

YES! I am interested in making \$14.97
extra profit on every closet I build.
Rush me all your facts and figures on the
Float-Away closet door profit story at once!

Name _____

Address _____ City _____ Zone _____ State _____



FLOAT-AWAY DOOR COMPANY

1173 Zenolite Road, N.E.

Atlanta 6, Georgia

Float-Away metal closet doors are made to fit all standard modular openings—available in Flush Panel, Louver, Colonial, prime coated—also prefinished Lauan and Birch. Five-year guarantee.

KOHLER



VALVET, shown in a Centra lavatory fitting, is in the full closed position while the unit at right is open. Note the non-rising stem.

*No dripping
No washer
grinding*

VALVET UNIT

The Kohler Valvet interchangeable unit is engineered to eliminate the grinding action of conventional faucets. The valve is opened and closed with a piston-like movement, pressing seat against washer—with no wear on washer or seat.

POSITIVE FLOW

Water flow from spout remains constant at the volume you prefer when you turn the handle. A gentle turn shuts valve completely—a dripless seal assured.

NON-RISING STEM

Eliminates all unsightly packing residue; "O" ring needs no lubrication; prevents leakage ordinarily caused by packing wear.

EASY TO MAINTAIN

Unit can be replaced in seconds if necessary—slips into place as easily as putting your hand in your pocket—no special tools needed. Compact, easy to stock—ideal for multiple installations—schools, commercial building.

FITTINGS

All-Brass

All the metal in every Kohler fitting—including handles and escutcheons—is genuine brass, insuring maximum resistance to wear and corrosion, together with minimum maintenance. Brass also takes and holds chrome finish better than any other metal.

Star-like beauty. The Galaxy series with brushed or polished chrome finish, and the Constellation series in polished chrome, combine distinguished design with ease of operation. They fit the hand comfortably, respond to finger pressure, and complement Kohler fixtures in quality and style.

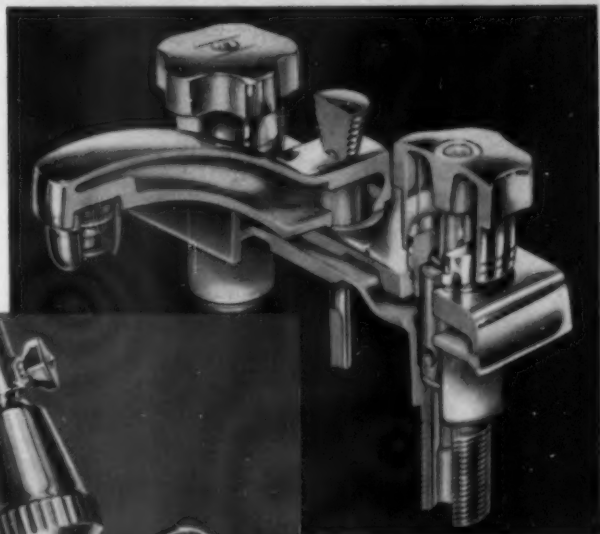
Cost-saving installation. Kohler fittings save valuable installation time. They are engineered for easy assembly of parts and rapid attachment to Kohler fixtures. Water-tested in excess of normal usage.

The Kohler mark of quality—on all Kohler fittings—is recognized and respected the world over.

Always specify Kohler fittings for Kohler fixtures

● **THEY'RE MADE FOR EACH OTHER**

KOHLER CO. • Established 1873 • KOHLER, WIS.

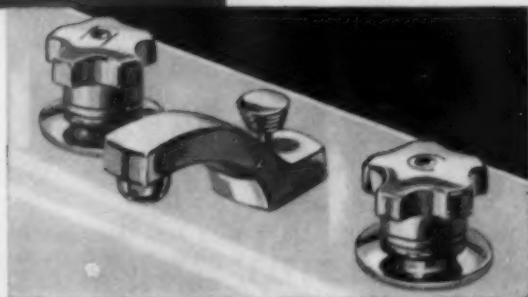


CENTRA, Constellation series lavatory fitting, cut away to show the all-brass construction, K-7400.



DALTON, Galaxy series, shower and bath fitting, K-6927.

BANCROFT, Constellation series, shelf-back lavatory fitting, K-7416.

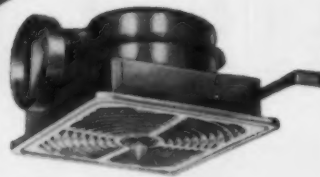


KOHLER OF KOHLER

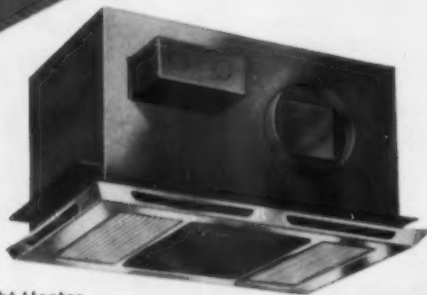
ENAMELED IRON AND VITREOUS CHINA PLUMBING FIXTURES • ALL-BRASS FITTINGS
ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS

FASCO

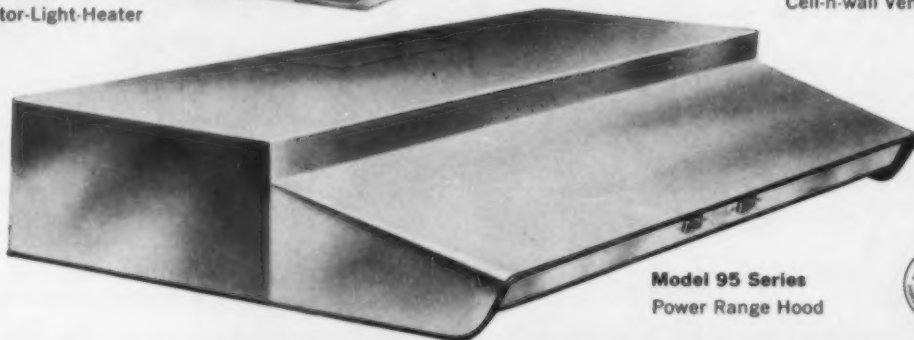
Model 650A
Bathroom Ventilator



Model 657C
Ventilator-Light-Heater



Model 1020A
Ceil-n-wall Ventilator



Model 95 Series
Power Range Hood



OFFERS "BALANCED"

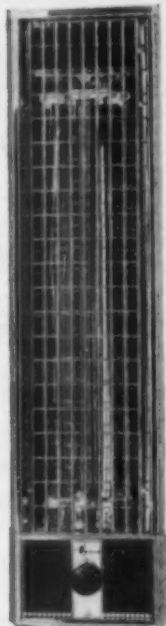
Fasco's long experience in dealing with scientific movement of air proved invaluable in developing the new electric home heating line . . . enabled Fasco to offer an efficient, pre-determined "balance" between proper heating and ventilation.

Homes equipped with the "balanced" Fasco system are free from "over" or "under" ventilating or heating . . . offer highly efficient and truly scientific control of air freshness and warmth.

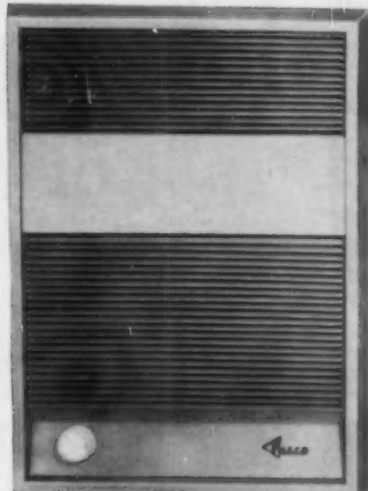
Add to Fasco's "balance" the ease of installation and the progressive styling, and you come up with the conclusion that here is heating and ventilating that makes real sense—to builders, contractors, and home-buyers alike! So look into the stability and performance of Fasco's "one-source" system for your installations.

Fasco... first with the finest Always!

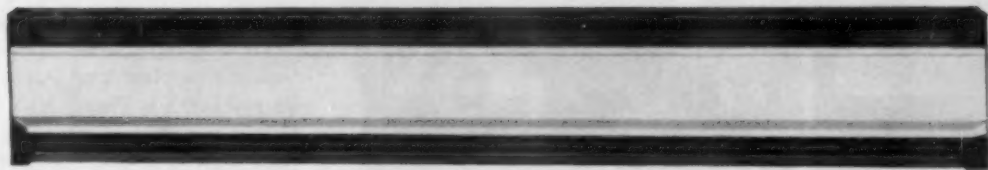
Model RW-1215
Radiant Wall Heater



Model FW-2440
Forced Air Wall Heater



Models 2250 thru 2265
Radiant Cable



Model BB-2408 Baseboard Heat

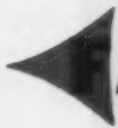


HEAT AND VENTILATION

ATTENTION! CONTRACTORS — Fasco's "researched" ventilating and heating units are trouble-free, easy to install.

BUILDERS — Fasco heat and ventilation units offer futuristic features requested by thousands of convenience-minded builders.

DISTRIBUTORS — Fasco is a progressively-styled, highly-saleable line for modern electric home heating and ventilation.



FASCO INDUSTRIES, INC.

North Union at Augusta • Rochester 2, New York

Please send me additional information on FASCO ventilating and electric heat products.

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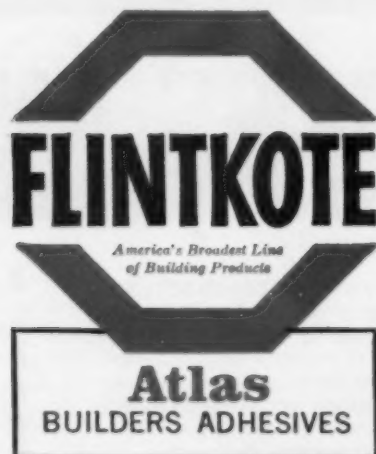
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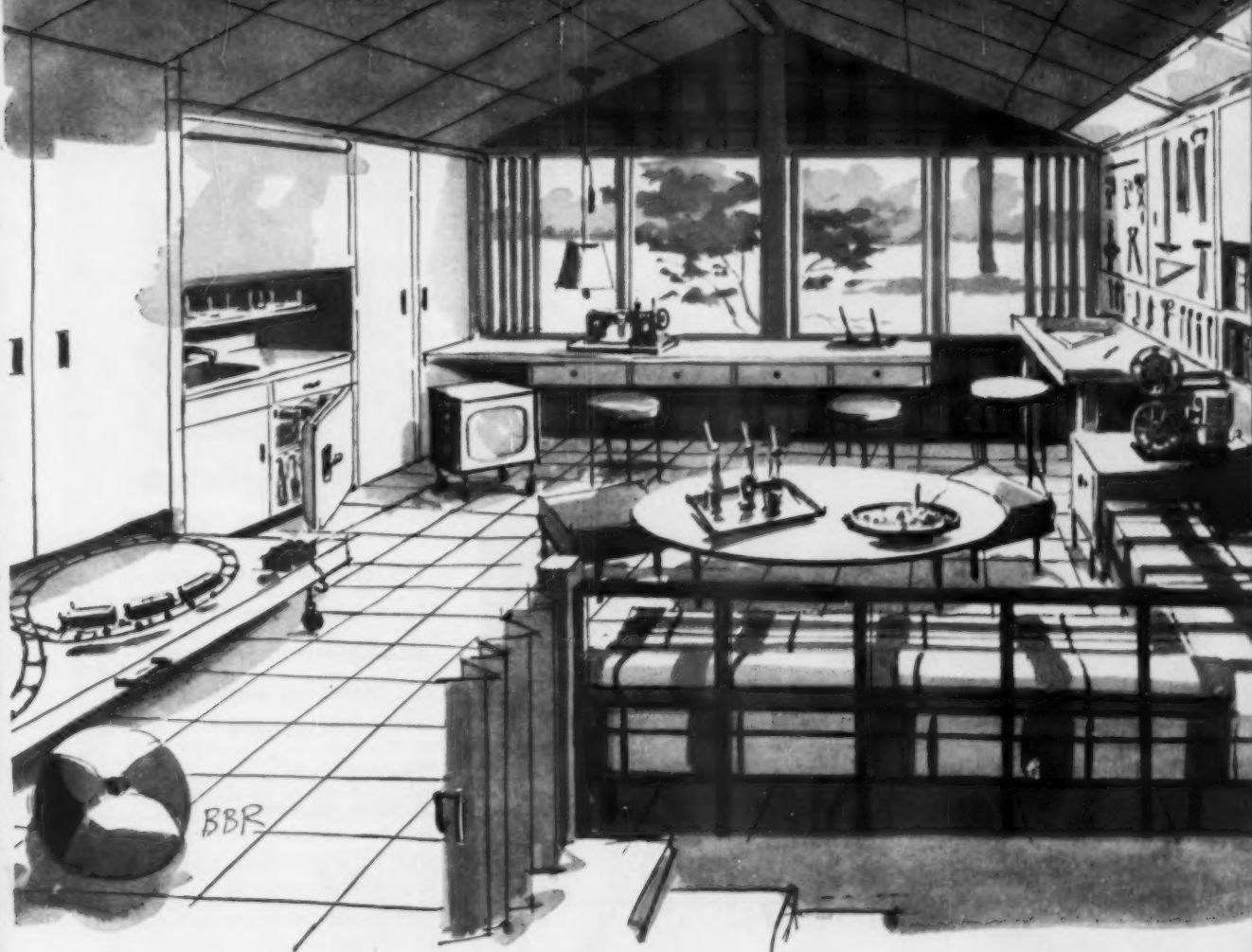
Everything you need
for applying floor,
wall and ceiling tile...
from one big source:

FLINTKOTE-ATLAS BUILDERS ADHESIVES

Step up to the Flintkote-Atlas line of building adhesives—one of the broadest lines in the industry. It's backed by a powerful consumer advertising campaign that keeps it an ever-increasing favorite: Life! Saturday Evening Post!...and many other leading big-circulation magazines. Colorful literature and hard-hitting selling aids available. For particulars, write: The Flintkote Company, Flooring and Adhesive Division, 30 Rockefeller Plaza, New York 20, N. Y. Or, see your Flintkote-Atlas representative. He's a great guy to do business with...and he really knows his builders adhesives.



Meet Flintkote salesman Harry Vorperian...with one of the broadest lines of builders adhesives in the industry.



How to boost profits by raising roofs

Most growing families need more living space. You can give it to them with C.I.T.'s Property Improvement Plan. You can push out a dormer in the attic or build a complete second story; add a new wing or completely remodel a home.

The C.I.T. Plan rounds out your remodeling package. It helps you close in two fast steps: (1) estimate the job, and (2) close the sale by quoting low monthly payments. Use this plan to upgrade the sale, sell a more extensive job. There's no down payment—up to 60 months to repay, and

Credit Life Insurance on the unpaid balance.

More than seventeen million families have used financing by C.I.T.—the nation's *largest* independent finance company. 400 offices, coast-to-coast, assure you of quick approvals and dependable service. Find out how you can increase your property improvement business with the Universal C.I.T. Property Improvement Plan. Call your local Universal C.I.T. representative, today. Or write: Universal C.I.T. Credit Corporation, 650 Madison Avenue, New York 22, New York.



Property Improvement Plan

another first from **Bilt-Well**
by **Caradco**



Bilt-Well Casements

**...unsurpassed for efficiency and
low heating and cooling costs**

Sleek, trim BILT-WELL Casements consistently show weathertightness far beyond the FHA minimum standards. That's because they're double-weatherstripped. Where FHA commercial standards permit .50 cubic feet per minute infiltration per lineal foot of perimeter at 25 m.p.h. wind speed, BILT-WELL Casements, in test after test, admitted only .12 cubic feet per minute. Proof of unusual efficiency and economy.

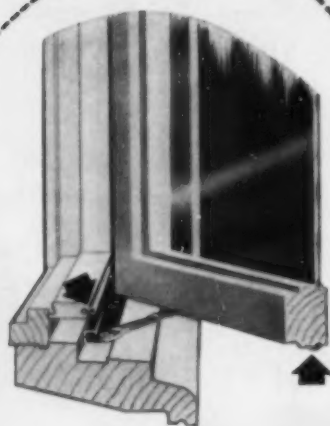
The BILT-WELL Line of Building Woodwork—WINDOW UNITS, Double-hung, Awning, Casement, Basement. CABINETS, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory. DOORS, Exterior, Interior, Screen and Combination.

Manufactured by **CARADCO, Inc.** Dubuque, Iowa

There's more to offer with

BILT + WELL
WOOD + WORK

by Caradco



**The one and only stain-
less steel and vinyl
double-weatherstripped
casement window
available.**

The BILT-WELL Casement Window, engineered for maximum operating efficiency, has tubular gasket type weatherstripping on stops and stainless steel spring leaf on all four edges of sash.

Look for these BILT-WELL Casement features

1. Unitized construction facilitates groupings
2. Concealed, tamper-proof hinges and locks
3. Nylon bearings, stainless steel track, cadmium plated steel hinge arm
4. Three widths of sash—16", 20" and 24" glass
5. Gold-tone hardware and screens
6. Angle and radial bays from stock parts
7. Harmonizing rigid vinyl storm panels
8. Single or double insulating glass
9. Dove-tailed frame joints

Rental units
can cost less with
ALFOL insulation

Yes . . . with ALFOL Aluminum Foil Insulation you save in many cost-reducing ways. Installation time is 15% to 20% less than for bulk insulations. Rapid, efficient installation lets other trades move in faster, too. ALFOL's all around heat stopping efficiency—both summer and winter is unequalled. This means you can install smaller tonnage, less expensive cooling units if you air condition. Also, whether you install electric heat or flame-fueled heating plants, operating costs will be at a minimum.

Don't forget . . . franchised ALFOL distributor-applicators are insulation experts. They can help builders insulate and build better . . . for less. Ask them.



Please send
FREE ALFOL Brochure:
"The Modern Insulation
for Today's
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Construction Needs!"

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A subsidiary of Borg-Warner Corporation
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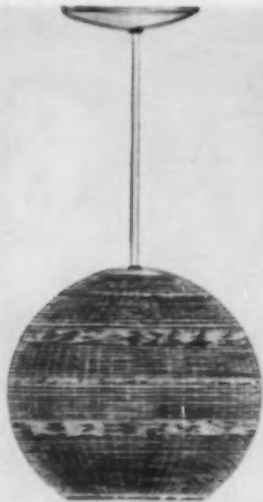
Borg-Warner[®]

the light idea[®]

SUN 'N SAND Unique, different . . . appealing! Shades are an arresting blend of imported Italian sand-tone reed, handwoven with glistening brass accents. Satin white, vacuum formed styrene diffuser. Sun 'N Sand — original . . . beautiful . . . modern!



V-5675 For hallways or tasteful accent lighting. Length 8¼", diameter 6½". One 100-W.

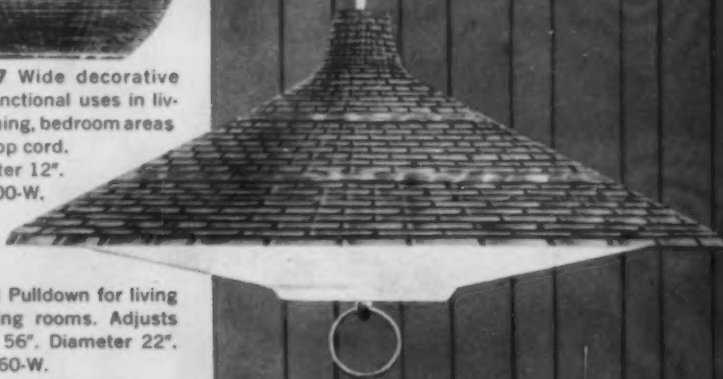


V-1677 Wide decorative and functional uses in living, dining, bedroom areas. 60" drop cord. Diameter 12". One 100-W.



V-1676 Designed for dramatic living room lighting. Three-light cluster. 48" white drop cords. Diameter 25½". Three 100-W.

V-1675 Single unit 48" drop cord. Diameter 10½". One 100-W.



V-1673 Pulldown for living or dining rooms. Adjusts 20" to 56". Diameter 22". Three 60-W.

V-1672 Same but 17" diameter. Two 60-W.



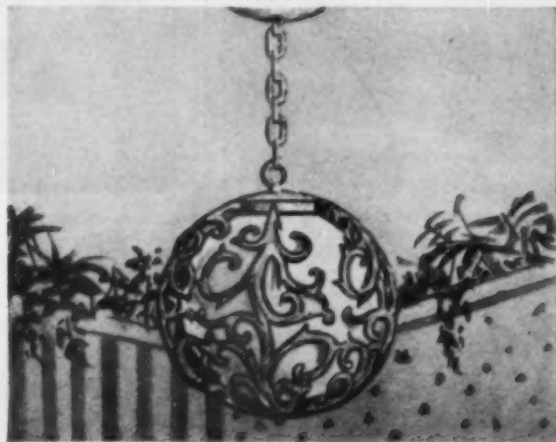
new custom creations

FLORENTINE SERIES Exquisitely detailed scrolls cast in aluminum. Antique white color delicately toned with gold fleck. White opal globes. Matching white chain. Here is new richness for all homes — contemporary, transitional, traditional!



V-1713 Perfect in foyers, living rooms, dining areas. Spread 31" (6' chains and yolk). Three 100-W.

V-1712 Majestic! Diameter 12". Matching white 6' drop chain. **V-1710** diameter 10". One 150-W.



PLANTER SERIES Bright ideas! Lighting fixtures that double as planters. Perfect accents for fireplace, entranceways, in dinettes or family rooms . . . wherever you want a touch of eye-catching beauty!



V-1695 Planter for wall mounting. Diameter 5 1/2" (top and bottom). Length 33". Lights from top. One 60-W.

These are just a few of the fresh, new custom creations available . . . fixtures so delightfully different and irresistibly styled . . . "to show is to sell."

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SUBSIDIARIES: LIGHTING DYNAMICS, INC., LOS ANGELES, CALIF. AND DALLAS, TEXAS; JOHN C. VIRDEN, LTD., TORONTO, ONTARIO.



Truscon Series 138 Double-Hung Steel Windows, fixed picture windows, and screens are an income producing feature of 3440 Lake Shore Drive Apartments, Chicago, Illinois. Architects: L. R. Solomon and Associates. Contractor: Lloyd's Builders.

BEST KITCHEN BUY FOR APARTMENT BUILDERS—Republic Steel Kitchens. Durable baked enamel in white and in colors ends kitchen maintenance costs, assures tenant satisfaction. Also available in new vinyl on steel cabinets — abuse resistant, high fashion decorative effect. You don't repaint with every tenant move. Dimensionally accurate Republic Steel Kitchens are easy to install. Doors and drawers fit right with no maintenance. You save for the life of the building when you install trouble-free Republic Steel Kitchens. Send coupon for specifications.



BEST WINDOW BUY FOR APARTMENT BUILDERS...

TRUSCON SERIES 138 STEEL DOUBLE-HUNG WINDOWS

No other window like it! All-steel, bonderized, finished in lasting baked enamel. Stainless steel weatherstripping, stainless steel balance tapes. Series 138 is the trouble-free window.

Steel construction is dimensionally stable. Window always operates easily, fits right, closes tight. Tenant satisfaction is built in.

Weathertightness makes the Series 138 the ideal window for use with air conditioning—either central or window located.

Series 138 Steel Double-Hung Window can be incorporated into Truscon's VISION-VENT® Window Wall, giving you the ultimate in apartment curtain wall construction. And, Series 138 can be furnished in your choice of color.

Where apartments are in your plans, be certain to see a demonstration of Truscon Series 138 Steel Double-Hung Window. Your local Truscon representative will be happy to give you all the facts. Or, send coupon.



BEST PIPING SYSTEM FOR APARTMENT BUILDERS—Republic Steel Pipe installations are good proof of economy and dependability in development and multi-family building operations. Or, as Tom Graziano, Builder, Boston, Massachusetts, says: "Steel Pipe is used for hot water heating system piping and vents because it is just as dependable in these applications—yet considerably less expensive—than other products we could use." Your Republic Pipe distributor has the world's finest steel pipe. Call him for complete information, or write today. Send coupon below.



TRUSCON TRU-DIAMOND METAL LATH AND HOLLOW STEEL STUDS can be erected quickly and easily with ordinary lather's tools to provide for low cost non-load bearing partitions.

The open web design and depth of the studs provides space for encasement of pipes, conduits, or ducts, horizontally, vertically or diagonally, without impairing the partition construction or strength.

Sound reduction ratings up to 46.0 decibels, and fire resistance ratings up to two hours are possible with this type partition.



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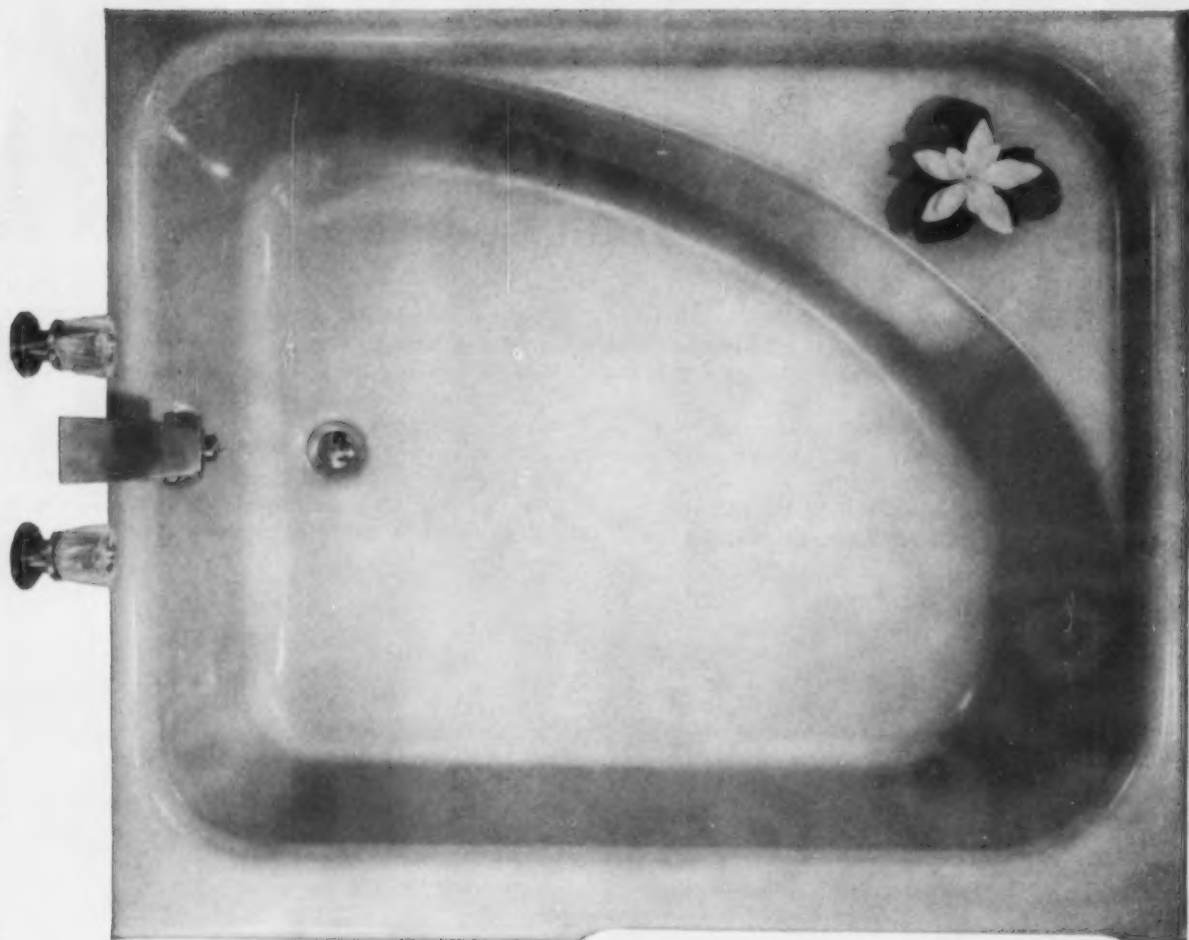
- Truscon Series 138 Double-Hung Steel Windows
 Republic Steel Kitchens Republic Steel Pipe
 Truscon Tru-Diamond Metal Lath and Accessories

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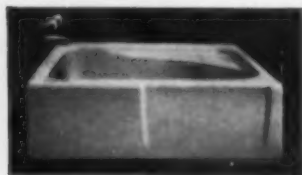
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Clean, modern styling. 48" long, 42" wide, 14" high. Six pastel colors and snowy white.



Straight apron floor line minimizes tile cutting and installation costs—back and ends flanged for wall tiling.

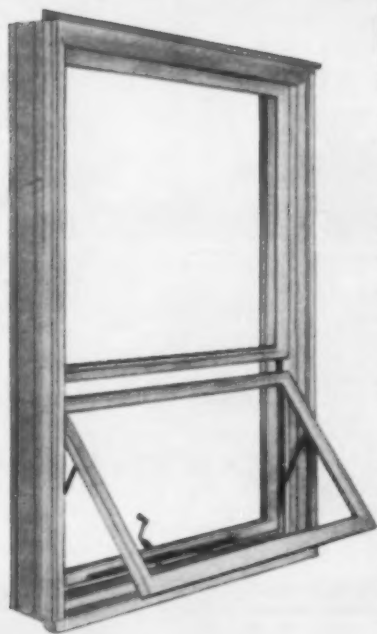
Distinctive beauty—generous bathing area—integral corner seat and wide rim seat . . . these are just some of the *preferred* features found in the new *Delray* square recess bath by Eljer. Nationally advertised to help *presell* your customers, the new *Delray* is currently featured in full-page, four-color ads in *House Beautiful* and *Living for Young Homemakers* magazines.

ELJER
Division of The Eljers Corporation of America

Three Gateway Center
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Estate de luxe siphon jet toilet is styled and color-matched to complement other fine Eljer Fixtures.



ROLLING OFF THE ASSEMBLY LINE right now is the all new Rimco "Vuevent" Wood Window Unit. Make sure you reserve openings for it.

This addition to the Rimco line of quality window units is just what the name implies . . . view sash joined with a ventilating sash . . . all in a single jamb unit with new narrow meeting rails. This allows you to use more glass at substantially less than the basic component cost of separate stacking units. There's installation savings, too, because there's just one unit to set and trim out.

The ventilating lower sash is available in a choice of three under-screen operators: Standard push-bar, Deluxe Lever-Lock or Custom rotary gear. Anodized aluminum weatherstripping gives complete year 'round protection. Decorator gold-tone aluminum screen frame features non-glare wire. There are eight unit sizes from which to choose — all available with either insulating glass or regular glazing with Insulating Panel.

And like *all* Rimco Wood Window Units, the "Vuevent" is protected with deep-penetrating Woodlife preservative applied by the Dri-Vac *controlled* process.

Delivery is now being made so check with your Lumber Dealer or for more information write Department "A".

RIMCO®

ROCK ISLAND MILLWORK COMPANY
FACTORY DIVISION
ROCK ISLAND, ILLINOIS

DESIGNED AND ENGINEERED BY ROCK ISLAND MILLWORK COMPANY



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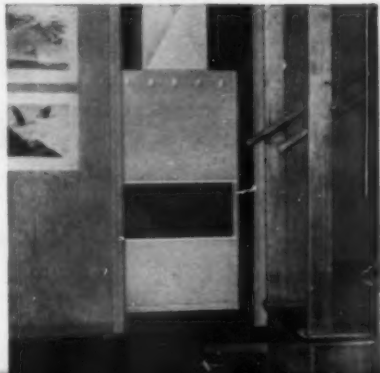
Now!..Trane brings complete air conditioning



1. Heat, cool entire home with a new TRANE air-to-air Heat Pump! Here's big building quality air conditioning, engineered to meet residential needs. This new TRANE Heat Pump operates *electrically*; uses no water, requires no fuel, provides heating in winter, cooling in summer. On cooling cycle, it operates as a conventional air conditioner, extracting heat from the home. On heating cycle, the action is reversed: heat from outside air is picked up by the refrigeration system. This, plus heat from the compressor is delivered into the residence. For colder climates, electric auxiliary heating units are available.

An outside unit is usually located on the ground, with the indoor unit in the attic, crawl space or basement. No chimney or flue is needed. A ductwork system delivers both cool and warm air throughout the dwelling. The new TRANE air-to-air Heat Pump is available in 2, 3, 5 and 7½ hp capacities to heat and cool any size or type of home.

2. Year-around air conditioning for homes, stores, offices with this TRANE water-to-air Heat Pump. Easy to install, completely factory-wired, the TRANE water-to-air Heat Pump provides year-around comfort for homes, stores, offices. The modern, compact cabinet takes little floor space, may be installed within or outside of the conditioned area. Quiet, efficient, vibration-free, this unit meets every requirement in areas where water supply and disposal is adequate. It's available in 5 sizes: 3, 5, 7½, 10 and 15 tons.



you 4 ways to provide —at competitive prices

A new, compact Heat Pump—plus heating-cooling systems for any home, in any climate—add salability to your homes, while holding building costs down!

HERE ARE FOUR practical ways you can offer complete, year-around air conditioning in the homes you build—and still keep your prices competitive. New TRANE Climate Changer units give you an almost unlimited choice of system for heating, cooling—or *both*. And this is *quality* air conditioning—manufactured by a leader in big building systems. It's *matched* equipment, produced in a new, modern factory designed exclusively for the manufacture of "package" heating, cooling units that are *built together to work together*.

Latest addition to the TRANE residential Climate Changers is the industry's newest line of heat pumps, air-to-air or water types. Compact, efficient, they're easy to install . . . provide

year-around comfort. Best of all, these new TRANE Heat Pumps (air-to-air type) tuck away in attic, crawl space, basement or garage; take no usable floor space. Outside unit is neat, inconspicuous, with upward air discharge for quiet operation, location flexibility.

The name TRANE on your heating-cooling system means full capacity, trouble-free operation. Each system is carefully installed by a selected air conditioning contractor. A TRANE system marks yours as a quality home! For complete facts on the TRANE Climate Changer line, just call your nearby TRANE Sales Office . . . it's listed under "Air Conditioning" in the Yellow Pages. Or write TRANE, La Crosse, Wisconsin.

For any air condition, turn to

TRANE

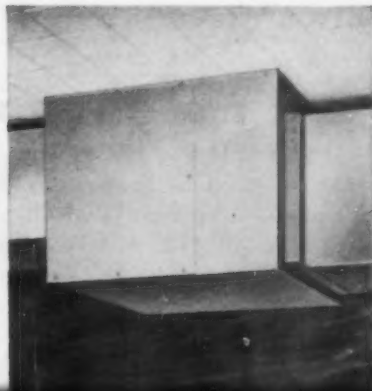
MANUFACTURING ENGINEERS OF AIR CONDITIONING,
HEATING, VENTILATING AND HEAT TRANSFER EQUIPMENT

THE TRANE COMPANY, LA CROSSE, WIS. • SCRANTON MFG. DIV., SCRANTON, PA. • CLARKSVILLE MFG. DIV., CLARKSVILLE, TENN. • TRANE COMPANY OF CANADA, LIMITED, TORONTO • 100 U. S. AND 10 CANADIAN OFFICES

3. Combination furnace and air conditioner: heats and cools any type of home! This TRANE Climate Changer may be oil or gas-fired warm air type (upflow or downflow). Matched cooling unit fits on the furnace, may be installed with the furnace or added later—so you may offer *optional* cooling! Heating, cooling use same duct-work, cutting installation costs.

4. Independent cooling, for use with hot water heat or where there is no central heating, is provided by this TRANE Climate Changer Fan-coil unit. Fits into just 5 square feet in attic, basement, utility room or garage. Ideal for use with TRANE Baseboard and other wet heat systems in homes or small commercial buildings. Comes in 2, 3, 5 and 7½-ton models.

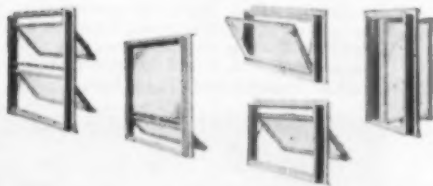
Needs no water: Outside compressor unit for TRANE Climate Changer systems (1), (3) and (4) is air-cooled. Eliminates water supply and disposal problems frequently encountered in residential areas. Features upward discharge for quiet operation, freedom of location. Unit is compact, neat in appearance. 2, 3, 4, 5 and 7½-ton models—all with quiet centrifugal fans.





One window line does all this...and costs less to do!

4-WAY
Qualitybilt
WINDOWS



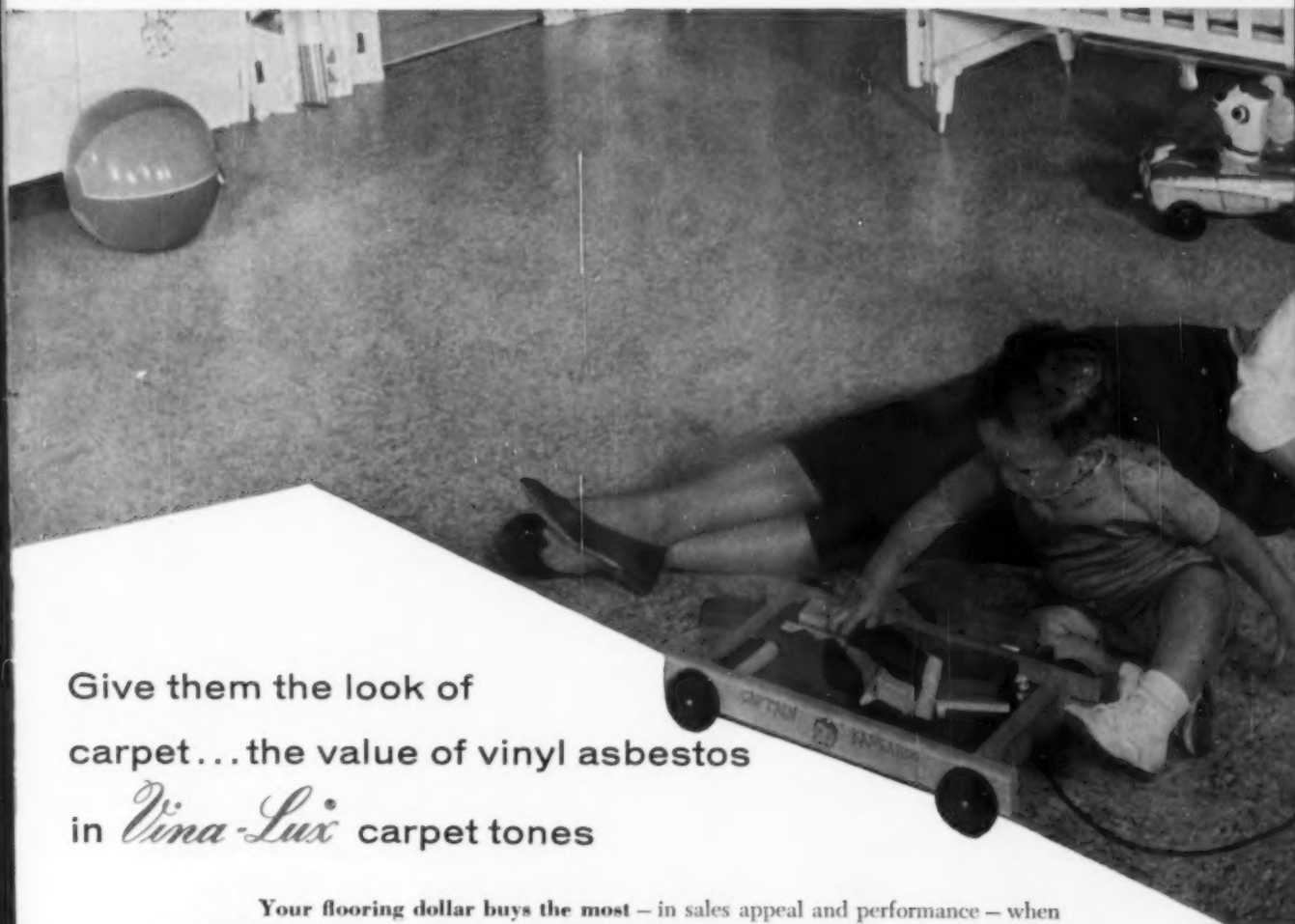
There's no other wood window line so right for so many situations as the Qualitybilt 4-Way line! The photographs above vividly demonstrate the unique ability of these windows to fit in anywhere . . . and almost magically enhance the appearance of each and every building, residential or commercial. Hundreds of pleasing combinations derive from only two basic series — TWO-SASH and SINGLE SASH — to make Awning, Hopper, Outswinging Casements, or Fixed Units. And, the finest of hardware and glazing are available to suit any building requirement. Each window is completely weather-stripped and toxic-treated. You'll be pleased at the price, too! Write or call for complete details TODAY.

FARLEY & LOETSCHER MFG. CO.
DUBUQUE, IOWA

Entrances • Doors • Frames • Sash • Blinds • Casements • Glider Windows • Sliding Doors
 Screens • Combination Doors • Storm Sash • Garage Doors • Mouldings • Interior Trim • Sash Units
 Louvers • Kitchen Cabinet Units • Cabinet Work • Stairwork • Disappearing Stairs • "Farlite" Laminated Plastics



"Sure, folks like carpet – but how can I afford it in my \$12,000 homes?"



Give them the look of
carpet... the value of vinyl asbestos
in *Vina-Lux* carpet tones

Your flooring dollar buys the most – in sales appeal and performance – when you install Vina-Lux Carpet Tones... available in 5 decorator-designed colors.

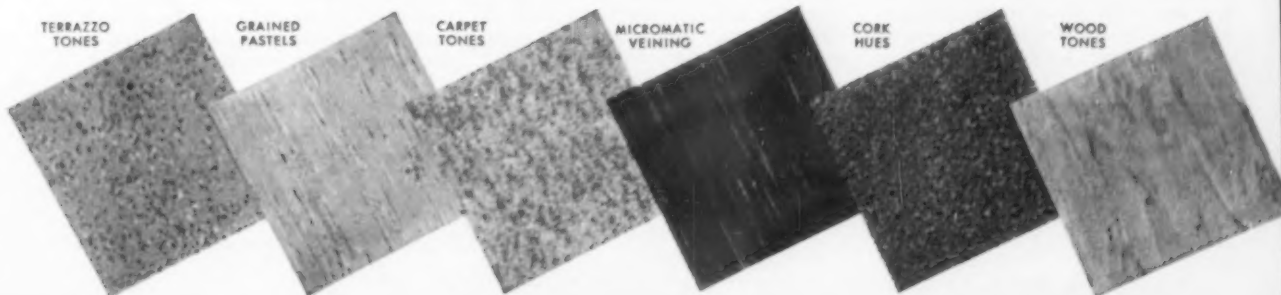
Here is the true deep-textured look of fine carpet in long-wearing, easy-cleaning vinyl asbestos tile. And Vina-Lux beauty is matched by solid economy, because it's ideal for installation on or below grade over concrete slab, or over wood and plywood subfloors.

