

AMERICAN BUILDER

THE WORLD'S GREATEST BUILDING PAPER

JUNE 1955

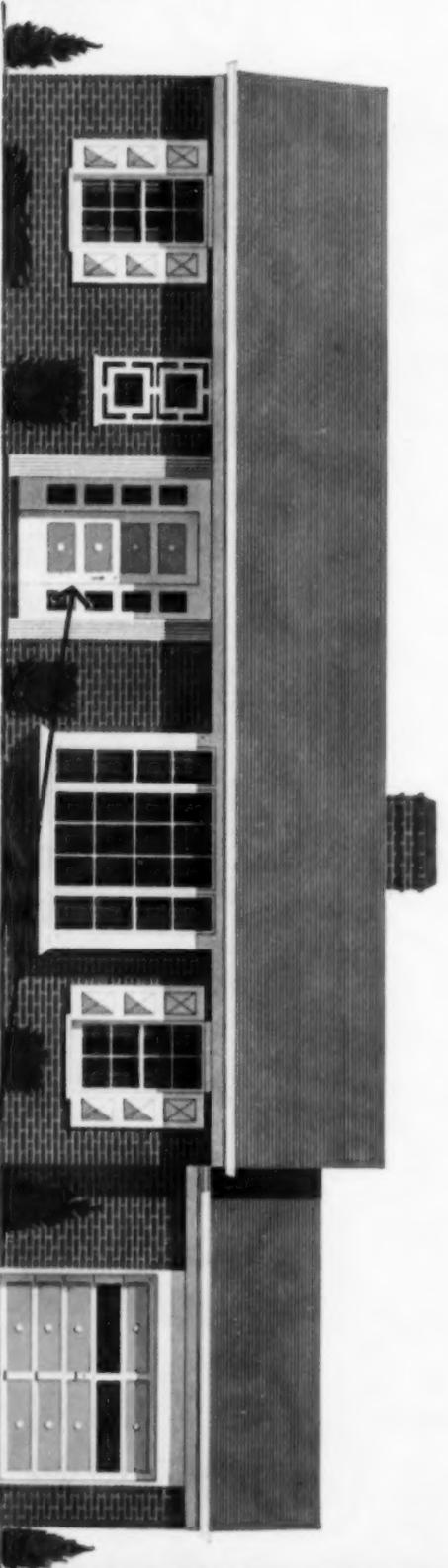
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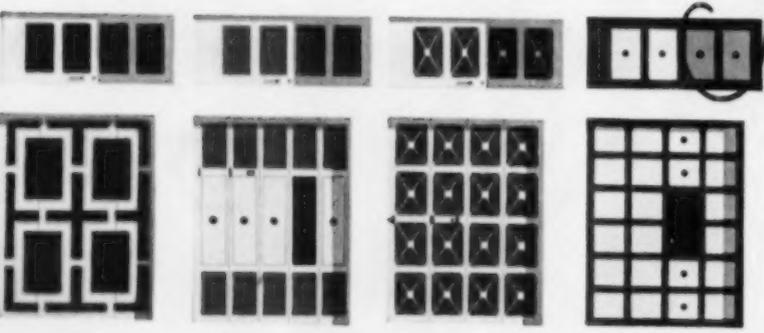
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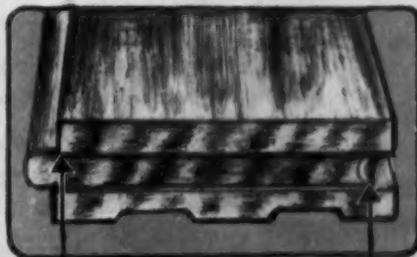
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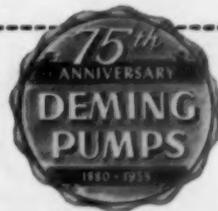
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This is not the time to tighten mortgage money

ONCE AGAIN caution prevails in the mortgage money field. Cut-backs in commitments, "choosey" selectivity and tighter terms are reported on the increase. The result is immediately measurable. Projection of the housing starts for the first three months of 1955 indicated a total of 1,407,000 for the year. Projection of the starts for the first four months indicates a total of 1,309,000 for the year, a drop of nearly 100,000. Private lending sources appear to have decided that the pace of the first three months was too fast for safety.

We believe that the mortgage people are unduly cautious, and are moved more by fear of an unprecedented annual high volume than by what the evidence indicates the market will stand.

It is true, as it usually is, that in some sections there is danger of some overbuilding, but it is equally true that throughout most of the country demand for new houses continues firm. Chicago is a notable example. Slow to get under way with sufficient volume in the post-war years, the Chicago area is going full tilt, and sales are keeping pace with production.

To shut off mortgage money or curtail the supply would be to invite inflated prices. That is true in many growing metropolitan areas where in addition to increasing populations there is heavy migration from one section to another, plus a stimulated desire on the part of owners of satisfactory residences to trade them away for a new modern model.

The simple fact that the first quarter

of the year indicated a record-breaking 1955 is in itself not sufficient reason for a forced slowdown. The demand factor should take precedence over every other factor in determining what is a healthful volume for the year. In view of this demonstrated demand factor, which bids well to absorb 1,400,000 new houses this year, there is less danger of overbuilding than there is of creating a shortage that will lead to inflation.

Faucet control of home building volume does not work. Volume cannot be turned on and off with immediate results. It is not very difficult to cause a relatively quick decline in volume, but it is next to impossible to get a fast increase. Once the home building fraternity has shut down or tapered off, a lot of time is required to rebuild crews, acquire materials, reactivate subcontractors and launch sales plans.

The current tightening of mortgage money resulted in a cut-back of a projected total of 100,000 houses in just one month. It will take four, five or six months to gear the pace for recovery of that 100,000, if later it is decided that 1,400,000 is a desirable figure for 1955.

We believe there is no evidence to warrant a slow-down nationally at this time. We urge that a lot more attention be given to the possibility of inflation through tampering with a market-production balance that appears to be firm.

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BLO-FAN MODEL 208*
10 inch polished grille



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8 inch—polished grille
For cabinet or self installation



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3-SPEED CONTROL
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AEROFAN MODEL 245
10 inch—polished or Dulux white grilles



AEROFAN MODEL 244
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AEROFAN MODEL 225
10 inch—polished or Dulux white grilles



AEROFAN MODEL 224
8 inch—polished or Dulux white grilles



AEROFAN MODEL 227
8 inch—polished, Dulux white or Coppertone grilles



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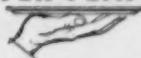
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or Carport

● Looking for something different—some extra appeal for today's "harder-to-sell" home buyer—a way to add more variety to a subdivision or street of homes? The new line of Thyer Homes featuring attached garages or carports are just the answer. Factory-assembled and conventionally built, they are erected as a single unit with the house. The cost of this additional space is low—yet receives liberal valuations from lenders.

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● **PARENTS' SEAL**

Thyer fabricated units have been awarded Parents' Magazine Commendation Seal.



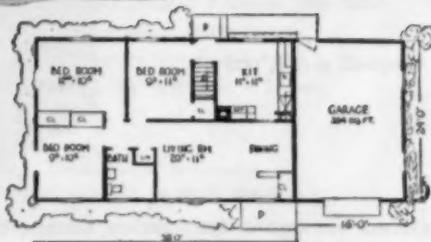
Model 2289-B with Garage

One of several (3 bedroom) Thyer Homes available in Northern States only, featuring garage or carport. For information about Thyer Homes designed for Southern and Gulf coast states, write to Jackson, Mississippi.

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Will doubling wage rates double prices?

Union wage rates in the building industry have risen without interruption for the past 22 years. Hourly scales rose an average of 10 cents, or 3.7 per cent, between July 1, 1953 and July 1, 1954 for union building trade workers in cities of 100,000 or more, according to the Bureau of Labor Statistics' forty-eighth annual survey of union scales in the building trades.

Except in 1922 and 1932-33, the Bureau's index of union wage rates for all building trades combined has advanced steadily each year over the 43-year interval since 1907. This increase has been at an average annual rate of 4.4 per cent.

Union wage rates doubled between 1907 and 1919, doubled again between 1919 and 1944, and doubled again between 1944 and 1954.

An annual gain in wage rates of about 4 per cent seems rather innocuous but the implications over a period of years are tremendous. At this rate, wages will double again in the next 12 years. If building materials and equipment also double in price, today's \$12,500 house will be selling for \$25,000. A \$25,000 house will sell for \$50,000.

How the trades compared in wage rises

In last year's round of wage increases, steam and sprinkler fitters and plumbers registered the greatest advance with an average gain of 16 cents an hour; asbestos workers' scales advanced 14 cents an hour, on the average, and boilermakers and sheet-metal workers, 13 cents.

Pay scales for most other trades showed average advances of 8 to 12 cents an hour. For stonemasons scales rose 7 cents, and for composition roofers' helpers and plasterers, 6 cents.

Percentage-wise, the increases ranged from 1.8 to 5.5 per cent. They averaged 3.6 per cent for all

journeymen combined and 4.3 per cent for the helper and laborer category. Plasterers and stonemasons—two of the highest paid crafts—were the only trades to register advances of less than 2.5 per cent. Plumbers, steam and sprinkler fitters, plumbers' laborers, and tile layers' helpers had average gains in excess of 5 per cent.

Characteristics by cities

Among the 52 cities studied, hourly scales were highest in Newark, New Jersey, and lowest in Charlotte, North Carolina, both for the journeymen trades and for helpers and laborers. The respective averages in these cities were \$3.47 and \$2.39 for journeymen, and \$2.69 and \$1.10 for helpers and laborers.

Average hourly scales for journeymen and for helpers and laborers varied by size of city. The average for journeymen for the group of cities with 100,000 to 250,000 population was \$2.77; it was 40 cents higher (\$3.17) for the largest-size group (1,000,000 population and over). For helpers and laborers, the comparable averages were \$1.84 and \$2.30.

Regional comparisons

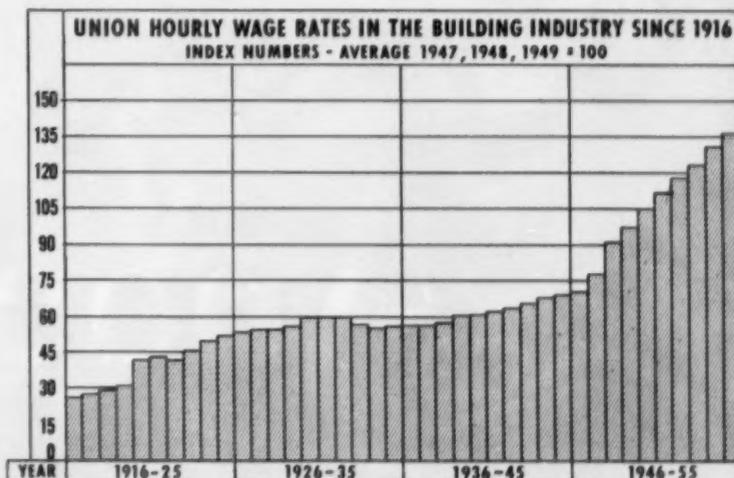
On a regional basis, average union hourly scales for building trades workers in cities of 100,000 or more population ranged from \$2.30 in the Southeast to \$3.05 in the Middle Atlantic States. The Great Lakes area was the only other region in which the level exceeded the national average of \$2.80.

Rates for journeymen averaged highest (\$3.27) in the Middle Atlantic States and lowest (\$2.64) in the Southeast. Averages of \$3 more an hour for individual journeymen trades were typical in the Middle Atlantic region, but only two trades had such levels in the Southeast.

Time worked and benefits

A standard work week of 40 hours prevailed for nearly seven-eighths of the journeymen and nine-tenths of the helpers and laborers. Labor-management contracts stipulating a 35-hour work week were in effect for about one of every eight journeymen and one out of every 12 helpers and laborers.

For all workers combined, nearly three-fifths were covered by health or insurance programs.



In Lu-Re-Co jobs, too...

"Andersen Flexivents[®]

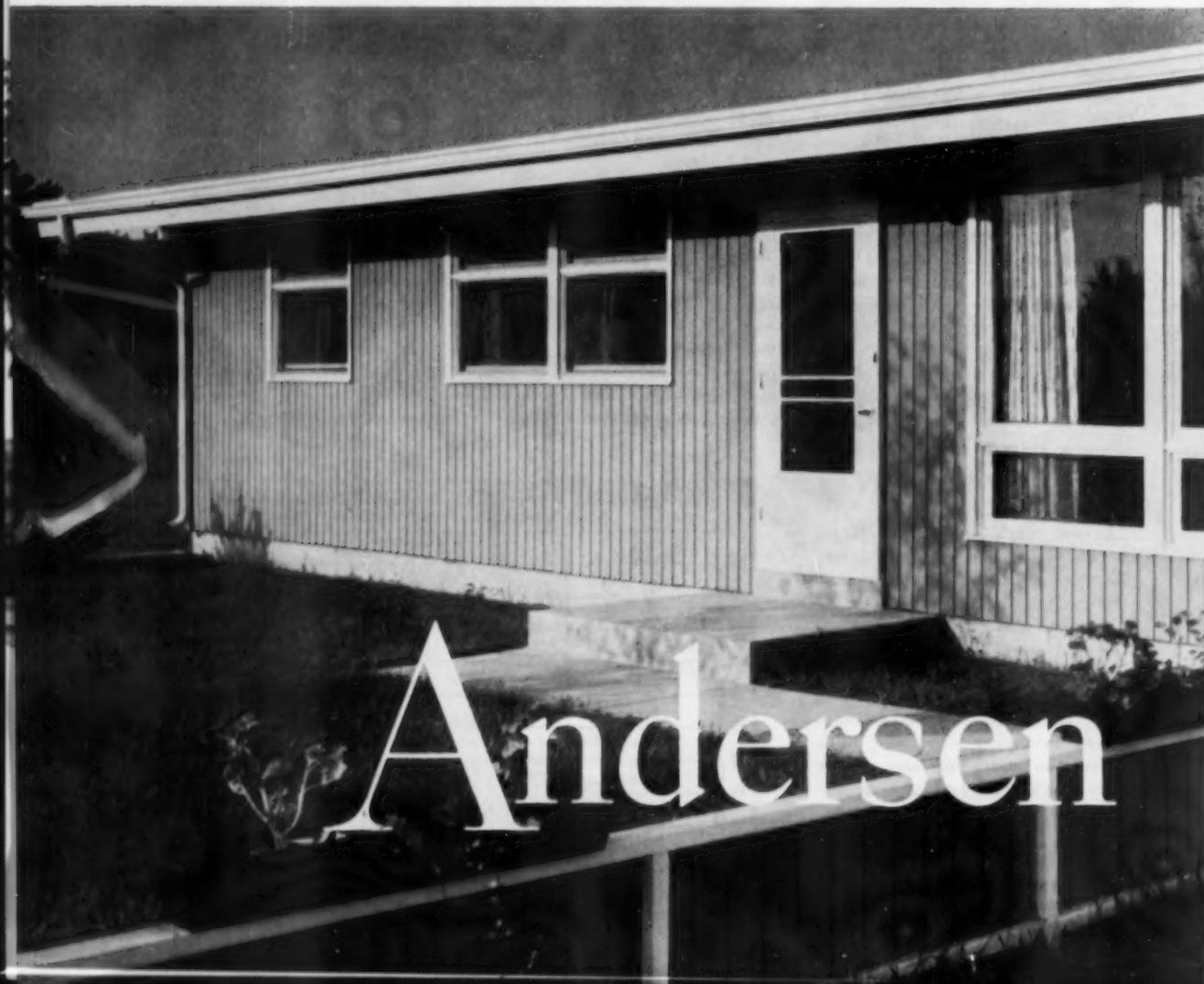
says father and son
dealer-builder team

"We find enthusiastic acceptance for Flexivents with both consumers and contractors," says Mr. R. A. Schaub of Northern Indiana Lumber & Coal Co., Whiting, Indiana. "That's because of Flexivents' economic installation, pleasing appearance, ventilation advantages . . . plus the great degree of flexibility that makes them adaptable to any house plan."

"Yes, FLEXIVENTS definitely help us sell homes," says Mr. R. G. Schaub of Lake Shore Realty-Builders in Whiting, Indiana. "We specify Flexivents on our Lu-Re-Co jobs as well as in our conventionally built houses. We believe excellent engineering and construction plus ease of operation and maintenance makes Flexivents such a favorite with homebuyers."



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For the new Lu-Re-Co homes . . . for any type of construction in all price ranges . . . Andersen Flexivent Units gain in popularity every day. And for three big reasons. The men who build homes for sale rate Flexivents tops for high quality, low cost, extreme versatility. It'll pay you to look into the advantages of Flexivents, too.

For more information, see your millwork dealer, Sweet's Light Construction File, or write Andersen. WINDOWALLS sold by established millwork dealers throughout the country including the Pacific Coast.

Lu-Re-Co wall panels were developed on the basis of research findings which have been made available by the University of Illinois Small Homes Council. The research was sponsored by the Lumber Dealers Research Council.

Lu-Re-Co home in Hammond, Indiana, erected by Lake Shore Realty-Builders with panels from Northern Indiana Lumber & Coal Co.



Extreme ease of assembly is readily apparent as workmen slip Flexivent Window Units into place in Lu-Re-Co panel jig at shop of Northern Indiana Lumber & Coal Co.

