

March 1953

house+home

NEWS

Eisenhower picks new HHFA boss; former Representative Albert Cole of Kansas (p. 140)

Frank Lloyd Wright

Personally conducted tour through a new house by the old master whose ideas are reflected in 1 million houses a year (below and p. 106)

The Secrets House sequel

Builders revise their plans and construction methods to keep up with its traffic-jam success with house buyers across the country (p. 114)

Builders' architect

Edward Fickett gives up custom-built practice to gross \$100,000 a year plus, designing for merchant builders (p. 132)

Advice to appraisers, part 3

A house is no better than its plan, and a good plan adds value to any house (p. 144)

Expansion attic truss

How to construct and erect the new design which combines clear-span economy with a big usable attic (p. 156)

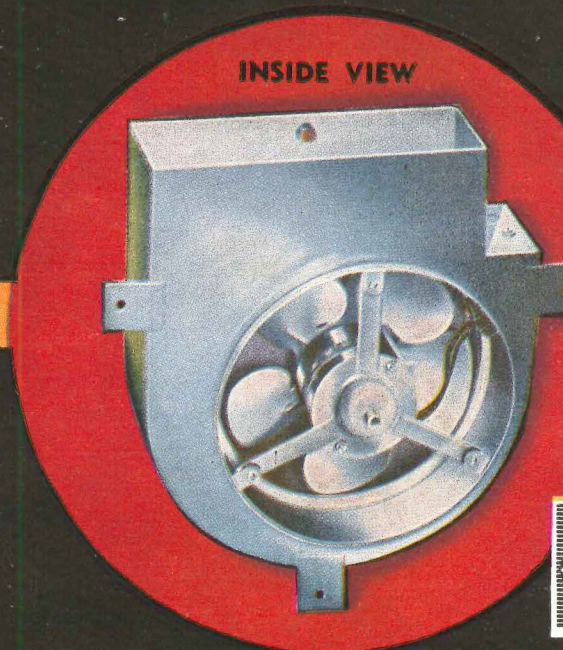


Afford These Three NuTone Products

NU-TONE Ventilating Fans

For Odor-Free Air . . . 8 Basic Models in White or Chrome

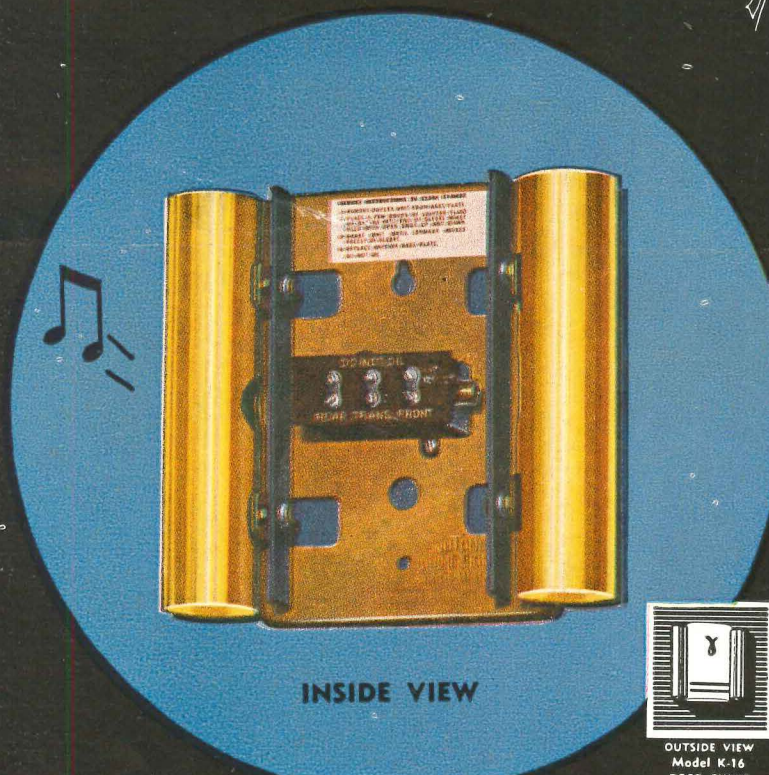
- PRESSURE BLADE — Gets rid of greasy kitchen odors faster!
- VENTURI HOUSING — Keeps exhaust air from "bouncing back."
- PLUG-IN MOTOR — For safer, easier cleaning. Easier to install.
- MOTOR — Fully guaranteed for five years. No service problems.



INSIDE VIEW

NU-TONE Door Chime

For a "Cheerful Earful" . . . 15 Short and Long



INSIDE VIEW



OUTSIDE VIEW
Model K-16
DOOR CHIME

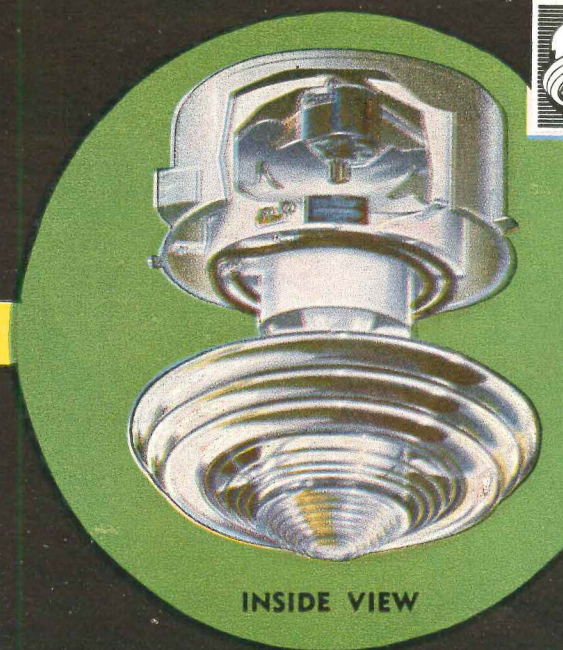


- ENCLOSED POWER UNIT — Avoids main wiring.
- SPECIAL ALLOY TONE BARS — For long, clear tones.
- SOLID BRASS TUBES — For longer, clear tones.
- OUTSTANDING DESIGNS — To blend with your decor.

NU-TONE Electric Ceiling Heaters

For "Toasty-Warm" Bathrooms . . . 3 Ceiling Models

- GREATER SAFETY — No danger of shocks, burns, no fumes.
- FAN AIR CIRCULATOR — For uniform heat. No hot blasts or drafts.
- OVERHEAD LIGHT — Prismatic lens for diffused room lighting.
- CEILING HEATING UNIT — Ceiling fixture saves valuable wall space.



INSIDE VIEW

FREE

A complete folio of specifications, installation data and illustrated literature is yours for the asking. Write today to NUTONE, INC., Dept. HH-3, Cincinnati 27, Ohio

house+home

March, 1953

Published by TIME Incorporated

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen
EDITORIAL DIRECTOR John Shaw Billings

HOUSE & HOME

EDITOR AND PUBLISHER
P. I. Prentice

EDITORIAL CHAIRMAN
Douglas Haskell, AIA

EXECUTIVE EDITORS
Joseph C. Hazen Jr.
Suzanne Gleaves

ART DIRECTOR
Paul Grotz

ASSOCIATES: Edward Birkner, W. C. Bixby, Peter Blake, Breckenfeld, James P. Gallagher, Marilyn Hoff, Jane Jacobs, Mary Jane Lightbown, Walter Lunde, Carl Norcross, Vernon Read, Richard Rogers (Washington), Ogden Tanner, Arthur McK. Stephens, Stephen G. Thompson, Arthur Watkins.

ASSISTANTS: Rosalind Klein Berlin, Gwen Hodges, T. Martin, Alice O'Connor, Adam Ooms (Los Angeles), Dorothy Stone O'Shea, Olive F. Taylor.

STAFF: Associate Directors, ARCHITECTURAL FORUM: Maurice T. Moore; Rubinstein, Ray Komai; HOUSE & HOME: Madeleine Thatcher, Nina Rittenberg. Assistants: Lily H. Blum, Martha Blake, Mary Villarejo, Paula K. Obsatz. Literary service: Jan V. White.)

LIBRARY RESEARCH DIRECTOR: Arthur S. Goldman.

CORRESPONDENTS: Miles L. Colean, Ruth Goodhue.

PRODUCTION MANAGER: Lawrence W. Mester.

GENERAL MANAGER
Robert W. Chastency Jr.

ADVERTISING DIRECTOR
Richard N. Jones

HOUSE & HOME is published monthly by TIME Inc., Time Building, 9 Rockefeller Plaza, New York 20, N. Y. Subscription payable in advance. To individuals or their employers (and their employees) engaged in building—design, construction, finance, realty; material distribution, producer or manufacturer; government agencies and super-agencies; teachers and students of architecture and related associations connected with the building industry; advertisers and publishers: U.S.A., Possessions and elsewhere, \$5.50; Pan American Union and the Philippines, elsewhere, \$12.00. To those not connected with the building industry: U.S.A., Possessions, and Canada, elsewhere \$17.50. Single copies, if available, \$1.00. Copies mailed flat. Copyright under International Copyright Convention. All rights reserved under the Pan American Copyright Convention. Reentered as second class matter September 15, 1952 at the Post Office at New York, N. Y. under the Act of March 3, 1879.

TIME Inc. also publishes TIME, LIFE, FORTUNE and ARCHITECTURAL FORUM. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President, Charles L. Stillman; Executive Vice President for Publishing, Howard Black; Vice President, Allen Grover, Andrew Heiskell, J. A. Linen. Prentice; Vice President and Secretary, Robert Brumbaugh; Comptroller and Assistant Secretary, Carlson; Manager, MARCH OF TIME Division, John Murphy.

37 News

60 Letters

80 Events to come

90 Behind the blueprints

100 Modern mortgages

105 EDITORIAL

Frank Lloyd Wright and 1,000,000 houses a year.

106 FRANK LLOYD WRIGHT HOUSE IN MICHIGAN

Built of special concrete blocks, this long, shiplike house at Kalamazoo is closely integrated to its hilltop site.

114 TRADE SECRETS HOUSES

A report on the houses being built across the country, their effect on builders and their reception by the public.

124 HOUSE WITH THE PORCH IN THE MIDDLE

Architects Bassetti & Morse open up a small house at Lake Stevens, Wash. with a central living terrace.

128 HOUSE RINGED WITH POCKET GARDENS

Los Angeles house by Kazumi Adachi offers a practical plan adaptable to a suburban lot, gives privacy with views of patio gardens.

132 THE FICKETT FORMULA

Architect Edward Fickett of Los Angeles works only for merchant builders, grosses \$100,000 a year designing speculative houses, apartments and stores.

140 NEWS

Eisenhower picks new HHFA boss: former Representative Albert Cole of Kansas.

142 LOOK WHAT'S SELLING IN TOPEKA!

For Topeka Builder John Sargent Jr., Architect James C. Cushing develops three- and four-bedroom contemporary houses which, at \$11,375 and \$12,675, outsell all local competition.

144 ADVICE TO APPRAISERS

Third in a series on design for builders, a study of typical builder-house plans and how they could be improved.

150 NEW HAMPSHIRE VACATION HOUSE

Architect Dan Kiley's rugged two-story house at Franconia has a plan which opens for entertaining, is built of local stone and solid wood with walls 8" thick.

156 EXPANSION-ATTIC TRUSS

How to erect and build the new truss developed by the University of Illinois Small Homes Council to combine the advantages of clear-span structure and expansion-attic cubage.

162 ADHESIVES PAVE WAY FOR MORE TILE ECONOMY

Thin-set adhesives and thin tile are breaking prices of installed tile, making it economically feasible for builder houses.

164 NEW PRODUCTS

New modular building panels for complete exterior wall system.

176 Reviews

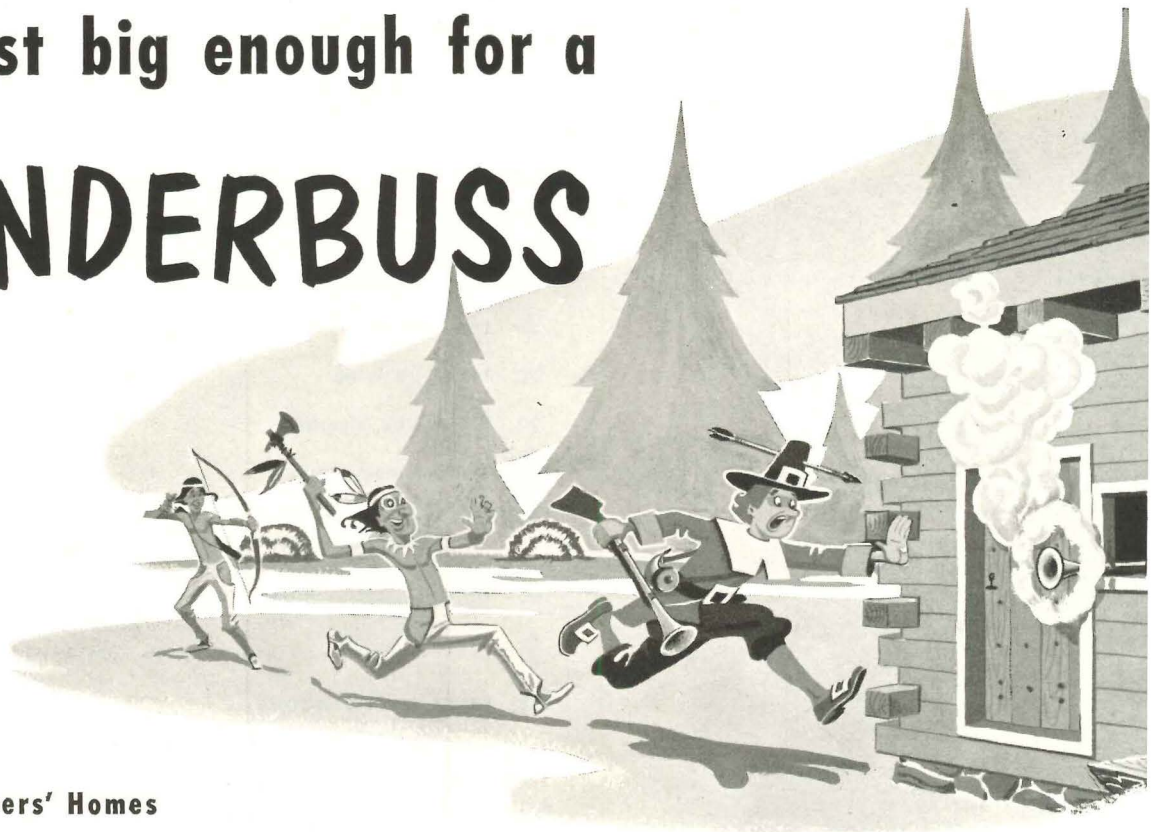
216 Technical publications

TIME III, NUMBER 3



Cover: House by Frank Lloyd Wright, architect; photo © Ezra Stoller

a hole just big enough for a BLUNDERBUSS



In the Early Pioneers' Homes

To keep ice cold winds and arrows out, windows had to be loophole size . . . no chance for summer air or light.

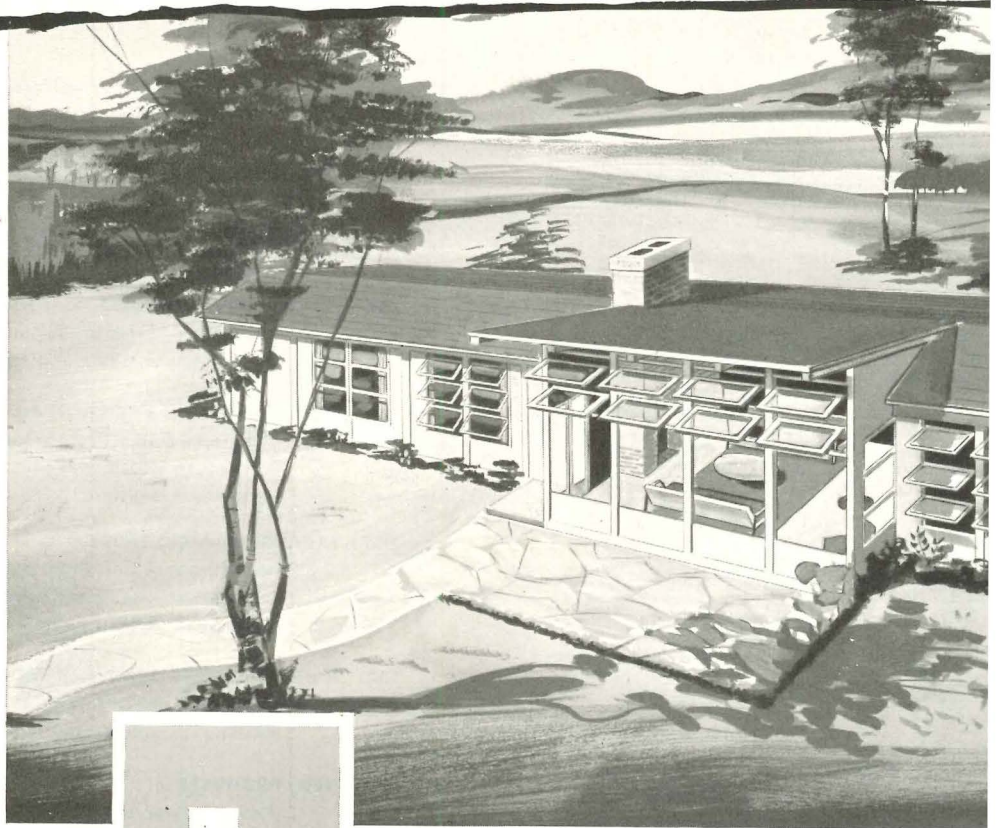
TODAY PERFECT PROTECTION, VENTILA'



AUTO-LOK ALONE IS CHANGING "FOR SALE" TO "SOLD"

When competitive chips are down, windows often make the difference. Today's wise builders choose Auto-Lok, because Auto-Lok alone gives owners everything they want in a window, with none of the disadvantages they've put up with in the past.

Ludman Engineering and Planning Service is available to Architects for any job, large or small.



UDMAN LEADS THE WORLD

Overhaul of housing policy until '54; Taft raps HHFA

A building man hoped the Eisenhower administration would act quickly to overhaul US housing policies, perhaps bottle up public housing and begin to curb omnipresent federal influence over private homebuilding. This month, the industry began to realize that only minor changes were likely this year. The evidence mounted steadily. In his state-of-the-union message, the president proposed creation of a commission to study health and welfare needs, notably including housing. The study would not be completed for 9 to 12 months. Moreover, the chief executive omitted housing from his 11-point legislative program. While White House economists were busy collecting data on housing, there was no full-time adviser on the Eisenhower staff who was really conversant with the subject. The appointment of Albert M. Cole as HHFA Administrator (p. 140) put a Republican head on the government's vast body of housing agencies, but Cole would go into office with Presidential orders to study housing thoroughly, with an open mind, before re-shuffling his organization.

When he was getting plenty of advice from almost every corner of the building industry and many a corner out of it. The most noteworthy counsel came from Senate Minority Leader Robert Taft who told Cole: "I suggested to the President to approve someone (for HHFA Administrator) with the understanding he would have six months to study the situation and recommend what should be done for the housing agency. I don't think we should have a housing administrator at all."

Boost in agriculture? Some clues in the administration's philosophical approach to government-in-housing might be seen in its forthright determination to reverse New Deal policies in agriculture. In agriculture and construction, the nation's largest industries, have two things in common: 1) management control is widely decentralized, which makes them slow to react to market and technological change, and 2) the federal government has made itself dominant for complete control, has become the dominant market influence.

Agriculture Sec'y Benson's mind was made up that the farm community could find some way to stabilize its own prices without government aid. Recently, he recalled that the butter industry once set up a government-operated company which bought and sold butter to stabilize the market. It worked moderately well. Benson indicated he thought the answer to the problem was to get the government out of the farm

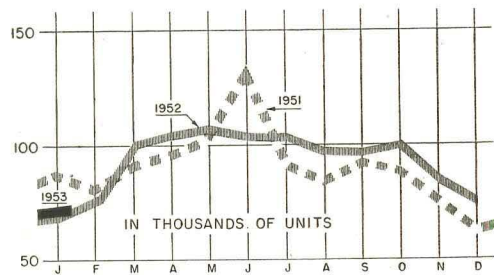
Albert M. Cole, a Kansas lawyer and a housing opponent who was defeated for re-election to Congress last year, is nominated as HHFA Administrator. (pp. 140-141)

price stabilizing business might lie in that direction.

Among building industry groups, the most specific housing program was being advocated by NAHB. Refining broad policies adopted at January's annual convention, the homebuilders last month recommended a new formula for FHA loans to end the inequity of a down payment on a \$12,000 house being four times that for an \$8,000 house. The plan: a 95% maximum mortgage for an \$8,000 valuation (\$400 down payment); a 90% maximum mortgage on \$12,000 (down payment \$1,200); an 88% ceiling on \$15,000 (down payment \$1,800); and an 80% maximum on \$20,000 (down payment \$4,000) which would involve raising the present FHA mortgage ceiling from \$16,000 to \$20,000.

President Brown Whatley of the Mortgage Bankers Association demanded a complete reorganization of FHA to free it "from all welfare and pump-priming activities."

Debenture rate boost. FHA Commissioner Walter Greene was much inclined to support suggestions for considerable overhaul of his own agency. Back in December, FHA's Greene revealed this month, he urged the Treasury to assent to an increase from 2½ to 2¾% in the interest rate on FHA 10-or-more-years debentures issued on foreclosed property. Greene favored raising the mortgage ceiling above \$16,000, raising the amount of mortgages eligible for 90% loans. Most important, he admitted that the mortgage limit on multifamily rental housing (Sec. 207) was too low at \$8,100 to let builders put up anything but garden apartments. This could be the most crucial item of all to produce private



Source: Bureau of Labor Statistics

HOUSING STARTS dropped to 71,000 in January, 7% below December. The decline, almost all in private housing, occurred in northern sections of the country. But January 1953 starts were 9% above January 1952, and BLS officials were still betting on a million-house year.

building where it is needed most. As BLS Commissioner Ewan Clague warned, during the building boom of the 20's rental units accounted for 40% of housing volume, hit a peak of 44% in 1927. Since World War II, rental housing had never topped 22½%, even at the peak of the 608 program. Now, it was down to 17% over all, and down to 12% of private housing starts. Warned Clague: "Even allowing for the trend toward home ownership . . . there is a growing shortage of rental housing. Filling this need could well sustain the housing market if the volume of single-family homebuilding should drop."

Lumbermen speak out. The National Retail Lumber Dealers joined the chorus of demand that FHA raise its mortgage ceiling to \$20,000, shrink its down payments on larger homes in line with inflated costs. The National Lumber Manufacturers' Association, however, proposed that private interests guarantee home loans so the government can eventually liquidate FHA. NLMA also attacked government research in housing (for which HHFA is spending \$950,000 this fiscal year).

On one point, almost all the experts agreed: new housing starts must be kept close to a million a year. If they fall far below that level, it would be hard for the industry to keep up its drive against slums.

Code reform group voted \$20,000 by US chamber

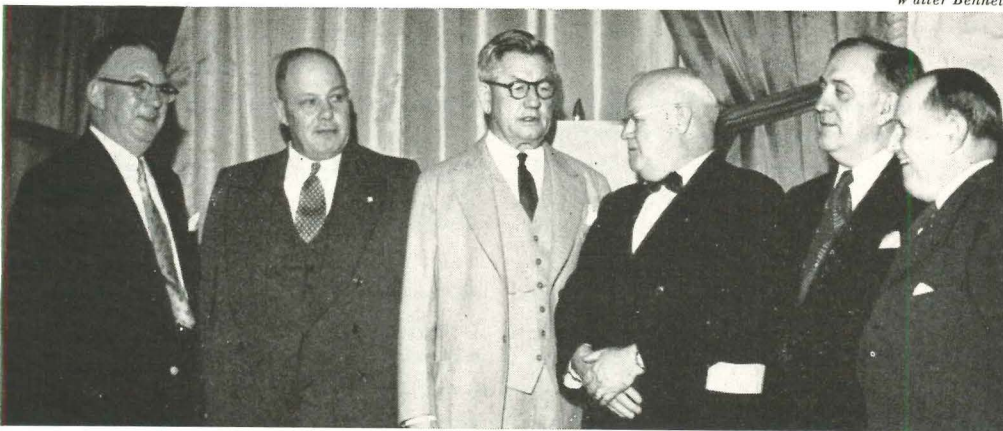
In the decades-old struggle to untangle the nation's jungle of building codes, the most promising weapon is the little-known Joint Committee on Building Codes. Since it was founded in February, 1949, the committee has managed, in only 14 meetings, to blend from regional building codes already in widest use a sizable chunk of what it hopes may someday become a unified national standard for construction. Written so far are sections on definitions, types of construction, design loads, use and occupancy

classifications, and requirements for steel construction. But there is still much ground to be covered. It includes some of building codes' most controversial items: fire resistance ratings, height and area limitations, wood and masonry construction. And although the committee is composed of top technical men from the nation's nine principal groups involved in code work,* speedier progress is hampered by the fact that its representatives from building officials' organizations are shy of funds to attend meetings.

Last month, the US Chamber of Commerce stepped into the breach. Its construction industry advisory council voted the joint committee \$10,000 a year for two years, principally to cover the travel expenses of two representatives of each major building officials' group to committee meetings. Explained Manager F. Stuart Fitzpatrick of the chamber's construction department: "Our interest is to see that the joint committee does not collapse because of building officials' travel expenses." Said Technical Director R. G. Kimbell of the National Lumber Manufacturers' Assn.: "The work of the joint committee offers one of the most practical and sanest approaches to code unification devised. The committee has no dictatorial powers. It is persuasive only." The chamber also extended its financial offer to the Southern Building Code Congress, which so far has refused to play on the team with the rest of the nation's code experts.

Policy platform. The construction industry advisory council also reinforced its claim to being one of the impressively co-

* American Standards Association, Building Officials Conference of America, National Board of Fire Underwriters, National Fire Protection Association, Pacific Coast Building Officials Conference, Underwriters Laboratories, National Bureau of Standards, HHFA and the Department of Commerce's construction division.



CHAMBER OF COMMERCE meeting heard President Richard J. Gray of AFL's Building Trades Dept. (3d from r) declare: "99% of the strikes in construction are directly attributable to lack of understanding between labor and management." Gray pleaded for industry support for the AFL's proposals for Taft-Hartley Act revision. Pictured

hesive forces in a factionalized industry. Adopting an 11-point plan for sustaining construction activity, it urged:

- ▶ Flexible interest rates for FHA and VA mortgages; no federal regulation of consumer credit in housing.
- ▶ A restudy of the defense housing program to reduce its cost and weed out areas where it is no longer needed.
- ▶ Redrafting of the "burdensome federal tax structure" with more flexibility for depreciation so as to encourage new commercial and industrial building. (Rep. Daniel A. Reed [R, N.Y.], chairman of the House Ways & Means Committee, told the meeting he hoped to rewrite the federal tax code completely by January 1954.)
- ▶ Improvement of federal statistics on housing starts and dollar outlays for construction "to guide the more intensive efforts which must be undertaken from now on to sustain . . . activity."

Statistics deplored. On construction statistics, the advisory council adopted a bluntly critical report by Economist Walter E. Hoadley Jr.: while construction has swelled to a \$40-billion-a-year industry—one tenth of the total national product—"at no time has the government's statistical information about construction been of high dependability and today the quality of figures is poorer than at any time" since World War II.

Hoadley blamed not BLS and the Commerce Dept., which gather the facts, but Congress and businessmen who do not understand how much havoc can be wrought by bad information. Last year, Congress sliced BLS budget for housing starts from \$625,000 to \$300,000. Hoadley named no figure, but BLS officials think restoring that slash would let them produce an accurate starts count. As it is now, BLS is using an out-of-date yardstick to correct lag and lapse in building permits, and bases its entire sample of housing construction on conditions prevailing in 1940.

Walter Bennett

at luncheon (l to r): Contractor William Muirhead, AFL President George Meany, Chamber President Laurance Lee, Gray, Sec'y.-Treas. Joseph Keenan of AFL's Building Trades Dept., Lumberman Norman P. Mason, chairman of chamber's construction and civic development committee.

Public housing Red oath gets spotty enforcement

Enforcement of the Gwinn amendment requiring loyalty oaths from public housing tenants was taking on a crazy quilt pattern. Seven months after the law went into something under 100 subversive suits had been ordered evicted, but not a eviction had been carried out. The result was a bumper crop of lawsuits. The important one, an appeal approved Supreme Court Justice Robert H. Jackson, barred the New York Housing Authority from enforcing the oath until the Supreme Court reviews the constitutionality of the amendment (an order not binding elsewhere). Some patchwork enforcement revealed by a HOUSE & HOME survey of metropolitan areas:

- ▶ Houston: "Nobody here has done anything about the Gwinn amendment."
- ▶ Dallas: Enforcement was delayed to a court decision elsewhere. But they're taking so long the Housing Authority start enforcement this month anyway any noncomplying tenant "immediately."
- ▶ Bridgeport: All tenants so far were signing affidavits, but Housing Authority Mayor Harold C. Poole said even if any one he would put off evictions until some court approved.
- ▶ In Atlanta, Pittsburgh, Cincinnati, Miami, Denver, Oakland and Contra Costa County, Calif. all tenants were signing affidavits. Tenants of existing San Francisco housing were not being asked to sign the oath, but those for a new project opened in April would be.

In Los Angeles 36 out of 5,000 tenants refused to sign, but no evictions were ordered pending a definitive court decision somewhere. In Richmond, Calif. 11 refused to sign, in Newark, N. J. 11, New York City at least six (in all instances a small fraction of 1% of public housing dwellers).

Technically, the law applies only to projects with federal contracts adopted or amended since last July, but PHA has local housing authorities to apply it on their own to all projects.

Houston judge calls public housing 'no place for child'

When Judge Roy F. Campbell ruled in a child custody battle that San Felipe a Houston public housing project, "no place to rear a child," public housing officials demanded a retraction. Snapped Col. Eversberg, director of the Houston Housing Authority: "If he refuses . . . I think you'll see some fur fly."

The fur that flew, however, was w

rote Eversberg defending his threat
the baby up for adoption if she were
to San Felipe. Charged the judge:
les showed an average of 302 cases
t San Felipe for the past ten years
g "murder, rape of little children,
aggravated assault, burglary, theft
, drunkenness, sex crimes, child de-
y, prostitution, . . . narcotics."
ed some samples: on July 5, 1952, a
old girl was arrested for prostituting
ouston streets "and her delinquency
. . . in San Felipe Courts." On May

6, 1952, a 15-year-old girl living in San Felipe "was arrested for associating with prostitutes. . . . During 1951 and 1952 at least four people in San Felipe Courts were arrested for possession and sale of marijuana. Two are now in the penitentiary. . . . On Dec. 2, 1950, several girls were ordered to the reformatory for having sex parties on the lawn. . . . On June 8, 1951, a 10-year-old boy who had been chained to his bed with a cow chain for three days was released by police. . . ."

Eversberg's reaction: silence.

Men begin killing controls; official inertia ounds effort to reduce federal building

the biggest month of change for
since the Korean war. In its first
office, the Eisenhower administra-
ed decisively to apply Republican
the nation's basic economy.

reasury, refunding \$8.8 billion of
onal debt, moved to let interest rates
ward by exchanging 17/8% treasury
es for \$619 million of medium-
nds at 21/2% and \$8.1 billion one-
ificates at 21/4%. Incoming HHFA
rator Cole hinted a decision should
coming within a month whether VA
A mortgage interest rates should
e trend.

wages and production were freed
ontrols that industry had cried so long
necessary (see below).

Director Joseph Dodge jarred the
ral bureaucracy from top to bottom
major economy drive. It included
o review and reduce federal con-
, clamped a semifreeze on hiring.
ng, lame-duck administrators gave
they were carrying it out. HHFA
velopment grants were continuing

The Public Housing Administra-
ted its program for the current fis-
was untouchable since the 35,000
mitted by Congress were already
d.

ng the future, President Eisenhower
nded that rent control be allowed
ril 30 except in "so-called defense
ee col. 3). There seemed little doubt
gress would agree, although the
t's remarks were so vague there
usion over which kind of defense
meant (there are three).

one of the actions seemed likely to
to push the US economy off what
ouse economists call its present
ge." Eisenhower set the course in
of-the-union address: "It is axio-
at our economy is a highly complex

and sensitive mechanism. Hasty and ill-con-
sidered action of any kind could seriously
upset the subtle equation. . . . Action must
be gradual."

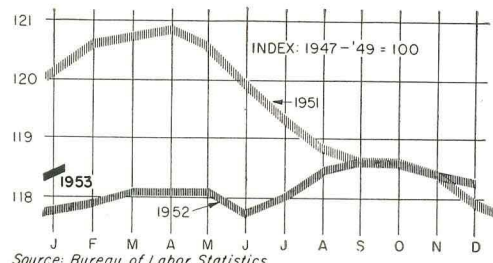
CMP open-ended; wage, most price controls die

Said Dwight Eisenhower in his guidepost
state-of-the-union message: "The weight of
evidence is clearly against use of controls
in their present forms. . . . Accordingly,
I do not intend to ask for a renewal of
. . . wage and price controls on April 30.
. . . Meantime, steps will be taken to
eliminate controls in an orderly man-
ner. . . . Material and product controls
should be ended except with respect to de-
fense priorities and scarce and critical items
essential for our defense."

The orderly elimination sped into being
so fast it left bureaucrats gasping. Cried
one officeholder: "I don't know where we're
going, but we're damn sure on our way."

Prices—Ceiling prices were abolished on
all but a handful of market basket items,
and most major industrial materials except
steel and nickel. Specifically decontrolled
were: most building materials, property
management, construction services and
prefabs. Decontrolled copper reacted
chaotically, with price hikes ranging from
3¢ a lb. (to 27 1/2¢) all the way to
12¢ a lb. (the 36 1/2¢ level of foreign cop-
per). The price of steel scrap hardly
moved at all. First reports from building
material dealers indicated few price
changes were in prospect. Cement prices,
unchanged since 1950 except for advances
to offset rising freight rates, might climb
10¢ a bbl., trade spokesmen predicted.
Lumber was already below ceiling prices.
The Dow Service found a 5% drop in
building costs during the last six months
in New England.

Wages—Salary and wage controls were



Source: Bureau of Labor Statistics

MATERIALS PRICES rose from an index of 118.3 in December to 118.4 in January. Responsible were price increases (all under 1%) in lumber, cement, paint and some concrete products. The effect of price decontrol would not show for at least another month.

abolished entirely. With most construction labor contracts coming up for renewal in the spring, this could have a big effect on building costs. AFL President George Meany, a former building trades man, was already on record that restudy of contracts was in order. Portland, Ore. AFL cement masons promptly negotiated a 17¢ wage boost (to \$2.60). The 50,000 CIO woodworkers in the Northwest demanded a 30¢ an hour increase on top of a six-hour day. With a plywood surplus facing operators, an April 1 strike looked likely.

Materials—The Defense Production Administration was abolished—so fast that several top DPA men from the old administration had no advance warning. Dismantling of the Controlled Materials Plan began as Acting ODM Director Arthur Flemming ordered CMP open-ended at once. That meant anyone willing to gamble on getting on a mill schedule could proceed with any kind of construction without federal permission.

The administration had not yet made up its mind what kind of new production controls law to seek from Congress. Sen. Homer Capehart scheduled hearings on his bill to give the President standby CMP powers—a measure Rep. Jesse Wolcott, chairman of the House banking committee branded as "a sword of Damocles" over business. It was a tossup whether the House would pass it.

GOP maps strategy to end rent control April 30

Republicans prepared to let federal rent controls expire April 30 except in critical defense areas, as the President had asked.

Chairman Jesse P. Wolcott (R, Mich.), who scheduled a House banking and currency committee hearing on the subject early this month, explained it probably could be shown that roughly 80% of the units under federal control are concentrated in only three states, Mass., N. J. and Penn. Said Wolcott: "I don't think there is any

EASIER TO SELL



WHEN YOU
HAVE

HERE'S WHY:

When you install Chrysler Airtemp in your homes, you can sell *modern living* to prospects! You're selling health, comfort and less housework . . . all potent points. But that's not all. The cost to your customers for this *new* modern living is surprisingly low—just pennies a day—when included in the mortgage.

To make *your* selling job easier, here are just a few of the unique advantages only Chrysler Airtemp Air Conditioning offers:

- The Chrysler Airtemp name is *known!* Your selling job is easier because customers have confidence in the Chrysler Airtemp name.
- 15 years of residential installation experience! Chrysler Airtemp offers a time-tested package.
- Chrysler Airtemp stands behind its product! A nationwide network of authorized dealers eliminates service "callbacks" for you.
- An optional five-year warranty creates customers' confidence.

Why not get all the facts today. Mail the coupon below.

Chrysler Airtemp

HEATING • AIR CONDITIONING
for HOMES, BUSINESS, INDUSTRY

Airtemp Division, Chrysler Corporation, Dayton 1, Ohio

Airtemp Division, Chrysler Corporation
P.O. Box 1037, Dayton 1, Ohio

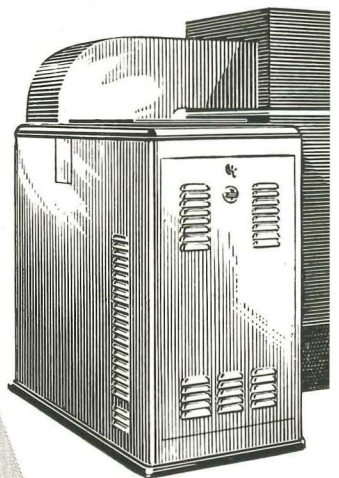
H&H-3-53

Please send full details about the Chrysler Airtemp Comfort Zone.

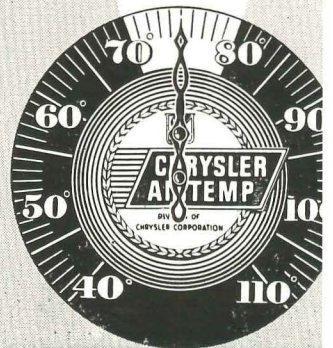
Name _____

Address _____ Phone _____

City _____ Zone _____ State _____



Comfort Zone



tion whatsoever for the United States. The Federal Government should take over this responsibility, and give authority to the cities that are best equipped to handle it.

Professional probe will probe housing policy

Professional housing and building probes are under way under the new administration. Democratic committees will dwell on building industry shortcomings and deficiencies in government housing agencies.

Most important inquiry of the session will come from two subcommittees of the committee on expenditures in the departments now headed by supercommittee member Clare E. Hoffman (R, Mich.). One will scrutinize housing organization, whether HHFA is still needed or if it now favors disbanding it, p. 37). Another will explore how efficiently and effectively FHA and other federal agencies have performed.

Scandal. Subcommittee members still to be named, but Hoffman's first hearing Feb. 16 that turned the spotlight on FHA in Alaska. The committee and its red-haired counsel, F. McKenna, questioned FHA Zone Director M. Joseph Cassidy on the saga of the FHA Alaska Director Clinton C. Staples who resigned but is still under a Justice investigation.

Unreliable and evasive witness, Cassidy admitted that Staples visited the United States from Nov. 27, 1950 to Feb. 1951 "to do business with sponsors and contractors." During this trip, Cassidy stated, Staples underwent a gallstone operation for a firm building FHA-insured housing. Staples' wage paid. In California for a month on sick leave, Staples received his salary but a \$9 per diem allowance which Cassidy admitted (when compared with the records) that he had approved.

German housing. Another of the subcommittees, headed by Rep. E. Miller (R, N. Y.), held a hearing next day that spotlighted the contrast between overseas housing available to service members and diplomatic toilers.

Cost of family building for State Department employees in Bremen cost \$40,736 a month, a committee heard. Another planned, would cost \$25,481 a month. A plan to build 11 maids' rooms for 12 apartments would house 21 department employees having salaries of \$3,000 to \$9,000 annually.

VA, FHA loans grow scarcer as GOP hesitates at raising interest rates

After six weeks in office, the Republican administration was still fumbling with homebuilding's most urgent problem.

It had issued new government bonds at higher interest rates, cut stock market margin requirements from 75 to 50%. It had abolished wage controls and scrapped price controls on all but scarcest items.

But it still had not mustered resolve to end price fixing of government mortgage credit. The drive to unfreeze VA and FHA rates had suffered a setback at the hands of bumbling Sen. Homer Capehart (R, Ind.) when he summoned lame-duck VA and HHFA chiefs to testify before his banking committee on the problem. Although VA appraisal requests for December were 19% below December, 1951, VA Boss Carl Gray insisted 4% was still plenty to bring out mortgage money. HHFA Administrator Foley disagreed. But the hearings thwarted any immediate chance for Congressional pressure to boost the rate.

Freewheeling conventionals. This month, HOUSE & HOME correspondents across the nation reported the result: compared with readily available conventional funds (as low as 4½% in some areas) VA and FHA money was growing scarcer in most places where it was not already nonexistent. In Utah, for instance, builders said VA loans were being discounted 5%, FHAs 2½%. Some lenders admitted "holding back" for higher FHA-VA rates they feel the government cannot postpone much longer. But more often they blamed FHA-VA scarcity on the greater attraction of the conventional market and the fact that interest on other investments has risen.

▶ Said former MBA President Aksel Nielsen, friend and confidante of President Eisenhower: "When you see a Consolidated Edison bond issue going at 3.57% it makes a 4% mortgage look pretty silly. And tax-exempt bonds available to yield 2.68% are the equivalent of 5% taxable securities."

▶ Said the mortgage vice president of one of the 10 largest insurance companies: "We take in \$3 million a week and it simply must go out. We can't hold off. However, we are buying no VA's and less and less FHA's. The reason is simple: Yields on new industrial and utility bonds are better than they have ever been. Some public utility issues are almost better than FHA's!"

▶ Typical real estate officers' comment in San Francisco banks: "We don't even discuss VA loans with builders, and we aren't likely to unless the rate moves up con-

siderably." About half of the city's banks and most insurance firms had withdrawn from the FHA market over the past year. Said one builder: "To get an FHA through now we have to agree to sign for an equal amount in conventional loans."

Talk without action. There were two unproductive Washington conferences. An American Legion committee meeting with government and mortgage industry leaders ended with Legion representatives inclined to think any VA rate changes should be based on Congressional action. The reason: Congress had fixed the rate on direct VA loans at 4%. VA officials had no power to raise it to conform if their regular loan rate went up. If the Legion itself intended to recommend a higher VA rate it would have to wait until approval by its national executive committee at its April meeting.

With the long-delayed nomination of a new HHFA Administrator out of the way the last normal excuse for continued executive branch inaction was fast disappearing, unless there was to be more buck-passing back to the Treasury, the White House or over to Congress again.

Azalea Park

7-Bedroom house for **\$1.63** a day
LESS THAN THE COST OF A CARTON OF CIGARETTES.
 LESS THAN THE COST OF A PAIN OF THE BEST ATLAS.
 LESS THAN THE COST OF A PAIR OF OVER-SHOES.

You'll appreciate these features: All day convenience including car garage.

2-Bedroom house for **\$1.79** a day
LESS THAN THE COST OF A PAIR OF SHOES.
 LESS THAN THE COST OF 10 BUCKLES OF SLICKS.
 LESS THAN THE COST OF A SPORT SHIRT.

And You Own It!

Phillips Properties

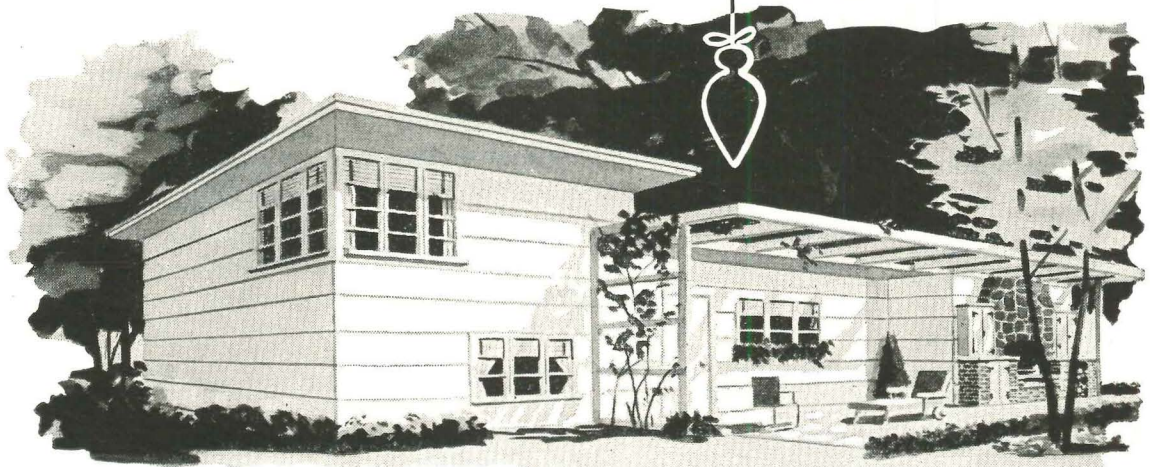
Builder lifts sales with ad for house at '\$1.63 a day'

Builder Wellborn C. Phillips took this full page ad Feb. 22 in the Orlando (Fla.) *Sentinel-Star* playing up the fact that his two-bedroom home cost a buyer only \$1.63 a day. The result: almost 5,000 persons inspected his subdivision (five times the usual turnout), bought five of his \$8,500 and \$9,500 FHA houses. Later that week, he sold another 14—a sizable increase above the norm. For his next advertising splurge, Phillips planned to point out that his houses cost less per pound than hamburger.

you asked for it...
here it is!

MASONITE SIDING

the new, packaged Presdwood product



All over the country, builders told us, "We need a material with all the strength, paintability and long wear of Masonite Presdwood®...but in a size and shape that's easy to apply as siding."

Now there is such a product...we've been working on it for years. But we didn't want to announce it until it was thoroughly tested and we knew it was right!

Masonite Siding does all the things you asked...and more! Creates beautiful, permanent lap-siding for new homes and old. Comes with specially-designed Shadowline wood strips to create a distinctive deep shadow. This permits smaller overlap...puts more of the width to work.

Here are just a few of the advantages of this new Presdwood® product that'll bring you more jobs and more profits:

smoother

No knots or grain to rise and

check the smooth finishes so easily applied. Takes less paint to cover; each painting lasts years longer!

stronger

Resists bumps, scrapes, other surface hazards.

Won't split, splinter or crack. Won't push nails out.

out-weathers the weather

Permanent protection in all climates.

This durable all-wood hardboard never rots or corrodes.

saves money

No short lengths! Packaged in convenient 8', 10' and 12'

lengths. Conventional 12", wider 16" and extra-wide 24" widths at no premium. 5/16" and 1/4" thicknesses.

You cannot apply a finer, more durable siding on any type of home. See your building materials dealer today, or send coupon for further information.

Please tell me more about Masonite Siding and the 23 other Masonite Presdwood Products.

Name.....

Address.....

City.....State.....

AF-3

better hardboards for better homes



MASONITE® CORPORATION

Dept. AF-3, Box 777, Chicago 90, Illinois

"Masonite" signifies that Masonite Corporation is the source of the product

Compulsory warranty introduced in House

Builder opposition, chances that Congress might enact a compulsory one-year warranty for FHA and VA houses looked a lot better than even this month. Rep. Alvin (D, Ala.), who introduced the warranty bill, told HOUSE & HOME he sent the bill to members of the House banking committee, that "their reaction generally favorable." He added: "I think Congress will pass it."

Congress votes Title I its last-minute increase

To accommodate the record volume of home and improvement business confronting FHA throughout the country, Congress passed last month to a bill raising the Title I insurance ceiling by \$1 billion to \$1.75 billion.

Usually, the shot in the arm came just to keep the patient from dying. In September, Title I had been limping on \$75 million a month in repayments. Applications were running over \$1 billion. By late January, FHA faced a backlog of 260,000 loans aggregating \$1 billion. FHA Commissioner Walter Greene warned Congress that the program was in imminent suspension.

When needed, Senate and House banking committees kept hearings short, ruled out amendments to avoid delaying the program. Sample: Reps. Abraham J. (D, N.Y.) and Albert Rains (D, Ala.) expressed concern over the cost of FHA loans (the \$5 per \$100 discount is equivalent to 9.7% interest). Commissioner Greene explained that this was lower than the going rate on similar loans without government insurance. There were mistakes, too, because Title I's \$2,500 loan limit for single-family houses is too low to be widely useful in rehabilitating old housing. Greene agreed an increase would be helpful.

Appeals court upholds workers' make-work bylaw

In observing a union bylaw that forbids work on jobs containing preglazed sash, the court striking or violating unfair labor law provisions in the Taft-Hartley Act. The US Circuit Court of Appeals in Chicago last month (where the make-work practice is common). At issue was a suit of the Joliet (Ill.) Contractors Association against AFL Glaziers Local 27.

Attorney Charles M. Price won the verdict "astounding." He said it would be appealed to the Supreme Court.

Vacancies bring cuts in defense housing; relocatables to be tested at five bases

Builder complaints of vacant defense housing (H&H, Feb. '53, News) spurred HHFA to cancel or cut back programs in at least nine areas last month. And Ass't Administrator Neal Hardy revealed that Federal National Mortgage Association, which holds the mortgage on most defense housing, was preparing to announce a policy of suspending mortgage payments while defense homes remain unfilled. But unless the mortgage is written for less than the legal 30-year limit, the monthly rate of payment will have to be hiked above the original schedule later, Hardy noted. The law gives FNMA no alternative.

The reason 5% of the nation's 30,646 completed defense housing units still stood vacant (in some spots, vacancies ranged from 50% to 98%) was that nobody had adjusted housing plans to shortfalls and stretch-outs in defense build-up plans. Most of the blame belonged to the Pentagon for oversecrecy. The awkwardest snafu involved Camp McCoy, Wis. In Nov. '51, HHFA programmed 225 units there, of which 193 were started, 130 completed. Last month, the Army deactivated the post.

It was good news to devotees of better defense housing last month when HHFA at last announced that Ralph Kaul's relocatable housing program (H&H, June '52, News) was starting its biggest test. At five remote military bases, 608 units of relocatable housing will be bought by the government, rented to civilian and military personnel as a demonstration. Kaul hopes that "relocatables have longer life, lower maintenance cost and a higher rental value" than PHA's temporary housing. Although Kaul expects the relocatables to

cost about 30% more (at about \$7,700 each) than PHA temporaries, he is convinced they are a better buy. Relocatables can be dismantled cheaply, trucked to another site and quickly reassembled, if they are no longer needed where originally erected. The test assignments: Camp Stewart, Ga., 258 units; Hawthorne, Nev., Hanford, Wash. and Twenty-Nine Palms, Calif., 100 units; Dahlgren, Va., 50.

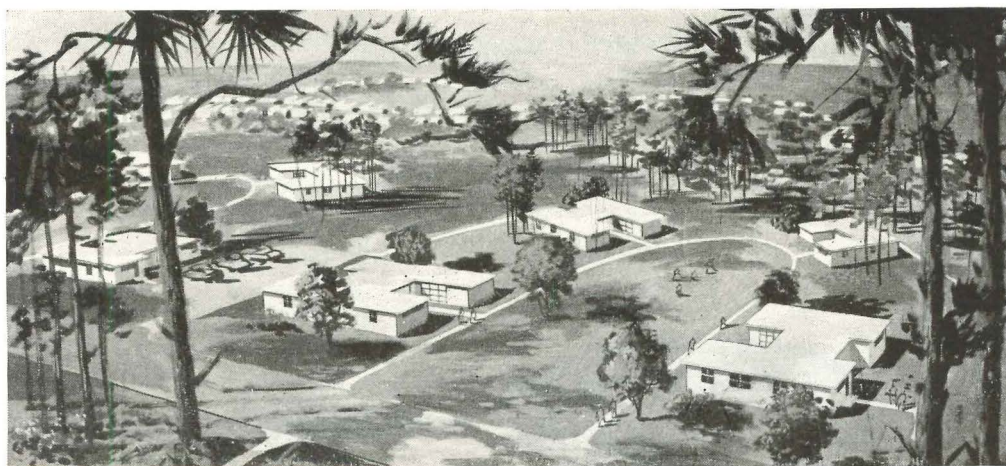
Canada plans community of Levittown size

A Canadian community that could rival the US Levittowns was being planned this month. On a site ten miles northeast of Toronto, said Pres. Leonard W. Finch of Trusteel Corporation of Canada Ltd., would rise 12,000 steel-framed homes priced from \$10,000 to \$100,000 for workers and executives at nearby factories. The resulting town would have a population of 45,000 to 60,000. The backer, E. P. Taylor, Canadian brewer, was keeping details under wraps.

Huge Fairless city urged to solve tax dilemma

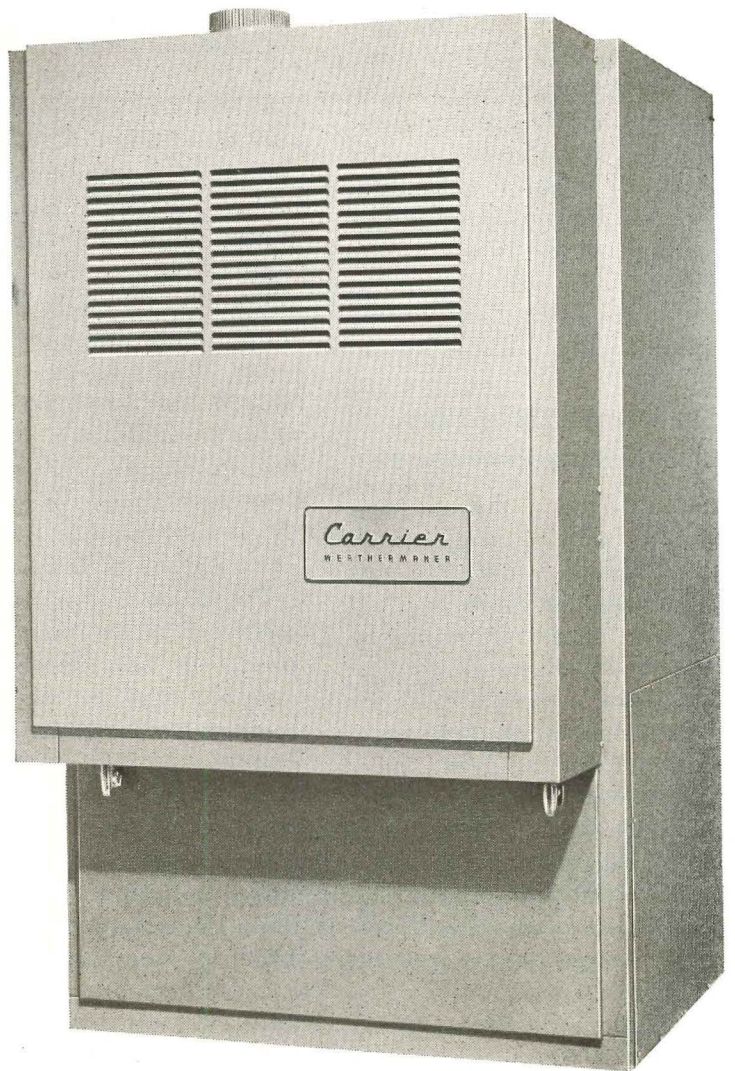
Booming Bucks County, Pa. site of US Steel's Fairless works, was suffering growing pains. Nine boroughs and eleven townships in the area had a population of only 75,000 in 1950. By the end of next year it will swell 70,000 in Levittown alone, another 20,000 in Fairless Hills.

Except for Falls township, which includes the \$400 million Fairless works but few homes, the problem of municipal incorporation has posed a dilemma for every community. Township and borough lines, drawn more than a century ago, conform



RELOCATABLE DEFENSE HOUSING at Camp Stewart, Ga. will have a spacious five-to-the-acre site plan—one of the best in the US defense housing program. Pressed Steel Car Co. of Chicago is selling the government 193 two-bedroom units and 65 three-bedroom units for \$2,132,825. The site preparation will cost another \$218,000. Houses are of stressed-skin plywood.

This is the year-round air conditioner you asked for



Back in October you merchant builders told us you could sell 300,000 additional houses if you had the right kind of air conditioner.

Well, the new Carrier Weathermaker meets or beats every one of your specifications.

Does it fit in 12 sq. ft. of floor space? *It fits in less than 10!*

Does it tap the \$10,000 home market? *Your customers can own it for \$4 a month extra on their 20-year mortgage!*

Does it operate at low cost? *You can have it in an air-cooled model that uses no water!*

And yes, it's completely packaged, completely serviceable from the front!

Like to hear more? Write, we'll tell all! Carrier Corporation, Syracuse, New York.

P.S. to Architects: The big \$27,800 Carrier Weathermaker Home Competition closes April 10. Better get your entries in!

Address: Mr. Harold R. Sleeper, Professional Adviser

Carrier Weathermaker Home Competition

25 West 44th St., New York 36, New York



AIR CONDITIONING • REFRIGERATION • INDUSTRIAL HEATING

NAHB hires chief of Baltimore slum plan; Ohio court upholds redevelopment law

Homebuilders this month began carrying out their pledge to "crusade" against urban slums (H&H, Feb. '53, News) by hiring one of the best-qualified men in the nation to help them.

Back in 1941, Baltimore's health commissioner hired an intense young man with a missionary spirit, G. Yates Cook (now 43), as the city's first \$1,800-a-year housing code inspector. In the years that followed, Cook as much as any man led Baltimore's pace-setting attack on slum rehabilitation. On March 31, he will quit as the \$6,900-a-year director of the housing bureau of the city health department to become head of a new NAHB housing rehabilitation department.

Said Cook: "I will not be a spokesman either for or against public housing. I will set up as a consultant to any city and will evaluate their present services and see how they can be brought to operate efficiently." The best formula, Cook is convinced after 12 years of wrestling with it, is for slum clearance and housing code enforcement to be given the power of being a separate department reporting directly to the mayor.

While vacationing in Miami, Cook last year helped persuade it to set up the nation's

first such department. That example was undoubtedly on his mind when in January he resigned after a head-on clash with Baltimore Health Chief Huntington Williams, who has squelched efforts to put the Baltimore Plan on that basis.

Baltimore's loss was the nation's gain.

Title I upheld. Redevelopment, the other arm of slum clearance, won an important legal victory. Ohio's Supreme Court affirmed last month that "elimination of slum and other conditions of blight and provisions against their recurrence [are] . . . conducive to the public welfare and a public purpose." It ruled 6 to 1 that Cincinnati's balking mayor and finance director must sign notes authorized by the city council to start a \$3 million urban redevelopment project with federal Title I aid.

The court overruled objections that 1) a fractional part of the site could not be condemned because it was not substandard, and 2) resale to developers for private operation and profit after being acquired for a "public purpose" would violate constitutional property rights.

Constitutionality of the state's urban redevelopment law, which even some of its proponents regard as having questionable sections, was not pertinent to the case, the court noted, although it observed that "the validity of urban redevelopment projects similar to the project involved . . . has been uniformly sustained by the courts of last resort in other states. . . . Only one [Florida's] has held to the contrary."

Baltimore breaks ground for nation's first redevelopment housing by a local builder

"FHA Sec. 207," insisted FHA Boss Walter L. Greene at January's NAHB convention, "is a workable title for low-rent housing." Most builders, if they did not disagree flatly, at least viewed his assertion skeptically.

Last month, Baltimore gave Walter Greene corroboration. On Feb. 11, Mayor Thomas D'Alesandro Jr. and his Redevelopment Commissioner broke ground for 321 units of Sec. 207 garden apartments in one of the first Title I slum clearance redevelopment projects involving a local private builder and locally arranged financing.* Said D'Alesandro: "This has been a real job of pioneering. I hope other redevelopment projects will follow more easily and quickly now that basic policies and procedures have been worked out." Swinging the deal had

* Almost all Title I redevelopment housing projects begun so far have either been city-built or financed by a big institutional investor.



COOK

Bond Bros.

conditions. If followed today they would provide enough tax bases for schools and other services required almost exclusively residential areas.

Last month, the Philadelphia Housing Commission suggested the obvious answer: divide the entire area (one and a half times the size of Philadelphia) as a single city, so taxes from industrial development would help everyone. The reaction: lukewarm. Sample: Bristol County commissioners asked Pennsylvania State University's Institute of Local and Governmental Studies to study the idea.

More slum plan told documentary movie

The Baltimore Plan for slum rehabilitation became a rallying point for private citizens in the fight on urban blight, a documentary movie was an obvious answer to the need for explaining its complexities to other cities. Two years ago, Baltimore businessmen and the University of Maryland each put up \$15,000 and *Encyclopaedia Britannica's* film division began

producing a 20 min. sound film was completed last month in Baltimore before an audience of 1,000 who paid \$1 apiece and contributed to the "Fight Blight" fund. The city's reaction was one of re-enthusiasm. Said the *Evening Sun*: "The film is shown to ever widening audiences. The same old debate is certain to arise: should we have the Baltimore Plan in actuality?"

The film does not provide the answers too early to measure the permanent results of the 27-block cleanup. . . . But the Baltimore Plan, for those who view the slum problem without prejudice, is not presented as a simple answer to the slum problem. The plan is not a blueprint but an approach, and one that has recently changed to meet new needs. It shows innovations that six years of experimentation have brought forth, from the establishment of a housing court and a special force of police sanitarians to organization of businessmen's group [Fight Blight] to help finance repairs by impoverished owners who cannot afford the cost of painting and carpentry which housing law often necessitates."

Whether or not, the movie showed the signs of becoming a hit. By the time it had been screened on TV in Baltimore, New York a week later, President Dwight D. Eisenhower reported he had requests for it from as far as Halifax. The film sells for \$85 (renter April 1) or can be rented for \$15 for three days.

taken three years of maddeningly tedious planning and negotiation with the city, HHFA and FHA.

Plan in '49. The idea of rebuilding the 27 block island of slums with federal aid began taking shape early in 1949. It took only a year to negotiate a lease on the land with the city, even less to get a commitment from FHA under the now defunct Sec. 608. In May 1950, Baltimore's board of estimate gave its approval. In July, the city voted to condemn the 197 ramshackle homes (51% Negro occupied, 49% white).

But it took HHFA's redevelopment division another ten months to approve the acquisition, and 22 months to come up with a form of contract for the federal grant (for Waverly: \$1.1 million) toward site purchase. While the turtle-paced process of acquiring the condemned land dragged on, Sec. 608 died and for awhile the whole

RICHMOND HOMES

prefabricated to your plans



Now . . . for project builders . . . a new and unusual opportunity in prefabrication! Now . . . you can have completely prefabricated homes expertly adapted to your own tried and proven plans. Now . . . you can have the well-established economy of prefabrication, with new exclusive features, more advanced construction techniques plus an entirely new concept of exterior variations that express the same

individuality as custom-built homes. As a manufacturer of pace-setting, quality homes for over seven years, it is with a deep sense of pride that we offer Richmond Homes to qualified builders under this unique plan.

Our program, naturally, has certain requirements relative to the financial status and experience of the builder. If you feel that you can qualify, we would like to hear from you. Write, wire, or phone for complete information.



RICHMOND BUILDERS, INC.

430 Northwest "K" Street, Richmond, Indiana

covered on the edge of collapse. A Mortgage Banker James Rouse all over again to negotiate an FHA agreement under the live but less favorable. 207. Planners pared down floor plans and specifications, but slow-gaited took more months to make two vital, big decisions: a 6½% capitalization (instead of Baltimore's usual 7%), and a 3% rate computation for the next three years (with the standard 7% rate). Without them, the project would have died. Irving Trust Co. of New York took the \$1,851,300 mortgage at its unattractive 4% rate. The final deal was crossed in January: at FHA's insistence, developers renegotiated the lease from 60 to 75 years.

Leasing lease. In leasing the land, the sponsoring Waverly Apartments Corp. struck a deal which should set an example for other cities. A year's rent will be 1% of the land's \$100,000 appraised value. When the original lease was signed in Baltimore in 1950, the corporation put up \$100,000—two year's rent—as good faith to a redeveloper, that was far different from the hazard of agreeing to buy land not knowing, because of the uncertainty of dealing with the government, how much the \$100,000 purchase price might be worth unproductively. After 40 years (the lease is for 39 years, 7 months), the corporation has the right to buy the project. Waverly's units will rent from \$68 a month for 4½ rooms to \$50 a month for two rooms (including water, but not heat and sewer utilities). The two- and three-room-and-brick veneer apartments were built by Harry Bart, president of the sponsoring corporation.

Profits drop for building materials manufacturers

Following the drop in physical volume of production in 1952, profits of 10 of the 13 building product manufacturers sagged to 54% below 1951 levels. Sales declined, but generally not so much as profits.

	PROFITS		% CHANGE
	1951	1952	
Mediator-Standard Corp.	\$22,027,024	\$18,000,000	-18.3
W.P.*	3,497,371	1,612,043	-53.9
.....	5,516,371	4,896,373	-11.2
Electric Co.	138,116,527	151,719,905	+ 9.8
Le Corp.	24,530,509	22,619,951	- 7.8
s-Ford Glass Co.	15,476,754	14,907,893	- 3.7
osum Co.	7,395,983	7,249,480	- 2.0
s Glass Co.	17,022,816	16,200,820	- 4.8
late Glass Co.	31,075,981	36,771,925	+18.3
Electric Corp.	64,578,202	68,581,603	+ 6.2
Corp.	19,820,261	19,031,216	- 4.0
Corp.†	4,326,600	4,253,700	- 1.7
orp.	184,359,787	144,285,522	-21.7

* ending Oct. 31.
† ending 1/31/52 and 1/31/53.

FHA administration rapped; three officials quit after quiz

FHA administration struck more squalls last month:

- ▶ Rep. Paul F. Schenck (R, Ohio), a Dayton realtor, told the House "it takes three weeks to get a conditional commitment from the Cincinnati office and that's too long." He said he will ask the new HFA Administrator to investigate why FHA offices everywhere are slow moving.
- ▶ When word leaked out that the FBI was investigating FHA's Maryland district office, Commissioner Walter L. Greene announced two resignations: State Director E. Lester Muller, 63, and Chief Architect J. Hamilton

Walker. Greene said they quit after FHA's Washington staff asked explanations of "certain personal dealings with individuals having business before the FHA." Muller, with the agency 17 years, insisted he retired solely for his health's sake. Walker's only comment was: "I had 15 years service and was eligible for a pension."

- ▶ A Congressional hearing (see p. 41) unearthed the hitherto hushed-up news that Clinton C. Staples, FHA director in Alaska, was permitted to resign a year ago (during Franklin D. Richards' term as commissioner) after investigators accused him of accepting gratuities from a builder, making a trip to Seattle for an operation while telling his superiors it was on business.

Five-year rent guarantee planned to induce foreign builders to house troops overseas

For American servicemen stationed in NATO nations, housing has been a nightmare. As one Air Force officer in eastern France said, "I've got a lovely chateau. Twelve rooms. No bath."

In the touchy relations between the US and its allies it also has been virtually a diplomatic issue. Pressure of their families on local housing markets created local animosities against American troops. Yet gouging foreign landlords sent many a US serviceman home more anti-European than when he came.

Last month a happy solution was crystallizing. It was calculated to please practically everyone: US troops and taxpayers, foreign governments, citizens and builders. If all went well it could provide new apartments for US servicemen in many populous spots overseas (demountable prefabs in remote areas) without costing US taxpayers a dollar except for administrative costs.

Local money, builders. Nub of the plan was to woo local foreign capital into financing the housing. To do it, the US would guarantee foreign builders five years rent at levels high enough to reduce their investment (perhaps by 1/3) to what could be supported by the lower rents local tenants could pay after US servicemen depart. (In France, for example, a generation of rent control has left rents as low as \$110 a year.)

Congress approved the principle last June when it appropriated \$100 million for the rental umbrella. Since then, Defense Dept. officials led by Armed Forces Housing Chief Thomas P. Coogan, a wizard at ways and means, have been developing the details. This month the scheme needed only final approval from Senate armed forces subcom-

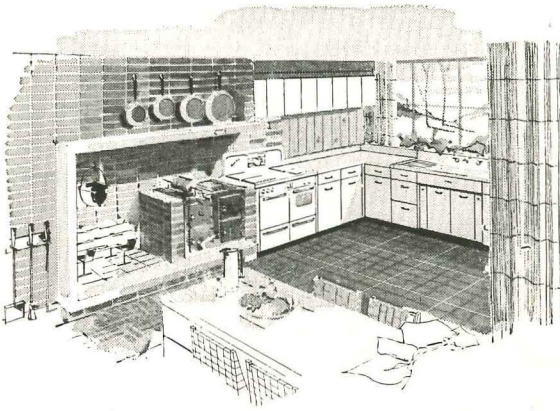
mittee before going into action. Two large projects in France and one in Italy were ready for groundbreaking. Four others in France were in advanced planning stages.

Under Coogan's plan, each builder or "sponsoring group" would lease or buy his own land, provide his own plans, obtain his own financing (which in France might cost around 10% interest). To prevent speculation, the US would insist on firm financing commitments before it issues a guarantee, which would not be negotiable. Plans would have to conform to foreign building codes and zoning as well as US specifications. Roughly speaking, FHA standards would apply: 850 sq. ft. minimum for two-bedroom apartments, 1050 ft. for three bedrooms. Construction would be functional, mostly three-story buildings. All materials, including plumbing and lighting fixtures, would be foreign-produced.

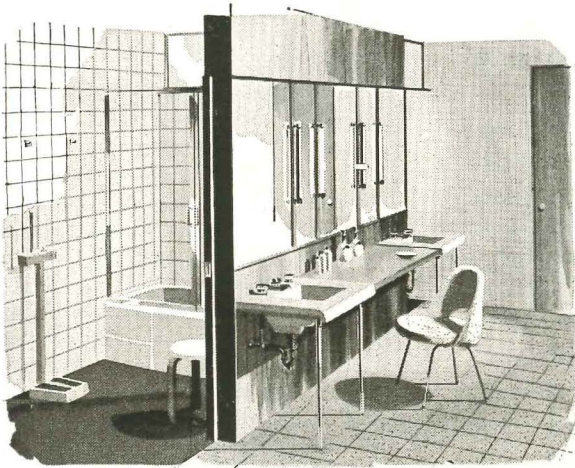
Guaranteed rents would range from \$115 for two-bedroom apartments to \$125 for three bedrooms (unfurnished but with heat and hot water). For France that was an astronomical figure. High-paid labor gets \$100 to \$150 a month, pays rents from \$20 to \$25. But the rental guarantees conformed neatly to US rental allowances for soldiers. With overseas extras, some enlisted men draw \$127 a month for housing. A married major is allowed \$119 for quarters, plus \$46 for subsistence. That is what makes the plan possible.

Needed: French prefabs. For remote French areas where permanent construction was unjustified the Defense Department hoped that the same rent guarantee would produce relocatable homes for about \$8,000 each. The amortization on these would be greater, and might allow the builder to get out by selling them after five years. So far, response to this program was slow. As Le Corbusier discovered with his Marseilles apartments, French contractors know little of mass production. Either the US would have to teach them, or France would have to drop trade barriers, let German demountable homes fill the gap.

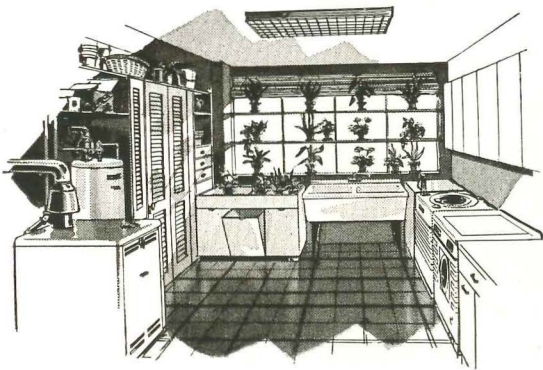
FREE TO ARCHITECTS AND BUILDERS...



Crane's Ranch Kitchen from the Crane Sketchbook of Ideas. A kitchen that "belongs" in the ranch-type home.

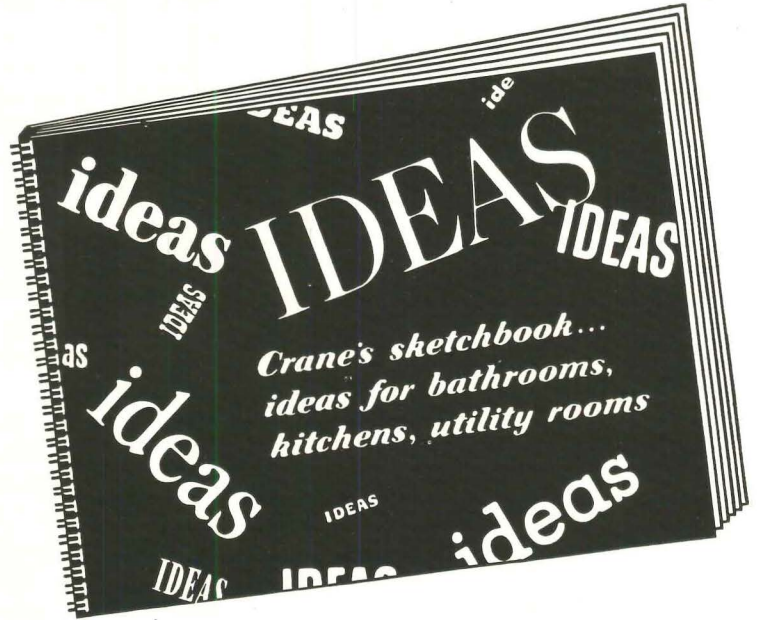


Crane's Family "T" Bath from the Crane Sketchbook of Ideas. Sliding partitions provide privacy in three different sections at same time.



Crane's Garden-Utility Room from Crane Sketchbook of Ideas. Combines beauty with utility because it doubles as a place to start plants.

46 original and easily adaptable room ideas



Ask your Crane Branch or Crane Wholesaler for your copy of the
Crane Sketchbook of Ideas

Leaf through this book of colorful pictures and you'll quickly see how it can help you "sell" your customers on new ideas and room arrangements—easier, faster, and with fewer changes at the blueprint stage.

Here, in the Crane Sketchbook of Ideas, are 46 detailed suggestions for convenient and practical new bathrooms, kitchens and utility rooms.

Often, a person can look at one of the pictures and say, "I'd like something like that." Or, you can point to a room idea and easily explain how you could modify it or improve upon it to fit individual requirements.

These are all practical rooms—each designed by competent architects. If you wish, we can give you detailed, specific suggestions for furnishing and decorating. This whole service is yours for the asking. So get your copy of the Sketchbook from your Crane Branch or Crane Wholesaler—today!

CRANE CO.

GENERAL OFFICES: 836 SOUTH MICHIGAN AVE., CHICAGO 5
VALVES • FITTINGS • PIPE
PLUMBING AND HEATING

OPLE: Frank W. Cortright to build \$8,000 houses in Sacramento; former AIA president James R. Edmunds dies

100 realty and housing leaders at a private dining room in Washington Hotel last month to toast good-bye to **Frank W. Cortright**, retiring at 54 as executive vice president. Cortright was a Philadelphia realtor and homebuilder from 1927 until 1942, when he became a real estate executive. Now, reduced workload to recover his health, Cortright announced he will move to the Marin County suburbs just north of San Francisco. Retirement? Cortright revealed plans to build some 100 houses a year in Sacramento, Calif. (1,000 sq. ft. for \$8,000 each, \$500 cash down a month), itself a significant commission for one of the men who know best of the market. Cortright recalled that *New Republic* once described him as one of the capital's "three Senators" along with NAREB's **U. Nelson** (present as a eulogist) and **Porton Bodfish** of the US Savings & Loan League. Cracked dignified, towering height: "We might be stupid but we're not invisible."

court developments in the San Diego home loan scandal (H&H, Jan. '52 et seq.) **Roy Edward Hegg**, who retired in 1948 as president of the San Diego Savings & Loan Assn. but remains chairman, pleaded *nolo contendere* to the fraud counts charging that GI veterans were required to buy fire insurance from his agency. On Feb. 23 he was sentenced to two and one-half years in prison but is expected to appeal. **John Dorman**, attorney and Republican National Convention delegate, pleaded innocent to four charges of perjury, defrauding the government and conspiracy to defraud. In 1948 he was convicted on one count, probation three years. Bribery charges against **Kenneth Glazebrook**, head of Mortgage Corp. of San Diego, were dropped. **William Bettles**, pleaded guilty to a misdemeanor charge, was fined \$1,000. **Dana McEwan**, VA fee appraiser pleaded *nolo contendere* to a charge of making false statements, was fined \$7,000 and sentenced to two years in jail. The box contains twenty-four indictments: 15 convictions or guilty pleas, two acquittals, one conviction, six cases (veterans charged with fraud, selling loan entitlement certificates) expected to be dropped soon.

Can a man become a homebuilder? President **Raymond E. Crane**, of Redding, plumbing supply manufacturers,

a big reason was to keep busy the equipment of his Rimersburg (Pa.) Coal Co., where strip mining veins were playing out. Crane acquired 22,000 acres of Boca Chica Key and Key Cargo (near Key West and Miami) for two developments. His son, **Radford**, explained, the mine equipment would be ideal for grading and filling.

DIED: James R. Edmunds Jr., 62, whose unassuming but effective leadership while AIA president in 1946 gave impetus to a program for opening its membership to all reputable, qualified architects, Feb. 4 of a stroke in Baltimore. Edmunds at various times headed the institute's committee to study atomic blast effects on design, the US Chamber of Commerce's construction advisory council, the Baltimore Housing Authority and Board of *Architectural Review*. **James Carroll Blair**, 76, first president of Libbey-Owens-Ford (he retired in 1930), Feb. 1 at Toledo; **Alexander H. Ruhl**, 66, Washing-



EDMUNDS

E. G. McGrath

ton real estate broker, former Resettlement Administration agent for establishing the Greenbelt (Md.) housing project and Glenn L. Martin administrator for construction of Baltimore area housing for war workers, Feb. 7 in Washington; **Lester N. Sanger**, senior architect of the New York Housing Authority, Feb. 22 at Sea Girt, N. J.; **Asahel Nesmith Bush**, 95, Salem, Ore. banker sometimes called the "Morgan of the West," who provided financing for builders and farmers for three generations, Feb. 24 in Salem.

NAMED: G. J. Casey, Truscon Steel metal lath sales manager, as president of the Metal Lath Manufacturers Assn.; **Henry E. Bollman**, 37, Iowa State College architectural engineering graduate in 1940, to the newly created post of executive director of Structural Clay Products Institute in Washington; **Alexander S. Bing**, a son of one of the founders, as president of Bing & Bing, Inc., one of New York's big names in real estate; **Ray D. Murphy**, 66, executive vice president and actuary, as president of Equitable Life Assurance Society succeeding **Thomas I. Parkinson**, 71, elected chairman and executive vice-president; Executive Vice-President **H. Bruce Palmer**, 44, as president of Mutual Benefit Life Insurance Co. succeeding **John R. Thompson**, 65, who retired.

Harry Downard

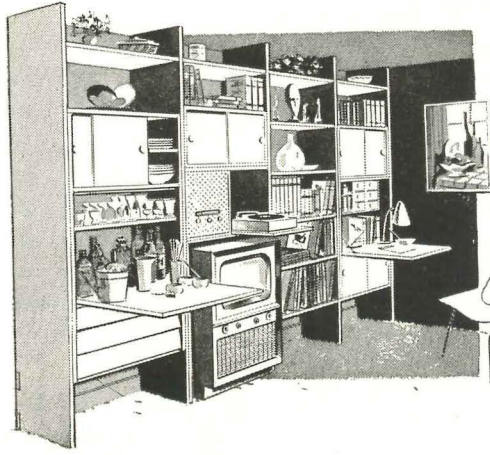


Man-made flood from Shasta Dam inundates homes

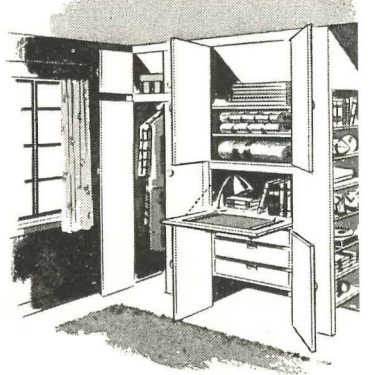
Last winter, the first time that California's mammoth Shasta Dam was in full operation, the rains were light. Engineers kept the water release into the Sacramento River to about 36,000 sec. ft.—less than half the legal limit. People around Redding eyed the bottom land that went without flood for the first time in memory. Some,

despite official warnings, bought lots and built.

When January storms filled the dam close to the brim, officials stepped up the outflow to 70,000 sec. ft. The result: some 30 downstream homes were flooded and the state began hearings to see if Subdivider Neils Tobiasson (whose tract is pictured) or his agents had violated the law.



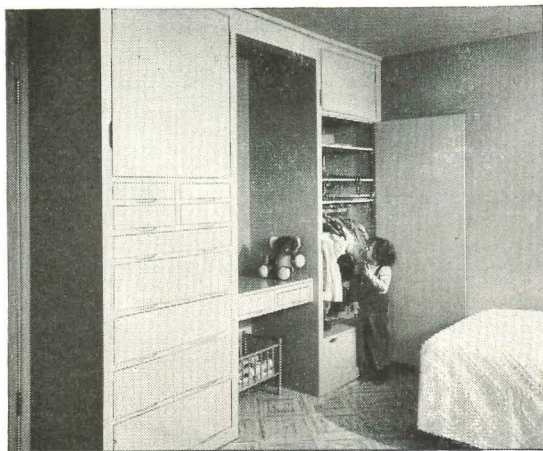
1. **Flexible Storage Wall.** Simplicity of construction, adaptability mark this striking fir plywood built-in. Provides compact storage in small space. Box-like drawer, desk and cabinet units are interchangeable. Sections can be altered, added or subtracted to fit wall space. Cost of fir plywood to build unit shown **\$105***



2. **Under-Eave Storage** makes good use of usually wasted space in expansive second floor of story and a half home. Can be made to fit any ceiling space. Cost of fir plywood to build it costs

8 WAYS to put extra storage in your home with low-cost plans AVAILABLE

5. **Child's Storage Wall** helps sell parents shopping for new home. Unit has ample room for toys, clothes, bedding. Sales feature: tough fir plywood doors and drawers can't be hurt by playing children. Fir plywood to build it costs **\$80***



HERE are eight new ideas you can use to build extra storage right into the house. For even the most expensive home, extra storage can be lifted above the ordinary . . . given extra storage with low-cost fir plywood built-ins.

Fir plywood built-ins far more than pay for themselves. They sell houses faster—and at better prices. For every dollar you pay* for fir plywood for each of these built-in storage units.

And when you plan with plywood, you make it fit the house—*exactly!* No bothersome juggling of units. Fir plywood is easy to cut, fit, fasten. Use popular modern accent colors to compliment your decor . . . or use light stains to feature the real wood grain.

Get detailed plans for each of these eight storage built-ins from your local lumber dealer—or write to the Fir Plywood Association, Tacoma 2, Washington. Order plans by number.

Douglas fir **Plywood**



This trademark identifies quality-tested Plywood. The "one-side" grade of Interior fir plywood includes "two-side" panels for uses where both sides will be seen. For outdoor use, specify Exterior EXT-DFPA® on panel edge means 100% Fir Plywood Association.



's G-E "Young America" Home in Long Hill, Connecticut.

der Wins National Award!

J. M. Snyder & Sons, builders in Long Hill, Conn., won First Prize in the "Small Builder" Group of the recent Annual Merchandising Contest. Read how you, too, can capitalize on this success story in the months to come.

r & Sons is a "small" constructs no more than h year. Not only alert in modern design and . . . he is also interested merchandising his homes

Snyder experience an

America builders—"small"—have erected tric "Young America" and all over America ne in droves to see

glad to work with you with Mr. Snyder. me of the ways we be-

lieve we can help you sell houses faster and more profitably:

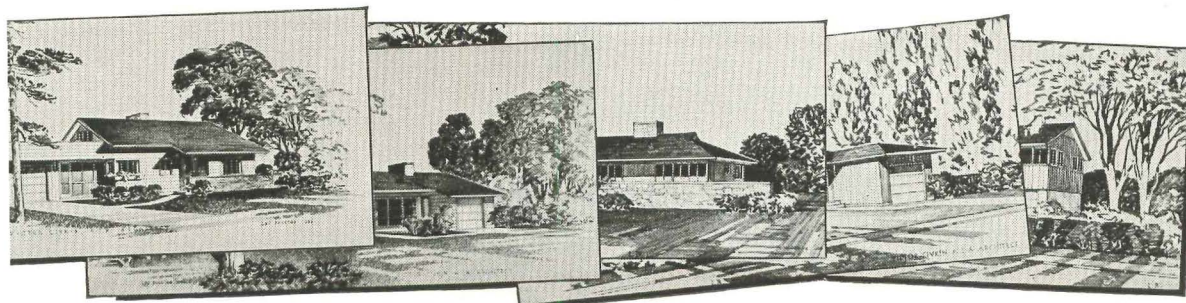
1. Available to you (and shown below) is a folio of 5 new "Young America" House design suggestions by Victor Civkin, AIA. Get full details from your G-E Kitchen-Laundry distributor.
2. Also available are complete promotion plans for the opening of your model house. These provide tested and successful publicity, advertising suggestions for newspapers, radio, television and bill-

boards, and cooperative advertising!

3. Finally, take advantage of the services of your G-E Distributor Builder Specialist who will work with you, and place before you all the builder sales experience of the General Electric Co.

Never before has any manufacturer presented any builder with such a wonderful opportunity. Better get the facts today—*and we mean today.* Address: Home Bureau, General Electric Company, Louisville 2, Ky.