Want to sell more houses – faster – at a better profit? Free Vina-Lux model home merchandising kit, samples and "Floor Styling Handbook" can help you! Write today!

AZROCK FLOOR PRODUCTS DIVISION
UVALDE ROCK ASPHALT COMPANY
541A FROST BANK BUILDING • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement



Now
Gas cooling

with
BRYANT!

INSTALL the new Bryant Deluxe Gas Air Conditioner and watch customers' favorable reactions when you explain its control over the weather. When they find out it's Gas . . . and that just one control switches from winter heating to summer air conditioning . . . you'll be selling more homes faster than ever.

And one of the big plus-benefits is that customers can start with an installation of just the Bryant Gas furnace and add the cooling unit later on, and still have the same easy-adjustment and economy advantages.

Customers have come to know that Gas is their most dependable home servant . . . in all kinds of weather. And that Gas is economical to install and to operate. There is nothing to wear out or make noise in a Gas flame.

Nothing heats, cools and conditions air like Gas!

AMERICAN GAS ASSOCIATION




EASY INSTALLATION. The compact Bryant Gas furnace fits handily into closet-size floor space. The Bryant cooling unit goes outdoors. No expensive wiring, no bulky fuel storage tanks . . . because it's Gas!



EASY REMODELING. The Bryant furnace is specifically designed for add-on Gas cooling — an extra selling feature for your houses. Gas provides the economical way to have *whole-house, all year* air conditioning!



"FRESH-AIR" CIRCULATION, WINTER OR SUMMER. Bryant Gas heating provides an even flow of warm air, responding instantly to temperature changes. And, Bryant Gas air conditioning extracts pollen, and moisture.

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



Tile Description: Chimney face and side wall in unglazed tile are 2 1/2" squares, c.e. in Sand Gray Textone with special design of 1 1/4" squares and 2 1/2" oblongs, c.e. in Black, Sand Gray Textone, Rust Brown and White. Raised hearth is glazed Crystalline tile in Scored Design SD-4 in 362 Crystal Black. Color Plate 118.

Home buyers warm up to TILE Today, more than ever, it's the extra touch, the "something different" that helps sell homes. In this living room, the decorative fireplace of ceramic tile adds dramatic interest to what could have been just another room. The beauty of American Olean tile brings new glamor to other areas as well. It gives you an inexpensive and extremely effective way to make your houses more merchandiseable. Use it in an entrance hall or kitchen, as well as in fresh new color treatments for bathrooms and powder rooms. Write for new idea-packed booklet, "Color Planning with Ceramic Tile", showing distinctive new tile treatments for homes.

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It is the only complete title protection you can offer your prospects.
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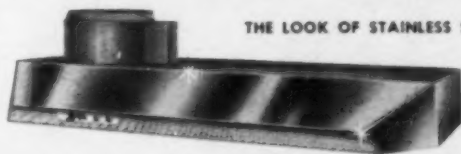
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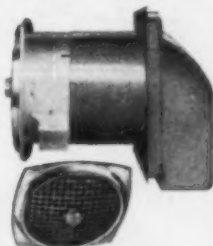
THE LOOK OF STAINLESS STEEL AT A FRACTION OF THE COST

This exciting new "Brushed Chrometone" finish is available exclusively on Leigh 5400 series "Economy" Range Hoods. Lowest cost quality hoods on the market. 4 popular sizes. Also in luxurious coppertone finish.



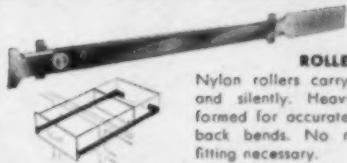
MILK AND PACKAGE RECEIVERS

Deliveries received inside safely. Insulated doors, heavy-duty hardware, painted aluminum prime-coat finish. Models available for frame or brick construction.



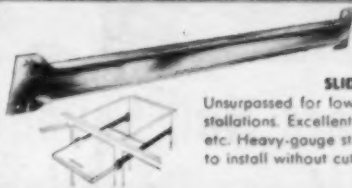
TWO NEW LOW COST VENTILATING FANS

Wall and ceiling types. Both at a remarkably low cost, but with all the beauty, installation and construction features of the most expensive units—plus Leigh's exclusive High Impact Polystyrene Grille... with an 80% free area. A gleaming, chrome-like finish.



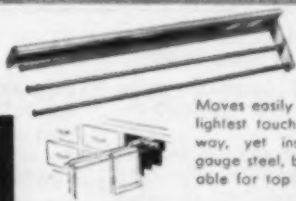
ROLLER DRAWER GUIDES

Nylon rollers carry the load smoothly and silently. Heavy-gauge steel, die-formed for accurate fit. Extra length on back bends. No notching, cutting or fitting necessary.



SLIDING SHELF GUIDES

Unsurpassed for low-cost sliding shelf installations. Excellent for kitchen cabinets, etc. Heavy-gauge steel construction. Easy to install without cutting or fitting.



SLIDING TOWEL RACK

Moves easily on 4 nylon guides, with the lightest touch. Keeps towels out of the way, yet instantly accessible. Heavy-gauge steel, brightly chrome-plated. Suitable for top or side mounting.



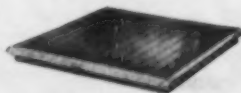
HIDE-AWAY GARBAGE CONTAINER

Easily installed inside cabinet door. White, baked enamel finish. Heavy galvanized steel pail with convenient handle. Easy to empty. Right or left-hand models.



CHOP-N-TOP BUILT-IN WOOD CHOPPING BLOCK

Protects new or existing counter tops from knife marks, burns, blisters. Made of dense, heavy, close-grained Rock Maple strips, laminated for greater strength. Prevents warping.



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ACCESS DOORS ... provide easy access to piping, electrical connections, storage space, etc. Sizes from 8" x 8" to 22" x 24"

CLOTHES CHUTE DOORS ... easy to install. Bright chrome or white baked enamel finish.

... And a complete line of other metal building products

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West Coast Warehouse: Leigh Industries (California), Inc., 649 South Anderson, Los Angeles, California. Made in Canada by: Leigh Metal Products Ltd., 72 York Street, London, Ontario. Prairie Provinces Affiliate: Leigh-Tornel Distributors Ltd., 549 Archibald Street, St. Boniface, Manitoba—Copyright 1960 LBP-ACP, Inc.

FASTER...LOWER COST WAY TO INSULATE BLOCK AND CAVITY WALLS!



● Flows freely into cores or cavities ...no cutting, no furring out...no waste. Drastically reduces costs of both materials and labor.



● Fills 100%, as in this concrete block wall. Won't settle, stays effective always. Will not permit transfer of moisture from outer to inner wall surface.

Builders Hail Seven Benefits of New Water-Repellent Insulation!

Faster: High-speed installation (as pictured) cuts costs as much as 60%.

Cut Heat Loss: Wall insulation value is doubled, fuel costs are greatly reduced.

Stays Dry: Patented process insures against water damage to insulation.

Reduces Cooling Costs: Saves up to 25% in cooling costs, permits use of smaller units.

Non-Settling: Retains its uniform, tamper-proof density.

Economical: Lower initial cost, less expensive to install. (As little as 1/3 to

1/2 the costs of insulation heretofore applied to inner wall surfaces.)

Increases Comfort: Minimizes condensation, keeps inner walls warmer in cold weather, insures your client's lasting satisfaction.

With all these advantages, it's no wonder more and more builders across the country are using ZONOLITE Water-Repellent Masonry Fill Insulation for block and cavity walls. To learn how you can insulate masonry walls faster and more economically, mail the coupon today.

ZONOLITE COMPANY—Dept. AB-70, 135 South LaSalle St., Chicago, Ill.

Please send me free literature telling me more about new Zonolite water-repellent Masonry Fill Insulation.

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Remodeler with Vision



"What I've done in Levittown can be done in any community in the nation . . ."

Memo

To: Joe Mason, Editor

The more I look into the Richheimer story, the more it looks like a case where it took a man from another country to see America's really big remodeling opportunity.

Joe Ferche
Technical Editor

In 1939, Herbert Richheimer (above) came to the U.S. from Germany, with \$27 in his pocket. Today, he runs a remodeling business that grosses millions a year and is still growing.

For example, his much-publicized Levittown, Long Island, office opened in 1956. It now grosses over \$2 million a year. His newer office, serving Levittown, Pa., opened only a year ago. It's already passed the

\$500,000 gross annual rate—twice the first-year volume that Richheimer had expected. (You'll see complete details on his Pennsylvania operation on the following pages.) And Richheimer is now setting up a nation-wide remodeling service that gives any qualified builder, lumber dealer, or other business man as little or as much guidance as he needs to set up a money-making remodeling operation.

REMODELER WITH VISION

\$25,000



\$12,500



\$14,990



For the New Jersey Levittown models, still under construction



"I'm thinking about remodeling now,

Remodeling wizard Herbert Richheimer operates according to a sound business philosophy. He believes that the competent remodeler is a natural complement to the development builder. So he starts planning his modernization packages even before the development is completed.

Development builder must standardize his houses

"The primary objective of the mass development builder," says

Richheimer, "is to give a family the maximum basic house at a price the family can afford to pay. Any deviation from this pattern at the time of purchase—like adding a room or changing room sizes—naturally slows the builder down and raises the price of the house.

"For example, look at Bill Levitt's Rancher, first built on Long Island, and used in the Pennsylvania and New Jersey Levittowns. It's loaded with basic housing value (its only 'un-

necessary' feature is a fireplace) and it has space for a family to grow in. Moreover, Levitt sells it at a very reasonable price.

No mass-produced house can satisfy everyone

"However, no mass-produced item—especially one as personal as a home—can satisfy all the needs of the people who buy it. But if Levitt customized the Rancher, he'd lose the cost advantages of his large-scale production. At this point the re-



Richheimer will develop packages with snap-on dormers, like these



SCALE MODELS with magnetized dormers (shown with and without second-story addition and rear extension) tell Richheimer's prospects how "packages" change a house (p. 87).

before the development is finished..."

modeler enters the picture, to perform an important function entirely separate from that of the builder.

Remodeler helps development house meet individual's needs

"He takes the basic development house and modifies it to meet the owner's requirements. A professional person, for example, may want an office added to his home—even before he moves in. The remodeler builds the office. The average buyer

will have a porch, patio, or breezeway put on immediately. Then, after a year or two, he often wants an addition, or to have the roof raised for an upstairs room. The remodeler fills all these needs. And, in the great majority of cases, the owner saves a lot of money over what the original builder would have had to charge."

Richheimer started his large-scale home modernization program in Levittown, Long Island, merely because it was the big-

gest untapped remodeling market near him. "But," he says, "the same thing can—and should—be done in every tract-built community in the nation. And if it isn't done," he adds, "we're going to wind up with some terrible suburban slums—especially in the low-cost developments."

Richheimer cites two examples of suburban decay. One, a pre-fab development near Levittown, Pa., has become a dismal place, with quite a few deserted homes. Many occupants have been vic-

REMODELER WITH VISION



OPENING DAY CROWDS at Levittown, Pa. office are "sold" with mock-ups of modernized models that show how the development will look in five years.



"We try to eliminate

timized by suede-shoe "remodelers" who peddle specialty items, (like siding, awnings, etc.) at tremendous markups. "This often straps the occupants for years, preventing them from buying the services of legitimate home modernizers," says Richheimer.

The other was recently incorporated into the city of Lansing, Mich. It has no streets or gutters, and about the only remodeling that's been done is the addition of fences around some homes. "The place is a sorry sight," says Richheimer, "especially during the spring thaws.

"The only way to prevent suburban dilapidation and decay,"

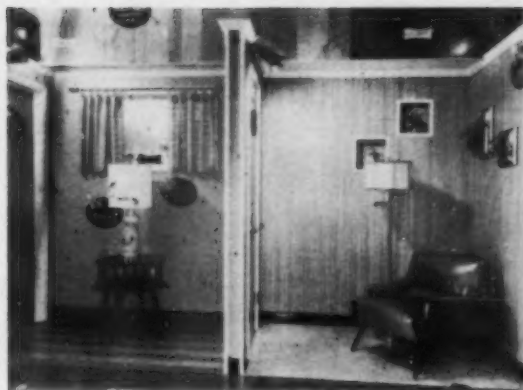
he continues, "is to educate the entire community. You must convince people that it is often better to remodel than to move—that their neighborhood can maintain, or improve, its status with the help of competent remodelers. Furthermore, the town should be encouraged to enforce existing laws requiring owners to maintain their property.

"Here's our approach to the education problem. Through local civic associations, we sponsor fix-up and clean-up programs. As a campaign slogan, we coined the phrase, "You can have a new home at the same address." Then, in our own sales program, we

make sure the customer knows just what our remodeling involves. We use models instead of blueprints, and we don't confuse him with a lot of technical language." (See photos.)

Richheimer speaks on the state of the remodeling industry

Richheimer has become a recognized spokesman for the remodeling industry. He spoke on the subject at this year's NAHB convention and took part in the NAHB spring meeting on urban renewal in Washington, D.C. He's also very active in the Home Improvement Council, and was recently appointed by



BLUEPRINT BAFFLE is eliminated by models (photo, opposite page) and these full-size displays. Reichheimer



finds such techniques show public just what they're getting, help avoid hard feelings when job is done.



ONCE BUYER IS SOLD with models, he sees these mock-up displays of paneled rooms, roof dormers, bow



picture windows, etc. The mock-ups let the buyer see, feel, touch, and even operate the products he's buying.

blueprint baffle ..."

FHA as a member of its Property Improvement Industry Advisory Committee. Here are some of his blunt comments on remodeling:

Scores manufacturers, remodelers, buyers, and banks

"Manufacturers spend too much money educating the public to their modernization needs, and too little on training the trades to fulfill those needs.

"Too often, a homeowner will see an elaborate consumer-magazine ad showing how beautiful his house can look after a certain remodeling job. But when he decides to have a similar job done,

he finds no one in his area is qualified to do it.

"Furthermore, too many remodelers are poor businessmen.

"In my recently set up RMS (Reichheimer Modernizing Systems, Inc., located at 280 Madison Avenue, New York 16, N.Y.), only 10% of 700 applicants qualified for the franchised program. The rest lacked the necessary credit rating. Most had done only \$40,000 worth of remodeling business a year—a tiny fraction of the potential markets in their areas.

"Too many buyers are bargain hunters.

"Shopping by price alone, they encourage unscrupulous operators who come in with a low bid on any job, often with no intention of delivering quality results.

"Too many remodelers are chiselers.

"This statement speaks for itself. Shoddy operators give the whole industry a black eye.

"Banks and loan associations are missing an opportunity to upgrade the industry.

"Through careful screening of loan applications, they could eliminate a lot of shady operators."

REMODELER WITH VISION



EX HOME BUILDER Bob Driscoll, now manager of Richheimer's Pennsylvania office, stands in front of his staff—(left to right) showroom salesman, job superintendent, bookkeeper, three salesmen and a truck driver.

Richheimer's cost-conscious team . . .

One factor behind Richheimer's dramatic success is his method of pricing.

"We operate on a sensible markup," says Bob Driscoll, manager of Richheimer's Pennsylvania office. "We gross 28-32% on every job—which is probably less, incidentally, than you paid on the suit of clothes you are wearing.

"This markup takes care of

our overhead (showroom, advertising, etc.) plus the salesmen's commissions (8%). And we realize a 5% net profit.

Fair profit vital to quality

"Making a fair profit is vital in the remodeling business," Richheimer chimes in. "It lets you guarantee your customer a quality job. And each quality job can bring in three more. I call

this the 'radiation effect' and I rely on it heavily in my operation.

Low price invites failure

"When I was an independent builder and remodeler on Long Island," Driscoll concluded, "I used to let a customer browbeat me down hoping the low price would carry me over. But all it did was carry me under."

...takes these 18 steps to profit



1. Lead comes in, is recorded. Appointment is made.



2. Lead slip is recorded in "Lead Book" and given a number.



3. Manager gives lead slips to salesmen, who sign for them.



4. Next morning, salesmen report on results of leads.



5. When salesman sells job he prepares complete job folder.



6. Job is then checked by sales manager for proper pricing.



7. Office receives job, bank is notified of credit rating.



8. After financing approval job is checked by cost department.



9. Job superintendent prepares on-site material list.



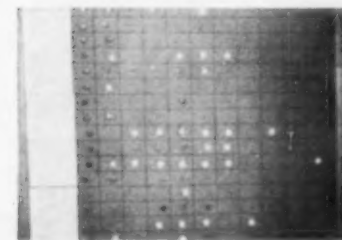
10. Total cost (excluding commission) is checked against price.



11. Job number is then assigned, logged in job book.



12. Plans are drawn; architect applies for building permit.



13. Job goes on schedule board after plans, permit, come in.



14. Carpenter gets job plans and carbon of material list.



15. Job super checks job progress, quality of workmanship.



16. All job orders are written. Carbons are filed.



17. Driver records material taken to or from storeroom.



18. Customers' opinion of all trades is recorded.

REMODELER WITH VISION



Close and effective job control . . .

“When we opened the Pennsylvania office, we had no way of keeping track of our work,” says Bob Driscoll, manager of that office. “We never

really knew whether a job was done correctly once a verbal order was given. Since then, we’ve devised a set of forms that cover every phase of our

operation. And, as stated on the book in the center of the photo (below), ‘Verbal Orders Don’t Go.’ Everything is written, and carbons are kept for checking.”

. . . comes from comprehensive forms





BEFORE—Typical 1,000-sq.-ft. ranch built by Levitt in 1954. It sold for \$10,000. It boasted two bedrooms, had a sliding wall permitting den to convert to third bedroom. Fireplace separates dining and living areas.



AFTER—2nd story addition is built on top of 1-story ranch house (see drawings below). Addition includes: two bedrooms; ceramic tile bath; new stairway; radiant hot-water heat. Total cost of the new work: \$4,700.

Richheimer's forte: unexpandable houses

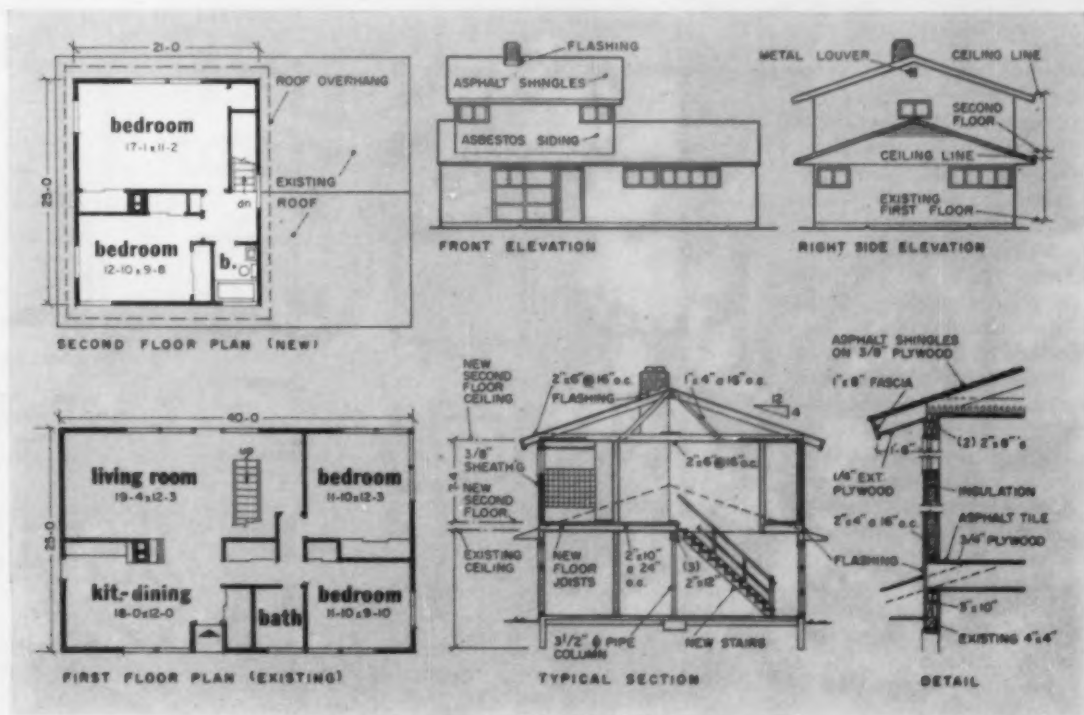
Not even the "unexpandable" house (one-story on a small lot) offers any real technical problems to the skilled remodeler. But the remodeler does have a serious financial problem.

"The trouble stems from appraisals," says Richheimer. There are no fixed standards for appraisals. So, unless an area has experienced extensive modern-

ization operations—like Levittown, L.I.—an owner cannot be sure when he puts \$4,000 or \$5,000 into his house that the final appraised value of the house will reflect that expenditure. So he often chooses to move rather than risk a heavy financial loss. This contributes to the decay of the neighborhood, and encourages other people to move out.

"And, to make matters worse, the appraiser often doesn't seem to know the cost of adding rooms and floors to a house."

The six-year-old house shown above sold originally for \$10,000. Modernization work cost \$4,700. But the appraised value is now only \$13,250 in spite of owner's greatly increased living space.





BEFORE



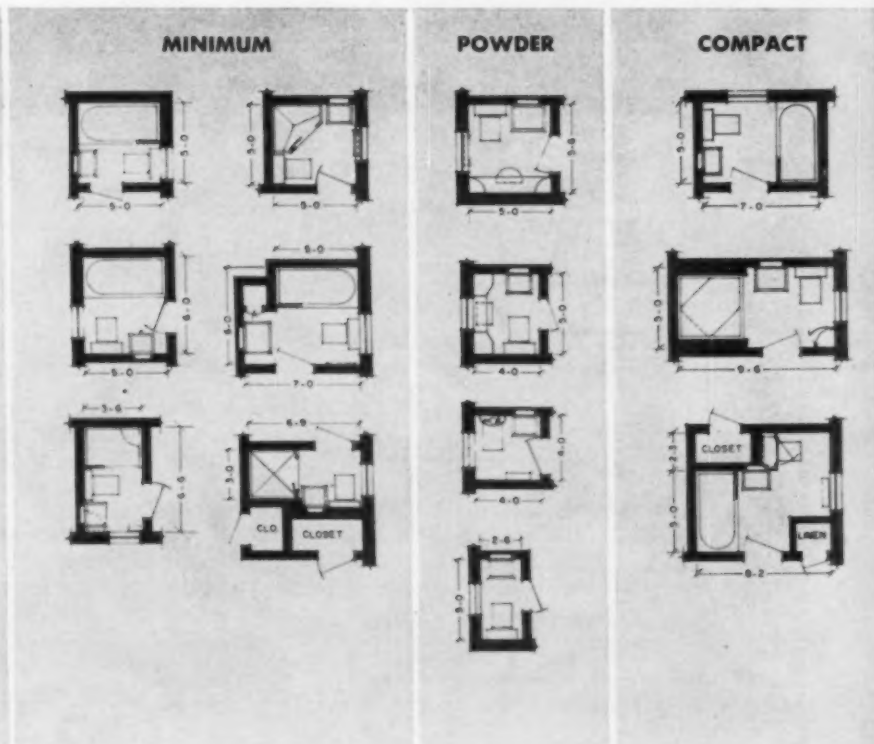
AFTER

TRANSFORMATION of this basement bathroom is dramatic. But it's typical of what remodeling can do with the nation's more than 7,000,000 antiquated baths. (Photos: Bill Engdahl, Hedrich-Blessing.)

BATHROOM IDEAS: twenty-eight ways to plan an efficient

IF A HOUSE is more than 10 years old, there's a good chance that the kitchen and bathroom are its most old-fashioned rooms. If the house is 20 years old, chances are these rooms are the ones owners want most to be remodeled. Proof of this is that 20% of all the improvements made in 1960 will take the form of adding a bathroom or modernizing one.

With nearly 7,200,000 bathroom remodeling jobs available to those who want the business, this can mean a lot of profit in remodeling bathrooms alone. The problem is to plan an efficient bath to fit a minimum space. At the right are 28 ways to do it—ideas from "Modern Bathroom Plans." Copies are 10 cents each. Write: Plumbing-Heating-Cooling Information Bureau, 35 E. Wacker Dr., Chicago 1, Ill.



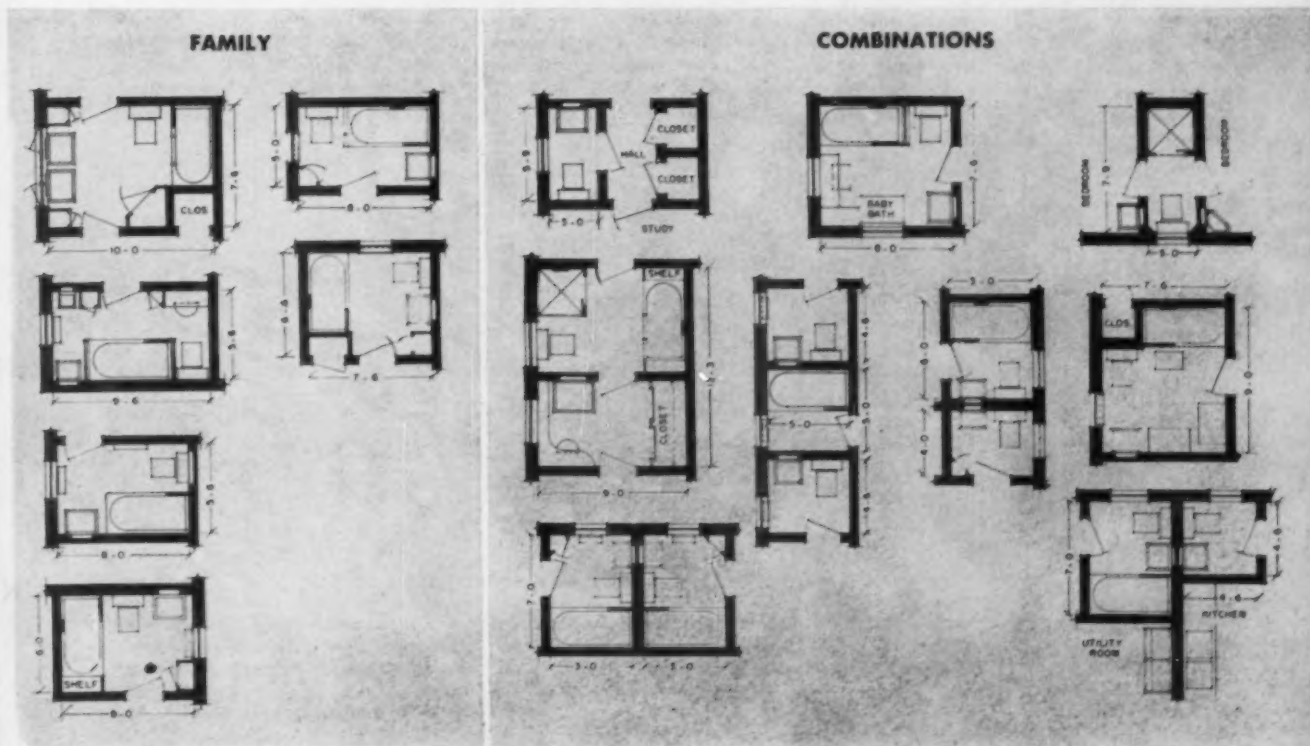
From Attic to Basement: 54 Remodeling Ideas for Big Profits

By WILLIAM KOELLING

Remodeling is big business. For example, it's estimated that there are nearly 20 million houses in this country that are over 40 years old. Another 27 million houses are over 30 years old. Over 35 million are at least 20 years old. These figures represent a lot of houses that have a lot of living left in them—if they are updated. The Plumbing-Heating-Cooling Information Bureau estimates that 21% of the present dwellings have no private toilets and 24% have no bathing facilities.

The modernization potential for 1960, they say, shows an estimated 7,200,000 bathrooms, 6,000,000 kitchens and 3,000,000 home laundries. But many houses less than 20 years old are also in the market for remodeling. Even new houses sometimes require it (see p. 79). In most remodelable houses, the desire for more space is paramount. Additions may be the answer, but often the space is already there—unused or misused. There are millions of would-be bargain basements and acres of attics ready to yield extra living space. They can mean extra business for you.

bathroom to fit into that minimum space



STORAGE IDEAS: eight ways to build

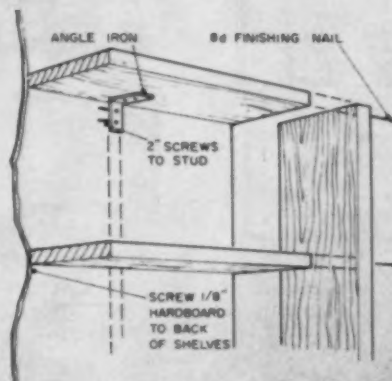
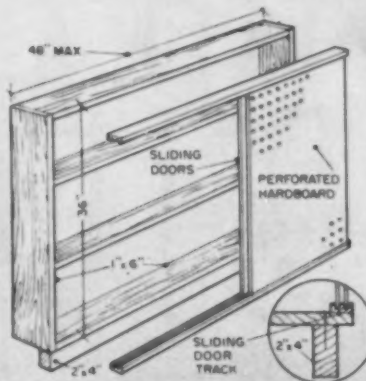
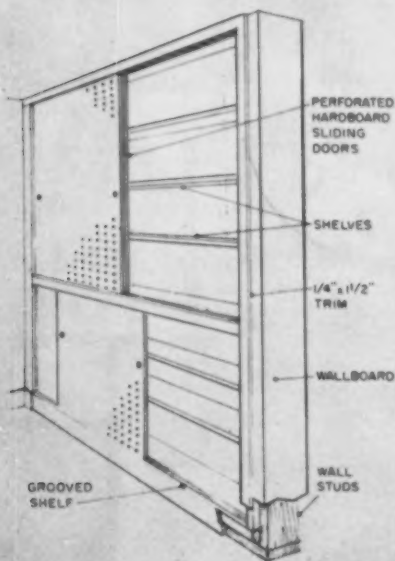


Kitchen storage today means planning cabinets with a place for everything

When a woman goes through a model home, she's a critical buyer. And well-planned storage in that crucial room, the

kitchen, will influence her every time (see June *AMERICAN BUILDER*, p. 96). The kitchen shown above is Armstrong Cork

Company's answer to the kitchen storage problem. Notice bins with lift-lid compartments, also pan and tray storage.

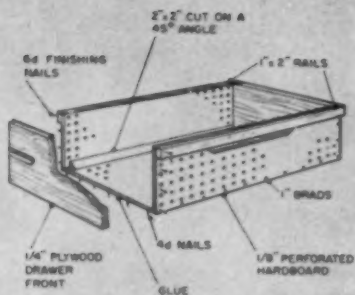


How to build in hallway storage

This 6"-deep sliding door cabinet can store a month's supply of canned and packaged goods. Use 1x6 lumber. Fit 1" shelves (flush at back; inset 1" at front to allow for doors). Pre-drill nail holes. At-

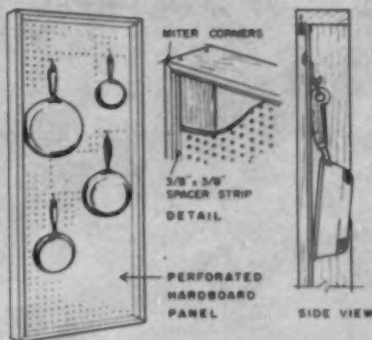
tach shelves with 8d nails. Attach wooden or aluminum sliding door track top and bottom. Cut sliding doors of 1/4" Durox perforated hardboard. Overlap doors 1 1/2", fasten with angle irons, long screws.

storage for halls, kitchens, closets, baths



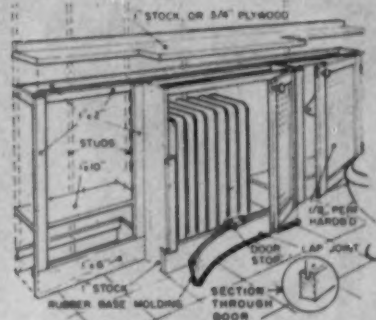
How to build a sliding vegetable bin

Drawers like this install easily in existing cabinets. Use 1/2" plywood for ends of drawer. Use 3/16" perforated hardboard for front, back, and bottom of drawer. Sliding hardware assures that drawers will open easily.



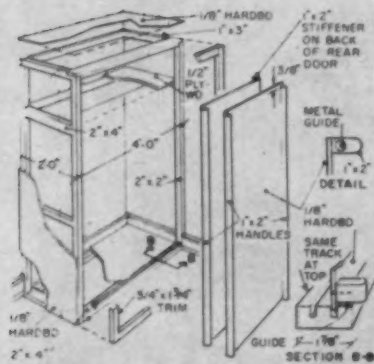
How to build a pot and pan rack

This kitchen display storage rack is easy to build. Miter corners of the frame. Then nail 3/8x3/8" spacer to inside of frame. Screw 1/4" perforated hardboard to spacers. Allow space behind the board to insert hooks.



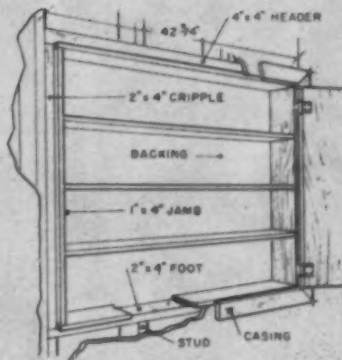
How to hide a bathroom radiator

Cover-up for a bathroom radiator serves as cabinets. Allow 3" clearance above radiator, 2" elsewhere. Fasten cleats to studs with nails. Build frame and cabinet as shown. Door panels are Duron perforated hardboard set in frame.



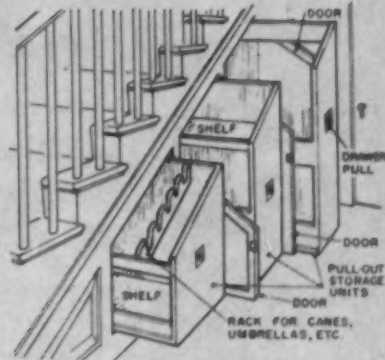
How to build a sliding door closet

Check room corner and floor for misalignment. Build frame from 1x2s, adjusting for any irregularity. Nail top and shelf cleats to wall studs. Cut shelf of 1/2" plywood. Make door track as shown. Stiffen doors with handles.



How to build in storage between studs

By using space between wall studs, you gain extra storage without sacrificing floor area. This space is especially useful for canned foods, books, magazines, etc. Here, two studs have been cut, requiring suggested 4x4 header.



How to build stairway storage

Here's a unique way of gaining additional storage space under a stairway. These panels shown above, pull out to reveal hidden slide compartments that hold everything from overshoes and umbrellas to golf bags.

BASEMENT IDEAS: four smart

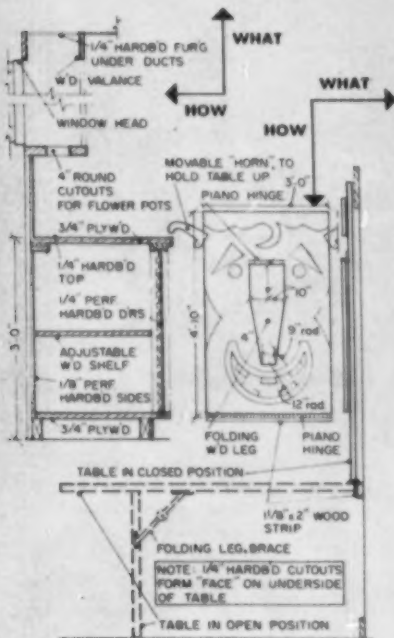


BEFORE

AFTER

A wall of cabinets transforms a basement

Before, basement was a dreary catchall. After (see photo, right), area is a livable room. Notice Masonite Presdwood soffits as a screen for fluorescent lights. Cabinets (detail below left) have sliding doors of Peg-Board, countertops of Marlite. Walls are Panelgroove.

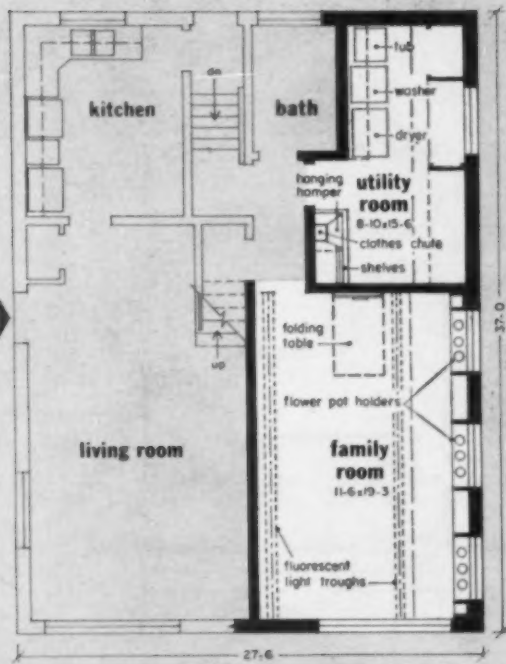


Handy drop-down table saves floor space

This drop-down table folds out of the way when not in use. Placed as it is in this basement plan (opposite page, top left) it is planned as part of a sewing center. Cabinet wall is to right of table. Table is made of

hardboard overlays and a lumber leg designed to represent a clown's face. Wooden ears, held by long screws, hold table against wall. Table top is surfaced with plastic-coated hardboard. (See drawing for drop-down table at left.)

ways to remodel an old basement



BEFORE

Cabinet storage above the laundry area

Laundry area was a shambles of pipes, conduit, and unsightly joists and studs (see photo, right). New wall treatment and the row of useful cabinets transformed the area. Cabinets are made of 1x2" frame covered with 1/4" tempered Presdwood. Sliding doors are of Masonite Peg-Board.

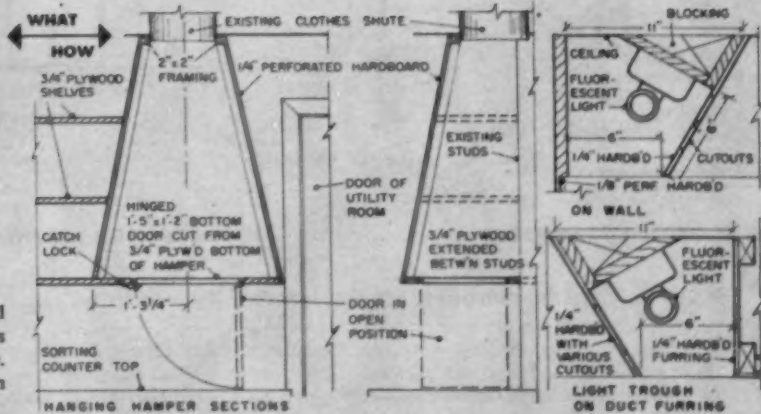


AFTER



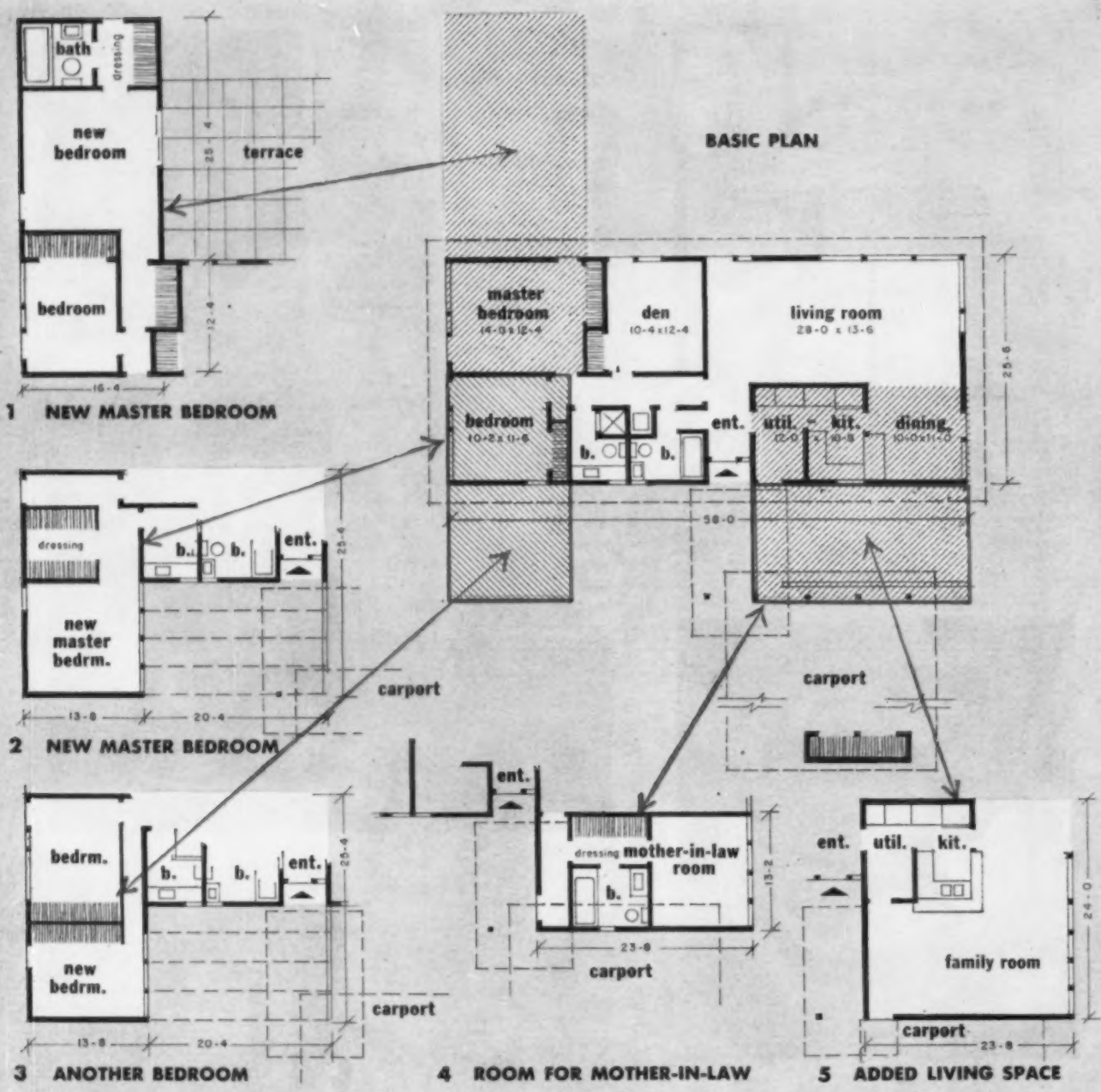
How to build a laundry chute

Funnel-shaped laundry chute serves as a ventilated hamper until wooden door opens to release contents directly on the sorting table. Table top is white Marlite. Sides of chute are perforated hardboard. (Construction details are at right. Note also, details for lighting.)