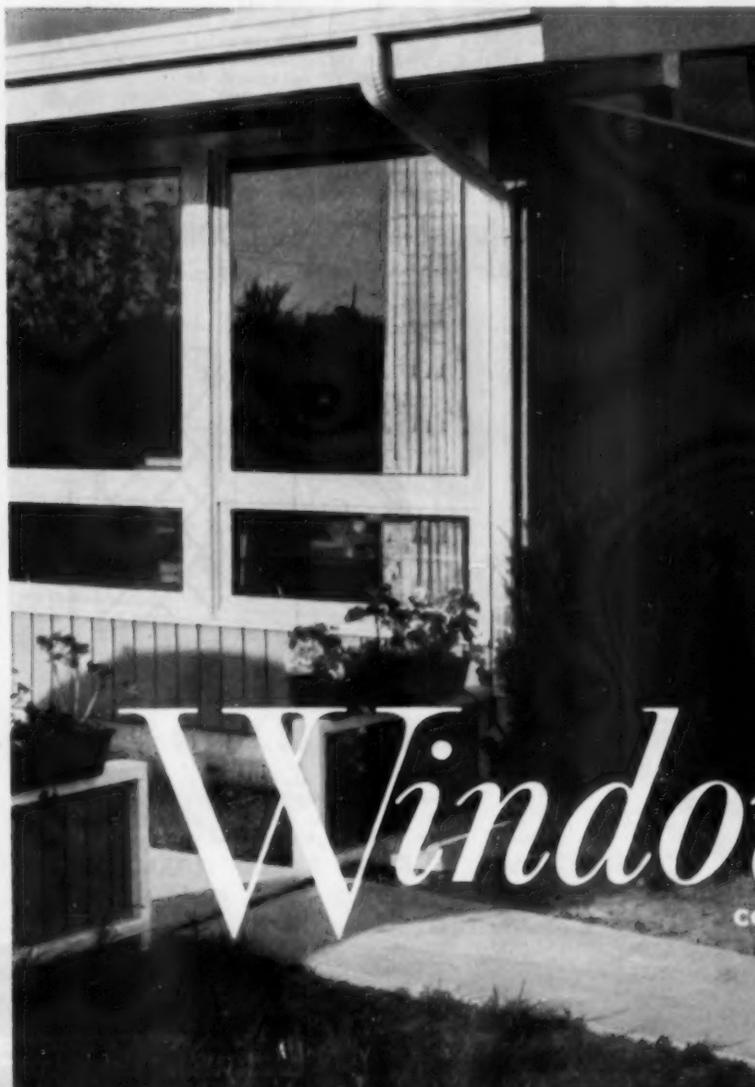


TABLE OF SIZES

MIN. SIZE	2-7 1/2	3-0	3-8	4-1
MIN. 2ND. SIZE	2-9 1/2	3-5 1/2	3-8 1/2	4-1 1/2
MIN. 3RD. SIZE	2-4 1/2	3-2	3-5	3-10
MIN. 4TH. SIZE	27"	36"	30"	44"
MIN. 5TH. SIZE	210			
MIN. 6TH. SIZE	214	314	3814	414
MIN. 7TH. SIZE	210	310	3810	410
MIN. 8TH. SIZE	222	322	3822	422
FLEXIVIEW UNITS				
MIN. 9TH. SIZE		FIXED	FIXED	FIXED
		340	3840	440

Wide selection of sizes indicates versatility of Flexivents for any type of construction. The 3' 8" series is size especially designed to fit the new Lu-Re-Co Panel System.

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COMPLETE WOOD WINDOW UNITS



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FITS-ALL NO. 5

Gracefully designed, yet fully adjustable for nearly all wood or metal doors! Made of silvery-satin Alacrome that will not rust or tarnish. Patented holder makes installing easy. Each grille packed in individual colorful, carton with complete instructions for installing and suggestions on how to arrange scrolls.

Surface Clamps Included

FITS-ALL Grilles may be installed on the surface, rather than between stiles of screen door, by using surface clamps which are furnished. Merely place one clamp over each scroll and attach to door as shown at left.



FITS ALL Adjustable SCREEN DOOR GRILLES

Made of Alacrome—Silvery-Satin Finish

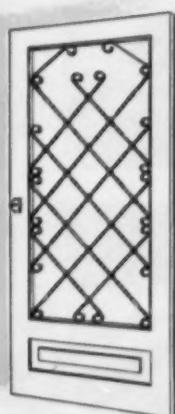
NO. 1 Instantly adjustable to all screen doors. Accordion-like action permits expansion from 16" to 30 1/2" in width between stiles and from 40 1/2" to 50 3/4" high. Squared up size is 30 3/4" x 30 3/4". Packed 12 to carton—screws furnished.

NO. 2 For doors with divided sections. Each side adjusts from 15" wide and 19 1/2" high to 14 1/2" wide and 17 1/2" high. Packed 12 pairs to carton.

NO. 3 For lower section of door with cross-bar. Fully adjustable from 14" wide and 32 1/2" high between stiles to 25" wide and 25" high between stiles. 12 to carton.

NO. 4 For upper section of doors. Adjusts from 19 1/2" wide and 34" high between stiles to 33 1/2" wide and 20 3/4" high between stiles. 12 to carton.

NO. 7 Adjusts from 18" wide to 32" high between stiles to 24 1/2" wide to 27" high. Squares up at 26" x 26". 12 to carton.



FITS-ALL NO. 56—Easily installed, fully adjustable. Made of Alacrome with silvery-satin finish—will not rust or tarnish. Packed in individual carton.

FITS-ALL NO. 75—Fits full-size panel. Adjustable from 22" to 30" wide and from 75" to 55" high between stiles. Packed 6 to carton.

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DURCAN CO.**
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QUALITY
BUILDING
SPECIALTIES

doors that "extra something"

Adjustable SCREEN DOOR GRILLES



NU-WAY

NO. 16 PUSH GRILLE
— Made especially for combination doors—wood or metal—16" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Silvery-satin finish. Packed 12 to carton.



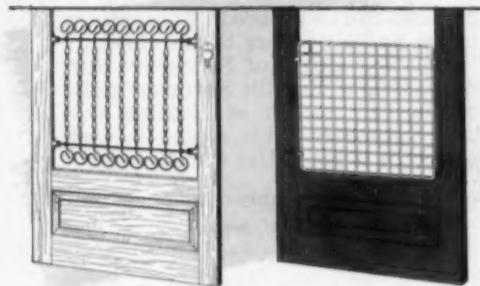
NU-WAY

NO. 4 PUSH GRILLE—4" high, made of silvery-satin Alacrome. 32" fits openings from 24" to 26" wide and 36" fits between stiles from 28" to 30". Packed 12 to carton.



NU-WAY

NO. 6 PUSH GRILLE—For aluminum or wood doors 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors. Silvery-satin finish. Packed 12 to carton.



NU-WAY—Comes in silvery-satin aluminum or steel with black enamel finish. Fits 30" and 32", 36", 42" doors. Easily installed on doors or as window guards.

M-D MESH GRILLE—Interlaced ribs form strong protection for screen. 32" fits screen openings from 24" to 28½" and 36" fits openings 28" to 31½". Silvery-satin Alacrome will not rust or tarnish.

NU-ART



GRILLE ORNAMENTS

Attaches to nearly all screen door grilles. Made of cast aluminum with colorful outlining. Comes in individual envelope with instructions, clamps and bolts.

MALLARD	BRONCO
STEER	HORSE
SEA GULL	SAILFISH
SAILBOAT	PANCHO
PEDRO	SQUIRREL

**FITS-ALL
GRILLE
MONOGRAM**

Customer chooses initial or numbers from your stock and mounts on black disc. Packed 2 discs to envelope with screws and fasteners. Attractive, yet inexpensive!

YOUR INITIAL
GOES HERE
LIKE THIS

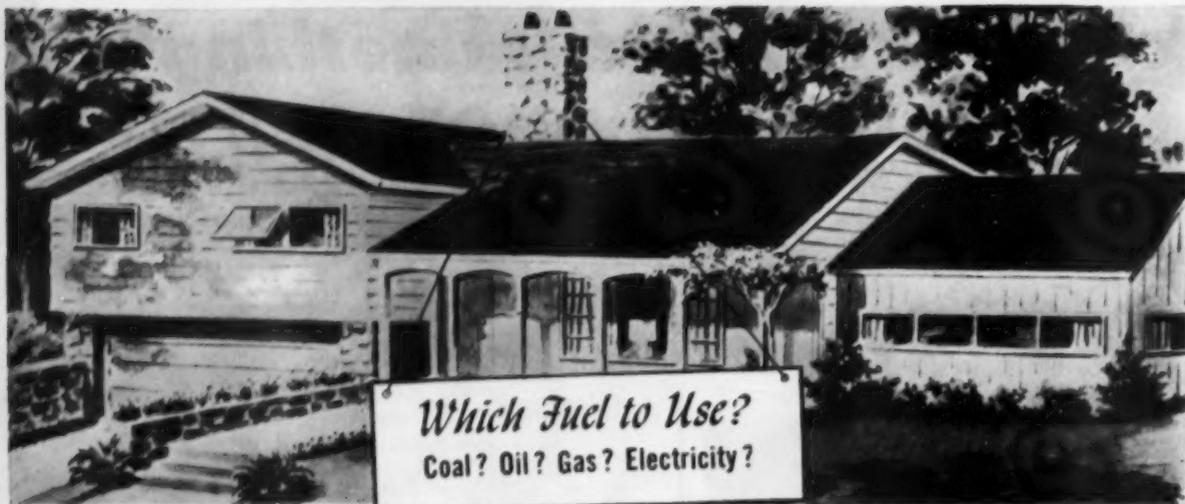


MACKLANBURG-DUNCAN CO.

OKLAHOMA CITY 1, OKLAHOMA

**DEALERS: ORDER TODAY! YOUR ORDER
SHIPPED SAME DAY IT IS RECEIVED!**
All M-D products are fast sellers, nationally advertised.

BUILDERS: For highest quality and dependability always specify M-D products. Sold by hardware, lumber and building supply dealers everywhere!



Even wood is still appropriate—in a cheerful fireplace; or charcoal in an outdoor grill. But for winter warmth, what fuel gives most comfort at least cost?

For summer coolness, shade trees are often relied on; also water evaporating on roofs. Electricity is widely used to operate mechanical cooling systems. How can its cost be reduced?

The problem is to find the fuel subject to the least loss in Btu's from Radiation, Convection, Conduction, and Vapor Flow. These four are responsible for *all* heat loss, regardless of what fuel is used or how heat is supplied.

Through wall, ceiling and floor spaces, the greatest amount of heat loss is by *radiation*; up to 55% for Up-Heat-Flow, 80% for Wall-Heat-Flow, and as much as 93% for Down-Heat-Flow. Little heat is lost by *conduction* through building spaces because air has slight density. *Convection* accounts for up to 45% of Up-Heat-Flow, about 25% for Wall-Heat-Flow, and Zero for Down-Heat-Flow because there is no downward Convection.

WHICH FUEL TO USE?

In the case of Radiation, regardless of the kind of fuel, heat loss is reduced by *multiple* accordion *aluminum* as each sheet successively *reflects* Radiation or heat rays back in the direction of the source at a high 97% rate, absorbing them at a low 3% rate, and emitting heat rays at a mere 3% rate.

The 3 or 5 sheets of aluminum and fiber partitions effectively retard outer and inner Convection, also regardless of the kind of fuel. Since their 4 or 6 layers of air spaces have slight density, heat loss by Conduction through them is also slight.

1,060 Btu's are lost with each pound of vapor which flows out of a building, enough to raise by 20° F the temperature of 2 rooms, 8 feet high, 13 by 14 feet in size. Thick, continuous aluminum foil,

Infra Insulation Inc., 525 Bway., N. Y. C.

375 feet to 750 feet long (which means mighty few breaks for infiltration of vapor), has almost *zero* permeability to vapor flow. Under its flat stapled flanges, infiltration is slight.

The new, **edge-to-edge, UNIFORM-DEPTH**, joist-to-joist Multiple Accordion Aluminum* Insulation reduces heat loss by Radiation, Convection, Conduction, and Vapor Flow at so low a cost, that—

its use in ceiling, wall and crawl spaces, or under ground floors will make ANY preferred fuel economical.

FREE! ASHACE BOOKLET AND RADIATION TABLE

How thermal losses can be reduced by successive "screens" of metal and air layers is described in the booklet, "Insulating Effect of Successive Air Spaces Bounded by Bright Metallic Surfaces" published by the American Society of Heating and Air-Conditioning Engineers. This report is well worth reading. Obtain it free—Use the Coupon.

Check coupon to get useful Table of the heat ray reflectivity of a long list of materials.

*Patent applied for.

COST OF EDGE-TO-EDGE INFRA

**Multiple Aluminum Insulation
installed in new construction between
wood joists, material and labor**

Type 6-PS about 10¢ sq. ft. Type 4-PS about 8¢ sq. ft.

Infra Insulation Inc., 525 Bway., N.Y.C. Dept. B-6

Please send ASHACE booklet, "Insulating Effect."
 Heat ray reflectivity table.

NAME _____

FIRM _____

ADDRESS _____



Past due payments on all types of mortgages are at an all-time low in new national delinquency survey of nearly 2,000,000 loans made by Mortgage Bankers Association.

Only .19 of 1 per cent of GI loans were overdue at least three months, with comparative figures of .15 of 1 per cent for FHA and .14 of 1 per cent for conventional mortgages. Loans overdue two months or more were about twice as numerous percentagewise, but still low: .41 of 1 per cent for GI, .28 for FHA and .24 for conventional.

Chicago area new construction set all-time monthly record in April. Of the \$108,730,577 total, \$77,839,465 represented 5,761 new housing units. Compared with last April, permits were issued for 23 per cent more dwellings with a 35 per cent greater value.

"If 1955's building pattern follows the course taken in 1954, when approximately 25 per cent of the year's volume was recorded in the first four months," said Arthur T. Erdmann, president of Bell Savings & Loan Association, "then it's a sure bet we will crash the exclusive billion-dollar club. . . . All around us is going on a gargantuan building boom which makes past efforts look like peanuts."

Long Island's rapid growth warrants spending \$250,000 every working day for the next three years, according to a study of future construction and service needs put into effect by the New York Telephone Company.

There is very little danger of over-building on Long Island, contends Emil M. Keen, president of the Home Builders Institute. "Here, we do not build speculatively," he said at an association conference last month. "The general practice is for a builder to erect one or two models and then sell 25 or 30 homes from these and plot maps. Only after purchase maps are signed for the 25 or 30 houses does the builder start construction."

"Builders themselves would be the first to discern any lessening in demand, or a weakness in the market, and would instantly adjust production schedules accordingly. . . . No mortgage credit restrictions are needed as a check-rein. The law of supply and demand is still in effect."

U. S. Supreme Court has upheld use of the paint roller by union painters, through its refusal to review a Michigan supreme court decision. The state court had ruled that use of rollers did not affect either safety or health of painters and held that union attempts to restrict such use constituted "an unlawful labor objective."

Sales tax on materials used in streets intended for public use is unfair, contends the Ohio Home Builders Association, which has introduced a bill in the state legislature intended to end such payment. The reasoning: "If the city builds a street, it does not pay sales tax on the materials. Therefore, when you build a street and turn it over to the city, you too should be relieved of this tax."

Union carpenters will bargain this year with HBA of Greater Cleveland for the first time. Heretofore, all trades in the area negotiated with the Building Trades Employers Association. HBA contended its members had different problems. Union agreed to bargain separately during NRLB hearing.

Minneapolis-St. Paul carpenters agreed to first two-year contract since 1949, to win wage boost of 10 cents per hour effective May, 1955, and additional 10 cents per hour beginning May, 1956.

When You Install a NuTone Heater and Fan.. The Bathroom SELLS the House!

"Toasty Warm"



Model 901
\$49.95 list.

U.L.
listed.

SAFETY IS A BIG SALES FEATURE . . especially in bathrooms, and NuTone Coiling Heaters prevent danger of burns or shocks because they are built into the **CEILING** . . not in dangerous wall location.

Exclusive **NUTONE HEAT-A-LITE** . . (U.S. Patents 2,689,906 & 2,697,163) keeps bathrooms "toasty warm" by forcing air around into every corner of the room. Provides balanced heat all around body.

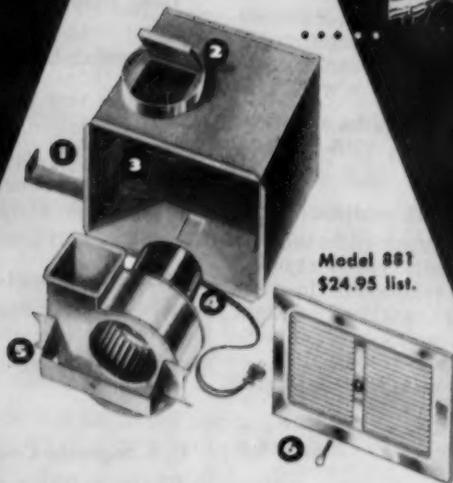
NUTONE HEAT-A-LITE offers these exclusive features. All three in one:

1. Air circulating fan.
2. Armored heating element.
3. Prismatic ceiling light.



Also available—NuTone **RADIANT CEILING HEATERS** . . with exclusive safety cooling system. 2 Models, \$24.95 list. U.S. & For. Pat. Pend.

No Odors or Steam



Model 881
\$24.95 list.

HOME BUYERS ARE "SOLD" on the idea of draft-free ventilation in the bathroom . . to avoid lingering odors or damaging steam. NuTone's 881 Fan is designed for "inside plan" or "outside wall" bathrooms.