GENERAL  **ELECTRIC**



MARLITE WOODPANEL



for the beauty of fine, fully-finished woods at far less cost!

Dens, recreation rooms, libraries, living rooms, offices, corridors, waiting rooms, bars, lounges, and hundreds of other interiors quickly respond to the *practical beauty* of Marlite Woodpanel.

The high-heat-baked finish is unharmed by alcohol, fruit juices, and boiling water . . . cleans with a damp cloth . . . never requires painting or redecorating . . . cuts maintenance costs to the bone. Seven beautiful patterns, authentic reproductions of fine woods, are priced well within the modest budget.

Plan on Marlite Woodpanel. It's a sure client pleaser for beauty, permanence, and economy. See genuine Marlite at your lumber and building materials dealer. MARSH WALL PRODUCTS, INC., Dept. 322, Dover, Ohio. Subsidiary of Masonite Corporation.



for creating beautiful interiors



Marlite[®]
plastic-finished
WALL and CEILING PANELS

LETTERS

ROUND TABLE PROGRAM

Sirs:

I hope that some day when the Action gets right down to working out what we want to accomplish, they will get some ideas from the comments (H&H, Jan. '53) that have been made at the conferences and discussions held together by H&H, which both H&H and I have forwarded to them.

AKSEL NIELSEN
The Title Guarantor
Denver, Col.

Sirs:

I believe that much progress can be made in the broad field of housing through the exchange of ideas and discussions.

As to the recommendations, I like them. The puzzling question of interest rates remains unsolved in my opinion. I think the reason for it is that those who oppose it see the necessity of a higher rate fail to make their arguments. For instance, I have heard the claim made repeatedly that it is possible to obtain an active home mortgage program through higher interest rates, part of which are GI loans. Yet I know that each year over a million units or more are built. How hard the money market may be when the final count was taken would seem to indicate that the number of units built was about the same. I think thought ought to be given to building a program that would be built in a single year.

Bert King of the VA tells me he is handling about 30,000 GI home loans each month. Mind you, that is done with a 4% rate.

I rather feel that some plan should be worked out whereby the interest rate would be variable. I was impressed a few years ago when Bill Clark came up with a plan, although I think there were some who have not thought it through clearly. I have not thought it through clearly of late I have been wondering if there should not be some kind of recognition of the need for home mortgages in the open market. A flexible count rate which, in effect, would allow for flexibility to meet changing market conditions. Under this plan, of course, the interest rate would remain rigid.

SENATOR JOHN SPENCER
Committee on Forestry
Washington, D. C.

FIGHT AGAINST SLUMS

Sirs:

Your article on Chicago's pace of action on conserving urban areas from blight (H&H, News, Jan. '53) indicates a strong opinion toward the solution of this problem. I think that most nothing can be done without the cooperation and aroused citizenry.

BYRON
695 V
Glencoe

Sirs:

We agree that we seem to be entering an era of city-consciousness.

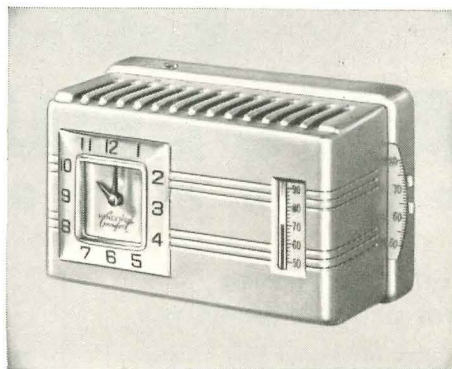
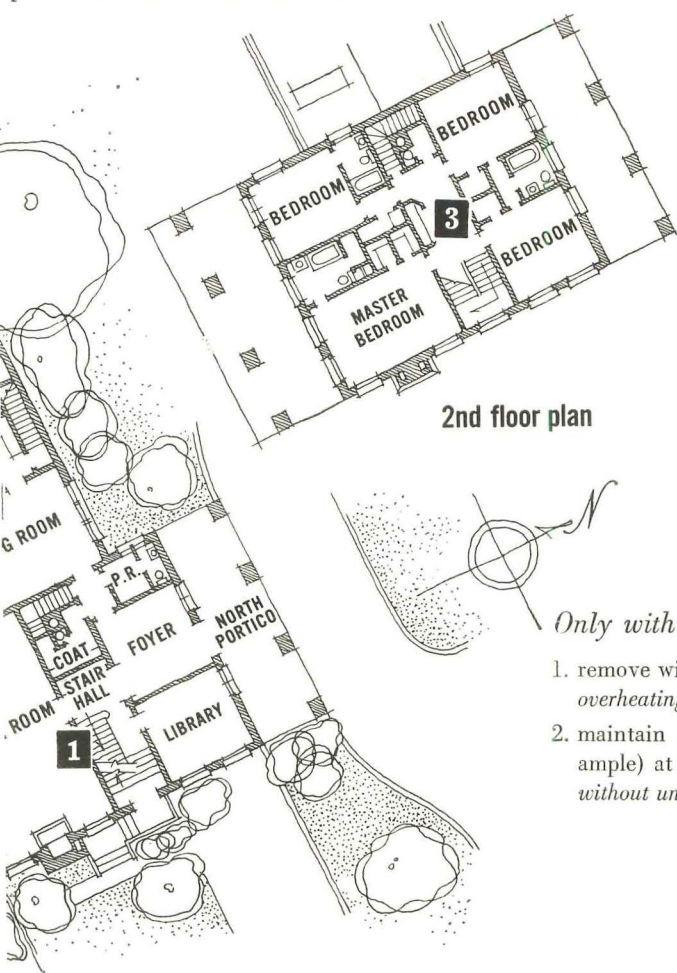
contin



An individual thermostat in the spacious living area of the Vaner home (heating zone 1) easily compensates for solar radiation on any winter days—without making the rest of the house uncomfortably cool. And the setting can be lowered to insure comfort even when the room is crowded with people at a reception without affecting temperatures in the rest of the house.



A separate thermostat in the upstairs sleeping area (heating zone 3) keeps bedrooms healthfully cool at night. And during the parts of the day when these rooms are not in use, temperatures may be lowered to save fuel—without upsetting the comfort balance in either of the two other zones.



HONEYWELL
CLOCK
THERMOSTAT

Owners say the Honeywell electric or electronic clock thermostat is wonderful because it turns *down* the heat—automatically—when they go to bed, and gives them a nice cool room to sleep in; turns *up* the heat—automatically—while they're still asleep, and their home is warm when they get up. Saves them fuel, besides! The clock thermostat is ideal for use with zone control.

Only with Zone Control can you

1. remove wintertime chill from rooms with large glass areas—*without overheating* the rest of the house.
2. maintain special areas of the home (bedrooms are a good example) at low, fuel-saving temperatures when they're not in use—*without underheating* living areas.

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Dept. HH-3-48
Minneapolis 8, Minnesota

Gentlemen: Please send me full facts on Honeywell Zone Control and the Honeywell Clock Thermostat.

Name.....

Address.....

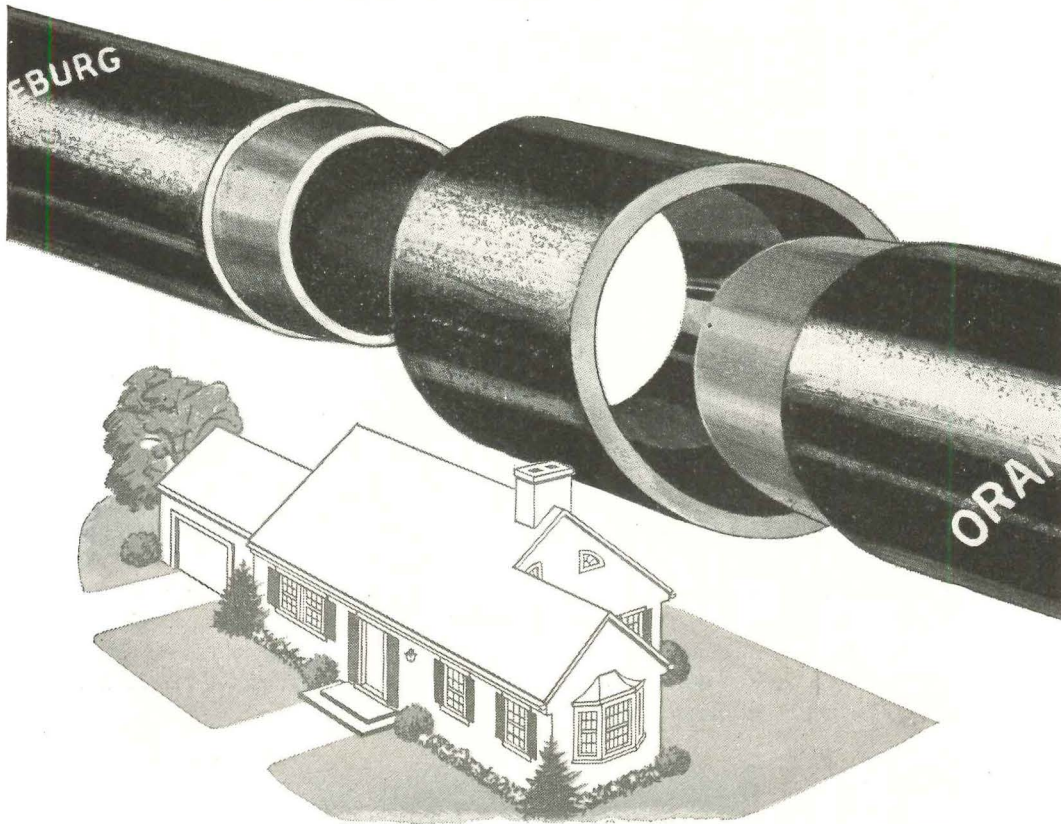
City..... Zone..... State.....

MINNEAPOLIS
Honeywell



First in Controls

TROUBLE FREE!



ORANGEBURG® PIPE AND FITTINGS

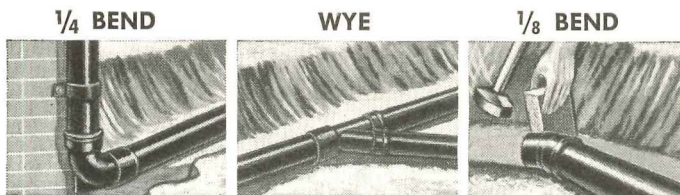
**You can rely on Orangeburg
for trouble-free root-proof pipe lines.**

Orangeburg is the modern non-metallic pipe—strong, tough, resilient. It resists the acids, alkalis, salts and oils found in soils and sewage waste. It withstands freezing and thawing without cracking or breaking.

The Taperweld® Joints are self-sealing. No cement or compound is required. Joints stay tight, sanitary.

Builders, engineers, architects use Orangeburg root-proof pipe extensively for house to sewer or septic tank; for down spouts, storm drains; tight joint drainage lines; potable water supply (non-pressure)—non-pressure outside uses. More than a hundred million feet in use prove its dependability.

You save time and trouble installing Orangeburg root-proof pipe. The 8 foot lengths are easy to handle—the fittings, $\frac{1}{8}$ and $\frac{1}{4}$ Bends and Wyes, are made of Orangeburg material and are tooled for easy-to-assemble Taperweld Joints.



ORANGEBURG MANUFACTURING CO., INC., ORANGEBURG, N. Y.

**ORANGEBURG
PERFORATED PIPE**
Has many uses too!

Use the *Perforated* for septic tank beds; foundation footing drains; draining wet spots in lawns, drive-in theatres, athletic fields, parking lots, airports. Joints are made with snap couplings that keep pipe in line and prevent silting.

Look for the name Orangeburg. Orangeburg is the pioneer—the leader—of this modern type of pipe. Specify it for trouble-free pipe lines.

Send to Dept. HH3 for catalog 306

We hope that the research presented in the conference will provide the answers cities are beginning to seek.

DOROTHY L. RUBIN
*Metropolitan Housing
Planning Council of Chicago*

Sirs:

...I believe that coverage of urban problems by magazines such as *Home* is essential to the solution of the problem of declining neighborhoods in cities such as Chicago. One of the great problems of the group working in neighborhood conservation is to make the people living in the declining neighborhoods, and neighborhoods which in a few years will be considered conservation neighborhoods, realize what they are losing.

JOHN
Baird
Chicago

Sirs:

I am disturbed that some people seem to believe the job of cleaning up cities can be done simply by the construction of building and health ordinances. The ordinance underlying your story from Los Angeles was reported again in Chicago at the annual meeting of the Home Builders Association.

Despite the honest appraisal of the more program by such Baltimore residents as Rouse and Yates Cook, there seems to be much muddled thinking.

MORRIS H. HIRSH, JR.
*South Side Planning
Chicago, Ill.*

AN INDEPENDENT FHA

Sirs:

Naturally we are interested in what happens to the FHA situation (see *Home* 1/52) as we have always participated in the program. However, it looks as if the HHFA is endeavoring to force more social and New Deal funnels on the FHA. We are concerned about the future of the FHA and would like to see the FHA returned to its original status and be permitted to continue operating a straightforward insurance program. It was originally set up, which would be more beneficial to the public.

PAUL J. SCHUBERT
*The National Builders
Edgerton, Wis.*

PREFABRICATION IN PUBLIC HOUSING

Sirs:

The aim of the PHA program is to provide decent, safe and sanitary housing for low-income families in an economical manner consistent with the standards of construction, operation and maintenance.

com

**Acceptance of Complete
Windows Provides Unusual
Opportunity for Direct
Representatives**

KENNETH G. NIBLACK

Aluminum windows have won wide
across the country and now that
available, rapid expansion of
is planned according to Tom Y.
ent of Fleet of America, Inc. in
York.

time representatives operating
business have been handling most
of Fleetlite Windows. Due to pro-
motional program such opportunities
available in most sections of the coun-
try. Experienced representatives have proven
opportunities offered by this new

of every new home or residential
units to a prospect for a sale aver-
age of \$1,000. A very extensive national
program together with local
information and home office help
leads and method of operation.
representative works through architects,
contractors and owners in develop-
ment areas. No investment in stock is re-
quired. Workshop facilities are necessary. A
community usually requires the help
of a sales representative.

engineered and introduced as the
solution to window problems encountered
in all climates, the Fleetlite double, double
action has now been adopted in
all states because the pile mohair
weatherstripping filters any air that might be
infiltrate the house during dust storms.

In conjunction with air conditioned
homes, major savings are realized; less
operating expense will be adequate and op-
erating expense will be lowered.

Like the beauty and freedom of
choice offered by the wide range of double
action windows.

and Builders like the savings
in labor when nailing these complete
windows in place.

Interested in representing Fleet of
America on a full time basis should com-
mitment, President; Fleet of Amer-
ica Building; Buffalo 2, New York.

GET THE FACTS on the *Amazing*
Fleetlite Aluminum
WINDOWS



*Beautifully Modern
Reduces Building Time
Comes Packaged in Carton*

Offers **NEW LIVING COMFORT
EASY HOUSEKEEPING**

● Here's the revolutionary new window you've been hearing so much about... the window that builders are applauding... the window home owners are specifying — FLEETLITE Aluminum Windows. They come, packaged and ready for installation, these complete year-round units combine interior and exterior double hung windows in a four-channel extruded aluminum frame. Keep homes warmer in winter and cooler in summer.

When you build—plan for the future, insist on FLEETLITE Windows for the home owners comfort—for the added sales advantage—for protection of resale value. It costs no more to have the best.

FLEETLITE Windows are the most handsome, most practical windows in America. Get the facts for yourself — today.

WRITE TODAY for complete literature on

FLEETLITE Windows

**TERRITORIES OPEN
FOR FULL TIME
FACTORY REPRESENTATIVES**



MADE BY...

As advertised in *House Beautiful*, *House and Garden*, *Small Homes Guide*, *American Builder*, *Practical Builder* and *Magazine of Building*.

Fleetlite
AMERICA'S Finest WINDOW

FLEETLITE double hung windows on each side of FLEETLITE matching picture window.



Double windows weather stripped with pile mohair give most complete protection against winter cold, summer heat or dust storms.



Block rain, adjust air flow for inside pleasure by centering the two middle sash.



Sash easily and quickly removed for washing.

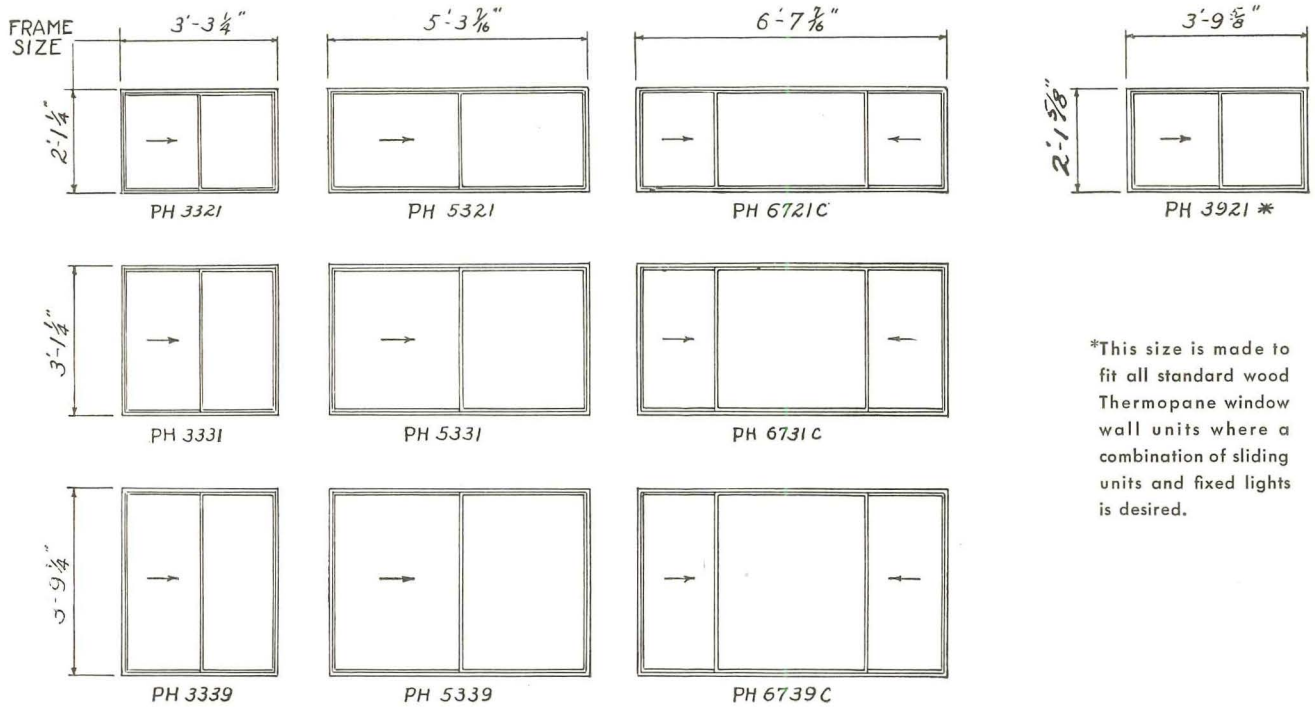
FLEET OF AMERICA, INC., 102 Pearl Street, Buffalo 2, New York



Rusco Horizontal Slide Windows are available in a range of sizes to fit conventional window openings. The standard unit consists of one horizontal slide glass insert with Lumite

screen panel and one fixed light. Also available unit with fixed picture window and sliding left hand ventilating flankers illustrated above

STANDARD RUSCO HORIZONTAL-SLIDE TYPES AND SIZES



*This size is made to fit all standard wood Thermopane window wall units where a combination of sliding units and fixed lights is desired.

TUBULAR STEEL WINDOWS!

Addition to Prime Window Line Makes Ideal Treatment
 of Added Wall Space, Bedroom and Bathroom Privacy, Above Sinks, Etc.

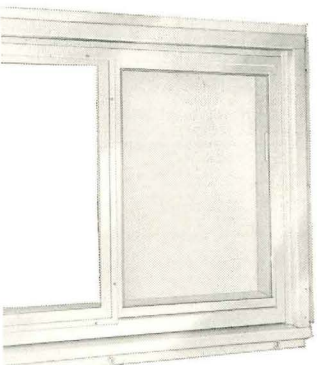
Rusco Company has now applied the engineering principles of its widely-accepted Prime Window to a new line of Horizontal Slide Windows. These Horizontal Slide Windows offer the same exclusive features and benefits. Frame and window members are of heavy, rigid, tubular galvanized steel,

These Windows Are Fully Pre-Assembled

Painted, Hardware Attached
 to Install in Window Opening

GLASS • SCREEN
 WITH WEATHERSTRIPPING
 INSULATING SASH (OPTIONAL)
 WOOD OR METAL CASING
 ...OR STEEL FINIS

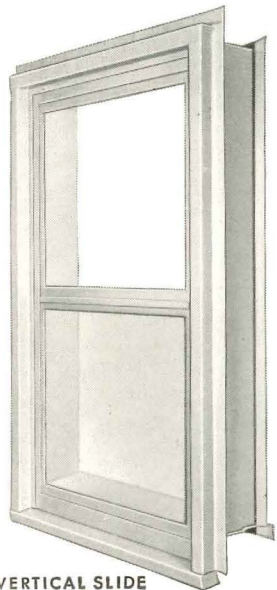
... in one unit!



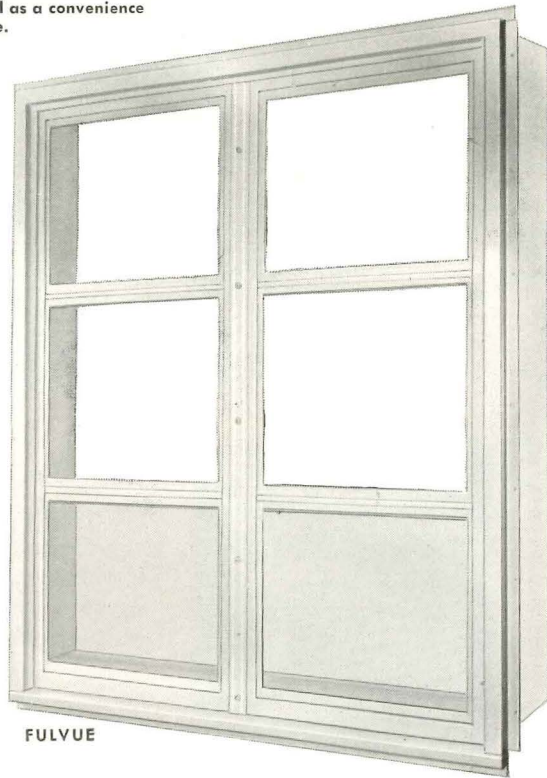
HORIZONTAL SLIDE



Sliding Glass and Screen Inserts easily removed from inside for convenience in cleaning. The Rusco removable sash feature has tremendous appeal as a convenience and safety feature.



VERTICAL SLIDE



FULVUE

RUSCO

Galvanized
 Steel

PRIME WINDOWS

SPECIFICATIONS AND ILLUSTRATED CATALOG, WRITE

7-MB33 THE F. C. RUSSELL COMPANY • Cleveland 1, Ohio • In Canada: Toronto 13, Ontario

For every building Large or Small

The Newest
GLIDE-ALL
Sliding Doors



Beautiful, Modern
FLUSH PANELS

Smooth, Gliding
OVERHEAD ROLLERS



- LOW INITIAL COST
- LOW INSTALLATION COST
- FLOOR-TO-CEILING AND STANDARD HEIGHTS
- DEPENDABLE, LONG-LIFE OPERATION
- DECORATIVE VERSATILITY

SEE SWEET'S CATALOGS FOR DETAILS

Glide-All Sliding Doors are a product of
WOODALL INDUSTRIES INC.
DETROIT 34, MICHIGAN

Here is the Sliding Door that meets all building and budget requirements. Glide-All Sliding Doors are economical enough for the most modest dwelling, yet with modern beauty and quality befitting the finest homes and apartments. The new Flush Panel Glide-All Sliding Doors add sales appeal to buildings at an actual savings in material and construction costs. Glide-All Sliding Doors offer a combination of beauty, economy and performance. Write for a free copy Technical Glide-All Bulletin today!

and are manufactured in the following plants:
CHICAGO, 3510 Oakton St., Skokie, Ill. • LAUREL, Miss., P. O. Box 673 • NEW YORK, Glen Cove Rd., Mineola, N. Y. • SAN FRANCISCO, 1970 Carroll Ave.
Address requests to plant nearest you.

tenance. Wherever prefabricated help accomplish these objectives, to durability requirements of the financing period of local housing bonds, together with low main repair cost exactions, there can be no objection to its use in the program.

Actually, prefabricated housing has had a place in the program, and a number of permanent war housing projects built with prefabricated materials seem to be an increasing trend. From the rent defense housing aspects of the program to use prefabrication methods they speed construction, to all emergency situations.

Construction contracts in the field are by law awarded to private contractors through competitive bidding. Organizations of prefabricators, invited to participate in housing construction, have been underbid by contractors in conventional construction. The economies, claim prefabrication manufacturers through their unavailability to the conventional market are not reflected in the prices demanded.

JOHN A. KERVIN
New York Field
Public Housing

SPLIT LEVELS

Sirs:

I rather believe you overlook the fundamental reasons for the success of the split-level house (H&H, Dec. 1955). The calculation is so very easy. A central hall or area can radiate to all rooms, giving the same advantage that is ascribed by real estate dealers to the Hall Colonial."

The first-floor lavatory or porch can be omitted without hardship as long as the object is to run up half a flight. The second half of the flight is

Next, you make the stateroom. The split-level house is least expensive when it is built on level ground. In my experience the split-level house does best on level ground. Though it may seem paradoxical, the split-level house does best on level ground. The lower area can be lived in as long as the floor can only be 30" below grade (depth limit for habitable rooms). Thus we get a lot of what otherwise would be baser rooms, hobby room, bedrooms, (where it can be deeper if kitchen-dining area. The view from the garden from slightly below is if handled properly, much like a view onto a large flower box. The garden is very intimate with the interior.

But as to cost on level ground we have to place our foot-

con.

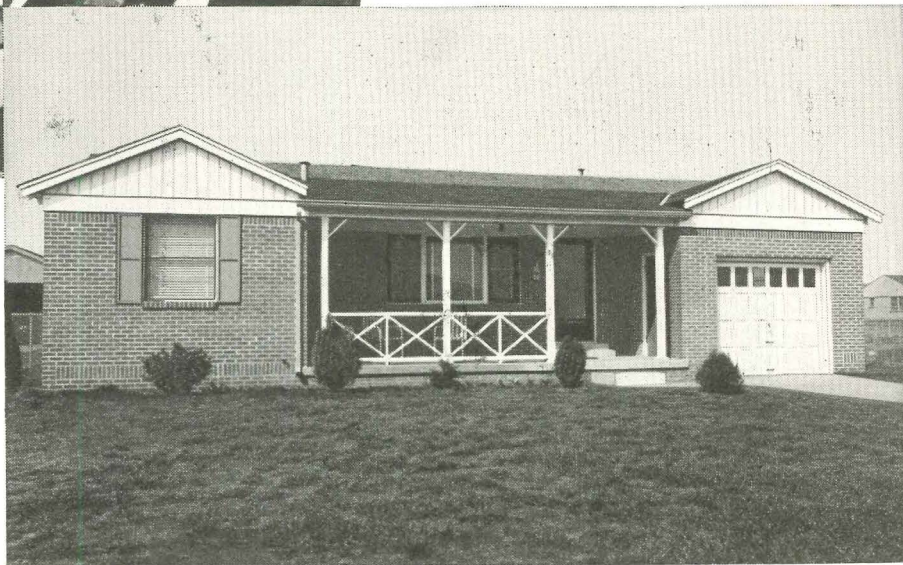
Delco-Heat helps sell Oklahoma homes

Delco Conditionairs *specified exclusively by Lawton builders*

Here's what Andy Crosby, Vice-President and Sales Promotion Director of The Lewis Construction Co., Inc., Lawton, Oklahoma, has to say about Delco-Heat. "Our sales experience indicates Delco-Heat automatic home-heating equipment offers real sales advantages in the homes we build. We are so favorably impressed that we are installing Delco-Heat in all our new homes." Hewett Refrigeration Co. is the Delco-Heat Distributor in Lawton, Okla.



Tom Lewis, Jr. (left), Andy Crosby (right)



"The home pictured here is typical of the ranch-type, two- and three-bedroom homes we built in 1951," writes Tom Lewis, Jr., President of The Lewis Construction Co., Inc. "In this particular development of 75 homes we used Delco-Heat Gas-Fired Conditionairs exclusively."

Eye-appealing cabinet styling . . . competitive prices . . . General Motors dependability . . . consumer acceptance . . . a complete range of burners, warm air furnaces and boilers to meet every builder's needs—are just a few of the reasons why so many prominent builders are turning to General Motors Delco-Heat.

Home owner satisfaction proved in thousands of Delco-Heat installations shows that you can't beat Delco for gas- or oil-fired automatic home-heating equipment. Find out, now, how Delco-Heat can fit into your new home-building plans. See or phone your nearest Delco-Heat Distributor listed in the Yellow Pages of your phone book. Or, for complete information, write Dept. HAH, Delco Appliance Division, General Motors Corp., Rochester 1, N. Y.



Gas-fired Conditionairs



Conversion Gas Burners



Oil-fired Conditionairs



Gas- and Oil-fired Water Heaters



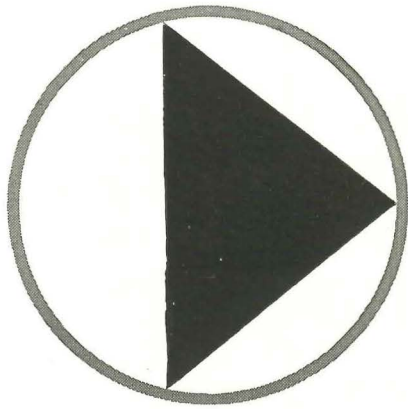
Electric Water Systems



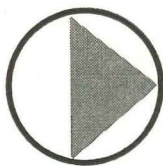
Conversion Oil Burners

**GENERAL MOTORS
DELCO-HEAT**

For a good deal—DEAL WITH DELCO



*As fundamental as
woodwork finish...*



*A good plan
is always better
when it includes
symbols for
telephone outlets.*

Where you use natural woods for color and texture, *beauty starts with the finish.* And your specifications are sure to include a section on "Finishes."

Raceways contribute to the effect of the finish by keeping telephone wires out of sight. They contribute to convenience by making it possible to locate telephone outlets where they are most needed. They contribute to client satisfaction by adding a lot of extra value for a little extra cost.

It is profitable practice to include built-in telephone raceways in development as well as contract homes. Your Bell Telephone Company will be glad to help. Just call your nearest Business Office.

BELL TELEPHONE SYSTEM



Most practical approach to year 'round conditioning ever"

By hundreds of builders who inspected Bryant's new
"COMMAND-AIRE" TWINS at NAHB Show

Builders who saw the "Twins" in Chicago have good reason for enthusiasm. For here at least is year 'round home conditioning that's . . .

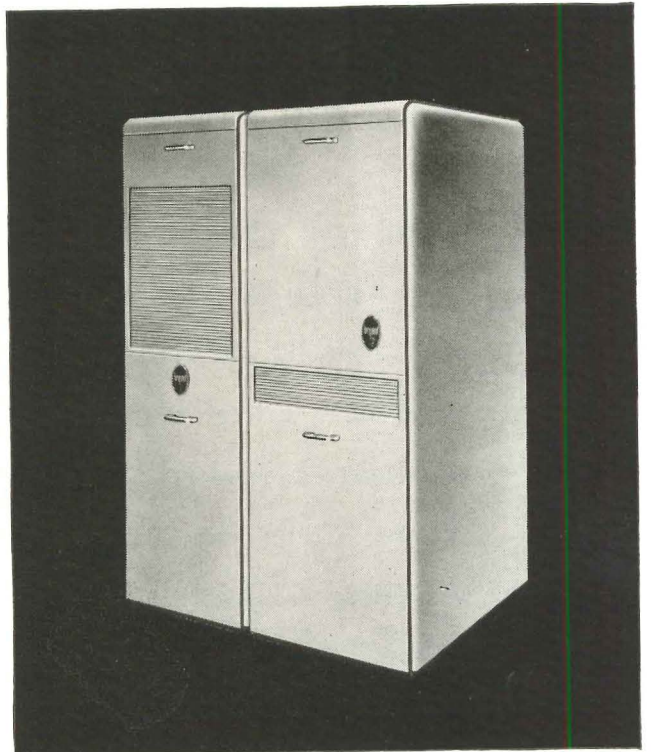
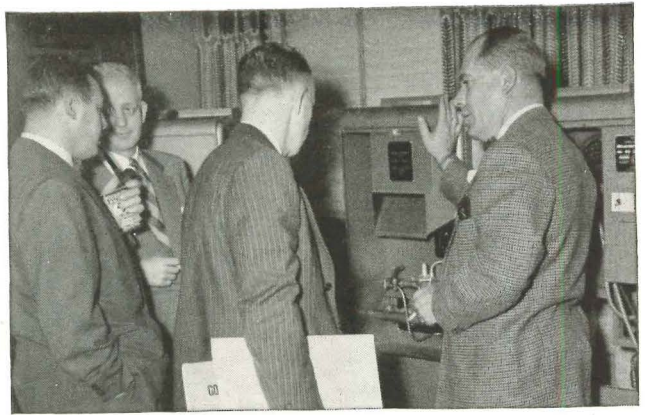
10% to 35% lower in cost! We're mass producing the "Twins" bringing the price way down—to make it possible for you to offer year 'round conditioning in moderately priced homes . . . to mass-market buyers! Moreover, you can offer . . .

Installing initially—or later! The "Twins" are independent, matched heating and cooling units. You can install and show both units in your model home and offer, in the others, the immediate or later addition of cooling according to the convenience of the buyer. And you needn't worry about space because the "Twins" offer . . .

Usually compact design! Using as little as $7\frac{1}{2}$ sq. ft. of floor space, you can tuck them away in a closet, alcove, utility room or corner of the basement. And you have a wide range of combinations to choose from—gas or oil furnaces ranging from 50,000 to 175,000 Btu/hr and cooling units in 2, 3 and 5-ton capacities.

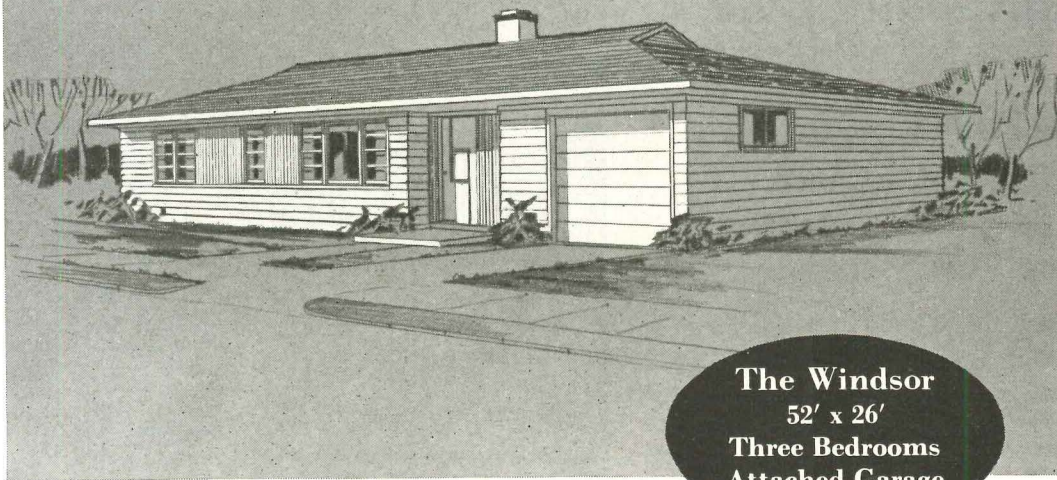
Get complete information on the "Twins" today. And ask about Bryant's supporting program to help you sell your homes. Contact your Bryant Distributor or write: Bryant Heater Division, 17825 Clair Avenue, Cleveland, Ohio.

Bryant means business . . . better business for builders




bryant[®]
HEATING • AIR CONDITIONING
WATER HEATING

The Finest Prefabricated Homes



The Windsor
52' x 26'
Three Bedrooms
Attached Garage

Where Else Can You Get This Outstanding Combination?

Exceptional Quality • Conventional Construction
and Appearance • Architect Designed Homes
• Nationally Advertised Materials and Equipment
• Budget Prices • Fast Completion on the Site
• Fourteen Models • Five Front Elevations for
Every Model • Assistance in Site Planning—
Financing — Decorating • Nationally Advertised
Homes—FHA and GI Acceptable

Attention Builders

We have openings in a number of localities for qualified builders. If you have sound financial resources and an established reputation for building well-designed, high quality homes, this is an exceptional opportunity for you. Write today on your letterhead.

MODERN
homes corp. 7754 GREENFIELD DEARBORN, MICH.

LETTERS *continued*

low grade. Therefore in the split-level we use the entire foundation wall. The footings are level all through, and there are no steps or complications. If the ground footings must step down below the same distance, and we find the walls being used as foundations all walls of the usable house volume.

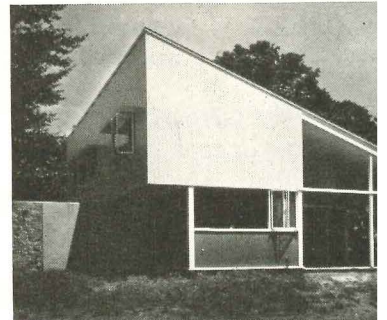
Please do not interpret this as that split-level houses should not be on sloping ground. They are of course adaptable and charming, and I have on sloping ground many times. Most that you get the most usable house for the least cost by building a house on level ground.

L. MORGAN Y
Kenilworth, Ill.

WHAT'S GOING ON IN NEW CANAAN

Sirs:

Your excellent article on New Canaan (H&H, Jan. '53) has been getting views from many sides of all fence. I enjoyed the coverage on our house by



Owner John Weeks was not worried about Eliot Noyes's design.

a point of fact should be raised. It spoils a story.

Having spent several years at Harvard as my Alma Mater, Harvard School of Design, and at MIT ditto, a summer pushing broom for Carl Koch, I don't feel that I can be described as "worried" about a contemporary design. Eliot knew that the contract was signed so someone else had been carried away.

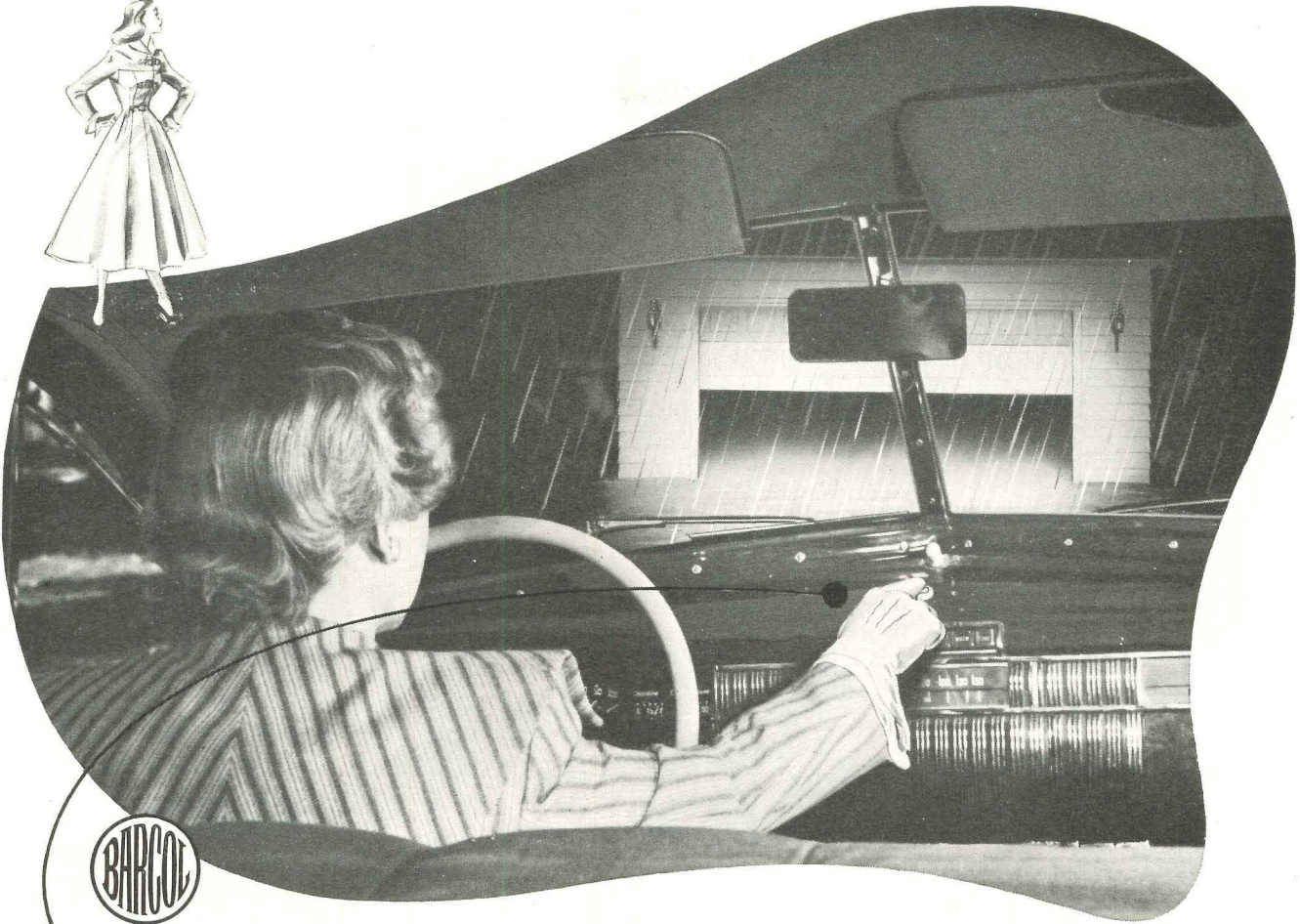
JOHN T
New Canaan

UNACKNOWLEDGED AUTHOR

Sirs:

Your "Realty Ads Translated for Architects," (H&H, News, Dec. '53) is interesting and distresses me. I am an editor and architect. Yet the definitions of terms which appear under this heading are unmistakably mine. They were in the newsletter of the Cliff Dwellers Club of Chicago club for artists and gentle people. I am Louis Sullivan, Howard Van Dine Brown, and

continued



THE MODERN WAY

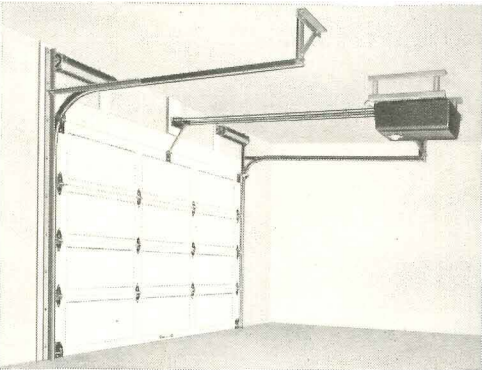
TO OPEN GARAGE DOORS



*... with your fingertips
... from your car*

INSIDE THE GARAGE IS...

An electric Door Operator with powerful motor drive, accurate limit switches, and strong linkage, that quickly and smoothly opens or closes the door at the bidding of the Barcol "Radio Control".



The modern woman, who often has occasion to drive herself home after dark, feels a lot more secure with Barcol "Radio Control" . . . the modern servant which, by the magic of radio, opens the garage doors *at the touch of a button in the car*. She never has to get out of the car to open the door. Of all our up-to-date conveniences, Barcol "Radio Control" is one of the most fascinating because it has so many features — it works at any distance up to about 75 feet, it works whether the car is moving or standing still, it works in any weather, it will close the door as well as open it, and it will turn lights on or off inside the garage and along the driveway. Be sure to specify "Radio Control" in the next house you build. Write to BARBER-COLMAN COMPANY, 156 Mill Street, Rockford, Illinois.

Highlighting the most modern home improvements...



New in this generation is the soft gleam of aluminum at eave edges and roof valleys and windows. Yet here the new is also ageless... forever immune to rust, resistant to corrosion, expressing by its modern beauty the virtue of strength with light weight. It is remarkable indeed that the metal for which demand rises so swiftly is still priced no higher than before World War II... offering 100¢ value in these 53¢ times. Beyond the established building products shown here, the ingenuity of builder and architect will discover many further applications of the modern metal: aluminum. Write for literature.

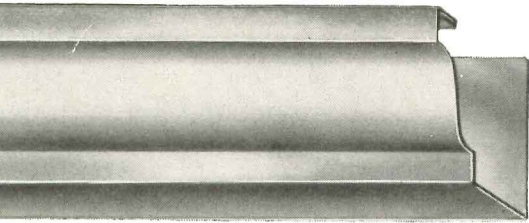
Reynolds Metals Company,
Building Products Division, 2019 So. Ninth St., Louisville 1, Kentucky.

Military needs for aluminum impose varying limitations on civilian products, but Reynolds aluminum production is rapidly catching up. Keep checking your supply source.

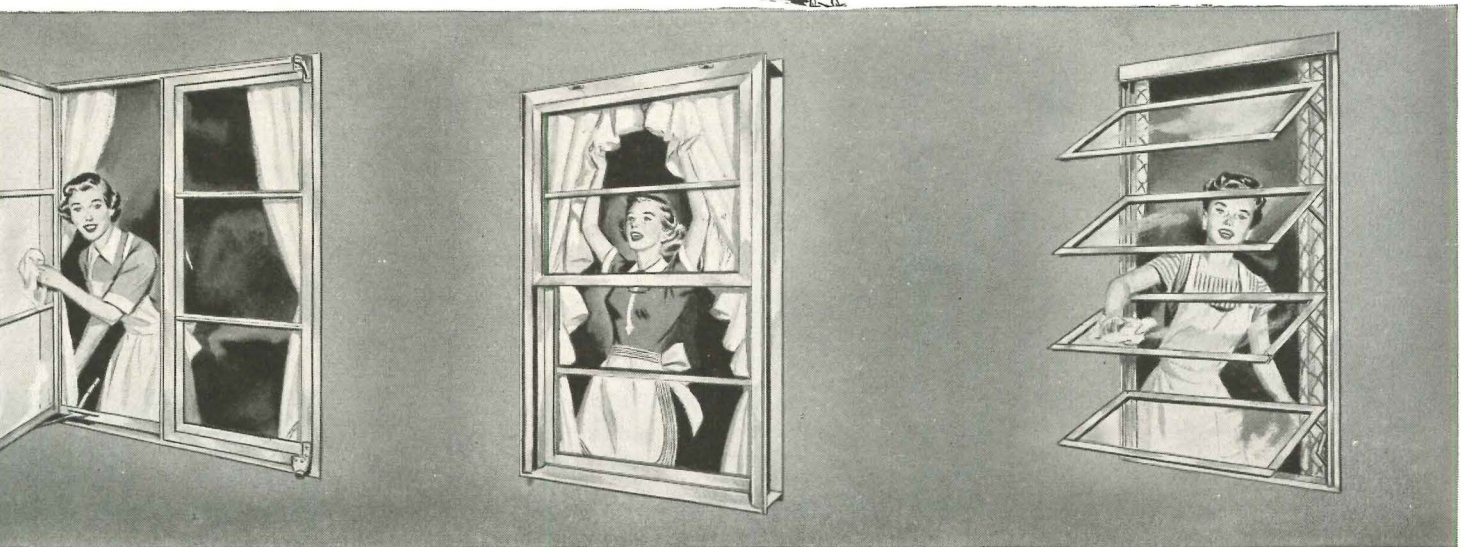
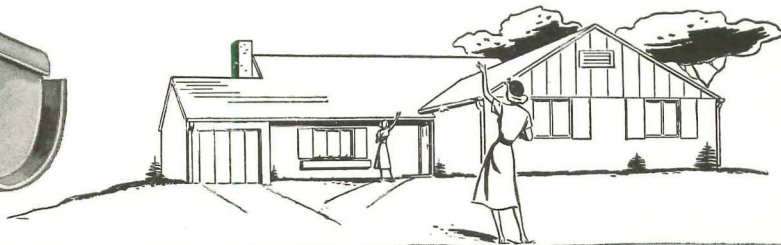
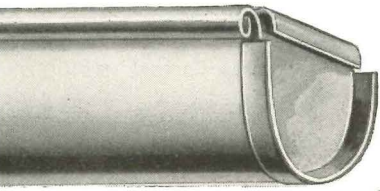


REYNOLDS

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC Te



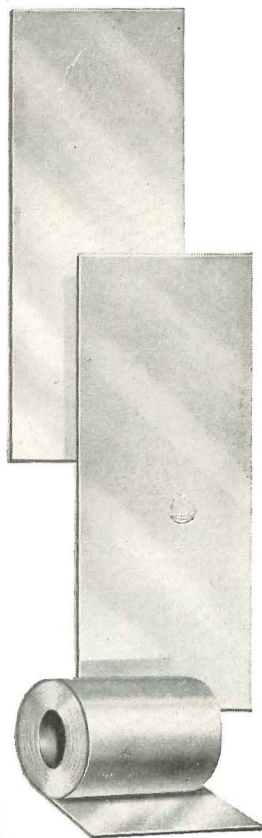
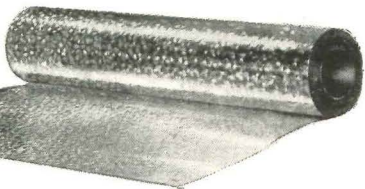
REYNOLDS LIFETIME ALUMINUM GUTTERS AND DOWNSPOUTS offer beauty and rustproof permanence at the lowest cost of any rustproof material. Slip-joint application saves labor. Available in Ogee and Half-Round 5" Residential Gutters, smooth or stipple-embossed finish—also 6" Industrial Half-Round—with downspouts and complete fittings to match.



REYNOLDS ALUMINUM RESIDENTIAL WINDOWS are outstanding in finish and design. Casement Windows in all standard types and sizes. Sliding Windows with quick, positive closing feature. Double-Hung Windows with precision balances. Write for 20-page catalog showing the full line of Reynolds Aluminum Windows, complete with dimensional diagrams.



REYNOLDS ALUMINUM REFLECTIVE INSULATION—This foil-on-kraft-paper provides high efficiency, reflecting up to 95% of radiant heat...plus perfect vapor barrier. Lower cost than most bulk insulations. Foil on both sides (Type B) and one side (Type C), in rolls of 250 square feet, 25", 33" and 36" wide.

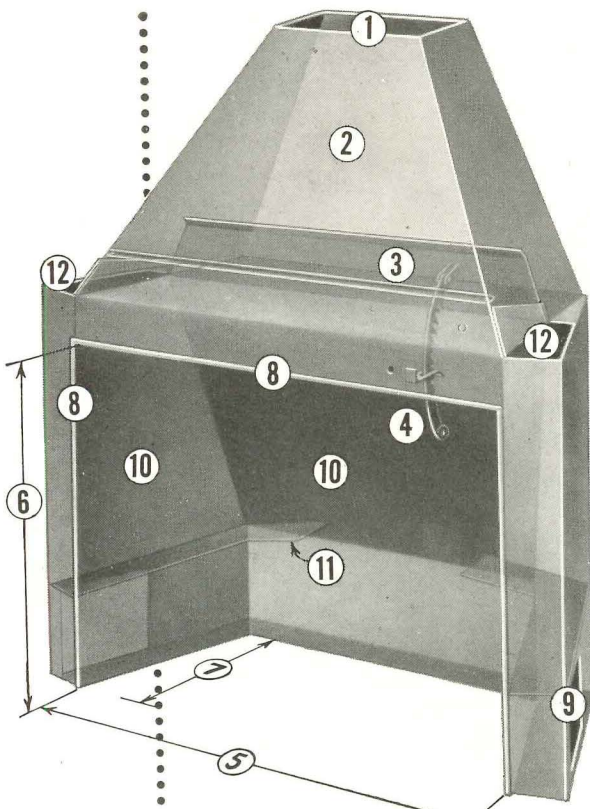


REYNOLDS LIFETIME ALUMINUM FLASHING is lowest in cost of any rustproof material, easiest to work with...and it looks best, too. Available in 50-foot rolls of 14", 20" and 28" widths; flat sheets 28" by 6', 8', 10', 12'; also in cartons of ten 18" x 48" sheets. All in .019" thickness (26 U. S. Std. Gauge).

ALUMINUM

See "Molly," Tuesdays, NBC Radio Network.

Here are a DOZEN (count 'em!) GOOD REASONS...



...WHY you'll build a better
fireplace at lowest cost with a

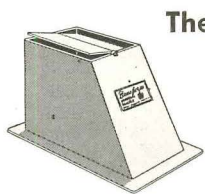
Benefire® FIREPLACE UNIT

When you build your fireplace around this famous Bennett unit—you can be sure of lowest possible construction cost—highest customer satisfaction. You can actually guarantee a smokeless fireplace

1. **Flue Connection** — fits correct size of standard flue tile.
2. **Extra Large Smoke Dome** — ample capacity for the largest fires.
3. **Sure-Seat Throat Damper** — stops heat loss or down drafts when fire is out.
4. **Simple Damper Controls** — either poker-type handle or rotary-control — (exclusive Benefire feature).
5. **Opening Width** — sized to lay up with standard brick without cutting or fitting.
6. **Opening Height** — higher to give better heat, better view of fire.
7. **Opening Depth** — proportioned for adequate fuel capacity, draft safety margin, more radiant heat.
8. **Sealing Flange** — on top and both sides of opening, holds insulation in place behind masonry. Eliminates mortar joint.
9. **Cold Air Floor Inlets** — permit various possible grille locations. Sized for free circulation.
10. **Firebox Heating Chambers** — angled for greatest heat radiation and conduction. Double-welded construction.
11. **Extra Baffles** — conduct incoming cool air to heat center at firebox back wall.
12. **Warm Air Outlets** — large size for unrestricted flow. Conveniently placed for various grille locations.

with the Benefire Fireplace Unit! This modern recirculating unit places no restrictions upon exterior fireplace design —lays up faster with standard brick— gives top performance and trouble-free operation under *all* conditions. Six sizes available . . . heavy weight boiler plate steel construction throughout — with graduated weights for even heat distribution. Build *your* next fireplace with *Benefire*—and build a *better* fireplace!

Depend upon BENNETT . . . for every fireplace need . . .



The amazing

**Beneform®
UNIVERSAL DAMPER**

The damper that gives you absolute freedom in fireplace design—at moderate cost! Builds any one of six basic fireplace styles including projecting corners, three-sided openings, etc.

See your BENNETT representative or write Dept. B, for catalog.

**BENNETT
STANDARD DAMPERS**



A complete line of standard dampers for the conventional fireplace in heavy boiler plate steel or cast iron. Bennett-engineered, Bennett-built for utmost satisfaction and economy.

BENNETT - IRELAND INC.

Chartered in 1906
NORWICH, NEW YORK

and Frank Lloyd Wright helped a half century ago.

There are a number of other architects among my fellow CI I cannot believe that any would filching my stuff for the Chicago tin, from which you say you too credit to the original source. . . who would do that would steal his grandmother. May his toilets

EVERETTE EDGAR
Asst. managing editor
The World Book
Chicago, Ill.

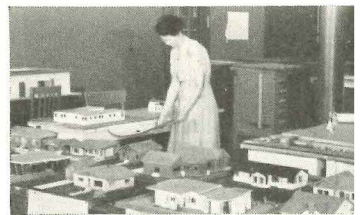
• Editor Sentman's definitions assigned, in the AIA bulletin.—Ed.

ARCHITECTS IN THE MAKING

Sirs:

I have been teaching architecture for ten years. Every year I have an up-to-date drawing book to have not found any so have used magazines. H&H has been a life

There is only one way to believe of the work a group of youngsters



What a group of youngsters can

that is to see it. The boys are 7:30 and would stay until 5 o' were allowed to.

COLY
Junior
Fort

STRONGER STAND

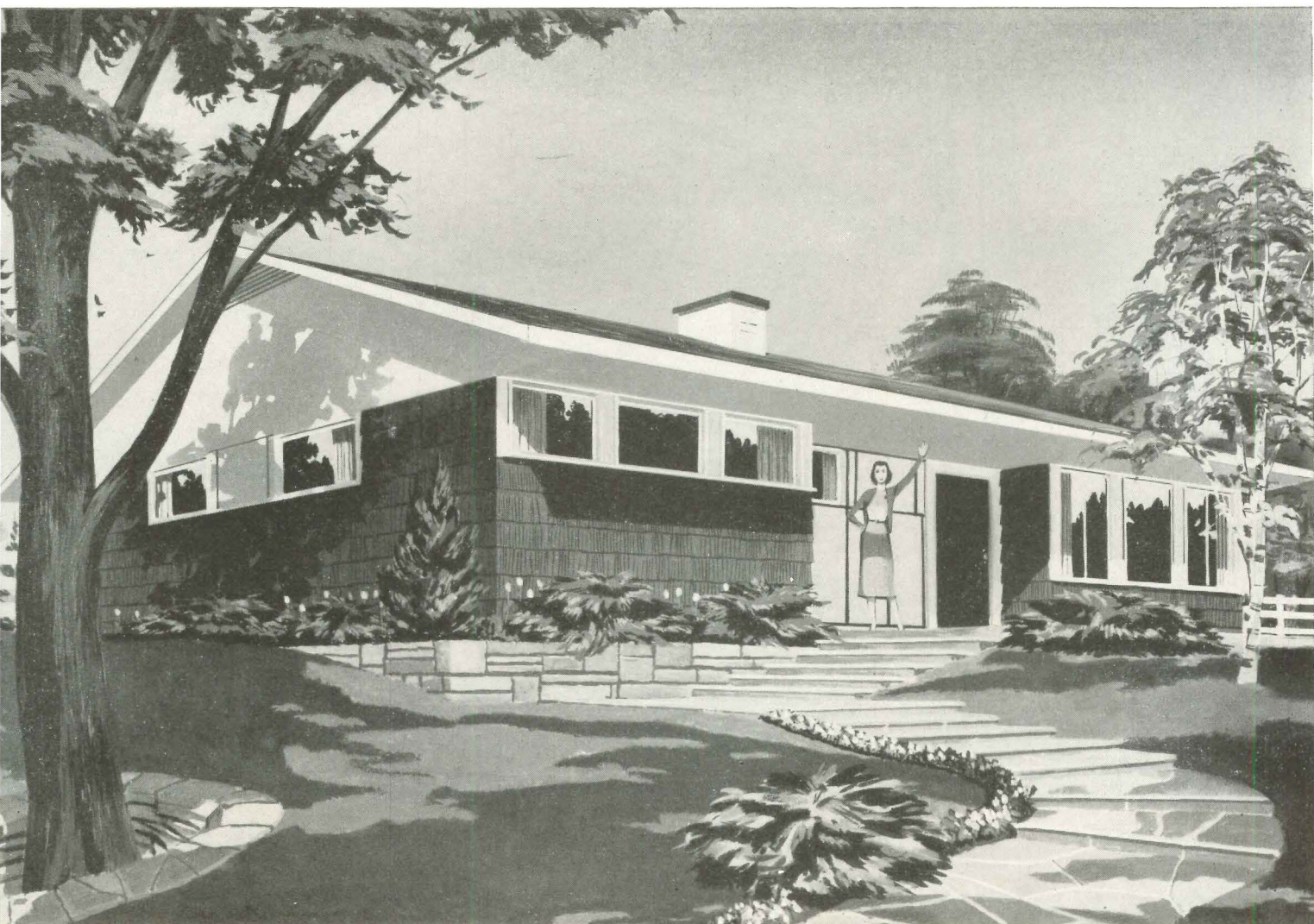
Sirs:

You are to be congratulated in the Nov. '52 issue of H have been much stronger and somewhat on the conservative side has arrived when if the American not ready to stand on their own final outcome is only a question cannot continue to depend on pedient agencies for survival, at that is appreciated the quicker to new high ground.

ROBERT W. TUR
The City National
Council Bluffs, Iowa

ERRATUM

Ralph Fournier who codesigned Burton W. Duenke's Ridgewood (H&H, Feb. '53) is erroneously "architect." Mr. Fournier, an school graduate, is not yet a registered. H&H apologizes for any error caused by the error.—Ed.



Next month home buyers will see the home that was the hit at N.A.H.B.

Gunnison Homes' great new Talisman

Just as it caught the eye of 10,000 home builders who saw it at the National Association of Home Builders meeting a few weeks ago, Gunnison Homes' great new "Talisman" will soon be the house that all America is talking about.

April is the month when the "Talisman" will be introduced to the public . . . first, in full-page full-color advertising in the leading consumer and home magazines, and, a few days later, in demonstration homes erected by Gunnison Dealers throughout the country.

IF YOU ARE A GUNNISON DEALER
 . . . a full-color, full-page advertisement in the April 11 issue of the *Saturday Evening Post* and full-page advertisements in the April issues of *Better Homes & Gardens*, *Living for Young Homemakers* and *Household* will help you promote your demonstration home.

IF YOU'D LIKE TO BE A GUNNISON DEALER
 . . . write on your business letterhead for full information on this successful enterprise. We'll send you complete details on

how you can offer your customers the new Gunnison "Talisman" — truly *the home of the year*.

"Gunnison" and "Talisman"—
 trade-marks of Gunnison Homes, Inc.

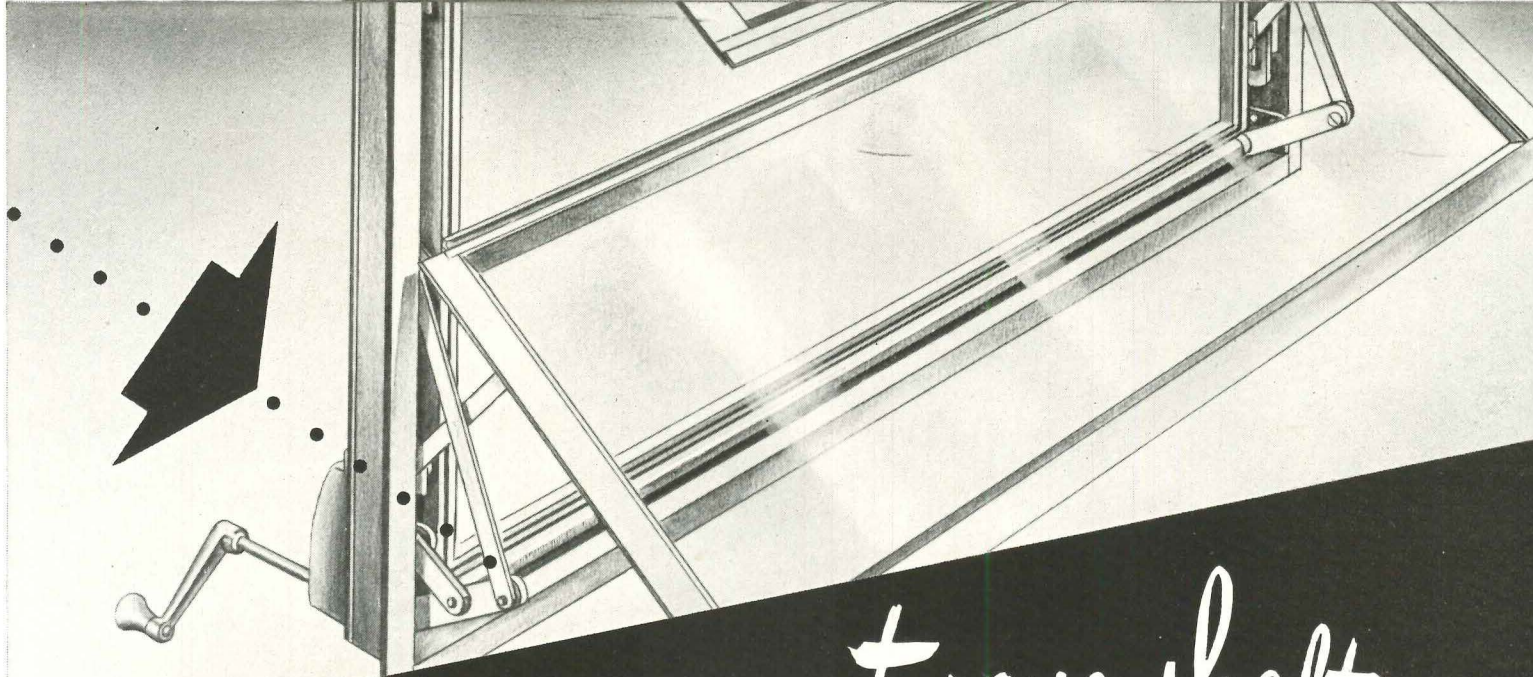
Gunnison Homes

Manufactured by Gunnison Homes, Inc., New Albany, Indiana

Gunnison Dealers RECEIVE

- Advisory financial service
- Interim financing
- FHA-VA eligibility
- Home planning service
- Technical assistance
- Elimination of architectural and material problems
- Full-page national advertising
- Sales promotion catalogs
- Local participation advertising
- Rail or truck shipments
- Prompt delivery

SUBSIDIARY OF **UNITED STATES STEEL** CORPORATION



MIAMI AWNING WINDOW'S NEW *torque-shaft* OPERATOR
 TRANSMITS ENERGY EVENLY FROM OPERATOR TO VENT PIVOT POINT

A Special Feature of all-aluminum Miami Awning Window

Turn heavy duty aluminum operator lightly and gently and vents glide outward and upward to almost 83°. Energy transmitted evenly from patented operator to torque-shaft which in turn actuates both ends of vent sections at the same time. This feature eliminates sticking and allows free and easy operation. Closing is made tight and positive—no extra locking devices are needed.

- Pittsburgh Testing Laboratories Air Infiltration Tests 0.069 C.F.M. per lineal foot of crack perimeter at 25 M.P.H.



For further information write, wire or phone Dept. HH-3 or see Sweet's Architectural File $\frac{3c}{Mi}$



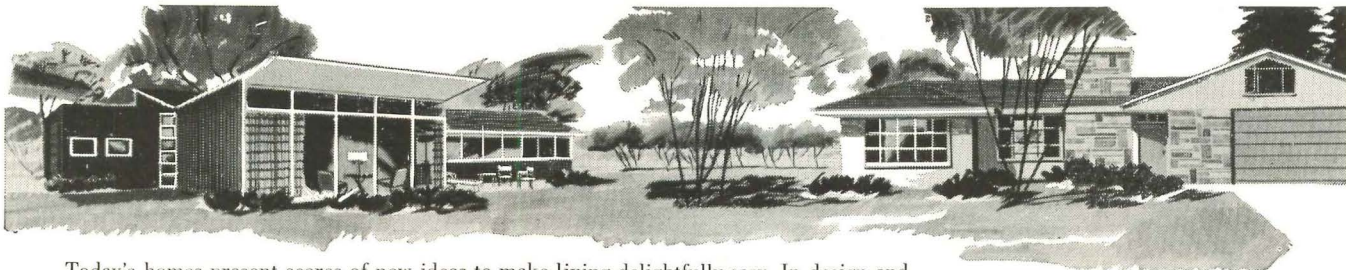
Interchangeable screen and storm window (from the inside)

Write for colorful new catalog—TODAY.

MIAMI WINDOW CORPORATION

5200 N. W. 37th AVENUE, MIAMI, FLORIDA
 FACTORY No. 2 — 4610 N. W. 37th Avenue, Miami, Florida
 MIAMI WINDOW CORPORATION OF MISSISSIPPI—Key Field, Meridian, Miss.
 MIAMI WINDOW CORPORATION OF PANAMA—Panama, Canal Zone





Today's homes present scores of new ideas to make living delightfully easy. In design and work-saving features the Cyclamatic Frigidaire provides a new expression of this trend.

The Cyclamatic Frigidaire with the NEW IDEAS— heads great new 1953 line

It's a true food freezer plus a roomy refrigerator—with a new kind of automatic defrosting

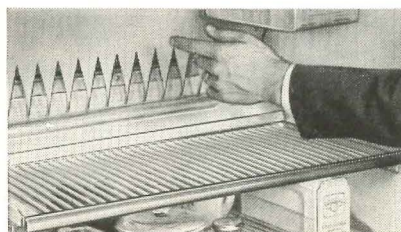
All over America housewives have discovered that Cyclamatic—offered only by Frigidaire—means a new kind of food-keeper vastly different from all ordinary refrigerators.

The Cyclamatic Frigidaire is a food freezer *plus* a refrigerator. With new automatic Levelcold. With an exclusive Refrig-o-plate in the refrigerator that defrosts automatically. You've never seen so many ideas as you'll see in this years-ahead Frigidaire—in 4 new Imperial and De Luxe Cyclamatic Models, powered by the famous Meter-Miser.



New ideas in a food freezer! Now store almost 50 pounds of frozen foods in this completely separate food freezer with its own refrigerating system. Food keeps for months—you use it when you choose. Leftovers, instead of being a waste or problem, can be saved. You

can even bake and save bread, pies, cakes. And have plenty of ice cubes in Quickube Trays.



New ideas in automatic defrosting! Refrigerator frost is banished before it collects. Cyclamatic defrosting is the safest defrosting known.



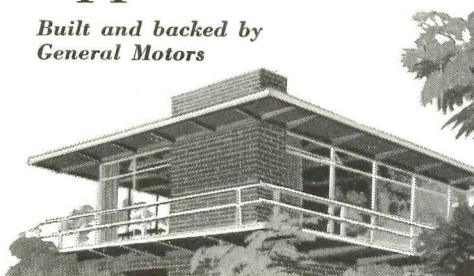
New ideas in fresh food storage! Butter Pre-Server in Imperial models stores butter safely—serves it sliced. Aluminum Roll-to-You Shelves glide out all the way. There are spacious door shelves. Ask about Cyclamatics and the many other new 1953 Frigidaire Refrigerators, including a brand new line of space-saving models for apartments and small kitchens. Full range of sizes from 4.4 to 10.8 cubic feet. See your Frigidaire representative or write Frigidaire Division of General Motors, Dept. 2071, Dayton 1, Ohio, for free literature.

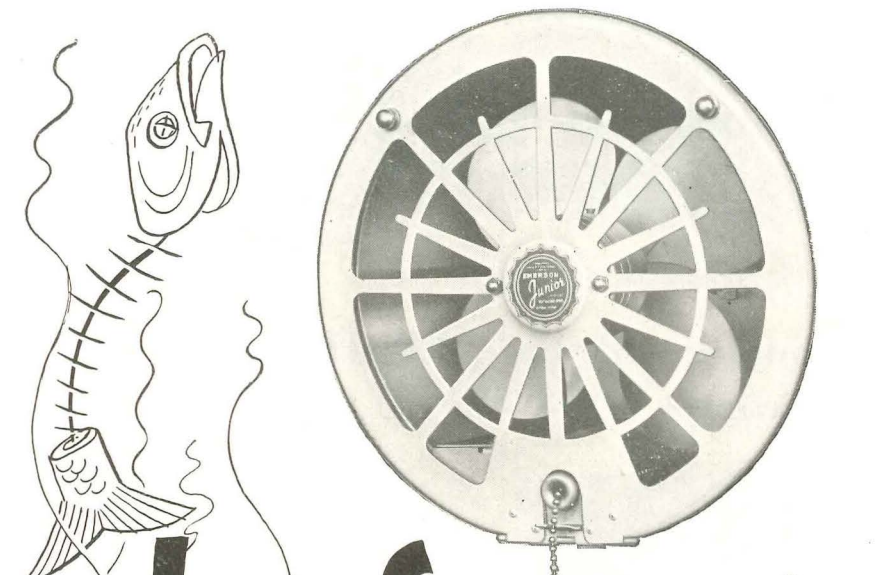
Imperial model IS-106



Frigidaire Appliances

**Built and backed by
General Motors**





odor-free air

increases home sales

specify EMERSON-ELECTRIC KITCHEN VENTILATORS

In this "odor-conscious" age, home buyers look for the equipment that puts kitchen odors in their place . . . outside the home! It's an Emerson-Electric Kitchen Ventilator . . . dependable, economical, easily installed. Specify these ventilators to give your buyers "Odor-free Air" . . . cool, clean air that increases home sales! For complete data, write for Bulletin No. T-119.

The Emerson Electric Mfg. Co., St. Louis 21, Mo.



Wall Model . . .



- Telescoping adjustable sleeve fits walls 5 1/4" to 13"
- Square outside frame, easy to brick or frame around
- Special outer door seal gives weather protection
- Induction motor, 10" blade moves 470 c.f.m.



Ceiling Model . . .

- Adjustable sleeve joint fits standard 3 1/4" x 10" duct
- Outside grille has angle baffles for weather protection
- Automatic shutter closes duct when fan is not operating
- Dependable Emerson-Electric motor equipped with special thrust bearing.

SPECIFY EMERSON-ELECTRIC ATTIC FANS



Build cool, summer comfort right into your homes by installing Emerson-Electric Attic Fans! Here is another sales-clincher . . . available in four sizes from 24" to 48". Note: you'll save half on installation by installing during original construction.

EMERSON

FANS • MOTORS

ELECTRIC

APPLIANCES

Prefabricated Home Manufacturers Inst annual meeting Mar. 16-17, Bisma Chicago.

Associated General Contractors' annual Mar. 23-28, Miami, Fla.

American Institute of Decorators' 22nd conference Mar. 28-Apr. 2, Waldorf-Ast New York.

Store-design competition sponsored by ernization Institute in connection wit Store Modernization, Building & M Show, June 9-12, Madison Square Ga York. Awards total \$11,000; classes i urban shopping center, suburban l partment store, supermarket and vario shops. AIA approved; competition Apr. 6-May 18, open to registered a continental US, Hawaii, Alaska, Puert Canal Zone. For particulars write: C hostel (professional adviser), 80 W New York.

Building Officials' Conference of Am annual convention, Apr. 6-9, Baker las, Tex.

Carrier Weathermaker Home Competit architects, draftsmen and students, o totaling \$27,800 for designs of hom around air conditioning. Two categ sq. ft., and 1,800 sq. ft.; awards to b esthetic considerations and on suitabi in homebuilders' development. AIA Harold R. Sleeper, professional advi Apr. 10.

New England Home Show combined w Living Exposition, Apr. 18-26, at the Building, Boston. Participating are builders, mortgage interests, realtor suppliers and others. Home Show Boylston St., Boston 16, Mass.

American Institute of Steel Constructio nal National Engineering Confer 22-23, Detroit, Mich. Sessions at De neering Society Building, 100 Farnsv hotel headquarters: Park Shelton, 15

Royal Architectural Institute of Canac assembly, Apr. 23-25, Royal York Hot

Competition. Ponderosa Pine Panel I Competition to obtain designs for int doors suitable for mass-production m consistent with current standards of a design. Prizes total \$7,600 including student and school prizes. AIA appro Apr. 27. For program write: Pond Woodwork Competition Headquarter: Pico Blvd., Los Angeles 6, Calif.

National Savings & Loan League's 1 convention May 10-14, Chase and Hotels, St. Louis, Mo.

National Housing Conference's 22nd an ing May 11-12, Statler Hotel, Washi

National Association of Building Owner agers' 46th annual convention Jur Pittsburgh, Pa.

Forest Products Research Society's meeting June 15-17, Memphis, Tenn.

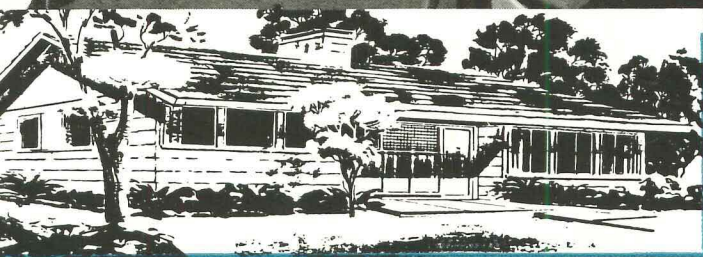
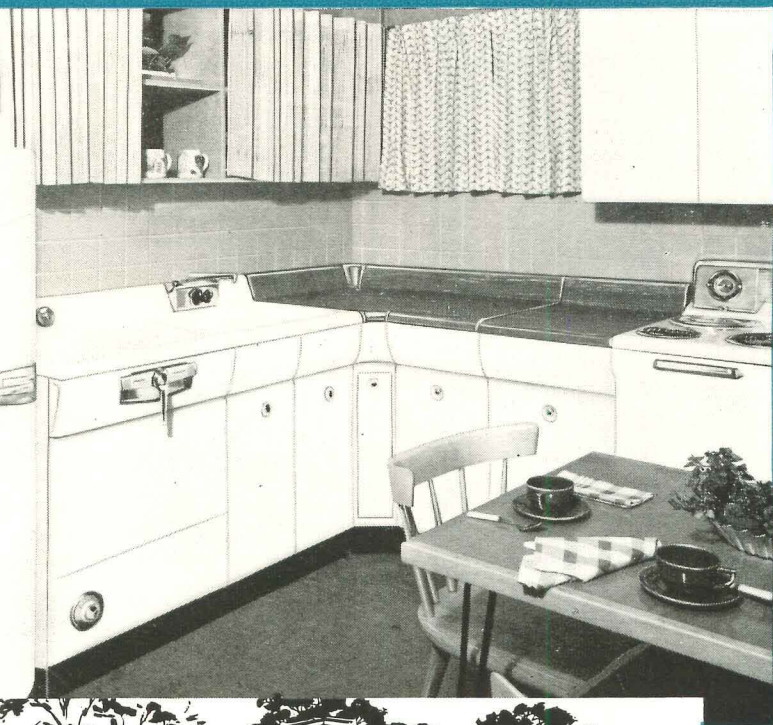
The American Institute of Architects' e vention, June 16-19, Olympic Hot Wash.

National Association of Real Estate Boc convention Nov. 8-14, Statler and Hotels, Los Angeles, Calif.

LOOK! COMPARE!

See Why Gunnison Homes Use

American Kitchens



Builders of the famous Gunnison Homes know how important the kitchen is in selling their homes. That's why they use American Kitchens.

Here is the kitchen that women want most, the kitchen that helps sell homes faster! Superior construction, heavier gauge steel, and expensive sound-proofing, and exclusive body-contour design are some of the many features that save hours of kitchen work. Why don't you find out what American Kitchens can mean to the salability of your homes!

Compare construction, design, work-saving features... and then choose American Kitchens!

COMPARE FEATURES LIKE THESE:

1. Easy-to-clean, smooth surfaces with no dirt-catching handles.

2. One-piece tops of life-invinyl, no seams to catch dirt.

3. Sink bowl 15% larger—no dirt-catching ledge.

4. Rounded, one-piece drawers that clean as easily as wiping out a bowl.

5. The American Kitchens Roto-Tray Dishwasher, the most modern dishwasher on the market today, washes dishes 3 times cleaner.

AMERICAN KITCHENS  CONNERSVILLE, INDIANA



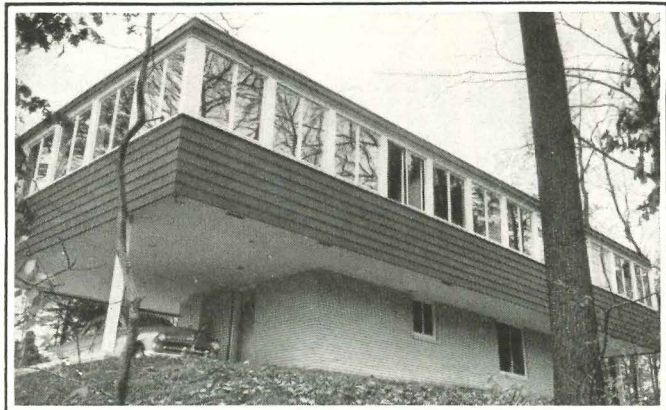
American Kitchens Dept. HH-3
AVCO Manufacturing Corp.
Connerville, Ind.

Please send me information about American Kitchens builders' discount and your new Architects and Builders File.

Name _____
Address _____
City _____
State _____

SOSS HINGES

ADD BEAUTY AND DISTINCTION TO ANY BUILDING



Solar-Space House—Equipped with Invisible Soss Hinges
Architect—David Baker—Washington, D. C.

COMPLETELY INVISIBLE

Soss Hinges are completely hidden from view when doors or panels are closed. They're the only hinge that lets you meet the demands of contemporary architecture for streamlined surfaces.

EASY TO INSTALL

A full size mortising template is included with every pair of Soss Hinges. This template enables any good carpenter to install Soss Hinges quickly and efficiently.

PLEASING TO CLIENTS

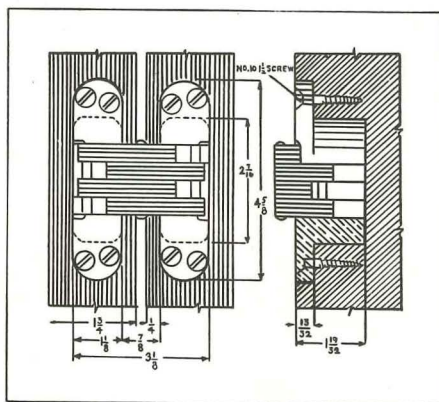
Clients like the distinctive beauty that only Soss Hinges provide. Also, Soss Hinges give to doors a solid, luxurious "feel" that cannot be achieved in any other way!

A SIZE FOR EVERY USE

There's a Soss Hinge for every type of installation—AND—Invisible Soss Hinges have proven to endure any type of climatic condition . . . making them ideal for bathroom and kitchen doors.

SOSS
INVISIBLE
HINGES

Specifications for Soss Hinge
No. 218. For other sizes and
adaptations send for Free
Blue Print Catalogue today.



SOSS MANUFACTURING COMPANY
21779 HOOVER ROAD • DETROIT 13, MICHIGAN



KAZUMI ADACHI
a native
born in A
schooled a
sity of So
ifornia. Ad
his Bache
ctecture fr
1939, wen

Los Angeles Architects Spaulding Swarte. He then reversed Gree advice, migrated east in 1943, wo York for Hans Knoll and then t Gina & Sharp. He subsequently the West Coast and rejoined th firm. During this period, Adac prize for the Southwest Region in NAHB House Design Competiti worked for Pereira and Luckman ing out on his own early in 1952. in Beverly Hills, his practice p dential. He placed first in a r competition for the Fort Moore memorial in Los Angeles and is no the working drawings. Assc Adachi on the design of the Nish lished this month, p. 128, we Dike Nagano and Hideo Takaya is 32, an alumnus of Yale and of the Spaulding and Ketchum yama is currently associated Smith & Powell.



GARRETT ECKBO
one of a
US land
ects wor
modern i
Cooperst
Eckbo re
in Land
from the

California in 1935, put in 14 mo cal work at a large Southern Cali before coming to Harvard on a lowship. Immensely stimulated vanced thinking of Harvard's arc ulty, Eckbo and several other landscapers turned their gradua thorough-going research to bri theory and practice up to date architecture. In Eckbo's words, "abandoned the old sham battle mal axial and informal wiggly and began to search for new f directly from their problems and used in their solution." Eckbo ea ter of Landscape Architecture worked in the East for six mon turning to California. Since headquarters have been Los partners Robert Royston and E liams have directed the firm's offices. Both branches plan re dens large and small (e.g. the p. 128), do site and landscape mass housing developments, sch cial and park projects.

conti

's the name of the
Whirlpool
 DISTRIBUTOR
 in your territory

- ALABAMA**
 Electric Constructors, Inc.
- ARIZONA**
 Arizona Hardware Company
- CALIFORNIA**
 Graybar Electric Company, Inc.
 Graybar Electric Company, Inc.
 Graybar Electric Company, Inc.
 H. R. Basford Company
- COLORADO**
 Western Appliance Company
- CONNECTICUT**
 Roskin Distributors, Inc.
- DISTRICT OF COLUMBIA**
 Joseph M. Zamoiski Company, Inc.
- FLORIDA**
 Pearce & Johnson
 Seacoast Appliance Distributors, Inc.
 Electric Supply Company
- GEORGIA**
 Graybar Electric Company, Inc.
 Graybar Electric Company, Inc.
- ILLINOIS**
 Graybar Electric Company, Inc.
 Graybar Electric Company, Inc.
- INDIANA**
 Graybar Electric Company, Inc.
 Associated Distributors, Inc.
- IOWA**
 Onthank Davidson Co.
 Roycraft-Iowa, Inc.
- KANSAS**
 Hennigh's, Inc.
- KENTUCKY**
 Falls City Supply Company, Inc.
- LOUISIANA**
 Walther Brothers Co., Inc.
 Frank Lyon Company
- MARYLAND**
 Joseph M. Zamoiski Company, Inc.
- MASSACHUSETTS**
 Equipment Distributors, Inc.
 Burden Bryant Company (The)
- MICHIGAN**
 West Michigan Electric Supply Co.
 Morley Brothers
 Morley Brothers
 Morley Brothers
 Morley Brothers
- MINNESOTA**
 Cook Appliances, Inc.
- MISSOURI**
 Lee Wholesale Co.
 Ray Roberts, Inc.
- MONTANA**
 Treasure State Gas & Electric Co.
- NEW YORK**
 Roskin Brothers, Inc.
 Cladco Distributors, Inc.
 Dale Distributing Co.
 Stewart Wholesalers, Inc.
 B. H. Spinney Company, Inc.
- NEBRASKA**
 General Appliance Company
- NEW JERSEY**
 Gross Distributing Company
- NORTH CAROLINA**
 A. F. Epling Appliance Company
- OHIO**
 Griffith Distributing Corporation
 Main Line Cleveland, Inc.
 American Sales & Distributors, Inc.
 American Sales & Distributors, Inc.
 Main Line Distributors, Inc.
- OKLAHOMA**
 Capitol Distributors, Inc.
- OREGON**
 Electrical Distributors, Inc.
- PENNSYLVANIA**
 Peirce-Phelps, Inc.
 Peirce-Phelps, Inc.
 Connolly Distributing Company, Inc.
- SOUTH DAKOTA**
 Hills Gas & Appliance Co.
- TENNESSEE**
 Graybar Electric Company, Inc.
 Graybar Electric Company, Inc.
 Wallace Johnston Distributing Co.
 Currey's Wholesale Distributors
- TEXAS**
 Nunn Electrical Supply Corp.
 Adleta Company
 Midland Specialty Company
 J. A. Walsh & Company
 Nunn Electrical Supply Corp.
 Standard Distributing Company
- UTAH**
 Strevell-Paterson Hardware Co.
- VIRGINIA**
 Richmond Hardware Company
- WASHINGTON**
 Whirlpool Northwestern Co.
 Prudential Distributors, Inc.
- WEST VIRGINIA**
 Van Zandt Supply Co.
- WISCONSIN**
 Graybar Electric Co., Inc.
 Graybar Electric Co., Inc.

