



# American Builder

*August  
1960*

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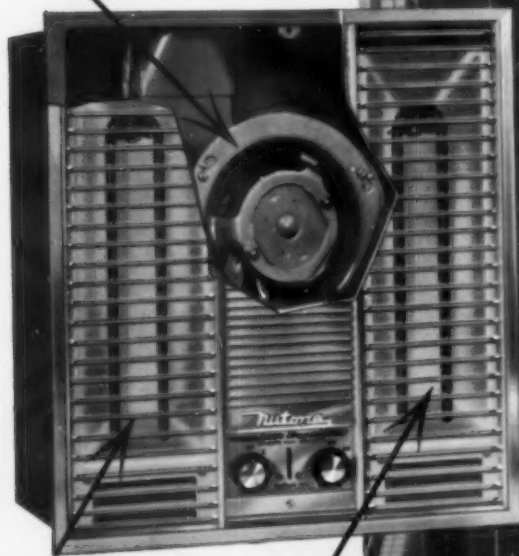
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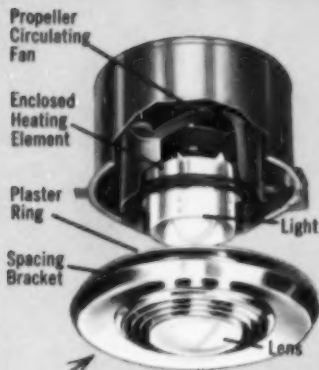


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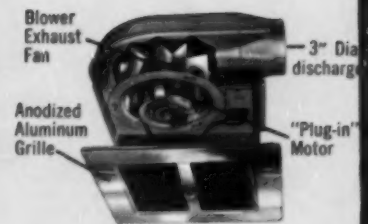
**HEAT-A-VENTLITE #9090**

Heater plus Light plus Exhaust



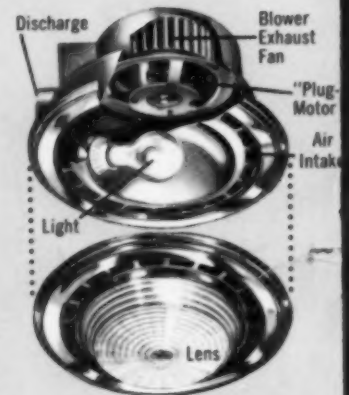
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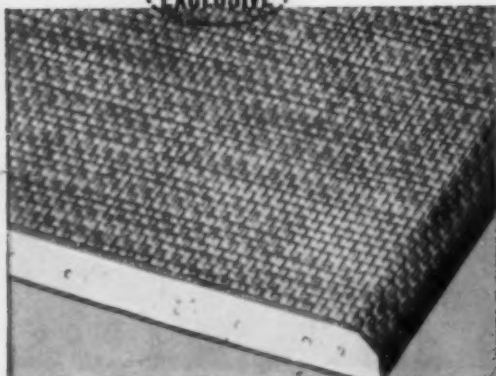
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# OPPORTUNITY

## Builders look to emerging overseas markets

**Internationally-minded builders are gaining awareness that profit potentials exist outside U. S. borders.** First of the new breed to try a project abroad is Willard Garvey of Wichita—wheat farmer, banker, and oil man—an industrialist with a passion for homebuilding (5,000 Kansans live in Garvey-built homes).

**Key to the exploding market for homes in foreign countries: U.S. Government sale of food surpluses to foreign nations for local currencies, with 25% of the funds set aside for loans to private American investors.**

Until recently, for instance, home building in Latin America (aside from Government housing projects) was limited to families with substantial funds. **Normal down-payments ranged about 50%, with the remainder of the mortgage loan to be paid off in two to four years at interest rates approaching 20%.** Situations in developing Asian and African nations were comparable, and political instability gave little incentive for banks to extend long-term mortgages.

**Housing made little headway in relation to fan'astic need (an estimated 25 million units in Latin America, astronomical hundreds of millions of units in Africa and Asia).**

Garvey waged a one-man battle to obtain funds from the Export-Import Bank for long-term mortgage, low-priced housing construction in Latin America. After two years of buttonholing Senators and Representatives, State Dept. officials, and Export-Import Bankers, **Garvey wangled a \$200,000 loan for a 100-home project in Lima, Peru.**

The opening of his model (\$3,000, with a \$600 down payment and \$30-a-month payments over 10 years) provided him with an impromptu market survey—**some 200 persons expressed a desire to buy.** Encouraged by this initial success, Garvey is looking for land on which to build a larger project. Eventual aim: to bring new home costs down to \$1,000. Further afield, **Garvey is looking into possibilities for a project in Pakistan.**

Garvey operates on the theory that any nation's political stability depends on an individual's stake in the country. **He sees self-help housing, which has proved so successful in Puerto Rico, as the answer to housing for the masses in developing nations.** He's convinced that the bulk of any country's national product is generated from within. And with housing as one of the largest single economic factors, Garvey thinks it's just a question of getting the little man started.

**He doesn't view his operation as a philanthropy—rather he sets his sights on a 15 per cent profit, offset the low cost of his homes by sighting-in on volume production.** He is unconcerned about convertibility of exchange which permits a builder to remit funds to the U. S.—**"I would expect most builders to see the tax advantages, and to reinvest profits in more housing or other enterprises."** Garvey expects his initial success in Peru to bring other skilled volume builders into the wide-open world housing market.

American Builder (originally "Carpentry and Building") with which are incorporated Building Age, National Builder, Permanent Builder, and the Builders Journal, was founded Jan. 1, 1879. Names registered in U.S. patent office and Canadian registrar of trade mark.  
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# Nobody covers American Building like **AMERICAN BUILDER**



**August 1960**

**Tomorrow's House**—Will it be glass roofed?—Framed in new plywood shapes?—Or underground? .....15

**The Code Barrier**—What's it made of?—How much does it cost?—Here's a blueprint for a breakthrough .....61

**Take a Fresh Look at Building with Masonry**—American Builder's Big Picture Story of the Month .....64

**"How I Designed a Hilltop Contemporary"**—Builder-designer Henken takes you on a tour of one of his latest houses .....70

**John Long Revisited**—Long shows Editor Joe Mason 16 costs savers for builders of any size .....74

**The Change in Floors**—New systems, new designs, new applications make flooring news .....78

**Can Title Companies Help You?** .....86

**Blueprint House of the Month**—It's got the features buyers want most .....88

**Can a Builder Profit With Steel Buildings?**.....96

**Low-Cost Swimming Pools**—Backyard extra moves houses faster .....103

**Avoid Heat Loss in Warm Air Installations**—Your technical guide for the month .....162

Opportunity	5	Impact	17	How To Do It Better	144
What's New and What To Do About It	9	Building With Brains	27	Ask the Experts	146
Change	13	Regional News	34	Technical Guide	162
Tomorrow's House	15	Selected Regional House	36	Advertiser's Index	167
		New Products	110	Month Ahead	168
		Land Planning	136		

Cover Photo by Del Ankers shows builder Mel La Fond of Milwaukee talking to Eddie Carr, builder from Washington D.C. La Fond came to Washington to learn about new brick techniques. To see what he learned, turn to American Builder's "Big Picture Story" on page 64.

**Editor: Joseph B. Mason . . . Managing Editor: William F. Koelling**

Associate Editors: Technical, Joe Ferche; Features, Andrew Boracci, Patrick Sheehan; New Products and News, Sally Anne Gossert; April Buyers Guide, Lawrence Laub . . . Assistant to the Managing Editor, Arthur Maher . . . Assistant New Products, Peter Cooper . . . Western Editor, William C. Rodd . . . Midwest Editor, Richard Bullock . . . Washington Editor, Walter J. Taft . . . Art Director, Russell F. Rysam . . . Assistant Art Director, Robert Garlin . . . Production Editor, Eleanor B. Wright . . . Production Director, M. J. Figo, Jr. . . . Research, J. W. Milliken . . . Publisher, Arthur J. McGinnis.

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

## **From Sizzle to Sidewise**

The sizzle expected in 1960's building activity failed to materialize, but latest figures indicate an end to the first half decline and a slight turn upward. Builders were calling it a "sidewise market."

Value of new residential work put in place the first half of 1960 was off 7%, but other types of private construction showed a slight increase. Gains in commercial, industrial, shop and store building offset the decline in residential.

Estimates for the last half of 1960 are that home building will pick up some of its earlier losses. Private building of all types will end up the year about even with 1959.

In a "sidewise market" like this, it's best to keep flexible, avoid commitments, seek diversification. Some ideas: 1. Rebuild old houses into apartments; 2. Take on small commercial jobs, such as stores, motels, clinics, bowling alleys; 3. Go after remodeling; 4. Go in for specialties like bomb shelters, swimming pools, porch enclosures; 4. Try some old age or retirement housing; 5. Specialize in vacation homes; 6. Tackle trade-ins; 7. Change your price bracket to tap a broader market.

## **Housing bill still in political jam**

When Congress re-convenes it will face the job of sorting out the broken bits and pieces of housing legislation that were knocked about in the pre-convention rush. Still marking time is the most needed bill of all—a move to set up an effective Central Mortgage Discount Bank to stabilize the flow of funds into building. Indications appeared to be that in this election year the chances of sound, long range legislation were poor. Most likely: a minimum extension of bare FHA and VA requirements.

Until housing bill is passed and signed, and future prospects for financing terms clarified, it's safer to keep in a flexible, liquid condition. Avoid long term, fixed commitments.

## **In case of war, what happens to builders?**

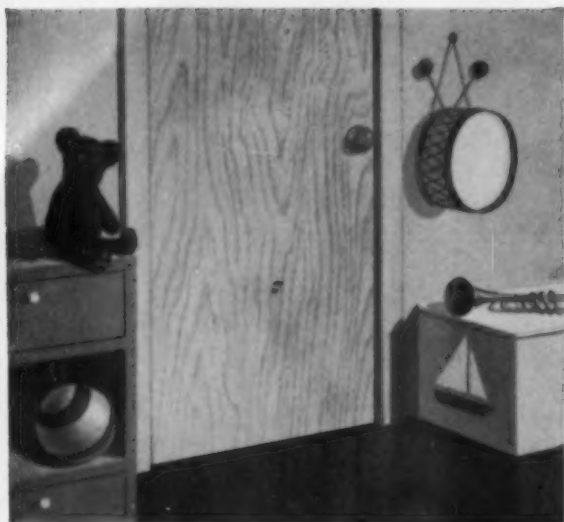
The U-2 incident and revival of the "hot" cold war have caused a good many builders to take a considered look at their long term commitments. What effect would war have on their business? Those who remember the last war know all about material shortages, priorities, lack of funds, and lack of buyers. A future war would mean all this—only worse. Builders heavily committed in land or otherwise would suffer—as a good many are suffering today—from the effects of tight money and a drop in sales. It's a sober thought, but worth taking.

Incorporation, and stock sales may be one answer. Many larger operators have been doing just this lately. There's a tax advantage, as well. By selling stock, the builder gets hard cash from his holdings, can invest it in ways to hedge against war, recession, or unforeseen problems. And when conditions are right, he is able to reinvest for further growth or expansion.

## **How to expand in a slow market**

American Builder's list of 100 growth areas in the U.S. where building will expand most in the next five years has attracted wide attention. But what about builders in a community that isn't going to expand? A dif-

Continued ▶



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ferent technique, that's all. An Iowa builder we know checked his local utilities, found they expected very little growth. He had been building some 120 new houses a year: they said the town couldn't support that volume. He cut back the new houses, bought some old buildings to remodel into small rental units, which were very much in demand. He took on the building of a wing on a local clinic. He built some bomb shelters. In other words, he diversified his operations, and has come out doing an even larger dollar volume—even in a slow market.

**Your local utilities will help you check future growth in your town—and may suggest new sources of building volume.**

### **Greater opportunity in scattered lot building**

There is fairly convincing proof that more money can be made today building houses on scattered lots than in large tracts. Builders by the thousand have discovered this. For one thing, you don't have to tie up big money in land. And financing is easier and cheaper. There's less danger of getting over-extended, which is important in a time like this.

An outstanding example of success in this kind of work is Harmony Homes of Los Angeles. (You will find the first of a series of articles on them in this issue, page 100). They specialize in "back yard" sales—property where a second house can be built. Through a remarkable management system, including standardization of every operation, they have brought costs down to \$5.40 a sq. ft. on a \$7,000 house.

**If tract sales are lagging, investigate the potential in scattered lots in your town. And check into the profit possibilities in building a second house on large plots in older neighborhoods.**

### **Symbol for National Home Week**

It looks as though National Home Week will be bigger and better this year than ever before. More builders are planning homes, and many manufacturers are participating in the Big Week Sept. 24 through Oct. 2nd. It has just been announced that Carl Mitnick, past president of NAHB, will erect London House, (the Ideal Home Exhibit House built by US in London last year) as a "symbol" of National Home Week. The house is described as "a representative U.S. house" and was designed to fit all sections of the country. He will build it at Somers Point, N.J., overlooking a golf course.

**Don't postpone too long planning a special model home for National Home Week. It's the most beneficial single promotion the building industry has. Make a note to enter photos of it in American Builder's Quality Model Home Contest, too. See announcement, p. 87.)**

### **Apartment building active, but vacancies need watching**

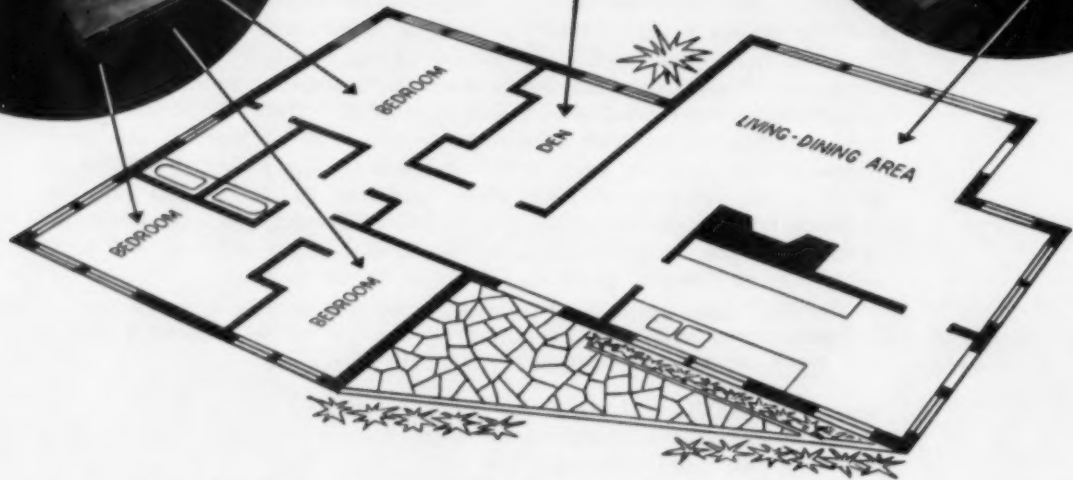
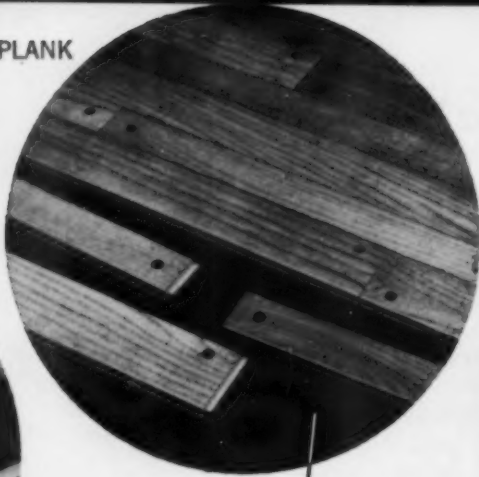
While apartment builders were increasing their volume this year, signs were showing that vacancy rates needed watching. FHA reported vacancies at 4.8% in the 433,000 units on which it has mortgages. But city-to-city conditions varied widely. For example, rates in Boston and Washington were 1% ; San Francisco, 1.9% ; New York, 3.1% . But in Fort Worth the vacancy rate was 22.8% , and in Houston 17% . Other high vacancy areas: Jacksonville, 15% ; Detroit, 10.8% ; Cincinnati, 15.7% ; Little Rock, 13.2% , Tulsa, 16% ; San Diego, 14.8% ; Helena, 16.5% ; Seattle, 10.2% ; Topeka, 12.3% .

**Check local vacancy rates closely. The Real Estate Board often makes such studies, and some NAHB chapters. Local utilities may have this data. Houston HBA issues a monthly market research report to all its members to keep them advised on rentals, sales and buying trends.**

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# CHANGE

The industry's biggest question mark—the home buyer—is constantly being tested for his (and her) preferences. Here are some straws in the wind taken from current samplings:

● **Chicago:** There is currently a vacuum in the \$30-\$40,000 bracket—charged up to tight money—but no strain on selling homes in the over \$40,000 bracket (buyers in this bracket aren't heavily concerned with financing terms). Ranch styles were much preferred (38%) with colonial (34%), splits (20%) and two stories (4%) trailing in buyer preference. Family rooms were listed most popular room by 30% of those surveyed, with living rooms still getting top rating from some 50% of the buyers. Two or more bathrooms continue to rate as a top selling feature.—*Homefinders, Inc.*

● **Milwaukee:** Buyers here rate the residential area as the most important factor in choosing a new home, with price and terms, number of bedrooms, type of construction, closeness to schools, number of rooms, lot size, closet space, closely following in importance. Some 37% of the homes bought last year in Milwaukee were in the \$15-\$20,000 bracket. Next came the \$10-\$15,000 bracket with 22% of total sales, closely trailed by homes in the \$20-\$25,000 class (21%). Some 14% of the buyers spent over \$25,000, and 5% spent less than \$10,000.—*Milwaukee Journal survey.*

● **New York:** An interesting survey draws comparisons between buyers who had previously owned homes and those who had previously rented. Previous owners tended to buy new and more expensive homes than did previous renters, and tended to take on longer term loans. Income levels showed a greater influence on the price of the house purchased than any other single factor—this despite the liberal financing terms currently available.

The type of financing—FHA, VA, or conventional—varied according to the age of the husband. Younger (under 35) people relied heavily on FHA insured loans (31%) and on VA (40%)—while the older (over 50) family heads relied heavily (73%) on conventional loans. The older people also tended to buy more expensive homes, having usually been previous owners, and generally having higher incomes—*Cornell University Housing Research Center.*

**Builder Bill Levitt lost his battle against New Jersey's law barring racial discrimination in any housing built with public funds or other assistance.** The result: Levitt & Son, Inc. are smoothing the way for the first Negro families who will move into his previously all-white development.

The U. S. Supreme Court refused to rule on Levitt's appeal that the New Jersey law was in conflict with the Federal Housing law. The New Jersey Supreme Court had held previously that the use of FHA insured loans placed the development under the public assistance provisions of the state anti-discrimination law.

The outlook from FHA's point of view, according to a highly placed official: "We will now operate according to the existing state laws. Where anti-discrimination housing laws exist (some 18 states now have them) we must refuse FHA insurance where the builder defies existing state law."

**Colleges and universities are becoming increasingly conscious of the need for highly trained men in the booming housing and light construction field.** Some fifty schools now offer courses leading to a Bachelor's Degree, with many permitting study on the post-graduate level or through extension divisions. Among the top names on the academic list: U. of Connecticut, U. of Florida, Columbia University, Michigan State, Massachusetts Institute of Technology, Rensselaer Polytechnic, Oklahoma A&M, Oregon State, Texas Tech, Wisconsin U., U. of Illinois.

Most schools offer courses most wanted by builders recently surveyed by NAHB: construction costs and estimating, construction methods and equipment, supervision and management, construction drawing, building materials, salesmanship and merchandising, business management, real estate fundamentals, accounting, production techniques.

A complete list of colleges and universities offering residential and light construction courses is available from NAHB's Research Institute. Bulletins on what courses are offered are available from the individual schools. . . .

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It's easy to give your homes a custom-flooring look. Over 200 colors to choose from in Solid Vinyl, Vinyl Asbestos, Rubber, Cork and Asphalt Tile. Kentile, Inc., Brooklyn 15, N. Y.



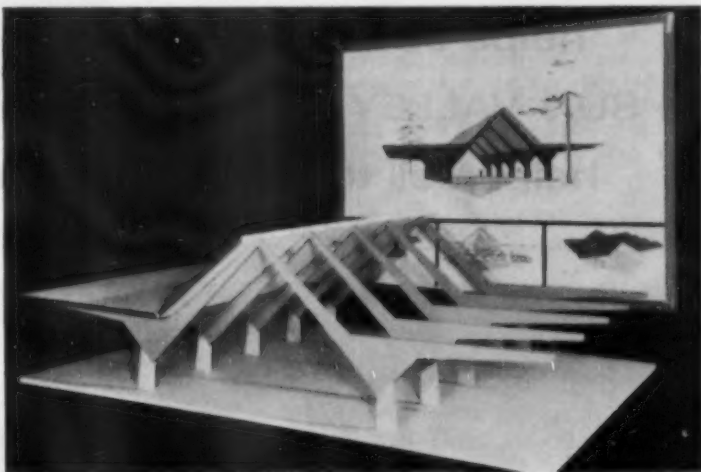
**KENTILE FLOORS**



# TOMORROW'S HOUSE

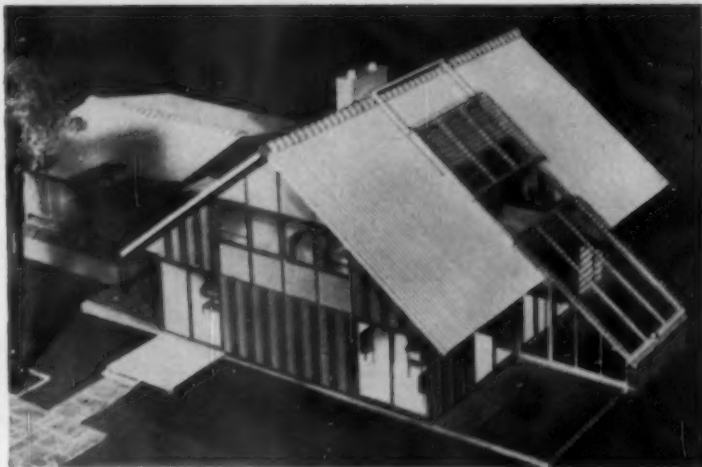
## Will the house of the future be framed in new plywood shapes? . . .

A new design for building called "Delta Structure" was shown at a recent meeting of Plywood Fabricator Service Inc. It caused quite a stir and may influence the future of building. Designed by Robert Waring of Douglas Fir Plywood Assn., it is adaptable to warehouses, schools, etc. The delta-shaped frames are an adaptation of the plywood box beam and the decking consists of stressed skin panels.



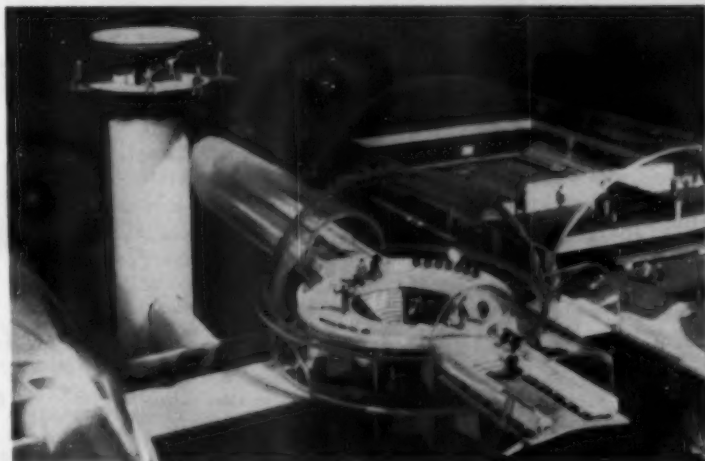
## . . . Will it feature porcelain enamel and roofs that slide? . . .

Component parts of porcelain enamel will be used when the house (shown right) is completed in Cleveland this summer. Researched by many firms including Ferro Corp. and Fenestra, the house will use a loadbearing steel frame. Porcelain-enamel curtain walls will be of insulated sandwich design. Windows will be an integral part and may even slide to open up roof areas.



## . . . Or will tomorrow's house be glass-roofed and underground?

In a nuclear age, survival-conscious citizens of the future may live in an underground city. Cornell University College of Architecture recently unveiled plans for such a city that will house 9,000 persons and keep them self-sustaining during and after attack. Included in the city: transportation to and from each of its parts, and an inter-communications system.



**Air conditioning  
helps sell homes—  
the SUN VALLEY All-Year**



*"Gas Cooling and Heating  
Has Become Synonymous  
with Quality."*

**helps sell them faster because it's Gas!**

*Says Donald M. Arnold, Shreveport, Louisiana builder*



**FOR THE BUILDER**—Homes sell faster with Arkla-Servel Sun Valley\* All-Year\* Gas Air Conditioning Systems! Most buyers today want quality, combined with economy. "That's what we give them in our Sun Valley Gas units," states Mr. Arnold, "plus efficiency, with no moving parts in the cooling-heating cycle to wear out."

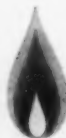
**FOR THE BUYER**—All the comfort and the convenience of all-year Gas air conditioning! The buyer enjoys air conditioning in every room, yet monthly bills are lower than many pay to cool a couple of rooms with other type units. And the full 5-year warranty pleases both the buyer—and the builder. Comes in sizes to fit any house. For complete details, contact your Gas company or write Arkla Air Conditioning Corp., General Sales Office, 812 Main Street, Little Rock, Ark.

AMERICAN GAS ASSOCIATION



Mr. Arnold Shows a  
Prospective Buyer The  
Compact Arkla-Servel  
Gas Unit.

**ONLY GAS**



**does so much more...**

**for so much less!**

\*Trademark.

# IMPACT

## Letters to the Editor

### On "Housing Americans"

... Your hard-hitting editorial dramatically underscores the harmful effect upon housing and employment caused by the tight-money policy. I also agree strongly with the adjectives "unconscionable" and "usurious" which you apply to the discounts which builders and homeowners have been forced to pay because of the tight-money policy. Your awareness of the dangerous potential of the skyrocketing use of second mortgages has been amply confirmed by extensive studies of the subject made by our Housing Subcommittee.

You are also right on the button in stating your conviction that home building is falling woefully short of our total housing needs and that our sights should be set for 2 million housing units a year.

Certainly a Central Mortgage Reserve facility would go a long way toward assuring the adequate supply of long-term mortgage capital, which is the life blood of a healthy home building and home financing industry. As you emphasize, it could bring in vast sums from pension, trust, and investment funds. I am pleased that the housing bill just reported by our Banking Committee incorporates the basic title of H.R. 12216. I hope we can see it written into law.

Albert Rains  
Chairman  
U.S. House of Representatives  
Subcommittee on Housing  
Washington, D.C.

Your editorial . . . is a forthright statement on a matter of crucial importance to home building. Your support for enactment of an improved central-mortgage reserve facility is much appreciated by the industry and your analysis of the need for action by Congress to obtain such improvements corresponds fully with our own views and those of other major groups.

Stability of home financing through encouragement of in-

creased long-term investment in mortgages is a goal towards which the creation of a central mortgage bank or reserve facility will be a major step. The alert support of "AMERICAN BUILDER" in aiding the industry to achieve this objective is greatly appreciated.

Martin L. Bartling, Jr.  
President, NAHB

The editorial is written in a way that can be comprehended by an ill-informed reader and has meaning to somebody acquainted with the subject matter. I think it will accomplish its purpose of directing the attention of the industry to its most important problem.

Marvin B. Myers  
Rock Realty, Inc.  
Rockford, Illinois

... The central mortgage bank . . . undoubtedly is of major importance in the housing scene today. Efforts like yours are needed.

Ralph L. Shirmeyer  
Builder  
Ft. Wayne, Ind.

... My thinking is in complete agreement with the ideas expressed in your editorial . . . I am entering the full editorial in the Congressional Record as I feel it should have full attention.

Let me assure you that H.R. 12603 (which will permit FNMA to incorporate Federal Mortgage Investment Companies) has my full support and that I shall do all that is possible to see it passed.

Leonard G. Wolf  
U.S. House of Representatives

Both president Frank A. Clauson and I had the pleasure of reading "A Message on Housing Americans." We feel that your expression on the various angles of the current situation are correct, timely and very much worthwhile.

O. J. Hartwig  
Assistant to the President  
Long Island Homebuilders Inst.  
Hempstead, L.I., N.Y.

I was indeed interested in the editorial regarding the home financing legislation currently before Congress. I not only approve of this action, but as a member of the NAHB Economic Planning for Industry Committee, I am vitally interested in the passage of any legislation which would improve the present mortgage situation.

W. E. Witt  
Viking Construction Corp.  
Virginia Beach, Va.

### About heating & flooring systems

I enjoyed reading about Mr. Place's underfloor ductless heating system. I still think my thin slab with a floating type floor system (Aug. '59 pg. 22) is better than the heavy joists and stringers with a crawl space, but only time will tell which one people prefer. I was particularly interested in Mr. Place's use of plywood only, without any sub-flooring. That was the way I did it except that I used  $\frac{3}{4}$ " plywood on 2x4 stringers laid flat (clear span about 20"). I have been living in this house since Feb. 1st. As nearly as I can tell, the cost of gas for heating was about \$100 for the entire winter, and we had tenants from September to February 1st who were not at all careful about how much gas they used—they weren't paying the bills!

G. J. Stout  
Penn State University  
University Park, Pa.

### Ideas In Action

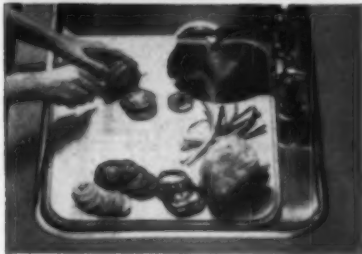
"We enjoyed your magazine very much and find it to be a great help in our business. There are many ideas that we have chosen from your book and included in our model home. It is interesting from cover to cover and I could page through it over and over, each time finding something useful which I had passed up on my previous reading."

Mr. Robert Huhn  
Huhn Custom Homes  
Rochester, Mich.

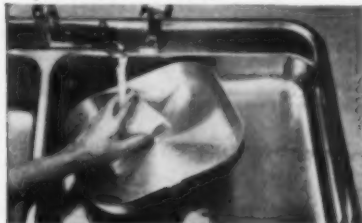
(Continued on page 152)

THE SINK WITH PROVED SALES APPEAL...

# Lyoncraft Dispo-Well®



**NEW CHOPPING EASE**—maple Cutting Board fits over disposer well, yet disposer unit is accessible.



**EXTRA WASHING ROOM**—roomy disposer sink speeds cleaning of large fry pans, bulky roasters, platters, griddles.

The sink with many followers, but no equal—Lyoncraft Dispo-Well is the first sink engineered just for garbage disposer units, and a sales winner proved in thousands of homes! Still most efficient: the in-corner positioning of the disposer for more unbroken work room. Stack dishes, fix food, and the disposer remains uncovered for instant use. Also catching the eye: the Redi-Rim® feature with rim and sink a single unit to eliminate crumb-catching crevices. And Dispo-Wells, made of finest nickel stainless, range from the single-bowl size, through the 32"x21" double-bowl, to the roomy 45"x21" double-bowl model. For full specifications on the first and finest sink made for disposer units, send for the new Lyoncraft catalog at the address below.

*World's largest fabricator  
of nickel stainless steel*



**Lyoncraft**

**LYON STAINLESS PRODUCTS  
DIVISION OF LYON INC.**

13881 W. Chicago Boulevard  
Detroit 28, Michigan

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES



Walls: Platinum Walnut Random and painted Perforated. Each wood-grain finish comes in Blok, Verti, Random, Plain and Perforated patterns.

Homes sell faster with

# PLATEBOARD® GLAMOR WALLS

For less than \$20.00 material cost you can easily erect a 12' x 8' PLATEBOARD Wood-Grain finish Glamor Wall to give a home that Luxury Look.

Do you know about Abitibi's builder-proven "Personalized" model home promotion program that will help sell your homes faster? Write us today.

**Abitibi** Better building products through research in wood chemistry.

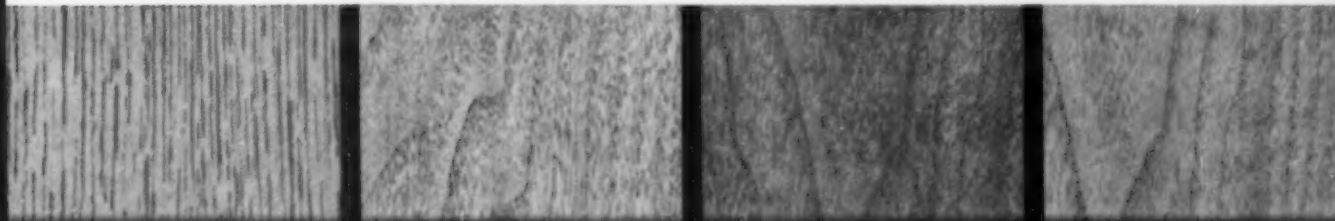
ABITIBI CORPORATION General Sales Office—Detroit 26, Michigan • Manufacturing Plant—Alpena, Michigan

Oak

Autumn Walnut

Natural Walnut

Platinum Walnut



# PROVED WHERE



TRANSPORT\*

SUPER MILEAGE LUG\*

\*FIRESTONE T.M.

# PROFIT DEPENDS ON PERFORMANCE

## FIRESTONE, THE LOW-COST-PER-MILE TIRE FOR ON-TIME BUILDING MATERIAL DELIVERIES!

Firestone tires' low-cost-per-mile is reflected in performance records of thousands of trucks across the country. That's because 425,000,000 tire miles a year in Firestone's own tire testing program prove Firestone truck tires are your best buy! This vast tire testing program resulted in Firestone Rubber-X, the longest-wearing rubber ever used in Firestone truck tires. It also resulted in Firestone Shock-Fortified cord which means extra miles of service out of every tire. Get performance proved Firestone truck tires, on convenient terms if you wish, at your nearby Firestone Dealer or Store.

# Firestone

**BETTER RUBBER FROM START TO FINISH**

Copyright 1960, The Firestone Tire & Rubber Company



MATICO MODEL HOME  
IDEA ROOM #1



# MATICO TILE FLOORS

give "Lookers" the Buying Idea

Sparkling, carefree floors can make prospects buy minded. Smart builders have proved it over and over again. They feature nationally advertised Matico Tile. It's the tile with one hundred and one brilliant colors and patterns—easy to clean . . . simple to install . . . economical in cost.

Prove to yourself how profitable Matico can be for you. Install Matico tile throughout, in your next project.

Floor is an attractive random pattern of Maticork Vinyl-Asbestos Tile (1190, 1191 and 1192). Music Room is Matico Tweed Vinyl-Asbestos Tile (1155).

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

**MASTIC TILE DIVISION**  
The RUBEROID Co.

HOUSTON, TEX. • JOLIET, ILL. • LONG BEACH, CALIF.  
NEWBURGH, N. Y.



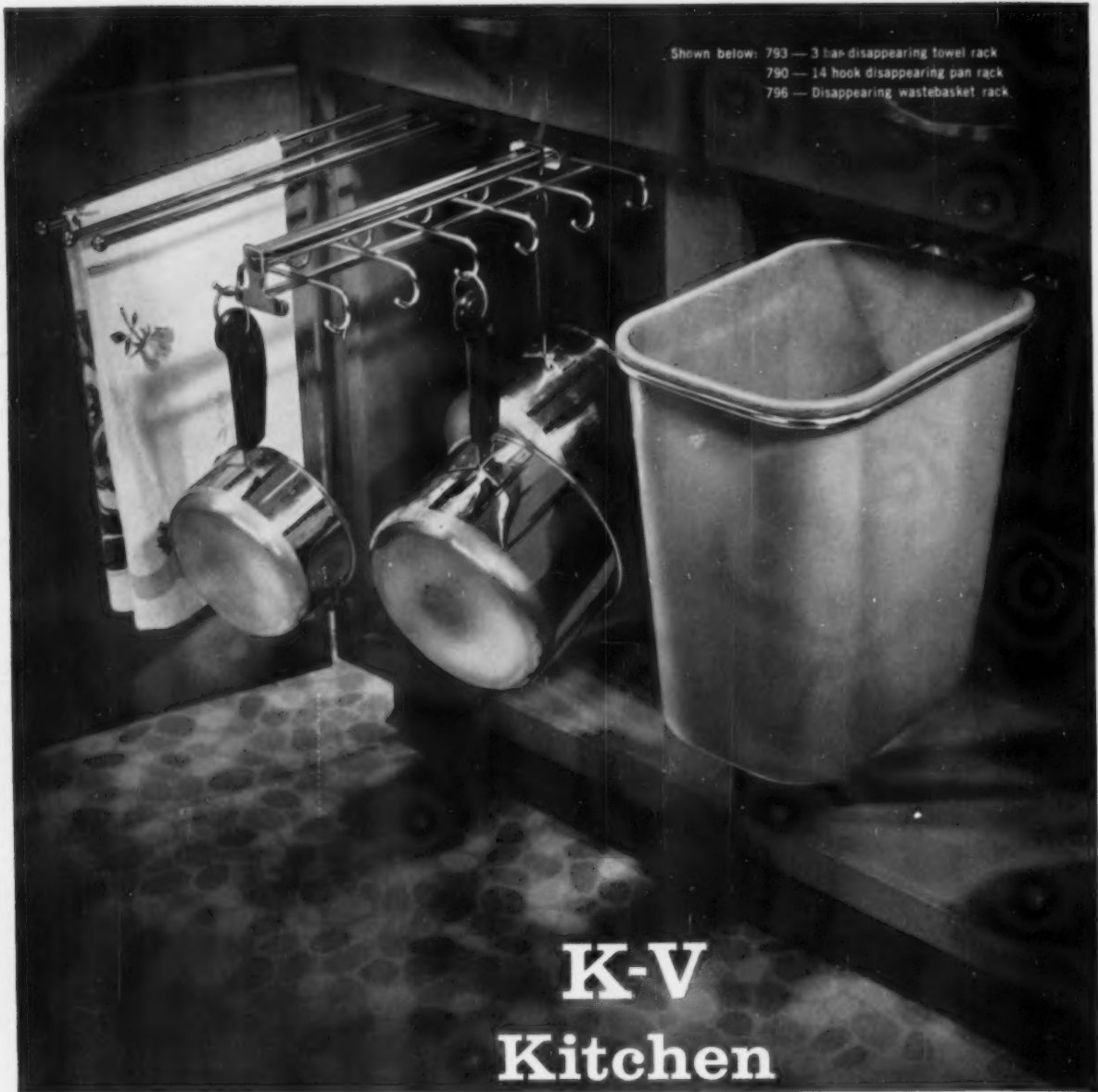
Mastic Tile Division • The Ruberoid Co.,  
Dept. 5-8, P. O. Box 128, Vails Gate, N. Y.

Send me full information on Matico Tile  
Flooring.

Name \_\_\_\_\_

Address \_\_\_\_\_

Shown below: 793 — 3 bar disappearing towel rack  
 790 — 14 hook disappearing pan rack  
 796 — Disappearing wastebasket rack



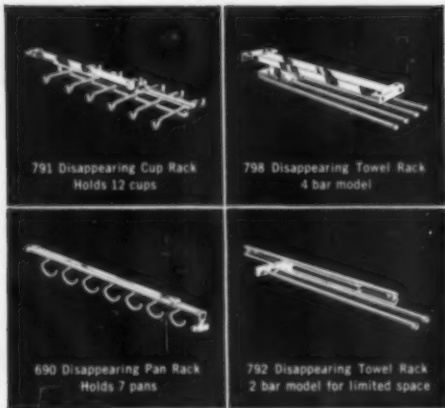
# K-V Kitchen

## Fixtures

*save stacking, lifting, clatter and clutter!*

K-V fixtures make kitchen living more carefree, more comfortable, so much more convenient. Low-cost, easily-installed, they turn hard-to-reach, unhandy spaces into neat storage areas — and ball-bearing, easy-glide K-V kitchen fixtures save stacking, lifting, clatter and clutter. Women love the remarkable efficiency of K-V kitchen fixtures. When they try one — they want them all. Write for complete information.

**KNAPE & VOGT  
 MANUFACTURING COMPANY**  
 Grand Rapids, Michigan



791 Disappearing Cup Rack  
 Holds 12 cups

798 Disappearing Towel Rack  
 4 bar model

690 Disappearing Pan Rack  
 Holds 7 pans

792 Disappearing Towel Rack  
 2 bar model for limited space

*Manufacturers of drawer slides, adjustable shelf hardware, sliding and folding door hardware, closet fixtures, Tite-Joint Fasteners and Handy Hooks for perforated board.*





Scientific proof... **LIFECOAT** builds better



RELY ON

**Simpson**

QUALITY  
SINCE 1895

When we first introduced Simpson Lifecoat Redwood products we were reasonably certain they were the finest available. To validate this belief, one of America's foremost paint laboratories was commissioned to test Lifecoat. NOW, after months of testing, we are proud to present the results.

# LABORATORY TESTS PROVE

## LIFECOAT QUALITY



*Harold R. Harlan,  
nationally known paint authority  
and head of Harlan Laboratories,  
who supervised the testing of Lifecoat.*

Simpson LIFECOAT is top grade, certified kiln-dried redwood, combined with the best prime coating obtainable through an exclusive factory process and back-coated with a water repellent. Simpson guarantees Lifecoat products to be the finest quality available and offers the independent laboratory findings on these pages as proof of its claims that builders can save up to 40% in finishing costs and get a far better end result.

LIFECOAT is available on all standard redwood sidings, patterns, and on S4S for Fascia and Trim, and in the following primes: STAINS—Sequoia Red, Autumn Brown, Driftwood Gray; PAINT PRIME—Neutral (or White if desired). All Lifecoat products are factory wrapped in heavy polyethylene coated paper unless otherwise specified. (Simpson Redwood sidings also available with overall Clear Water-repellent Preservative Treatment.)

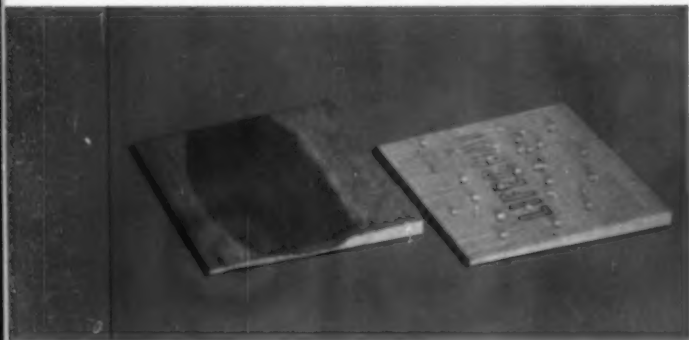
### LIFECOAT STOPS "WEATHER WORRIES"

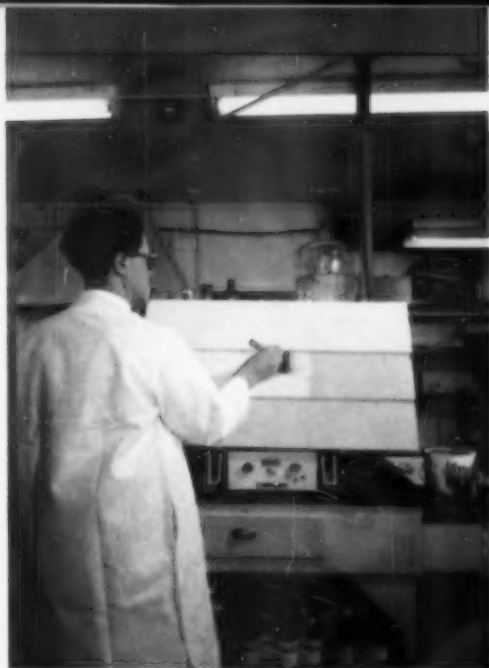
No construction delays with Lifecoat... it may be applied in any weather and finished when convenient. Positive proof of this was furnished by natural weathering tests, and tests in this Weatherometer, which subjected Lifecoat to long periods of weather extremes. The Lifecoat samples used (without further protective coating) emerged from these rigorous tests with no discernible change.



### LIFECOAT NEEDS NO BACKPRIME

The water repellent applied to the back of all Lifecoat products eliminates the need for backpriming... saves paint and labor costs. The photo (left) graphically demonstrates how this coating stops moisture absorption, as opposed to the untreated sample receiving the same water spray application in the laboratory.





### LIFECOAT FINISHES EASIER

This brushing test proved that the uniform surface of Lifecoat Paint Prime was easier to brush, took less paint to cover than ordinary job applied primers, and offered measurable savings in paint and labor.



### LIFECOAT STOPS "WICKING"

Wicking is the capillary seepage of water between siding laps as evidenced on the back of ordinary primed siding in the accompanying test photo. According to the U. S. Forest Products Laboratory, this seepage is a major cause of inner wall dampness and a prime cause of paint failure. You can see in the photo (right, above) how Lifecoat has stopped all wicking... a big plus in building.



### LIFECOAT INHIBITS FUNGUS

Fungus and mildew are a big problem in some climates. All Lifecoat products contain active fungicide to overcome this problem. This photo dramatically demonstrates how Lifecoat samples (right, above) actually repelled fungus cultures while ordinary primers were overgrown by identical cultures and almost obliterated.



### LIFECOAT REQUIRES ONLY ONE FINISH COAT

Lifecoat's pigmented paint prime is especially designed for use with only one finish coat; it actually provides one-half the paint-film thickness required by the FHA for a complete paint system. Scientific tests proved that Lifecoat is more uniform and has better paint hold-out than ordinary prime coats. The combination of Lifecoat plus one finish coat of a quality top coating offers the finest finish system available.

### NOTE:

Many other tests were applied to Lifecoat. Without exception they were as favorable as those shown in this report. For instance, tests of Lifecoat Paint Prime's adhesion to redwood showed that the wood, itself, tore away before the primer would separate from it. Lifecoat and ordinary prime coats were also compared in blistering tests. The Lifecoat samples were still in excellent condition long after the ordinary prime coats had failed. In light of all this, we are proud to reiterate... "you can't find a finer building product than LIFECOAT!"



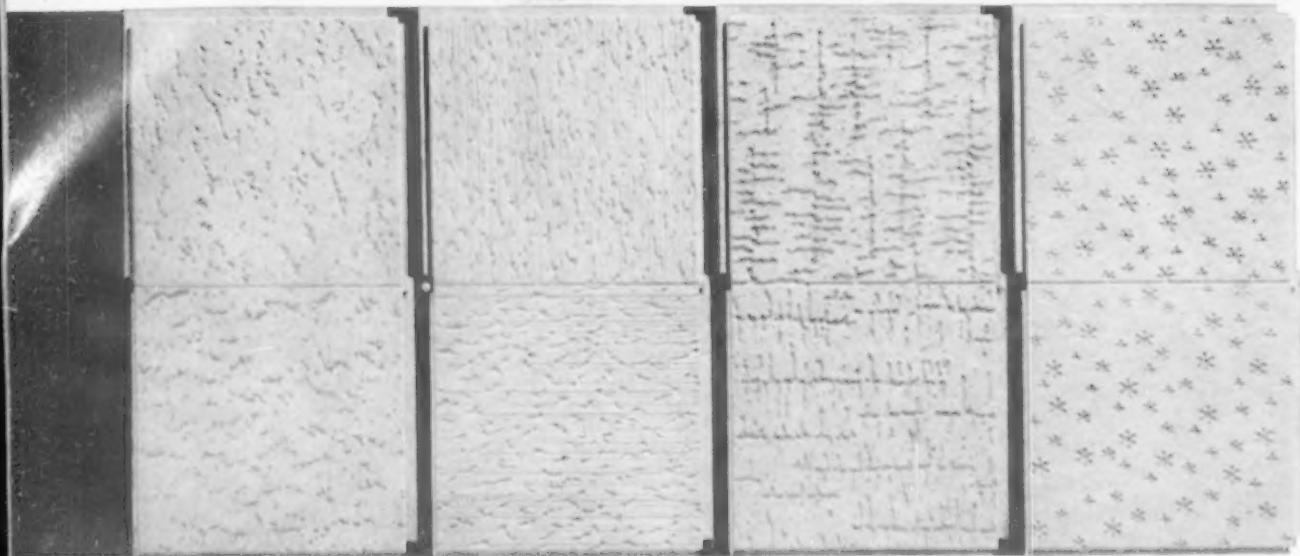
**SIMPSON REDWOOD COMPANY**  
ARCATA, CALIFORNIA

FISSURED

STRIATED

DRIFTWOOD

STARLITE



**SOUND  
DECORATING  
ADVICE**

Forestone, the original fissured woodfiber acoustical tile, quiets rooms *beautifully*. Warm white, with a hint of gold in their deep-etched fissures, these four exciting new textures enhance any decor... absorb up to 75% of all sound striking them. No

other ceiling material offers so much, with such economy. For full information, see your Building Material Supplier or check Sweet's File... or use coupon below. Simpson Logging Company, Shelton, Washington.



Also available in: Natural - Mountain Larch, Cascade Hemlock and Casual California Redwood; Grained Finish - Sable Walnut and Vermont Cherry.

**LIFECRAD  
PREFINISHED PLYWOOD  
STAYS BEAUTIFUL**

Here are walls and matching doors with all the warmth and beauty of hand rubbed wood and the easiest to maintain finish you ever imagined. Lifeclad's tough vinyl grained surface wipes clean in an instant... does not fade or discolor. Available in

1/4" paneling, 3/4" cabinet stock, and doors (including 7'-11"). For full details see your Lumber Supplier or mail coupon at bottom of this page. Simpson Logging Company, 2301 N. Columbia Blvd., Portland 17, Oregon.



SIMPSON, 2073B, WASHINGTON BLDG., SEATTLE 1, WASH.