Material on these pages courtesy Masonite Corp.

ADDITIONS: five ways to add extra space



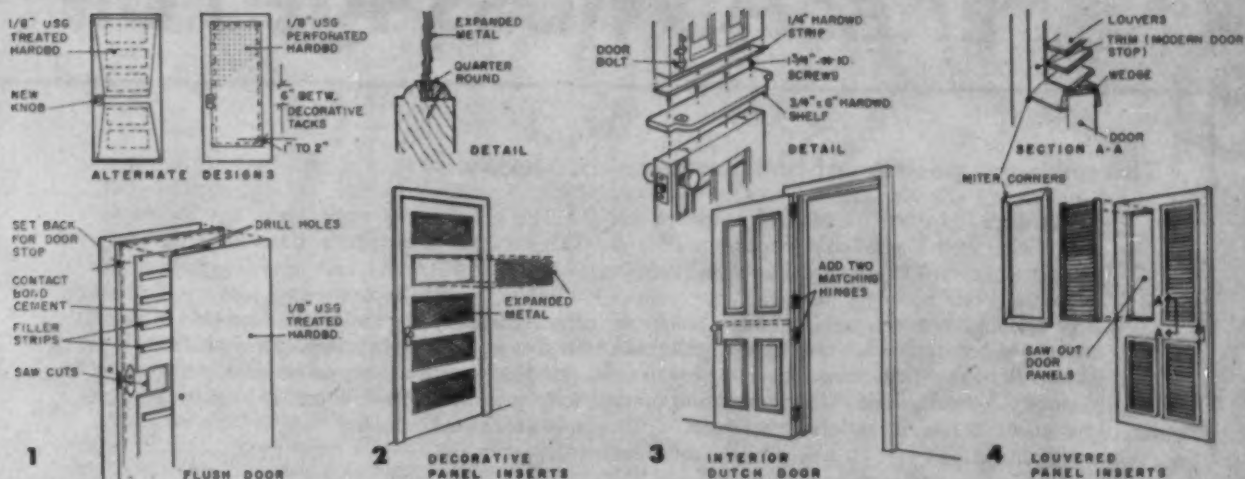
How to add bedrooms, study, or family room to that standard plan

The basic floor plan of this house is a rather typical one-level unit with good circulation throughout. But like most houses, its future is not limited to its present size.

It can easily be expanded with additions. In Figure 1 there is a suggestion for a new master bedroom which works well with the terrace. In Figure 2 you will

see another suggestion for a master bedroom and 3 shows a third idea. Figure 4 shows the addition of a home office or mother-in-law room; 5 a family room.

DOORS – LIGHTING: nine ways to remodel

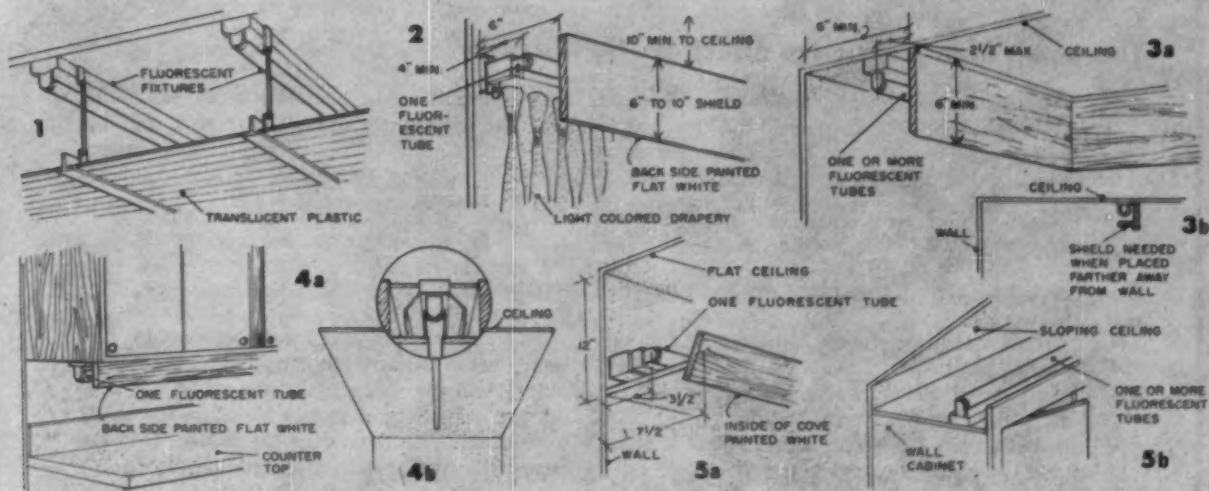


Four ways to modernize doors

The old panel door may have led a hard life, but these remodeling ideas from U.S. Gypsum Company's "Popular Home" show you how it can be saved. In Figure 1

you'll find a way to turn an old panel door into a flush door with the use of hardboard. Figure 2 is an idea using expanded metal, plastic panels, or perforated hard-

board in place of the old panels. Figure 3 shows you how to transform a paneled door into an interior Dutch door. Figure 4 shows an idea using louvered panels.



How to remodel with light: five ideas

Here are five ideas to remodel with. Figure 1 shows a luminous ceiling good for windowless rooms, entries, kitchens, baths. Figure 2 shows a lighted valance

for living and bedrooms. Figures 3a and 3b show ideas for a lighted cornice. In Figures 4a and 4b you'll see ideas for a ribbon of light (counter and ceiling) that

can also be used to light a passageway or define a room area. Figure 5a and 5b each illustrate one idea for a lighting cove—one for a corner, one over a cabinet.

**To Congress and the platform writers
of the Democratic and Republican parties:**

A Message on

The unhappy position of housing in politics today

Not since FHA was founded 26 years ago has there been such a need and opportunity for a giant step forward in housing. Our population is expanding, our economy booming, our youngsters and our oldsters seeking better homes in unprecedented numbers. Yet housing is caught in the middle of a political debate involving inflation, monetary controls, fixed interest rates and other problems that can and should be resolved.

This 82-year-old publication has fought for many sound building causes, including the establishment of FHA. We believe now is the time for a united move to secure sound, long-range housing legislation. The major objective should be an improved Central Mortgage Reserve facility *to stabilize home financing and encourage increased long-term investment — particularly by pension and retirement funds.*

Why builders do not want inflation or handouts

More than 200,000 builders, large and small, put up the nation's houses. Like farmers, they are individually small businessmen. But collectively they count up to a gigantic industry. They know that *faith in the future* is vital both to the buyer of homes and the investor in home mortgages.

Builders do not want inflation, or handouts, or giveaways. A sound national monetary approach to home-building finance makes none of these necessary. Bills S3541 and HR12216 now before Congress point the way to better housing by establishing a Central Mortgage Reserve facility.

The unfair and destructive effect of "tight money"

The history of housing shows many periods when "tight money" has pinched the lifeblood of building. The results have always been painful—not only to builders, but to workers, to the public, and to the economy. The cause is a piling up of

financing and credit demands in an expanding era. The unfortunate and unfair result is a drying up in the supply of long-term mortgage money for home building. Homes are the first to suffer—and *low-cost* houses the worst hit.

The cost of "tight money" in lost homes and jobs

When mortgage funds for homes dry up, builders lay off workers, stop buying lumber, cement, appliances. In several recent years the nation has "lost" from 200,000 to 300,000 houses this way. It will do so in 1960, and again in 1961—unless Congress takes action.

In terms of jobs, this means millions of man hours lost in factories, forests, and local communities. And the sharp peaks and valleys of production caused by a money shortage are costly to builders, who must plan far ahead. They increase the cost of houses—an added burden.

The evils of high discounts and second mortgages

A particularly evil result of "tight money" and of uneconomic fixed interest rates is the paying of discounts to obtain mortgage loans. Builders are caught in a trap. To get a loan they must pay from 2 or 3 per cent up to as much as 10 per

cent of the face amount of the mortgage. On a \$15,000 house the discount cost may run from \$500 to \$1,000—an unconscionable and usurious addition to the cost of the house.

Another widespread practice resulting from

Housing Americans

our present ineffective money system is the skyrocketing use of second mortgages. These are costly to the buyer, dangerous to the builder, and a threat to the economy if a depression occurs.

Our statistical confusion — how define housing need?

The building industry is woefully lacking in statistics, and to complicate matters, the Census is now revising our long-standing series on starts to include farm and seasonal housing. But however defined, *the need for better homes in this country today far exceeds present production.*

Our goal should be 2,000,000 units a year. We need to take care of a population "explosion" of

34 million in the sixties. We need to replace 250,000 houses demolished each year by highway construction, fire and other causes. We need to start replacing some of our 30 million obsolete dwellings over 40 years old. We should pay special attention to lower-priced housing, which has suffered most from recent monetary policies. And we need more housing for the elderly.

The changing pattern of U. S. saving and buying

Vast sums of money are held today by pension, trust, and investment funds. In fact, the character of U. S. savings has altered radically, with a sharp effect on housing finance. People save less, buy more on down payments. To build more houses,

the industry must attract new sources of money—especially the large union and corporate pension funds. An effective Central Mortgage Reserve facility would make such a flow of new funds to home financing feasible and desirable.

What a Central Mortgage Reserve would do for housing

A system such as outlined in bills S3541 and HR12216 would stabilize and expand the mortgage credit structure. It would bring in vast sums of pension and trust-fund investments, and make mortgage investments generally more fluid. The bill is nonpartisan and has the support of builders, mortgage bankers, real estate men. Its principles were approved by HHFA. It permits the Federal National Mortgage Association to sell

its securities at a new ratio of 15 times its capital, and to make loans on the security of FHA and VA loans. It also sets up a system of private, federally chartered mortgage investment firms supervised by FNMA. These little "Fannie Mays" would be authorized to sell long- or short-term debentures, backed by insured mortgages. Such debentures would be attractive to pension funds and other investment capital.

Opportunity greatest since the founding of FHA

As this editorial is written (June 10th), it is felt Congress may not have time to act on a long-term measure of this importance. The values will hold just as strong next year. Another measure (Title III of HR12153) would also create a secondary market for conventional mortgages within the Federal Home Loan Bank system.

This too should be enacted into law promptly.

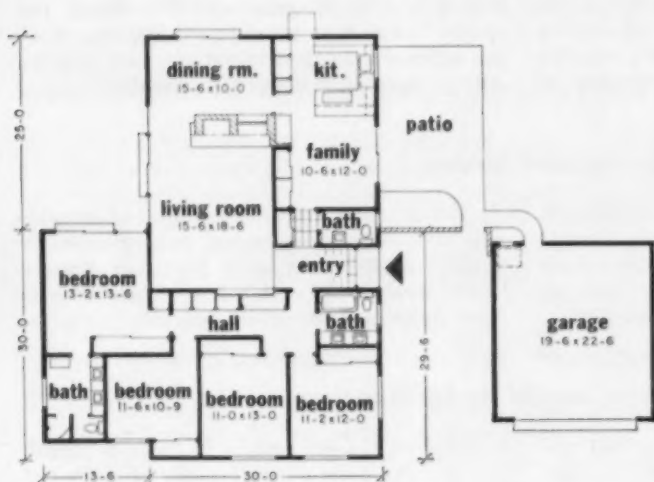
These measures, backed by a vigorous national policy of leadership, could make America truly the best housed nation in the world. We recommend such a program to the Congress and to the platform writers of both parties.

JOSEPH B. MASON, EDITOR,
AMERICAN BUILDER

BLUEPRINT HOUSE



\$34,375 MODEL is Schwartz-Yedor's best selling home. Rugged stone veneer and projecting eaves give the home a massive, ground-hugging appearance. 2,200 sq. ft. of living space is neatly divided according to function.



COMPLETELY APPLIANCED kitchen

They dare their clients



OVERSIZED GARAGE, covered entry add to rambling effect. House is air conditioned, beautifully paneled within.



serves three areas—family room, dining room, outdoor terrace. Cedar cabinets give area a warm, lived-in look.

to compare custom prices

A custom-built version of this month's Blueprint House would cost about \$45,000. But high-volume building and buying techniques let builders Alan Schwartz and Tom Yedor (Beverly Hills, Calif.) offer this home at a base price of \$34,375.

This cost contrast between an owner-built and builder-built house is played up in Schwartz-Yedor's promotional material. Prospects are asked to compare

S-Y's package price with estimated costs—including architect's fee, land, construction, appliances, air conditioning, other extras—that any owner-builder could expect to incur. Then, by stressing their advantages in design and building talent, as well as the economies inherent in any well-integrated building firm, S-Y shows that their price can't be beaten.

S-Y sees its operation filling a

neat niche on the building scene. As Tom Yedor puts it, "Normally, a family seeking a home can make one of three choices—buy an older home or a new tract-built model (both unacceptable to prestige-conscious people), or build a custom-designed home—the most pleasant choice, but usually too expensive. We offer a fourth possibility: a builder-built, "custom" home in a prime residential area."



UPDATED COLONIAL fireplace is focal point for cedar-paneled living room. The fireplace wall does double duty as a divider between the living and dining rooms.

AMERICAN BUILDER BLUEPRINT No. 275

Geared for easy living—indoors and out

Building in three separate subdivisions, S-Y offers four basic floor plans, a total of 22 elevations.

Over-all sales in 1959 were

roughly 100 units. And an additional hundred are slated for 1960. The secret behind this high custom-home output? The builders sub everything but the car-

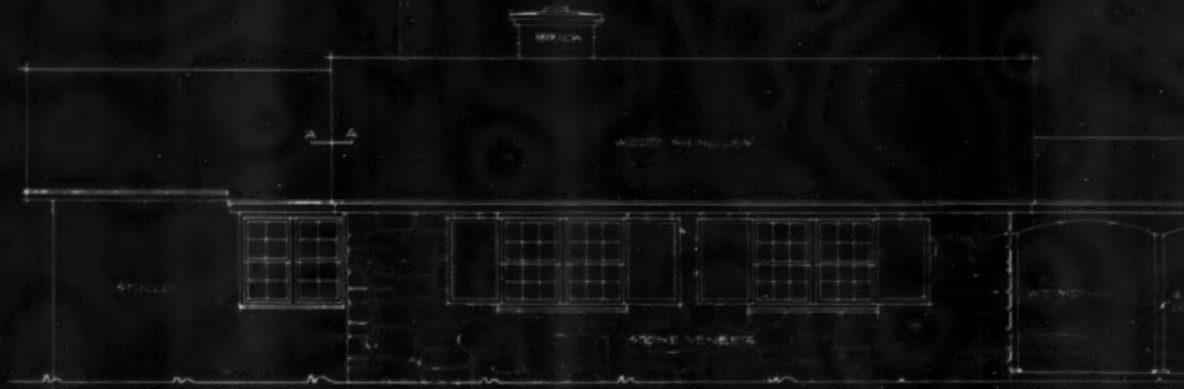
penry. Doing their own carpentry yields control in the framing stages, gives quality control over extensive cabinetry and paneling during final phases of job.



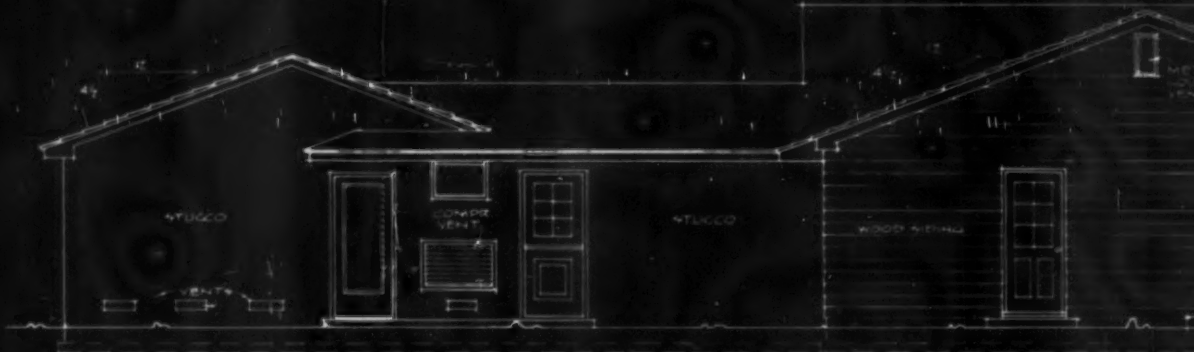
EXTREMELY FLEXIBLE back patio can easily be turned into a swimming pool, garden, or outdoor dining area. Doors in rear wall of covered entry and garage

provide easy front-of-house access. Food may be served through sliding glass dining-room doors or side door of kitchen. Note air conditioning intake in garage wall.

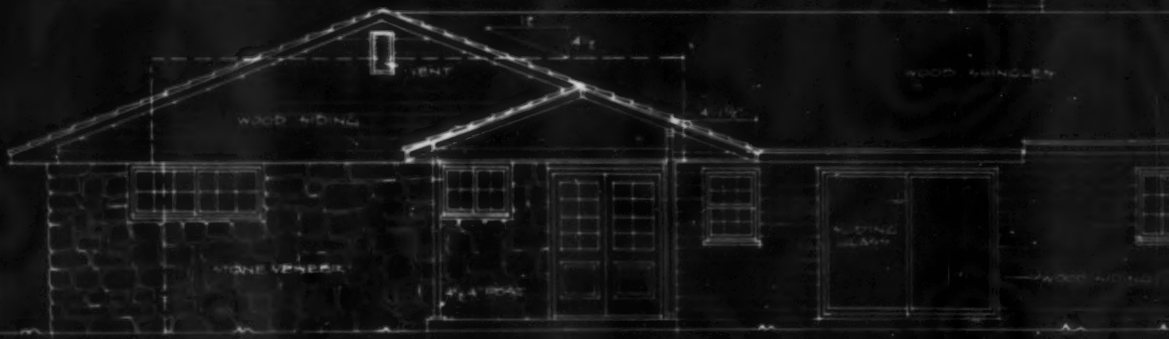
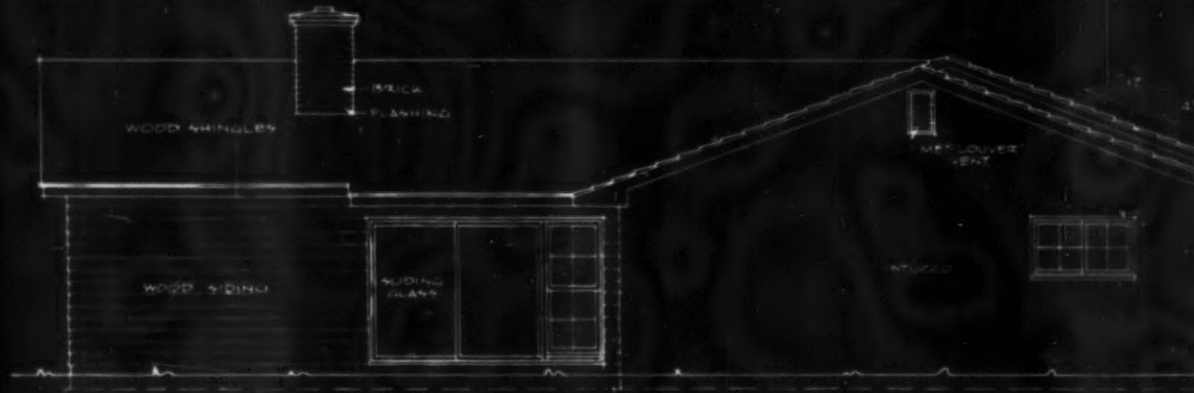




FRONT ELEVATION SCALE 1/8"=1'-0"



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



RIGHT SIDE ELEVATION

AMERICAN BUILDER BLUEPRINT SERIES.

7-60

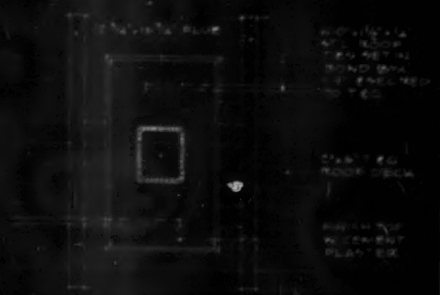
SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.



SECTION THRU FIREPLACE
SCALE 1/4\"/>



SECTION THRU BARBECUE
SCALE 1/4\"/>



DETAIL OF CHIMNEY
AT ROOF SCALE 1/4\"/>



BLUEPRINT HOUSE



BEAUTIFULLY DETAILED entry takes advantage of color and texture of natural materials to achieve custom look.

A custom-built feeling in every room

In aiming their product at a well informed market, S-Y couldn't afford to stint on quality materials. Their list of top-name manufacturers (see bottom of page) in-

cludes many of the leading firms in the materials and appliance fields.

This concentration on quality bears out the theme of Schwartz-

Yedor's entire operation: that a capable building firm can always do better by their client than the client could ever hope to do through his own efforts.

Quality products used in this month's Blueprint House

Western Red Cedar shakes, shingles, siding, paneling, cabinets
Douglas fir sheathing
Redwood siding
Soule Steel Co. casement and double-hung windows
Libbey-Owens-Ford glass
Masonite Corp. hollow core slab
Lockwood Mfg. Co. hardware
Ruberoid Co.'s Matico vinyl asbestos floor tile
Owens-Corning Fiberglas insulation
U.S. Gypsum Co. Follback gypsum board
Gladding-McBean & Co. ceramic tile
Formica Corp. countertops

Pioneer Mfg. Co. hot water heater
Carrier Corp. heating and air conditioning
The Feldman Co. electrical fixtures
Universal-Rundle Corp. plumbing fixtures
Emerson-Pryne Co. ventilating fans
NuTone, Inc. fan-light combinations
Waste King Corp. dishwasher and disposer
Westinghouse washer and dryer
Frigidaire refrigerator
O'Keefe and Merritt Co. range and oven
Char-Glo barbecue
Schonck-William Step Saver Intercom

ELECTRIC HEAT:

These systems play a new role in home heating

- ▶ They include electric radiant ceilings and wall panels
- ▶ They include electric baseboards and storage systems
- ▶ They include electric heat pumps and direct units

More builders who install electric heat are including it in new homes as original equipment. This was brought out by an AMERICAN BUILDER Research Department survey of 121 electric utilities. The utilities were asked what percentage of electrically heated homes were provided with the heating equipment during construction. The answer—nearly 70% of them.

Saves money

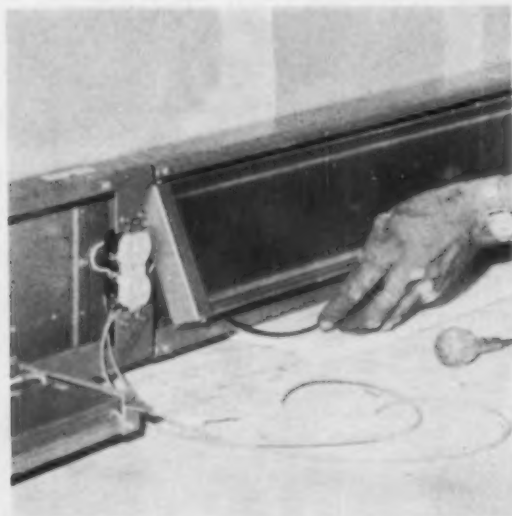
A big factor in this trend, say industry spokes-

men, is that installing the equipment during construction saves the cost of installing furnace or boiler, fuel tanks, radiators, ducts, pipes, fittings, and the usual chimney. Added to this is the fact that utilities frequently will offer reduced rates for electrically heated homes in an effort to balance heavy summer cooling loads.

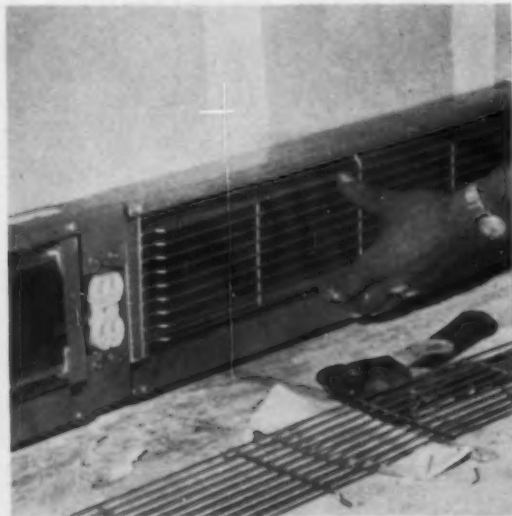
Cost savings and utility desires to increase winter loads offer several opportunities to the builder. One enterprising Thornton, Ind., builder, Toepfer Construction Co., marked up \$500 per house construction savings on a \$24,000 ranch subdivision (see AMERICAN BUILDER, January 1960, p. 59). This saving, along with a 1¼¢ a kilowatt hour rate offered by the local utility, permitted Toepfer to merchandise electric heating as only slightly more expensive than other types—but cleaner, more comfortable, and more maintenance free.

Utilities offer inducements

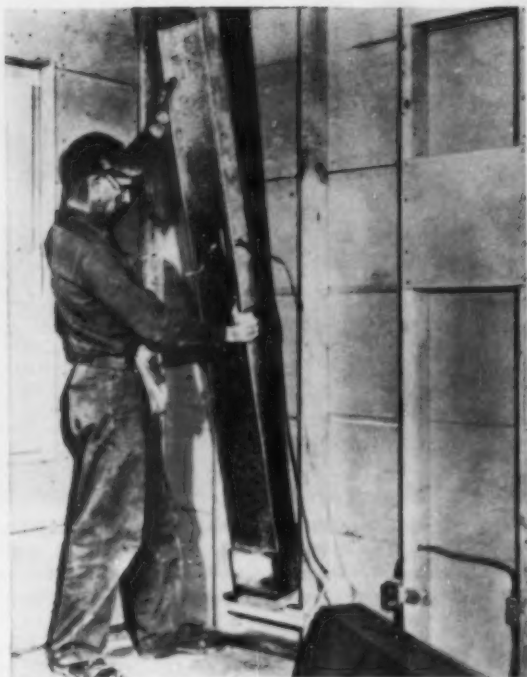
The electric utilities offer the builder other inducements. These include defraying the cost of extra power entrance facilities, providing technical consultation and promotional aids, and a pro-



BASEBOARD HEATING—Trim, attractive baseboard sections provide long spreads of radiant heating for maximum comfort. Perimeter layout delivers heat to "cold wall" areas. Systems such as Berko's (above) con-



sist of conductive glass, ceramic corner supporting blocks, aluminum reflector, buss-bar assemblies, and steel side channels. Power comes to terminating edges of glass element through two spring-loaded carbon contact buss bars.



FORCED-AIR HEATING—Workman installs Electrend wall unit between studs. Counterflow system takes advantage of nature by reheating and recirculating warm air that rises to ceiling. Only four screws secure unit to wall.



RADIANT CEILINGS—Workmen atop stilts fasten cables to ceiling in parallel patterns. These are covered with plaster or drywall. Method makes ceiling a radiant panel that sends infra-red rays down over the room.

gram of mass market advertising designed to create consumer demand for the heat.

Serves commercial building

C. F. Kriser, general sales manager of the Edwin

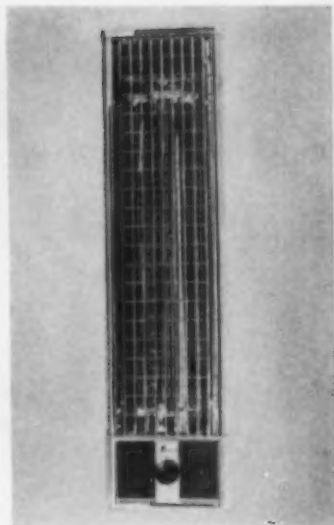
L. Wiegand Co., in a *Coal Age* article, stated that: "The commercial market is an essentially unexplored and unpromoted" area for electric heat. "But it is a market that is growing." This market includes stores, business offices, apartment houses,



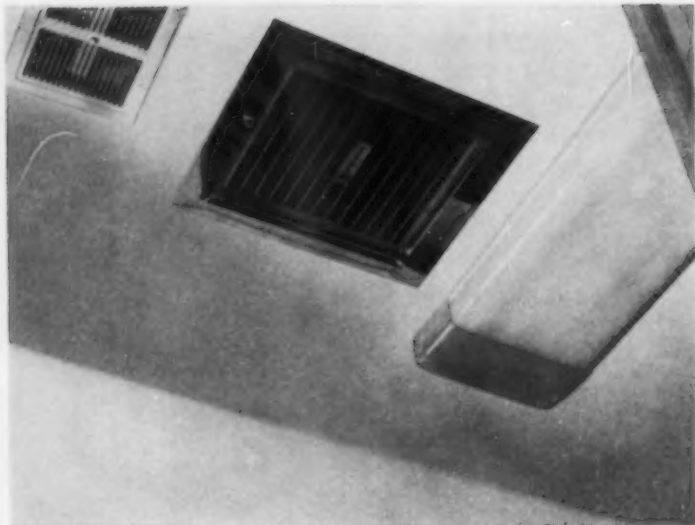
RADIANT HEATERS—Surface-mounted heater proves ideal for laundry, bathroom, ticket offices, other small rooms. No recessing is required for simple installation. These heaters usually supplement existing heating systems.



Inner frame consists of two buss bars with multiple carbon contacts fastened to stainless steel springs that provide electrical contact. Generally, frame is steel, has built-in heat deflector. Controls can be built in, too.



INSERT HEATER—This compact heater (Fasco) is ideal for bathrooms where wall space is limited. Elements reach high temperature quickly.



CEILING UNIT—Compact glass electric radiant heating unit is mildly fan-forced. Convection heat that normally would stack at the ceiling is gently circulated throughout the room. Installation is simple, due to finishing frame that is spring-hinge mounted. Unit provides quick heat for small rooms.

ELECTRIC HEAT: it offers the

schools, motels, and other forms of light building. A wide variety of heating systems are available to the builder. Included are electric radiant ceilings, electric radiant wall panels, electric baseboards, heat pumps, electric storage systems, and di-

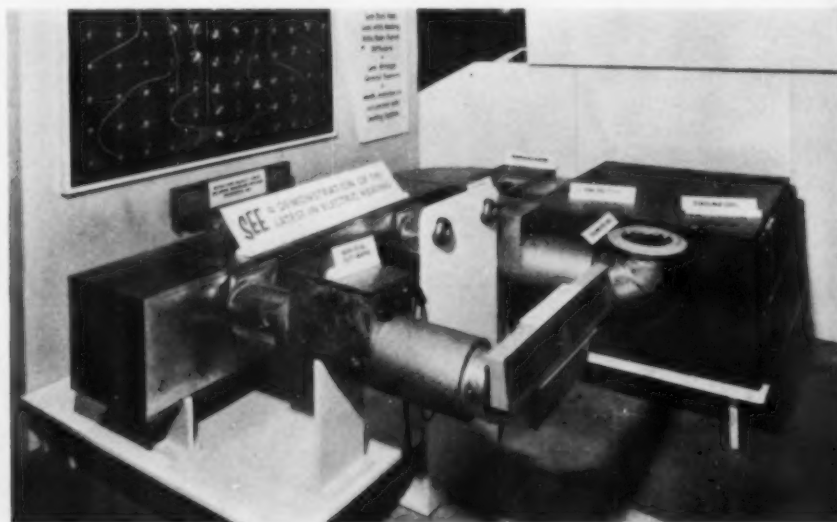
rect electric units of different designs and purposes.

Such systems have long been familiar to the remodeler faced with installing heat in structures.

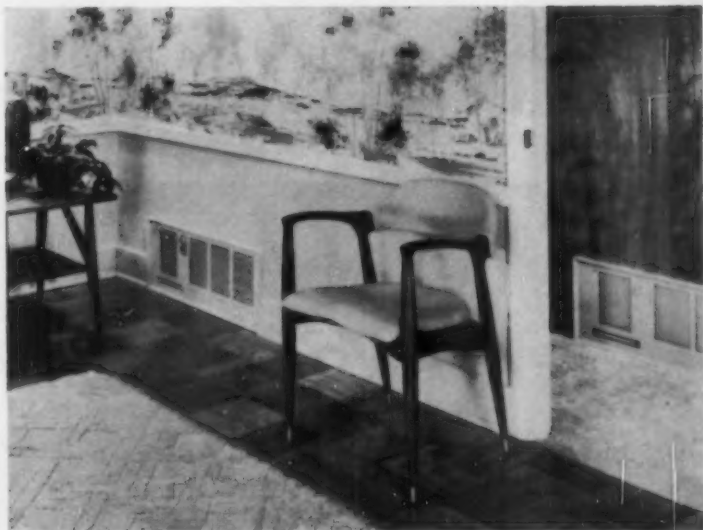
Package-cost advantages of the heat claimed by utilities is that electric heat delivers 100 btu of



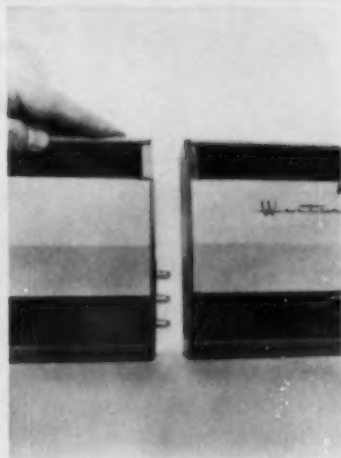
CONTROLS—An important feature in selling electric heat in homes is that electric-heat wall thermostats permit heat control in each room. Controls like this G.E. room thermostat serve all types of electric-heat systems.



HEAT PUMPS—This is a "climate machine" that pumps heat into a house in winter, and pumps heat out during summer. It uses the scientific principle that there is enough "natural" heat in outdoor air, even in zero



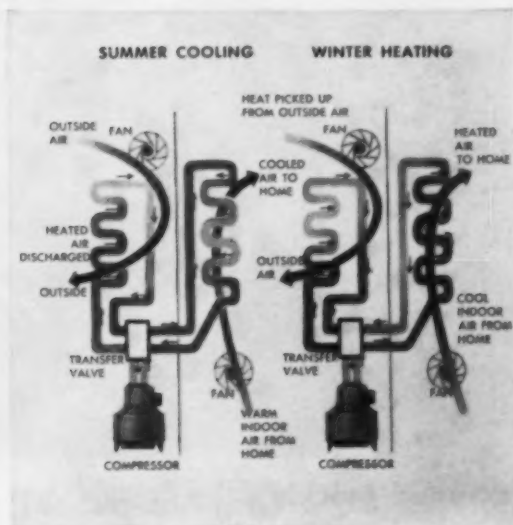
FORCED-AIR BASEBOARD—R&M Hunter unit is compact and self-contained, requires no duct work or involved construction. It permits rapid, economical installation of electric heat in new or existing homes. Installed at floor level, unit can be mounted flush against wall or recessed between studs.



PLUG IN—Westinghouse baseboard heater cuts installation time. It requires no internal wiring; power line first is brought into the control section, then heating sections are plugged in. Special safety features include built-in thermal protection.

builder a variety of easy installations

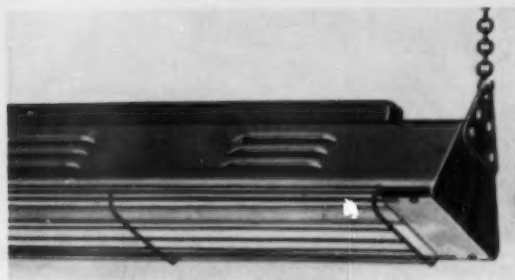
heat for every btu of energy bought; it also is fully automatic; it offers room-by-room temperature control; it cuts construction costs; it is completely safe, clean and healthful; and it requires little maintenance. Installation, too, is fast.



weather, to heat every room in the world. The pump extracts heat from outdoor air, concentrates it, and moves it indoors. To cool a house, heat pumps like this York unit take indoor heat, concentrate it, and force it outside.

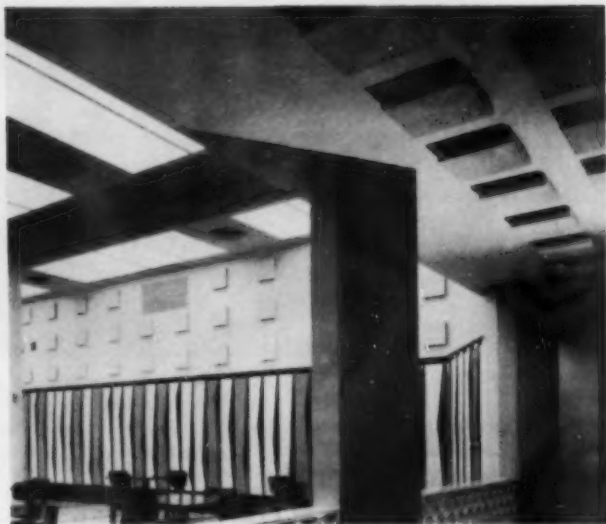


FLOOR HEATER—Floor units like Westinghouse's have no moving parts, but radiate and circulate heat quickly. Built-in thermostat maintains any desired temperature. Unit plugs easily into standard 240-volt outlet.



SPOT HEATER like Electromode Quartzzone Tube Electric Heater is for indoor-outdoor heating. Infrared rays emitted from the tube are directed to specific areas. Controls are time, thermostat, or on-off types.

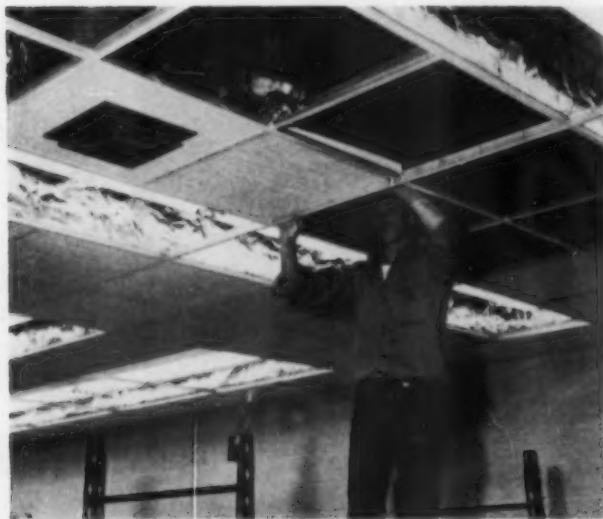
CEILINGS: new materials



A few glass "patch-up" units give effective sound conditioning

Cellular glass acoustical units from Pittsburgh Corning sit $\frac{1}{2}$ " out from surface, giving each "Geocoustic" tile a resonant chamber quality. Cafeteria (above, right) is effectively sound-condi-

tioned by patching, which eliminates full-flush ceiling and wall installations. Blocks measure $13\frac{1}{2}$ " x $13\frac{1}{2}$ " x $2\frac{1}{2}$ ", come in white or cement-block gray. Can be spray-painted any color. (Y1, p. 129.)



Ceiling panels can be installed or removed quickly

Use of mechanically hung ceilings on commercial jobs gets a shot in the arm with these new panels. Expanded plastic modules from General Foam Plastics fit easily on grid-type ceilings (above, left).

Units are 1" thick and can fit 2'x2' or 2'x4' grids. (Y2, p. 129.) Plastic-surfaced hardboard panels (Marlite) are grooved on four sides, fit runners suspended from ceiling (above, right). Y3, p. 129.)

and ideas are creating a new look



Redwood gives this board-on-board ceiling a custom look

An interesting variation from the standard V-joint of roof planking is this board-on-board redwood ceiling. It is saw-textured and finished in natural tones. Tongue-and-groove roof planks actually

form the ceiling, and boards are nailed over the conventional V-joints. Exposed beams enhance this handsome, rugged-looking construction. From California Redwood Assn. (Y4, p. 129.)

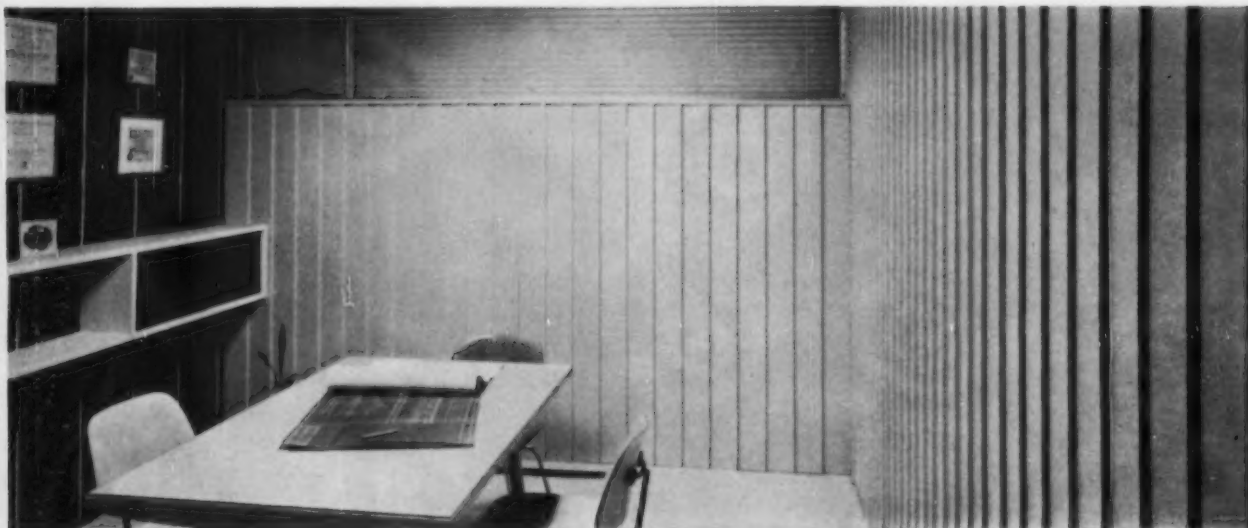


Tongue-and-groove tile goes on any existing surface

A new, three-step operation developed by Armstrong Cork puts acoustical tile on any existing surface, without using furring strips. Small dabs of adhesive are brushed on back of each standard

tile, one dab in center and one in each corner. Unit is pushed right against ceiling. Firm pressure spreads adhesive evenly. Staples hold tile until cement sets. (Y5, p. 129.)