BEHIND THE BLUEPRINTS



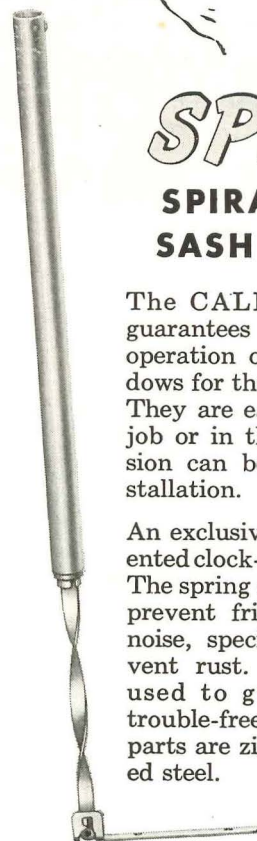
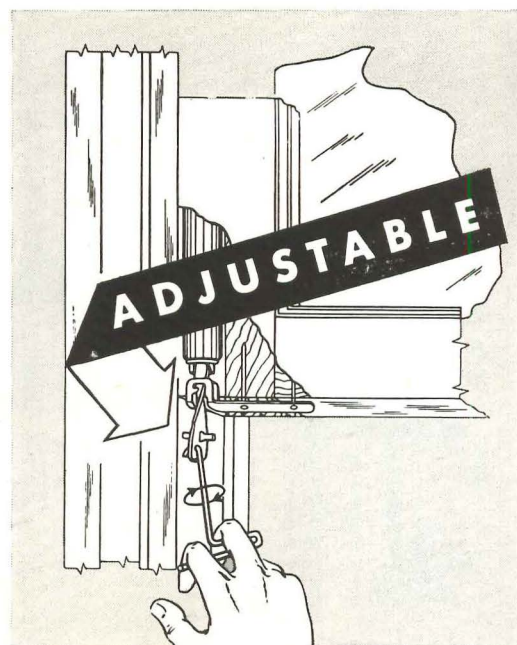
WALLACE EDWARD JOHNSON, 50, was born in Mississippi, educated in its public schools, worked in Mississippi sawmills, was employed in a small Memphis retail lumber yard in 1938 when he decided to start his own business. With his wife, Alma, as partner, he built \$3,000 houses. By 1950, Johnson's firm had mushroomed into an 800-employee builder-supplier-dealer organization with an average yearly production of 1,500 dwelling units and a \$1½ million payroll. In 1945, Johnson was instrumental in organizing the Memphis Chapter of the National Association of Home Builders, and served as the group's first president. He is currently engaged in another NAHB program, the Trade Secrets House, producing his own regional adaptation (p. 114) of the original design.



DAN KILEY is a landscape designer and architect in Charlotte, Vt. with a combined office and residence on Lake Champlain. His ménage he lists as wife, "7½ children, a goat, two sheep, 70 hens," and the combination of family and office he calls "a perfect solution for practising" (p. 150). Kiley is 40, Boston-born and a Harvard alumnus (two years at the Graduate School of Design). In the 1930's he worked for the National Park Service, the Public Buildings Administration and the USHA, and from 1940 to 1942 he was in private practice, doing landscape architecture and site planning. An engineer officer in World War II, Kiley won the Legion of Merit for designing the Nürnberg War Trials courtroom.



Builder **JOHN C. SARGENT JR.** is vice president and "idea man" of the Jayhawk Construction Co., founded 15 years ago by his father, John Sr. Politics and finance are the father's domain; fieldwork, involving liaison with construction superintendents, subcontractors and designer (James Cushing), is the son's. The company has built 900 houses, ranging in price from \$5,200 to \$50,000. The younger Sargent, 26, was born in Topeka, attended Washburn College in his home town for two years. He lives in the firm's 608 apartment project, which he manages, and plans to move shortly to a new three-bedroom house in his own fast-selling subdivision, Westview Heights Manor, published this month (p. 142).



SPIREX SPIRAL-SPRING SASH BALANCES

The CALDWELL SPIREX guarantees easy-to-open, quiet operation of double hung windows for the life of the building. They are easy to install on the job or in the mill because tension can be adjusted after installation.

An exclusive feature is the patented clock-steel, flat wire spring. The spring coils are separated to prevent friction and eliminate noise, specially coated to prevent rust. Brass bearings are used to guarantee smooth, trouble-free operation. All other parts are zinc or cadmium coated steel.

AVAILABLE IN
 ALL SIZES

CALDWELL CLOCK-SPRING SASH BALANCES

CALDWELL guarantees smooth, trouble-free operation of double hung windows for the life of the building.

Tape-locking device speeds installation. Window units equipped with overhead clock-spring balances require a minimum of on-the-job carpentry.



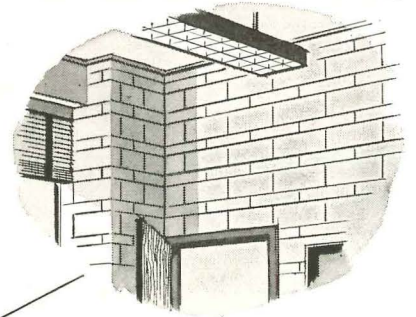
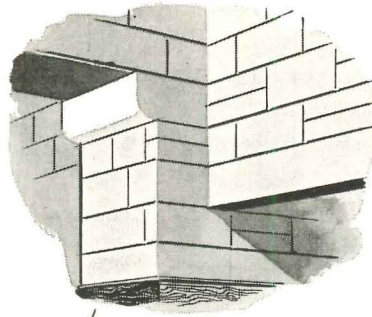
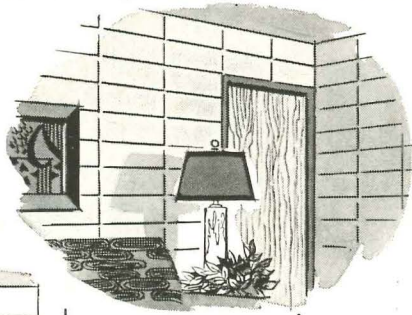
Type 242 FT

WRITE TODAY FOR FREE CATALOG

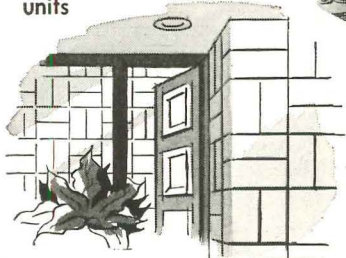
CALDWELL MANUFACTURING CO.
 72 Commercial St., Rochester 14, N. Y.
 Please send catalog and price list to:

NAME _____
 COMPANY _____
 ADDRESS _____
 CITY _____ STATE _____

Horizontally stacked 8" x 16" units



Basket-weave using 8" x 16" units

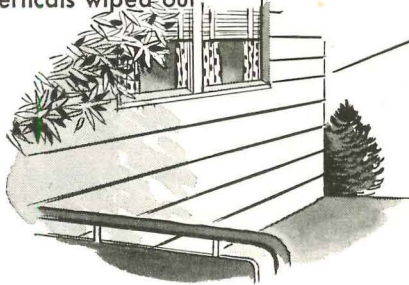


Theme and Variations

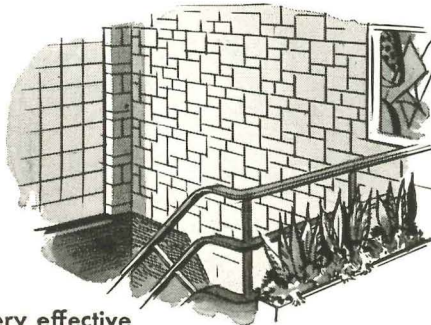


THE FAMILIAR THEME—8" x 16" FACE UNITS IN

Tooled horizontal joints; verticals wiped out



Here 8" x 8" units are stacked

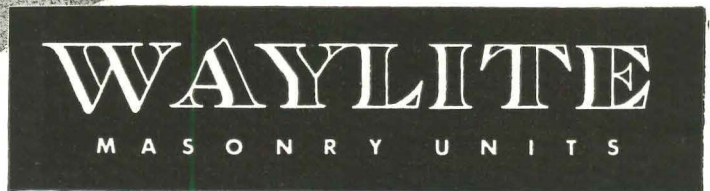
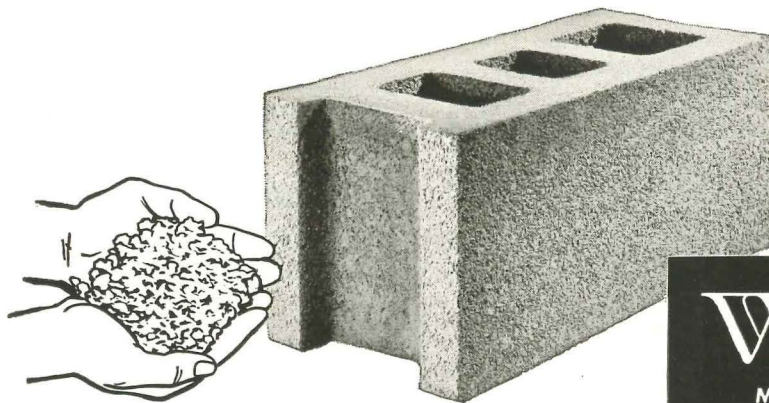


A very effective patterned Ashler

...with exposed WAYLIT Partitions and Bearing W

The vast musical literature of the world is limited to a maxi tones in any one octave . . . similarly there is a very wide rang of harmonious effects to be obtained with Waylite masonry w any thickness . . . a few of the different handlings are shown here . . . they are achieved very simply. . . . Waylite masonry h

structural strength—superior thermal insulati qualities—and exposed Waylite interior walls acoustical treatment. The Waylite Co., 105 Street, Chicago, or Box 30, Bethlehem, Pa.



a lovely kitchen...
what's the bathroom like?

It's a gem of beauty and convenience, too!
The Architect specified **MIAMI-CAREY**
cabinets and accessories!

specify **MIAMI**

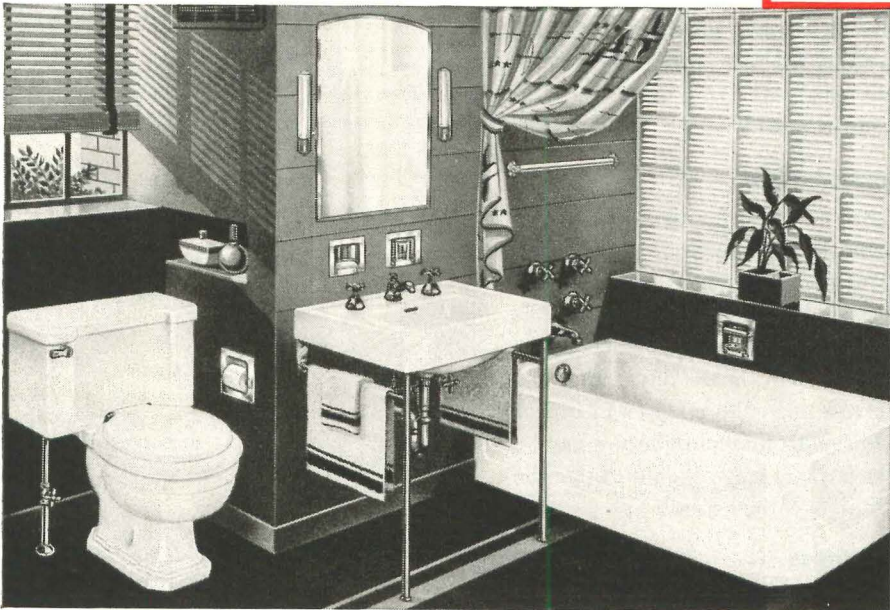
Carey

**FOR THE EXTRA TOUCH
THAT MEANS SO MUCH!**

Happy the family in a home with Miami-Carey equipped bathrooms! For Miami-Carey cabinets, mirrors and matching accessories bring the bathroom out of the *dark ages* . . . lighten and brighten family living!

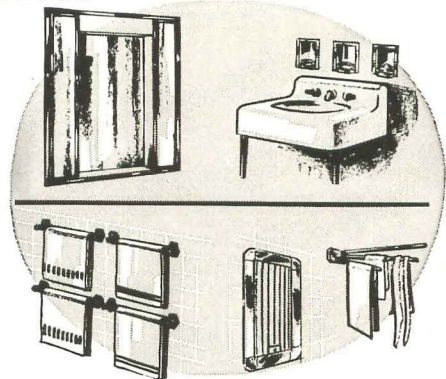
And what a selection of styles to choose! There are five great lines of cabinets, mirrors and matching accessories to dovetail with your design and budget requirements. Thanks to Miami-Carey, both your large and small houses can have bathrooms of truly modern beauty and convenience.

Speaking of design—have you a copy of "44 Ideas for the Bathroom"? If not, better mail the coupon. You'll find this booklet a valuable aid for planning bathrooms with unique beauty and utility.



Start with a handsome Miami-Carey cabinet styled in brilliant chrome—highlighted by the world's clearest mirror. Recessed or wall hung types; lighted and unlighted models. Top quality from A to Z.

Individual soap holders for everyone! A smart touch—and far more sanitary and practical than piling all the soap in one holder.



Sets of Miami-Carey towel bars arranged like this give added beauty and convenience, at low cost.

Towel rack beside the instantaneous M-C electric bathroom heater—for quick-drying baby's things, hose, Milady's lovelies. Welcome warmth for frosty mornings, too.

FREE!



**Bathroom
Idea
Booklet
Mail Coupon
for your copy**

MIAMI

Carey

MIAMI CABINET DIVISION
The Philip Carey Mfg. Company
Cincinnati 15, Ohio

In Canada:
The Philip Carey Co., Ltd.
Montreal 3, P. Q.

DEPT H-3 MIAMI CABINET DIVISION

THE PHILIP CAREY MFG. COMPANY
CINCINNATI 15, OHIO

Yes, I'm looking for ideas that will help me design better bathrooms.
Send me a FREE copy of "44 Ideas for the Bathroom."

NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

MODERN MORTGAGES

A monthly report on important developments in the modernization of mortgage credit, with particular emphasis on the expanding potential of the package mortgage, the open-end mortgage and the expandable mortgage



*This month
Richard G. Hughes
discusses the benefits
of the open-end mori*

NAHB leaders give 100% backing to the open-end mortgage

By **Richard G. Hughes,**

first vice president of the National Association of Home Builders

Leaders of the National Association of Home Builders are 100% in back of the open-end mortgage plan and would like to see every mortgage written with an open-end clause. We believe this would be good for the home owner, good for the homebuilder, and good for the whole economy.

Good for the economy

An important segment of NAHB's over-all housing objective is to preserve and extend the life of the nation's housing inventory.

We have been greatly concerned at the lack of proper maintenance and repair of the nation's structurally sound housing. In rental units, much of this neglect can be attributed to rent control. In owner-occupied units the greatest part can properly be attributed to the fact that the owner does not have immediately available funds with which to do the necessary repairs and maintenance which he knows should be done.

The open-end mortgage would make the needed maintenance funds available to the owner and so contribute to the accomplishment of the objective: to preserve and extend the life of the US housing inventory.

Good for the home owner

Almost everybody knows the many advantages the open-end mortgage plan offers, the most important of which are these:

1. It would permit the home owner to get quick, low-cost credit at any time during the term of his mortgage for the proper maintenance and repair of his house.

2. It would allow him to expand his home—add an additional room (which may be necessitated by the addition of children), add a garage or fix a basement up as a recreation room.

3. It would permit him to add home comforts such as air conditioning, which is now available at reasonable prices for the low-cost house.

4. It would allow him to make all these improvements without overloading himself with short-term, high-rate credit—debts

that might impair his ability to meet his normal monthly bills and the payments on his original mortgage, and so might jeopardize the entire equity he has in his house.

Good for the builder

There are also many advantages in the open-end mortgage to the merchant builder.

The open-end mortgage provides sales appeal. The builder who sells a flexible mortgage at the same time he sells his house can point out to the home buyer that the open-end clause provides a ready means of getting additional financing any time he needs it. Such a mortgage should enable the merchant builder to make more sales.

Repeat business

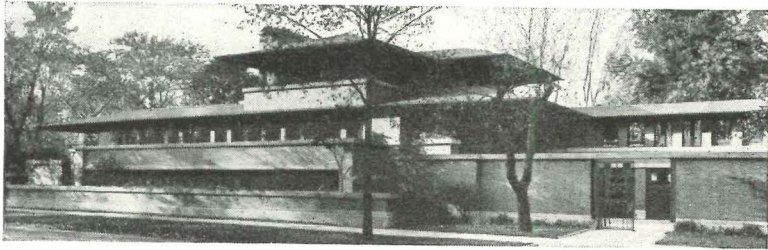
In states where permissible, the open-end mortgage would enable the merchant builder to repeat business. Statistics indicate that approximately four million of the seven million homes built since World War II had only two bedrooms. A major portion of these two-bedroom houses were sold to young couples whose families are expanding rapidly. Thus, there is now a great need for the third and fourth bedrooms. If the merchant builder had originally provided the buyer with the proper type of open-end mortgage, he certainly should be able to sell that buyer on the idea of letting him add those additional rooms.

Promote the general prosperity

Proper use of the open-end mortgage could contribute a great deal to the general prosperity through air conditioning rehabilitation, expansion, modernization and improvement of homes, and thus make a very material contribution toward the maintenance of existing housing.

FRANK LLOYD WRIGHT

and 1,000,000 houses a year



*Low-pitched roof, wide overhangs
FLLW's Robie house, 1909*



*Concrete block
Millard house, 1923*

Do you put floor-to-ceiling picture windows in your new houses? Do you sometimes line up all-glass doors to open on a terrace? If you do, you are borrowing an idea started by Frank Lloyd Wright in his Prairie Houses 50 years ago.

Do you give your roofs a lower pitch and wider overhang? If you do, you are following a trend Frank Lloyd Wright pioneered back when Teddy Roosevelt was in the White House.

Do you use the open plan, putting your dining area into an alcove instead of a separate room? That idea may well have started with Frank Lloyd Wright's Glasner house in 1905.

Are you beginning to leave the kitchen open to the living space too, so the maidless hostess will not be cut off from talking with her guests and family? If you are, you are taking up an idea Wright started in his Willey house in 1934.

Do you add carports to your houses? Wright invented the very name and regularly put carports on his "Usonian" houses 20 years ago.

Could you manage a good foundation without the cost of footings? Wright has been doing it so well and so long that now a top-flight homebuilder is financing a major research to make accredited tests for FHA.

Did you ever build a really fine house out of cement block? Before Wright got interested in cement block in 1923 it was used only for icehouses. When he got through he had made it a gentleman, for he demonstrated in the Millard house and many others that concrete block can be decorative as well as dignified. In these and many other ways Frank Lloyd Wright has made an intensely practical contribution to better housing for millions of families.

HOUSE & HOME is proud to show you another Wright house on the pages that follow. No longer does such a house look strange. Most people will agree that it is beautiful. Some of the practical contributions of this house are noted in the text, but no one can convey the real secret. Once when a famous builder mentioned to Wright how many tricks he had gratefully lifted from the master, Wright cut him short. Said he:

"That is not what matters in the end. What people want, what they desperately need in a house is some communication of the spirit, some quality of the soul. That is what they are hungry for today and what they too seldom get."

Such character can never be achieved by tabulating acceptance statistics or following the crowd. You know integrity, character, individuality in a house as you know it in a man when you meet him. What we give you here is a man.



THIS NEW HOUSE BY **FRANK LLOYD WRIGHT**
 IS A RICH TEXTBOOK OF THE PRINCIPLES HE PIONEERED

LOCATION: Parkwyn Village, Kalamazoo, Michigan
 MR. & MRS. ERIC V. BROWN, owners
 DAVID CORNING, contractor

How much does the modern house owe Frank Lloyd Wright? In the text on the following eight pages, 25 design ideas are underlined. Every one appears in the photographs of this new Wright house. Every one is an idea that Wright first introduced many years ago and that has reappeared in his work ever since. And nearly every one is now common, in one form or another, in the average good house of today.

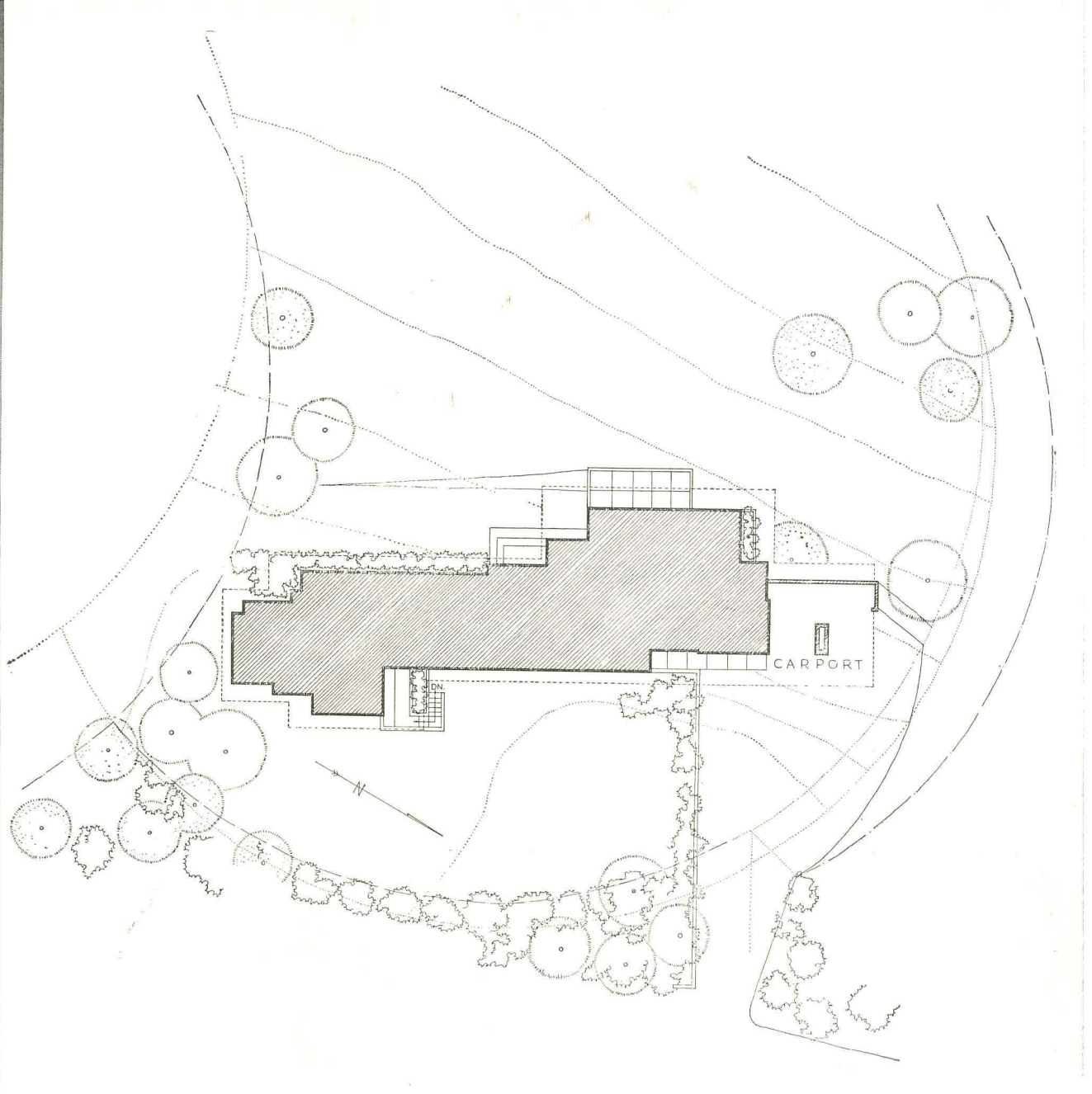
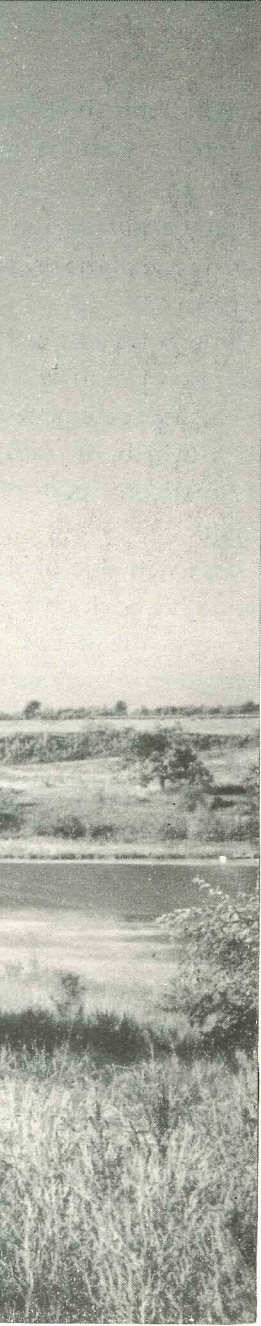
Almost two decades ago, Wright houses like this one gave architects and builders courage to try a fresh approach, to scrap the stereotypes and mannerisms of the day and venture something new in houses.

Wright, in the lead of the movement, contributed an almost incredible number of things to the house as we know it today. His art is even now an inexhaustible source of lessons that can be discovered and rediscovered . . .

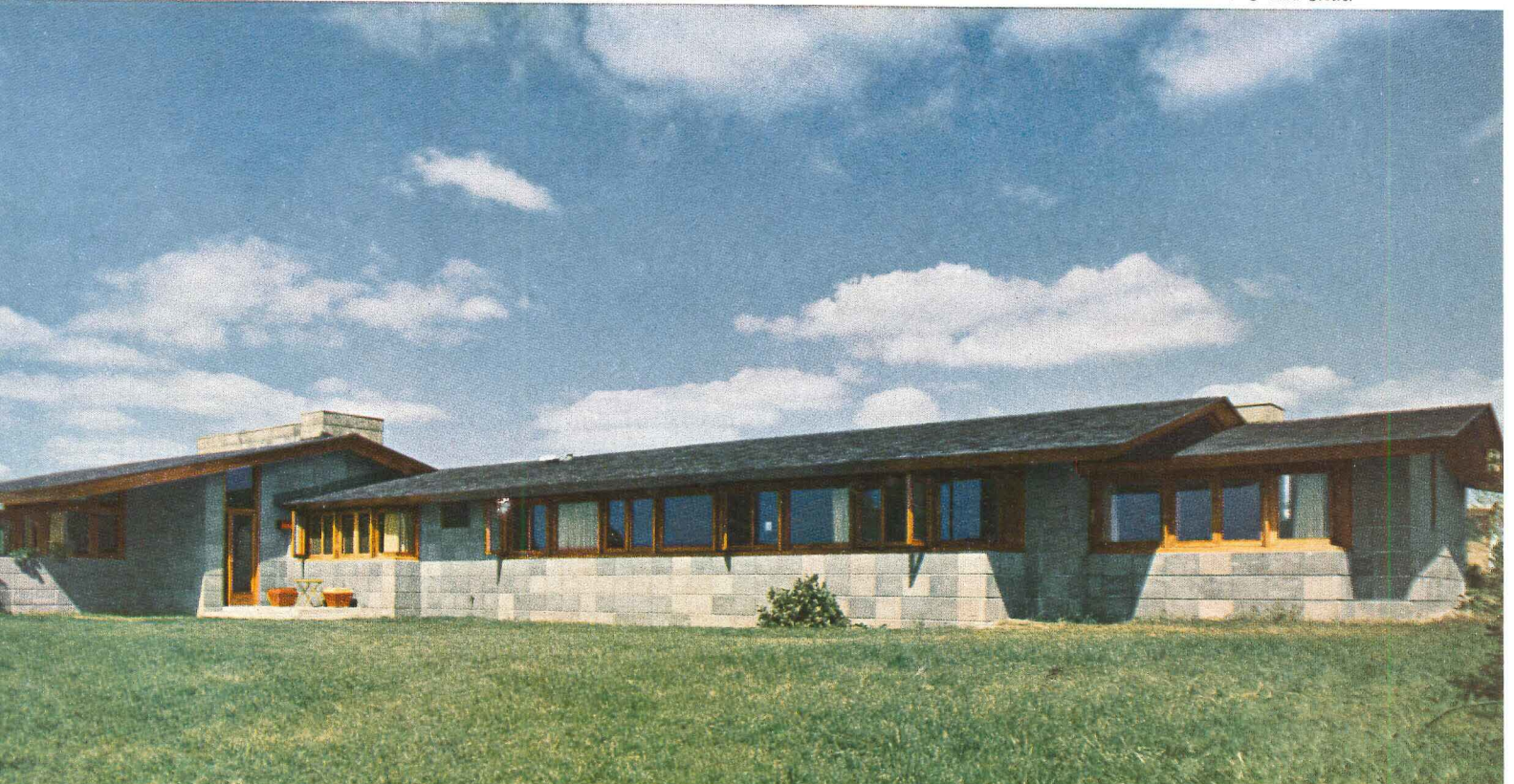
First, because it is a vital art, an art of strength and originality, built of bold forms in powerful repose . . . Second, because it is one of the arts of a free America, as Wright would put it — the strong, self-reliant, nature-loving America of Sandburg and Whitman, Emerson and Thoreau.

It is an art, however, that sometimes differs bluntly with other schools of

art. Where some modernists are intellectual and rational, Wright is a manticist kindling deep emotions. Where others erect a tent of colors that might blow apart like a box kite, Wright offers a sheltering cave that neither time nor fashion can budge. Where the rigidity of some formalists are open to change and rigid, Wright keeps his rooms both static and dynamic, using a variety of planes and textures that shift and change as one moves about. Where others have turned to fancy, Wright remains simple. Yet where others have grown cold, Wright is still warm.



Photos: © Ezra Stoller



WRIGHT HATES CARDBOARD BOXES.

He doesn't care whether it's yesterday's box or tomorrow's box—it's still a box. A glance at any of his houses shows how little he believes that a house equals four walls with a lid on top.

Wright builds freehand. First he organizes the ground into a modular grid (4' squares in this case; diamonds, hexagons or circles in others). His building blocks are usually great monoliths of masonry, which he arranges on the grid pattern he has prepared. With them he creates horizontality in the low-lying, heavy outside walls, and vertical counterpoints in the occasional upright mass of a wall pier, a chimney unit, a skylight

stack. The masses placed here and there suggest the rooms rather than compartmenting them, and glass fills in the outside gaps to keep out weather and let in light. Finally, he lowers the huge, sheltering planes of an oversize roof on his composition of solids and voids, pulling them together and uniting the whole to the lines of the land.

In the very first glimpse of this house one can see two trademarks of Wright's sculptural art: the masonry chunks and the sweeping roof, in this case lying so low it almost touches the hillside. The composition, has been fitted into the landscape and has become part of it.

Inside this house the Wright principle can be seen wherever one looks: the liberation of space to space. Here

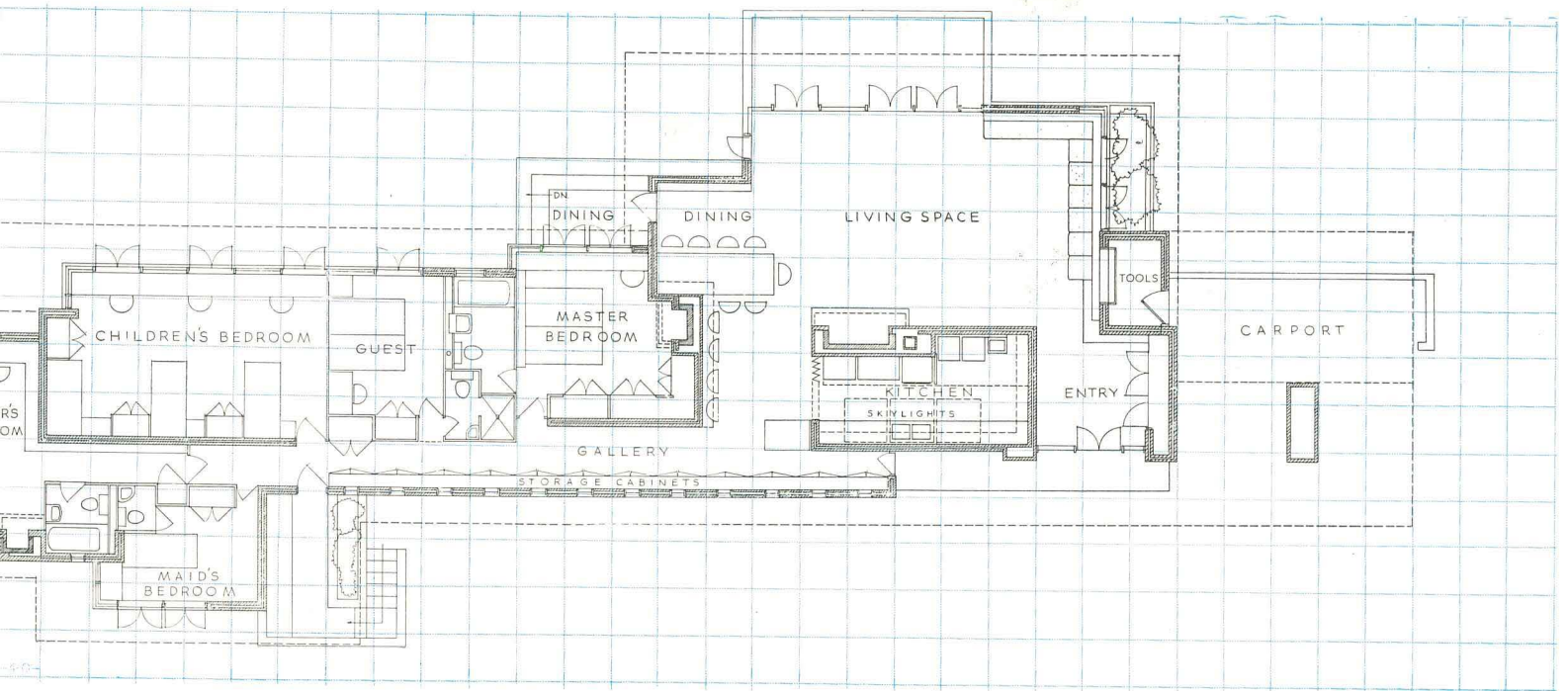
Wright the box-hater shows again how to free the interior with the open plan—one great room for living and sometimes play and cooking as well. Here is one of the original rear living room opening out to and view through floor-to-ceiling panels now known as a wind wall and big swinging casements. French doors (which, in turn, the great American sport of outdoor living).

On the approach side of the house Wright turned his back on the world and gave the house a front, maintaining privacy with a minimum of openings. Thus he made the house two-sided: one side open to nature, the other side closed



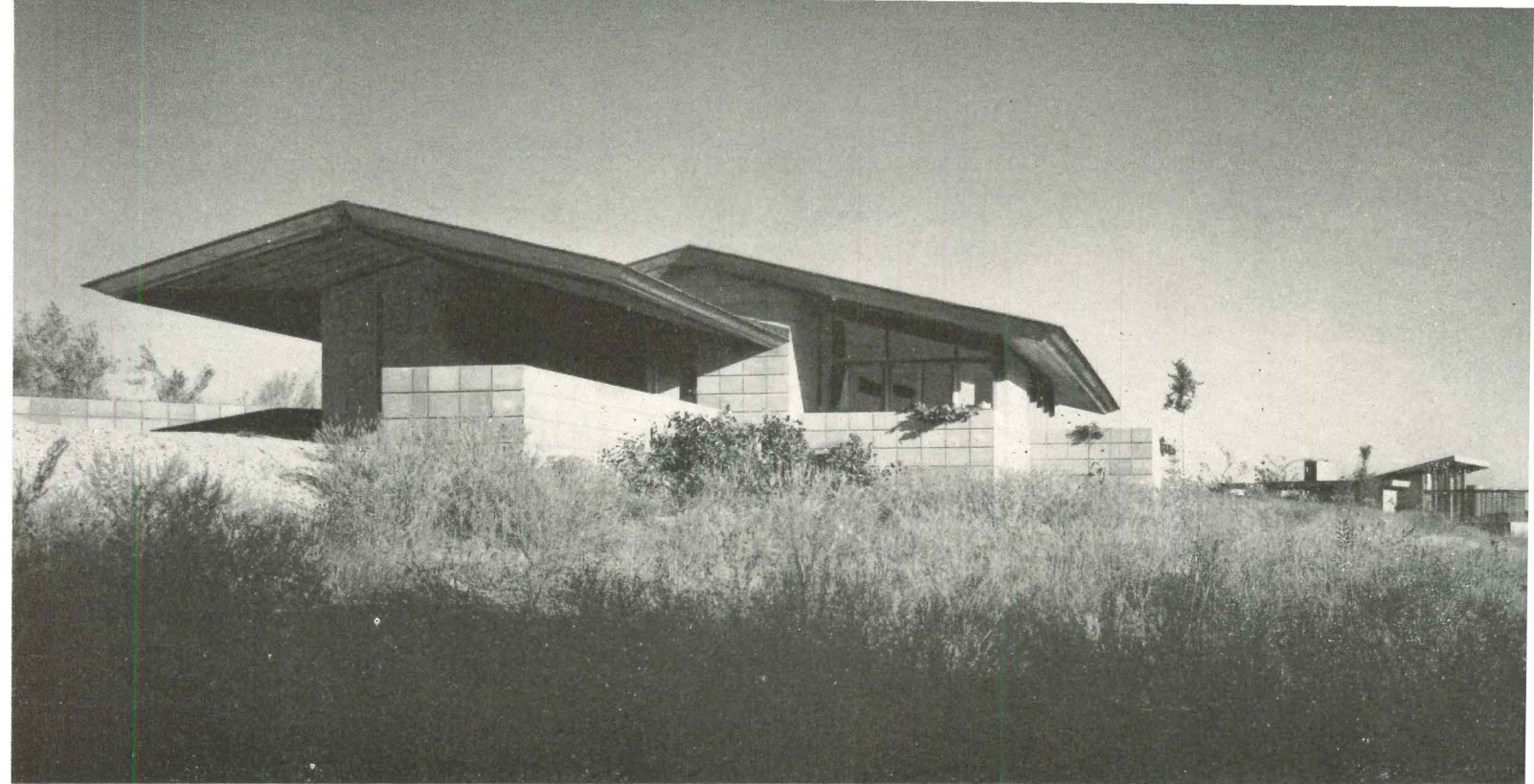
LIVING ROOM has ceiling of wide boards and battens that slopes out over windows to shield interior from sun glare. Glass door strip, left, keeps dining light and open. Room is U-shaped, (left), living and dining spaces wrap around masonry mass of central kitchen and dining area. Exposed floor slab is sealed and waxed.

← **CORNER WINDOW** of children's bedroom is a continuous strip window on side of house, an early Wright innovation. So was the sheltering overhang, which extends over outdoor dining porch in background.



N (130') includes later addition of
maid and father-in-law. Nearly every
er is "destroyed" with glass or jogged
es. By product: good acoustics.



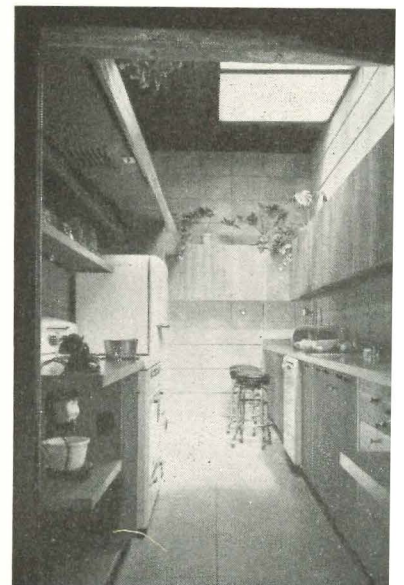


WINGED EAVES cantilever out on st overhang carport, left, and living protective two-way pitch, quips W introverts"; his soaring roof "for e



WINTER-SUMMER fireplace has the familiar broad lines and suspended masonry hood, plus a new wrinkle: hearth is sunk 6", has a drain and faucet which trickles water down on plants and fish pond during summer months.

COMPACT WORK SPACE is provided I inside kitchen, central but enclosed, r through roof to get daylight and ven



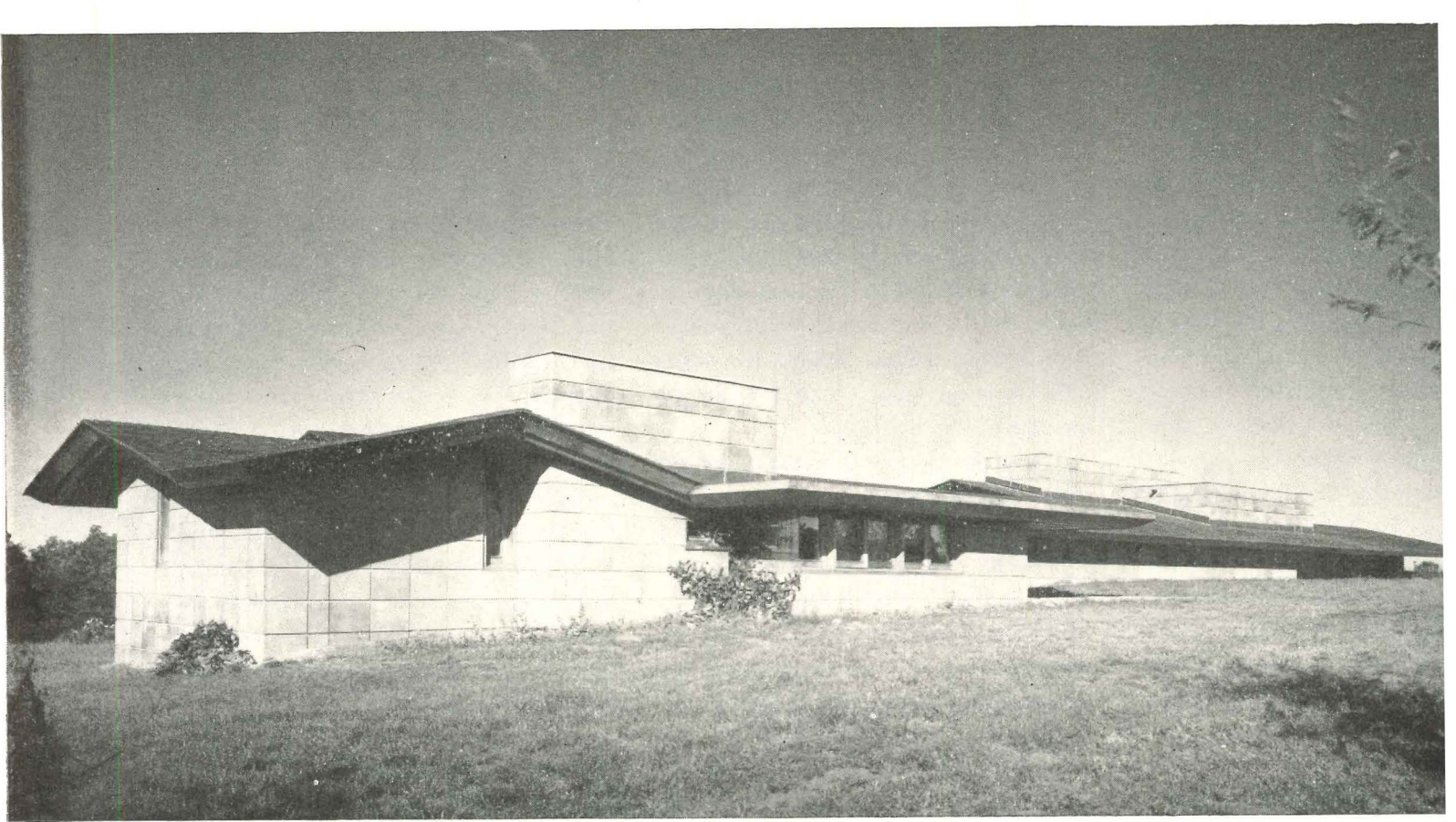
A CORNER-KILLER. Long bored the way people were suppressed by every right-angle intersection of two inside walls or a ceiling. He realized that the corners of a box do not have to be structural bearing points, so he pushed the corners out. In their place, two sheets of glass, mitered together without a corner mullion, supported the roof at points spaced along the outside walls. The corner window was born — a feature that has often been manhandled as a special "sales feature" by those who do not understand its real purpose. The next step was to eliminate horizontal lines on the walls and ceiling. Wright removed cornices and moldings, put

in glass right up to the eaves to make ceiling-high windows. He started using sloping ceilings to widen the angle beyond 90°, and open-beam ceilings, patterned wood ceilings and board-and-batten surfaces to give the eye big textures to play with. To offset the higher interiors and bring rooms back down to human scale, he added cove decks — cantilevered ledges around the walls that were an ideal place for him to introduce cove lighting.

The strip window is another Wright simplification that has been used, wittingly or unwittingly, by thousands of architects and builders (e.g. volume house builder Al La Pierre of Seattle, see H&H, Nov. '51, p. 200). A continuous wood frame incorporating several adjacent panels of glass, it can be pre-

assembled as one unit less expensively than separate windows, and set on top of a low masonry wall. Wright also brought the clerestory to houses and developed the skylight, both of which allowed him freedom to create and daylight his familiar interior kitchen and interior bath. He threw away, one by one, parts of the house he considered nonessential: the garage became the open carport; the basement turned into a simple floor slab with surface storage; radiators sticking out into a room were replaced by radiant heat pipes hidden in the slab; paint gave way to natural wood surfaces. In the effort to build everything in, such impediments as hanging and standing light fixtures, interior trim, gutters and downspouts gradually disappeared.





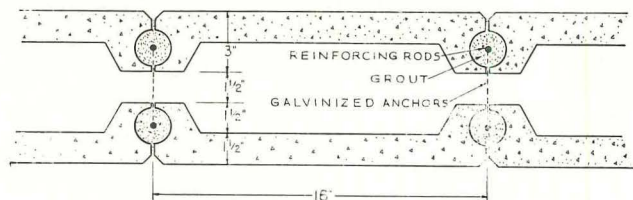
THERE IS MUCH TO LEARN, or relearn, from this new house and its old themes. But, as Wright has criticized his predecessors for imitating and his contemporaries for borrowing, he has warned those who would lift parts out of his houses for repetition elsewhere: "Instead of imitating 'effects,' search for the principle that made them original,

and own your own effects. An idea, once frozen into an effect, can be too easily transferred . . . architecture must be the spontaneous reaction of a creative mind to a specific problem, in the nature of materials."

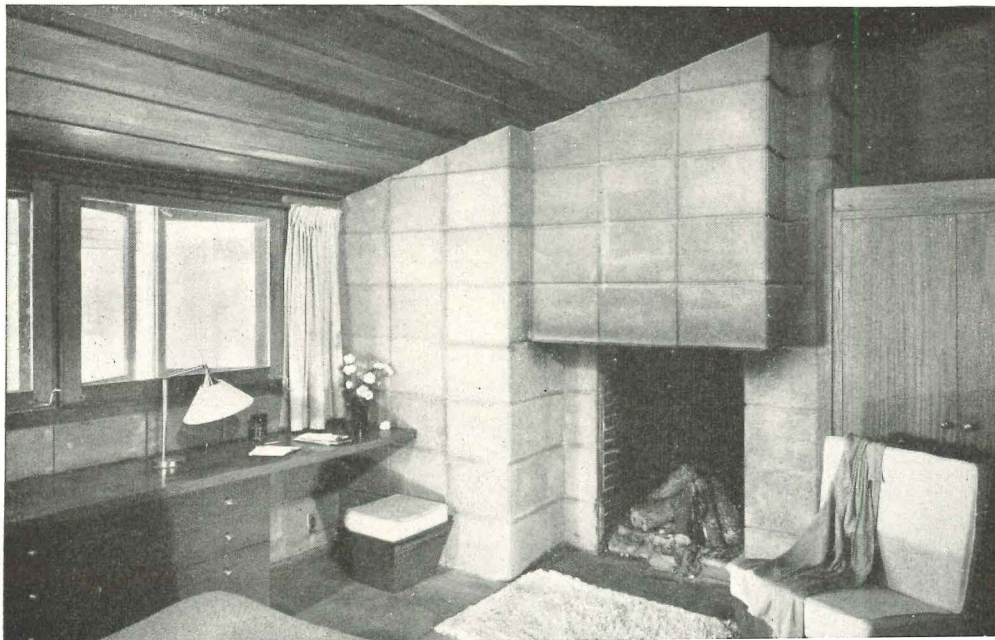
Perhaps this is why Wright has sometimes been emulated, but never well copied.

THE ERIC BROWN HOUSE is Wright houses built in Parkwood, a 50-acre semi-cooperative of 40 circular lots grouped in meadows of southern Michigan executed the master site plan of his famed "biscuit layout" as well as the house furniture designs.

Like the other four, the Brown House is built of two dominant materials, side and out: Honduras mahogany and smooth-faced concrete block (12" x 16", 35 lb.) beveled edges were cast under pressure in a foundry in special aluminum forms laid up in a two-way grid of steel and liquid grout to make a monolithic wall (see detail, left). Cost: \$500 for the forms, 35¢ each for the blocks, up to \$1.10 each for the several odd blocks (corners, ends, outlets, etc.). The owners acted as contractor and part-time laborer in construction of foundations and retained General Contractor for the more complicated roof and wood-finish work.

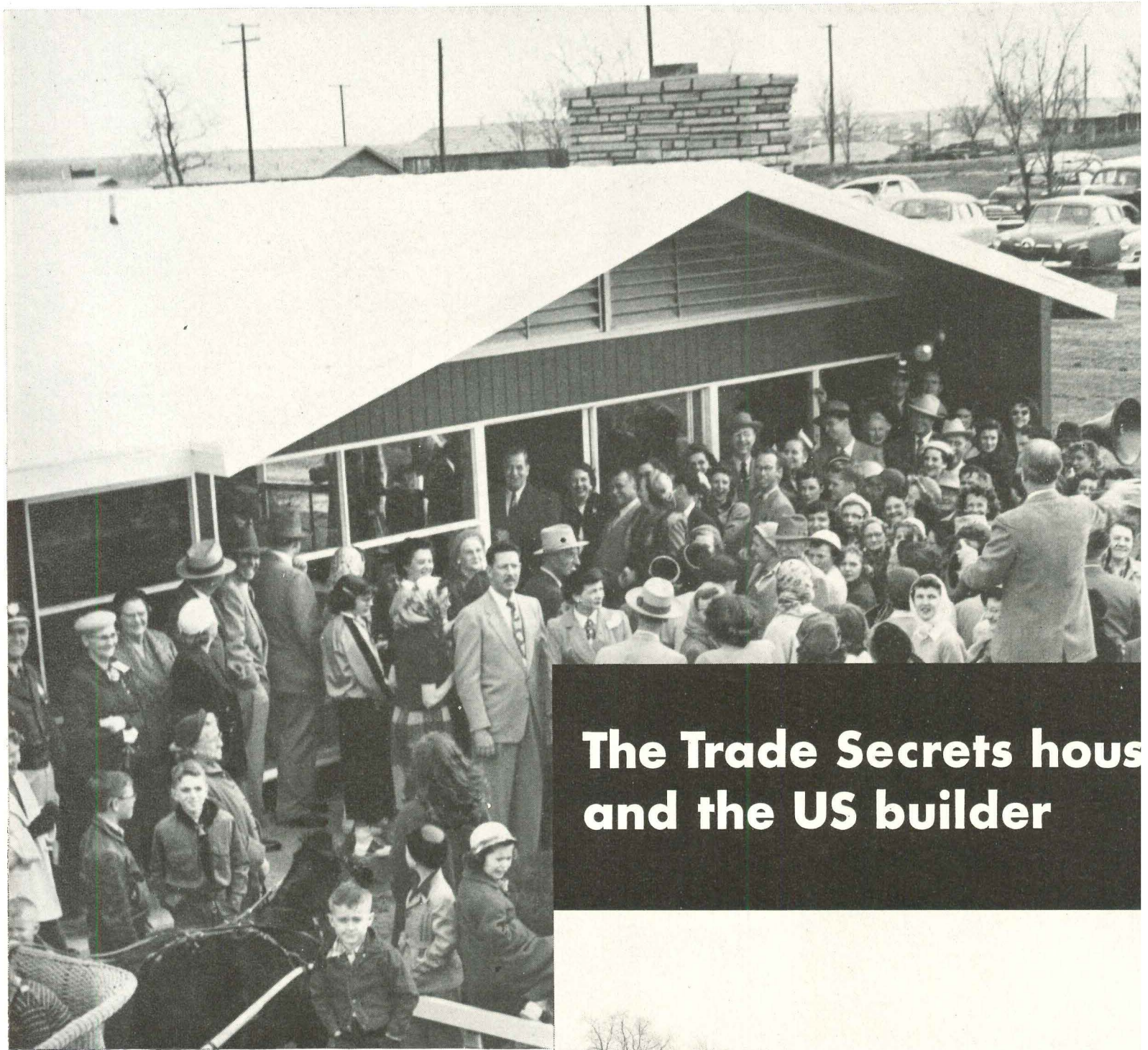


MASTER BEDROOM



TS TUNNEL GALLERY: A DRAMATIC 80' PERSPECTIVE ACCENTED BY NARROWING JOGS, HORIZONTAL TEXTURE LINES





The Trade Secrets house and the US builder

"I predict it will do more to influence future design for modern living in this area than anything that has happened in the past quarter century. People particularly loved the openness and roominess." Robert P. Gerholz, Flint, Mich.

"The Trade Secrets House has attracted the largest single-day crowd in the history of model home opening, and since then, traffic has been very heavy. Practically all the people who like modern design liked our house." Thomas Riskas, Phoenix, Ariz.

"We have thrown out all our plans for future houses and started over. From the Trade Secrets house we are working out a new basic house and variations. The public loved it." Barney McCool (Wallace E. Johnson, Inc.), Memphis, Tenn.



Lawrence S



ed us a maximum commitment before con-
After hearing the comments of the public
house, FHA Commissioner Lyon agreed that
o doubt that people really like it and that it
le to them.' Frank Zuzak, Shreveport, La.

ability to use of this house makes it a parti-
active package to a lender. It could be easily
to fit the needs of a specific buyer. Our sources
be reluctant to accept this design.' Alvy G.
.p., Central Mortgage Co.), Philadelphia.

pecially pleased at the fine reaction of older
the wide open planning. It confirms our be-
e liking for modern design is not confined to
oles. Our new houses will show the influence
se.' Wallace E. Arters, Media, Pa.

NAHB'S TRADE SECRETS HOUSE is now 60 days old. Here are the answers to the three big questions architects, builders, suppliers and lenders all over the country have been asking:

1. Do home buyers like it?

Answer: Indeed they do. The Trade Secrets house has aroused more enthusiasm in more cities than any builder house ever erected. In every city where the house has opened to the public (15 so far), record-breaking crowds poured through it. Huge crowds, long lines and traffic jams are now old stories; so is the almost unanimous approval. People especially liked:

Lightness and brightness. Floor-to-ceiling glass areas were not scorned as possible heat loss spots, but praised for the way they made the house seem bright and cheerful and the rooms larger.

Open kitchen. Somewhat surprisingly, almost universally the women liked the unconfined kitchen (except in the deep South, where servants are still available) and the idea of being part of the household while preparing meals.

Storage walls. Women were wildly enthusiastic about the 90 sq. ft. of storage walls (plus lavish kitchen cabinets and outside storage). Use of every interior partition to provide storage space minimized the usual complaints about slab construction (a strong indication that it is not the basement that people want, but the space it provides). Of the 176 builders who ordered plans of the house, only five requested the basement model.

Extra half-bath. Handy to entrance and kitchen, most liked it, but some would have preferred an extra shower included.

Low, long lines. The built-up, 3' in 12' pitched roof with marble topping and wide eaves was impressive as people approached the house.

Other features brought some criticism. Main objections:

Small bedrooms. Though storage walls obviated the need for much bedroom furniture, people still felt the rooms inadequate.

Window walls in bedrooms. Sliding glass doors were mentioned as "too much glass" in some areas, though patio off bedroom was not objectionable (a different type of opening might have overcome this).

Extreme simplicity of the front elevation. Oriented to the rear, the house appeared to some people drab and plain from the street side ("Looks like a barn," said one woman), but this feeling usually disappeared when they saw the living-room-patio area.

Carport. Mixed reactions greeted this, especially in areas where garages are common. Most asked if carport could be enclosed.

2. Can this house really be built for \$15,000?

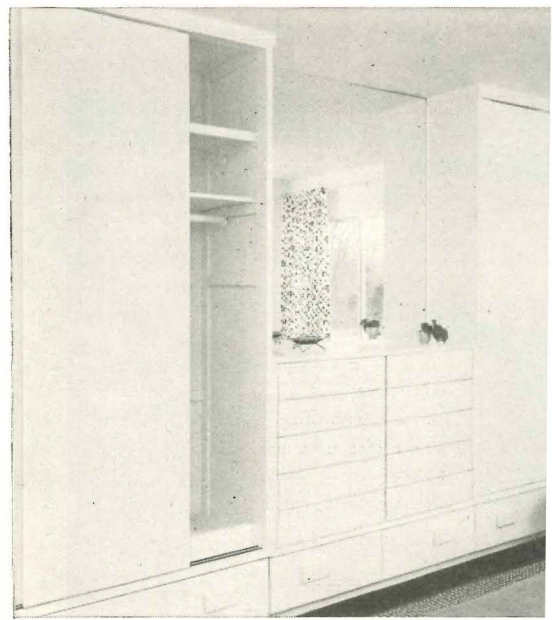
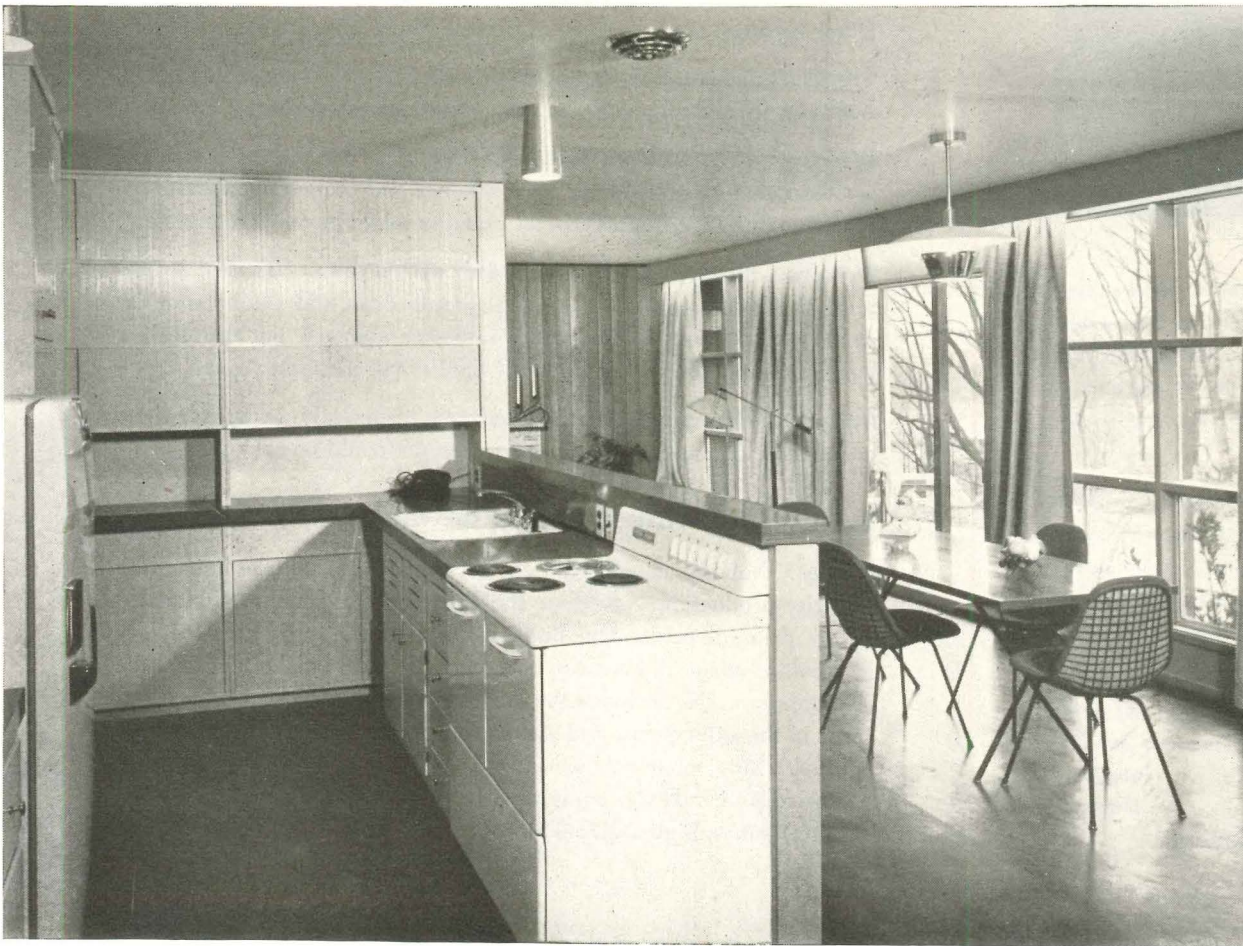
Answer: Nobody actually knows, for nobody has put the house into quantity production, something the Trade Secrets committee intended to be a prime requisite. One builder, building in a fairly high-cost city in a cold climate, did sell the house for \$14,950, but he modified the original plan. (He included the lot, a refrigerator-freezer and washer-dryer in the sales price, and claims this should balance out the things omitted.) Most models were nearer \$20,000 and a few with especially expensive land and extra equipment (air conditioning, curtains, carpeting, etc.) ran as high as \$25,000.

Any charge that the house was a failure, because it did not hit the cost goal set, has to be qualified by five significant factors:

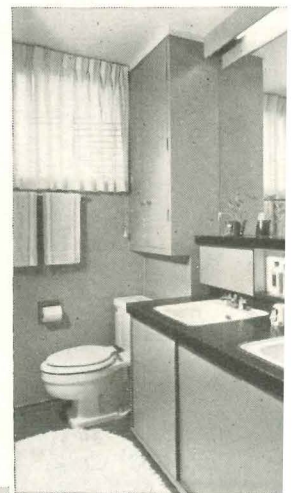
- a. It was built as a custom house, though the price was predicated on mass production. With only one house scheduled, no builder went to the expense of jigs for trusses and wall sections which would have saved money in a larger operation. Materials and equipment were purchased on a single-unit basis, the most expensive method.
- b. Subcontracts were given, not bid for. In the frantic race to get the house ready for LIFE presentation, contracts were given to subs who could start "right now," rather than through a normal bargaining process. And suspicion of new methods led many to overestimate the time their crews would take, so they upped their bids.
- c. Whole organizations were thrown into the job. Top-flight supervisors and key workmen were put on the house, with a resulting higher-than-normal overhead. In production, the cost of top personnel would be spread over many units. Overtime, even double time, was common.
- d. Materials were often not available locally. One builder went 600 miles for exterior-grade plywood sheathing. Several sets of storage walls were trucked more than 1,500 mi. Marble chips for the roof were rarely found locally.
- e. Costs of some components were underestimated. Three sliding glass doors were included when Californian Dave Slipper said his price was \$370 (this would have been only \$100 more than the same amount of window wall), but by the time the units got to Kansas City, freight and middlemen markup had doubled the cost. Redwood siding varied as much as \$200 per M, depending on locality.

One thing sure: The house cannot be built for \$15,000 by any builder who sticks to traditional methods and does not take advantage of the construction economies which were planned into the house, like tilt-up construction, with sheathing applied and windows set in on the jig; truss framing; putting in floors, ceiling and walls while the interior is still one big room (see "10 ways to save 10%," H&H, Jan. '53). The Trade Secrets house offers every builder a fine chance to check the efficiency of his buying and construction methods.

Open kitchen, below, with capacious cabinets, caught women's eyes, was No. 1 feature



Storage walls, entirely factory-finished, were put into ceilings and walls were painted. So many builders of Secrets house plan to include the units in their production that one manufacturer is planning to increase his 1953 production 500% over 1952.



Double sink and plenty space were planned into bath adjoining was hand and work area of house. asked for extra shower

3. What effect will it have on builders?

Answer: Every builder who built the house is making some changes in his 1953 plans. Some (principally in Texas) who were already using most of the principles are merely emphasizing features that the public especially liked (e.g. open planning). Others, like Tom Riskas in Phoenix, Ariz. and Wallace Arters in Lima, Pa., held up their 1953 houses so they could include the Trade Secrets methods and planning that seemed most applicable. Still others, like Bob Gerholz, in Flint, Mich. and Wallace Johnson, in Memphis, Tenn., completely scrapped their traditional design and operations, began retraining crews and foremen, planned large-scale production of contemporary models.

It is still too early to assay the effect of this house on the hundreds of builders who traveled from all over the US and Canada to see it. Most were impressed (176 sets of plans have been sold); a few were critical ("It's nice, but not the kind of a house you build to make money"). The big effect will come later this year when builders in a score of cities offer less luxurious, production versions of the house at \$10,000-\$14,000 (pp. 120 to 123). If sales are as good as some builders are betting, doubters will climb aboard in a hurry.

The house is still snowballing. Though only 15 houses are open now, 58 others are in some stage of construction. Builders' shows in five cities are featuring it. The spring building season will see many additional models for public and industry to appraise.

Landmark house. The Trade Secrets house has started a chain reaction that should bring drastic changes in merchant builder methods and design. Though the lessons are not new, this house demonstrates dramatically that they apply to all builders, large and small. The house seems assured of having a widespread effect on the industry for three important reasons:

It comes at a psychologically perfect time. Builders throughout the country are becoming uneasy about repeating the same old traditional house with surface changes. The most common question at NAHB's 1953 convention was: "How can I build a more salable house?" Success stories from those builders who broke out of the mold and introduced "radical" houses into conservative areas were impressive, but most builders still asked how much change the public would take. The Trade Secrets house should answer their question.

It proves the value of modern construction methods. The ease and rapidity of construction was an eye-opener to Trade Secrets builders. It's one thing to read about "one-room" assembly, but it's another to watch your own house go up in a fraction of the usual time with no expensive return trips by subcontractors.

It uncovers a hidden market for houses. People are no longer buying strictly from hunger, but when they are offered 1953 design they can still be sold if the price is right. In many consumers the Trade Secrets house rekindled a desire that had been extinguished by rows of Cape Codders and acres of ranch houses.

New models. Robert P. Gerholz, ex-president of NAHB, trying contemporary for the first time with the Trade Secrets house, says:

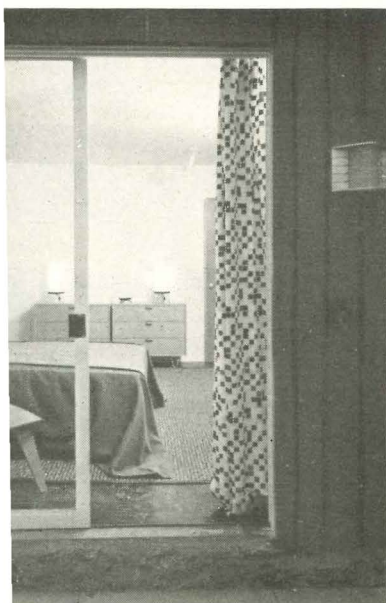
"In 1949, automakers found that when supply caught up with demand they had to retool completely, change the lines, add new features and new engineering. We builders are in the same boat today. The Trade Secrets house represents the newest tools we have in design, in methods, in engineering and planning. Now we must retool both our industry and our thinking if we are going to realize the full potential of the American family's desire to own a home of its own."

This retooling has already started. On the following pages you will see the effect this one house has had both on the public and on some of the men who built it. Demand for contemporary houses has been demonstrated. It is now up to the builders to supply that demand.

Living area (below, seen from study) opens on patio. Size and shape of room makes different furniture groupings possible, and window wall floods entire area with light. Sliding glass doors, objected to in bedrooms (foot of page), were popular in this room.



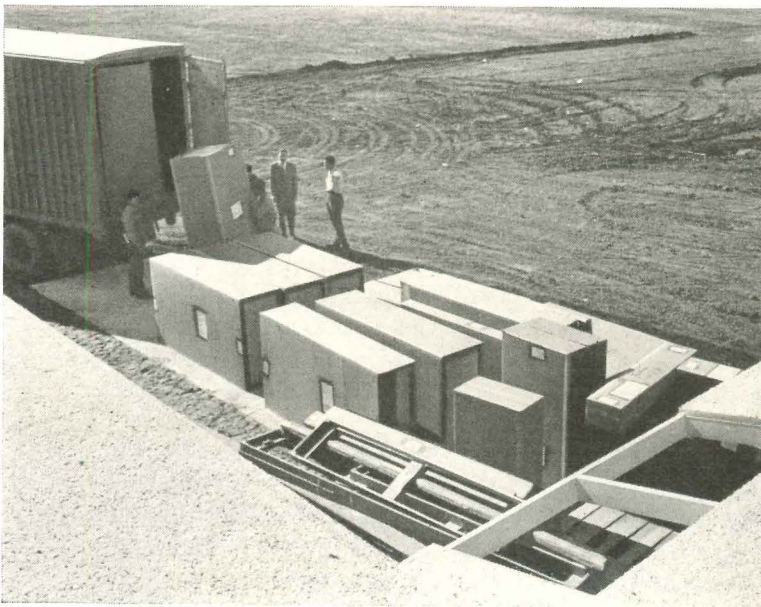
Small bedrooms were criticized in almost every area. Few people realized that storage walls removed need for much bedroom furniture, could only visualize room crowded with usual pieces. Sliding glass doors in bedrooms were too avant-garde for most visitors.



The "one-room" principle. In a famous vaudeville act, the comedians, pantomiming building workmen, get in each other's way into doors and create general pandemonium. Audiences roar with slapstick. Builders, confronted with practically the same confusion on a job, don't laugh so loud—it costs too much money. Carpenters put in walls, and plumbers cut them apart. One man builds a wall of closets, and another cuts and fits flooring around them. When they do part of a job, then have to stop while another operation takes over. Straight-line, uninterrupted production is almost unknown.

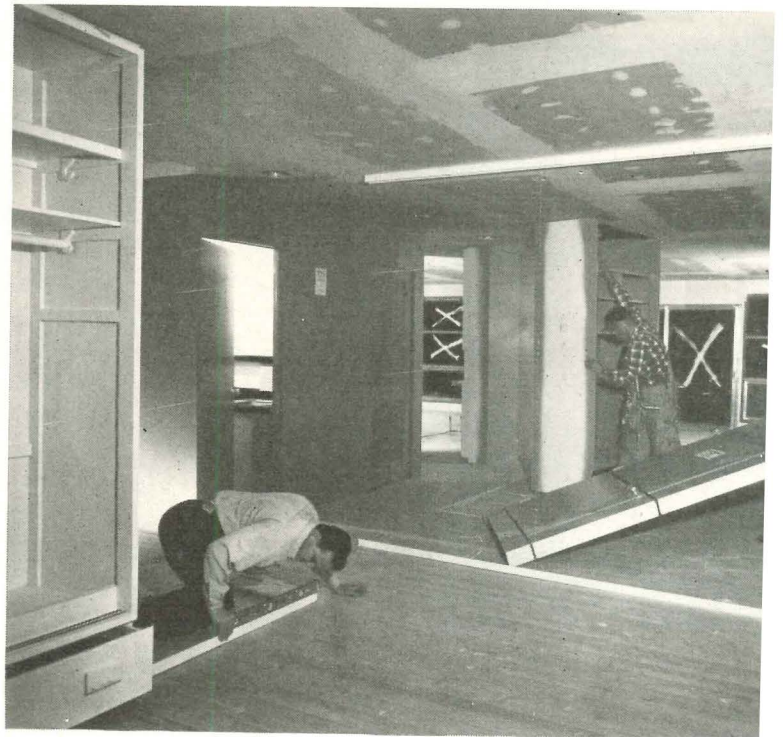
Yet this turmoil is unnecessary. The Trade Secrets house shows its builders that disorganization can be avoided. Walls (with studs and bucks installed) and trusses went up in one day, and the entire house was sheathed in. This gave one big room for all the other trades to work in (and a platform for the roofers). Heating units could be installed right after sheathing to combat any inclement weather. While rough wiring and plumbing were in, dry-wall crews were able to move from one end of the house to the other, without having to cut through big sheets around interior walls, and taping and priming for the drywall. These men were then completely through, as all interior partitions were factory-made and finished. Flooring was put in the same way. When storage walls were in place, all that remained was finish plumbing, electrical fixtures, and a final coat of paint. No expensive and fruitless return trips were needed.

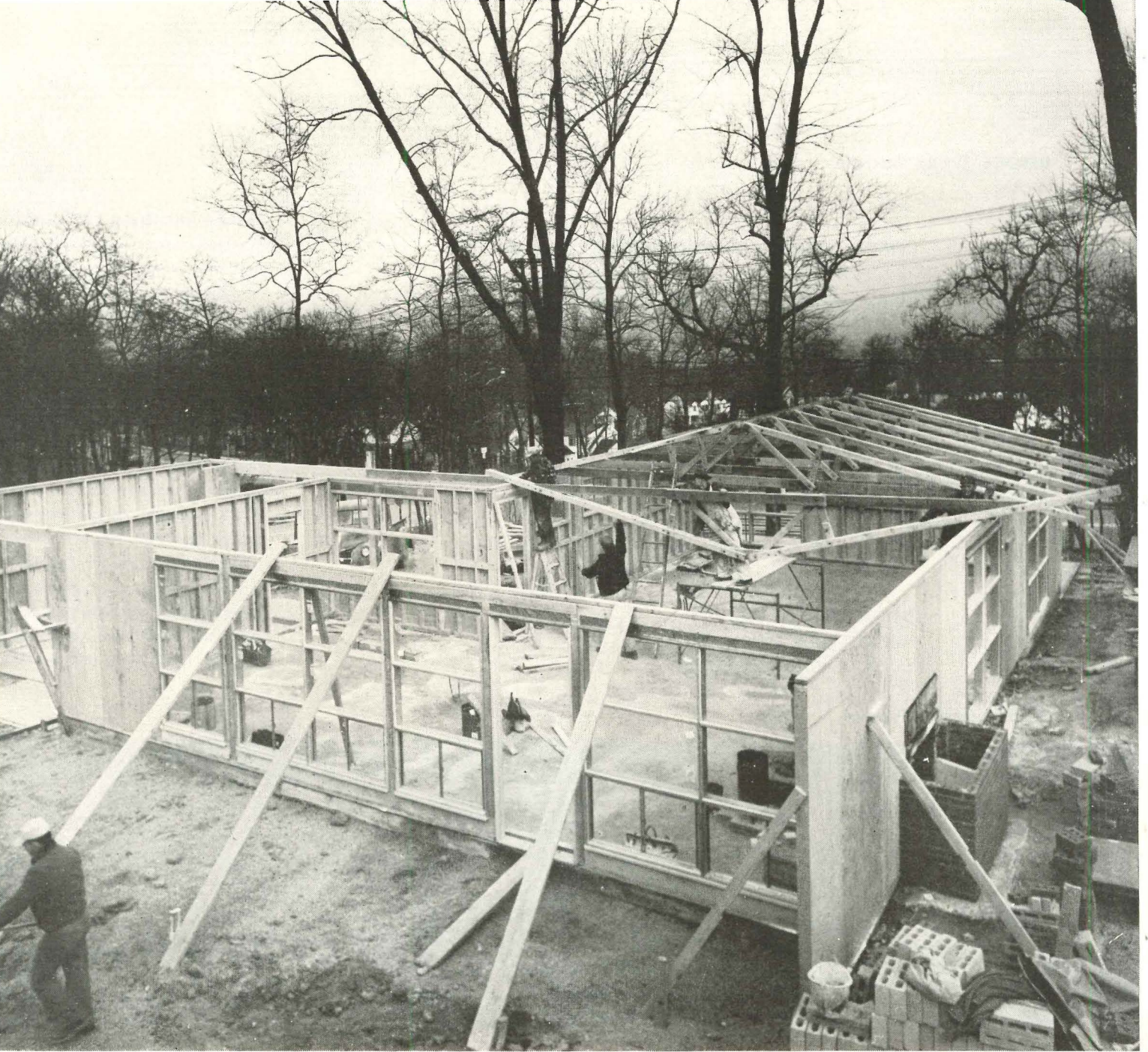
As a result, Trade Secrets builders found that their houses went up in an unbelievably short time. Wallace Johnson, who could build one in 13 days as average construction time for his conventional house, built one in 13 days to catch the LIFE story, and says his production rate will take 30 days instead of 90 from now on. Bob Gerholz built a house in one month despite the Michigan winter, and said: "I've broken all records for this area." No builder took longer than five weeks in spite of having to educate crews in the new methods as they went along. Builders, pondering the Trade Secrets house, could ask: "How much does every unnecessary construction day cost me?"



Interior walls for entire house are here unloaded from truck, need only to be unpacked and set in place. Only two builders job-built units, rest bought them factory-built. Long shipping distances from Texas factory added to costs, but centrally located plants are slated for Midwest and East.

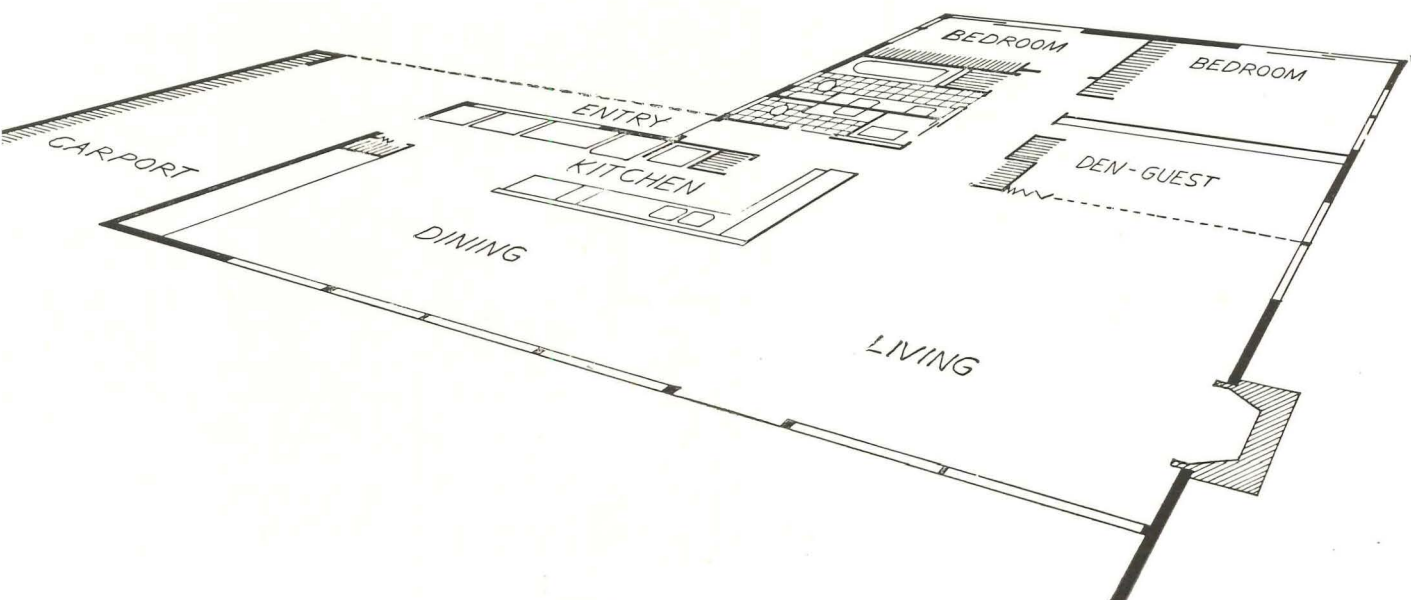
Finished dry wall, below, is in place before work on installing storage wall units. Complete door-frame included so that no interior stud construction needed. House is completely walled in (note glass) so that heating can be installed to forestall delays due to cold weather.



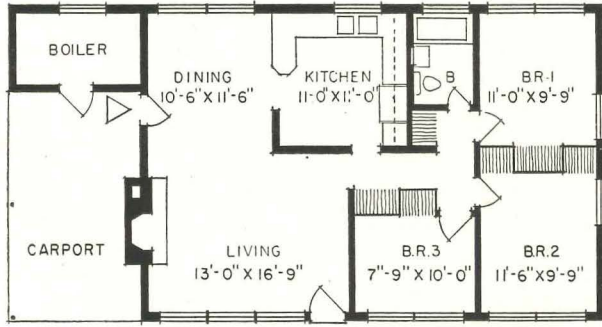


oman

One-room principle is illustrated by house just getting trusses installed. As soon as roof sheathing and glazing are complete, the entire interior will be free of any obstructions that might hinder workmen. Dry-wall and flooring operations can proceed from one end to the other.



BEFORE Trade Secrets

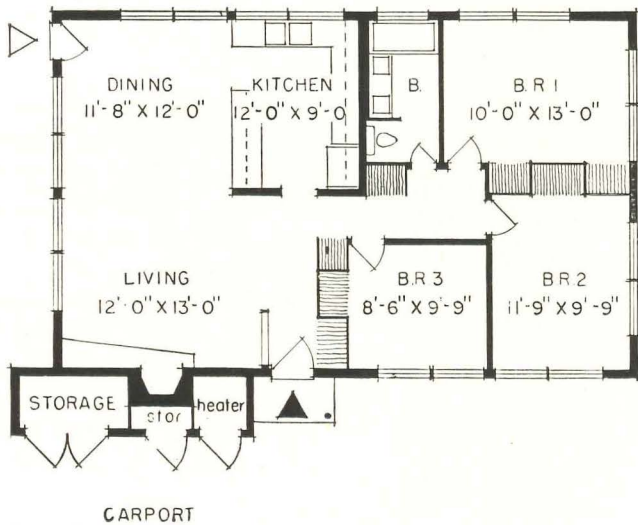
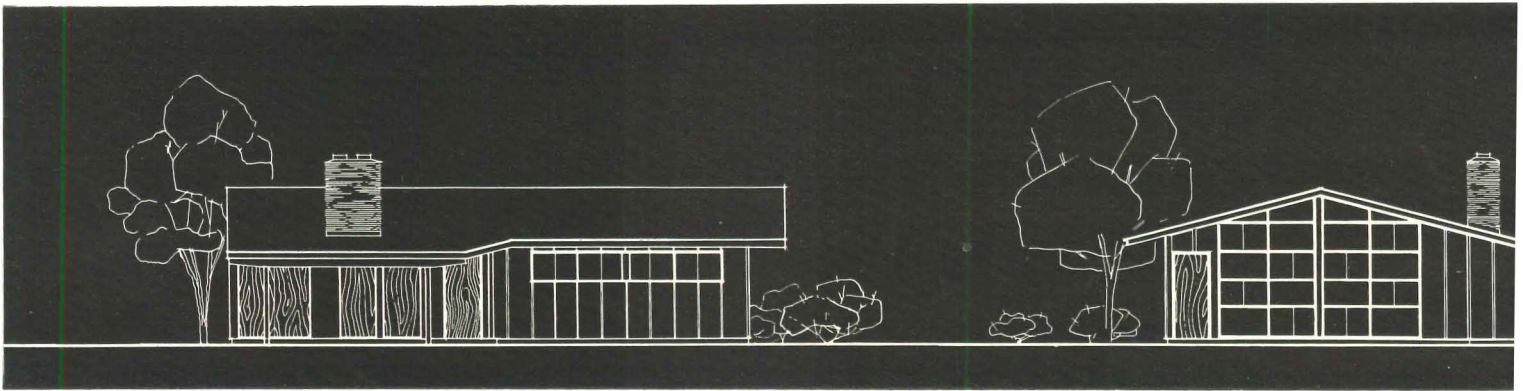


LOCATION: Lima, Pa.
 GEORGE HAY, architect
 ARTERS BROS., INC., builder

Hold everything. In Pennsylvania Wallace E. Arters already had his on the drawing board when he built Trade Secrets house. He had already sold three-bedroom house on a slab, plan include storage walls, more glass, a bay window and an open kitchen. Sales price \$13,000.

When he opened his Trade Secrets (from which he learned a lot about construction methods), Arters and Architect George Hay took careful note of the public's reaction. The crowds showed such approval for the model that they decided to scrap the house underway and do an entirely new one with 19 brand-new features that the house hadn't had. While he was at it, he sold the NAHB house and three dollars \$21,500, including a full acre site.