Please send me FREE information on the following products as checked:

- Lifecoat       Acoustical and Insulating Board       Plywood       Doors

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

CLIPPED FROM \_\_\_\_\_ MAGAZINE \_\_\_\_\_

# BUILDING WITH BRAINS

## How Eichler builds with quality post-and-beam techniques

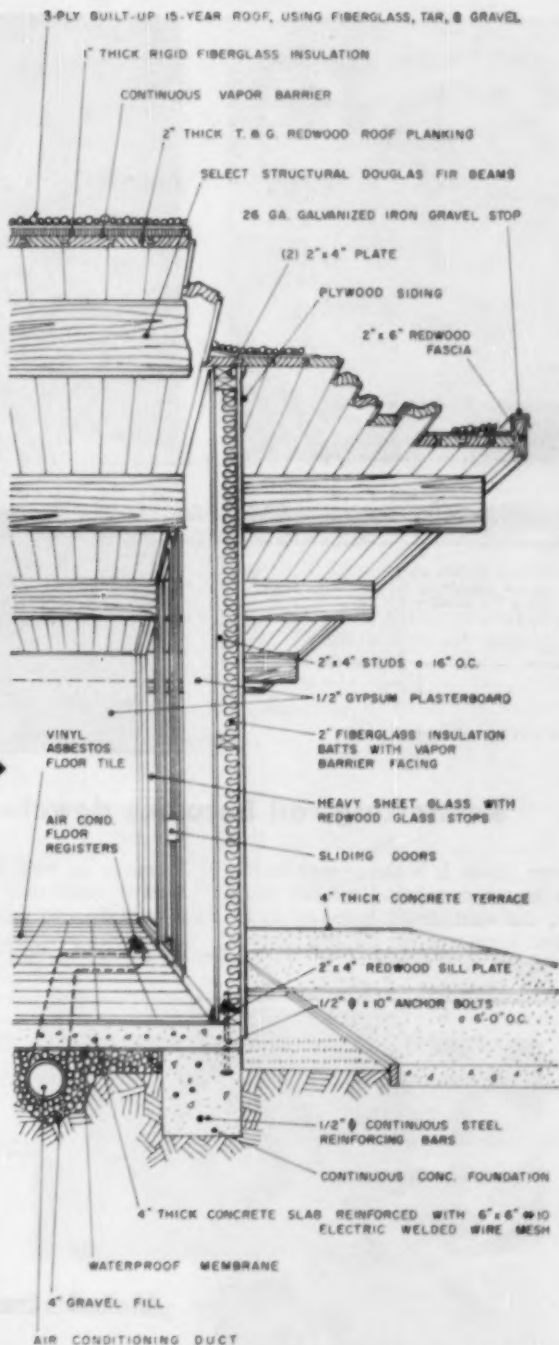
Eichler's California houses have consistently won awards for architectural excellence and for quality building know-how. They are popular with the public who buy them. Last year, one of his models won in AMERICAN BUILDER'S annual contest. (See the announcement for this year's contest—page 87.) This winning model was featured as the May Blueprint house. But the real reason for Eichler's success as a winner undoubtedly stems from the building techniques he uses in the construction of his post-and-beam models. On this and on the next three pages, Building with Brains this month features some of the ideas Eichler uses to tie the fewer yet larger pieces of his post-and-beam houses together.



### Safety plumbing—there are no joints beneath the floor

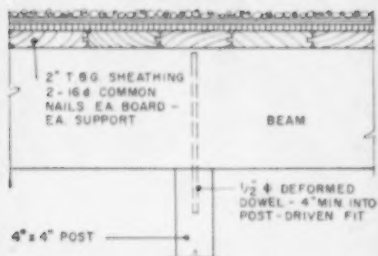
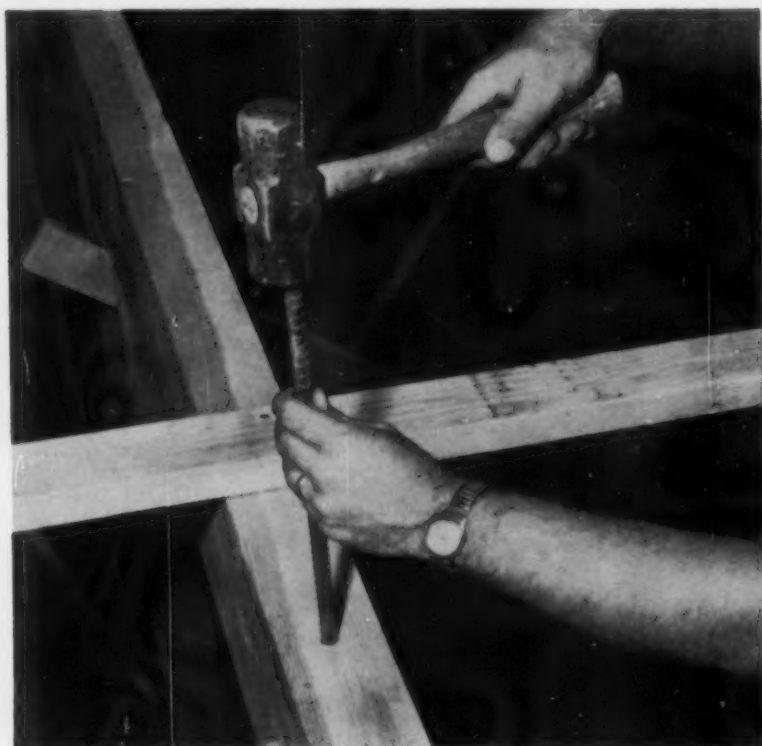
Eichler uses soft copper piping for under-slab plumbing runs. Wherever a "T" or joint occurs, the copper is easily bent upward. This permits the joint to be placed above concrete floor, inside a partition where it is easily accessible.

WHAT  
↑  
HOW



CUT-AWAY SECTION shows typical construction and finish of Eichler houses. Photo of house under construction (above left) shows method of bracing while construction goes on. Large members carry the roof.

## Eichler's metal fastening techniques make

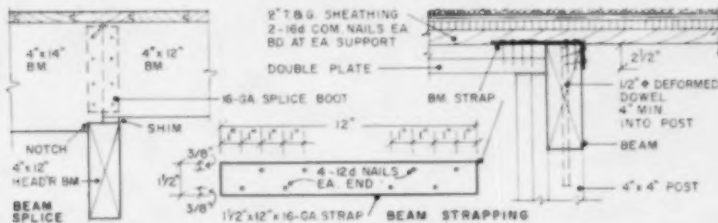


### Reinforcing rod becomes dowel—ties rafter to supporting beams

Shown above is a clever way to join two heavy members. Installed properly, the steel dowel becomes an excellent connector for the two timbers.

It works as well joining a beam to another beam that is used to support it as it does to join a beam to a 4x4 supporting post. Drill a hole a little bit

smaller than the diameter of the rod to ensure a tight fit. Once it is drilled, the  $\frac{1}{2} \times 15$ " dowel is hammered into the member to be joined.



### Metal strapping is used where joints occur

In the photo at left, strapping joins the top plates of two intersecting partitions. The drawings

above show dimensions of the plates and how they are used to join one beam to another.

## wood joints of his post and beams stronger

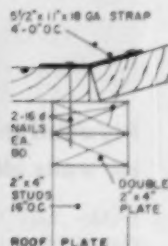
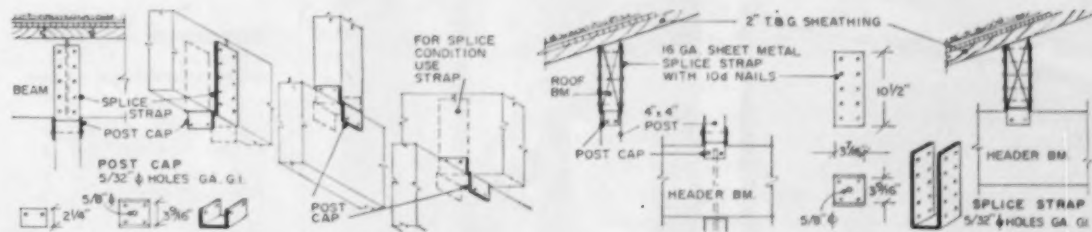


### Formed strapping is used to splice beams, to tie posts to concrete

Joining of heavy structural members with dowels works well where no splice occurs in the beam. But if it is necessary to splice over a post or another supporting beam,

alternate methods can be used. Eichler's men use the methods shown in the photos above and the drawing below. The photo, above left, shows how a one-piece splice

strap will fit directly over a post to carry a beam. In the center photo a beam is linked with a post above. Right: a post cap doubles as a post shoe.

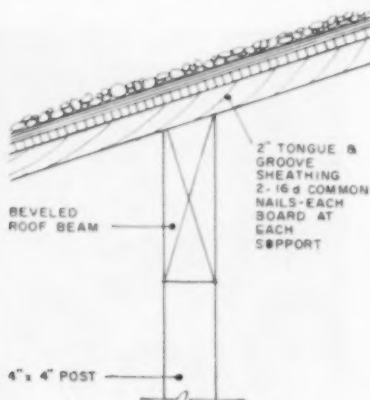


### Metal sheathing is used to join wood decking at ridge and in valleys

Eichler believes that it is not adequate to spike 2\" sheathing directly into the ridge beam or supporting 2x4 partitions. He makes his houses sturdier by using 18-gauge galvanized sheet metal in sheet and strip form. The metal sheets run continuously, are 1 1/2' x 4'. The Photo, above,

shows how metal strips of 18-gauge steel is used to tie butt ends of sheathing in valleys and on flat-roofed areas. The strips here are 5 1/2\" x 11\" and are nailed 4' on center. Whether metal is used for valleys or ridges, it is spiked in position when sheathing is nailed.

**How Eichlers use of tools helps him put up houses faster**



**Job-devised beam reaper bevels beams faster—saves use of power saw**

Eichler's crew used to use a 12" power saw to put bevels on their heavy beams (see drawing). The beveling permits the sheathing to lay flat on the beam. But the method of using a power saw to do the beveling job

was very slow work and often damaged the power saw. The ripper shown in the photos above was invented by John Hooten of the Eichler company to correct this situation. He took the motor from a chain saw to power the

three planer blades. Hooten figures that the cost of the first ripper was about \$450, but later, costs were cut considerably. Now Eichler bevels beams faster and much more efficiently.



**Plywood sheathing on exterior walls eliminates bracing**

Eichler uses 1/4" plywood sheathing that eliminates his need for diagonal bracing on exterior walls. The sheathing is used to create shear walls that give greater rigidity to the structure. Eichler subs out the whole framing job, including the interior trim to Marvin and Carl Doan. Eichler finds subbing out economical even though the Doans are 400 miles from Eichler's headquarters.



**Walls framed on slab are tilted and shot-in place**

Eichler's box frame is completely nailed together on the slab, including the bottom plate. When the wall is tilted up, a Ramsset fastener ties the wall into position on the concrete slab. Eichler's architect, Quincy Jones, says none of the techniques used are new but that they represent a continuing effort to come up with the best-built quality house possible.

**Skydome daylights a windowless room**

Eichler uses plastic skylights to bring light into windowless rooms. Here you see a Wascolite dome being installed. Easy to install, the cut in the roof is framed out with a 2 x 6" surround, which projects down into the room 3/4". The skylight is merely screwed in place. Notice that in the photo, wiring is being installed.



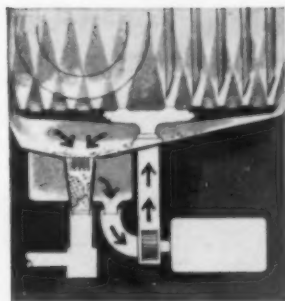


Put this  
sales help  
to work  
for you.  
  
Buyers  
respect its  
reputation!

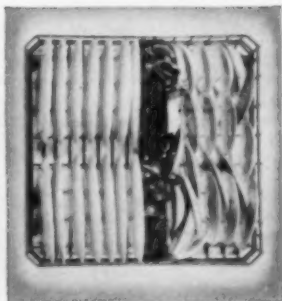
IMPERIAL  
MODEL FU-70



## RCA WHIRLPOOL DISHWASHERS



**Filter-Stream Dishwashing** ... eliminates tedious scraping and pre-rinsing. Water is kept free of food particles by the Filter-Stream® system washing action that constantly filters the wash and rinse water. \*Tmk.



**"Random-Loading"** ... racks that permit loading and intermingling of dishes in the most efficient manner for maximum capacity. It's almost impossible to load the new RCA WHIRLPOOL dishwasher incorrectly.

provide the real work-saving conveniences today's buyers demand!

Home buyers are becoming more demanding. Whirlpool is working with you by providing dishwashers with features buyers want such as:

- Built-in water heaters
- Capacity for up to 14 place settings
- Select-A-Door® front panels

plus four automatic dial settings with exclusive Dial-A-Cycle® control, two automatic detergent dispensers and automatic wetting agent dispensers. And RCA WHIRLPOOL Dishwashers are very *modestly priced*.

There is also an RCA WHIRLPOOL companion Food Waste Disposer with quiet, positive action, three-position cover control and built-in reversing switch. It installs easily.

### Mail coupon for full details

Contract Sales Division, AS-8-O  
Whirlpool Corporation, St. Joseph, Michigan  
Please send me complete information on the new RCA WHIRLPOOL Dishwashers and Food Waste Disposers.

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Firm Name \_\_\_\_\_  
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City \_\_\_\_\_ Zone \_\_\_\_\_  
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Your family will love our family of home appliances

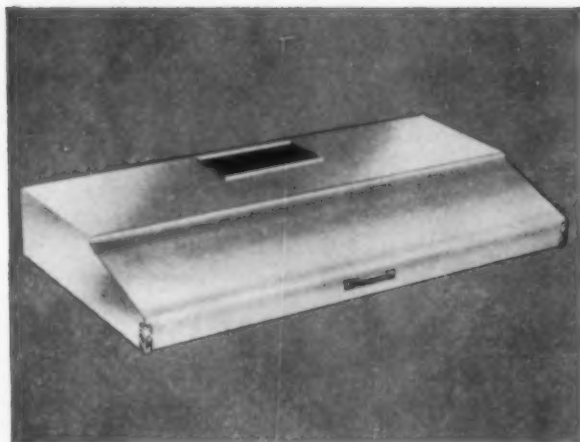
**RCA Whirlpool**

Products of WHIRLPOOL CORPORATION St. Joseph, Michigan

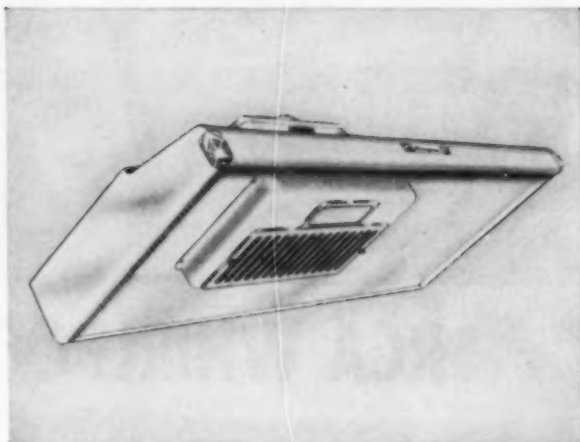
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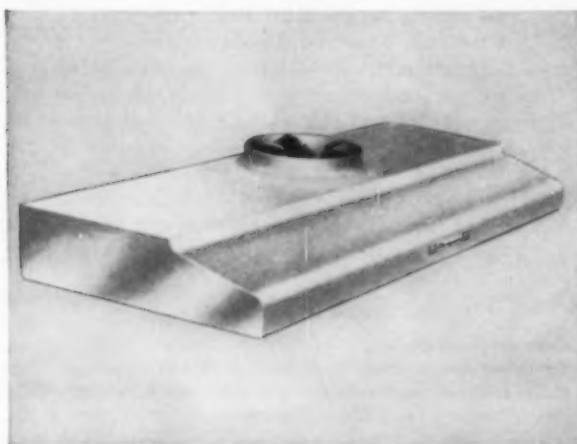
# Rangaire



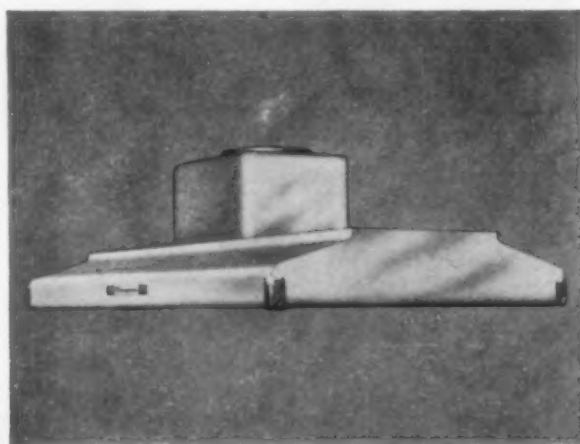
**RANGAIRE UC 400** The ultimate in kitchen ventilation with exclusive horizontal-type exhaust unit contained completely within the hood. Double recessed lights, extra large washable aluminum foil filter and convenient push-button controls. Highest efficiency under most exacting conditions. Designed 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.

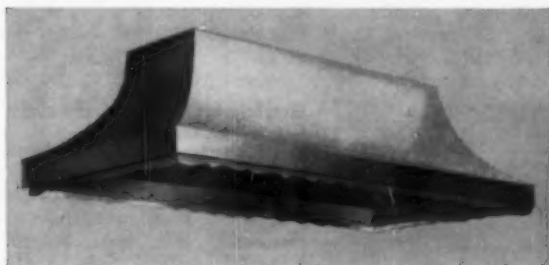
**COLOR FLEXIBILITY** A must for today's homebuilder. Rangaire Color-Mates match or mix with all major appliance colors. Standard colors are coppertone, antique copper, white, and stainless steel.

**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.



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

# West's boomtowns: are you building in one?

Western population figures are leading the nation in increase and have provided western builders with the best long-range news of the month. Based on preliminary field counts made during the 1960 Census, the 29 cities at right showed the best growth capabilities. Their percentages of increase were well ahead of increases shown by southern and northern cities.

Eight cities showed an increase of over 100 per cent. Top of the list (and the whole U.S.) is Anaheim, Cal., up 610.4 over 1950. Other California growth areas: San Jose, up 112.6; Santa Ana, up 133; Torrance, up 352.3. Albuquerque showed a 105.4 increase; El Paso, 108.6; Phoenix, 303; and Tucson, 362 per cent.

CITY	1960	1950	% UP	CITY	1960	1950	% UP
Albuquerque, N. M.	198,856	96,815	105.4	Lubbock, Tex.	128,068	71,747	78.5
Amarillo, Tex.	137,083	74,246	84.6	Pasadena, Cal.	114,942	104,577	9.9
Anaheim, Cal.	103,405	14,556	610.4	Phoenix, Ariz.	430,459	106,818	303.0
Austin, Tex.	185,967	132,459	40.4	Sacramento, Cal.	190,699	137,572	38.6
Beaumont, Tex.	118,471	94,014	26.0	San Antonio, Tex.	584,471	408,442	43.1
Corpus Christi, Tex.	165,698	108,287	53.0	San Diego, Cal.	547,294	334,387	63.7
Dallas, Tex.	672,117	434,462	54.7	San Jose, Cal.	202,571	95,280	112.6
Denver, Colo.	489,217	415,786	17.7	Santa Ana, Cal.	106,071	45,533	133.0
El Paso, Tex.	272,239	130,485	108.6	Seattle, Wash.	550,525	467,591	17.7
Fort Worth, Tex.	353,388	278,778	26.8	Spokane, Wash.	179,729	161,721	11.1
Fresno, Cal.	133,062	91,669	45.2	Torrance, Cal.	100,603	22,241	352.3
Glendale, Cal.	118,330	95,702	23.6	Tucson, Ariz.	210,016	45,454	362.0
Houston, Tex.	932,680	596,163	58.0	Tulsa, Okla.	258,563	182,740	41.5
Long Beach, Cal.	323,996	250,767	29.2	Wichita Falls, Tex.	103,204	68,042	51.7
Los Angeles, Cal.	2,448,018	1,970,358	24.2				

In the "over-100,000-population" group, 12 western cities are newcomers. They are Albuquerque; Amarillo, Tex.; Anaheim; Beau-

mont, Tex.; Fresno, Cal.; Glendale, Cal.; Lubbock, Tex.; San Jose; Santa Ana; Torrance; Tucson; and Wichita, Falls, Tex.

## FHA data indicates home buyers are getting younger

Home buyers are getting younger all the time, according to a study based on FHA mortgage-applica-

tion data.

In 1939, average ages of new and existing home buyers were 36 and 40 years, respectively. The typical home buyer in 1960 is about 33 or 34 years old. More than half of all home purchasers today are under 35. Buyers in the age range of 25 to 30, in fact,

account for nearly 25% of all new home sales.

Further facts: The typical new home buyer in 1959 had a \$7,000 income and his home was valued by FHA at \$14,300. Another point of interest: a total of some 35 million people changed homes during 1959.



CONTRIBUTING \$5,218.73 to the NAHB Scholarship Foundation is AMERICAN BUILDER Editor, Joseph B. Mason (right). Carl T. Mitnick, president of the Foundation, is the recipient of the check, which represents net proceeds from advertising sold in the 1960 Convention Daily. The Daily is published by AMERICAN BUILDER during the annual NAHB convention in Chicago.

## Building trades decide on mortgage investment

A new source of much-needed money for home construction and purchasing has been tapped on Long Island, N.Y. Substantial portions of the welfare funds of three construction trade unions in Nassau and Suffolk counties will soon be invested in government-backed home mortgages.

A tight mortgage market that resulted in a 17% drop in the area's home building volume during the first quarter of 1960 was the circumstance that sparked the unions' decision, according to Frank A. Clauson, President of the Long Island Home Builders Institute.

"By making money available for home financing, unions will benefit their members in the form of increased employment," Clauson said, "and I am confident that the move in this direction by the carpenters and laborers will encourage other unions to do likewise."

Welfare funds involved in the Long Island action are those of General Building Laborers Local No. 66; the Nassau District Council of Carpenters, and the Suffolk County Council of Carpenters.

"The biggest obstacle to this type of investment—the fact that no means existed for the collection of mortgage payments from borrowers—was overcome at a recent session of the State Legislature," Clauson explained.

### **Formal living, dining rooms make comeback in Dallas Home Parade**

First results on design trends for the West (and probably the whole U.S.) are in from the Dallas County Parade of Homes.

Trends: To formal living rooms, separated from the rest of the house; to formal dining rooms, although this trend is moving more slowly.

Other trends: to the "H"-shaped floor plan which provides more privacy by dividing living and sleeping areas; to more patios, pools, garden areas, extensive glass walls and unusual combinations of indoor-outdoor "relaxing" spaces.

Thirty-four builders participated in the Parade with exterior styles ranging from extremely conventional to something called "U.N. Modern." The latter home is described as "gracefully incorporating

the better architectural features of the English country house, the French chateau and the Swiss chalet!"

### **California in 1980's: top industrial state**

By the 1980s California will be the nation's top industrial state. That's the prediction of Clinton B. Snyder, president of the Society of Industrial Realtors.

Defining his prediction, Snyder said California would be No. One industrial state in terms of the number of people employed in manufacturing and in value added in dollar volume by manufacturing.

In fact, Snyder continued, if California's 1940 to 1958 growth rate in number of manufacturing employed could continue steadily, the state would have close to one-fifth of all the persons employed in manufacturing by 1980. However, he pointed out, such a rate can't continue, logically, because each year the increase is worked from a larger base.

### **Economic expert sees moderate improvement ahead for housing**

"A moderate improvement" in the housing situation is the prediction of Nathaniel H. (Nat) Rogg, Director, Economics Dept. of the

NAHB. Rogg was one of the feature speakers at a three-day American Builder editorial and sales conference held in Washington, D.C.

Commenting on the new NAHB Builder Economic Council Survey, Rogg said that it showed, as expected, a higher rate of vacancy in rental housing, a higher inventory of unsold houses and that builders will be dropping out of the business because of these and other adverse conditions. However, his "moderate improvement" outlook, said Rogg, is based on the fact that builders are no longer just building units, but competitive housing. What's more, he pointed out, there is the tremendous growth in the "above \$5,000 a year" income bracket. "This de-proletarianized consumer group is the most hopeful thing on the home-building horizon," said Rogg. "People are living better and will continue to live better." Housing, he feels, can be sold for more than shelter, it can sell as a luxury product.

**AVAILABLE IN BOOKLET FORM**—are plans for the new line of Independence Homes. Priced in the \$12,000 to \$20,000 range, the homes are designed for extensive aluminum use. They will be built and sold exclusively through independent lumber dealers and home builders who are Lu-Re-Co members. Plan book price is 25¢ from Reynolds Metals Co., Dept. FRD 35, Richmond 18, Va.

## **Seattle to have a Venice-type community**

Work began in 1958 on the 200-acre project pictured at right. It will be finished, with 350 home sites, in 1964. It isn't Venice, or even Florida, it's about 15 minutes from Seattle, Wash.

Newport, Inc. are the land developers for the project which has 4,800 ft. of frontage on Lake Washington and will have 20,000 ft. of canal frontage, maintained with a system of concrete bulkheads and seawalls. City water, sewers, gas, telephone and electrical utilities will all be run underground.

Lot prices are expected to range mostly between \$20,000-\$25,000, and all house designs will have to be approved by Newport, Inc. They are also planning a yacht club, marina and shopping center.

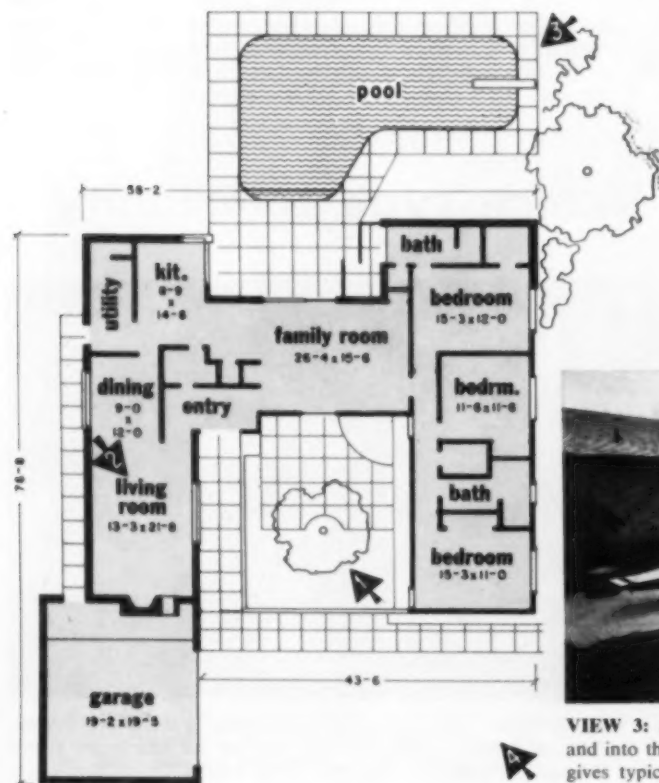


**BY 1964:** Venice-in-Seattle. Some 200 acres of marshland is under development on Lake Washington. Result will be 350 home sites on the lake or on 20,000 ft. of canal frontage. Development is 15 min. from Seattle.

## SELECTED WESTERN HOUSE



VIEW 1: Across the patio and into the family room. Covered walk (left) runs from entry gate into house proper.



## Take a look

You may think you're building ranch houses, but are you? Builder Tom McGovern of San Antonio did a lot of investigating in Mexico and the Southwest before he came up with his "basic," the Casa Feliz.



VIEW 3: Across the fenced-in rear yard, swimming pool, and into the covered terrace at rear of family room. Terrace gives typical deep, ranch-house shade.



**VIEW 2:** The living room, looking out onto the same covered walk and patio. Floors are Mexican adobe tile.

## at a real ranch house

It has real ranch designing: low, sprawling lines; overhanging roofs; covered walks and patios; open-beamed ceilings. Particular to the Mexican ranch is outdoor privacy. This house has it in abundance, with walled

entry, interior center court and completely fenced rear yard.

The house, \$38,900 without land, was used to establish McGovern in a higher price market. Immediate results: 20 new "over \$30,000" clients.

**Brand-Name Products in This House—**

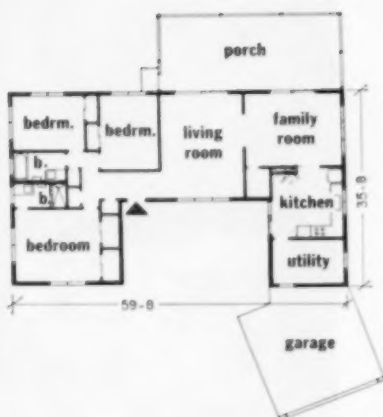
Cartigrafe Red Cedar Shingles; Western Red Cedar siding; Yale Mfg. hardware; Masland carpets; Celotex insulation; Crawford Corp. garage doors; National Gypsum Gold Bond drywall; Chrysler Air Temp heating, air conditioning; General Electric oven, range, dishwasher, refrigerator; Rheem Mfg. Co. water heater.



**VIEW 4:** From the front, showing motor court, garage and (behind sign) the entry gate. Brick walls and low, overhanging roofs give look of protection and privacy to

this real Southwest rancher. Interior courts and patios (both covered and uncovered) follow the same open-air, yet private Mexican ranch styling.

SELECTED SOUTHERN HOUSE



Screened patio and porch make this an ideal house

Relaxed, open living is built into the \$22,500 house by New Orleans Homes, Inc. of Fort Lauderdale, Fla. The three-bedroom, two-bath Medallion home is called the "Patio" and has porches on front and rear.

Decorative concrete block screening on the front patio and

carport allows both privacy and good ventilation. Air enters through the open-faced blocks, living room jalousie windows and sliding kitchen door, flows out via the back porch. This makes air conditioning optional.

Living space is 2,167 sq. ft. with a 400 sq. ft. carport. The

master bedroom measures 20'x 13'1".

Terazzo floors throughout make cleaning a cinch.

Extras such as vanities in each bath and custom decorating add "sell" to the home. Price includes completely sodded lawn and \$200 worth of trees and shrubs.

SELECTED NORTHERN HOUSE



Traditional styling, smart floor plan sell New Jersey house

Traditional styling and a good floor plan combine to sell this three-bedroom, two-bathroom model. It's sold for \$33,500 by Charles Beir and Richard Higgins in their San Jacinto Country Club Estates, Allendale, N.J.

The home's outstanding fea-

ture is its floor plan. This plan centers around a core—reception room and kitchen—that provides excellent circulation to all other parts of the house. Also, the bedroom wing is separated from the living areas, in line with the current popularity trend toward pri-

vacy planned interiors.

Another big sales feature, and one that's especially popular with today's housewives, is a mud room placed just within the side entrance.

The house was designed by architect Herbert Necker.



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*organization to improve and extend the uses of concrete*





"OVERHEAD DOOR" in front 

"OVERHEAD DOOR" in back  - idea sells 17<sup>+</sup> homes for Indiana builders. That's why they say...

**"Today's CONVERTIBLE-GARAGE is our biggest bargain in sales appeal...our biggest help in better land use"**

"An extra door in the back wall of the garage costs us only \$38<sup>†</sup> additional," say Charles S. Lazerwitz and Joseph E. Finerty of Lazerwitz-Finerty Corp., Gary, Indiana. "Yet it opens over 300 square feet of garage space to *extra use* as play, work, and storage space. And it helps us save on land with homes designed to make better use of long, narrow lots."

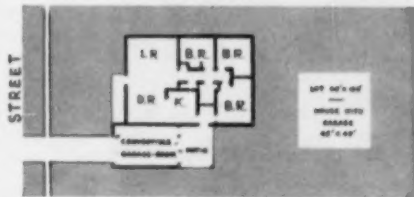
"The extra door lets in light and ventilation, so the garage can be used as a family room, breezeway, or workshop," Mr. Lazerwitz adds.

"Even when it's not fixed up, buyers are enthusiastic," says Mr. Finerty. "Most buyers like the idea so much, they prefer models with a 'Convertible-Garage-Room' to those offering other features for the same price. We expect to use the idea in at least 200 homes in a 770-home subdivision we're now developing."

<sup>\*</sup>As of July 1, 1960

<sup>†</sup>Materials and labor saved in the back wall make up much of the cost of the extra door.

"Convertible-Garage-Room" permits attached garage on narrow lots, helps gain more lots from same frontage. Using Overhead Door Corporation's "Convertible-Garage-Room" plan, a house can be turned sideways on a minimum lot with a single, even double, attached garage along the front. As shown in this sketch of a Lazerwitz-Finerty home, the rear "OVERHEAD DOOR" makes this design practical by providing pass-through convenience to a rear patio.



Bargain multi-use space in the garage can mean more sales for you — A "Convertible-Garage-Room" can give your model homes dramatic sales appeal. And "OVERHEAD DOOR" backs this appeal with a guaranteed installation, sales helps galore. You'll find your distributor listed in the white pages of your phone book under "OVERHEAD DOOR." See him soon . . . or write Overhead Door Corporation, Dept. AB-8, Hartford City, Indiana.



*the original upward-acting sectional door, made only by*

**OVERHEAD DOOR CORPORATION**

Overhead Door Corporation, General Office: Hartford City, Indiana—Manufacturing Distributors: Cortland, N.Y.; Hillside, N.J.; Lewistown, Pa.; Nashua, N.H.—Manufacturing Divisions: Dallas, Tex.; Portland, Ore.—In Canada: Oakville, Ontario.



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 Murray Corporation of America

Three Gateway Center  
 Pittsburgh 22, Pa.



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

# WESTERN Section

## "Be flexible," builders told by Bill Rodd

The 1960 Second Annual Pacific Coast Builders Conference can be put down as a rousing success. Attendance approached 2,000, (more than double last year's). Exhibits also doubled to a total of more than 70.

Among the top speakers: Martin L. Bartling, Jr., NAHB President, and Fritz Burns, one of NAHB's founders and first president.

**Burns cautioned: "Be flexible, build in different price classes, in different locations, build different kinds of buildings, rehabilitate some houses every year."**

Bartling emphasized the sobering fact that we're building fewer houses percentage-wise in relation to total population than we have ever done. The biggest drop, he pointed out, is in homes for low and moderate income people. Less than 4% of FHA loans were made to families with incomes of \$4,000 per year or less. Also NAHB statistics showed that fewer than 6% of its members are building homes to sell for under \$14,000. He forecasted that if the building industry doesn't succeed in providing housing for these people the government will step in with some type of public housing.

Bankers on the Mortgage Finance Panel were a little gloomy about the outlook for money availability for the balance of 1960. Their loans may be confined to re-investment of the funds received monthly on previous loans. However, they feel that in the event of a business set-back, this situation could change (and so could the builder's desire to borrow money).

### Services eliminate guesswork

What price class to build in?

What floor plans? What type of architecture? These are problems confronting a builder with ready land. After deciding these questions he has to estimate his construction costs, what loan appraisal he can get, and, most important of all, what the reaction of potential buyers will be. There are at least two companies in Southern California which specialize in furnishing the answers to these questions. They've served hundreds of builders during the past few years, tract developers and those with smaller volumes. Many of their clients have had spectacular success in selling homes.

L. C. Major & Associates of Downey, Cal., the larger of the two companies, scored an outstanding success in "Eastgate," where a sell-out of 2,000 homes was achieved in eight months. Major & Associates designed the homes and coordinated and planned the subdivision. Another success in this field is Development Coordination of Fullerton, Cal.

"When a builder comes to us" says Howard Eichen, president of Development, "we present him with a plan which has been engineered for low-cost erection.

"We give him cost breakdown including sub-contractor costs. We tell him about what loan appraisal he can get. We give him reasonable assurance that the house will sell."

These companies are in a position to supply this vital information because they're currently serving dozens of builders in Southern California and they know by experience what house styles are selling best, what costs are, etc. The house they offer a new client may be somewhat similar to a

house another client is selling fast in some other area. (Of course they don't supply similar plans to competing builders.)

In addition to furnishing plans, these companies will plot houses on lots, handle FHA contracts, arrange for sub-contracts if necessary, furnish colored renderings, handle color coordination, design brochures, handle model home and sales office set-ups and furnish landscape plans. Land procurement and market research are two more fields they cover.

**Thus, at a very modest cost the builder can secure the services of experts in many of the phases of building and selling homes.**

They are available as he needs them and even the large builder would no longer need to carry a large staff which frequently becomes burdensome between jobs.

Not long ago a builder with a large overhead—he had a staff of key personnel and a mill in which he fabricated parts—remarked: "Sometimes I feel as though I have a lion by the tail. I have to keep swinging or it will eat me up." Such inflexible set-ups are undesirable in the present market.

All of this ties in with the growing practice in this area of subbing out the entire job, and cutting overhead between jobs.

#### WESTERN EDITOR

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

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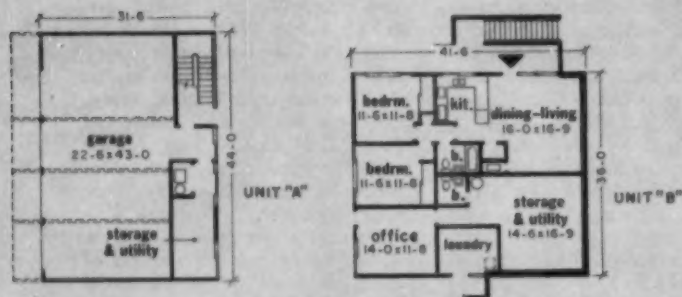
Forest Fiber Products Company .....	42D	Radco Products, Inc. ....	42F
Handsplit Shale Association .....	42H	Red Cedar Shingle Bureau .....	42H
Pioneer .....	42E	United States Gypsum Company .....	42G

# How he makes

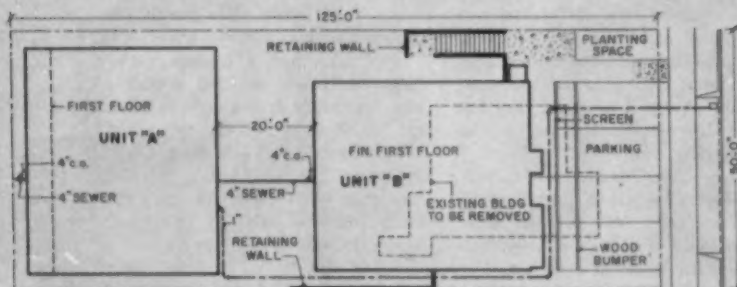
- Builds on owner's scattered lots
- Builds maximum rentals for a small plot
- Assures easy owner financing



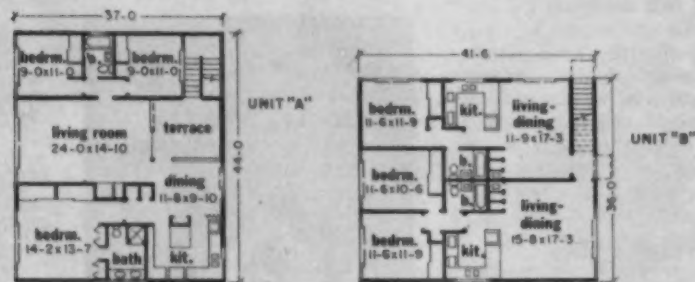
Apartment builder Howard La Shell



FIRST FLOOR PLAN for unit A at rear and unit B at front of lot.



PLOT PLAN shows how La Shell gets two units on 50x125' lot.



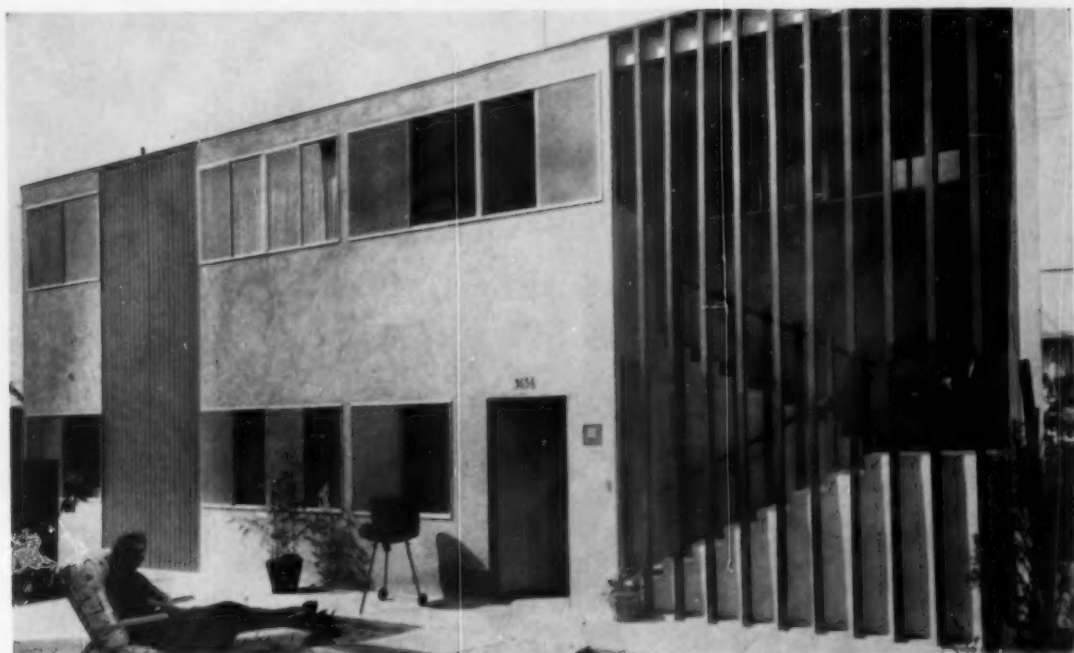
SECOND FLOOR PLAN for both units. Unit B has identical third-floor plan.

Howard La Shell makes building apartments pay off. First, he builds on the owner's lot where the owner wants it. In this way, he eliminates the land problem for himself. He knows that he can utilize small lots to create the maximum amount of rentable units with rents that will carry the mortgage payments for the owner. He will also help the owner finance his project.

Take the apartments shown on these pages for example. La Shell built two units on a 50x125' lot. The front unit was built into the hillside to cut down on dirt moving. It has three floors. The arithmetic for potential investors is this: La Shell will build both units without land for \$60,000. Lots in good locations run as high as \$16,000, so the investment is \$76,000. A loan of 75 per cent or about \$57,000 can be secured. La Shell will accept as little as \$10,000 down, take a second mortgage for the balance. Income from the apartments should take care of all payments and will almost absorb taxes and maintenance. If the owner lives in one of the apartments, as does La Shell, he can live there rent free.

(Continued on page 42F)

# apartment building pay off



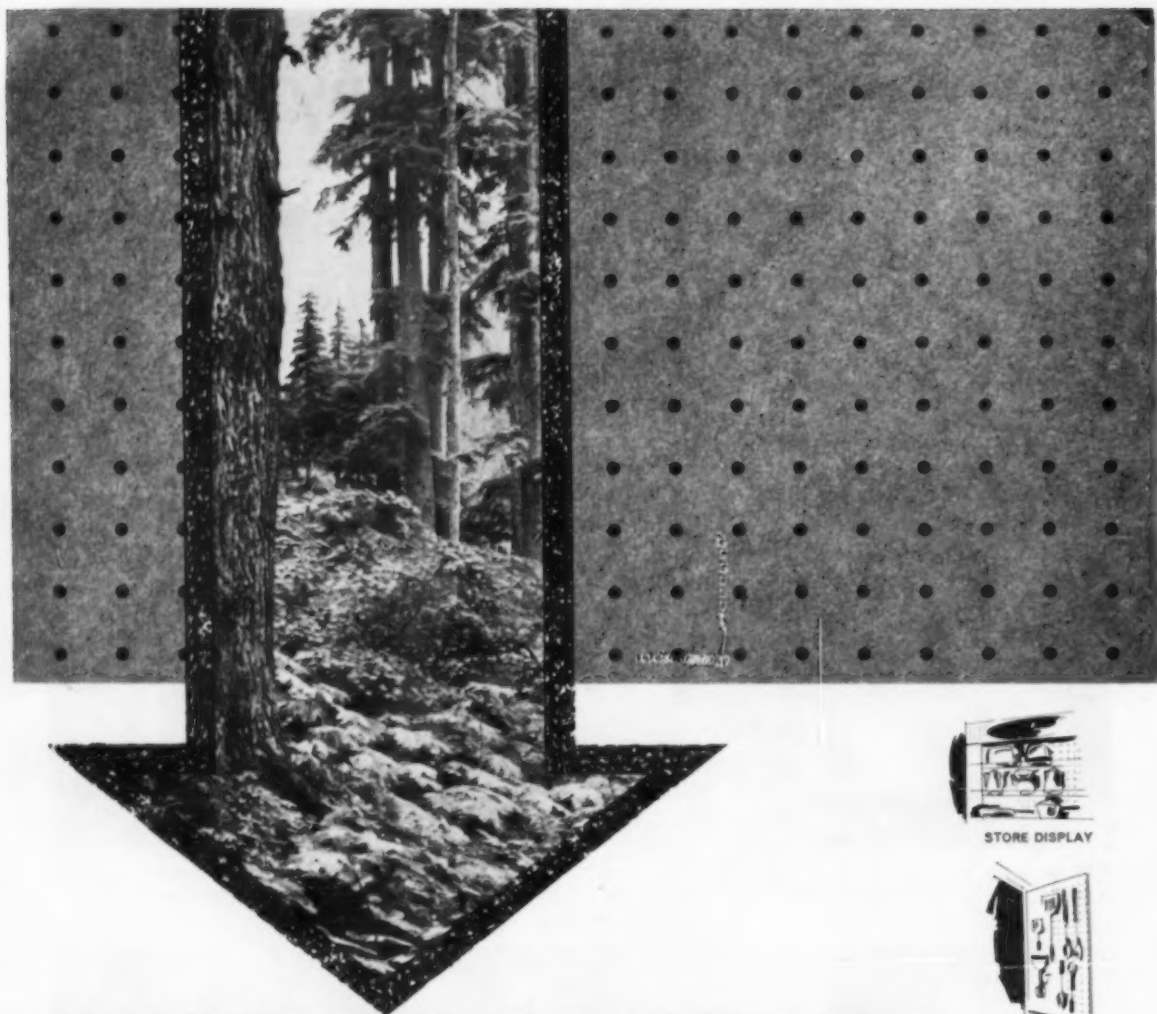
Unit A, above, is at rear of lot; has two floors. First floor contains 1,400 sq. ft. of garage space and storage space.

Second floor includes a 1,600 sq. ft. apartment for builder La Shell. Access to garage is from the alley.



Unit B, above, is placed at front of lot in side of hill; has three floors; contains three 2-bedroom and two

1-bedroom apartments with rentals of \$595 a month. La Shell also has over 500 sq. ft. of office space here.



# PUNCHED FOREST HARDBOARD

useful in so many places . . . in so many ways  
to put more profit in your homes

Punched Forest Hardboard is wanted (and often demanded) in today's houses, stores and commercial buildings. It adds new convenience in storage, displays and ventilating. Punched Forest Hardboard uses include: hanger board for tools . . . kitchen utensils . . . in closets, cabinet work, sliding and ventilated doors, economical garage liners, soffits, store fixtures, displays and acoustical application (when used with appropriate sound absorption material) ■ Punched Forest Hardboard is made by perforating standard, temper-treated or Sandalwood Forest Hardboard. It is available in various types of hole spacing, hole sizes . . . round or square ■ For more information see your dealer or send direct for technical Bulletin.

**FOREST** HARD BOARD

Forest Fiber Products Co.  
P.O. Box 6848  
Forest Grove, Oregon



STORE DISPLAY



CLOSET DOORS



CABINETS



CUPBOARD VENTILATION



TOOL RACKS





*Heers Bros.*

LEADING CALIFORNIA BUILDERS  
BUILD THEIR BUSINESS WITH

*Pioneer ...*

572

*Heers-*

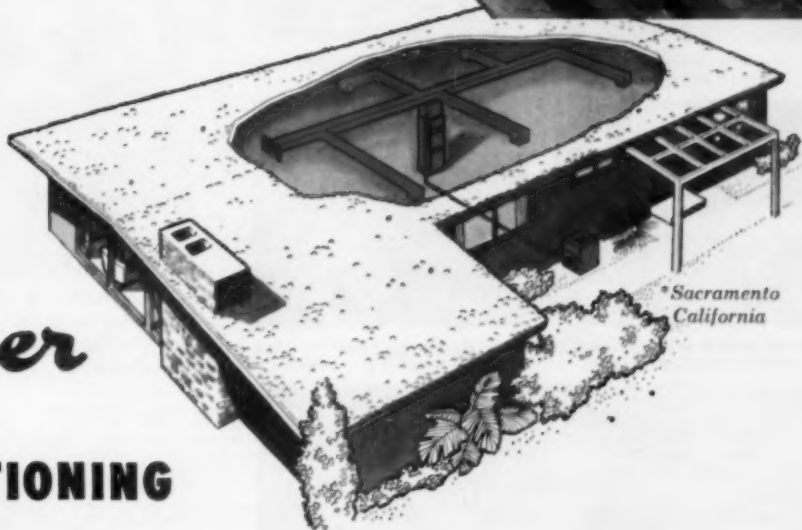
*Built*

*Homes\**

*feature*

*Pioneer*

**REMOTE  
AIR CONDITIONING  
SYSTEMS**



\*Sacramento  
California

Charles Heers says, "From the smallest to the largest residential building, even under extreme weather conditions, there's a Pioneer Remote Air Conditioning System to efficiently do the job. For extra features of convenience... for extra features of comfort... for extra features of performance... and for extra features of profits, it's hard to beat Pioneer". That's why more and more builders are building their business with Pioneer.

*For Complete Details, Write*

**Pioneer** 3131 SAN FERNANDO ROAD, LOS ANGELES 65, CALIFORNIA



## THE BIG BUY FOR 1960

Here's the whole new approach to window design, performance and value—features that make the new Radco Universal sliding aluminum window easiest to buy, and easiest to sell!