1. **ADJUSTABLE BRACKET** . . Prevents sagging. No blocking needed.
2. **REMOVABLE FLANGE** . . Allows smaller opening in ceiling. Draft-free damper.
3. **SNAP-IN MOUNTING** . . No loose parts, screws, or wing nuts. No rattles.
4. **WATERPROOF MOTOR** . . Resists constant bathroom moisture. U.L. listed.
5. **CONVENIENT HANDLE** . . For easier "Snap-in" installation. Tension Mounting.
6. **LOUVRE GRILLE** . . Permits free flow of air, yet hides inside. Center thumb screw.

Even your lowest cost homes can afford to include **BOTH** of these NuTone Products.

NuTone

Send for NuTone's complete catalogs

NUTONE, INC. Dept. AB-6, Cincinnati 27, Ohio

VENTILATING FANS • RANGE-HOODS
DOOR CHIMES • CEILING HEATERS

NEWS

**Rebuilding Plan
Of Indianapolis
Cited by Builders**

Forerunner of a dozen awards recognizing outstanding achievement in combatting slums through private enterprise was a plaque presented to Mayor Alex M. Clark of Indianapolis by Earl W. Smith, president of the National Association of Home Builders.

Smith, in the Hoosier city to address a home show banquet of the Marion County Residential Builders, said the award was made to the mayor "in special recognition of the fact that his city has set an example for the entire country by originating and perfecting its own method of redevelopment, without dependence of any kind on federal or any other outside government . . . depending entirely upon private enterprise for the creation of new housing and other uses of redeveloped land."

He lauded the program of the city redevelopment commission which obtained funds from local tax revenues to clear blighted areas and has, to date, helped about 150 families build their own homes.

Washington Presentation

Later, at its spring directors' meeting in Washington, NAHB presented 12 similar plaques. Two went to individuals: Frank A. Kelly, slum rehabilitation and prevention director at Miami, Fla.; and Alan E. Brockbank of Salt Lake City, past president of NAHB and first chairman of its new face for America committee.

Home builder associations recognized for "outstanding leadership in development of city programs to deal with the slum program" included the organizations of Ohio, New Jersey, Chicago, New Orleans, Memphis and Corpus Christi, Texas. Others commended for organizing private groups to attack slums were associations at Cleveland and Columbus, Ohio; Washington, D. C., and Richmond, Va.

Manny Delugach of Memphis, chairman of the NAHB new face for America committee, presented the plaques.



Indiana Mayor Honored by NAHB

Mayor Alex M. Clark of Indianapolis holds plaque "for distinguished service in the field of neighborhood renewal," after presentation to him by Earl W. Smith, NAHB president. David H. Augustus, president of Marion County Residential Builders, is at right

Shift to National Home Week

Toledo home builders' show, heretofore presented in the spring, and the Milwaukee Builders' Assn. Parade of Homes, a late summer offering last year, have been scheduled this year to coincide with National Home Week, Sept. 10-18. Fred P. Kuehn, president of the Toledo Assn. of Home Builders, said the tie-in will

permit prospective buyers to view during the same week both the new houses and many of the new products that go into them. O. E. Brookhart heads the home show committee. . . . Pittsburgh has lined up a street in the Garden City development at Monroeville, Pa., for its "parade" of over 20 houses, which will be in charge of Tom Mistick and run Sept. 9-25 . . . National Home Week will be celebrated at Hartford, Conn., Sept. 17-25, a week later than official dates. Original dates were felt to be too close to Labor Day, said Clayton W. Johnson, exec. secy. . . .



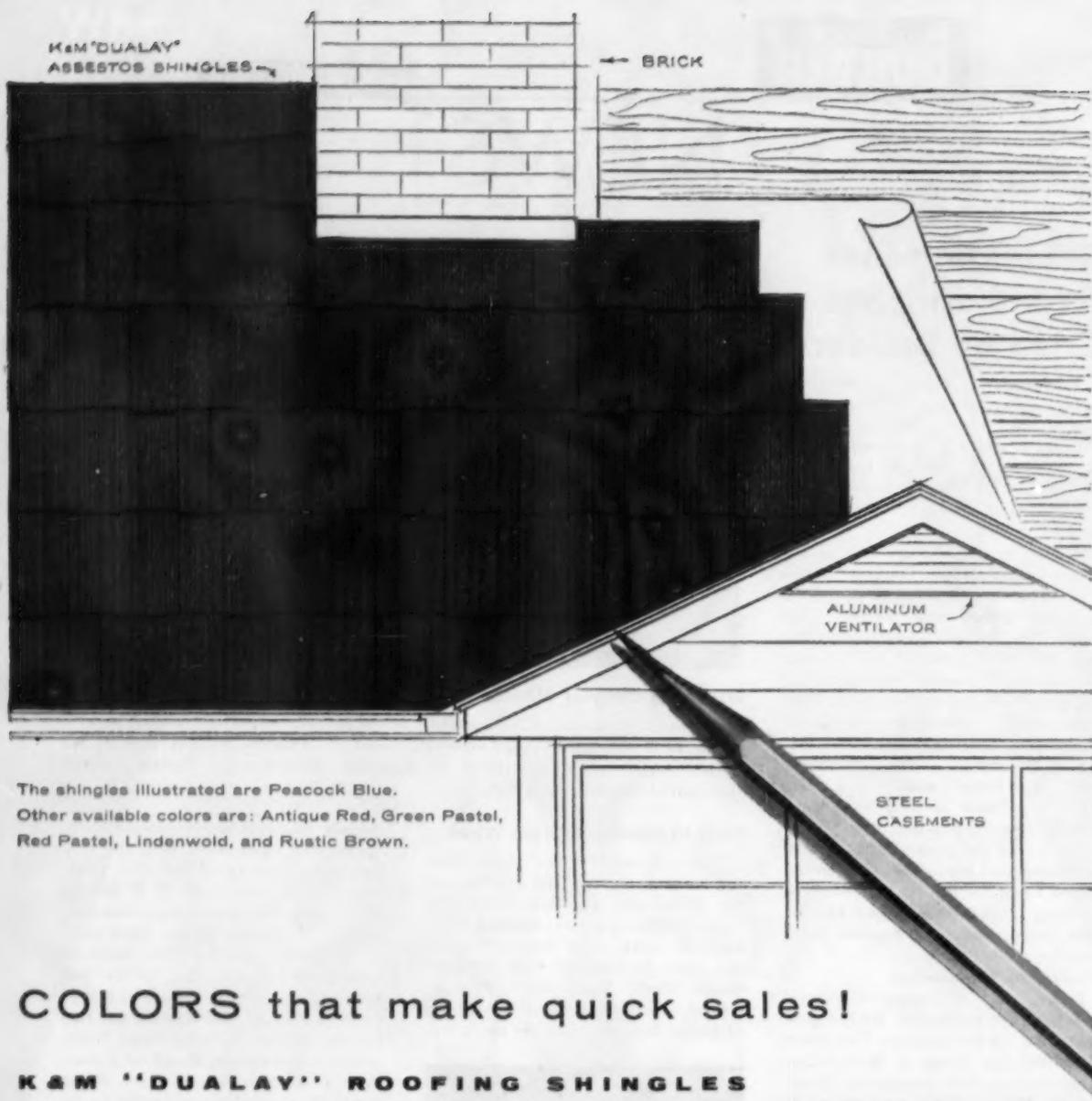
Old Home, New Office

Wichita Assn. of Home Builders, with four times its membership of January, 1954, has set up headquarters in this 50-year-old house

Unite at Zanesville, Ohio

HBA of Muskingum County was formally organized at Zanesville, Ohio, late in April by Al Shuman, area vice president and Clifford St. Clair, executive vice president of the Ohio HBA. Jay Doak was named acting president and Virgil Rousch appointed chairman of a committee on membership and nominations . . . Builders Assn. of Metropolitan Detroit awarded their \$40,000 Builders Show Ideal Home to winner of a contest guessing the number of nails in a small plastic model of the house. Two women residents tied for page 17-N

(Continued on page 17-N)



The shingles illustrated are Peacock Blue.
Other available colors are: Antique Red, Green Pastel,
Red Pastel, Lindenwold, and Rustic Brown.

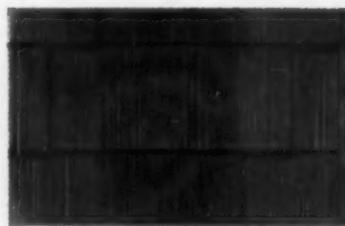
COLORS that make quick sales!

K&M "DUALAY" ROOFING SHINGLES

Show a prospect a home roofed with colorful *Dualay* shingles, and he's on your side right from the start. The sales magic of the six *Dualay* colors does the job, wins customers fast! What's more, there are many other solid sales features in these tremendously appealing shingles. *Remarkable durability.* Made of asbestos fiber and portland cement, K&M *Dualay* shingles offer lifetime roofing protection. They won't burn or rot; in fact, they become harder with age. And because they're "anchored" in place, they're especially wind-resistant.

Easy to apply. *Dualay* shingles are self-aligning. They're made to lay up like Dutch-Lap shingles, but the effect is similar to that obtained by the American method. And *Dualay* shingles are made so they can be laid up to give either a straight or a thatched butt.

Write today for literature giving complete details on these highly salable roofing shingles. Ask also about the modern appeal in design and color of the siding shingles that K&M makes. Information on both in Sweet's Light Construction File.



Can be laid up two ways—
with either straight butt or thatched.
Straight butt effect of *Dualay* shingles
is pictured here; thatched effect is shown
in upper illustration

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA





Lumber Auxiliary Elects

New officers of the "Southeast Sals," officially known as the Women's Auxiliary, Southeast Missouri Lumber Dealers Assn. (from left): Mrs. Sonny Buckner, vice president; Mrs. Harry Jennings, president; Mrs. Vernon H. Landgraf, retiring president; Mrs. John W. Martin, retiring secretary-treasurer; Mrs. Val Mueller, secretary-treasurer



Builders Thank the Police

W. J. "Bill" Hill, executive secretary of the Rochester (N.Y.) HBA, presents \$100 reward to Sgt. Carlton L. Fitch for Brighton Police Department's Hickory Club. Fred P. DeBlase (left), association director, said the money had been posted for information concerning burglary in unfinished houses. Police caught a thief stealing a power tool

NORTHERN NEWS

(Continued from page 15-N)

award, later agreed to accept a joint deed. Now they must decide who is to buy out the other unless they agree to sell the property and divide the profit . . .

Flight to South Bend

Andy Place's South Bend, Ind., operations were visited recently by more than a score of builders from South Jersey, Pennsylvania and Delaware, who planed in from Philadelphia and returned the same day. Harold D. Sarshik, past president of the Home Builders League of South Jersey (Camden), arranged the 15-hour excursion . . . New York Building Congress has elected as president John F. Hennessy of Syska & Hennessy, engineers . . . John R. Worthman, NAHB regional vice president, has been predicting that two-thirds of the houses he will build this year at Fort Wayne, Inc., will be heated by electricity . . . Wichita Assn. of Home Builders is forming an auxiliary. Mrs. Billie Jennings is acting as temporary chairman . . .

Harry E. Wolfe has laid down special rules for his 100-acre Staman Acres at Farmington, Mich., opened with six model houses at \$18,990 to \$30,000. Each house must have 50 per cent brick or stone siding, attached garage, minimum half-acre, no outside storage or tool sheds . . . Scott Weller, second vice president of the Illinois HBA, has been named president of the newly organized chapter at Champaign-Illinois. Other officers: Virgil Wikoff, vice president; W. Robert Hedgecock, treas-

urer; William C. Reeser, secretary. . . . Two weeks before Eaton Construction Co. planned to advertise opening of group of 450 National Homes in a Cleveland suburb, Cleveland Press broke story of the \$6,950 prefabs. Within 24 hours (during midweek), local residents had visited the unpainted model surrounded by mud, bought 30 units. . . .

Employees of the J. C. Nichols Co., famed for its land planning achievements in Kansas City home development, helped John C. Taylor celebrate his 50th anniversary with the

houses in Franklin Township, N. J. . . . Syracuse, N. Y., builders will welcome summer with a fenced-in "parade" of 16 homes June 18-July 4. On the free side of the fence will be a "\$50,000 Giveaway House" to be awarded participants in a local radio-TV station safety campaign. HBA of Greater Syracuse members plan to develop all of the 90-acre tract, according to John L. Bellinger, president, except 10 acres to be set aside for a school. . . .

Dick Brainard and Tony Wenzler will be co-chairman at 12th annual Ohio Home Builders convention and exposition Nov. 13-15 at the Dayton Biltmore. Their program chairman will be Joseph B. Haverstick, NAHB first vice president . . . HBA of Greater Cincinnati has a membership contest on between builder members, headed by Jack Hendy and associates headed by Ralph Robisch. It will continue up to June 16, when they hope to present their goal of 150 new members to NAHB president Earl W. Smith in person . . . William H. Gleason recently resigned his post as a vice president of Talman Federal S. & L. Assn. in Chicago, in charge of lending, to join the ranks of the builders. . . .

Marvin Helf, president of HBA of Greater Cleveland, has created quite a stir at Sheffield Lake, Ohio, with two-bedroom, three-bedroom and four-bedroom versions of a single split-level design, in the \$14,750 to \$16,850 range. Larger units have two baths, the smallest has second bath plumbing roughed in . . . Three years ago, State Senator Marvin H. Anderson of Minneapolis built eight homes; last year, the count was 350. This year's goal is 450-500.



Taylor



Gardner

firm at a dinner party. Taylor became president in 1940 and was named chairman after the death of Mr. Nichols ten years later . . . James L. Gardner, last year's president of the Wichita Assn. of Home Builders, has been elected as a city commissioner. . . .

Spiegel Building Again

Emanuel M. "Manny" Spiegel, NAHB past president who has had a long siege of illness since the start of the last national convention in Chicago, is recuperating in New York and last month introduced a group of 90 split-level and ranch

The next house **YOU** build to sell—



Make Sure *you use the floor*
that helps **TO MAKE A SALE!**

THERE'S no doubt about the value and eye-appeal a floor of gleaming Goodyear All-Vinyl adds to a new house.

It sparks the urge to buy—makes an empty house livable and inviting even before furniture moves in.

But most important of all, the quality of the flooring—a fact that is quickly noticed by any prospective buyer—indicates the good judgement of the builder, suggests a “well built” house throughout.

Women love the striking range of decorator colors

in which Goodyear All-Vinyl comes—there are 38 colors to choose from.

The freedom from care this beautiful flooring brings strikes right to the heart of any housewife. Goodyear All-Vinyl *never needs waxing* to maintain its natural luster.

So the next house you build, why not save on hardwood costs while adding sales-making value to the home? Use Goodyear All-Vinyl throughout. It's the finest—a fact to which mortgage people are quick to agree.

For complete information, write: Goodyear, Flooring Dept. F-8321, Akron 16, Ohio.

GOODYEAR *All-Vinyl*

FOR FLOORS • WALLS • COUNTER TOPS — IN TILES AND 45" WIDE ROLLS

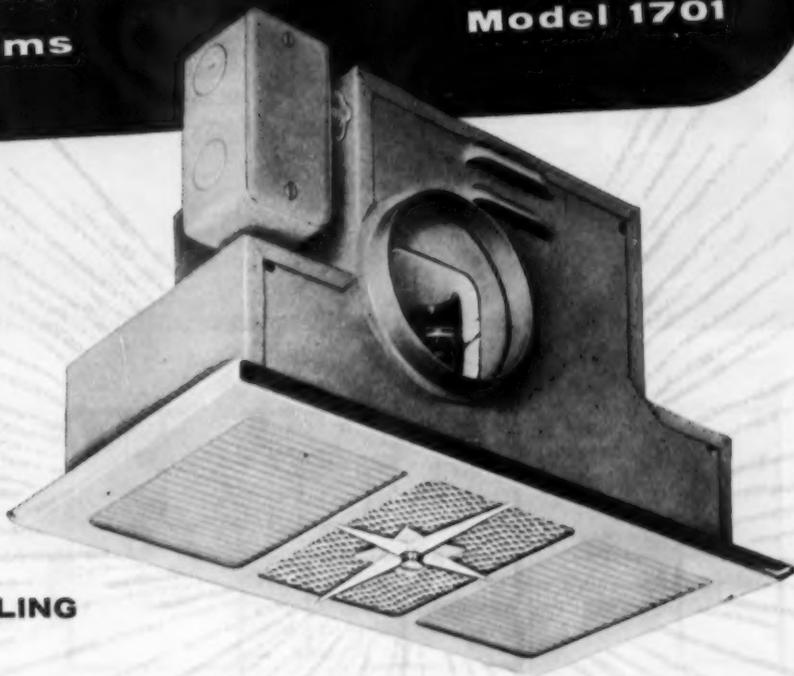
Revolutionary... New... **TRADE-WIND**

VENTILATOR/LIGHT COMBINATION UNIT

for Bathrooms

Model 1701

**HANDSOME
CHROME
AND
GLASS
DESIGN...**



**MOUNTS
FLUSH IN CEILING**

OFFERS UNUSUAL APPEAL TO HOME BUYERS

Another outstanding *first* from Trade-Wind! A combination bathroom ventilator and illuminator beautifully designed in a flush-type ceiling unit. Two 75-watt bulbs provide brilliant illumination. And the time-tested Trade-Wind 100 CFM blower unit assures complete ventilation—for both inside and outside baths—eliminating steam, lingering dampness and odors.

Easiest to install...

Trade-Wind Model 1701 *installs between joists* and the single installation gives you both light and ventilation, thus cutting installation expense. *The unit is pre-wired*, further eliminating extra work in running asbestos leads. It can be wired to a single switch or 3 wires run to a double switch. The Trade-Wind Time-Delay Switch also can be used.