AFTER Trade Secrets

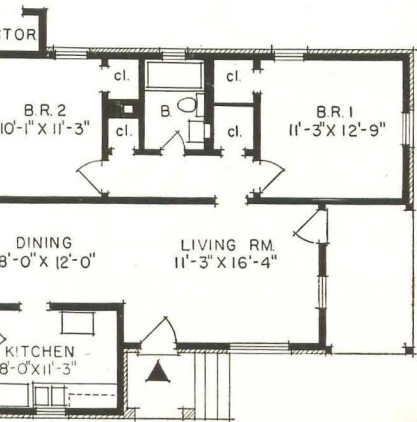


Lower priced. Arters is using the Trade Secrets house as his basic plan for his volume (50 houses in 1952) by the \$13,000-\$14,000 class in his Riddlewood subdivision. He describes the plan (below, left) as "sort of a banal idea, Trade Secrets, and D Toledo" (H&H, Jan. '53).

Tilt-up, modular design, dry one-room idea will be used, but were passed up in favor of an ceiling in the living areas of the he feels has a strong customer all-glass gable end will test the customer's liking for the window in his Trade Secrets house view pressed their liking for the window.

Costs are still being computed for the model (provisional three sales have been made from the sketch), but Arters expects to be able to hold it in the same price that he originally aimed for.

BEFORE Trade Secrets



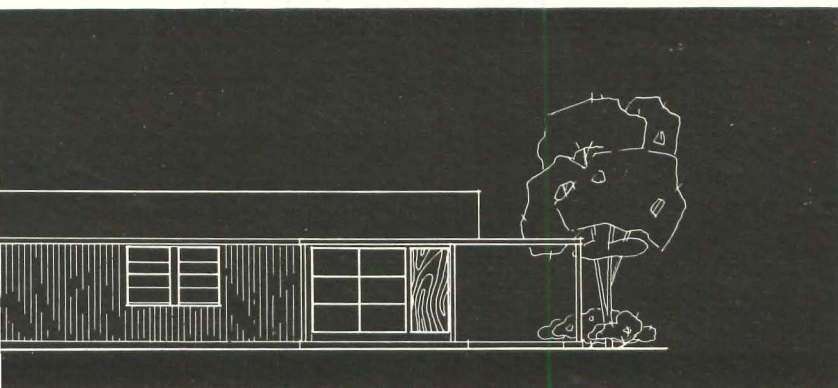
Memphis, Tenn.
 ORTON, architects
 E., consulting architect
 E. WILLIAMS, designer
 E. JOHNSON, builder



The Wallace Johnson story. One of the most dramatic Trade Secrets effects was in Memphis, where the Johnson organization was already looking for a new house, having realized that "we have been building 1925 designs." Before their thinking crystallized, the Trade Secrets house appeared and Johnson decided to build it to sample public response and opinion.

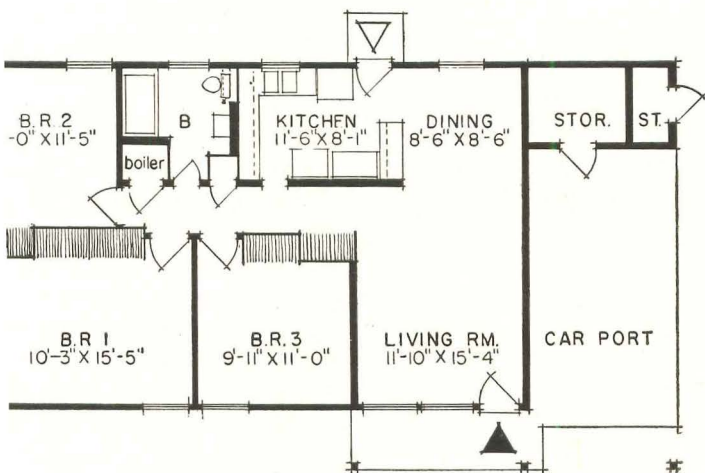
Then came the avalanche! By accident, the house was announced as opening on Jan. 1, the same day Tennessee played in the Cotton Bowl. Johnson felt few people could be torn away from their radios and television sets, and only one salesman was assigned to the house. But by midmorning, there was the worst residential traffic jam that Memphis had ever seen. Best estimate of the day's crowd is 10,000. Four weeks later the throng hadn't slowed up much and traffic was so heavy that the house had to be redecorated.

BEFORE Trade Secrets



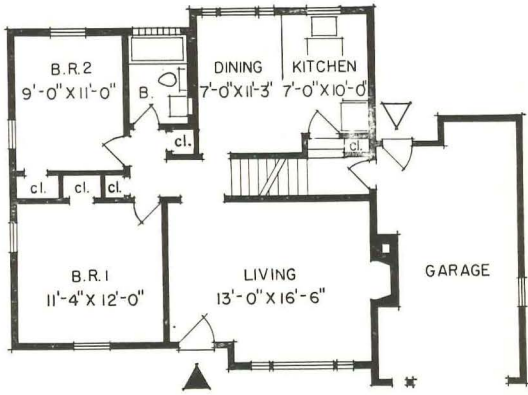
Already convinced. Johnson's amazement had started long before, while the house was being built. With a normal schedule of 90 days for his conventional house, it seemed incredible that this house went together in 13 (with some overtime and extra work to catch the LIFE deadline). Crews who had never seen a truss or an open plan worked so efficiently that Johnson realized that all he had read and heard about new techniques was not just talk, but was applicable to any operation.

Little things added up to big savings. The wide overhangs let men put siding on even on rainy days. Less cutting and taping were required for his dry wall. Plumbers made only three trips, not four. In fact, every trade got in and out faster. Designer Charles Williams said: "It doesn't seem possible to get all the benefits you do from so few changes in design. But you don't have to cut and fit together in all the little places."

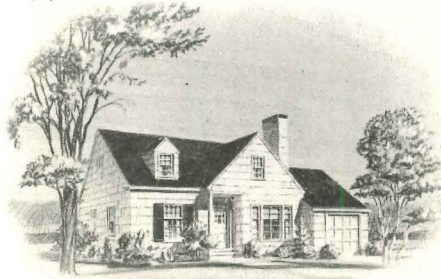


1953 model. Johnson, who hopes to build 3,000 houses this year, is revamping his entire procedure to utilize the one-room principle. This means trusses, tilt-up framing and \$1,500 worth of storage walls for his interior partitions. With approximately 1,050 sq. ft. of livable space, he plans his three-bedroom house for about \$12,000, with \$600 extra for the second-bath version. When he cuts his construction time by 66% he expects to save a lot of money all along the line. The house will not be a smaller version of the Trade Secrets house, but a completely new house, built with the same principles (see drawing).

BEFORE Trade Secrets



LOCATION: Flint, Mich.
 J. L. KRETCHMAR, designer
 GERHOLZ COMMUNITY HOMES, builder

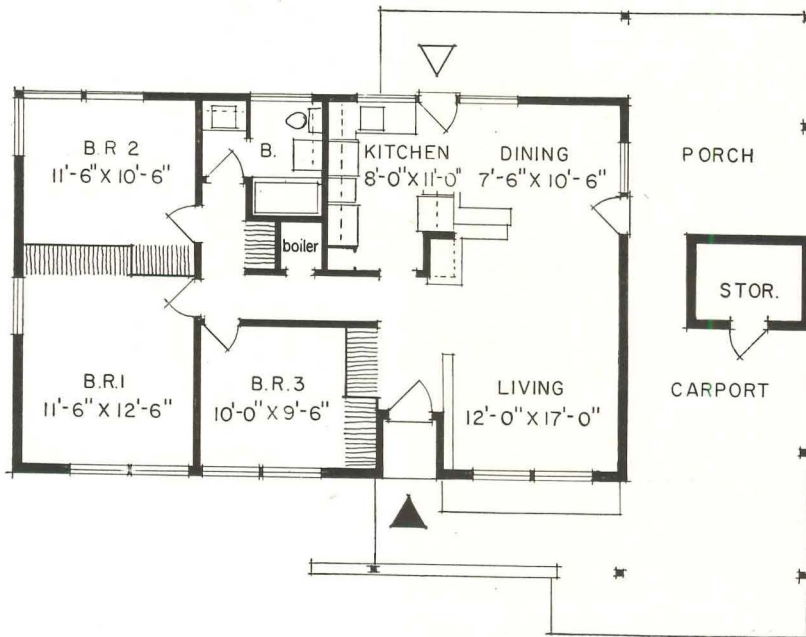
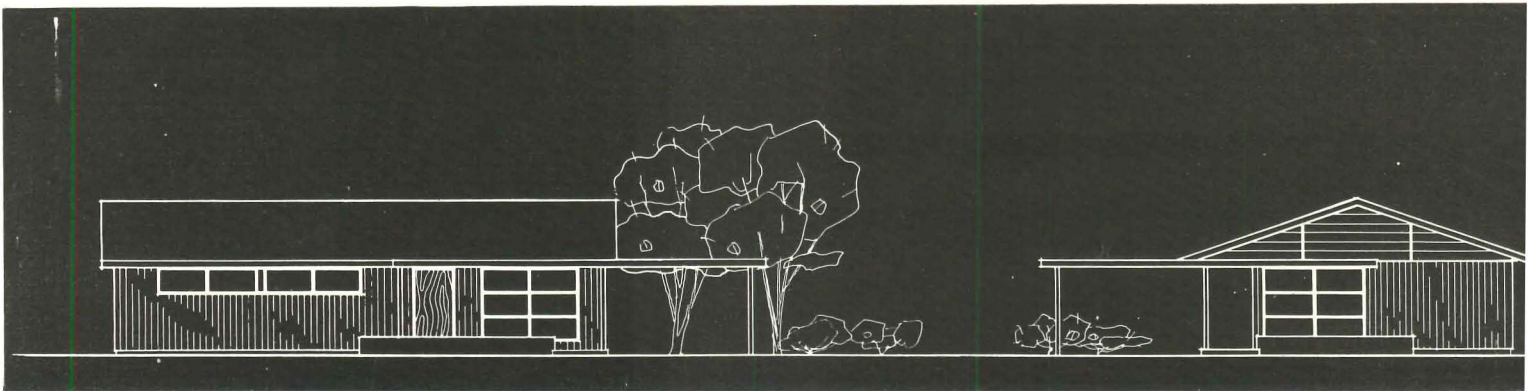


A conservative builds the ho
 promotional possibilities of the Tra
 house originally attracted NAHB's
 dent, Robert P. Gerholz, but the p
 sponse in Flint, Mich. convinced
 people would be even more eager
 same features in a lower-priced hous

For years, the Gerholz product ha
 two-bedroom bungalow, with expar
 (sometimes finished), a house that
 cally the trademark of the Midwest.
 were a must, for other builders who
 slabs often skimmed on storage s
 slabs were in disrepute.

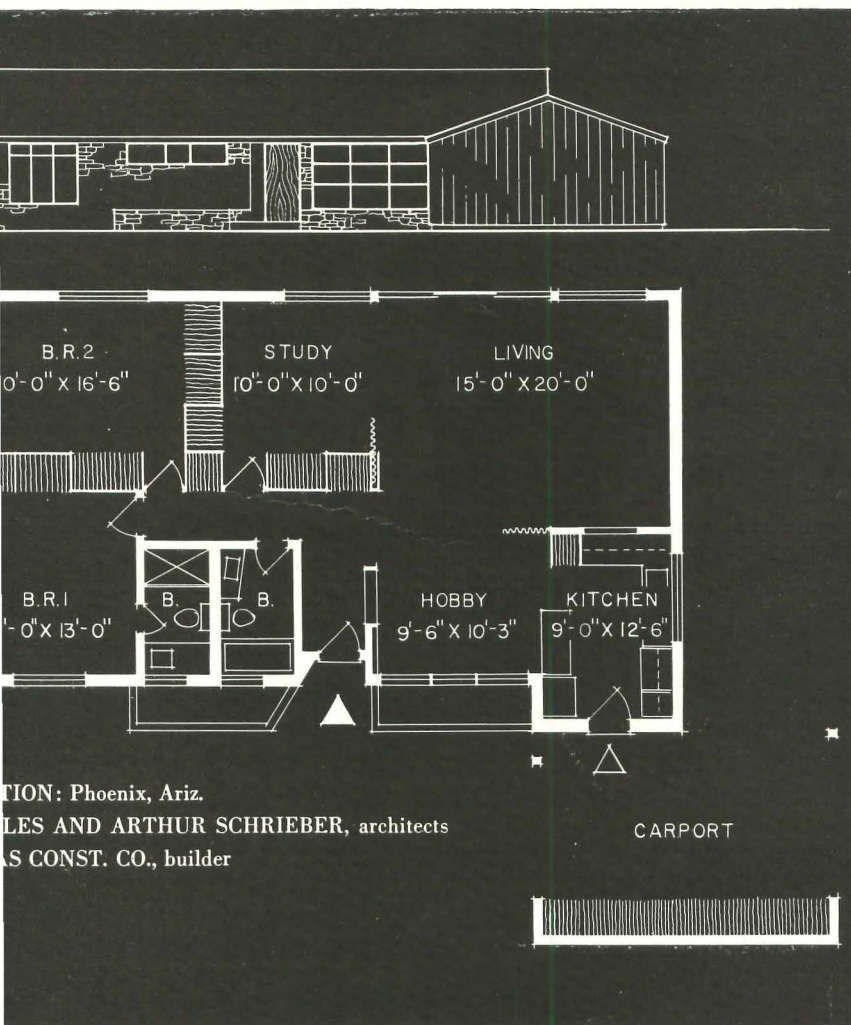
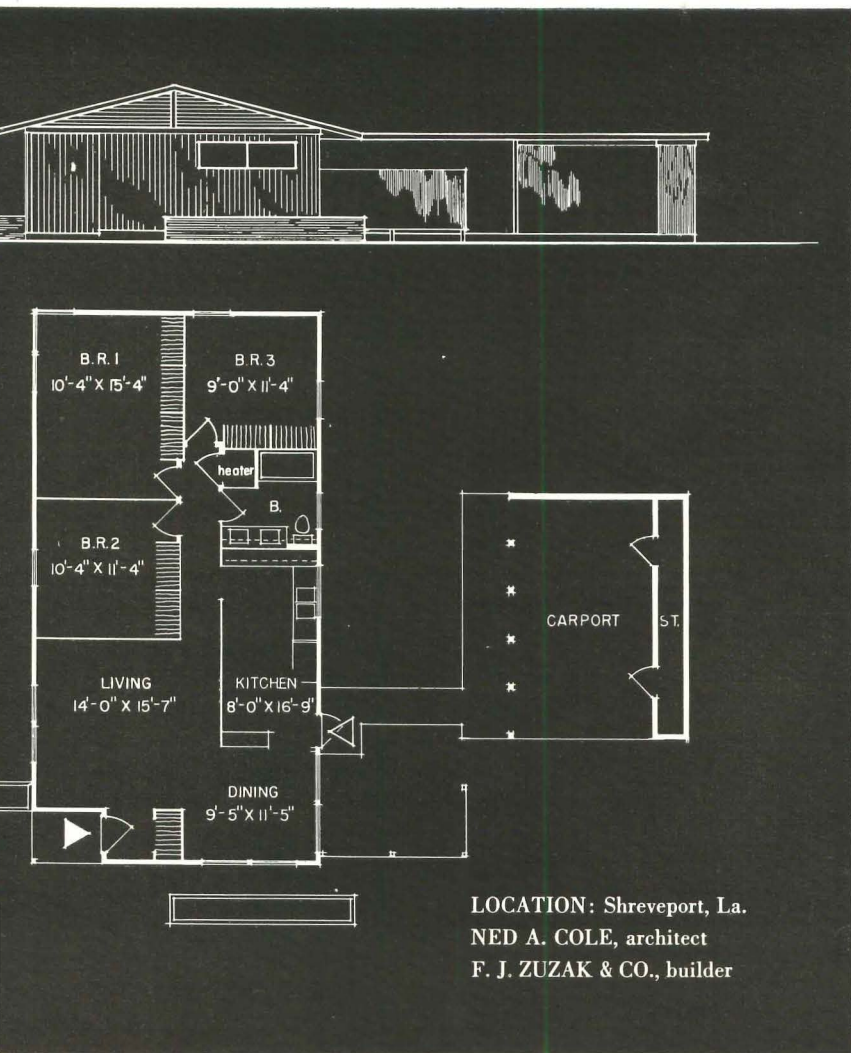
"Building the Trade Secrets House
 more effective than arguments and
 articles in illustrating the advantag
 techniques such as trussed roofs, sto
 etc. Changes that probably would
 some time to bring about are being
 practice immediately," says J. L. I
 Gerholz' designer.

AFTER Trade Secrets



Modern in Michigan. Gerholz
 house Southgate project abandons
 basements, along with the traditi
 tions. He will use a trussed roof, lig
 partitions, storage walls and an
 plan. At the moment, he is still stu
 age facilities and actual kitchen arr

It is especially significant that a
 Gerholz' stature should be so arden
 methods and designs: his action
 real weight with conservative buil
 convinced of the value of complet
 and careful study before construct
 problems are solved on the draw
 rather than in the field. To that en
 detailed plans of houses, locations
 and orientation are being prepared
 Gerholz organization feels that wil
 shove to the favorable public resp
 temporary begun by the Trade Se



Revised plans. In Wichita, Ken Stowell, whose market is the \$20,000-and-up house, planned to add 4' to the bedroom wing, 2' on bedrooms and greater width to entrance hall and powder room. He also planned to eliminate the bedroom patio, and to add more utility area, separate from the kitchen. He said: "Almost every homebuilder in this area has been to see this house."

Andy Place, in South Bend, Ind., who was a member of the Trade Secrets committee, will close off the third bedroom and enlarge the others. More utility space will be added, and the carport will be made a garage. Still figuring costs, Place thinks his version of the house will sell for \$17,000-\$20,000.

One of the most ingenious variations turned up in Phoenix, Ariz., with Tom Riskas offering a 1,450 sq. ft. house (below, left) with two baths and refrigerant cooling for \$14,950. The hobby room is set off from living area by a folding door in a curved track. Riskas reports that "other builders all like some portion of the house, and ideas from Trade Secrets are appearing around town."

Air conditioning and a double carport made Frank Zuzak's Trade Secrets model cost \$20,300 in Shreveport, La., but the acceptance of the house by the public caused Zuzak to commission a new design in the \$12,000 bracket. The three-bedroom house (above, left) will have storage walls throughout, and a patio off the kitchen-dining area suitable for outdoor dining. Open kitchen had to be modified to accommodate preferences of Louisiana buyers.

One dissenting voice. The only negative vote came from Houston, Tex. where Miles Strickland said that people objected to the small bedrooms and the \$18,950 price. While he felt that the house would have little influence on the buying public, he admitted that it had drawn "larger crowds than any model house has previously in Houston."

One significant point: every builder who is going into a production version of the house dropped the L shape in favor of a cost-saving rectangle. Only one size truss is then needed, and the steel beam in the original house is eliminated. In addition, cutting the width of the house will make it fit average lots in subdivisions. (One of the price-raising factors in the models has been the fact that the house was usually put on an exceptional, and expensive, site.)

House with a porch in the middle

LOCATION: Lake Stevens

BASSETTI & MORSE,

JOHN FISCHER, landscape designer and

This house revives and reverses an old idea: the veranda. Here, instead of encircling the house, Architects Bassetti & Morse have made the veranda an airy wedge right into the heart of their 1,700 sq. ft. house. It serves alternately as terrace, dining room and playroom, and forms the essential gusset* strip that keeps a small house from popping at the seams.

Social orientation

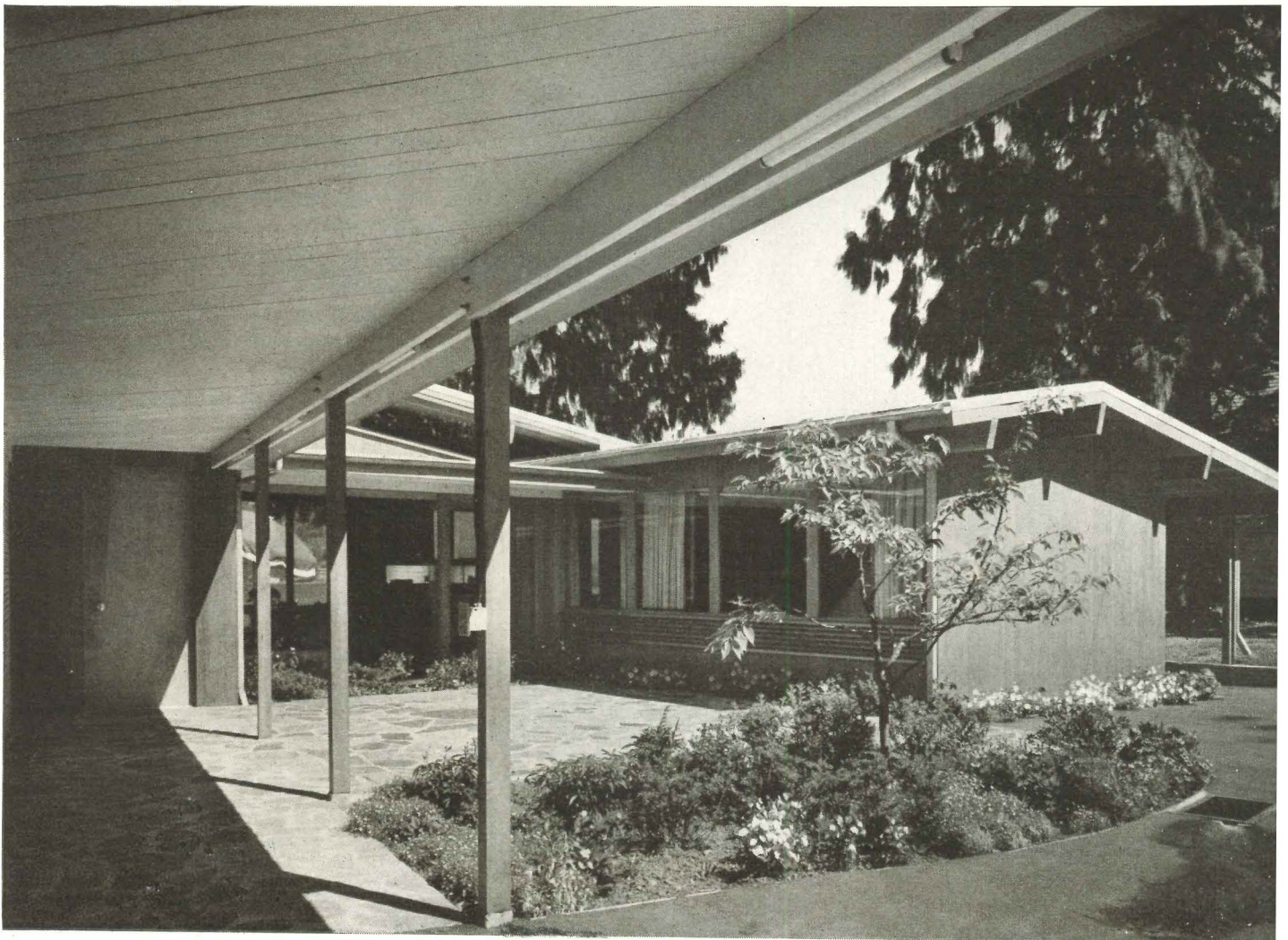
Like a skillful moderator, this pivotal area adds a sense of social ease to a tight situation. It is versatile, agreeable, undemanding and well-connected. After the entrance hall it is the first place where you pause coming indoors. From it you can go quickly to

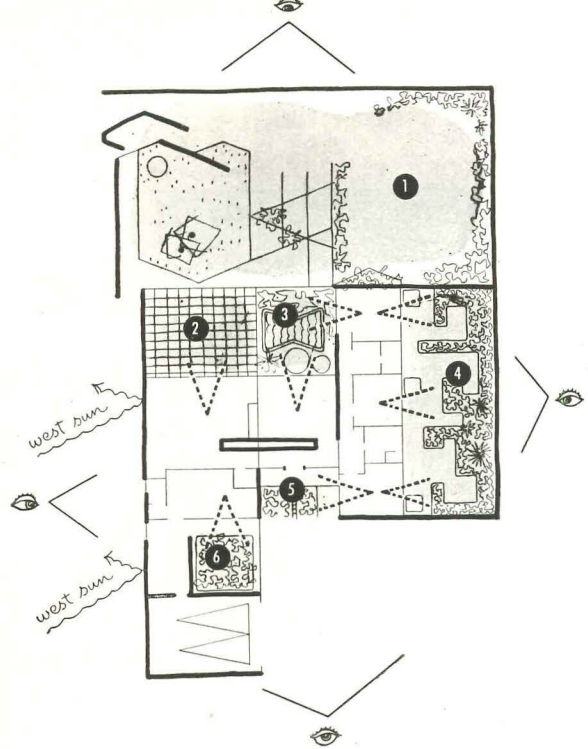
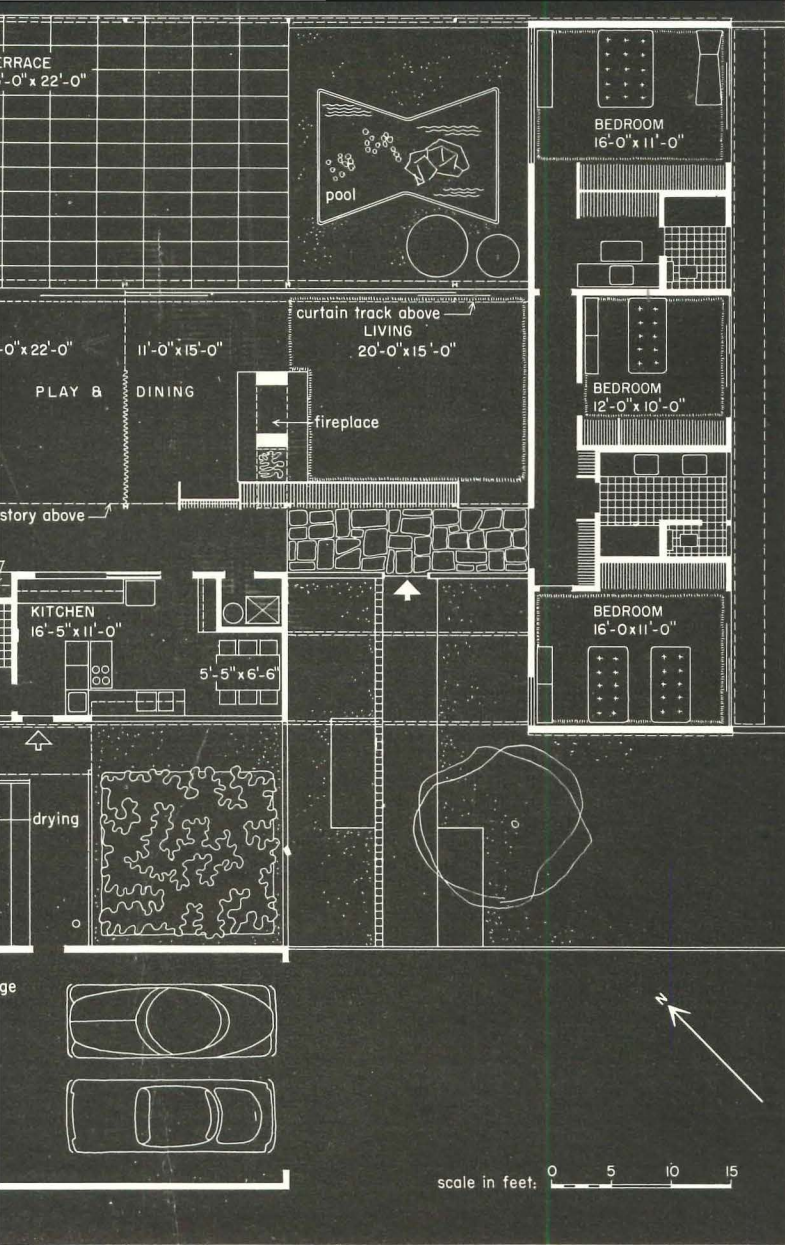
* A gusset, as every woman knows, is a triangular piece of material inserted in a garment to provide greater width and freedom of movement.

every corner of the house, but it has much to make you pause. On the south side, the intimate entrance garden is visible through a wall of glass. On the north, you look out to a wide terrace overlooking Lake Stevens lapping at its edge. The 12' glass wall on the north may be pushed open to transform the room into a lakeside pavilion in warm weather. But even on rainy days, the airy height and wide clerestory windows tend to lift the ceiling. East and west the space links up with the kitchen and living room, forming an expansion joint between them. During a party, it makes a happy overflow area where guests can help themselves at the kitchen pass-counter (it's a perfect buffet) or stroll out onto the terrace to watch the lake traffic. When the kitchen is busy, this small (the owner has a solid culinary reputation) this extra space accommodates cooling jelly glasses and holiday baking. At all times it's a relaxing spot for lunch, reading, etc. To reduce the noise, the area is paved in stone (which also means you don't have to watch where you splash when you wash the window wall).

A wood canopy shelters path from carport to entry. This wing follows the angled boundary of the

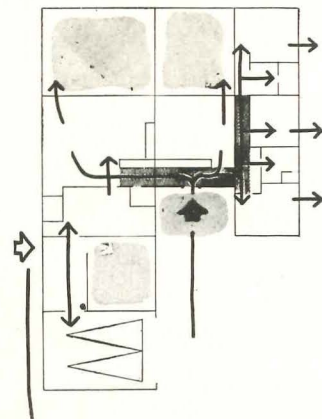
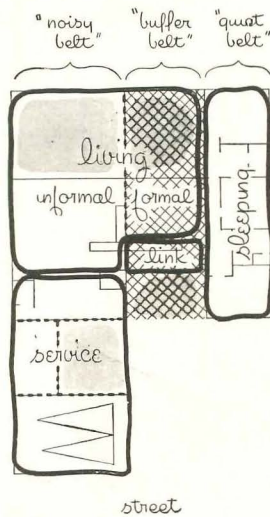
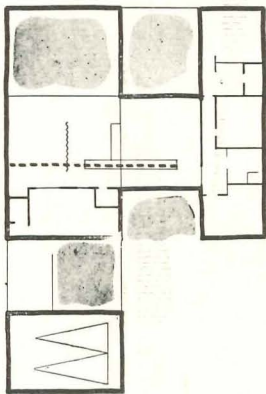
Photos: Dearborn-Massag





Controlled views, pocket gardens. In full plot plan, above, key solid walls and fences (accented in black) are strategically placed a) to give views within the lot boundaries, and b) to obstruct outside eyes. Every room in the house, bathrooms included, has a private view of one or more of the garden areas: 1) the main garden, 2) sitting terrace, 3) pool garden, 4) bedroom terrace, 5) entrance court, 6) kitchen garden. Yet, with blank walls and fences to terminate each vista, no one inside looks out into other windows of the house, or beyond to street or neighboring lots. Conversely, an observer on any side of the house cannot see in. Note: windowless walls to the west also shut out hot afternoon sun.

ways to look at a floor plan



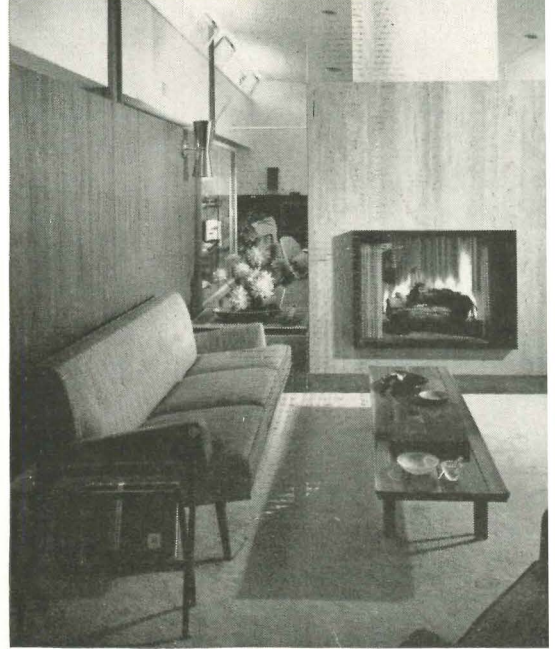
Proper zoning. The house is roughly a 60' square with two courts let into its perimeter, making it essentially an H-plan. Because it is a compact, symmetrical form, a clerestory (dotted line) was used to provide deep space light and ventilation. Garage is attached and up front to give a kitchen-drying area and laundry joining the laundry and of the kitchen. The garage is turned not to open toward street.

Proper zoning. The three main types of activity—living, sleeping and service—are grouped in three well-defined zones. Putting the formal living room in the bridge of the H provides a useful gradation of activities within the living zone: the center section of the house (cross-hatched) contains all the formal, quiet areas which act as a buffer between sleeping, informal and noisy areas.

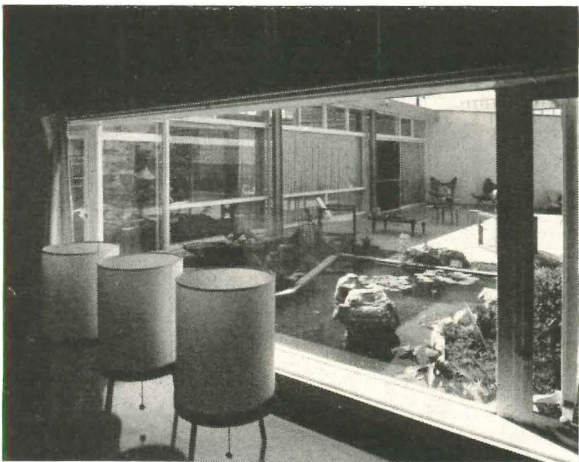
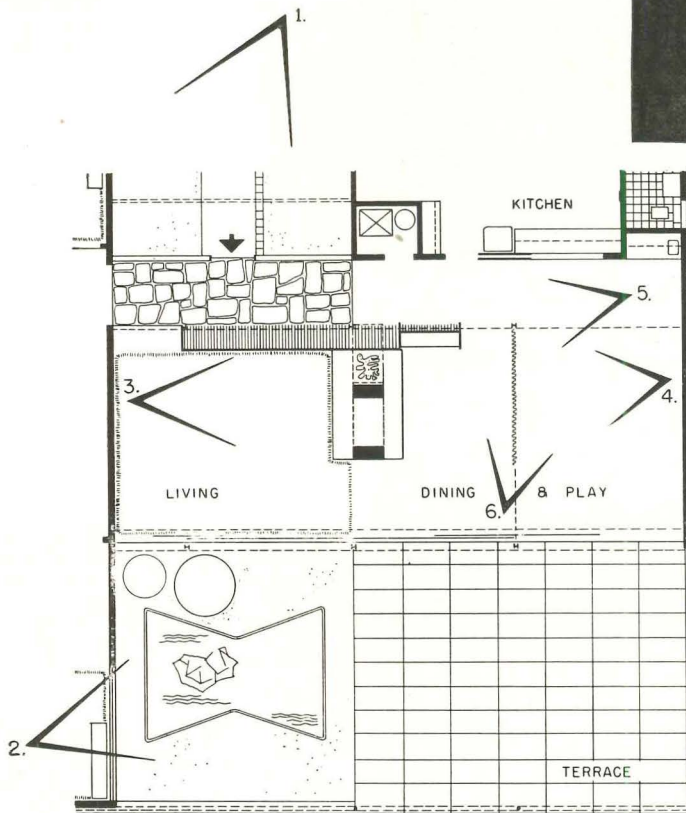
Good circulation. From a central entrance hall, there is immediate access to all rooms in house without going through any others. Traffic hugs one wall in nearly every room, stays in a quick, straight line and out of the way of furniture areas. Service entrance is close to street and hidden from main approach. Garage is convenient to kitchen, which has its own lavatory near back door.



1. Formal entrance provides a gradual transition from outdoor areas to closed interior. Front bedroom has blank wall to street.



3. Formal living space is a transition between sleeping and noise. High clerestory supplies light and cross-ventilation. Two-way fireplace is faced in transition.



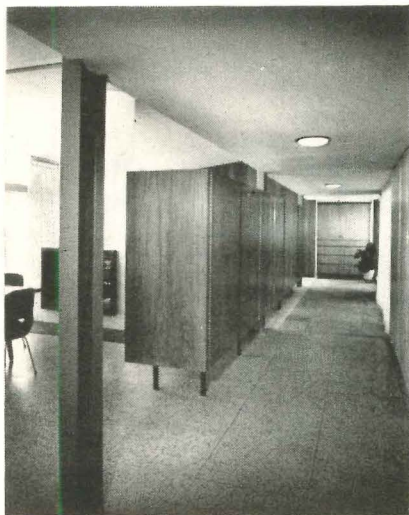
2. Master bedroom looks out to small formal garden and decorative pool. View is protected by high wall beyond living terrace.

This is a quiet, introspective house, one that quite literally looks in on itself instead of out at the rest of the world. With walls Architect Adachi has provided owner Nishi with an environment of inward, almost Oriental, composure.

On all four sides he has arranged windowless walls and patios to exclude sights and sounds. Each indoor room looks through glass to its corresponding outdoor "room," an indoor paved or planted area partially enclosed by fences and by an extension of the house itself. Kitchen and breakfast nook, for instance, look out not on the street or a neighbor's yard, but to a private garden defined by the back wall of the garage and two fences. Living and master bedrooms share another pocket garden with a decorative pool; the front bedroom has its own "little view" through a planted entrance court, and so on for every room in the house. Each of these outdoor rooms, besides offering a controlled view, makes its indoor room seem just that much bigger.



Formal areas: play space in foreground can be closed off from dining area by curtain on suspended track.

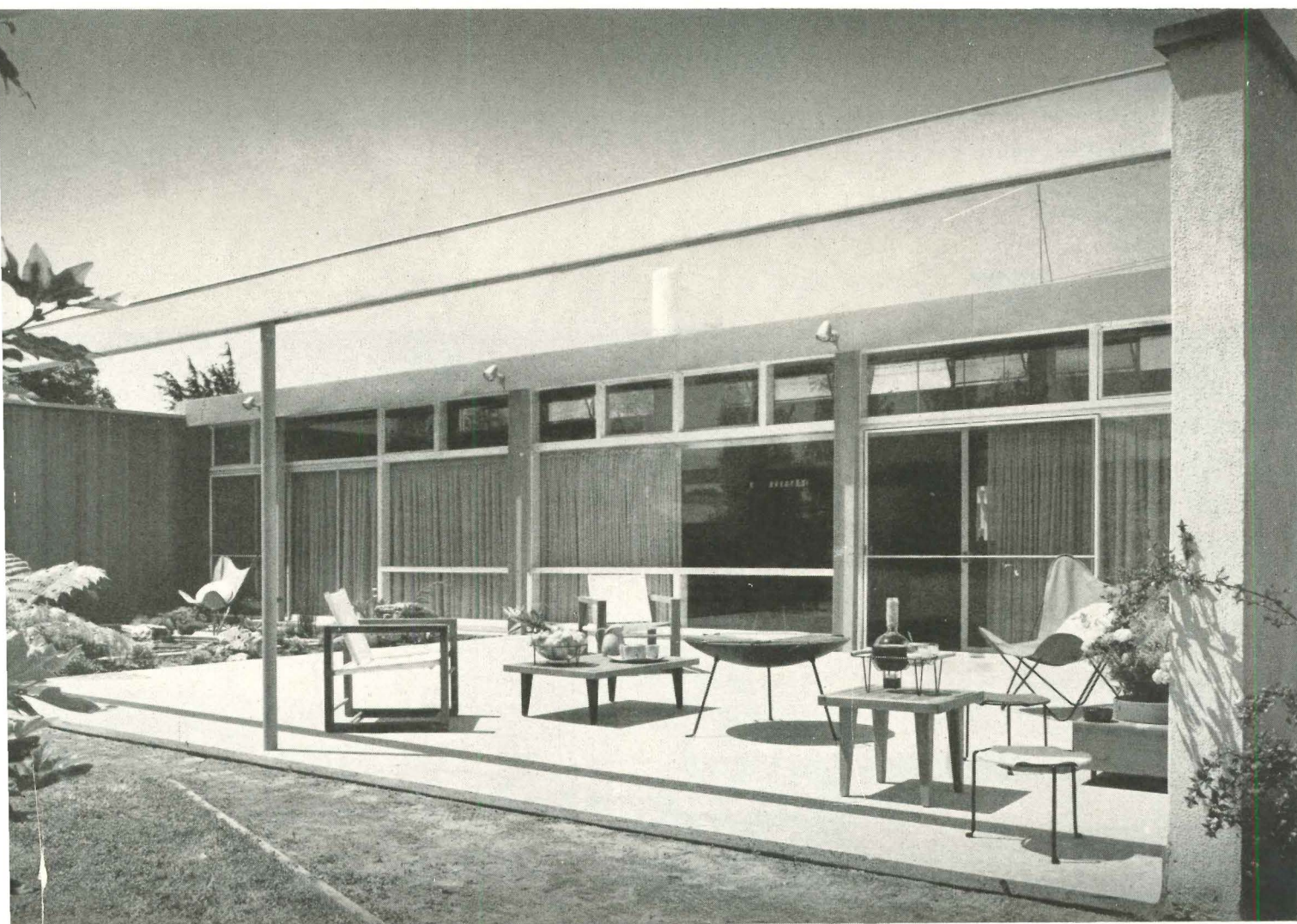


5. Entry hall is separated from living area by freestanding storage wall of walnut. Terrazzo floors are easy to maintain.



6. Dining space can be near fireplace, or here next to kitchen pass-through. White doors at right conceal a built-in bar.

Terrace, below, virtually an outdoor room, in the H-plan. Steel framing of indoor living areas spans of glass.



The Fickett formula: **good design works both wa**

Here is an architect who gets

\$100,000-plus a year

from merchant builders alone . . .



Edward H. Fickett, 36, is the son and grandson of native-born builders. . . . During school summers he worked at various building jobs, his father and in the office of his father's friend, Sumner Spaulding, who urged him to study architecture—which he did, at the University of Southern California, working part-time for Spaulding and other architects to widen his experience. He finished his formal training at the Art Center in Los Angeles. After three war years with the Navy's Civil Engineering Corps, he formed a partnership with Francis J. Heusel, and established his practice in 1947. Since 1948, 80% of his practice has been designing for merchant builders like Ray Hommes.

. . . and here is his biggest client,

a builder who was willing to pay

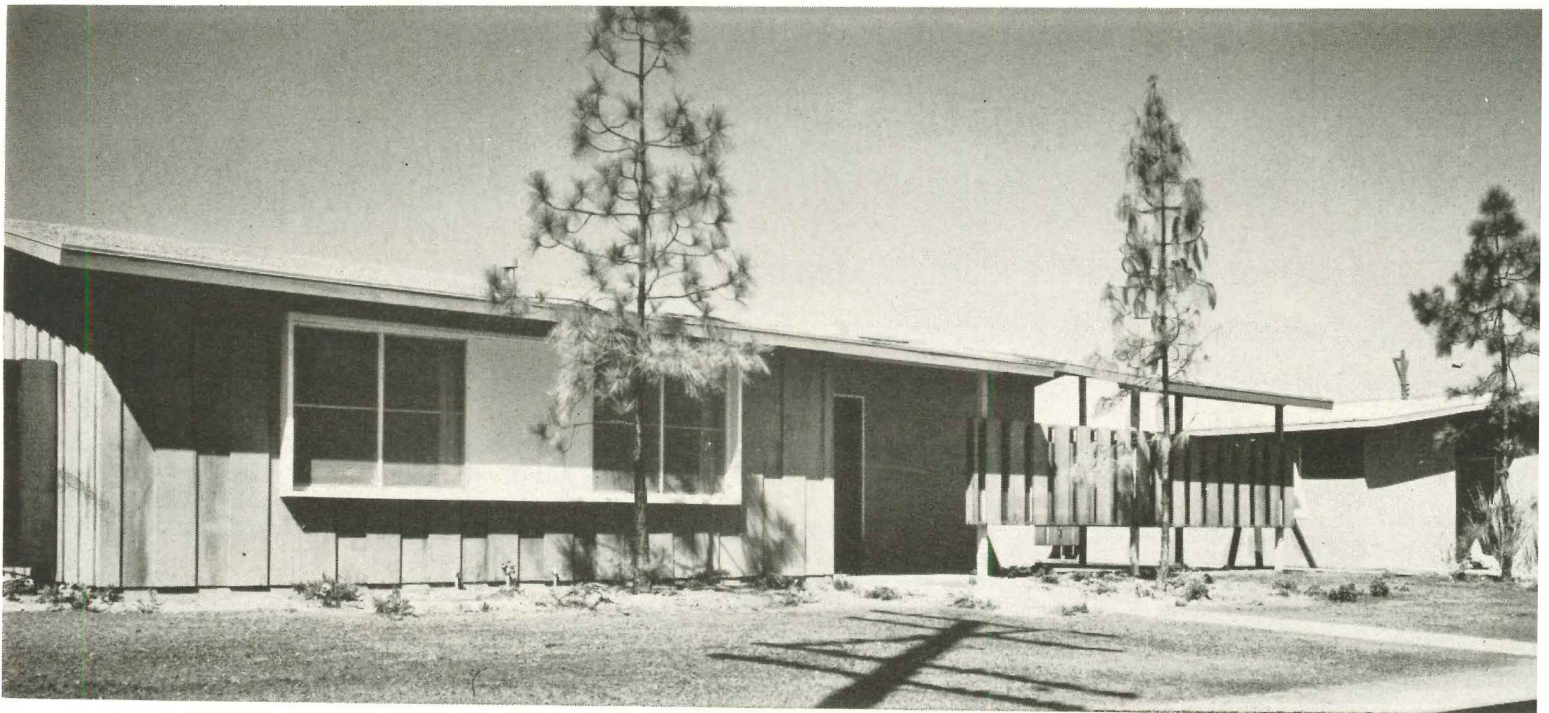
as much as \$20,000 to get

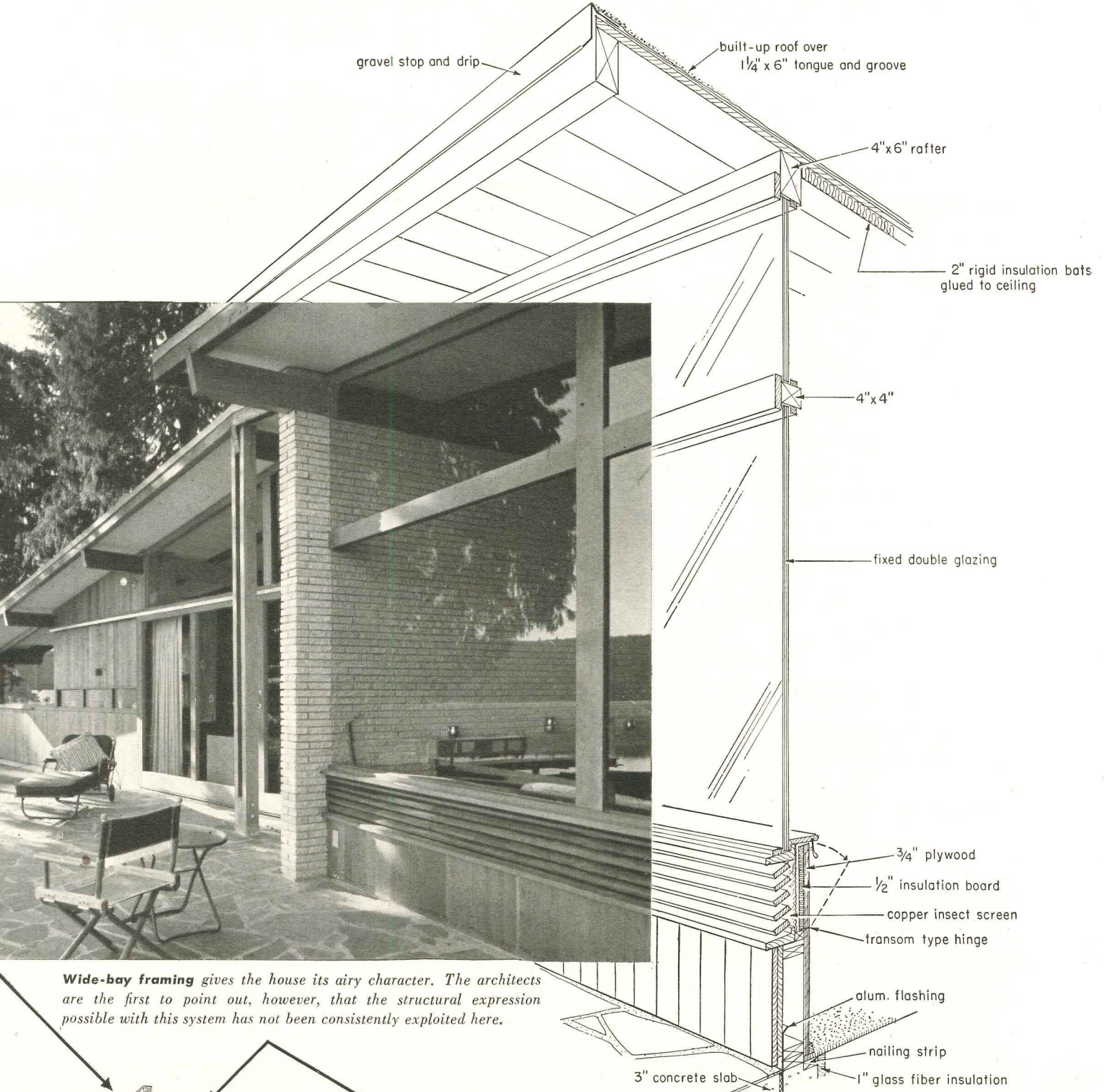
the best-selling house designs

in Los Angeles

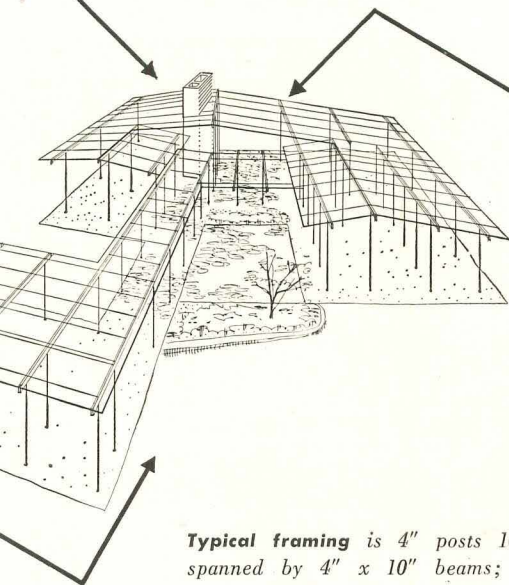


Ray Hommes, 52, started building apartments and commercial structures in 1937, worked on government and military contracts during the war, and employed Fickett in 1949 to help him solve a problem of slipping business. Today his business is "completely sold on modern." He has built 2,000 Fickett houses and Fickett apartments and commercial buildings in the past year. Says "A clever architect working closely with a merchant builder makes a unbeatable combination. An architect with vision, ability and training can come up with something unique, functional and appealing, and through research and development ideas in materials and equipment. A builder who doesn't use an architect is out of date and won't be able to compete."



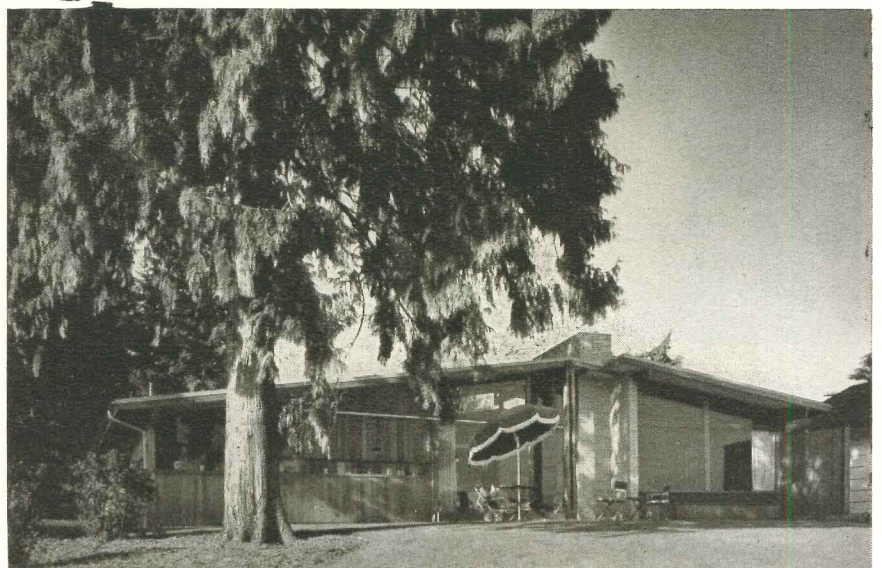


Wide-bay framing gives the house its airy character. The architects are the first to point out, however, that the structural expression possible with this system has not been consistently exploited here.



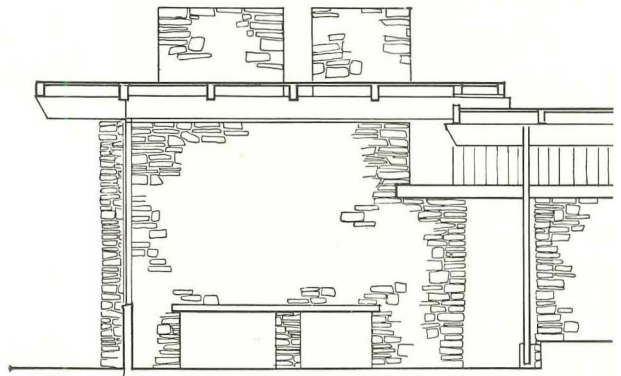
Typical framing is 4" posts 10' o.c. spanned by 4" x 10" beams; above them are 4" x 6" purlins 3'-6" o.c. and roof planking. Total cost: \$18,000.

A porch-dining room is on the centroidal axis of the plan. Internally it connects the two wings of the house; externally it links the two terraces. The lakeside wall, below, forms a 12' sliding door which can be opened wide on mild days.



Personal orientation

The house is especially well suited to the needs of its owner, a lady whose children and grandchildren live nearby and often visit her. She likes to cook for them and the kitchen-dining porch arrangement makes the undertaking pleasant for her in a number of ways. The low counter-partition lets her exchange gossip and dishes freely as she works (it also invites a helping hand). The waist-high fireplace in the dining room makes it possible to serve steaks hot off the coals. And at dinner she can make the room either an intimate one with the curtains drawn and light centering on the table, or an expansive space with lights across the lake extending the panorama. When her grandchildren come over to spend an afternoon, the indoor porch links with the terraces to become a playground that high spirits cannot harm. And from the kitchen she can keep an eye on the youngsters in all three areas.



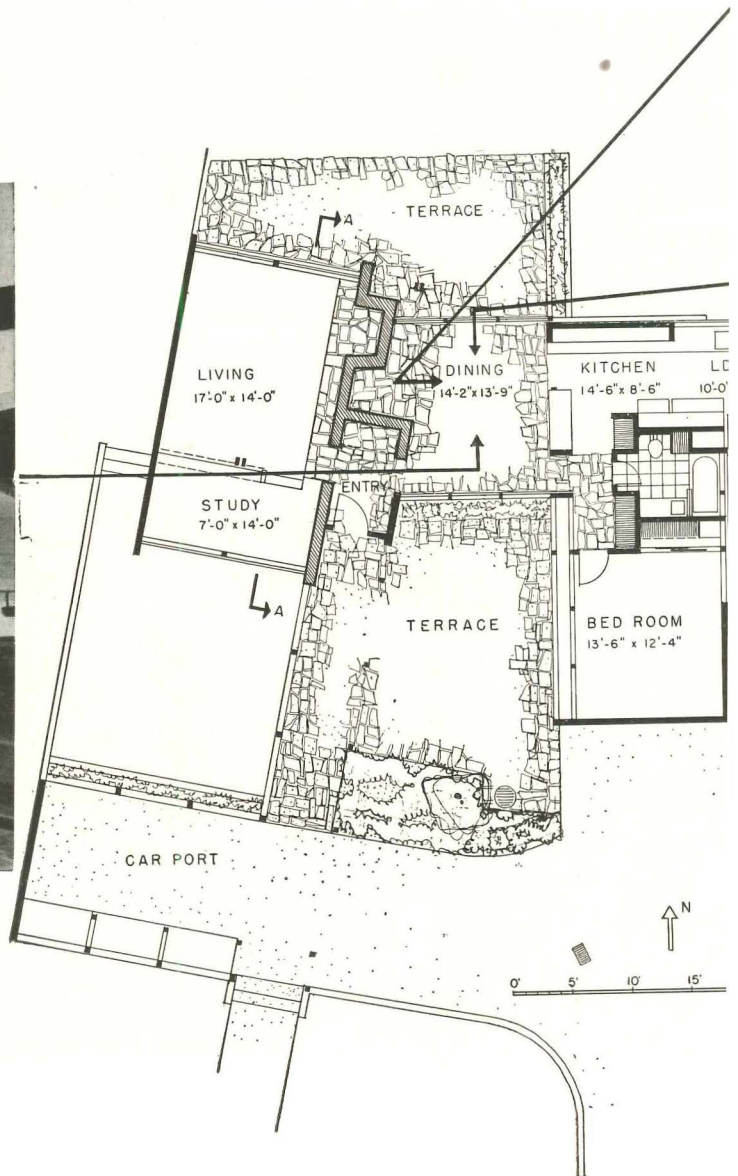
SECTION A-A

Pumice brick wall separates living room and study rest of house. Recess to right of fireplace cuts thro dining room, is accessible to both rooms for stacking

Photos: Dearborn-Massar,



Wall of glass, 12' wide, can be pushed open to join the flagstoned indoor porch to a wide flagstoned terrace running toward the lake.





The open kitchen, left, is a handsome setting for an accomplished cook. In it, she is never out of the conversation; from it, she has a commanding view in three directions. Panels between roof beams are plastic insulation.

The dining room is like an airy pavilion which sweeps through the middle of the house bringing with it a sense of the wide out-of-doors. Horizontally space flows out to terraces north and south, vertically it swoops skyward through the clerestory, below, and a glass-filled gable end.



A house is as big as its lot

Six inexpensive outdoor "rooms," interlocked in a novel H-plan, double the effective size of this house at little extra cost.

Careful location of indoor rooms, walls and fences shows how to get privacy and outdoor living in the suburbs

In this house one wall of every room is not really on the house itself, but on the far side of an adjacent "pocket" garden. In effect, half of each room is indoors, half is outdoors. Between the two halves is only a glass partition or window. Repeated again and again, this design device yields a handful of little indoor-outdoor spaces that can make any house seem twice as spacious as it really is.

This is a big house, 2,800 sq. ft. It stands on a sizable lot, 100' x 175'. But its combination of privacy with outdoor views might work even better for a smaller house on a smaller lot. If the indoor rooms were too small, their outdoor areas would be doubly welcome. If the lot were too small, the outdoor walls might be still more important to privacy.

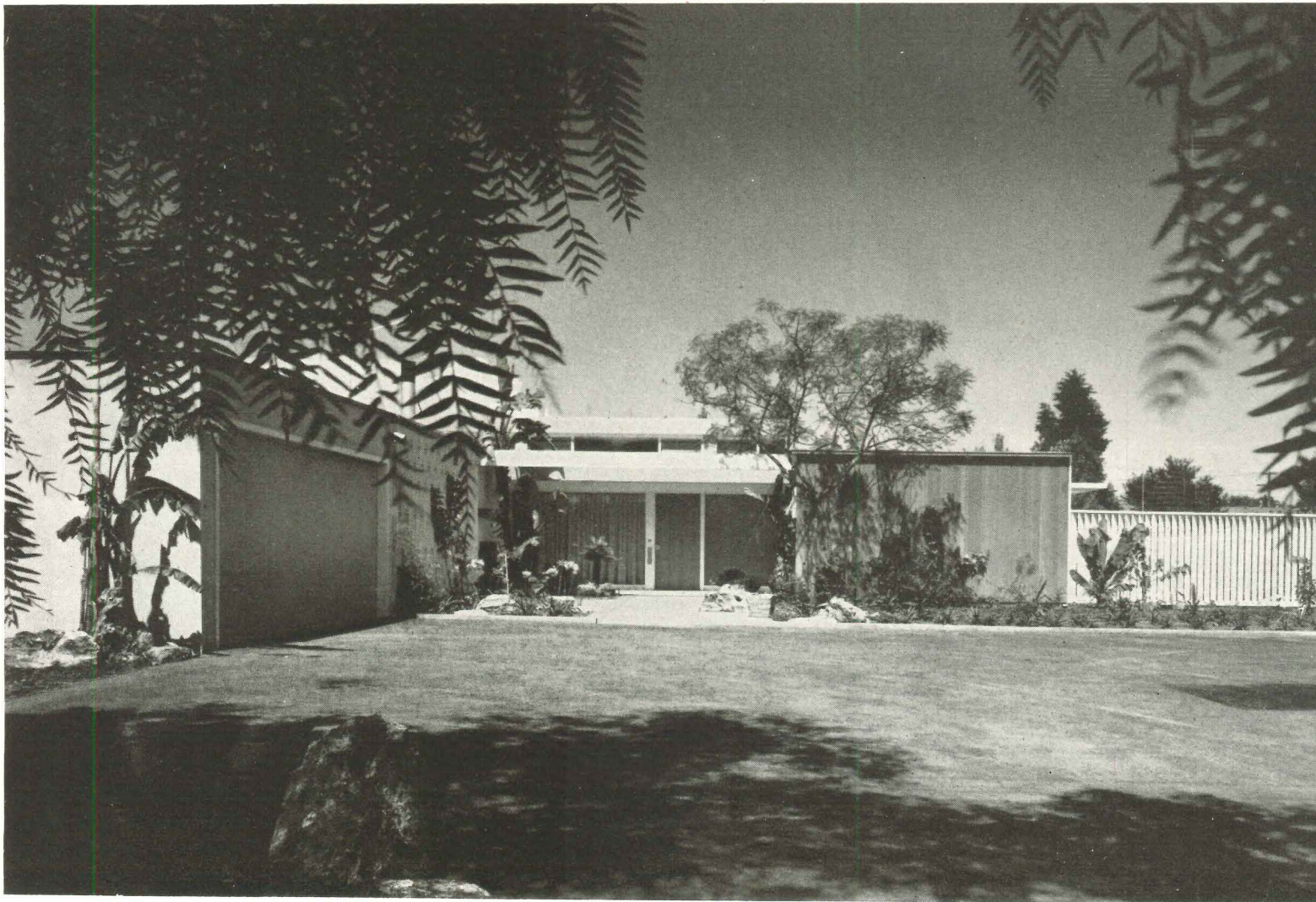
This is a private house, in the full sense; a place where the owners can have privacy from the busy street, privacy from neighbors, privacy from each other. Neighbors and passersby can enter it, either visually or physically, at only one point: the front door. At other points around the exterior they are not invited to participate in the owners' family life.

LOCATION: Los Angeles, Calif.

KAZUMI ADACHI, architect;

Dike Nagano, Hideo Takayama, associates
ECKBO, ROYSTON & WILLIAMS, landscape archt
PARKER, ZENDER & ASSOCIATES, consulting en
RUSSELL ELAM, contractor
CARROLL SAGAR, decorator

Photos: Julius Shulman



Fickett's builders show steady design improvement



One of early designs for Coronet Construction Co., North Hollywood

Years ago Ed Fickett was just another young man with a T in agile pencil and an urge to go places in architecture. He heads a ten-man office in the Beverly Hills section of Blvd. and grosses over \$100,000 a year, almost all of it source that other architects had scratched off their lists as "impossible" long ago.

Market Fickett tapped was not an easy one: the big-time builders who were having no trouble at all selling mile after mediocre mile of conventional bungalows. Burgeoning Los Angeles was so hungry for houses it asked only for roofs and a little plumbing. At that time phrases like "open planning," "sales appeal" and "architect-designed" were a necessary part of a builder's working vocabulary. The push for quantity, the quality of moderate-income housing was behind Southern California's exciting new individual and commercial architecture.

As an architect, the market Fickett tapped had the hidden potential of a Los Angeles oil field. But it required patience to drill to it.

His discovery came partly by chance: a savings and loan president to whom Fickett had designed a commercial structure put him in touch with a builder whose house sales were beginning to boom unaccountably. Fickett started drilling. He set about learning builder language, studying builder problems, adding to his architectural training a store of practical knowledge that had been gained with summer carpenter jobs for his father and grandfather. In the past six years what he has learned has gone into *no less than 10,000 houses* for a dozen different builder clients, from whom he has derived both a comfortable living and the personal satisfaction of helping 18,000 families who thought they couldn't get an architect. He has found that designing by the dozen is *not only* so profitable, in fact, that he has all but dropped the *entire* his growing residential and commercial practice.*

His house designs involved "concessions": dolled-up, ranch-style hybrids." But these transitional designs bridged the gap between where the builders stood, architecturally, and where Fickett wanted them to go. (See pictures, right.) No builder was anxious to convert overnight to a member of an *avant-garde*, and penniless, minority. In the case of Ray Hommes it took time and a canny eye on the market to work up his enthusiasm to various intermediate Fickett plans to the level of design demanded by the new Sherman Park houses. (It is interesting to note, in the course of those four years with Fickett, Hommes went from an annual production volume of 200 houses to something like 2,000.)

Even in their latest tract, Sherman Park, Fickett and Hommes have set Southern California a new standard for volume-built houses and competitors are vitally interested in how their formula works. (See builders' comments, p. 137).

One of Fickett's practice: occasional apartments, stores. The only ones he has found time for recently have been residences for his builder clients—seven of them, ranging up to \$150,000 each.



\$14,000 house in West Los Angeles tract; Spiros Ponty, builder



One of 900 houses for Johnson, Tyson & Lynds in Whittier, Calif.



Two models in an earlier "Sherman Park," Fickett and Hommes' first subdivision; 925 houses at \$6,950.



Last year's best: 160-house La Habra project for the Mac-Bright Co.



"A" model (plan below) is Sherman Park's best seller at \$10,200. Note design of window surround, carport fence

LOCATION: Sherman Park, Reseda, Calif.
 EDWARD H. FICKETT, AIA, architect
 RAY HOMMES CO., builders
 SHERMAN PARK DEVELOPMENT CO., owners; M. A. Smith, pres.
 WILLIAM A. MANKER, color consultant
 MARTHA WEAVER, decorator for Barker Bros., furnishings
 VAN HERRICK'S, landscaping



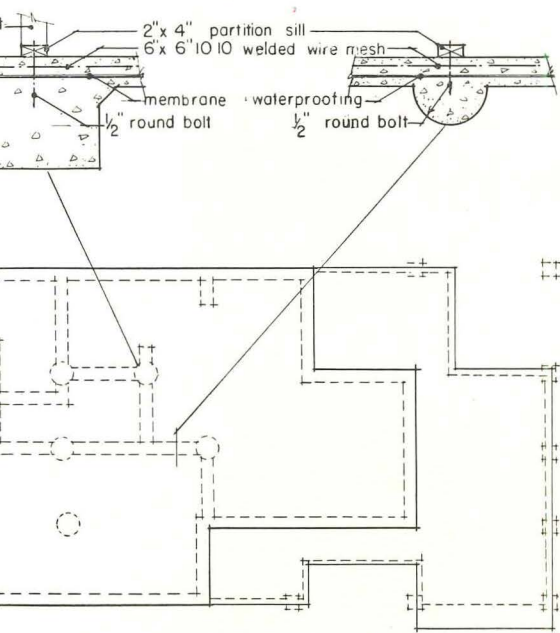
The Fickett-Hommes subdivision that is being watched most closely by competitors is Sherman Park, 1,000 houses now nearing completion in the San Fernando Valley (see photos). The first large-scale tract of all-out contemporary design in the Los Angeles area, it is underselling the market by \$1,000 a house, with delivery dates six months after sales. In spite of its considerable distance from central LA (25 miles), it is outselling conventional tracts nearer town, and roughly half its buyers are downtown commuters. When Sherman was started, a nearby tract of conventional houses of comparable size and price had sold 20 out of 200, within two months had sold 70. In two *weeks* Sherman Park sold out its first unit of 251 houses; the next 315 were not even advertised and as many as 33 were sold on a single week end.

Typical of remarks heard in Fickett's model houses: "great feeling of light and air inside, and no frilly moldings to clean. It's what we've been reading about in the magazines for so many years, but never could afford to buy." (Hommes promptly began plugging "Magazine Story Homes" in his ads.) Among the buyers have been some 20 architects and draftsmen, no small tribute to the soundness of the design.

Some professional observers feel, however, that Sherman Park buyers are younger and better educated than the average, and wonder how many houses like these can be built in the LA area before the market among this type of buyer will run out.

What NAHB says about Sherman

In a recent judging, NAHB conferred two Merit on the Sherman Park tract. The citation for the 94 entry: "Well-designed for families with children large amount of storage space and an excellent ment of porch and carports. Also commendable is that the carport may be put to other uses easil 1,145 sq. ft. entry: "Good styling of porch . . roofing system. There is too much traffic circulation the living room, but this is offset by the fact that rooms are well-separated from the living area." jury: Builders Leonard Frank, Earl Smith, Irvin Blie tects Morgan Yost and Richard Bennett.



itions are designed to take the roof load through 4" x 4" posts to circular pads or piers of plan. Nonbearing interior partitions shallow, rounded slab beams.

or separates indoor and outdoor dining in "A" plan



Photos: George de Gennaro



Space divider of cedar-chip board shields kitchen and breakfast bar

What sells the houses?

Hommel attributes his fast sales to the contemporary design, the spacious feeling that open planning and high beam ceilings give the interiors, and the patio living and color styling.

Here are some of the lessons of the Sherman Park designs:

Keep it clean—low exterior lines and orderly elevations have appeal in themselves without adding "decorative" gadgetry.

Use one roof line, or two at most—not a dozen hips, gables and dormers—to unify the appearance of the whole house.

Show the roof—Fickett pitches his roofs just enough (1 in 12 to 2 in 12) so that the top, with its texture of gray-green crushed rock, can be seen.

Make the plan convenient—people like a separate entry, or at least an entry area; bedrooms and a kitchen that are easily accessible; inside bulk storage space; carport near kitchen.

Open the plan up—living, dining and kitchen space can be continuous and spacious-looking with minimum space dividers. Floor-to-ceiling glass walls can open up a rear living room to a back patio.

Keep the ceilings high—when the underside of the sloping roof deck is left exposed to become the "ceiling," the room height averages a couple of feet more than it would under a flat ceiling especially furred down. Big beams are a proved sales feature.

Use shadows—wide overhangs give a deep shadow line which accents the roof and breaks up the flat plane of the exterior. Fickett uses "shadow boxes" (protruding wood surrounds) to unify a pair of front windows and cast another shadow on the wall.

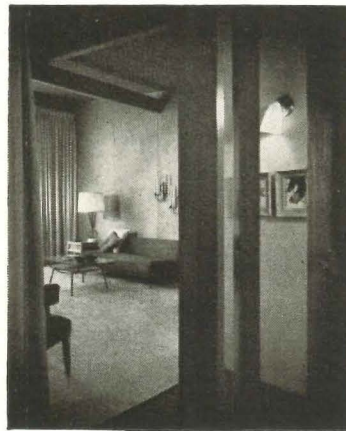
Use textures—staggered-board siding and fences outside, striated plank ceilings and textured cedar-chip board inside prevent a cold, flat look.

Use soft colors—earthy browns and greens, distinctive yet muted, have much more universal appeal than brighter colors, about which buyers are bound to disagree.

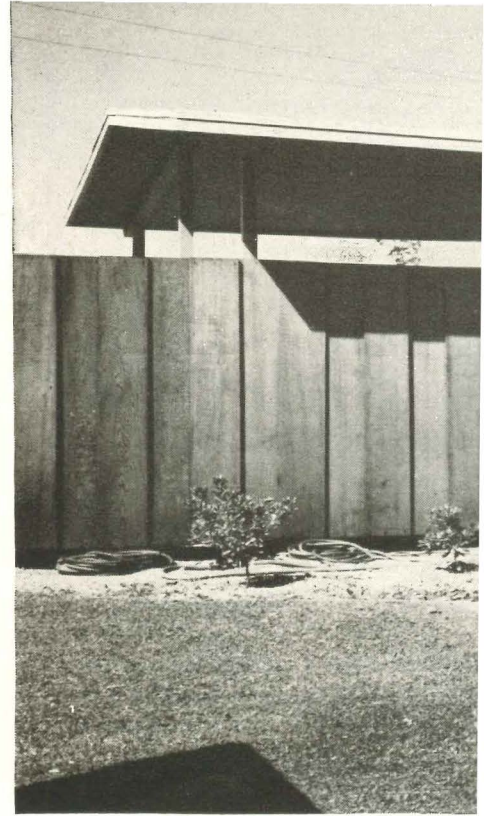
What kept the price down?

Fickett designed into the Sherman Park houses at least ten new and old cost-cutting techniques:

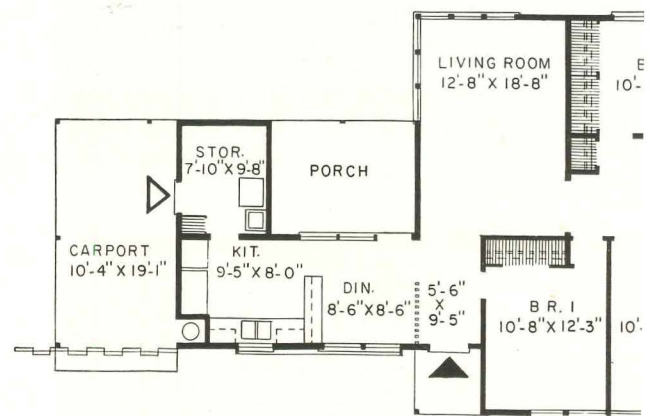
1. *Rectangular plans*—floor plans are simple rectangles, with entrances, porches, carports integrated to eliminate expensive corners, jigs and jogs.
2. *Post-and-beam construction*—a semimodular system of widely spaced 4" x 4" and 4" x 6" posts carries the entire roof load down to round concrete piers; shallow slab beams under interior walls save \$50 per house. (See details, p. 135.)
3. *Slab floor*—instead of a more expensive wood floor on joists. Greater moisture protection was achieved by pouring the slab in two layers with a membrane of emulsified asphalt between.
4. *Deck roof*—4" x 6" and 4" x 8" ceiling beams, topped with 2" x 6" T&G decking, 1/2" fiberboard and built-up roofing instead of joists and plastered ceiling. Ripping the underside of each 2" x 6" with five grooves gave a decorative ceiling pattern that also conceals defects in the cheaper, lower-grade lumber used.
5. *Carports*—instead of garages, saved \$50 a house (clear saving over the added cost of a 40-70 sq. ft. inside storage room to replace the usual garage storage).
6. *Less trim*—by using extruded metal corner beads in special wood-frame details around doors and windows, \$25 was saved in labor required to trim out each house, and a cleaner appearance was achieved. (See detail, p. 138.)
7. *Dry wall*—4' x 12' sheets of plasterboard, well joined, have done away with the plaster troubles of drying time, thickness variations, curing time between coats and interior cleanup. Plasterboard is a relatively new technique for Los Angeles.
8. *Asphalt tile finish floors*—Fickett and color consultant Manker felt the colors and patterns of stock asphalt tile were unacceptable. By working with tile manufacturers, they obtained a special clear-colored gray-green tile, at "C" quality tile prices, that looks as good as more expensive floor coverings. They believe this is even cheaper than leaving the slab exposed and trying to get a smooth finish and satisfactory color in it.
9. *Louver windows*—adjustable glass jalousies imported from Australia cost the same as standard sash, are sales feature.
10. *Chipboard*—an unusual, deep-textured wallboard of pressed cedar chips is effective and popular in the living room and costs only 20¢ per sq. ft.



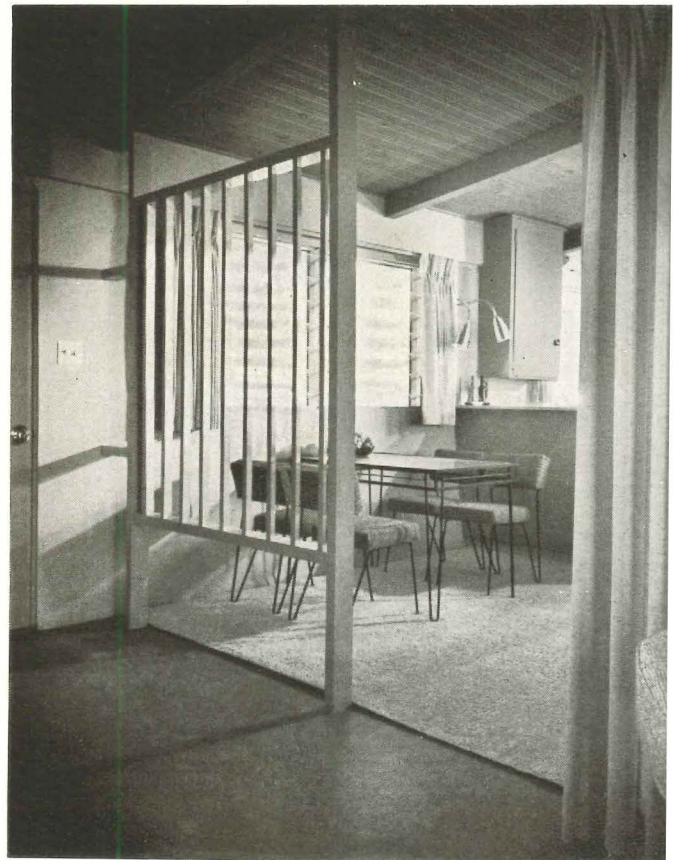
Living room, seen from dining space, has one wall of cedar-chip board, big crossbeams exposed.



"D" model is most popular three-bedroom house.



Dining area: adjustable louver windows shed rain; louver screen hides view.





corner living room, enclosed dining porch and traffic pattern. See plan opposite

Photos: Julius Shulman & G. de Gennaro

What Los Angeles says about Sherman Park

Paul Burkhardt, NAHB treasurer: "As a result of the interest aroused in the Fickett houses at the recent NAHB convention, I went out to look at the tract; I had to park two blocks away. Sherman Park is something for Fickett and Hommes to be proud of; they have mighty good ideas, including the way they avoided monotony in the entire tract. I'd like to try something like Sherman Park one of these days."

Dave Slipper, of the Fritz Burns organization, builders: "The Fickett-Hommes success in Sherman Park gives us heart to speed up our own contemporary styling. What they are doing is confirmation that, if you go contemporary, go all the way! It is a forward step and deserves looking into by builders, although not too many have had to face it yet."

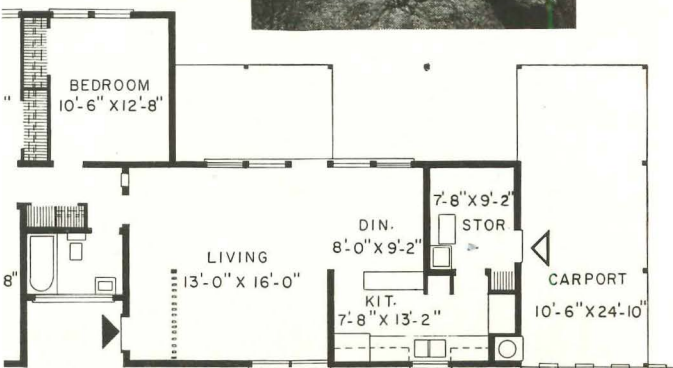
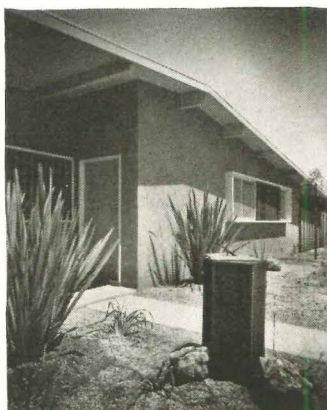
Biltmore Homes, builders: "Fickett did a very good job. Certain features of contemporary design will be incorporated from now on; all the houses coming off the drafting boards will have a new look inside and out, just like the new cars."

Milt Brock, past president of NAHB: "Most builders will be conservative, considering the financing problem, among others. But we need those builders who are willing to take a chance on contemporary."

Robert Cron, editor and publisher, Associated Architectural Publications: "Fickett has opened a new field for architects here. Hitherto, most architects have waited for the builder of medium-priced tracts to come to them. Fickett approached the builder, and sold him on putting up a tract of really contemporary homes. He has been articulate in transferring good design to the mass home; somebody had to get into the building field in Southern California and bring it up to date—and he did it. The Sherman Park houses have attracted public attention, including national awards; and since the public itself likes the Fickett-Hommes product, it disturbs other builders because they know they'll have to get going and cater to the desires of the market."



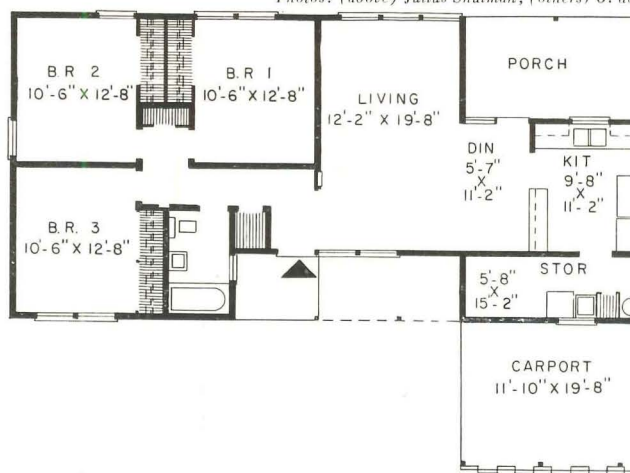
another 1,145 sq. ft., use, gets design unity the sweeping roof line, and surround framing flows. Deep shadow and of applied decorative stucco wall visual interest has a weaker circulation than other types.





Photos: (above) Julius Shulman; (others) G. de

"E" plan, 1,131 sq. ft. has large formal entrance porch, up-front carport shielded by staggered-board fence. Note front-to-back living room, dining porch near the kitchen.

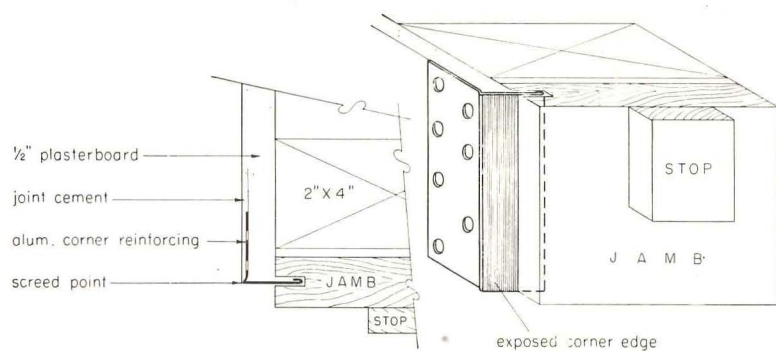


Free-form rug leaves traffic path bare between living

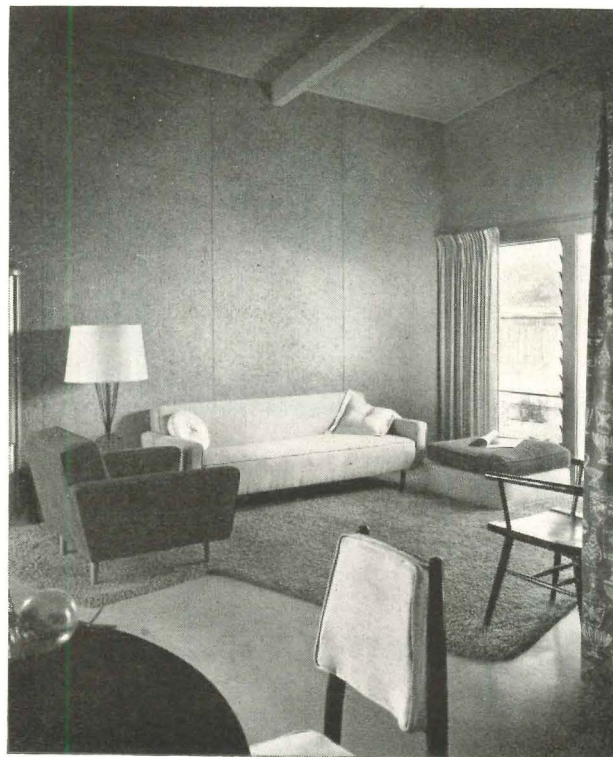
The architect's role

On retainer, Architect Fickett provides the services listed opposite. He stresses to builder prospects that he is selling individually tailored professional services, *not* selling house plans out of a file drawer. But cut-rate plan services and unlicensed designers, working for less than \$25 per house, are numerous in Los Angeles. As a result, only one builder out of ten who walks into Fickett's office walks out with a contract; most of them still think in terms of \$10-per-house royalties and talking won't change their ideas.

Yet, for the past three years, enough builders have agreed with Fickett's formula to pay in a yearly gross of \$100,000. He believes "great strides have been made in the past four years. It's just something that can't be pushed."



Corner beads of extruded aluminum, fitted into specially milled sections around doors and windows, eliminated much interior trim. System gives plasterboard clean corners.



es sales techniques recently won him a national award for merchandising. "The *furnished* models always sell the fastest," he says. "If one model is going slowly, we simply furnish it and it sells." Landscaping helps, too. All four Sherman Park houses are attractively planted, and in four new models at Meadowlark Park nearby, Hommes has gone all the way, hiring Landscape Architects Eckbo, Royston & Williams to do the full landscaping front and back, with fencing, paved sandboxes, shrubs and trees.