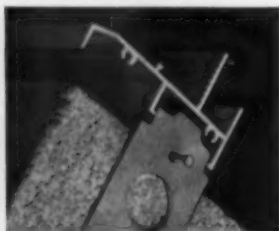
1. Double interlock locks out sand, wind and water.



2. Leak-free design with automatic run-off through sill weepers.



3. Pawler-proof latch with positive locking pin design.



4. Fits every type of construction, frame to masonry.



5. Two types of weatherstripping combined to control every climate.



6. Stainless steel track for easy clean-up; trouble-free operation.

See your Radco Dealer, or write today for new Radco literature.



### DISTRIBUTORS

New territories are available. Write for full details.

# RADCO

## UNIVERSAL

RADCO PRODUCTS, INC., 3121 SKYWAY DRIVE, SANTA MARIA, CALIF.

### SPECIAL WESTERN SECTION

## Details make the difference in La Shell's apartments



**ENTRANCES** to apartments are attractive. Exterior doors have high-gloss plastic finish called "Cello-Finish" applied by Cumberland Door and Moulding Co.; cost \$12 per door. Finish is guaranteed for 10 years.



**ATTENTION TO DETAIL** is shown in photo above. La Shell gives special attention to a cover up for garbage cans. When side doors are closed and top covers are down, nothing shows to spoil apartment yard.



**SOLUTION TO PARKING** problem is accomplished by La Shell with garage on first floor of Unit A. Outdoor parking is provided for Unit B at street-side.



*In 8 out of 10 western building projects...*

**MATERIALS OR SERVICES BY U.S.G.**

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



Take a look at any western building project and you're likely to find U.S.G. on the job. Here are the new products, the improved systems, the new ideas, that provide a faster, more economical—and a better—way to complete your job. They are made possible by U.S.G.'s vast facilities and experience in handling projects of the widest variety. Like to hear how U.S.G. can help you with building problems you may be facing right now? Write Dept. ABW-04, 2322 W. Third St., Los Angeles 54, Calif.



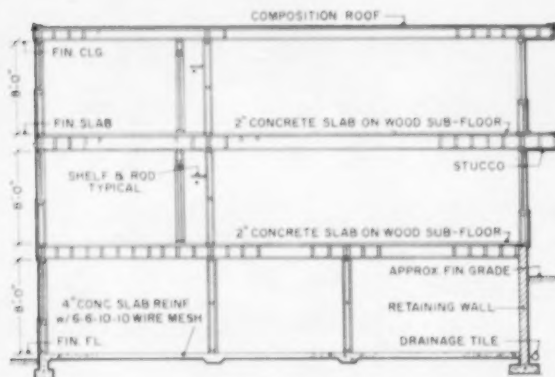
**UNITED STATES GYPSUM**

*the greatest name in building*

Another USG service—three new WORKSHOPS to help you increase profits.

## Details make the difference in La Shell's California apartments

One of the details that make La Shell's apartments good buys is that he pours a concrete slab between apartment floors. He does this to deaden sound transmission between apartments. Here is how he does it: Plywood is placed directly over the floor joists, then  $\frac{1}{2}$ " impregnated Celotex followed by 2" of concrete; finally pad and carpeting. See detail cross-section below. Walls between apartments are sound-proofed too, with double walls; 2" blanket insulation.



**CONCRETE** being hoisted to second floor. Equipment is loaned by concrete company as part of service. La Shell pays only for time of the operator and the concrete used. La Shell uses concrete to help deaden sound between floors.

*the label to look for*



Handsplitted red cedar shakes are a hand-crafted material. No two shakes are ever alike. That is why the Certi-Split label of inspected-quality is so important to you. It certifies that each shake bundle is of No. 1 grade . . . contains full count . . . and will give proper coverage with dependable uniformity of quality. *Specify Certi-Split!* Insist that this familiar label appear beneath the bandstick of every handsplitted shake bundle. It is your assurance of the finest.

### RED CEDAR SHINGLE BUREAU

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

the right flair...everywhere



Touché! The right flair—the right influence! Poly-Clad Plywall provides both... with quality and beauty that excite interest, create sales.

You'll score again and again with Poly-Clad Plywall, the *only* paneling guaranteed against fading—in writing! Handsome wood-grain finishes add a persuasive warmth and richness that help convert shoppers into buyers. And the care-free features appeal to husband and wife alike. Poly-Clad Plywall stays beautiful without bother—is protected to resist mars, scuffs and stains. Wipes clean in a jiffy.

Prefinished. Ready to go right up. With matching moldings—in nine styles and twelve finishes.

Poly-Clad Plywall interior wood paneling makes the point of difference that adds flair—everywhere—for less!

### the right choice...every time!

Living room, dining room, family room, or den... whatever the application, a selection of twelve handsome finishes assures the right touch for every taste—the right paneling for every purpose. Let your dealer show you how beautifully—and inexpensively—Poly-Clad Plywall fits your paneling needs.

#### PLYWALL PRODUCTS COMPANY, INC.

Fort Wayne, Indiana • Corona, California

A SUBSIDIARY OF EVANS PRODUCTS COMPANY / PLYMOUTH, MICHIGAN



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

# Gold-Tone Hardware

available on  
**BILT-WELL**  
Casement  
and Awning  
Windows



## Distinctive New Brushed Finish Enhances Beauty of Homes of Every Design and Price Range

Special attention to details many times makes the difference between an ordinary house and one that is outstanding. New Gold-toned hardware on BILT-WELL Casement and Awning Windows will provide your homes with just such a plus feature. Overall harmony of appearance is achieved with matching finish on screens and storm panel frames.

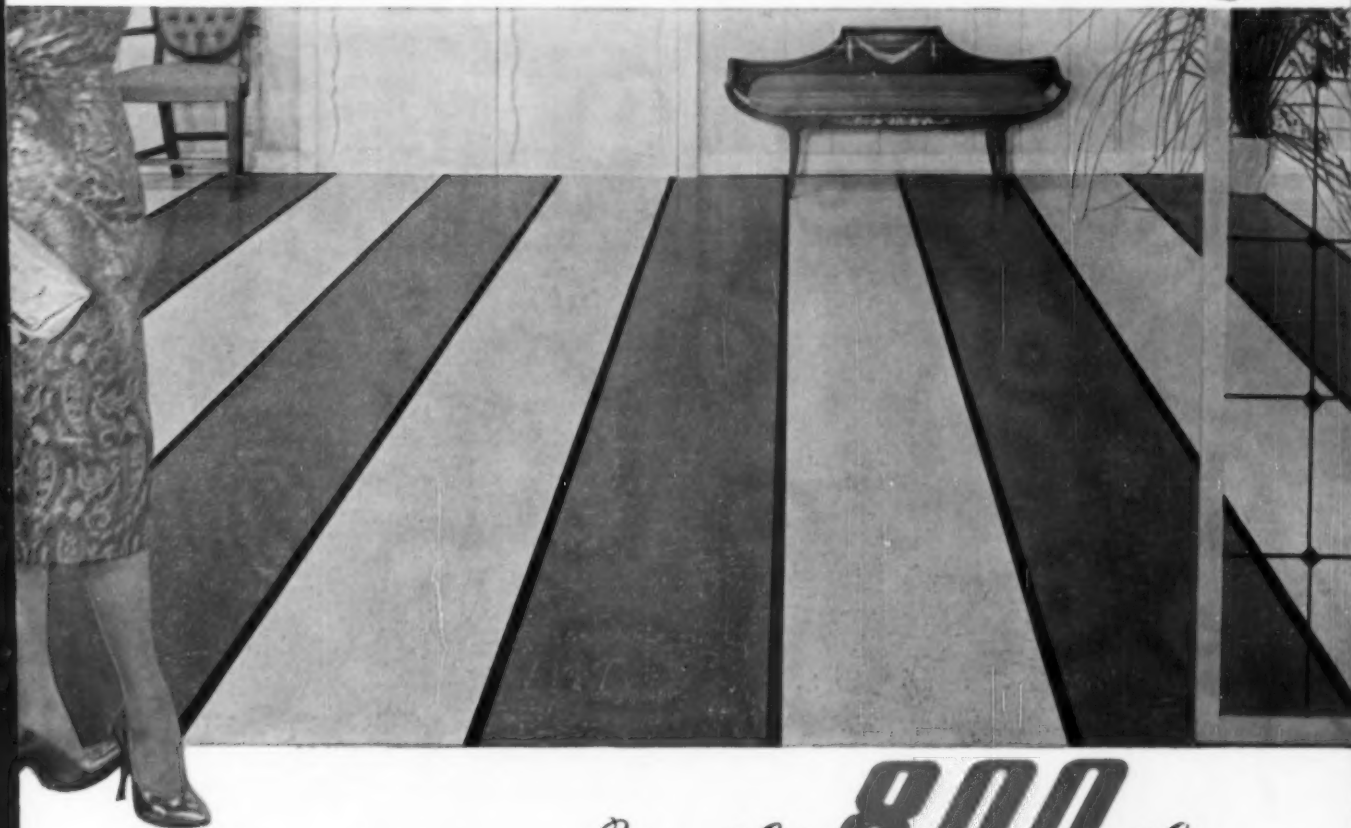
**Before Deciding on Windows... Compare the Plus Features  
Available Only from BILT-WELL by CARADCO**

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

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

There's more to offer with **BILT + WELL**  
**WOOD + WORK** by Caradco

"Isn't there a low cost floor with beauty that won't walk off?"...



Yes, sir! the new *Vina-Lux* **800** Series gives you permanent beauty—at no extra cost!

Here's a new vinyl asbestos tile that offers builder — and buyer — the ideal answer to heavy home traffic. The color chip pattern is distributed all the way through the tile — from top to bottom — not a surface decoration!

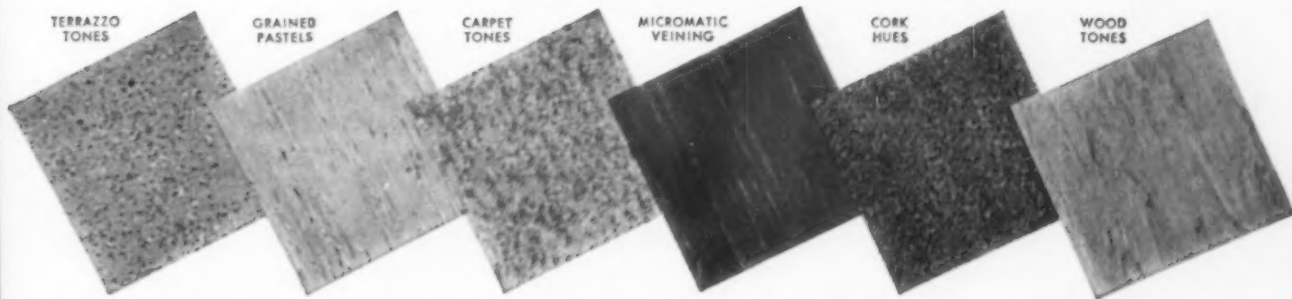
Ten distinctive colors include the popular beiges, greys, tans, black and white! Its superior construction resists indentation, is easier to clean. With all of these outstanding advantages, the Vina-Lux 800 Series costs no more than ordinary vinyl asbestos tile.

Free! Samples of nationally-advertised Vina-Lux, model home merchandising kit and "Vina-Lux Floor Styling Handbook." Write today!

AZROCK FLOOR PRODUCTS DIVISION  
UVALDE ROCK ASPHALT COMPANY  
545A FRONT BANK BUILDING • SAN ANTONIO, TEXAS



Over 50 colors and a style for every builder requirement



"Love the luster of our Craftwall. I'm glad we didn't fall for 'bargain' paneling."



Roddis  
**CRAFTWALL**  
genuine wood paneling is "forever"

*Its beauty is guaranteed for the life of the home*

The difference in cost is only "pennies" a year! All wood paneling is not alike! Builders know that. And so will your home buyers when they see this Craftwall advertisement in *Better Homes and Gardens*. It helps point up the superiority of this famous wood paneling in your homes. Superiority that helps sell your prospects — and builds good will and stature for you.

Craftwall's special beauty and authentic hand-rubbed look are protected by an exclusive Roddis finish for maximum durability. That's why Craftwall resists scuffs, stains and dirt . . . never needs waxing.

All 9 Craftwall woods will keep their original beauty for the lifetime of your homes. Roddis guarantees that, in writing. Send coupon for free Builders' Craftwall File.

**Roddis**  
does  
wonderful things  
with wood

Roddis Plywood Corp., Dept. AB-860, Marshfield, Wisconsin

Please send me the Builders' Fact File on Craftwall wood paneling.

Name

Firm

Address

City  State

# TOPS

## IN QUALITY and ECONOMY



**SONOCO**  
**SONOAIRDUCT**  
**FIBRE DUCT**

Cherry Point  
Capehart Project—  
849 units  
General Contractor:  
M. D. Cable  
Construction  
Company  
Heating Contractors:  
E. L. Scott  
Roofing Company

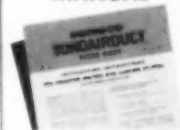
Low first cost, faster installation, highest quality—you get all three when you use F.H.A.-permitted SONOAIRDUCT Fibre Duct for slab perimeter heating, cooling, or combination systems.

SONOAIRDUCT handles easily, levels and joins quickly . . . saving time and labor on the job. Long lengths mean fewer joints to make, and there are no sharp cutting edges to worry about. Every piece is usable, because SONOAIRDUCT won't chip, crack, or break when dropped.

Highest quality is assured, too, because SONOAIRDUCT has been subjected to F.H.A. testing procedures—meeting or exceeding all criteria and test requirements for products in this category. Year in and year out, aluminum foil-lined SONOAIRDUCT is America's best selling Fibre Duct—proof of its dependable performance.

Order SONOAIRDUCT Fibre Duct in 23 sizes, 2" to 36" I.D., in standard 18' lengths—special sizes to order. Can be sawed.

**FREE**  
**INSTALLATION**  
**MANUAL**



Contains latest, detailed, step-by-step installation data for SONOAIRDUCT Fibre Duct. For copy, send us name, address on company letterhead.

See our catalog in *Sweet's*,  
or write for complete information to

**SONOCO**  
Construction Products

SONOCO PRODUCTS COMPANY, HARTSVILLE, SOUTH CAROLINA • La Puente, Calif.  
Fremont, Calif. • Montclair, N. J. • Akron, Indiana • Longview, Texas  
Atlanta, Ga. • Brantford, Ont. • Mexico, D. F.

4840

AMERICAN BUILDER





**HALL-MACK®**

bathroom accessories  
in sparkling *Chrome*

add the *Touch* that means so much!

These sparkling Hall-Mack accessories are styled for modern, convenient living. Original in idea, and crafted from quality materials, they provide a clean, uncluttered arrangement of space — add convenience, warmth and charm to any bathroom. Their functional good looks and simple styling have set the trend in bathroom utility. So beautifully practical, they truly provide *the touch that means so much*. Quality-wise, budgetwise — the choice is always HALL-MACK!  
*Sold by leading plumbing, tile, and hardware dealers everywhere*

**HALL-MACK COMPANY** Division of **TEXTRON INC.**  
1380 W. Washington Blvd., Los Angeles 7, California AS-860

Please send your FREE color booklet of new bathroom ideas

Name \_\_\_\_\_  
(PLEASE PRINT)

Address \_\_\_\_\_

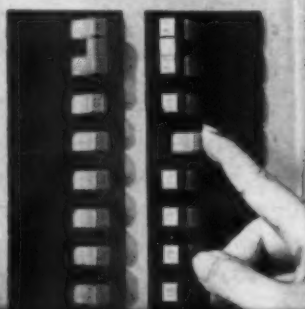
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



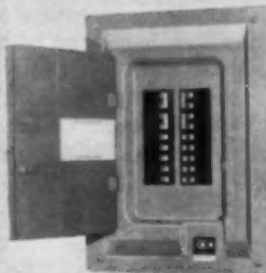
Wan't corrode, wan't rust. Every operating part either stainless steel or heavily plated for rust and corrosion resistance.



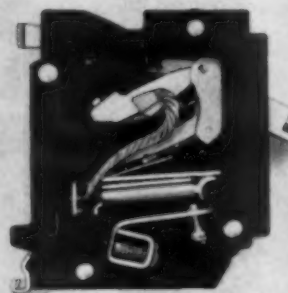
Two easy-to-see positions. It's either "on" or "off." No third "tripped" position to cause confusion.



The only circuit breaker with modern styling, finished in neutral sandalwood. Cutler-Hammer Safetybreakers will blend with any decorative motif.



Double protection. Both a magnetic trip for short circuits and a bimetal trip for sustained overloads.





# Here's the new way to show that you've installed Full Housepower

*(it's the new Cutler-Hammer Safetybreaker Center)*

**Here's the smartly-styled load center that says quality and Full Housepower to prospects.**

Now Cutler-Hammer presents you with a powerful new selling feature for your homes—the new Cutler-Hammer Safetybreaker. It's styled in attractive sandalwood color for *main floor* installation.

Have your electrical contractor put the new Safetybreaker in or near the kitchen of the next home you build. It will indicate to prospects that the wiring is modern and high quality. It ties in with all the advertising and promotion about Full Housepower. And, it's the best looking circuit breaker you've ever put in a home!

But, the Safetybreaker's good looks aren't

the only feature that distinguish it from the crowd. Due to its ingenious construction, it's the safest circuit protection you could offer.

And, it's so easy to understand for the housewife. Only two easy-to-see positions on the Safetybreaker unit—"on" and "off." No tripped, mid-position to cause confusion.

**For more details** on how the new Cutler-Hammer Safetybreaker can help you sell your homes faster, have your electrical contractor get in touch with the Cutler-Hammer electrical distributor. Or call the distributor yourself and ask him what's new with the Safetybreaker. He'll be glad to tell you. So would a representative from the Cutler-Hammer sales office nearest you.

WHAT'S NEW? ASK...

## CUTLER-HAMMER



Cutler-Hammer Inc., Milwaukee, Wisconsin • Division: Airborne Instruments Laboratory • Subsidiary: Cutler-Hammer International, C. A. Associates: Canadian Cutler-Hammer, Ltd.; Cutler-Hammer Mexicana, S. A.

Those who know Quality always want



# CALKING & GLAZING COMPOUND



## *Nu-CALK* CALKING COMPOUND in Bulk—Knife or Gun Grade

Off-White Color available in knife or gun grade. Pure White Color available in gun grade only. Off-White shipped unless White specified. Gun Grade meets Federal Specifications No. TT-C-598 (Grade 1). Available in 1/2 pt., pt., qt., gallon, 5 gal. and 55 gals.



## HAND SQUEEZE TUBES for small jobs

No gun needed. Simply remove cap from built-in nozzle, fasten key over crimped end, turn key and start calking. Here's a fast-moving item for over-the-counter sales. Packed 12 tubes in a handsome "Silent Salesman" display carton that can be quickly set up on your counter.



## *Nu-Glaze* GLAZING COMPOUND Always stays "PUT"

Here's the perfect material for glazing wood or metal sash, replacing putty, setting plumbing, filling cracks, boatwork of all kinds. Clean to handle, easy to use. Will not dry out, harden, crack or peel. Available in 1/2 pt., pt., qt. cans; 25, 50, 100, 880 lb. drums.



## *Nu-Phalt* PLASTIC ASPHALT CEMENT for all jobs!

Ideal for sticking down asphalt shingles and floor tiles... for use on roofs, chimneys, flashings. Packed 12 loads to a carton... with or without plastic nozzle. Shipped without nozzle unless specified. Also available in 2 1/2 and 10 lb. cans; 50 lb. pails; 550 lb. drums.

Advertised Nationally in 17  
Leading Consumer Magazines

**BUILDERS** Sold by all  
Hardware, Lumber and Build-  
ing Supply Dealers.

**DEALERS** ORDER TODAY  
—your order will receive  
prompt shipment.



*Perfect for Today's Quality-Built Homes!*



AMERICA'S FAVORITE!

## **SPEED LOAD**

WHEN ONLY THE BEST is good enough—builders and home owners choose M-D Speed Loads every time! With "controlled flow" action, M-D Speed Loads eliminate dripping or oozing of compound from nozzle. Get cleaner, neater jobs. It pays to tell customers about this feature. Point out the BUILT-IN Polyethylene pleated plunger (with accordion action) that STOPS flow of calking compound when desired!



- Available in white or off-white color.
- Available with or without plastic nozzle.

M-D Speed Loads are packed 12 loads to each carton. Please order in multiples of 12. Off-White loads without nozzle always shipped unless otherwise specified.

Meets Federal Specifications TT-C-598 (Grade 1)



## **CALKING GUNS**

Bulk or Load Type



### **CG-4 SPEED LOADER**

New half-barrel design. Furnished with 3/8" nozzle unless specifically ordered without nozzle; 1/2" nozzle also available.

### **CG-3 STANDARD**

For bulk or loads! Furnished with 3/8" nozzle.

**A VARIETY OF NOZZLES ARE AVAILABLE FOR CG-3 GUN**



**MACKLANBURG-DUNCAN CO.**

MANUFACTURERS OF QUALITY BUILDING PRODUCTS  
BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA

NEW HOTPOINT BUILT-INS

# MAKE ORDINARY KITCHENS



## 1960 Hotpoint Extra-Value Oven puts extra salespower in your kitchen

**NEW** lift-off door makes oven cleaning easier and faster than ever before.

**NEW** ventilation system assures natural circulation for better baking on each shelf.

**WIDE** Super-Oven lets you cook banquet-size meals.

**OVEN TIMING CLOCK** and Minute Timer.

**NEW** extra-large Insulated Panorama Window.

**REMOVABLE** Calrod® bake and broil units.

**INTERCHANGEABLE** Oven Door Panels in Sunburst Yellow, Turquoise, Coral Pink, Copper Brown, Silver Satin and Classic White.



Model RU35-A

### Offer the Extra Convenience of Pushbutton Surface Cooking—at no extra installation cost!

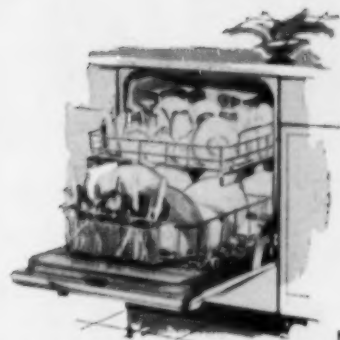
Touch a button and Hotpoint Calrod® Recipe Heat Units give accurately measured heat for recipe perfect meals every time. Surface section with built in pushbutton controls needs only one cut-out, fits in a standard 30" cabinet.

# EXTRAORDINARY

## AT NO EXTRA COST!

Today's home buyer expects more for his money than an "ordinary" kitchen. And Hotpoint Extra Value built-ins in the kitchen take even the most moderately priced home out of the ordinary . . . and into a sale.

Compare these 1960 Hotpoint Extra-Value built-ins with any others and you'll find only the price is ordinary. Hotpoint's extra features say "better living electrically" the minute your prospects see them. Hotpoint's extra styling and design make any kitchen a showplace. Hotpoint's extra values mean extra salespower for you, extra satisfaction for your customers. For extraordinary results at no extra cost, call your Hotpoint distributor today.



Model DA25-A

### EXTRA CAPACITY Hotpoint Dishwasher holds complete dinner service for 10

See these Extra-Value Features:

- Two washes, two rinses
- Calrod® electric drying
- Front loading Roll-R-Racks
- Lifetime porcelain finish tub

## WIN A HAWAIIAN HOLIDAY

### in the HOTPOINT MEDALLION HOME PROGRAM

Call your Hotpoint distributor today and see how this dynamic merchandising program can help you sell more homes faster.



Model MA25-A

### EXTRA powerful EXTRA quiet EXTRA easy to install Hotpoint DISPOSALL®

Designed by plumbers, for extra economical installation. Extra-strong nickel alloy grinding teeth give you added years of outstanding performance.

When you build in Hotpoint, you build in Public Preference

# Hotpoint

A Division of General Electric Company, Chicago 44, Illinois

ELECTRIC RANGES • REFRIGERATORS • AUTOMATIC WASHERS • CLOTHES DRYERS • CUSTOMLINE® • DISHWASHERS  
DISPOSALLS • WATER HEATERS • FOOD FREEZERS • AIR CONDITIONERS • ELECTRIC BASEBOARD HEATING

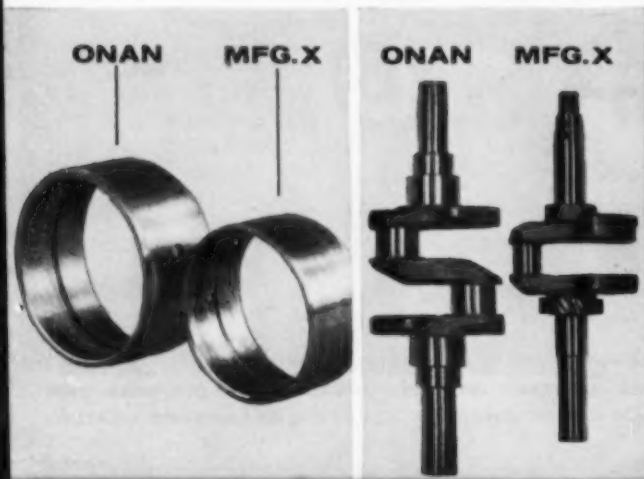
# Onan Electric full power after



Typical Onan torture test—tougher by far than normal usage—proves Onan's ability to deliver on any job.

**Generous design assures longer life**—Husky Onan has double the bearing area of many equivalent rated engines . . . plus larger, stronger crankshaft to minimize breakdown and to give you longer, trouble-free service between overhauls.

**Exactng standards govern manufacture**—Years of specialized experience and extensive testing facilities control the quality of Onan Power Plants. Over 1000 different types and sizes of plants are produced by this same, careful method at Onan.





# Plant still delivers 12,197 hour test run!

*Run equivalent of 487,888 miles... killed and started... tortured, tested, retested... Onan Test Plant #1068 still delivered full-rated power*

A grueling endurance test that lasted one year, nine months and 12 days could not stop Onan Test Plant #1068. Development engineers used this production-built unit as a testing laboratory. And after it was all over, it still generated the full rated power promised on the nameplate. Proof that Onan's exacting standards and production testing give you a power plant with long, dependable service built in.

Over 1,700 other endurance tests have been run by Onan development engineers. Here's where every design feature and part had to prove itself before it could become a part of the Onan you buy. In addition, every type and size Onan Plant

is tested under all operating conditions which affect its performance.

Hours of running in and testing under load are given every Onan before it is shipped. An independent testing laboratory retests Onan-tested Plants and certifies Onan testing methods—double assurance that every Onan will deliver its full nameplate rating. Only then does an Onan qualify for its Performance Certified Guarantee.

You buy *proven* performance when you buy an Onan Plant. See your Onan representative. You'll find his name in the telephone classified section in every major city, or write direct.

**ONLY ONAN GIVES YOU THIS CERTIFICATION**



**PERFORMANCE CERTIFIED**

We certify that when properly installed and operated this Onan electric plant will deliver the full power and the voltage and frequency regulation promised by its nameplate and published specifications. This plant has undergone several hours of running-in and testing under realistic load conditions in accordance with procedures certified by an independent testing laboratory.

**D. W. ONAN & SONS INC.**  
Minneapolis 14, Minnesota

**Onan**

**World's  
Leading Builder  
of Electric  
Power Plants**

**D. W. ONAN & SONS INC., 2634 UNIVERSITY AVE. S.E., MINNEAPOLIS 14, MINN.**

Watch  
that wind!



## For quality concrete ... make sure it's protected from drying winds!

Hot weather or cold, even a light wind can increase evaporation rates to critical levels. Curing of concrete stops—quality suffers.

In windy weather, protect concrete *during* placing with windbreaks—even well before you are ready to begin curing. And *start* curing as soon as possible.

For quality concrete every time, keep crews informed of facts like these. You can do it conveniently and dramatically with this set of 4 posters. They cover heat, freezing, wind and excess water. Fill in the coupon below for your set.



**FREE: SEND FOR YOUR POSTERS TODAY!**

**PORTLAND CEMENT ASSOCIATION**

Dept. 8-3, 33 West Grand Avenue, Chicago 10, Illinois

*A national organization to improve and extend the uses of concrete*

Please send a free set of Quality Reminder posters. I could also make use of ( ) additional sets.

Company name \_\_\_\_\_

Your name \_\_\_\_\_

Address \_\_\_\_\_

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

**Quality Reminder posters,  
22" x 17", 3 colors.  
Sets of 4 are free.**

# It Just Makes Sense to Use **STYLE-MATCHED HOODS** by Fasco

Yes, it certainly does make sense because most housewives today prefer attractive style blending in kitchen hoods. Fasco has engineered powerful and efficient hoods in matchless "Slim-Trim" styling to meet the demands of modern housewives. Now you can install modern Fasco hoods to meet every kitchen need.

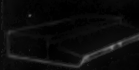
It will pay you to install Fasco hoods . . . you'll get trouble-free installation, guaranteed performance and the comfortable feeling that your customers will be proud and satisfied. So blend with the trend toward kitchen harmony and utility . . . look into the proven Fasco line today. See your distributor for information or write direct.



*Fasco. first with the finest. Always!*



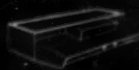
## A Kitchen Hood for Every Need



Deluxe  
95 Series



Economy  
92 Series



Duct-Free  
60 Series

## FASCO INDUSTRIES, INC.

North Union at Augusta  
Rochester 2, New York

Please send additional information on your Fasco Range Hoods.

Name \_\_\_\_\_

Address \_\_\_\_\_

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

**FASCO** INDUSTRIES, INC.  
ROCHESTER 2, NEW YORK

# NEW ADDITION

TO THE FABULOUS FONTAINEBLEAU



Addition to Fontainebleau Hotel, Miami Beach, Florida

Architect: A. Herbert Mathes, Miami, Fla.

General Contractor: Taylor Construction Co., Miami, Fla.

Masonry Contractor: Kirkland Masonry Co., Hialeah, Fla.

## FACTS ABOUT THE FONTAINEBLEAU ADDITION

The proportions of the new addition to the Fontainebleau are immense. For example, a ballroom that is 200 x 140 feet, the largest in the world. A theater-banquet room that will seat 4,000 at a dinner. Set up for a performance, it will seat 6,000. A new building with 400 hotel rooms is going up right alongside. A little over three miles of Keywall is being used as a masonry reinforcement in the new addition.

*BUILT TO STAY YOUNG WITH*

# KEYWALL

**galvanized masonry reinforcement**

You can't be leaning over the shoulder of each mason all the time to make sure he uses the reinforcement right. Yet proper use of the reinforcement makes the difference between a building that stays young and one that ages fast. But what can you do?

Here's one man's answer. Masonry Contractor Hugh Kirkland says, "Lapping is the key to proper masonry reinforcement. Here's what I mean. Some masonry reinforcement is hard to lap. Too thick. By thick I mean an  $\frac{1}{8}$  inch in diameter. Lapped, that's a quarter inch. So, with a  $\frac{5}{8}$  inch mortar joint, you get little mortar around the wire. That means poor bond, poor embedment. So what happens? Most of the time reinforcement is butted, not lapped. That's even worse.

"We simply avoid the problem. We use Keywall. It comes in 200 foot rolls, not short lengths. So you very seldom have to lap it. And when you do, it's easy . . . easier than butting it. So of course, my men lap it. And when Keywall is lapped, there's still plenty of room for mortar.

"Keywall is a lot easier for my men to handle because it comes in rolls. It's easier to cut, too.

"But it's not only a matter of my men liking it. Keywall reduces shrinkage very effectively. And it's economical. What could be better than Keywall?"

**KEYSTONE STEEL & WIRE COMPANY**  
Peoria 7, Illinois

KEYWALL • KEYMESH® • KEYCORNER • KEYDECK • WELDED WIRE FABRIC • NAILS

Just unroll it and you're ready to go. Joe Kuntz, Superintendent for the Masonry Contractor, Hugh Kirkland, shows how easy Keywall is to work with for the benefit of mason Fred Kinnaird. Keywall is made for wall thicknesses of 4", 6", 8", 10", and 12".



WISCONSIN'S best-buy-  
 for-the-money home  
 was built with a Bird Wind Seal roof —  
 “of course”



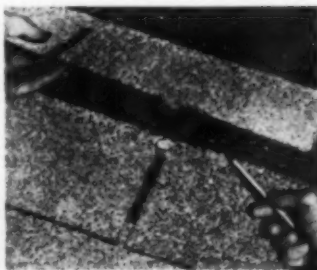
*“Of course” are the words of Joseph D. Starck, secretary of the well known Wisconsin building firm . . . “The roof of this home is of course a Bird Wind Seal roof.”*

Topped by a Bird Wind Seal roof, this Model Home by Math Starck & Sons of Hales Corners, Wisconsin won two important magazine awards in '59.

“MY CUSTOMERS RESPECT THE QUALITY BEHIND THE BIRD NAME” is one of the reasons Mr. Starck gives for installing Bird Wind Seal shingles on the fine homes he builds.

He goes on to say, “As a builder I like the progress that Bird builds into its products” — a pat observation, because Bird & Son has been making good building products since 1795, and pioneering product improvements all along the line.

Mr. Starck further adds, “My customers know their purchase (of a home) is backed up by the experience of responsible manufacturers.”



- powerful seals spaced for drainage
- proved to hold in 125 MPH hurricanes
- lay fast in the usual way — no pulling apart or turning
- long lasting double-surfaced construction
- advertised to your customers in *The Saturday Evening Post*

BIRD & SON, INC.

E. Walpole, Mass. • Chicago, Ill. • Shreveport, La. • Charleston, S. C.



# The Code Barrier

## Multiple codes have hamstrung the industry's progress

The greatest barrier in the way of building better homes for less money is the endless confusion and unnecessary costs that stem from too many and too restrictive codes. Unless housing industry men keep pushing for adoption of uniform, up-to-date codes, there's little hope of breaking through the 2-million-unit-per-year ceiling on housing starts. No construction man objects to codes as such—they are legally intended to protect the lives and health of any building's occupants. What every construction man

should object to is any unnecessary restriction placed on new materials and methods. There is no justification for continued acceptance of specification codes as against more flexible performance codes—especially in housing.

Multiple codes represent growing pains in an industry that blew the lid off all post-war housing estimates. But what should have been only a growing pain has become a malignancy—choking off product development and introduction of new methods and materials.

## Adoption of a model code is the most feasible solution

Attempts to write a single national code are bogged down. Regional self-interest among model code officials, and wide variations in building conditions and requirements across the nation indicate that no single code will be written in the near future.

The best possible solution at the moment is adoption of one of the model

regional construction codes—BOCA, National Building Code, Southern Standard Building Code, Uniform Building Code—along with a model utility code.

Local adoption of one of the four model codes will yield workable uniformity on a regional basis. Later, the industry can work toward a unified national housing code.

## American Builder's Blueprint for a Breakthrough

If you operate in an area plagued with multiple or obsolete codes, here is how to go about changing the situation:

1. Work through your local builders group. Contact NAHB's Code Committee in Washington, let them help formulate a local plan of action.
2. Familiarize yourself with the problem, and with model codes which might be suitable in your locality. (For a start, ask NAHB to send you their new Building Code Kit.)
3. Organize a committee composed of builders, architects, plumbing and electrical contractors, representatives of the public—anyone who will benefit from adoption of a model code.
4. Conduct a survey of surrounding communities, try for total area participation.
5. Keep local government officials informed on what you are doing. (They'll welcome your efforts.)
6. Enlist support of the local press, Chamber of Commerce, PTA, civic groups.
7. For an idea of what other communities are doing, turn the page . . .

*Joseph B. Mason*

JOSEPH B. MASON *Editor*

## Organized builder activity is breaking



CASTE

**PITTSBURGH** home builders have operated for years under the strain of building in 129 distinct political subdivisions. More than half of these are without building codes, while the remainder have inconsistent code administration. The resultant confusion has been a constant

damper on construction activity, and has finally provoked industry action aimed toward adoption of a uniform code with uniform administration.

Lucian Caste, chairman of the HBA code committee, outlines the Pittsburghers' approach: "We enlisted the support of the American Institute of Architects, National Society of Professional Engineers, government officials, then set out to survey the situation. So far, we've had 80 replies—about 35 of the communities had no codes at all. Of those communities that had codes, I'd wager no two had the same code and that no two administered them in the same way. Once we complete the survey, though, we'll present local officials with suggestions on adoption of a uniform building code.

"This is one of those problems," continues Caste, "that has to be solved by industry initiative. The public is apathetic—they don't know what outdated codes cost them. To elected government officials, it is a long-term problem, with no political glory attached. We, as an industry group, are just taking steps that have to be taken . . ."



NORMAN

**HOUSTON** began working toward an effective building code a little over a year ago, when the building industry launched a successful campaign to prevent adoption of a "monstrous" code 14 years in the drafting.

The city council instead adopted a uniform code as the framework for a new city code, at the same time appointing a code committee to draft supplemental regulations to make the code workable in hurricane-prone Houston.

The mayor's code committee tossed the problem to building industry groups, which resulted in formation of the Construction Industry Council. The Council has done most of the bird-dogging on drafting supplemental code regulations.

With a model performance code as the framework for Houston's emerging building code, there is little likelihood that it will meet with further industry opposition. Builder Association President J. S. Norman sees the supplemental regulations as "solutions to particular problems faced by Houston." Norman discounts newspaper characterizations of Houston's efforts as a "code battle," views Houston's progress as an outgrowth of "recognizing the problem, and taking intelligent steps to solve it . . ." Builders operating within a 450-square-mile area will benefit from uniform code administration.

### Builder-readers comment on costly code-restrictions...

**Suburban Philadelphia:** ". . . the codes are generally antiquated, and have not, as yet, been brought up to date. *There will be no building breakthrough unless new technological changes are provided for.* Some of our outstanding restrictions are: no copper for vent stacks; no prefab chimneys; extra-heavy cast iron soil pipe for residential construction."

**Southern New Jersey:** ". . . a local code calls for all interior partitions to be 2"x4" studs, and for the roof to be covered with one inch material, which naturally excludes ply-

wood. No one has been able to get this community to bring its code up to modern standards."

**Tulsa:** ". . . the plumbing code is our toughest nut. We are building 500 low-cost houses selling for \$8,250, and the difference in Tulsa's plumbing code and the national plumbing code is \$80 per house. *These people in the low income bracket are paying \$80 hard-earned cash and getting nothing in return.*"

**Houston:** ". . . the electrical code (which we are working on) provides that in wood frame residential construction, non-metallic cable may be used for wiring. However, if the building is wood framed and is going to be occupied by a commercial enterprise, wiring has to be

in metal conduit or tubing. For example, if the building is a wood frame, brick-veneer apartment house, it may be wired with non-metallic cable, but if it is a wood frame, brick-veneer motel, it has to be wired through metal tubing or conduit, all of which is not required by the national electrical code."

**South Jersey:** ". . . we are building large numbers of low-cost homes. The local towns are not happy about the tax incomes that are received from these homes and have recently instituted code changes that make it difficult to build at low cost.

One of the most glaring code restrictions is the necessity of using  $\frac{5}{8}$  ply-score for roof sheathing, sidewall sheathing and subflooring.



## code barriers across the nation . . .



SCHMUS

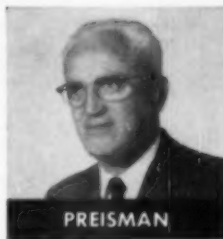
**MILWAUKEE** builders operate under 23 different codes within the county alone. There are some 50 or 60 codes in force within the greater metropolitan area. The Metropolitan Builders Association realized that the main job they faced lay in making the local communities

receptive to the idea of a uniform building code.

George Schmus, secretary of the 23-community Municipal League, was called in and briefed on the problem. He drafted a model ordinance which establishes the machinery whereby a model code will be prepared for acceptance by the local communities. The ordinance calls for the establishment of a nine-member Uniform Building Code Commission which will draft and update a uniform building code. (The local home builders will act in an advisory capacity to the commission.)

Schmus sees the ordinance as an "approach which encourages local governments to give up some degree of their independence so that a common problem of the larger community may be solved."

What the model ordinance does, in effect, is commit the communities to the principle of a uniform code, uniformly administered. So far, the outlook is for acceptance of the ordinance by the Municipal League communities, with increasing interest evident from communities.



PREISMAN

**NEW YORK STATE** took a giant step toward solving its code problems with the passage of a model state code in 1950. So far, 334 communities have adopted the code by simple reference to the original legislation. When Republican Rockefeller took the governorship last year,

the plush-bottomed (with a \$433,500 budget) Democratic Code Commission was disbanded. Responsibility for code implementation was handed to the State Division of Housing with a considerably slimmed budget of \$148,000. In the meantime, builder discontent with field services has ostensibly been growing.

In June, the State Builders Association attacked the Division of Housing in a resolution sent to Rockefeller. The Association's code committee chairman, Ben Preisman, asked the governor to take steps to promote wider adoption of the code, and to improve the field services that go along with it.

The Division of Housing insists that the quality of code administration has not declined, and cites the fact that even with a severe budget slash none of the field personnel were cut. The whole brouhaha, according to observers, is a political hassle. What the Housing Division fears, is that the code—which has been widely praised as a model of its kind—will be destroyed in a political battle.

*This raises the per-home cost many hundreds of dollars."*

**Southern New Jersey:** ". . . the one glaring problem which has proven costly . . . is the elaborate back venting requirements of this municipality as a result of its adoption of the New Jersey State Plumbing Code as a standard."

**New Mexico:** ". . . Albuquerque has a number of code restrictions which are out-dated, archaic, and expensive. Among these are a lead plumbing code and over-restrictive electrical code, and construction requirements in excess of usual minimum standards. The city plumbing code requires extra work and materials to the extent that plumbing for a typical

three-bedroom house costs about \$300 more than if built under the state code.

The electrical code still permits non-metallic sheathed cable, but we have to fight this battle every two years. In the meantime, other parts of the code are constantly changing, requiring heavier entrance cable, heavier switches, excessive circuiting for ranges, and over-protection for electrical equipment. Both of these sections of the city's building code are allegedly nurtured by a board of experts. In practical fact, *these code boards are heavily dominated by the trade union thinking* from both of the industries. The objective, of course, in many of the code requirements is to produce more work without regard for the return from the work in the form of better facilities or the total cost involved.

Our Home Builders Association has been quite active in resisting code changes; however, we find ourselves in a position of constantly fighting brush fires, which keep our attention diverted so that we cannot make any real progress.

**Long Island:** ". . . roof trusses must be placed 16" on center."

**Palo Alto:** ". . . in Northern California and in San Mateo County we are required to use either conduit or knob-and-tube for the electrical system. Romex is not permitted.

In all of the other areas in which we build, Romex is permitted. There is an *additional cost in this of from \$200 to \$300 per house.*"

## THE BIG PICTURE ▶



Photo by Del Ankers, Washington, D. C.

# Take a fresh look at building with masonry...

**. . . Milwaukee builder Mel La Fond did. He came all the way to Washington to see first hand how one of its top builders saves \$100 a house using new techniques.**



r and Tom Cary can offer masonry houses with basements for less than the cost of prefabs on slabs.

ork the eight-foot section and  
t go back to the mortar bed.

**Q. How did your men react  
the use of the "stoop saving"  
affolding that the system uses?**

**A.** They recieved it very en-  
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e wall.

**Q. How was your scaffold-  
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PI's recommendations?**

**A.** A bracket was simply

added to the existing frame. The  
frames were preset into position  
and stocked. In this way adjust-  
ability was provided.

**Q. What did this save?**

**A.** The greatest value was the  
elimination of one complete  
crew movement. Before, three  
complete crews and movements  
were needed to start and top out  
a house, now only two crews and  
movements are needed.

**Q. What was the reaction of  
the men to the training?**

**A.** Naturally they resisted it  
at first. Workmen prefer—as in  
most cases—the familiar, older  
way.—But Carr says very  
strongly you couldn't get his men  
to switch back.

**Q. What were the overall sav-  
ings?**

**A.** A 10 to 15 per cent saving.  
This is expected to increase.

**For close-up views, turn page**

## THE BIG PICTURE ▶



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# Take a fresh look at building with masonry...

**. . . Milwaukee builder Mel La Fond did. He came all the way to Washington to see first hand how one of its top builders saves \$100 a house using new techniques.**



In a single exposure, the panorama view camera captured the atmosphere of the largest project converted to th



**B**uilders Eddie Carr and Tom Cary had one of the most efficient operations in the country. But they found it harder and harder to hold the prices on their solid masonry houses.

Then the SCPI field men entered the picture. They evaluated the builders' operation. They conducted an intensive four-week training program of their bricklayers—including close instruction and field supervision by SCPI field men.

When Mel La Fond heard of their operation he jumped at the

chance to witness its conversion to the "SCR masonry process."

Here are some of the questions La Fond asked Cary (See photo, left) during his visit to their development this spring:

**Q. What is there about the process that makes it possible for bricklayers to lay 1,000 bricks per day?**

**A.** There's not one single thing, but it's a combination of time-saving steps that add up to overall efficiency.

Putting the brick in place is



of the largest project converted to the new "SCR masonry process." Dominant feature is the corner pole or coursing scale. Thanks to the new system, builder

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**Q. What is there about the process that makes it possible for bricklayers to lay 1,000 bricks per day?**

**A.** There's not one single thing, but it's a combination of time-saving steps that add up to overall efficiency. Putting the brick in place is

not the principal time-consumer. Rather, the "wall area completed per day" is in direct relation to the time needed for line adjustment, leveling, handling mortar and so on.

**Q. Did the time it takes to set-up the corner poles and guide lines detract greatly from the overall saving realized by the system?**

**A.** No. When you set the six corner poles for the average split, you're in effect setting up the corners themselves.

**Q. Why is this true?**

**A.** It's true because when the bricklayer starts to lay brick, he doesn't have to build his corners to provide a base for his guide line. He merely slides the line up the pole to the desired position. He doesn't have to use a level, he just follows the line.

**Q. How long does it take your men to set up poles for the average house?**

**A.** Two hours for a four-man crew or 8 man hours.

**Q. Isn't this a long time?**

**A.** Not when you consider that setting up the poles also sets up the corners.

**Q. How does SCPI's recommended handling and placing mortar save time?**

**A.** In the process, the mason spreads a bed up to eight feet long by laying down an extra thick bed. When brick is pushed down to the correct level, excess is troweled off and transferred to the head of the next bed. This way the mason c



Builders Eddie Carr and Tom Cary can offer masonry houses with basements for less than the cost of prefabs on slabs.

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work the eight-foot section and not go back to the mortar bed.

**Q. How did your men react to the use of the "stoop saving" scaffolding that the system uses?**

**A.** They recieved it very enthusiastically because it assured that their material was conveniently at hand as they built up the wall.

**Q. How was your scaffolding converted to conform with SCPI's recommendations?**

**A.** A bracket was simply

added to the existing frame. The frames were preset into position and stocked. In this way adjustability was provided.

**Q. What did this save?**

**A.** The greatest value was the elimination of one complete crew movement. Before, three complete crews and movements were needed to start and top out a house, now only two crews and movements are needed.

**Q. What was the reaction of the men to the training?**

**A.** Naturally they resisted it at first. Workmen prefer—as in most cases—the familiar, older way.—But Carr says very strongly you couldn't get his men to switch back.

**Q. What were the overall savings?**

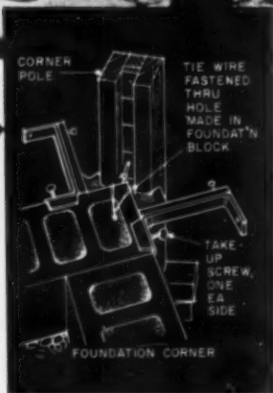
**A.** A 10 to 15 per cent saving. This is expected to increase.

**For close-up views, turn page**

# SCPI's carefully-engineered masonry process ge

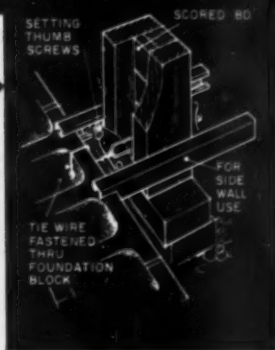


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**FOUNDATION** is quickly laid to corner guide lines — once corner pole is set-up. Drawing shows bracket at base of pole in photo. It secures coursing scale to initial footing block cemented to footing. Braces fix pole.

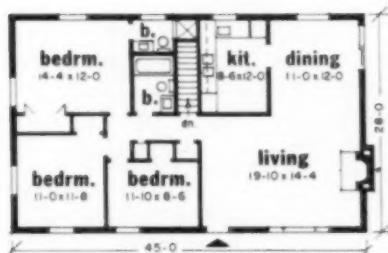
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**FOUNDATION WALL** goes up fast when materials are placed at hand. Masons spread up to 8' of mortar bed. Drawing shows bracket used to attach poles along walls of great length or where wall height varies.

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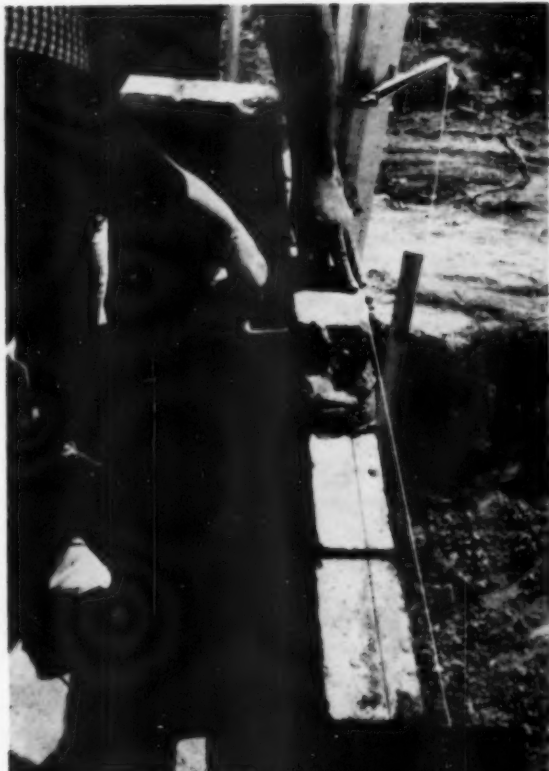
**Carr's three models have clean simple lines. One plan fits his ranch, two-story and split level.**



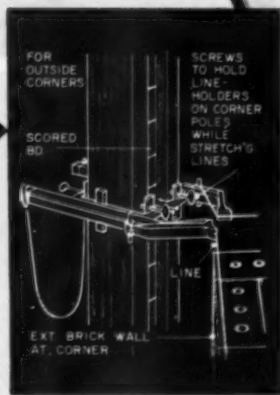
**RANCH HOUSE** has exposed wall with door and large



# gets top efficiency from Carr's bricklayers

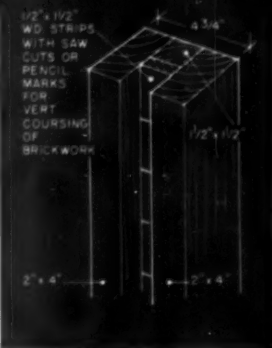


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**CARR'S MEN** work from inside out, using under-hand method of laying brick. Guide line brackets let masons work at different levels. When they go above easy working level, scaffolding is used (background).