WALLS: standard materials



Clapboard siding moves indoors as vertical siding

Red cedar siding applied vertically in den, study, or playroom produces this interesting effect. Installation tends to diffuse light and sound in room. Wall is prepared by putting nailing strips across

stud faces and building up top and bottom plates. Siding goes up quickly and easily. If construction is horizontal, no stud preparation is needed. Western Red Cedar Lumber Assn. (Y6, p. 129.)



Vinyl goes up quickly

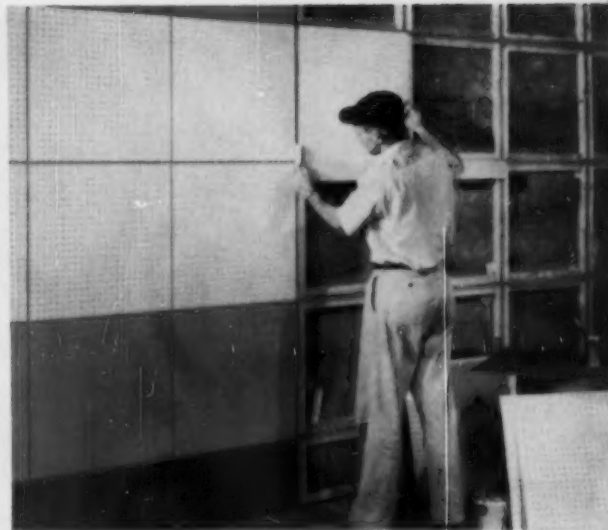
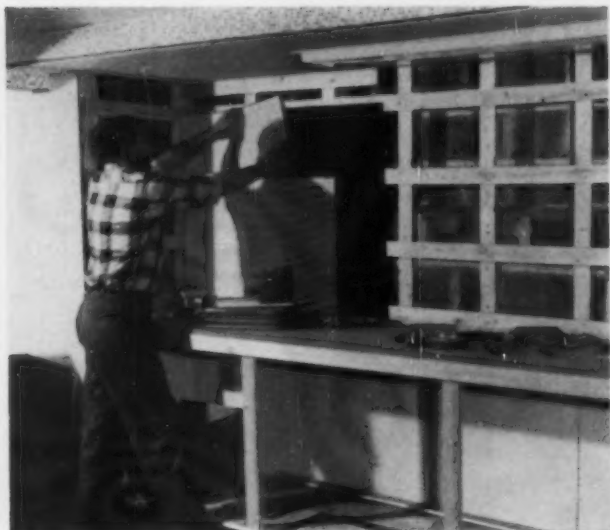
Natural fibers are bonded into this quick-to-go-up vinyl wall covering. Material has inner layer of foil which acts as vapor barrier, is more rigid than paper. Polyplastex, Inc. (Y7, p. 129.)



Glass blocks sculpture a wall

Sculptured glass "modules" and 4"x12" glass blocks (both from Pittsburgh Corning) combine to achieve this unusual effect. "Modules" are designed for curtain walls, other expanses. (Y8, p. 129.)

are getting a new lease on life



Acoustical and hardboard materials make walls practical

Acoustical tile and hardboard can improve basements, or family and playrooms. Barretone tongue-and-groove tile staples onto paper-covered, grid-patterned furring strips (above, left), acts as effi-

cient noise deadener. (Y9, p. 129.) Hardboard from Weyerhaeuser goes up in combinations of smooth and perforated surfaces (above, right). Tools hang on punched surface. (Y10, p. 129.)

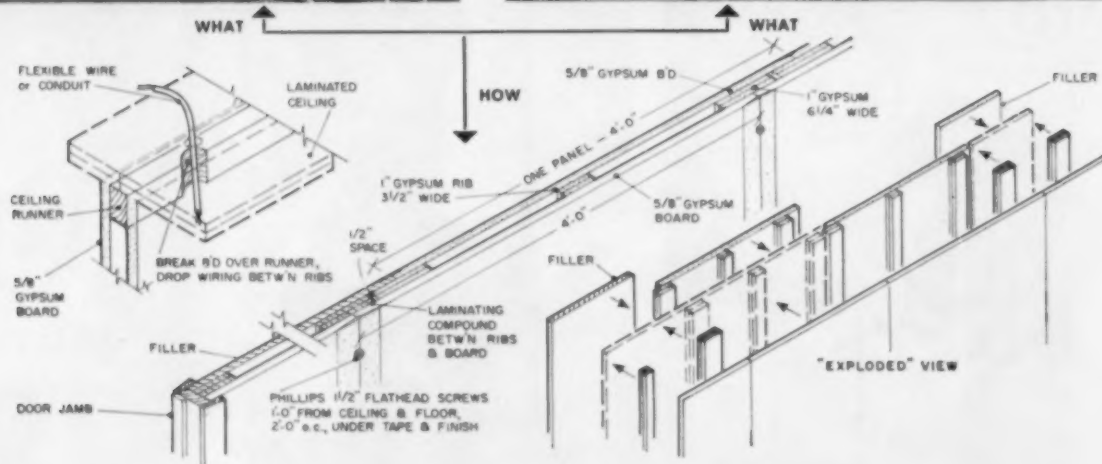


How to panel a wall with stock doors

A solid, luxurious look is achieved inexpensively by using pine doors as paneling. For rooms of standard height, existing wall surface is prepared by laying up vertical strips. Cross strips are applied

at height of bottom paneling. Lower section is made of door components which rest solidly on floor. Upper paneling is series of whole doors. Ponderosa Pine Woodwork. (Y11, p. 129.)

PARTITIONS: here's what



Building up wallboard by on-the-job lamination is the key to this time-saving studless partitioning method

Low-cost installation is main advantage of Bestwall Hummer "B" system for studless partitioning. Steps are simple; laminating compound is spread on ribs (above, left). After face layer is up (above, right),

screws draw edges of board flush, prevent joint beading, ridging and hold boards firmly while glue sets, assuring perfect contact of lamination. (Y12, p. 129.)

you can do with non-load-bearing walls



Speeds installation

Upper-wall system cuts installation time by fitting 2'x6' panels into special moldings and dividers. The plastic-surfaced hardboard comes in grains, colors. Marsh Wall Products. (Y13, p. 129.)



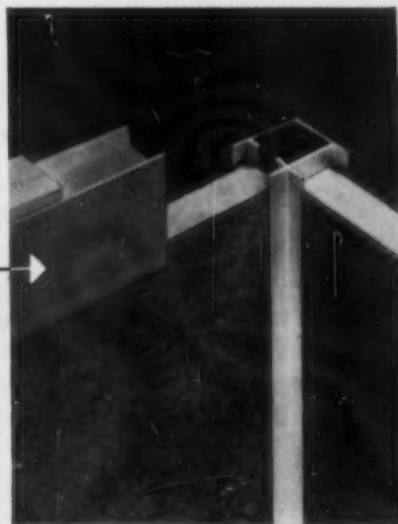
Makes attractive divider

Interior walls and partitions are simple to make using framed panels of Acrylite. Material is lightweight and shatter-resistant. Patterns are natural fibers in plastic. (Y14, p. 129.)



For corridor walls

Double-solid partition method (United States Gypsum) is designed for corridor walls. Panels fit into L- or U-shaped runners. Partitions need no bracing, can contain plumbing. (Y15, p. 129.)



Partitions are movable

Movable partitions from Simpson fit together easily. Closeup (above, right) shows finish molding, which permits glass installation on panel tops. Surface is birch, mahogany. (Y16, p. 129.)

Quality Model Home Contest

- ▶ 36 Awards for the best 1960 Quality Model Homes
- ▶ \$1,000 for the best merchandising of Hidden Values*
- ▶ Purpose of contest: to encourage construction of Quality Model Homes and better merchandising of Quality Products

What you get as a winner

- 1 Awards: six top winners, 30 Award of Merit winners will be named as builders of best Quality Model Homes.
- 2 Special Prize: \$1,000 will go to builder doing the best job of merchandising his Hidden Value Products. Award is for advertising and promoting winner's Quality House and Products.
- 3 Publicity: winners will be announced and publicized in Dec. '60 and Feb. '61 issues of AMERICAN BUILDER. Formal presentation of AMERICAN BUILDER Award certificates will be made at our annual Award Evening in Chicago, during the January '61 NAHB Convention.
- 4 Publicity: a complete press kit concerning the Award will be mailed to the home-town newspapers of each winner. (Contest judging will be held Oct. 13th; kits will be mailed by Dec. 1st, to coincide with announcement of prize winners in our December issue.) Press kit will include a press release, photos of winning builder, of his Quality Home, of its floor plan, of winner's AMERICAN BUILDER Award.
- 5 Publicity: winners will be photographed receiving awards in Chicago. Newspapers will receive this photo and a press release.

How to enter your house

- 1 Entries must be model homes built in 1960 and open to the public for at least one week.
- 2 Include with each entry: (1) a list of at least 10 Top Quality Products used. (Quality Products are those adding most value and salability to house);
(2) a full set of working drawings;
(3) at least one exterior photo of the completed house;
(4) at least two interior photos;
(5) a photo of the builder;
(6) samples showing how your house and its Quality Products are merchandised;
(7) a completely filled-out Entry Sheet;

(8) additional photos, construction details, sales brochures, etc., will be welcomed. Entry Sheets and Reprints of this Contest announcement may be obtained by writing to Contest Editor, AMERICAN BUILDER, 30 Church St., New York 7, N.Y.

- 3 Houses should be entered (and will be judged) in one of three price categories: (1) under \$15,000; (2) \$15,000 to \$25,000; (3) \$25,000 to \$40,000. All prices exclude land.
- 4 Contest entries need not be mounted. Should be no larger than 24x36".
- 5 All entries must be received by Oct. 1, 1960. They should be mailed, prepaid, to Contest Editor, AMERICAN BUILDER, 30 Church St., New York 7, N.Y. They will remain the property of AMERICAN BUILDER for at least six months, after which they will be returned upon the request of the builder.
- 6 A builder wishing to enter more than one house may do so. But each house must be clearly marked and entered separately.

How your house will be judged

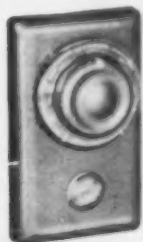
- On the merchandising and use of Quality Products (including Hidden Values).
- On quality of exterior and interior design.
- On quality of floor plan.
- From each of the three price categories mentioned above, two top winners and ten Award of Merit winners will be named. Total winners, including Hidden Value winner: 37.
- By a panel of seven top-level experts in the building field. Judges will include builders, housing experts, NAHB officials, architects, and the Editor of AMERICAN BUILDER.

*A Hidden Value is a quality that can't be seen, but adds to the life, strength, or value of a house. Examples: wood preservatives, vapor barriers, wiring.



ELECTRIC HEAT WALL THERMOSTATS are WHITE-RODGERS!*

HERE'S WHY:



TYPE 1A61
World's Largest Seller



TYPE 1A65
Elegant New Companion

Trouble-Free Performance

designed specifically for electric heat. Hydraulic-Action... rugged silent switch.

Maximum Comfort

doubly sensitive—reacts to both radiant and air temperature. Narrow differential.

Distinctive Designs

handsome styling that is an asset to any home—modern or traditional.

Easy to Set

large convenient dial has easy to follow markings—low 55°, high 85°.

Easy to Install

front wiring makes the job a snap. No pushing, pulling or struggling trying to get heavy wires back in the outlet box. Terminal screws or wire clamps.

UL Listed for 277v as well as 240v and 120v.

*That's why you too can place YOUR confidence in
White-Rodgers electric heat thermostats.*

WHITE-RODGERS

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TORONTO 6, CANADA
611 Gerrard St. East

BASEL, SWITZERLAND
Münchensteinerstrasse 2



* Sold under the brand names of more than 50 manufacturers.



RUBEROID gives you quality where it will be seen!



DALE BELLAMAH, Albuquerque, New Mexico: "The first impression a prospect receives of a new home is most important. For this reason exterior design and materials are critical. We have been specifying RUBEROID roofing and siding on the last twenty sections we have put up. The colors are right, and we know the product will be of the highest quality. In many cases RUBEROID's unique

product features have cut our costs tremendously. RUBEROID certainly helped us to build 1,521 houses in 1959."

RUBEROID

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waterproofed!



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Cuts costly after-rain delays! Stays "dry as a duck under an umbrella". . . because a "raincoat" of asphalt on both sides and all edges (in addition to core treatment for moisture resistance) keeps the Double-Waterproofed type "dry and ready". . . even in wet weather. Build better, for less, with the best-known name in sheathing. Celotex "Life-of-Building" guarantee helps sell more homes faster, too! Your Celotex building products dealer inventories these sheathings. Call him now!



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Insulating Sheathings for every building requirement, every budget: Double-waterproofed, Asphalt impregnated and Strong-Wall® (nailable) types.

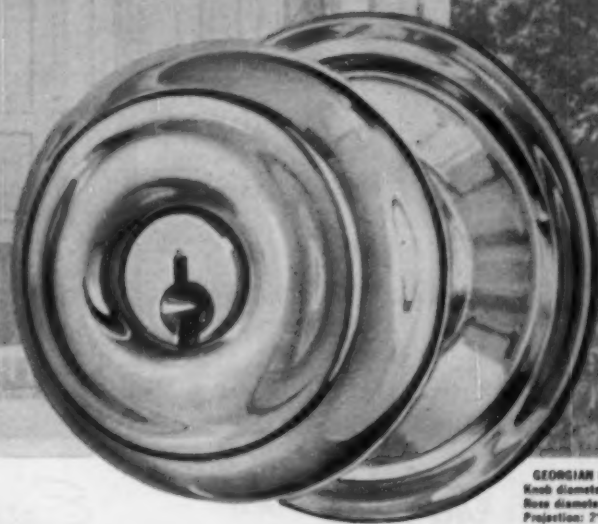
HANDSPLIT CEDAR SETS THE STAGE

The stage is set for a sale. For this is the All-American House. Warm and friendly . . . natural through and through . . . it looks like home. Prominent in the design is an extra-heavy roof of genuine handsplit cedar shakes. Like most quality materials, handsplit shakes appeal to both kinds of buyers—those who demand the tasteful appearance of a natural material and those who measure a value by the years of service it provides. On both counts, a roof of handsplit shakes is unexcelled. Perhaps that's the reason this long-lived, beautifully-textured material is in such demand.



RED CEDAR SHINGLE BUREAU
5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.

NEW GEORGIAN DESIGN by **SCHLAGE**



GEORGIAN DESIGN
Knob diameter: 2-1/8"
Rose diameter: 2-9/16"
Projection: 2"

Schlage: for locks that match the mode

This new Georgian design complements the traditional mode of architecture. Wrought in brass, bronze, or aluminum, it's *the very thing* for entranceways and for use throughout the home.

This design brings the builder a traditional lock at a cost comparable to that of other residential designs. See your Schlage representative or write Box 3324, San Francisco.

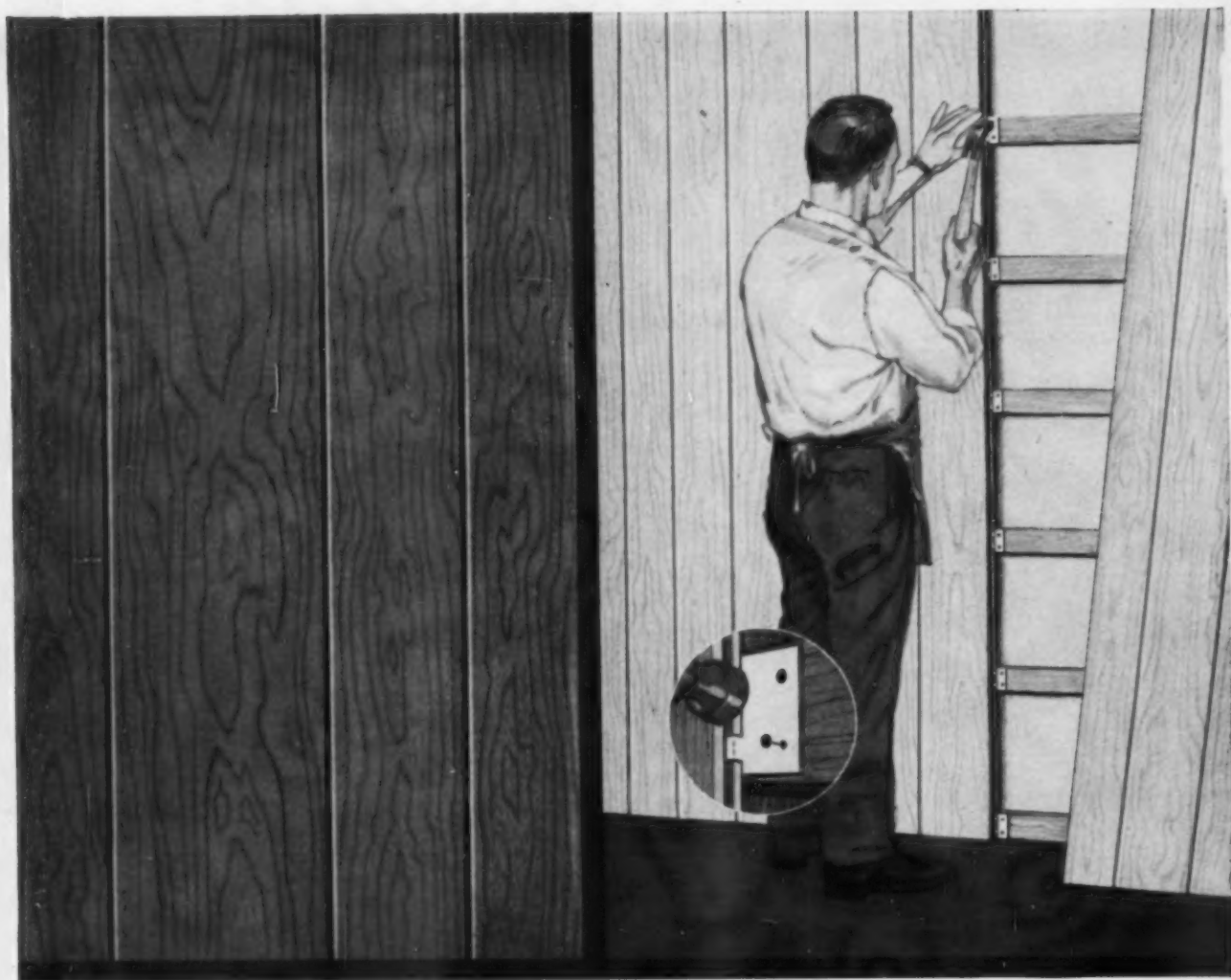
SCHLAGE

CYLINDRICAL LOCKS

Display rooms in San Francisco (2201 Bayshore); Los Angeles (3467 W. 8th); Chicago (Merchandise Mart)
New York (Empire State Bldg.); Vancouver, B. C. (1290 Marine Drive)

A M E R I C A ' S M O S T D I S T I N G U I S H E D L O C K

wood-grained panels...what an



Easy on the eyes...

Factory-finished on genuine Masonite hardboard, these exciting new Royalcote cherry panels look like authentic wood grains. The three cherry tones easily maintain their rich beauty for years with just a coat of clear sealer, lacquer or wax.

Easy to apply...

You will marvel at the ease with which these handy 16"-wide by 8'-long panels install. An entirely new clip-on system makes paneling so simple that you are bound to save application time—and time saved is money in your pocketbook!

easy way to dress up homes!



Easy on the imagination...

Versatility is the keynote to these beautiful Masonite wood grains: as an accent wall in any room; above fireplaces, behind basement bars, alongside bookshelves—wherever you use them, these walls bring a new dimension of warmth and beauty.

and so easy to sell

You're in for a real surprise when you see how Masonite Royalcote wood grains please prospects and create extra sales appeal in your homes. And your biggest surprise will come when you discover the refreshing low cost!

See your building materials dealer or write Masonite Corporation,
Dept. AB-7, Box 777, Chicago 90, Ill.

MASONITE 
CORPORATION

©Masonite Corporation—manufacturer of quality panel products for building and industry.
Masonite and Royalcote are registered trade-marks of Masonite Corporation.

The Golden Value Line of the 60's...



GENERAL ELECTRIC'S PPP THROUGH A COMPLETE

"Profit" is PPP's middle name—and the name belongs to General Electric

PPP stands for Planned Profit Package—A program you get only from General Electric Major Appliances (The Golden Value Line of the 60's).

The package is made up of profit-adding extras, such as Planning and Styling Help, Savings on Labor and Installation, General Electric Product Availability and Service, and more.

One of PPP's most important parts is a Complete Merchandising Program built around the Golden Value Home Promotion. It offers:

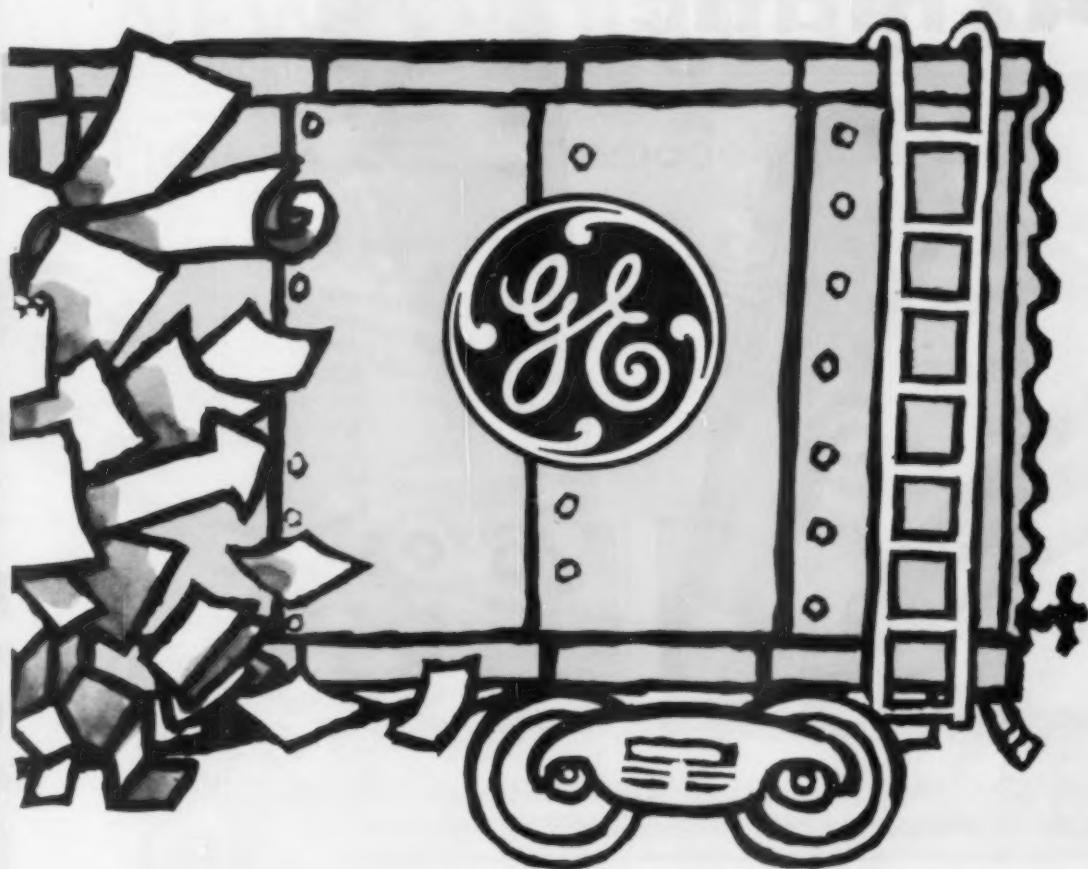
- Suggested ads and press releases for newspapers and radio
- Personalized brochures and literature

- Outdoor poster advertising help
- Attention-getting display pieces
- Colorful "tell-sell" appliance stick-ons
- Salesmen's cue booklets
- Guides to the Golden Value Model Home "Feature" Displays

With General Electric's extensive home promotion program working for you, it all adds up to more sales and more profit!

Save money through General Electric. Send for the "PLANNED PROFIT PACKAGE" kit. Just clip the coupon and mail it today.

The Golden Value Line of the 60's



SPELLS MORE PROFIT MERCHANDISING PROGRAM



As an authorized builder of MEDALLION HOMES, you get prestige and many promotional advantages. Ask your General Electric Distributor about this program.

For information, mail coupon to:
**General Electric Co., Home Bureau,
Appliance Park, Louisville 1, Ky.**

Have local General Electric builder sales representative contact me.

NAME _____

ADDRESS _____

CITY _____

STATE _____

AB-7

Progress Is Our Most Important Product

GENERAL  ELECTRIC

BIG NEW DIALmatic



No. 81 Childproof
Dialmatic

No. 88 Heavy Duty
Dialmatic

No. 80 Dialmatic

No. 78 Standard

- NO. 88**
- Extra-large 1 1/4" tube
 - Heavy Steel Mounting Bracket — extra jamb bracket
- DIALmatic Speed adjustment
 - Powerful Closing action

ADDED TO DEXTER BATTERY OF DOOR CLOSERS

New heavy fire power—to give you a complete range of door closing artillery. The new No. 88 Heavy Duty Dialmatic Door Closer for jalousie, prime and all interior doors, rounds out the Dexter battery of door closers. Now

there's a Dexter closer for *every* door, including the No. 80 Dialmatic for screen and combination and light interior doors, the No. 81 Childproof Dialmatic and the No. 78 Standard Closer for light screen and combination doors.

DEXTER LOCK DIVISION Dexter Industries, Inc., Grand Rapids, Michigan

IN CANADA: Dexter Lock Canada Ltd., Galt, Ontario. • IN MEXICO: Dexter Locks, Plata Elegante, S.A. de C.V. Monterrey. Dexter products are also manufactured in Sydney, Australia and Milan.

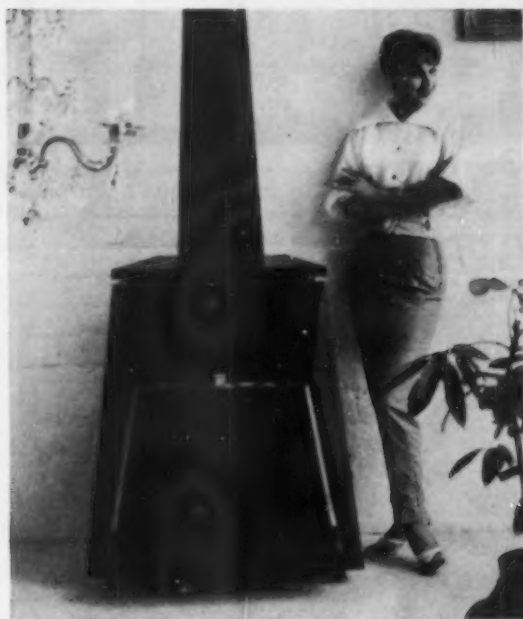
BUY DEXTER

Your Guide to

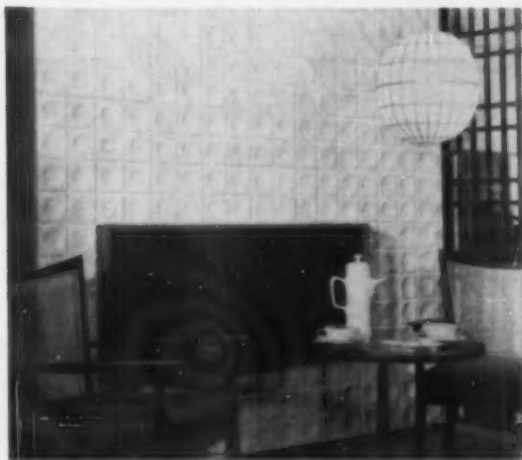
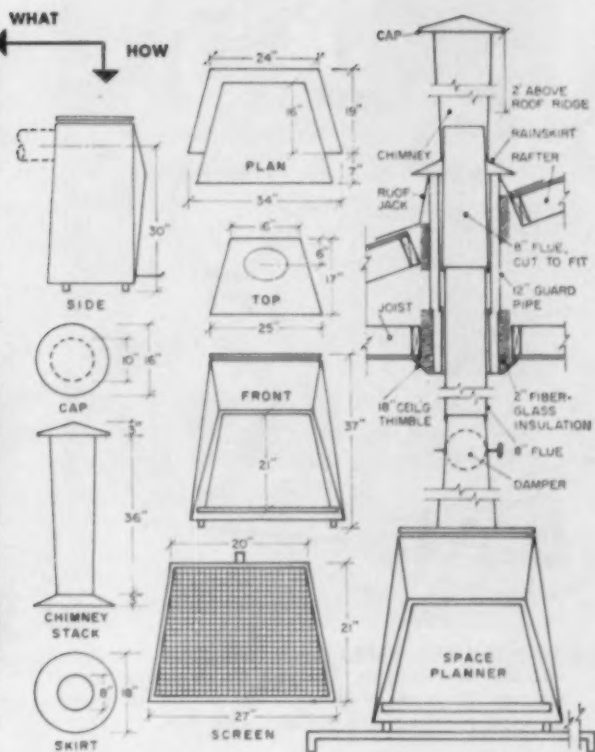
NEW PRODUCTS

Products to make remodeling easier

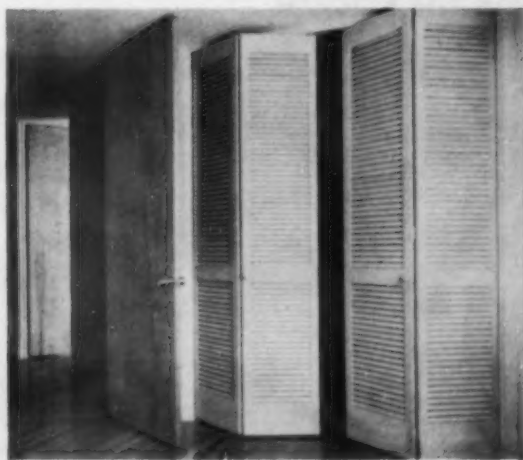
FOR THE LIVING ROOM:



ADD WARMTH quickly, inexpensively. Space-Planner can be used even where no flue exists. Fireplace is 34" wide, 19" deep, 37" high. Cost: \$185 FOB Tucson, with screen, firebasket. Space-Planner Co. (No. Y17, p. 129.)



ADD DEPTH to a room by highlighting one end of it with special finish. Here it's Pomona's Sculptured "Sphere" Tile. The three-dimensional tile outlines fireplace wall. Pomona Tile Mfg. Co. (No. Y18, p. 129.)



ADD STORAGE SPACE easily with Simpson's Seven-Eleven ceiling-height doors. Louvered models not only save framing time and costs, they allow better air flow through house. Simpson Logging Co. (No. Y19, p. 129.)

Products to make remodeling easier, continued

FOR THE BATHROOM:



ADD DOUBLE SAFETY with two recessed grab-bar, soap-dish combinations. Top unit for showering, bottom for bath. Place out of shower's line of fire. In chrome, satin chrome, brass. Miami-Carey. (No. Y20, p. 129.)



ADD VISIBILITY with this new vanity medicine cabinet. Four-foot sliding doors are mirrored, have hinged wings for three-way viewing. Cabinet has steel frames or frameless mirrors. F. H. Lawson. (No. Y21, p. 129.)



ADD COLOR to update an older bathroom. Mosaic's Medley is a random mix of several colors, now comes in 4¼x4¼" wall tile. Tiles are mounted, 12 to a sheet, on Swift-Way backing. Mosaic Tile Co. (No. Y22, p. 129.)

FOR THE KITCHEN:



ADD COOKABILITY with Frigidaire's new free-standing 40" electric range. Oven doors glide up; cooking surface pulls out. (No. Y23, p. 129.)



ADD CONVENIENCE for storage and use, with Kitchen Maid's new pantry unit. Has 49 cu. ft. of storage, 84x24x84". (No. Y24, p. 129.)



ADD SPACE with new RCA Whirlpool gas refrigerator (right). Thin-wall, "no-frost" line takes up less kitchen space. (No. Y25, p. 129.)

You are now shopping in American Builder's Supermarket

Help yourself . . . to the latest in new products and new catalogs shown on the pages ahead. You don't have to write, just circle the numbers on one of the cards below. Then drop the card in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer and he'll send you complete data, free of charge. So . . . get out your pencil and help yourself.

Just circle the numbers at right and you'll receive the information you want. FREE from the manufacturers

American Builder Reader Service

JULY 1960 ★★

SPECIAL REPORT	Y18	Y39
	Y19	Y40
Y1	Y20	Y41
Y2	Y21	Y42
Y3	Y22	Y43
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Y12	Y31	Y52
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Y14	Y33	Y54
Y15	Y34	Y55
Y16	Y35	Y56
	Y36	Y57
NEW PRODUCTS	Y37	Y58
Y17	Y38	Y59

NAME (Please print) _____

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ZONE _____

STATE _____

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| | <input type="checkbox"/> Distributor | <input type="checkbox"/> Government |
| | | <input type="checkbox"/> Student or Teacher |

Signature _____

Y60	Y64	Y71	Y78	Y85	WESTERN
Y61	Y65	Y72	Y79	Y86	
	Y66	Y73	Y80	Y87	Y82-W
	Y67	Y74	Y81	Y88	
CATALOGS	Y68	Y75	Y82	Y89	Y83-W
Y62	Y69	Y76	Y83	Y90	
Y63	Y70	Y77	Y84	Y91	Y84-W

American Builder Reader Service

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Y5	Y24	Y45
Y6	Y25	Y46
Y7	Y26	Y47
Y8	Y27	Y48
Y9	Y28	Y49
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Y13	Y32	Y53
Y14	Y33	Y54
Y15	Y34	Y55
Y16	Y35	Y56
	Y36	Y57
NEW PRODUCTS	Y37	Y58
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PLEASE CHECK YOUR FIELD OR OCCUPATION

- | | | |
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| <input type="checkbox"/> Building or Planning Own Home | <input type="checkbox"/> Manufacturer or Producer | <input type="checkbox"/> Organization |
| | <input type="checkbox"/> Distributor | <input type="checkbox"/> Government |
| | | <input type="checkbox"/> Student or Teacher |

Signature _____

Y60	Y64	Y71	Y78	Y85	WESTERN
Y61	Y65	Y72	Y79	Y86	
	Y66	Y73	Y80	Y87	Y82-W
	Y67	Y74	Y81	Y88	
CATALOGS	Y68	Y75	Y82	Y89	Y83-W
Y62	Y69	Y76	Y83	Y90	
Y63	Y70	Y77	Y84	Y91	Y84-W

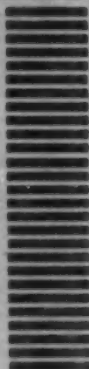
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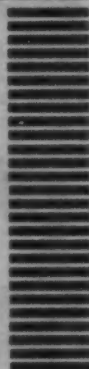
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NEW PRODUCTS



Are surfaced mounted

Bathroom cabinets mount on wall, are ideal for remodeling. Will illuminate bathrooms up to 360 watts. Body is zinc coated, bonderized over steel. Available in four sizes ranging from 24" to 48" wide, five enamel colors. Contains four-six incandescent lights.—Williams Products, Inc.

Circle No. Y26 on reply card, p. 129



Has colonial design

New folding closet door is styled traditionally. Called "Float-Away," door has wall-to-wall, floor-to-ceiling construction. Panels are reinforced, 24-gauge, zinc-electroplated bonderized steel. Nylon pivots assure noiseless operation. Fits almost any closet opening.—Float-Away Door Co.

Circle No. Y27 on reply card, p. 129



Build with color

New surfacing is feature of three panels. Color fusing to asbestos-cement board is finishing process. Surface acts as vapor barrier, resists weathering. Panels come in three different types to suit varying needs. Available in aqua, white, tan, nine stippled colors.—Alliancewall, Inc.

Circle No. Y28 on reply card, p. 129

The finest homes deserve Certain-teed Sheathing



Certain-teed Insulating Sheathing provides the excellent quality that a fine home deserves. Made of select wood fibers asphalt treated and coated, Certain-teed Insulating Sheathing offers:

- Superior strength
- Weather resistance
- Excellent insulation
- Low applied cost

Available in standard $\frac{1}{2}$ " and $\frac{3}{8}$ ", plus the new Hi-Strength $\frac{1}{2}$ ". Both the standard $\frac{3}{8}$ " and the new Hi-Strength $\frac{1}{2}$ " eliminate the need for corner bracing.



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CERTAIN-TEED PRODUCTS CORPORATION

Ardmore, Pennsylvania

Plants and offices throughout the United States

“YOU CAN DESIGN
CREATIVELY WITH
EASY·TO·GET
STANDARD SIZES”

Stanley James Goldstein, A. I. A.



GREENE RESIDENCE, Short Hills, N. J. All exterior window walls were constructed of prefabricated modular load-bearing

window and door frames dimensioned around standard *Thermopane* sizes. The window frames served as the sole exterior wall supports for the conventional roof structure of wood joists.

“STANLEY JAMES GOLDSTEIN, A. I. A., a practicing architect for 10 years, holds three degrees in architecture and engineering from the Massachusetts Institute of Technology. Served two periods of engineering duty with U. S. Navy. In spite of a brisk practice, takes time to teach related subjects at the Graduate School of Architecture of Princeton University

*... says Architect Goldstein**

“I always design with one eye on a glass catalog,” says Architect Stanley James Goldstein. “In fact, most of my houses are designed around standard-size insulating glass units and standard sash. It helps keep costs down, assures prompt delivery, speeds construction . . . resulting in savings I can pass on to my clients.

“You can design creatively with standard-size units. There are over 100 sizes with metal-to-glass edges, and about 90 all-glass units. It’s only a matter



of balancing sizes and shapes to room requirements. The only justification, that I can see, for using non-standard sizes is in rare situations where nonrectangular or odd sizes are required.

"You can see by the photographs that I like scenic sites. So do my clients. The large glass areas let them enjoy the changing face of nature, hour by hour, day by day, season by season. So I specify 1/4" polished plate glass in large insulating units to provide greatest freedom from distortion. For less critical areas, as in clerestory windows, I specify DSA insulating units.

"New Jersey climates justify using insulating glass throughout the homes. Some of my window walls are up to 80 ft. long, yet these houses have small heating plants. Summer comfort is assured by proper orientation, careful siting, tree shading and roof overhangs.



"One of my homes qualified the owner for a V. A. loan because insulating glass made the house acceptable as far as heat loss was concerned."

Whether you're an architect or a builder, it pays to think first in terms of standard-size Thermopane units. For literature listing sizes write to L. O. F., 370 Libbey · Owens · Ford Building, Toledo 3, Ohio.



Thermopane Made in U. S. A. only by
INSULATING GLASS

LIBBEY · OWENS · FORD - TOLEDO 3, OHIO



VOLK RESIDENCE, Smoke Rise, N. J. All exterior window walls were constructed of shop-built, prefabricated modular frames, all dimensioned around standard Thermopane sizes. These same panel types, which were fitted into the modular wood framing system, together forming the structural wall and exterior and interior finish, accommodate standard steel sash, blank opaque walls, French doors and regularly hinged doors.



Quality



PRECISION Parts Corporation has built its **QUALITY** folding stairway business on 20 years of standing behind all products 100%—and giving builders a dependable product. The nationally-advertised brand-names **PRECISION & SIMPLEX** mean quality to your prospective home buyer. *Paul V. Hammer*

AMERICA'S FINEST FOLDING ATTIC STAIRWAY

The Super Simplex Stairway is stronger... bigger... (30" x 54" ceiling opening). It's especially built to enable home owners to take full advantage of the attic for safe, dry storage of large equipment and furniture. This Precision-Built Stairway is a symbol of quality to home buyers everywhere... a positive sales feature for you!

CHECK THESE QUALITY FEATURES

- Fits 30" x 54" rough opening
- Insulated, flush-type door panel
- Double hinges for ruggedness and strength
- Concealed door hinges
- Full width safety treads
- Two steel rods under each tread
- Highest quality materials throughout
- No attic space required
- Shipped in one package.

Precision and Simplex Stairways stocked for your convenience by more than 200 jobbers in leading cities of the U.S.



PRECISION PARTS CORPORATION

400-AB North First St., Nashville 7, Tennessee

NAME _____

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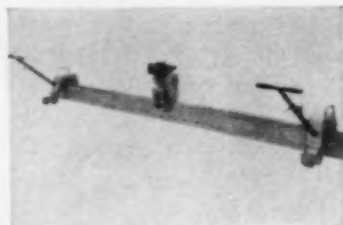
NEW PRODUCTS



Adheres to many materials

Aluminum colored calking compound, based on synthetic rubber, skins over quickly. Adheres to metals, ceramics, woods. Gives longer life to storm doors and windows. Sealant comes in cartridges, is applied with calking gun. Resists chemicals, weather, age.—Chemical Div., Goodyear Tire & Rubber Co.

Circle No. Y29 on reply card, p. 129



Strikes smooth surface

Vibrating screed produces uniform consolidation of concrete, strikes off smooth surface. Is particularly useful with low slump mixes, concreting floors and walks. Assembly consists of vibrating unit and pair of end dollies. Power supplied by air-cooled gasoline engine.—Maginiss Power Tool Co.

Circle No. Y30 on reply card, p. 129



Have walnut finish

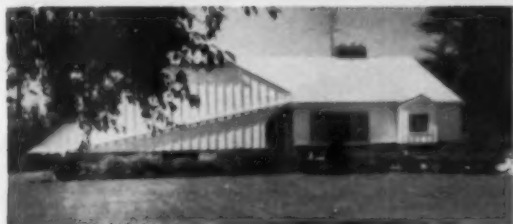
Continental line of kitchen cabinets features rich Sanduran walnut finish and handsomely framed doors and drawers. Cabinets are priced competitively, available on national distributorship basis.—Yorktowne Kitchens, Colonial Products Co.