Hommes, understandably, is enthusiastic about contemporary design. "I wouldn't go back to his older Cape Cod, Colonial and Spanish houses, which he likens to "old-fashioned autos." His newspaper advertising reflects this, capitalizes on contemporary. Ad No. 1 (of a young girl struggling with Grandma's corset): "Out and pinched for room"; ad No. 2 (young girl buttoning shoes): "High-button shoes had their day—but that was yesterday." Other catch lines: "For young people, and people with young ideas"; "Why own a Model T when you can own a model airplane"; and "If you have young ideas you'll take off that celluloid and sell your horse and buggy and buy a home that's designed for today's living."

Steps to a better house:

Site planning—Fickett supplies drawings for typical plots (including any odd-shaped plots) which show relation of house to lot: setbacks, sidewalks, utilities, trees, general orientation.

Preliminary FHA and VA approval—Fickett "runs interference" for his builders by taking preliminary schemes to FHA and VA for approval, then making changes recommended by them and the builder.

Contractors' conference—at an early stage, the electrical, plumbing subcontractor, the mill superintendent and the carpenter foreman are called in for a conference in the architect's office to collaborate on the planning, and to suggest changes.

Final working drawings—a complete set for each house-type (including those for custom or commercial work. Typical examples: on a 10-house tract with three basic floor plans Fickett supplied 20 detailed blueprint sheets plus a master site plan; on a proposed tract of houses in the \$14,000 bracket now under construction with three basic plans, he delivered 60 sheets of working drawings, including foundation plans, two-and-one-half exterior variations per floor plan, and a master site plan.

Submission of drawings to agencies—Fickett is available to interpret the drawings to the building department, FHA, VA, the lending institution, to fight for and obtain variances from code, incorporate required changes. Fickett also fills out FHA and VA Description of Materials forms for his builders.

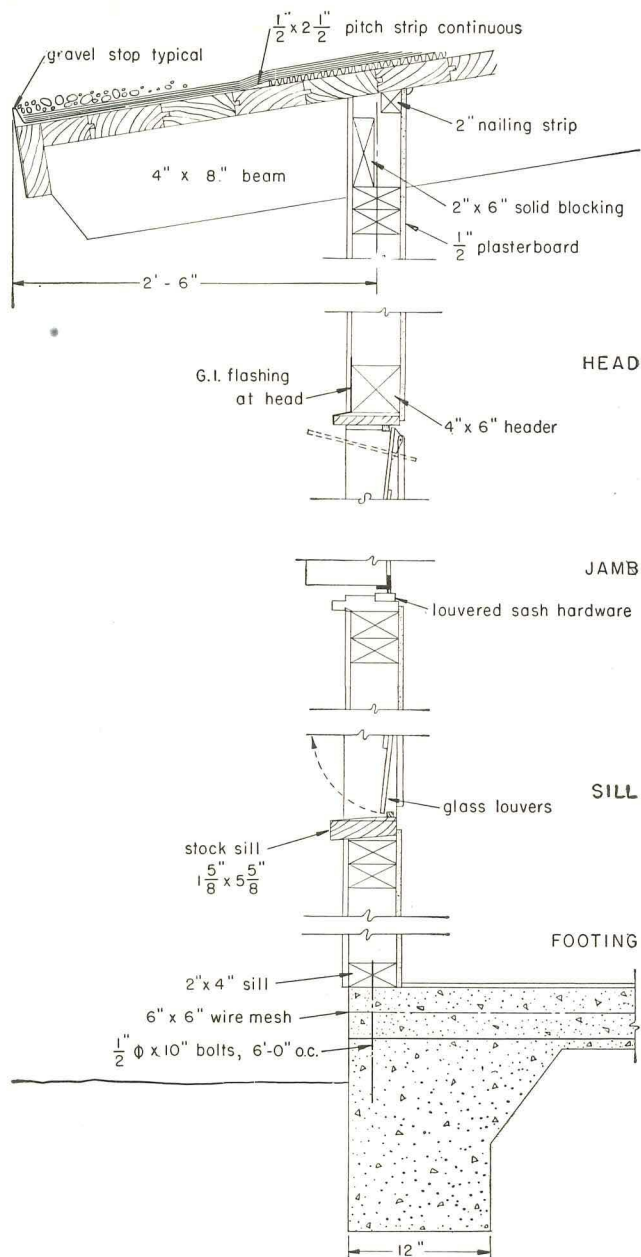
Partial supervision—Fickett pays from 10 to 25 visits to the site depending on the size of the job, to acquaint construction workers with his designs, follow the first four or five houses (usually the first or five different display models) to completion.

Color coordination—Fickett sells as part of his service, or records for separate contract, the services of a color stylist at \$10 per house.

continued on p. 172



Post-and-beam construction of interior is reflected in porch and carport. House colors by William Manker are earthy browns, greens and yellows on exteriors and interiors.



Eisenhower finally picks new boss for HHFA: former Rep. Albert Cole

For Albert MacDonald Cole, the biggest day of 1953 fell on Wednesday, Feb. 25.

His only son, Will, 20, was inducted into the Army at Camp Crowder, Mo. His daughter, Mrs. Mary Kaul, who works at the Library of Congress to help put her husband, Kenneth, through George Washington Law School, celebrated her 23rd birthday. And Cole himself was nominated by President Eisenhower as HHFA Administrator to succeed Raymond Michael Foley, who has headed the nation's top housing agency since it was created in 1947.

The nomination came as no surprise to either Cole or the building industry. Cole, an articulate country lawyer from Holton, Kan., had been a patronage staffer for the Republican National Committee since losing his bid for re-election to Congress last fall. For over a month, insiders had known Al Cole was front runner in a field of some nine contenders, willing and unwilling, for the \$17,500 job. Yet the delay in his appointment, in no small way, epitomized the new administration's wary approach to US housing problems. How would an industry of such diverse and often conflicting interests react? NAHB, back in mid-January, had put itself on record as applauding. Realtors, who had come to look upon Al Cole during his four terms in the House (1945-52) as a champion of their viewpoint, hardly needed to say a word (and didn't). Mortgage bankers had no audible objections, particularly after Cole flew to Denver for a long talk with Eisenhower's old friend, Mortgage Banker Aksel Nielsen, whom he had not previously met. Then there was the FBI clearance, which took 10 days.

Anti-public houser. That left the thorniest question of all: Cole's congressional record as a foe of public housing—a program which would become one of his major responsibilities as HHFA chief. As a member of the House banking committee (where he helped shape much of the housing law he will now administer), and on the floor of the lower chamber, Cole consistently voted against public housing. So Ikemen not only cleared the appointment with Kansas senators but with Sen. Irving Ives (R, N.Y.), a pro-public houser who is chairman of the Senate subcommittee on housing and rent control.

While Ives apparently approved, most of the nation's public housers were quick to howl. The loudest cry came from the

CIO housing committee. Chairman G. Thimmes, who is vice president CIO Steelworkers, wired President Eisenhower that Cole's appointment would be "ridiculous and harmful." At the banking committee hearing on confirming the new HHFA boss, opposition sharply questioned him on his fitness to run a program he did not believe in. But even his opponents conceded Cole would win confirmation, although perhaps not unanimously.

Too much temptation. As is his habit, Al Cole explains his opposition to public housing with refreshing forthrightness. "I don't say that it has—but it can become a vehicle through which hungry bureaucrats can take from the public their rights. That temptation is too great for any political party. We must still let local communities to meet the needs of welfare housing themselves. Who will provide the subsidy—federal, state or local governments? I've no objection to federal control if it is outside the framework of federal control."

As Cole sees it, another fundamental objection to public housing is that it "disincentivizes" in favor of the lucky few who get in, while doing nothing for the thousands of more eligible low-income families who thus pay taxes to support a favored group.

But Cole draws a sharp line between his opinion of public housing and his course of action supervising it. Says Cole, "I believe I can honestly administer a program, though some phases of it may not be agreeable to me personally. I am not going to scuttle public housing by indirect means."

IN THIS MONTH'S NEWS:

(see pp. 37 through 49)

The mortgage money shortage grows worse and worse as the government delays a decision on hiking frozen VA and FHA interest rates

Practically everybody gets into the debate on housing policy, but no action is likely before sometime next year

Code unification, voluntary style, gets a big boost as the US Chamber of Commerce votes \$20,000 to speed studies

After four years of struggle against red tape, Baltimore gets a pace-making FHA commitment for urban redevelopment

Congress begins a fresh series of housing investigations, but the focus is on official errors instead of industry shortcomings

TIME: John Z



Albert M. Cole

trator should follow the will of Congress. There is no question that a job needs to be done to get more housing to more people in low-income groups."

not meat ax. Cole would take a long time when most of the private building industry thinks federal housing programs and policies need a major overhauling. A sizeable segment thinks HHFA itself should be abolished, again liberating the FHA and the Home Loan Bank Board from independent agencies. Cole does not rule out abolishing HHFA, but as he told the Senate Housing Committee, he was under White House instructions to make a thorough study of the housing operation first. Moreover, he has instructions to "approach the problem with an open mind." Says Cole, "I'm not going in with a broadsword to start slashing. I'm going in to look and get advice. No changes will be made without careful consideration of the effectiveness of the program or of the changes involved. It would be a great mistake to turn everything upside down."

On the long haul, Cole says he has some ideas about principal HHFA activities: urban redevelopment, housing rehabilitation and stimulating faster progress in housing through FHA. But so far, he is content to stick his comments to broad terms.

On the Title I redevelopment program, Cole says many a mortgage lender and builder has been slowed by red tape and bureaucracy: "The stimulation of housing communities can be much greater. I believe municipalities have a stronger sense of responsibility than they get credit for. It hasn't been utilized, aided. There have been too many criteria. It's a crime to have permitted these things to lag. I'm going forward to an expanded program." Research: "Statistics about housing are of prime importance. But in studying the HHFA program, research is going to be subject to careful scrutiny."

On the oft-heard complaint of architects that FHA stifles contemporary design, new ideas: "I'm no crusader, but I'm very interested in modern development. I want an atmosphere in which you either encourage it or you don't. I'm against a man in an agency deciding what people want. If you really keep an open mind, you'll accept new ideas within the limit of keeping your feet on the ground."

Interest & interest rates. For a few years, the new HHFA administrator will face plenty of immediate problems. Cole says, for instance, that a decision on whether to raise the FHA interest rate will be made soon (see p. 41). That order of business, he told senators,

must be coordinated with the entire government economic program. But he hoped a decision would be forthcoming "in maybe a month." On March 23, when the House Ways and Means committee is scheduled to begin hearings on the Independent Offices Appropriation Bill, Cole may well have to recommend how many public housing units be built in fiscal 1953-54. And he must decide whether to keep or replace the men in policy-making jobs under him in HHFA and its constituent agencies. All Cole is say-

ing is: "People in policy-making positions should agree with the top administration." But well-informed building men predict he will oust almost all of Ray Foley's chief aides. One possible exception: FHA Commissioner Walter Greene, whose retention is being urged by some builders.

* Mentioned so far in industry circles as prospective FHA Commissioners: Lumberman Norman Mason of North Chelmsford, Mass.; Newton Farr, Chicago realtor and former NAREB president; Mortgage Banker Don Hedlund of Seattle.

Cole the man—an able country lawyer

While the views of HHFA nominee Albert Cole on housing and building problems have been emphasized by his votes in Congress, they have been shaped by long acquaintance. As a lawyer, Cole for 13 years represented the Holton (Kan.) Savings and Loan Association. "Cole believes in private ownership of homes and that they should be made as widely available as possible," says W. L. Hamilton, president of Topeka's City Home Savings & Loan Association from which Cole recently resigned as a director. "He has a good fundamental knowledge of the problems of the home owner and of the need for rentals for an increasing transient population."

Cole's father, a Baptist minister in Topeka where young Al grew up, built a four-bedroom house "all by himself" there in 1915 to shelter his family of four. Al Cole was then 14, having been born Oct. 13, 1901 in Moberly, Mo. and well remembers helping drive nails. Two years after he worked his way through Topeka's Washburn College as a bookstore clerk and through a law course at the University of Chicago by waiting on tables, Al Cole married Emily Corbin of Kansas City, daughter of a subdivider and builder of low-priced bungalows—about 100 a year.

At politics, a beaver. In 1925, Al Cole began 20 years of country law practice at Holton, a countyseat farm trading center (pop. now 2,705) 35 miles north of Topeka. There he veered into politics. Why still puzzles some of his friends. Recalled Topeka Banker Harold Rolley last month: "I've often told him he could do better for himself in other fields." Cole soon got himself elected county attorney, then city attorney, attorney for and member (12 years) of the Holton board of education, and (in 1941) a Kansas state senator.

He won his seat in Congress in 1944 after upsetting veteran Rep. W. P. Lamertson in the GOP primary. In their slightly battered Chevrolet, Emily and Al Cole put on an exhausting door-to-door cam-

paign. While Cole spoke to the Holton Kiwanis Club, his wife was talking with cooks in a café where she ate alone. While he canvassed business districts, she combed residential areas. The Coles followed that pattern until last fall, when they neglected their own district to work much of the time for Eisenhower elsewhere. But the chief reason for Cole's defeat (by 73-year-old farmer-lawyer Howard S. Miller), was his outspoken views on two major local issues. Cole supported the Tuttle Creek Dam, part of Missouri River development plans. Many residents of his district opposed it because it would require abandonment of their farms. Cole's vote to remove a tax on oleomargarine was unpopular with large dairying counties in his district.

At golf, a duffer. At 51, medium-sized (5' 7", 160 lbs.) Al Cole looks and acts like a man considerably younger. He has a notably nonreceding hairline, not a gray hair among the reddish-brown, and an almost-boyish smile. The secret, perhaps, is relaxation. Al and Emily Cole lead a quiet life in a one-bedroom Georgetown apartment, having sold their old three-bedroom house in Holton to cut expenses. Cole often reads in the evenings—biography, historical novels, history and whodunits. When Mrs. Cole goes sailing on the Potomac in her 11' penguin class boat, landlubber Cole usually repairs to a golf course where he says "I work hard at breaking 100."

One Cole trait is sure to make a hit with Congress: he speaks briefly and pointedly. Another should help him weather the critical tempests that seem to swirl around almost anybody who holds the nation's No. 1 housing job: Cole has a philosopher's unconcern over brickbats. As President Hamilton of the Topeka City Home Savings & Loan says: "In the critical situations in campaigning, he was calmer than any of his advisers. Attacks he accepted as part of the game. I've never known him to display a vindictive attitude."



Wolfe's

Four-bedroom house looks impressive with its 61' width spread across

Look what's selling fast in Kansas

Four-bedroom, two-bath houses at less than \$10 a sq. ft.

turn a sales tide for a Kansas builder,

and offer a housing solution to the multichild family.

Public acceptance of new design converts FHA and mortgage lenders

LOCATION: Topeka

JAYHAWK CONSTRUCTION CO., INC.,

JAMES C. CUSHING, ARCHITECT

When a builder finds a soggy market for his houses, what steps should he take? Here's how young (26) Jack Sargent, vice president of his family's building firm in Topeka, Kan., reversed a declining demand:

- ▶ Decided his two-bedroom, 708 sq. ft. house was the bottleneck—and scrapped it.
- ▶ Visited progressive builders in other cities to study new methods and ideas he could use to give more house for the money.
- ▶ Hired an architect with merchant-building know-how, and with him worked out a big house with two full baths.
- ▶ Learned assembly-line techniques and parlayed them into a square-foot sales cost of \$10, as against his previous \$13.27.

Young man with a problem

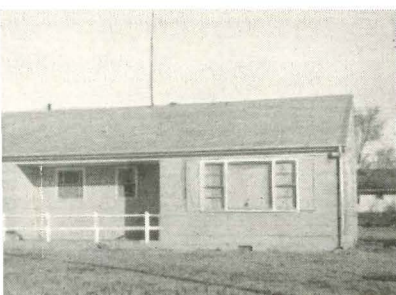
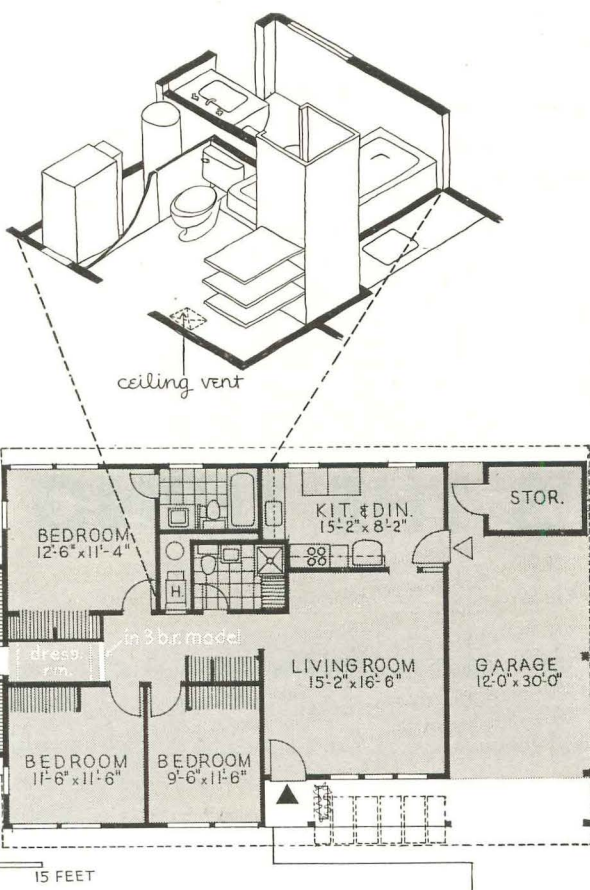
When the last 25 houses in his 183-house 1951-52 program met with heavy buyer resistance, Sargent decided that he needed not sales promotion, but a new house. Ideas for that house came from suc-

cessful builders throughout the Midwest who volunteered proved short cuts and methods to Sargent as a Trade Secreture. Andy Place suggested that he consider the fourth bedroom and the extra bath (H&H, Jan. '52), and gave experienced on perimeter heated slabs. In Denver, Sargent learned from Carey's production techniques (Dec. '51 issue). From Texas low roof lines and high windows. From two years with the FHA office came Architect Jim Cushing, anxious to demonstrate the dollars-and-cents value of design for the merchant builder.

Behind the wooden curtain

Two model houses (one three-bedroom and one four) were behind an 8' plywood fence which encircled the sites. Public curiosity mounted and it became necessary to protect the fence overreager Topekans who wanted a preview. The fence came the night before the opening and the next morning's rush caused a traffic jam. A steady stream of people went through the fence and 70 sales were recorded in ten days. This record was significant in view of the previous slow house market. Most common buyer reaction: "We've been waiting a long time to see a house like this."

h was made possible by FHA approval of inside
 abing wall puts all bath and kitchen fix-
 angle stack, cuts cost of second bath to \$300.
 is accessible through removable plywood panel
 ving areas are protected from bathroom noises
 ineral wool insulation installed between studs.



sd on small 1951-52 model

were offered extras at fixed prices.
 elow shows percentage willing to pay
 ecific items.

000)	20%
700)	4%
poser (\$97.50)	80%
rust fan (\$49.50)	70%
tile (\$150)	7%
g stair (\$87.50)	6%
st (\$25)	65%

Just what the customer ordered

Four factors built customer enthusiasm:

- 1. Space.** The three-bedroom model (\$11,375) has 1,078 sq. ft. of living area, the four-bedroom house (\$12,675) 1,270 sq. ft. Outside storage and carport bring the total square foot under roof to 1,480 and 1,672 respectively, which betters the original cost goal of \$10 a sq. ft. And each house is set on an ample, Kansas-sized (70' or 80' wide) lot. (The need for more bedrooms was proved when Sargent sold all his 32 four-bedroom units in three days.)
- 2. Two baths.** In Kansas, as in many areas, the second bath is rarely found in a less than \$20,000 house. Because FHA approved an artificially lighted and ventilated inside bath, Cushing was able to squeeze out his second bath for only \$300.
- 3. Design.** The new long, low lines and large window area caught the eyes of young families, and caused Banker Henry H. Bubb (Sargent's mortgagee) to comment: "We feel this design will revolutionize house building in this area, and will certainly affect the price of houses already constructed."
- 4. Ventilation.** In Kansas, where summer temperatures often reach 110°, an oversized (3' dia.) attic fan was a hit. Continuous 4" soffit openings supplement gable-end louvers as exhaust vents.

Building in jig time

Sargent builds all of his wall framing sections in 15 different jigs, mounting windows at the same time. Sheathing is not put on until the walls are up because he found the rigidity of plywood made even slightly off-dimension sections too hard to join. Essentially, both houses have the same floor plan, with the hallway to the fourth bedroom replacing an oversized dressing room in the smaller house plan, so interior walls are alike for every house.

Doubting Thomases

FHA, suspicious of the unfamiliar lines, high windows, perimeter warm-air heated slab, and what looked like a too-low price, would at first guarantee mortgages only on the first 25 houses of the project, and gave conditional commitments on the remaining 118. There were other doubters, too. Some competing builders scoffed at the price set, and predicted bankruptcy. Jack's father, John Sr., head of the firm, questioned whether their customers were ready for such advanced design.

Ninety-eight house sales later, the picture has changed. FHA has committed the entire project, and last month raised the loan guarantee \$500 on the four-bedroom model (to \$10,100). And Architect Cushing is being besieged with jobs from the builders who, a year ago, could see no reason for an architect's services.

Not satisfied yet

Neither builder nor architect feel that they want to stand pat on this year's model. They are already planning changes, want to drop the roof to a 3' in 12' pitch and open up the planning, are thinking of using storage walls. Dining space, insufficient in this plan, will be added and the present traffic pattern restudied. Sargent's mortgage source assures him that more advanced design and features will be no drawback to lending, because "sales of this house have been excellent, while other sales in Topeka have fallen off."

Shape of things to come

Jack Sargent typifies a rapidly growing segment of the building industry. Often the second generation in the business, this group wants to break out of the mold that their fathers set. They want to experiment with new methods and new designs. They give and borrow ideas freely. They are trying to build better looking, better living, houses. They read, they travel, they ask questions. Each year their houses are likely to be better than the year before.

This is the third in a series of articles which began in the April, '52, issue of HOUSE & HOME. Their purpose is to supplement the FHA Underwriting Manual, the professional bible of FHA appraisers.

It has been obvious for some time that this manual is neither adequate nor up-to-date in discussing the design qualities of a typical contemporary house, whether built by a merchant builder for sale or by an individual family for its own use. In our first article, entitled "The Banana Split," we therefore discussed the use of different materials on a house facade; the second article, "The Horizontal Look," (July, '52) described several devices that can make a small house appear considerably larger and a dumpy house considerably more elegant.

In the following article the editors of HOUSE & HOME take you in through the front door to discuss what it is that makes a plan for a small, one-story house good.

THE PLAN'S THE THING

. . . or how to live at home and like it

Few things are as difficult for laymen to understand as the plans of a house. Unless he sees a completely furnished model house, *and can visualize that house will function when in actual use*, the average home buyer has the remotest idea whether he is looking at a real design for good or whether this highly advertised ranch (on a 60' lot) is going to be loved ones packing after their first two weeks of domestic bliss.

Nor is the layman alone in this. The average merchant builder (and some not-so-average ones) does not always catch a bad plan before it is too late. For example, one of the most famous US builders is now selling \$13,000 houses *whose living rooms have no less than five doors*. Now this may be a reasonable plan to produce the kind of traffic you want in Grand Central Station, N. Y., on a late Friday afternoon, but few families would consider the atmosphere of Grand Central ideal for home life, and some even like to have furniture in their living rooms. This, however, proves impractical in our five-door living room; if you nail all your furniture to the ceiling, you can't even use the living room as a corridor. (For living, use the garage.)

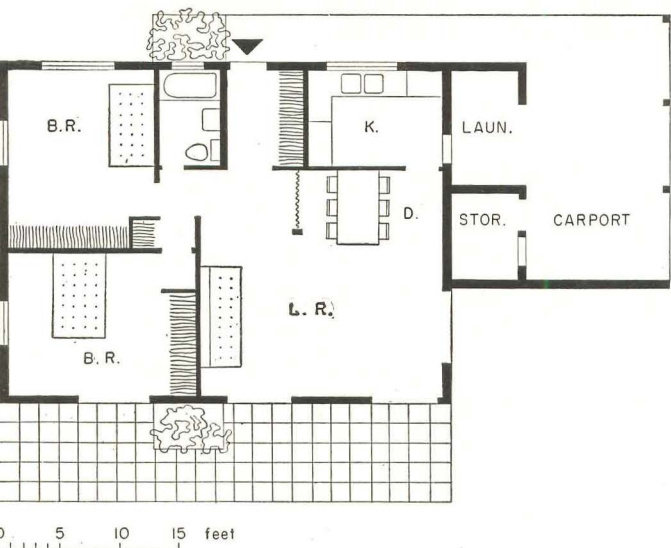
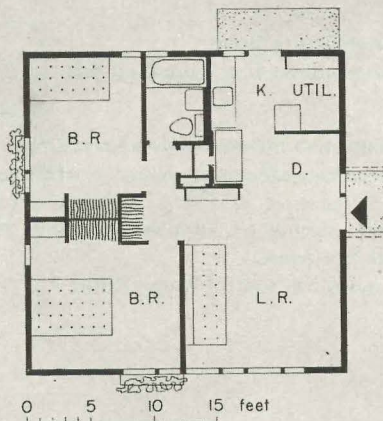
Lest this particular builder house appear to be an extreme example, we have tried to analyze a number of other, commonly used built-upon plans. The houses in which these plans can be found are often modern on the outside; but what architects mean by a modern house is a lot of glass under a flat (or low-slung) roof; it is first and foremost above all a new kind of plan. And it is this new kind of plan that home buyers are beginning to demand, and that the FHA appraiser has to learn to appraise.

There are probably not more than half a dozen different one-story house plans used by US merchant builders today. Some of them are good, others are very bad. Some variations on a good plan can make it better, some variations on a bad plan can make it at least workable. Here are the five most common builder plans, and here are the possible variations and improvements on each:

MINIMUM PLAN— once the most common builder house,
it is now inadequate for all but a few families

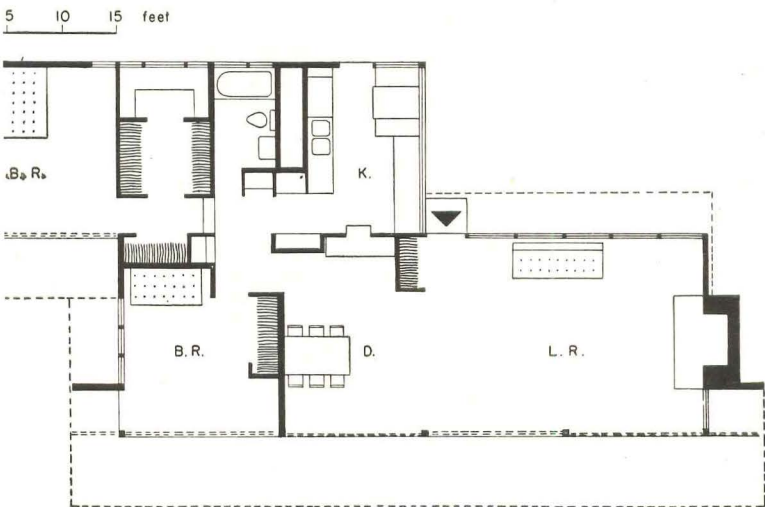
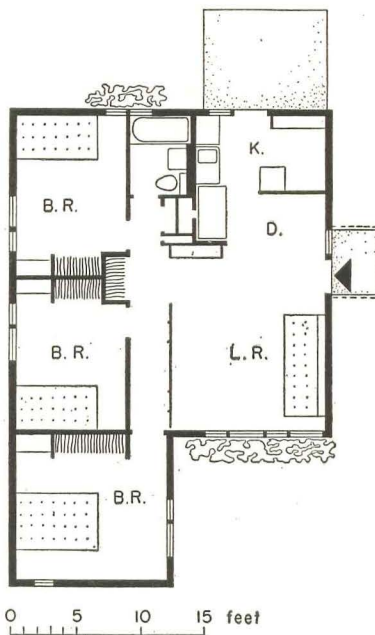
low cost (due to tight periphery, concentrated services)
little waste space
fits narrow lot or row-house development
can be turned around or flopped over for best orientation

too minimal for families with children (two bedrooms
inadequate)
difficult to expand (but makes good "core" for bigger plans—
see below)
inadequate storage
no suggestion of entrance foyer
full street pattern when several are used



BELOW: expansion (by Hugh Stubbins, architect). Program dictated retention of basic two-bedroom core. This meant that additional bedroom was an emergency measure only, helped underscore basic awkwardness of plan: bath too far from third bedroom. Screened passage further reduces minimal living area.

ABOVE: variation (by Robert Little, architect). At little extra cost, this variation on the basic plan gives you a real entrance foyer and a better relation of kitchen, dining and living areas to the lot. Living room always faces garden; kitchen always faces street. Service and storage facilities in garage wing make this a much more workable plan.

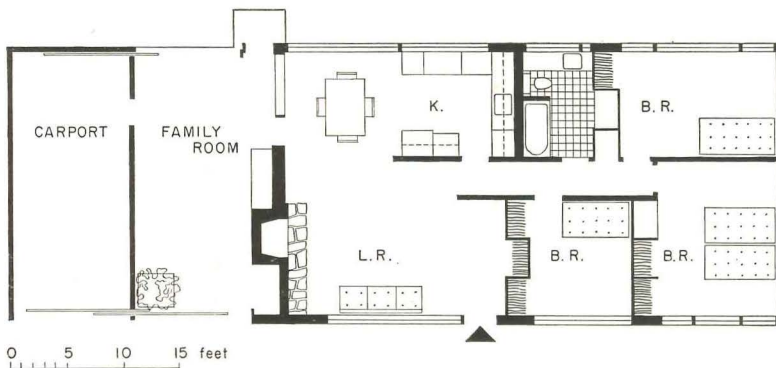
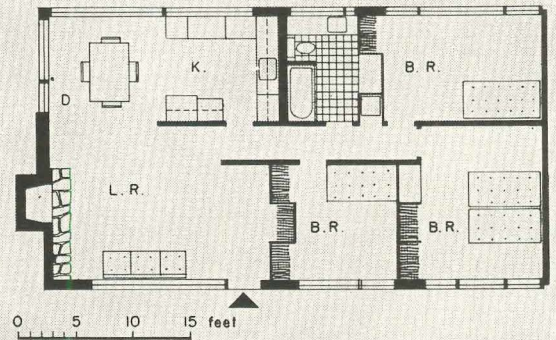


LEFT: expansion No. 2 (by Richard Neutra, architect). This custom-built house uses basic square plan for its core, shoots out wings in two directions. Solution retains economies of concentrated plumbing and minimal circulation space, adds expansive living, sheltered terrace and entrance areas, better cross-ventilation and orientation.

THREE-BEDROOM PLAN— one of the layouts most popular with builders,
it falls short of first-rate planning

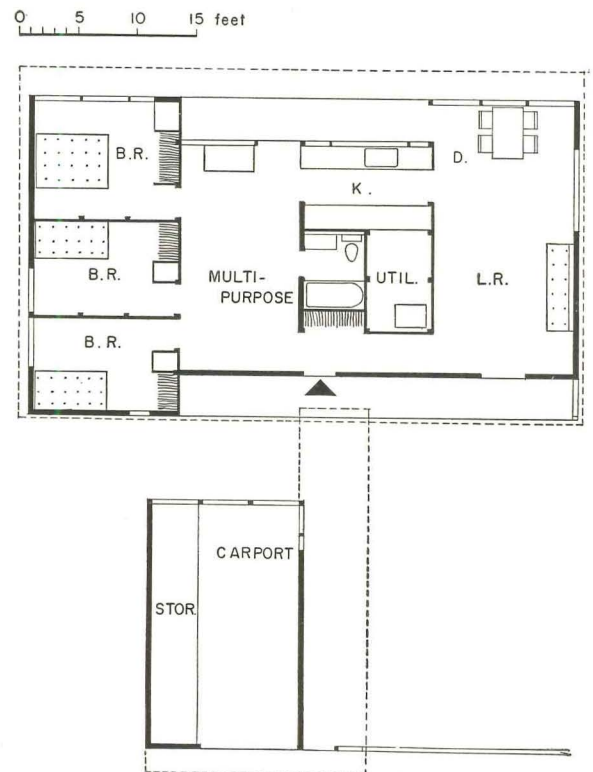
PROS: Economical to build
Few windows face adjoining lots

CONS: Living-room picture window faces street
Access to garden through kitchen or dining area
Large portion of living room is circulation space, cannot be furnished without turning back on "view"
No entrance control from kitchen

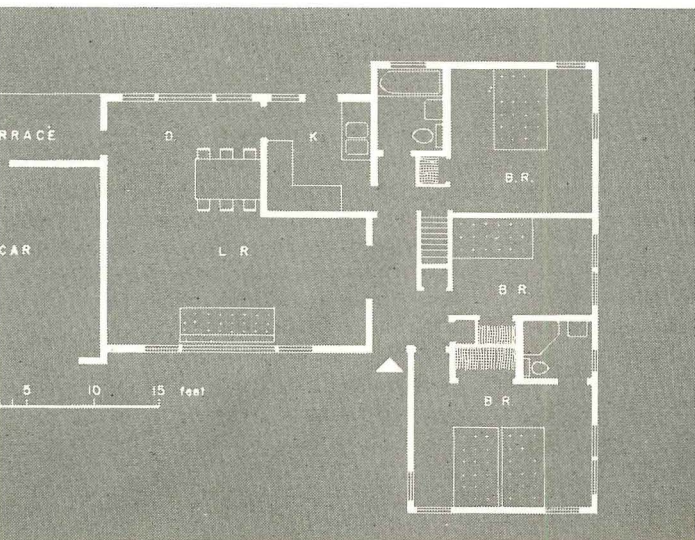


LEFT: expansion (by *W. A. Wollander*, designer, for *Builder Albert LaPierre*). Scheme recognizes inherent weaknesses of basic plan a) by adding to usable living space, and b) closely relating "family room" to rear garden.

RIGHT: variation (by *Ralph Rapson*, architect). Although this plan is several times removed from the basic scheme, it incorporates all the advantages of both the original and of the LaPierre version, plus a few of its own. For example: it has all utilities concentrated at the center; it allows direct access from kitchen to rear garden (and, thus, supervision of children); it has few windows facing adjoining lots; it has a cross-ventilated living area. In addition, it has the family room of the LaPierre house, but it is a more useful room since it adjoins the bedroom wing and it uses the garage and fences to screen the living area from the street. It also uses the utility core to form a little entrance lobby. (See also H-plan, opposite.)



**-STYLE PLAN—the darling of many a builder,
this house requires a major surgery job to make it fit for human occupancy**



PROS: Bedroom wing is sound-insulated

CONS: Living-room picture window on street

Living room is part corridor, tough to furnish

Access to garden through kitchen-dining area

Circulation areas snarled

Complicated and costly to build (many irregular breaks in exterior walls, roof line)

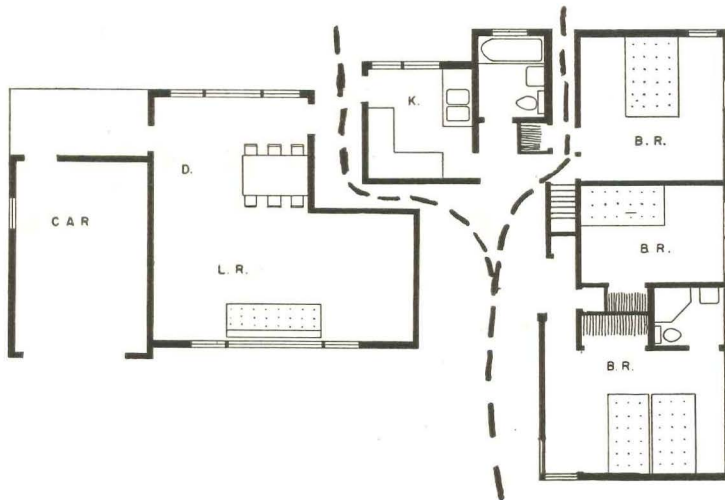
All bedrooms face neighbor's garage

Bad entrance control from kitchen

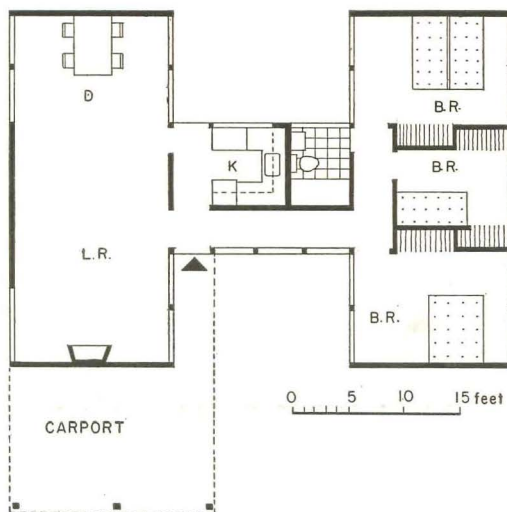
Street facade overly complicated, garden facade dreary and dull

Bedroom wing works only with second bath, long plumbing runs

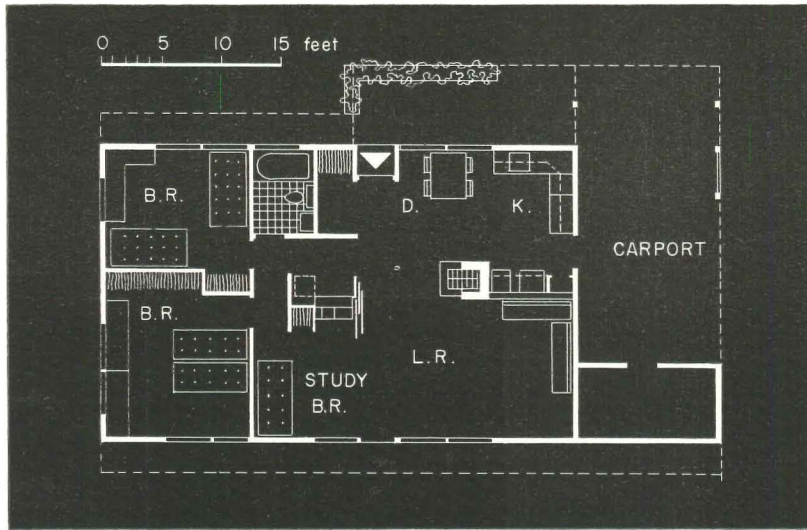
enough, this plan needs only one drastic revision to
it good: it needs to be torn in half. For if you separate
bedroom wing of this house from its living-dining wing
(sketch), keep the entrance where it is, make kitchen and
a part of the link (just as they are now), you will get
the most famous H-plan long admired by architects from coast
to coast. The H-plan (see below) is one of the best solutions
for a relatively narrow lot, and it need not be expensive—
especially in warm climates.



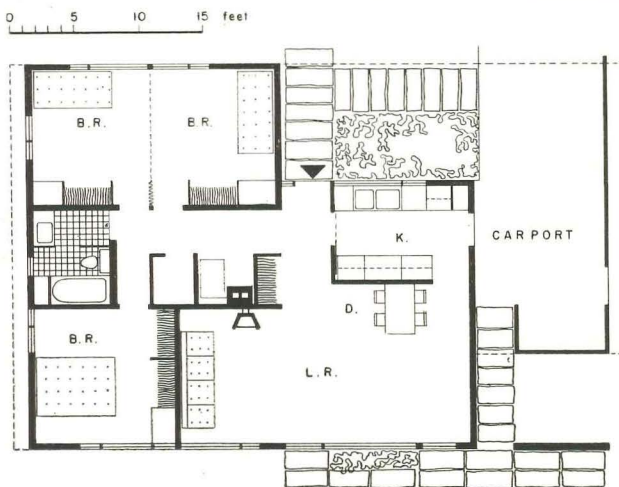
Advantages of the H-plan (shown diagrammatically):
1. Provides two patios with plenty of privacy;
2. Provides similar privacy for daytime and nighttime areas;
3. Permits cross-ventilation in all rooms;
4. Bridges differences in grade (the link can be a ramp);
5. Can be planned with minimal plumbing runs;
6. Can produce a good-looking house;
7. Can have higher ceilings in living area;
8. Can be turned and twisted to make the best use of any lot,
and orientation;
9. Consists of three simple rectangles that are easy and inex-
pensive to frame.



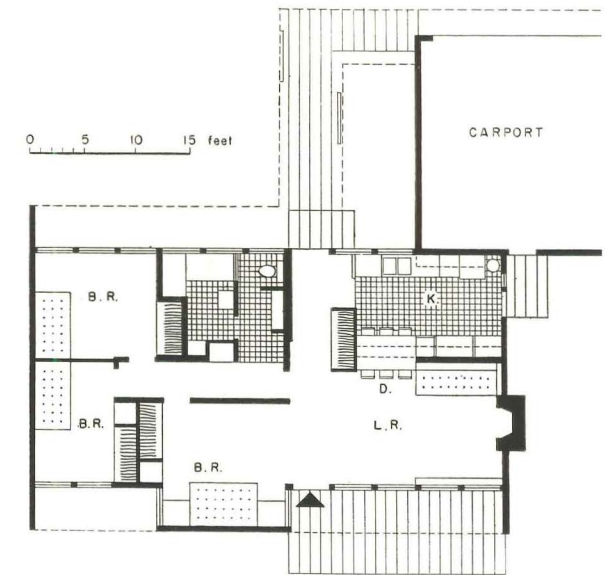
LEVITT LANDIA PLAN—a good adaptation of earlier architect designs,
this layout can be varied to achieve greater in



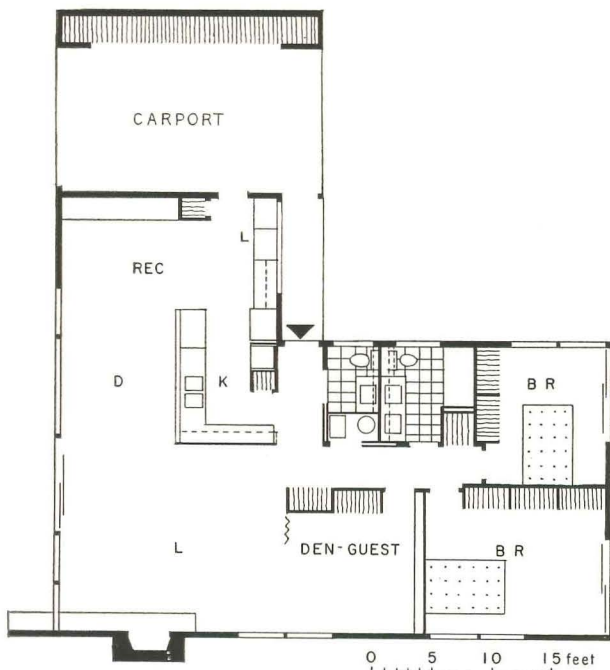
- PROS:** Compact, easy and inexpensive to build
Excellent circulation
Services face street, living areas face rear gar
Excellent entrance control from kitchen
One bedroom can be thrown into living are
bility produces sense of spaciousness inside
Entire plan can be cross-ventilated
Front and rear facades can be equally hand:
different in character
Bedrooms are sound-insulated
- CONS:** Fireplace is badly located
Dining area too close to entrance



ABOVE: variation No. 1 (by Bruce Walker, designer). Similar in principle to the basic Levitt plan, this house has a better entrance foyer, better location of fireplace and of dining area (which is more effectively screened from entrance), less compactly planned utilities.



ABOVE: prototype (by Richard Neutra, architect more than a dozen years ago, this Neutra plan elements of the Landia house, plus a more useful Note also Neutra's skillful placing of garage to monotony, interesting rear fenestration design monotony of identical garden views. Fireplace is in tion, but dining area is perhaps a little tricky.

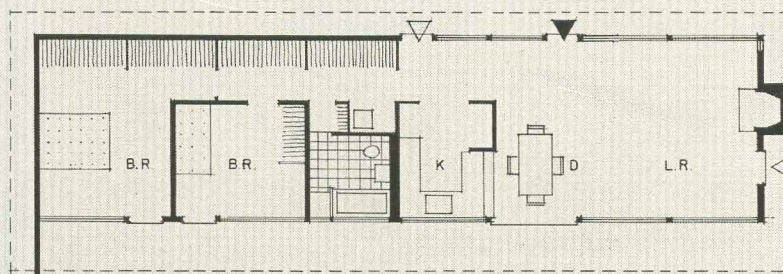


LEFT: variation (by Ned Cole, architect). The Trade Secrets house, close variation on Bruce Walker's theme (above left), has all the advantages of the latter, plus a family room in back of the kitchen and a better concentration of utilities. Walker's plan, however, boasts three bedrooms, plus an emergency sleeping area in the living room. (Plan here is reversed.)

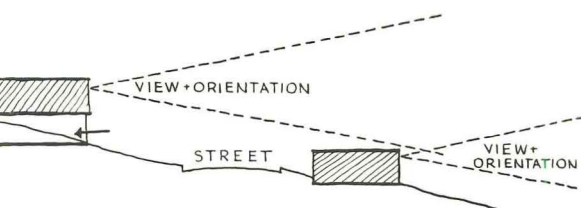
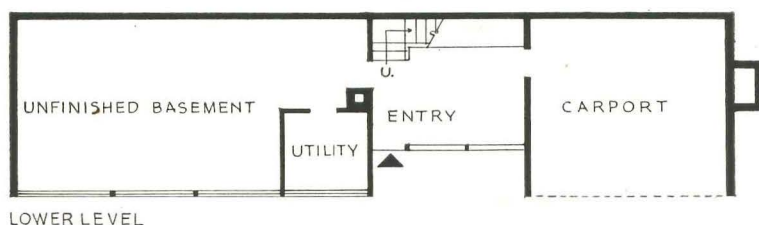
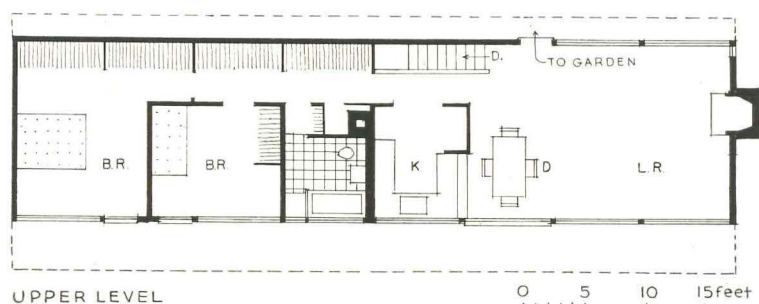
N-LINE PLAN—a fine house whose potentialities have yet to be fully explored

Easy to construct on regular frame
 Good circulation (but long corridor)
 Concentration of services
 Flexible in site-planning
 Good storage in right places
 Easy expansion (or alteration to turn last bedroom into teen-ager's private "apartment")
 Good entrance control from kitchen

All views identical
 Requires an exceptionally wide lot
 Fullman-car plan a little monotonous
 Equally good orientation difficult on opposite sides of street (see below)

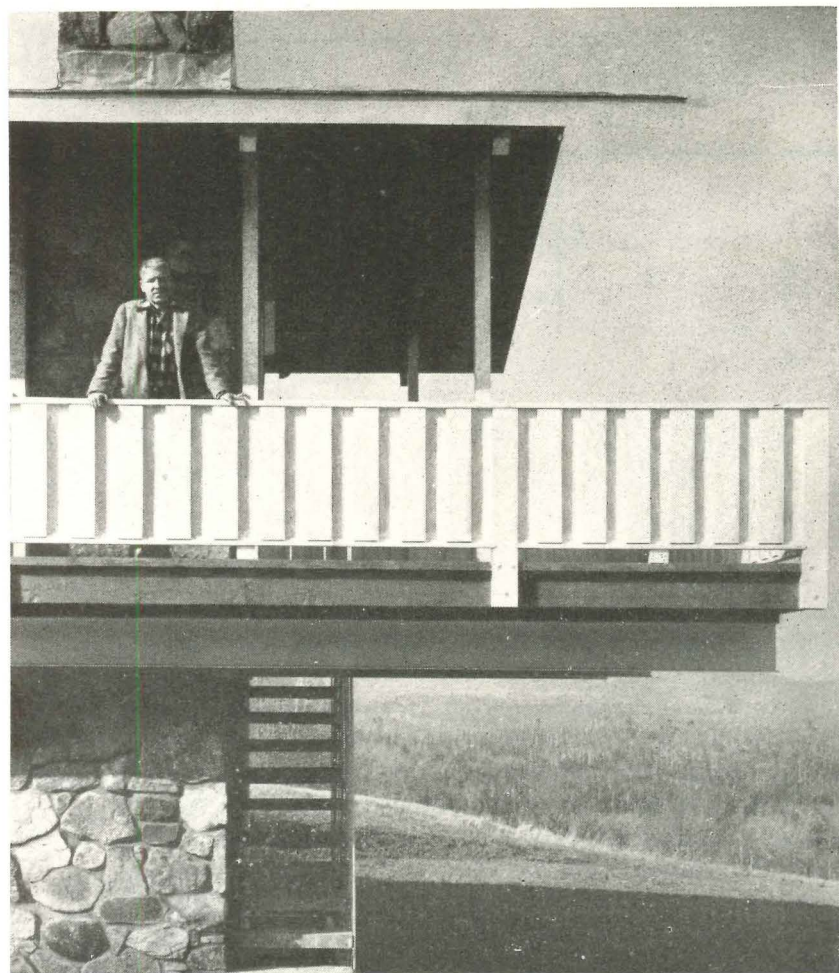
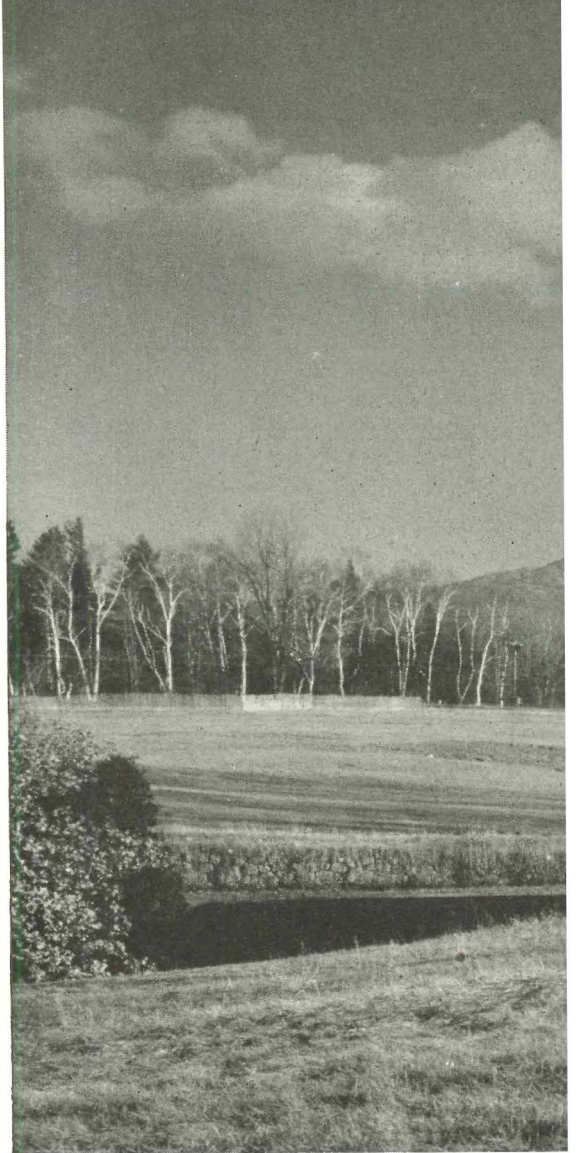
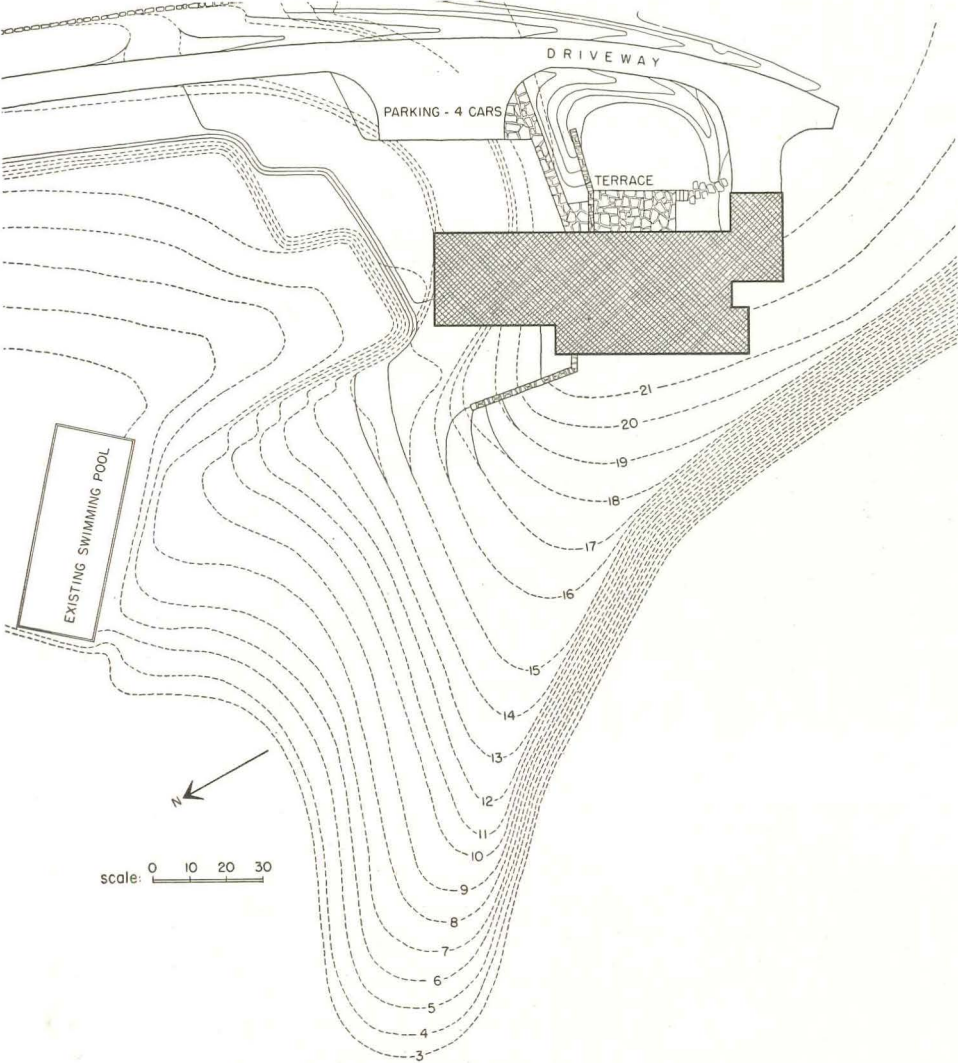


The potentialities of the in-line plan have not yet been explored—for this house can be a two-story house as a combination of the two types can make a fine apartment, especially on a sloping site. Here is how: the one-story type of each street could use the two-story type (with good storage and entrance in the partly exposed "base") while the one-story type, facing the same way, could be along the downhill side of the street. That way both sides of the street could have good views and good orientation, and both sides would have equal privacy (since the two-story living room is sufficiently high up in the air). For a suggestion of how this could work, see sketch below.



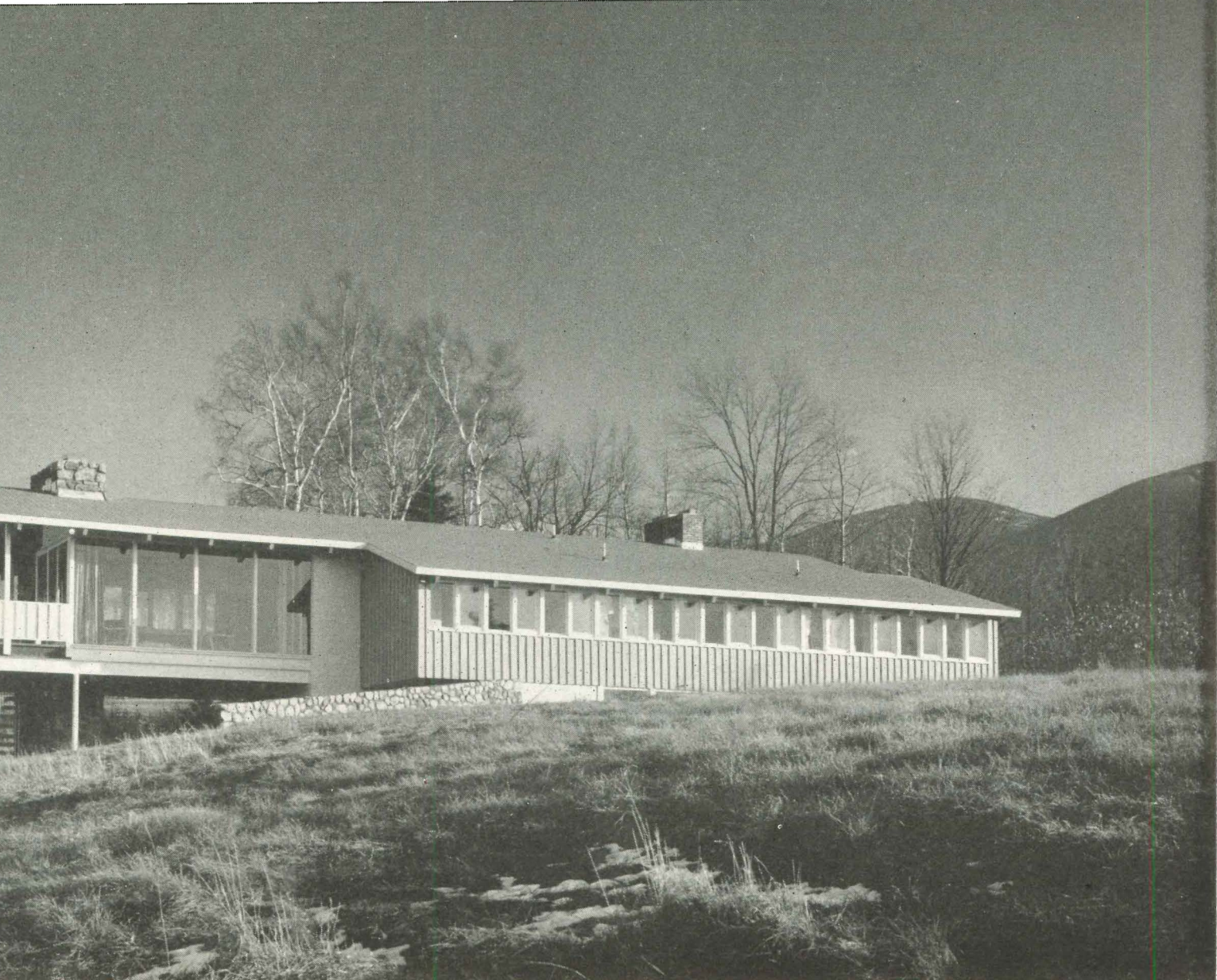
Here, then, are five basic plans. Almost any builder house put up today is a variation on one of them, or a combination of two or three. Generally, the best results are achieved when an architect does the varying, adapting or combining.

One more point: most builders have only one plan for any given development. This is inherently wrong, for a plan that makes sense on the north side of a street cannot make sense on the south side, and vice versa. The above analyses do not deal in detail with the problem of orientation; but of all the problems faced by builders of communities, that one is the trickiest and the most serious.



LOCATION: Franconia, New Hampshire
 DAN KILEY, architect
 JAMES J. VIETTE, general contractor

Architect and overhang. Kiley stands on north porch of the house he designed, outside large living room. Below is outdoor sheltered terrace, with fireplace and chimney in rugged masonry wall. Overhang is supported on pair of strong steel sections which were painted and left exposed. House is entered at the lower level (see plans, p. 153).



Photos: Lionel Freedman

Timbers, boulders and glass

The New England dwelling is amassed of old barn timbers

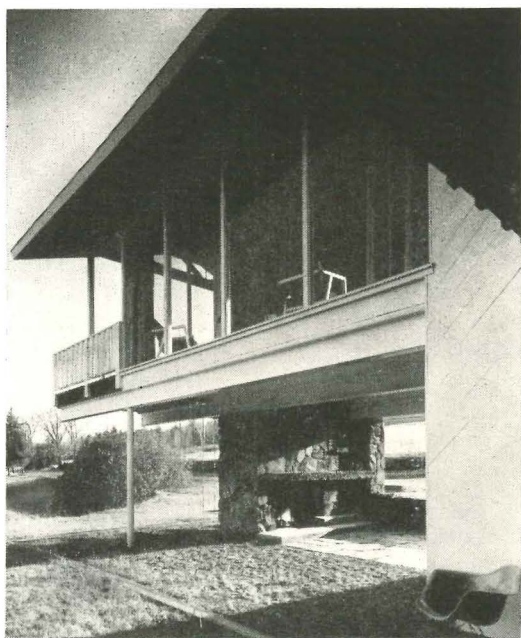
A summer vacation home and winter ski lodge as rugged as the New England White Mountains around it. The architect, Dan Johnson, who is quite a rugged New Englander himself (see picture on page 100), designed it after fire had destroyed a house he had just re-erected for the same owner. It is built with timber salvaged from a barn on the place so, since he got it for nothing, he used the material as sparingly as possible.

The 8' x 8' framing members are erected into a solid wall in the new house and exposed on the interior, papered and batten-boarded on the exterior. Also available were beams and planks for the floors, as well as miscellaneous lumber. This explains the very grainy character of the house. It also explains the handsome timber trusses which were left in place in the long living room.

In the house the sometimes overpowering effect of so much wood is offset by white partitions and planes of composition board painted in bright white. In the living room the ceiling is blue, elsewhere white. Large glazed windows and carefully built-in lighting also help to keep the atmosphere cheerful.



Exposed timber in living room (wall right) is honest. This wall is as strong and solid as the wood trusses overhead



Northwest wall of living room is glass, with wide overhang sloping down to shade it. Glass is single thickness ($\frac{1}{4}$ " plate), with floor registers to curtain it with forced warm air.

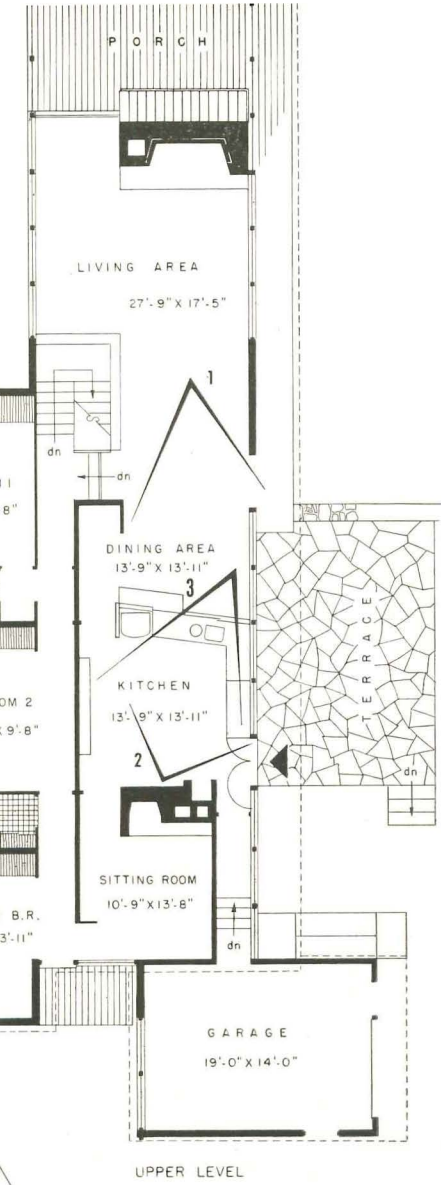
LARGE MATERIALS AND LARGE AREAS

Entertaining calls for big spaces and this house has two levels. The entire downstairs area can be opened into one space; a large sliding door opens from entrance hall to terrace, and another folding door opens on an adjacent balcony which leads to a swimming pool. Upstairs is spacious too; a sliding door opens out to the balcony on the east and doors from the living room and kitchen to a slate-surface terrace to the south. Sliding plastic panels separate the kitchen from the dining-living room and when these are opened the total length of this whole area is 55'.

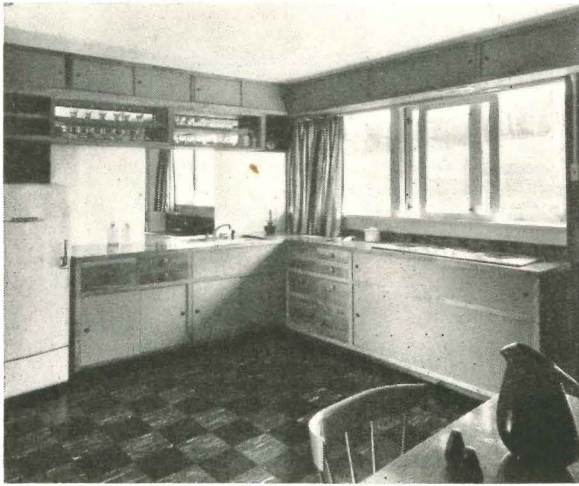
The amount of glass in the living room walls also extends the boundaries of this room out over the slope; to the south it gives an unobstructed view of Lafayette and Cannon Mountains, and to the north and west are views of distant mountains with the foreground.

Buttressing all this space at each end of the house are flanking rubble stone walls which appear to run through the house, setting it permanently into the hill. The house is 1,200 sq. ft. (figuring one-half usable area for the basement). The cost was \$35,000, excluding land and fees but including retaining walls and grading. The saving on timber was figured at not more than \$10 per sq. ft., and the solid wall was not easy to put up.

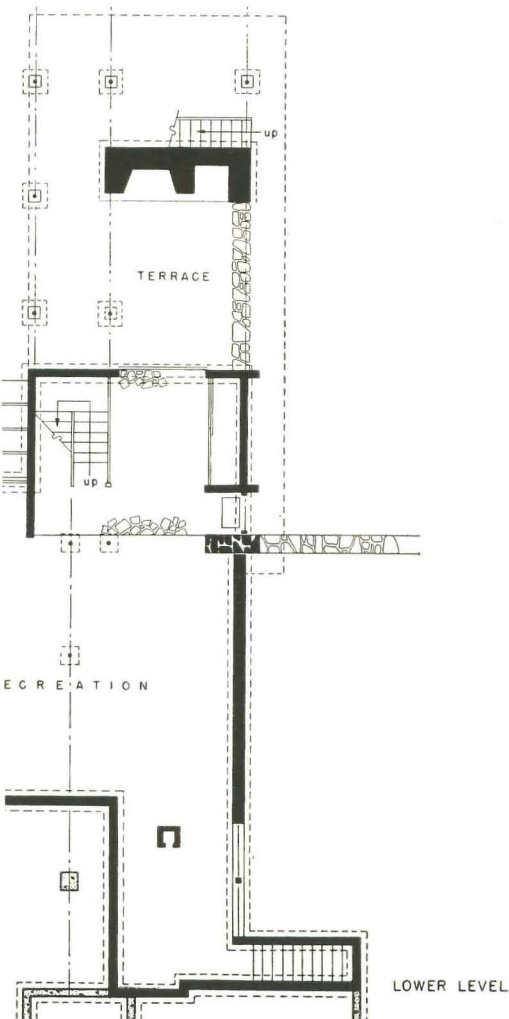
A LONG OPEN SPACE FOR ENTERTAINING



1. Dining area continues living-room space. Kitchen counter slides open



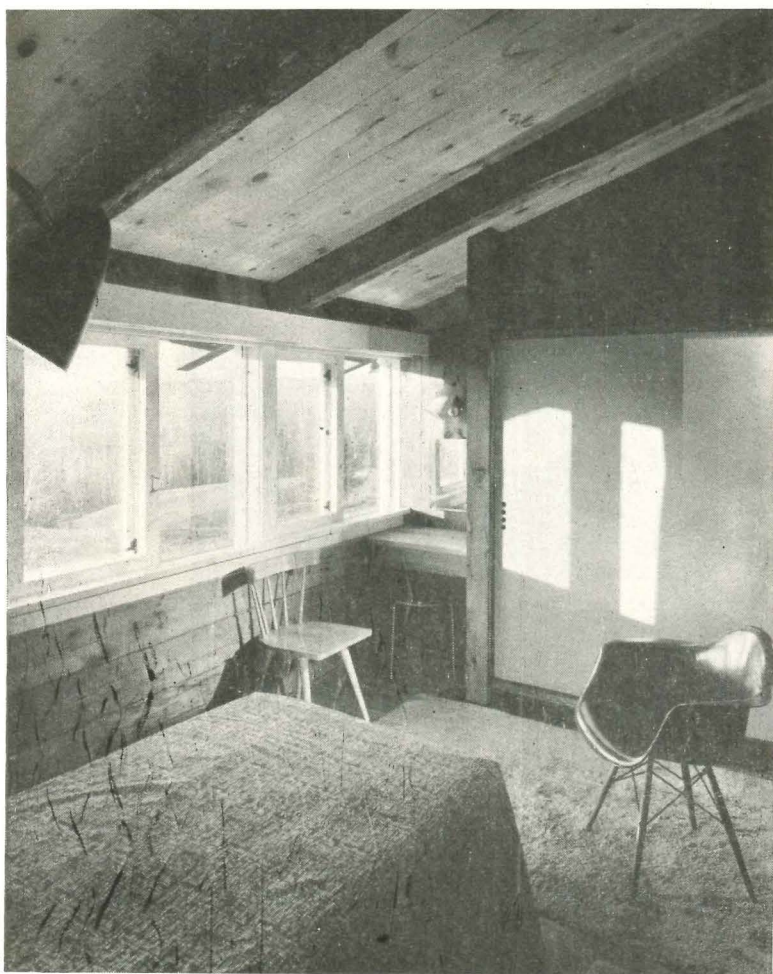
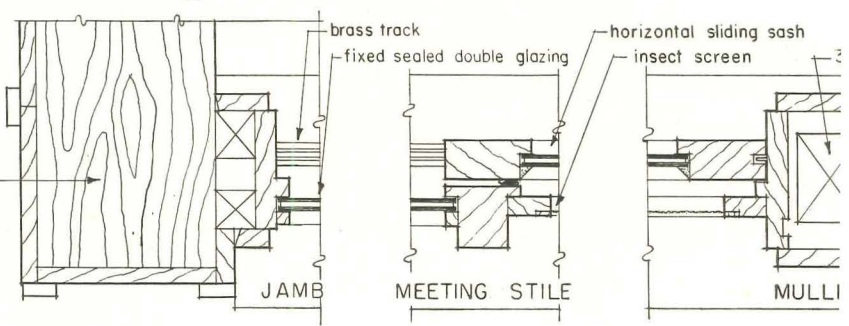
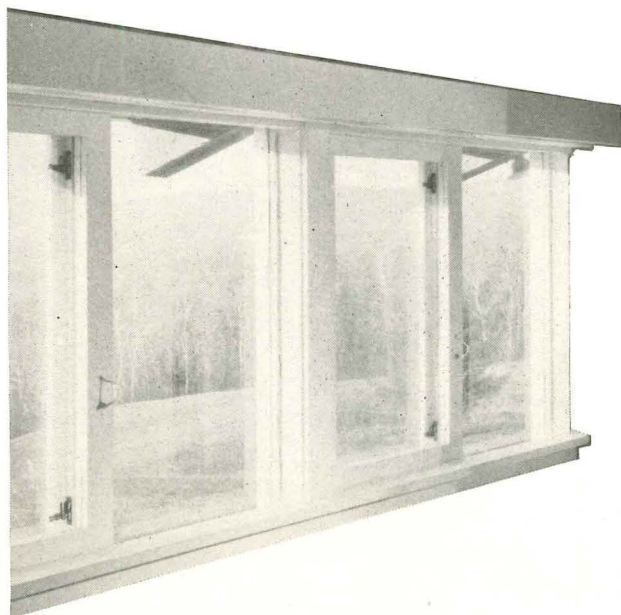
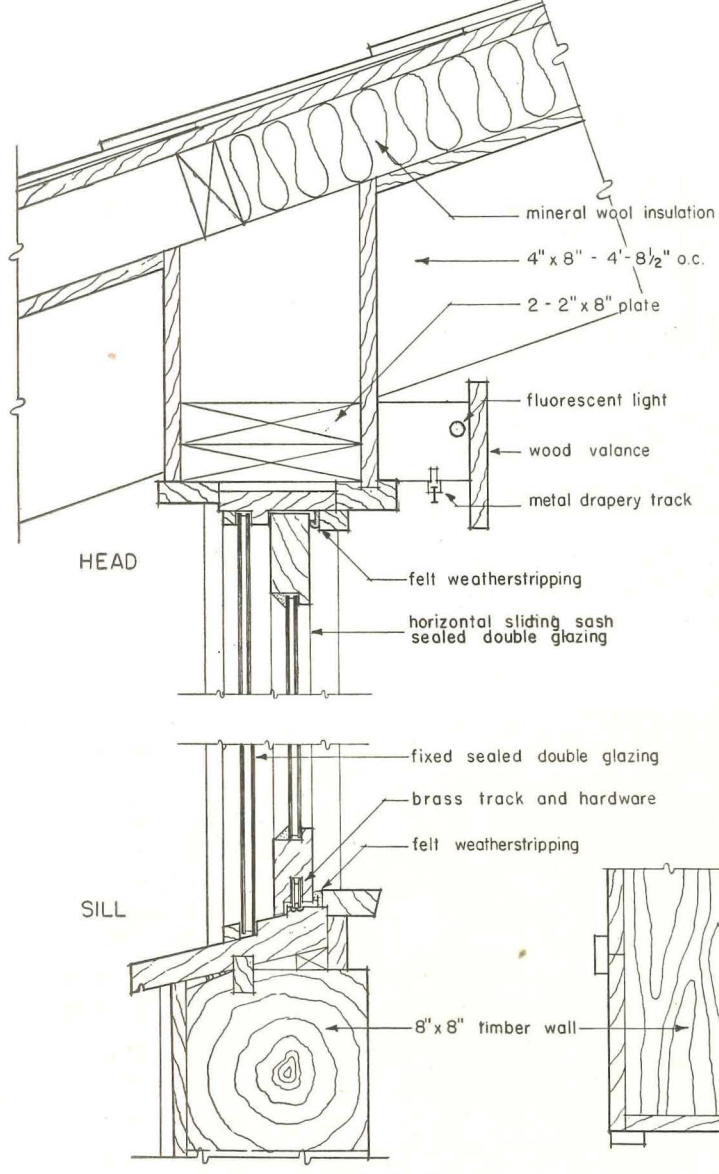
2. Reverse view of above, looking from the working side of the kitchen



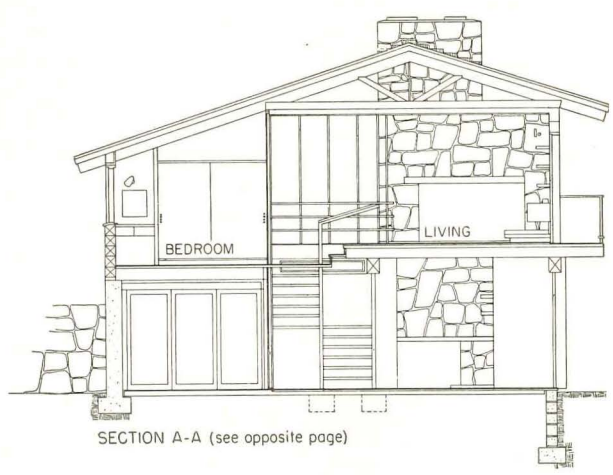
3. Kitchen: custom cabinetry, hardwood counters, Dutch oven, ample space

AN INGENUOUS, ADAPTABLE WINDOW

Combination sliding sash and fixed glass is repeated throughout custom detail, it alternates sheets of fixed glass with side-sliding. When ventilation is desired, the framed glass can be shifted over inside glass. Outside, screening continues the line of the fixed glass over the

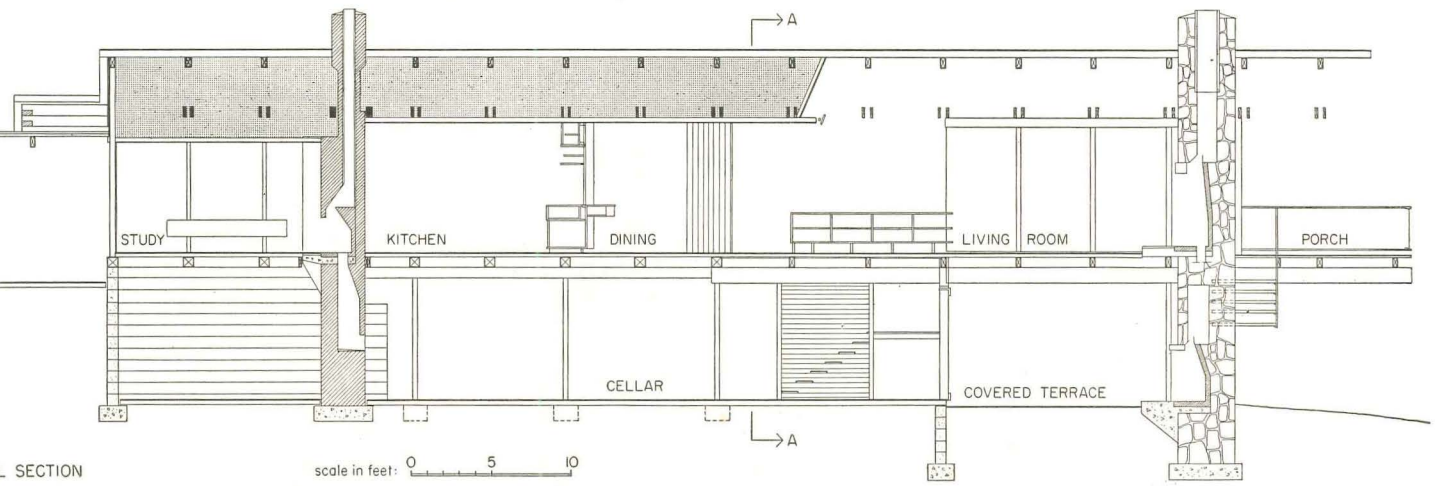


A NOOK WITH A VIEW



Dressing table is built into each bedroom to lengthen window wall, avoiding a waste of exterior periphery on closet-ends. Change in floor level (above) saves ceiling height for bedrooms under long slope of roof.

AR—WITH OBSERVATION PLATFORM



Boxcar dimensions are evident in section above. Reason: rapidly sloping site had only small flat shelf



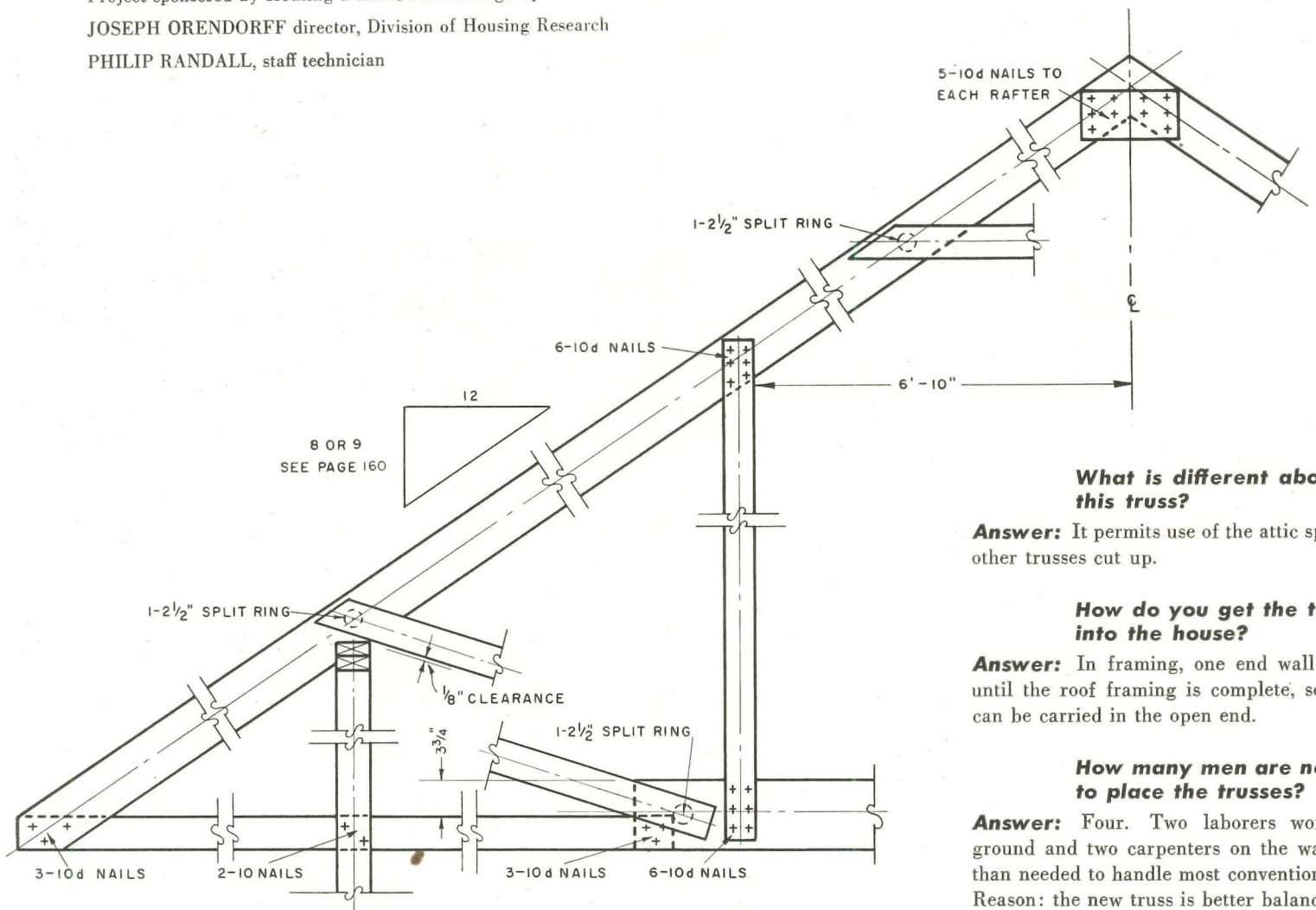
How to erect an expansion-attic truss

Here are details on the University of Illinois Small Council's open-hearted truss, which will allow house to combine two advantages:

- 1. Clear-span structure**, from exterior wall to exterior wall on the main floor of houses, without interior support members.
- 2. Expansion-attic cubage**, on the "attic floor" space exists in all houses built today with trussed roofs is unusable because it is slashed by truss members.

But now the alternatives—trusses **or** expansion attic have been combined into a new possibility: trusses **and** expansion attic. This significant development in house design has been discussed, and pleaded for (*AF*, Feb. '51), and reviewed last summer (*H&H* exclusive, Sept, '52). As on these six pages, here's how:

University of Illinois Small Homes Council
 JAMES T. LENDRUM, director
 WILLARD J. WORTH, research associate
 SIDNEY B. BERRY, architectural assistant
 Project sponsored by Housing & Home Finance Agency
 JOSEPH ORENDORFF director, Division of Housing Research
 PHILIP RANDALL, staff technician



What is different about this truss?