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**COURSING SCALE**, with marked lines visible at all times, eliminates built-up corners and use of level. Marked line shows where each brick goes, saves measuring, helps line-up vertical joints, eliminates dry bonding.



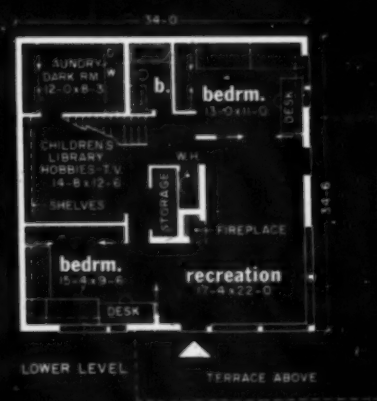
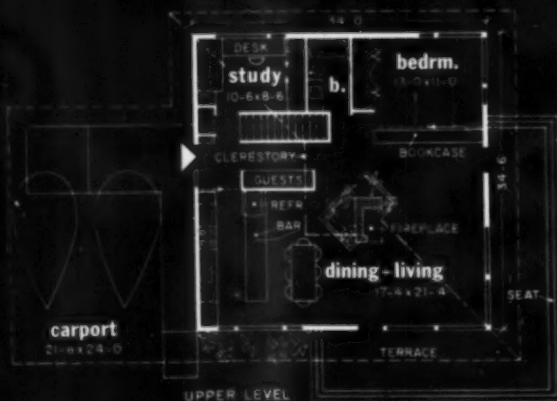
exposed rear basement large window areas.



**TWO-STORY** has garage and rec room on 1st level, a hillside patio accessible to the second.



**SPLIT-LEVEL** is Carr's most popular model; two-thirds of all his houses are splits.





Jack J. Podell, editor of *Motion Picture* magazine, relaxes with his family on terrace of his hillside contemporary house.

## This man profits from both designing and building



**DAVID T. HENKEN**—Combination designer-builder brings many of the late Frank Lloyd Wright's concepts to his contemporary custom houses.

**D**avid T. Henken of Pleasantville, N.Y., starts each day a relatively happy man. And, if things go well enough, he becomes more happy with each passing hour. Reason for his joy is two-fold: He: (1) enjoys the distinction of designing custom contemporaries in the tradition of Frank Lloyd Wright; and (2) he doubles as builder of his own houses.

Henken talks of his work as a labor of love. But he justifies his satisfying *modus operandi* with convincing business know-how. A good example of Henken at work is a contemporary he recently completed in Pleasantville for Jack J. Podell, editor of *Motion Picture* magazine.

"Podell selected this beautiful hillside site," said Henken. "It literally begged for a house that would become part of the site and could live with the many fine trees there."

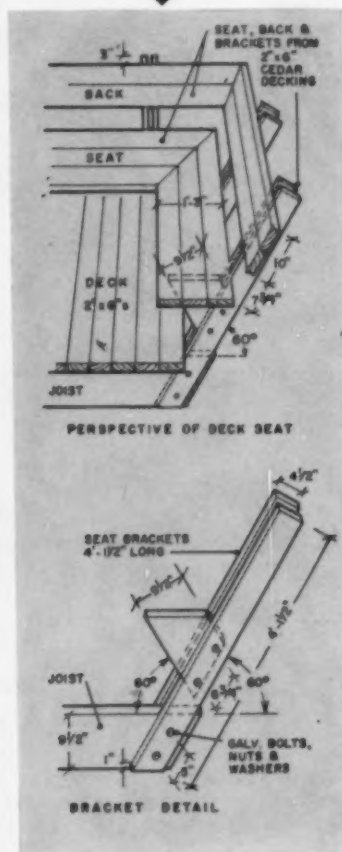
Henken's approach was to design the house like a tree. He designed it with a two-story fireplace that serves as the core—or trunk—of the house. And the two levels of the structure branch out from the fireplace very much like branches of a huge tree.

The house divides into apartments. You enter through the upper level. This contains a living room, dining room, kitchen, master bedroom, guest room and balcony.

# Hillside contemporary blends into



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**JUTTING TERRACE**—Cantilevered terrace with continuous seat built into railing is a Henken trade-mark and appears in many of his custom houses.

## House grows into wooded hillside with a minimum of costly changes

The Podells call the lower level "our children's apartment." It contains the children's bedroom, a giant recreation room, library, TV, plus a bathroom and laundry.

Henken put beveled cedar siding on all the walls, inside and out, and on upper and lower-level ceilings. This is finished with two coats of clear Satinlac.

Henken feels that it is good business to be builder as well as designer.

"Let's face it," he says, "translating contemporary design into

a custom house generally can be costly. The designer sees one finished product; a builder sometimes sees another."

Henken explained that being both designer and builder gives him certain advantages. He deals with owners and leaves them with decisions that they know will be put into effect. He doesn't run the risk of promising an owner something then having the builder say, "impossible."

"Another important area where being a designer and builder pays off is in change

orders," he said. "Owners of custom houses frequently request changes during construction. These can be costly changes for a builder working under a fixed fee contract and a tight work schedule.

"When I negotiate with an owner about a change from the original plans I have nobody else toicker with," says Henken. "I simply issue drawings showing the change to my crew and they work it efficiently into the schedule. The result is considerable savings in waste motion."

# terrain and boasts many quality features

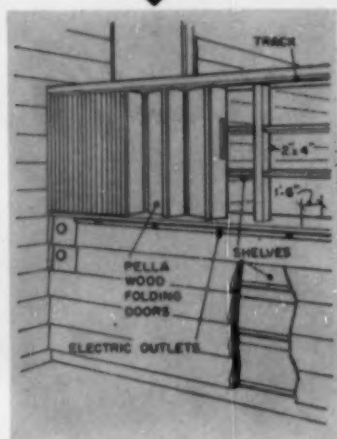


**DIVIDER WALL**—Bookcase backed by wood Pella walls closes bedroom off from living area. Flooring

throughout house is Armstrong's Tessera Corlon. Electro-Klean electronic air filter removes dust and dirt.

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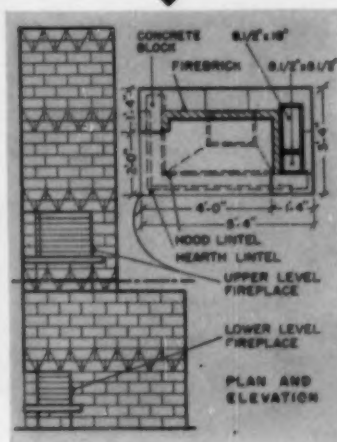


**FIREPLACE CORE**—Sculptured Shadowal concrete block make up fireplace core through both levels.

RCA Whirlpool's appliances appear throughout. They include dishwasher, refrigerator-freezer, and oven.

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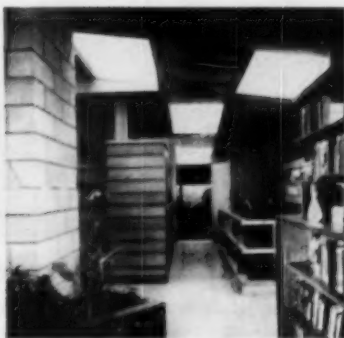
HOW



**TILE MOTIF**—Counters and living room planters have Spivak Suntile.



**NOVEL STARS**—Single timber supports steps leading to upper level.



**NATURAL LIGHT**—Seven Wasco skylights admit plenty of daylight.



**"Progress comes through a continuous series of small steps . . ."**

On the job, John Long describes time and labor saving methods to editor Joe Mason. The 2x8 door frame is shop-built, primed all sides, attached with metal straps. The 1x8 braces inside the frame are saved, and re-used.

Long stresses careful scheduling to keep plenty of work ahead of crews, and to make sure materials arrive at right time. Another objective: to do all work possible under controlled conditions in a shop.

## JOHN LONG'S GROWTH FORMULA:

# "Build better for less"

**THREE YEARS AGO** I visited John Long's Maryvale project in Phoenix, Ariz.—and gave *American Builder* readers an 18-page report on his cost-saving techniques.

**TODAY HE'S** the country's "most visited" builder—and with good reason. He continues to develop new ideas which big and little builders everywhere find worth studying. So here's a second report—or **John Long Revisited.**

Joseph B. Mason, EDITOR

John Long's growth formula is easy to state: "keep trying to build a better quality house for less money." But it's not so easy to perfect.

He usually puts in 14 to 16 hours a day; never stops working to perfect better, faster ways to build. For example: he moved his heating-cooling system from a closet near the bath to unused space in the attic. Result: an *extra* 24 sq. ft. of usable space, for the buyer at no increase in cost.

"The greatest unexplored area in this business is the space under a man's hat," he remarked to me. "We've got to keep improving our houses through research, new ideas, materials, methods."

(Continued on next page)



### "Here's a way to save a dollar or so"

Superintendent Bob Terry explains post base form to visiting builder Ed Bohrer of Pocatello, Idaho. Form is of galvanized iron, 6"x6", pressed into concrete while it's soft. The form is painted, does not have to be removed.



### "Bury your rubbish in a slit trench"

It costs money to have your men stumble around in trash or rubbish, says John Long. He digs slits like this with a trencher, insists that each sub clean up and bury every bit of trash. The result: It's a clean job.



### "Wrap your windows in a plastic bag"

Aluminum windows are delivered to job fully glazed and enclosed in a tough polyethylene film. This stays in place until house is fully completed, protects windows against damage from paint, cement, dirt, discoloration.

## "Keep improving—through research,

(continued from page 75)

Since my visit three years ago he has adopted dozens of new ideas, many of which I photographed. He has built three complete research houses and is experimenting now with larger wall panels and components, a plastic plumbing tree, many other innovations. None will get into use until they are checked and rechecked.

What's significant about the Long operation is that change and progress is continuous. Most of the new ideas are little improvements any small builder could adopt. A dozen small improvements add up to a big total per house.

He's been plowing these savings back into the house—into more floor space, mahogany doors and trim, 15-yr. bonded roofs, acoustic ceilings, more outlets, more cabinets, more built-ins. The end result: a bigger market by delivering more quality house for less money.



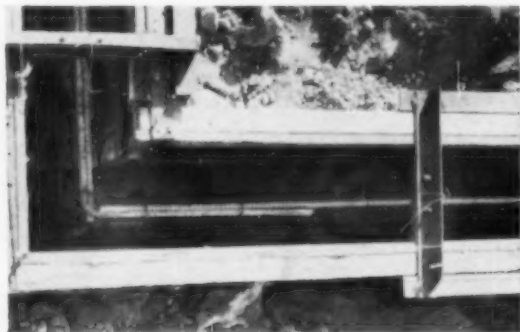
### "Handy jig keeps trusses centered"

Bob Terry tells Joe Mason how he uses 1"x2" jig with cleats to mark top roof boards before they are put in place. This simplifies centering the 28' Sanford trusses. They're installed in 11 man-hours.



### "Jack lifts forms in a hurry"

Removing foundation forms is done twice as fast on the Long operation with this clever home-made jack. It has a powerful leverage which makes it easy to lift forms quickly. Jack is made of heavy cast aluminum.



### "Reusable forms go in and out fast"

Forms are sprayed with a glass-wax compound that makes them easier to remove. Metal strips aid alignment; brick spreaders are used at base, left in place. Entire form is tough, durable, easy to install and to remove.



### "We prefab our eave components"

Carpenters install eaves of the house in jig time. They use this 8' long eave component. It is built of 3/4" exterior grade plywood 2' wide, has 1"x8" preprimed fascia board already attached. A real time-saver.

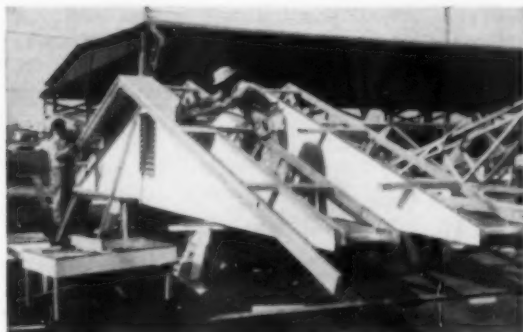


### "Heating-cooling unit goes in attic"

Long saves 24 feet of usable floor space by placing his heating-cooling unit in the attic. Duct runs are short and efficient. When cooling compressor is installed, it goes on outside roof bracket, where it is easy to service.



## new ideas, better methods"



**"Prefab gable end tied to truss"**

Shop-built gable end is complete with overhangs and ventilator, is preprimed. It is attached to the first 28' Sanford truss, making a strong, rigid unit. Assembly is hoisted into place with a light tractor crane.



**"Walking-nailer does fast job"**

Long uses every conceivable type of power tool to save time and money. Here is the "walking-nailer"—a pneumatic-powered machine that automatically nails roof boards as fast as operator walks down roof.



**"Gypsum board applied with mastic"**

Furring is eliminated by Long's technique. He applies drywall board directly to concrete block wall using a special waterproof adhesive. Masonry wall is also sprayed with waterproofing compound inside and out.



**"Slip-in linen closet saves time"**

Shop-built linen closet has gypsum board sides and back, mahogany doors and trim. It's completely painted and finished, then slipped into opening. Takes 3 nails, 3 minutes to install. No onsite trimming or finishing.



**"Prehung door package saves time"**

As many prebuilt parts and components as possible are used by Long. Here workman is inserting a prehung door package into opening. It is complete with hardware, mahogany trim, combination storm and screen unit.



**"Hose-fed roller applies outside paint"**

Exterior cement paint goes on doubly fast with this pressure-fed roller. Operator never has to stop to dip roller, since paint is fed by hose up through handle. It is light, fast, applies a thick, permanent coating.

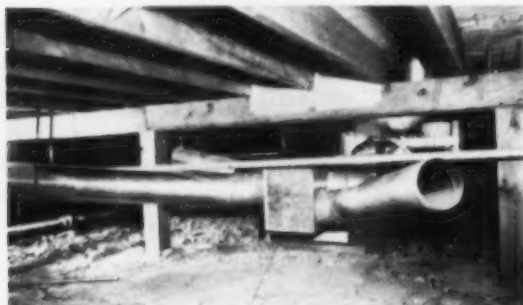
# The change in FLOORS: New

You have already seen, in 1960, beginnings of the "Big Change" in flooring. Builders, manufacturers, trade associations

have developed the new construction systems, installation systems and flooring products described here and on next seven

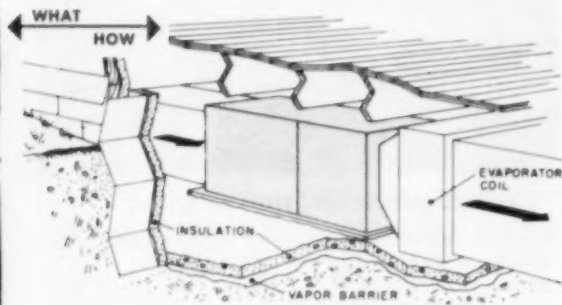
pages. Other systems and products are in the "research works" right now.

Results of the "Big Change"



## Conventionally framed floor is part of heating system

This system lowers costs by using the crawl space under floor as a heating plenum. Crawl space is insulated with 2 in. of tar-covered Fiberglas. Gas-fired heater fits under floor, rests on concrete base.

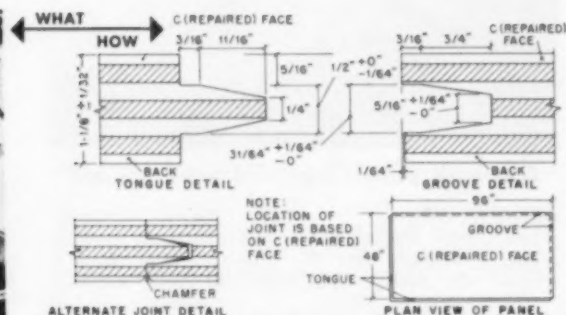


A few short ducts insure even distribution of heated air, which enters the house via registers at floor perimeter. For information, write: Lennox Industries, 200 S. 12 Ave, Marshalltown, Ia.



## Tongue-and-grooved subflooring goes down without blocking

Time-saving plywood panels are a new type of 2.4.1 combination subflooring and under-layment. Their big advantage is that they can be used without blocking, thanks to the tongue-and-groove



edge (see drawing). Panels go over beams spaced 4 ft. o.c., give uncluttered basement ceiling and a smooth, strong floor surface. For details, contact Douglas Fir Plywood Assoc., Tacoma 2, Wash.

### NEW: a floor "slab" that is trucked to the house site

In the latest NAHB research house (Lansing, Mich.) the floor was built of foam-core with asbestos-cement skins. The panels were quickly laid over a bed of sand-topped gravel.

### COMING: Flooring systems that incorporate plumbing, heating

Research sponsored by Timber Engineering Co. promises to come up with wood "slab" floors. Also underway: all-wood framing systems, with plumbing, heating, insulation.

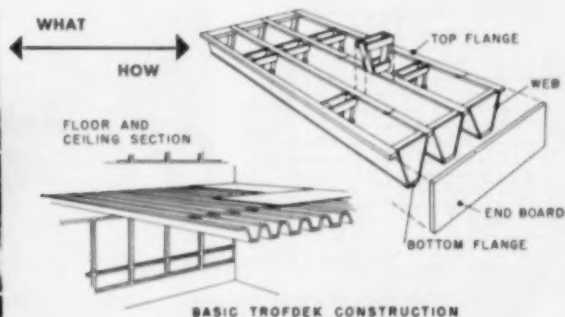
# ways to build challenge old

are better flooring, faster flooring, less expensive flooring and, most interesting, flooring that comes as a component and does

other jobs like carrying plumbing and heating parts.

Some of the construction systems on this page have appeared

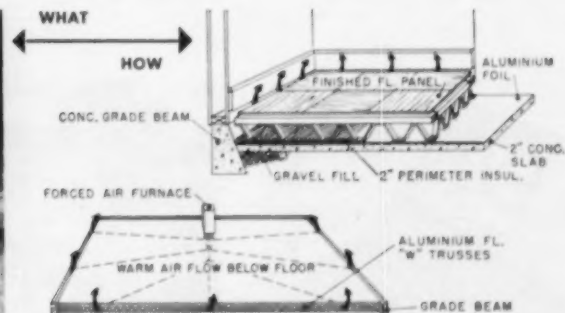
in more detail in *AMERICAN BUILDER* this year. All of them are important and may be your big cost-saver for 1961.



## Folded plate principle cuts forming time for concrete floors

Just arrived from Britain and Canada is this application of the folded-plate principle that cuts forming time and amount of reinforcing for concrete floors. It's "Trofdek"—a system in which

thin sheets of plywood are glued to stiffeners in a series of troughs. Result: light components with long-span capabilities. Plywood Fabricators Service, 3500 E. 118 St., Chicago 17, Ill.



## Aluminum trusses support floor, allow for heating plenum

Here's a system that employs a series of aluminum trusses to support a wood floor over a slab foundation. This leaves a heating plenum under the floor. (Heated air flows into house through a screened

space around edge of floor). Advantages: requires only 2-in. slab with level float finish. Write to Prof. G. J. Stout, College of Eng. and Arch. Penn State University, University Park, Pa.

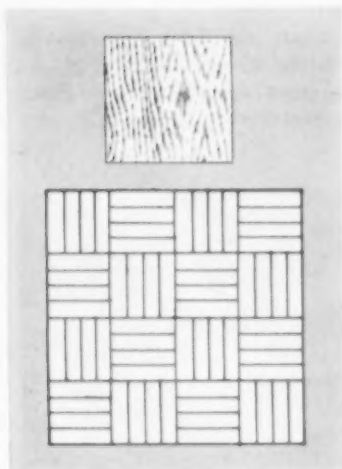
### NEW: Andy Place's adaptation of the t&g 2.4.1 system

Place uses 4x4' sheets of 1/8" T&G plywood with oak veneer. Floor beams are double 2x8s, supported every 10' by redwood posts. Result: finished floor in 24 man-hours.

### COMING: another big step toward panelized floors

DFPA says they may introduce a system using plywood box beams on 4' centers combined with preframed plywood panels. DFPA calls it the next big step in panelized floors.

## The change in FLOORS: the trend

**Wood flooring comes "bigger" . . . geared for quick installation . . . often**

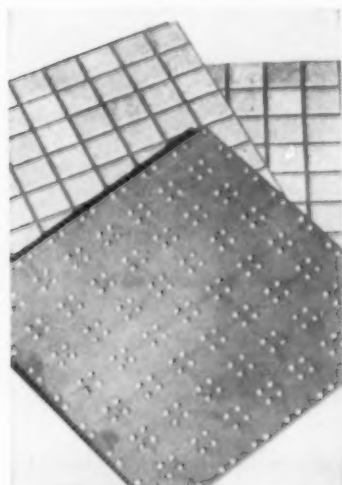
**BIGGER PARTS** make smaller floor work. Above, illustrations used by Harris Mfg. Co. to demonstrate their larger sized BondWood parquet units vs. older conventional size. BondWood comes 19"x19"x5/6", is solid hardwood, goes on over any flat, dry surface. (No. Z77, p. 111.)



**MOSAIC-EFFECT** without the effort. Accomplished here with Miller Brother's Micro-saic hardwood. Pieces are pre-assembled into sheets 18" square for fast installation on concrete slabs, plywood, other clean, hard surfaces. Divider strips added here. (No. Z78, p. 111.)



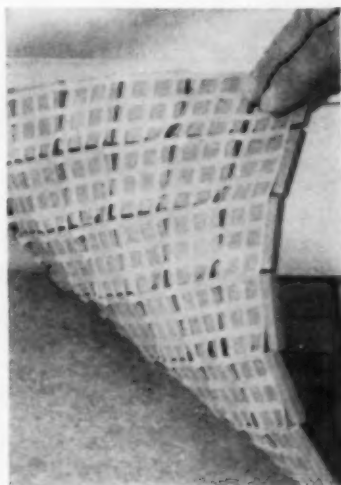
**FLOORING BY COMPONENTS** looks like the next step ahead for the industry. Homasote Company is already turning out P-B Floor components. They're generally 7' wide and 12' to 14' long. Two girder and two header members are 2x10's. Ledger strips (2x3's) are applied to girder

**Ceramic tile flooring pieces are packaged as larger parts . . . come with**

**CERAMICS AND RUBBER** . . . a new flooring team recently introduced by U.S. Ceramic Tile Co. (See AMERICAN BUILDER, March, '60). Ceramic units, (1x1"), are firmly fused into rubber grid 9" square. Unit goes down quickly, layed on sub-flooring with an adhesive. (No. Z79, p. 111.)



**MOSAICS IN SHEETS** with a paper backing that doesn't have to be stripped off. Mosaic Tile Company's "Swif-Way" backing is a permanent part of the tile. It bonds quickly with thin-set or conventional mortars, including adhesives and Portland Cement. (No. Z80, p. 111.)



**POLYETHYLENE BACKING**, perforated and waterproof, is offered by Stylon Corp with their ceramic tile. "Sure-Set" can be used for mosaic or conventional tiles to speed up installation process. Allows 50% of tile area to contact the bonding material. (No. Z81, p. 111.)

# is to parts, not pieces



## needs no finishing

members about 5/8" from the top. On top of ledgers go 2x6's, spaced 16" o.c. Over these are nailed the Homasote subflooring, then a pre-finished Bruce Oak flooring 25/32" x 2 1/2". A second component is started before removing first so floorings will match. (No. Z82, p. 111.)



## easy-to-lay backings

MESH-MOUNTED TILE introduced by American-Olean is called "Perma-Bak." Offered with unglazed ceramic mosaics in full-size sheets in both 1 1/8" x 3/4" and the 2 3/8" x 1 1/8" series. Cuts time, cushions underbed irregularities, results in smoother surfaces. (No. Z83, p. 111.)

## Over radiant heating . . . which tile?

CRYSTALLITE VINYL TILE	SOLID VINYL TILE	CORK TILE	RUBBER TILE	ASPHALT TILE	VINYL ASBESTOS TILE
1.0 BTU sq. ft. hr. °F. in. thick	4.5 BTU sq. ft. hr. °F. in. thick	0.5 BTU sq. ft. hr. °F. in. thick	4.5 BTU sq. ft. hr. °F. in. thick	4.5 BTU sq. ft. hr. °F. in. thick	4.5 BTU sq. ft. hr. °F. in. thick
1/2"-3.0 BTU sq. ft. hr. °F.	Stand Gauge 1000"-54 BTU sq. ft. hr.°F.	1/2"-4.0 BTU sq. ft. hr. °F.	Stand Gauge 1000"-54 BTU sq. ft. hr./°F.	1/2"-3.6 BTU sq. ft. hr./°F.	Stand Gauge 11.16"-72 BTU sq. ft. hr./°F.
	1/2"-3.0 BTU sq. ft. hr./°F.	3.16"-2.7 BTU sq. ft. hr./°F.	1/2"-3.6 BTU sq. ft. hr./°F.	3.16"-2.4 BTU sq. ft. hr./°F.	1/2"-3.6 BTU sq. ft. hr./°F.
		3.16"-1.6 BTU sq. ft. hr./°F.	3.16"-2.4 BTU sq. ft. hr./°F.		

Kentile, Inc.

## Which resilient flooring goes where?

ON-GRADE FLOORS	SUSPENDED FLOORS	BELOW-GRADE FLOORS
Vinyl-Asbestos Tile	Linoleum Sheet	Vinyl-Asbestos Tile
Homogeneous Vinyl Tile	Flooring and Tile	Homogeneous Vinyl Tile
Rubber Tile	Vinyl Sheet Flooring	Rubber Tile
Cork Tile*	Cork Tile	Asphalt Tile
Vinyl Cork Tile*	Vinyl Cork Tile	Vinyl Sheet Flooring
Asphalt Tile	Homogeneous Vinyl Tile	with Hydracord Backing
Vinyl Sheet Flooring	Rubber Tile	
with Hydracord Backing	Vinyl-Asbestos Tile	
	Linoleum	
	Asphalt Tile	

\*At least one foot above grade level, with drainage away from the floor.

Armstrong Cork Co.

## How much strip flooring is required?

Face Width	Tongued and Grooved		Face Width	Jointed	
	Thickness			Thickness	
	1/2", 3/8", 25/32"	1/2"		1/2", 3/8", 25/32"	
1 1/2"	50%	33 1/2%	2 1/4"	33 1/2%	
2"	37 1/2%	25%	2 1/2"	20%	
2 1/2"	33 1/2%	22 1/2%	3 1/4"	24%	
3 1/4"	24%	not made	3 3/8"	22-2/9%	
			3 1/2"	21-3/7%	

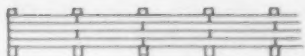
To get the number of feet of strip flooring needed to cover an area, add percentages above to the number of sq. ft. of floor space.

Maple Flooring Mfrs. Assn.

## Flooring systems . . . suggested for schools



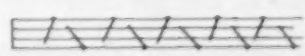
Conventional construction with joists at uniform intervals.



Partially continuous plank spans with end joints over beams.



Random length flooring should be end matched or end splined.



Nailed laminated beams—place pieces side by side and spike.

West Coast Lumbermen's Assn.

## The change in FLOORS: More patterns,

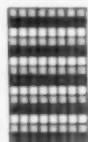


**YOUR FLOORS WILL LOOK GOOD** and "sell" fast if you take advantage of the newest patterns in floor coverings and use smart designing when fitting them to your rooms. Here are a dozen different ways you can do it.

**WITH VINYL SHEET FLOORING** of "Corlon" and decorator Corlon inlays and strips, open kitchen, (foreground) is marked off from dining area. Simple design adds space. Armstrong Cork. (No. Z84, p. 111.)

### How to design floors for problem rooms . . . here using vinyl asbestos tile

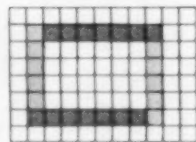
For narrow rooms: Lay tile with marble striations across narrow width of the room. A bolder approach: stripes of contrasting colors. For broken rooms: a diagonal pattern running across room and the "break" plays down narrow area. Small rooms: use simple color scheme and restricted designs. Information from Azrock. (No. Z85, p. 111.)



Narrow rooms

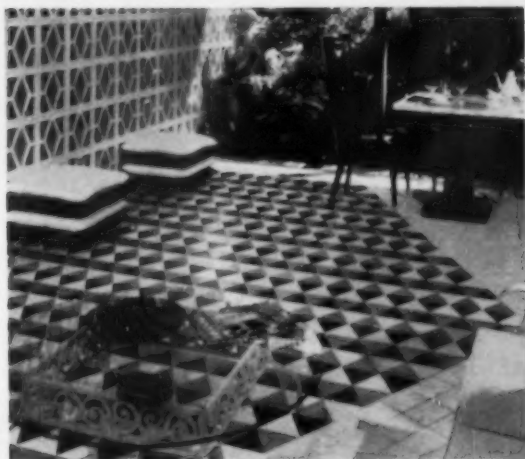


Broken rooms

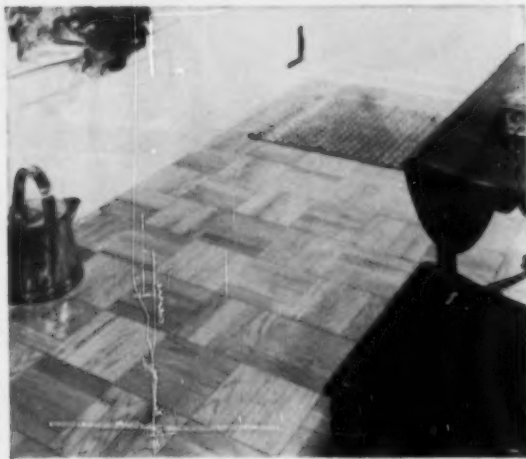


Small rooms

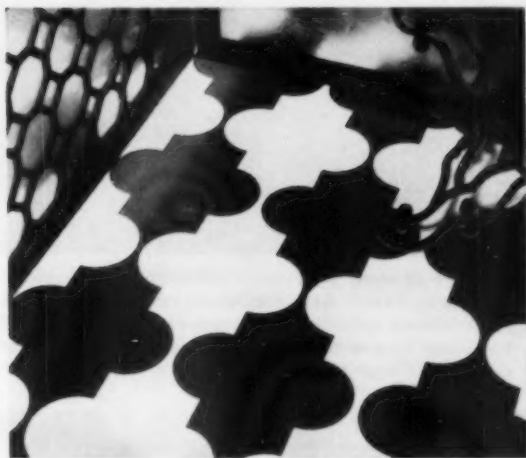
## designs give variety and richness



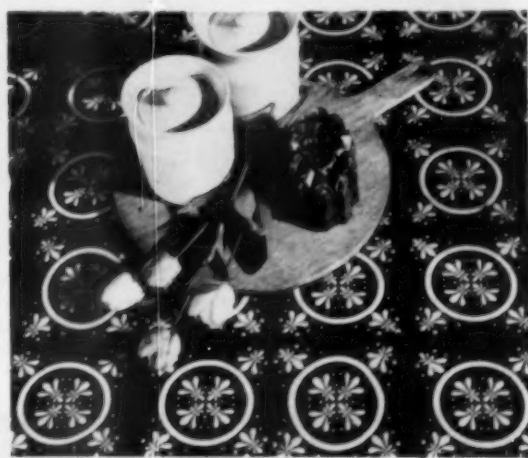
WITH TRIANGLE TILE of glazed ceramic you can get a dramatic effect within a small area. Three different colors (blue, graphite and white) of Hermosa's triangle were used here. Gladding McBean. (No. Z86, p. 111.)



WITH TRADITIONAL WOOD patterns, such as the parquet used here, a feeling of "oldness" is added. Parquet patterns include block, basketweave and herringbone. National Lumber Mfrs.' Assn. (No. Z87, p. 111.)

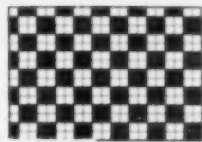


WITH A FORMAL PATTERN in a vinyl tile you can finish a "hard-working" floor, (like the dining room's) and still maintain a formal effect. Robbins Flooring's "Moresque" tile does the job here. (No. Z88, p. 111.)

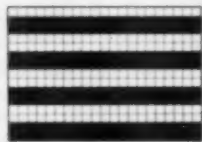


WITH AN OLD-FASHIONED PATTERN like this "Delft" design you can "warm up" a room easily. Amtico has five such designs. Can be arranged as a floor center, or used as border on plain vinyl. (No. Z89, p. 111.)

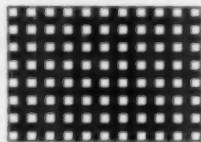
### Dark and light oak blocks give modern designs. E. L. Bruce. (Z90, p. 111)



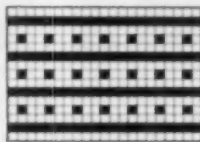
50% dark



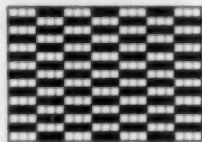
50% dark



75% dark



35% dark



50% dark

## The change in FLOORS: Manufacturers



**FLOORING MOVES OUTDOORS** . . . extending the living area of the house. Following home buyers' trend to finished outdoor areas, manufacturers have come up with a variety of new flooring ideas. Basic qualifications: durability, ability to blend with the house. An example

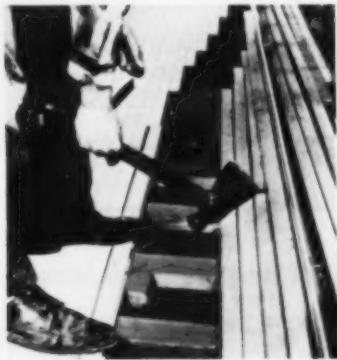
above: a redwood deck that's both durable and maintenance-free. As used here, the decking helps integrate house and outdoors; complements the redwood board and batten walls and the redwood eggcrate canopy. Information, California Redwood Assn. (No. Z91, p. 111).



**NEW METHOD** for installing hardwood flooring over concrete slab calls for one-course moisture barrier on top slab before placing screeds. It's a mastic-felt-mastic "sandwich."



**SCREEDS** go down immediately after mastic is spread. Lengths up to 48" can be used, placed at right angles to the flooring's direction and arranged in a staggered pattern.



**HARDWOOD FLOORING** can be laid as soon as screeds are down. Each piece should be nailed to at least two screeds. From: Nat'l Oak Flooring Mfg. Assn. (No. Z92, p. 111).



## pay more attention to product underfoot



**CERAMIC TILE MOVES OUTDOORS** to decorate and add durability to an outdoor patio or pool area. Even a small tiled area can go a long way to highlighting and coloring the outdoor living room. Here, Pomona Tile's scored tile is used for the step and flooring. It gives the effect of 1x6 mosaics but installs as quickly as regular size tile. From Pomona. (No. Z93, p. 111).



**COST-SAVER HARDWOOD BLOCK** is made from 2" face square edge slats held together with two steel splines. Block is fabricated in 10x10" and 8x8" sizes, with tongued ends and grooved sides. Comes in 1/2" oak and pecan and in 25/32" pecan, toxic-treated. For homes or apartments on concrete slab laid in mastic. Potlatch Forests. (No. Z94, p. 111).



**LAMINATED HARDWOOD** block flooring comes with "Durasheen" vinyl-alkyd finish. Heavy plastic resists stains, water, heat, rough wear. Plyfloor, Inc. (No. Z95, p. 111).



**COMING SOON** . . . industry standards on laminated hardwood block flooring. Hardwood Plywood Institute will have the information. (No. Z96, p. 111).

### More about floors from these catalogs

**INSTALLATION** specs in a four-page pamphlet from Asphalt & Vinyl Asbestos Tile Institute. Proper types of subflooring and where to use them. (No. Z97, p. 111.)

**PATTERN CHATTER** on the latest Congoleum-Nairn flooring. Describes colors of 15 new types. Suggests decors. (Z98, p. 111.)

**WOOD** construction data on random-length wood decking. Eight-page brochure from National Lumber Manufacturers Assn. gives plenty of detail drawings, tables on plank floor construction. (No. Z99, p. 111.)

**NEW LOOK** in floors . . . from Wood-Mosaic Corp. Describes prefinished hardwood block that can be mixed or matched into any number of combinations. (No. Z105, p. 111.)

**FORTY-EIGHT PAGE** workbook for builders from Kentile. Drawings, charts, photos on all types of resilient floorings. (No. Z101, p. 111.)

**SPECIFICATION MANUAL** from Maple Flooring Mfrs. Assn. Eight pages of specs, patterns, installation ideas. (No. Z102, p. 111.)

**SCHOOLS OF WOOD** . . . floor plans, layouts, detail drawings on plank and beam flooring systems. West Coast Lumbermen's Assn. (No. Z103, p. 111.)

**TERRAZZO FLOORING** . . . its performance, where to use it, how to install it. In literature from Crossfield Products Corp. on its new Dex-O-Tex flooring. (No. Z104, p. 111.)

# Can title companies help you?

**They offer a big package of vital services, and they protect you from losses caused by a wide variety of defects in your title to real estate**

Here's how a title insurance company with a good escrow department can serve you:

- It can save you interest on construction loans. Builder Harold Kayne, principal of 20th Century Builders, Columbus, Ohio, cites his experience as proof.

"Our loan payoffs must be in the hands of our construction lender by the last day of the month in which the sale closing to a buyer takes place," Kayne says. "Otherwise, he charges another month's interest on construction funds advanced to us."

Fortunately, Kayne reports, the escrow department's quick closings make possible many such payoffs before the deadline.

- It can simplify financing through nonlocal lenders.

Kayne says his title company's escrow service let his firm finance its first large-scale subdivision through a nonlocal lender. Without escrow service, he says, these lenders often cannot be used. They don't have the local facilities to handle the many details involved.

- It facilitates financing.

Instead of giving money to the builder in a lump sum, many lenders like to have it disbursed by the title company as work progresses.

In performing this service, the title company has on deposit

funds for payment of all contractors and suppliers. And since it will actually pay the subs on a progressive basis, the builder is spared a lot of bookkeeping expenses.

- It keeps the job moving.

In a number of states, a title policy insures against liens. These liens can take precedence over mortgages, and thus hold up the sale of houses for years.

"Several years ago," recalls Sidney Herman, of Carlyle Construction Co., New York City, "one of our contractors suddenly abandoned a project job." While the problems created were being worked out, many of his suppliers filed liens against the project.

"But," says Herman, "the title company continued insurance and disbursement of funds—based on our indemnification—and work was not held up."

- It gives you a strong sales point.

Ordinarily, a title policy covers only the mortgage amount. This is issued to the lender. It guarantees him that the person to whom a loan is made has clear title to the mortgaged property.

As the homebuyer pays off his mortgage, however, he increases his equity in the property. Yet he gets less and less protection against possible title defects.

Why? Because the title policy

expires once the lender gets his money back.

Here's where the builder can impress the buyer. He can buy an owner's policy at a premium rate that covers the full purchase price of the house. This protects the owner's title permanently.

A \$25,000 house in Missouri, for example, might come to \$87.50 for the premium. Title examination charges are extra. And for a nominal fee, the builder also gets a lender's policy on the mortgage amount.

In any case, only one premium is all that's ever paid.

This owner's policy will protect the buyer and his heirs for as long as they have any interest in the property.

If the title is ever attacked, the insurance company undertakes the defense at its own expense. In the event it loses, it will pay off the claimant up to the face amount of the policy.

- It may provide free sales aids.

Lawyers Title Insurance Corp., of Richmond, Va., now offers builders show cards and other point-of-purchase material.

"Before sales with a title company, insist that it be a member of the American Title Association."

This word of caution comes from Fillmore Galaty, in charge of the Builders Division of Chicago Title & Trust Co.

"Find out whether you're dealing with an agent or the parent company," Galaty says. "If you're dealing with an agent, make certain that the agreements bind the parent company."

COMPARISON OF TITLE COVERAGE	SURVEYOR'S MAPS	MADE & FORGOTTEN	EXEMPTED	ADVISED BY ATTORNEY OF FALSE REPRESENTATIONS	TITLE ESTATE SETTLEMENTS	FIXING TRENDS	COVERTURE BY J.A. HED	MISSING HEIRS	UNRECORDED WILLS	DEEDS BY SINGLE BY	DEEDS BY THE KING OF UNBOUND	INSTRUMENTS	SECRET ARRANGES	UNDISCLOSED ENCUMBRANCES	FAKING RECORDS	TRIP OF AGENCY	TRIP OF AGENCY
ABSTRACT					✓												
CERTIFICATE OR OPINION					✓												
GUARANTY					✓	✓											
TITLE INSURANCE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

TITLE INSURANCE is considered the one form of title evidence that covers defects not revealed by public records.

# 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 to be used for advertising and promoting his Quality House, 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.

STATE REPORT

### What buyers want today: a 3-in-1 house

**Last November, we pictured this 'most wanted' house; now it's a fast seller in Arizona**

During National Home Week, AMERICAN BUILDER editors spoke to 400 builders, inspected 1,000 homes. Then they worked up this house containing the features buyers want most. Among those features:

- A colonial exterior, with shutters, small-paned windows, coach lanterns.
- Privacy-oriented interior, with full walls replacing open planning.
- Formal living and dining rooms well separated from family room, a kitchen with lots of storage and quick service to family room.
- An indoor-outdoor living area in rear, connected to kitchen and family room.



## It has the

**B**ernie Young, Scottsdale, Ariz., calls this house Le Chateau Charmant. He's sold two of them a week ever since last January, at a healthy price tag of \$29,500-\$35,500.

What's outstanding about this model? It's packed with the features AMERICAN BUILDER editors find are most wanted by buyers all over the country. That colonial front, for example. It's the trend this year. And so is the rectangular floor plan that's designed to minimize traffic through the living and dining rooms. Still more "most-wanted" features are pictured on the next two pages.

"Quality," says Bernie Young, "is my watchword. I employ two field superintendents to insure good quality control, and every house I build is inspected four times by a top executive of Young Construction Co.



**BERNIE YOUNG** (rt.) and vice pres. **Bob Smith** go over a set of blueprints. Young also has a 2-man design staff, headed by William Knox.



Photos by August Beulich

## features buyers want most



**FORMAL LIVING AREAS** set the tone of this privacy-oriented interior. Floor of living room (foreground) is

dropped 6 in. Dining room (seen at rear) is divided from living room by a see-through fireplace of used brick.

## BLUEPRINT HOUSE



**STRIKINGLY BEAUTIFUL KITCHEN** is showplace of the house. It features these deep-toned walnut cabinets, plus a flared food bar (rt.) that serves the family room.

**AMERICAN BUILDER BLUEPRINT No. 275**

## Even the informal areas look formal



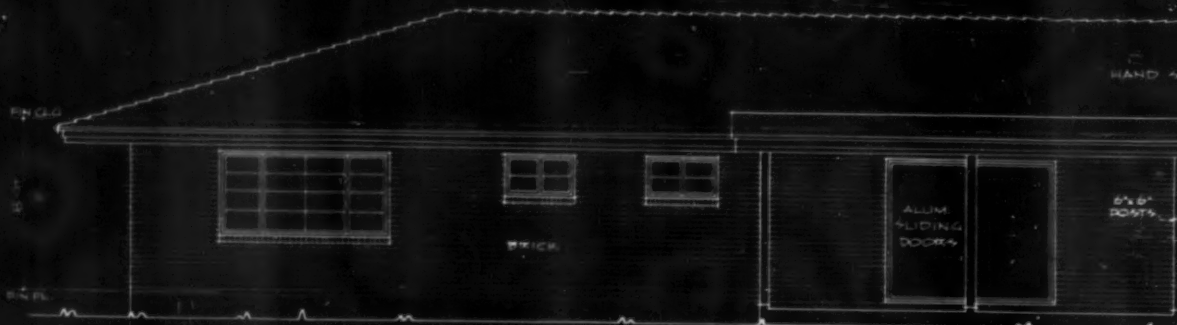
**FAMILY ROOM** is "tied" to kitchen (seen at rear) by paneling that blends with walnut kitchen cabinets. Sliding-glass door in right foreground opens on a covered porch.

Duct at top left connects to an electric heat pump. Door at rear of kitchen leads to all-purpose room that can convert to an extra bedroom or a maid's room.

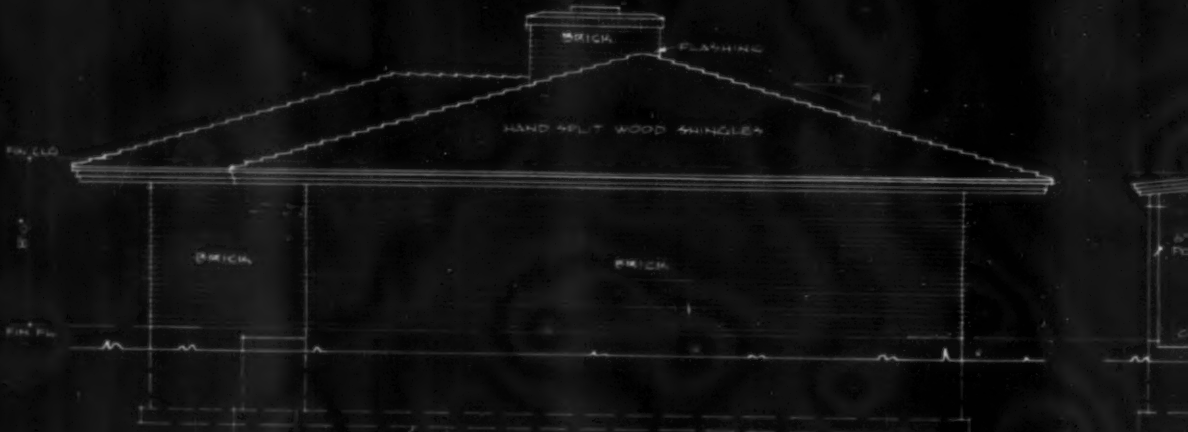




FRONT ELEVATION



REAR ELEVATION



RIGHT SIDE ELEVATION

AMERICAN BUILDER BLUEPRINT SERIES.

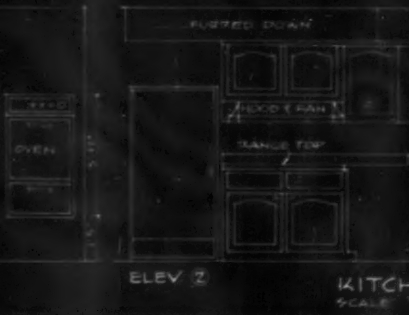
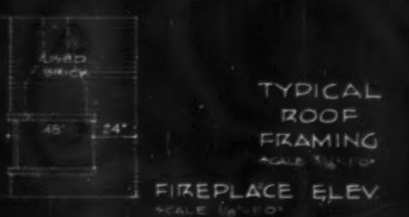
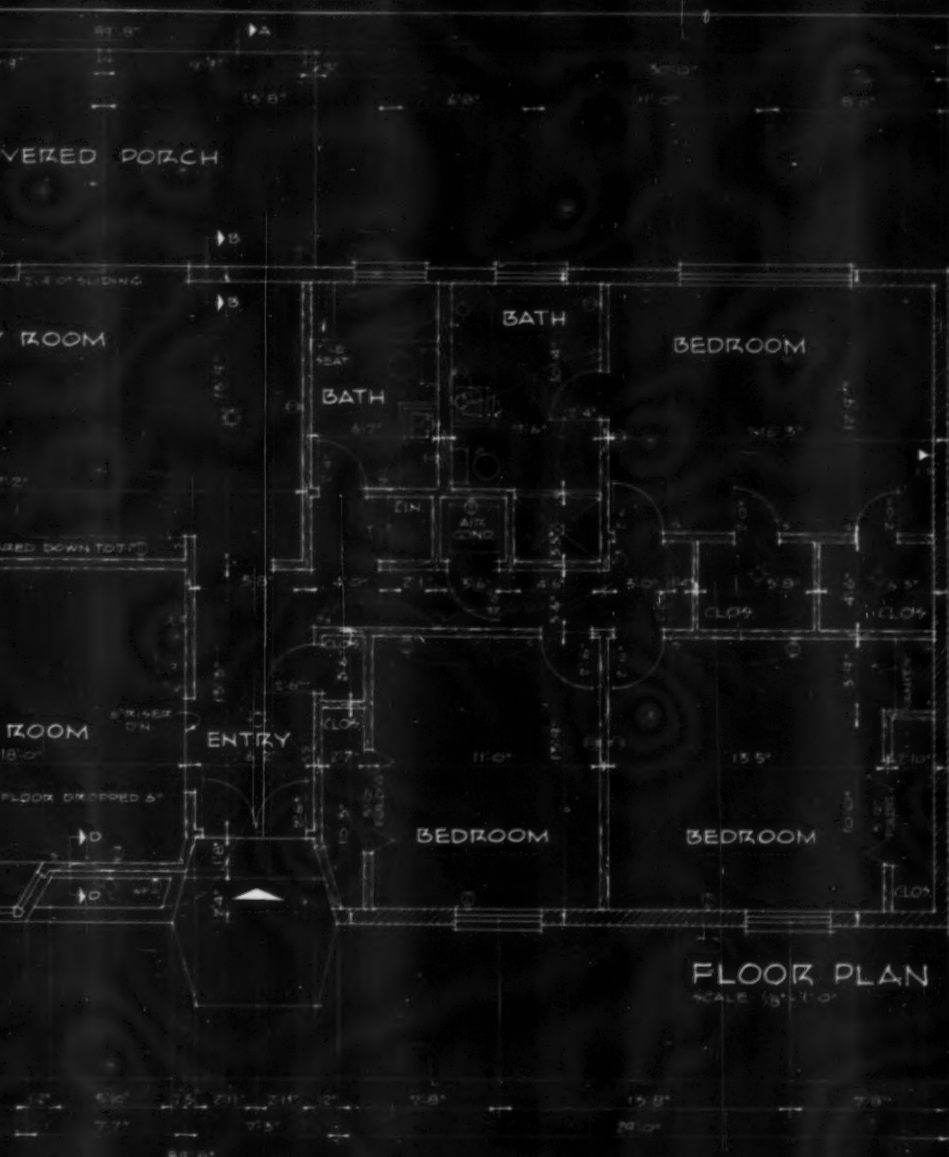
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SIMMONS-BOARDMAN PUBL. CORP., 30 CHURCH ST., NEW YORK 7, N. Y.