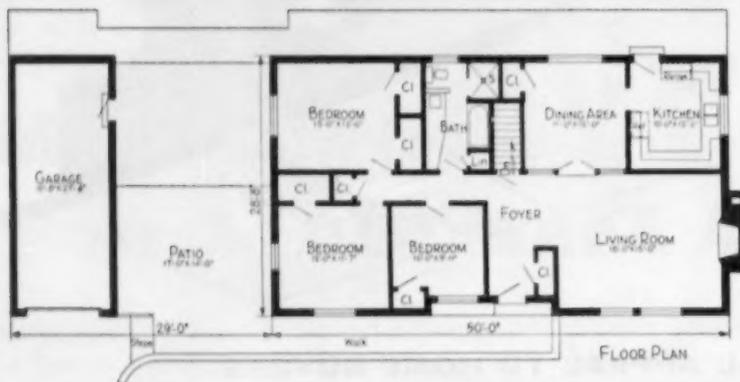
The PRICE will surprise you!

Trade-Wind has priced the Model 1701 at a rock bottom figure, making this new light/ventilator combination an outstanding "buy" for every type of home.

Trade-Wind Motorfans, Inc.

7755 PARAMOUNT BLVD., DEPT. AB, RIVERA, CALIFORNIA

American Builder Selected HOUSE OF THE MONTH



Florida coral brick and ornamental grillwork give Southern atmosphere to a Northern house. Space between house and garage is a 17-foot concrete patio



Patio offers protected play yard with both sheltered and open areas

Personal

Dayton, Ohio

Major stress on the "personal touch" in design and use of distinctive extras is the rule which William Wallace, builder in Dayton, Ohio, finds brings a ready sale of new houses in the higher price ranges.

Though most of his units are aimed at the near \$50,000 market, the house illustrated here was priced at \$27,250, including a \$4,000 lot in one of the city's better residential areas.

To Daytonians, mention of a Wallace Development Company home might suggest a mental picture of the unusual brick used, It's Florida

from the North



Six ceiling spots illuminate wall of t&g vertical mahogany boards in living room. Fireplace has gas log starter



Louvered doors and wire mesh divider between living and dining rooms give spaciousness to closed-off area



Part of kitchen's 20 feet of counter top doubles as breakfast bar, has under-cabinet lighting. Floor is a spatter-dash vinyl tile



Mirrored wall makes 12-foot-long bathroom appear twice as wide. Note stall shower with decorative plaque, auxiliary wall heater, ceiling exhaust

touch pays off in higher price brackets

coral made of coral white sand and white cement—and is shipped by rail from Miami.

Cost of shipping is high, Wallace admits, "but it is far overshadowed by the sales appeal and beauty which it offers. It has been accepted in the Dayton area with great enthusiasm."

Another "import": interestingly designed decorative plaques of the same material. They're placed on the chimney, on a patio wall and, inside, even on a wall of the glass-enclosed shower.

Kitchen and bathroom are given special treatment in this house. The G-E all-electric kitchen, equipped

with dishwasher and disposal, has 27 feet of wall cabinets, 20 feet of worktop over base cabinets. Every other room, even the dining room, has its own closet.

The bath contains a corner stall shower, in addition to a walled-in tub, and a Formica-top vanity 8½ feet long.

Center-knob louvered doors and a decorative wire mesh wall separating living and dining rooms present an interesting compromise between complete privacy and open planning.

Gable roof overhangs the front elevation by five feet, extends over wide patio to one-car garage, which

has an unusual depth of 23 feet to match that of the house itself. Wide concrete walk under overhang extends 30 feet from patio to entrance, shielded by a low brick wall.

Wallace has an architectural background, personally designs all his houses. He also gives a follow-up service after sales which he says is designed "not only to retain a customer, but a friend."

He feels the higher-priced home is now mostly in demand, "since that field has been so badly neglected," and says his customers have had no difficulty in procuring proper loan commitments.

you can depend on
Crossett Pine Paneling
for just the right touch to the



Now that the family "recreation center" is a must in today's new home, Crossett pine paneling supplies this attractive wall treatment of wonderfully inviting informality, wholly in tune with the mood of what goes on there.

Produced from famous Satin-like Arkansas Soft Pine, to Crossett's exacting standards; finished in popular "honey" color and dull wax that reveal the wood's beautiful figure, Crossett paneling in your homes will add that convincing extra appeal to eye and imagination, highly conducive to sales.

Constant Betterment Through Research

Available from your local suppliers in a variety of patterns, together with complementary Arkansas Soft Pine trim, finish and mouldings for complete installation. For data and information, address:



CROSSETT

LUMBER COMPANY

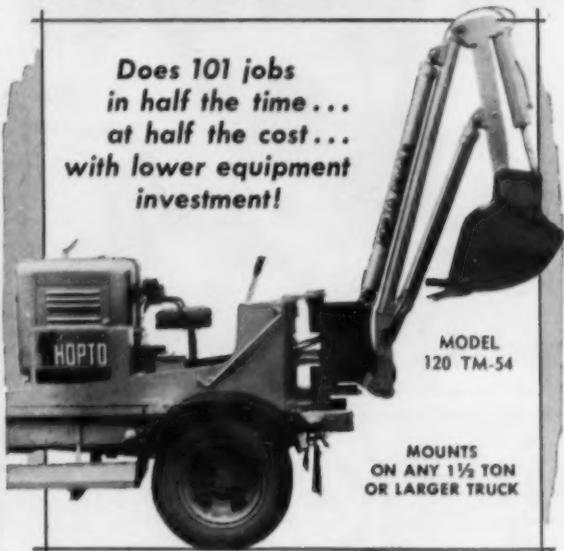
A Division of The Crossett Company, Crossett, Arkansas



HOPTO
DIGGER · TRENCHER · SHOVEL · CRANE



Does 101 jobs
in half the time...
at half the cost...
with lower equipment
investment!



MODEL
120 TM-54

MOUNTS
ON ANY 1½ TON
OR LARGER TRUCK

Here's profit-making utility in a versatile, low cost unit! HOPTO mounts on any 1½ ton or larger truck... one already charged off to depreciation! HOPTO gives you a mobile unit for handling bulk materials, pulling forms, spotting trusses and steel, excavating for footings and foundations! HOPTO does hundreds of jobs! Cuts labor costs in half or less!

COMPLETELY HYDRAULIC... EASY TO OPERATE

An average unskilled laborer can easily master the simple handling of a HOPTO in a few hours. Four valve control levers give HOPTO a 200° swing, 11-foot digging depth, 14-foot lift (24-ft. with crane boom), and control the dipper stick extension to permit vertical, straight-sided digging.

UNEXCELLED UTILITY

Unloading construction materials is but one of the hundreds of jobs that a crane-boom equipped HOPTO does more safely, in a fraction of the time! Crane boom, grapple hook, shovel buckets and back hoes in a variety of sizes and types equip the HOPTO for your kind of work. Units are easily interchangeable. Choice of power units, or HOPTO may be equipped to operate from the power take-off of the truck on which it is mounted.



Check THESE PROFIT-MAKING FEATURES

- ✓ No cables or chains to get out of order or be a hazard to safety.
- ✓ Easily interchanged units quickly adapt it for hundreds of uses.
- ✓ Digs 60' of 6' deep trench per hour in average soils.
- ✓ Highly transportable. Boom carried close-in as shown above.
- ✓ Long, high, deep reach and 200° swing give large working area.
- ✓ Equips you to handle more jobs PROFITABLY at lower equipment investment.



In addition to the track-mounted unit illustrated, HOPTO is available as a trailer unit, self-powered or power take-off operated, as unit for crawler tractor mounting, or as a complete self-powered, self-propelled track unit. Badger also manufacture a full line of Badger Trenchers.

WRITE TODAY for complete information on the unit that best fits your requirements.



BADGER MACHINE CO.

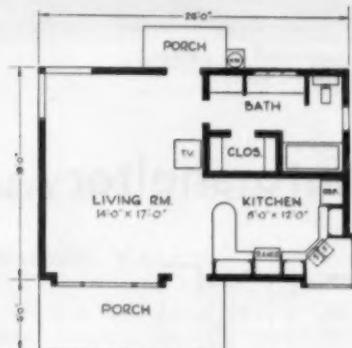
WINONA, MINNESOTA

DEPT. 23

selected
IDEAS IN ACTION



Top panel of front door has bottle-glass inserted

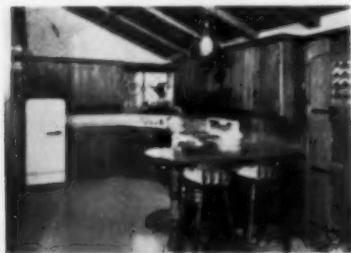


Corner windows are steel casements; others are wood double hung

Mother-in-law haven

This attractive little house, suitable for in-laws, playhouse, beach or resort house, was designed as a specialty by Don Hershey, a builder of large homes. Hershey offers it on the owner's level lot for around \$6,000.

Exterior is 2x12 redwood cut diagonally so that it is $\frac{3}{8}$ -in. thick at the top, 2 inches at bottom. Edges are bandsawed and the wood is given a bluish-green rustic finish. Rear siding is 1x12 redwood used vertically, with bandsawed 1x3 battens. Roof is cedar shakes, $\frac{3}{4}$ x $\frac{3}{4}$, over rockwood insulation.



New Freedom Gas Kitchen

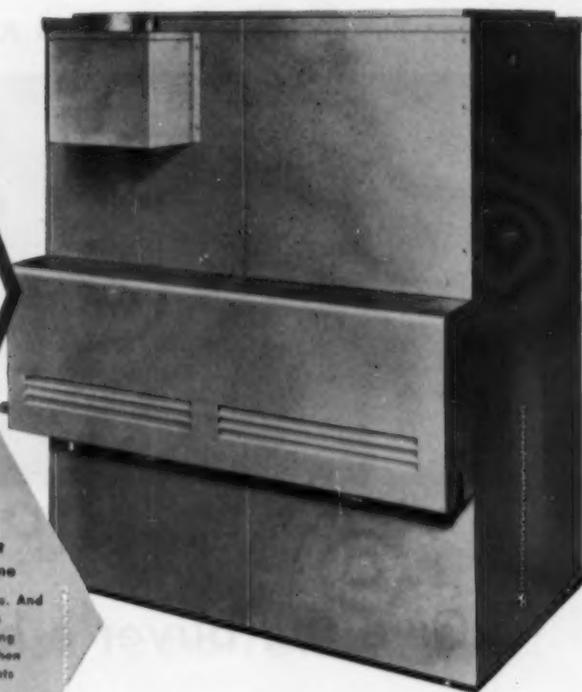
Interior is finished with Alderwood with fake pegs inserted

JUNE 1955

You can install it as is — and give your homes the powerful sales appeal of both heating and cooling.

You can install it as a furnace alone

in your budget homes. And you can point to its integral cooling casing as a money-saver when the home-owner wants to add cooling later on.



Mueller Climatrol

announces a new combination year-'round air conditioner

Fits the Cost-Conscious Builder's Budget

Type 128 (gas) — 228 (oil) furnace is a prewired unit compact enough to install in closet, basement, or utility room. 59 $\frac{3}{4}$ " high (to top of casing) x 47 $\frac{1}{2}$ " wide by 36" deep (with burner). 100,000-Btu input on gas, 110,000-Btu input on oil. Backdraft damper, standard equipment. Vestibule, optional.

Type 928 cooling unit is a 2- or 3-hp refrigeration assembly mounted on a frame that slips easily into the cooling casing provided with the Type 128-228 heating unit. Operates on single or 3-phase current. Uses same blower as furnace.

There's no doubt about it — this Mueller Climatrol combination unit is one of this year's best bets for turning prospects into buyers of your homes. And, it's priced to fit even your low-cost homes. Write for further details: Mueller Climatrol, Dept. 265, 2021 W. Oklahoma Avenue, Milwaukee 15, Wisconsin.



NEARLY 100 YEARS OF MANUFACTURING QUALITY COMFORT EQUIPMENT

9-90

American Builder Selected IDEAS IN ACTION



Wide overhang of carport shields walk to main entrance. When converted to garage, obscure glass lights are installed between upper part of 3x10-inch tapered posts

Give the buyer a break on auto shelter...

Salt Lake City, Utah

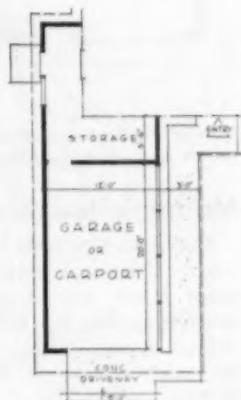
Automobile storage space is like a poor relation to some houses—tolerated, but preferably not to be seen.

A refreshing exception to this kind of thinking is offered by Daley & Prows, Inc., which recently launched its fourth 200-home subdivision in Salt Lake City. Their garages and carports, far from being afterthoughts, are skillfully integrated into the design with an eye to extra business in the future.

Carport and garage additions and conversions amount to an important entry in Daley & Prows' sales records. A few months after selling a basic house, they find the buyer often needs additional space. This may be an extra bedroom, TV room or den, and the carport is converted for the purpose. Sometimes it's the addition of a garage or carport, a possibility not overlooked in drawing the original plans.

Around 10 per cent of their buyers add or convert carports, the builders report. They consider their program, in operation about a year and a half, quite satisfactory. Usually financed under FHA Title I, carport additions cost around \$850, garages \$1,050.

The firm's 1,060-square foot, three-bedroom home sells for



Same carport can be attached to front elevation without interfering with future conversion

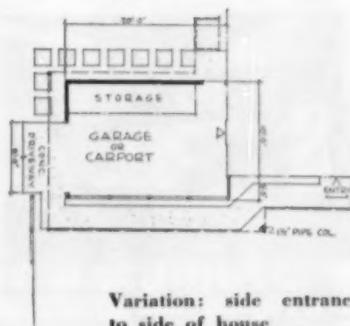
Front entrance carport is attached to side of four-bedroom model

\$8,750; the 1,256-square foot, four-bedroom model for \$9,950. Neither includes lot.

Another Daley & Prows idea: professionally prepared landscape plans free to their home buyers. The firm doesn't do landscaping, but finds the gift encourages owners to beautify the property.

BRAND NAME PRODUCTS USED

Armstrong furnaces	Mosaic tile
Briggs plumbing fixtures	Republic Steel kitchens
Bruce flooring	Reynolds aluminum windows
Congelium-Nairn linoleum	U.S. Gypsum Sheetrock
Fiberglas insulation	Weiser locks



Variation: side entrance to side of house

AMERICAN BUILDER



Breezeway court, 10½ by 27 feet, provides shelter for main entrance of the Barclay, allows carport conversion to garage without shutting off windows of living-dining area

it can mean extra business tomorrow

Norfolk, Va.

To give the buyer a break on his auto shelter is also the policy of Camellia Homes at Norfolk, Virginia. Much original planning has gone into their carports, which can be converted into garages without detriment to the over-all design.

In fact, the carport is a key unit in Camellia design. Its coordinated with outdoor "living rooms" and equipment storage space to produce several good elevation variations from two basic plans.

The firm places special emphasis on indoor-outdoor living facilities; each home has a patio. This is not common in the section, nor in the price range—\$12,250 to \$12,650.

Privacy for the outdoor areas is achieved with woven screens. Flexi-

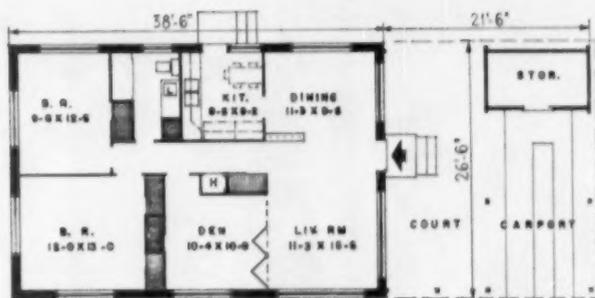
ble interior walls also reflect modern planning; room uses are less limited.

The privacy screens are horizontal and vertical slab louvers with woven ¼-inch tempered Masonite. Construction features also include: wide overhangs to shade large windows, downspouts and gutters eliminated; vinyl tile kitchen floors; American Standard plumbing fix-

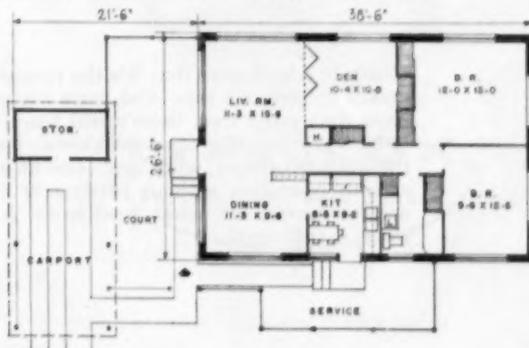
tures; plywood storage walls.

The houses shown here are part of a 139-unit development. With only normal advertising, it sold out less than five weeks after opening.