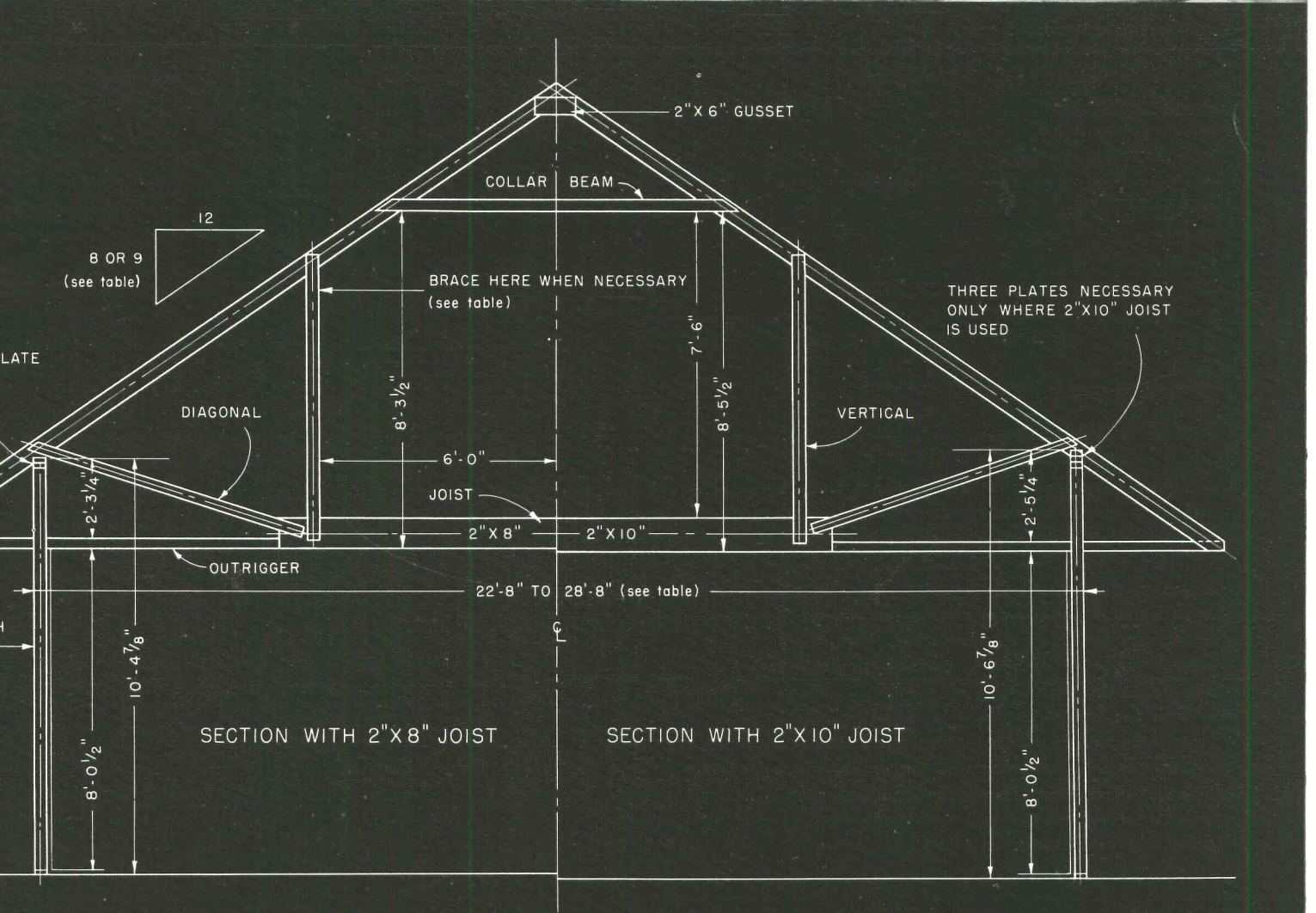
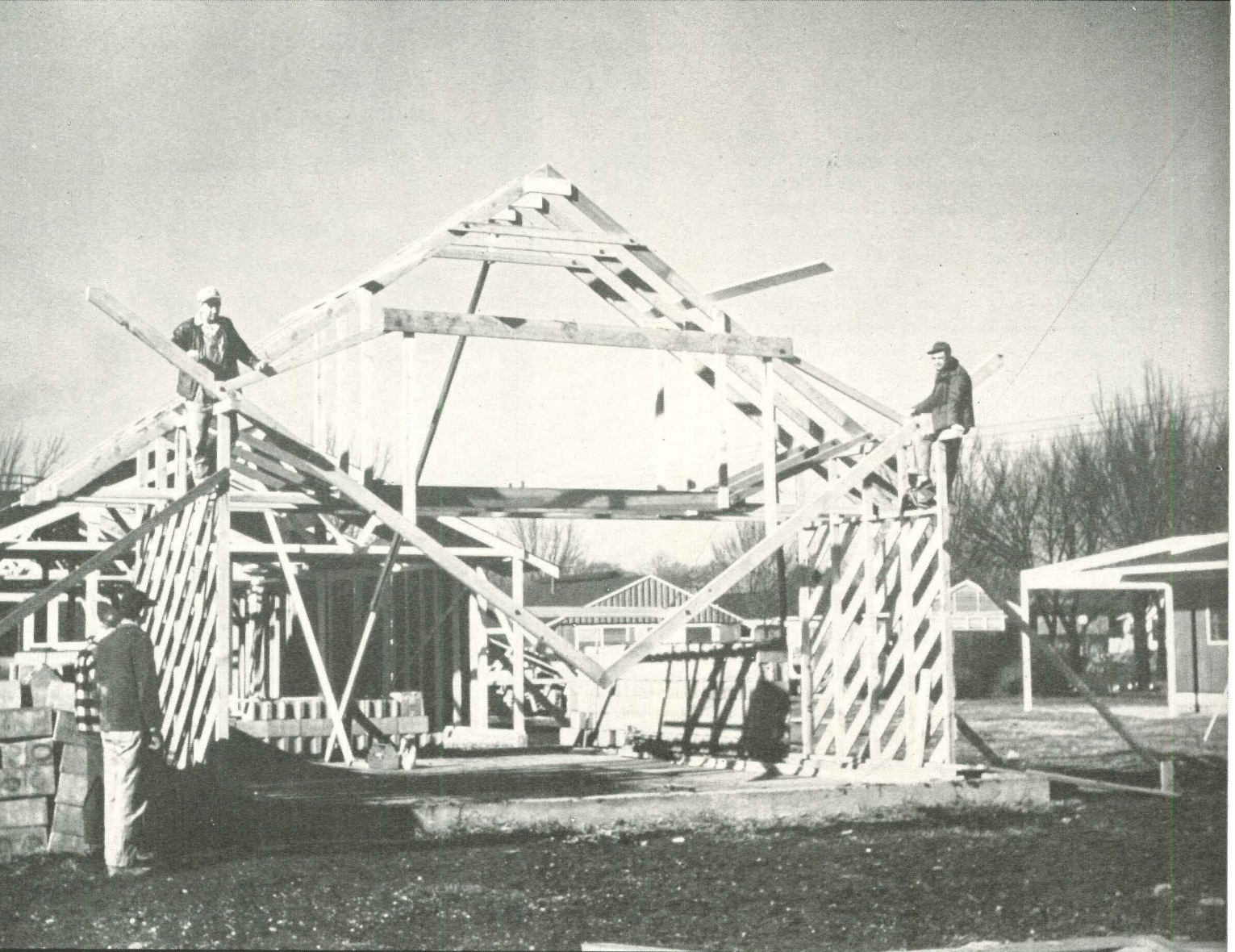
Answer: It permits use of the attic space other trusses cut up.

How do you get the truss into the house?

Answer: In framing, one end wall is built until the roof framing is complete, so the truss can be carried in the open end.

How many men are needed to place the trusses?

Answer: Four. Two laborers work on the ground and two carpenters on the wall. Reason: the new truss is better balanced.



What is the procedure?

Answer: See pictures. The groundmen carry the truss from the stack to the open-ended buildings where they swing one rafter tail up over the plates. The other end is then handed up and the men above take over, leaving the ground men to carry another truss. The truss, still upside down, is positioned so that it will clear the trusses already in place as it is rotated. With a short backswing, the men push down on the joist and rotate the truss into the vertical position. Then they slide it along the plates so that the rafter bears over the studs, which are 2' on center (to set studs directly under the ends of the truss).

Timing works out well in this operation: there is a necessary lag in placing trusses, because they are first placed upside down and must be spun, so they must be placed one by one. But by the time the two groundmen have gone back to the stack to return with the next truss, the space is clear again. The trusses could be transported in trucks and stacked in them at the site, but the same wait between the placing of each one would be necessary unless a crane was used.

After the truss is properly placed, toenailing suffices to hold it in place until the framing anchors are set.

Spacer boards, which are nailed to the rafters, can be premarked with 2' spacing as a check.

After all the trusses are in place the outriggers are nailed to the rafter joist and wall stud. After the trusses are complete the end wall of the building is framed and tipped into place.

Is this a true truss?

Answer: It is what is known technically as an indeterminate trussed frame.

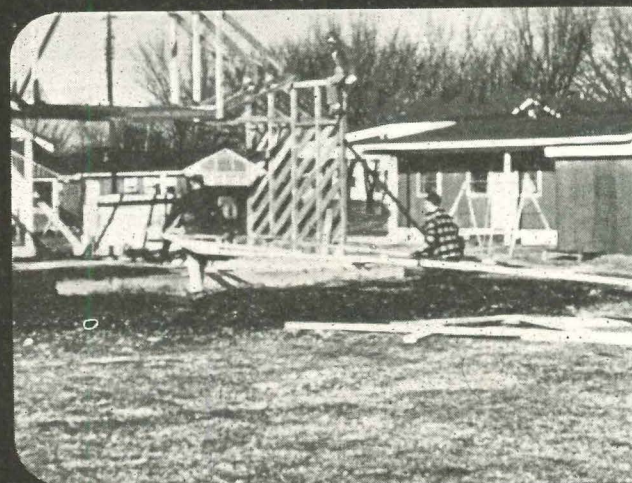
How strong is this truss?

Answer: Spaced 2' on center, it was designed for a roof load of 20 lbs. per sq. ft. and a floor load of 30 lbs. per sq. ft. The slope of the truss is either 8 on 12 or 9 on 12, depending on the span (see table, p. 160). This design is completed and details are available from the University of Illinois Small Homes Council for spans of 22', 24', 26' and 28'. Under test in Urbana for a period of 134 consecutive days, the greatest amount of deflection under floor, roof, or eccentric loading was $1\frac{1}{8}$ ". Of this deflection approximately half was in joists, half in the truss itself.

What size joists should be used?

Answer: 1) If the room built in the expansion attic is to be used only as a bedroom, and if a dry plasterboard ceiling is used, the truss will be satisfactory with No. 1 grade, 2" x 8" joists; 2) if the expansion attic is to include a bathroom or if the first-floor ceiling is wet plastered, No. 2 or better joists should be used. This extra strength is to guard against excessive deflection and stiffen the floor.

With the exception of the joist, the design of this frame was based on the use of 1,100 psi or better-stress grade lumber with the grading provisions applied throughout the length of the members. Yard grades (No. 2 or better) of some species of wood meet these specifications while others do not.



What kind of wall should be used with this truss?

These trusses were designed to sit on a stud wall. Reasons: this height and several connections, allows the joist to be taken more directly by the wall, and as a means of providing some bracing of end walls against wind loads, since the truss to some degree—acts as a knee brace.

What about bracing during construction?

Since only one truss at a time is hung on studs, and the notches of the other trusses hold the open-ended walls in, bracing is simpler than for a single-story truss erected in the usual way. But it is important that the open building be braced strongly to a solid wall.

How much material is in the truss?

For a 24'-8" span (outside wall to outside wall) one truss contains 97.5 board feet of lumber, 1 lb. of 10-d nails, six 2½" split rings and washers.

How much time should it take to place a truss?

At the University of Illinois the actual time on the operation was clocked at 15 min. for erecting and bracing the truss, and 10 min. for placing the outriggers.

How much does a truss cost?

The estimate by the Small Homes Administration for one truss in place is \$20.78. This is for the quantities, however, and larger volumes would be expected to reduce this cost.

Are there any special precautions to be observed?

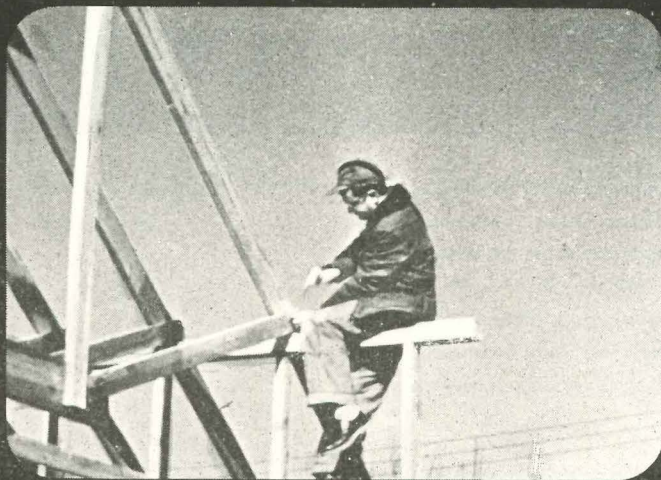
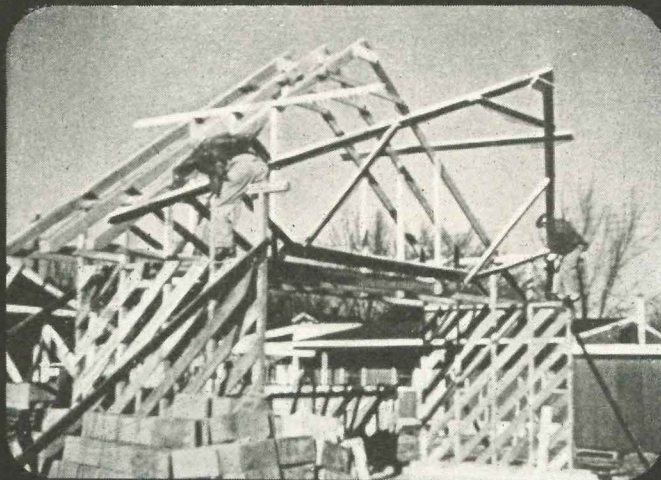
One or two. This type of construction allows the laxness of conventional framing. It is essential that members of the truss not be cut or drilled to pass plumbing or wiring. The truss must be carefully loaded in place: the space between the wall verticals is dead space and the construction is designed to carry storage in this area.

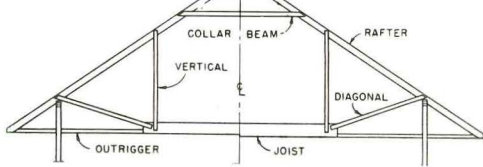
What about stairways?

They must parallel the trusses, whose ends are changed to open up a slot for the stair treads. This pattern uses one extra truss, and provides necessary additional stiffness at stair landings. It maintains the 2' ceiling module.

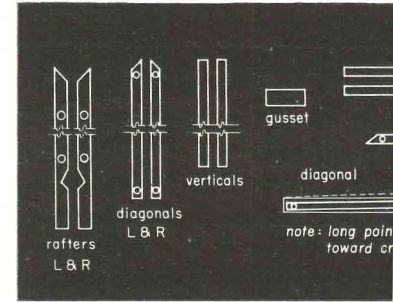
What about concentrated loading, like bathtubs?

Don't place them so they occur in the middle of the joist span, and try to place them so they take advantage of extra strength built up at the air opening. The trusses which carry the main loads should have extra nailing (see page 160). Water heaters or other equipment should not be placed on the trusses.





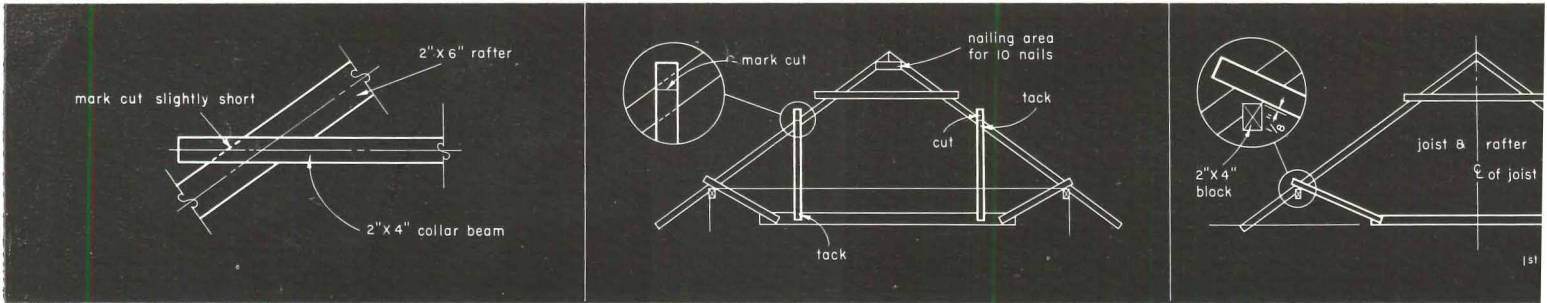
SPAN OUT TO OUT	SLOPE	RAFTER	COLLAR BEAM	VERTICAL	DIAGONAL	OUT-RIGGER	JOIST
22'-8"	9/12	2" x 6" x 20'	2" x 4" x 8'	2" x 4" x 7'	2" x 4" x 6'	2" x 4" x 9'	2" x 8" x 14'
24'-8"	8/12	2" x 6" x 20'	2" x 4" x 8'	2" x 4" x 7'	2" x 4" x 7'	2" x 4" x 10'	2" x 8" x 14'
26'-8"	8/12	2" x 6" x 22'	2" x 4" x 10'*	2" x 4" x 7'*	2" x 4" x 8'	2" x 4" x 12'	2" x 8" x 14'
28'-8"	8/12	2" x 6" x 22'	2" x 4" x 12'*	2" x 4" x 7'*	2" x 4" x 9'	2" x 4" x 12'	2" x 8" x 14'



1 This table lists the members and sizes for four spans of this trussed frame, using 1,100 psi stress grade lumber (grading provisions to be applied to entire length). Collar beams for the two wider spans should be braced laterally at the center with 1" board or solid

2" blocking between members. Joists should be 2" x 8"s at 1,450 psi grade, or 2" x 10"s. All gussets should be 2" x 6"s. In all members knots or other defects should not occur at sections which are notched or drilled for rings.

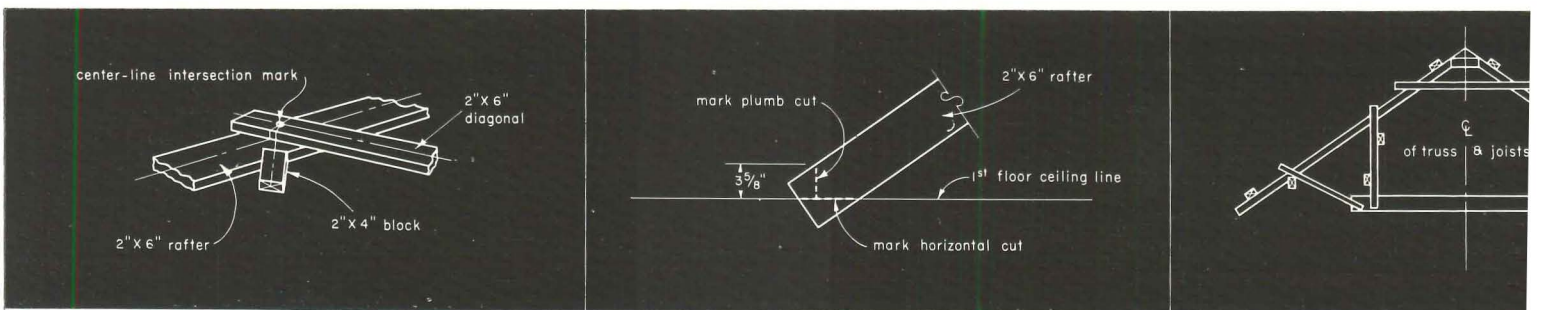
2 Precut members for one truss



11 Check that rafters are in tight bearing at ridge, snug against blocks as notches. Mark intersection of center line of collar beam and rafter. Drill 9/16" hole at intersection to mark rafter. Mark bevel cut on collar beam. Mark side of members that receive ring.

10 Place verticals on wall lines as shown. Tack verticals to rafters to hold and mark square cut on verticals. Place 2" x 6" gusset and mark necessary length. Check that there is sufficient area for five nails each side of joint.

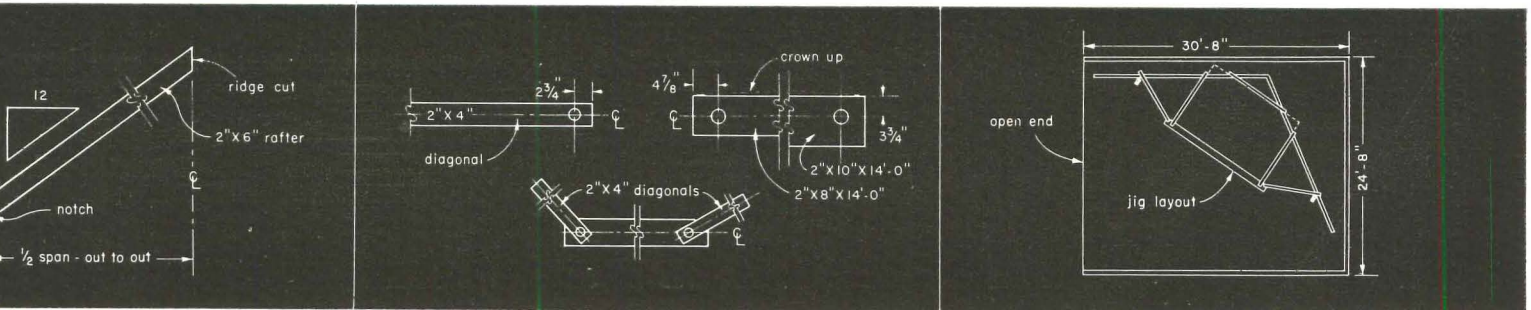
9 Place joist assembly against ceiling line as shown and on centerline of truss. Swi up until they clear jig bl Tack diagonals to rafters joint may be drilled later.



12 Mark intersection of diagonal and top-chord center lines. Intersection should occur approximately on center line of vertical block. Drill 9/16" hole to mark point on top chord. Again: check constantly that drill is vertical. Mark side of members that receive ring.

13 Mark a horizontal cut and a plumb cut 3 5/8" long on rafters.

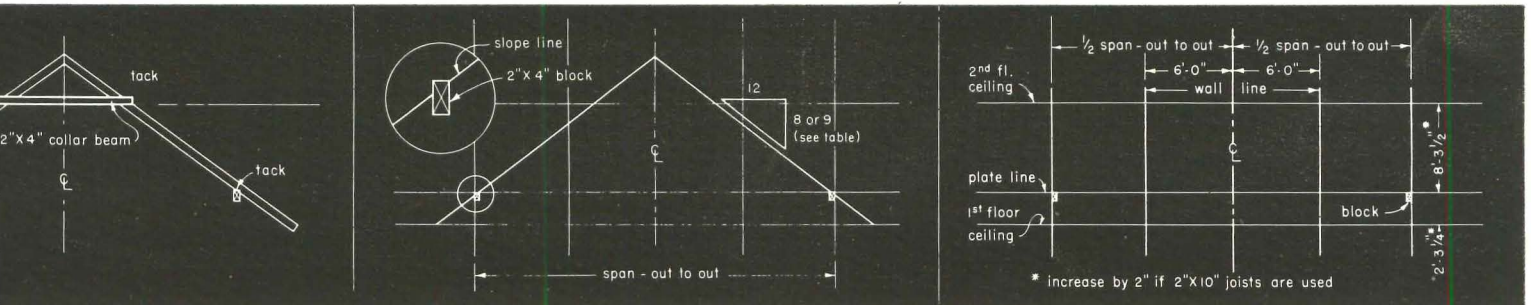
14 Place whatever blocks a quick assembly of remaining members. Remove and disassemble these as patterns, cut, and members for remaining truss. Caution: rafters and diagonals should be cut, drilled and routed in pairs, left and right. Remaining members may be assembled in same



assembly, use table (1) to determine proper slope, member sizes, and sizes for out-to-out span. Then cut 2" x 6" rafters.

4 Drill one end of two diagonals for 2 1/2" split rings. Drill both ends of 14'-0" joist for 2 1/2" split rings. Complete one subassembly by inserting rings and bolting diagonals to joists.

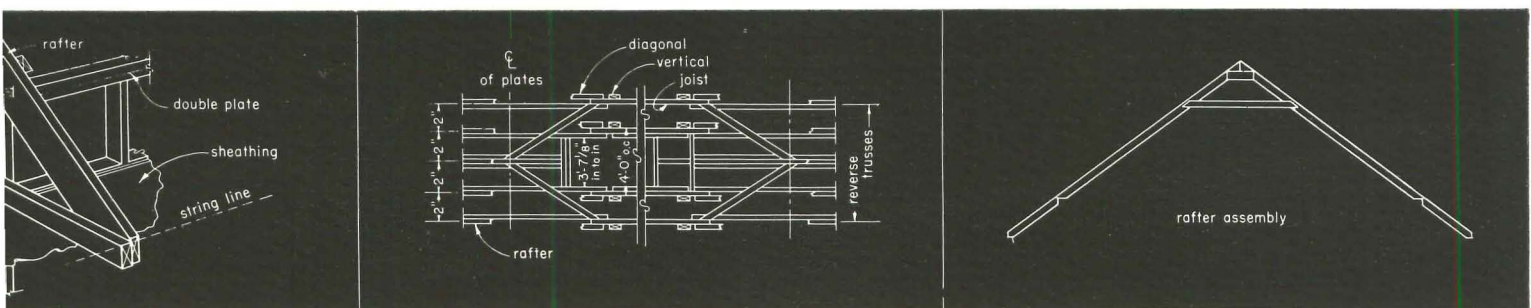
5 Jig for 24' truss may be laid out on 30' x 24' floor space as shown in plan above, allowing for material storage and working room. End wall is open, for removal of truss.



against chalk lines and fit snugly against blocks. Tack blocks. Place collar beam as shown. Tack collar beams. Note: tack off center to be drilled later.

7 From inside upper corner of blocks lay out lines at proper slope for span. Check out-to-out dimensions of blocks against span.

6 On deck lay out three parallel lines as shown. Increase by 2" if 2" x 10" joists are used. Lay out vertical center line. Lay out parallel lines at 6'-0" and 1/2 exterior-wall-to-exterior-wall span on either side of center line. Place 2" x 4" blocks as shown.



spaces 2'-0" o.c. so that rafter covers stud. Fasten to plates framing anchors. When trusses are erected, run for fascia. Place outrigger as pattern to clear bolt at edge. Outriggers are structural and must be placed before subjected to load.

16 How to frame the stairwell:

- A.** Start at closed end of building. Erect trusses with verticals and diagonals facing closed end until stairwell is reached.
- B.** Substitute rafter assembly for next truss (center of stairwell).
- C.** Erect remaining trusses with diagonals and verticals facing open end of building.
- D.** Place outriggers on all trusses; place joists

- on stairwell trusses with continuous members as deep as joists. Spike together throughout length.
- E.** Install headers of joist depth at head of stairs. Place doubled 2" x 4"s at opposite end.
- F.** Place doubled outriggers at rafter assembly and brace diagonally with 2" x 4"s laid flat.
- G.** The 4' o.c. spacing of stairwell trusses is based on dry-wall module. Lesser spacing may be used.

Adhesives pave way for tile economy

Thin-set adhesives for ceramic tile are doing to the tile setter what dry-wall construction did to the plasterers: they are breaking the monopoly that one craft has had in the building industry.

Use of thin-setting bed adhesives for tile has done more than just cut its installation cost; it has brought competition to the tight little combine of tile setters who have charged as much as \$3.50 per sq. ft. for tile setting, or whatever the traffic would bear. In a Nov. 1950 article, ARCHITECTURAL FORUM noted the economies and advantages of adhesives. Many builders and tile setters were quick to see a way of getting or setting more tile at lower cost; other tile men grudgingly used adhesives; still others were and still are holdouts. But today few have an excuse not to use adhesive (a commercial standard for its manufacture was established last July by the Department of Commerce), and many are being pressed by healthy competition to adopt it (to compete with tile setters who now use the method and other crafts that need no knowledge of the art of mixing and troweling mortar to set tile).

"We weren't going to touch adhesives at first, but then we found out we were losing business to the linoleum layers." That comment from a New Jersey tile setter is typical of the growing attitude among tile men. Many builders know tile can be set a third cheaper by adhesives. Often the cost of finishing a bath by tile alternates is based competitively on the cost of mortar-set tile, the substitute being pegged at 25¢ per sq. ft. cheaper.

"It was not until a new tile company came to town and started to set tile by adhesives that we felt we were getting a fair price on tilework," says Don Scholz, Toledo builder. "Competitive prices are the greatest incentive to more extensive use of tile because every builder is convinced of its advantages."

Variation in the installed price of tile is greater than for any other item that goes into a house, says James T. Lendrum, director of the University of Illinois Small Homes Council. In some cities in the Midwest costs run well above \$3 per sq. ft. In Philadelphia costs run from \$1.75 to \$2 per sq. ft. when tile is set in mortar, about \$1.50 when set in adhesive. In-place cost in the New York metropolitan area where competition is keenest is as low as \$1 per sq. ft. for adhesive setting, is generally close to \$1.25 per sq. ft.

A rule-of-thumb method builders can use to determine how much tile setting should cost in their areas is to deduct about 20% from the cost of a mortar-set job. Since a mechanic's helper is not needed for adhesive setting, an immediate economy is possible.

In areas where tile setting is not controlled by a tile-setting monopoly, carpenters, masons, plasterers—even the builders' own crews—are doing the job. But many union and nonunion tile setters have read the handwriting on the bathroom wall and are now setting tile at a price almost any builder can afford to pay.

Tom Dolan, a tile setter who has used adhesive since 1949, is one contractor who has done an excellent job. His St. Louis County Tile Co. set over 1,000,000 sq. ft., saved builders almost \$300,000.

More tile for your money

Builders can cash in on the economies brought on by more competition and put more tile in the bathroom where it will last as

long as a house and never cost the home owner another penny. Here are five ways to cut corners or get more tile for your money.

1. Use seconds instead of standard tile. Prices of seconds (which vary only slightly from standards in shade or "pattern") are several cents a sq. ft. cheaper. Many contractors use seconds because variations are so slight.

2. Set tile at the same height from the floor on walls. Tile men can thus eliminate the time-consuming job of cutting joints and fitting extra corners or caps as when tiling from 4½' over the tub to 4½' from the floor over basin and vanity.

3. Add an additional 1' or 1½' to the height of tiling. Since most tile men restrict themselves to one bath a day, they can do the additional area with no great effort. One tile contractor says: "I would take the tile up another 1½' at the cost of the tile. My men will do only one room a day, but there is more tile in the room, they will still get it done in one day."

4. Set tile all the way to the ceiling. By using adhesive on dry wall, you can get an entire bathroom (about 100 sq. ft.) tiled at the same price as it would cost if you were to use mortar and tile set in mortar. When a ceiling is uneven, as is the case, tile may accent the flaw. Solution: stop the tile at the ceiling except in the tub alcove.

5. Use a thinner tile. Although it is no cheaper FOB factory, it will be cheaper at the point of use because of a decrease in freight costs. A carton of ordinary-thickness tile (from 5/16" thick) weighs about 55 lbs. and contains 15 sq. ft. A carton of thinner tile (about ¼" thick) weighs 53 lbs., contains 20 sq. ft. The extra freight costs should be passed along to the builder. In more pieces of thinner tile (8 vs. 5) can be held by the tile setter while he is setting it against the wall, allowing him to work faster and more efficiently.

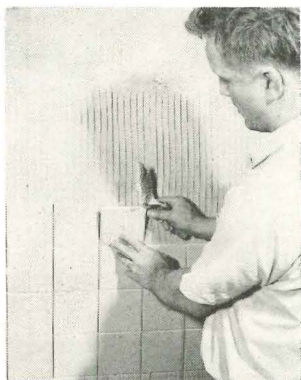
Advantages of the thin-set method

Lower overhead. The adhesive method can cut building overhead: the usual three- to four-day cycle for mortar setting and other trades working in the house at the time (they return to finish up after a tile setter is through). Builders waste money on tiling by having it started before the plumber has completed his work; then the tile man returns to complete the tub. In some instances the reduction in tile setting (it takes only one day for everything, including grouting) can mean a 10% to 15% cut in overhead applied to

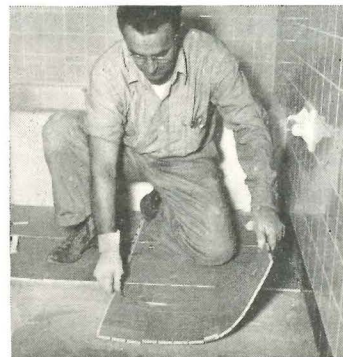


Method of applying thin-set gypsum board is done by who uses a notched trowel.

Tile is quickly set in place after adhesive dries slightly.



Wendell Chilton



Subfloor is plywood which is covered with insulating paper over which adhesive has been applied.

Installation cost (all costs except tile itself) can be cut 42% by the adhesive method, as this comparative cost from one union and one nonunion contractor in the area indicates.

Mortar method		Adhesive method	
MATERIALS			
1. or 500 #)	\$ 1.50	Adhesive (2 gals.)	\$ 6.00
bags or 300 #)	3.60	Tile (100 sq. ft. at 50¢ per	
s or 200 #)	3.20	sq. ft.)	50.00
q. ft. at 50¢ per			
.	50.00		
LABOR			
3 per hr., 8 hrs.)	24.00	Mechanic (\$3 per hr., 8 hrs.)	24.00
\$2.50 per hr.)	20.00		
\$102.30	Total	\$80.00	

costs to the subcontractor and should not be confused to builders since these figures do not include overhead)

of. Dry wall can be used behind adhesives without fear wall rotting or the tile falling off. The new Hartford el baths will get adhesive-set tile because the manage- nvinced it will get better waterproofing from adhesives mortar. Adhesive can be used on almost any surface.

n. Since tile setters can be in and out of the bathroom in o material need be left around to be damaged by other lfered by "lookers."

cing. Stackler & Frank, Long Island builders, report that sives are used they have never had to return to service . because tile fell, although they admit they have had an ime of it when tiles were poorly set in mortar. When a le falls out, there is often the danger of damaging ad- when the old bed is chiseled out.

om dimensions. Several inches can be added to the ath where every inch of space counts when thin-set tile er than full-thick mortar setting. (Almost 1 sq. ft. of space is added for each 11.3 lin. ft. of wall.)

ght reduced. Almost 12 lbs. per sq. ft. or over 1,000 5' x 7' or 8' bath can be eliminated through the use of us structural members need not be reinforced.

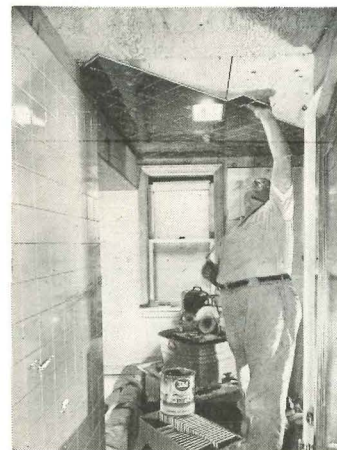
up. The powdery mess left by mortar and trekked ouse by plumbers and others is eliminated.

ough the winter. Thin-set tile can be left in cold h no fear of damage to the bond. When mortar is used, e kept up in houses on cold nights.

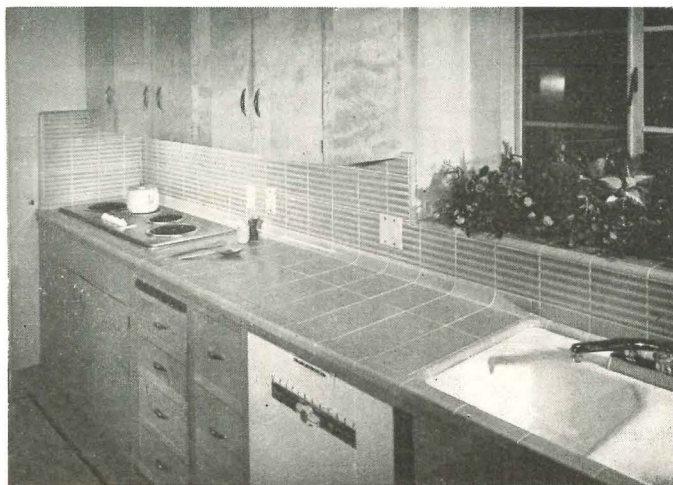


Adhesives bearing Commerce Dept. hallmark, left, can be used perfectly safely near stove ducts or around heat registers.

Buffering method — application of adhesive directly to tile itself — is used in some instances, as at right, for a plywood ceiling.



Cove tile for joining two planes was designed with 90° flat back to encourage use of cove, make it easier to install with adhesives.



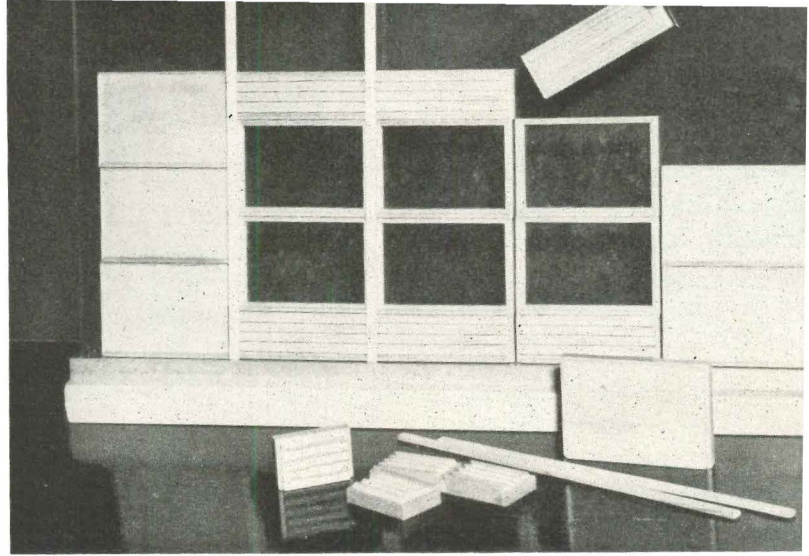
NEW PRODUCTS

THE WELL-STACKED HOUSE: modular panels pile up prettily in limitless patterns

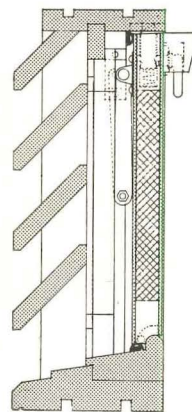
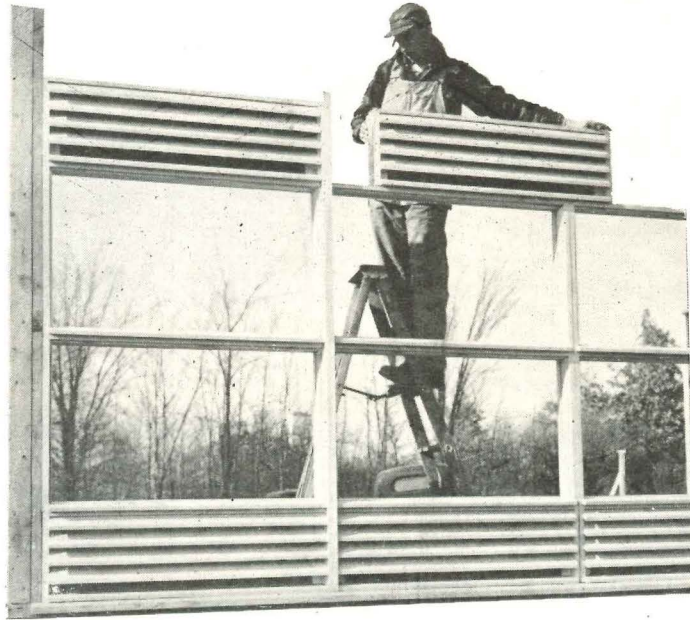
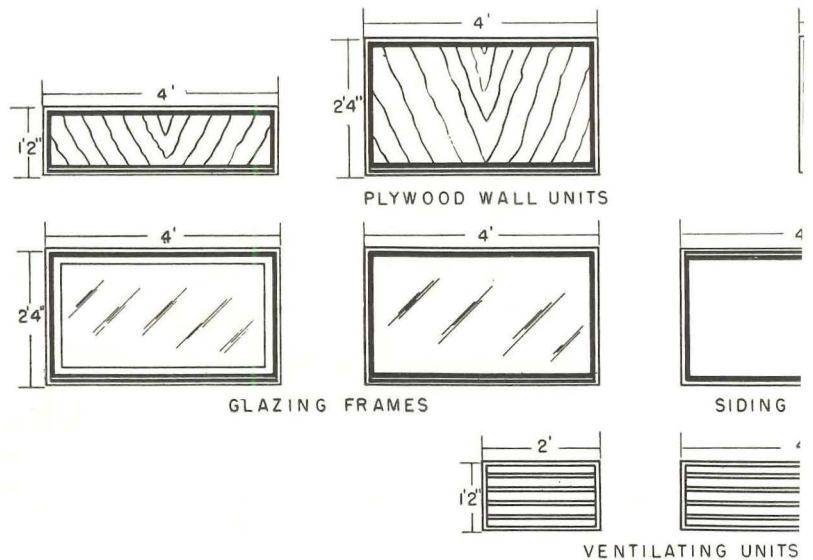
Solar Air Flo has grown up. First introduced three years ago as a window for fixed glazing with separate wood louvers for ventilation, it now has been moduled and modified to become a complete interior-exterior wall. Glazing, ventilating, and insulated plywood sections comprise the system. The 4' wide units each can take a 2,400 lb. load. They stack one over the other and are grooved to interlock on sides, top, and bottom. Wood splines strengthen the connections and act as weather seals. Vertical joints are masked by $1\frac{5}{8}$ " x $1\frac{1}{16}$ " trim strips. Sub-sills, 2" x 6" headers and doors finish the job. Two types of solid sections are available: one has an insulating board core and sells for \$7.60 for the 14" high, \$9.85 for the 28" high; the other, a lamination of plywood and fiberboard, costs \$13.50 for the 14" high, \$22.10 for the 28". Vent sections are made with louvers on the outside and an adjustable panel on the inside. Supplied with a removable built-in screen, a 4' x 14" vent sells for \$25.60; a 2' x 14" for \$17. A fixed window frame for a stock size ($45\frac{1}{2}$ " x $25\frac{1}{2}$ ") double glazing unit costs \$8.50 (un-glazed), and \$23 for an operating sash for a double light $42\frac{1}{2}$ " x $22\frac{1}{2}$ ". Units also may be purchased for single glazing. The sub-sill sells for 50¢ per lin. ft. and the trim for 12¢. In all, outside walls for a 1,000 sq. ft. house would cost, sans glass, less than \$1,000.

Manufacturer: Solar Air Flo, Inc., Elkhart, Ind.

continued on p. 188

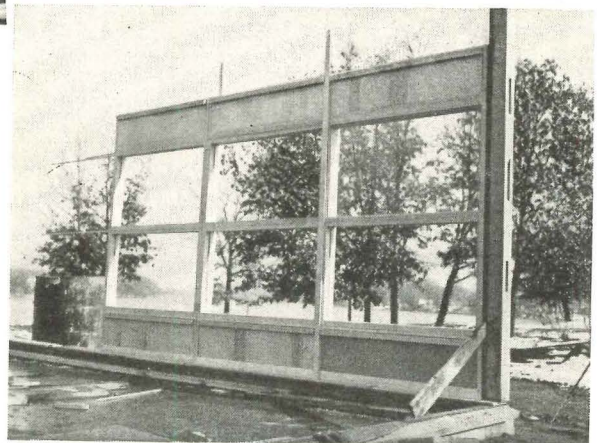


Scale models of Solar-Air Flo's new Totem wood frame building units make it easy to plan out various elevations. Totem sections are adaptable to almost any climate since they can be used with different proportions of glazing and come with fiberboard insulation.

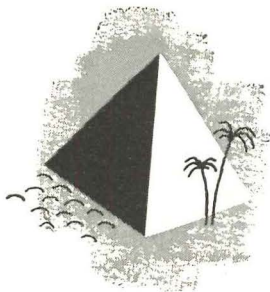


Two men can erect the exterior walls for an entire house in two days. The only tools they have to use are hammers and screw drivers.

The popular "panel window" is just one of the countless groupings possible with the modular window, ventilating, and wall units.



HOUSE



HOW LONG WILL IT LAST?

The life of any product depends on many things. The way it's designed and engineered. The quality of its material. How it's made.

Every Ro-Way garage door is designed, engineered and built of fine quality materials—for a long life of dependable, useful, trouble-free service.

Take Ro-Way features, for example. Friction-Reducing Taper-Tite track . . . Seal-A-Matic hinges . . . ball bearing Double-Thick tread rollers . . . Power-Metered springs matched to the weight of each door . . . all working together for smooth, easy up-and-down operation.

Take Ro-Way construction . . . mortise and tenon joints both glued and steel doweled . . . sections rabbeted for weather-tight joints . . . millwork both drum and hand sanded . . . hardware both Parkerized and painted for maximum protection.

And Ro-Way materials. Fine west coast lumber carefully selected for quality. Heavy gauge steel hardware completely designed and fabricated on special machines in the Ro-Way plant.

Ro-Way built is—*built to last*. For a long, long life of satisfying service, specify Ro-Way Overhead Type Doors for all garages.

ROWE MANUFACTURING COMPANY

1121 Holton Street • Galesburg, Illinois



OUR
LOG IN
EET'S

Ro-Way
OVERHEAD TYPE
DOORS

there's a Ro-Way for every Doorway!

Nationwide sales and installation service. Consult your classified telephone directory for nearest Ro-Way distributor

... Added
Buying Inducement
for any Home



Patterns: 306, 800, 200

fremont RUBBER TILE and VINACOVE

Home-buyers are looking for *plus* values, today, even in inexpensive homes—and are finding what they want in floors of Fremont Rubber Tile and Vinacove Base Trim. This lasting combination—installed in one room or more—*sells homes faster* and costs amazingly little! It provides a lifetime floor, that requires a minimum of care to look its best in any of the endless design combinations available. Fremont Rubber Tile and Vinacove Base Trim look well together—and *attract buyers*—whether used in the kitchen, recreation room, hall or bath.



Fremont Rubber Company

322 McPherson Highway, Fremont, Ohio



RUBBER TILE



RUBBER STAIR TREADS



FOAM RUBBER



SPONGE RUBBER RUG CUSHION



PLASTICS



VINACOVE



VINATILE and VINATOP

Dept. 322, Fremont Rubber Co., Fremont, Oh
Gentlemen:

Write for descriptive literature on FREMONT
TILE and VINACOVE.

NAME _____

Street Address _____

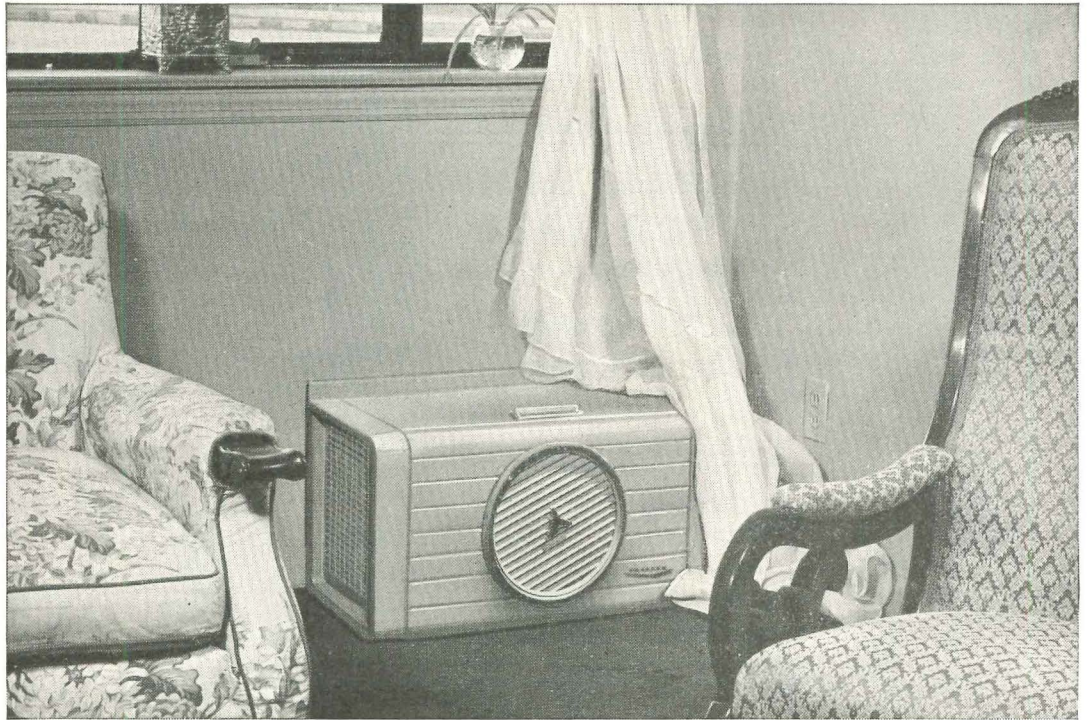
City _____ State _____

rent Fedders Air Conditioned apartments for \$58⁵⁰ a month"

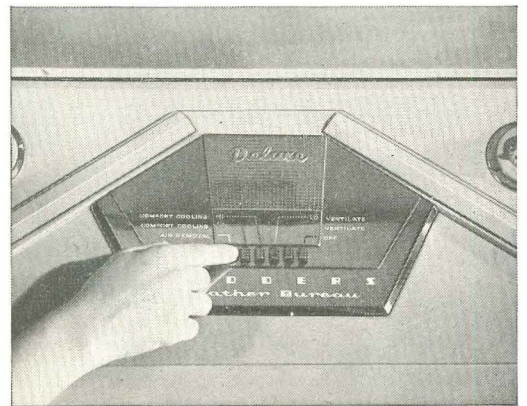
BERT METRICK,
of Childs Garden Apartments
at Central Park, Long Island



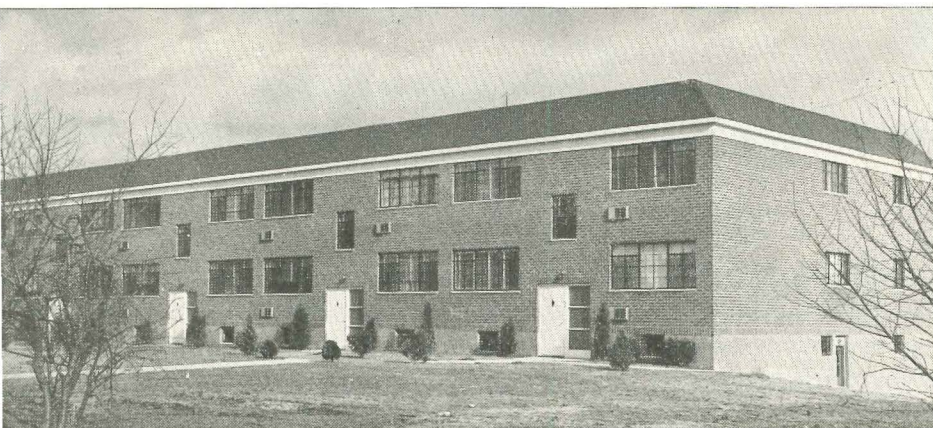
Get 100% rentals and sharply reduced tenant turnover? Follow Bob Metrick's example and offer Fedders Room Air Conditioning—the most wanted modern feature! "Fedders units help me insure living without luxury rents," says Metrick. The handsome, compact units are installed in livingrooms and bedrooms to supply healthfully dry, moun- tain air no matter how blazing hot and humid the outdoors. Ventilates and circu-



late with never a draft. Extra large size Fedders filters capture dust, dirt and pollen . . . help relieve hay fever and keep apartments cleaner. Units fit into pre-formed wall apertures, giving full use to windows when desired.

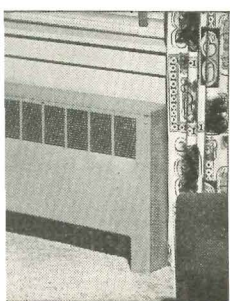


Amazing feature of the all-new 1953 Fedders unit is the Built-In Weather Bureau, which gives the weather you want with the flick of a button. Ventilates or removes stale air without cooling. Fedders offers more exclusive important comfort features than any other room air conditioner. Write for complete information on these outstanding units. Fedders-Quigan Corp., Dept. HH-2, Buffalo 7, N. Y.



Fedders Room Air Conditioners in the Childs Garden Apartments eliminate the central system and its necessary duct-

work. Living space only is cooled. The efficient, economical Fedders unit has 56 years of heat transfer experience built into it.



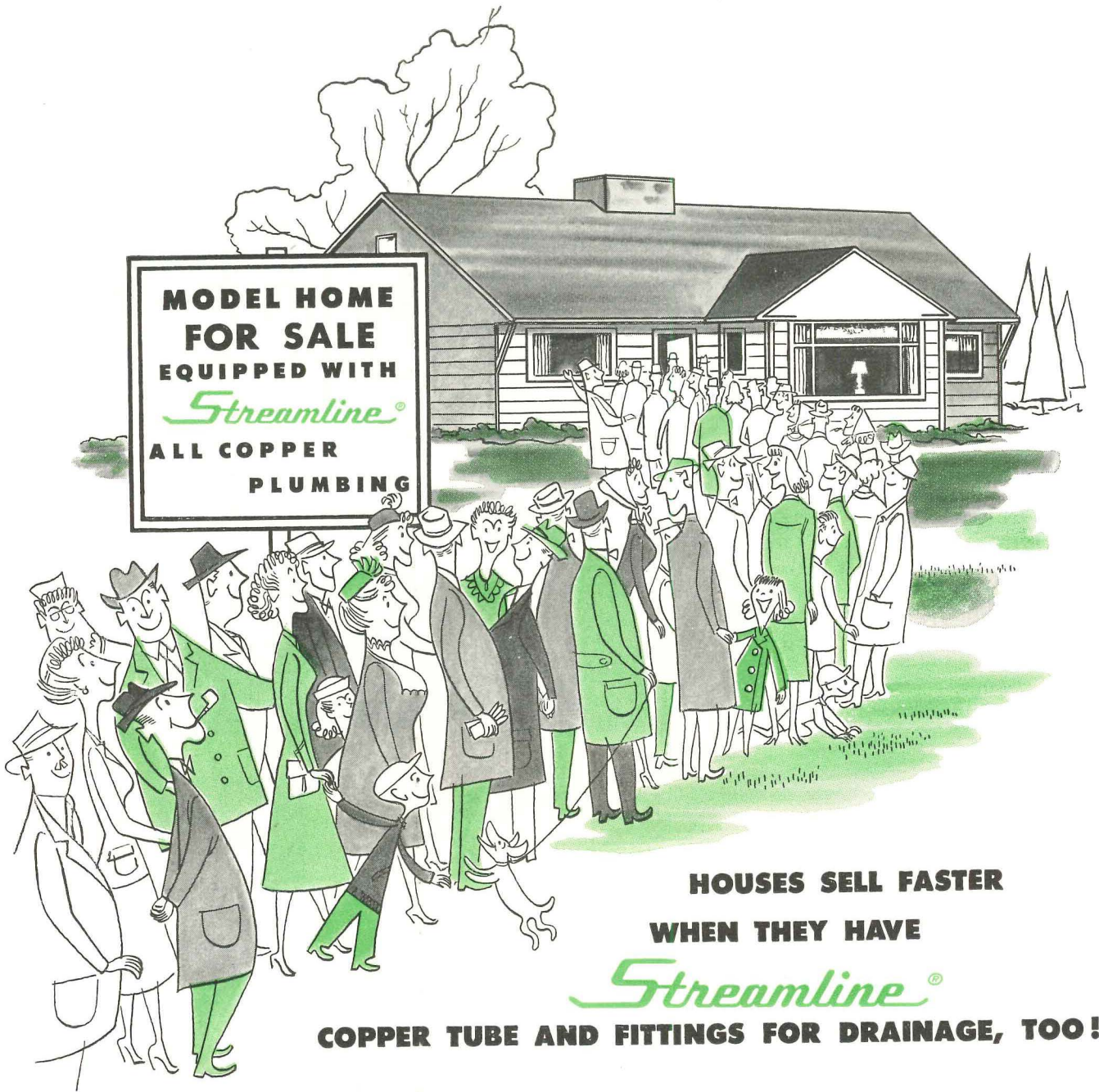
FEDDERS CONVECTOR AND BASEBOARD RADIATION

Fedders pioneered a new method of providing steady, even heat! The principle of carrying heat through thousands of tiny fins has resulted in a new and modern method of home heating. Because they distribute heat so well from floor to ceiling, Fedders Convector and Baseboard Radiation installations are economical as well as efficient.



FEDDERS

works wonders with
HEAT and COLD



**HOUSES SELL FASTER
WHEN THEY HAVE**

Streamline®

COPPER TUBE AND FITTINGS FOR DRAINAGE, TOO!

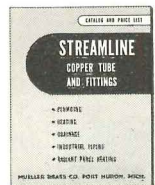
Houses usually sell faster and frequently sell for more money when they are equipped with STREAMLINE copper drainage as well as supply lines. Prospective home owners recognize that such a system will give them a lifetime of leak-proof, trouble-free service. STREAMLINE all copper plumbing won't rust...resists corrosion... can't be loosened by vibration and is clog resistant.

Because STREAMLINE Copper Tube and Solder-Type Fittings are so much easier to install, the savings in installation cost offsets the slight additional cost of the materials. They are made with

unusual care and accuracy and have an attractive appearance that home-buyers notice.

Specify STREAMLINE copper plumbing throughout every house you build and you can be sure that you are providing a good looking, permanently reliable system that will out-last the building itself.

Write us today for latest catalog describing our complete line of Streamline Copper Tube and Solder-Type Fittings.



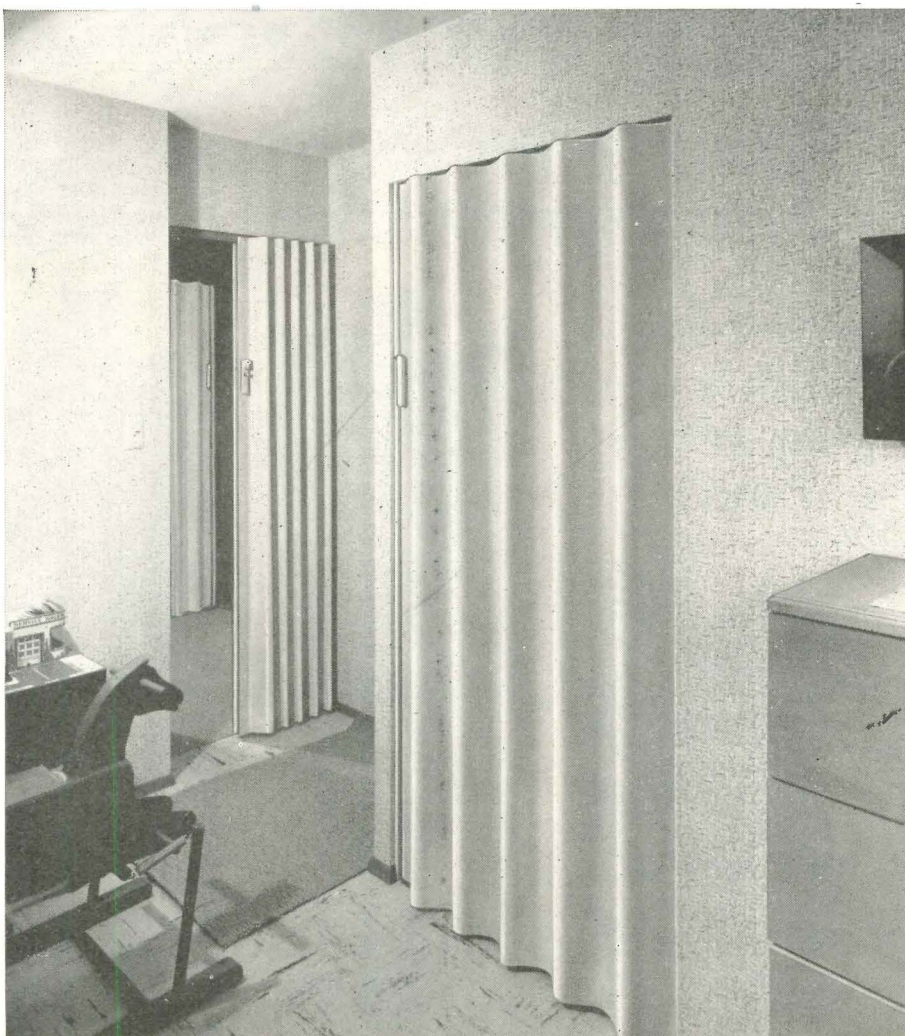
96



MUELLER BRASS CO. PORT HURON 6, MICHIGAN

**More Room . . .
All Through the House**

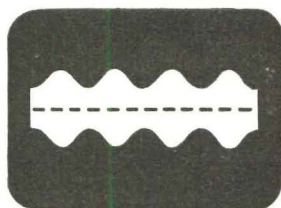
the difference between success and failure of a modern housing development is often in the designer's ability to make the most of limited space allotments. Architect Donald Kromer, Parma Heights, Ohio, uses "Modernfold" doors on all interior openings to achieve an award-winning design for builders Maurice J. Fishman and Fred H. Kromer in their nationally acclaimed Ridgewood Park homes. View here is from the nursery of the Norman Shibley home looking into the hall. Note how "Modernfold" doors leave every inch of floor and wall space available for living.



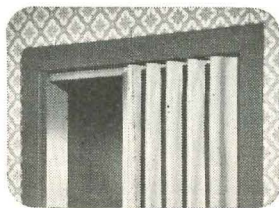
**Your ideas come to life . . . for life
with "MODERNFOLD" doors**

You're sure to keep clients happy when you specify "Modernfold"—the original folding door. Why? Because no other folding door *anywhere* equals "Modernfold" for quality of design . . . for quality and strength of materials.

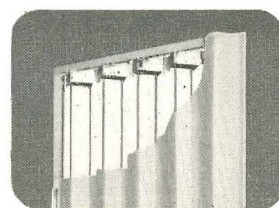
Your clients will like space-saving "Modernfold" doors because they last longer, look better, operate easier. You'll like specifying "Modernfold"—because the line is so complete. You can get exactly what you need in a "Modernfold" door for every closure or space division problem.



Only "Modernfold" Doors have center-line design—the same *number*, same *type*, same *size* hinges . . . both top and bottom . . . on *both sides* of the track.

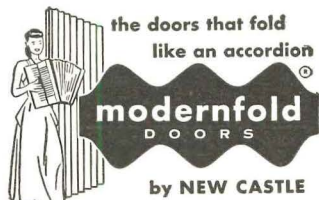


Better Looking Fabric covering completely conceals all operating mechanism—no cornice needed to hide track, trolleys and hinges.



Longer Lasting "Modernfold" doors have *more* steel hinges both at top and bottom; *more* steel in each hinge; *more* vertical steel rods.

YOU CAN'T GET MORE IN A FOLDING DOOR



COPYRIGHTED NEW CASTLE PRODUCTS, 1953

New Castle Products
P. O. Box 519
New Castle, Indiana

Gentlemen:
Please send me full details on "Modernfold" doors.

Name.....

Address.....

City..... County..... State.....

Sold and Serviced Nationally

NEW CASTLE PRODUCTS, NEW CASTLE, INDIANA

In Canada:

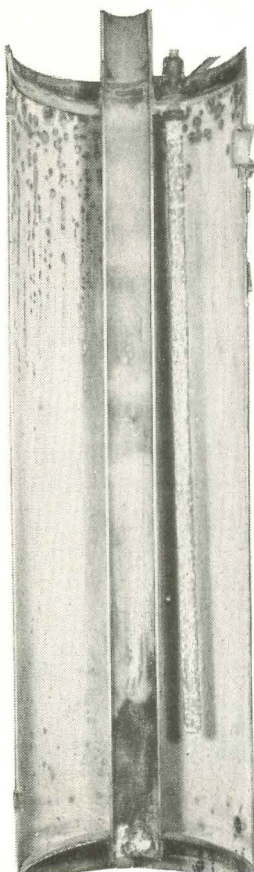
Modernfold Doors, 1315 Greene Avenue, Montreal

The Inside Story OF WATER HEATER CORROSION

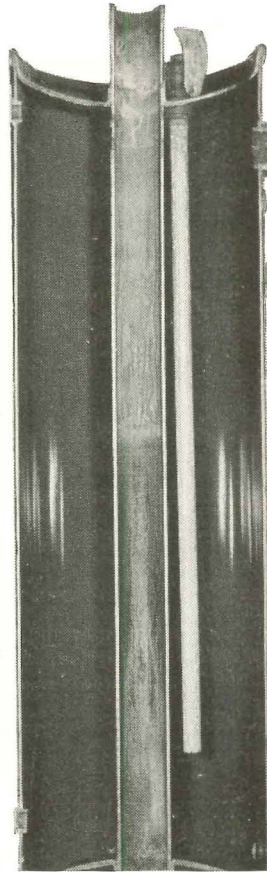
We cut water heaters in half to prove to you that *Permaglas* is your best buy.

Since ordinary water heaters fail on the inside from rust and corrosion, these pictures of tank interiors are just

what you want to see. Both of these water heaters shown below operated under identical conditions for one year. The ordinary tank at left, was eaten away by rust, while the *Permaglas* tank at right, stayed good as new . . . because glass can't rust!



Half of ordinary tank



Half of glass-surfaced steel tank



A.O. Smith **Permaglas**® automatic water heater glass-surfaced steel tank fully protects against rust



Available in all sizes from 20- to 80-gallon capacity in gas and electric types, AGA and UL Approved.

Specify A. O. Smith *Permaglas* Water Heaters and you give assurance of all the sparkling clean hot water needed. You also make sure replacement won't be required in a few years!

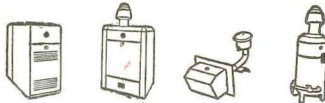
the only water heater with **Four B.I.** protection
(A. O. Smith's Four Basic Improvements)

1. Glass-surfaced steel tank can't rust because *glass can't rust!*
2. Absence of dissimilar metals inside tank!
3. Interior tank fittings shielded from electrolytic action . . . the cause of all corrosion.
4. "Neutrolizer" . . . the anti-corrosion stand-by protector!

COST NO MORE than ordinary water heaters

For complete information, write A. O. Smith Corporation, Permaglas-Heating Division, Dept. HH-353, Kankakee, Ill. International Division: Milwaukee, Wis. In Canada: John Inglis Co., Ltd.

Manufacturers also of A. O. Smith Gas Conversion Burners, Warm Air Furnaces, Home-Heating Boilers and Commercial Water Heaters.



Every new Gunnison Home is equipped with a *Permaglas*, "can't rust"



A.O. Smith

PERMAGLAS-HEATING PRODUCTS

Look! ...twice as weathertight
with only 1/10th the lifting effort!



... cozy and snug indoors when wintry winds blow outside!



Easy, quiet, smooth finger-tip operation!

BILT-WELL SUPERIOR UNIT WINDOWS

Bilt-Well Superior Windows give Home-owners **twice** the protection against air-leakage as set forth in *AWWI's specification. Impartial tests bear out this point!

Its superiority is, of course, a patented feature . . . the exclusive jamb-liner . . . facilitates snug-fitting at all times . . . also insures **finger tip lift**. "Superiors" are counter-balanced with overhead spring balances, guaranteed to last the life of the building. "Superiors" require

only one-tenth (1/10) the lifting effort of most other windows.

And that's not all . . . "Superiors" are made of kiln-dried Ponderosa Pine—and as you know wood is by far the **best natural insulation**. Add the fact that "Superiors" are water-repellent preservative treated in strict accordance with *NWMA standards, the result . . . the outstanding weathertight window that will last a lifetime!

ACT NOW . . . specify Bilt-Well Superior Windows on your next job and every job thereafter!

American Wood Window Institute
National Woodwork Mfgs. Assoc.

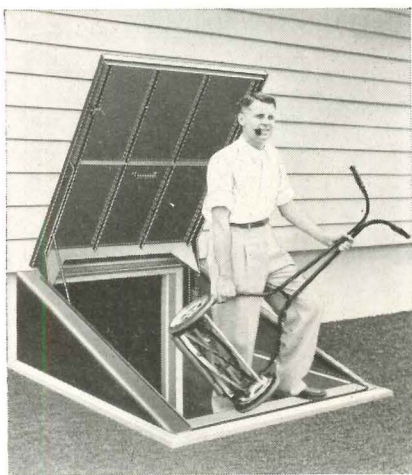


Manufactured by **CARR, ADAMS & COLLIER CO., Dubuque, Iowa**

Superior Unit Wood Windows • Clos-Tite Casements • Nu-Style & Multiple-Use Cabinets • Carr-dor Garage Doors • Combination Doors • Screens & Storm Sash • Basement Unit Windows • Shutters • Exterior Doors • Interior Doors • Entrances Louvers & Gable Sash • Corner China Cabinets • Ironing Board Cabinets • Mantels • Telephone Cabinets • Stair Parts

See Our Catalogs 16-Ca and 23b-Ca
in Sweet's 1953 File

New Service Entry for Modern Basements!



Modern Service-way makes basement more useful... storage convenient. Saves hundreds of steps. Simplifies dozens of household jobs.



Functional design... Blends with any style architecture. Most useful door in the home.



Finger-tip control... Special double action springs counter-balance weight of door.



Saves steps on wash day. Clothes can be carried direct from laundry to clothesline, fewer stairs to climb.



Ready to install... The Service-way is completely assembled at the factory to save time and labor on the job.

SERVICE-WAY provides easy, direct access from outdoors!

The new Heatilator* Service-way is one of the most desirable convenience features you can add to modern homes. This improved service entry makes it easy to get things in and out of the basement quickly, without going through the house.

The Service-way makes basements convenient for storage. Lawn-mowers, garden tools, bicycles, screens and storm windows can be kept in basement... easily taken in and out when needed.

Extra-wide Service-way opening permits installation of bulky equipment. Plenty of clearance for freezers, pingpong tables, hobby shop equipment, etc.

The Service-way is made of heavy-gauge steel, structurally reinforced. Overlapping flanges assure snug fit—keep out rain, snow and wind. Slide bolts lock door securely from inside.

The Service-way adds to property values... worth many times its moderate cost. See it right away at leading lumber and building supply dealers. Made by the makers of famous Heatilator Fireplace. Mail coupon today for folder and specifications on the new Service-way.

*Heatilator is reg. trademark of Heatilator, Inc.

8. *Supervision of model homes*—Fickett directs decor and furnishing of the model houses in conjunction with an interior decorator and furnishings store. He also brings in a landscape architect, when need and works with him; and he arranges for display water color renderings of each house type for the use of the sales office.

9. *Research*—In addition, Fickett's builder-client profit considerably from his constant research in inexpensive new materials and methods. Among eye-catching items he has unearthed for Home decorative and cheap wallboards from Japan, Mexico, translucent screens, a little-known cedar-c wallboard—all of which have helped the appearance and sales of his houses.

What price design?

A higher level of design obviously has to come at a slightly higher price than "\$10 a plan," because of the time required for its preparation. The figures below show how sizable Fickett's fees are—yet how small a percentage they are of the total investment in a tract.

On Sherman Park, for example, two of his design staff, with Fickett supervising, worked a total of 100 days on paper and on scale models to develop preliminary engineer designs for 20 different floor plans, from which Builder Hommes picked six for product development. The fee: \$3,500 flat retainer to develop the final drawings, plus a royalty of \$35 per house built—a total of \$16,450 by the time the first 370 houses had been built. The contract actually signed specified \$20,000 as an over-all payment for architectural services on the tract, which will contain 1,000 houses on completion. Architect and builder agreed that these payments could not be used again elsewhere unless by mutual consent.

Fees on other tracts: for Mac-Bright Co., built 160 houses in La Habra, Cal. (which the lender said added \$1,000 to their salaries) (H&H, Jan. '52).

Sherman Park has won Fickett commissions on four new builder tracts in the Los Angeles area.

Julius Sh



Another Fickett tract: Suncrest Park, in Los Angeles, Wilmington district. Priced at \$6,995 with carpeting, 5,000-8,000 sq. ft. lots, paved streets, all 429 houses sold out in three week ends. Builder: Volk-McLain.

HEATILATOR SERVICE-WAY

Heatilator, Inc.
563 E. Brighton Ave.
Syracuse 5, N. Y.

Please send me A. I. A. folder and specifications on the new Service-way.

Name _____

Address _____

Architect Builder Dealer

City _____ Zone _____ State _____



he is designing 85 houses similar in character to
 rman Park at a flat fee of \$5,000 plus \$35 per
 se. Total fee: \$8,000. On another 120-house devel-
 ent, he is charging \$650 each for four basic plans
 2,600—plus \$30 per house. Total fee: \$6,200.
 nd he has just signed another contract with Ray
 mes to design, as a package, 1,000 houses and
 in the \$7,000 class to meet a market they believe
 hifting to the low-cost brackets. Fee schedule:
 00 retainer for research, working drawings and
 planning; \$50 per house royalty for the first 500
 ses; \$25 per house for the second group of 500.
 l fee: \$45,500.

ickett: "I have always felt that the architect
 uld not expect to clear a profit on the preparation
 drawings, but derive all his profit from royalties
 ined each time the house is repeated."

Peace-man crusade

vinced that better design has a demonstrable cash
 e, Fickett has led the local fight for more com-
 e and better-paid architectural services. At one
 l meeting of Los Angeles' Joint AIA-NAHB Com-
 ee (of which he is AIA chairman), he made
 effort to see how many builders were building a
 er-than-average house, or attempting other than
 normal grid site plan. "I found to my surprise,"
 eports, "not a single house or site plan of any real
 it. Are these men just talking the language . . .
 ll of our time spent in phony 'peace talks' or are
 ders, architects, engineers, bankers and the rest
 ly to work together for a better product?"
 he builders want local architects to standardize
 flat fee of \$30 per house plan. Fickett junked the
 oledybook of the architects' recommendations and
 slated it into dollars-and-cents language. Here are
 recommendations for:

53 standard fees

floor plan, foundation plan, alternate elevations
 required by builder (with a maximum of three),
 prior elevations, all details and any other drawings
 ssary to a complete and self-explanatory set:

Basic house type (max.: 1,500 sq. ft.)..	\$750
Royalty per house, for houses Nos. 1-50.	100
51-100.	75
101-200.	50
201-1,000.	35
over 1,000.	25

the last three years," says Fickett, "the one worth-
 e thing we have accomplished as a committee is
 ing convince the local FHA and VA to consider
 ing portions of their codes to meet low-cost build-
 problems and local conditions.

pecifically, VA and FHA have agreed to: 1) use
 oncrete pads to take concentrated roof loads,
 inating interior bearing footings; 2) use of ex-
 ed metal trim in lieu of interior wood casing;
 igher stresses than normally permitted in Mini-
 Property Requirements, provided the architect
 builder show calculations for each specific condi-
 whether it be foundation or structural frame.

Ve have also sold them on the idea of contempo-
 design, the role of the architect in merchant
 ling, and higher commitments which reflect the
 of good architectural services."

Protect yourself against Fireplace grief!

Heatilator unit assures correct fireplace operation, won't smoke!

No complaints when you specify a Heatilator* Fireplace. It eliminates common causes of smoking because correct design is *built into* the heavy steel form.

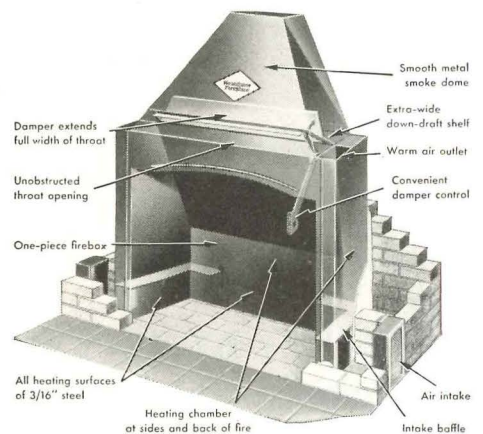
The Heatilator Fireplace is a complete unit, from floor to chimney flue, including scientifically designed firebox, throat, down-draft shelf, damper and smoke dome. Comes ready to install. Simplifies and standardizes fireplace construction, protecting you against rule-of-thumb building methods.

Circulates heat throughout room instead of wasting it up the chimney. Takes cold air from floor level, heats it, and circulates it to warm all the room. Saves fuel by making furnace fires unnecessary on Spring and Fall days. In warm climates it often provides all the heat needed.

Offer your clients this valuable extra feature at low cost. Specify a Heatilator Fireplace. Proved in 26 years use, it's America's leading Fireplace. Mail coupon for A.I.A. folder and specifications.



The Heatilator Unit puts no limit on mantel design or use of materials, allows complete freedom of architectural expression. A "must" for summer camps and cottages. Makes them usable earlier in the spring, later in the fall.



*Heatilator is the reg. trademark of Heatilator, Inc.

HEATILATOR FIREPLACE

T.M. REG. U.S. PAT. OFF.



Heatilator, Inc.
 613 E. Brighton Ave.
 Syracuse 5, N. Y.

Please send me your new A. I. A. folder with full details and specifications on Heatilator Fireplace units.

Name _____
 Address _____
 Architect Builder Dealer
 City _____ Zone _____ State _____

HERE NOW! NEW

No joints to conceal...

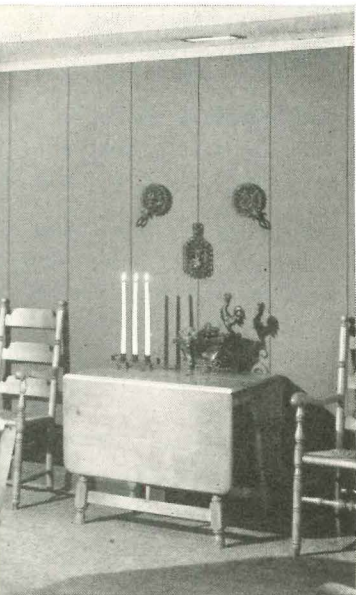
No nails to treat

Goes up as fast as wallpaper: using special U.S.G. spreader apply PERF-A-TAPE* Cement on back of panels, press into place, and *presto*—they're up to stay... on old plastered walls, or over regular SHEETROCK Wallboard in new construction.



PANEL SHEETROCK*

E P R O O F G Y P S U M W A L L B O A R D



Panel SHEETROCK

Finished in dozens of ways: paint, textures, grass cloth are just a few ideas.



Prefinished Knotty Pine Panel

When walls are up the decorating's done, too—providing the interest and beauty of real wood paneling.



Neutral tone Striated Panel

Subtle surface scorings help create the effect of straight-grain wood paneling—at only a fraction of the cost.

greatest advance in Gypsum Dry-Wall since U.S.G. invented SHEETROCK in 1917!

All the famous SHEETROCK advantages, plus: light weight, easy handling, fast erection, smart modern effects.

Only 16" wide, an 8' panel weighs but 16 lbs. Easy to maneuver around corners, in narrow places—simplifies finishing hard-to-get-at

attic and basement spaces. Available in 8', 9' and 10' lengths; 3/8" thick; 4 pieces per bundle.

Ask your building supplies dealer about this revolutionary gypsum dry-wall development. Another first from U.S.G. research, it's sure to be a big business builder for you!

Another sensational first from U.S.G. research

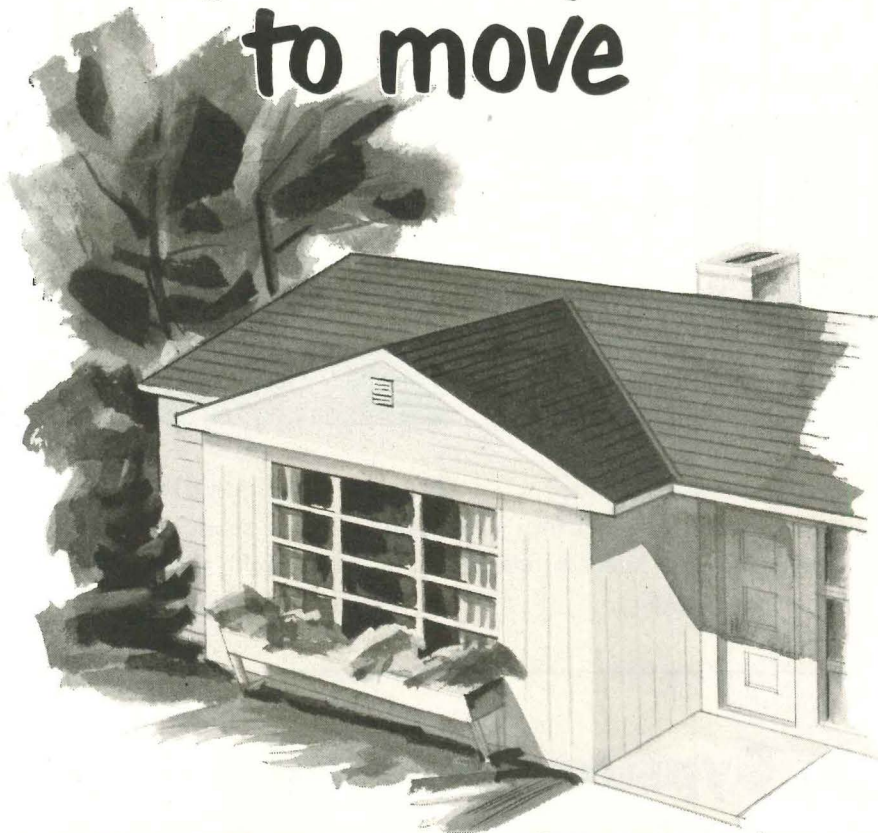
UNITED STATES GYPSUM

The Greatest Name in Building

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

Build better HOUSES

Keep them priced to move



PREFABRICATION will help you do it!

Today more than ever, as costs squeeze both builder and buyer, Prefabrication deserves your attention. Through the economies and efficiency of Prefabrication you can do three things: deliver your customer a better house, sell it to him at a price that gives him more for his money, protect yourself on your

own profit. Get the facts about today's big swing to Prefabrication. Write for the free book, "Build Better, Build Sooner."

✓ **START SOONER!**

✓ **COMPLETE QUICKER!**

✓ **SELL FASTER!**



**PREFABRICATED HOME
MANUFACTURERS' INSTITUTE**
935 20th St. N.W. • Washington 6, D.C.

IDEA 53. International Design Ann
by Gerd Hatje, with contributions
(Zurich), Arthur Hald (Stockholm)
felhardt (Stuttgart), Paul Reilly (I
berto Rosselli (Milan), Sven Erik
(Stockholm), and Herwin Schaefer
Center, Mass.). Wittenborn, Schult
57th St., New York 22, N. Y. 129 pp.
Illus. \$8.50

NEW FURNITURE. Edited by Gerd H
born, Schultz, Inc., 38 E. 57th St., I
N. Y. 132 pp. 8½" x 11½". Illus. \$8.5

Idea 53 is the first volume of a series of annual publications that treat the best industrial design anywhere in the world. The current edition (which was beautifully printed in Western Germany) was a panel of designers and designers from England, Germany, Italy and the readers on this side of the Atlantic will look like one of the exhibitions of "useful objects" that the American public has long been used to. And like these exhibitions, the book raises a number of questions that always arise whenever a body of critics selects the design of the year.

Here are the questions:

1. Who chooses the critics, and from what point of view?
2. Is their choice of the "best" based upon performance characteristics or both? If based upon performance, are the objects selected? And if based upon aesthetics, whose aesthetics?
3. Does it make sense to pick the best typewriter, say, of 1952, if there is a typewriter that was designed in this a little like saying that "at the time this sort of thing has been designed by a clergyman on a Friday in Dove

It will be interesting, in this book, to see how the editors will cope with the material designed more than

4. Is it necessary to include a category of design, as this book does, the result that you may get, in a category (household appliances, for example), where your standard is very low indeed. In every category (even if a category has been invaded by the tear-jazz design), rather than just categories that have something signi-

5. But if you do accept the notion of the "best" object in nearly every category (as this book does) are you justified in excluding such major

conti

new! exclusive!

CECO-STERLING

3 in 1

ALUMINUM WINDOW

In the hard selling, competitive days ahead "quality built" homes will sell faster. . . keep your speculative inventory low.

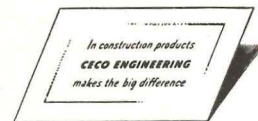
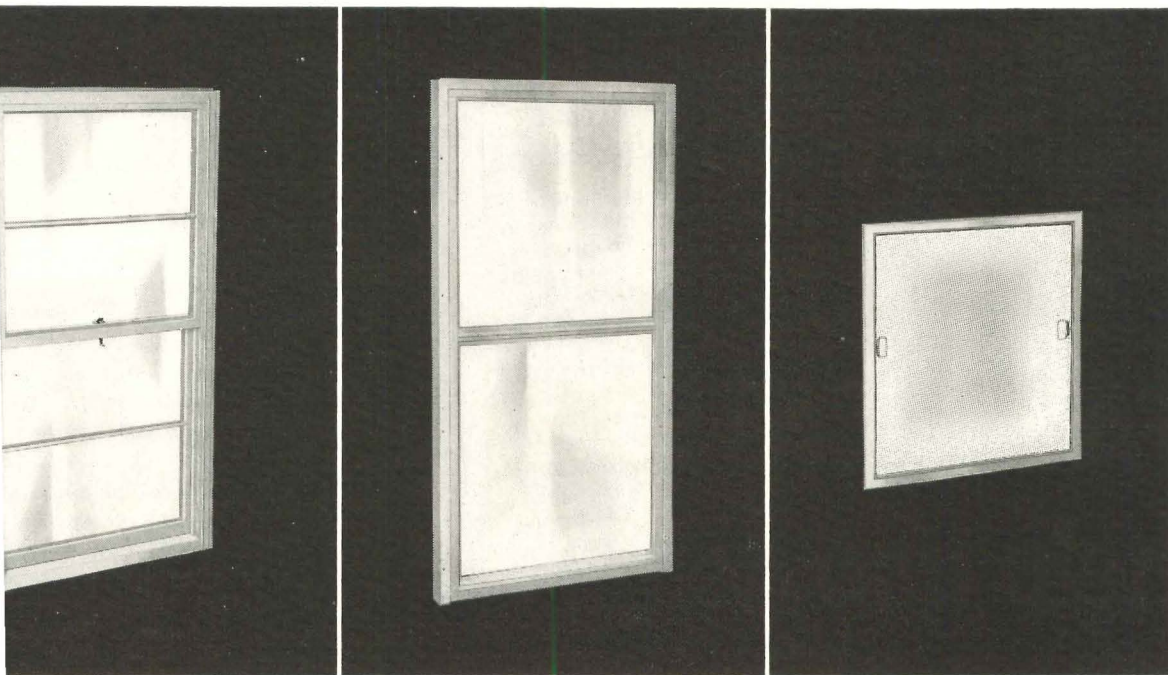
And there's no better way to prove quality than to build with wanted features.

To meet this more demanding market we at Ceco have developed a new product that says quality at a glance—It's the new Ceco-Sterling **3 in 1** Aluminum Window.

Here is something every homeowner will want on sight . . . a window unit that takes all the work out of summer screening and winter storm windowing . . . self-storing screens and storm windows do the trick . . . changing is a mere matter of raising and lowering from the inside . . . there are no ladders to climb.

Here's a window that's brilliantly handsome . . . will complement any architecture . . . will outlast any home . . . costs nothing to maintain. Advanced Engineering puts it ahead of the field.