# BLUEPRINT HOUSE

Here's the estimating take-off for Bernie Young's 'house buyers want most'

## AMERICAN BUILDER HOUSE NO. 274

L = lin. ft.  
S = sq. ft.  
C = cu. ft.  
U = unit(s)

FIRST FLOOR AREA ONLY	2,245 S
CAR PORT AREA ONLY	455 S
PORCH & PLATF. AREA ONLY	255 S

### —EARTH EXCAVATION & GRADING—

Topsoil 6" Grade Exc. & Fill	5,910 S
Earth Found. Exc. & B'fill	4,125 C
Earth Hand Footing Exc. & B'fill	645 C
Gravel 8" Floor Subfill	2,250 S
Gravel 4" Floor & Platf. Subfill	700 S
Exc. Topsoil 6" Grade Subfill	2,955 S
Water Encountered Drainage	Sum

### —CONCRETE CONSTRUCTION & FINISH—

2500# Conc. Wall & Chim. Footings	375 C
2500# Conc. Wall & Chim. Footings Forms	535 S
2500# Conc. Found. Walls	885 C
2500# Conc. Found. Walls Forms	2,665 S
2500# Conc. F. 1x12" Post Base Fm. & Fin.	3 U
2500# Conc. 4" Fl. & Platf. Slab O.G.	2,955 S
2500# Conc. Floor Haunch	5 C
2500# Conc. 10x6" Step Form & Fin.	30 L
Monolith. Floor Fin.	2,575 S
Monolith. Parch & Platf. Float Finish	255 S
Kraft Paper Parch & Platf. Prof. & Cur'g	2,955 S
Premolded 1/2 x 4" Parim. Expan. Joint	305 L
Trade Items Sat-In	Sum

### —STEEL ROD & MESH REINFORCING—

#10 6x6" Stl. Floor & Platf. Mesh Reinf.	2,955 S
#5 Steel 1.043# Rod Reinf.	730 L

### —BRICK CONSTRUCTION & VENEER—

Face Brick 4" Ext. Wall Veneer	2,260 S
Face Brick 4" Int. Wall Veneer	385 S
Face Brick 4" Plant Box Veneer	50 S
Face Brick 4" Chim. Veneer	35 S
Face Brick 8x4" Pl. Box Cap	25 L
Face Brick 8x4" Chim. Cap	20 L
Face Brick 6x4" Window Sill	35 L
Used Brick 4" Firepl. Veneer	95 S
Used Brick 4x8" Soldier Course	20 L
Fire Brick 4" Firepl. Hearth	10 S
Fire Brick 4" Firepl. Lining	5 S
Com. Brick 4" Plant Box Backing	50 S
Com. Brick 4" Ext. Wall Backing	920 S
Com. Brick Chim. Constr.	185 C
Vitr. T.C. 12x12" Flue Lining	10 L
Oakum & Mast. Door & Wind. Calking	270 L
Cement Mort. 2" Chim. Cap Wash	20 S
Acid & Mort. Expos. Brick Clean & Point	2,900 S
Trade Items Sat-In	Sum

### —METAL & GYP'D FURRING & LATHING—

3.4# Giv. Mt. Wall Lathing	345 S
3.4# Giv. Mt. Ceiling Lathing	15 S
3.4# Mt. Internal Cornerite	1,250 L
26-ga. Mt. Corner Bead	155 L
Gypboard 5/8" Wall Rocklath	3,980 S
Gypboard 5/8" Cell. Rocklath	2,535 S
Gypboard 5/8" Fascia Rocklath	85 S
Gypboard 5/8" Wall Lining	10 S

### —PLASTER CEIL. & WALL FINISH—

Gypsum Plat. 5/8" Cell. 3 Coats O.R.L.	2,080 S
Gypsum Plat. 5/8" Wall 3 Coats O.R.L.	3,970 S
Gypsum Plat. 5/8" Fascia 3 Coats O.R.L.	85 S
Cement Plat. 5/8" Cell. 3 Coats O.R.L.	455 S
Cement Plat. C.T. Wall Sec. Ct. O.M.L.	345 S
Cement Plat. C.T. Cell. Scr. Ct. O.M.L.	15 S

### —METAL ORNAMENT & MISC. WORK—

4x2x1/4" Stl. S.8# Dr. & Wind. Lintel	152 L
3x3x1/4" Stl. 4.9# Firepl. Lintel	11 L
3" d. Stl. 12# Firepl. Column	5 L
6x6x1/4" Stl. 2.55# Bearing Plates	2 U
Stl. 1/2x15" Wall Anchor Bolts	58 U
Stl. 1/2x10" Found. Anchor Bolts	69 U
Cast Iron Firepl. Damper	1 U

### —LUMBER FRAMING & CONSTRUCTION—

6x6" Fir Parch Posts	20 L
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2-2x12" Fir Door Lintel	20 L
2x10" Fir Ridge Board	60 L
2x10" Fir Roof Hip Rafter	95 L
2x10" Fir Roof Valley Rafter	20 L
2-2x8" Fir Parch Beam	20 L
2-2x8" Fir Door Lintel	10 L
2-2x8" Fir Chim. Opening Framing	10 L
2x8" Fir Bolted Wall Plate	230 L
2x8" Fir Rafter Fire Shop	290 L
2x8" Fir Fascia Rf. Nailer	290 L
2x8" Fir Roof Rafters	2,065 L
2x8" Fir Cell. Joists	495 L
2-2x6" Fir Wall Plate	10 L
2x6" Fir Part. Plate Nailer	230 L
2x6" Fir Door Head Nailer	10 L
2x6" Fir Wall Stud	235 L
2x6" Fir Wall Studs	80 L
2x6" Fir Cell. Joists	2,250 L
2x6" Fir Roof Rafters	225 L
2-2x4" Fir Part. Plate	410 L
2x4" Fir Stud Bridging	480 L
2x4" Fir Collar Ties	240 L
2x4" Fir Cell. Joist Fire Stop	200 L
2x4" Fir Part. Stud	235 L
2x4" Fir Part. & Wall Studs	2,195 L
2x4" Fir Ceiling Joists	340 L
2x3" Fir Window Seat Framing	40 L
2x3" Fir Cab. Fascia Framing	105 L
1x3" Fir Base Nailer	605 L
1x3" Fir Door Header	10 L
1x3" Fir Wall Furring	1,110 L
1x6" T&G Fir Wall Lining	260 S
1x6" T&G Fir Roof Lining	4,350 S
15# Felt Roof Insulat.	4,350 S
15# Felt Wall Insulat.	260 S
Blanket 4" Wall Insulat.	260 S
Blanket 4" Cell. Insulat.	2,250 S
Cedar Split Roof Shingles	4,350 S
Wood Misc. Furring & Grounds	Sum
Metal Struct. Hardw.	Sum

### —CERAMIC FLOOR & WALL TILING—

Ceramic Floor Tiling	125 S
Ceramic Wall Tiling	345 S
Ceramic Cell. Tiling	15 S
Ceramic Spot Tiling	5 S
Ceramic 6" Cove Wall Base	55 L

### —WOOD EXT. & INT. MILLWORK—

1 1/2" Wh. Pine 5x7" Fin. Ext. Door, F&T	1 U
1 1/2" Wh. Pine 5'x6'8" Fin. Int. Door, F&T	2 U
1 1/2" Wh. Pine 5'x6'8" Lvr. Int. Door, F&T	1 U
1 1/2" Wh. Pine 2'6x6'8" Lvr. Int. Door, F&T	5 U
1 1/2" Wh. Pine 2'6x6'8" Sl. Int. Door, F&T	1 U
1 1/2" Wh. Pine 2'4x6'8" Fl. Int. Door, F&T	2 U
1 1/2" Wh. Pine 2'x6'8" Fl. Int. Door, F&T	2 U
1 1/2" H. MR. 2'8x6'8" Fl. Int. Door, F.T.H.	1 U
Birch Veneer 8x2x3" Sink Cabinet	1 U
Birch Veneer 4x2x3" Range Cabinet	1 U
Birch Veneer 6'6x3'x3" Island Bar	1 U
Birch Veneer 7'3x2'6x1" Overh. Cab. F25	1 U
Birch Veneer 6'x2'6x1" Wall Cabinet	1 U
Birch Veneer 3x2x1" Wall Cabinet	1 U
Birch Veneer 6'9x2'x3" Sink Vanity	1 U
Birch Veneer 4x2x3" Sink Vanity	1 U
Birch Veneer 3'9x2" Wall Vanity	1 U
1 1/2" Wh. Pine 1'6x6" Wind. Shutters	4 U
1 1/2" Wh. Pine 1'6x4" Wind. Shutters	2 U
1 1/2" Wh. Pine 1x4" Wind. Shutters	4 U
Wd. Sash & Gl. 11'6x5'6" Bay Wind. F&T	1 U
Wd. Sash & Gl. 8x4" Fir. & C. Wind. F&T	1 U
Wd. Sash & Gl. 6x4" Fir. & C. Wind. F&T	2 U
Wd. Sash & Gl. 4x5" Fir. & C. Wind. F&T	2 U
Wd. Sash & Gl. 4x3" Fir. & C. Wind. F&T	2 U
Wd. Sash & Gl. 1'8x4" Fixed Wind. F&T	2 U
Wd. Sash & Gl. 3'1'8" Slid. Wind. F&T	2 U
Wd. Sash & Gl. 2x2" Fixed Wind. F&T	1 U
Wh. Pine R. Exterior Wl. Boarding	155 S
Wh. Pine 4'x1'6" Wall Panel	2 U
Wh. Pine 1x12" Closet Shelf	40 L
Wh. Pine 1x18" Closet Shelf	15 L
Wh. Pine 1x3" Wall Base	500 L
Wh. Pine 1x3" Shelf Cleats	70 L
Hardwood 1 1/2" d. Closet Pole	40 L
Birch Veneer 1/4" Wall Boarding	260 S
Formica Counter Tops	70 S
Metal Finish Hardw.	Sum



**COMFORTABLE BATHROOMS** follow today's trend away from the traditional antiseptic-looking baths.

### —ASPHALT FLOOR TILING—

Asphalt 1/2" Floor Tiling	1,465 S
Gr. Prt. Asph. 1/2" Floor Tiling	465 S

### —METAL SHEET WORK—

16-oz. Copper 12" Chim. Flashing	20 L
16-oz. Copper 10" Valley Flashing	20 L
16-oz. Copper 8" Base Flashing	20 L
Alum. & Glass 4x7" Sliding Door & Acc.	1 U

### —PAINT EXT. & INT. FINISH—

Lead & Oil Ext. Millw. 3 Coats	1,295 S
Lead & Oil Plaster Cell. 3 Coats	2,080 S
Lead & Oil Plaster Wall 3 Coats	4,055 S
Lead & Oil Mt. Work 3 Coats	65 S
Lead & Oil Wood Sash 3 Coats	235 S
Lead & Oil Int. Millw. 3 Coats	905 S
Stain & Varn. Int. Millw. 4 Coats	1,810 S

### —METAL & GLASS TOILET ACC.—

Mt. & Gl. 6'6x2' Wall Mirror & Fr.	1 U
Mt. & Gl. 4x2' Wall Mirror & Fr.	1 U
Chrome Mt. T.P. Holder	2 U
Chrome Mt. Sapp. Holder	3 U
Chrome Mt. 30" Towel Racks	2 U
Chrome & Cloth 48" Shower Rod & Curtain	1 U

### —HEAT, & AIR COND. SYSTEM & FIXTURES—

Gas Warm Air Furnace & Acc.	1 U
Air Cond. Equip. & Acc.	1 U
Air Cond. & Heat Ducts & Registers	19 U
Gas Warm Air Temp. Control Equip.	1 U
Air Cond. Temp. Control Equip.	1 U
Gas Warm Air Vent Flue & Connect.	1 U

### —PLUMBING SYSTEM & FIXTURES—

Water Service Line & Connect.	1 U
Sanitary Service Line & Connect.	1 U
Gas Service Line & Connect.	1 U
Gas Furnace Piping & Connect.	1 U
Mose Bibb Piping & Connect.	2 U
Lavatory Piping & Acc.	2 U
Bathrub Piping & Acc.	1 U
Water Closet Piping & Acc.	2 U
Kitchen Sink Piping & Acc.	1 U
Shower Head Piping & Acc.	2 U
Elec. H.W. Heat Piping & Acc.	1 U
Shower Recep. Piping & Acc.	1 U
Wash. Machine Piping & Acc.	1 U

### —ELECTRICAL SYSTEM & FIXTURES—

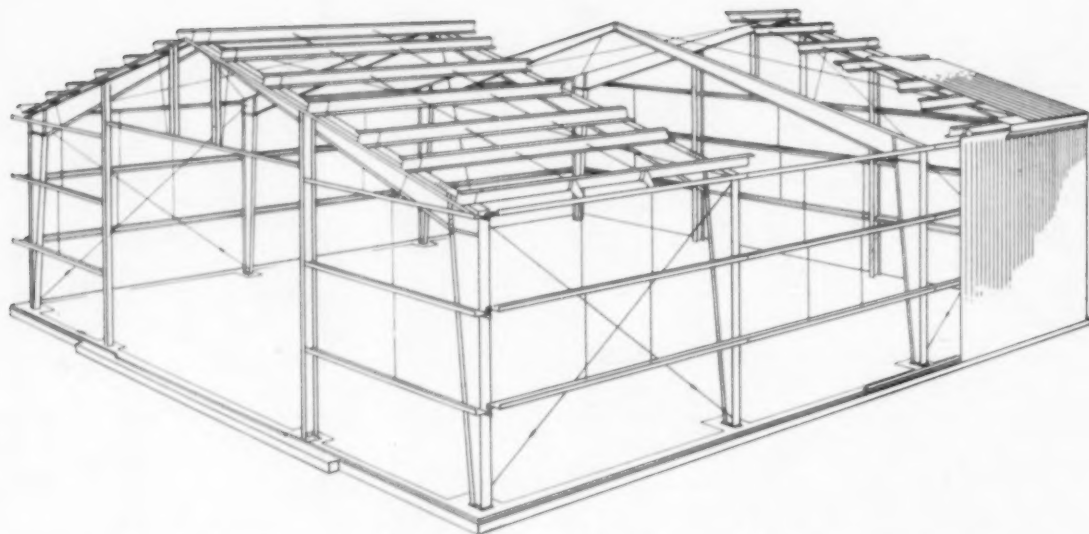
Electric Service Connect.	1 U
Electric Service Panel & Switch	1 U
Telephone Service Connect.	1 U
H.W. Heater Connect. & Wir'g	1 U
Gas Furnace Connect. & Wir'g	1 U
Oven Connect. & Wir'g	1 U
Exhaust Fan Connect. & Wir'g	1 U
Range Connect. & Wir'g	1 U
Single Switch Outlets & Wir'g	17 U
3-Way Switch Outlets & Wir'g	2 U
Convenience Outlets & Wir'g	35 U
Telephone Outlets & Wir'g	2 U
TV Antenna & Wir'g	1 U
Entry P. Butt. Chime & Wir'g	2 U
Cell. Fixtures & Bulbs	12 U
Wall Fixtures & Bulbs	4 U
Ext. Weather'prf Fixtures & Bulbs	2 U
Ext. Weather'prf Outlets & Bulbs	2 U
Heavy Duty Outlets & Bulbs	2 U

## Quality products used in this month's Blueprint House

Carrier Corp. refrigeration; Hotpoint, Division of General Electric, Kitchens; American-Standard plumbing; Schlage Co. locks; Simpson Logging Co. paneling; Amerock Corp. cabinet hardware; fiber glass insulation; Berns Air-King Corp. fans and hoods; Adams Engineering Co. medicine cabinets; Bernico (Brown Co.) soil pipe; Ponderosa Pine millwork;

Emerson-Pryne Co. lighting fixtures; Manarch Mfg. Co. tile; Mason Division of Standard Screw Co. shower valves; Formica; Armstrong Cork Company floor covering; Superlite block; Arcadia Metal Products doors; United States Gypsum Company rock lath; Fenestra, Inc. steel sash; Johns-Manville Corporation transite pipes and vents.

# American Builder asks: What can



**THEY'RE SIMPLE**—Regardless of who manufactures them, pre-engineered steel buildings adhere to basically simple structural design factors. Purpose is to keep them light, flexible to a multitude of floor plans, and easy to

erect. Components fit together rapidly and enable the builder to begin interior and exterior finishing in a fraction of the time required in more conventional construction. Buildings cover a wide variety of sizes and shapes.

## An Expert Answers: They'll help him



**STORY SOURCE**—American Builder's Andy Boracci interviews Charles LeB. Homer, president of the Stran-Steel Corp., for the facts on what opportunities pre-engineered steel buildings offer builders. Homer's thinking follows:

**BORACCI:** Just how will they do that?

**HOMER:** Well, lets say you're a builder. What's bothering you these days? Your volume's off. Tight money problems plague you. A host of things you can do very little about. So you look on either side of you for some way to maintain your dollar volume—perhaps even expand it. You study the growing light commercial market.

**BORACCI:** A category which American Builder's research department estimates will reach \$9-billion in the next 12 months. What kind of building offers me my greatest opportunity?

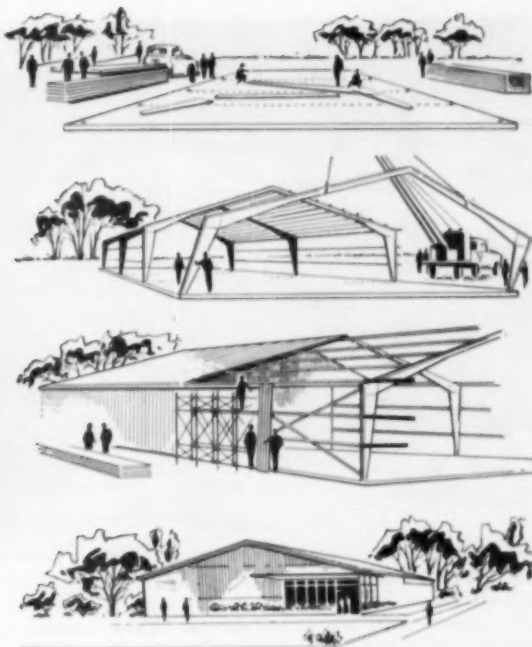
**HOMER:** Vast improvements in design and engineering of steel building components greatly multiply your opportunities over what they were less than two years ago. There is no major commercial or industrial market not now open to pre-engineered steel building other than multi-story structures.

**BORACCI:** What are some of these markets?

## pre-engineered steel buildings do for the home builder?



**SMALL BUILDING**—Stran-Steel's Stran-Master serves as the core of this 32x102-ft. Auto Wash in Robbinsdale, Minn. The building is completely insulated. Progress drawings (right) show rapid step by step of erection.



## into an expanding light commercial market.

**HOMER:** Well, schools must be built for 16.4-million students in the next 10 years. More than 700 bowling centers open each year along with 2,000 supermarkets. Then, there are scores of shopping centers, automobile dealerships, motels and car washes. Anything, other than residential, that can be satisfied by single-story construction. It's a natural medium for you if you're building on speculation or contracting. And don't fear the unknown.

**BORACCI:** The more technical aspects?

**HOMER:** You feel building commercial is too complex, or involves unfamiliar labor problems and complex machinery? That's where pre-engineered steel buildings come in.

**BORACCI:** You solve the problems for me?

**HOMER:** Not all of them; but a great many of them. Pre-engineered steel buildings are fabricated to meet almost any light commercial design.

Basic components can be interchanged to meet hundreds of design variations. You leave the engineering to us.

**BORACCI:** I've always felt that pre-engineered buildings had a warehouse look.

**HOMER:** At one time they did. And for a purpose; that was so they could serve as warehouses. But I'll bet you there's many pre-engineered buildings you thought were on-site fabricated. The picture has changed and is changing still more. Modern low profile designs and long spans make them highly suitable to contemporary building.

**BORACCI:** How about cost?

**HOMER:** A steel building can be delivered and erected at lower cost than many other types of construction. And the speed of erection adds another plus for you. It shortens the period of time it takes for you or your customer to start realizing earnings on the capital investment.

## American Builder Asks: How



**OPEN WEB FRAMES**—Pruden's open web steel building frames serve as structural support for the Waggener Stores at Festus, Mo. Waggener combined its own lumber, roofing, siding and hardware with the Pruden framing to

replace warehouses, display floors and office space destroyed by a fire eighteen months ago. Pruden does not supply the complete building. It supplies local dealers with open web framing fabricated by the dealers into buildings.

## The Expert Answers: No tougher



**ANOTHER EXPERT**—Don Malcolm, manager of Armco's building products division, points out some features in Armco's line of steel buildings at plant in Middletown, Ohio. Malcolm is a former contractor.

**BORACCI:** O.K. I'm a builder. How do I go about working with these buildings?

**MALCOLM:** You decide the size and type of building you want to erect. Then you go to your local dealer and talk over your needs. Your dealer will provide you with a package that can consist of just the framing to a complete building less foundation. You go ahead with excavation and foundation. The dealer next sends around the required machinery and crew and erects all of the steel building ordered. If you've ordered the whole building that ends your worries. But, if you want to finish off the exterior in masonry, or curtain wall, or wood—anything, you go to work with your own forces doing the work you know best.

**BORACCI:** Now, how about paying for these buildings?

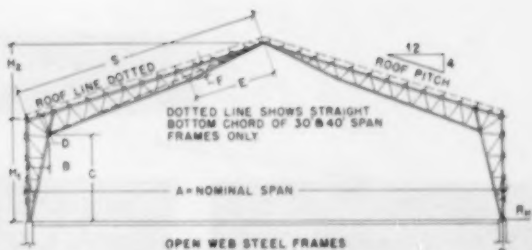
**MALCOM:** Through local dealers, Armco—and other manufacturers—offers financing plans that make it possible to spread out the total cost.



tough is it to work with these steel buildings?



**RIGID FRAME**—Inland Steel's rigid frame building comes in clear-span widths up to 120 ft. Clear span gives low, spacious appearance to building. Other Inland designs: arch type, post and beam, and slope-beam buildings.



**OPEN WEB STEEL FRAMES**  
**SIMPLE DESIGN**—Pruden's open-web frames as well as those of other manufacturers enable builders to incorporate into the building different materials to best advantage. Chart (below) shows ranges of design possibilities.

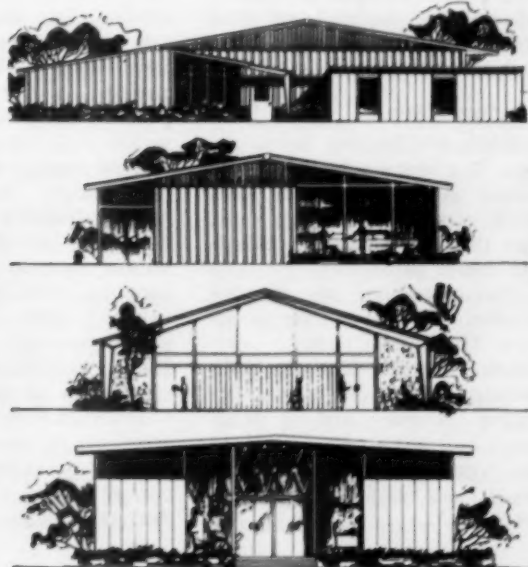
FRAME SIZE	A	B & O	C	E	H	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	lbs.	lbs.		
30 x 6'	30	21	4'-5 1/2"			5'-8 1/2"	5'-0"	15'-7 1/2"																		4360	4360	
30 x 10'	30	21	8'-1 1/2"			9'-4 1/2"	5'-0"	15'-7 1/2"																			6300	3120
30 x 12'	30	21	10'-1 1/2"			11'-4 1/2"	5'-0"	15'-7 1/2"																			6300	2780
40 x 6'	40	21	4'-5 1/2"			5'-8 1/2"	6'-0"	20'-11 1/2"																			6400	6620
40 x 12'	40	21	10'-1 1/2"			11'-4 1/2"	6'-0"	20'-11 1/2"																			8400	4540
40 x 16'	40	20	13'-7 1/2"			15'-4 1/2"	6'-0"	20'-11 1/2"																			6400	3760
40 x 20'	40	20	17'-5 1/2"			19'-4 1/2"	6'-0"	20'-11 1/2"																			6400	2180
50 x 8'	50	24	4'-4"	14'	8'-9 1/2"	5'-6 1/2"	8'-4"	26'-2 1/2"																			10800	9150
50 x 12'	50	20	9'-8 1/2"	18'	8'-9 1/2"	11'-4 1/2"	8'-4"	26'-2 1/2"																			10800	5600
50 x 16'	50	22	13'-7 1/2"	18'	5'-6 1/2"	15'-4 1/2"	8'-4"	26'-2 1/2"																			10800	5400
50 x 20'	50	22	17'-7 1/2"	18'	5'-6 1/2"	19'-4 1/2"	8'-4"	26'-2 1/2"																			10800	4760
60 x 12'	60	22	9'-5 1/2"	10'	10'-9 1/2"	11'-4 1/2"	10'-0"	31'-5 1/2"																			12600	6900
60 x 16'	60	22	13'-5 1/2"	18'	10'-9 1/2"	15'-4 1/2"	10'-0"	31'-5 1/2"																			12600	7360
60 x 20'	60	22	17'-7 1/2"	18'	10'-9 1/2"	19'-4 1/2"	10'-0"	31'-5 1/2"																			12600	6420

\* Applies for 33 PSF vertical load and 12 ft. spacing only.

than putting up the simplest house



**VARIETY OF STRUCTURES**—Pre-engineered steel frames or complete building packages make possible speedy erection of motels, gas stations, office buildings, and a wide range of light commercial structures.



# Harmony Homes reveals its

Harmony Homes sells its houses at less than

They standardize their product

**1** Harmony Management Service guides the business destinies of 19 different, yet highly successful home builders (AMERICAN BUILDER, June 1960, P. 104). It does the job with an almost simple, yet highly efficient formula.

With the formula, HMS boasts a yearly sale through its member builders of over 3,000 homes, all built on scattered lots throughout Southern California. Here are the formula's basic ingredients:

HMS provides for its builders (1) a standardized product; (2) materials bought in huge volume; (3) low subcontractor prices; (4) streamlined construction methods; (5) low overhead and office costs; (6) a low service fee for each unit sold.

#### Standard design

HMS standardizes house design. It offers six models which evolve from three basic plans. HMS permits no changes other than those allowed on its standard change list.

"Pressure from our member builders is terrific to have us deviate from this policy," says Charles (Chuck) Criswell, HMS president. "But we permit no deviation. It may cost us some sales; but if we succumbed to the pressure we'd destroy the whole basis on which our business rests."

They buy materials in huge volume

**2** Harmony Management Service negotiates prices for all components that go into Harmony Homes. This includes price negotiations for all components that are used by HMS subcontractors.

HMS bases its negotiations on a promised volume to component manufacturers of 3,000 or more homes a year.

This practice enables the manufacturers to offer HMS some handsome price advantages. They know what HMS requires over a year's time. This gives them a way to balance out ups and downs in their production curves. They can concentrate on HMS orders during slack periods and stockpile the parts for later delivery. Then, during busy periods, they can concentrate on production of other than HMS orders.

This practice differs with lumber orders, however. HMS' member builders operate all over Southern California. Central lumber purchase from a single supplier would involve heavy trucking costs. Also, lumber prices fluctuate from locale to locale. So HMS negotiates separately with scattered dealers.

HMS asks dealers interested in supplying it, however, to furnish a monthly statement that lists current prices on materials. In this way, it gets best prices.

They pay low subcontractor prices

**3** Harmony receives really low prices from its subcontractors. But it doesn't get them through the old method of pitting one subcontractor's price against that of another. HMS gets the prices by offering subs (1) volume business; (2) regular payments; (3) general contractor efficiency; (4) cooperation; and (5) an assured profit.

The subcontractor not only enjoys volume business but, since he works with only three basic plans, he can easily schedule his mechanics so that a minimum of time is wasted.

#### Prompt payments

HMS pays its subcontractors promptly and on regular schedules. This lets a sub stretch his capital further and take on a larger volume of business. It also enables him to take full advantage of cash discounts.

General contractor efficiency assures the sub of meeting pinpoint schedules. Subs rarely suffer the costly delays brought about by schedules broken by other subcontractors or by the general contractor.

A penalty system devised by HMS insures cooperation between subs. But this is rarely invoked. Subcontractors know that inter-trade cooperation serves each best. The all around result is—profit.

# secrets for keeping costs low

**\$5.70 per square foot for these six big reasons:**

**They streamline construction methods**

**4** Three basic house plans enable HMS to work out highly efficient construction methods. Waste, the construction cost thief, is practically eliminated.

"If there is enough lumber left over on a job to make a bonfire," says Ben Bingham, construction head of HMS, "somebody gets censured."

#### **Efficient staff**

Each Harmony company that builds has a construction manager. If the company operates in a compact territory and does no more than 20 houses a month, the construction manager has one superintendent, one construction secretary, and one pick-up man who installs hardware, doors, base and does miscellaneous jobs. Carpentry crew sizes are determined by volume.

Companies which operate in wide territories, or which do a larger volume have two or three superintendents in addition to the construction manager.

Actual construction follows the pattern of most tract builders in the area. No prefabricated parts are used except plumbing trees, cabinets, and prehung doors.

"Efficiency," says Criswell, "comes from streamlined organization rather than new construction methods."

**They keep overhead and office costs low**

**5** No salaries are paid in a Harmony company except to office help. The general manager, construction manager, sales manager, and all salesmen work on a profit—or commission—basis. Overhead, as a result, is tied to actual concluded sales.

Another cost saver: the office usually is located in a model house.

Harmony Management Service provides each company with selling assistance, advertising, financing, legal and other business aids that are too costly for a fledgling company.

#### **Forms cut overhead**

And of considerable help in minimizing overhead costs are the clerical service and forms HMS issues member companies. Schedule cards are provided members to help construction managers keep accurate check of their jobs. These are designed also to help HMS keep overall check on each member-company's progress.

Another vitally important form is the Job Control Sheet. This sheet carries a tabulated breakdown of the 29 steps involved in HMS-planned construction.

When a job is started, the company fills in the standard or optimum cost of each of the operations and lists extras involved.

**They earn a low profit per unit sold**

**6** "Not the profit per house but the aggregate profit that shows at the end of the month is what counts," declares Charles Criswell.

And that's the key to Harmony Management Service's appeal to member builders.

#### **Show monthly gross**

Unit profits are collected and tabulated on a monthly gross. Typical of the operation is Harmony II—a \$4,895 model. An average monthly profit on this house is \$220.

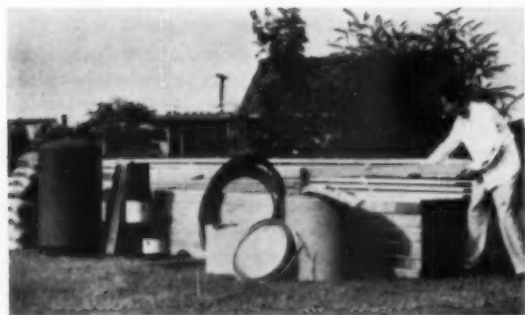
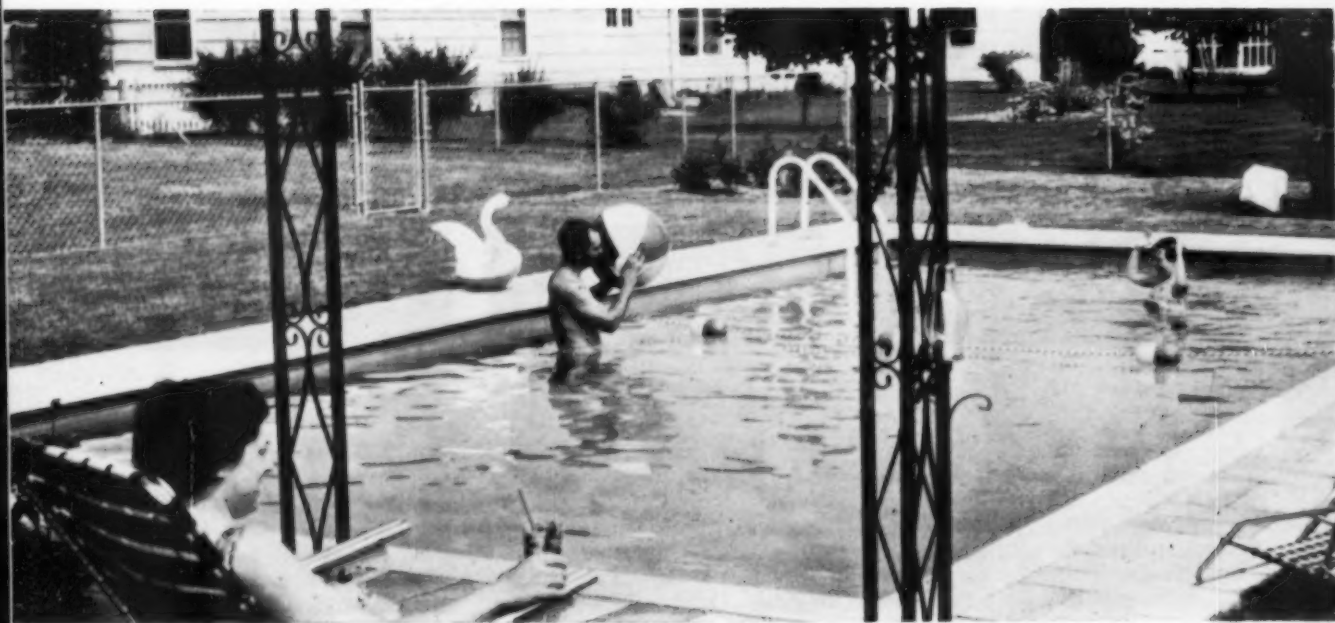
The profit taken from each house is divided between the general manager and the construction manager. (These usually are the designations of the partner-owners of a Harmony company).

Everybody in the operation works on a similar low-profit-per-house plan. But all enjoy relatively large monthly grosses that accrue from the volume. This holds true for all the suppliers and subcontractors involved, as well as for the member builders.

#### **Trains new employees**

New employees are trained by HMS. HMS helps recruit a sales force, train it, and provide it with advertising and promotion material. This service comes to members at a bargain price.

# Swimming pools: once a



**BUILDER ASSEMBLES KIT**—Complete kit for installation of Cascade's pool (top) appears here. Some do-it-yourself owners hire a contractor just to dig the hole.



**THEN ERECTS WALLS**—Specially-treated Wolmanized wood panels make up pool's side walls. They're locked in place after back hoe digs hole to specifications.



**SPREADS LINER NEXT**—After bottom of pool is rough graded, sand is added. Then the bottom is fine graded, the walls sealed. Vinyl liner is spread next.



**AND PULLS LINER IN PLACE**—This machine creates a suction that pulls the liner into place, and makes it possible to do the complete job in a single day.

# luxury, now a mass product



Mass production methods have added new profit dimensions to the swimming-pool boom.

It's become a mass market—Average price today of a backyard pool is \$4,160. But more and more manufacturers make pools that sell from \$2,000 to \$3,000 installed.

For families earning between \$5,000 and \$10,000, this presents no great economic strain. Five-year, no-down-payment loans are now available through many banks. These make any steady jobholder a pay-as-you-swim prospect.

**Statistic: In 1956, there were 56,000 pools. Today, there are over 250,000.**

The low-cost pool is easy to install—No longer is pool construction strictly a specialty field

In their efforts to crack the price barrier, pool manufacturers  
(continued on page 152)

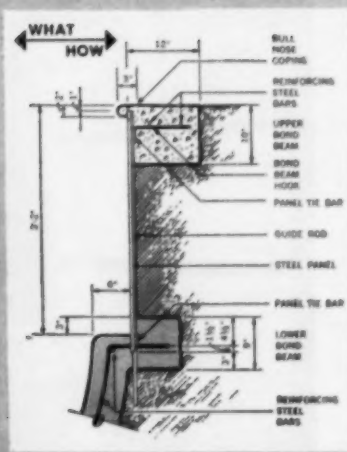
CORALOC POOL features steel wall panels that flex with freeze-and-thaw cycles. This lets the 18 x 36 pool function

as an ice skating rink in winter. Bottom net of reinforcing steel will be covered with thick coat of concrete.

**Pool serves as ice skating rink in winter, costs \$1,850 in kit form**



AFTER BACKFILLING, workman fills in upper bond beam to form concrete-and-steel ring around the pool.



CROSS-SECTION shows how backfilled earth cushions bond beam. Reinforcing bars help to secure the sidewalls.



# Read why builders are

From coast to coast, builders, like the four shown here, are discovering exciting new sales allure in Medallion Homes equipped by General Electric. Here's what makes a Medallion Home: 1. At least four major electric appliances; 2. Eye-saving lighting properly located throughout the

home; 3. Full housepower with wiring planned for all present and future electrical needs; 4. And in addition, Gold Medallion Homes have electric heating. You'll find this foursome adds up to the biggest selling combination since plumbing moved indoors.



## HOUSTON, TEXAS

"Naturally a home like the Steiningers' is easier to sell," says John D. Townshend, the builder of the Don Steiningers' house shown here. "Down here, air conditioning is a must. But when you take a home like this one, with its Weathertron heat pump, you've got a natural. People go for a one unit heating-cooling system like the General Electric Weathertron." Mr. Townshend has found that a Gold Medallion Home simplifies financing, too. "Because they know it isn't about to go out of style, bankers are favorably impressed by these homes."



## ROSLYN, LONG ISLAND

"Women just can't resist a house with a kitchen like this one," says Kalman Klein, builder of more than 7000 Long Island homes. He has found the highest public response to General Electric products. "And once they've moved in, people like Mrs. Simon (shown with her daughter) appreciate the dependability of General Electric equipment. That's why we started using General Electric appliances," he says, "and believe me, that's why we've stayed with them. People just naturally want a name they know and trust."

# building Medallion Homes everywhere



## SANTA ROSA, CALIFORNIA

Lewis Meyers, who began to use General Electric equipment more than six years ago, explains why he continues to build General Electric equipped homes: "It couldn't be simpler," he says. "I stay with them because they're up to date, because they have the best service and because my customers like their reliability." The living room of Dr. and Mrs. Walter Weber shown here is part of a model home built by Mr. Meyers to illustrate light for living. "It was so successful," he says, "I'm starting another model home next week."



## DELMONT, PENNSYLVANIA

The warm comfort of General Electric ceiling heat is illustrated here by the family of Mr. and Mrs. Adam Ardisson. Louis Meneghin, who built the Ardissons' Gold Medallion Home almost two years ago is presently building several more in the Delmont, Pennsylvania region. "I see it as the coming thing all over the country," he says. "More people are becoming more aware of electric heating every day. I expect to build a lot more Gold Medallion Homes around here. And one thing, for sure . . . they'll be equipped by General Electric."

For free copy of booklet "Building for More Sales and More Profit with Electrically Heated Homes," Pub. No. 49-515, write: The General Electric Company, Electric Comfort Heating Section, Appliance Park, Louisville 1, Kentucky.

*Progress Is Our Most Important Product*

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Wood windows are the firm basis for imaginative and salable construction. Chosen from a wide and diversified array of stock designs, wood windows save builders time and money.



*New sales opportunities are seen through wood windows*

## built of **WOOD** means built to sell



Good-looking wood windows are windows of distinction. They blend beautifully into every style of house you build, both traditional and contemporary. William N. Alderman, architect.

Windows of *wood* are today's best buys for home seekers . . . best sellers for home builders. Wood windows add a warmth all their own. They're beautiful to see, and see through. In countless stock styles and sizes, wood windows are easier and more economical to use . . . offer more adaptability in most styles of homes, plus more versatility in exterior and interior decoration.

Wood windows help sell your houses, because they provide more insulation, permit less condensation, require little effort and expense for your customers to maintain. Wood windows help change "for sale" signs to "sold" signs. For more information on better homes of wood, write:

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Wood Information Center, 1319 18th St., N.W., Washington 6, D. C.

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*For built-in sales appeal, nothing takes the place of*

The wide-eyed wonder of wood windows brings all the great outdoors into the great indoors. Buyers, by having more attractive "rooms with a view," are getting more livable homes for their money.



# Add Proof of Quality

*use Crane all through your homes—*



Crane offers you unlimited bath, guest, powder room ideas with a full line of fixtures at all price levels. Beautiful styling and lovely colors. Crane plumbing is proof of quality —and it's completely competitive.



*without adding to your costs—*

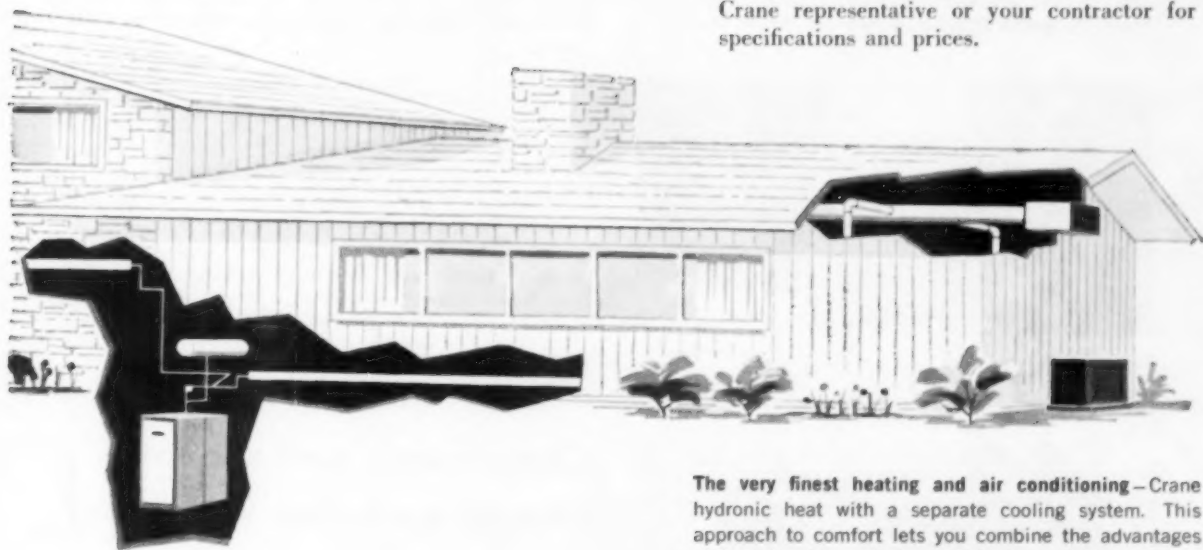
- PLUMBING
- HEATING
- AIR CONDITIONING

When a name can do as much for you as the name Crane, it's good business to play it for all its worth.

Use it all through your homes to add *proof of quality* without adding to your cost. Plumbing fixtures—all types from the finest master bath to strictly utilitarian laundry tubs; heating—hydronic or forced air, oil- or gas-fired; and air conditioning.

All that the name Crane stands for among consumers works for you throughout your homes to lend *proof of quality* . . . to make your homes more desirable. And the completely Crane equipped home makes your selling easy. Single source purchasing helps, too. It narrows your contacts for more efficient use of your time. One call gets action and answers to questions on plumbing, heating and air conditioning.

There's a complete Crane plumbing, heating and air conditioning "package" for every home you build. Add Crane and you add *proof of quality without adding to costs*. Ask your Crane representative or your contractor for specifications and prices.

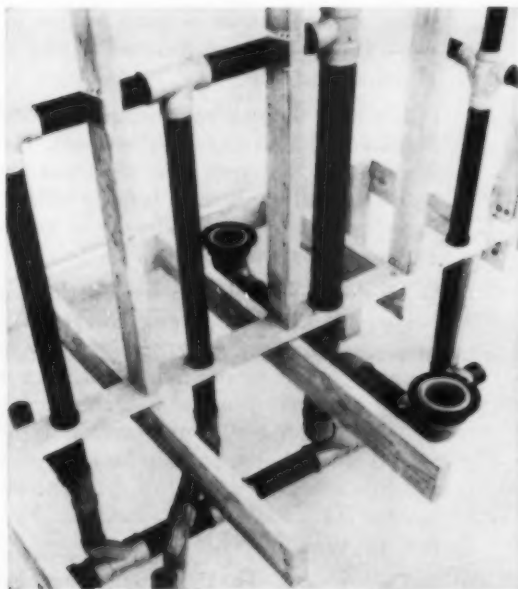


*proof of quality—at no extra cost*

The very finest heating and air conditioning—Crane hydronic heat with a separate cooling system. This approach to comfort lets you combine the advantages of best heating and air conditioning—without compromises on one imposed by limitations of the other. Crane offers a full range of gas- and oil-fired heating systems, hydronic or warm air—with cooling systems to match.

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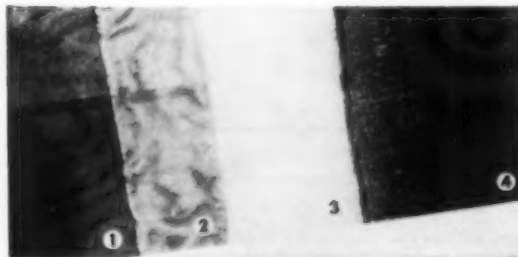
## Plastics bid for the building future



**ALL SHAPES AND SIZES** of plastic drainage and sewer fittings. For use in vent piping, sanitary sewer systems, roof drain lines, downspouting, etc. Fittings are of styrene ABS or PVC, will withstand wide temperature variations. From the Sloane Mfg. Co. (Circle No. Z1, p. 111).



**NEW PLASTIC VINYL . . .** Hi-temp Geon is compounded into piping that will withstand temperatures from 180°-200°F. Can be used in domestic hot-water piping. Couples or joints simply by using solvent. Information, B. F. Goodrich Chemical Co. (No. Z2, p. 111).



**PLASTIC ROOFING** and siding panel, "Shieldlite," is composed of (1) conventional decking; (2) fiber glass cloth; (3) epoxy plastic resin; (4) colored mineral granule surface. Panels measure 2x8', weigh 8 oz. per sq. ft. Shieldcoat International Inc. (No. Z3, p. 111).



### Components package into complete window walls

**DIVIDED-LIGHT WINDOWS** are now available in Andersen's "Strutwall" unit. Strutwall is a wall component with window unit already glued and nailed to frame members. Divided-Light Strutwalls are available with standard screens, hardware, and double glazing, if desired. Andersen Corp. (No. Z4, p. 111).

# You are now shopping in American Builder's Supermarket

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Z4	Z24	Z43
Z5	Z25	Z44
Z6	Z26	Z45
Z7	Z27	Z46
Z8	Z28	Z47
Z9	Z29	Z48
Z10	Z30	Z49
Z11	Z31	Z50
Z12	Z32	Z51
Z13	Z33	Z52
Z14	Z34	Z53
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Z18	Z38	Z57
Z19	Z39	Z58

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Z60	Z68	Z76	Z84	Z92	SPECIAL REPORT
Z61	Z69	Z77	Z85	Z93	Z98
Z62	Z70	Z78	Z86	Z94	Z99
Z63	Z71	Z79	Z87	Z95	Z101
Z64	Z72	Z80	Z88	Z96	Z102
Z65	Z73	Z81	Z89	Z97	Z103
Z66	Z74	Z82	Z90		Z104
Z67	Z75	Z83	Z91		Z105

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Z1	Z21	Z40
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Z4	Z24	Z43
Z5	Z25	Z44
Z6	Z26	Z45
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Z19	Z39	Z58

### CATALOGS

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Z62	Z70	Z78	Z86	Z94	Z99
Z63	Z71	Z79	Z87	Z95	Z101
Z64	Z72	Z80	Z88	Z96	Z102
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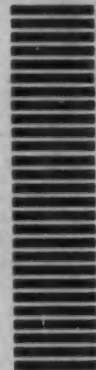


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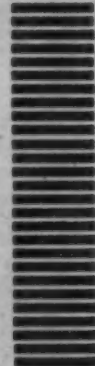


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## NEW PRODUCTS



### Gives "Island of Light"

Light-diffusing unit hangs from ceiling, is set up for simple installation. Comes complete with hanger and aluminum frame. Vinylux plastic diffusing panels are easy to remove, easy to clean and non-breakable. Units are in eight standard sizes from 3'x4' to 6'x9'.—Diffusa-Lite Co.

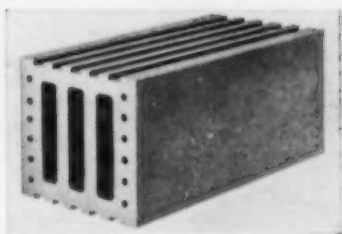
Circle No. 25 on reply card, p. 111



### Bit used for locksets

Boring bit is used for installing "400" line locksets with "Sok-It" strikes. Has flat blade design, bores in all types of wood. Made for 1/4" chuck electric drill. Bit is heat-treated, cutting edges sharpen easily. Retail for 80¢.—Kwikset Div., The American Hardware Corp.