Circle No. Y31 in reply card, p. 129



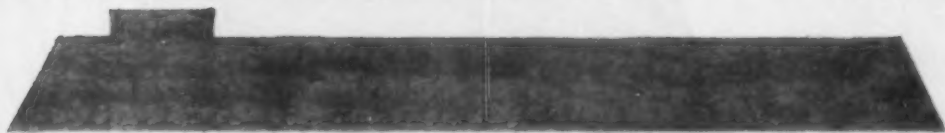
MALTA "TOWN AND COUNTRY" windows installed as single, double and multiple units give this home modern external styling . . . bright, light and airy living to every room inside.

MALTA QUALITY WINDOWS



MALT-A-VENT modern, all-purpose wood windows were used to enclose this winter-tight, summer-bright sun room. All around aluminum weatherstrip seals out water, wind and dust.

MAKE REMODELING EASIER,



MALT-A-GLIDE horizontal sliding units with lift-out sash turned an open porch into a cozy year 'round living area. Full weatherstripping and aluminum sill provide easy operating . . . winter tight seal.

MORE PROFITABLE

Malta windows have what every builder and remodeler wants — quality, beauty, versatility and adaptability . . . at a price to meet even the most modest budget.

Whether the job calls for external restyling, enclosing a porch or adding a new wing, there's a Malta wood unit compatible with the existing designs . . . adaptable to varying wall thicknesses . . . pre-fit and ready to install with little time and effort.

Check with your Malta dealer. You'll find plenty of evidence to prove that Malta quality wood windows make remodeling easier, more profitable.

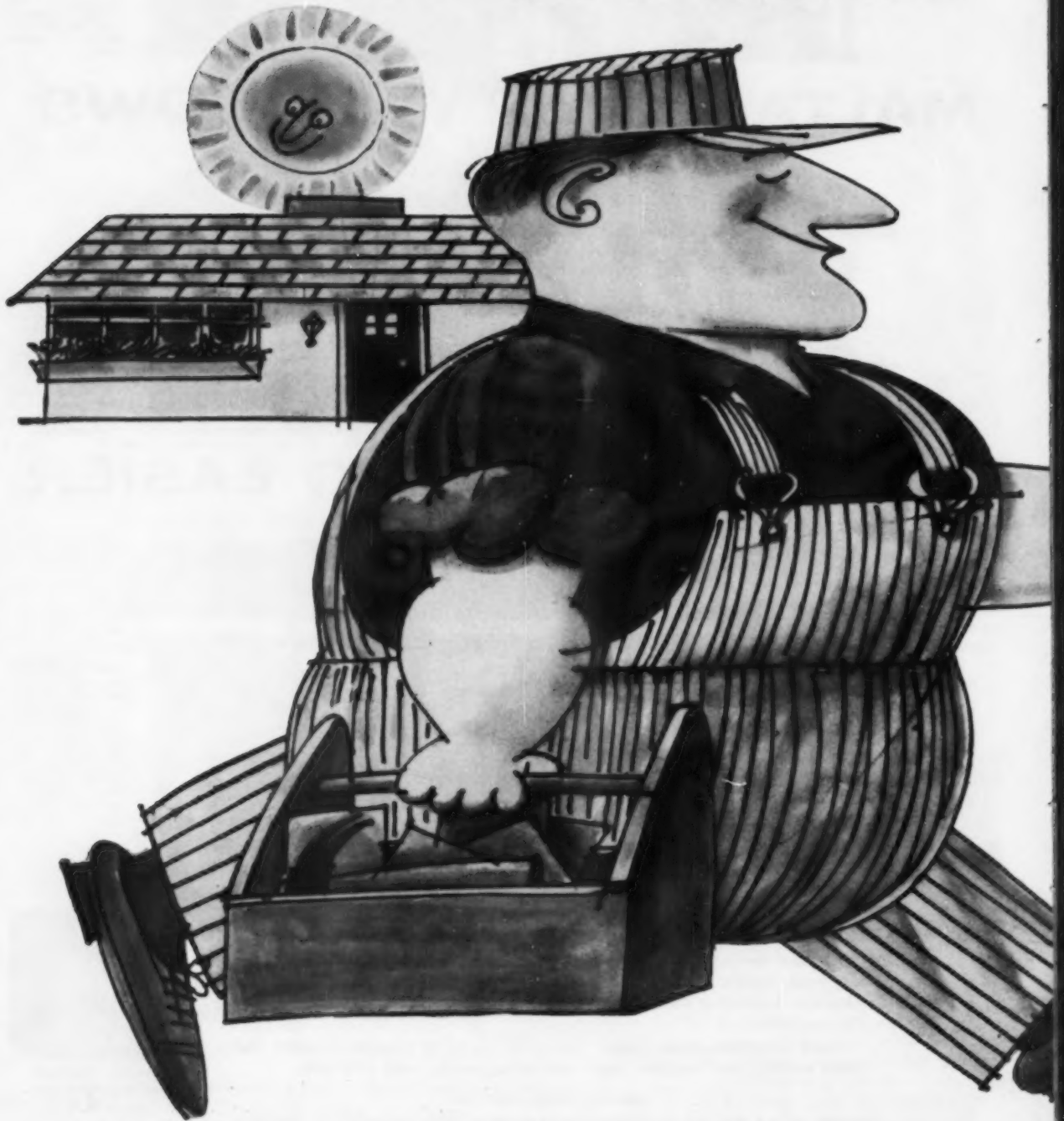
Supreme Quality Since 1901

THE MALTA MANUFACTURING CO., MALTA, OHIO



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FINISH FASTER WITH



BARRETT STORM-KING® SELF-SEALING SHINGLES



Struggling, juggling, sticking are out when this self-sealing shingle is on the job. Barrett "Storm-King" asphalt shingles are all packed face up—with no paper strips for roofers to remove. They go up in hours, stay sealed for years. No costly call backs.

For samples and full information, call your Barrett representative, or contact us direct.

BARRETT IS OUT TO HELP YOU... Whatever your building material needs, Barrett can fill them with a full line of dependable, quality products. Bar-Fire† "Class A" and other asphalt shingles, pitch and asphalt built-up roofings, roll roofings, flashings and drains, roof insulation, protective coatings, aluminum siding.

†Trade Mark of Allied Chemical Corporation



BARRETT DIVISION

40 Rector Street, New York 6, N. Y.



Here's a New Idea in Power Hand Saws



THE WELLSAW 400 does more jobs better and more safely

CHECK THESE BIG ADVANTAGES TO YOU

- Cuts on both strokes to provide 8000 1 1/4" cutting strokes per minute.
- Rigid support guides full length of blade—all usable—8" capacity.
- Special blade removes sawdust from kerf.
- Patented blade is expendable, economical, easy to change—available with 8, 12 or 16 teeth per inch.
- Blade design provides maximum safety during operation—and blade also stops in less than 1 1/2 seconds after trigger is released.
- Built to Industrial Quality Standards with anti-friction ball and needle bearings throughout, heat treated gears, heavy-duty AC-DC motor, and double pole switch.

Whether or not you have experienced the limitations of conventional saws, you should try the Wellsaw 400—a completely new idea in power sawing.

The Wellsaw 400 handles much like the good old hand saw, except you apply a firm guiding pressure only—the motor carries the work load. Anyone who can cut accurately with a hand saw can become equally proficient with the Wellsaw 400.

The unmatched versatility, the convenience and ease of handling—the capacity to weight ratio—the special patented blade, guided full length by rigid support—and operator safety are advantages you get in no other power saw.

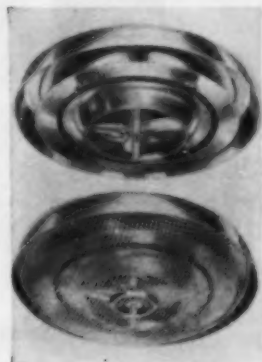
The best way to find out what the Wellsaw 400 will do for you is to try it. Your building supply, hardware or tool dealer can arrange a demonstration. See him today, or write for descriptive information. Ask for Bulletin No. 402.



WELLS MANUFACTURING CORPORATION
SAW SPECIALISTS SINCE 1925

1530 Service Road, Three Rivers, Michigan

NEW PRODUCTS



Heats from ceiling

Square-mesh grille adds luxury look to ceiling surface-mounted radiant heater. Grille pattern permits maximum heat radiation and diffusion with no drafts or cold spots. Fan pulls air up through center, disperses infrared heat around edge. Exposed parts are anodized aluminum. — NuTone, Inc.

Circle No. Y32 on reply card, p. 129

Highlights model home

Room and equipment display signs emphasize heating and cooling in a model home. Cards are sales aids, can be placed throughout house. Four two-color hardboard displays tell benefits of "conditioned living." Equipment cards point up heating-cooling system.—Janitrol Heating & Air Conditioning

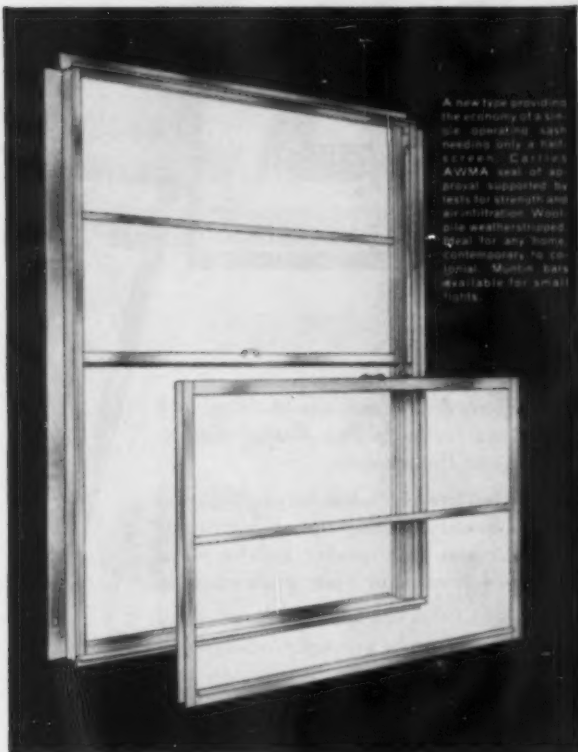
Circle No. Y33 on reply card, p. 129



Has quiet operation

New garbage disposer features sound shield. Units are cushion-mounted aiding in quiet operation. Strong metal flywheel, shredding ring, impeller give swift grinding action. Keyhole-type mounting assembly is simple to lift, turn, install beneath sink.—General Electric

Circle No. Y34 on reply card, p. 129

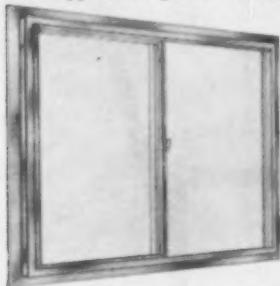


A new type providing the economy of a single operating sash needing only a half screen. Carries AWMA seal of approval supported by tests for strength and air infiltration. Woolpile weatherstripping ideal for any home, contemporary to colonial. Muntin bars available for small units.

NEW AND WORTH LOOKING INTO

Two New Windows by Ceco . . . economical for you and appealing to homeowners, too

If you are looking for features that help sell homes . . . give a smart appearance yet lower costs for you . . . look into Ceco's



An economical window with a rigid meeting rail for sturdy construction . . . weather-stripped with wool pile. Carries AWMA seal of approval supported by tests for strength and air and water infiltration. Suited for contemporary homes and garden apartments.

two new creations . . . the Horizontal Single-Slide Window and the Single-Hung Window with Removable Lower Sash. These aluminum windows, with their special integral fin-trims, save you installation time. They are geared to present-day home and apartment design—using modern metal—reducing maintenance. Ceco Steel Products Corporation. General offices: 5601 West 26th Street, Chicago 50, Illinois. Offices, warehouses and fabricating plants in principal cities.

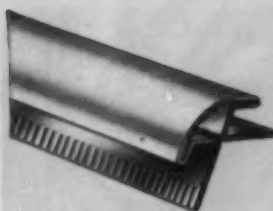


IN CONSTRUCTION PRODUCTS CEKO ENGINEERING MAKES THE BIG DIFFERENCE

Windows, Screens, Doors / Curtainwalls / Roofing Products / Cocrete Buildings
Steel Joists / Steelforms / Rebars / Metal Lath

TOTAL MANUFACTURING FOR THE BUILDING INDUSTRY
FROM RAW TO FINISHED PRODUCTS

JULY 1960

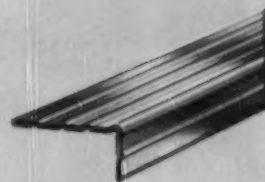


OVERLAPPING OUTSIDE CORNERS

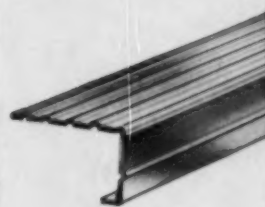


IMPROVED GRAVEL STOP

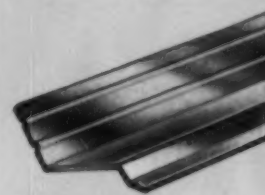
Why QSM
produces
49
building
shapes
...all
different



STANDARD ROOF EDGE



CHANNEL ROOF EDGE



DRIP CAPS

Chances are you'll never need all 49 of QSM's building shapes.

But QSM produces 49 different shapes, so that you'll *always* be able to get exactly the shape you need for *any* job, no matter how unusual. QSM's 49 shapes in both aluminum and galvanized are stocked by leading dealers everywhere.

SEND FOR THIS FREE BOOK . .

Tells all about QSM's complete line of metal building products. Shows you where to use 'em to save time and money; turn out better jobs at lower cost.



QUAKER STATE METALS COMPANY
Box S-1167, LANCASTER, PA.

Gentlemen: Please send me your free book that tells me about QSM's complete line of metal building products; shows me where to use 'em to save time and money.

Name.....
Firm Name.....
Address.....
City.....Zone.....State.....



QUAKER STATE METALS COMPANY
LANCASTER, PA.

A Division of HOWE SOUND COMPANY
MAKERS OF THE MOST COMPLETE LINE OF METAL
BUILDING PRODUCTS MANUFACTURED AT ONE SOURCE

139



**LENNOX SELLS
QUALITY TO MAKE
YOUR CUSTOMERS
QUALITY CONSCIOUS**

Your prospects see Lennox ads like this, in 4 colors, all year 'round in *Post*, *Reader's Digest*, *Life* and *Good Housekeeping*.

This series lets the home buyer know he can afford quality heating and air conditioning—marks you as a quality builder when you feature Lennox in your model homes.

Lennox also helps you with the finest model home promotion ever created—*personalized* to your individual needs. It contains brochures, display cards, suggested advertising and publicity, plus TV and radio scripts.

Your local Lennox *Comfort Craftsman*, listed in the Yellow Pages, or a special Lennox representative, will be happy to tell you about this program and the many other advantages of dealing with Lennox, the leader in air conditioning and heating.

65,000,000 people
will see this ad in **4** colors

June 11, 1960
30,000,000 readers



June, 1960
35,000,000 readers



LENNOX

WORLD LEADER IN INDOOR COMFORT
FOR HOMES, BUSINESS, SCHOOLS

is wonderful!

LENNOX

®

is wonderful!



Their marriage day is a *Golden* wedding day . . . because their new home welcomes them with the treasure of Lennox air conditioning and heating.

As their family grows, the "rare as a day in June" indoor comfort will prevail through blizzards and heat waves—through the years—because Lennox is engineered to last. Many couples now celebrating their Golden Anniversaries enjoyed Lennox quality equipment in their "honeymoon" homes, for Lennox has been a "golden" name in comfort since '95.

Call your factory-trained *Lennox Comfort Craftsman* for a free survey and learn how little it costs for Lennox year-round air conditioning—especially if you now have forced air heating. Your local *Comfort Craftsman* is listed in the Yellow Pages.

Lennox, world leader in indoor comfort for homes, business, schools.

FREE booklet on Air Conditioning and Heating. Write Lennox Industries Inc., 346 South 12th Ave., Marshalltown, Ia.

AIR CONDITIONING AND HEATING

© 1960 Lennox Industries Inc. Founded 1895, Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Ft. Worth, Los Angeles, Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver, Winnipeg.

FREE
from **BLONDER-TONGUE**



MASTER TV SYSTEM INSTALLATION MANUAL

All the facts that you need to assure top and dependable master TV system performance. Contains information that is the result of more than 2,000,000 master TV installations featuring Blonder-Tongue Masterline equipment:

CONTENTS

TYPES OF SYSTEMS

New construction; old construction; vertically designed systems; horizontally designed systems.

COMPONENTS IN MASTER TV SYSTEMS

Amplifiers; splitters; tapoffs; antennas; transmission line.

THE "HEART" OF MASTER TV SYSTEMS

"Head-end"; amplifiers; line filters; feed-thru couplers; radiation-proof housings.

"ARTERIES" OF MASTER TV SYSTEMS

"Branching"; splitters; cable; tapoffs; isolation.

ANTENNA INSTALLATION

Orientation, "directivity"; signal strength; towers and masts.

LINE INSTALLATION

Balanced transmission; co-ax cable; RG/11U and RG/59U; 300 ohm ribbon line; baluns, matching transformers.

DESIGNING AND CALCULATING MASTER TV SYSTEMS

Typical system diagrams; vertical cable run systems; hotel, apartment—to 400 outlets, new construction, existing construction; horizontal cable run systems: School or hospital—100 outlets, new construction, hospital—400 outlets, old construction, trailer park system—148 outlets, new or old construction.

TESTING AND MAINTAINING A SYSTEM

Equipment for servicing a system; substitution method; field repairs; testing and maintaining cable.

CHARTS AND TABLES

Amplifier specifications; tapoff— isolation networks; cable characteristics; attenuator pad construction; half wave open ended stub traps, and more

ARCHITECT'S SPECIFICATIONS

BLONDER-TONGUE—A HISTORY IN MASTER TV

Company background; products; services; Free engineering service.

GLOSSARY OF MASTER TV TERMS

Motel Master TV systems.

Write for your free copy today.



BLONDER-TONGUE LABORATORIES, INC.
9 Alling Street, Newark 2, N. J.
Dept. AB-7

In Canada: Teleguipment Mfg. Co., Ltd., London, Ont.
Expert: Morhaan Export Corp., N. Y. 13, N. Y.

hi-fi components • UHF converters •
Master TV systems • industrial TV
cameras • FM-AM radios

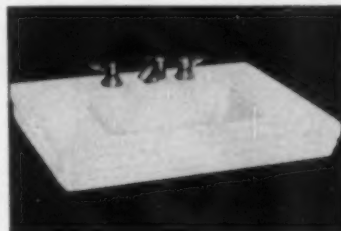
NEW PRODUCTS



Gives clean-line look

Concealed hinge gives wood window unit clean-line look. Nylon bearings at top and bottom slide toward center of frame on stainless steel track. Sash sag is prevented. Available in wide range of sizes. Has as optional equipment three patterns of muntins.—Rock Island Millwork Co.

Circle No. Y35 on reply card, p. 129



Has anti-splash rim

Lavatory is molded of rugged vitreous china, has step-front design and anti-splash rim. Features 5/4" counters on either side. The 27"x 21" lavatory offers pop-up waste and aerator, concealed-front overflow drain. Comes in white and six colors.—Universal-Rundle Corp.

Circle No. Y36 on reply card, p. 129



Hinge is almost hidden

Cabinet door hinge is designed to expose small portion of hinge tip, is flush with cabinet door front. Steel hinge is manufactured for 3/8" lipped door, blends with any style of hardware decor. Comes in two finishes—bright chrome and old copper.—National Lock Co.

Circle No. Y37 on reply card, p. 129

COST
no more
(THAN ORDINARY)
EARED BOXES

UNION'S
"SNAP-IN"

OUTLET & SWITCH BOXES



WITH ALL THESE
TIMESAVING FEATURES

1. Quick convenient snap-in mounting.
2. No awkward metal straps needed.
3. Ears fixed in "exactly right" position.
4. Plates fit snugly everytime.



Write for
literature and
free samples.

UNION INSULATING CO.
PARKERSBURG, WEST VIRGINIA

When the job calls for white portland cement . . .



Specify Atlas White . . . the uniform white portland cement preferred by builders and contractors. The whiteness of this cement will bring out the true tones of colored aggregates and coloring pigments . . . in terrazzo, precast concrete panels, stucco and masonry mortars. It is non-staining, too . . . a must in mortar mixes for backing, setting and pointing limestone units . . . and setting and grouting ceramic tile. Use it for colored or white concrete projects such as screen walls, patios, posts, benches, flagstones, swimming pools, sidewalks. Also available in air-entraining and waterproofed types. Complies with ASTM & Federal Specifications. See your building supply dealer — or write to: Universal Atlas Cement, 100 Park Avenue, New York 17, N. Y.

"USS" AND "ATLAS" ARE REGISTERED TRADEMARKS



**Universal Atlas Cement
Division of
United States Steel**

WG-2

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waco

JULY 1960

143

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.

<p>No. 5225 SINGLE POLE Quiet Switch with U-GROUND OUTLET Rating Quiet Switch: 15A-120V AC only U-Ground Outlet: 15A-125V</p>	<p>No. 5222 SINGLE POLE Quiet Switch WITH POWER OUTLET Rating Quiet Switch: 15A-120V AC only Power Outlet: 15A-125V</p>	<p>No. 5224 TWO SINGLE POLE Quiet Switches ON SAME CIRCUIT Rating Quiet Switches: 15A-120-277V AC only</p>	<p>No. 5223 LB SINGLE POLE Quiet Switch with PILOT LIGHT Rating Quiet Switch: 15A-120V AC only Pilot Light: 75W-125V</p>
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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



Trencher follows line

Utility trencher digs, draws up on own line. Leaves operator free for other duties. Trencher digs 2 to 3 in. wide and a yard deep, or 4 in. wide and ½ yard deep. Is driven by six-speed winch mechanism. Machine is effective in hard ground, gumbo, sand.—Davis Mfg., Inc.

Circle No. Y38 on reply card, p. 129

Adhesive doesn't dry out

Odor-free, noncombustible adhesive eliminates 90 per cent of nails in wall and ceiling construction. Prevents "nail popping," aids soundproofing. Adhesive is water-emulsion type, never dries out or becomes brittle. Retains efficiency indefinitely.—Marvan Corp.

Circle No. Y39 on reply card, p. 129



Sells hidden values

Colorful display unit for model home helps sell quality construction. "Sell-A-Rama" is framed peg-board mounted between two easels. Display shows roofing, siding, floor tile, insulation used in house. Assists salesmen, provides for take-home literature. Ties in products with national magazine advertising.—The Ruberoid Co.

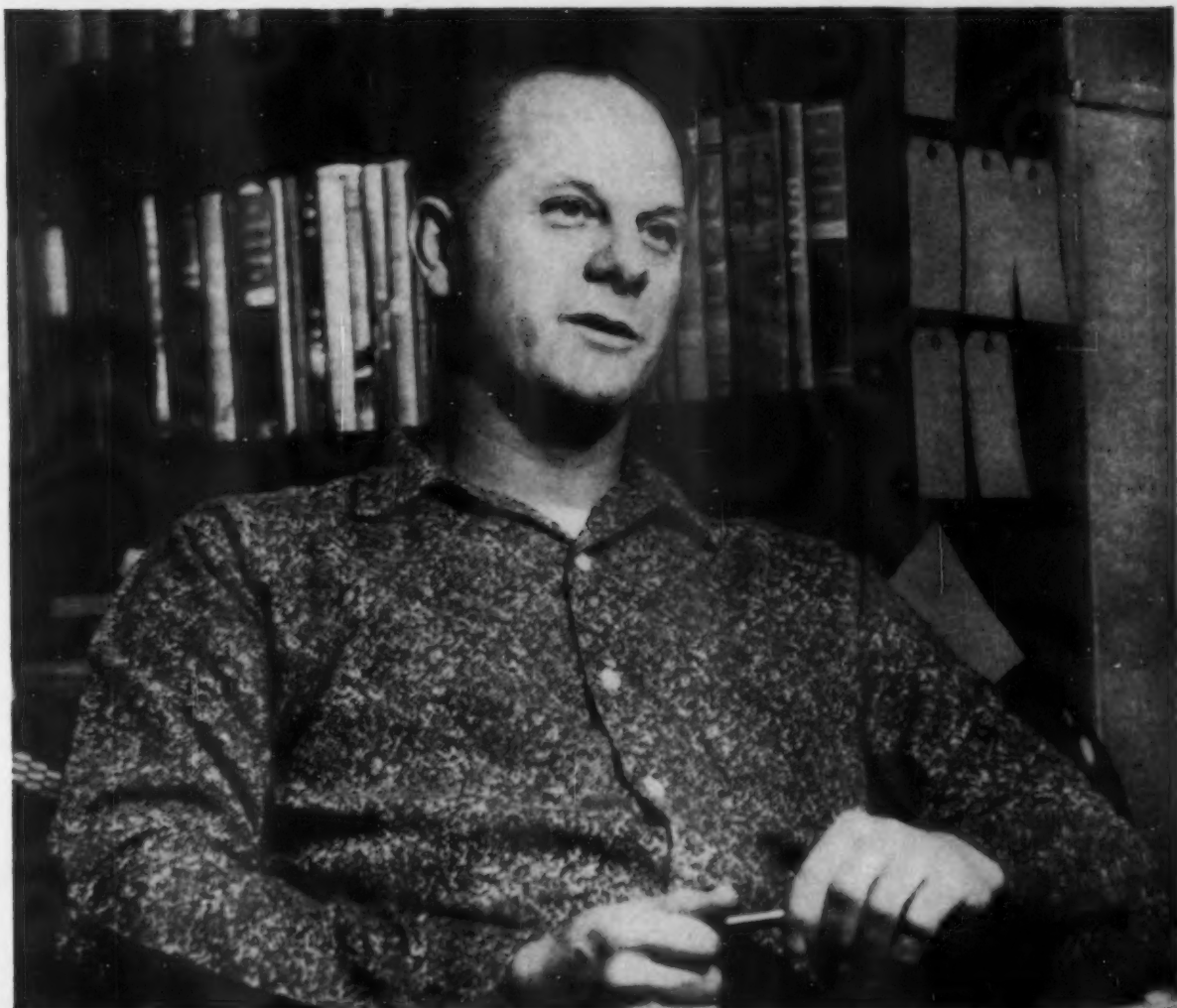
Circle No. Y40 on reply card, p. 129

No. 5225

No. 5222

No. 5224

No. 5223 LB



"My Yellow Pages advertising recently brought in two jobs totaling \$8,750!" says T. M. Leef, Jr., General Contractor, Indian Field, Delaware

"All of my business comes from my Yellow Pages advertising and through word-of-mouth recommendation of satisfied customers. Just recently the Yellow Pages brought in two very nice orders — a \$750 masonry job and an \$8,000 breezeway enclosure.

"I advertise in the Yellow Pages under seven different headings: *Builders, Carpenters, General Contractors, Home Improvements*, etc. The types of inquiries I receive prove to me the value of this varied representation.

Yellow Pages is the only advertising I use. I'm sure my business would go down hill if I stopped. I receive over 50 calls a month for job estimates."

Direct more home owners who want remodeling and repair jobs to *you* by advertising under appropriate headings in the Yellow Pages.

For complete information in mapping an effective advertising program, call the Yellow Pages man at your Bell telephone office *now!*

HOME IMPROVEMENTS

NEW BOSS BRICKS WOOD GARAGE

CONCRETE SECOND FLOOR ADD ANOTHER ROOM REFRIGERATION BATHS

REPAIRS ROOFING PAINTING PLUMBING ELECTRIC CARPENTRY MASONRY

Thomas M. Leef Jr. Inc.

GENERAL CONTRACTOR

BRICK-Block-Building-Cladding-Curtain-Wall-Fluor-Plastic-Steel-Fluor-Glass-Plastic-Plaster-Insulation-Asbestos-Removal-Asphalt-Driveways-Gravel-Driveways-Gravel-Driveways-Gravel-Driveways

3 CORNWELL RD., INDIAN FIELD, DEL. **BY 8-9534**

THIS DISPLAY AD (reduced) under *Home Improvement* is one of 7 different Yellow Pages ads that helps get more business all year round for Mr. Leef.



Display this sales-building emblem wherever your prospects can see it. The Yellow Pages representative will gladly supply as many as you need.



Weyerhaeuser Water Repellent Treated Lumber gives you a better finished job—4 ways to save

- Protects the wood
- Protects the finish
- Improves the job

Weyerhaeuser's specially developed repellent is a combination of water-resisting resins with a pentachlorophenolic toxic additive (to protect against stains, molds, decay-forming fungus, and termites). These active ingredients are mixed in a volatile mineral spirits vehicle which carries them evenly over the faces, edges, and ends of siding or lumber. A retention of 5 to 7 gallons of repellent per thousand feet is our specification.

Water Repellent Treatment is available in 4-Square Kiln-dried Western Red Cedar, Douglas Fir, West Coast Hemlock. It is recommended for all exterior applications except where there is ac-

the most common causes of paint failure. It slows down the loss or pick-up of moisture by the wood with the result that there is less cupping and swelling, reduced grain raising, less checking, and little or no water stain.

4 ways to save

Water Repellent Treatment makes immediate savings possible on paint and labor costs. In addition paint jobs last longer, and when the time does come to repaint, fewer repairs are necessary. These savings are possible because Water Repellent Treatment serves as a good paint undercoat . . . reduces brush "drag" so painting goes faster . . . makes paint spread further . . . and keeps more of the paint oils on the surface to prolong the life of the job. It makes two coats very nearly as effective as three coats.

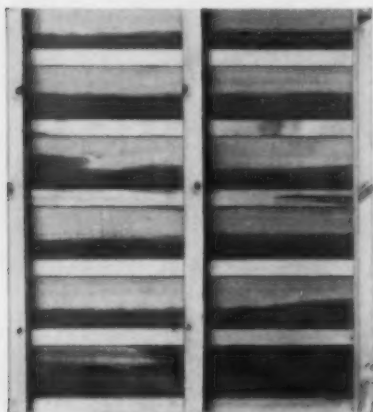


Photo of untreated test panel, after exposure to moisture in simulated weather conditions.



Photo of Water Repellent Treated test panel shows moisture resistance in identical test.

tual ground contact or an unusual moisture condition.

The untreated siding illustrated above shows the results of capillary action ("wicking") of wood fibers. The illustration in the next column shows how effectively Weyerhaeuser's Water Repellent Treatment stops this action.

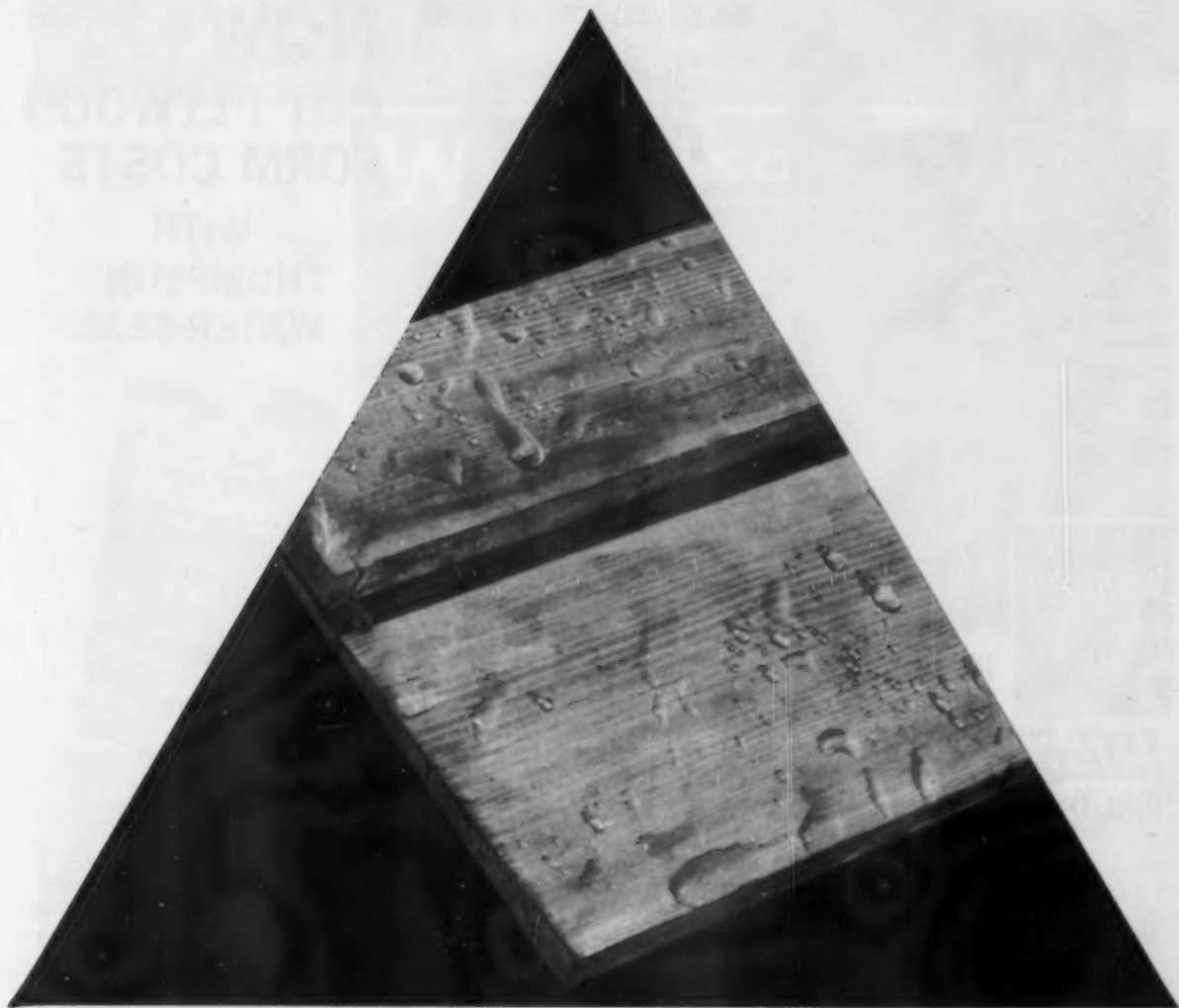
Water Repellent Treatment actually "raincoats" lumber and siding to give it surface protection from rain and snow that's new to lumber handling. This raincoat permits painting at any favorable time up to several months after construction has been completed.

After painting, Water Repellent Treatment prevents wicking of storm-driven rain and snow, thus eliminates one of

Uses

Bevel siding and dropsiding for homes, garages, barns, churches, schools, and commercial buildings. Also vertical siding in Board & Batten, WC-130, WC-134, WC-136, and WC-140 patterns. *Outside trim*, including fascia boards, casings, porch posts, soffit lumber, bevel sill, barge boards, pulley stile, and exterior mouldings. *2x6 Roof decking. Exposed beams* made of doubled or tripled 2x6s, 2x8s, 2x10s, 2x12s. *Porch and deck floors*—1x4s, 5/4x4s, or 2x6s. *Decorative fencing* (note: use pressure treated posts wherever there is ground contact, water repellent treated lumber above ground.)

For additional information, write: Weyerhaeuser Company, Lumber and Plywood Division, Dept. 56, First National Bank Bldg., St. Paul 1, Minn.



WATER REPELLENT TREATED LUMBER

Bevel and Vertical Siding—Roof Decking—Outside Trim

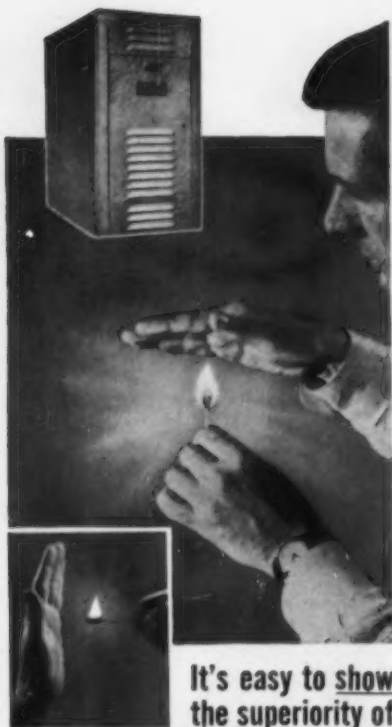
Weyerhaeuser's Water Repellent Treatment gives wood products a "raincoat" that protects before, during, and after installation and finishing. This raincoat protects lumber products from moisture absorption, and where such conditions are prevalent it also protects against damage from stains, molds, decay-forming fungi and termites. It provides a better paint base, paint spreads farther and lasts longer.

For a quality sales story . . . a quality job . . . and for the savings that a quality material can bring . . . use Weyerhaeuser 4-Square Water Repellent Treated wood products for siding, trim, decking, flooring, and fencing. It is available in 4-Square Kiln-dried Western Red Cedar, Douglas Fir, and West Coast Hemlock. Be sure to have your Weyerhaeuser 4-Square Lumber Dealer give you the complete story.



Weyerhaeuser Company

Lumber and Plywood Division



It's easy to show the superiority of

HYDROTHERM'S HORIZONTAL boiler sections

Simple test quickly shows prospects how gas-fired HYDROTHERM's horizontal, cast iron boiler sections save fuel—boost efficiency. Hand held over flame feels direct heat of rising gases—beside flame, only radiant heat—hot gases slip by.

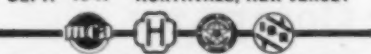


This convincing test demonstrates how HYDROTHERM efficiency brings luxury, gas-fired hydronic heating to a home they can afford.

Hot gases rise, whether from match or burner. HYDROTHERM staggered, horizontal water sections, like hand over flame, force hot rising gases to traverse all water-backed, cast iron sections at right angles on their way from burner to flue. This true gas design transfers 40% more heat per pound of cast iron than possible with vertical section boilers — homeowners get a compact unit with less stand-by loss, quicker load pick-up — greater fuel savings.

Explain these advantages with the graphic match test that lets prospects actually feel the difference. Try it — it really tells the story.

Send your construction plans. We'll prove how HYDROTHERM advanced engineering gives luxurious hot water heat at no extra cost.



FIRST IN HYDRONIC GAS HEAT

NEW PRODUCTS



Prefab closet costs less

Prefab closet unit is made of warp-free "Flakeboard." Comes knocked-down with bifold doors, shelf, and rod. Can be assembled by one man. Paint goes on phenol-impregnated paper overlay. Closet panels can be ordered plain, hardwood veneers.—West Virginia Pulp & Paper Co.

Circle No. Y41 on reply card, p. 129

Reduces kitchen costs

"Uni-Pak" base cabinet line for packaged kitchens reduces purchase and installation costs. Can be set in any combination. Includes 24", 36", 48" storage units plus 60" (L & R), 72" (L & R) sink units. Delivered to job site ready to install.—Youngstown Kitchen Div., American-Standard.

Circle No. Y42 on reply card, p. 129



Features two in one

New refrigerator combines two features in one unit. The 2.1-cu.-ft. freezer has separated door, is useful when only frozen foods are needed. Unit defrosts automatically, has two vegetable drawers, adjustable door shelves. Fits snugly against back walls, lines up with cabinet fronts.—General Electric.

Circle No. Y43 on reply card, p. 129

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.

Thompson's

MANUFACTURERS OF FINE PROTECTIVE CHEMICALS SINCE 1929

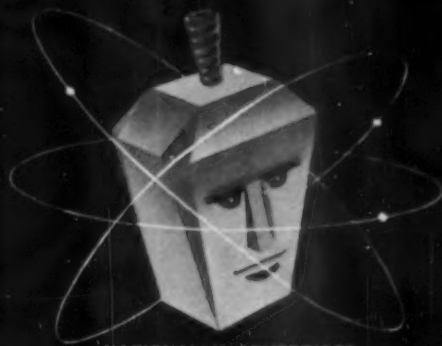
E. A. Thompson Co., Inc., Merchandise Mart, San Francisco 3, California

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

WILLIAMSON

A nationally advertised unique symbol combined with a complete line of builder-designed furnaces.

Your new home prospects will know this symbol. You will recognize the low cost installation features and their compactness.



NATIONALLY ADVERTISED

"Magic Brain"

HEATING & COOLING UNITS

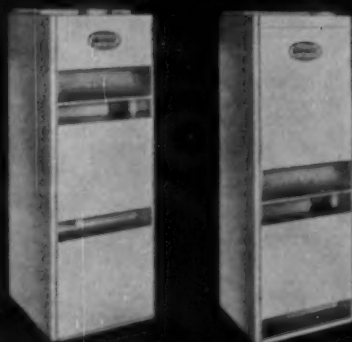
Completely factory wired, assembled and tested, these compact units can be installed with the ease of an appliance. Installer simply connects flue, fuel lines and power service. Fits into a 23½" wide space. Available for oil and gas.

Special Series Units



Especially designed for use with Air Conditioning... addition of Coil and Outdoor Condenser converts units into a Yearound Air Conditioner.

New Wintermatic Units



For really low cost houses, famous Williamson quality is available in the new Wintermatic economy line 75,000 and 100,000 BTU in gas; 100,000 in Oil. Hi-Boy and Counter-Flow models only.

Wintermatic and Special Series Units are 22¼" wide

BTU	DEPTH (in inches)		HEIGHT (in inches)		
	HI-BOY OR COUNTER-FLOW	LO-BOY†	HI-BOY	LO-BOY†	COUNTER-FLOW
75,000*	25	41	62	44½	65
100,000	29	47	62	44½	65
125,000 †	32	52	62	44½	65
150,000 †	35	55	62	44½	65
175,000 †	40½	—	67	—	70
200,000 †	45½	—	67	—	70

*Not available for oil fuel

† Not available in Wintermatic Series

THE WILLIAMSON COMPANY
333017 Madison Rd., Cincinnati 9, Ohio

I want more information on your Builder Furnaces.

Name _____

Address _____

City _____ Zone _____ State _____

When she

can see herself in your kitchen
she can see herself in your home!

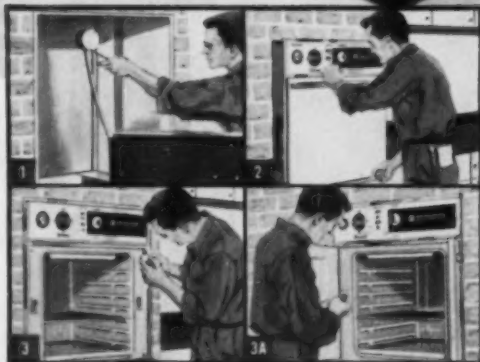


New Frigidaire Wall Ovens

let your kitchen help sell her with Pull 'N Clean Ovens, Drop-Leaf or French Doors, colors, automatic cooking!