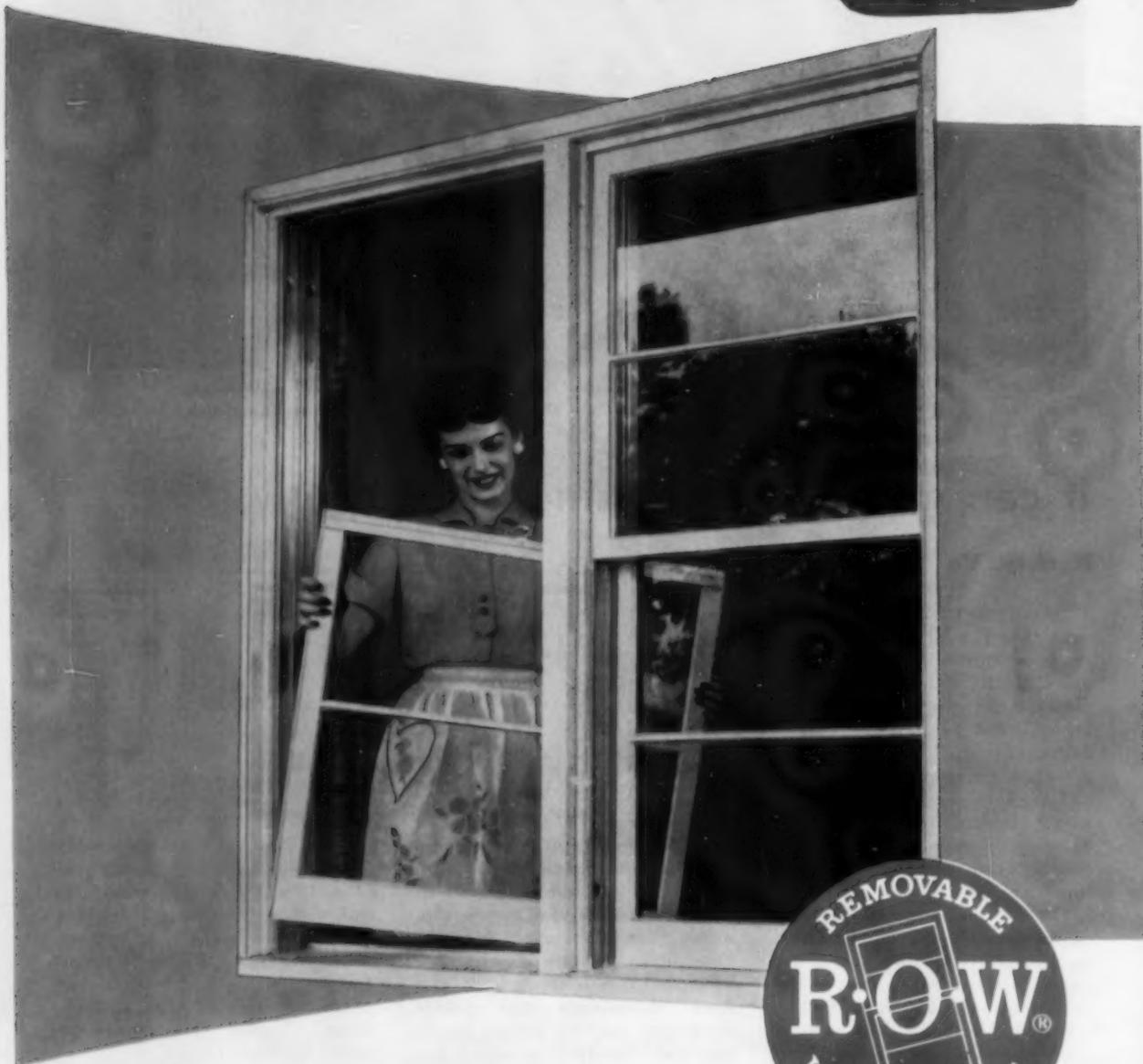
The builders, Julian Rashkind and Martin Rosen of Norfolk, and architect E. Tucker Carlton of Richmond, Virginia, have worked together for several years.



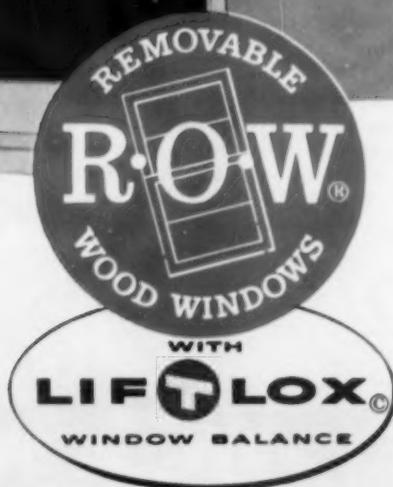
Capri model has open court with privacy fence front and back. Similar shield hides service entrance on front elevation



A WORD TO THE WIVES



Every builder knows that it's the prospect's *wife* who makes or breaks a sale. And more and more builders have discovered that there's real feminine appeal in R-O-W removable wood windows: Easy cleaning; the warmth of *wood*; snug, draft-free fit in all weather; smooth operation without rattling or creeping . . . and, of course, the smart good looks. A word to the wives is sufficient!



R-O-W is the registered trade-mark of the R-O-W Sales Co.

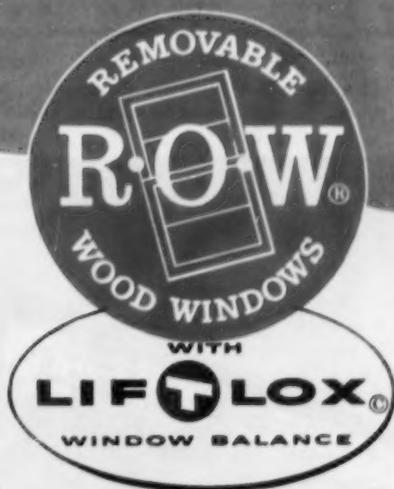
See your local lumber dealer or write

R-O-W SALES COMPANY, 1369 ACADEMY AVE. • FERNDALE 20, MICHIGAN

IS SUFFICIENT



Customer conveniences—like the great lift-out feature—are matched down the line by outstanding *builder* conveniences. You can save up to two thirds in painting time alone by painting the removable sash on an easel or bench! You can shim, for lasting level and plumb, easily and correctly in half the time. You can anchor quickly and properly, right through the shims with the sash out, from inside the house. Before you start your next job, investigate R-O-W windows.



R-O-W is the registered trade-mark of the R-O-W Sales Co.

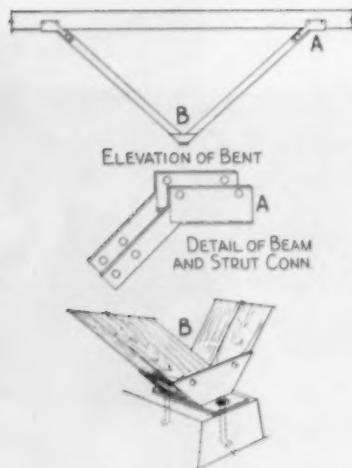
See your local lumber dealer or write

R-O-W SALES COMPANY, 1369 ACADEMY AVE. • FERNDALE 20, MICHIGAN

American Builder Selected IDEAS IN ACTION



Trusses with 4x12 beams, 4x6 struts, are placed by gin pole (rear)



Details of connectors for strut to base, strut to beam

Trusses 'level' sloping site

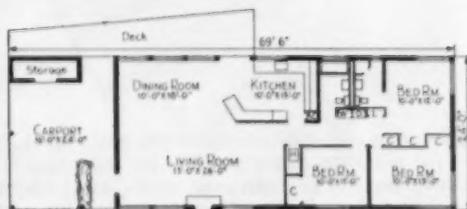
Lafayette, Calif.

Builder Garry Grover used trusses to cantilever this house out from a medium-to-steep slope and blend it right in with the California hills. Cantilever costs: \$75 per truss plus about 15 yards of concrete for supports. The trusses are moved and set with a gin pole. Construction is on a 5-foot, 4-inch module, with combination ceiling-roof-insulation panels of 2-inch t&g Insulite.

The selling price for Grover's three-bedroom unit—including a \$2,500 lot—is \$16,000 to \$18,000. Brand name products used by Grover include: American-Standard plumbing fixtures, Formica counter tops, General Bronze aluminum windows, Libbey-Owens-Ford glass, Lumaline lighting, McKinney hinges, Texture 1-11 plywood, U.S. Gypsum Sheetrock, Weiser locks.



38-foot raised deck cantilevers out from rear



Window units fit in 5-foot, 4-inch modules

Deluxe version reverses plan of living-dining area, extends deck around side to ground level

AMERICAN BUILDER



Side entrance model appealed to buyers

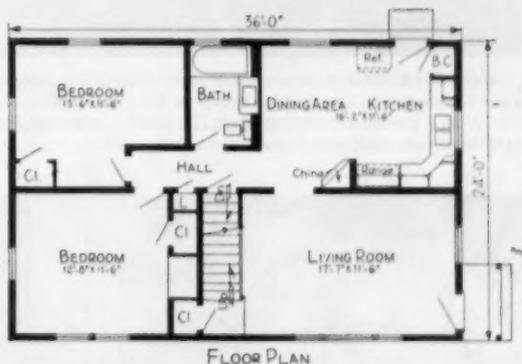
Potent Sales Formula for the Small House . . .



Full-sized broom closet (left) and corner cupboard for china (right)



Compact bathroom takes on a roomy look with built-in vanity



Similar plans center the front door, omit master bedroom vanity in favor of larger closets

. . . Good Value Plus Variety Chili, N.Y.

When Joe Entress put his new Ranchmar development up for sale, his advertising stressed good value plus a choice of 13 designs. At around \$12,000 in the Rochester, N.Y., area, it didn't take buyers long to agree.

Ranchmar's typical lot is 80x160; and the houses have a minimum setback of 45 feet. The location: about four miles from the city, near traffic arteries.

To the house's 864 square feet of floor space can be added two

attic rooms—12x17 and 12x14½. The full basement contains a forced warm air, gas-fired heating plant with a GE Airwall duct system. Kitchen features include Chambers range, breakfast bar, Formica counter tops. All windows are equipped with combination screen and storm sash.

An added Entress service for buyers: 10 color arrangements to choose from, and free advice from an interior decorator. Architects were Highland & Highland of Buffalo.

FOR BETTER DESIGN, ECONOMY



1. SHADE SCREENING made with Kaiser Aluminum blocks hot sun rays—keeps interiors as much as 15° cooler. Reduces glare. Won't stain, corrode or rust. Improves exteriors by providing clean, uniform, handsome window lines.



2. STAIR RAILINGS made with Kaiser Aluminum provide bright modern accent. And aluminum's beauty lasts with minimum maintenance. Requires no painting. Light weight means easier installation, lower costs.



3. WEATHERSTRIPPING and thresholds made with Kaiser Aluminum give more economical protection against dirt, dust, weather. Non-corrosive, and won't rust. Aluminum weatherstripping retains spring tension after years of continuous use.



4. REVOLVING DOORS made with Kaiser Aluminum are light in weight, light in feeling. Clean and modern in appearance. Far easier to operate than old-style revolving doors. Can't rust or corrode.

AND BEAUTY... SPECIFY ALUMINUM



5. WINDOWS of any style made with Kaiser Aluminum give a bright, light look that lasts for years. Won't shrink, rattle, or leak. Never need paint. Never can mar exteriors with red rust streaks.



6. WALL PANELS prefabricated with Kaiser Aluminum are light in weight, easy to handle, economical to erect. Can be fabricated in various handsome exterior designs. Narrower wall section may be used—increasing interior floor area.

ARCHITECTS and builders specify *aluminum* building products for commercial buildings to complement their designs, to lower the cost of construction, to provide modern beauty.

Almost any building product is *better* in aluminum because aluminum offers a *combination* of advantages no other material can match—including light weight with strength, corrosion resistance, long life, low maintenance, economy.

As a basic producer of aluminum our efforts are put behind the job of serving manufacturers

—to help improve their products and reduce costs.

Engineering assistance is available from our qualified aluminum engineers. Or for names of building products manufacturers who will be glad to work with you, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.

Kaiser Aluminum

setting the pace—in growth, quality and service

Kaiser Aluminum helps build demand for aluminum building products like these through consistent, colorful advertising in national magazines like Saturday Evening Post and Time.



Architect: Marian T. Ironmonger
Builder: Gold Coast Construction Co.,
Fort Lauderdale, Fla.

Lustracrystal Saves 35%

Now you can use plenty of glass and still keep your costs down. This home in Fort Lauderdale was glazed with LUSTRACRYSTAL—the economical glass for large openings and doors. By using 7/32" LUSTRACRYSTAL the builder saved up to 35% over 1/4" plate. When you buy LUSTRACRYSTAL, you are buying

the sheet glass with extraordinary flatness, clarity and brilliance. It has the highest transparency obtainable. In your next home, add glass—add beauty and still keep your costs down with LUSTRACRYSTAL, a product of the AMERICAN WINDOW GLASS COMPANY.



AMERICAN
Window Glass COMPANY

Specialists in the manufacture of flat glass since 1899.

9 West Park Way • Pittsburgh, Pa.

Here is the floor that can close the sale when you open the door of a new home. Even in a bare room the lustrous beauty of Higgins Oak Block Flooring fairly sings of warmth and comfort, whispers irresistibly that it is as easy to care for as a new table-top and won't show wear in a lifetime.

This is the *most durable wood flooring you can buy*. Bonded under great pressure and intense heat, its thicker, tougher, wax-treated wearing surface can withstand many times the impact and abrasion the floor will ever receive. With a price that makes it practical in a modest home or in a mansion, Higgins Block is easy to install over ANY type of subfloor—and the wax-treated factory finish means you can deliver the home sooner; the floor is ready for use as soon as it's down.

The handsome Orange, California homes shown here were built by W. I. Wilkie, who has found—as builders all over the country are finding—that



"My experience has made me mighty glad that we chose Higgins Oak Blocks . . . my associates and I feel they're the very best. The young couples who buy our homes consider these beautiful hardwood block floors a criterion of the kind of materials to be found elsewhere in the house. Our salesmen say Higgins Oak Blocks help sell a lot of homes."

—W. I. WILKIE, Developer

Higgins floors **SELL HOUSES!**



The trend is to Higgins Hardwood Block Flooring because:

- New Flush Fit eliminates dust-catching grooves, gives floor desirable "finished on the job" look; also available with slight beveled edge.
- Super-Surface is thicker, (wears longer, can be sanded and refinished as often as necessary).
- Prefinish saves upward of a week job time.
- Can be used over radiant heat.
- Water repellent, vermin and rot resistant.
- Lifetime beauty, minimum upkeep.
- Easy to install over any subfloor.

SEE SWEETS: Architectural— $\frac{12j}{Hi}$ Light Construction— $\frac{7d}{Hi}$ Industrial Construction— $\frac{3h}{Hi}$

Higgins
BONDED HARDWOOD BLOCK

HIGGINS INDUSTRIES INC. — BOX 8100 — NEW ORLEANS 22 — PIONEERS AND WORLD'S LARGEST MANUFACTURERS OF LAMINATED HARDWOOD BLOCK FLOORING

The wood made world famous in Higgins hardwood-hulled fighting craft





RED CEDAR SHINGLES AND SHAKES consideration regardless of



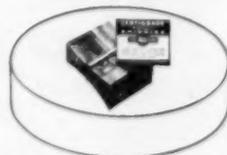
for roofs and walls — merit your careful site, design or budget.

Because they are *naturally* beautiful and possess time-honored character, shingles and shakes create architectural accomplishments, *not compromises*. Because they are quality through and through, they establish you as a builder who does not cut corners. Because they are the genuine — *the real article* — shingles and shakes make the all-important *first* impression a favorable impression, put profit into building by helping sell homes faster.

It's your move now! Simply remember . . . to move houses, you must first move people . . . and to do it,

YOUR BEST "OUTSIDE SALESMAN" IS CEDAR.

RED CEDAR SHINGLE BUREAU



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

AMERICAN BUILDER



Here's a window that keeps a prowler honest!

He doesn't have much choice. For Fenestra® Security Windows provide two-way protection, from outside and inside, against entrance and against passage of material out through unprotected windows.

There are other advantages, too. Fenestra metal screens are easily attached to the inside, between ventilator and grille, safe from removal. Ventilators open in from the top, deflecting drafts, shedding rain. The building gets fresh-air ventilation 24 hours a day without exposing the interior to public view. Open-in ventilators do not protrude beyond the building line to endanger pedestrians; cars or trucks cannot damage the windows.

And Fenestra Security Windows are good looking. No separate bars outside the window. The window and grille are *one unit*. They are also easy to install—one contractor installs one complete unit in only one operation. They're ideal for stores, warehouses, garages, small plants and many other buildings, in first-floor walls, unprotected side and rear elevations, and near fire escapes or roofs of adjoining buildings.

For more information, call the Fenestra representative listed in classified directories of principal cities. Or write the Detroit Steel Products Co., Dept. AB-6, 2260 East Grand Boulevard, Detroit 11, Michigan. *®

Fenestra



SECURITY WINDOWS

GALVANIZED-BONDERIZED-STEEL — THE STRONGEST MATERIAL, CORROSION-PROOFED FOR LIFE!

ARCHITECTURAL, RESIDENTIAL AND INDUSTRIAL WINDOWS • METAL BUILDING
PANELS • ELECTRIFLOOR® • ROOF DECK • HOLLOW METAL SWING AND SLIDE DOORS

QUINCY LEE, Prominent San Antonio, Texas, Builder



"STOP—LOOK—EXAMINE! That's how today's quality-conscious home buyers operate. Time and again we see them check the brand names on materials and appliances. So we make a special effort to build in household words people know and trust. That's why we put 25 nationally advertised, Post-advertised products into our homes, and let quality speak for itself." *(Manufacturers of building materials, equipment and fixtures place more advertising dollars in the Post than in any other consumer magazine.)*

The Saturday Evening

POST

— gets to the heart of America

AMERICAN BUILDER

Congress Weighs Housing Bill Amendments

Congressional committee consideration of the Eisenhower Administration's program for new housing legislation was expected to be completed this month.