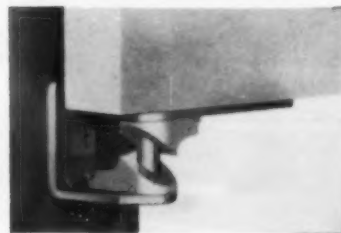
Circle No. 28 on reply card, p. 111



### Does fireproofing job

Tile is for use where single unit nominal six-inch wall with a two-hour fire-resistance rating is required. Designed for stair wells, fire walls and partitions. Face size is 5 1/16" x 11 3/4" tile; has cored shells, three cells in wall thickness. Available with ceramic glaze finish.—Natco Corp.

Circle No. 211 on reply card, p. 111



### Centers door automatically

Swinging door pivot works on gravity for automatic centering and alignment. Requires no springs, action is silent, wear resistant. Nylon bottom pivot has mating, gliding inclined-plane surfaces. Top pivot is conventional pin and jamb-socket assembly. — Lawrence Brothers, Inc.

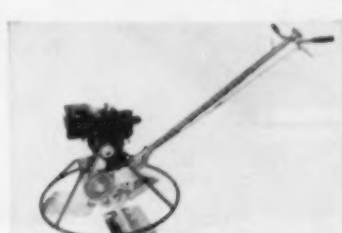
Circle No. 26 on reply card, p. 111



### Has nailing guides

"Frame locators" on gypsum wall-board provide nailing guide lines when application is either vertical or parallel to framing members. Sheets are printed with two lines of small letters spaced 16" on board's long dimension. Letters, spaced one-inch apart, locate studs. —The Celotex Corp.

Circle No. 29 on reply card, p. 111



### Power for troweling

Concrete troweling machine has 29" fixed guard ring, is powered by 3 HP engine. Has positive action clutch; a "dead man's grip" that stops trowel rotation when released. Equipped with three combination float-finish blades.—Champion Mfg. Co.

Circle No. 212 on reply card, p. 111



### Has two separate lenses

New, two lens luminaire is ideal for kitchen, den, family room, other interior locations. Ceiling unit has circular center lens of acrylic plastic, concentrates light on given area. Outer lens gives blended illumination. Luminaire is semi-recessed, projects 1 1/2".—Holophane Co., Inc.

Circle No. 27 on reply card, p. 111



### Hood purifies air

Ductless Hood for kitchen air purification uses recirculation of air over activated charcoal. Motor starts fan which pulls air through aluminum mesh filter and over charcoal. Removes odors, dust, smoke. Comes in 30", 36", 42" widths. Finishes are copper and silver.—Ductless Hood Co.

Circle No. 210 on reply card, p. 111



### Re-roofs and re-sides

Ribbed, lightweight aluminum sheet is designed for re-roofing and re-siding farm and commercial buildings. Material is low in cost, has diamond-embossed finish, resists corrosion. Lengths range from 7 to 16 feet. Sheets are 50 1/4" wide, provide 48" coverage after overlapping.—Alcoa

Circle No. 213 on reply card, p. 111



## The little house that

IT WAS A LOVELY LITTLE HOME, just right for a young couple. And a very young, newly-married couple was going through it with Mr. Johnson, the builder. After they had finished the inside tour, Mr. Johnson took them outside to see the landscaping, the patio and the driveway.

"Look, Jim," said the bride, "isn't this a nice patio? We could do a lot of entertaining outside next summer if we bought this place. Do you like it?"

"Yes, Ginny, I like a patio a lot. In fact, that was one of the things I especially liked about the house we saw in Pine Trees yesterday. Remember, the house that was just a little bit more money than we had planned to spend."

"I remember and I was so disappointed," she sighed. "But," brightening, "I like this place just as well and it's not so expensive."

The builder interrupted with, "Well, I try to give my customers as much home for their money as possible. I don't

waste time, work and money on a lot of unimportant extras. I find that I can undersell many other builders."

"Glad to hear it," says Jim. "By the way, this concrete patio is pretty big. What about the danger of cracking from frost heave. Is it reinforced with welded wire fabric to guard against breaking?"

"Well," said Mr. Johnson, "that's a pretty heavy, well-laid piece of concrete. I don't think you need to worry about it breaking."

"But is it reinforced," persisted Jim.

"No it isn't," replied the builder. "I found that I could save a few dollars by not using welded wire fabric for concrete reinforcement. This is one of the ways I told you I saved you money—by eliminating unnecessary extras."

"I don't consider Welded Wire Fabric Reinforcement an unnecessary extra. It'll cost me a lot to replace the concrete later if it breaks. Maybe that builder over in Pine Trees had a good reason for asking a little more for his home. I think we'll go look at that house again. Its concrete *was*





## was almost sold

reinforced with USS American Welded Wire Fabric. Thanks a lot for showing us your home, Mr. Johnson."

Like this young couple, more and more homeowners are asking is it reinforced and are deciding that maybe the little extra welded wire fabric cost is well worth it. The use of USS American Welded Wire Fabric will add 30% to the strength of concrete, and it gives you a strong selling point. Use USS American Welded Wire Fabric in the homes you build. Tell your prospects that it insures the protection and appearance of concrete for only about a penny a day on the mortgage life; and that it will add years of service to drives, walks, patios and basement slabs. Tell them that even after the mortgage is paid, the concrete areas will be in good condition.

*USS American Welded Wire Fabric* is made of cold drawn, extra strong steel wire, and it's prefabricated

for quick, easy installation. American Welded Wire Fabric is available in a wide variety of styles and sizes. For more information, see your building supply dealer, or write American Steel & Wire, Dept. 0316, 614 Superior Avenue, N. W., Cleveland 13, Ohio.

*USS and American are registered trademarks*

buyers will ask *"is it Reinforced?"*



**American Steel & Wire  
Division of  
United States Steel**

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



Jim Ryan stands before three of the 150 homes in Edward M. Ryan's "Highland Terrace," Mt. Lebanon, Pa.

**"ALCOA SIDING  
adds brand-name quality  
at no extra cost"**

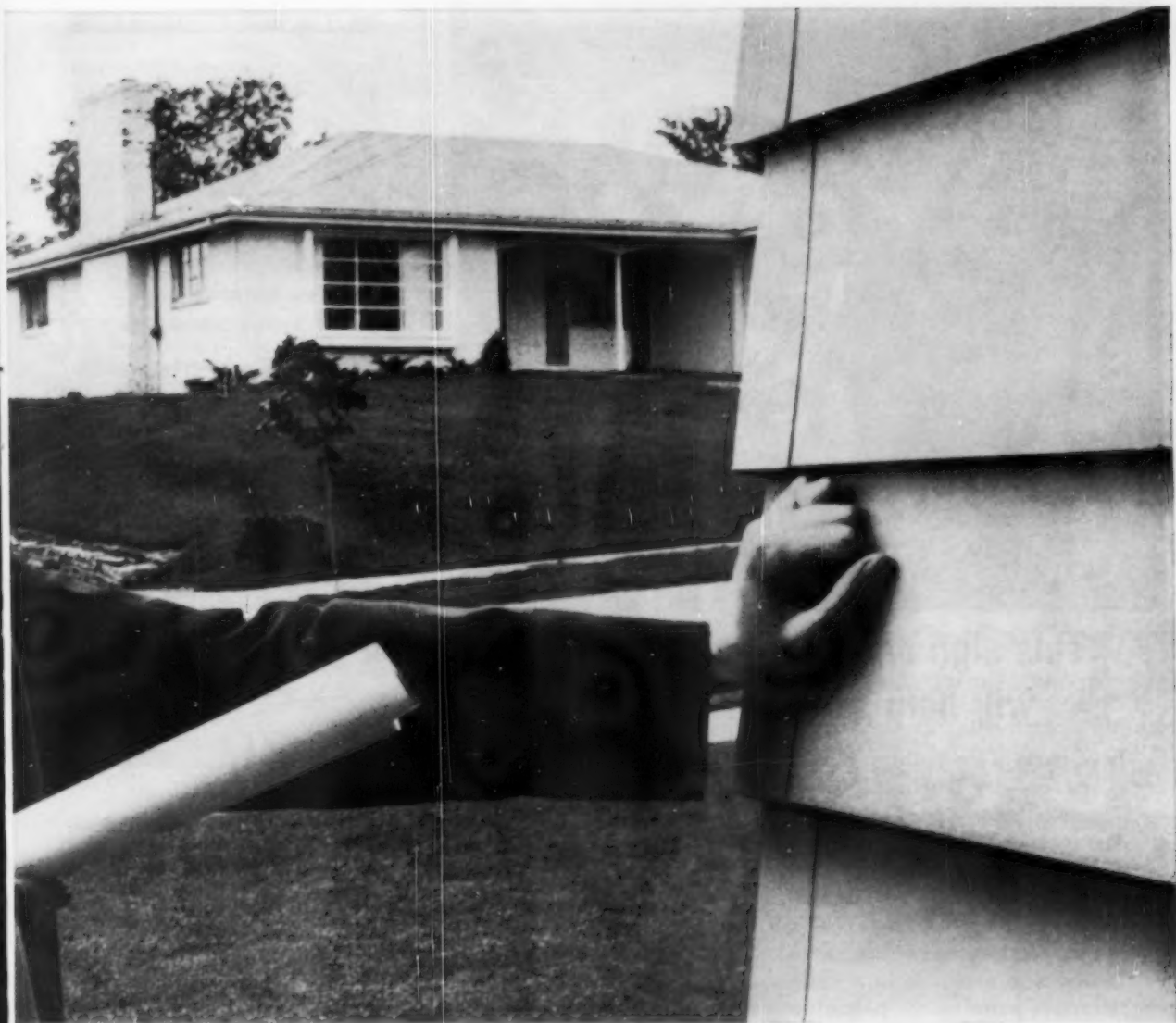
*—says Jim Ryan, Sales Manager, E. M. Ryan, Inc.*



The VALLEYVIEW is an efficient, three-bedroom ranch-style home designed to provide maximum living area at minimum cost (\$13,500 to \$16,500 range).

The CHARLOTTE, a four-bedroom, two-story colonial-type home, offers the larger family luxury features. (Priced from \$26,000 to \$29,000.)





"More prospects become customers . . . and our investment comes back to us faster . . . when we offer a home with Alcoa Aluminum Siding!" says Jim Ryan, sales manager for the well-known Pittsburgh building firm, Edward M. Ryan, Inc. "Because they know they get 'more for the money' with Alcoa Siding, prospects quickly become buyers."

Ryan-built homes, both custom and tract, range from \$15,000 to \$40,000. Popular in the Greater Pittsburgh area, 537 such homes were sold in 1959 and an estimated 700 will be sold and erected in 1960, Mr. Ryan predicts.

"Homeowners have learned repainting is eliminated—for as long as 10 or 15 years—with aluminum siding," according to Mr. Ryan. "The same properties, like long-lasting corrosion resistance, that make other Alcoa Aluminum products so popular have created a built-in customer acceptance of this fine new Alcoa product."

Ryan homes reflect a distinct pattern of customer-requested features . . . a brand awareness

that's sweeping the country, especially in the residential building market. Alcoa® Gutters, Downspouts, Aluminum Soffits, Siding—"all the aluminum they want! And we can give it to them *at no extra cost!*" Mr. Ryan points out.

Easily installed, easily sold, aluminum siding *made by Alcoa* notably enhances property values. Aluminum siding enables builders to reduce monthly house expense . . . enables buyers to carry larger mortgages (on bigger homes) because maintenance bills are lower! **Write for more information on Alcoa Siding today: Aluminum Company of America, 2195-H Alcoa Building, Pittsburgh 19, Pa.**



**MADE BY ALCOA**



## This sign on the basement door will help sell your houses

In all parts of the country, builders are finding that attractive, guaranteed-dry basements coated with nationally-advertised *Thoroseal* become good sales features to help them sell houses. And inexpensive ones too, because using Standard Dry Wall's new long-handled broad brush, one man can coat the average new basement in less than one hour. A single coat will do except in extreme moisture conditions. *Thoroseal* is available in a variety of attractive pastel colors, plus white and gray. There is a dealer in every area to insure prompt supply. Write for our new 20-page specification guide.



Please send me your free new specification guide.

Name \_\_\_\_\_

Company \_\_\_\_\_

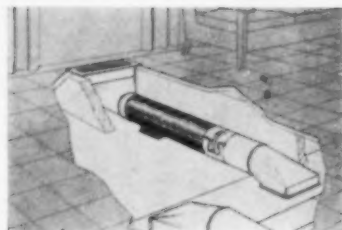
Address \_\_\_\_\_

# Standard Dry Wall

Box X-16 New Eagle, Pa. Products, Inc.

Plants at New Eagle, Pennsylvania and Centerville, Indiana

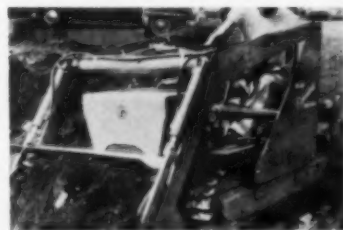
## NEW PRODUCTS



### Heats up instantly

Electric heating system uses convected air, has advantages of instant heat plus humidity control, filtration. Utilizes horizontal or vertical blower units. Provides for addition of cooling-dehumidifying coil. Suspends from ceiling, beneath joists, in crawl spaces.—The Williamson Co.

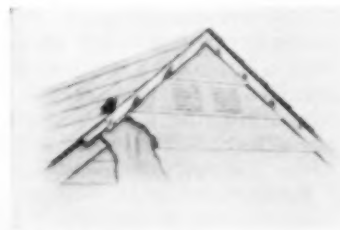
Circle No. 214 on reply card, p. 111



### Has a longer life

Small crawler-loader has welded main frames for greater strength and longer life. Electric starting motors are standard on all models. Reduces hand labor; can pay for itself in months. Three-tooth hydraulically operated scarifier is optional attachment.—Tractor Div., Mead Specialties Co.

Circle No. 215 on reply card, p. 111



### Trim is cost-saver

Aluminum gable-end trim saves 30% of normal cost of aluminum siding panel for same job. Covers 1" x 2" molding around gables, dormers and eaves. Cuts 6" loss on regular siding. Can match or contrast to manufacturers' siding colors; eliminates high-up trim painting.—U. S. Aluminum Siding Corp.

Circle No. 216 on reply card, p. 111

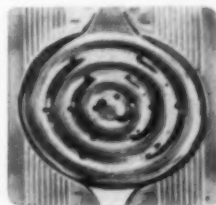


Announcing... a new range of ideas: the new WASTE KING UNIVERSAL Built-In. Dreyfuss-designed to look better... as fresh and new as a spring bouquet. Smart new control panels... a choice of 5 kitchen-fresh colors... smart, new burner grates. And it's WASTE KING UNIVERSAL-engineered to cook better est, work-saving features in ranges to automatic Roast Guide with clock

**NEW**

—with the smart-day. Completely controlled oven;

push-button eliminates hoting with exclu reaching the Duty burners,



easy, it controls by time, size or type of meat. Oven spots and cold corners. Smoke-Proof and Flare-Proof broil-sive "Swirl-Design" keeps grease from smoking and flash point. A complete choice of burner units: Double-"Burner-with-a-Brain" (A. G. A. trademark); new Obedient

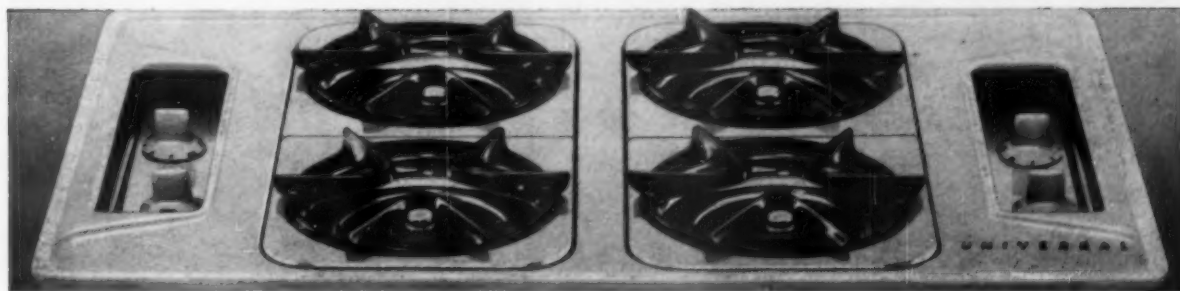
burners. A wide variety of models means Universal line will fit your needs. Gas and interchangeable. Quality is obvious... a approach to building. A fast way to put You can't buy and feature better built-ins fications on built-in ranges, drop-in electric automatic dishwashers, and the famous



the easy-to-install Waste King electric units are dimensionally fast way to show your quality "Sold" signs on the front lawn. —at any price. For full speci-ranges, undercounter auto-

Waste King Universal disposers, write, wire or phone today to: WASTE KING CORPORATION, Los Angeles 58, California.

**WASTE KING  
UNIVERSAL**



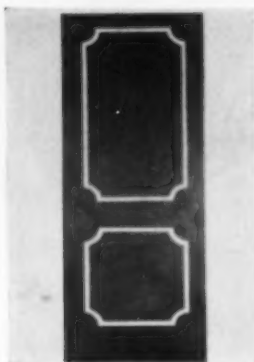
## NEW PRODUCTS



### Is completely modulated

Electric furnace offers all the advantages of air-distributed heat; can be converted for summer cooling. Unit is modulated for smooth transition into any one of nine heat stages, depending on furnace capacity. Heat is added in 10,000 BTU per hour steps.—Stewart-Warner Corp.

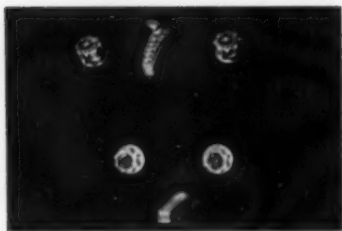
Circle No. Z17 on reply card, p. 111



### Lend custom look

Packaged sets of decorative moldings for doors and built-in cabinets. Give custom look at low cost. Come in two sizes:  $\frac{9}{16}$ "x $\frac{1}{8}$ " with 3" radius on corner curves,  $\frac{9}{16}$ "x $1\frac{1}{4}$ " with 4" radius on corner curves. Standard woods are white pine, mahogany, beech.—Decra-Mold Products

Circle No. Z18 on reply card, p. 111



### Give a custom look

Bathroom fittings come in classic and custom designs. Available in six patterns and five finishes. Designs are described as Oriental Fantasy, Dolphin-with-Cherub, Versailles rose, Sea shell and Contemporary. Finishes are satin gold and chrome, polished brass.—Artistic Brass, Inc.

Circle No. Z19 on reply card, p. 111



### Duplex outlet protects

Safety-grounding receptacle prevents electrical accidents. SG-62 "Twinsafe" shunts current harmlessly away if metallic object is inserted. U-shaped receiver grounds power tools and appliances having U-shaped blades. Minimizes circuit shock.—Harvey Hubbell, Inc.

Circle No. Z20 on reply card, p. 111

## How to square a circle with Gates

### Project:

\$40 million Los Angeles International Airport expansion program.

Both the underground Central Utilities Vault and the circular foundation of the new Terminal Building were formed with Gates Vertical Rod System using the same form panels! (Without additional modifications, backing or templates.)

1. Vault roof and 16-foot walls poured monolithically.
2. Forms stripped and panels moved to Terminal Building site.
3. Circular foundation, 16 feet high, diameter of approximately 130 feet, formed to precise curvature using the same  $\frac{3}{8}$ " Gates thinpanels.
4. Outside forms "floated" with inside bracing only. Gates PlastCone® breakback form ties provided 1-inch breakback specified.



Gates built-in versatility is designed to square circles...cut costs...help you bid a job closer without risking pocketbook or reputation! Get the whole story on Gates Concrete Forming Systems and techniques.

\*TRADEMARK

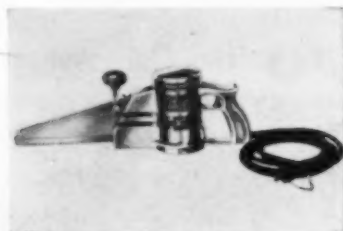
There's a Gates System for Every Forming Need

# Gates & Sons, Inc.

80 South Galapago Street—Denver 23, Colorado

Branches in Spokane, Rochester, Calgary  
Representatives in principal North American cities

Consult our catalog in Sweet's 1960  
Architectural & Light Construction Files  
...or write for complete information.



### Used like hand saw

Electric saw can do most hand saw jobs. Is lightweight, can be used with one hand. Cuts on both strokes, has no kick or pull. Runs 8,000 strokes per minute with  $1\frac{1}{8}$ " stroke length. Has 8" maximum cutting capacity. Saw weighs 8 lbs. with heavy-duty AC/DC motor.—Wells Mfg. Corp.

Circle No. Z21 on reply card, p. 111

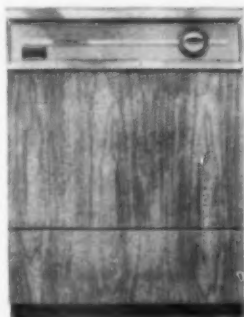


It's profitable to install the best undercounter dishwasher made—WASTE KING UNIVERSAL. You get satisfied users. You get a reputation for quality that gets talked about. WASTE KING UNIVERSAL'S Magi-Matic Cycle Selector **PREWASH POTS/PANS FULL CYCLE** has obvious eye-appeal. It push-buttons 3 different

jobs: PRE-WASH soaks off egg stains and grease for full wash later on; POTS & PANS scours and rinses all cooking utensils; FULL CYCLE pre-rinses, washes and air-condition dries a full service for Dump auto-water at the 28 different



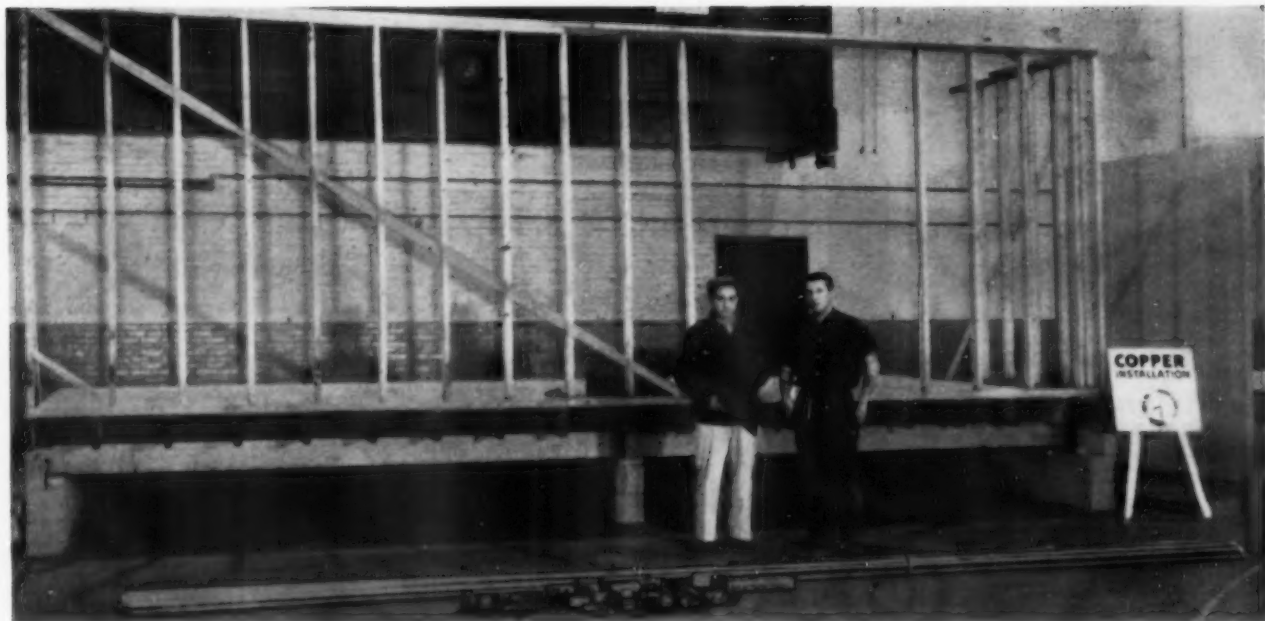
12. A new improvement . . . the Positive Action Detergent automatically drops the right amount of detergent into the wash correct instant. front panels to



There's a choice from match any kitchen goes deeper. For ex-dirt and rust resistant coating. This quality in quality approach to front lawn. For full

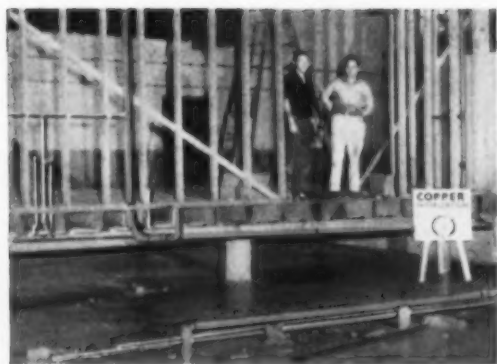
decor idea. And WASTE KING UNIVERSAL quality ample, the tub lining is Triple-X Polyvinyl—a lining that lasts 3 times longer than any other WASTE KING UNIVERSAL speaks clearly for your building. It can help put a "Sold" sign on the specifications on new automatic dishwashers, built-in gas and electric ranges, the famous Waste King Universal disposer, write or wire to: WASTE KING CORPORATION, Los Angeles 58, California.

**WASTE KING  
UNIVERSAL**



You've heard the claim...now see stop-watch proof

# COPPER TUBE PLUMBING



**END OF A DAY'S WORK**—Copper tube system 100% complete and tested in 7½ hours...less time than installation of only the ferrous drainage, waste and vent lines.



**WORKERS BENEFIT, TOO**—See how much fresher the copper "team" is... dramatic proof that copper tube plumbing is easier to work with, easier on workers.

 **Chase**

**BRASS & COPPER CO. WATERBURY 20, CONN.**  
Subsidiary of **Kennecott Copper Corporation**





**READY TO GO**—Teams of plumber and helper, all necessary tools and system components assembled just before start of side-by-side test installations made against stop watch.

# SAVES YOU TIME AND MONEY!

Here's proof by the clock that copper tube plumbing goes in faster and easier than so-called less expensive metals. And you know what that can mean! In the two side-by-side installations, copper cut time by 26%

—cut costs 10.6%. Tests were made by installing identical rough plumbing systems while timed by impartial judges; system used was typical of a low-cost home, including a full bath and complete kitchen with provision for a dishwasher or washing machine.



**COPPER SAVES** time and money because it can be installed with simple, quick-to-make and absolutely leak-proof solder joints. It's much lighter and far easier to handle on the job.

Look at these pictures taken during the actual test, which was witnessed by leading authorities in the plumbing and building fields. Then ask for the full story from your Chase Plumbing Contractor or mail coupon below.

**MAIL IT TODAY**



**CHASE BRASS & COPPER CO.**  
**DEPT. AB-8, WATERBURY 20, CONN.**

Please send me the following booklets:

- Copper Tube Plumbing Catalog     Fittings Book  
 DWV Catalog     More information on cost savings

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

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

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

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**calder**

Wedge  
Tight

**GARAGE DOORS**

**HELP SELL HOMES**

**for Albee Homes, Inc.**

**NILES, OHIO**



Because they incorporate a fine combination of smart, good looks with excellent construction and workmanship, they find that Calder doors help to make home sales easier and their list of satisfied customers grow.

Every Calder Wedge-Tight door . . . the door that floats on lifetime bearings . . . fits like part of the wall, yet even a child can raise and lower it easily.

Discover for yourself how Calder doors can help to sell your houses. Our trained salesmen will be glad to create interest at your Demonstration Homes with radio controlled doors . . . provide free, colorful literature . . . demonstrate famous Calder quality to help sell the house!



**FREE CATALOG...**

illustrates full line of residential and commercial garage doors, many more top quality features.

DEALERSHIPS AVAILABLE

**calder**  
MANUFACTURING CO.

**LANCASTER 12, PENNA.**

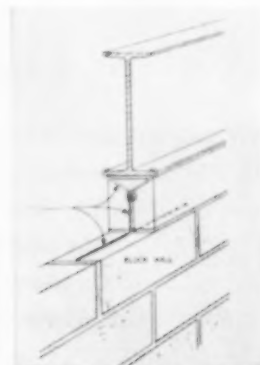
## NEW PRODUCTS



### Cabinets are versatile

Six-foot combination cabinet unit fits into most decorating plans. Birch-faced doors are flush  $\frac{3}{4}$ " hollow-core construction with pine stiles and rails with horizontal ribs on 3" centers. Drawers are channel-formed of wood-fiber hardboard. Color is a golden spice.—Curtis Companies, Inc.

Circle No. 222 on reply card, p. 111



### Provides wall stability

"Zip-Clip" fasteners provide horizontal stability to interior block walls. Shrinkage and settling is avoided by joining block wall to "I" beam with clip and 12-gauge wire anchors built into vertical and horizontal joints. Available in four sizes.—W. H. Hall Co.

Circle No. 223 on reply card, p. 111

### Better holding power

Two new types of nails have increased holding power. Called "Amering" and "Screw-Shank," they're designed for drywall, flooring, other jobs where maximum resistance to withdrawal is desired. Available in 34 standard types & sizes.—American Steel & Wire Div., U. S. Steel Corp.

Circle No. 224 on reply card, p. 111



### Louver is adjustable

Giant-size triangular louver quickly adjusts to roof pitches from 2-12 to 10-12. Delivers maximum free area of ventilation regardless of pitch setting. Center spacer bar stops slats' sag. Construction is .025 gauge rustproof aluminum, comes with mesh bug screens.—Louver Mfg. Co.

Circle No. 225 on reply card, p. 111



### Anchors are self-drilling

Self-drilling anchors include types for hand or impact hammer installation. Anchor has eight cutting teeth, requires no diamond or carbide drills. Provides low-cost fastening for bolts, machine screws, wires. Comes in flush, snap-off, tie-wire.—Holub Industries, Inc.

Circle No. 226 on reply card, p. 111



### Gives fast, smooth results

Orbital action finishing sander has 50% larger sanding platen, covers more area. Has full-size switch handle, lock-on or instant-release trigger, auxiliary knob handle. Includes positive paper clamp, universal motor. Dust-less attachment is extra, keeps work clean.—Black & Decker Mfg. Co.

Circle No. 227 on reply card, p. 111

*pride  
is part  
of the  
purchase*

How a house looks usually determines how it will sell.

That's why so many successful builders feature genuine cedar shingle roofs and cedar shake walls.

Because pride of ownership is a mighty potent force.

And pride begins with exterior appearance. The

natural character and unmistakable thickness of a cedar shingle roof . . . the rich shadow-

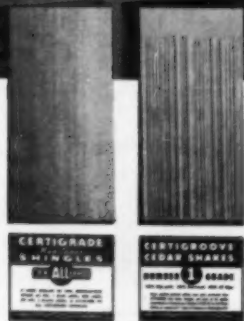
lines, deep-etched striations and cheerful factory-

applied colors of cedar shake walls . . . appeal to that pride of

ownership. When you build with

cedar, you build with pride.

**CEDAR  
CEDAR**



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

## **RED CEDAR SHINGLE BUREAU**

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

## CATALOGS

**CABINET HARDWARE** is pictured in punched brochure. Photos show knobs, pulls, hinges. Describes hardware available in six finishes. Other folders outline polystyrene drawers.—Washington Steel Products, Inc.

Circle No. Z28 on reply card, p. 111

**HOME LIGHTING** is beautifully illustrated in 60-page, full-color catalog. Shows pull-down and pendants, kitchen and bathroom fixtures, hall and foyer units. Also fluorescents, exterior lanterns.—Progress Mfg. Co.

Circle No. Z29 on reply card, p. 111

**HARDBOARD** and its uses . . . outlined in file-folder with literature. Each brochure covers material from standard interior and exterior to punched board. Gives properties, sizes.—Forest Fiber Products.

Circle No. Z30 on reply card, p. 111

**BUILT-UP ROOFS** are thoroughly detailed in 167-page book. Shows construction and answers problems in three sections—general in-building details.—Pabco Roofing.

Circle No. Z31 on reply card, p. 111

**OVERLAID PLYWOOD** of medium density is detailed in four-page catalog. Uses of material described include siding, gable ends, accent panels and cabinets. Lists all technical data.—Simpson Logging Co.

Circle No. Z32 on reply card, p. 111

**RIGID FRAME** steel buildings are described in eight-page booklet. Shows advantages of all-steel structures. Cites low comparative cost, adaptability to floor plans, many others.—Stran-Steel Corp.

Circle No. Z33 on reply card, p. 111

**FIBER GLASS** building panels are subject of eight-page, full-color catalog. Shows panel products in use, complete specifications, charts and color wheel. Details installations and tub enclosures.—Alsynite Div.

Circle No. Z34 on reply card, p. 111

**STRUCTURAL TILE** for commercial swimming pool applications . . . in four-page brochure. Shows installations in showers, locker and drying rooms. Covers specifications.—Kraftile Co.

Circle No. Z35 on reply card, p. 111

**SAFETY-CONDITIONED** bathrooms. Catalog features medicine cabinets and chrome accessories that provide safe storage facilities. Shows how safety chest keeps medicine out of children's reach.—General Bathroom Products Corp.

Circle No. Z36 on reply card, p. 111

**WATERPROOFING** porous masonry detailed in separate, punched literature. Describes research and development of product. Includes job uses, qualities, availability, effectiveness.—Tusco Chemicals, Inc.

Circle No. Z37 on reply card, p. 111

**JOIST AND BEAM** hangers and how to use them is subject of four-page booklet. Illustrates applications in economical wood-frame construction. Shows availability for 2x4" to 4x14" members.—Timber Engineering Co.

Circle No. Z38 on reply card, p. 111

**ELECTRIC HEATING** and its advantages with an air circulation system is described in ten-page catalog. Points up humidity control, ease of switching from heating to cooling, cleanliness and economy.—Mueller Climatrol.

Circle No. Z39 on reply card, p. 111

**PROTECTIVE COATING** with a synthetic rubber base is described in 10-page booklet. Details advantages by spraying on porous surfaces, wood, concrete asbestos shingles, brick, stucco. Lists ten finish colors.—West Chester Chemical Co.

Circle No. Z40 on reply card, p. 111

**METAL LATH** and its use in remodeling is well illustrated in series of booklets. Pictures many commercial and residential installations. Excellent detail-plans show "how-to" from partitions.—Metal Lath Mfrs. Assn.

Circle No. Z41 on reply card, p. 111

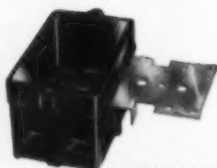
**CARBIDE-TIPPED SAWS** are pictured in two-color catalog. Lists full line of rip, all-purpose, metal-cutting saws. Also combination planer and portable blades. Offers three tooth designs.—The W. F. Meyers Co.

Circle No. Z42 on reply card, p. 111



# CUT COSTS....

GET MORE JOBS WITH THESE



No. 9010-702 II  
IMPROVED  
IMPACT

## NON-METALLIC BOXES



No. 7052-202  
FEATURING:

Lower Price  
Greater Strength  
Faster Installation  
Proven Safety



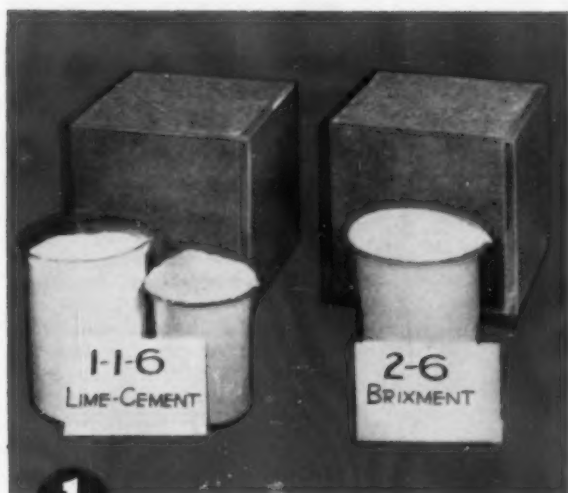
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# UNION

Complete line of BOXES for NEW and OLD work.  
WRITE FOR FREE CATALOG.

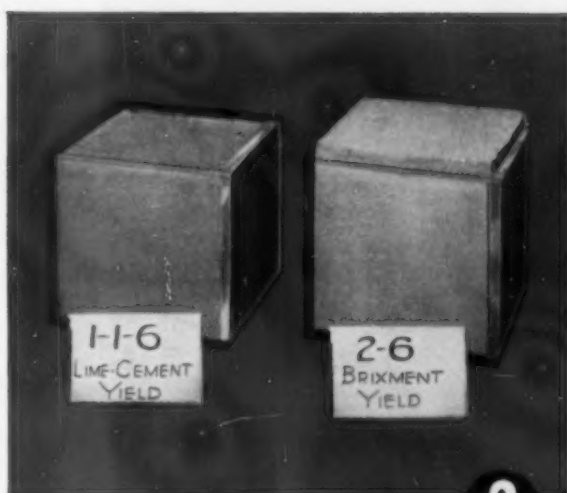
**UNION INSULATING CO.**

PARKERSBURG, WEST VIRGINIA



**1**

Carefully measure out 1 cu. ft. of damp, loose sand (80 lbs.) and  $\frac{1}{2}$  bag of hydrated lime (8  $\frac{1}{2}$  lbs.) and  $\frac{1}{2}$  bag of portland cement (15  $\frac{1}{2}$  lbs.). Also carefully measure out the same amount of sand and  $\frac{1}{2}$  bag of Brixment (23  $\frac{1}{2}$  lbs.).



**2**

Mix each batch with sufficient water for good workable mortar, then place each batch into a 1 cu. ft. box (using "collars" on the boxes, if necessary to contain the mortar). Brixment yields 5% to 15% more mortar than cement and lime.

## BRIXMENT produces greater mortar YIELD!

Because of its greater plasticity, Brixment will carry more sand than a 50-50 cement-lime mixture, and make strong, workable mortar.

But even if the same amount of sand is used in both batches, Brixment will yield 5% to 15% more mortar\*—and be much more plastic than the 50-50 cement-and-lime mixture.

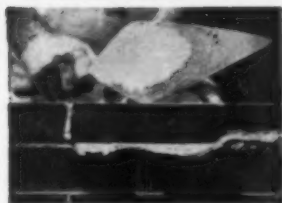
But maximum yield is only *one* of the characteristics in mortar necessary to produce top-quality masonry *at lowest cost*. Several others are listed below—and *no other mortar combines ALL these*

*characteristics to such a high degree as Brixment mortar*. It is this combination of advantages that makes Brixment superior to any mixture of portland cement and lime—and which also accounts for the fact that Brixment has been the leading masonry cement for over 40 years.

Louisville Cement Company, Louisville 2, Ky.

\*The gradation of sand used in mortar has considerable effect on yield. This computation is the result of 131 field tests of Brixment with various sands, against a 50-50 cement-and-lime mix, over a period of four years.

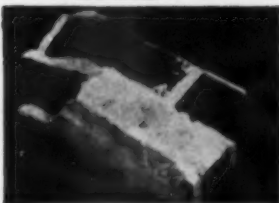
### BRIXMENT MORTAR ALSO COMBINES THESE 8 OTHER ESSENTIAL CHARACTERISTICS



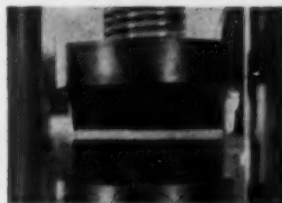
**PLASTICITY**



**WATER RETENTION**



**BOND**



**STRENGTH**



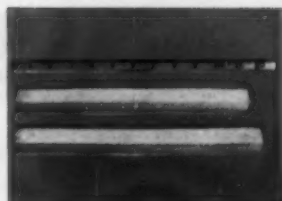
**LOW EFFLORESCENCE**



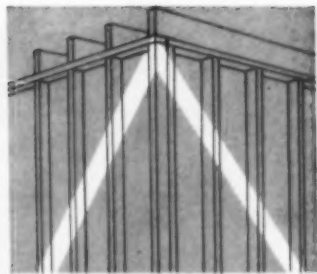
**IMPERMEABILITY**



**DURABILITY**



**SOUNDNESS**



WATER REPELLENT  
**BESTWALL** GYPSUM  
SHEATHING  
FIREPROOF

8' or 9'

YOUR BEST BUY IS



**BESTWALL GYPSUM COMPANY**

Ardmore, Pennsylvania

Plants and offices throughout the United States

## BESTWALL FIREPROOF GYPSUM SHEATHING NEEDS NO CORNER BRACING

Its exclusive glass-fibered reinforcement gives Bestwall Sheathing greater strength, more flexibility. Applied vertically in 4' x 8' or 9' panels, it completely eliminates the need for corner bracing.

### Other reasons builders prefer Bestwall:

- "Asphalted" gypsum core protected by highly water-repellent paper
- Meets FHA Technical Circular 12 requirements
- Cuts labor and material costs, helps speed construction schedules
- No builder paper needed
- Gypsum core is incombustible

## CATALOGS

**FLUORESCENT** linear wall lighting is pictured in four-page brochure. Drawings show units in living rooms, bedrooms, dens, bathrooms. Shows wood-grained and fabric face finishes.—Prescolite Mfg. Co.

Circle No. Z43 on reply card, p. 111

**YEAR 'ROUND** air conditioning is one of several subjects covered in series of brochures. Includes data on remote condensing units, horizontal gas furnaces, attic fans. Installation instructions given.—Bar-Brook Mfg. Co.

Circle No. Z44 on reply card, p. 111

**SELLING** the complete product is objective of this builder's program. Describes application of merchandising principles. Complete kit offers point-of-sale displays, how to qualify prospects, salesman's incentive plans.—Rheem Mfg. Co.

Circle No. Z45 on reply card, p. 111

**"TOTAL HOUSING"** is title of four-page catalog. Discusses all phases of this prefabricator's building program. Includes profit planning and control, land planning, financing, construction and merchandising.—Crawford Corp.

Circle No. Z46 on reply card, p. 111

**ADHESIVES AND COATINGS** for insulating are presented in two-color bulletin. Offers simplified method of selecting right product for insulation job. Lists typical applications. Shows pipe and flexible coverings.—Insul-Coustic Corp.

Circle No. Z47 on reply card, p. 111

**EXTERIOR USES** of redwood at pool-side, patios, gardens is colorfully shown in 16-page booklet. Photos in color and black-and-white detail installations of fencing, decking, etc.—California Redwood Assn.

Circle No. Z48 on reply card, p. 111

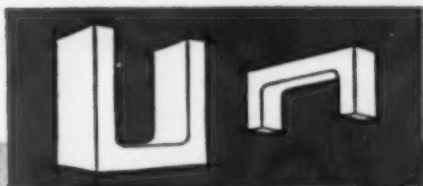
**INSULATING CONCRETE** as used in commercial roofing is described briefly in folder. Discusses specific applications and problems overcome with the lightweight material.—Perlite Institute, Inc.

Circle No. Z49 on reply card, p. 111

**LOCKSETS** highlighted in a 12-page color catalog. Some 56 illustrations and 53 drawings detail product line and installation instructions. Also gives advertising and sales aids.—Western Lock Mfg. Co.

Circle No. Z50 on reply card, p. 111

▶ Great new things  
are shaping up in concrete block



For information on bond beam block, illustrated above, see your local concrete block manufacturer.

## Atlas Masonry Cement provides the right mortar

Even standard masonry units such as the bond beam block are being used to create decorative patterns in exposed masonry construction. The effect shown was achieved with this block in two sizes, laid back to back to form a screen-type wall.

Whether standard building block or any of the new-type masonry units are used, ATLAS MASONRY CEMENT provides the right mortar. That's because it produces a smooth, easy-to-work mortar... assures a stronger bond... gives weathertight joints that are uniform in color. And ATLAS MASONRY CEMENT meets ASTM and Federal Specifications. For information on masonry cement, write Universal Atlas, Dept. M, 100 Park Avenue, New York 17, N. Y.

M. 60

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**Universal Atlas Cement  
Division of  
United States Steel**

OFFICES: Albany • Birmingham • Boston • Chicago • Dayton • Kansas City • Milwaukee • Minneapolis • New York • Philadelphia • Pittsburgh • St. Louis • Waoo

**"BEAUTY FOR YOUR CHURCH"**. . . an illustrated catalog on laminated timber construction. Shows application of Tudor, Gothic, parabolic arches. Also: rigid frames, tapered and straight beams.—Timber Structures, Inc.

Circle No. Z51 on reply card, p. 111

**HIGH TEMPERATURE** coatings for maintenance painting are described in new bulletin. Gives information on silicone and silicone-ceramic coatings and use as protection for metal exposed to heat.—Dampney Co.

Circle No. Z52 on reply card, p. 111

**RANGE HOOD** that removes smoke and grease without venting is shown in punched folder. Describes how air is filtered electronically, deposits wastes on easy-to-clean filter.—Caloric Appliance Corp.

Circle No. Z53 on reply card, p. 111

**FOLDING** accordion doors, bi-folds, etc. are covered in series of book-

lets. Room dividers are illustrated in color. Photos show many installations.—Clopay Corp.

Circle No. Z54 on reply card, p. 111

**ACOUSTICAL TILE** that's non-combustible . . . illustrated in four-page, two-color brochure. Photos of installations in offices, clubs, other buildings. Sizes, styles, specifications.—Baldwin-Ehret-Hill, Inc.

Circle No. Z55 on reply card, p. 111

**DOOR CLOSERS** are described in four-page brochure. Details rack-and-pinion construction, uses with storm-screens, wood, jalousie doors. Plenty of cutaway photos.—Norton Door Closer Co.

Circle No. Z56 on reply card, p. 111

**INSULATION** of electrically-heated houses situated in harsh climates is subject of booklet. Specifies insulation for houses in extreme winter and summer climatic conditions.—Forty-Eight Insulations, Inc.

Circle No. Z57 on reply card, p. 111

**STRUCTURAL CLAY TILE** in a four-page brochure. Describes eight basic designs, five sizes. Shows how designs can be transformed into hundreds of wall patterns.—Malvern Flue Lining, Inc.

Circle No. Z58 on reply card, p. 111

**ADHESIVES, COATINGS,** sealers covered in 12-page, two-color bulletin. Contains application and property information. Discusses duct, seam sealing, protective coatings.—Minnesota Mining & Mfg.

Circle No. Z59 on reply card, p. 111

**SALES AIDS** for Consoweld's laminated products given in series of brochures. Kit contains new colors and patterns, wall uses, counter top applications, edge trim. Details sales promotion.—Consoweld Corp.

Circle No. Z60 on reply card, p. 111

**LUMINOUS CEILINGS** in free-floating style shown in folder. Describes "Capri's" area coverage of light, economy, simplicity of suspension. Gives construction details and all specifications.—J. A. Wilson Lighting & Display, Inc.

Circle No. Z61 on reply card, p. 111

**SEALANT** that is 100% liquid polymer described in folder. Shows uses of "Mono Lasto-Meric" as channel glaze, bedding and sealing for panel joints. Cutaway drawing, complete specifications.—Tremco Mfg. Co.

Circle No. Z62 on reply card, p. 111

**SWIMMING POOL** heater is shown in four-page folder. Gives facts, figures, illustrations of advantages of heating large and small pools electrically. Points out compactness of unit.—Electric Mfg. Co.

Circle No. Z63 on reply card, p. 111

**UNDERFLOOR DUCT** systems are detailed in catalog. Contains product illustrations and specifications for duct and service fittings. Includes technical data on two duct sizes.—Wheatland Electric Products Co.

Circle No. Z64 on reply card, p. 111

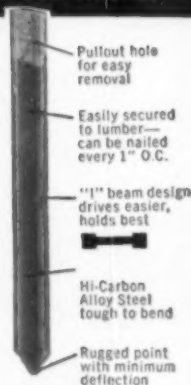
**HARDWARE** for doors and windows is completely described and pictured in large catalog. Combines many manufacturers of locksets, door closures, chains, hinges, etc.—Fred J. Weil.

Circle No. Z65 on reply card, p. 111

## 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

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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





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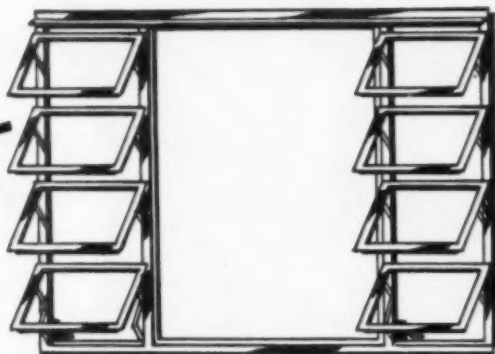
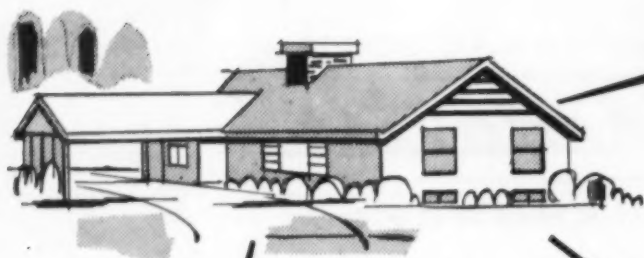
*Medalist*<sup>®</sup>

HARDWARE

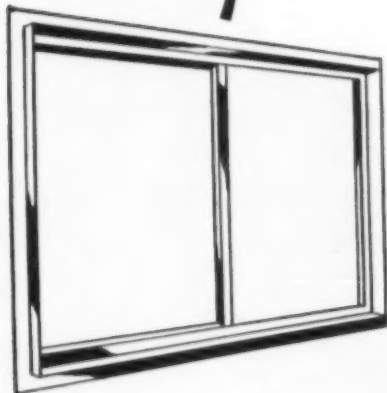
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for outstanding  
value in  
builders hardware

MEDALIST HARDWARE DIVISION  
**NATIONAL LOCK COMPANY**  
Rockford, Illinois

# VAMPCO residential aluminum windows save money on initial cost, installation and maintenance



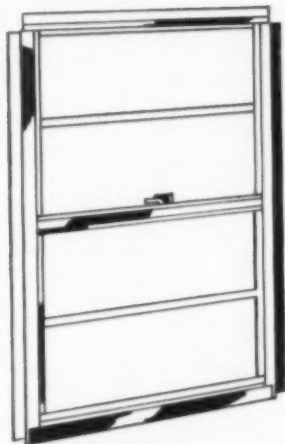
VAMPCO Picture Window with controlled ventilation



VAMPCO Horizontal Sliding Window



VAMPCO Glass Block Window available in fixed light, projected in, bottom hinged or casement.