Build-in a Frigidaire "Holiday from Apron Strings" and you have the woman house-hunter on your team! Build-in the promise of more time for family and other household duties. Point out that Frigidaire Wall Ovens in *Sheer Look* styled double or single oven models, cook whole meals *automatically!* With either Drop-Leaf or French Doors—and with new-for-'60 Pull 'N Clean Lower Ovens—cleaning is quick, standing up, with no tiresome stretching! Use Frigidaire quality features and workmanship to point up other quality features built into your home. Get product data from your Frigidaire representative or write Frigidaire Division, Dayton 1, Ohio.

Wall Ovens, Under-counter Dishwashers, and most Cooking Taps available in Mayfair Pink, Sunny Yellow, Turquoise, Charcoal Gray, Astec Copper and Satin Chrome.



Install any model in minutes! Drop-Leaf Door or French Door models, all are designed for fast installation in standard 24" width cabinets or wall sections. With carpentry and rough wiring completed, simply: (1) Connect junction box and BX cable supplied. (2) Slide in unit (leveling screws included, if needed). (3) Mount with concealed screws. (3A) French Door models, tighten only two clamps (no screws).

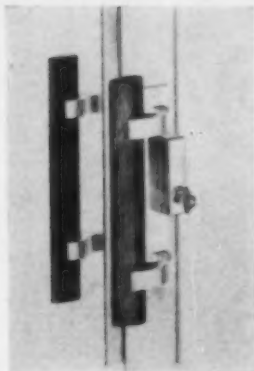
She'll feel like a Queen!



FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

Advanced Appliances designed with you in mind!

NEW PRODUCTS



Handles add style

Hand-rubbed walnut handles give graceful look to "Continental" interior and exterior sliding glass doors. Installed as integral part of this line, construction is wood mounted on aluminum. Handles are identical for interior and exterior installations.—Capri Sales Inc.

Circle No. Y44 on reply card, p. 129

Eliminates shimming

Weatherstrip threshold easily adjusts to fill 1/8" to 1/2" gap under door. Eliminates shimming of threshold or saw cutting of door to exact size. Hard felt strip insulation prevents condensation. Heavy-gauge aluminum and durable vinyl provide positive seal.—Gossen Weather Strip Corp.

Circle No. Y45 on reply card, p. 129



Saw handles all jobs

Portable electric jig saw can cut 6" lumber; also does precision scroll work. Saw has 4.5-amp rating, is equipped with four woodcutting blades, two for metal. Permits angle cuts to 45°. Tool weighs 7 1/2 lbs, is 8" long, 6 3/4" high.—Speedway Div., Thor Power Tool Co.

Circle No. Y46 on reply card, p. 129

STAIN... OR PAINT?

Often a new home is simply painted with no consideration given to staining. Experienced builders find it pays to know the advantages and limitations of each... the effect, performance, and cost on wood surfaces inside and outside the home. Cabot's Stain, for example, answered all requirements for the home shown at the right. Here's why more and more builders are specifying...



Builder: Eichler Homes, Palo Alto, Cal.
Cabot's Ranch House Mues

Architect: Pietro Belluschi, Cambridge, Mass.

Cabot's STAINS

- Economical — 1/2 the cost of paints.
- Require no priming coat; are easier to apply and maintain.
- Need no thinning; surfaces need no scraping or sanding.
- Trouble-free — no cracking, blistering, or peeling.
- Penetrate deeply, dyeing and preserving the wood fibers.
- Enhance the beauty of the wood grain; leave no brush marks.
- Offer unique color effects in a wide color range.
- Grow old gracefully, may be stained or painted over later.



For best results, the best in Stains... Cabot's Oil-base or Creosote Stains.

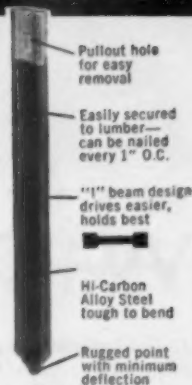
SAMUEL CABOT INC.

724 South Terminal Trust Bldg., Boston 10, Mass.
Please send brochures and color cards on Cabot's Stains.

SYMONS Steel Stake

Can Be Reused Indefinitely

Drives easily into hard earth. Can be used for practically any type of stake work. This popular item is available in 12", 18", 24", 30", 36" and 42" sizes.



FREE!

Stake Puller with order of 100

Sizes can be mixed

Prices and items shown are net F.O.B. Chicago, Illinois factory and subject to change without notice.

TERMS: (check one) Check enclosed... if satisfactory mercantile rating or reference is furnished, net 30 days... C.O.D...

Symons CLAMP AND MFG. CO.

4261 Diversey Avenue Dept. GO Chicago 39, Illinois

Please ship the following Steel Stakes:

Quantity	Size	Price Each	Total Price	Quantity	Size	Price Each	Total Price
	12"	\$1.00			30"	\$1.30	
	18"	1.10			36"	1.45	
	24"	1.20			42"	1.60	

PLEASE PRINT

Firm Name _____

Address _____

City _____ Zone _____ State _____

By _____ SIGNATURE



Hines Curved Panels make a graceful clerestory in a residence in Madison, Wisconsin. Architect: Emil Koric, A. I. A.

NEW LOW COST WAY TO

Span a hundred feet or more with lightweight beams in almost any shape your imagination suggests. Or enclose an entire building in just a few hours with insulated panels that serve as subfloor, walls and roof. These are only a few of the construction feats possible with Hines Plywood Components.

This modern way to build permits both esthetic effects and construction economies that can't be achieved with conventional methods. Hines field engineers will be glad to give you *free* assistance in estimating and engineering for use of Hines Plywood Components.

Hines manufactures these components under conditions rigidly supervised by inspectors of the Plywood Fabricator Service, Inc., sponsored by the Douglas Fir Plywood Association. (In addition, Hines maintains its own fully equipped quality control laboratory.) And Hines provides reliable delivery.

BOX BEAMS—Structural members made by combining laminated lumber flanges and plywood provide high strength-to-weight ratio. Span up 120'. Can be manufactured in a variety of decorative shapes to precise specifications. Dimensionally stable. Basic efficiency of concept gives low in-place costs.

STRESSED SKIN PANELS—Most versatile plywood component is made of plywood laminated to seasoned lumber framing with hollow core that can be filled with insulation during fabrication. Panels are rigid and suitable for use as subfloors, roof decks or walls.

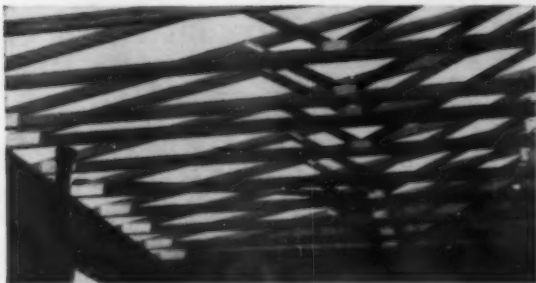
CURVED PANELS—The beauty of the arch combined with up-to-date efficiency. Hines Curved Panels are manufactured to exact radius, easily span up to 16'. Available filled with insulation. Strong, but lightweight and easy to assemble.

PLYWOOD COMPONENTS



In building at Rochelle, Illinois, Hines Box Beams span 35'. Stressed Skin Panels form roof deck. Architect: Gene C. Jackson.

GET DESIGN FREEDOM



GANG-NAIL® GUSSETS MAKE HINES TRUSSES EXTRA RIGID
Hines Trusses are built with patented Gang-Nail metal gussets and superior grades of kiln-dried Douglas Fir and Western Hemlock for the highest quality. Use Hines Trusses to speed building, save labor costs, reduce lumber waste, and eliminate interior bearing walls.

Send today for free technical data

Just call or write the man from **HINES**

Edward Hines Lumber Co. Sawmills at Hines, Westfir, Dee and Bates, Oregon. Other plants: Plywood, Westfir, Hardboard, Dee, Millwork, Baker and Hines, Oregon. Engineering and Development Division: Hood River, Oregon.

Edward Hines Lumber Company Dept. 12
200 South Michigan Avenue, Chicago 4, Illinois

Please send me full technical data on Hines Plywood Components and Gang-Nail Trusses.

Name _____

Address _____

City _____ Zone _____ State _____

NEW PRODUCTS



Casements make bow

Casement bow windows are available in various combinations. Unit is constructed with clear pine mullions and jambs. Heads and seats are of vertical-grain fir. Windows are varied, include casement-type sash with roto-gear operator, screens, storm panels.—Fred Reuten, Inc.

Circle No. Y47 on reply card, p. 129

Bags are extra tough

Multiwall paper bags are designed to resist rough handling, aid packaging of cement, plaster, many aggregates. Have built-in stretching qualities. Packaged products show less deterioration, moistening, hardening, or lumping. Allowance for waste is minimized. Comes in two weights.—Clupak, Inc.

Circle No. Y48 on reply card, p. 129



Hardware goes provincial

Kitchen cabinet hardware is styled in "Period" and "Provincial" designs. Line consists of a pull with 3" centers, 1"- and 1½"-diameter matching knobs. Includes semi-concealed hinges for ¾" inset lip doors and ¼" flush doors. Available in four finishes.—Amerock Corp.

Circle No. Y49 on reply card, p. 129



***Comfort means Full-Thickness Certain-teed Building Insulation**

Today's new-home prospects want—and expect—year-round comfort. The most effective way to provide this is through full-thickness insulation with a proven widely-known product such as Certain-teed Fiberglas® Building Insulation.

With it, your new homes will have greater sales appeal. It provides top comfort, summer and winter, and keeps heating and cooling costs at a minimum.

It is also backed by the Owens-Corning Comfort Conditioned Home Program which includes national advertising. This promotion is merchandising comfort to new-home buyers—and is one every builder should take advantage of. Learn how you can tie in with it from your Certain-teed representative.

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Superior Products Through Creative Research

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CERTAIN-TEED PRODUCTS CORPORATION
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Plants and offices throughout the United States

THE NEW **SENSI-TEMP** UNIT IS HERE! AND THAT'S JUST ONE OF THE MOST-WANTED FEATURES IN THE NEW LINE OF HANDSOME, EASY-TO-INSTALL

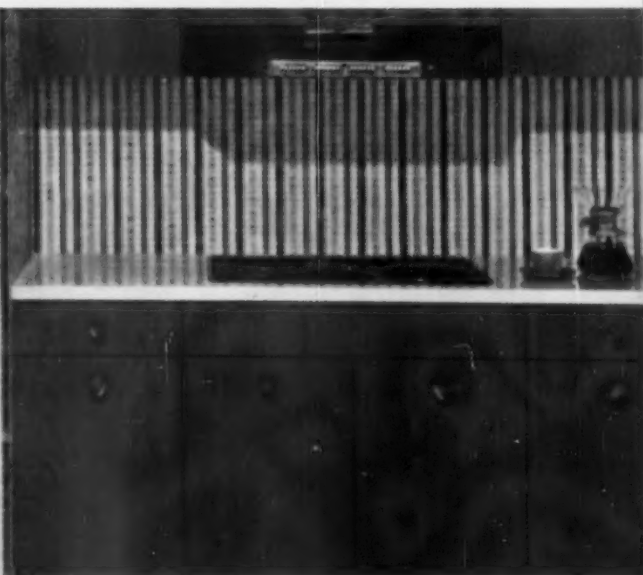
GENERAL ELECTRIC BUILDER-DESIGNED OVENS AND COOKTOPS

NEW **SENSI-TEMP** AUTOMATIC SURFACE UNIT MAKES ANY PAN AUTOMATIC!



Frying pans become automatic skillets, all pots and pans become as automatic as their electric counterparts on the General Electric Sensi-Temp Unit*. This new unit automatically maintains temperature dialed for any top-of-the-range cooking. No constant watching, no scorching, no burning either. Automatic griddle included. Automatic custom oven and cooktop with Sensi-Temp Unit shown here in Canary Yellow.

Eye level cooktop controls built into the hood are a General Electric "first." They eliminate reaching over hot pots, are easy to see, easy to use and can't be reached by young children. Hood has exhaust fan and floodlight. Custom double oven and hood shown in Coppertone.



FREE! Plans, specifications and accessory sources for all kitchens pictured are available from: Range Department, General Electric Company, Building 2, Appliance Park, Louisville, Kentucky.

*Trademark of the General Electric Company

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Single or double ovens— 2 or 4-unit cooktops

General Electric offers the features homebuyers want most

With General Electric Ovens and Cooktops you can blend with any color scheme, fit any floor plan and provide custom installations in every price class quickly and easily. Best of all, you can provide the features homebuyers want!

In this smartly styled kitchen at right, the up-front pushbutton controls on the drop-in cooktop put all controls right at the fingertips! And the oven control panel (on every General Electric oven) puts all controls at eye level where they're easy to read and reach!



Removable oven door makes it easy to reach any part of oven for cleaning. Open door, release safety latch, slide door off. Slides back on as easily.



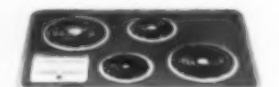
Automatic rotisserie barbecues a 20-lb. roast to juicy perfection! Stainless steel spit. Removable, sure-grip handle lets you handle rotisserie safely, easily.

Plus all these popular features

Automatic Oven Timer that can be set simply, in seconds • Built-In Meat Thermometer in oven sounds a buzzer when meat is ready • Front panel service access . . . eliminates need to remove oven • Focused-Heat Broiler for "charcoal type" broiling • Built-in oven vent keeps door and controls condensation-free • Separate Minute Timer . . . sets from 1 to 60 minutes • Eye-level controls . . . with large, easy-to-read dials • See-through oven window lets you watch what's cooking • Extra hi-speed units for clean, safe, dependable cooking.

THEY MIX-OR-MATCH! Mix-or-Match ovens and cooktops in like or contrasting colors! Ovens in Petal Pink, Turquoise Green, Canary Yellow, Woodtone Brown, White, Coppertone and Satin Chrome. Cooktops in all colors and stainless steel.

Cooktop Model J-880 with new Sensi-Temp Unit has remote push-button control panel for cabinet or wall installation. Model J-882 (Stainless Steel).



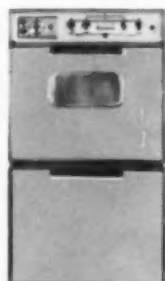
Cooktop J-820 has integral controls, Model J-822 (Stainless Steel)



Deluxe Oven J-720, J-722 (Satin Chrome), J-724 (Coppertone)



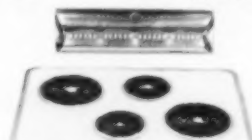
Custom Single Oven J-750, J-752 (Satin Chrome), J-754 (Coppertone)



Custom Double Oven J-780, J-782 (Satin Chrome), J-784 (Coppertone)



Cooktop J-810 with controls built in hood, Model J-812 (Stainless Steel)



Cooktop J-850 has remote controls, Model J-852 (Stainless Steel)

New General Electric one-piece built-in range: the MARK 27

Easy one-piece installation... custom built-in appearance



Better known as "that new General Electric Drop Top," the Mark 27 is by all odds the range news of the year!

You have one unit to install, one control to connect. Space requirements for the Mark 27 are only 27" in width and 24" in depth, and control panel mounts wherever convenient. You get big savings in space, time and labor.

Features? Such famous General Electric hallmarks as the big-capacity oven, removable oven door, focused heat broiler, automatic oven timer, Minute Timer and pushbutton controls.

Compact and versatile. The Mark 27 fits beautifully between or alongside wall cabinets, and even in island installations. Leaves room for an extra appliance or cabinet. Model J620.



The Golden Value Line of the 60's

Special all-in-one version of the Drop-Top MARK 27

Surface units, oven and control panel in one compact, built-in unit



This is the one you asked for—an all-in-one version of the tremendously popular General Electric Mark 27. As you can see, controls for this new version are right up front. Saves an extra installation step, saves extra money.

Features: unique recessed top with four surface units, pushbutton controls, big oven with removable door and focused heat broiler. Available in coppertone, white and Mix-or-Match colors; and available *right now!* Model J610.

**SLIDES INTO
PLACE—SAVES
SPACE, TIME
AND LABOR**



One piece—one installation. Controls are built right in. For complete specifications and installation information, contact your local General Electric distributor or write Range Department, General Electric, Appliance Park, Louisville 1, Kentucky.

LOOK AT THESE SAVINGS!

Single conduit connection	SAVE up to \$25.00
No oven cabinet needed	SAVE up to \$45.00
No cooktop base cabinet needed	SAVE up to \$20.00
No separate control panel needed	SAVE up to \$20.00
No wasted countertop covering	SAVE up to \$20.00
	\$130.00
Less base panel below oven (optional)	\$10.00

Savings approximate. They will vary with local material, equipment and labor costs.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

NEW PRODUCTS



Boring jig saves time

B-128 boring jig saves time installing locks. Unit is complete tool, includes a 2½" multispur machine bit, ¾" power tool boring bit and B-130 adapter. Lock and latch holes are drilled easily and are foolproof. Available immediately, weighs 5 lbs. packaged.—Western Lock Mfg. Co.

Circle No. Y50 on reply card, p. 129



Body is 89 in. long

Service-utility truck body is 89" long, has unobstructed interior width of 48½". Construction has heavy-duty corrugated steel floors, full-length drip moldings, enclosed wheel housings. Optional equipment includes overhead rack with adjustable ladder, telescopic steel roof, side-mounted brackets.—International Harvester.

Circle No. Y53 on reply card, p. 129



Lightens dark areas

Luminous ceiling has fluid quality, illuminates otherwise dark areas. Ceiling is lightweight, easily installed. Has dust-shedding plastic-louvered grill work. "Modernlite" comes in 4'x4' and 4'x6' modular units, is trimmed in anodized aluminum.—Sta-Brite Fluorescent Mfg. Co.

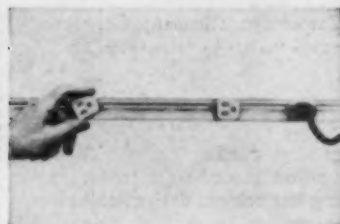
Circle No. Y56 on reply card, p. 129



Fittings steel-welded

Line of "Husky" steel-welded fittings for plumbing installations has been expanded to include 1", 1¼", 1½" sizes. Units are made from A-106 Grade B material, meet A.S.T.M. A234 specifications. Line includes concentric-style reducers, 45° and 90° elbows, others.—Nibco Inc.

Circle No. Y51 in reply card, p. 129



Strip mounts easily

Three-wire "Electrostrip" mounts easily on any surface, can locate receptacles anywhere. Is ideal for new building or remodeling. Strip will accept two- and three-prong plugs. Construction is extruded polyvinyl chloride, is rated at 20 amps, 125 volts AC.—Bulldog Electric Products.

Circle No. Y54 on reply card, p. 129



Tile color harmonizes

Patio tile is planned to harmonize with most interior or exterior designs. Has fadeproof, stainproof, wear-resistant qualities. Surface cleans easily. Fired-clay tile measures 6"x6", 6"x12", 12"x12" plain or bullnose. All are ¾" thick. Available in Niles red, golden buff and charcoal.—Kraftile Co.

Circle No. Y57 on reply card, p. 129



Masonry saw is portable

Portable "BrikSaw" can be set up inside boiler or kiln, goes up on scaffolding, can be operated from back of truck. Has 1½-hp continuous-duty motor; dual-voltage switch gives quick conversion from 115 to 230 volts. Includes electric water pump, all-steel welded frame.—Eveready BrikSaw Co.

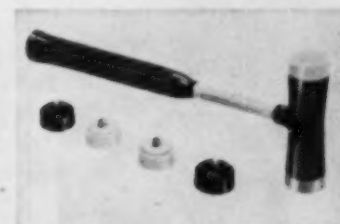
Circle No. Y52 on reply card, p. 129



Sheet is bendable

Asbestos-cement structural sheet, "Kamwall," can be bent as small as 18" in diameter. Fireproof sheet is available within ¼" of edge, can be cut with ordinary handsaw. Can be used for partitions, soffits, floor bases. Comes in ¼", ⅜", ½" thicknesses, standard 4'x8' panels.—Keasbey & Mattison Co.

Circle No. Y55 on reply card, p. 129



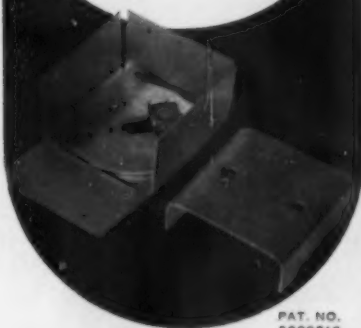
Assures good impact

Hand hammer assures controlled impact by different degrees of tip hardness for each job. Hammer is shot loaded to increase impact. Interchangeable screw-in tips are available in six hardnesses for pounding on glass, clay, wood, ceramics, soft or hard metals.—New Plastic Corp.

Circle No. Y58 on reply card, p. 129

ADJUSTABLE POST ANCHOR

EASY
ALIGNMENT OF
POSTS AFTER BOLT
HAS BEEN SET IN
CONCRETE...



PAT. NO.
2909818

ANCOR-EEZ cuts labor time at least 50% in post installations.

ANCOR-EEZ positively eliminates damp rot, and termites.

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For patio posts, porches, car ports, etc.
Available in all standard sizes.



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Write for full information or ask your hardware,
lumber yard, or building material supplier.

NEW PRODUCTS



Has serpentine pattern

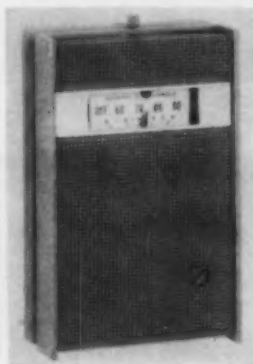
Serpentine pattern in floor tiles is result of positioning 1-in. ceramic tiles. Is supplied in large sheets with individual tiles set face up. Two basic unit system enables tile setter to create varied designs. Comes in a wide range of color combinations.—Cambridge Tile Mfg. Co.

Circle No. Y59 on reply card, p. 129

Cooling coil adds on

Three-ton cooling coil "adds on" to up-flow forced-air furnace. Featuring low cabinet design, unit gives little change to over-all height of installation. A-type coil projects into plenum space. Three-row coil has 3.44 sq. ft. face area.—Lennox Industries, Inc.

Circle No. Y60 on reply card, p. 129



Thermostat matches decor

T-77 line-voltage electric-heat room thermostat can be painted to match or contrast with room decor. Comes in brushed brass finish. Thermostat is built so that transfer of temperature from sensing surface to liquid, then to switching action, is not required. Maintains close control.—General Controls Co.

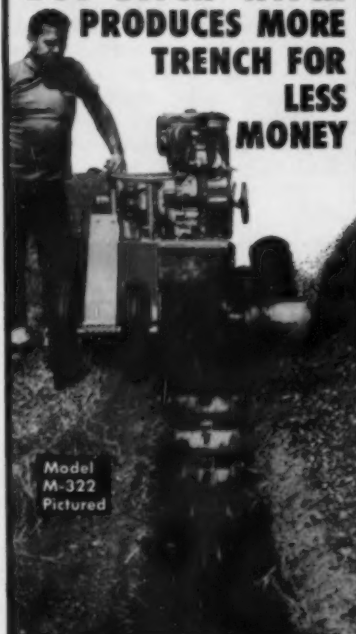
Circle No. Y61 on reply card, p. 129

"More or Less" THE BEST



Other trenchers cost "More or Less"
Other trenchers dig "More or Less"

**BUT DITCH WITCH
PRODUCES MORE
TRENCH FOR
LESS
MONEY**



Model
M-322
Pictured

TRENCH SIZES FOR 4 MODELS:

	16'	12'	10'	8'	6'
1	K-1 30 HP	M-322 12 HP	M-322 9 HP	C-3 7 HP	
2					
3					
4					
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Trenching Speeds
1 1/2 to 12 FPM

USE FOR:

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- Sewer Laterals
- Road Crossings
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- Footings, etc.

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To Locate Distributor, Look Under "Contractors
Equipment" in 1960 Metropolitan Telephone
Directory Yellow Pages for Ditch Witch Trade-
mark; or Call Collect FE 6-4404, Perry, Okla.



IT'S A CINCH!

Ticklish job speeded by maneuverable OC-4 with "Spot-Turn"

Contractor P. Gulmy, Glen Rock, New Jersey, has the answer to tricky working conditions—his OC-4.

For example: "To grade and compact rock-laden fill for this structure called for a small, powerful, maneuverable tractor. The block wall was 'fresh.' Lots of concrete piers complicated the job. The OC-4 is perfect for work like this, taking confined job sites in its stride with 'Spot-Turn' steering. It's really maneuverable—and economical!"

The OC-4 is your best solution to close-quarter work or large-production assignments. It has the greatest pounds pull of any crawler tractor its size ... the highest clearance, the shortest turning radius. 30-plus h.p. gasoline or diesel engine. Wide selection of mounted equipment, including fast-action back-hoe.



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LOOK TO OLIVER FOR YOUR BEST BUY IN WHEEL AND CRAWLER TRACTORS



"What can't the OC-46 do?" Dig, load, grade and, yes, even place concrete—that's what Gene Fierro, Hazleton, Pennsylvania, does with his OC-46 loader. On this job it took concrete from mixer to pour site up a 45° grade. It saved manpower and special ramps, made more money for him. See how this versatile, factory-built, integral 3/4-yd. tractor-loader can speed more of your jobs, earn you more!

JOBS, JOBS, JOBS—see how the versatile OC-4 tools up for hundreds of jobs to speed your operations and save you money. Get the big 16-page catalog.





Westinghouse Electric Corp., San Bernardino, Calif. Contractor Donald W. Shaw, Los Angeles, Calif. Constructed with 8 Rilco laminated beams, 5 1/4" x 29 1/4" x 56' 5-13/16".

CONTRACTOR FINDS INSTALLATION

Cost Cut 50% with **RILCO** Wood Beams

Erection cost was cut in half when Rilco laminated wood beams were used for the new Westinghouse building, San Bernardino, Calif., reports Contractor Donald W. Shaw. He writes: "We found the Rilco people cooperative, delivery prompt and the product as advertised. Our installation cost was about half that of a competing structure—the client is quite pleased."

Adds W. B. Meek, Westinghouse District Manager, "We feel an exceptionally fine job was done in the construction of this building. Mr. Shaw selected the Rilco products used and our reaction is that it made a neat and satisfactory job."

Rilco laminated wood beams, trusses, purlins cost less to buy, less to erect, less to maintain. Each member is fabricated for fast assembly by regular job crews. And Rilco structural members have a high strength to weight ratio—offer the natural beauty and fire resistant qualities of glued laminated wood. Rilco service engineers will be happy to consult with you on church, school, industrial or commercial buildings. Write for complete information.



Write for free commercial construction catalog.



RILCO
works wonders with wood

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CATALOGS

PLANS are dimensioned in this large, excellently illustrated prefabricated catalog. Architectural renderings are in color. Designs are modern, contemporary, traditional, regional. Interior and exterior views, floor plans.—Scholz Homes, Inc.

Circle No. Y62 on reply card, p. 129

ELECTRIC HEAT analysis is outlined in 12-page bulletin. Estimates costs in 105 major cities. Details installation procedures. Offers contractor complete data on systems for maximum heating efficiency. Gives cost breakdown.—Sun-Tron Corp.

Circle No. Y63 on reply card, p. 129

ADVANTAGES of D7-, D6-, D4-type tractors discussed in new, two-color booklet. Illustrates cost saving, profit-making potential of earth-moving equipment. Lists features of diesel engines, dry-type air cleaners.—The Caterpillar Tractor Co.

Circle No. Y64 on reply card, p. 129

RESILIENT FLOORS are excellently detailed in 46-page, wire-bound catalog. Includes technical data on preparation of underfloors, tables of properties, maintenance. Illustrates all patterns, specifications for product line.—Congoleum-Nairn, Inc.

Circle No. Y65 on reply card, p. 129

"CREATIVE IDEAS IN GLASS" is title of well-illustrated booklet. Highlights use of wired glass in schools, apartment houses, public buildings. Photos point up typical installations. Glare and heat reduction qualities of glass are diagrammed.—American-St. Gobain Corp.

Circle No. Y66 on reply card, p. 129

VINYL-ASBESTOS and asphalt-tile color comparison charts are offered. List resilient floor products of all major manufacturers. Charts are punched for insertion in loose-leaf binder.—Mastic Tile Div., The Ruberoid Co.

Circle No. Y67 on reply card, p. 129

ADEQUATE ELECTRICAL outlets are discussed in six-page folder. Provides layouts for positioning furniture in relation to lamps, other equipment. Shows typical multi-outlet systems for bedroom, kitchen, living room. Illustrates outlet installation.—The Wiremold Co.

Circle No. Y68 on reply card, p. 129

AMERICAN BUILDER

INTRODUCING...

THE NEW *Broan* MIXED-FLO RANGE HOOD

It combines the performance you want
with the price that you like



Two important advantages come your way with this new contract winning hood. Both of them help make your bid look best.

Advantage No. 1 is a hood of superior performance. With the Mixed-Flo Fan you can point to an exhaust system that is revolutionary in development . . . that performs more efficiently, runs more quietly than any fan or blower-operated hood on the market.

Advantage No. 2 is cost. You can bid low with the Mixed-Flo because you have an initial price advantage. And you save valuable time and money on every job because this great hood, like all Broan hoods, comes to you as a complete package, factory wired, fully assembled, ready to mount in place. And the Mixed-Flo is engineered to fit your installation with either vertical or horizontal discharge.



MIXED-FLO HOOD FEATURES —

- Unitized Construction — the fan is fully housed within the hood. There is no lost cabinet space whatever.
- Great In Exhaust Power — the new Mixed-Flo Fan provides extra pressure needed for long duct runs and elbows . . . formerly achieved only by blower powered units.
- Remarkably Quiet In Operation — the highly efficient Mixed-Flo Fan is designed for low sound level performance.
- Smooth Inside, Outside Construction — no sharp screw ends.
- Smart Sculptured Hood Design — only 5 slim inches high. Mitered corners permit cabinet doors to open fully.
- Equipped for Twin Lights for shadowless cooking. Recessed lifetime aluminum filters snap out with the greatest of ease. Front pushbutton controls.
- Accommodation For Vertical Or Horizontal Discharge to 3¼" x 10" duct without fittings.
- A Fast Running Installation — comes prewired, preassembled . . . simply remove the outlet box cover to hook up power supply.

See your wholesaler or write for full information



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The only shutters with *all the features* home owners want!



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No other window shutters on the market . . . metal or wood . . . can match new LoManCo Beauty Line Aluminum Shutters for the combination of features and advantages builders and homeowners want! These rugged LoManCo shutters, with one piece aluminum slats locked into a heavy continuous aluminum frame, look good and last a lifetime! They provide the deeper shadow lines which set off and enhance the appearance of any window. They come from the factory completely assembled, with pre-drilled corner holes equipped with eyelets for faster easier mounting. And they're factory painted white ready for trim color. Investigate LoManCo Beauty Line Aluminum Shutters today. Ask your dealer or jobber, or write for information.

- ★ 100% Aluminum Construction . . . no rotting, warping, cracking or splitting
- ★ One piece aluminum slats locked in continuous frame . . . strong, durable, yet lightweight and attractive
- ★ Completely assembled ready for mounting . . . furnished with pre-drilled corner holes and eyelets and mounting screws
- ★ Factory painted white ready for trim color . . . no prime coat necessary
- ★ Complete range of 16 sizes for all standard windows

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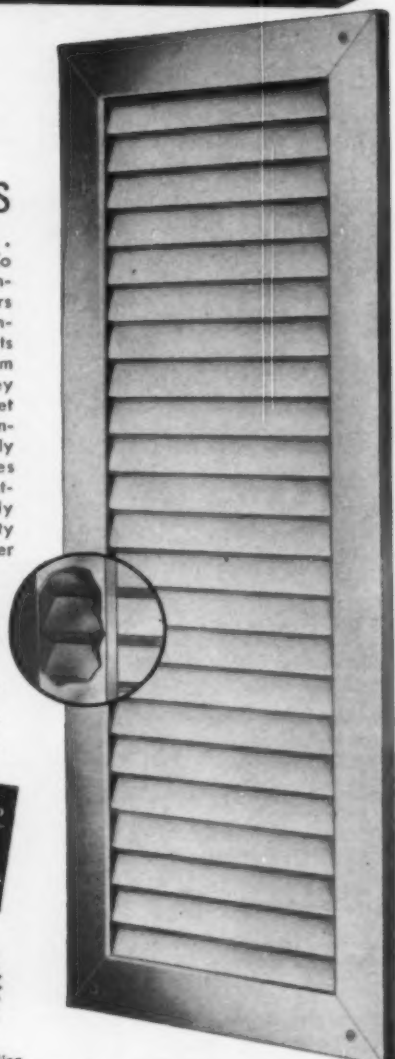
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 City _____ State _____
 Firm _____
 Title _____



CATALOGS

MASON'S TOOLS of every kind are covered in this 62-page catalog. Includes trowels, edgers, floats, darbies, groovers, rollers, crawlers, many others. Tools are well illustrated. Includes descriptions and prices.—Goldblatt Tool Co.

Circle No. Y69 on reply card, p. 129

LIGHT DESIGN and installation are shown in large, beautifully illustrated catalog. Color photos present decorative lighting ideas. Shows all types of units including pull-downs, chandeliers, clusters, pendants, others. Includes price list.—Moe Light Div., Thomas Industries, Inc.

Circle No. Y70 on reply card, p. 129

WALL PAINT in colonial "Williamsburg" hues is subject of fold-out brochure. Shows 12 different paint chips. Describes wash resistance of trimming enamel. Shows how colors let down quickly and easily.—Pittsburgh Paints, Pittsburgh Plate Glass Co.

Circle No. Y71 on reply card, p. 129

BETTER MASONRY is outlined in technical catalog. Shows advantage of waterproofing admixture. Delineates its use in all masonry mixes. Cites examples of material used on jobs. Includes drawings.—The American Sta-Dri Co.

Circle No. Y72 on reply card, p. 129

AIR CONDITIONING is completely discussed in 36-page book. Chapters cover benefits of air conditioning, how systems work. Describes application of systems to design and structure of homes. Cutaways show typical systems.—Carrier Corp.

Circle No. Y73 on reply card, p. 129

STRIATED PANELS, primed siding are among subjects pictured in series of brochures. Covers board-and-batten construction, cornice soffits, garage sidewalls. Also fascia and rake boards, carport and porch ceilings. Gives specifications.—The Upson Co.

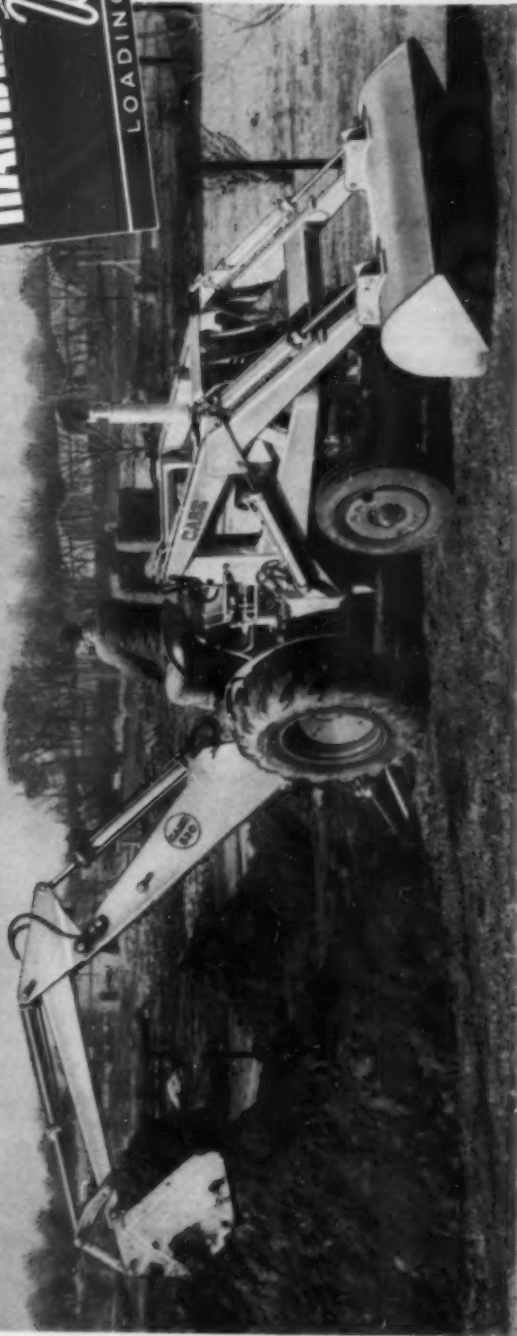
Circle No. Y74 on reply card, p. 129

POULTRY HOUSES of the pole type are diagrammed in foldout brochure. Shows two models for cold and warm climates. Drawings give construction details including dimension layout, setting poles and plates, rafter lap and bracing.—U.S. Steel Corp.

Circle No. Y75 on reply card, p. 129

NOW...a 14' digger at a 12' price

DIGGING • LIFTING
HANDLE WITH CASE
Utility
 LOADING • CARRYING



Carry, lift materials



Backfill, load-out surplus

Handle your own digging, loading, and material handling, plus subcontract work with this NEW CASE® Utility BACKHOE-LOADER for as little as \$227 per month*

Why settle for a 12' digger and undersize loader when the same investment will get you a heavy-duty 14' Case Utility backhoe and rugged 2000-lb. loader? Case Model 530 saves over \$1500 compared to other 14' rigs.

Model 530 cuts 14' deep, digs 16 9/16" from pivot, swings 180° with foot-pedal hydraulic control for fast cycling. Loader applies 3700-lb. breakaway, clears 9' for fast dump-and-go. It's a rugged, quality machine with stress-engineered alloy-steel backhoe boom, dipper stick and buckets, plus power steering, shuttle transmission, 14.9-24 tires.

Call your Case Dealer

Ask for a free demonstration of any of the full line of Case Utility wheel and crawler tractors — all available with quick-change attachments. Send coupon for specifications.

*Initial payment after average down payment or trade-in, complete with gasoline engine, less bucket, i.e., factory. Price subject to change without notice.

CASE®

J. I. CASE CO., RACINE, WIS.



Grade, clean-up

J. I. CASE CO., Dept. G1400, Racine, Wis.

Send complete information on Utility machines.

(wheel) 14' Backhoe 2000-lb. Loader Fork Lift

10' Backhoe 1000 and 1200-lb. Loader

(crawler) 3500-lb. Loader Bulldozer Angling Dozer

Name

Address

City

State

CU-81-150

Cut Chimney & Fireplace Costs —

in Housing Developments and Custom Homes Alike



Majestic

Prefabricated, all-metal

FIREPLACE & CHIMNEY

★ATTRACTIVE CHIMNEY TOPS

Simulated brick-patterned tops in a choice of sizes. Red, tan or off-white.

★NO MASONRY OR MORTAR NEEDED!

All-metal construction from hearth to chimney top. Made of corrosion-resistant alloys and stainless steel.

★EASY TO INSTALL
Cuts builder's time and cost. One workman can erect several chimneys or fireplaces a day.

Perfectly safe, even butted against wood. Use any style mantel, 30" or 36" opening width. Floor-level or raised hearth. Unit is complete with built-in, sliding firescreen.

★DESIGNED FOR MAXIMUM DRAFT and complete with handy cleanout and anti-condensation feature

★MODELS FOR ALL HOUSE STYLES — one, one-and-half and two full stories

★CLASS A CHIMNEYS for oil furnaces, incinerators, other appliances. Class B Vents available for gas furnaces, other gas appliances.

Build attractive, quality fireplaces and chimneys at less cost. Write for full details.

The **Majestic** Co., Inc.
433 Erie Street, Huntington, Ind.

CATALOGS

APPLICATION of high-pressure decorative laminates in a 22-page "how-to" brochure. Part One contains grades, colors, patterns, sheet sizes, costs, fabrication. Part Two presents specifications. Plenty of drawings.—Panelyte Div., St. Regis Paper Co.

Circle No. Y76 on reply card, p. 129

BLAST FURNACE SLAG and its use in building shown in colorful catalog. Describes slag's use in cement and concrete masonry units. Presents its advantages in grading and back-filling. Discusses economy of slag.—U.S. Steel Corp.

Circle No. Y77 on reply card, p. 129

DECORATIVE PARTITIONING called "Acrylite" is presented in brochure. Color photos show natural fibres bonded into plastic panels. Different patterns, installations in bathrooms, kitchens, offices are shown.—Wasco Products, Inc.

Circle No. Y78 on reply card, p. 129

ZINC OXIDE used in water-emulsion paint systems is completely discussed in illustrated catalog. Color photos demonstrate exterior exposure tests. Lists nonstaining qualities. Has complete application description.—The Eagle-Picher Co.

Circle No. Y79 on reply card, p. 129

PORTABLE BELT CONVEYOR for building materials handling is pictured in four-page brochure. Close-up photos detail construction of hydraulic conveyor. Describes sturdiness, speed, and efficiency of machine.—Sam Mulkey Co.

Circle No. Y80 on reply card, p. 129

SUMMER AIR CONDITIONING is presented in illustrated, foldout brochure. Pictures condensing units with fans, cooling coils, centrifugal blowers. Discusses weatherproofing of outdoor installations. Lists sizes, specifications, five-year protection plan.—The C. A. Olsen Mfg. Co.

Circle No. Y81 on reply card, p. 129

ROLLING WINDOWS are covered in two-color folder. Diagrams feature head, jamb, mullion, fixed sill details. Cutaways show residential, commercial, industrial installations. Insert lists products qualities and specifications.—Roman Metal Products, Inc.

Circle No. Y82 on reply card, p. 129

save with

SUR-LOK

masonry wall reinforcement

Known for its exceptional quality, yet Sur-Lok is competitively priced.

Meets ASTM Specifications A-82-34 and A-106-57. Made in any size for any type of single or double wall construction. Pressure welded.

For strength, quality, savings, rely on Sur-Lok.

Write today for literature and franchise information.

DAYTON SURE GRIP
SIG & SHORE COMPANY

117 Kercher Street, Miamisburg, Ohio



You can do two things to guard yourself against cancer: Have an annual health checkup. Alert yourself to the seven danger signals that could mean cancer: 1. Unusual bleeding or discharge. 2. A lump or thickening in the breast or elsewhere. 3. A sore that does not heal. 4. Change in bowel or bladder habits. 5. Hoarseness or cough. 6. Indigestion or difficulty in swallowing. 7. Change in a wart or mole. If your signal lasts longer than two weeks, go to your physician. Give him the chance to give you the chance of a lifetime.