The proposals are expressed in Senate Bill 1800, introduced by Senator Sparkman (D., Ala.), housing subcommittee chairman of the Senate Committee on Banking and Currency; and in House Bill 5827, by Representative Spence (D., Ky.), chairman of the House Committee on Banking and Currency.

Sparkman and Spence introduced the bills on a "by request" basis, serving notice that they were not committed to support them. Senate committee hearings on S. 1800 and other pending housing measures got under way around the middle of May.

Administration proposals include the following 11 points:

Extend Title I Five Years

- Extension of FHA's Title I home repair and modernization program to July 1, 1960. This section, it is pointed out, has provided needed credit for home owners and become an integral part of the urban renewal program.
- Repeal of separate \$100 million limitation on insurance authorization for farm housing under section 203(i). It is suggested that administrative work will be simplified if this is integrated with other parts of 203.
- Permit final settlement of FHA claim certificates at any time after FHA sells or transfers title to the property involved. Under present law, final settlement cannot be made until the property has been completely paid for.
- Increase FHA maximum mortgage limits from \$5 to \$12.5 million for rental, cooperative and military housing (sections 207, 213 and 803), and from \$5 to \$50 million on slum clearance and urban renewal projects (section 220). The limitation would apply to mortgagors under substantially the same control as well as a single mortgagor, and would cover an entire housing market area, rather than an individual project. However, it would not apply to two or more mortgages where the sponsors were the same and the structures on contiguous sites, if the mortgages are not simultaneously in commitment stage.



HHFA's Cole: Nothing controversial?

- Increase FHA general mortgage insurance authorization by \$4 billion, for operations through June, 1956.

Cost Certification Cut

- Remove cost certification for single-family houses insured under section 221's relocation program. Multi-family requirements would stay.
- End the Wherry Act military housing program, except projects certified by the Secretary of Defense before June 30, and terminate the defense housing program (Title IX), except for commitments as of July 1.
- Increase of \$500 million in capital grant authorizations for Title I urban renewal program, of which \$200 million would be available July 1, 1955, \$200 million a year later and \$100 million could be authorized by the President at any time.
- Continue public housing, but eliminate provisions HHFA considers restrictive. PHA would be authorized to contract for 70,000 additional units: 35,000 on July 1, 1955, an equal amount a year later. Each authorization would remain available for two years and any of the present authorization not used up by June 30 would be carried forward another year.
- Amend the Federal Home Loan Bank Act to change provisions concerning stock subscription, end of membership, bank board directorship.
- Amend the Home Owners Loan Act to remove the \$2,500 limit on FHA and VA improvement loans made by federal savings and loans.

Cole Hits Hoover Report

HHFA Administrator Albert M. Cole, who said there was nothing controversial in the housing amendments except public housing "which is always controversial," had a real bone to pick with the Hoover Commission. He said the proposal that FHA be reorganized along lines of the Home Loan Bank Board so that it would not have to call on the government for funds would, if adopted, "remove a keystone from the very structure of federal housing policy and render inoperative a vital part of the President's program.

"FHA has always operated without calling on the government for funds. Its costs and reserves are provided from mutually owned funds obtained through premiums and fees. If the proposal means that study be given to further perfecting this mutualized system, consistent with FHA's public responsibilities, I would agree, for we are doing that. But if it means that the FHA should be reconstituted as a separate privately-owned corporation, and that it should operate on its own corporate resources and under its own policies, subject only to distant federal regulation, then I strongly disagree.

"If this were done, it would mean much more than just changing its organizational structure and removing the government as its financial godfather. It would mean a basic change in the character and purpose of the FHA as it now exists—a strong bulwark in our economy. Furthermore, it would, in effect, accomplish the fragmentation of the agency and destroy the basis for the coordinated use of federal programs in the housing and community development field."

The FHA mortgage program has not only provided "valuable security to private lenders," said Cole, but has been "a means to a much larger end"—the furthering of economic progress and serving of a public need.

Order Survey of HHFA

Meanwhile, Cole has under way an independent survey of the overall management of HHFA, being made by the private management firm of Crespap, McCormick & Paget, New York. He wants recommendations for

improving the management and coordination of HHFA programs.

20-year Setback Hinted

Cole's stand against the Hoover Commission report was in line with that taken by Earl W. Smith, president of the National Association of Home Builders, who advised Senator Sparkman, as chairman of the Senate Subcommittee on Housing that the industry is "quite concerned."

"We are deeply disturbed," he said, "by certain approaches which seemingly would risk cancelling out much of the attainment in housing of the past 20 years and would return the industry to its status of the 1920s. There are evidences of a trend toward the type of financing which led to disaster 20 years ago and which first caused the federal government to concern itself in this area.

"FHA is simply an insurance fund so affected with the public interest as to require government control. By pooling mortgage risks, on a scale beyond attainment by a private lender or groups of lenders, it affords a thoroughly sound method of providing consumer financing at low down payments and low monthly charges without which the average man, although a sound credit risk, would have difficulty in acquiring a home."

Overbuilding Denied

"Flat-top" Smith, who is named after the flat-roofed houses he pioneered in California, told the Senate subcommittee that the present level of home building is "clearly sustainable on the basis of both market demand and the housing need." He emphasized the home mortgage debt was not excessive and was well within the carrying capacity of the owners.

Charges of overbuilding and excessive credit which brought on the Senate survey, Smith said, "come in many instances from sources which had been initially opposed to the development of the modern credit instruments which have made possible today's modern, large-scale home building industry."

"It should be noted," Smith said, "it is loan closings, under arrangements entered into months ago, which have risen so in the past few months, and which, we venture to predict, will decline in later months, on the basis of the tighter financing currently available for future home building."

Critics Short-sighted

Critics of the residential boom are "short-sighted," declared Walter R. Reuther, CIO president, in a letter to Sparkman. Even the all-time high falls far short of meeting the nation's hous-

DICKERMAN'S COLUMN

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

Swelling Pension and Welfare Funds May Be New Source of Mortgage Money

One of the most persistent difficulties confronting the home building industry in its efforts to achieve permanent stability has been the recurrent shortages of mortgage money to finance new construction. It is probable that this difficulty will never be completely overcome, but there is one potential source of new mortgage investment capital that is now being explored and that may provide important help to our industry. I refer to



Dickerman

the huge and rapidly-growing pension and welfare funds operated by business concerns and labor unions. These private funds now amount to somewhere between \$18 billion and \$20 billion and are increasing at the rate of about \$3 billion a year.

Field Ignored Up to Now

These funds have wide latitude in selecting investments, but all available information indicates that their money is being invested almost entirely in corporate and government securities and that, generally, they ignore the vast field of mortgage investment. There are three major reasons for this tendency:

- The supply of stock and bond investments has been so ample that it has been unnecessary for the pension-welfare funds to seek other outlets.

- The majority of the pension managers are unfamiliar with mortgage investments and have not investigated its possibilities adequately.

- Those pension managers who have considered the possibility of mortgage investment have often reached the conclusion that the handling of mortgages requires a larger organization than do other investments.

Education, of course, is one important means of overcoming the reluctance of pension fund administrators to enter the mortgage field. The home building and mortgage lending industries have a great responsibility to see to it that full information on the handling of mortgage investments and the advantages of such investments is made easily available to the pension fund trustees. Through their national associations, these industries already are taking steps to provide that information.

There can be little doubt that pension fund administrators are eager to know more about the complex mortgage investment field and that their eagerness will increase in the coming months and years, because their funds are growing at a rate that soon is likely to outrun the supply of satisfactory corporate investments.

Central Agency for Servicing

The biggest barrier to mortgage investment by these funds, however, is still the presumed expense and bother

of handling mortgage accounts, which inevitably require much more servicing and bookkeeping than bond or stock accounts. Housing economist Miles L. Colean has suggested one possible solution to that problem: creation of a "Central Servicing Agency" that could perform for a group of pension fund organizations the same kind of function that the home office of an insurance company performs in handling its mortgage accounts on a nationwide basis.

Colean suggests that this "Central Servicing Agency" should operate so efficiently in handling mortgage accounts that all the pension fund trustees of the participating group would have to do would be to receive and deposit checks covering mortgage income and return of capital each month. A periodic examination and regular audit of the mortgage accounts could be performed in order to determine the sources of payment and the status of its portfolio.

The proposed "Central Servicing Agency" would maintain relations with mortgage originators and servicers in various parts of the country in the same way the life insurance companies deal with their correspondents.

Such an agency, Colean believes, could operate at a cost that would yield it a reasonable profit and still permit the pension funds a substantially better return than they could obtain from bond investments.



'—Not Putting up Houses Just to Be Building!'

Home builders are busy "because the demand is there," NAHB's "Flattop" Smith reported in Congress, public and association meetings. Here at Camden, N. J., meeting of Home Builders League of South Jersey, he visits with Harold E. Goodley (left), NAHB regional vice president; Carl T. Mitnick, NAHB secretary; (rear, from left) Bernard Weinberg, League president, and Richard D. Hudson, president, New Jersey Home Builders Assn.

ing needs, he said, which he estimated at 2,000,000 new units each year during the next decade.

The United States should consider increasing the home production rate, pointed out Henry W. Waltemade, president of the National Association of Real Estate Boards. He said:

"Last year's sustained healthy home market is credited by economists with turning general trends from decline in the early part of the year to a productive upward movement in the second half of the year. A similar cause-and-effect relationship in the other direction can follow any deliberately planed restriction on home production and home buying."

Sparkman Concurs

Results of the survey, said Sparkman, indicate "no overbuilding," a predominant opinion that credit is not excessive with the possible exception of no-down-payment financing guaranteed by VA. He added he thought the nation could absorb an annual rate of 1.5 million new homes.

Cash for Closing Costs

Closing costs or settlement charges must now be paid in cash on FHA-insured mortgages and VA-guaranteed home loans, according to regulations effective April 28. Commissioner Norman P. Mason of FHA said his agency

was "merely turning a normal practice into an FHA requirement." The orders do not apply to commitments issued before that date and, in the case of VA, where the buyer had contracted in writing for purchase or construction of the property.

The VA ruling ended so-called "no-down payment" loans which had been running about 1½ per cent of VA loans closed. The practice had been opposed last January by the NAHB board of directors, but had been growing in certain Southwest and Western areas.

Push NAHB Research

NAHB has announced appointment of a nine-man design committee to select the architects, builder teams, interior designers and landscape architects for the first 25 houses to be built early next year in "Homestyle Center," Grand Rapids, Mich. It is co-sponsoring the research village of 50 unoccupied homes with a local civic group headed by Jason L. Honigman to test public and industry reaction to new housing ideas which will be expressed in a wide variety of architectural styles in homes ranging from \$8,000 to \$150,000.

The committee includes: David Slipper, chairman of NAHB Research Institute; Leonard Haeger, former institute chairman now with Levitt &



Frank: NAHB '56 convention boss

Sons; Rodney Lockwood, former NAHB president, of Detroit; Richard Canavan, assistant director, NAHB Research Institute; L. Morgan Yost, Chicago architect; Sidney Shurcliff, Boston landscape architect; James Erdman, coordinator, Grand Rapids Furniture Guild; Kenneth Welch, Grand Rapids architect, and Arleigh C. Hitchcock, executive director of the research center.

NAHB President Smith has announced that Leonard L. Frank of Hempstead, N. Y., will serve as chairman of its 12th annual convention, to be held in Chicago next January. The Long Island builder, who has served the association as a regional vice president and as chairman of its educational committee, succeeds Joseph B. Haverstick of Dayton, Ohio, now NAHB first vice president.

Chicagoan to Head MBA

Lindell Peterson, president of the Chicago Mortgage Investment Company, Chicago, has been nominated as president of the Mortgage Bankers Association of America. His selection is tantamount to election.



Peterson: Mortgage men's choice

New Home Starts Climb in April; Annual Rate Dips

New residential units started in April, totaling 127,000, represented an 18 per cent increase over the 107,700 starts reported for April, 1954, but dropped the seasonally adjusted annual rate to 1,309,000 home units, low point for the year to date. The rate was 1,407,000 at the end of March. Only 500 of the April starts were credited to public housing.

Preliminary Commerce-Labor Department estimates put the total home units under way during the first four months at 421,600, of which 418,500 represented the work of private contractors. This was 22 per cent greater than the 344,500 total for the same period last year. The report announced that the January, 1955, total, has been revised downward 400 units to 87,600.

Residential dollar volume climbed to a record \$1.3 billion in April, which sent the total for four months to \$4.6 billion, another new high. It moved the seasonally adjusted annual rate up to \$16 billion, compared with \$12 billion a year ago and \$15 billion at the end of 1954.

Record values were also announced for all construction started: \$3.2 billion in April and \$11.6 billion for the first four months.



Putting the Producers' Show on the Road

William Gillett (center), president of Producers' Council, contracts for construction of organization's second "caravan of quality building products." With him are John L. Haynes (left), managing director, and Elmer A. Lundberg, exhibit chairman

VA Loan Totals High

Appraisal requests received by the Veterans Administration in March totaled 111,793, of which 71,939 proposed new homes. This was an increase above February's total of 104,188, which involved 64,192 new houses. March home loan applications amounted to 51,141—eighth straight monthly total above 50,000.

During the year ending March 31, VA reports it sold 3,815 direct loans to private investors, twice the total of the past two and one-half years.

Masonry Groups Unite

Formation of the Allied Masonry Council, bringing together producers, contractors and union craftsmen of the masonry industry, was announced recently by Douglas Whitlock, chairman of the Structural Clay Products Institute. Other supporters include Building Stone Institute, Marble Institute of America, Indiana Limestone Institute, Mason Contractors Association of America and the Bricklayers, Masons and Plasterers International Union of America, A. F. of L.

DEALER'S VIEWPOINT

By H. R. Northup, Executive Vice Pres., National Retail Lumber Dealers Assn.

Moving Survey Shows Big Potential Market Exists for Home Improvements

Existence of a tremendous potential home improvement market is demonstrated again by a Census Bureau announcement indicating that nearly one-fifth of all United States families have been moving from one home to another in each of the last few years.

Ed Gavin, editor of the *American Builder*, often has said that the retail lumber dealer has no better prospect than the man who has just bought a new home, and the same holds true of the man who has moved from one existing home to another.

Whereas the buyer of a brand new home invariably is in the market for extra shelves and closets or some other addition, the family moving from one older home to another

usually wants to remodel the kitchen, replace the screens or make one or more other major improvements. Yet much of this work is put off because, in too many cases, the new owner didn't know how to do the job himself, or didn't want to, and had trouble finding someone to do it for him.

Make It Easy for Owners

One of the most appreciated services a lumber dealer can perform in his community, and one which will help greatly to build up his sales volume, is making it easy for home owners to get repairs and improvements taken care of promptly and satisfactorily.

If the dealer prefers not to assume any responsibility for the finished job and doesn't want to have anything to do with the labor involved, he can build up considerable good will and repeat business for the future by

helping to bring home owner and contractor together.

Even though the amount of materials may be small, helping a customer get the work done conveniently may lead to the sale a few months later of a bill of materials for a new garage, enclosing a porch, or adding a room.

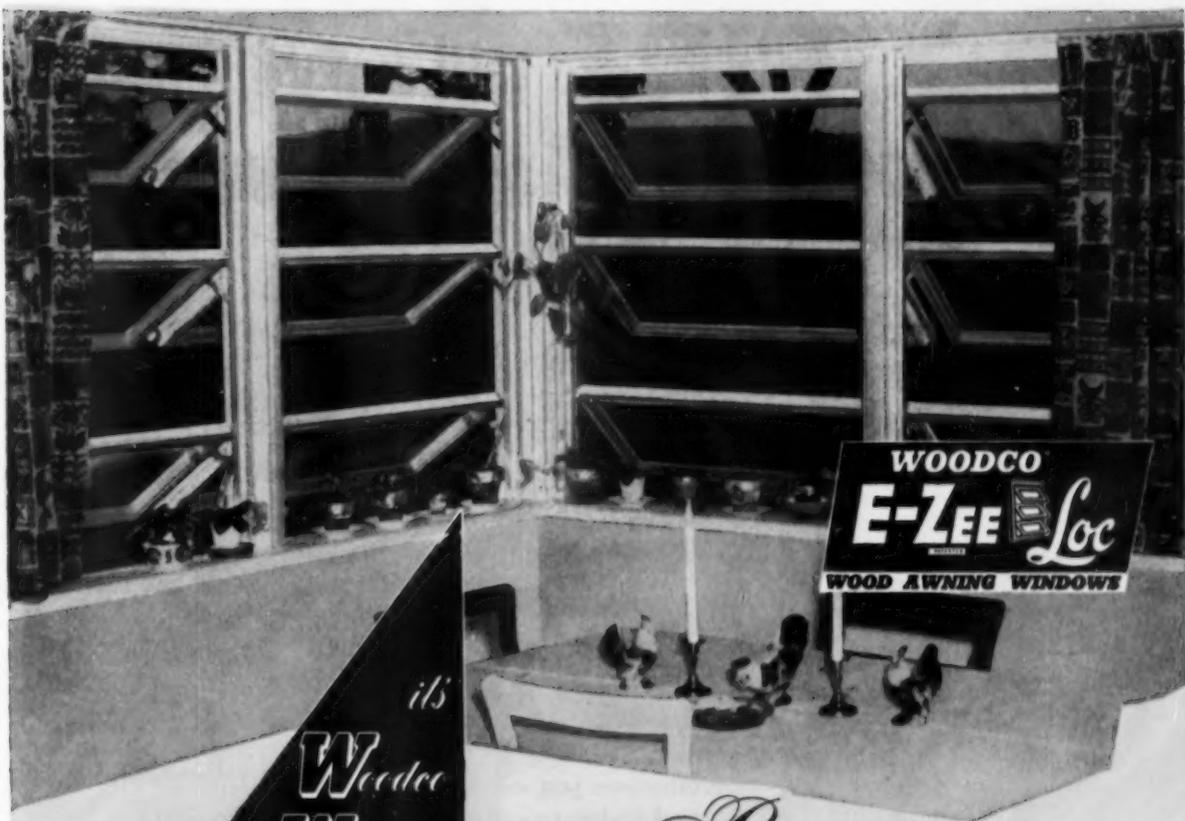
Delay May End the Job

The more trouble and delay a home owner runs into when he sets out to modernize his home, the more likely he is to use his money or his credit to buy a new automobile or some rugs or a fur coat for his wife, and let the home improvements wait until a later date.