VAMPCO Single Hung Window

Valley Metal Products Company is now offering a complete line of aluminum residential windows. Vampco aluminum windows are available in two series; a deluxe, heavy weight series and a lighter weight, economically priced line. Vampco manufactures the projected and awning windows, as well as those types shown here. All Vampco residential windows are of the highest quality and offer builders, contractors and homeowners the convenience, protection and lasting beauty of aluminum windows at competitive prices.

105



## VAMPCO ALUMINUM PRODUCTS

VALLEY METAL PRODUCTS CO., PLAINWELL, MICHIGAN • Dept. AB-80



AMERICAN BUILDER



*If you were your prospect  
wouldn't you be impressed?*

Wouldn't you believe you were in a quality home? Your prospects will be both excited and thrilled with this inexpensive yet elegant addition to their new home.

*gold anodized aluminum track/black nylon "snap-in" carriers/  
center support for longer lengths/brass plated end brackets*



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**GRANT PULLEY & HARDWARE CORPORATION**

*Eastern Division/ 1 High Street, West Nyack, N. Y.*

*Western Division/944 Long Beach Avenue, Los Angeles 21, Calif.*

*sliding door hardware • drawer slides • drapery hardware • pocket frames • pulls • special sliding hardware • closet rods*

## CATALOGS

**EARTHMOVING** on large jobs excellently pictured in catalog. Details high production, dependability, new developments of machinery. Specifications for D9 Series-E and the D8 Series-H tractors.—Caterpillar Tractor Co.

Circle No. Z66 on reply card, p. 111

**VERMICULITE FILL** that's water repellent is presented in folder. Shows fill as insulation in masonry walls.

Outlines water permeability. Construction drawings, on-the-job photos.—Vermiculite Institute.

Circle No. Z67 on reply card, p. 111

**STAINLESS STEEL SINKS** are completely covered in eight-page booklet. Describes and pictures all models, plus drain outlets, bubbles, faucets, bar-boards, sliding cutting boards. Price list.—Carrollton Mfg. Co.

Circle No. Z68 on reply card, p. 111

**STRUCTURAL FACING TILE** detailed in four-page brochure. Color page shows 22 nishes in the ceramic-glazed face. Color specification chart pin-points light reflective qualities of telox.—Natco Corp.

Circle No. Z69 on reply card, p. 111

**HEATING AND COOLING** with water . . . in a 25-page catalog. Illustrates water heaters, coolers, pumps, valves, control units. Technical details on functions, performance capacities, construction.—Bell & Gossett Co.

Circle No. Z70 on reply card, p. 111

**CERAMIC TILE** is illustrated in full-color fold-out. Gives room design ideas. Color photos of installations in kitchens, bathrooms, family areas.—Gladding, McBean & Co.

Circle No. Z71 on reply card, p. 111

**MASONRY ANCHOR** dimensional chart is offered to aid anchor and drill selection. Chart is two-color, 18"x20", shows principle types of anchors and drills, indicates where each should be used.—The Rawlplug Co.

Circle No. Z72 on reply card, p. 111

**TRACTOR-LOADERS** are presented in two brochures. One gives transmission information, bucket selections and specifications for 83 hp unit. Other covers new TL-12 tractor loader.—Allis-Chalmers Mfg. Co.

Circle No. Z73 on reply card, p. 111

**SCALD-FREE SHOWERS** are subject of eight-page folder. Shows how thermostatic valve control can prevent injury by sudden water pressure change. Plenty of detail drawings.—Lawler Automatic Controls.

Circle No. Z74 on reply card, p. 111

**ALUMINUM GLAZING** bead outlined in detailed brochure. Shows bead's snap-in construction, advantage over putty. Cutaways show beads for eleven different applications, including commercial jobs.—Pemko Mfg. Co.

Circle No. Z75 on reply card, p. 111

**HOT-WATER ELECTRIC** baseboard heat detailed in a four-page folder. Shows ease of installation, advantages of use in remodeling. Gives specifications on permanent, portable models.—International Oil Burner Co.

Circle No. Z76 on reply card, p. 111

## Color-full NOVA Vista-Lux Panels

with Fibreglas® reinforcement

for a wide variety of residential, commercial and industrial applications

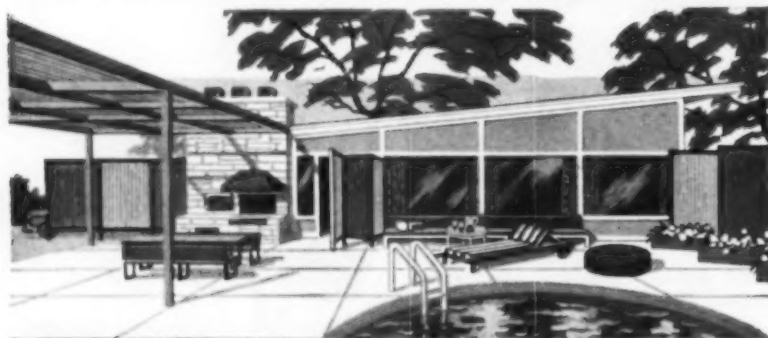
These translucent panels—used for the control of light, heat, privacy and weather—have now found as many uses in commercial and industrial construction as in residential. Their popularity is making buyers more discriminating.

Only exclusive sales features will determine whether you make average or big profits in this department. Nova Vista-Lux Panels have three important features of this type: **BONDED-IN COLORS**—for improved color fastness; **VISTA-GLAZE FINISH**—for extra weather resistance; **HEET-BLOX**—a special ingredient that blocks up to 92% of infra-red rays. (The percentage varies according to color used.)

Nova Vista-Lux is available with corrugations from 1½" x ¼" to 4.2" x 1½"—widths from 26" to 42"—lengths from 8' to 12"—and a total of 12 colors. Also in flat sheets from 24" to 44" in width and 8' to 12' in length. The flat sheets are particularly well adapted for shatterproof, industrial glazing and skylighting. The Nova Vista-Lux line includes all necessary accessories for application.

An important new addition to our line is the flat **CRYSTALIFE** pattern—colorful and highly decorative. A wide variety of real butterflies, leaves and ferns are embedded—visible from both sides. **CRYSTALIFE** is ideal for both fixed panels and movable screens.

Use the coupon for full specifications and illustrated folders on this and other Nova Products.



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O. Trenton 3, N. J.

A wholly owned subsidiary of Homasote Company



In Canada: Homasote of Canada, Ltd., 224 Merton St., Toronto 7, Ont.

Send the literature and/or specification data checked:

- Nova Vista-Lux (Fibreglas®-Reinforced) Panels  
 Nova Shakes and Shake-Panels  Novafold Doors  
 Novaproofing (for waterproofing concrete and masonry)

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# Sell in the \$11,000 MASS MARKET

WITH THE

# Mustang

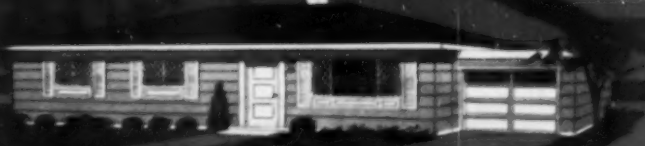
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RANCH







NEW ORLEANS COLONIAL

**PACKAGE PRICE**

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*(less quantity discounts)*

**includes**

-  Attached Garage.
-  12 Colonial, Contemporary, French Provincial, Ranch and New Orleans Colonial designs.
-  Birch wood kitchen cabinets.
-  And much more we want to tell you about.

Model home financing furnished. Inland Mortgage Corporation will supply complete construction financing for a Model Home in your subdivision... at no cost to Builder-Dealers.

**GO MUSTANG IN '60!  
GET THE FACTS!**

Today! Write, wire or phone (PR 3-7550). Neal B. Welch, Jr., Vice President, Sales, Department A-8, Piqua, Ohio.

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AUGUST 1960

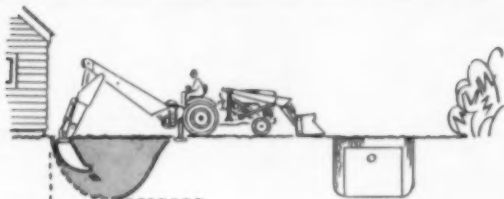
135

# Working with small tractors

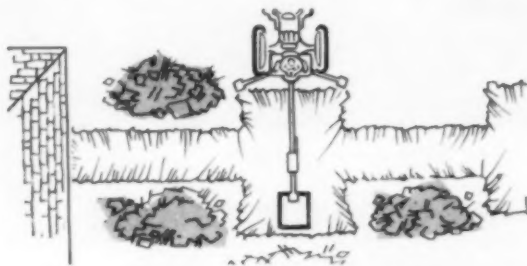
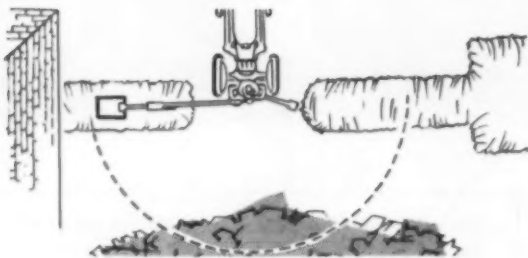
*This is the concluding article of a three-part series that's designed to show the smaller builder how he can get the most from a tractor with front-end loader and backhoe attachments. This article tells how to trench between buildings and excavations, how to get side slopes, how to dig long trenches,*

*how to clean ditches, how to dig straight walls and shallow basements, and how to break frozen or hard ground. Material for all three articles was supplied to AMERICAN BUILDER through the courtesy of the Industrial Tractor and Implement Division of the Ford Motor Company.*

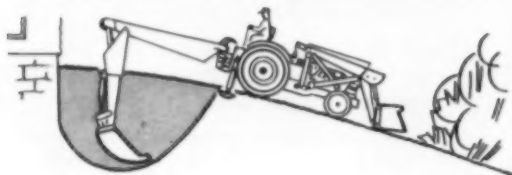
## 6 How to TRENCH between buildings and excavations



Start at the building and dig until you can just get the rig out. Set with swing post over trench center line and dig at 90° up as close as possible to stabilizers. Pile spoil across the trench, set back, and dig across the trench to depth. Pile spoil to side or across.



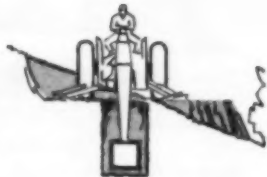
## 7 How to create SIDE SLOPES



If at all possible, dig downhill. On side slopes, swing and pile the spoil uphill. You can level your backhoe to 15° to dig plumb trenches, or you can use the loader or dozer on side hill to cut a level surface over trench site. Always pile spoil under the low side.



To plumb trenches



To level surface

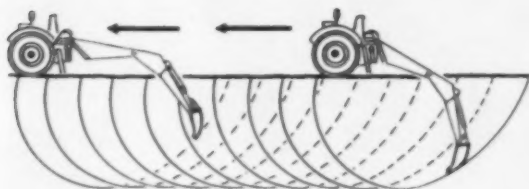


To set stabilizer



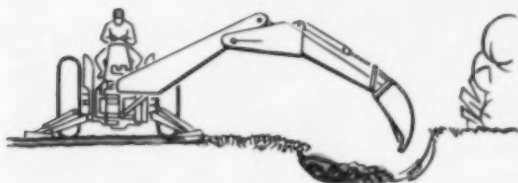
To dig and fill

## 8 How to dig LONG TRENCHES



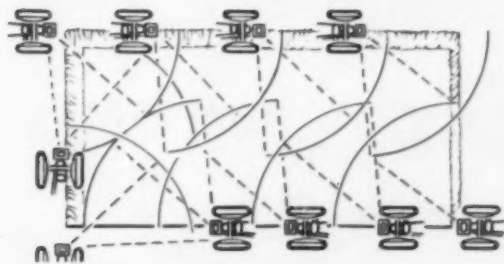
Plan your moving forward to continue digging by crowding in and lifting. These are the most powerful actions. Moving too far forward will require down pressure to dig, plus hand cleanup of the trench bottom. It is better to move too short a distance than too far. Always keep safety precautions in mind.

## 9 How to clean DITCHES



The backhoe with a 12½-ft. reach outside the tire, at 90°, works well for ditching and ditch cleaning. For this job use a 36-in. bellhole bucket. If possible, stabilize the machine on a sturdy pavement. This affords your backhoe full operating efficiency and helps to guard against the rig sagging in the shoulder.

## 10 How to dig STRAIGHT WALLS and shallow basements

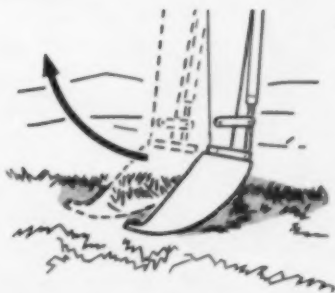


The 36-in. bellhole bucket proves excellent for digging shallow basements. Move the machine from station to station leaving spoil pile alongside each shallow basement. This leaves the spoil pile accessible for speedy backfilling. Do not leave the tractor without first dropping the backhoe bucket to the ground.

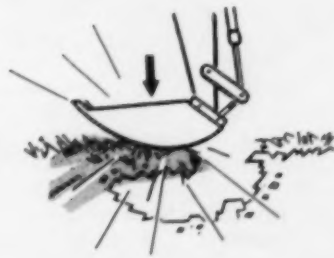
## 11 How to break FROZEN or HARD GROUND



Drop bucket with teeth straight down. Curl and crowd bucket back as lever against the soft ground.



Clean out all frost, then continue digging to required depth, as you would do in normal excavation.



Another method involves breaking frost, undercutting, caving in overhang that remains standing.



AT FIRST GLANCE land development resembles one of mushrooming water-front communities in Florida, but . . .

## This winding, half-mile canal leads to a lake

**And this Florida-type community is going up in the midwest**

The idea for Lakewood Villas, with a canal leading to the 640-acre Lake Manawa outside of Omaha-Council Bluffs, Iowa, came from Florida.

It was brought to the midwest by developers Millard Seldin and Arnold Christensen, a land planning engineer, and Bud Evans, a lumberyard operator. The group felt it could duplicate Florida's waterfront community success alongside a lake.

They developed Lakewood Villas. This is a community of about 22½ acres. Winding through the land is a canal approximately ½-mi. long, 35 to 100 ft. wide, and 5 ft. deep.

Canal banks are retained by a wall built up from sand bags filled with dry cement and sand. Rain, plus water from the canal solidifies the dry mixture.



**THE BEGINNING**—A crane excavates the canal and deposits muck on banks as fill for houses. Total 40,000-yd. excavation cost: \$5,600.



**THE END**—One of Lakewood Villa's canal-side houses sits on its lot. Range for lots: \$2,750 to \$4,000. Developers say high-priced lots sold best.



# Speed-up building progress... hold down hand-labor costs



In just 5 minutes you can switch from one type of material handling job to another with Case 430 Utility Loader and multiple attachments. 430 Loader with pallet fork attachment (shown) equips you to handle roofing, brick, block, lumber and large materials.

DIGGING • LIFTING  
**HANDLE WITH CASE**  
*Utility*  
LOADING • CARRYING



**LOADER** digs and loads dirt, gravel, snow. Carries soil, materials. Backfills, grades, lifts. Buckets to 1 cu. yd.



**DOZER BLADE** backfills, grades, spreads, clears snow.



**CRANE BOOM** lifts partitions, sets forms, window units, bulky articles.



**ALL-PURPOSE BLADE** finish-grades, cuts ditches, walkways, forms terraces.



**BACKHOE** cuts trenches, footings to 10'.

**CASE 430 *Utility* Loader costs less than one man... yet out-works a crew of hand laborers**

Now for as little as \$96.00 per month\* you can cut your cost per home by mechanizing dirt work, bulk and building material handling with a 1000-lb. capacity Case *Utility* Loader. With this all-around handyman you'll finish building and clean-up faster, boost productivity of skilled men, cut subcontract expense. At modest extra cost, you can equip the 430 Loader with 10' backhoe and quick-change attachments for added savings on specialized tasks.

Case 430 Loader maneuvers easily, gets heaped bucketloads fast, lifts half-a-ton smoothly, dumps with 8'5" clearance for fast dump-and-go. For heavier lifts "430" has optional 1200-lb. capacity loader.

See and try a husky Case *Utility* Loader on your own work. Call or stop-in at your Case *Utility* Dealer for a free demonstration soon, or fill-in and mail coupon for complete information. Also check the big Case *Utility* line of 2000-lb. and 3500-lb. wheel and crawler loaders, backhoe-loaders and the low-cost 4000-lb. Case 430 Fork Lift.

\*Installation payment after average down payment or trade-in, complete with gasoline, 11-cu. ft. bucket, f.o.b. factory. Diesel slightly higher. Price subject to change without notice.

**J. I. CASE CO., DEPT. H1400, Racine, Wisconsin**

Send details on Case *Utility* machines:

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|-----------|--|--|--|
| (wheel)   | <input type="checkbox"/> 1000-lb. Loader | <input type="checkbox"/> 2000-lb. Loader | <input type="checkbox"/> Fork Lift     |
|           | <input type="checkbox"/> 10' Backhoe     | <input type="checkbox"/> 14' Backhoe     |  |
| (crawler) | <input type="checkbox"/> 3500-lb. Loader | <input type="checkbox"/> Bulldozer       | <input type="checkbox"/> Angling Dozer |

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# "I save money, plan better, get peace of mind and greater buyer acceptance with title insurance."

Alan Ortlip, Builder, Columbus, Ohio



Alan Ortlip is president of construction companies which have built more than 1500 homes. He is a consistent user of Lawyers Title insurance—both owners' and mortgagees' policies.

Why?

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"We do not have time to be involved in "legal circuses"—our business is building homes. Since we use title insurance exclusively we practically remove ourselves from all title matters. The knowledge that I have no pyramiding liability from possible title problems gives me peace of mind.

"A title insurance binder provides the buyer's attorney with a complete and concise picture of the title resulting in the practical elimination of sales resistance which might be built up in both owner

and lender due to hypertechnical objections frequently raised when title insurance is not used.

"With special title insurance premiums applicable when an owner's and mortgagee's policies are issued simultaneously, I pay considerably less than I would for other title evidence.

"By using title insurance binders during construction, loans can be quickly approved enabling us to take advantage of weather. It helps us in the scheduling of production. And I know the permanent loan is readily marketable with title insurance as part of the package."

What Lawyers Title insurance does for Mr. Ortlip—it can do for you with title and merchandising services tailored to fit your requirements.

## Lawyers Title Insurance Corporation

Home Office - Richmond, Virginia

CAPITAL, SURPLUS AND RESERVES OVER \$21,000,000

LAWYERS TITLE SERVICE AVAILABLE IN 44 STATES, INCLUDING HAWAII, AND IN THE DISTRICT OF COLUMBIA, PUERTO RICO AND CANADA. NATIONAL TITLE DIVISION OFFICES: CHICAGO • DALLAS • DETROIT • NEW YORK. REPRESENTED BY LOCAL TITLE COMPANIES IN MORE THAN 275 OTHER CITIES. THOUSANDS OF APPROVED ATTORNEYS LOCATED THROUGHOUT THE OPERATING TERRITORY

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Use our point of sales material on title insurance.

1. 14" x 20" display cards for Model Homes.
2. A brochure and pamphlets for prospects.



# NEW

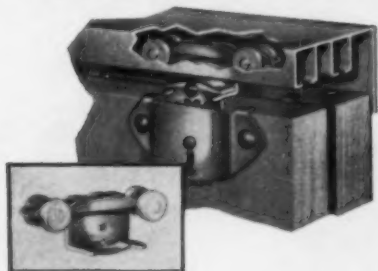
## "JUMP-PROOF" BY-PASSING DOOR HARDWARE

by **Leigh**

Quality . . . smooth, quiet, trouble-free performance . . . and *low cost* too! COMPARE the many exclusive features offered in these 3 sensational new By-Passing Door Hardware sets. Then specify LEIGH!  
Ideal for closets, cupboards and many other applications.

### NEW! "DIAL-O-MATIC" JUMP-PROOF BY-PASSING DOOR HARDWARE . . .

finest "deluxe" line ever designed . . . with every feature builders have been asking for to provide a "perfect" installation, at a surprisingly **LOW PRICE**



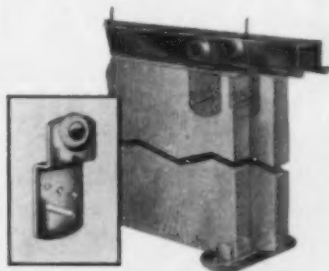
- "JUMP-PROOF" ONE PIECE SOLID ALUMINUM TRACK AND FACIA . . . with low 1 1/2" head room. Easy to put up. Track comes in four lengths.
- 8 HEAVY-DUTY NYLON WHEELS PER DOOR . . . 4 per trolley. For smooth, quiet performance. Even load distribution.
- FACTORY INSTALLED TROLLEYS . . . right on the track. Guaranteed "jump-proof". With unique wheel balancer.
- POSITIVE DOOR HANGER-TROLLEY CONNECTION . . . exclusive design makes installation fast, easy. Special locking screw allows doors to be removed for decorating.
- EXCLUSIVE "DIAL-O-MATIC" DOOR ADJUSTMENT . . . plumbs door with jamb "in seconds" without removing the door from track.
- NEW DESIGN PLASTIC DECORATOR DOOR PULL . . . adds that "finished look" to your door.

**PLUS . . . A PRESSURE-SENSITIVE ADHESIVE-BACKED DOOR GUIDE** is included on both the "Dial-O-Matic" and "Economy Model". The new, easy modern way to install door guides on floors, without troublesome nailing or screwing. Just peel off the protective paper and press down. As permanent as the floor itself. Fits 3/4", 1 1/4", 1 1/2" thick doors. Heavy-gauge steel base plate has holes for nailing too.



### NEW! "ECONOMY MODEL" JUMP-PROOF BY-PASSING DOOR HARDWARE . . .

customer-satisfying performance . . . at a cost less than any comparable hardware set . . . an easy, one man installation



- PRECISION-FORMED ROLLED STEEL TRACK . . . with low 1 1/2" head room. Easy, fast to install. Special design allows wheels to roll smoothly, quietly.
- REVERSIBLE "JUMP-PROOF" HANGERS FIT ANY STANDARD DOOR SIZE . . . by merely reversing the offsets. Unique "anti-jump" screw guarantees trolley will never jump track. Allows easy removal of doors for decorating. Adjusting slot plumbs doors easily without removing from track.
- NEW DESIGN PLASTIC DECORATOR DOOR PULL

### NEW! "MUL-T-SIZE" JUMP-PROOF POCKET DOOR HARDWARE

. . . a top quality, completely prefabricated steel sliding door unit . . . at a **LOWER COST** than any comparable pocket



- FITS ANY SIZE POCKET DOOR 2' TO 3' WIDE . . . one piece precision roll-formed steel track and wood header marked at proper cut-off points for easy, fast sizing.
- EASY TO INSTALL END BRACKETS.
- HEAVY GAUGE STEEL SPLIT JAMBS . . . extra wide nailing strips provide ample nailing area.
- "JUMP-PROOF" 3-WHEEL TROLLEYS . . . no jumping track and jamming pocket. Large lifetime nylon wheels.
- EASY DOOR ADJUSTMENT . . . adjusting dial permits fast, easy plumbing of door without removing from track.
- POSITIVE ACTING DOOR COUPLER . . . spring loaded mechanism snaps door into place securely. Allows easy removal for decorating.
- SPLIT JAMB FLOOR PLATE . . . separate from jamb. For easier installation.
- NYLON DOOR GUIDES . . . adjustable. Holds doors in perfect alignment.
- NEW DESIGN PLASTIC DECORATOR DOOR PULL



### NEW, DECORATOR STYLED DOOR PULL



. . . furnished on all 3 illustrated sets . . . a new, modern design that adds a "distinctive look" to your doors . . . made of rugged, shatter-proof, high-impact plastic . . . in a beautiful, deep glowing, mar-proof beige finish that perfectly blends with any natural wood or painted door.

CLIP AND SEND for a copy of Bulletin 278-L and complete price information.

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1660 Lee Street Coopersville, Mich.

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



**LEIGH BUILDING PRODUCTS**, Coopersville, Mich., Division of Air Control Products, Inc., 1660 Lee Street, 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-Tornei Distributors Ltd., 549 Archibald Street, St. Boniface, Manitoba—Copyright 1960 LBP-ACP, Inc.

FLOOR  
IT  
WITH

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# PRECAST

TERRAZZO  
SHOWER FLOORS

## BUILD BETTER SHOWERS FOR LESS

It's easy to see why Fiat PreCast terrazzo floors make top-quality showers so simple to install. Compared with the old piece-by-piece cut-and-try subpan, mortar and tile construction, you're way ahead . . . and supplying a much better shower!

The one-piece, PreCast terrazzo slab simply slides into place. Caulk the drain . . . just one connection . . . and there you are. Since there are no joints to open . . . no possibility of the floor leaking . . . there is nothing to create call backs.

It's a one-trade installation . . . a simple plumbing job . . . so you cut costs substantially. Yet, the black and white marble chips set in the pure white cement of the terrazzo floor proclaim the fine quality of the installation.

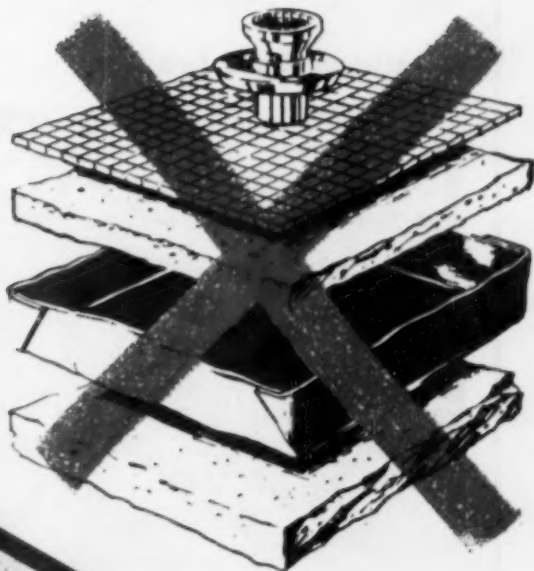
FIAT . . . FIRST IN QUALITY SINCE 1922 . . . PACKAGED SHOWERS • FLOORS • DOORS / TOILET ROOM ENCLOSURES

EASE OF INSTALLATION SAVES TIME - MONEY - TROUBLE



# ..and forget it!

And Forget This Too! This nightmare-sandwich of piece-meal construction not only takes three trades to install but invites future trouble . . . call backs that can sour the sale. Fiat PreCast Terrazzo Floors out-date this method . . . save trouble, expense, headaches!



This sparkling Fiat PreCast Terrazzo Shower Floor includes integral threshold and curb in a single unit. Eliminates threshold construction, the most expensive step in building showers. Guarantees a perfect floor.

# 5

Strategically located plants for fast delivery at lower cost!  
Plainville, Long Island, New York;  
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—get the full story  
about FIAT PreCast  
Terrazzo Shower  
Floors.

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FIAT METAL MANUFACTURING COMPANY  
9301 Belmont Avenue, Franklin Park, Illinois

Please send me your PreCast Terrazzo Shower Floor Folder.

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Company \_\_\_\_\_

Address \_\_\_\_\_

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

**Cantilever form brackets ...**



**... speed swimming pool wall pours**



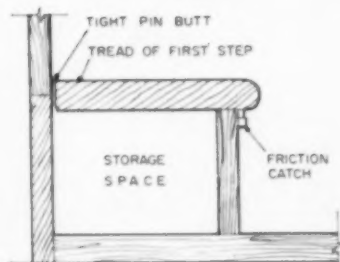
**S**pecially designed adjustable cantilever brackets and pre-fab forms let an Ohio builder pour swimming pools monolithically. He starts in the morning, strips a portion of the pool's inside wall by 4 pm to rough up for tile.

**Brackets give needed slope**

Knowlton Construction Company, Bellefontaine, Ohio, had 6,000 sq. ft. of pool forming to do. Basic forming involved putting up Symons prefabricated concrete forms. These handle wall concrete well

enough. But to provide required slope to the pool walls, the builder and Symons engineers, developed special brackets placed back to back and separated by a piece of slug steel  $\frac{3}{16}$  in. thick, and  $2\frac{1}{2}$  in. high. Brackets are made from two steel angles  $2\frac{1}{2} \times 2\frac{1}{2} \times 24$  in. At the end of the bracket, instead of the usual lug spaces, Symons engineers place a piece of steel  $9\frac{1}{2}$  in. long and 2 in. wide. The bracket rests atop the outside form, is slotted to line up with holes in the form normally held together with a connecting bolt.

**To build extra storage space into basement stairs ...**



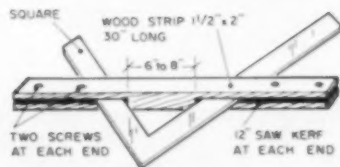
(1) Extend second riser down to meet the floor. (2) Extend the floor platform back to meet the extended riser, as shown in the drawing. (3) Hinge the tread of the first step to the second-step riser with 2 or 3 narrow, tight hinge butts. (4) Add a friction catch to hold down the "top" (first-stair tread).

**An easy way to repair a leak in a concrete wall**



To repair a leak in a concrete wall caused by checking, cut a V-shaped groove about 2 in. deep the full length of the crack. Apply asphalt paint as shown. When the paint dries, trowel in heavy asphalt half the depth of the groove. Fill balance of space with cement mortar.

**You can make a low-cost fence for stair marking by ...**



(1) Taking a 30-in. strip of wood  $1\frac{1}{4}$  or  $1\frac{1}{2}$  in. thick by  $1\frac{3}{4}$  or 2 in. wide. (2) Sawing kerfs in each end, leaving 6 to 8 in. of solid wood in the center. (3) Boring 2 holes in each end and inserting screws as shown in the drawing above, to bind the fence to the square.

The **complete** hood line...by *Trade-Wind*  
*quality—style—efficiency in every price range*

*below*

Under-hood ventilator  
 frees cabinet space.  
 Latest sheer custom design  
 in genuine stainless steel or  
 real hammered copper. Also  
 Early American design in real  
 antique copper. 4 lengths.



*below*

For use with Trade-Wind Nos.  
 3501, 2501 or 1501 Ventilator.  
 Brilliant contemporary  
 styling in stainless steel,  
 brushed copper or antique  
 coppertone. Also the colonial  
 Salem in antique copper.  
 5 lengths.

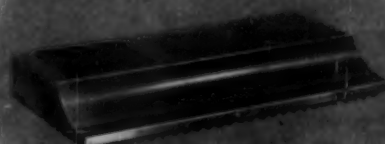
**SPACE SAVER**



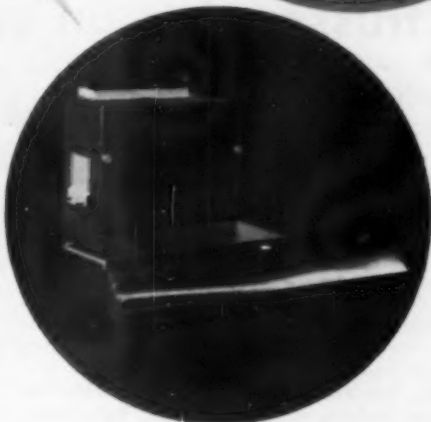
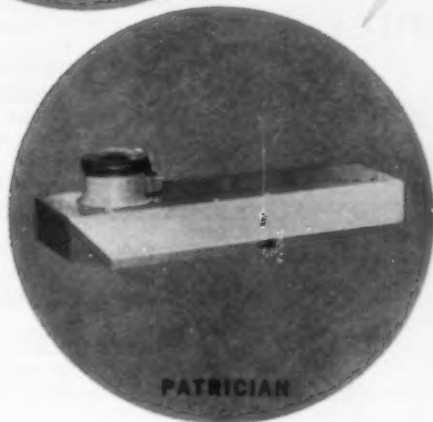
**VENTLESS**

*above*  
 For use where  
 outside venting is  
 impractical. Filters greasy  
 fumes and odors through 4  
 oversize filters. Plenum  
 accessory for correct air  
 recirculation. 3 lengths in satin  
 chrome or coppertone.

**PRE-WIRED**



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*above*

Low cost quality "packaged"  
 assembly with axial flow fan,  
 enclosed lights, filter and switches.  
 5 lengths in satin chrome  
 or antique coppertone.

*above*

Highly efficient ventilation for  
 built-in electric and gas ovens.  
 Contemporary or Early  
 American hoods in stainless  
 steel, brushed copper or antique  
 copper. 3 lengths, also  
 for double ovens.

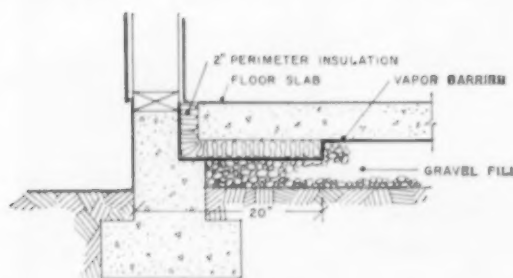
*Trade-Wind*

DIVISION OF ROBBINS & MYERS, INC.

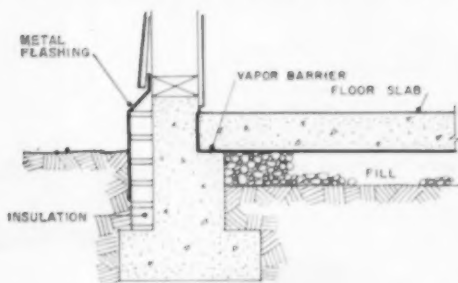
7755 Paramount Place, Pico Rivera, California DEPT. AB

# What to do for sweating floors

**New construction: insulate this way**



**Old construction: correct it this way**



**QUESTION:** Our 2-year-old home is built on a concrete slab. The first winter we noticed considerable dampness on the vinyl floor near the outside walls.

The builder said this was normal in all new homes and it would soon stop. This winter it is worse than last and water stands on the floor all along the outside walls.

We are afraid this condition will eventually rot the framing of the

house. Please tell us what we can do about it.

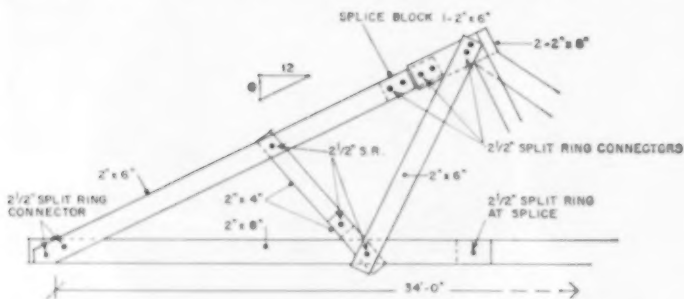
Peter Driscoll  
Greenwich, Conn.

**ANSWER:** The builder seems to have omitted the perimeter insulation that is a requirement for all concrete slab floors. The moisture collects on your floor because it is cold at the edges due to the absence of this insulation.

There are several ways in which perimeter insulation can be installed while a building is under construction. One such method is illustrated (top left).

Where perimeter insulation has been omitted from a floor slab, there is a reasonably efficient insulation that can be installed on the exterior of the foundation of building, see the illustration shown at top right of this page.

## Put trusses 4 ft. on center



**QUESTION:** We are planning to build a store building and want to use roof trusses so that load-bearing partitions within the building will not be necessary.

We plan to have each truss bolted, not nailed, and to have each truss cover a span of 35 ft. spaced 16 in. on center.

The ceiling height will be 8 ft. I would like to ask whether the studs of the walls should be constructed of 2x6's or of 2x4's?

G.E.P.,  
Vinton, Iowa

**ANSWER:** The truss illustrated here is for a span of 34 ft. Space each truss 4 ft. on center. The truss was designed to be spaced 4 ft. on center rather than 16 in. on center. This method results in the cutting down on the number of trusses needed by two-thirds.

Use grade "A" lumber. Two-by-four-inch studs are adequate for a ceiling that is 8 ft. high if mid-height bridging is used.

William Sorrentino  
Structural Engineer  
New York City

**QUESTION:** We wish to use 2x4 roof trusses on 14 houses we intend building. Where can we obtain drawings and measurements for a suitable roof truss?

Shields and Gale  
Coral Gables, Fla.

**ANSWER:** Here are three types of trusses you can obtain drawings for:

1. Glued trusses  
Small Homes Council  
University of Illinois  
Urbana, Ill.
2. Nailed Trusses  
Prof. George Stern

(Continued on page 148)

Do you have a construction problem?

Write to  
Ask the Experts  
c/o American Builder  
30 Church Street  
New York 7, N. Y.



# THE WORLD'S LARGEST

## Laminated Plastic Panels for Countertops

# by CONSOWELD!



...a single  
**CONSOWELD**  
giant panel covers  
up to 12 feet—  
**WITHOUT SEAMS!**

**EXCLUSIVE!**

**Consoweld's new JUMBO panels  
save time, money and materials  
for builders and remodelers!**

*Look, no seams!* It's another big Consoweld difference that now gives countertops the "custom-look." It is a new kind of glamour feature that has exciting appeal to home buyers.

Only Consoweld makes top-quality laminated plastic panels in this super size. You use only one or two panels. It saves installation time and effort—and materials.

Nothing protects or beautifies countertops and other decorative surfaces better than Consoweld. It is a hard, solid laminated plastic that resists heat, wear, scratches and scuffing—never needs painting, easily wiped sparkling clean with a damp cloth.

It's amazing how the durability and distinctive beauty of Consoweld can help you sell your houses easier and faster, and "clinch" remodeling jobs for you. For full details about Consoweld's patterns, sizes, colors—and name of your nearest distributor, mail the coupon now.

**CONSOWELD CORPORATION, Wisconsin Rapids, Wisconsin**

Dept. AB-86

I'm interested in using Consoweld laminated plastic products. Please send me name of my nearest distributor for dealer contact.

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78 R



## all the advantages of wood . . . and then some!

The Wolmanized® brand makes every piece of wood it's on—*something special*. This quality building material has all the traditional advantages of wood plus permanent termite and decay protection. The Wolmanized brand is the "Mark of Quality", identifying the finest pressure-treated wood. It is produced under license and by Koppers Company, Inc. itself . . . world's leading supplier of pressure-treated wood and wood products.

Wolmanized pressure-treated lumber is the simplest and most effective way to insure built-in protection against decay and insect attack. Use it anywhere wood is near the ground, in contact with masonry or where high humidity and moisture conditions prevail. Application is easy—standard building and finishing methods. And

Wolmanized pressure-treated lumber is available as dimension stock, plywood and timber.

The cost for this assured protection is surprisingly little . . . about 2% of total costs in residential construction, even less in commercial and industrial structures. Next time you are looking for a long-life construction material, be sure to specify Wolmanized pressure-treated lumber. It's branded for your protection.

*For the full story of Wolmanized pressure-treated lumber, how it is produced, where to use it, how to specify it and where to get it, write for the free 16-page booklet, "Safeguard Building Dollars."*

W-02

Wolman Preservative Department  
Koppers Company, Inc.  
769 Koppers Bldg., Pittsburgh 19, Pa.



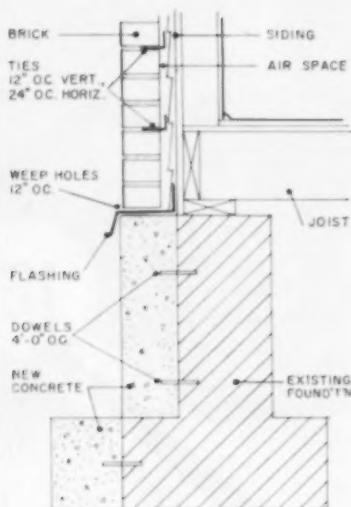
PRESSURE-TREATED LUMBER • TERMITES AND DECAY RESISTANT • CLEAN • PAINTABLE • ODORLESS • FIBER-FIXED

### ASK THE EXPERTS

(Continued from page 146)

Virginia Poly. Institute  
Blacksburg, Va.  
3. Split-ring trusses  
Timber Engineering Co.  
176 West Adams  
Chicago, Ill.

### How to eliminate squeaks in finished flooring



**QUESTION:** I've been asked to build a new home over an existing basement. The owner would like a brick veneer exterior, but the basement walls were not formed for the conventional brick ledge. Is there a practical way to get to this brick ledge without hand digging to the existing footing? The walls are 8 ft. high, 8 in. thick and reinforced. I've had the suggestion of bolting a 4½ x 4½ x ⅝-in. angle iron.

Rex Chamberlain  
Larned, Kan.

**ANSWER:** The use of angle iron would be ample but it has to be designed to sustain the total weight of the wall. Since the foundation is already reinforced it might be practical to insert dowels in the concrete and pour a ledge about two feet below the top of the foundation to act as a brick ledge. Excavating to the top of the foundation footing is the best method of providing a ledge for the brick. An additional 4 in. of concrete should be poured and doweled to the footing as shown above. In case the brick veneer is carried over a frame wall, ties should be provided to anchor them together.



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when you need them*



**NO DOWNTIME WITH  
RIMCO WOOD WINDOW UNITS**

Whether you specify Rimco Slide, Casement, Vent (awning), or Six-Ten (double-hung) Wood Window Units, you can be assured that the units will be at the job site on time. The network of Jobbers and Dealers stocking Rimco Units can provide the quick service you need.

Rimco windows come in complete units: set-up, fully weatherstripped and ready to install. Again . . . no time loss on the job!  
You just set 'em and forget 'em.

And, when you fill those openings with Rimco Units, you are filling them with quality . . . backed by almost a century of experience.

A comprehensive program of consumer advertising and builder merchandising aids helps point up this quality.

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## American Builder's QUALITY MODEL HOME CONTEST

•  
37 Winners

•  
National Acclaim

(tear here and mail)

Contest Editor  
American Builder

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Please send me full contest  
details and Entry Blank

your name \_\_\_\_\_

firm name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_

### ASK THE EXPERTS

(Continued from page 148)

#### Adding a brick ledge to an existing foundation

**QUESTION:** I am a General Contractor and Builder and would like to make an inquiry as to how to eliminate squeaky flooring. I have a complaint from one of the private homes that I recently built and sold, that there are certain sections of the tongue & groove 3/4-in. oak finished flooring that make excessive squeaking noise. The oak flooring was supposed to have been "beam nailed" by the flooring contractor. However, I'm afraid that in my absence this was not done.

J. H. Mincieli  
New York City

**ANSWER:** Squeaks are usually the result of the subfloor or surface floor being inadequately fastened, although they could be caused by improperly matched flooring.

If the house is of crawl space or basement construction, with access to the underside of the subflooring, the condition can frequently be corrected by driving screws from the underside through the subflooring and finished flooring, taking care to use screws which will not penetrate through the top floor.

If you do not have access to the crawl space, effective results can be obtained from face nailing the area in question using a finishing nail which should be countersunk with the resulting hole filled with plastic wood or putty. Color with raw sienna or umber.

Sometimes effective results can be obtained by driving glazier points between the strips in the squeaky area, and we had one report of the trouble having been overcome by sifting powdered soapstone in the cracks between strips.

You mention specifications calling for "beam nailing" which we assume means nailing through the subfloor into the joist. In conventional construction, this would produce 16-in. nail spacing which we do not consider adequate. For 25/32-in. flooring we recommend nailing 10 to 12 in. o.c. without regard to joist location when solid subflooring is used. The subfloor will provide sufficient nail holding power.

Henry H. Willins  
Nat'l Oak Floor  
Manufacturers Assn.



Look for the  
Silver Band\*

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Make sure *your* homes feature Orangeburg quality. It helps make the sale easier. Means more satisfied customers. So look for the Silver Band. It means you're getting *genuine* Orangeburg with exclusive new *klean-kote*—a protective coating for cleaner, safer handling. *Root-Proof* Pipe for sewer lines from house to street; for run-offs from downspouts...*Perforated* Pipe for foundation drains, septic tank filter beds. Over 300 million feet in use from coast to coast. It's the Brand your customers know. Write for "Tips for Installing," Dept. AB-80, Orangeburg Manufacturing Co., Orangeburg, N. Y.

**klean-kote**\* **ORANGEBURG**<sup>®</sup>  
**Root-Proof Pipe and Fittings**

ORANGEBURG MANUFACTURING CO., Orangeburg, New York. Division of The Flintkote Company, Manufacturer of America's Broadest Line of Building Products

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The Market Place for buying and selling used merchandise, help wanted, positions wanted, and other classified listings.  
Rates—\$7.50 minimum for 40 words or less. 15c for each additional word.  
Display Classified—\$35.00 per inch. Reverse plates not accepted. No illustrations. No agency commission or cash discount. One column only—2 1/4 inches wide. 2 inches maximum. Signature cuts and trade names allowed.

"Insulite Additive" with local aggregate for Insulerete—FHA accepted. The material for Economy—Strength—Lightness—Density—Insulation. A mix design for every purpose. No expansion or contraction. Insulation permits plaster application without rock lath base. Under tests "the Bond holds, but the aggregate breaks" with concrete—the Bond breaks. Requires less cement 1/5 of the water, it handles and flows easier. It cuts costs. Agents considered, ask for Folder "A." National Insulerete Corp., 50 Waterview Ave., Manassas, N. Y.

Insulite for Insulerete—lighter-insulated, stronger than concrete, FHA accepted. Plaster may be applied right on the walls. Save 25 to 40%. Agents wanted. Small boat lifters on owners yard—accommodation—savings. National Insulerete Corp., 50 Waterview Ave., Manassas, N. Y.

Fir Plywood—For Sale: Trims & cut-backs, all thicknesses, all sizes; as is or cut-to-size. Especially good for gussets. Send us your inquiries. Industrial Lumber Products, Inc., P.O. Box 936, Tacoma 1, Washington.

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**You must write us, prior to moving if possible, giving both old and new address, also postal zone. Allow three weeks for change.**

**AMERICAN BUILDER**

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## IMPACT

(continued from page 17)

### 2-page Sales Meeting

We've read with interest the excellent land planning story in **AMERICAN BUILDER's** May issue, pages 174 and 175. In just a few words and pictures, you've held the equivalent of a four-hour sales meeting. It makes a man want to mortgage his Ford—use the money as a down payment—and become a successful contractor overnight.

A. W. Jordan  
Sales Manager  
Drott Manufacturing Corp.  
Milwaukee 15, Wisconsin

### Crusade in building's future

Congratulations on your decision to undertake the new publishing program "Building's Coming Break-through." I have tried many times to stir up greater editorial interest in this general subject. All of us, I am sure, are delighted that you are going to tackle the problem. We hope it will be an all-out, sustained effort. It will take more than one or two months to accomplish your purpose, but I can think of nothing more worthy of a continuous "crusade."

W. R. Johnston  
Lennen & Newell, Inc.  
San Francisco, Calif.

### "How I Sell Hidden Values"

We found last year that by selling the Hidden values in our home, we were able to increase our volume from 80 to 140 homes.

We display many Hidden Values in the garage of our Model Homes. We also use signs throughout the homes, pointing out our Hidden Values. We also find our customers feel we are trying to do a better job for them by showing them what really goes into their new home. We are able to show them more value for their house dollar. For instance, we have a cut-away of a gutter showing how it is painted to keep it from rusting inside. Other builders in our area paint the inside of the gutter too, but we not only tell the customer, we show them. It creates more confidence in us as quality builders.

Also, in housing a display of Hidden Values in our Model Homes, it becomes a constant reminder to our salesmen to sell the Hidden Values and tell the people of the extra things we put in our homes.

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

## SWIMMING POOLS

(continued from page 103)

have introduced new materials and techniques. Some pools, as a result, can be installed by the builder in one day.

The builder can use pools to sell his new houses. This is precisely what Leonard W. Jackson is doing on his 37-home tract in Medfield, Mass.

Originally, Jackson says, he had a pool installed simply to make his model more attractive. But the optional pool sold the model and three other houses (at \$29,000 apiece) just a few days after the opening.

"It now looks as if all the houses will feature a pool," Jackson says.

**Statistic: Conservative estimate for this year: 85,000 new pools at a volume close to \$1 billion.**

The builder can become a franchised distributor for a national pool firm—That's the course Eugene Hurley took. As Boston representative for Cascade Pools, Trenton, N.J., Hurley is installing the pools in Jackson's development.

The builder can use his dealership to up his profits—Hurley, for instance, pays \$1,000 for Cascade's 16x32 Americana pool kit. If he has it drop-shipped to the home owner's backyard at \$1,395, his profit is about \$400.

As a builder-dealer, though, Hurley can install it for \$250, and sell it for \$2,195. With the sale of pool accessories, Hurley's profit then comes to \$1,000 per unit.

**Statistic: Swimming Pool Age predicts 250,000 pools will be built in 1970 alone.**

The manufacturer pre-sells the home owner—Coraloc Industries, Inc., Los Angeles, is marketing its pool kit through department stores and other retail outlets much like a refrigerator.

"Our pool is a standardized unit that is installed by regular building methods," says Charles M. Hollis, Jr., Coraloc vice president. "Our marketing system lets the builder concentrate on the job he's trained for."

Coraloc officials foresee a potential market of 25 million pools during the next 20 years.