Sounds too good to be true, doesn't it? But you can count on it because the Ceco-Sterling **3 in 1** Aluminum Window is all we claim. We back it with a guarantee of satisfaction. **CECO**



CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities
General offices: 5601 West 26th Street, Chicago 50, Illinois

Why Home Owners and Builders Will Prefer the Ceco-Sterling **3 in 1 Window**

1. The Ceco-Sterling **3 in 1** Window is the *strongest* Prime Window with sash balances and stainless steel weather stripping plus combination screen and storm panels offered as a unit.
2. Exclusive permanent weather seal, nothing make-shift, nothing to deteriorate, wear out or replace. No window can match it in preventing air and cold infiltration.
3. Self-storing storm window and screen changed as easy as raising an arm.
4. Easy to install . . . no fitting or trimming of Prime Window . . . anchoring hardware comes with the unit.
5. Built as a unit . . . sold as a unit with price including all hardware, sash balances, lock, pull down, screws, closures, channels and weather seal.
6. All welded frame and sash in the Prime Window.

Specify

Nationally Advertised

DETROIT CONTROLS

Known to Millions
of Your Best Building Prospects
Through the Powerful Pages
of BETTER HOMES & GARDENS
and TIME MAGAZINE

Yes, your best building prospects—over 5 million of them—are reading regularly about dependable, economical **DETROIT** Heating Controls in two of America's top advertising mediums—Better Homes & Gardens and Time magazine! These are people who have the means to buy and who know, look for and buy better things. That's why they'll want **DETROIT** Controls. And that's why you can make your houses easier to sell, more comfortable to live in by specifying **DETROIT** Controls throughout. Remember, only **DETROIT** gives you the exclusive *Timed Cycling* thermostat—the “thermostat with a brain” that controls temperature to a fraction of a degree, eliminating over and under heating. So why not cash in on this overwhelming product superiority and the powerful advertising support that goes with it. Always be sure to specify **DETROIT** Controls!

If you're not already familiar with the **DETROIT** Timed Cycling Thermostat write today for Form No. 1545-A.

 **DETROIT Controls** CORP.
5900 TRUMBULL AVE.
DETROIT 8, MICHIGAN



Planning a Home?



The Thermostat with a Brain—exclusive with **DETROIT**

FOR SOLID COMFORT
Plus SOLID SAVINGS
Plan to Have

DETROIT HEATING CONTROLS

Positive Protection Against Wasteful over and under Heating!

Right now, while you're planning that future castle, is the time to make sure of season after season of convenient, care-free heating comfort. Have your architect, builder or heating contractor select a heating unit equipped with dependable, economical **DETROIT** Controls. For only **DETROIT** gives you the exclusive “thermostat with a brain”—the built-in device that “thinks” ahead, senses temperature changes long before you can, and keeps room temperature just right for health, comfort and fuel economy. Remember, the finest heating equipment can be no better than its automatic controls, so get the best—insist on **DETROIT** Controls.

 ESTABLISHED IN 1877 AS
DETROIT LUBRICATOR COMPANY
DETROIT Controls CORP.
DETROIT 8, MICHIGAN

Division of **AMERICAN RADIATOR & Standard Sanitary** CORPORATION
Canadian Representatives in Montreal, Toronto, Winnipeg
—Railway & Engineering Specialties, Ltd.

 **DETROIT CONTROLS**
AUTOMATIC CONTROLS for REFRIGERATION
AIR CONDITIONING • DOMESTIC HEATING
AVIATION • TRANSPORTATION • HOME APPLIANCES • INDUSTRIAL USES
Serving home and industry
AMERICAN-STANDARD • AMERICAN BLOWER
CHURCH SEATS & WALL TILE • DETROIT CONTROLS
KEWANEE BOILERS • ROSS EXCHANGERS

automobiles or airplanes (seeing are frequently much better design radios, etc., which you do include)



One standard for bowls . . .



. . . and

These questions are not posed effort to discourage exhibitions or publications on useful of the present one. These exhibitions cations—especially when prepar this one—have served to raise the public taste and to increase publ of good modern design immeasur trouble is that a large segment now stands in such awe of the c that it seems only fair to point critics are often uncritical, their often uneven and their choices v. to year.

Since furniture is such a treme design category in itself, the edi lishers of *Idea 53* have publis book devoted exclusively to *N*. This book is just as handsome on industrial design. It raises tions, though not to the same d volume seems less concerned w ture production of any given ye.

New Furniture, however, does ceedingly serious questions so fa and their rights are concerned. fectly frank about this: just ab fessional except the architect an is protected by elaborate legisla

contir



BIGGEST NEWS IN WOOD WINDOW HISTORY

...New, U. S. Approved Commercial Standard!

Many windows of Ponderosa Pine, as made by various manufacturers, have established outstanding records of performance and endurance. But today there's even greater assurance of quality and value—the new commercial standard (CS 190-53) for stock double-hung wood window units, approved by the Commodities Standards Division, U. S. Department of Commerce! Here are some of the quality features you'll find in Ponderosa Pine windows manufactured in accordance with this standard:

PRESERVATIVE WATER-REPELLENT TREATMENT!

All wood parts are water-repellent preservative treated after cutting, in accordance with the NWMA

minimum standards which require an average penetration of the end grain of $1\frac{1}{2}$ inches.

EFFICIENT WEATHER-STRIPPING!

All units are weather-stripped to allow a predetermined minimum of air infiltration. That means real protection from heat, cold and dust.

EASY OPERATION!

Units have balances permitting easy operation of both sash upward and downward, capable of holding either sash stationary in any position. Balances may be spring, spiral, pulley and cord or pressure weather-strip.

QUALITY GLAZING!

All glass in $1\frac{3}{8}$ -inch sash is bedded in putty or glazing compound or, in lieu thereof, putty glaze using a secondary putty rabbet on reverse side. All windows are face puttied.

***PLUS...**

Quality standards specifying grade of lumber used—thickness of lumber, nailing of joints, and many other construction advantages.

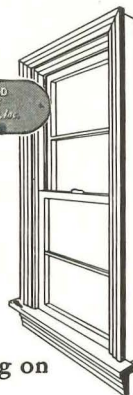
For complete information about the new Commercial Standard, write

Ponderosa Pine

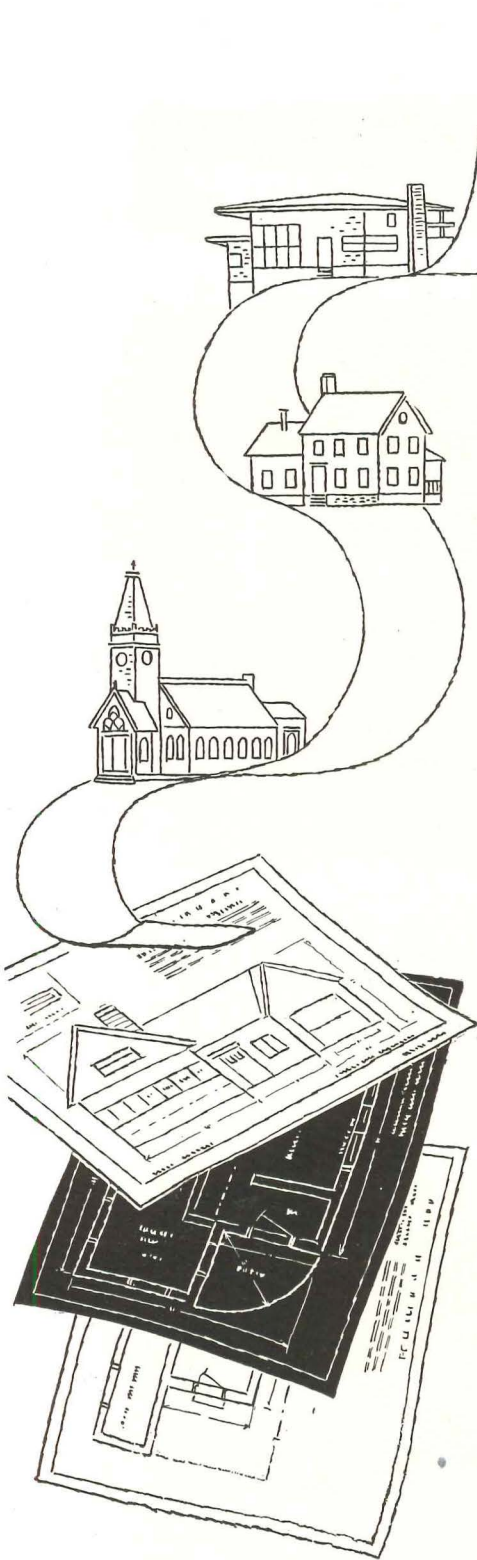
WOODWORK

38 South Dearborn Street
Chicago 3, Illinois

**AWWI Seal Products
Meet New Standard**



The American Wood Window Institute Seal of Approval appearing on double-hung wood windows means that the wood window unit that bears it equals or exceeds the new U. S. approved Commercial Standard in all respects.



the foundation is Figurework

*and the Remington Rand
Printing Calculator is first
for accurate figuring.*

Architects, builders and contractors appreciate the importance of a good figurework foundation. That's why so many prefer the Remington Rand Printing Calculator for fast, accurate figuring from start to finish on every job.

Before a plan is drawn or an estimate submitted, the Printing Calculator's 10-key touch controlled keyboard takes a hand at figuring. Automatic division, short-cut multiplication, split-second addition and subtraction are accurately yours... with every calculation proved on the printed tape.

Send for your free copy of the new folder, "Figure-Fact Efficiency For Contractors and Builders". It shows many practical uses of the Remington Rand Printing Calculator, from estimating cellar wall area to computing your payroll. Mail the coupon today.

Room 2688, 315 Fourth Avenue,
New York 10, N. Y.

Please send me my free copy of
"Figure-Fact Efficiency For Contractors
and Builders", (AD 535 Rev. 1).

Name _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Remington Rand

just about every other artist. But and trademarks can be copyrighted copyrights can be made to stick tects and designers may be copied there is very little they can do abo

Take this book, for example: a discloses at least 11 designs (cred men) which were, to put it much strongly influenced by the r molded plywood chair designed Eames. But the book lists no da



Which came first—the Eiermann or

designs, and illustrates Mr. Ear contribution well after his imitator shown. The result is that an uninitiated viewer would think that it was Mr. Eames copying Mr. Eiermann (Good example, rather than vice versa.

Take another case: there are illustrations in this book showing copies of original designs by such as Alvaro Siza, Marcel Breuer and Mies van der Rohe (the Barcelona chair); no pictures of early Aalto bentwood pictures of Breuer's tubular steel furniture, no pictures of Le Corbusier and tables and cabinets, no pictures of van der Rohe's tables and chairs—these men are still alive and kicking the function of a serious work of furniture—and, especially, of a chair as this one—to point out, for current Thonet chairs are almost all copies of Breuer's designs for the same year 1928; that Mies van der Rohe did almost 30 years ago that were very good (but somewhat better than) soon made by certain US manufacturers. There is no stigma attached to many of the younger designers improve upon an earlier, pioneer if they merely copy it and help to popularize it, then that should be stated clearly of this sort.

After all, every movie is paid credit line to the original author. Is it asking too much to have designers show the same respect inspired them?

conti

A Guide to Selecting the Right Floor

KNOW THE SPECIFIC USES OF THE DIFFERENT TYPES OF BRUCE BLOCKS

You are likely familiar with the modern beauty and lifetime durability of Bruce Block Hardwood floors. There are now four distinct types, each developed for a specific purpose. In addition to those described here, Bruce also makes a heavy-duty industrial block for installation over concrete. Write us for literature on Bruce Block Floors or for advice on unusual floor problems.

E. L. BRUCE CO., MEMPHIS 1, TENN.



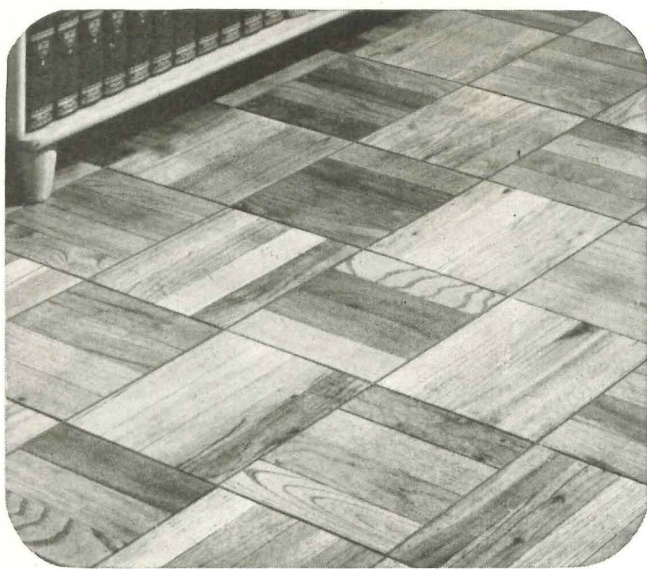
See our Catalog
in Sweet's File



SOLID OAK—Over 100 million feet of this original Bruce Unit-Wood Block have been used in homes, apartments and other areas. It can be nailed over wood subfloor or old wood floors, or laid in mastic over concrete slab. Blocks 1/2" or 25/32" thick) have individual slats with interlocking tongues and grooves. Prefinished or unfinished.



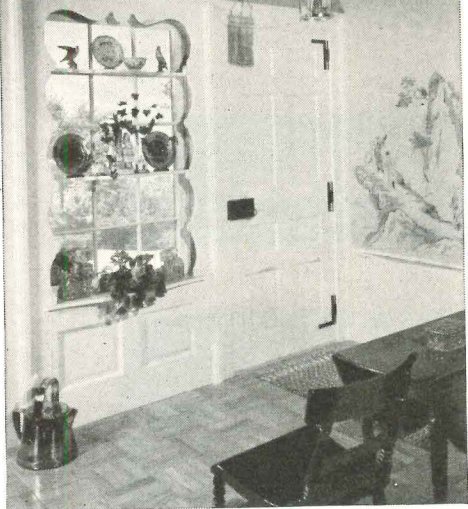
LAMINATED OAK—For use over concrete, this laminated 3-ply oak block gives maximum stability and moisture resistance. No membrane-waterproofing is required unless hydrostatic pressure exists. No expansion spaces or joints needed. Bruce Laminated Oak Blocks can be used over radiant heat. Thickness: 1/2". Prefinished.



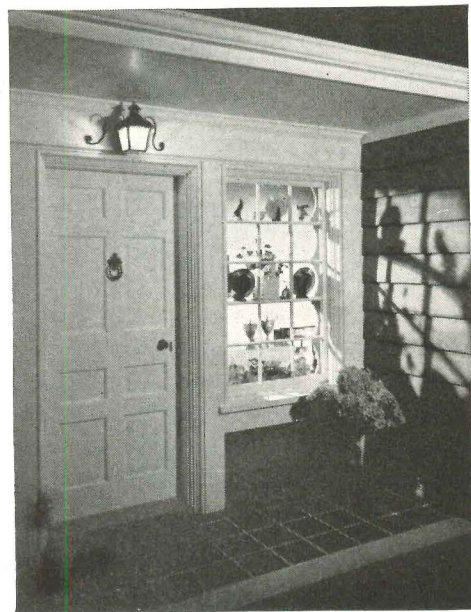
BLENDWOOD—This is a new, economy priced Bruce Unit-Wood Block of selected mixed hardwoods. Installed in mastic over concrete, it produces a modern floor of unusual grain and coloring. Bruce Blendwood Blocks are one of the most durable of all floorings, being made of heavy hardwoods, 25/32" thick. Prefinished.

BRUCE BLOCK HARDWOOD FLOORS

Bruce also makes Strip and Plank Floors



Here is the doorway opposite but with a panel of regular single glaze glass. With a random clear glass block panel, prying eyes cannot see inside.



By night, the entranceway glows with a light that radiates welcome to friends. By day, inside rooms are flooded with natural daylight.

This random clear panel retains all of the doorway's colonial charm. The subtle variation in the block face is reminiscent of old handmade glass.

GLASS BLOCK "GOES" WITH ANY ARCHITECTURE

WHETHER A HOME is traditional or modern, it can have the advantages of Insulux Glass Block®. Block patterns are available in a wide variety of face designs that "go" with any architectural design.

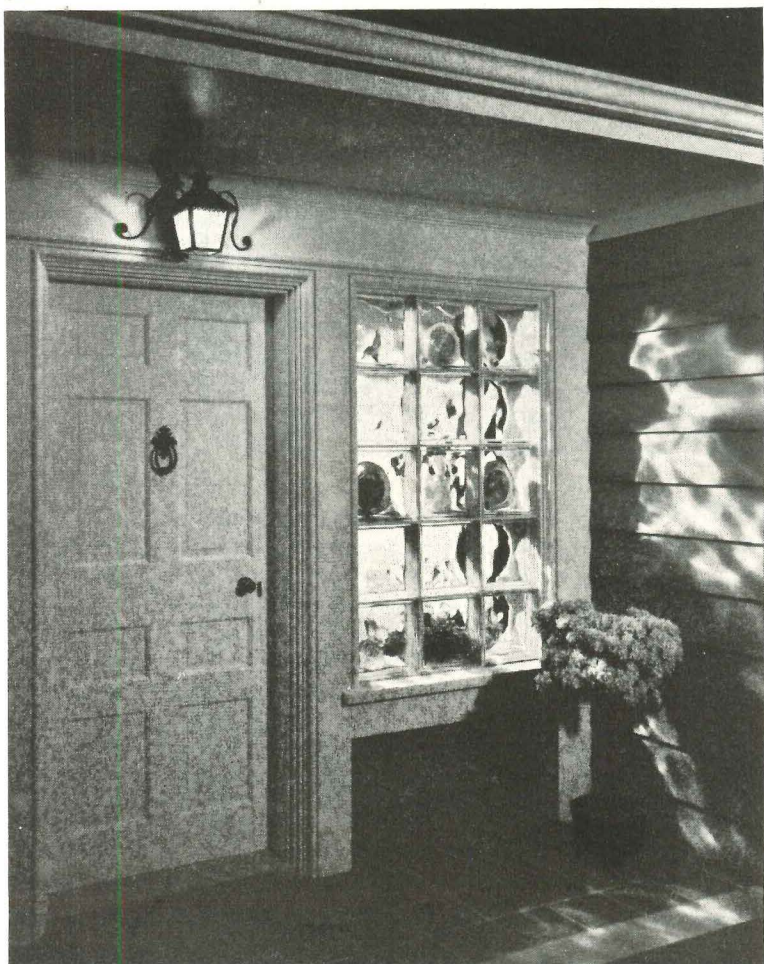
What other material offers you the opportunities to create such interesting, new architectural effects that are so decorative . . . so useful . . . yet so practical?

For information, write to Insulux Glass Block Division, Kimble Glass Company, Dept. MB-3, Box 1035, Toledo 1, Ohio.

KIMBLE GLASS COMPANY

Toledo 1, Ohio

Subsidiary of Owens-Illinois Glass Company

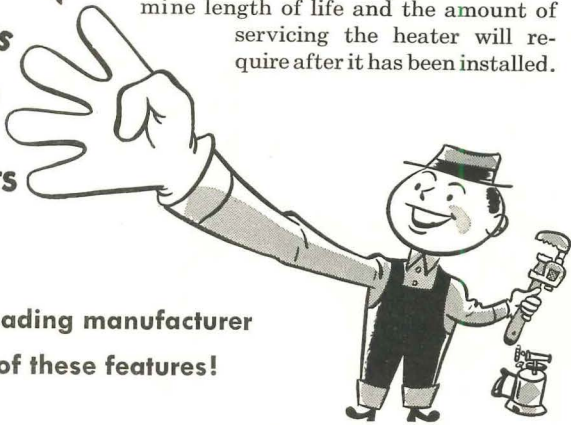


Big reasons why you can install a General Electric Water Heater and forget it!

In any electric water heater, there are 4 important construction features:

1. TANK
2. SPUDS
3. HEATING UNITS
4. THERMOSTATS

The tank; the spuds; the units which heat the water; the thermostats which control the heating. These things determine length of life and the amount of servicing the heater will require after it has been installed.



Other leading manufacturer as all of these features!

1. Tanks have only 3 service points; therefore, smaller or leaks.

2. SPUDS are critical points in the tank. And G.E.'s electronically welded spuds provide joints actually stronger than the tank wall itself.

3. G.E.'s sliding-action thermostats themselves clean and maintain . . . help to preventing.

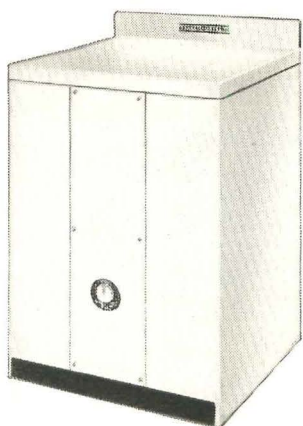
4. ONLY G-E uses Heat-Wrap Calrod® heating units. Located outside the tank, they can't corrode or scale . . . because they don't touch the water! Here's longer life.

There's faster, easier installation for you!

Table-top model is top-convenient. Takes all the backache out of installing. You install it without bending. Saves you time, saves money. . . and you offer customers a lower installation price.

ADDS UP TO THIS—

When you come hunting, you can get longer life with an efficient, better-built G-E Water Heater. . . plus the satisfaction of knowing their hot water problem is solved.



For more water heaters . . . call your G-E wholesale distributor!

GENERAL ELECTRIC

MORE LIVING SPACE

Compact designs, 22" x 22" and up, top flue outlets, front accessibility to all parts, close clearances — mean more living space in smaller homes.

GREATER BEAUTY

Gleaming white baked enamel finish, streamlined design, match the smart, clean beauty of other utility room appliances.

FAST INSTALLATION

Factory assembled, factory wired, fire-tested, for quick installation, meeting today's high speed, streamlined erection schedules.

YEAR 'ROUND COMFORT

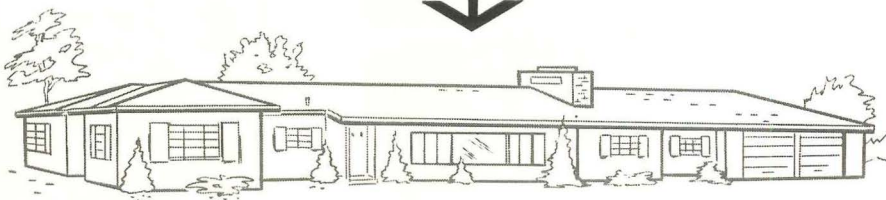
Soon year 'round airconditioning will be available in a smart Ranchief "4-Seasons" unit — compact, beautiful, efficient.

DEPENDABILITY

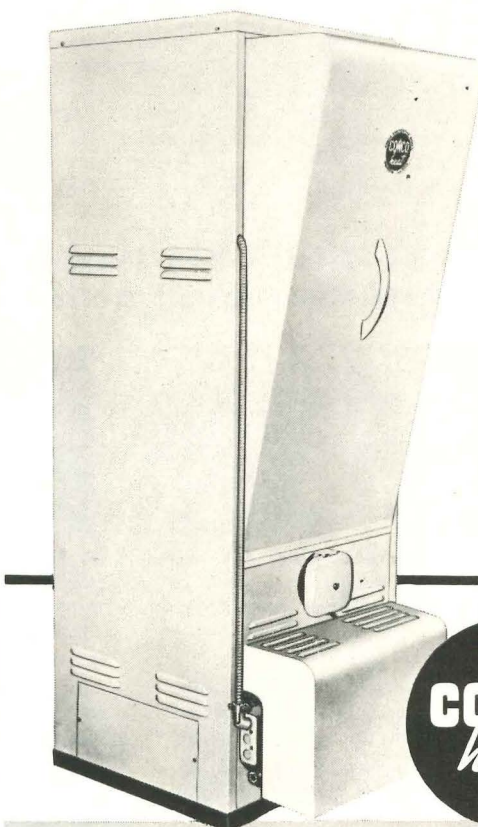
Finest quality in the merchant built price range assures trouble-free performance, fuel economy, complete satisfaction for your home buyers.

SALABILITY

The compactness, the quality "look" of Conco-Ranchiefs helps sell your homes.



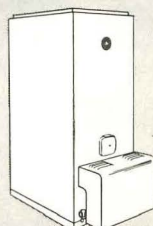
keeping pace with today's home design



There's a Conco Ranchief for every size home, every home design — slab floor, crawl space, basement — perimeter and conventional heating, ideal for small pipe installation. Write for complete information.

New 70,000 BTU output Counterflow features over-size blower for perimeter systems with long duct runs.

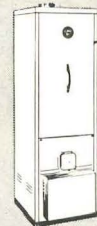
CONCO heat Ranchief Town & Country



65,000 BTU Output Gravity



70,000 BTU Output Lo-Boy



64,000 BTU Output Counterflow



70,000 BTU Output Hi-Boy

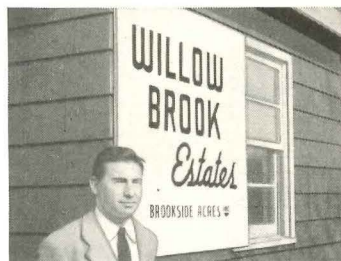


100,000 BTU Output Counterflow

CONCO ENGINEERING WORKS |

AFFILIATES:

How builder Herbert Gold adds "SELL" to his homes...



"I find people today are most receptive to those things which add greatly to their home living comfort. Robbins & Myers Attic Fans are a 'must' in homes where better living is desired."

*Herbert Gold, President
Malverne Acres, Inc.
West Hempstead, N. Y.*

You too can sell more homes by using Mr. Gold's strategy! Build your sales talk right into each home by installing an R & M "Package" Attic Fan. It's a complete, dependable home-cooling system. On hot summer days and nights it drives out hot, humid air... pulls in fresh, cooling breezes. An R & M Attic Fan is the extra value, the extra comfort today's home-buyer demands. It means years of cool summer comfort. And for the "sell" it adds, its cost is low indeed!

Fits low attics and all standard hallways. The smallest unit needs only 16" of attic clearance; the largest but 18". Perfect for "moderns" with limited attic clearance. Quiet, too. Moving parts are rubber-mounted, sound-insulated. Fan and motor have factory-lubricated, sealed ball bearings. Fan guaranteed five years; motor and shutter, one year. Certified air deliveries are 5000 and 7000 CFM. 10500 and 16000 CFM sizes are also available. Send the coupon for details.

See How Easily You Install Low-Cost R & M "Package" Attic Fans!



No other attic fan can be installed as quickly and cheaply! Fan simply sets over roughly framed opening.



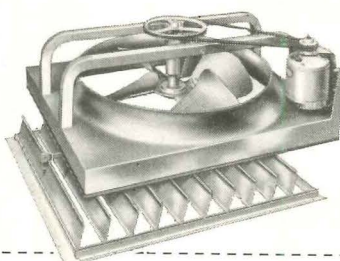
Complete automatic shutter unit fastens with screws to ceiling opening frame; flange forms ceiling trim.



R & M Attic Louvers are specially sized to provide proper exhaust for each of the 4 R & M "Package" Fans.

No Extras Needed. No bolts, screws, ceiling grille, trap door or vent box. Fan simply sets over ceiling opening; requires no springs or canvas connection.

Everything you need arrives on the job in a complete package. Priced from \$139.95* retail, including automatic ceiling shutter.



ROBBINS & MYERS

"Package" attic fans

*Prices subject to change without notice.



Robbins & Myers, Inc., Fan Division HH-33
387 S. Front St., Memphis 2, Tenn.
Please send me your booklet, "Robbins & Myers Package Attic Fans, Belt-Driven Fans A.I.A. File No. 30-D-1."

Name _____
Address _____
City _____ Zone _____ State _____

ARCHITECTURAL DETAILING. By Calet and Elmer A. Bennett. Reinhold Corp., 330 W. 42nd St., New York, N. Y. 9" x 12". Illus. \$12

This is an extremely well-presented, organized reference book that shows architectural details (165 of them) which you will not find in standard reference books. This fact gives the book its principal value to students of architecture; it also points out some of its weaknesses.

It is probably fair to say that you can find a good architect by the detailing of his buildings. His detailing is just the architect's personal handwriting on the plans, facades and ideas about space and mass. In fact, after the first building upon the onlooker has the detail of a railing here or a wall there which will continue to a great extent and testify to the designer's skill and competence.

Now, this means that the "handwritten" detail you can find in an architect's detail book is a personal thing—just as personal as the architect's handwriting. A special detail (such as a sliding wall, for example) is there as a special piece of installation; it is a very special design solution in itself for each individual architect. Nobody writes better than Architect Richard Neutra. He has written a stimulating foreword to this book for his own file of stock details in it, as it is distinctively "Neutra." In fact, it was compiled to fit into a building designed by Richard Neutra; it would never have been building designed by Frank Lloyd Wright, or by Carl Koch.

The details collected by Messrs. Calet and Bennett are, therefore, fascinating because they are the work of different people's architectural writing. This means that many of the original designers will not find their own work in the book, but they will find the work of other architects, highly personal details directed to their own work.

This is not to say that there are no details in the book; there are. In fact, large, the details are special and valuable with one particular design doing things.

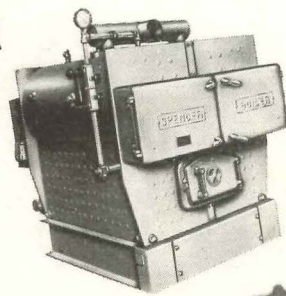
The book is organized in two sections. First comes a discussion of ceiling types (offices, labs, banks, schools, auditoriums, residences, etc.). In each of these some fairly typical problems are gathered together with the details used by different architects to solve them.

Second is a section on basic details relating to sun control, ventilation, signs, bathrooms, kitchens, staircases, doors and windows). Throughout the book a photograph of the finished job is shown along with the detail drawings.

GREATEST ADVANCE IN A DECADE IN COMMERCIAL BOILER DESIGN
SPENCER'S LOW-WATERLINE BOILER



Flattened out to solve low-headroom and excavation problems!
Divided into two watertight sections for easier entrance through narrow doorways!



SPENCER

also offers Design Dividends

IN RESIDENTIAL BOILERS!

Unique warp-proof door frames—no gas leakage, since these door frames are precision-ground and extensions of the water walls.

Exclusive peaked fireboxes—clean, smokeless, efficient, because of extra-high combustion chamber.

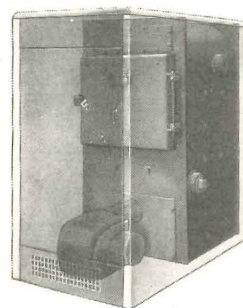
Special staggered boiler tubes—more rapid water circulation, quicker heat absorption.

Interchangeable base panels—front and rear permit quick installation of brickwork.



"C" SERIES: 9 sizes—from 700 to 3,000 sq. ft., steam. Available with standard or extended beauty jackets and service water coils.

Specify **SPENCER**
...THE QUALITY LINE



"R" SERIES: 6 sizes—from 320 to 1,100 sq. ft., steam. Available with beauty jacket and service water coils.

Won't rust, corrode or stain
and it's

FREE!*



*
**ENOUGH
LUMITE
SCREENING
FOR ONE
DOUBLE-
HUNG
WINDOW**

PROVE IT TO YOURSELF! Screen just one standard-size window (2'-0" x 3'-2")—then leave it up all year long. You'll agree Lumite outlasts all other screenings... won't rust, won't corrode.

Send
this coupon
today!



*Registered trade-mark

LUMITE DIVISION (Dept. HH-3)
CHICOPEE MILLS, INC., 47 Worth St., New York 13, N. Y.

I am a member of the home building industry and am interested in Lumite screening. Please send me enough Lumite to screen one (1) double-hung, standard window, 2'0" x 3'2", and the new specification brochure.
(Please attach this coupon to your business letterhead.)

Name _____

Address _____

City _____ State _____

ARCHITECT BUILDER CONTRACTOR SUB-CONTRACTOR

OTHER _____

NATCCO presents
a complete line! . . .

MODEL 1102FL
GARFIELD



from the **GARFIELD 1102**
for the newest home

The Garfield 1102FL is quality plus economy, and a model with many features. Guaranteed plate mirrors, seamless one piece bodies, brush holder, interior night light, lights for make-up and shaving, adjustable shelves—many other features.

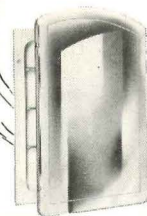


MODEL 1000
AMBASSADOR

to the **AMBASSADOR 1000**
for the distinctive home

The Ambassador 1000 is the quality model that adds a luxury look to any bathroom. It has that extra special design that better homes and larger families deserve. Extra features include interior night light, shaving and make-up lights, and a chrome plated recessed fixture for soap tray and tumbler holder. It also features a cleansing tissue dispenser, all in one wall opening.

Special Budget Models!



Model 1102



Model 802

Where low cost installations are necessary—NATCCO offers a complete selection of economy cabinets with quality and features such as picture type hinges, and quality plate or window glass mirrors. Seamless, rust-proofed one piece bodies, brush holders and with or without

YOUR COPY IS Ready!

Your letterhead will bring you this new catalog on the complete line of NATCCO Cabinets. Call your Supplier for any of these models.

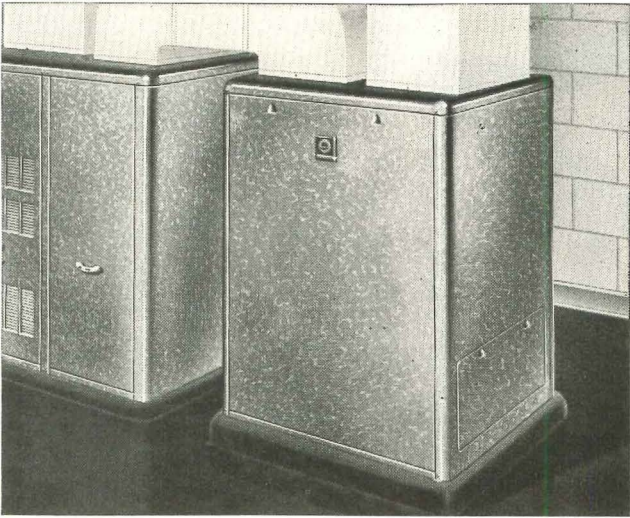


NATIONAL STEEL CABINET

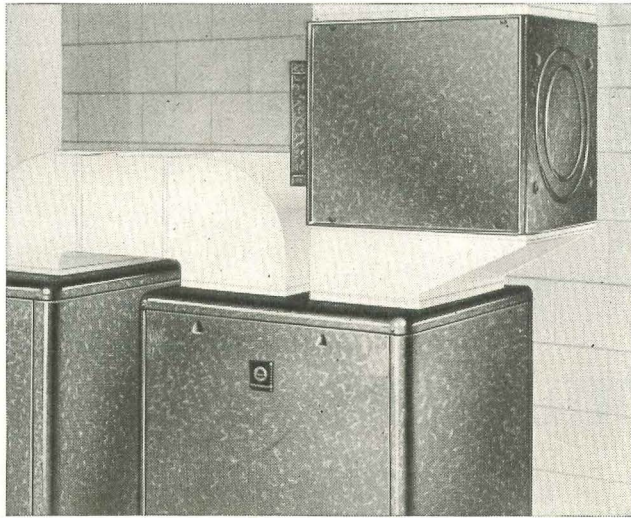
2415 N. Crawford Ave. Chicago 3

PRODUCT NEWS from AMERICAN-Standard

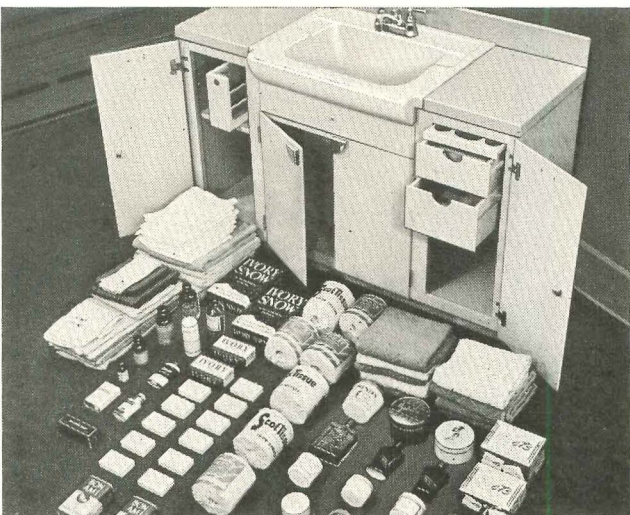
A review of products in the news and important features worth remembering



MAYFAIR SUMMER AIR CONDITIONER. This self-contained residential cooling unit mechanically cools and dehumidifies the air . . . quietly, uniformly, economically. It is designed for easy connection to forced warm air heating system (using same ductwork) to form a year 'round home air conditioning installation.



MAGNE-FILTER AIR CLEANER. Designed for easy installation in the return duct of any winter or summer air conditioning system, the Magne-filter is a dry type electronic air filter that traps even the smallest dirt particles, removes pollen, air-borne bacteria, dust and smoke from the air.



NEW DRESSLYN LAVATORY-DRESSING TABLE. This handsome unit is compact, yet spacious. The cabinet is made of moisture-resistant wood finished with enamel; the lavatory is genuine vitreous china . . . both are available in white and 20 harmonizing color combinations. Counter top and splash back are enameled steel.



AMERICAN-STANDARD DISPOSER. A work-saving partner for famous American-Standard sinks, this quiet-operating disposer is also ideal for modernization as it can be easily fitted in any sink with standard drain opening. Has reversible, double-edged shredders of rustproof chrome steel, and unique safety top control.



AMERICAN-Standard

American-Standard
Dept. HH-33, Pittsburgh 30, Pa.

Without obligation on my part, please send me your free literature on:

- Mayfair Summer Air Conditioner Magne-filter Air Cleaner
 New Dresslyn unit American-Standard Disposer

Name

Address

City State

American Radiator & Standard Sanitary Corporation, Dept. HH-33, Pittsburgh 30, Pa.

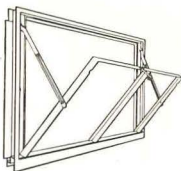
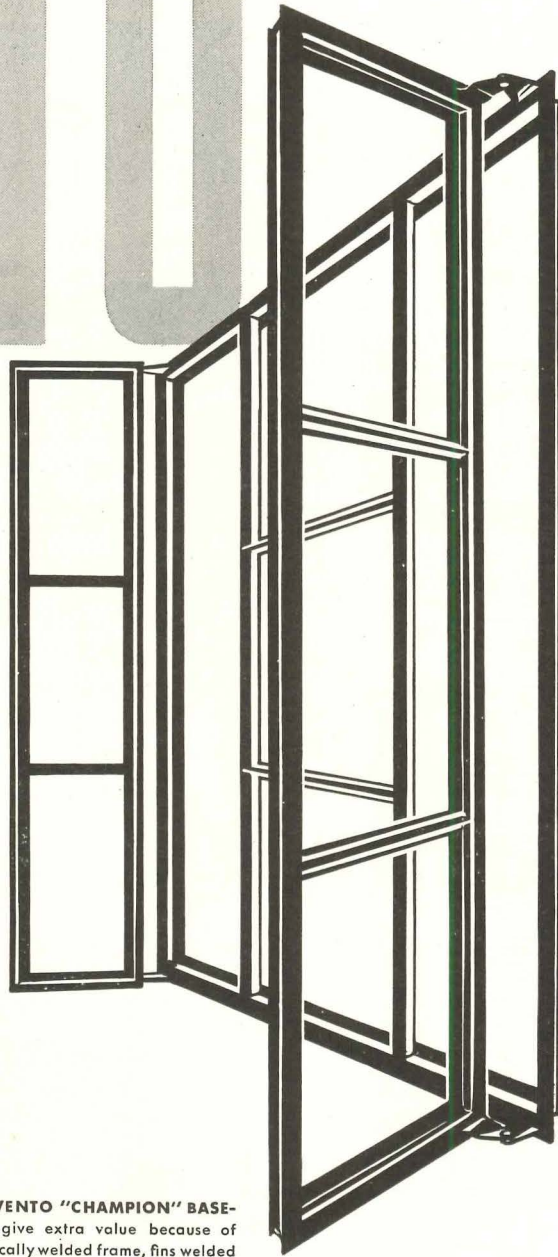
Serving home and industry

AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS

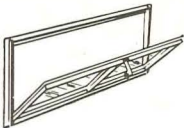
VENTO

THE STEEL WINDOWS OF EXTRA VALUE

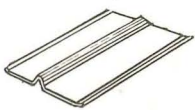
The extra value in Vento Residence Casement Windows includes: all casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.



NEW IMPROVED VENTO "CHAMPION" BASEMENT WINDOWS give extra value because of their 14-gauge electrically welded frame, fins welded to jamb for quick installation and double contact with leak-proof watershed sill. A plus value incorporates a redesigned latch which assures positive operation under all conditions.



VENTO "THRIFTY" BASEMENT WINDOWS give extra value because they are a real economy window especially designed for lower cost housing. Two position ventilation and easy sash removal. Fin flanges at jambs for quick installation. Three sizes, putty type only.



VENTO FORMED STEEL LINTELS give extra value because they permit the use of standard 8" blocks over door and window openings. Of 10-gauge steel, with stiffening crimp in center. Also formed steel lintels for brick constructions.

Also Vento "Champion" Barred Basement Windows; Vento "Champion" Utility and Barn Windows; Vento "Thrifty" Utility and Special Type Windows.

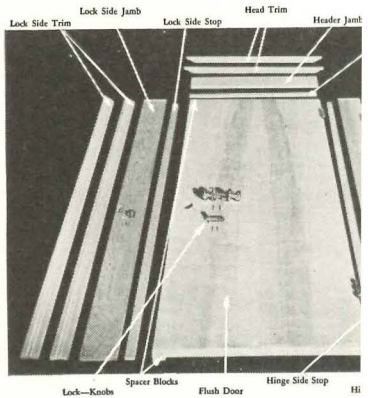
Write us for full information and name of nearest distributor.

VENTO

STEEL PRODUCTS CO., INC.
256 Colorado Ave., Buffalo 15, N. Y.

FLUSH DOOR comes packaged frame, cuts costly labor time

With only a hammer, level, and nailer, a carpenter can do a precise casing job on the Hasko K-D door unit. Since the factory knocked down, the door is drilled for the lock-and-lock mechanism.

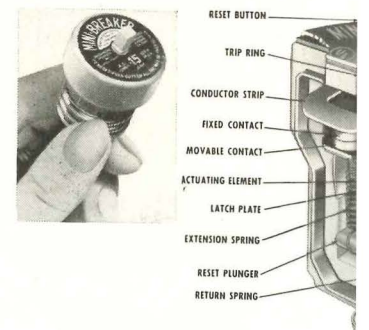


included), the jambs are notched for butts are installed on the door and the trim is mitered. Even shingling and nails come in the package. They are available in six standard sizes from 1'-6" to 3' wide with any of the trim. Prices run from about \$30. Standard facings for the flush door are oak, Philippine mahogany, and woods may be obtained on special order. Trim and frame are made of kiln-dried pine.

Manufacturer: Haskelite Mfg. Co., Rapids 2, Mich.

CIRCUIT BREAKER screws into regular

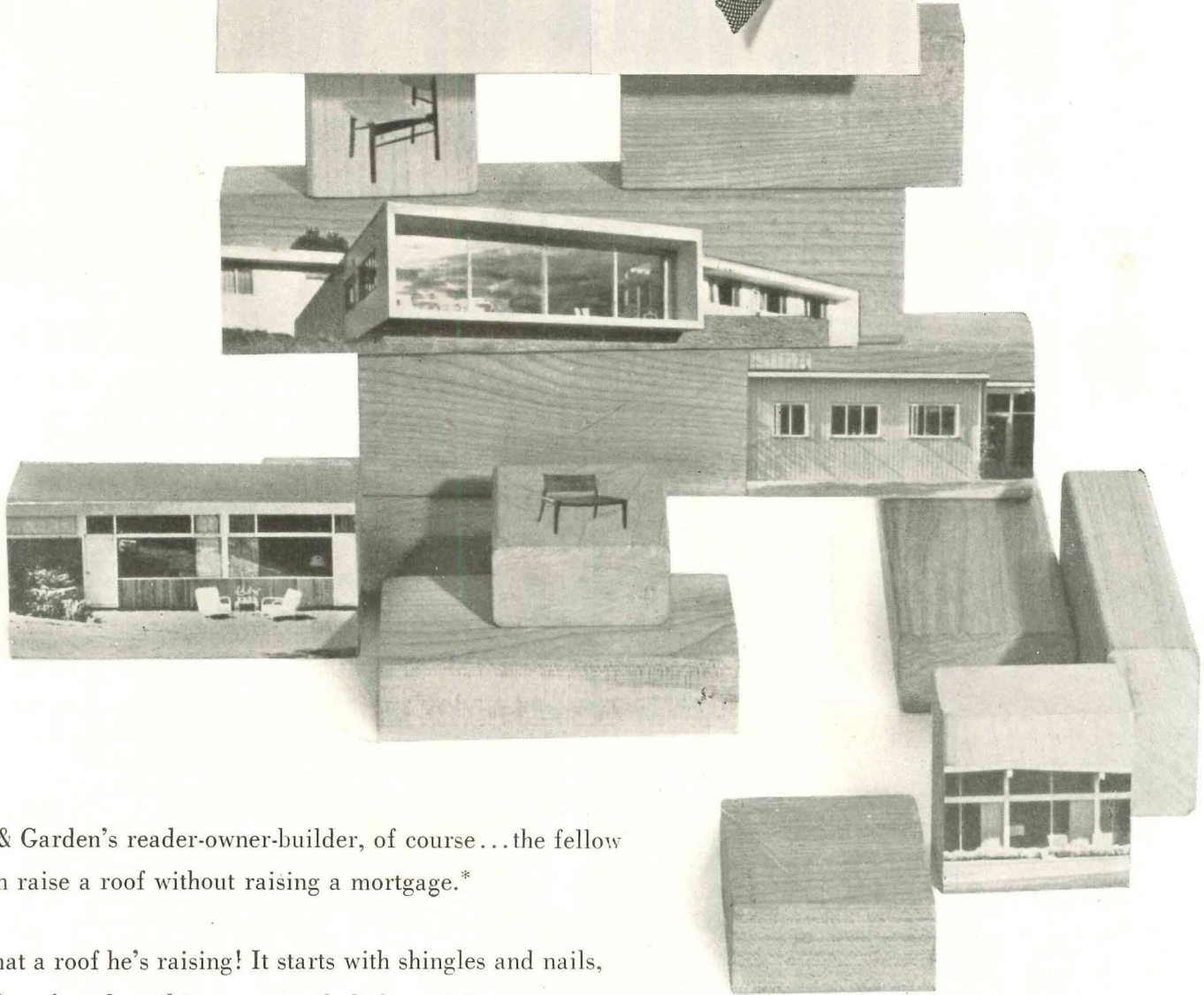
Many bruising safaris for spare parts can be eliminated with the Mini-Breaker. Fitting any standard delivering up to 125-v. AC service protective device trips a circuit in the overload is a big one, within if moderate, and in an hour if the condition is cleared, pushing top of the breaker will re-establish ice. Mini-Breaker is listed by



Laboratories and produced in 1 amp. ratings. Since it never has to be removed from its socket, there is no danger of a fuse being used on an overcurrent. Price runs about \$1.50 per breaker. Manufacturer: Mechanical Products Co., Jackson, Mich.

contin

WHO'S
RAISING
THE
ROOF?



House & Garden's reader-owner-builder, of course...the fellow
can raise a roof without raising a mortgage.*

What a roof he's raising! It starts with shingles and nails,
and doesn't end until it covers a whole houseful
of purchases; plate glass to paint, cement to air conditioning!

From front door to kitchen floor...the owner-builder's house will be the way *he* wants it, custom-built to his
own needs. Make it the way *you* want it by telling your story in House & Garden, where you will reach the
owners who have the means and the power to specify *your* product.

**Average annual incomes of H&G subscriber families, according to a recent subscriber-survey:
20%—\$25,000 or over ...39%—\$15,000 or over ...55%—\$10,000 or over*

House & Garden

McGraw-Hill Publication, 420 Lexington Avenue, New York 17, N. Y.

for the owner-builder market

The Talk of th

CAN BE THE TALK OF YOUR TOWN



G-E YEAR-ROUND AIR CONDITIONER

HERE IT IS—the new, all-new, *really small* G-E Year-Round Air Conditioner—exactly as seen by the thousands of enthusiastic home-builders who thronged the G-E exhibit at the recent NAHB

Show in Chicago. Builder after builder told G-E representatives it's just what the industry ordered! Heating and Cooling for a single, small packaged unit they can locate anywhere.



HOME
HEATING & COOLING
WITH AIR WALL* SYSTEM

Builder Show

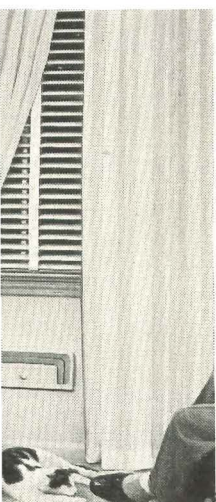
G.E.'s new Year-Round Air Conditioner uses as little as 8.2 sq. ft. of floor space—with over 190 model choices—the sensation of NAHB's recent Chicago convention!

THE AIR CONDITIONER BUILDERS ASKED FOR!

Hottest news at the 1953 Builders' Show—the new, all-new G-E Year-Round Air Conditioners are big, exciting news wherever new homes are being built. That's because this sparkling new unit was built to satisfy builders—and their customers! Builders have a wonderful new way to speed home sales, plus a unit with G-E dependability that cuts costs and saves space. Homeseekers get the perfect answer to their long-expressed desire for automatic cooling and heating in the *entire* home.

SMALLER THAN YOU'D BELIEVE POSSIBLE! No. 1 hit with builders is G-E's compactness. You save valuable dollars in floor space! Most popular size takes only 8.2 sq. ft. of floor space; all sizes, even the largest, are only 55" high and 30" deep. You get full capacity cooling and heating from a unit you can tuck away anywhere—closet, utility room, crawl space, garage, or basement. You'll save on installation and handling too! Units are light, can be carried through an ordinary door.

FOR ANY SIZE HOME—ANY CLIMATE! G.E.'s line features *complete flexibility!* There's a unit to fit *your* home as designed! Over 190 models to choose from...choice of fuel—oil or gas...choice of power supply. Works well with conventional ducts, or get extra benefits with G-E's unique *Air-Wall System*. G-E engineering provides just what you need!



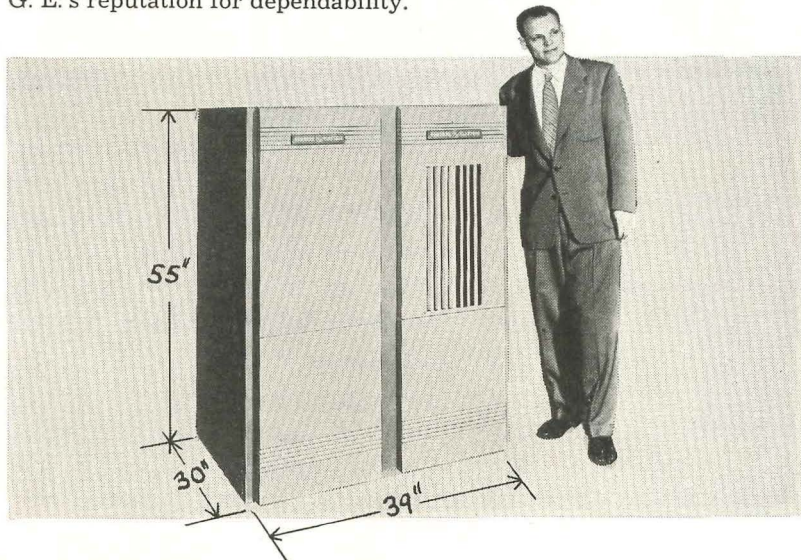
G-E Air-Wall System gives extra benefits! Perfect for both heating and cooling! Many construction savings possible with this pre-engineered, space-saving, small-duct system. Some registers deliver both cooling and heating, eliminating high-wall registers. Air is spread upward—never blasted straight out. Blends beautifully with any setting, allows full freedom of furniture and drapery arrangement. No carpet-cutting required.

Heating and cooling from single, small, factory-packaged unit! All models only 55" high, 30" deep. Width varies from 39" to 74" depending on capacity. Over 190 combinations to choose from. Cooling from 2 to 5 tons. Gas heating from 48,000 to 168,000 BTUH output. (Types of gas: natural, mixed, mfd., LP and LP-air.) Oil heating from 60,000 to 155,000 BTUH output. Installation anywhere in your homes is simple, fast. Unit uses as little as 8.2 sq. ft.

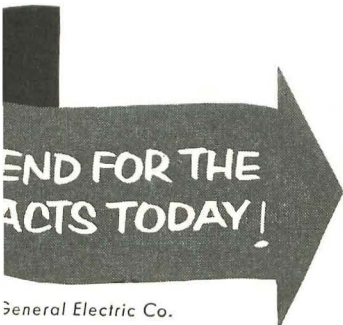
FOLKS ENJOY LIVING WITH A G-E! It's handsome, with an attractive two-tone finish that enhances the beauty of any decor. It's whisper-quiet—for the whole cooling system is hermetically sealed in steel and spring-mounted internally to eliminate vibration. It's fully automatic. At the flick of a finger, you get cool, dehumidified air through the entire home in summer. In winter, wonderful, economical warmth! You're assured of dependability with G-E. Every cooling mechanism is factory-sealed and backed by G.E.'s generous *5-year Protection Plan!*

G.E. HELPS YOU MERCHANDISE YOUR HOMES! G. E. is interested not only in selling air conditioning, but in helping you sell your homes! We'll cooperate with you in local advertising, publicity, and model home promotion—most complete line of home-selling aids in the business!

G.E. OFFERS A COMPLETE LINE of furnaces and boilers for oil and gas, warm air, hot water, steam or vapor—all designed to give economical comfort—all backed by G. E.'s reputation for dependability.



GENERAL  ELECTRIC



General Electric Co.



General Electric Company, Air Conditioning Division, Sec. HH-12, Bloomfield, New Jersey

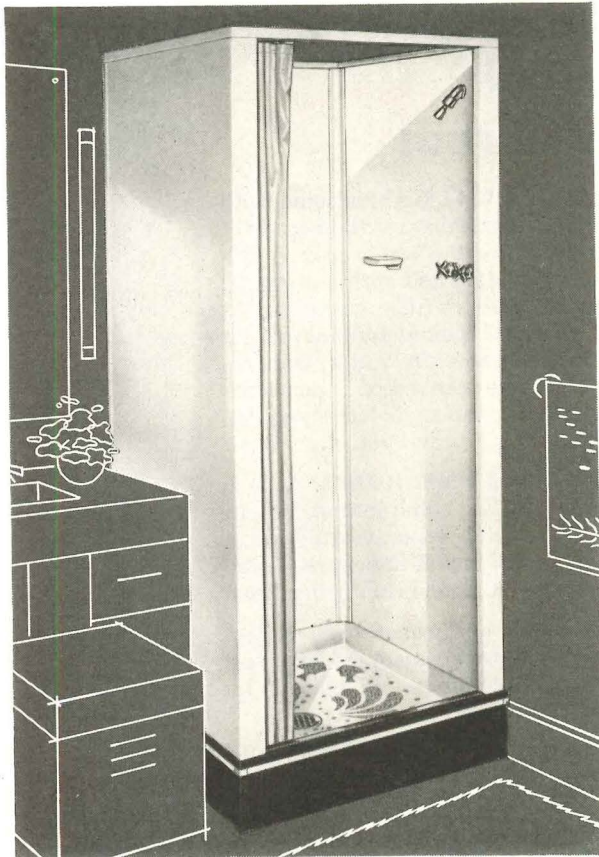
Please send me free booklets on Year-Round Air Conditioning
Please have my G-E dealer tell me the complete G-E story

NAME
TYPE OF BUSINESS
ADDRESS
CITY **COUNTY** **STATE**

FOR THE

Extra Baths

HOME BUYERS DEMAND



More livability in every square foot of floor area is the big demand today.

More bathrooms and *better shower bathing facilities* add basic appeal which helps sell your homes.

Offer your prospects both, with Weisway Cabinet Showers.

Self-contained Weisways make complete *extra* bathrooms possible in small floor area. They afford greater enjoyment of increasingly popular modern shower bathing—in a leakproof enclosure that keeps water off bathroom walls and floor!

Weisway CABINET SHOWERS Guaranteed

Engineered and precision-built to quality standards, Weisways are easily,

quickly installed. Independent of building walls and floor, they are not affected by shrinkage or settling. Walls are Bonderized, galvanized heavy-gauge steel with two separately baked-on coats of enamel—corners sealed in compression-tight joints.

Receptor formed in one piece of heavy enameling iron, with vitreous porcelain enamel inside and out. Exclusive Foot-Grip, No-Slip floor is safe, sanitary, positively non-absorbent, quiet as the tread of a bare foot. No metal underpans required, no messy mastic—one man places the receptor easily, quickly.

Mail Coupon for details and catalog showing models for homes in every price class.

WEISWAY VITRECEPTOR Permanently leak-proof non-slip shower receptor. Has integral flashing to make leakproof joint with shower walls other than metal.



Here one Weisway gives practical effect of two bathrooms.



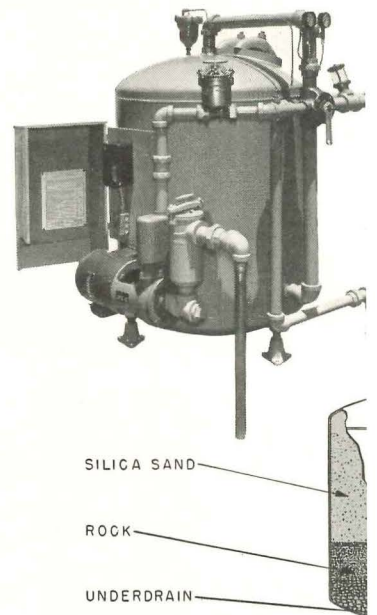
Irregular floor areas can be used for complete bathrooms.



Corner entrance Weisways provide complete baths in small space.

HENRY WEIS MANUFACTURING CO., INC.
342 Weisway Building, Elkhart, Indiana
Send catalog on Weisway Cabinet Showers.

Name _____
Street _____
City _____ State _____



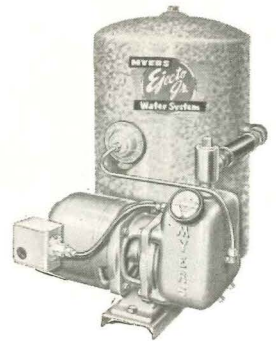
FILTER PLANT is pre-engineered swimming pools

With the aid of this packaged filter flow equipment contractors may build trouble-free swimming pools for residential installation. The Landon filter plant and self-skimming flow assembly includes a self-priming motor, strainer and basket, gauges, and underdrain. Unlike other plant setups requiring about eight valves to control filtration, backwash, and overflow. Three sizes are available: 30" with 3/4 h.p. motor at \$705; 36" at \$817.75; and 42" with 1 1/2 h.p. motor. The manufacturer also provides installation instructions, estimating forms and installation details to architects and builders.

Manufacturer: Landon, Inc., 5921 Blvd., Van Nuys, Calif.

COMPACT WATER SYSTEM adaptable for deep well

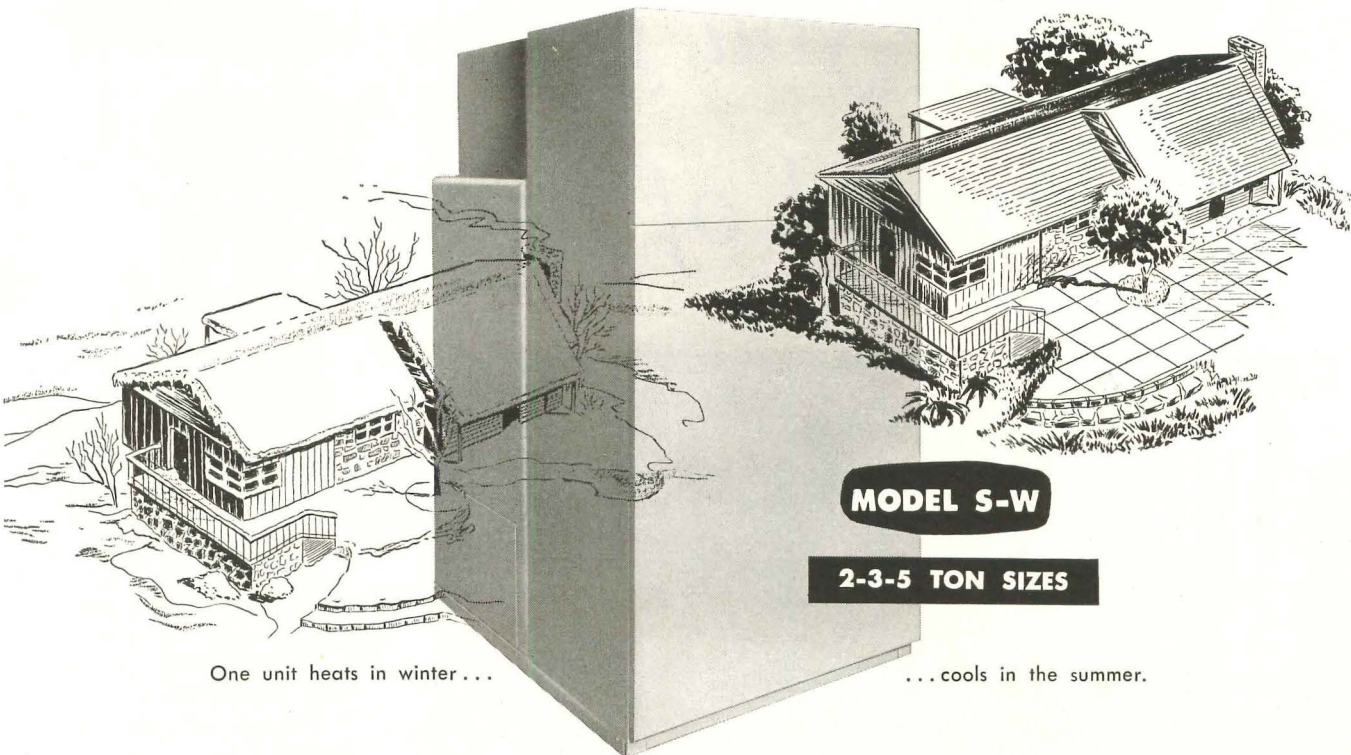
Furnished complete with an 11 or 15 g.p.m. electric water system used with any well up to 40' deep. The system is reasonably priced at \$110 to \$150 depending on tank size. The system may be installed at any time from shallow to deep wells simply by changing one threaded pipe. Manufacturer: E. E. Myers and Sons, Ashland, Ohio.



contin.

Greatest Home-Selling Feature Since Central Heating . . .

AND TYPHOON HAS IT



One unit heats in winter . . .

. . . cools in the summer.

MODEL S-W

2-3-5 TON SIZES

YEAR-ROUND AIR CONDITIONER FOR THE HOME

The boom in home air conditioning is on — and you can get in on the ground floor with Typhoon. One compact unit that gives complete indoor control of temperature, humidity, circulation. It means year-round comfort and other important advantages for your customers. It means easier, smoother selling for you. Give the next homes you build the sales magic of year-round air conditioning.

44 YEARS OF COMFORT ENGINEERING IN THESE EXCLUSIVE TYPHOON FEATURES!

ONLY TYPHOON has one-button control — summer or winter, a touch of a button brings cool air or warm . . . automatically!

ONLY TYPHOON has an all-copper condenser—it defies rust and corrosion, gives trouble-free service.

ONLY TYPHOON is a miracle of compactness—takes up less space than any other unit, can even fit into a standard closet!

ONLY TYPHOON has completely automatic changeover design—for

switching from heating to cooling; no dampers to manipulate!

SIMPLE TO INSTALL — Just a few quick connections and within hours your Typhoon unit is ready to function.

INEXPENSIVE TO OPERATE — Engineered to the point of greatest economy consistent with dependable performance.

QUIET — Completely insulated heavy-gauge steel cabinet and floating spring base assure whisper-quiet operation.

A.G.A. APPROVED. Perfected, Tested and Factory-Guaranteed by Typhoon.

Year-Round Air Conditioning
With **ONE CENTRAL UNIT**
Fully Automatic

**TYPHOON
HAS THE KEY**

to this great
new home market
— write, wire, phone
for information today.

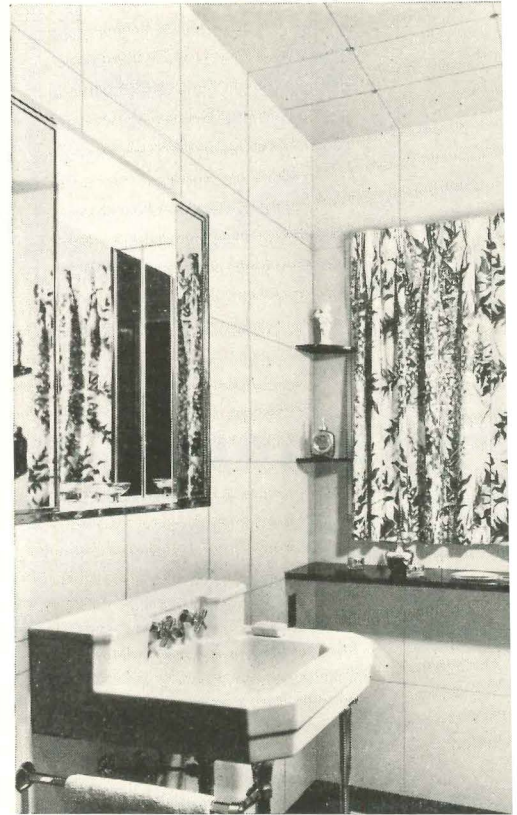
TYPHOON

AIR CONDITIONING CO. INC., 794 Union Street, Brooklyn 15, N. Y.

Specialists in Air Conditioning Since 1909.

Pittsburgh Glass

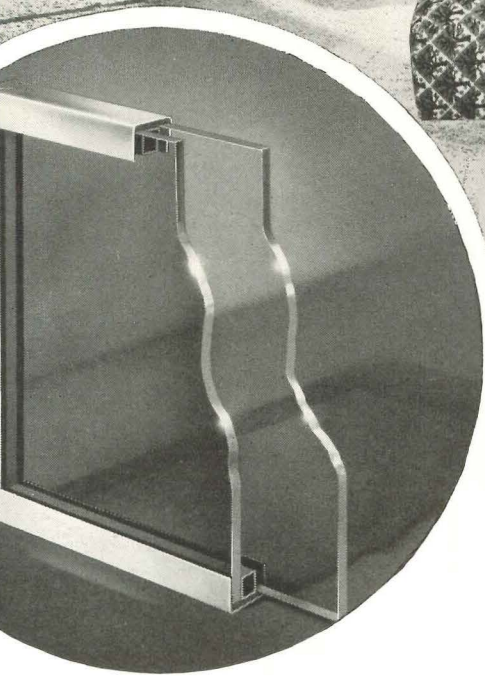
can help you get handshakes
instead of headaches



CARRARA GLASS on the walls and ceiling of a bath home an exciting, glamorous look. Builders put up more on homes having this high quality, beautiful veneer materials renovating jobs, they please home owners no end. Where tages of Carrara Glass are wanted at minimum cost, Pittsburgh available Ready-Built Carrara Panels for use as tub room, as well as for stove backings in kitchens. Carrara time, is easy to keep clean and sparkling. It's not affected by chemicals, grease or pencil marks. Ten attractive colors to

A TRIPLE-MIRROR arrangement is sure to please prospective home buyers or persons interested in modernizing their present. Two doors in the bedroom—fairly close together—each with a full-length Pittsburgh door mirror, with a third full-length mirror placed on the wall between, will do the trick. But make sure you supply Pittsburgh door mirrors. They're made from Pittsburgh Glass . . . are really full-length—68 inches high. Sizes available to fit more than 90% of all interior millwork doors—16, 20, or 24 inches wide.

Every Nickel you spend on glass shows. And the results always weigh the cost.



TWINDOW multi-units create a window wall which admits an abundance of natural daylight, while keeping interiors more comfortable. Occupants have a clear view of the outside from inside the home. In new building or remodeling, you can't offer a more-appreciated feature than Twindow—"the window with built-in insulation." And this is possible even in average-size homes, like the one shown here. Photo, courtesy of National Homes Corporation, Lafayette, Indiana.

SOLEX-TWINDOW. Where protection against solar heat and sun glare is required, there's nothing like Solex-Twindow. The inside light is regular Plate Glass . . . the outside pane is green-tint Solex, "the best glass under the sun!" This combination gives the double advantages of Twindow's high insulating properties, plus the solar-heat-absorbing, sun-glare-reducing advantages of Solex. The entire unit is enclosed by a stainless steel frame—to protect the seal and glass edges and to make handling easy, quick and safe.

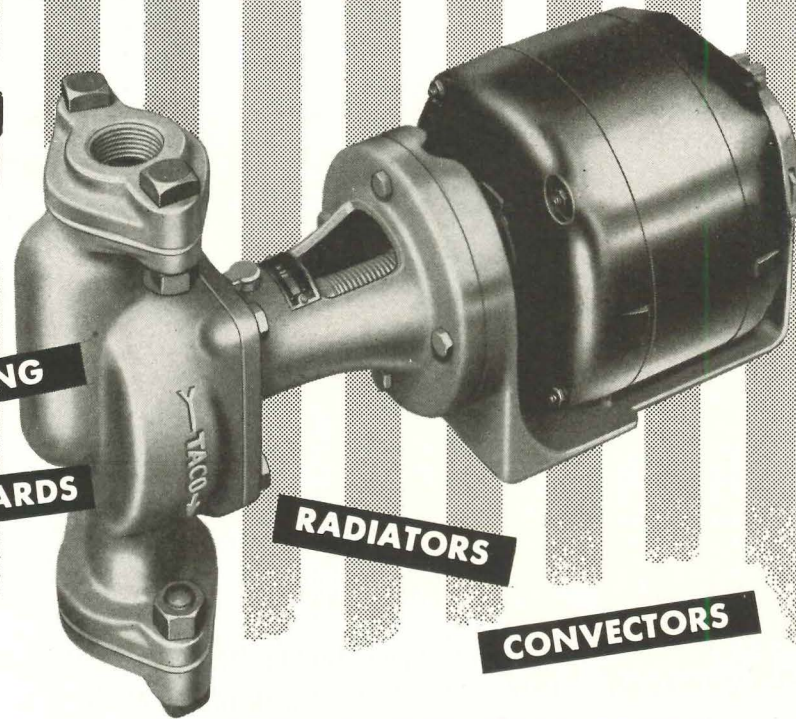
Build it better with **Pittsburgh Glass**

See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Company products.

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

PITTSBURGH PLATE GLASS COMPANY

get FAST, RESPONSIVE HOT WATER HEAT for



PANEL HEATING
BASEBOARDS
RADIATORS
CONVECTORS

with this popular TACO CIRCULATOR

EVEN LOW BUDGET HOMES CAN NOW HAVE THESE LUXURY ADVANTAGES

RADIANT WARMTH • DRAFTLESS WARMTH • CONTROLLED WARMTH

MORE HOT WATER FOR KITCHEN, BATH AND LAUNDRY

Yes, forced hot water heat with a TACO circulator gives all this *plus* economical warmth. No need for a separately fired water heater. TACO TANKLESS, hooked up to a heating boiler, supplies year 'round low cost hot water.

The TACO circulator delivers heat where it will give the greatest comfort . . . whether you use radiant panels, convectors, radiators or baseboards.

**ARCHITECTS—ENGINEERS
WRITE FOR . . . SIMPLIFIED
SELECTION CHART FOR SIZ-
ING TACO WATER HEATERS
UNDER ANY CONDITIONS.**

Three other famous TACO PRODUCTS for houses



TACO-VENT
eliminates air from hot water radiation automatically



TANKLESS TACO
gives an abundant supply of hot water instantly. No need for storage tank.



TACO TEMPERING VALVE
thermostatically mixes hot water with cold so there's no danger of its being too hot.

**Better Heating-
Better with Taco**



TACO HEATERS, INCORPORATED • 137 SOUTH STREET • PROVIDENCE 3, R. I.

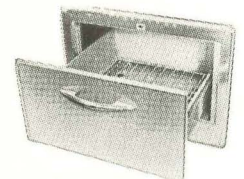


BUILT-IN EQUIPMENT gains popularity features

Built-in cooking units are catching with homebuilders and home buyers for their design adaptability and convenience. Even in the \$10,000 to \$12,000 home, these sophisticated appliances can be justified for the additional cost over standard units. In sales appeal and space savings, decentralized cooking units have led the field with important innovations. The built-in, Thermador, put a griddle



in the middle of its electric surface cooking unit. The firm also developed a unique luxury warming drawer 22 3/4" wide, 16" deep, for keeping china and glassware



at the right temperature for serving. The griddle measures 25" long, 21 3/4" wide, and retails for \$199.50. The built-in warming drawer costs \$81.

Cooking with gas, Chambers further integrated a griddle into the range and integrated a griddle into the lid for a waist-high broiler.



the front of the tabletop range, the aluminum griddle is raised up and a platter is raised to the right height; the hot rack is in the back.

continue



"We prefer
REVERE COPPER WATER TUBE
TO ALL OTHER MATERIALS
for Radiant Panel Heating because of its easy workability, permanence and the assurance of a quality job"

says **A. C. HARDEN**
President
Harden Heating & Air Conditioning Co.,
 Elmwood Park, Ill.

... AND MR. HARDEN HAS OVER 550 COMPLETELY SATISFACTORY INSTALLATIONS IN HOMES AND CHURCHES TO BACK UP HIS STATEMENT!

"Because we have a reputation for quality work to uphold, we can't afford to take chances and use inferior materials. In addition, Copper Water Tube is so easy to bend, so easy to work with in the tightest spaces and requires no thread cutting so that it saves us a lot of installation time. We have also found that we can place the utmost faith in the fittings when using Copper Water Tube."

"Those are the reasons we prefer copper to all other material". And Mr. Harden speaks from experience. For he has installed copper radiant panel heating systems in over 50 churches and more than 500 residences, and all are completely satisfactory in every respect. The oldest has been in operation for 7 years.

Take a tip from Mr. Harden's experience ... keep out of trouble with copper.

Now with restrictions eased, and quantities permissible without allotments greatly increased, there isn't any reason why you can't use Revere Copper Water Tube for radiant panel heating, hot and cold water lines, underground service lines, processing lines, and waste stack and vent lines. See the Revere Distributor nearest you today. And, if you have technical problems, he will put you in touch with Revere's Technical Advisory Service.

REVERE

COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801
 230 Park Avenue, New York 17, N. Y.

Mills: Baltimore, Md.; Chicago and Clinton, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Rome, N. Y.— Sales Offices in Principal Cities, Distributors Everywhere.

SEE REVERE'S "MEET THE PRESS" ON NBC TELEVISION, SUNDAYS

WHY REVERE COPPER WATER TUBE IS PREFERRED BY—
Architects, Builders, Plumbing & Heating Contractors

EASY TO BEND
Saves Time

Revere Copper Water Tube is easy to bend. Soft temper can be bent by hand to meet installation conditions. Hard temper by hand bending tools.

HANDY LENGTHS
Save Fittings... Labor

Revere Copper Water Tube comes in straight lengths of 20' in hard and soft tempers. 60' coils of soft temper reduce the number of fittings needed.

SOLDER OR COMPRESSION FITTINGS
Need Less Work Room ... Save Metal

No worry about wrench room when you use Revere Copper Water Tube with solder fittings. Compression fittings can also be used. No threading is necessary with either type fitting. Wall thickness of tube used can thus be less than for threaded pipe.

NON-RUSTING

Rustable pipe eventually clogs as shown in drawing at top right. Non-rustable Revere Copper Water Tube suffers no loss of flow or pressure as shown at bottom right. No allowance in pipe size need be made for rust accumulation with Revere Copper Water Tube.

Sparking a revolution in small-h

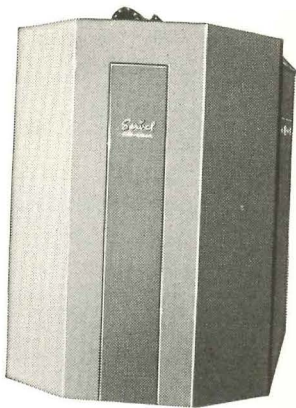
Servel presents an all-n

... the pe

It's a Genuine Servel — Ready to Install!

Here is a top-quality, low-cost packaged unit by the world's foremost maker of *All-Year* home air conditioning that provides *all seven* true air-conditioning advantages:

1. Heats in winter.
2. Cools by refrigeration in summer.
3. Cleans the air.
4. Removes excess moisture on hot days.
5. Adds needed moisture on cold days (optional).
6. Circulates the air.
7. Ventilates with outside air.

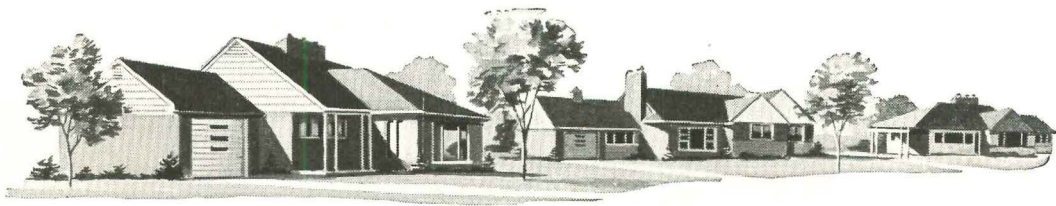


A New 3-Ton Servel Unit!

For larger homes, Servel now offers a new, improved 3-ton unit at a record-breaking low price! Provides every advantage of complete *All-Year* air conditioning for the entire house. Operates on gas or oil. Full 3 tons of refrigeration capacity, heating output, 96,000 B.t.u. per hour. Five-year guarantee.



ling



All-Year[®] Air Conditioner

Packaged unit for low-cost houses!

THE WAY—soon—ready to become the next great sales attraction! It's the most amazing development in small-air conditioning—a revolutionary invention by world-famous Servel!

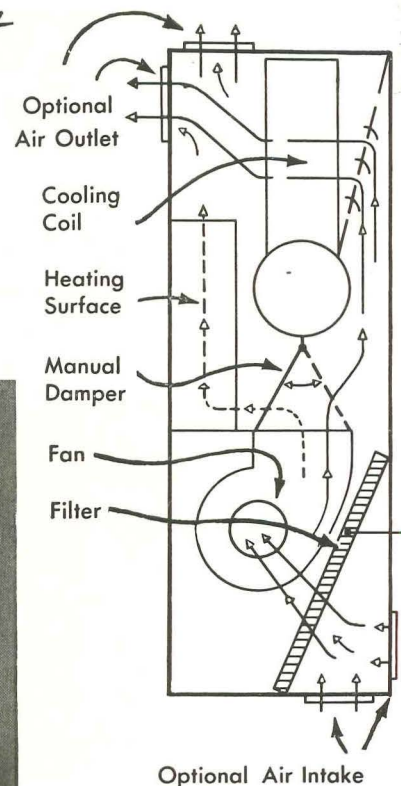
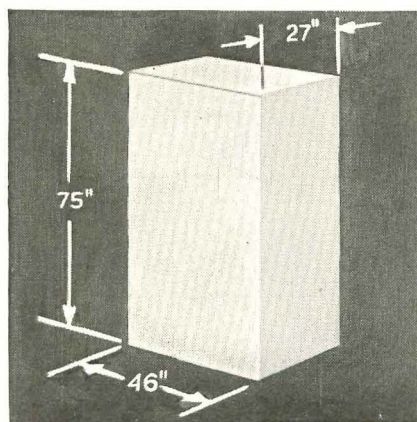
Remarkable new 2-ton Servel unit solves space and air-distribution problems in building plans that can actually save money. What's more, it's a package job, to install speedily, easily!

Look at these advantages: runs on available low-cost gas . . . has *no moving parts* for heating or cooling units . . . is quiet and vibration-free . . . requires practically no space . . . carries a full five-year factory warranty.

Think of what this new Servel 2-ton unit can do to sell home-buyers on *your* next sale. See your Servel distributor about this revolutionary, new, sales-winning Servel unit—or return the coupon below.

Amazingly Compact

Occupies only 8.62 sq. ft. of floor space, weighs only 890 lbs.! Full 2-ton refrigeration capacity. Delivered heating capacity, 72,000 B.t.u. per hour.



Servel

Be sure to watch for great advances in
**CONDITIONING—
REFRIGERATION**

MAIL TODAY!

SERVEL, INC., Dept. HH-3, Evansville 20, Indiana

Please send me at once complete information about the new 2-ton Servel All-Year Air Conditioner.

Name _____

Street _____

City _____ Zone _____ State _____

NOW! The Only Built-In BROILER-GRIDDLE That Sets in a Counter-Top



Chambers®

4 Burner "IN-A-TOP"® Broiler

America's leader in built-in gas cooking equipment now moves even further ahead with a COUNTER-TOP BROILER and GRIDDLE combined with four big burners — all in only 42" of counter space. One of the most famous features of the Chambers Range, the IN-A-TOP Broiler and Griddle, takes the stooping and bending out of broiling. The unit is stainless steel throughout and all burners light automatically.

Add eye-appeal to your kitchens with these sleek, eye-catching stainless steel built-in cooking units — featuring Chambers World Famous Cooking Performance. Perfect for all standard kitchen cabinets: wood or metal — or can be bricked in solid. No outside venting required.

For all types of gases... city, bottled or tank. FHA approved for underwriting loans.

Originator and Master Builder of Insulated Ranges Since 1910.

BUILDERS — DEALERS — ARCHITECTS

Get Complete Details Today



**MAIL
COUPON
FOR
MORE
INFORMATION**

Chambers, 2464 N. Meridian St., Indianapolis, Ind. Dept. AFT353

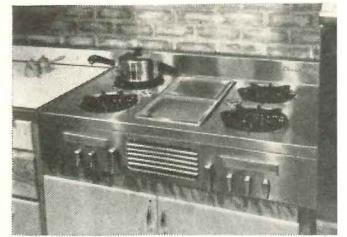
I am interested in:

- AIA Specification Sheet
 - Dealer Franchise Information
 - Special Builder Prices on Sample House
- Dealer Builder Architect

NAME.....
FIRM NAME.....
ADDRESS.....
CITY..... ZONE..... STATE.....

Cabinets Manufactured For Use With Chambers "Built-Ins" Include:

- Askren, Indianapolis, Ind.
- Beautycraft, Baltimore, Md.
- Beauty Queen, Maumee, O.
- Belwood, Ackerman, Miss.
- Coppes-Napanee, Napanee, Ind.
- Curtis, Clinton, Ia.
- Geneva, Geneva, Ill.
- Harrison, Chicago, Ill.
- I-XL, Goshen, Ind.
- Kitchen Maid, Andrews, Ind.
- Long-Bell, Longview, Wash.
- Lyon, Aurora, Ill.
- Olympia, Olympia, Wash.
- Porta-Bilt, Napanee, Ind.
- St. Charles, St. Charles, Ill.
- Tracy, Pittsburgh, Pa.
- And Many Others

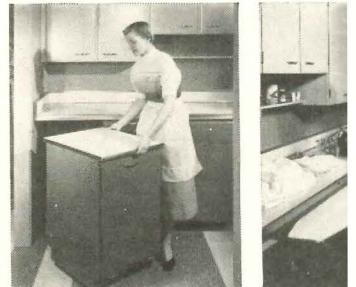


Retail price for the combinat cooking unit is \$299.50.

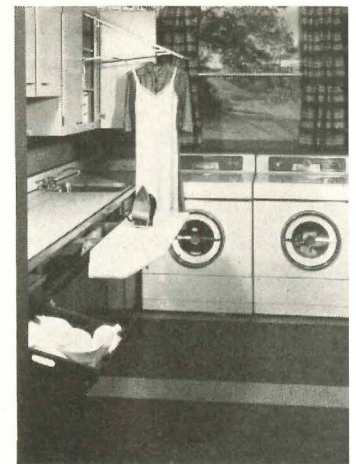
Manufacturers: Thermador El Co., 5119 District Blvd., Los Calif. Chambers, Shelbyville, In

LAUNDRY AIDS do cabinet disc

The old handy foldaway ironing ing a comeback in a sleek Kitchen Maid has integrated a n now-you-don't board into a base put a hamper on wheels next to i



them both with a work counte slides out easily and may be adju up or sit-down ironing. The cab able for installation in a genera or in a kitchen. An aluminum folds into a wall unit and is c hanging freshly ironed clothing. Manufacturer: Kitchen Maid Co Ind.