The last Census Bureau survey on home improvements indicated a volume of about \$8 billion a year or an average of some \$160 per home. That figure unquestionably can be increased very substantially by making it as easy to get repairs and improvements done as it is to buy a new washing machine.



Northup



it's
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for the Beautiful
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No-draft ventilation... even when it's raining!



Clean inside and outside surfaces... from inside!



Ratchet-type operator... Finger-tip control... so simple a child can do it!

There can be no short cut to quality. If you share this point of view, you will undoubtedly agree that WOODCO E-ZEE Loc Wood Awning Windows represent the finest for beauty, construction, performance and ease-of-installation. And if the point-of-view is economy we suggest that satisfaction is true economy.

Nothing to adjust • Nothing to get out of adjustment

CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:

- EASY TO LOCK
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... AND DON'T FORGET MR. BUILDER

Every WOODCO E-ZEE LOC Window Unit is manufactured of Kiln Dried Ponderosa Pine, Toxic-treated to prevent decay and water repellent treated to reduce swelling and shrinking. Each Unit is delivered to the building site completely assembled for quick and economical installation.

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CLAY PIPE will serve 10,000 *NEW* Homes in Los Angeles Community

Clay Pipe will be installed by the mile during the next 10 years to serve a \$200 million community planned for the Palos Verdes Peninsula. The first subdivision alone, which is within a mile of the Pacific Ocean, requires nearly 10,000 feet of Clay Pipe. Ronald W. Bishop, City Engineer of Torrance, Calif., is in charge of the initial project, and the Colich Construction Co. are the sewerage contractors. Clay Pipe is being used exclusively on this project.



Wherever you see men and machines preparing the vital underground arteries of a modern pre-planned community . . . look for Vitrified Clay Pipe. The "old-timers" in the construction business have always used it . . . and progressive new engineers and contractors are discovering that there's no safe substitute for Clay Pipe. It's completely unaffected by the corrosive action of sewer acids and gases. Detergents can't soften it. Caustic drain-cleaning compounds can't weaken it. Heavy backfill loads can't cause it to oval or squash out. And a wide variety of joint designs and jointing methods insure fast installation and tight, permanently root-proof joints. Always specify Vitrified Clay Pipe. It's guaranteed for half a century!

CLAY PIPE FITTINGS SPEED INSTALLATION



You can always get fittings to match when you install Vitrified Clay Pipe. This Double T Branch, for example, is one of the many Vitrified Clay Fittings that make possible the utmost in flexibility and speed of installation.

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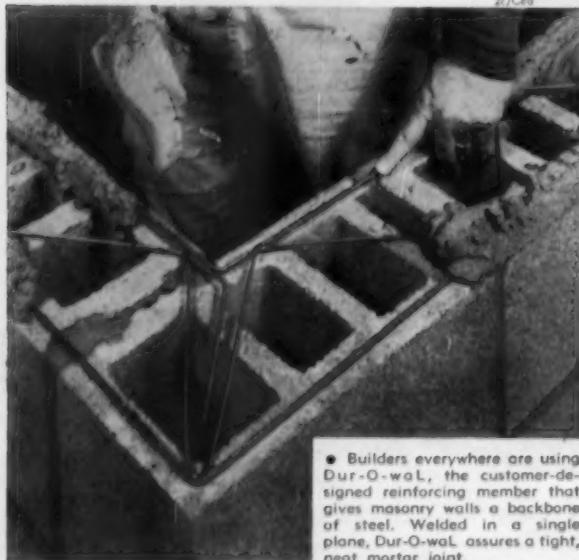


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YOU can depend on top performance with genuine Dur-O-wal on the job. Electrically welded of high tensile steel, Dur-O-wal works fast, lays flat to combat cracks in brick, block, or tile masonry. Dur-O-wal's patented trussed design keeps side rods working together; put more steel in the wall economically. Increase sales and customer satisfaction the proven Dur-O-wal way. Demand Dur-O-wal... available everywhere.



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A door and frame packaged unit complete with the door hung and locked and the frame trimmed both sides, ready to install in any rough opening in 20 MINUTES.

FITS ANY WALL FROM 4" to 5"

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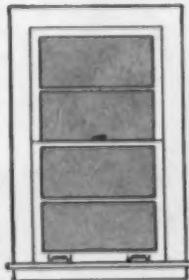


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This little seal has a mighty meaning. Attached to a double-hung wood window unit, it identifies quality *at a glance*. It is the fabricator's certification that the unit meets the quality specifications of U. S. Commercial Standard 190-53, which means:

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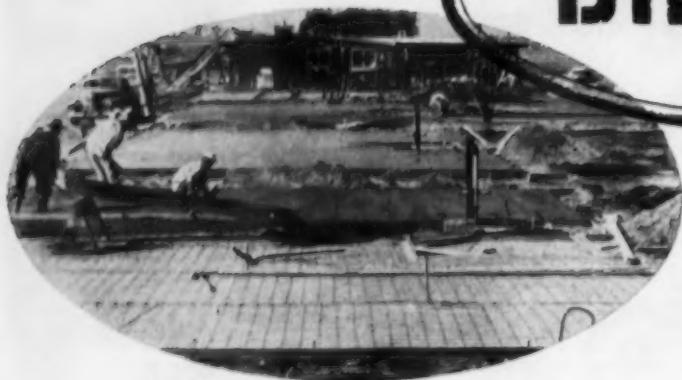
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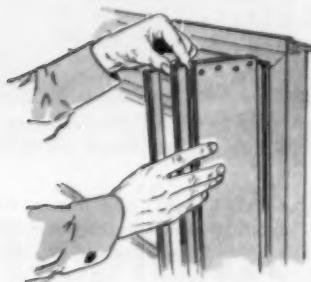
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The builder who uses Malta wood window units . . . like the MALT-A-MATIC . . . knows he's saving on everything but quality. This popular double-hung unit is economical in cost . . . easy to install . . . and adds a sales-attracting charm that sells homes faster. This

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America's foremost builders know the sales value of G-E Light Conditioning



**"General Electric
Light Conditioning
helped jump my
sales from one a
week to one a day"**

... says W. A. Simms, builder of
978-home "Eastview" project

AFTER a highly successful sales test with a light conditioned model home, builder W. A. Simms is light-conditioning all 978 three and four-bedroom homes in his Dayton, Ohio development.

The lighting was planned with the help of The Dayton Power and Light Company. It includes lighted valances in living and dining rooms, special ceiling fixtures in all bedrooms and halls, vapor-proof shower tub fixtures, fluorescent vanity light, fixtures over sink and range and under kitchen cabinets, three exterior entrance lights and twin reflector flood lights for the patio.

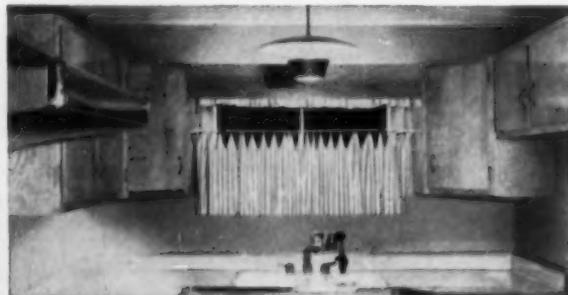
Mr. Simms says, "These Light Conditioning features are outstanding helps in winning prospects' approval for my \$13,000 to \$15,000 homes".



The adjustable-height ceiling fixture shown above can be lowered for dining, or raised out of the way when the room is used for other purposes.



Biggest hit with the ladies, according to Mr. Simms, is this 19-foot lighted valance running the full length of the living room. Well worth its \$24 cost, he says, as a visible sales feature that sells the quality of his homes.



Kitchen lighting includes not only an unusually attractive ceiling fixture, but also hidden G-E fluorescent lamps above the sink and below cabinets.

SELL YOUR HOMES FASTER, TOO with G-E Light Conditioning. For information, call your local electric power company or write: General Electric, Dept. 482-AB-6, Nela Park, Cleveland 12, Ohio.

GENERAL  **ELECTRIC**

How to Bring Sales In ...through the Kitchen!



STAINLESS STEEL LUXURY—A de luxe feature, and with Republic's famous Enduro Stainless Steel double-bowl sink, the price is in porcelain's neighborhood.



WHISPER-QUIET DRAWERS—No bearings, no rollers, no metal touching metal. Nylon glides give smooth quiet operation to drawers. No costly call-backs to worry about with sturdy steel.



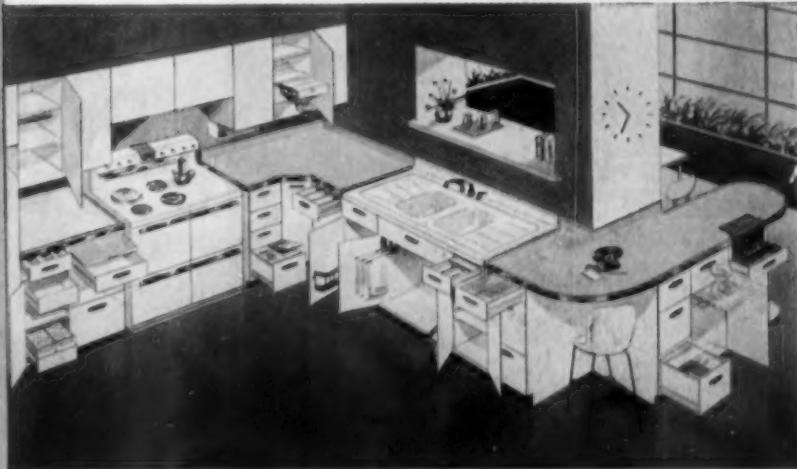
SHERWOOD NATURAL GRAIN FINISH—A real custom touch for homes in any price class. Republic's modern mass-production economy offers it at a scant premium over regular Parma-Finish.

A WORD TO THE WISE BUILDER

Surest way to capture the heart of Mr. and Mrs. Prospective Homeowner is via the kitchen . . . with Republic Steel Kitchens, pace-setter in beauty, quality, and convenience, yet priced with the most competitive!

With Republic's big, ready line you can

plan custom kitchens from economical stock units. They are easier to install, require less time . . . and no highly skilled labor. For complete information, write Republic Steel Corporation, Berger Division, Builder Sales, 1022 Belden Avenue, Canton 5, Ohio.



DRAMATIC SELL FOR OPEN HOUSE—Equip the Republic Steel Kitchen in your model home with a full complement of work-saving accessories and watch the excitement when prospects see it. You can up-grade your sale and do the new homeowners a favor besides, because the extra cost can be painlessly absorbed in the mortgage.

pects see it. You can up-grade your sale and do the new homeowners a favor besides, because the extra cost can be painlessly absorbed in the mortgage.



SPACE-SAVING INNER DRAWERS—Designed so you can customize almost any Republic base cabinet for your buyer. Shallow-drawer inserts also available for interchanging with conventional drawers to double up on storage space.



ADJUSTABLE SHELVES—A big talking point with prospects, and important to builders in view of PHA 72" shelf-height limitation. Note the handy spice shelf and space-saving cup rack in lower sections of cabinet.

THE "HOW TO" LINE

Republic Steel Kitchens



SELL WITH CONFIDENCE!

Put this Republic guarantee on the kitchen counter top in your display home. It's the best in the business, backed by a billion-dollar corporation!



Perfect
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by
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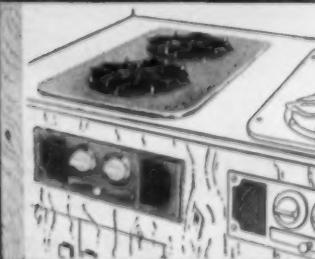
Makes a kitchen a showplace... 16" x 19" x 14" ... with glass door and interior light... extra separate broiler... Gas or Electric... automatic, if you wish... completely equipped... priced to make you buy... to sell your homes.

In Copper, Stainless or 4 Colors!

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NEW CONCRETE FINISHER WITH

ONE MAN PORTABILITY



That's Right! Only *one man* can move this New Champion about the job, with speed and ease... and that means this Champion Concrete Finisher...

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SAVES YOU MONEY!
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- Oversize Reduction Gears and Sealed Lubrication.
- Snap-On trowels and Free-Floating Drive Base.
- Choice of Sizes, Gasoline or Electric Power, and many other Champion features!

See this Newest *Champion*

Check the features yourself that make this finisher a natural for any job where concrete is laid. The controls are built for quick, effective use with no waste motion, and the entire unit is engineered for trouble-free use on yard after yard of concrete. See it this week!

by *Champion* - MAKER OF THESE FINE PRODUCTS:

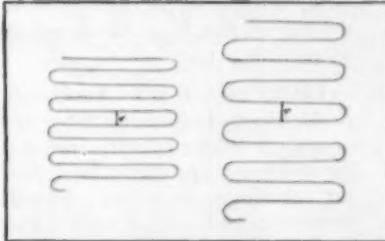
Masonry Saws • Concrete Saws • Blades for Concrete and Masonry Cutting • Portable Masonry Saws

See Your Champion Distributor This Week!
Or Write Direct To:

Champion
MFG. CO.
2028 WASHINGTON AVE.,
ST. LOUIS 3, MO., U.S.A.

Everyone saves with new Anaconda Pre-Formed Panel Grids

New radiant panel heating coils made of Type L Copper Tube save contractors installation time and money . . . save engineers time and effort in planning and designing radiant panel heating installations



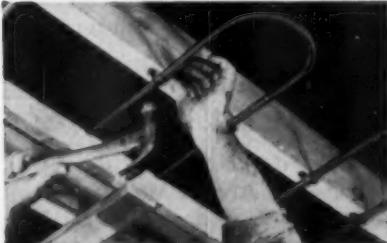
NEW ANACONDA GRIDS* (PG's) contain 50 linear feet of Type L Copper Tube and come in two tube sizes—left, 3/8" (1/2" O.D.) for ceilings; right, 1/2" (5/8" O.D.) for floors.



DESIGN AND LAYOUT is simplified by Anaconda's free layout kit of printed, gummy PG scale drawings, which show precise layout of heating panels on blueprints.



MACHINE-FORMED PG's are compactly packaged 4 to a carton. One tube end of each PG is expanded so that it can be solder-connected in series without requiring fittings.



PG's ARE EASILY INSTALLED—A 3/8" PG weighs only 10 pounds, is easily lifted and propped in place, leaving worker's hands free to fasten straps. Here, metal lath goes under the PG's.



A HOOK TYPE FASTENER offers another easy, quick installation method. Fasteners are partially set in joists, PG's are positioned, and fasteners driven home.



HEAT FOR THIS basement game room will be provided by 1/2" PG's embedded in concrete. For floor or ceiling installations the pre-formed Anaconda Panel Grid offers many economies.



CEILING INSTALLATION ready for plastering. Note tube spacing narrows to 4 1/2" c-c nearest the outside walls, and supply lines to panel circuits run next to outside wall.



NO SAGS OR DIPS in the tube lines permits a uniform plaster thickness, which means savings in time and materials.



SNOW MELTING SYSTEMS are installed easier and quicker with 1/2" PG's embedded in concrete.

*Pat. Applied for

ANACONDA

Copper Tube
PRE-FORMED
Panel Grids



For Radiant Panel Heating



The American Brass Company, Waterbury 20, Conn. ^{AS}
(In Canada: Anaconda American Brass Ltd., New Toronto, Ont.)

FREE BOOKLET! Send me free booklet C-6 which tells how to design, lay out and install radiant panel heating systems with PG's.

NAME _____

COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____



... is all
it
takes
to
discover
what
International Homes
has for YOU!



**"Space Saver" Package
is complete with these
Builder Benefits**

● Complete land development planning service, a financing program including construction financing and attractive, minimum, down payment mortgages. No down payment financing available for many areas.

The International Homes program is a profitable one for you, and it includes one of the fastest built and fastest selling homes in the residential sales market.

Write Today!



3896 MANONING AVE. • YOUNGSTOWN, OHIO

ON THE RECORD

and OFF THE RECORD

A VITAL POINT that seems to be overlooked by the forces that decry the present rate of new home building is the post-war development of expert merchandising on the part of home builders.

IN THE PREWAR days the public was not spurred by aggressive selling methods. Builders produced new homes and almost passively waited for people to buy them.

THERE WERE a few exceptions, but the merchant builder came into his own only in the past half decade.

IT IS THIS SALES capacity and ability that moves high production in residence building.

IF THE AUTOMOBILE manufacturers had decided 30 years ago that about all the people who could reasonably be expected to purchase automobiles, on the basis of past experience in high production years had done so, most of America would still be riding bicycles.

THAT INDUSTRY, however, made up its mind to make every American family an automobile owner, and then did the things which were necessary to achieve the goal.

WHAT IT TOOK was the development of a vast maintenance market, not to keep automobile owners happy with what they had, but to keep their properties in such good condition that high trade-in values would be obtainable.