(Note: If you design your own pools, recommended minimum standards are available from the National Swimming Pool Institute, Harvard, Ill.)

# Show you know Quality...



build in a new CALORIC Gas Range that displays the Gold Star Award!

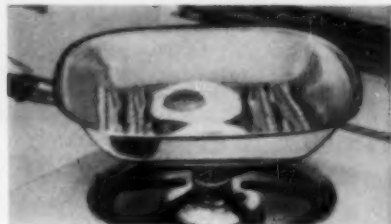


Only top-of-the-line ranges bear this Gold Star. Awarded by A.G.A., it shows quality at a glance—it's a guarantee of 28, or more, of the latest advances in performance, automation and design.

Your customers will spy the Gold Star immediately. Pre-sold by TV, 4-color magazine ads, local promotions—there's millions of dollars supporting it—they'll know the home you've built offers faster, cooler, cleaner cooking. There's no better way to impress a woman!



**LATEST FEATURES!** Caloric built-in Gas ranges offer latest automatic conveniences: rotisserie, clock-controlled oven, meat thermometer that roasts "just right"... then turns oven off. Gold Star standards insure, too, that every inch is a cinch to clean!




**TRULY AUTOMATIC!** Burner-with-a-Brain® keeps food from burning or boiling over—the Gas adjusts itself to maintain steady temperature. Engineered for easy installation, Caloric Gas built-ins come in 7 beautiful metal and porcelain finishes.

\*A.G.A. Mark © Am. Gas Assoc., Inc.

**GOLD STAR QUALITY MEANS ECONOMY, TOO!** As a builder, you save on installation costs when you put in Gas built-ins. Your customers save, too—Gas burners never wear out, monthly bills are low. These are two important talking points. The dependability of Gas—in all weather—is another. Call your local Gas company for help in planning better kitchens.

AMERICAN GAS ASSOCIATION

*Caloric*

No wonder...  
today more people than ever are cooking with  GAS!

“I wouldn't build a home without putting

*says Howard R. Byers*



*Howard R. Byers*



*William Stein*

*Byers & Stein, Fort Wayne, Indiana.*

Howard Byers is copartner in Byers & Stein—a firm with a solid reputation around Fort Wayne, Indiana. TWINDOW helped them build that reputation. Byers & Stein use it in every window of every home they build. They feel no home is well insulated without it. “TWINDOW is just as important as wall and roof insulation, if a builder really wants to build a quality house.”



TWINDOW is two panes of glass with a layer of air sealed between. It insulates; keeps a home warmer in winter, cooler in summer . . . cuts heating and cooling bills to the bone. TWINDOW minimizes window frosting, steaming and condensation. And there's no need for storm windows. TWINDOW is a permanent storm window.

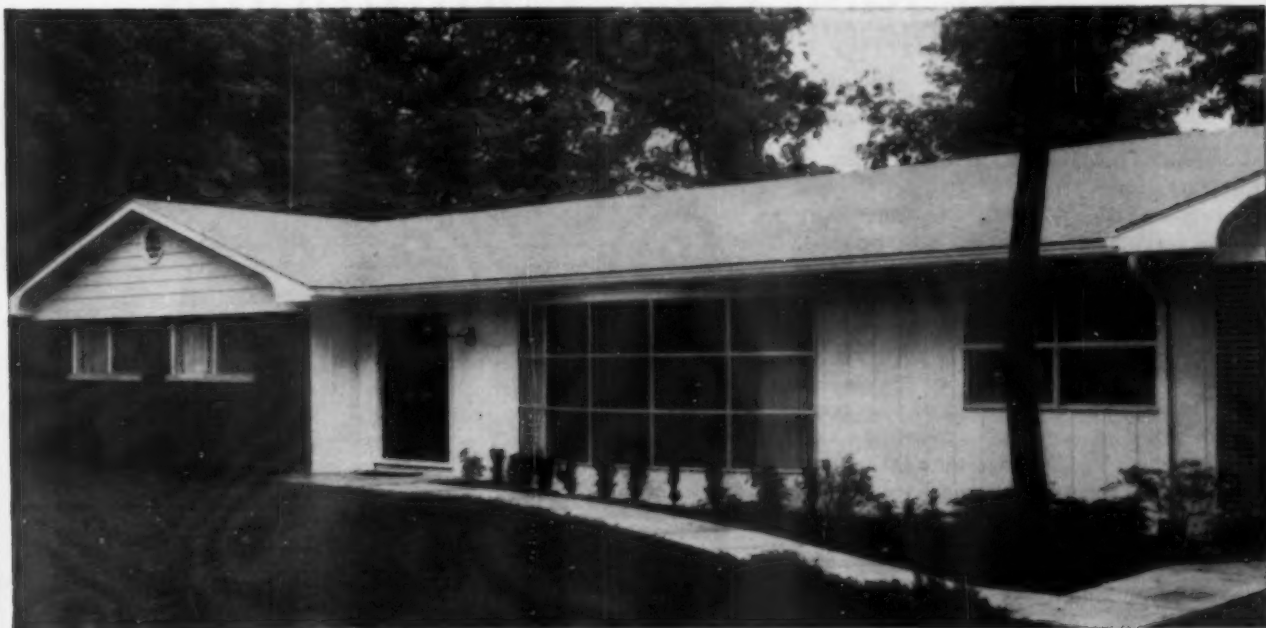


Make sure your homes have the extra sales appeal that TWINDOW in every window gives you. TWINDOW Glass-Edge and TWINDOW Metal-Edge come in all popular sizes for a wide variety of window styles. Our free TWINDOW booklet has the big story. Write: Pittsburgh Plate Glass Company, Room 0172, 632 Fort Duquesne Blvd., Pittsburgh 22, Pennsylvania.

... the window pane with insulation built in



“TWINDOW Insulating Glass in every window,”



*Fifteen lights of TWINDOW form a bay window that fills the living room with daylight.*



*TWINDOW keeps the kitchen comfortable—makes it a bright, cheerful place to work.*



*TWINDOW panes form an arresting frame for the fireplace by bringing the outside view inside.*

# TWINDOW<sup>®</sup>



**Pittsburgh Plate Glass Company**

*Paints • Glass • Chemicals • Fiber Glass In Canada: Canadian Pittsburgh Industries Limited*

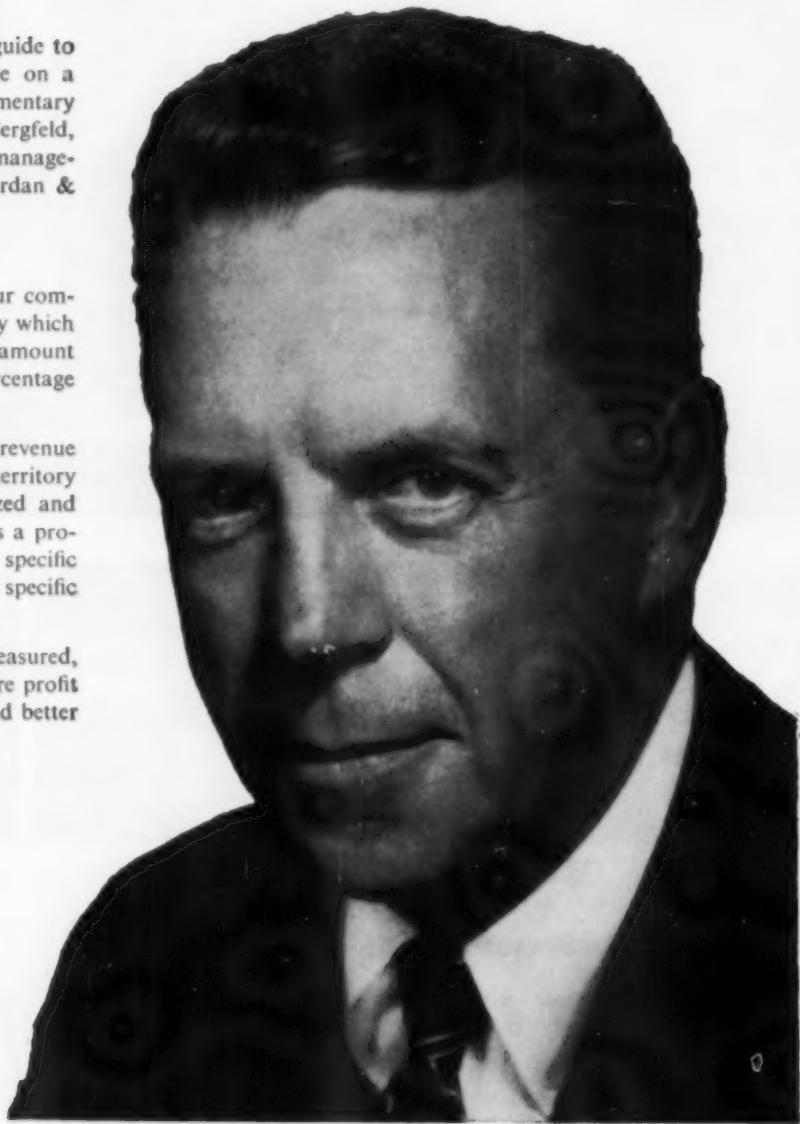
# “What’s so bad about basing the ad budget on last year’s shipments?”

Management men, seeking a reliable guide to advertising appropriations, often settle on a percentage of sales. The following commentary on this practice was written by A. J. Bergfeld, President of the internationally known management consultant firm of Stevenson, Jordan & Harrison, Inc.

“Past practices of your own or of your competitors will produce no magic ratios by which you can either judge or budget the right amount of advertising automatically as a percentage of past sales.

“Plans for increasing sales volume, sales revenue and resulting profits by product and by territory or by divisions, can better be analyzed and approved by considering advertising as a programmed cost to be associated with specific profit plans and to be measured against specific results.

“Programming advertising costs as a measured, reasoned and integrated part of a future profit plan usually results in a better plan and better actual future profits.”



**ASSOCIATION OF INDUSTRIAL ADVERTISERS**

*271 madison avenue • new york 16, n. y. • telephone murray hill 5-8921*

An organization of over 4000 members engaged in the advertising and marketing of industrial products, with local chapters in ALBANY, BALTIMORE, BOSTON, BUFFALO, CHICAGO, CLEVELAND, COLUMBUS, DALLAS, DENVER, DETROIT, HAMILTON, ONT., HARTFORD, HOUSTON, INDIANAPOLIS, LOS ANGELES, MILWAUKEE, MINNEAPOLIS, MONTREAL, QUE., NEWARK, NEW YORK, PHILADELPHIA, PHOENIX, PITTSBURGH, PORTLAND, ROCHESTER, ST. LOUIS, SAN FRANCISCO, TORONTO, ONT., TULSA, YOUNGSTOWN.



**Rō-WAY**

## the sure way to specify quality in commercial doors

The inherent fine quality of RO-WAY overhead doors for commercial and industrial applications is designed, engineered and built into every detail. You see it in RO-WAY styling—simple, quiet, attractive, to complement your building designs.

You see it in RO-WAY materials—selected kiln-dried woods, Dorlux® panels, extra heavy roll-galvanized hardware.

It's there in RO-WAY construction—with muntins, rails and stiles fit with cabinet-maker precision; mortise and tenon joints glued and steel-pinned for solid strength; sections rabbeted for weather tightness; millwork smoothly sanded for finest finish.

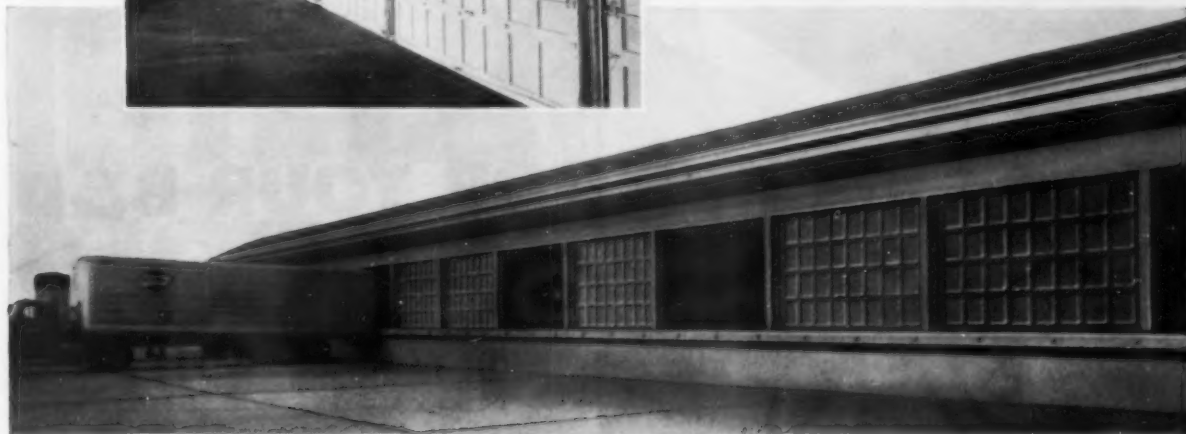
And it's readily apparent in RO-WAY performance—with specially designed track and hinges, quiet ball bearing rollers, and tension-balanced springs all working together for free and easy operation.

So doesn't it make sense to specify RO-WAY when you want to be sure of fine quality in overhead doors?

*For time-saving convenience, include dependable  
RO-WAY Electric Operators in your door specifications*



**ROWE MANUFACTURING CO.**  
715 Holton Street • Galesburg, Illinois



*there's a Ro-Way for every Doorway!*

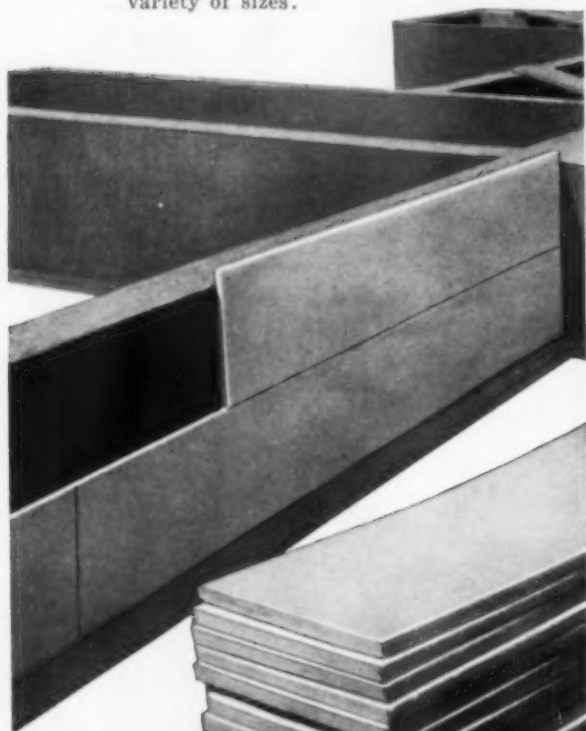
COMMERCIAL • INDUSTRIAL • RESIDENTIAL

SEE OUR CATALOG  
IN SWEET'S  
ARCHITECTURAL  
FILE  
GO WRITE FOR COPY



# new UNI-CREST insulation

Now, through the combination of modern chemistry and the experience of United's 50 years as a leading manufacturer of insulating material, comes Uni-Crest. A thoroughly proven foam plastic insulation of outstanding thermal properties . . . labor saving and cost cutting benefits. Highly recommended for walls, ceilings, floors and around foundations or under slabs. Readily adheres to masonry, eliminates furring or lathing, provides an excellent surface for plaster, cement or other finishes. Easy to work with, light, non-dusting, odorless, non-toxic, can be cut with all standard tools. Will not shrink or rot and retains its insulating value indefinitely. Regular and self-extinguishing available in a variety of sizes.



Write for  
installation  
instructions  
and  
sample



Uni-Crest Division  
UNITED CORK COMPANIES  
25 Central Avenue, Kearny, New Jersey

OFFICES OR DISTRIBUTORS IN KEY CITIES COAST TO COAST.

Sell the **Magic**\* of  
automatic attic fan control



\*You'll profit by writing to:



**PARAGON**

**ELECTRIC COMPANY**

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TIME IS MONEY—CONTROL IT WITH PARAGON

# REPAIR FOR YOUR B&D TOOLS



Check the Yellow Pages under "Tools-Electric" for the location of the nearest Black & Decker factory service branch or authorized service station.

Free tool inspection when requested • Genuine B&D parts used • Factory-trained technicians • Standard B&D Guarantee at completion of recommended repairs • Fast service, reasonable cost, always.

Or write for address of nearest of more than 50 branches and service stations to: THE BLACK & DECKER MFG. Co., Dept. 4208-S Towson 4, Md.

**Black & Decker**



QUALITY TOOL SERVICE

AMERICAN BUILDER

## America's Best Buy in a POWER HACKSAW



# 1<sup>st</sup>

- on the market
- in performance
- with professional workmen everywhere



HEAVY-DUTY  
BALL and ROLLER BEARING

## SAWZALL

There's only one Sawzall! Thousands of workmen have proved it! By their preference, they have made Sawzall America's No. 1 power hacksaw. It's your best buy when you want:

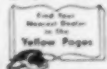
- the utmost in heavy-duty cutting power
- professional fine-tool quality
- all-day handling ease, comfort, and safety
- freedom from costly maintenance
- dependable service, superior workmanship, and lasting satisfaction

...be sure to ask about MILWAUKEE'S NEW  
SPRING BACK BLADES



Made of best-quality flexible steel, specially hardened, highly resistant to bend or twist.

See your MILWAUKEE Distributor for a demonstration or write:  
**Milwaukee Electric Tool Corporation**  
5356 W. STATE ST., MILWAUKEE 9, WISCONSIN



Look under  
"TOOLS-Electric"

40-123

## AVOID RUST SPOTS



## USE RUSTPROOF nichols ALUMINUM Nails

- ECONOMICAL — no countersinking or puttying required
- STRONG — easy to drive — comply with F.H.A. requirements

A type and size for USE where insurance against rust spots is desired.

## ALUMINUM building corners



A complete line — all types and sizes. New straightline design. Packed in convenient job-size boxes.

ROLL VALLEY • FLASHING • TERMITE SHIELD

**NICHOLS WIRE & ALUMINUM CO.**  
DAVENPORT, IOWA

## For Simple, Dependable Sewage Treatment

FOR SMALL SUBDIVISIONS, TRAILER PARKS, MOTELS,  
SCHOOLS AND FACTORIES—WHERE IT IS IMPRACTICAL  
OR IMPOSSIBLE TO CONNECT WITH EXISTING SEWERS.

*Specify Smith & Loveless...*

## "OXIGEST"

### Factory-Built Sewage Treatment Plant

Complete factory-built unit . . . available in 27 standard sizes, in single units to serve from 10 to 100 homes—or can be installed in parallel, as needed, to serve larger subdivisions.

The Smith & Loveless "Oxigest" provides low-cost, dependable treatment of domestic sewage without requiring a skilled operator. Its treatment process can be described as a long-period "Aerobic Digestion" activated-sludge sewage treatment system. The process provides maximum treatment efficiency with minimum annual maintenance.

The Smith & Loveless "Oxigest" is built by the world's largest manufacturer of factory-built sewage lift stations. It is built of the finest materials by expert workmen.

WRITE TODAY for free engineering data manual containing design notes, selection charts, dimension drawings, and specifications.

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**So Easy  
to Install . . .**  
Delivered to job  
site for easy,  
economical, quick  
installation.



(2483)



*Smith & Loveless*

DIVISION-UNION TANK CAR COMPANY  
P. O. BOX 8884  
KANSAS CITY 15, MISSOURI  
Plant: Lenexa, Kansas

# SAFWAY

## LOW-COST 4 BY 4 STEEL SCAFFOLDING

**fits all your needs for  
residential, commercial and  
light industrial construction**

### 4-BY-4 SCAFFOLD ADVANTAGES

- Used safely for work to 40 ft. high.
- Waist-level material platforms speed work.
- 4-ft. and 6-ft. high frames have built-in climbing ladder.
- Accessories to fit every job requirement.
- Parts are easy to handle, erect, transport and store.

**Sold and rented everywhere**



**SAFWAY**

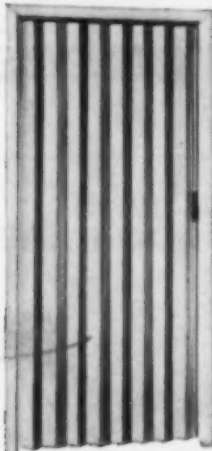
SAFWAY STEEL PRODUCTS, INC., 6228 W. STATE ST., MILWAUKEE 13, WIS.

WRITE  
FOR  
BULLETIN

68E



## INSTALLED IN SECONDS!



**NO Hanging!**  
**NO Painting!**  
**NO Hardware!**

New, unique patented design enables the builder to use construction short-cuts, labor-saving installation procedures never before enjoyed. Available in heights to 8', widths to 4'. Can be installed in pairs. 16 lovely, washable, fire-resistant vinyl colors available.

THE  
*Columbia-matic*

## FABRIC DOOR

*Slashes Builders Costs*

For complete details write

**THE COLUMBIA MILLS, INC.**

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## BOSTROM LEVELING INSTRUMENTS

Are simple to operate, accurate as instruments costing twice their price, durable to withstand rugged use and are complete with Tripod, Rod, Target, Dust Cap and Sun Shade.

Thousands of contractors and builders are satisfied users of **Bostrom** Levels as they have found them to be the most dependable and cheapest instruments to operate.



**No. 5 BOSTROM Convertible Level**  
Detachable  
Compass when desired



**No. 4 BOSTROM Contractors' Level**

**Bostrom Levels** are carried in stock by distributors from coast to coast. Mail the coupon below for complete literature, prices and name of our distributor near you.

**BOSTROM-BRADY MFG. CO.**  
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**BOSTROM-BRADY MFG. CO.**

Dept. AB-60

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## COPPER GLAZE AND BRUSHED ALUMINUM WALL TILES



Offer your customers the magnificent Vikon line of decorative, colorful wall coverings . . . including the two exciting *new* finishes—Copper Glaze and Brushed Aluminum tiles. Attractively-grained, lightweight aluminum bases coated with a clear colored enamel, achieve the costly appearance of pure metal . . . and Vikon's secret for years of success has always been superb quality at economical prices.

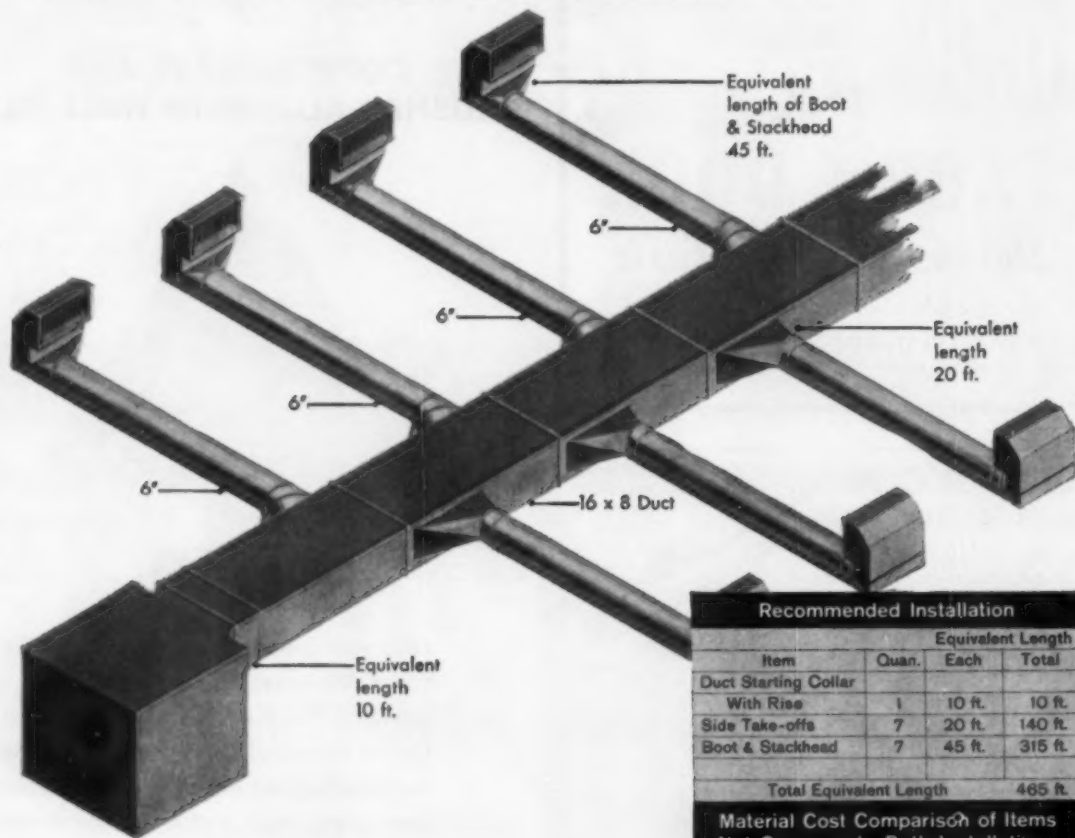
Find out about the entire line of profitable Vikon tiles by sending for our completely illustrated catalogue, "All About Vikon."

*Also available from Vikon are solid copper, stainless steel, brass glaze, enameled aluminum, and porcelain on aluminum tiles.*

**VIKON** Tile Corporation  
Washington, N. J.

# Are there differences

These installations look the  
 ... this one in an EFFICIENT installation



Properly designed and installed sealed duct, pipe and fittings play more of a role in preventing heat loss in warm-air heating installation than is generally thought.

According to the Williamson Company, manufacturers of duct, pipe and fittings, the best available heating or cooling unit will not give satisfactory results if it is attached to a poorly designed and installed distribution system. Modern duct, pipe and fittings (frequently serving year-round air-conditioning systems) must take into consideration such factors as air velocity, turbulence, pressures, restrictions, and frictions. The Williamson people relate air flow in a distribution system to the movement of an auto on a modern highway.

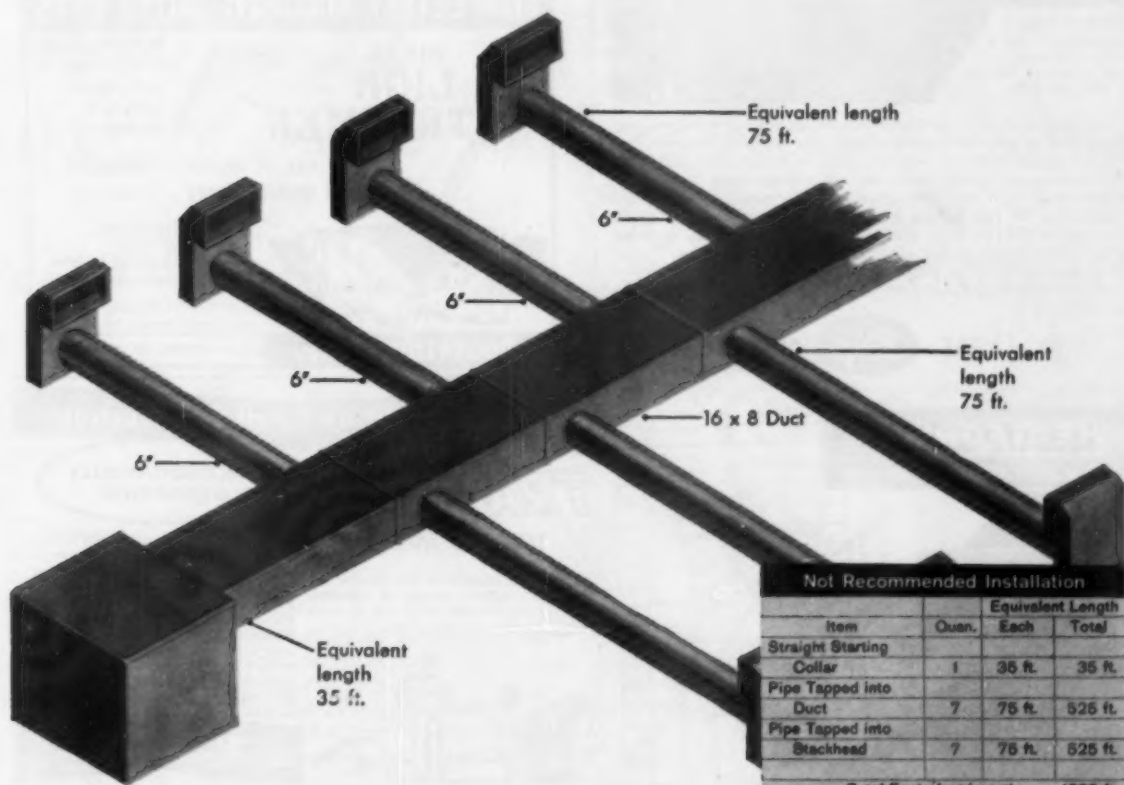
"Imagine, if you will," says a company spokesman, "a high-powered, high-speed automobile taking some of the

Recommended Installation			
Item	Quan.	Equivalent Length	
		Each	Total
Duct Starting Collar			
With Rise	1	10 ft.	10 ft.
Side Take-offs	7	20 ft.	140 ft.
Boot & Stackhead	7	45 ft.	315 ft.
Total Equivalent Length			465 ft.
Material Cost Comparison of Items Not Common to Both Installations			
Recommended Installation			
Item	Quan.	List Price	
		Each	Total
Duct Starting Collar			
With Rise	1	2.85	2.85
Side Take-offs	7	2.00	14.00
Boot	7	1.80	12.60
Stackhead	7	1.70	11.90
Total List Price			41.35
Not Recommended Installation			
Straight Starting Collar			
Collar	1	1.41	1.41
Stackhead	7	2.15	15.05
End Cap	7	.76	5.32
Total List Price			21.78



# in warm air installations?

same at a glance, but ...  
... this one is LESS EFFICIENT



sharp curves of an old highway. Had our highway systems not kept pace with improvements in automobile design, advances in automobiles would mean little to their owners. The same holds true with the distribution system."

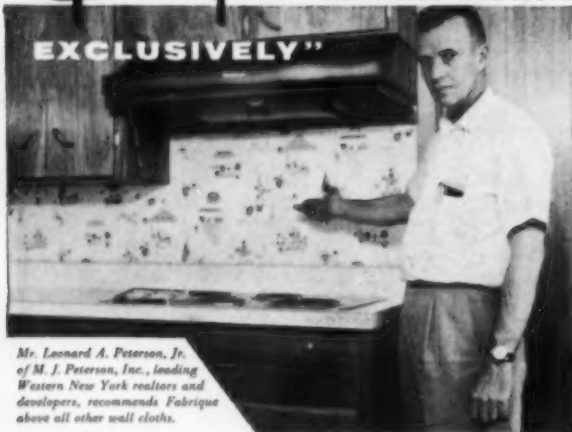
An example of modernization can be seen in the installations above. Though both, at first glance, appear similar, the installation to the left reveals streamlining at each connection. This permits a smooth flow of air with a minimum of turbulence and friction—resulting in limited heat loss (or heat gain in cooling systems).

"Furnace rating plates indicate the number of BTU's the furnace can deliver," says the Williamson spokesman, "but how much heat reaches the desired location depends upon proper engineering and proper selection of duct, pipe and fittings. Inefficient gravity systems should be things of the past."

Not Recommended Installation			
Item	Quan.	Each	Equivalent Length Total
Straight Starting Collar	1	35 ft.	35 ft.
Pipe Tapped into Duct	7	75 ft.	525 ft.
Pipe Tapped into Stackhead	7	75 ft.	525 ft.
Total Equivalent Length			1085 ft.
Added Labor to Install Recommended Fittings Versus Not Recommended			
Labor Increase			
Starting Collar			
Rise Versus Straight			
Not Notched	1	3 min.	3 min.
Take-offs Versus Notched Pipe to			
Stackhead Versus Boot & Stackhead	7	4 min.	28 min.
Average Run 10 ft.			
Zip Locker Snap Lock			
Pipe Versus Hammer Lock	7	2.5 min.	17.5 min.
Sliding Edge Duct Versus Pittsburg Lock	4	3 min.	12 min.
Total			95.5 min.

"I RECOMMEND

# Fabrique NON-WOVEN WALL CLOTH



Mr. Leonard A. Peterson, Jr. of M. J. Peterson, Inc., leading Western New York realtors and developers, recommends Fabrique above all other wall cloths.

"I like Fabrique and so do my customers. In an average week we complete three new homes, and Fabrique goes into two of the three.

"The colors and patterns are beautiful—in fact, they sell themselves. We use several model house rooms to demonstrate Fabrique... to show how easily dirt and grease wash off, for example. Customers are amazed when we rub Fabrique with a coin and it leaves no mark.

"Fabrique is the one wall cloth I guarantee against air bubbles. My paperhangers prefer it for easier hanging in less time. Price? Well, I buy my materials for maximum value on minimum dollars—and I'm money ahead on Fabrique!" Write for fact sheet and sample. Address Dept. AB-8.

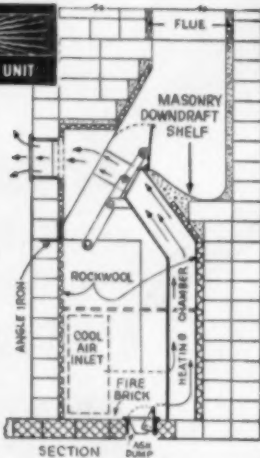
THE **Bing** COMPANY, INC.  
Buffalo 1, N. Y.

## HEATFORM WARM AIR-CIRCULATING FIREPLACE UNIT



Model "S" Corner fireplace with front and either side open for view of fire

Four additional models available for single and multiple opening fireplaces



Pat. No. 2,752,913

### HEATFORM EXCLUSIVE ADVANTAGES:

- CURVED MASONRY DOWNDRAFT SHELF—seals all metal against corrosion—longer life
- MORE HEATING SURFACE—greater heat delivery
- RIBBED FIREBOX—greater strength to prevent warpage
- LARGER COOL AIR INLET AND WARM AIR OUTLET—more warm air circulation
- CONTACT OF AIR TO ALL HEATING SURFACES—no dead air pockets in heating chambers

Architects, builders, and dealers WRITE FOR FREE PORTFOLIO FILING KIT OF LITERATURE

**SUPERIOR FIREPLACE COMPANY** The pioneer designers & manufacturers of heat circulating fireplace units and Hi-Form Dampers  
Dept. AB 4325 Artesia Avenue Fullerton, California Dept. AB 601 North Point Road Baltimore 6, Maryland

## EXTRUDE CAULKING



### with CAULK-FLO

Save TIME, LABOR, MATERIAL and MONEY! New high volume pressure pumping system and high pressure pumping mechanism, complete with hose and nozzle assembly, permits rapid application of caulking and glazing compounds, roofing cement, mastics, sealants, putties, adhesives, etc. from a standard 5 gal. bucket to point of application in one operation.

Write For Literature  
**FORCE-FLO, INC.**  
P.O. Box 2442, E. Cleveland 12, Ohio  
MU 1-9200

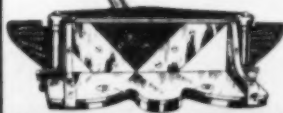
DEALERS INVITED

## COMPLETELY ACCURATE MITER CUTS

### WITH THE LION TRIMMER

How often do you have to patch, sand or plane faulty cuts like these?

THEY CAN BE INSTANTLY CORRECTED—EVEN BEVELED UNDER—IF NEEDED!



- Never needs sanding
- Miter to 5" wide
- Square end planing to 1/8"
- Any angle between 45°—90°

Write for full information and name of nearest dealer

**POOTATUCK CORP.**

50 Old Stratford Rd., Shelton, Conn.

## Make a Profit on Small Construction!

WITH

### TRANSMIX

UTILITY MIXER!

UNCONDITIONALLY GUARANTEED

Here is the answer on the smaller job where concrete work is needed. Here's the chance to be rid of costly wheelbarrow labor!



TRANSMIX mixes 1 or 1 1/2 bags of cement in 1 1/2 to 3 minutes—while stationary or transporting. TRANSMIX IS THE LOWEST PRICED 1 OR 1 1/2 BAG TRANSPORTING MIXER ON THE MARKET. It can be operated by one man or several. It fits most makes of tractors—and can be installed in 15 minutes. For more information and complete prices write—

UNIVERSAL PULLEYS COMPANY  
372 N. Masley, Wichita, Kansas

## FREE SAMPLE FIBRE DUCT

Moisture-Proof • Extra Strong • Crush-Proof • Termite-Proof the most rigid fibre duct model

**NOW SAVE** 75% on MATERIAL  
80% on LABOR COSTS

On Ducts for AIR CONDITIONING and PERIMETER HEATING

INTERNATIONAL FIBRE DUCT DIVISION  
3800 Park Ave., St. Louis 10, Mo.

Do away with costly metal or concrete ducts. Set up for fast installation—no delays—in low cost—in heating and air conditioning. For free literature

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AIMING



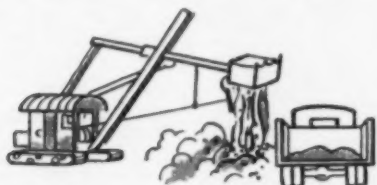
for a larger slice of

new building contracts



in

your area? Afraid you're missing many



bidding opportunities?

Tired of guessing



where

your next jobs will be coming

from



? You need daily

Dodge Reports



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—in the area where you do business. 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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SEND FOR THIS FREE BOOK

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Send me the book: "How General Contractors Get More Business in New Construction" and let me see some typical Dodge Reports for my area. I am interested in the general markets checked below.

- House Construction     General Building  
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Address \_\_\_\_\_

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

**Dodge Reports**  
 HELP  
 GENERAL CONTRACTORS  
 GET MORE BUSINESS

“Write the vision,  
and make it plain  
upon tables,  
that he may run  
that readeth it”

HABAKKUK 2:2

To “make it plain” today in the pages of Simmons-Boardman magazines, our editors:

1. Use big pictures and short words;
2. Boil down copy, skimming off the fat;
3. Organize articles for selective reading;
4. Make fast-working layouts, to speed the big idea

into the reader's mind.

What's good for the reader is doubly good for the advertiser:

*He gets wide-awake readers—with the time and inclination to pursue ideas in his advertising.*

SIMMONS-BOARDMAN, 30 Church St., New York 7.

You get wide awake readers  
with Simmons-Boardman **Time-Saver** magazines



# Advertiser's Index "The better you buy—the better you build—the better you sell"®

<b>A</b>		<b>K</b>		<b>T</b>	
Abitibi Corporation .....	19	Kentile, Inc. ....	24	Tennessee Coal & Iron Division, United States Steel Corporation ...	114, 115
Air Control Products, Inc. ....	141	Keystone Steel & Wire Company .....	58, 59	Trade-Wind Motorfans, Inc. ....	145
Leigh Building Products Div. ....	116, 117	Knape & Vogt Mfg. Co. ....	22		
Aluminum Company of America .....	16, 153	Koppers Company, Inc. ....	148	<b>U</b>	
American Steel & Wire Division, United States Steel Corporation ..	114, 115	Wolman Preservative Dept. ....	148	Union Insulating Co. ....	126
Azrock Floor Products Division, Uvalde Rock Asphalt Co. ....	45			Union Tank Car Co. ....	160
		<b>L</b>		Smith & Loveless Div. ....	158
<b>B</b>		Lawyers Title Insurance Corporation ..	160	United Cork Companies .....	42-G
Berry Door Corporation .....	Cover 2	Leigh Building Products Division, Air Control Products, Inc. ....	141	*United States Gypsum Company .....	10
Bird & Son, Inc. ....	60	Louisville Cement Company .....	127	United States Plywood Corporation .....	114, 115
Birge Company, The .....	164	Lyon Stainless Products Division of Lyon Incorporated .....	18	United Steel Export Company .....	167
Black & Decker Mfg. Co. The .....	158			United Steel Fabricators, Incorporated ..	129
Bostrom-Brady Mfg. Co. ....	161	<b>M</b>		Universal Atlas Cement Company .....	164
Bruce Co., E. L. ....	12	Macklenburg-Duncan Co. ....	50, 51	Universal Pulleya Company .....	45
		Mastic Tile Corporation of America ...	21	Uvalde Rock Asphalt Co., Azrock Floor Products Division .....	45
<b>C</b>		Medalist Hardware Division, National Lock Company .....	131		
CARADCO, Inc. ....	44	Milwaukee Electric Tool Corporation ..	159	<b>V</b>	
Calder Manufacturing Co. ....	124	Murray Corporation of America, The Eljer Division .....	43	Valley Metal Products Company .....	132
Case Co., J. I. ....	139			Vikon Tile Corporation .....	161
Certain-teed Products Corporation .....	128	<b>N</b>			
Chase Brass & Copper Co. ....	122, 123	National Gypsum Company .....	3		
Classified Advertisements .....	152	National Lock Company .....	131		
Columbia-Geneva Steel Division, United States Steel Corporation ...	114, 115	Medalist Hardware Division .....	131		
Columbia Mills, Inc., The .....	161	National Lumber Manufacturers Association .....	106, 107		
Congoleum-Nairn, Inc. ....	Cover 3	National Manufacturing Company .....	Cover 4		
Consoweld Corp. ....	147	Nichols Wire & Aluminum Co. ....	159		
Crane Co. ....	108, 109	Nova Sales Co., Subsidiary of Homasote Company .....	184		
Cutler-Hammer Inc. ....	45, 49	NuTone, Inc. ....	1, 2		
<b>D</b>		<b>O</b>			
Dodge Reports, F. W. Dodge Corporation	165	Onan & Sons Inc., D. W. ....	54, 55		
		Orangeburg Manufacturing Co., Inc. ...	151		
<b>E</b>		Overhead Door Corporation .....	40, 41		
Eljer Division of The Murray Corporation of America .....	42				
		<b>P</b>			
<b>F</b>		Paragon Electric Company .....	158		
Fasco Industries, Inc. ....	57	*Pioneer .....	42-E		
Fiat Metal Manufacturing Co. ....	142, 143	Pittsburgh Plate Glass Company .....	154, 155		
Firestone Tire & Rubber Company .....	20	Plywall Products Company, Inc. ....	43		
Force-Flo, Inc. ....	164	Pomona Tile Manufacturing Company ..	6		
*Forest Fiber Products Company .....	42-D	Pootatuck Corp. ....	164		
		Portland Cement Association .....	29, 56		
<b>G</b>					
Gates & Sons, Inc. ....	120	<b>R</b>			
General Electric Company .....	104, 105	*Radeo Products, Inc. ....	42-F		
General Tire & Rubber Company, The, Building Materials Division .....	4	Red Cedar Shingle Bureau .....	125		
Grant Pulley and Hardware Corporation	133	Roberts Mfg. Co., Ransaire .....	32, 33		
		Rock Island Millwork Company .....	149		
<b>H</b>		Roddie Plywood Corporation .....	46		
Hall-Mack Company .....	47	Rowe Manufacturing Company .....	157		
Handsplit Shake Association .....	42-H				
Homasote Company, Nova Sales Company Subsidiary .....	134				
Hotpoint .....	52, 53				
		<b>S</b>			
Inland Homes Corporation .....	135	Safway Steel Products, Inc. ....	160		
International Oil Burner Co. ....	164	Simpson Logging Company .....	23-26		
		Simpson Redwood Company .....	23-26		
		Skil Corporation .....	8		
		Smith & Loveless Division-Union Tank Car Co. ....	160		
		Sonoco Products Company .....	46		
		Standard Dry Wall Products, Inc. ....	118		
		Superior Fireplace Company .....	164		
		Symons Clamp & Mfg. Co. ....	130		

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## Advertising Sales Representatives:

<b>NEW YORK 7, N.Y.</b> 30 Church St. Phone: Worth 4-3060	Sal Scorsin District Manager J. D. DeIon District Manager
<b>CHICAGO 3, ILL.</b> 79 West Monroe St. Phone: Randolph 6-0794	George Hutchings District Manager Dave Rompel District Manager
<b>CLEVELAND 15, OHIO</b> 1501 Euclid Ave. Phone: Main 1-4455	D. J. Casey Regional General Manager Arthur W. Stockdale District Manager
<b>TOLEDO 6, OHIO</b> 2545 Lincolnshire Woods Rd. Phone: Greenwood 9-2801	Harold Mann District Manager
<b>DALLAS 19, TEXAS</b> 2915 Lemmon Ave. Phone: Lakeside 1-2322	Joe Sanders Representative
<b>LOS ANGELES 17, CALIF.</b> 1236 Wilshire Blvd. Phone: Hubbard 3-0390	Bayne A. Sparks Regional General Manager
<b>SAN FRANCISCO 4, CALIF.</b> 244 California St. Phone: Exbrook 7-4990	David S. Clark District Manager
<b>ATLANTA 9, GA.</b> 27 Eighth St. Phone: Trinity 2-6720	J. Sidney Crane Representative
<b>NEW YORK OFFICE:</b> Advertising Sales Manager Sales Promotion Manager Production Manager	A. W. Brownell, Jr. Bernard I. Perry John V. Mitchell

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# USF

## METAL DOORS

United Steel Fabricators



Today builders are demanding a better quality metal door. U.S.F. DOORS ARE QUALITY. But they do offer the economy of engineering ingenuity

## AND FRAMES

and production methods unmatched today Send for new 1960 catalog.

Inc., Wooster, Ohio  
DOOR AND FRAME DIVISION



# MONTH AHEAD

## National Home Week

No need to tell you that the most exciting news for September is National Home Week (September 24 to October 2). It's been some dozen years since American Builder gave birth to the idea. But National Home Week since has become an institution in American homebuilding. Its purposes remain the same. That's to make homebuilding a year-round instead of a seasonal business.

## How to get into the act

You can profit from the week in several ways. One important way is to visit as many model homes as you can. Not just in your own locale. Get out to areas distant from you in a search for ideas. Write the National Association of Homebuilders in Washington, D. C., for listings of builders participating in the areas you want to visit.

## Enter our contest

Another way you can profit is by entering your best model home in American Builder's 1960 Quality Model Home Contest (details on page 87). A panel of top-flight experts will judge your houses. No need to tell you that a win will provide you with important merchandising ammunition for your next sales campaign.

*You can look forward to another important event in September. That's our special report on how utilities will work with you to help you sell more houses. The report springs from a "brainstorming" session your editors had with top-flight builders, utility executives, and merchandising consultants in Washington during the NAHB spring meetings. American Builder paired off five utilities and five builders who volunteered to test five of the ideas that came out of the brainstorming session. We'll report the results in September. You'll find them fascinating.*

## ... Can winter be far behind?

August seems hardly the time to think of winter winds. But it might prove the best time for you to start thinking about your winter building. Now's the time to decide whether inflatable plastic bags placed over your construction might permit your work forces to keep on the job through the coldest weather. It's also the time to decide other winter methods—such as whether prestressed concrete grade beams might substitute for poured concrete foundations during winter building.

*Coming in the September issue, as well, will be a special report on apartment houses. We'll tell you how to break into this rapidly expanding market with only your basic homebuilding skills and crews. The report will include apartment house design, market data, and methods.*

## Planning next year's designs?

Fall is a good time to start thinking about what you will be building next year. A good source of ideas are the model homes that will be on display during National Home Week. You also might give some thought to appliances that you can include with the price of the house.

These are good sales boosters. Also, how about planning your promotion for next year? Selling houses often is little more than a matter of smart merchandising. A good idea might be to attend one of the mobile short courses on merchandising. Bill Molster, NAHB's Director of Marketing, is taking around the country. Write NAHB for locations and dates.

*Still another hot feature appearing in the September issue will be a 6-page special report on doors and windows. The report will show you how to plan doors and windows into your houses, novel applications and types, and cost-saving installation details.*

**IN OCTOBER:** You'll have these big editorial features coming your way:

- American Builder's second annual Planning Issue forecasting new trends that will affect the builder and his fast-changing business through 1961.
- A big 8-page special report, showing how tools and equipment cut costs.
- Another vital article in our series on Building's Coming Breakthrough.

*Sell in high style  
with **Cosmopolitan**<sup>®</sup> Vinyl Flooring*



Congoleum-Nairn presents inspired magnificence in fine *seamless* inlaid vinyl with new *sparkling* metallic magic

Trade up your homes inexpensively... and make them different. Install Congoleum-Nairn's new luxury vinyl-by-the-yard: *Cosmopolitan*. Here's a superb sheet of ultra-smooth, *glowing* vinyl...rich yet subtle combinations of precious marbles and sparkling metallics...in a *seamless* vinyl floor of superb smoothness and glow offering the maximum in burnished luster. See all the decorative potentials of *Cosmopolitan* vinyl — and also learn all about Congoleum-Nairn's new Builders' Selling Aid Program.

.....  
**ALL PATTERNS ACTUAL SIZE.** To the left 6204, upper right 6209, lower right 6200.

**SPECIFICATIONS:** By the yard, 8 feet wide. May be used on above-grade floors of wood, concrete or ceramic tile, with or without radiant heating.



**Congoleum-Nairn**  
FINE FLOORS

© Congoleum-Nairn Inc., Kearny, New Jersey, 1960



**HOW MANY  
HOMES COULD  
YOU SELL,  
IF YOU PAINTED  
ALL OF THEM  
BLUE?**



ANOTHER NEW PRODUCT FROM

*National*

**SLIDING DOOR SET**

Designed for quick and easy installation, eliminates those irksome call backs. Home buyers like the smooth, quiet action of the  $\frac{3}{4}$ " diameter nylon rollers. No. 680 Sliding Door Set is adaptable for either  $\frac{3}{4}$ " or  $1\frac{1}{4}$ " doors. Separate fascia is optional.

*National*

**cabinet hardware gives you 21 different finishes to please discriminating buyers**

Today's home buyer has some very definite ideas about color, style, and finishes. That's why so many builders choose National Mfg. Co. cabinet pulls, ornamental hinges, door butts and other items that help make a sales impression. You can please them all from the big selection of styles and finishes you will find at your National hardware dealer. Look for the familiar blue cartons . . . they're your guarantee that the hardware inside is quality you can rely on.

**NATIONAL MANUFACTURING COMPANY**

1808 First Ave.

Sterling, Illinois