AMERICAN CANCER SOCIETY

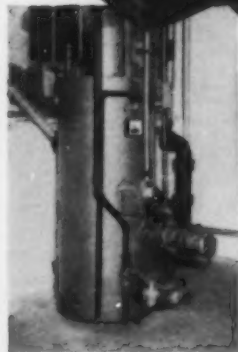
to custom-built
or mass produced
homes, **B&G**
Hydro-Flo[®]
HEATING
ADDS EXTRA VALUE



Designed and owned by Mr. Harry Weese, Chicago architect, this home was selected for "Record Houses of 1960".



300 Hydro-Flo heated homes in this development were sold over one week-end.



**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. Hydro-Flo equipment can be installed on any hot water heating boiler.

To homes built without regard to cost, B&G Hydro-Flo Forced Hot Water Heating brings comfort which matches the highest standards of design and construction. Where homes are built to sell competitively, B&G Hydro-Flo Heating adds distinction which gives them a strong selling edge over less adequately heated homes.

A builder who is installing B&G Hydro-Flo Heating in thousands of homes says this—

"In deciding on this type of heating, we were guided by the need in this highly competitive market for a feature of outstanding sales power. Radiant heating, with its sun-like warmth can't be equalled for genuine comfort and cleaner, quieter operation. Its warm, draftless floors guard against usual winter ills."

"Hydronic Homes" Sales Promotion for Builders

Every builder should see this presentation! There's no obligation in getting the facts on this comprehensive program of ideas and sales helps for utilizing the outstanding and exclusive advantages of hydronic* heating. Write, phone or wire today.



**Modern hot water heating.*

BELL & GOSSETT
C O M P A N Y

Dept. GG-11, Morton Grove, Illinois

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

CATALOGS

LIGHT CONTROLS are excellently presented in full-color, 24-page catalog. Color photos show uses, installations. Diagrams give step-by-step mounting methods, where and how to use. Shows all control-face-plate combinations. Price list.—The Superior Electric Co.

Circle No. Y83 on reply card, p. 129

STRUCTURAL CLAY PRODUCTS for light construction covered in folder. Has photos, drawings, specifications

for textured, Norman, Roman face brick. Discusses facing, patio tile. Includes sewer pipe, drain tile, flue lining.—Natco Corp.

Circle No. Y84 on reply card, p. 129

BACKHOE-LOADER called "Big Mo 500" is pictured in series of punched brochures. Shows four different models, one dimensional drawing. Quality descriptions include built-in power steering, high-traction tires, etc. Complete specification and performance graphs.—Minneapolis-Moline Co.

Circle No. Y85 on reply card, p. 129

UNIQUE AIR HOUSE is illustrated and described. Shows uses as covering for year 'round swimming, workers protection for winter building. Underlines \$1-1.50 per square foot construction cost.—Seattle Tent and Awning Co.

Circle No. Y86 on reply card, p. 129

WEATHERSTRIPPING as integral part of aluminum building panels is shown in illustrated catalog. Panels are lined with pneumatic tubing, which is inflated during assembly, acts as complete weather-seal.—Douglas Aircraft Co.

Circle No. Y87 on reply card, p. 129

INDUSTRIAL FINISHES are shown on card with over 60 color chips. Paint is available in lacquers, synthetics, vinyls. Types of finish include wrinkles, metallics, crackles, stains.—United Lacquer Mfg. Corp.

Circle No. Y88 on reply card, p. 129

PLYWOOD ROOF sheathing is subject of technical report. Explains tests showing that $\frac{3}{8}$ " roof sheathing is fully adequate in some applications when panels are laid, grain parallel to framing members.—Douglas Fir Plywood Assn.

Circle No. Y89 on reply card, p. 129

SLIDING GLASS DOORS are shown in full color, 12-page catalog. Details multiple sliding units, budget-price and fully insulated doors. One section covers window walls.—Ador Corp.

Circle No. Y90 on reply card, p. 129

PNEUMATIC EJECTOR sewage lift station is subject of six-page color bulletin. Highlights design features and operational characteristics of station. Discusses uses for suburban systems.—Smith & Loveless.

Circle No. Y91 on reply card, p. 129

FOR A SLIGHT CHARGE

BATHROOM DESIGNING is beautifully illustrated in 36-page catalog. Photos, drawings, floor plans. Color wheel quickly shows compatible design hues. Charge is 25¢. Write Briggs Mfg. Co., 6600 E. 15 Mile Road, Warren, Mich.

FAMILY FALLOUT-SHELTER construction manual comes at slight cost. Shows complete building plans adaptable to different house layouts. Cost is 10¢. Write Supt. of Documents, U.S. Govt. Printing Office, Washington 25, D.C.



Perfect miter cuts every time



12"-14" Radial Saw, also 16"-20",
10" Portable and 9" models.

You get precision that pays off in profits when you buy a Delta Radial Saw, thanks to "micro-set" miter stops—a feature *only Delta offers*. These positive stops are individually adjustable—give you perfect 90 and 45 right and left hand miter cuts *for the life of the machine!*

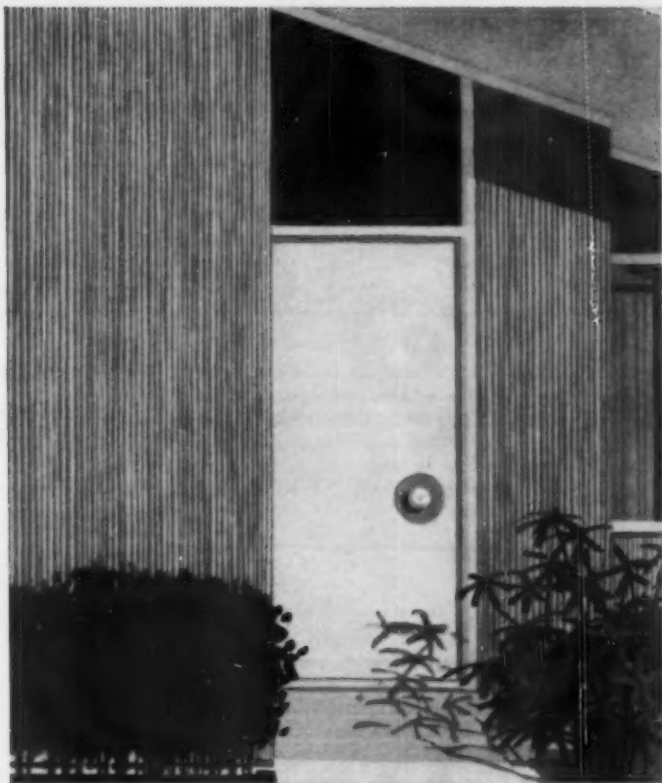
Visit your Delta Distributor—take a long, hard look at the rugged Delta Radials, then see the entire line of Delta woodworking tools and accessories he carries. He's listed under "TOOLS" in the Yellow Pages. For FREE literature write: Rockwell Manufacturing Co., Delta Power Tool Division, 646G N. Lexington Ave., Pittsburgh 8, Pa.

DELTA INDUSTRIAL TOOLS

another fine product by

ROCKWELL





▲ **Duraply® Lap Siding** has a horizontal, deep shadow line. Duraply's resin-fiber surface was engineered to hold paint without priming. Quality paint, properly applied, lasts upward of 6 years—twice as long as the same paint on conventional siding—without checking, peeling, or blistering.

◀ **Textured Sidings** such as Weldtex® offer low cost and fast installation. Weldtex comes in big 4'-wide panels—can be applied directly to studs without sheathing or additional bracing—result in strong, rigid construction.

No two homes you build need look alike— Weldwood sidings give variety at low installed cost



Striking vertical effects can be obtained with Duraply Flat Panels in traditional board and batten treatment. Or, you can eliminate battens for quick, easy applications by using the interesting grooved patterns of Weldwood Duraply Ivy League, Duratex®, or Duraply V-8 siding. All types of Duraply siding are available mill-primed.

There's a Weldwood® siding for every home design—Colonial to Contemporary. Choose from a wide range of textured, plain, vertically grooved, or horizontal styles. All can be applied without sheathing. Big plywood or hardboard panels cut installation time and costs, give stronger, more rigid construction. Many come mill-primed for one-coat finishing.

WELDWOOD SIDINGS

Mail coupon for free Weldwood Sidings Booklet

United States Plywood

AB 7-40

55 West 44th Street, New York 36, N. Y.

Please send free copies of new booklets, "Weldwood Sidings For Traditional And Contemporary Design," and "Weldwood Hardboard Sidings."

Name

Firm

Address

City Zone State

Working with small tractors

This is the second of a series of three articles designed to show the smaller builder how to operate a tractor with front-end loader and backhoe attachments. This article tells how to break and spread large piles of dirt, how to backfill, and how to load material quickly and

safely. The operating techniques shown apply primarily to smaller machines; larger machine methods may differ somewhat. Final article in the series will appear in August. Data is from studies made by engineers of Industrial Tractor and Implement Division, Ford Motor Company.

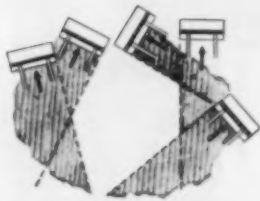
3 How to break and SPREAD large piles

TOPCUTTING

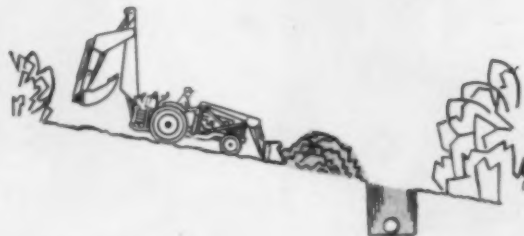
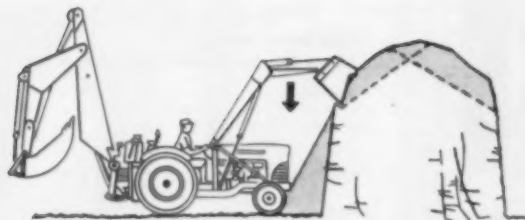


Operator shovel-loads part of top off the pile and dumps into the hole while dragging some spoil backwards to form work ramp of convenient grade. This breaks pile down to size, makes operation safe.

SIDECUTTING



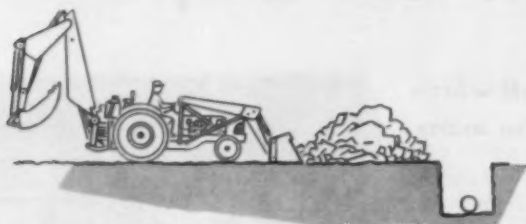
Start by cutting away from the pile sides. If pile sides prove too high and threaten to cave-in, use the loader to break down sides until a slot can be cut over the top, then continue cutting.



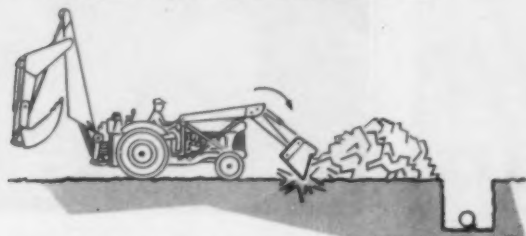
When making a sudden stop be sure to brake both wheels simultaneously. Always keep brakes in adjustment. To prevent upsets, particularly with a loaded bucket, avoid sudden starts when going uphill.

In side-hill trenching, pile the spoil uphill from the trench for easy backfilling. Be extra careful working on hillsides. Watch out for obstructions and for holes or ditches that could make tractor-loader overturn.

4 How to BACKFILL



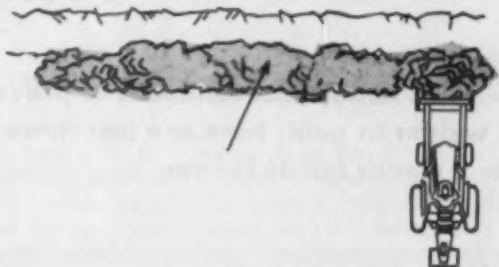
Correct backfilling means tractor pushes the most dirt possible without losing speed due to reduced rpm or wheel slippage. If tractor slows, raise bucket; this will increase rpm and maintain tractor efficiency.



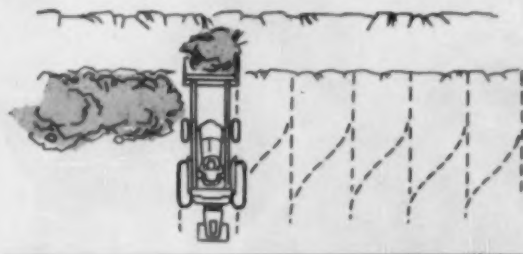
Incorrect backfilling imposes severe shock loadings on bucket cylinders and lip. Poor methods actually move no more dirt than correct ones. Having bucket in down-pressure position ups efficiency, adds to tractor life.



Leave dirt in bucket when filling ditch. Dumping on each pass wastes time used to raise arms.



Operate tractor at a right angle to the ditch. Take as big a bite as tractor can handle without lugging. Leave dirt which drifts over bucket sides for clean-up. Do not make adjustments while machine moves.



Remember these safety precautions. Do not allow anyone but the operator to ride tractor-loader. Do not attempt to repair or tighten hydraulic hoses when under pressure, when the tractor engine is running, or when lift arms are raised. Do not dismount from the tractor with the loader lift arms raised. Do not get under the loader when it is raised.

5 How to LOAD quickly and safely



Come in level. This prevents binding the bucket and straining bucket arms or machine.



Hit both valve levers at once. This distributes strain throughout the machine, adds to its life.



Correctly angling bucket when working on a pile reduces strain on the machine, assists lift.



Attacking a pile at its base with bucket straight along the bottom increases resistance to lift.



Carry the bucket low for safety. Move between work area and truck with low bucket working floor smooth. When you reach a truck, raise bucket and dump. Reduce ground speed before turning or braking.



Maximum truck loading productivity is determined by load in bucket times total cycle time. But don't lose productivity trying to get a full bucket each cycle if it means time lost backing up to hit the bank.

Transit tricks speed

This handy tool continues to prove itself worth its weight in gold; here are just three of the many jobs a transit can do for you



VERSATILE—Workman peers through Berger transit. With it he can solve almost every building layout problem. Most builders think of a transit solely as an instrument for setting excavation stakes, batter boards, and elevations. But the instrument can be put to work on a lot of other jobs.



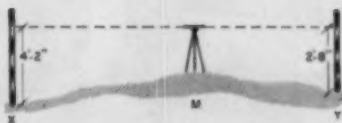
building layout time



1. You can find grade differences with it

Finding differences in grade between several points is called leveling. To level, this workman sets David White transit about midway between two points—or stations—whose differences in grade are to be determined. After he levels the instrument, the rod is held at one of the two points. He reads the rod through the telescope where the horizontal crosshair seems to cut the gradations on the rod. Noting this reading he sends the rod man to the other station. Then, without disturbing the instrument in its

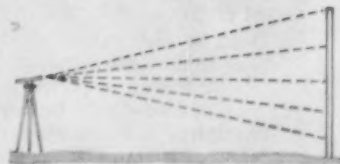
position, he swings the telescope around to sight the rod and note the reading. The difference between the two readings tells how much one station is above or below the other. This method lets him estimate quantities of dirt to be removed, or establish elevations for footings to be placed at different grades.



2. You can establish vertical lines with it

For taking vertical sights—as in lining up a building wall, door frame, shafting or piers—set the instrument up in the usual way, at a convenient distance from the point from which the vertical line is to run. Level up the instrument carefully and release the locking levers that hold the telescope in the level position. Swing the telescope vertically and horizontally until the point from which the vertical line to be run is directly on the vertical crosshair. Then tighten the clamp

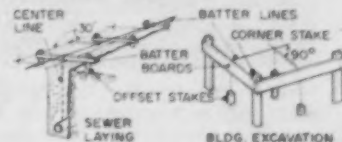
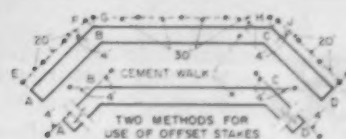
screw on the horizontal motion and make any required fine adjustments with the tangent screw to place the point exactly on the vertical crosshair. If the telescope then is rotated with vertical motion, each point cut by the vertical crosshair is in a vertical plane with the starting point.



3. You can set offset stakes with it

Setting actual control points and running main lines is good layout practice. But on building and trench jobs, main points are destroyed almost immediately by the excavators. Therefore, it is necessary to establish reference points near enough for convenience but far enough away to remain undis-

turbed by job operations. Most commonly used semipermanent reference points are called "offset" stakes. Sometimes they serve only as line stakes, or only as grade stakes. But usually they serve both purposes. Ordinarily, offset stakes are a uniform distance from main line, at right angles to points in the line.



You can Harness the "CAN DO" of the amazing MASSEY-FERGUSON 204



for your own construction job!

FEATURING



The 204 stands tall and proud on an enviable record of "HAVE DONE." Here is a machine that's tough and powerful yet engineered for quick response and easy maneuverability.

Once you know the "well-oiled" almost effortless movement of Instant Reverse, you'll be saying "MUST HAVE"! This M-F torque converter system enables the 204 to move swiftly and easily between load and dump. Result — more efficiency — more work done with less operator exertion — for there is no shifting . . . no clutching . . . no levers to pull. Just a touch of the toe changes the direction of travel — one pedal to go forward; another to go reverse.

And consider the much greater freedom afforded the operator to manipulate his loading or digging controls!

Result — still more efficiency!

Contractors appreciate the agility and speed of the rugged 204 as it moves in close, operates in congested areas.

The marvelously versatile 204 above, and the many other Massey-Ferguson Industrial units, such as the M-F Fork Lift below can speed construction from cornerstone to rafter with their power-matched attachments — loaders, backhoes, blades, scrapers, material buckets, block tines, and others.



The Massey-Ferguson 204 Fork Lift has a big 5000-lb. capacity — is at home on paved or rough, soft unpaved areas — is equipped with Instant Reverse. The 20' extension above is just one of a wide range of attachments to increase the 204's versatility.

Why Wait? — Set a Date — We'll Demonstrate!



MASSEY-FERGUSON INDUSTRIAL DIVISION
Block 1000 South West St., Wichita 13, Kansas
Producing Sizeable Power for the "Sensational 60's"

MF 60-38

Unique concrete slab system proves adaptable to many forms of light commercial building; closes in a variety of one to multi-story buildings

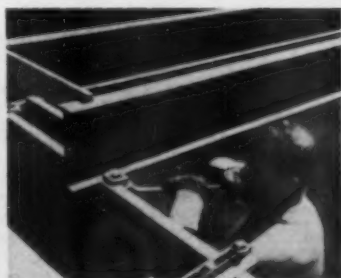
Speed in form erection, and elimination of shoring—these are the key features of a concrete slab system that makes use of a small, cast iron clip that serves as a sturdy seat for formwork. Termed the K-System by New York designer Edward Klausner, the method is an economical one for pouring slabs in one-story to multi-story buildings like this parking garage in New York City. Floor, 2½ in. thick, measures 100x175 ft.



GOING UP—Method becomes important because of limited work space in crowded mid-Manhattan. Eliminates need for shoring, leaves storage space under slab.



ERECTING—Girders fall into place, hand-guided by workmen. This starts structural phase of 3-story job.



TIGHTENING—Workman hand tightens joist to girder. Biting edge of clamp brings joist flanges taut.



FORMING—K-Clip, (cast iron) fits to upper flange of joist, provides seat for forms. Breaking it releases form.



CONCRETING—Workmen buggy concrete onto reinforced deck while one man vibrates concrete.

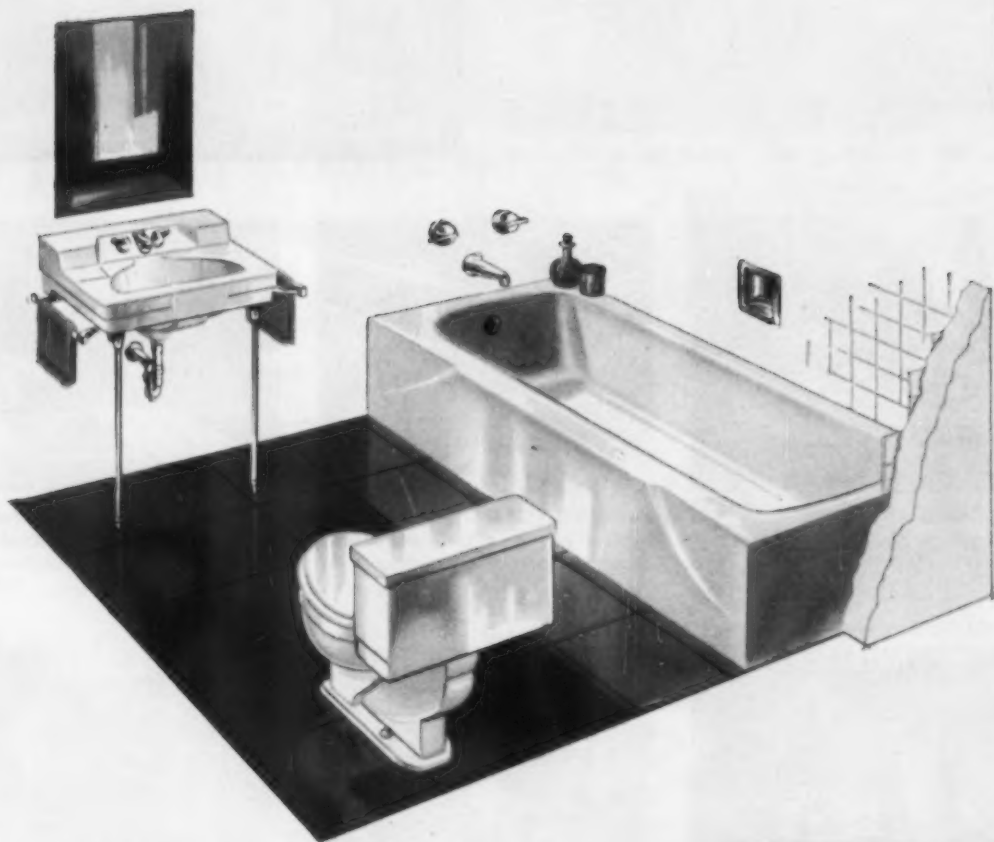


FLOATING—Work crew strikes concrete off, then bullfloats it to a rough finish. Slab is 2½ in. thick.



FINISHING—Timesaving mechanical finisher smooths floor. Adjustable blades make different surfaces possible.

Proof of Quality



Crane curbs price without cutting quality. Even low-cost Crane fixtures have the luxury look. The Westgate Lavatory is vitreous china, has beveled panel shelf back, front overflow, semi-oval basin . . . sturdy, gleaming metal legs, shown with towel bars. The Fairfax Recessed Bath is brand new. Just 5 feet long, with a safe and convenient low side and outer edge wide enough to sit on. Water Closet is the Drexel, a close-coupled combination in vitreous china, with siphon-jet, whirlpool action.



...at no extra cost
...yours in every
home you build
with Crane



Quality in construction is hard to demonstrate to the average consumer.

You have to illustrate quality in terms he understands. And buyers think of *brand*. The plumbing brand they think *best* is Crane. Surveys prove it.

Not only do they think Crane plumbing represents highest quality, they think it costs more and is worth it. A quick check of the prices will show you Crane quality costs *no* more than other brands. And the others lack Crane's quality standing.

So without increasing your costs, you can make Crane your *proof of quality*. You can use the name . . . the styling . . . the mechanical features as important parts of your sales story. And you can make Crane your *proof of quality* in every home you build—from low price to high. Crane makes fixtures to fit your budget.

Get your Crane representative to talk cost. He'll prove you can add *proof of quality* at no extra cost. Get in touch with him now so your next homes will be easier to sell.

Crane's finest for your finest homes. Symbolize all that you put into your outstanding homes with luxurious Crane plumbing, like the Criterion Tiled-in Lavatory. Rectangular basin, vitreous china, with Dial-ese trim in brush-finished chrome plate. Clear Lucite handles. Bath is Crane Criterion Corner-type, with wide seat rim, Single-ese mixing valve with single lever control, Access Waste and flat bottom. Available in 60 inch length for right or left hand installation. Closet is Crane Walsan, a new and compact off-the-floor model to help conserve space.

proof of a quality home

PLUMBING-HEATING-AIR CONDITIONING GROUP • P.O. BOX 780, JOHNSTOWN, PA.
VALVES • ELECTRONIC CONTROLS • PIPING • PLUMBING • HEATING • AIR CONDITIONING



West Coast Installation Proves **WEATHERBAN®**
BRAND SEALER
10 YEARS YOUNG AND STILL FLEXIBLE

A decade ago in the San Francisco area, glazed ceramic parapet caps were sealed with WEATHERBAN Brand Sealer. The joints between the blocks ranged from one-quarter inch to a full inch in width. Since that time, they have been exposed to sun, rain, salt air and wide temperature fluctuations. They have taken all that Mother Nature dished out. Today, the sealer still adheres . . . forms a water-tight,

weather-proof seal that is still flexible. Such long service life is normal for WEATHERBAN Sealer. It outlasts conventional caulking materials many times over, reduces costly maintenance to a minimum. WEATHERBAN Sealer is based on polysulfide rubber. It adheres strongly, cures without shrinkage to a durable, solid rubber seal that flexes, stretches, compresses

with wall movement to stay sealed. Available in three colors—aluminum, black, off-white—it's the preferred choice to seal new buildings or to replace worn out conventional sealers. Put the advantages of WEATHERBAN Sealer to work for you. For free literature without obligation, write today to: AC&S Division, 3M Company, Dept. SAE-70, St. Paul 6, Minn.

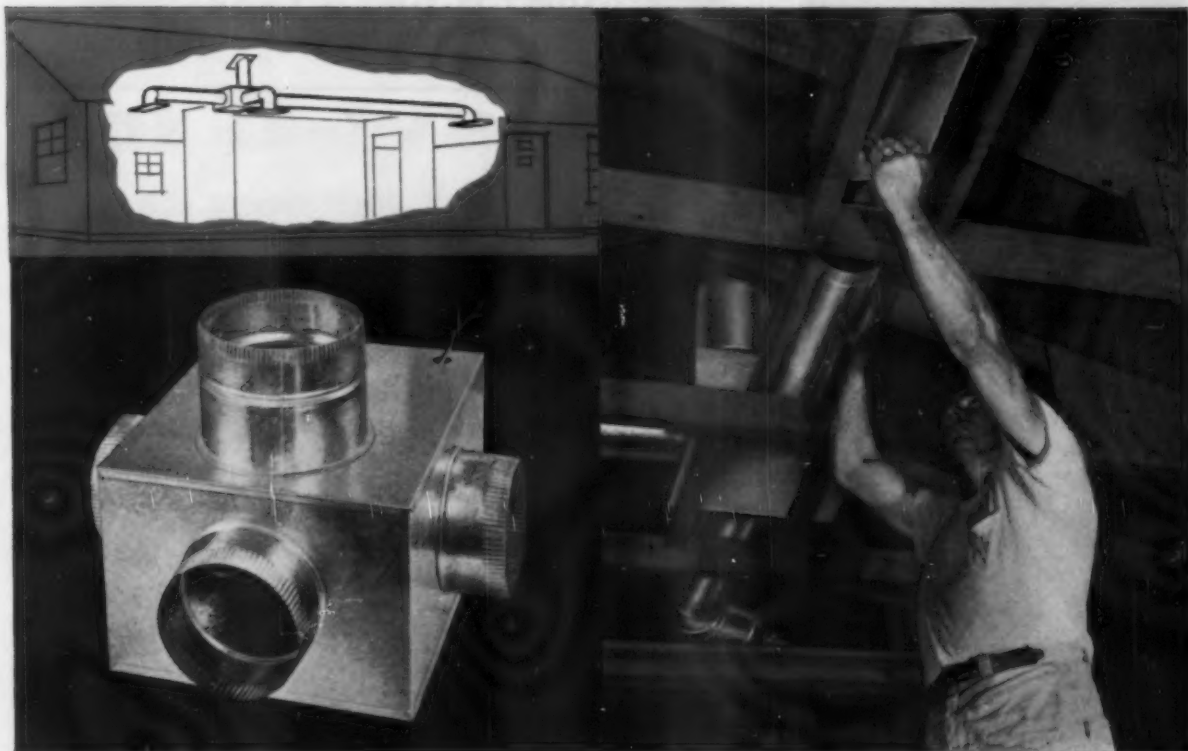
"WEATHERBAN" is a Reg. T.M. of 3M Co.

ADHESIVES, COATINGS AND SEALERS DIVISION

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW





cut ventilating costs...

with the new Lau Centri-Vent ventilating system. You save on both installation time and materials. The Centri-Vent effectively and economically ventilates up to four areas in any home. It's the practical answer to the new FHA ruling requiring ventilation for all inside bathrooms without windows. The unit vents to the outside, making it perfect for range hood, bathroom, utility room and kitchen.

The complete Centri-Vent system can be installed in less than 1 hour and 30 minutes by one man. Compare that with installing four individual ventilating fans! Installation is quick because only one hole is cut in the roof and

each Centri-Vent is sized for its particular application. Everything needed for installation is furnished: ducts, grilles, registers, wiring, switches, switch plates, back draft damper, roof cap and central blower unit. Everything fits... no shortages, no extra parts.

The unit is pre-wired with a special low voltage electrical system that speeds installation, reduces fire hazard and makes full control of the Centri-Vent possible from a switch conveniently located in every area being ventilated.

Write today for complete information on this new Lau Centri-Vent and how it can help you save money on home ventilation.



.....
 •
 • Lau Builder Division, THE LAU BLOWER COMPANY
 • 2027 Home Avenue, Dayton 7, Ohio, Department AB-70
 • Please rush me complete information on the
 • new Lau Centri-Vent.

• Firm Name _____

• Address _____

• City _____ Zone _____ State _____

• Person Requesting Information _____

• WE ARE: (please check appropriate square)

• Builders Architect Building Supply Dealer
 • Distributor Electrical Contractor

RAYNOR

Electronic

GARAGE DOOR OPERATOR



Guarantee YOUR Customers
Convenience . Safety . Dependability

- ★ Opens and closes garage door automatically
- ★ Turns on light when door opens, shuts off light when closed
- ★ Instantly stops and reverses door when it contacts any obstruction while closing
- ★ Can be stopped in any position from control button, will reverse operation when started again
- ★ Locks door in closed position
- ★ Release cord disengages operator if power fails
- ★ Convenient lever adjustment on operator for different door weights
- ★ One year guarantee on all parts, 90 day guarantee on tubes

The Raynor residential operator is the most modern, compact unit available, shipped completely assembled and weighing only 60 pounds, it can be easily installed by one man.



RAYNOR
Radio Controls

TRANSISTOR HAND TRANSMITTER

Designed for the ultimate in convenience and satisfaction, the handy transistor hand transmitter operates on FCC approved frequency. The handy Transistor Transmitter can be carried in glove compartment or clipped to sun visor . . . easily transferred from car to car without costly installation charges.

Tube type Transmitters are also available.

RAYNOR MFG. CO.

Dixon, Illinois

Hammonton, New Jersey

Builders of a complete line of sectional overhead type doors

HOW TO DO IT BETTER



Easy to install fabric door speeds many remodeling jobs

Installation is simple. And the Columbia-matic fabric folding doors stack back against the door jamb compactly. They need no more floor space than the doorway itself. They also require no open area in which to swing.

The folding doors require only a top rail or track to hold them in place and guide their operation. Costs of installation of conventional doors by expensive, skilled workmen are sharply reduced.

Fabric folding doors come prefinished in wide varieties of decorator colors to match, blend, or harmonize with any color scheme. Labor and material costs for door sanding,

sealing, painting, or varnishing are eliminated.

All necessary hardware is included in the price of the fabric folding doors. There are no extra costs for hardware.

They can be installed in plastered doorways. Costs connected with building door frame or trim can be eliminated. In some applications, notably closet construction, higher folding doors can be used floor-to-ceiling, or a simple panel can be substituted for extension of the wall above the door—again reducing construction costs. Or two or more doors can be combined to completely eliminate building of a closet wall.

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build your houses with
BIRD'S 3-way protection —
top, bottom, and sides

1 TOP PROTECTION with the mighty self-sealing
**BIRD WIND SEAL
SHINGLES**
that even hurricanes don't blow off

2 SIDE PROTECTION with beautiful new
**BIRD-ALCOA
ALUMINUM SIDING**
that does not rot, rust, or corrode

3 BOTTOM PROTECTION with tested-and-proved
**BIRD TERMITE
PREVENTION SYSTEM**
that shuts out termites and moisture

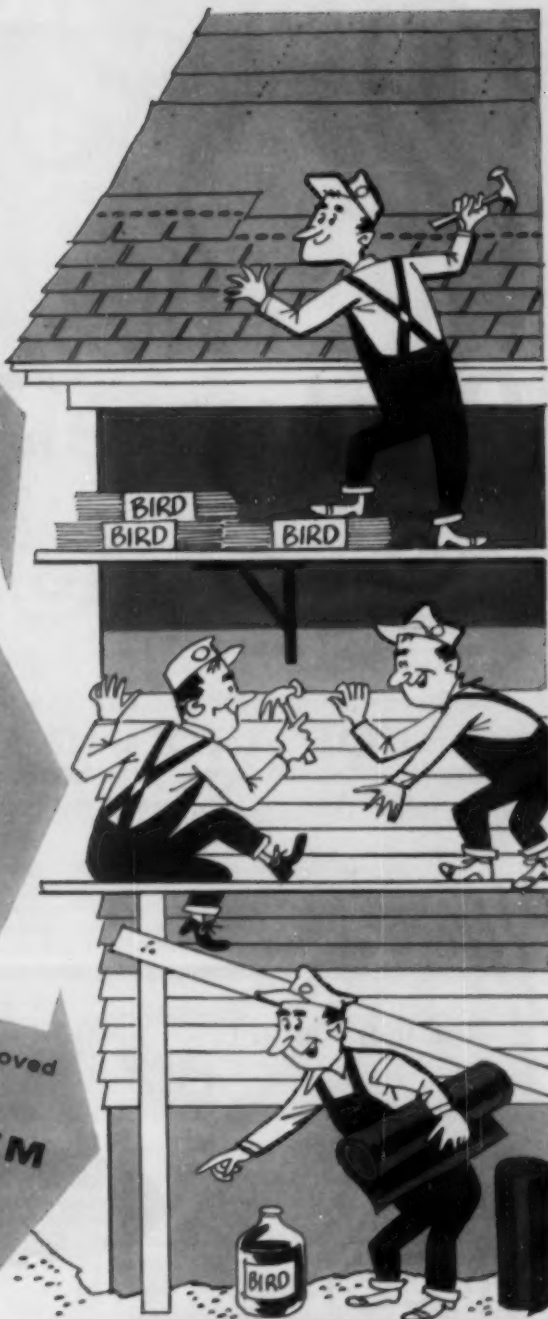
**THE BIRD "3-WAY-PROTECTION" ANGLE
HAS POWERFUL SALES APPEAL**

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that gives your customers so much lasting protection *three ways*.

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products to help you put the story across. Get this material from your
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Materials

ShoDoCo

proudly announces



ShoLume PATIO DOOR

THE FIRST **PRICE** BREAKTHROUGH FOR A **QUALITY** PATIO DOOR

COMPARE THESE QUALITY EXCLUSIVES WITH ANY OTHER DOOR . . .

- Deep-Alumited PermaSatin or Champagne finish
- All-points weatherseal of Silicone-treated, Schlegel deep-pile mohair
- Fixed-slider in standard 6', 8' & 10' widths, OX and XO models. OXO models in 9' & 12' widths.
- For single or 1/2" dual glazing
- Tension Screen, guaranteed . . . can't jump track
- No need to order XO or OX models as all ShoLume doors are REVERSIBLE to install either way.

PRICED TO GO TO BUILDER GLAZED AND WITH SCREEN—
FOR AROUND \$100

Completing the ShoDoCo line of patio doors . . .

1 Vue-Lume's DEVILLE & DEL RIO . . .

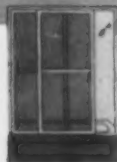
DeVillerecognized as the ultimate answer when quality is the deciding consideration. Multislider in widths to 24'. Two standard heights.

Del Rio identical quality of excellence as DeVille, designed to glaze with 1/2" or 1" insulating glass.

2 HercuLume . . . Engineered to retain the famous Vue-Lume quality and still meet moderate price competition. Fixed-Slider in standard widths to 24'. For single or 1/2" dual glazing.

And don't forget . . .

As the name implies — Shower Door Company of America STILL produces the world's best-known line of Shower enclosures . . . Three price ranges "PermaLume", "ShowerShield", "Cameo" to meet all specs and budgets.



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- HercuLume
- NEW ShoLume

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City _____ State _____

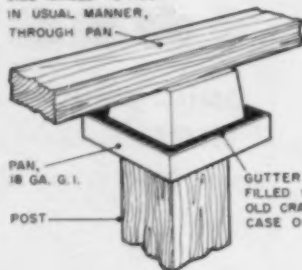
WORLD'S LARGEST MANUFACTURER OF SHOWER ENCLOSURES

HOW TO DO IT BETTER

(Continued from page 180)

An easy way to repel ants from a vacation cottage

SILL NAILED TO POST IN USUAL MANNER, THROUGH PAN



Foundation—Use a foundation of treated posts. Place a flared pan of 18-ga. galvanized iron over the top of each post, as shown in the drawing. Fill the pans' gutters with old crankcase oil. Ants that manage to climb up the post will be stopped by the oil.

Nail the sill in the usual manner, right through the pans. If a nail is misdriven and has to be drawn out, plug the hole, as small sugar ants will find the tiniest holes.

Entrance—Place all stairs and other means of ingress about 1 1/2 in. from the cottage.

Plumbing—Braze inverted cones around all pipes entering the cottage. Then fill the cones with crankcase oil.

New window can be completely cleaned from inside the room



This Safety Tilt Window unit goes into any existing or new double-hung wooden window. It tilts inward, permitting the housewife to clean the outside panes from inside the room at waist level. This feature makes it especially attractive to builders and remodelers of apartment houses. The unit is manufactured by Safety Window Hardware Corp., Brooklyn, New York.



**MARLITE
RANDOM
PLANK**...new Trendwood® paneling for creating
beautiful wash-and-wear walls anywhere!

Here's the latest in fully-finished wall materials . . . soilproof paneling that cuts days off completion time, yet offers almost unlimited decorating possibilities. New Marlite Random Plank (16" x 8' x 1/4") is tongued and grooved for fast, easy installation over furring strips or existing walls. Danish Birch, English Oak, Swedish Cherry, Italian Cherry, Swiss Walnut, American Walnut—new Trendwoods® styled by American

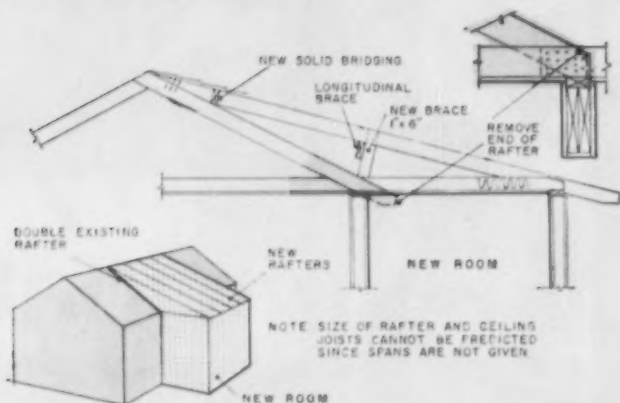
Color Trends—capture the beauty and warmth of fine hardwoods for any decor. And Marlite with its baked melamine plastic finish needs no painting or further protection; resists scuffs, stains, dents. An occasional damp cloth wiping keeps Marlite new-looking for years. Get full details from your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 703, Dover, Ohio.

Marlite® plastic-finished paneling

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MARLITE BRANCH OFFICES AND WAREHOUSES: 204 Permalume Place N.W., Atlanta 10, Georgia • 18 Moulton Street, Cambridge 38, Mass. • 1925 No. Harlem Ave., Chicago 35, Illinois • 6900 Chenoweth Row, Dallas 35, Texas • 1657 Powell Street, Emeryville, California (Oakland) • 3050 Lennis Blvd., Los Angeles 58, Calif. • 38 Windsor Avenue, Minneapolis, L. S. (New York) • 3440 South Avenue So., Seattle 4, Washington

Removing a bearing wall for room addition



Question: How can I take a back wall out of a house and build an addition to the existing house? I want to remove the exterior bearing wall where the new room is to be added. I will have to remove about 14 ft. of this bearing wall.

L.O., Pasadena, Md.

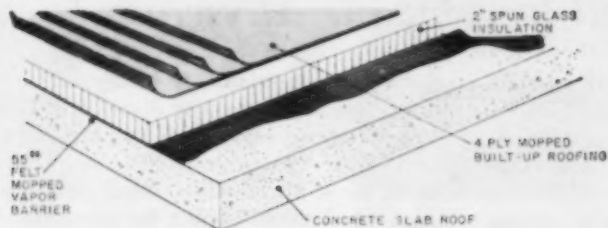
Answer: The accompanying drawing shows how your job can be done. Notice that a continuous plate is used over the 14-ft. portion of the bearing wall you want to remove.

Notice also that the continuous plate is supported with two tim-

bers, possibly 2x12's. However, the size of this beam cannot be accurately given without the known dimensions of the rafters, etc. The size of the rafters and ceiling joists for the addition cannot be predicted either, since spans were not given. You will also have to increase the size of the supports at either end of the 14-ft. opening to hold the new beam and the plate.

Double the existing end rafters of the old roof. Nail new rafters, at ridge, through existing sheathing to existing rafters. Spacing of new rafters is same as that of existing rafters.

Problem: condensed moisture drips like rain



Question: A customer of ours is troubled with a serious condensation problem. The roof and ceiling is of poured concrete. There is a 3 x 3-ft. ventilator on the roof. Water literally falls from the ceiling like rain. How can we stop this condition?

F.T.C., New Haven, Conn.

Answer: The reason for condensa-

tion on the underside of the concrete deck is the lack of insulation. Due to the high conductivity of concrete, the heat is lost very rapidly. Therefore, the inside surface of the concrete is cooled considerably and causes excessive condensation.