TEMPERED HARDBOARD precut for

The low initial cost of presse board, the easy way it handles ar and its trim appearance make it use as exterior siding. Cognizan rial's growing popularity, Mas packaging it precut in 1', 16" and 10' and 12' long. It is availab 5/16" thickness at about \$19 per sq. ft.) and is specially treated f

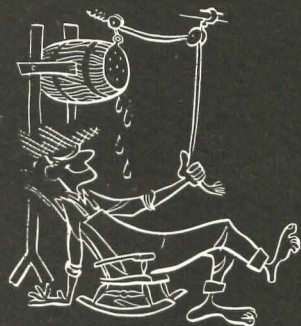
contin



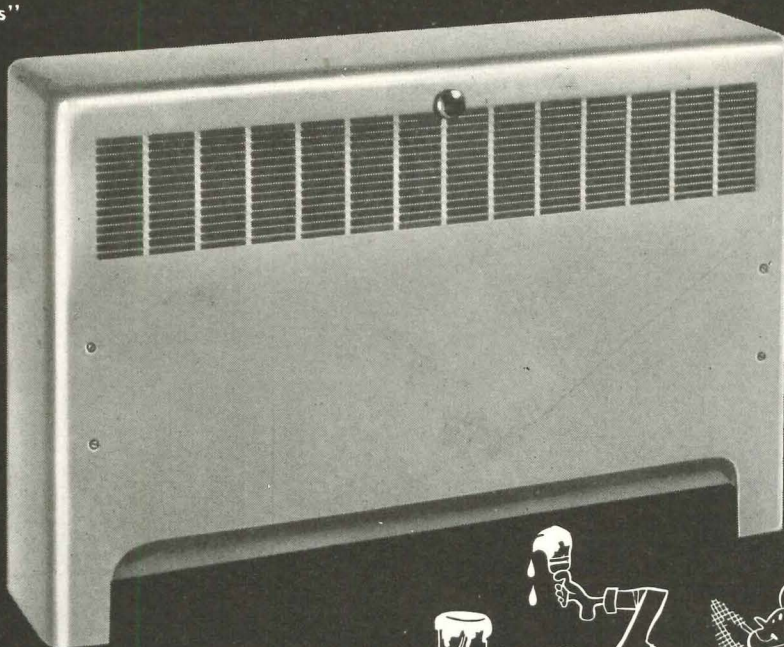
"All sizes and types"



"Really fast heat transfer"



"Easy-to-reach damper control"



"Grille punched into heavy, one-piece front"



"Simple to paint—any color"

Set Dunham's "Dial"... You're Set For Better Heat

Turn the knob on Dunham's new damper and you're set for most effective heat distribution. Why overheat when it's so easy to "put the damper on" heat output? And why let air swirls and eddies cut down good convection when this Dunham damper *directs* air through the louver grille?

And since the Dunham grille is an *integral part* of the heavy, sheet steel front . . . there are no separate panels to rattle, no bolts or welds to loosen. Just a sturdy *one-piece* front and grille.

You're set for better heat . . . for a longer time . . . when you have Dunham Convectors. Write for further facts.



Send for **Free Literature**—Folders 1205-5 and 1206-5 give full information on sizes and types, design and construction details, plus complete capacity tables. For your free copies write to: C. A. Dunham Company, 400 W. Madison Street, Chicago 6, Illinois.

DUNHAM

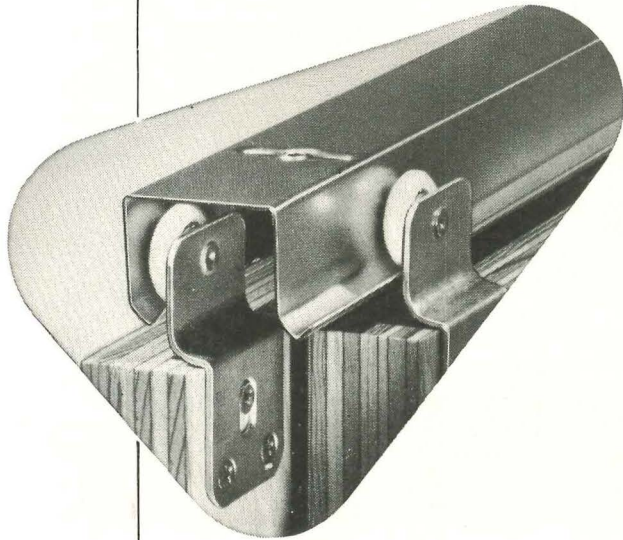
CONVECTOR RADIATION



Quality first for fifty years

ANOTHER QUALITY PRODUCT OF C. A. DUNHAM COMPANY—CHICAGO • TORONTO • LONDON

simplicity

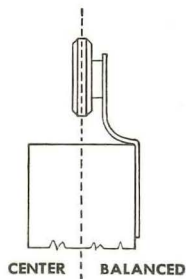


*a few parts...
...a few minutes*



WASHINGTON LINE

Three types of bearings available.
Ask your dealer for more information or write to:
WASHINGTON STEEL PRODUCTS, INC.
Dept. HH-3, 1940 East 11th Street, Tacoma 2, Washington



PATTERN

Bea

Daylight plays an interesting role in the decor of the living quarters of the residence of Mrs. Bruce Crow, Mesa, Ariz. Photo by Frank L. Gaynor, Tucson, Ariz.

This friendly partition of softened, diffused light creates an unusual interest in an unusual manner to this cheerful room. The beautiful Pluralite pattern creates an effective background for furnishings and decorations, while this lovely decorative glass by Mississippi separates living areas of the home without destroying a feeling of unity and spaciousness.

Translucent without being transparent, decorative glass floods adjoining areas with flattering "borrowed" light. The entire home gains an air of leisurely, comfortable modern living when any of the Mississippi patterns are employed.

Daylight can become a part of your decorating schemes. Make homes brighter in the modern manner. Specify decorative glass by Mississippi. Available in a wide variety of beautiful patterns from your nearby distributor.

Write today for free booklet, "Modernize Your Home With Decorative Glass." Photographs of actual installations. Many ideas on ways to use this exciting new medium.



MISSISSIPPI *Glass* COMPANY



88 ANGELICA ST. SAINT LOUIS 7, MO.
NEW YORK • CHICAGO • FULLERTON, CALIF.

WORLD'S LARGEST MANUFACTURER OF ROLLED, FIGURED AND

Youngstown Kitchens
introduces

Powerful new sales idea for today's changing market!

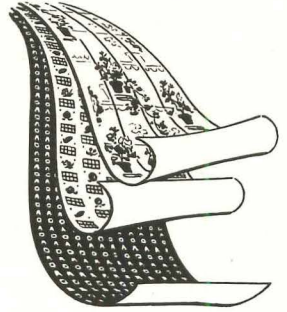
is . . . the builder's answer to merchant-homes in today's market. The luxury of color colors *plus* the economy of steel Youngstown Kitchens lets builders meet the needs of selective, value-seeking buyers. America's leading artists and decorators have selected Youngstown Kitchens to offer you a new method called *Color Kitchen Decorating* . . . the exciting new way to give your homes decorator-planned kitchens . . . dramatic sales appeal. This is just one of the many ways Youngstown Kitchens stays alert to help you merchandise homes. Get full details of *Controlled Color Kitchen Decorating* from your distributor. Or write to the Builder Sales Division, Mullins Manufacturing Corporation, Warren, Ohio.



Youngstown Kitchens **CONTROLLED COLOR** **KITCHEN DECORATING** *includes...*



New draperies in a wide variety of exclusive designs and patterns add exciting kitchen beauty.



Colorful wall covering in Varlar, the stainproof wall covering, for beautiful decorator-planned kitchens with . . .



Attractive decals in 22 exciting designs, made by the largest decal maker, allow your prospects endless decorating combinations and . . .



Colorful Cabinet tops with new genuine beauty-bonded FORMICA added to give prospects their choice of the 4 greatest cabinet top materials: Formica, Youngstown Kitchens Cusheen, linoleum and edge-grain maple.



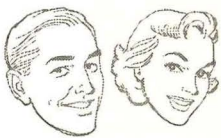
See the latest advances in colorful dream kitchens! Youngstown Kitchens. . . full color spread in McCall's for April and . . . full-color ads in other national magazines. . . for prospects looking for this exciting new program in your homes. . . see McCall's editorial pages in March for complete story.



Youngstown Kitchens

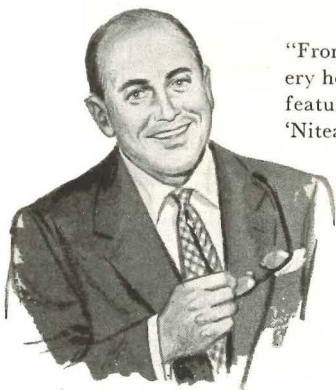
MULLINS MANUFACTURING CORPORATION
WARREN, OHIO

Youngstown Kitchens are sold throughout the World



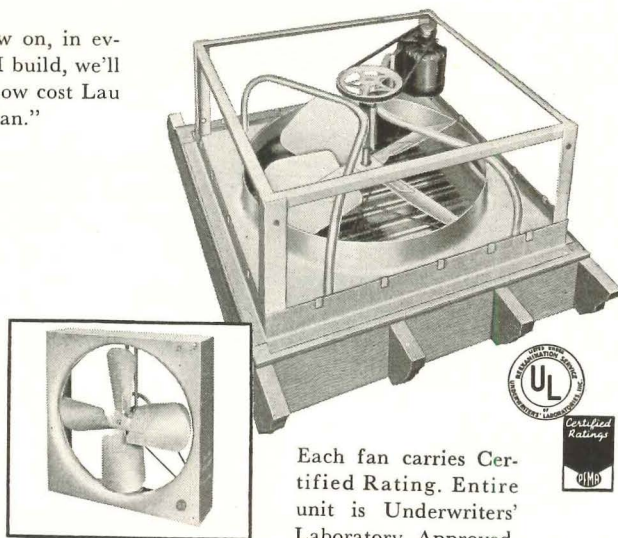
Home building today is a competitive market and becoming more so. Modern builders know that "features sell homes" . . . and one of the best and most practical features is an adequate cooling system, particularly when the cost is negligible.

With a Lau "Niteair" Rancher Fan or Panel Unit properly installed, you can be sure of a plus feature that will appeal to 9 out of 10 prospective buyers. It's the feature that sells the home! Write us today for further information. Ask for Catalog Pages and Specifications Sheets #629 and #630.



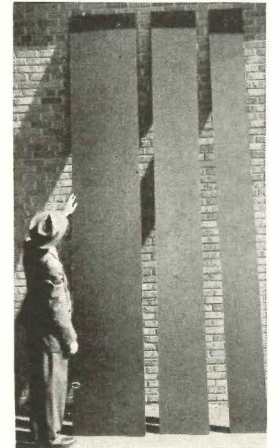
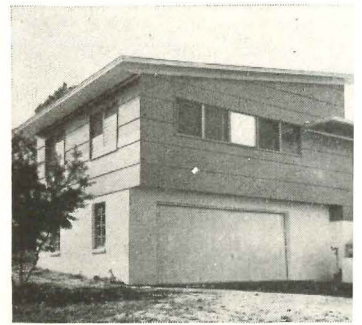
"From now on, in every home I build, we'll feature a low cost Lau 'Niteair' Fan."

Lau "Niteair" Fans are available in a wide range of sizes and capacities to meet every possible need.



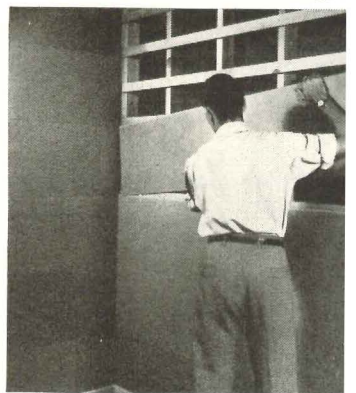
Each fan carries Certified Rating. Entire unit is Underwriters' Laboratory Approved. Fully Guaranteed.

THE LAU BLOWER COMPANY • 2027 Home Avenue, Dayton 7, Ohio
World's Largest Manufacturer of Warm Air Furnace Blowers



plications. Used with a special it goes up very quickly since the of the strip permits the carp through siding, strip and stud tion. The strip also saves about and creates a rich shadow line. *Manufacturer: Masonite Corp., ington St., Chicago 2, Ill.*

HARDBOARD PANELS cut for grooved to hide nails or staple: *Tee-N-Gee* is one of those "hom yourself" products that profess might latch onto. It is a new h may be applied directly over stu to furring strips. Nails or st along the 3/8" tongue, are maske the adjoining panel. The pane horizontally or vertically—even curved surface. In remodeling y

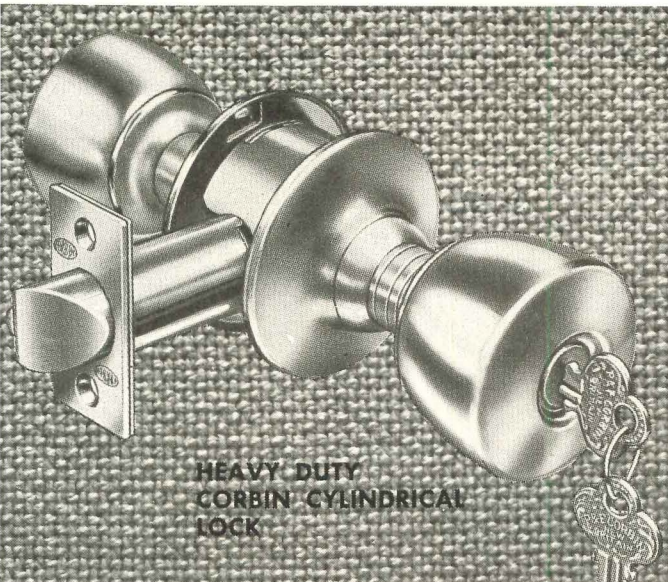


be cemented over the old wall boards may be waxed to bring o light wood color, or painted. sells for about 15¢ per sq. ft. *Manufacturer: Forest Fiber I Forest Grove, Ore.*

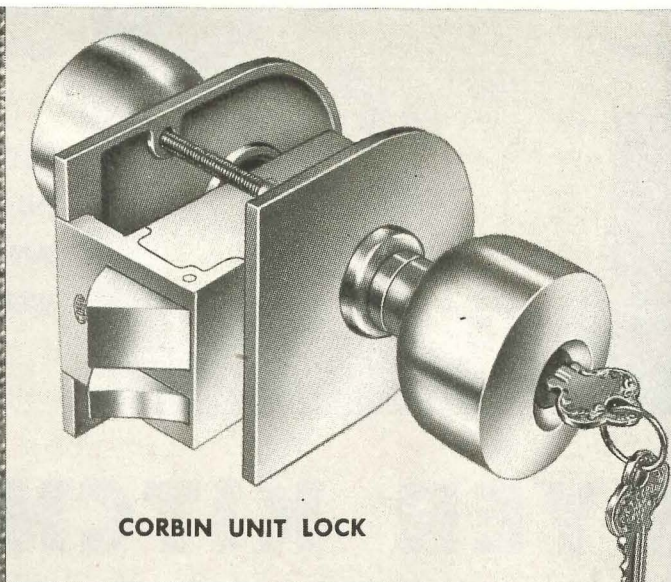
contin

THE NAME YOU CAN RELY ON

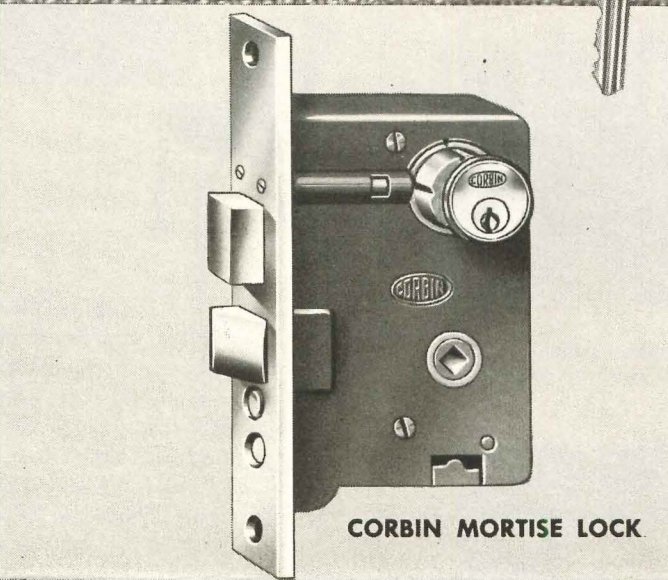
for locks in every price range!



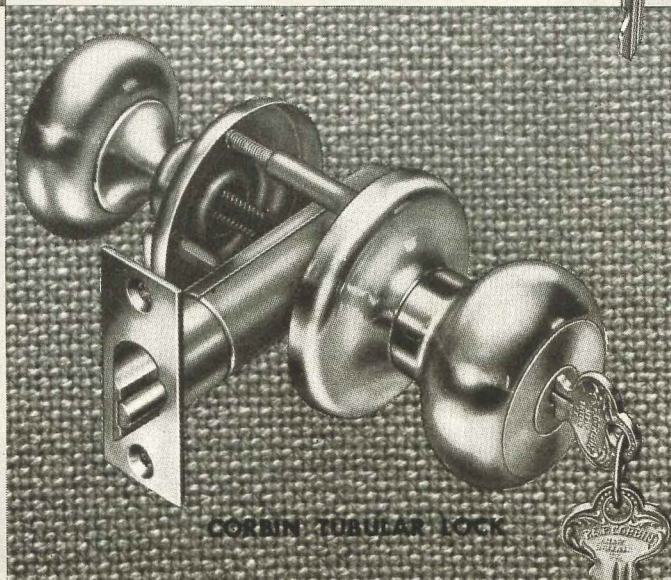
HEAVY DUTY
CORBIN CYLINDRICAL
LOCK



CORBIN UNIT LOCK



CORBIN MORTISE LOCK



CORBIN TUBULAR LOCK



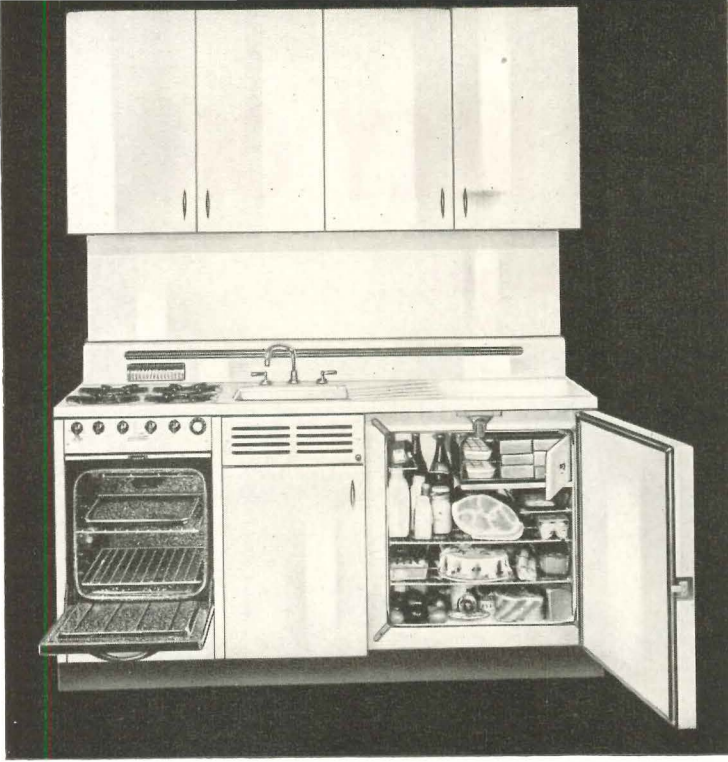
Whether your next job is a modest home or a lofty skyscraper, specify Corbin Locks. In every price range, Corbin offers top value. The Corbin name commands immediate acceptance . . . is in itself a guarantee of customer good-will.

GOOD BUILDINGS DESERVE GOOD HARDWARE



P. & F. CORBIN Division

The American Hardware Corporation, New Britain, Connecticut, U. S. A.



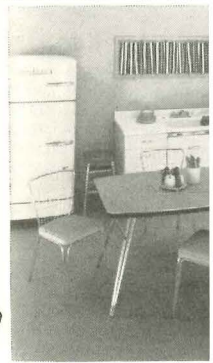
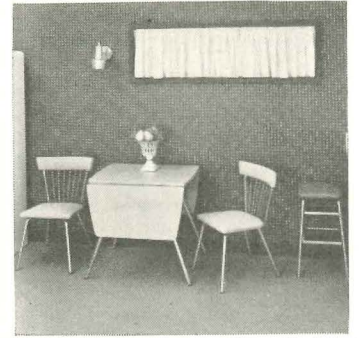
Gas or electric range.
Electric refrigerator.
Counter, range-top
and sink in one
seamless piece.
Cupboard and under-
sink storage. All in
units 39" to 69" wide.

VITREOUS
PORCELAIN FRONTS
AND
WORK TOPS

DWYER KITCHENS

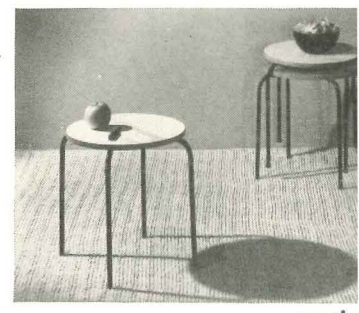
DINING FURNITURE sized and sty

temporary kitchens
The client's query, "Is there ro
the kitchen?" is familiar to m
A model kitchen or dining L dre
Daystrom table and chairs might
convincer. Unlike the usual ch



bulky hulks, this freshly fashione
scaled for small areas. The piece
tical materials dear to the home
able textured plastic over foam
ding on the chairs, scratch and
melamine-surfaced tabletops, c
around metal tubular legs. Prices
the trio at top retails for \$89.
piece set for \$159.95; and the w
rel chair for \$24.95.
Manufacturer: Daystrom, Inc.,

STACKING STOOLS: good looking
This neat set of three Viko sto
modestly in a corner, come out
to sit on or eat from. Wood top
legged, the set retails for only \$9
*Manufacturer: T. Baumritter Co
N. Y.*



contin

**For New
Apartments**

Typical are the Essex
Apartments in In-
dianapolis where 390
Dwyer Kitchens
save room for more
spacious living areas.

Dwyer Kitchens enjoy 26-year record for durability
and trouble-free operation in rental properties.



**For Vacation
Properties**

Motels and resort
cabins encourage
longer stays and bet-
ter rents with Dwyer
Kitchens. Mother gets more vacation too . . . enjoys
full kitchen convenience with minimum work.



**For Business
and
Special Uses**

Convenient for cof-
fee, for simple or
sumptuous food.
Thousands used in
offices, stores, banks,
television and radio
stations, fire sta-
tions, schools, churches...used for night shifts...and
wherever close-at-hand kitchen facilities are needed.



For Remodeling

Change old resi-
dences from tax-eat-
ers to profit-makers. Dwyer Kitchens are the key to
remodeling into quickly rented apartments.



SEND FOR FREE BULLETINS ON DWYER KITCHENS

Name _____

Address _____

Town _____ State _____

DWYER PRODUCTS CORPORATION, DEPT. H353, Michigan City, Ind.

MAIL COUPON OR WRITE FOR
COMPLETE BULLETINS

**DWYER PRODUCTS
CORPORATION**

Dept. H353
Michigan City, Indiana

now it's

Gold Bond[®]

ASBESTONE

Now famous Asbestone siding, roofing, corrugated and wallboard asbestos-cement products join the Gold Bond family of high-quality building materials. The Asbestone Corporation plants in New Orleans and St. Louis increase the number of Gold Bond plants to 35. Now you can specify a Gold Bond product for the outside as well

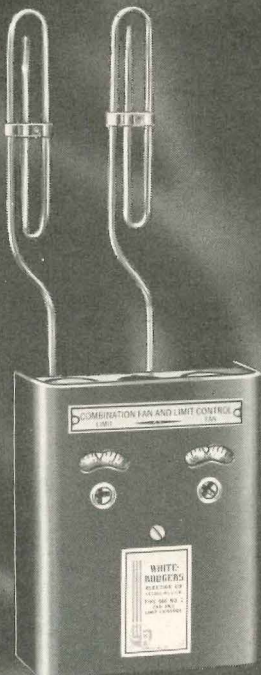
as the inside of homes and industrial buildings—new construction or remodeling. Now the Gold Bond idea of "Undivided Responsibility" is stronger than ever before. Specify Gold Bond all the way, and place the responsibility for product performance on one reputable manufacturer, National Gypsum Company!

NATIONAL GYPSUM COMPANY • Buffalo 2, New York

Waterproof Wallboards • Decorative Insulation Boards • Lath • Plaster • Lime • Sheathing • Roofing Siding • Wall Paint • Textures • Rock Wool Insulation • Metal Lath • Sound Control Products

WHITE-RODGERS

Hydraulic-Action WARM AIR CONTROLS



SAFETY and COMFORT from WARM AIR Heating Systems

These controls protect the furnace blower efficiently... and operate the possible heating comfort from warm air systems.

Their positive accuracy makes them unequaled for control of C. A. C., perimeter, radiant panel, reverse flow and other of the newer type warm air systems where operating temperatures are critical.

Easily installed... specially designed Hydraulic-Action elements are flexible and may be bent to any position.



Write today for Complete White-Rodgers Catalog.

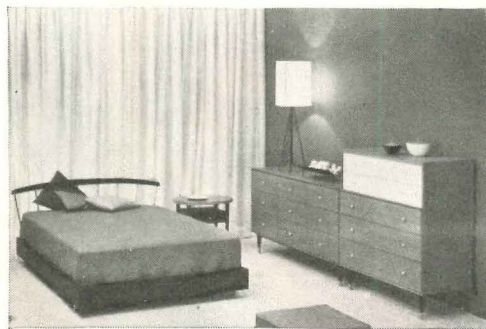
WHITE-RODGERS



Controls

FOR REFRIGERATION
HEATING AND
AIR CONDITIONING

ST. LOUIS 6, MO.



MODERN FURNITURE planned for modest homes, modest budgets

Raymond Loewy Associates have done Mengel—and themselves—proud with this attractive, low-priced furniture. Space and color conscious, the new pieces should find a large market among the current crop of small-home buyers. One suite, *Accent*, caters to those who like metal legged furniture; another, *First Edition*, to all-wood devotees; and *Spectrum* to those with continental leanings. Colors are used boldly and well throughout the lines and the wood finishes are, refreshingly, warm and spicy. Many of the pieces do double duty. The chest (*below*) houses a desk. It retails for \$136.50. The triple dresser (*bottom*), priced at \$161, reveals a mirrored vanity. The screen of translucent plastic in a wood folding frame above is useful as a room divider. It stands 70" high, 80" wide extended, and sells for \$72.

Manufacturer: The Mengel Co., Cabinet Div., Louisville 1, Ky. *Technical Pub. on p. 216*



NATION

food waste DISPOSER



There's no doubt about it. As the sink itself is the food waste disposer. No kitchen is really modern without it. And Mrs. Prospective knows it.

NATIONAL food waste DISPOSER more value to both user and

National's heavy duty construction, rugged one-third hp motor, for food wastes, its special alloy grinding elements that resist sharpening, its safety overload important guarantees to the long, trouble-free service.

And to the builder—National's split ring construction, and exclusive simple and positive installation mean the quickest, lowest cost imaginable.

The NATIONAL is available—Model 35CS, with the patented Safety Lok-Top cover, or Model 45, "continuous feed." Use the NATIONAL for quick information.

NATIONAL DIS

A Product of
NATIONAL RUBBER MAC
AKRON 8, OHIO

Send me more detailed information on NATIONAL DISPOSER checked below
 Model 35CS—Safety Lok
 Model NC-45—"Continuous Feed"

Builder's Name _____
Address _____

BUILT-INS

Cabinets, closets, storage walls and bookcases are installed and finished faster and at less cost with GPX. GPX GREEN Painting Grade is a completely solid panel—free of voids.

EXTERIOR SIDING

GPX will give your homes sales appeal . . . in full panel size or cut in strips and lapped. GPX General Use Grade has a handsome natural finish that never needs painting. GPX GREEN provides the smoothest painting surface obtainable.

SHUTTERS

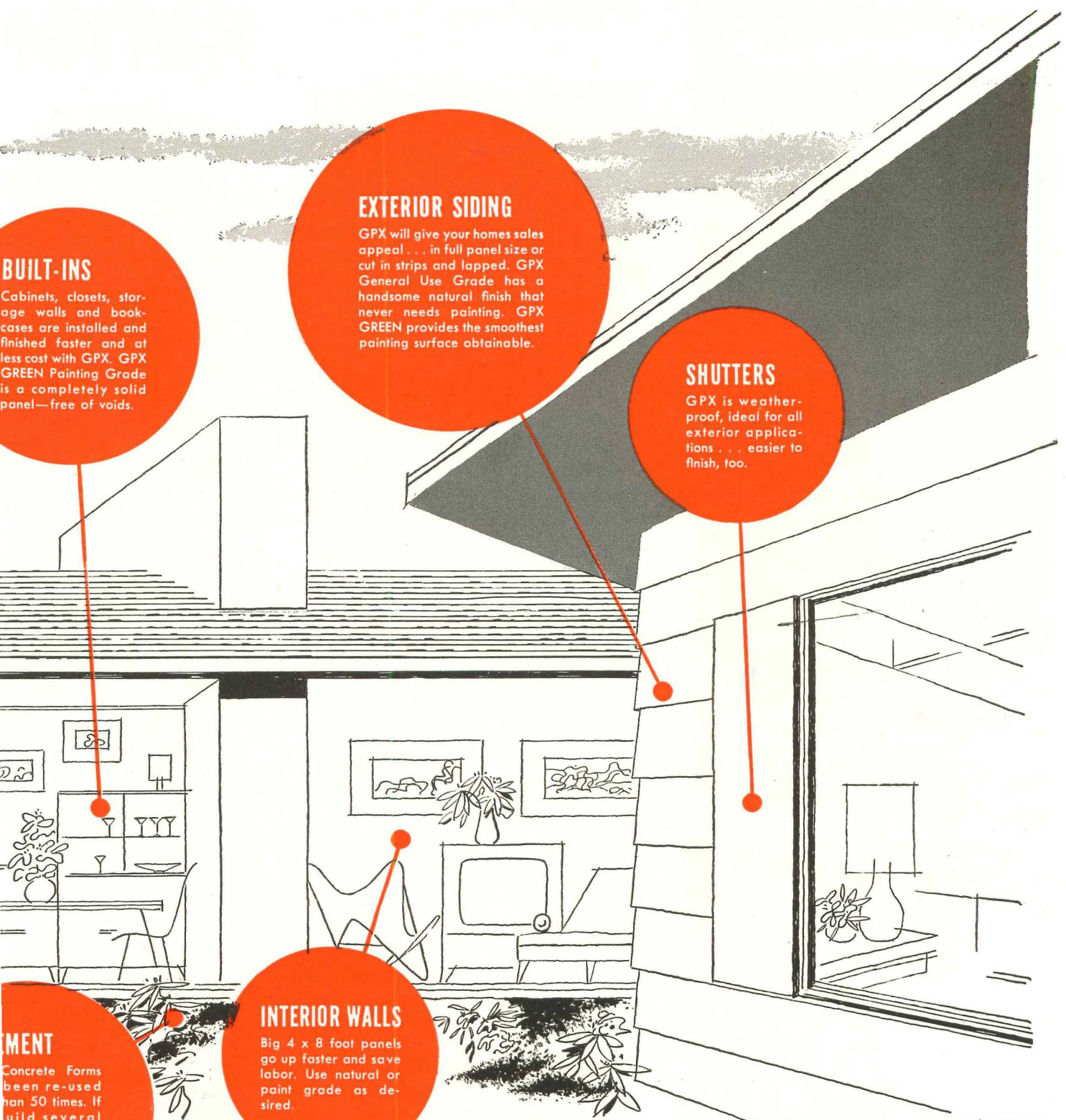
GPX is weather-proof, ideal for all exterior applications . . . easier to finish, too.

INTERIOR WALLS

Big 4 x 8 foot panels go up faster and save labor. Use natural or paint grade as desired.

FORMS

Concrete Forms have been re-used more than 50 times. If you build several a year, you can save money on every job with GPX concrete forms.



Mail Coupon Today

GEORGIA-PACIFIC PLYWOOD COMPANY
605-A3 North Capitol Way,
Olympia, Washington

Please send me FREE Technical Manual on GPX Plastic Faced Plywood.

NAME

TITLE

COMPANY

ADDRESS

CITY.....ZONE.....STATE.....



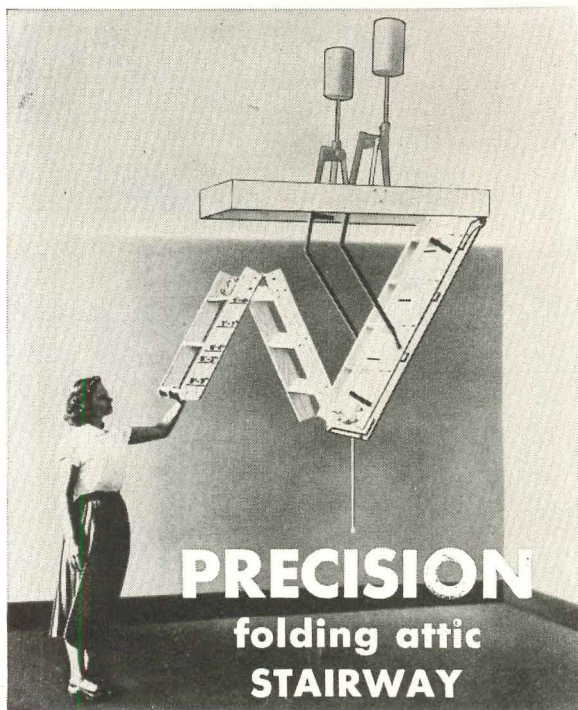
GEORGIA-PACIFIC PLYWOOD COMPANY

WAREHOUSES IN: Augusta, Baltimore, Birmingham, Boston, Portland, Columbia, Detroit, Fort Worth, Lancaster, Los Angeles, Memphis, Nashville, Newark, New Castle, New Orleans, Olympia, Orlando, Philadelphia, Pittsburgh, Raleigh, Richmond, Savannah, Vineland.

FIVE-YEAR WRITTEN GUARANTEE

furnished with each unit

No other
STAIRWAY
offers so much



5 exclusive features

1. Actuated by counterweights.
2. Operates on roller bearing which makes raising and lowering practically effortless.
3. Insulated door panel to prevent loss of heat to attic.
4. Full width safety treads.
5. Finest grade lumber and aluminum alloy construction. All parts secured by bolts and screws.

Easy to handle -- Easy to install. Shipped in 1 package assembled. Requires no attic space. No adjustments, no springs. Fits all ceilings from 7 feet to 9 feet 9 inches. (Runners graduated, all you do is measure from finished floor to finished ceiling and saw off runners at desired height.) Accepted by F.H.A. Listed in Sweets. Specified by leading architects. Sold by more than 12,000 dealers in U. S. A. and Canada.

Contact Precision Jobber for attractive prices.

PRECISION PARTS CORPORATION
400 North 1st St. Nashville 7, Tennessee

TECHNICAL PUBLICATIONS

WOOD CONSTRUCTION. Architects' Aids for Better Homes and Other Wood Construction. Timber Engineering Co., 1319 18th St. N. W., Washington 6, D. C. 6 pp. 8½" x 11"

Detail drawings show how to use *Trip-L-Grip* framing anchors in 12 basic kinds of secondary joints in standard wood framing for home construction. First utilized in hurricane areas, the timber connectors are reported to provide rigid joints that tie a structure together against forces from any direction. They also are said to eliminate toenailing, and make notching or shimming of joists for ledgers or strap hangers unnecessary.

GLAZING. Twindow the Window with Built-in Insulation. Pittsburgh Plate Glass Co., Glass Advertising Dept., Pittsburgh 22, Pa. 8 pp. 8½" x 11" Dimensions, specifications and installation information for the manufacturer's double-glazed units are contained in this brochure. A list of 47 standard sizes is included as well as a surface temperature chart and relative humidity and condensation protection chart.

HOME OWNERSHIP. Be Your Own Landlord. Mullins Manufacturing Corp., Warren, Ohio. 24 pp. 5½" x 7½"

As part of its program to stimulate interest in home ownership, Mullins (manufacturer of Youngstown Kitchens) has prepared this cartoon-illustrated booklet for distribution by homebuilders to prospective clients. The publication cites advantages of owning a home, gives some basic rules and charts to help determine financial requirements for home purchase, and describes the three major types of home financing—FHA, VA and private bank loans. Some new building materials and construction techniques are also reviewed.

HEATING. American-Standard Radiator Heating Catalogue R-52. American Radiator & Standard Sanitary Corp., Pittsburgh 30, Pa. 100 pp. 9" x 11½"

Presenting complete information on A-S's wet heat equipment to contractors, architects and builders, *Catalogue R-52* is as useful a refer-



ence as it is attractive. The hardbound book is liberally illustrated with excellent renderings, cutaway views and drawings, and contains ratings, technical data and dimensions of all radiator heating products made by the firm. A fastener is included at the back of the book for attaching the current price list.

Here is a
Quicker
and
Less Costly Way
To

Build A FIREPLACE

around this scientific designed steel form also provides a heat that assures fireplace operation

free folder tells

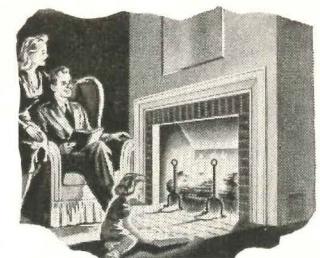
TELLS HOW TO BUILD YOUR FIREPLACE

- Foundation
- Steel heat-circulating form
- Cold and warm air ducts
- Chimney and flue construction
- Mantel or decorative front

ASK FOR BOOK
"100 FIREPLACE IDEAS"

Beautiful fireplace designs modern and conventional—shows artistic use of available material.

Home, Cottage, Playroom and Camp



- Send free directions for building fireplace.
- Send Book "100 Fireplace Ideas" book, sent free.
- Send larger book, 8½ x 11, priced, 25c.
- Send outdoor fireplace folder designs Free.

Name

Street

City

Sold Through Leading Building Material

PRICE FIREPLACE HEATER
158 W. Austin Street, Bu

Consider these Cold Facts on the Cost of COMFORT COOLING

Power rate is average of 20 major cities.
All figures based on operation for 1200
hours (average usage for a season)

City	Cost of City Water if used directly	Power Costs for Cooling Tower & Pump	Cost of Water used in Cooling Tower	Savings Effected by use of Cooling Tower
Chicago	\$ 87.00	\$12.00	\$3.00	\$ 72.00
London	144.00	20.00	5.00	119.00
London	204.00	25.00	7.00	172.00
London	288.00	28.00	9.00	251.00

These conservative figures show why it pays to specify Marley cooling towers whenever you specify comfort cooling for homes. In many residential areas, where water rates are 10% to 70% higher than the nominal rates used (\$1.50 per 1000 cu. ft), savings are possible by Marley cooling towers are even more impressive. You can readily see that a Marley cooling tower soon pays for itself—and then continues to pay off for years to come.

Whether you use a mechanical or natural draft tower, you'll find one of exactly the right capacity in Marley's complete line of Aquatowers and Redwood natural draft towers. Both are readily available from local stocks, easily installed. Both are designed, manufactured and guaranteed by the world's leading producer of water cooling equipment to render years of efficient operation.



It pays to specify
Marley Cooling Towers

MARLEY
The Marley Company
Kansas City, Missouri

Place Homes

assure **positive profits** from conventional construction for all builders!



5 FLOOR PLANS
17 ELEVATIONS

More and more builders are turning to Place Homes for *positive profits* with lower overhead . . . lower inventories . . . lower investments. Designed by top architects, Place Homes are planned for contemporary living and modest budgets. Such features as Thermopane Windows throughout, Kitchen Maid Kitchens and Radair Heating plus a selection of two, three and four bedroom plans assure you of distinctive *homes that sell*.

Place Homes are shipped factory-cut with some vital pre-assembly to permit fast on-site construction by proved project methods.

Start saving through Place Homes' volume buying . . . factory-cutting . . . and labor specialization. Start taking advantage of Place Homes' complete program that includes sales and financial assistance. Thousands of homes already built and sold are proof of this fool-proof plan! Send coupon today for full details!

Place Homes Inc.

1214 South Walnut Street, South Bend, Indiana

Place Homes, Inc., 1214 S. Walnut St., South Bend, Indiana
Rush full details on your positive Profit Plan for conventionally built Place Homes.

Name _____

Address _____

MOR-SUN OFFERS MORE

to builders of Quality homes



MOR-SUN AUTOMATIC WARM AIR HEAT

MOR-SUN offers the kind of values your buying public is looking for, and will demand under today's market conditions. Improved design and advanced engineering combined with precision mass production methods have resulted in MOR-SUN Warm Air Conditioners delivering TOP DOLLAR VALUE in heating capacity and dependable operation.

For example: the new MOR-SUN Heat Exchangers—carrying a bona fide 10 year guarantee—are an outstanding engineering achievement in the warm air heat industry. They are used in all MOR-SUN furnaces. Larger radiation surfaces step up heat transfer efficiency... deliver more heat per fuel dollar with either MOR-SUN Gas or Oil burners.

There are many reasons why MOR-SUN Warm Air Conditioning should be investigated by profit-minded builders. We have facts and figures you should know about. No obligation... use the coupon.

Distributed throughout the United States and Canada.

- ✦ More home buy appeal
- ✦ Guarantee protection
- ✦ Year 'round air conditioning
- ✦ Recognized quality
- ✦ Gas or Oil . . . interchangeability
- ✦ Ease of installation
- ✦ Local availability
- ✦ Nationally advertised



● MOR-SUN Warm Air Conditioners—Gas or Oil fired—come in Ten Models, conventional and reverse flow. BTU output range 52,000 to 152,000.

For **MORE VALUE** with MOR-SUN... Mail this Coupon!



**Mor-Sun Furnace Division, Morrison Steel Products, Inc.
607 Amherst Street, Buffalo 7, N. Y.**

Gentlemen: Send illustrated booklet showing the *inside reasons* why Mor-Sun Warm Air Furnaces add VALUE to my house.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

ALSO MANUFACTURERS OF ROLY-DOOR STEEL SECTIONAL GARAGE DOORS AND CARRY-ALL TRUCK BODIES

TECHNICAL PUBLICATIONS. **BUILDING RESEARCH.** A Survey of research in the US. Housing & Hc Agency. For sale by Superintende ments, US Government Printing Offi ton 25, D. C. 723 pp. 8 1/2" x 11". \$3

Now that it is published it is hard how the homebuilding industry stu without it. *Survey of Housing R* look like a fat compendium but More than 1,000 research project and in-the-works—are fastidiously together with notes on personnel data available. About 700 of the j with technical problems—buildin structure, mechanical equipment a tion methods. The rest are con social science—urban studies, ecor ing regulations, and marketing. should do much to help the indust by coordinating and making m use of current research findings.

BUILDING MATERIALS. Flintkote Bu rials. Flintkote Co., 30 Rockefeller York 20, N. Y. 12 pp. 8 1/2" x 11"

The catalogue contains color close kote roofing and siding; and detai tions on the asphalt shingles, ash products, insulation materials, in ing, and built-up and roll roofing

CONDENSATION. How to Control Homes. National Mineral Wall As: Building, Rockefeller Center, New 72 pp. 5" x 8". 25¢

Problems of excessive moisture in causes, effects, prevention, and analyzed in this carefully resea Simply phrased, the book is never plicit and comprehensive coverag nical aspects of condensation; an invaluable reference for homebui

FLOOR MAINTENANCE. Modern Me Care. S. C. Johnson & Son, Inc., E Wis. 16 pp. 4 1/2" x 8 1/2"

The booklet concisely describes treatment for 13 different types faces. It contains a chart for sel waxes for various floors.

THERMOSTATIC CONTROLS. The L Thermostatic Control Valves, Cata Lawler Automatic Controls, Inc., Questen Parkway, Mt. Vernon, 8 1/2" x 11"

Printed in two colors, the ph catalogue gives complete engine Lawler thermostatic controls. T temperature regulators, temperin mometers, shower mixers, and ment for institutional applicatio

contin



"Of course, it will have the **best** of everything!"

It means those **beautifully** **close-to-h,** so **easy-to-open** **HIDALIFT** fitted **windows.**"



HIDALIFT

the completely modern sash balance



enthusiastically endorsed by leading architects, builders, and homeowners everywhere

That's because this streamlined, modern sash balance has everything. Completely concealed, it boasts positive lifting power provided by the highest quality coil spring. Its smooth-as-silk operation insures positive gliding action and perfect window balance at all times. Tension may be readily applied DURING installation on the "L" type attaching bracket; or AFTER installation on both the "L" and "Cup" types.

Hidalift is backed by aggressive sales-building advertising and merchandising campaigns—offers alert dealers, builders and contractors unlimited profit possibilities.

QUALITY PRODUCTS FOR OVER A CENTURY

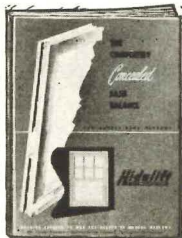


HIDALIFT DIVISION
The Turner & Seymour Mfg. Co.,
Torrington, Conn.

Send complete literature and prices on Hidalift.

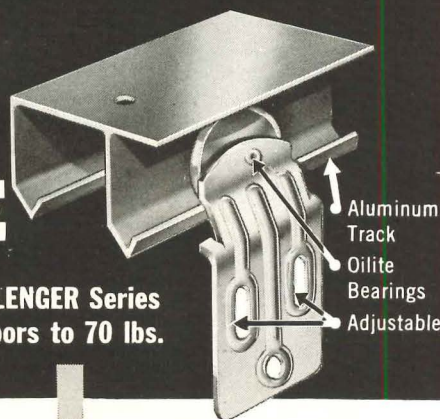
Please check Dealer Builder
 Architect Contractor

NAME
ADDRESS
CITYZONE...STATE.....

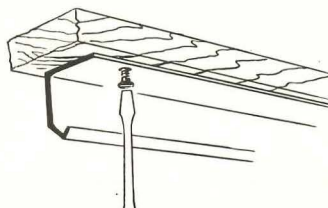


COMPARE the TOP-QUALITY FEATURES and LOW COST of the New HAR-VEY ROLLING-DOOR HARDWARE

3 models of the New CHALLENGER Series meet all your needs for doors to 70 lbs.



Faster Installation



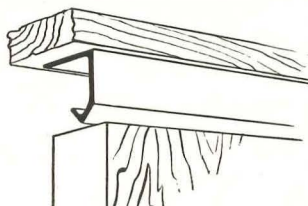
- The top-mounted Challenger track can be speedily installed, requires no mortising.

Smoother Rolling



- V-groove track eliminates chattering
- Oilite bearings are self-lubricating
- RUSTPROOF Aluminum Track
- Durable Nylon Rollers

Less Headroom



- Reduced headroom is only 1"-1 1/4"
- ALUMINUM track serves as trim—no painting necessary

More Convenience

Challenger sets (hardware and track) come completely packaged



—in sizes for standard door widths. Saves time in buying and handling.



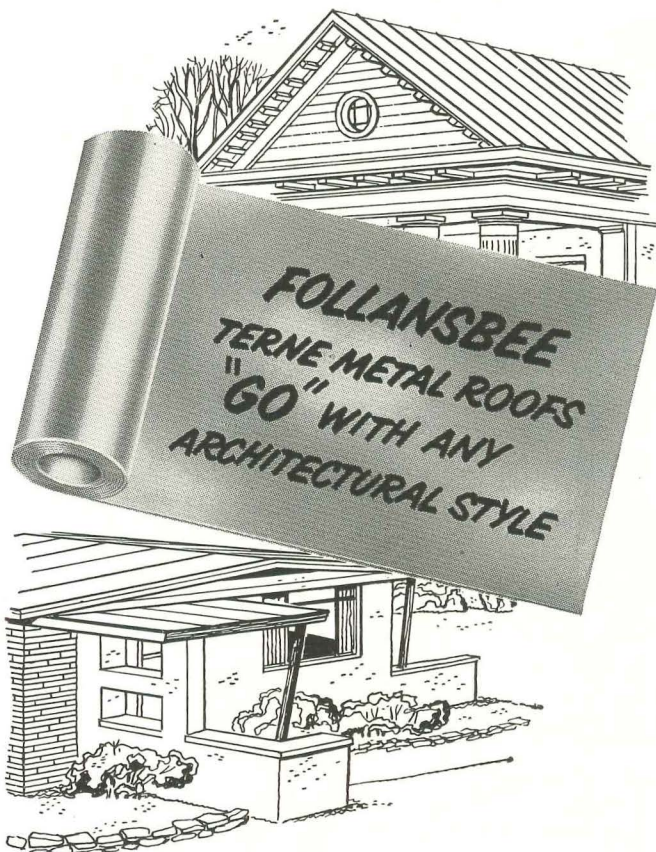
Typical low delivered price only \$2.70 list —for completely packaged set for 2' pocket door, including track, hangers, flush door pull, screws.

Get all the facts from your supplier, or write Dept. H

METAL PRODUCTS CORPORATION

807 N. W. 20th St., Miami, Fla.

Western Div. (Calmetco, Inc.) • 609 S. Anderson, Los Angeles
Mid-West Div. (Plymouth Metal Products) • 505 W. Harrison, Plymouth, Indiana



FOLLANSBEE
TERNE METAL ROOFS
"GO" WITH ANY
ARCHITECTURAL STYLE

Traditional or contemporary . . . large or small . . . Follansbee Terne Metal *tops them all!* And for good reason. No other roofing material offers so many advantages to architects, builders, home owners.

For instance:

ARCHITECTS find Follansbee Terne Metal permits unusual design variations. It is "at home" with any architectural style . . . ideal for flat or low pitch roofs. And expansion or contraction are never a problem with Terne!

BUILDERS know the *sales appeal* which Follansbee Terne Metal Roofs give to every home. Terne can be painted any color, any time, without special preparation . . . and color has real pulling power, especially when it harmonizes with buyer whims.

HOME OWNERS like its *lifetime protection*. The complete blanket of Terne Metal permanently protects a home from wind, rain, hail, lightning and fire like no ordinary roof can. The trouble-free qualities of a durable Follansbee Terne roof mean real economy too.

On your next job, investigate Follansbee Terne Metal Seamless Roll Roofing. See why *value-conscious* architects and builders everywhere "go" for Follansbee Terne Metal . . . the roof that "goes" with any architecture.

Write for the booklet "Beautiful, Lasting Roofs" as well as the architect's file folder of installation details.



FOLLANSBEE STEEL CORPORATION

GENERAL OFFICES, PITTSBURGH 30, PA.

COLD ROLLED STRIP SEAMLESS TERNE ROLL ROOFING
 POLISHED BLUE SHEETS AND COILS

Sales Offices—New York, Philadelphia, Rochester, Cleveland, Detroit, Milwaukee. Sales Agents—Chicago, Indianapolis, Kansas City, Nashville, Los Angeles, San Francisco, Seattle; Toronto and Montreal, Canada.
 Mills—Follansbee, West Virginia

FOLLANSBEE METAL WAREHOUSES

Pittsburgh, Pa. Rochester, N.Y. Fairfield, Conn.



LEADER

in Heating Comfort

NarrowWall Stubby

holly NarrowWall, the only between-st vented recessed wall heater to be AGA-approved with Secondary Heat Exchanger as an integral part is the answer to economical zoned heat.

NarrowWall CHECK LIST OF BUYING REASONS

- Secondary Heat Exchanger (Pat. #2602441) heats and circulates additional warm air without noisy fans or drafts.
- Approved by AGA for installation in any standard 2x4 stud wall of combustible materials.
- Eliminates hot air cracked walls.
- Always safe to the touch.
- Permits any furniture arrangement.
- Uses no floor space.
- Allows wall-to-wall carpeting.
- Assures even heat distribution.
- AGA approved for use with natural, manufactured or L.P. gas.



Holly is the originator also of the first shallow floor furnace, the famous Stubby—most-copied furnace in the industry.

You'll be happy with **holly**

HOLLY MANUFACTURING COMPANY
 914 S. Arroyo Parkway, Pasadena 2, California

Please send me without charge or obligation, complete information about the Holly NarrowWall Heater with S-H-E

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____



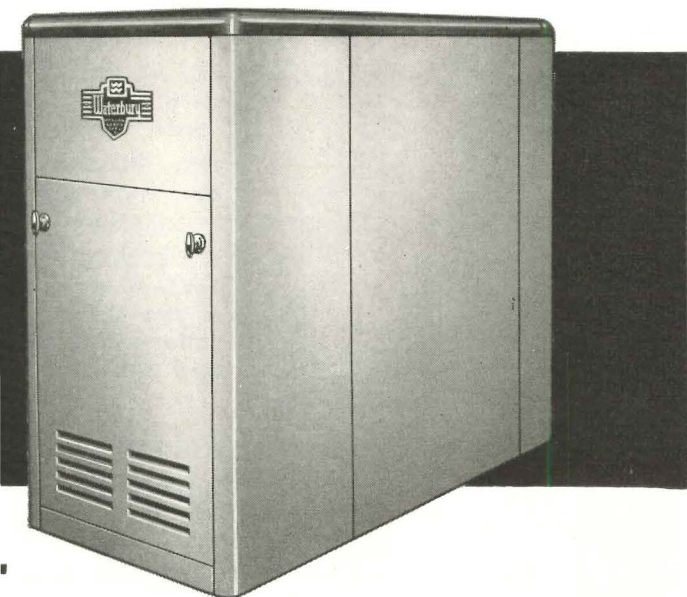
AGA of
 America
 for Cen
 Gas Ap



**Building and Selling
Homes is My Business
AND
WATERBURY WARM
AIR HEATING IS MY
STAR SALESMAN!**

Yes, proper heating can mean the difference between "I'll think about it" and "SOLD!" Prospective home buyers demand efficient, economical heating, and Waterbury

aces and winter air conditioners are designed to them just that! Waterbury's precision engineering provides year-in, year-out comfort, dependability, and fuel economy. Then, too, there's a Waterbury for every size home and for every type of fuel . . . a complete line from which to choose the proper unit for any home or light commercial building.



**Waterbury FURNACES
AIR CONDITIONERS**

Give your customers the finest in warm air heating or winter air conditioning . . . specify Waterbury heating and air conditioning installations in your homes. For complete information on the Waterbury line of top quality heating equipment, contact your local Waterbury dealer or write direct.

Waterman-Waterbury Co.

OVER 46 YEARS OF WARM AIR HEATING

1000 Jackson Street N. E.

Minneapolis 13, Minnesota

**IMMEDIATE
DELIVERY!**

Build More Saleable
Area into Homes
with
BESSLER

Disappearing Stairways

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A real stairway—not a ladder.
3. Seven well-engineered models—for every need.
4. Safety-designed in every detail for your protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads—SAFE for everyone.
8. ALL steps are of equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width provides ample access for large objects.
11. Full length SAFE hand rail.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFE pressed steel.
14. Repairs always available on quick notice for all models—no "orphans."
15. Doors made of White Pine and Fir in two-panel and flush types; hardwood doors in flush type only.
16. Tailor-made for all heights—no short or long steps.
17. Hundreds of thousands in constant daily use.
18. IMMEDIATE DELIVERY!
19. Meets all building codes.



**FREE!
New Catalog!**

Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

BESSLER—best for over 40 years!

The Bessler Disappearing Stairway Co., 1900 East Market St., Akron 5, Ohio

Bathing Beauties '53
...and for years to come

Gulf Spray

SHOWER ENCLOSURES

For bathroom beauty that endures, GULFSPRAY shower doors and tub enclosures of heavy-gauge aluminum or stainless steel; clear or patterned glass. Engineered to keep water OFF the floor and to add luxury and comfort to bathing. Install GULFSPRAY in your new or present home, you'll enjoy it for the years to come.

For information or literature write to

Binswanger & co.
of Texas

207 N. MAIN STREET
H-H3 • Houston, Texas

**WEATHERSTRIPPED
DOUBLE-HUNG
WOOD WINDOWS
show infiltration ratio**

6

TIMES LESS

... than non-weatherstripped windows by actual test of weatherstrip manufactured by members of the Weatherstrip Research Institute. (University of Minnesota Institute of Technology Testing Laboratory.) Effectiveness is greater than 6 for average or poorly fitted windows.

**Reduction in Air Infiltration
Through Windows
Due to Weatherstripping
(Unlocked—no storm sash)**

Type of Fit	Par Infiltration* cfh/ft. of Crack		
	Weather- stripped	Non- Weather- stripped	Weatherstrip Effectiveness†
Well	14.2	61	4.30
Average	16.7	104	6.24
Poorly	23.8	163	6.85

*At a pressure of 0.20 inch of water (20.4 mph wind velocity).

†Ratio of non-weatherstripped to weatherstripped par-infiltration.

The above facts, plus the complete story on weatherstripping is presented in Bulletin No. 35—"Air Infiltration Through Weatherstripped and Non-Weatherstripped Windows," published by the University of Minnesota, Institute of Technology. The facts showing the economic value of weatherstrip are based on over-all research of climatic conditions in 12 selected cities in the U.S. covering a full range of weather conditions.

THE SYMBOL OF
INSTITUTE MEMBERS

WEATHERSTRIP Research INSTITUTE
OFFICE OF THE SECRETARY
BOX 101 - RIVERSIDE, ILLINOIS
DEPT. HH33

Please send my FREE Copy of the 47 page, illustrated Bulletin No. 35.

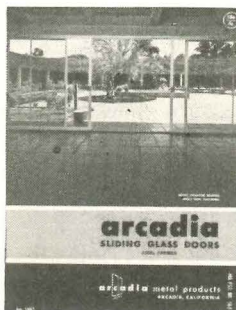
NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

DOORS. Arcadia Sliding Doors, Catalogue X-8. Arcadia Metal Products, 234 N. Second St., Box 657, Arcadia, Calif. 8 pp. 8½" x 11"

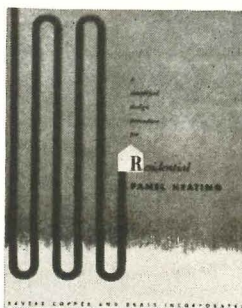
Four full-size tracing details and numerous scale drawings of the manufacturer's steel-



frame sliding glass door units are shown in this brochure. Specifications and an illustrated list of sizes and types are also included.

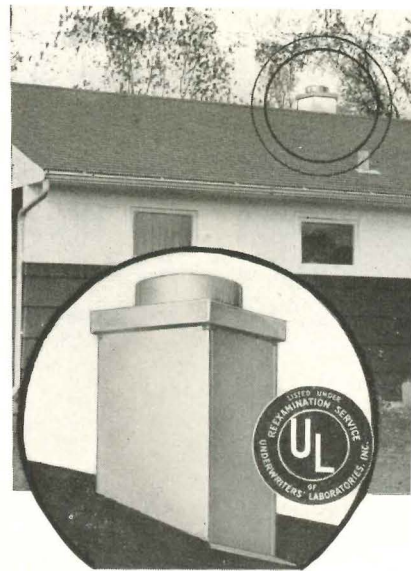
HEATING. A Simplified Design Procedure for Residential Panel Heating. Revere Copper and Brass, Inc., 230 Park Ave., New York 17, N. Y. 28 pp. 8½" x 11"

Incredible as it may seem, Revere has worked out an accurate method for designing residential hot-water panel heating systems which does not require the engineer or contractor to compute heat loss. No sleight of hand was involved; merely conscientious and creative research into hundreds of radiant panel installations engineered via precise graphical means. A statistical analysis of this study revealed that the vast majority of homes could be pegged into one of 16 groups of structural characteristics. (For houses of unique construction or shape, or with extreme exposure or excessive ventilation, the company suggests



using its *A Graphical Design Procedure for Radiant Panel Heating.*) These basic groups, listed on the first page of the booklet, were determined by various combinations of three factors: whether a room is insulated, amount of glazing, and whether the space above or below is to be heated. Once classified, almost any room can be engineered for the right size panel and water temperature to heat it comfortably through some simple-to-use tabular data. Bringing up the rear of this compact handbook is descriptive material on forming and positioning coils, use of bending tools, and making solder joints.

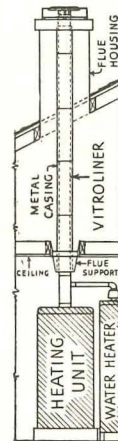
continued on p. 226



**VITROLIN
PREFABRICATED
CHIMNEY**

VITROLINER CHIMNEY'S ARE TODAY BUY FOR THE MODERN '53 HOME. WHY?

- **THE INITIAL PRICE is low—** mately half the c masonry chimney. ' ity is high.
- **THE ARCHITECT ha** flexibility of de space saving fea
- **THE BUILDER sa** and money and installation labor
- **THE LOWEST INST/ TIME—**because is pre cut at the tailor-made for and lightweight.



- **PROVEN SUCCESSFUL** because it is nationally accepted by—leading home project builders and single contractors: Approved by F.H.A.— and listed by Underwriters Laboratories for all fuels in 1 or 2 story construction.
- **ENGINEERED for better performance — improves chimney draft — eliminates condensation trouble—and is impervious to modern fuel combustion gases.**

Investigate this fast selling, well chimney today. Write for literature and

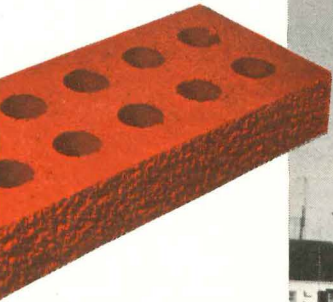
CONDENSAT
ENGINEERING CORPORATION
3511 W. POTOMAC AVE., CHICAGO

EXPERIENCED BUILDER REPORTS:

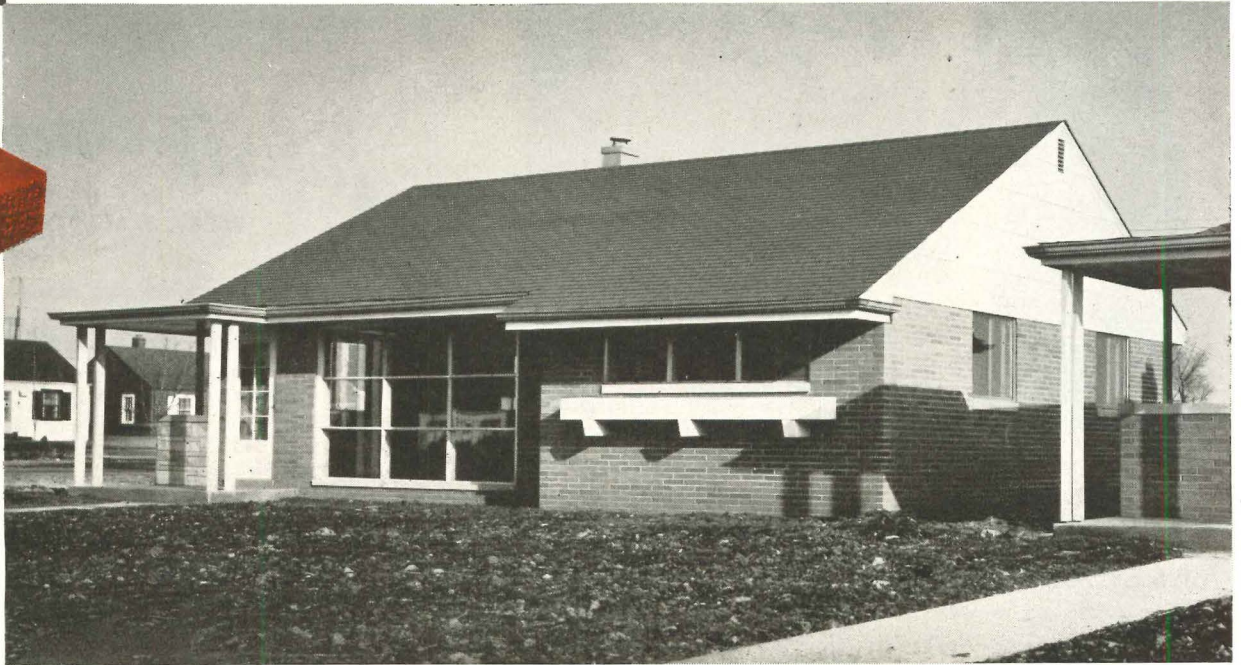
“SCR brick* builds warm,
dry walls at minimum cost”



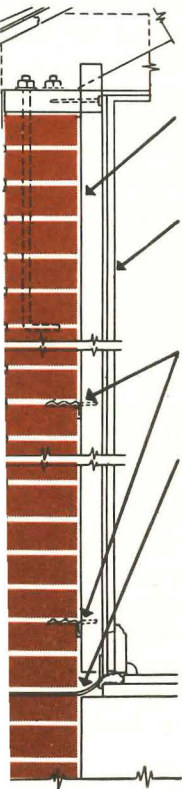
Vane R. Howard



—the THRU-THE-WALL unit
solid brick homes for the cost
developed by the Structural
Clay Products Research Foundation.



One of builder Howard's "SCR brick" homes in the middle-price range. Architect: H. J. McComb



Furring with 2" x 2"'s
accommodates insula-
tion and wiring, forms
cavity as moisture
barrier.

Inside finish may be lath
and plaster or dry wall.

Furring strips are quickly
fastened—by "Quik-
Way" clips at mid-wall
and base, by a single
nail to head plate.

Base flashing and weep
holes keep cavity dry.

"SCR brick" walls may
be supported on stand-
ard 8" masonry founda-
tions, are easily
adapted to either full
basement or slab-on-
grade construction.

There's one reason why the demand for "SCR brick" is booming from coast-to-coast. Here are some others—reported by home-builder Vane R. Howard of Hammond, Indiana:

"I like the flexibility of 'SCR brick' construction—it gives you plenty of design freedom.

"There's only one unit to handle—the wall goes up faster.

"We didn't have to worry about on-site delays—'SCR brick' is readily available—and we could choose from a wide range of colors and textures."

*Reg. TM, SCPRF, Patents Pending

Free booklet "HOW TO BUILD BRICK HOMES THAT SELL WITH THE SCR BRICK" gives full construction details. To get one, just write us on your own letterhead. Address: Dept. HH-3.



STRUCTURAL CLAY PRODUCTS INSTITUTE

1520 18th Street, N. W., Washington 6, D. C.

She wants the rich beauty
and practical features of

Fabric

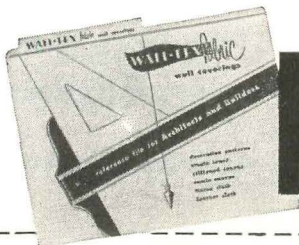


— pre-trimmed, 24-inch Wall-Tex

She's one of the millions planning to build or buy a new home, or remodel and redecorate an old one. This year's careful buyers all want more value for their decorating dollars. Many of them want *fabric*. Most of them know pre-trimmed, 24-inch Wall-Tex, color advertised in leading national magazines. Wall-Tex is known everywhere for its longer lasting beauty. Safely washable surfaces—tests show no deterioration after 2000 scrubbing strokes. Strong cloth base strengthens plaster or dry walls. Beautiful, practical Wall-Tex makes any home better to own and easier to sell.

Pre-trimmed, easy to hang

Anyone can apply pre-trimmed, 24-inch Wall-Tex fast and expertly. Straight, true edges meet and match accurately. Mail coupon for free File Folder and Wall-Tex swatches.



WALL-TEX
fabric wall coverings



Columbus Coated Fabrics Corporation
Dept. HH-33, Columbus, Ohio

Send your File Folder on Wall-Tex and Sample Swatches.

Name _____

Street _____

City _____ State _____

NOW!

**THE WALL COVERING
THAT CLOSES SALES!**



Yes! . . . Here's a striking new wall beauty that carries your sales story straight to Milady's heart—where home sales are closed! FAB-RIK-O-NA fabric wall coverings stamp your *whole* house with the mark of quality and luxury. Beautifully textured fabric . . . in warm, vibrant tones that fit *any* scheme of decoration, modern or traditional. Goes on like wallpaper . . . stays on and wears like armor plate! FAB-RIK-O-NA Burlap—for a rugged, homespun air . . . or Amerspun, a finer, more subtle weave.

fab-rik-o-na

FABRIC WALL COVERINGS

Send for booklet with samples.

H. B. WIGGIN'S SONS CO.

Makers of Fine Fabric Wall Coverings Since 1894
58 Arch St., Bloomfield, N. J.



MARMET extruded aluminum doors available in natural or anodized finish.

MARMET extruded aluminum screen doors . . . heavy duty type.

MARMET
ALUMINUM COVERED
DOORS Too!

MARMET aluminum covered doors satisfy the demand for sturdy, neat closing, quality and economically metal covered wood core doors in commercial and institutional buildings . . . packaged complete with pivots, push bars, metal and framing. Complete details upon request. MARMET specializes in custom special sizes and doors made to meet your specifications.

MARMET Corporation
WAUSAU WISCONSIN

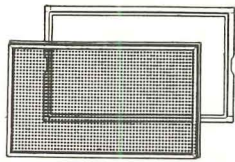
etter
ome builders
ce better
sement
indows...
Monarch IN-A-SLIDES



des—the all-steel basement win-
t are unequalled for beauty, dura-
venience, ease of operation and

this their superior quality in con-
their ease of installation, the sav-
turn trips for sash refitting, and
e added sales appeal these distinc-
ows give to any structure and you
w of the reasons why home owners
ractors everywhere are choosing
es.

for details today



SCREENS AND STORM SASH
TO MATCH

SEE IN-A-SLIDES AT
YOUR DEALER TODAY!

WHEREVER YOU SEE BETTER BUILT HOMES, YOU'LL SEE IN-A-SLIDES

When you think of Basement Windows... think of

NEW MONARCH MACHINE & STAMPING COMPANY
406 S. W. NINTH STREET DES MOINES 9, IOWA

you heard about ???

NEW **REZNOR** PAC*

rn heating development for modern buildings

Reznor PAC is a brand new kind of heating unit, developed
one of the oldest and most respected names in the business.
cause of its compactness, Reznor PAC is aptly suited for
me heating. Also, its handsome louvered cabinet makes it
fect for stores, offices and other commercial and public
ildings. Reznor PAC is a multi-purpose heater. Use with a
gular duct system and it's a central heater. Use without ducts
d it's a streamlined unit heater, quietly filtering out dirt and
oving big volumes of warm air to all points of need. Reznor
C is easy-to-install, practically priced, fully guaranteed and
proved for use with city and LP gases. Get the full facts
lay. Reznor PAC can easily be that merchandising "extra"
u're looking for.

*PAC means "Package Automatic Comfort"



A CENTRALIZED HEATER!!!



IT'S A MODERNIZED UNIT HEATER!!!

OMATIC GAS UNIT
HAN 2'x2'x4' OVERALL
ITS ON WALL, FLOOR
ILING

THE SWEET'S CATALOG FILE

REZNOR most accepted name in
Gas Heating Equipment
MANUFACTURING CO.
MERCER, PENNA.

MAIL THIS COUPON NOW!

REZNOR MANUFACTURING COMPANY
44 Union Street Mercer, Penna.

Please send me installation book and
catalog on New Reznor PAC Heater.

Name

Address

Town & State

By ship... by rail...



FROM ALL
PARTS OF THE WORLD

Come Rare and
Rugged Woods
TO PRODUCE

**THOMASON
FLUSH DOORS**

It takes the best to make the best. That's why
THOMASON Flush Doors are produced from
the finest quality of foreign and domestic
woods. By ship... by rail... from Africa, the
Philippine Islands, Panama, Honduras, Canada
and from America's own Northern and Appala-
chian forests, come the rare and rugged woods
that go into the production of THOMASON
Flush Doors.

THERE ARE THOMASON HOLLOW
AND SOLID CORE FLUSH DOORS FOR

Residences, Apartments, Office Buildings, Hotels, Schools,
Hospitals, Institutions and Public Buildings.

AVAILABLE IN THESE FACE VENEERS

Philippine Mahogany, Genuine Honduras Mahogany, Walnut,
Oak, Birch, Knotty Pine, Gum, or in any face veneer desired.

IMPORTANT

THOMASON plastic-faced flush doors are now available in
all domestic and foreign wood grain plastics, as well as in
decorative plastics.

Sold only through distributors

**THOMASON
PLYWOOD CORPORATION**

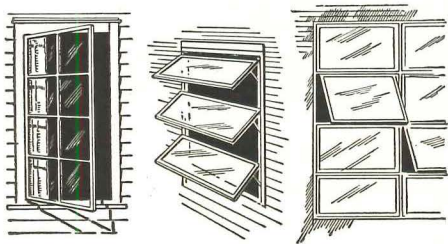
FAYETTEVILLE • NORTH CAROLINA

cross off 30% heat loss
and
60% wind infiltration!



with **MASTER** bronze
or aluminum alloy
weatherstrips

These spring bronze or aluminum alloy weatherstrips make a perfect seal for ALL types of HINGED METAL windows . . . steel and aluminum casements . . . awning style windows . . . projected windows . . . metal ventilators in picture windows.



Countless thousands of installations have proved the effectiveness of MASTER Weatherstrips in keeping out those enemies of the home: dirt, dust, rain, and cold. Strips are fastened to the frame and sash is sealed tight under tension when closed. Write today for booklet of facts and name of nearest MASTER weather-strip installer.

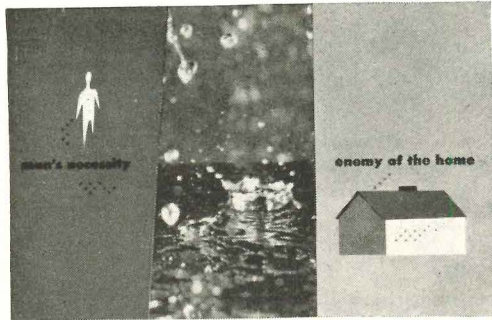
MASTER METAL STRIP SERVICE, INC.
1724 N. Kilbourn Ave., Chicago 39, Ill.

**METAL WEATHERSTRIPS — THRESHOLDS
MASTER NO-DRAFT SASH BALANCES**

MASTER METAL STRIP SERVICE, INC.
1724 N. Kilbourn Ave., Chicago 39, Ill.
Please send booklet and name of
nearest MASTER installation expert.



Name _____
Address _____
City _____ State _____



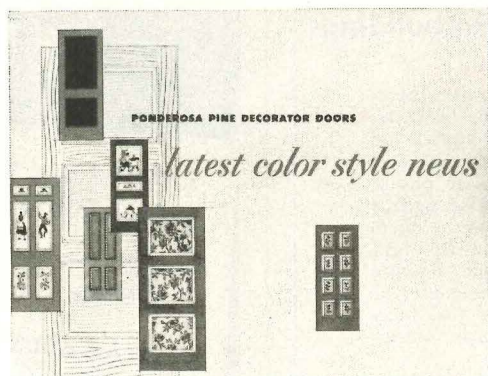
CONDENSATION. Man's Necessity — Enemy of the Home — Water. Steel Window Institute, 806 Rowland Road, Cheltenham, Pa. 12 pp. 8 1/2" x 5 1/2"
Prepared as an educational service for home-builders and buyers, this neatly illustrated booklet simply and graphically defines condensation, explains its causes and how to ward off detrimental effects.

HARDWARE. Beauty and Security for Your Home. Sargent & Co., Dept. 85, New Haven 9, Conn. 8 pp. 8 1/2" x 11"

Mechanical and installation features of the *Integralock* residential entrance lock are described in this booklet, which also illustrates the manufacturer's 4500 line of interior locks and latches, and points out appropriate sets for various rooms.

TOILET SEATS. Olsonite Solid Seats. Swedish Crucible Steel Co., Plastic Division, 8561 Butler Ave., Detroit 11, Mich. 64 pp. 8 1/2" x 11"

Spiral-bound and divided into six sections for quick thumb-through, this detailed catalogue is a handy reference for purchasers and specifiers of bathroom equipment.



DOORS. Latest Color Style News. Ponderosa Pine Woodwork, 38 S. Dearborn St., Chicago 3, Ill. 24 pp. 8 1/2" x 11"

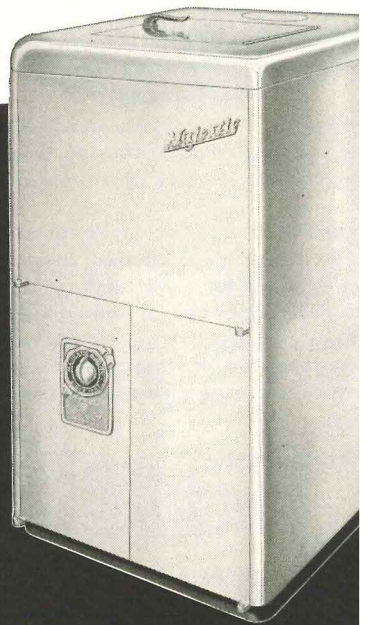
Colorful illustrations suggest how the *Rancho*, a new 3-paneled pine door and other paneled units, may be stained, painted or treated with appliqué for unusual decorative effects.

MACHINERY. Three New Plaster-Mortar Mixers. Koehring Co., Milwaukee 16, Wis. 4 pp. 8 1/2" x 11"

This brochure features a data table comparing dimensions, capacities and advantages of three plaster-mortar mixers. Photos illustrate the two 6 cu. ft. models and one 3 cu. ft. unit.

continued on p. 228

Equip your houses with
The **NEW**
Majestic
INDOOR INCINERATOR



There's no better way to
guarantee customer satisfaction

It takes more than a sign out to sell a house today! It takes extras — those added conveniences that home-buyers now demand — there's no better silent salesman than Majestic's new Indoor Incinerator, a beautiful, economical household helper . . . a home disposal workhorse that proves to prospects your home is designed for modern living.

- Eliminates all wet and dry garbage — trash-burner waste!
- Easily connects to furnace flue in basement, kitchen, utility room!
- White enamel finish; compact, modern design blends with other appliances.
- Simple operation — refuse is placed in when loaded, a turn of the burner does the rest!
- Jet-Air Action and patented downdraft principle insure quiet, efficient incineration.
- Refuse is reduced to powder-fine ash that needs only occasional removal.

Choice of three firing systems — gas-fired, automatic gas-fired, or fuelless.

By builders of Incinerators since the '20's — plus AGA approval.

Ask your dealer to tell you how new wonder write for

The Majestic Co.,
413-A Erie Street Huntington, Ind.

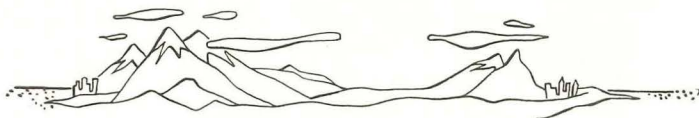


Mr. William A. Zeh, builder of this house at Los Angeles, Cal., says, "No builder nowadays would think of installing anything but automatic heat and electric refrigerators in his new houses. And just as people take those things for granted, they're looking for automatic electric cooking equipment."



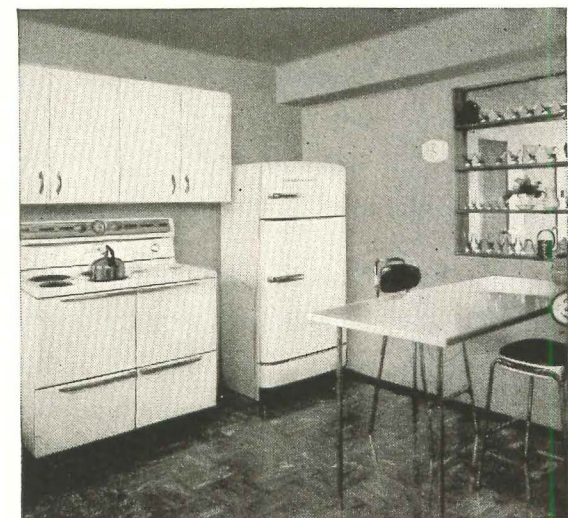
"'Modern' is the theme of our development," says Mr. Noble S. Clay, builder of this house at Shaler Township in Pennsylvania—"and we find that most home buyers go for contemporary design. The *Electric Range* is a definite part of it. It's *really* modern cooking equipment. *Everybody* wants the electric convenience features."

EAST OR WEST—



these houses have one thing in common

they have electric ranges!



This is a kitchen of a Shaler Township house. Builder Clay practiced electrical engineering for 16 years before entering the building field. His background helped him to choose what home buyers want, so the range—of course, it's ELECTRIC!

Home buyers may differ on the size of house they want, or on its construction features. But from one end of the country to the other they want *Electric Ranges* in the kitchen. They've learned that cooking with an *Electric Range* is both economical and easy, and assures a clean, cool kitchen. No matter what the size or price bracket of *your* houses, one item of equipment that will really help you sell them is the *Electric Range*!

More builders every day

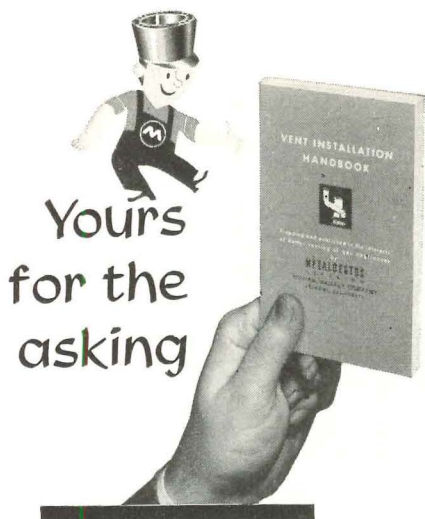
are installing **ELECTRIC RANGES**



ELECTRIC RANGE SECTION

National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLY • DEEPFREEZE • FRIGIDAIRE
GENERAL ELECTRIC • GIBSON • HOTPOINT • KELVINATOR • MONARCH
NORGE • PHILCO • WESTINGHOUSE



Yours
for the
asking

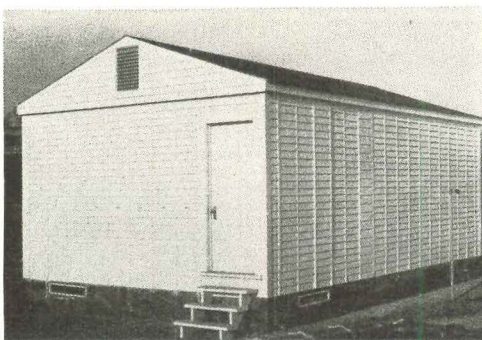
... this new, authoritative handbook—based on the latest research in gas appliance venting

When you install gas burning appliances, you'll want this useful handbook containing complete, up-to-date information on gas venting practices plus many helpful installation tips. The findings presented are based on extensive engineering research recently completed by the Metalbestos Division, William Wallace Company, with the assistance of Stanford Research Institute.

Here are some of the subjects covered:

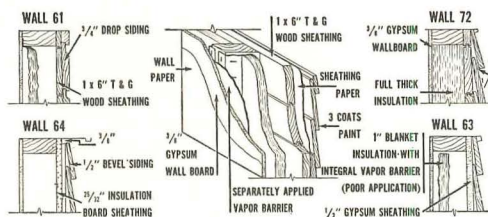
- Fundamental Rules of Venting
- Determining Correct Vent Sizes and Capacities
- Choosing the Location of Vertical Vents
- Rules for Venting Various Types of Appliances
- Vent Installation Tips

Amplly illustrated throughout—and indexed for convenient reference—this handy pocket-size booklet will be an invaluable aid to anyone who specifies, sells, installs or services gas burning installations.



FRAME CONSTRUCTION. Moisture and Durability of Wood Frame Walls, Housing Research Paper 16, by R. C. Reichel, Structural Research Engineer, Division of Housing Research, HHFA. For sale by the Superintendent of Documents, US Government Printing Office, Washington 25, D. C. 20 pp. 8" x 10 1/4". 15¢

Beneath the formal phraseology in this research paper, homebuilders and designers can find some revealing data on the weatherability of wood-frame construction. Dealing with a continuing experiment on the durability of different types of wood-frame walls, the publication outlines a unique study setup and summarizes results so far. A one-story enclosure 26' x 16' x 8' was erected on the roof of the thermal lab at Pennsylvania State College and exposed, on the outside, to actual climatic conditions and, on the inside, to temperature and humidity levels representative of the region. The test shell consists of 22 removable wall assemblies utilizing typical construction materials. Although



Paper 16 covers only the first six months of the research, the current information should help to improve construction techniques and reduce maintenance on existing dwellings.

The weather during the first half-year of the test was unusually mild, and so the data could be interpreted as being more applicable to southern areas than to central Pennsylvania. However, the results indicate that generally moisture inside a building causes paint blisters on the outside and mold within the walls unless prevented by a well-applied vapor barrier, or adequate ventilation. Furthermore, contrary to previous laboratory tests under "simulated" weather conditions—which indicated that no blistering occurred where the siding had less than 25% moisture content, the Pennsylvania study shows that blisters formed where there was 20% moisture in the siding and, in two instances, just 16%.

TOOLS. Portable Cutting Tools, Catalogue No. 252. Manco Mfg. Co., Bradley, Ill. 4 pp. 8 1/2" x 11" Lightweight hand cutters and high-strength bolt cutters for steel rod, wire, and strapping.

STAIN NEW

Cabot's Redwood Stain Specific by Trade Secret House Committee

Cabot's unique finishes for wood are famous the country... bring out and preserve the beauty of exterior Redwood siding in 5 Attractive Finishes

Cabot's 325 California Redwood Stain — specially blended pigment in Creosote Oil capture and preserve the natural color of new Redwood

Cabot's 3625 Sequoia Redwood Stain — similar color as Cabot's California Redwood Stain but with more pigmentation and greater weathering power.

Cabot's 351 Eucalyptus Green Stain — gives a greenish gray color to the exterior of new Redwood

Cabot's 241 Creosote Black Oil — turns wood to a weathered driftwood gray, developing naturally over 6 months' exposure

Cabot's 800 Clear Gloss — a transparent waterproofer producing a lustrous gloss particularly designed to maintain the natural color of Redwood.

Write Today for folder "Wood Staining" and Color Card showing Cabot's Creosote Shingle and Cabot's Ranch House

SAMUEL CABOT
330 Oliver Bldg., Boston 9

Send for your copy today! No obligation.



METALBESTOS DIVISION, Dept. D
WILLIAM WALLACE COMPANY
BELMONT, CALIFORNIA

Please send me, without cost, _____ copies of the VENT INSTALLATION HANDBOOK.

NAME _____ TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____