Apply a vapor seal course over the top surface of the concrete. It is extremely important that a

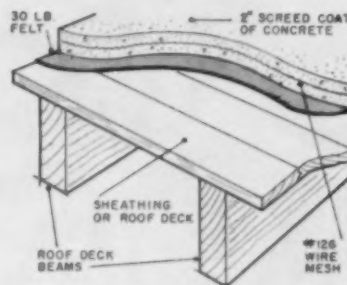
good solid mopped vapor seal course be applied. Then apply two inches of insulation followed by application of built-up roofing.

What covering for a flat roof deck?

Question: How can a flat roof deck be covered so it can also be used for an upstairs open porch? What kind of material should be used for roofing?

L.A.D., Palatine, Ill.

Answer: If the roof beams are strong enough you can put down 30-lb. felt over the sheathing and pour a 2-in. screed coat of concrete over the deck with an impregnated color pigment. Be sure



to use No. 126 wire mesh or its equivalent in the concrete screed. Two other solutions are possible: You can use asphalt topping (if the heat of the sun is not too intense); or you can put down 30-lb. felt as before and cover it with asphalt or rubber tile. Be sure to use a water-proof adhesive.

(Continued on page 186)

If you have a problem in...

- planning
- financing
- remodeling
- framing
- wiring
- heating
- other

Write to: Ask the Experts
c/o AMERICAN BUILDER
30 Church St. N.Y. 7, N.Y.



CEDAR CEDAR

Cedar makes a roof important. It lets you combine prominent textures with protective overhangs... broad expanses with dramatic pitches... natural good looks with genuine quality. Top off your next design with three thick layers of genuine red cedar shingles. And watch how quickly it sells!

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

RED CEDAR SHINGLE BUREAU

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550 Burrard Street, Vancouver 1, B. C.





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By his new job-site timesaver

That handy pocket computer you see is a brand new service tool, now standard equipment for heating contractors installing Metalbestos pipe. Officially known as the **Metalbestos Gas Vent Calculator**, it gives accurate answers to the most complicated vent questions in a matter of seconds. It's the simplest way to take the guesswork out of gas venting. Result: job time saved . . . minimum sizes used . . . satisfied building inspectors.

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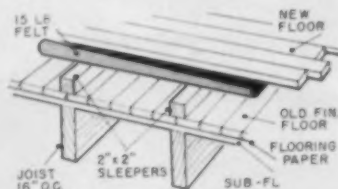
METALBESTOS DIVISION
 WILLIAM WALLACE COMPANY
 BELMONT, CALIFORNIA

MANUFACTURING PLANTS IN BELMONT, CALIFORNIA • LOGAN, OHIO

ASK THE EXPERTS

(Continued from page 184)

Cure for noisy floors



Question: What is an effective and economical way to reduce sound transmission between second floor and first floor apartments?

H. F. D., Manasquan, N. J.

Answer: It is difficult to reduce sound transmission in an existing structure. However, the use of a batt or blanket type of insulation between joists would help. Another method is to lay a new floor over sleepers as shown in the sketch above.

Woodwork shrinks in dry air

Question: I am having trouble maintaining a reasonable moisture content in my warm-air-heated houses. In an average home of 1,100 sq. ft., how much water should be added to the air to maintain a reasonable humidity level?

Ramon Frost, Builder

Answer: Small-size air humidifiers have a capacity for adding about 6 gallons in 24 hours. The humidifier should be coupled with a humidistat, which maintains the desired humidity.

Carrier Corp.

How to kill smoke odor

Question: I recently had a temporary oil-fire heater explode in the basement of my ranch-type home. The damage has been repaired but I still have a bad smoke odor in the house. I have been advised to spray with lime whitewash but hesitate to do this until I am sure it will do the job. Please advise me what to do.

C.O., Wautoma, Wis.

Answer: For best results use a deodorizing Aerosol bomb either in the 2½-lb. or 5-lb. size, depending

(Continued on page 188)

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building contracts around! Survey



all bidding opportunities... then

set your sights



on the ones

that can do you most good.



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information



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DODGE REPORTS are individual building project reports. They're mailed to you daily. You get REPORTS on just the types of building you're interested in. They tell who's going to build what and where ... whom to see ... when bids are wanted ... who else is bidding ... who gets which awards.

When you use DODGE REPORTS, you always know what's coming up. You don't depend only on invitations to bid. You concentrate on jobs you know will be profitable.

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119 West 40th Street, New York 18, N. Y., Dept. AB70

Send me the book: "How General Contractors Get More Business in New Construction" and let me see some typical Dodge Reports. I am interested in the general markets checked below.

- House Construction General Building
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ROCK AND ROLL? Not with Allis-Chalmers Utility Tractors

To get better balance, you spread your feet . . . that's just what Allis-Chalmers has done with a longer wheel base, and you still get the most maneuverable rig in its power class.

For maximum stability, you keep weight low . . . Allis-Chalmers does just that, the low profile shows it clearly . . . yet there's plenty of clearance under the axles.

When you choose an Allis-Chalmers utility tractor, you get a clean rig, free from frills, easy to service . . . and set for the job in minutes. Put your investment in *working design* that saves money on every job.

Get all the facts on Allis-Chalmers utility tractors. It doesn't cost to find out!

D-10 • D-12 • D-14 • D-17

Utility tractors from 34 to 63 engine horsepower
with companion equipment to match your needs!

ALLIS-CHALMERS

ALLIS-CHALMERS MFG. CO

Utility Tractors & Equipment, Milwaukee 1, Wisconsin

Please send me more information about Allis-Chalmers utility tractors with backhoe loader fork lift

Name _____

Firm _____

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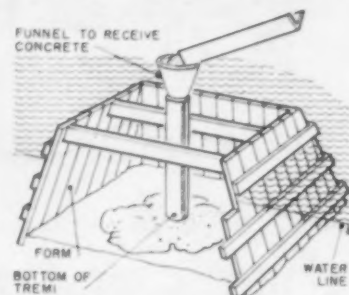
SOLD BY ALLIS-CHALMERS DEALERS EVERYWHERE

ASK THE EXPERTS

(Continued from page 186)

on the area to be covered. At least two applications (five seconds per each 1,000 cu. ft.) will probably be necessary.

Pouring concrete under water



Question: Can you suggest a method for pouring concrete under water?
Gregory Xedis, Syracuse, N. Y.

Answer: In pouring concrete under water one of the best methods is to use a tremi. This consists of a funnel attached to a pipe and inserted into a form which has already been placed under water. The pipe is lifted as the dry mix concrete begins to pile up in the form. The water is displaced slowly and the concrete is not permitted to segregate. A dry mix is one in which no water is added to the cement, sand and gravel. The mix is poured into the funnel and picks up the necessary water when entering the form.

Crack-proof swimming pool

Question: A customer of mine wants an expensive swimming pool that can be left flooded in winter for ice skating. How should the concrete be reinforced to prevent cracking when the ice expands?
D.V.A., Trenton, N. J.

Answer: Arnold Sheldon of Clinton, N. J. has perfected a kidney-shaped pool with vertical sides. It can be poured with flexible steel forms, requires no skilled labor. Ice damage in winter is said to be impossible. For more about the pool write the Refinite Corp., Midland Ave., Saddlebrook, N. J. See also Portland Cement Assn.'s "Concrete Swimming Pools," 1960 Swimming Pool Data and Reference Annual.

8:00 a.m.

...NO PORCH IN SIGHT!



5:00 p.m.

...COZY AND TIGHT!

The unique modular construction of DeVAC GlassWalls permits rapid installation, with resulting savings in labor costs. Two workmen can enclose a porch or breezeway in DeVAC GlassWalls in one working day. Result—the final cost of building a GlassWalls room is less per square foot than the cost of building any other room.



DeVAC GlassWalls, the fastest, most economical way to build "that extra room" ... whether you convert a porch or breezeway or start from the ground up.

DeVAC GlassWalls are full-length window units with wood surround and a hollow base that can conceal wiring and ductwork. GlassWalls are their own upright supports, and require only trim as a facing. Full-length Fiberglas screens are included. Storm sash is optional. With DeVAC's exclusive three-way directional control of ventilation, (shown at right), GlassWalls give home-owners "control" of the weather—summer or winter. Get the full story of DeVAC GlassWalls from Sweets Catalog, or from any qualified DeVAC representative.



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STAINLESS STEEL WALL TILE



One of the most versatile tiles in the Vikon line. The very unique properties of stainless steel tile make it possible to offer your customer a wall tile, not only beautiful to the eye, but tops in performance under *all* conditions. Acids, steam, and alkalis normally harmful to metal and metal finishes have no effect on Vikon's stainless steel tiles. Just one more example of Vikon's superb quality at economical prices.

Find out about the entire line of profitable Vikon tiles by sending for our completely illustrated catalogue, "All About Vikon."

Also available from Vikon are solid copper, copper glaze, brushed aluminum, brass glaze, enameled aluminum, and porcelain on aluminum tiles.

VIKON Tile Corporation
Washington, N. J.

BLUEPRINT HOUSE

(Continued from page 105)

AMERICAN BUILDER HOUSE No. 275

FIRST FLOOR ONLY	2,170 sq. ft.
GARAGE AREA ONLY	505 sq. ft.
BREEZEWAY AREA ONLY	175 sq. ft.

—EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Pile	9,455 sq. ft.
Earth Foundation Exc. & B'W	540 cu. ft.
Earth Hand Footing Exc. & B'W	325 cu. ft.
Gravel 4" Floor Subfill	2,495 sq. ft.

—CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wall Footings	165 cu. ft.
2500# Conc. Wall Footings Forms	325 sq. ft.
2500# Conc. Chimney Foundation	75 cu. ft.
2500# Conc. Chimney Foundation Forms	40 sq. ft.
2500# Conc. Foundation Walls	355 sq. ft.
2500# Conc. Foundation Walls Forms	815 sq. ft.
2500# Conc. 4 th Floor & Platf. Slab O.G.	735 sq. ft.
2500# Conc. 3 rd Floor & Platf. Slab O.G.	1,935 sq. ft.
2500# Conc. 2 nd Floor & Platf. Slab O.S.	2,160 sq. ft.
2500# Conc. Floor Haunch	50 cu. ft.
Monolithic Floor Subfinish	1,645 sq. ft.
Monolithic Floor Finish	505 sq. ft.
Monolithic Platform Floor Finish	230 sq. ft.
Kraft Paper Platform & Floor Prot. & Curing	4,830 sq. ft.
Trade Items Set-in	Sum

—BRICK & STONE CONSTRUCTION & VENEER—

Face Brick 4" Fireplace S.B. Veneer	10 sq. ft.
Face Brick 4" Int. Wall C.B. Veneer	40 sq. ft.
Face Brick 4" Hearth C.B. Veneer	15 sq. ft.
Face Brick 4" Chimney C.B. Veneer	45 sq. ft.
Face Brick 4" Hearth Paving	20 sq. ft.
Fire Brick 4" F.P. Floor Paving	7 sq. ft.
Fire Brick 4" F.P. Wall Lining	25 sq. ft.
Comm. Brick Chimney Construction	145 sq. ft.
Comm. Brick Barbecue Construction	17 cu. ft.
Field Stone 4" Ext. Wall Veneer	385 sq. ft.
R.P.C. Conc. 9x9" Chimney Band Beam	11 lin. ft.
R.P.C. Conc. 9x5" Chimney Band Beam	11 lin. ft.
Cement Mort. Chim. Throat Fill	1 cu. ft.
Cement Mort. 1" Chimney Wash	8 sq. ft.
Vib. T.C. 12 1/2 x 16 1/2" Flue Lining	10 lin. ft.
Acid & Mort. Exposed Brick Clean & Point	160 sq. ft.
Acid & Mort. Exposed Field St. Clean & Point	385 sq. ft.
1/4" -d. Steel .167# Reinf. Rod	76 lin. ft.
1/2" -d. Steel .376# Reinf. Rod	22 lin. ft.
3/4" -d. Steel .648# Reinf. Rod	48 lin. ft.
3.4# Galv. Sh. Exterior Wall Lath	1,200 sq. ft.
Cement Plast. 3/8" Exterior Wall 3 Ct. O.I. Stuc.	1,200 sq. ft.
Oakum & Mast. Door & Wind. Calking	510 lin. ft.
Trade Items Built-in	Sum

—GYP. BOARD T.J. WALL & CEIL. BOARDING—

Gyp. Board 1/2" T.J. Wall Boarding	3,425 sq. ft.
Gyp. Board 3/8" T.J. Ceil. Boarding	1,915 sq. ft.
Gyp. Board 1/2" Wall Lining	365 sq. ft.
Metal Corner Boards	95 lin. ft.

—METAL ORNAMENT & MISC. WORK—

Cast Iron 6x36" Firepl. Dampor	1 unit
Cast Iron 1'6x2" Barboc. Grill & Fr.	1 unit
Cast Iron 10x10" Barboc. Door & Fr.	1 unit
3/16x3/16x1/4" Sh. Fireplace Lintel	5 lin. ft.
1/2x4" Steel 6'6" Roof Straps	2 units
1/2x1 1/2" Steel 6' Roof Ties	2 units
12x17" Steel Chim. Spark Arrestor	1 unit

—CERAMIC FLOOR, WALL & COUNTER TILING—

Ceramic Floor Tiling	155 sq. ft.
Ceramic Wall Tiling	365 sq. ft.
Ceramic Counter Top Tiling	55 sq. ft.

—ASPHALT & VINYL FLOOR TILING—

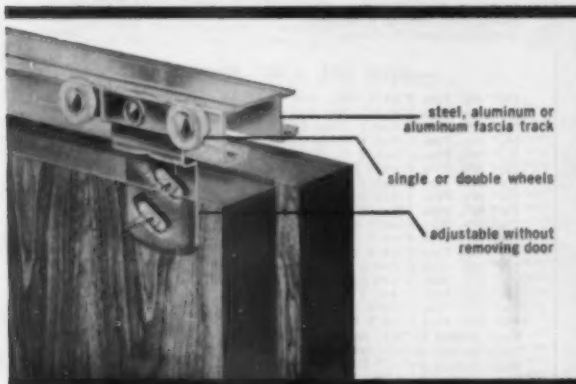
Asphalt 1/4" Floor Tiling	1,420 sq. ft.
Vinyl 1/4" Floor Tiling	235 sq. ft.

—LUMBER FRAMING & CONSTRUCTION—

6x8" Fir False Ceil. Beam	70 lin. ft.
4x8" Fir Door Lintel	15 lin. ft.
4x4" Fir Parch Post	20 lin. ft.
3x3" Fir Lintel Post	30 lin. ft.
2-2x12" Fir Door Lintel	20 lin. ft.
2-2x10" Fir Parch Lintel	15 lin. ft.
2-2x8" Fir Door & Wind. Lintel	105 lin. ft.
2x8" Fir Roof Ridge Board	45 lin. ft.
2x8" Fir Roof Rafter	160 lin. ft.
2-2x6" Fir Wall Beam	25 lin. ft.
2-2x6" Fir Door Lintel	20 lin. ft.
2-2x6" Fir Wall Plate	15 lin. ft.
2x6" Fir Wall Sill	10 lin. ft.
2x6" Fir Wall Studs	105 lin. ft.
2x6" Fir Roof Purlin	130 lin. ft.
2x6" Fir Roof Rafter	1,955 lin. ft.
2x6" Fir Light Wall Framing	40 lin. ft.
2x6" Fir Chimney Framing	10 lin. ft.
2x6" Fir Ceiling Joists	925 lin. ft.
2-2x4" Fir Wall & Part. Plate	480 lin. ft.
2x4" Fir Wall & Part. Sill	560 lin. ft.

(Continued on page 192)

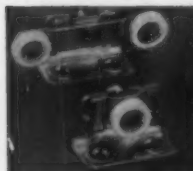
QUALITY TEAMATES FOR LOW & MODERATE COST APPLICATIONS



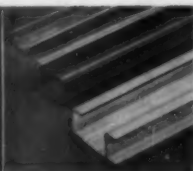
GRANT 1000/6000 sliding door hardware

Reversible hardware sets fit either 3/4" or 1 3/8" doors
Twenty-three packaged sets meet all requirements
Choice of steel, aluminum or aluminum fascia tracks
Packaged with track for 4', 5', 6' or 8' openings
Easy adjustment without having to remove carrier screws
Clearance between all Rocket 1000/6000 bypassing doors is 5/16"

FEATURES



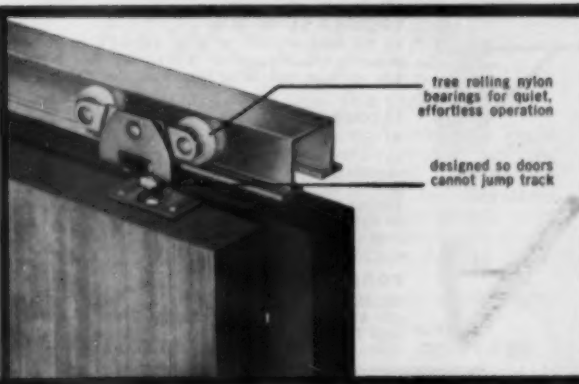
single or double wheel carriers for either 50 lb. or 75 lb. loads



steel, aluminum and aluminum fascia tracks available



floating rocker arms for wheel-track contact



GRANT/7000 sliding door hardware

Four nylon ball bearing wheels per carrier (eight wheels per door!) Pivoting rocker arm for constant wheel-track contact
Ball-socket suspension compensates for misalignments
Choice of single and double track sets
For doors up to 100 lbs.

FEATURES



enough play is available to permit self-alignment



adjustable nylon floor guide is packed with each set



lock nut secures apron (on top plate) to carrier

GRANT SLIDING HARDWARE



GRANT PULLEY & HARDWARE CORPORATION

Eastern Division/ 1 High Street, West Nyack, N.Y.

Western Division/ 944 Long Beach Ave., Los Angeles 21, Calif.

sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware

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ALL METAL SAWHORSE LEGS

No. 259 Saw Horse Legs manufactured of heavy gauge galvanized steel. Ideal for Sawhorses, Tables and Barricades. Furnished in four heights, 24", 30", 36", and 42" Patented alligator grip. Folds compactly.



BUILDING BRACKETS



FOLDING SCAFFOLD

No. 256. Made of 1 1/2" x 1 1/2" x 1/8" angle. 6" support base eliminates sway. Projects 40" from building. Held in place with spikes or hook bolts. Sway Brace also available.

LADDER

No. 257 Adjustable. Made of 1/2" x 2" x 2" formed galvanized angle. Adjusting brace 1/4" x 1/4" steel. Safer. Attaches to ladder rail. Used on right or left hand. Supports 12" plank.



ROOF

No. 45. Made of 12 gauge galvanized steel. Assembled with 4 heavy rivets. For 2 x 6" plank. Inside lip prevents plank from gouging.



HANGERS AND TRACKS



No. 1583 Hanger

No. 1639 Hanger

No. 1641 Hanger

No. 4615 Hanger

A few types of hangers available for the various types of tracks. Cadmium plated pendant bolts. Aprons on small hangers made of galvanized steel. Each pair includes one track locking clip and 2 end caps.



NO. 100
TUBULAR
TRACK

NO. 15
TUBULAR
TRACK

NO. 16
TUBULAR
TRACK



NO. 45
TUBULAR
TRACK

Wagner tracks made of galvanized steel. Extra strong and rust free. Many sizes interchangeable. No. 100 includes lag screws and washers for holding track to wall. No. 100 and No. 15 self cleaning. Available in 6, 8, and 10 ft. lengths.

HINGES

Heavy wrought Steel Hinges. No. 133 (left) comes in 4 lengths, 18", 24", 30", 36". No. 852 Pintle Hinge (right) has 10" strap made of 1/4 by 1 1/2" steel. Pin is 9/16". A two strap hinge available in either a tight pin or loose pin.

JOIST SUPPORT



Studding sockets (right) available in 8 different sizes from 2 x 4's to 2 x 10's, also up to 6 x 8's. Made of Heavy Gauge steel not dipped galvanized.

Joist Supports (left) for single, double, or triple joist made of 13 gauge galvanized steel. Punched for carriage bolts, nails, lag screws.



STUDDING SOCKETS

Many other items available such as Latches, Stake Brackets, Door Guides, Dumpers and Binders available. Write for our new No. 80 Catalog.

WAGNER MFG. CO., CEDAR FALLS, IOWA

BLUEPRINT HOUSE

(Continued from page 190)

2x4" Fir Back Case Framing	15 lin. ft.
2x4" Fir 30" Ceiling Hangers	9 units
2x4" Fir Rafter Brace	70 lin. ft.
2x4" Fir Rafter Tie	200 lin. ft.
2x4" Fir Wall & Part. Bridging	480 lin. ft.
2x4" Fir Roof Ledger	20 lin. ft.
2x4" Fir Ceiling Fan Framing	40 lin. ft.
2x4" Fir Part. & Wall Studs	5,100 lin. ft.
2-2x3" Fir Partition Plate	15 lin. ft.
2-2x3" Fir Partition Sill	15 lin. ft.
2x3" Fir Partition Studs	135 lin. ft.
1x6" Fir Rafter Collar Tie	125 lin. ft.
1x4" Fir Rafter Tie	45 lin. ft.
1x4" Fir Soffit Framing	45 lin. ft.
1x4" Fir Panel Blocking	25 lin. ft.
1x2" Fir Wall Furring	60 lin. ft.
2x6" F&G Fir Roof Planking	590 sq. ft.
1x6" F&G Fir Roof Lining	4,155 sq. ft.
1/2" Plywood Wall Lining	2,400 sq. ft.
Cedar Ext. Wall Siding	725 sq. ft.
Cedar Roof Shingles	4,745 sq. ft.
3/8" Plywood Soffit Boarding	225 sq. ft.
15# Felt Roof Isolation	4,745 sq. ft.
15# Felt Wall Isolation	2,400 sq. ft.
Rockwool 2" Wall Insulation	2,400 sq. ft.
Rockwool 4" Ceiling Insulation	2,170 sq. ft.
Wood Misc. Furring & Grounds	Sum
Metal Structural Hardware	Sum

—WOOD EXT. & INT. MILLWORK—

1 1/4" Wh. Pine 5'x6'8 Glaz. Ext. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 2'8x6'8 Pan. Ext. Dr., F.&T.	2 units
1 1/4" Wh. Pine 2'8x6'8 Glaz. Ext. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 2'4x6'8 Dutch Ext. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 9'6x6'8 Fl. Sl. Int. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 7'6x6'8 Fl. Sl. Int. Dr., F.&T.	2 units
1 1/4" Wh. Pine 6'3x6'8 Fl. Sl. Int. Dr., F.&T.	3 units
1 1/4" Wh. Pine 8'3x6'8 Fl. Sl. Int. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 3'9x6'8 Fl. Sl. Int. Dr., F.&T.	3 units
1 1/4" Wh. Pine 5'x6'8 Louver Int. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 4'x6'8 Flush Int. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 3'x6'8 Flush Int. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 2'6x6'8 Flush Int. Dr., F.&T.	2 units
1 1/4" Wh. Pine 2'4x6'8 Flush Int. Dr., F.&T.	4 units
1 1/4" Wh. Pine 2'4x6'8 Flush Int. Dr., F.&T.	2 units
1 1/4" Wh. Pine 2'x6'8 Flush Int. Dr., F.&T.	1 unit
1 1/4" Wh. Pine 2'x6'8 Louver Int. Dr., F.&T.	2 units
Birch Veneer 8x2x3' Base Cabinet	1 unit
Birch Veneer 8x2x2' Isl'd Cabinet	1 unit
Birch Veneer 8x2x3' Sink Cabinet	1 unit
Birch Veneer 8'x2'6x1' Wall Cabinet	1 unit
Birch Veneer 4'x2'6x1' Wall Cabinet	1 unit
Birch Veneer 2'x2'x6'8 Oven Cabinet	1 unit
Birch Veneer 8'x1'6 Snack Counter	1 unit
Birch Veneer 7'9x1'8x3' Sink Van. Cab.	1 unit
Birch Veneer 7'6x1'8x3' Sink Van. Cab.	1 unit
Birch Veneer 4'6x1'8x3' Sink Van. Cab.	1 unit
Wh. Pine Pan. 4'x2'x5'6 Storage Cab.	1 unit
Wh. Pine 7'6x5'x1' Wall Bench Case	1 unit
1 1/4" Wh. Pine 8x8. 16'x2' Overhead Door, & Track	1 unit
1 1/4" Wh. Pine 2x6" Roof Fascia	150 lin. ft.
Wh. Pine 2x6" Rake Boarding	330 lin. ft.
2" Wh. Pine 18x10" Rake End Board	5 units
2" Wh. Pine 18x6" Rake End Board	6 units
Wh. Pine 1x10" Door Frame	30 lin. ft.
Wh. Pine 4x14" Porch Arch Beam	15 lin. ft.
Wh. Pine 1x4" Pipe/Trim	15 lin. ft.
Wh. Pine 1x4" Wall Base	495 lin. ft.
Wh. Pine 1" Wall Boarding	75 sq. ft.
Wh. Pine 1x3" Light Well Trim	40 lin. ft.
Wh. Pine 1x3" Shelf Cleat	110 lin. ft.
Wh. Pine 1/2" Closet Shelf	105 lin. ft.
Wh. Pine 1 1/2"x1 1/2" Coll. Cove Mold	690 lin. ft.
Wh. Pine 2'6x4' Window Shutters & Hardw.	4 units
Hardwood 1 1/2" x 4" Closet Pole & Support	40 lin. ft.
1 1/2" P.&G.I. 6'x4'6 D.Hung Window, F.&T.	2 units
1 1/2" P.&G.I. 2'6x7' D.Hung Window, F.&T.	2 units
1 1/2" P.&G.I. 5'x4'6 D.Hung Window, F.&T.	1 unit
1 1/2" P.&G.I. 2'6x3'6 D.Hung Window, F.&T.	1 unit
1 1/2" P.&G.I. 4'4x3'6 Slide Window, F.&T.	1 unit
1 1/2" P.&G.I. 6'x2'6 Slide Window, F.&T.	1 unit
1 1/2" P.&G.I. 8x3' Slide Window, F.&T.	1 unit
1 1/2" P.&G.I. 3'x2'6 Slide Window, F.&T.	1 unit
1/4" OBS Gl. Window Panes	25 sq. ft.
1/4" D.S.A.GI. Window Panes	125 sq. ft.
1/4" D.S.A.GI. Door Panes	25 sq. ft.
Formica Counter Tops	40 sq. ft.
Metal Finish Hardware	Sum

—METAL SHEET WORK—

16-oz. Copper 10" Chimney Flashing	15 lin. ft.
16-oz. Copper 8" Valley Flashing	70 lin. ft.
16-oz. Copper 8" Base Flashing	25 lin. ft.
Metal & Mesh 3'x2'3 Wall Louver & Screen	1 unit
Metal & Mesh 1x2' Wall Louver & Screen	3 units
Metal & Mesh 12x6" Brick Vents	4 units
Alum. & Glass 7'9x6'8 Slid. Door & Acc.	4 units

—PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millwork 3 Coats	1,495 sq. ft.
Lead & Oil Ext. Sash 3 Coats	175 sq. ft.
Lead & Oil Gyp'bd. Wall 3 Coats	3,425 sq. ft.
Lead & Oil Gyp'bd. Ceil. 3 Coats	1,915 sq. ft.
Lead & Oil Ext. Doors 3 Coats	300 sq. ft.
Stain & Vern. Int. Sash 4 Coats	175 sq. ft.
Stain & Vern. Int. Millwork 4 Coats	4,505 sq. ft.
Stain & Vern. Roof Shingles 2 Coats	4,745 sq. ft.

—METAL & GLASS TOILET ACCESSORIES—

Chrome Metal Toilet Paper Holder	3 units
Chrome Metal Soap Holder	3 units
Chrome Metal Tumbler & Br. Holder	3 units
Chrome Metal 30" Towel Bar	3 units
Chrome Metal Soap Dish & Grab Bar	2 units
Chrome & Glass 2'x6'8" Shower Door	1 unit
Chrome & Cloth 7' Shower Rod & Curtain	1 unit
Chrome & Glass 7'x2' Wall Mirror & Fr.	2 units
Chrome & Glass 4'x2' Wall Mirror & Fr.	1 unit

—HEATING SYSTEM & FIXTURES—

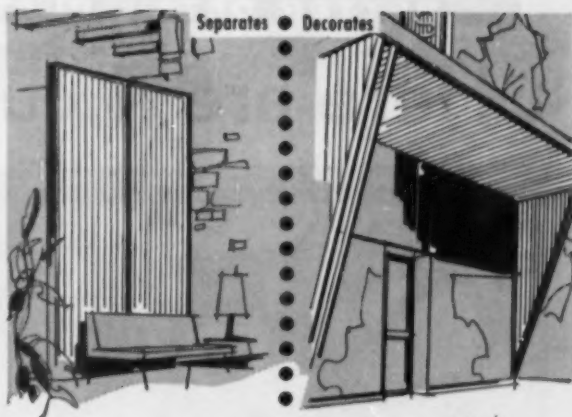
Gas Warm Air Furnace & Accessories	1 unit
Gas Warm Air Ducts & Registers	21 units
Gas Warm Air Temperature Control Equip.	1 unit
Gas Warm Air Vent Connection	1 unit

—PLUMBING SYSTEM & FIXTURES—

Water Service Connection & Piping	1 unit
Sanitary Service Connection & Piping	1 unit
Gas Service Connection & Piping	1 unit
Gas Furnace Connection & Piping	1 unit
Nose Bibb, Connection & Piping	2 units
Vanity Lav., Piping & Accessories	5 units
Bath Tub, Piping & Accessories	1 unit
Water Closet, Piping & Accessories	3 units
Kitchen Sink, Piping & Accessories	1 unit
Shower Head, Piping & Accessories	2 units
Dish Washer, Piping & Accessories	1 unit
Elec. H.W. Heat Piping & Accessories	1 unit
Laund. Washer Piping & Accessories	1 unit

—ELECTRIC SYSTEM & FIXTURES—

Electric Service Connection	1 unit
Electric Service Panel & Switch	1 unit
Telephone Service Connection	2 units
H.W. Heater Connections & Wiring	1 unit
Gas Furnace Connections & Wiring	1 unit
Washer-Dryer Connections & Wiring	1 unit
Oven Connections & Wiring	1 unit
Elec. Exh. Fan Connections & Wiring	1 unit
Elec. Range Connections & Wiring	1 unit
Single Switch Outlets & Wiring	18 units
3-Way Switch Outlets & Wiring	12 units
Power Outlets & Wiring	5 units
Convenience Outlets & Wiring	29 units
Light Outlets & Wiring	24 units
Dish Washer Connection & Wiring	1 unit
Television Antenna & Wiring	1 unit
Enter P. Bul. Chime & Wiring	1 unit
Ceiling Fixtures & Bulbs	12 units
Wall Fixtures & Bulbs	7 units
Exterior Fixtures & Bulbs	5 units



NEW Stylux

BY BUTLER

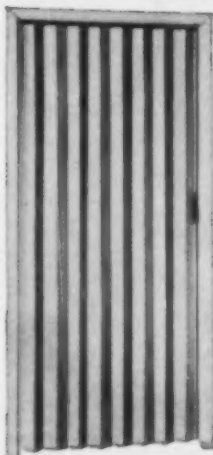
PREMIUM QUALITY PLASTIC PANELS

New plastic panel defies weathering and keeps brilliant beauty — makes inside, outside building improvements easy. Lasting color, finer quality from new weather-tested resins and improved fiberglass mat. New 4-ft. coverage widths save installation costs. Partition new offices, glamorize old ones, use in dramatic fashion outside. Guaranteed uniform quality.

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AREAWALL
 HEADQUARTERS

STEEL AREAWALLS

The
 Nation's
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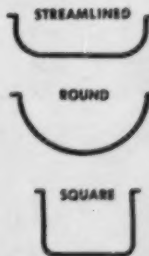
WE MAKE the Corrugated Steel Areawall you want. Special sizes, too, for "mammoth" split-level installations.

IMPERIAL LUX-RIGHT: The Nation's Best, Brilliant, Light-reflecting, Extra Sturdy. Heavy zinc coating by hand-dipping *after* fabrication.

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WE PREPAY FREIGHT on 12 units or more. See your dealer or distributor, or write us. **FREE Folder.**



A8-7

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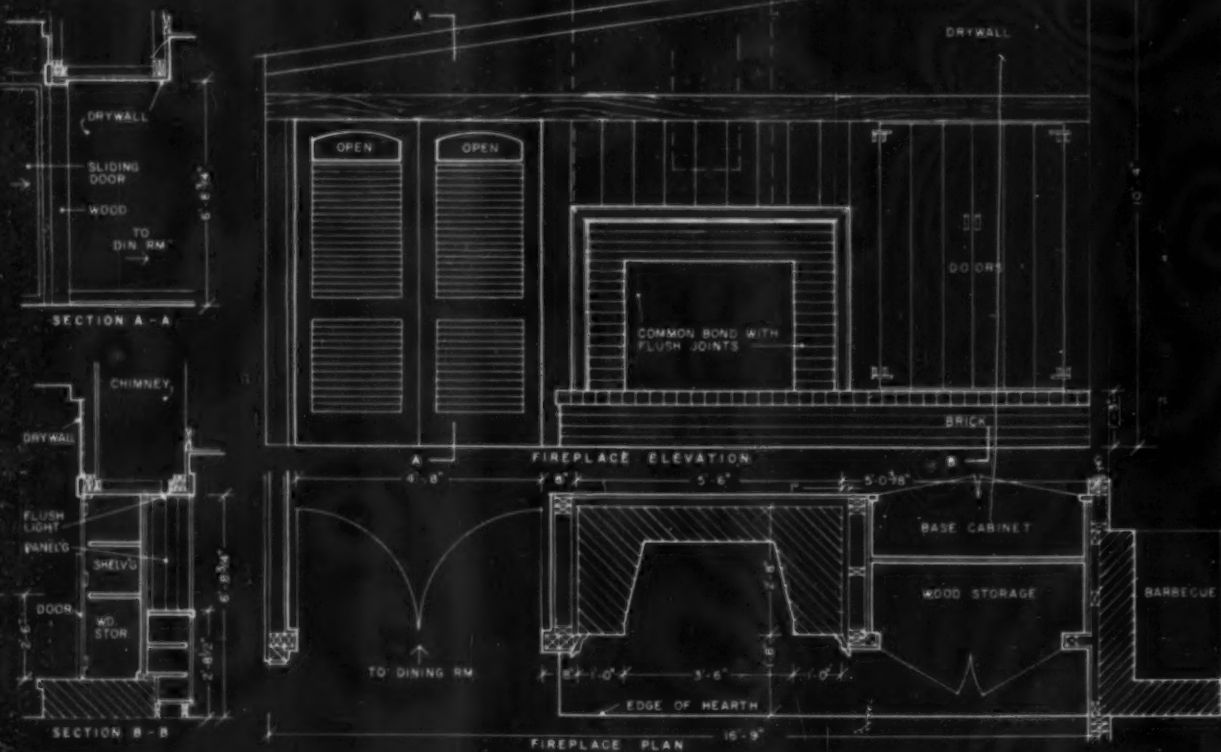
Expert Fabricators of Sheet Metal Products for 75 Years.
 SOUTH END WABASHA BRIDGE • SAINT PAUL 7, MINN.

Here are 4 custom ideas from



1 The living room fireplace wall has an old-fashioned colonial look

Vertical paneling of white 1x8 boards gives a colonial look to the fireplace wall of this month's Blueprint House, built by Schwartz-Yedor in California (page 98). Doors at right are for cupboard, backed by dining room shelves for china, glassware.

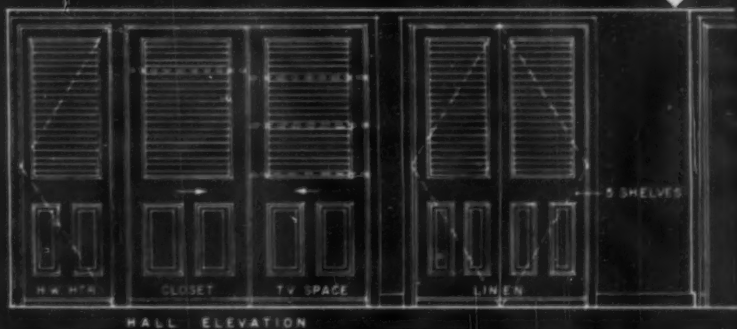
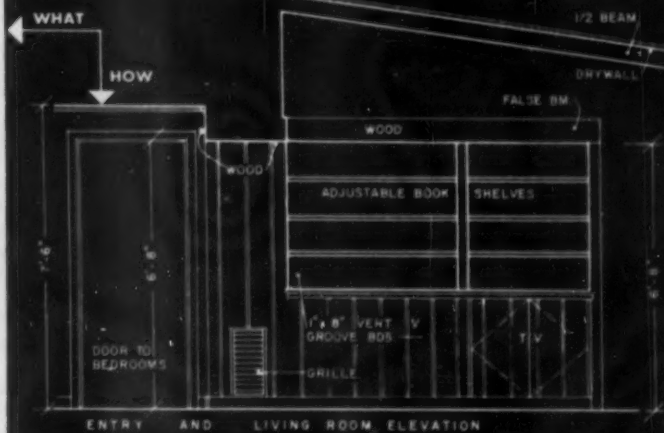


July's Blueprint House



2 Bookshelves in living room . . .

Bookcases and cabinets are set into entrance wall of the living room. They have a shallow setback, except for the cupboard at lower right, runs through to the hall behind.



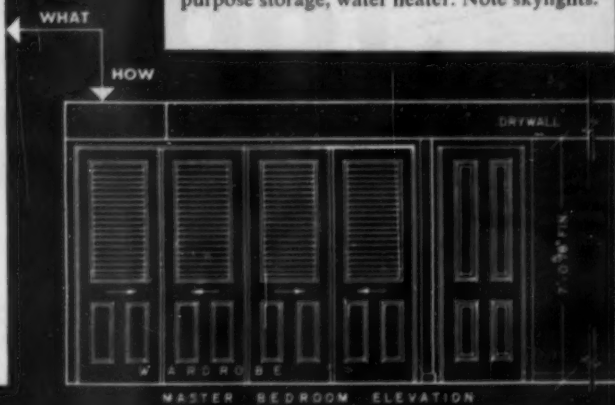
3 . . . are backed by closets

Long hallway to master bedroom is lined down one side with this storage area. Behind the doors are linen closets, all purpose storage, water heater. Note skylights.



4 Louvered doors for the master closet

Closet in master bedroom—attractively closed off with four louvered doors—provides a generous ten lineal feet of hanging storage. Door at left leads to hallway, door at right leads into compartmented master bath.





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QUALITY TOOL SERVICE

WHAT'S NEW

(Continued from page 11)

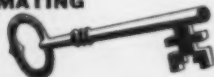
they can be . . . and the markets for good rentals are strong. You don't need to put too much dough of your own into them, and someone can run them for you. You get an acre somewhere. You put up 8- to 10-unit garden type apartments with living amenities. Construction is not too difficult and mortgage money can be had. I think sometimes we get out of focus. In urban renewal we frequently get huge developments out of scale with human beings . . . all high-rise apartments with masses of green. You hate to see this in a town like, say, San Francisco. It's all out of character.

When do you see growth areas? One potentially large growth area is in the small towns. Housing has lagged in these areas because of the shortage of money for purposes of financing long-time mortgage debt. Banks, of course, are forced to put their money into liquid assets. This situation makes the small towns especially attractive for the home manufacturers who can tap other areas of the country for financing.

A central mortgage bank could also alleviate the financing problems of small towns and semi-rural areas.

Home building should be one of the great growth industries of the future—but that won't happen automatically. It's got everything going for it, but it could stay right where it is. And it may do just that, if the industry—and I mean the whole industry—builders, suppliers, lenders, and buyers—doesn't face up openly and intelligently to the challenges.

BETTER ESTIMATING



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MONTH AHEAD

What's remodeling's future?

The purpose of this issue is to bring you up to date on all phases of remodeling, with the idea that you might find it profitable to enter the field yourself. We've already shown you how some highly successful remodelers are serving the market. Now the question is, will the market remain a good one for you to be in?

Let's start by taking a long-range view. Any forecast that tries to predict business conditions ten or twenty years from now will, of necessity, contain some guesswork; but while conceding this, we think it's fair to say that over the next decade remodeling should grow at least as fast as new-home building, and perhaps even faster.

These are the key reasons

Close-in land is getting scarce. In the coming decade, new residential communities must be built further and further from present urban centers. Older houses, closer in, will tend to maintain their values because of their location. And many people will resist buying new homes because they want to stay in their present neighborhoods. Both of these pressures will tend to make modernizing the older houses economically sound.

Obsolescence is a growing factor. The annual flood of new and improved products and housing ideas can make a new item old overnight. Today, a ten-year-old house can seem out of date; in 1970, a four-year-old home might be in the same fix. Few people will want a whole new home every couple of years, but modernization will let them keep up with the best

of new-home features without moving.

Older-house prices will become more attractive. Trade-ins seem sure to boom the new-house market, and by the same token they will increase the supply of older homes, often lowering their prices. Buyers will often find it practical to buy such a house and remodel it, ending up with a better bargain than if they had bought a new home.

So it seems safe to say that the long-range future of remodeling looks good.

But how about the immediate future?

Surprisingly, it looks even better than the long-range picture. Here's why:

Remodeling needs first-class, legitimate builders. Today, too much modernizing is in the hands of the suede-shoe boys, and it's often overpriced and substandard. Builders with good local reputations have a golden opportunity here.

There's a huge remodeling market that has never been sold. Virtually every remodeling contractor who has gone out and pushed has found more business than he could handle. The remodeler who waits for referrals from his old customers may make a comfortable living, but the remodeler who goes out and rings doorbells is the one who will grow.

Today, a big portion of American families are housed below their potential standard. According to FHA, many of these families could afford as much as 50% more house on their present incomes. If you can't sell them a new home, you should be able to sell them on the idea of upgrading their present home. That 50% could cover a really big modernization job.

NEXT ISSUE: What's new in brick construction: how a topflight Washington, D. C., builder is training his crews to use the latest in cost-cutting brick techniques... Building's Coming Breakthrough, and the part better and more up-to-date building codes must play in it... a special eight-page report on the newest products and ideas in floors and floor coverings.



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