THEN this smart industry developed a design policy calculated to make every new car owner unhappy every two years.

THAT THEY SUCCEEDED is testified to by the accepted practice of hundreds of thousands of American families of trading in slightly used, highly serviceable cars annually or every two or three years. They want new style and added comfort.

AND MOST AMERICANS love the whole business. They have been conditioned to obsolescence selling.

WITH SOME SLIGHT variations this same policy is wide open to the home building industry.

THAT IS, it is open provided the financing sources for new homes have the same courage and vision as the sources that financed stepped-up automobile production.

THAT IS WHY *American Builder* took the lead two years ago in spelling out the opportunities and the step-by-step processes for inducing obsolescence selling through presentation of annual models and trade-in deals. It is working.

BUT ONE of the real deterrents aside from the timorousness of financing agencies is the lack of a sales and service-minded home service station system.

THE WORST THING that can happen with the development of trade-in selling, and keeping people receptive to new living comforts in annually improved houses is a sharp upgrading of the entire housing standard—and there's nothing wrong with that.

TOO MANY people connected with building are living in the shadow of 1929, and attempting to run business on a depression basis or in anticipation of a depression.

WE NEED a rebirth of the kind of confidence and courage that pioneered this country, and without which we will not be able to realize the greater opportunities that face all of us.

CHARLES L. PRIOR, home builder of Columbus, Ohio, recently said, "It has generally been conceded that you can't make any money building in the winter. But the truth is, you can't make a maximum annual profit if you don't."

WE AGREE with Mr. Prior, and have said so on many occasions in these pages with documented cases.

BY SPREADING OPERATIONAL overhead over 12 months instead of seven or eight the builder can take a long step in providing more house for the buyer's dollar.

Only SKIL Sanders give us the reliability we must have!

—says Horace Blair, Construction Foreman
Willis Foster & Co.
Albany, California

"The only maintenance required by our SKIL Belt Sanders is during our annual tool checkup . . . when *all* tools get a going-over. I like a tool that can take it like that."

Mr. Blair goes on to say, ". . . another reason, I like a SKIL Sander is they're easier handling! You can use 'em for flush work or edge sanding. Either way you get a good smooth finish . . . and usually faster, too!"

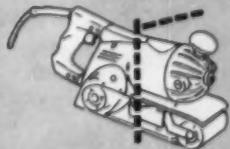
That about sums up why more workmen—and contractors—prefer SKIL Belt Sanders. They're dependable! They can handle almost any job you're up against! And, do it well! In short, you can count on them.



SKIL Belt Sander MODEL 448

3 inch belt travels at 1200 feet per minute . . . makes fast work of finishing. Flush or edge sands! Has instant belt centering—automatic tensioning. One of four models.

THESE ARE THE SKIL BELT SANDER FEATURES YOU WANT!



Flush Housing: Sander designed with no overhang, permits surfacing flush to right-angle upright.



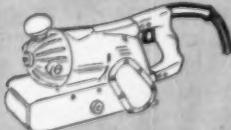
Contour Handle: Rear Handle scientifically designed for maximum comfort in use.



Front Handle: In top position for easy handling. Optional front position for convenience in vertical use.



Dust Collector: Suction system efficiently removes all dust—on models 324 and 449.



Light Weight: Die-cast aluminum housing for less weight and greater strength. Lower center of gravity for added stability.

Striking Bar: Hardened steel protects casing from belt; easily replaced.

Powerful: Overize motor gives extra power for continuous operation. Efficient cooling fan prevents overheating.

Switch and Cord: Automatic trigger switch for full safety. Heavily insulated cord.

FREE! Ask for a free demonstration and a free trial. Call your nearest SKIL distributor—or use the coupon to get extra information at once.



FREE! Mail Coupon Now!

SKIL Corporation, Dept. AB-65
5033 Elston Ave., Chicago 30, Ill.

- Please send full information on SKIL Belt Sanders.
 I would like a demonstration of a SKIL Belt Sander.

Name _____ Title _____

Company _____

Street _____

City _____ Zone _____ State _____



Tough and durable . . . withstands heavy roof traffic Temlok® Roof Deck assures an extra strong, extra rigid roof that needs no "babying" on the job. Back-and-forth movements of a crew of husky carpenters, with their materials and equipment, won't harm it. You can use roof deck's strength to sell prospects, too. Show them a sample and point out the multiple layers of tough pine fiberboard. Explain how they are permanently laminated with a superstrong adhesive.

BUILD STRONGER

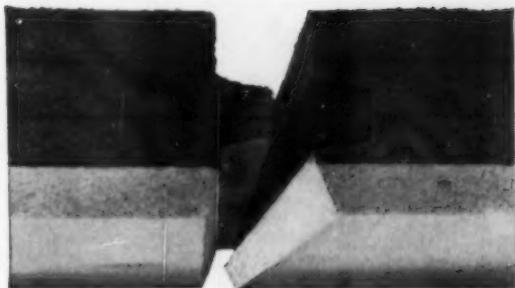


Rain-Shield® finish guards against moisture damage Even several days of rain can't damage Temlok Sheathing exposed on the studs. The Rain-Shield finish waterproofs every square inch of Temlok's surface, while asphalt impregnation of each fiber insures moisture protection clear through the board. Carpenters can resume work almost immediately after rain has stopped.



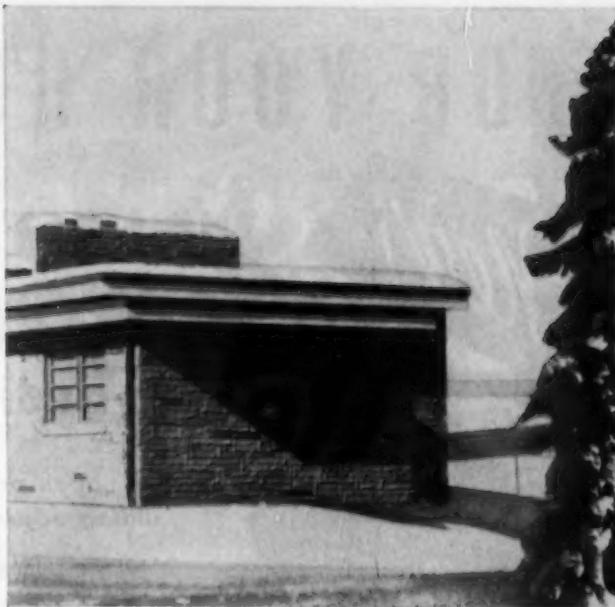
Eliminates corner bracing Temlok Sheathing has triangular bracing built right into it. Because of its large size and exceptional strength, corner bracing can be completely eliminated when you build with 4' x 8' x 2 1/2" Temlok Sheathing. This size board provides over four times the building strength of horizontal wood sheathing. When you build with Armstrong Temlok, you know you're using a material that exceeds all Federal Specification strength standards for insulating fiberboard.

You never stop saving with



Gives weather-tight construction Roof deck is solid insulation clear through—complete insulation for even sub-zero climates. Asphalt impregnation makes each layer waterproof. Built-in vapor barriers eliminate condensation. T & G 4 sides.

Holds heavy snows, supports 300 lbs. per sq. ft. Snows can pile up on roof deck all winter long without doing the slightest damage. Special chemical makes Temlok resistant to mold, rot, and termites. Features like these add strength to your sales story.



with TEMLOK



Turnbuckle tests prove extra strength Tightening the turnbuckle between these two wall sections causes the wall covered with wood sheathing to pull out of line. The Temlok section stays firmly in place. A powerful binder in Temlok not only coats the individual fibers but also bonds them tightly together.



Has high nail holding power To pull a piece of Temlok Sheathing sideways from a nail driven $\frac{1}{2}$ " in from the edge takes a force of 187 pounds. Most other insulating sheathings give way at about 120 pounds. This extra strength is one of the big reasons for the growing popularity of Armstrong Temlok Sheathing with builders.

For full details on how to build a stronger house with Armstrong Temlok building materials, see your Armstrong lumber dealer or write Armstrong Cork Company, 3706 Rider Avenue, Lancaster, Pa.

* T.M.

Armstrong TEMLOK . . . house . . . after house

SHEATHING • ROOF DECK • INTERIOR FINISH

FOR YOUR HOME



New!

THE FIRST *Complete* REMODELING KIT

SERIES
1500

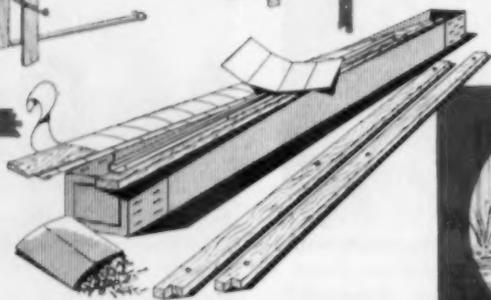


for 1 $\frac{3}{8}$ " open pocket
sliding doors



Swinging doors rob valuable floor space. No need for it. There is an easy, inexpensive and decorative answer to the problem. It's Kennatrack Series 1500 remodeling kit, the all new, complete package of space-saving magic that slides a door along an existing wall.

Pre-cut parts, pre-assembled track and header, a pair of adjustable nylon wheel hangers, individually wrapped trim, nails and toggle bolts, and complete instructions are included in a neat, easy-to-handle package. Available in all standard door sizes. Be sure to try Series 1500 remodeling kit on your next job.



For complete information, send for free illustrated
brochure on Kennatrack Series 1500 remodeling kit.
Write to Kennatrack Corporation, Elkhart, Indiana

A Product of...

Kennatrack

CORPORATION

...ELKHART, INDIANA

WORLD'S LARGEST MANUFACTURER OF SLIDING DOOR HARDWARE

Here is Proof

that Dura-seal equipped windows save fuel

MAKE THE "LIT MATCH" TEST

Here is how you can prove to yourself and your prospective customers beyond all doubt that Dura-seal equipped window units stop drafts and save fuel. Light an ordinary match and hold it near a window sash. If there is a draft, the match will flicker, perhaps blow out. If there is no draft, it will not flicker, perhaps blow out. If there is no draft, it will not flicker, perhaps blow out. If there is no draft, it will not flicker, perhaps blow out. Simple and chances are, the window is Dura-seal equipped! Simple but conclusive proof that Dura-seal stops drafts, seals out weather, and means a warmer, cleaner house all year 'round!

And, Dura-seal serves a double purpose! Dura-seal's Sash Balance gives fingertip, feather-touch control of windows regardless of atmospheric conditions. Dura-seal windows always open easy, close easy.

Write for complete information about Dura-seal—how it provides $4\frac{1}{2}$ times better weather protection, saves 30% to 40% on fuel, adds comfort, ease and beauty to every house. Ask for Facts on Dura-seal!

Zegers, Incorporated
8096 South Chicago Avenue, Chicago 17, Illinois

ZEGERS
Combination
Dura-seal Metal Weatherstrip
and Sash Balance

Complete Weather Protection!



Easy open! Easy close!



See Dura-Seal in operation at National Housing Center, Washington, D. C.—Home Builders Association, Chicago—Architects Samples Corporation, New York City—and at leading lumber dealers.

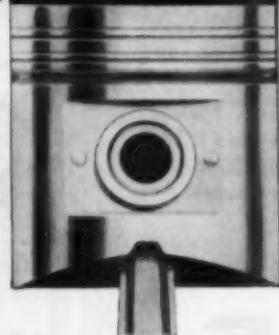


Look under the hood!

Something **NEW** is happening to truck engine design . . .

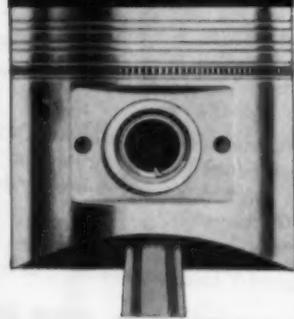
The piston travels this far in a typical long-stroke engine

**OLD
LONG STROKE
ENGINE**



This much piston travel is saved

**NEW
SHORT STROKE
ENGINE**



. . . when the piston travels only this far . . . as in a modern Ford Short Stroke engine

The big news in truck engines is modern *short-stroke design*. Piston rings last up to 53% longer. Engine friction is cut as much as 33%. You save up to 1 gallon of gas in 7. Only Ford has Short Stroke design in *every* engine—V-8 or Six—in *every* truck.



Standout low-cost performer in its field, Ford's popular F-500 (GVW 14,000 lbs.) gives you a choice of 9- or 12-ft. platform-stake models for payloads to 8,504 lbs. Bridge-type frame has steel cross girders riveted to heavy-gage side rails to provide extra strength. For gas-saving power, choose either the Short Stroke 118-h.p. *Cost Clipper* Six or the Short Stroke 132-h.p. *Power King* V-8.

Differences between outdated long-stroke engines and Ford's modern Short Stroke design may seem small, but actually they're *not*.

In one case, for instance, Ford's stroke is shorter by $1\frac{1}{2}$ inches. A small matter? This shorter stroke means 4,940 miles *less piston travel per year*—per piston—in an average year's driving of 26,000 miles.

Less piston travel means less friction . . . less wear. And that means lower upkeep costs, longer engine life, greater gas savings and more usable power.

Be sure your next truck has a modern short-stroke engine that will not be outdated at trade-in time. You *will* be sure if it's a FORD Truck. Because *Ford and Ford alone* gives you a Short Stroke engine in every model.

Ford Triple Economy Trucks

THE MONEY MAKERS FOR '55

AMERICAN BUILDER

Why

BRIXMENT

IS

WATERPROOFED

Brixment is waterproofed during manufacture, with the most effective air-entraining, water-repelling agent known.

The fact that Brixment is waterproofed can be demonstrated by making the crater test shown in Figure 1. Brixment's effectiveness in preventing the passage of water through the mortar can be demonstrated by making the test shown in Figure 2.

* * * * *

Waterproofed Brixment gives you three practical benefits which are not available in ordinary cement-and-lime mortars:

1 HELPS PREVENT LEAKY WALLS

Even under pressure, water cannot readily pass through Brixment mortar. Therefore, if the face brick are back-plastered with Brixment mortar, a barrier is set up against the passage of water to the inside of the wall.

2 GREATLY INCREASES DURABILITY

Water cannot readily penetrate Brixment mortar. This prevents the mortar from becoming saturated — therefore helps protect it from the destructive action of freezing and thawing to which it is subjected many times each winter.

3 HELPS PREVENT EFFLORESCENCE

Waterproofed Brixment mortar checks the passage of water and keeps it from percolating down through the wall, dissolving salts which may be in the masonry materials, and carrying them to the surface.

Louisville Cement Co., Louisville 2, Ky.

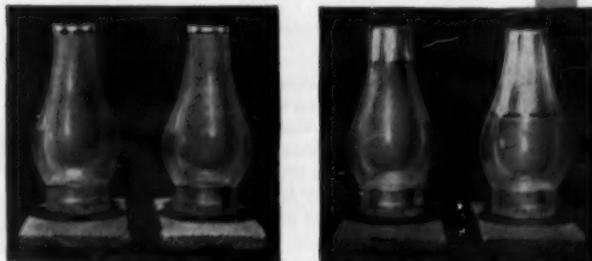
JUNE 1955



FIGURE 1

Pour out a pile of Brixment and a pile of ordinary cement and lime. Make a crater in the top of each pile. Fill each crater with water. Note how the cement-and-lime mixture absorbs the water immediately. Note how the waterproofed Brixment holds it.

FIGURE 2



Prepare two slabs of mortar, one with Brixment and one with ordinary lime-and-cement mortar. After mortars have hardened, seal a lamp chimney to each of the mortar slabs, using wax or candle grease, and fill with water.

After 24 hours, note how much water has gone into and through the non-waterproofed mortar, and how little water has gone into or through the Brixment mortar.

63



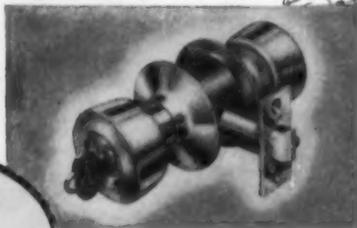
MR. N. A. WELCH
Director of Research and
Development Engineering
The American Hardware Corp.

Look at this No-Scratch, Tamper-Proof Knob Catch

Designs that reflect quality . . .
here's the "Stilemanor"
Cosmic design, one of four
different designs. It must be
seen to be appreciated



No substitute . . . once you
use the "Stilemanor"
mortising jig, you'll never be
without it. Makes installations
easier, faster, more accurate.



Right down your alley, Mr. Builder . . .
the "Stilemanor" concealed knob catch
permits knob removal without risk of
scratching the finish. See how it's located
behind the rose. What's more . . . it makes
no unsightly projection through the knob
shank and it's inaccessible to unauthorized
people. In addition . . . when installing the
knob, it is merely necessary to push knob
onto shank, give it a partial twist, depress
retainer, then push knob again until it
engages retainer.

Another "Stilemanor" feature to check is
the ease of reversing hand of keyed knobs
. . . unscrew rose until free, turn knob to
expose knob retainer, depress retainer and
pull knob off, then rotate knob so key is
in upright position, re-install knob on
shank, depressing the retainer and pushing
knob until securely held by retainer. No
key is needed. Features like this are making
a lot of friends for the "Stilemanor".
Ask your dealer.



Rest assured . . .
no die cast or
pot metal
working parts.



RUSSWIN[®] "Stilemanor"

STANDARD DUTY LOCKS AND LATCHES
Products of the "All-Star" Builders' Hardware line by
RUSSELL & ERWIN DIVISION . . . THE AMERICAN HARDWARE CORPORATION

300

NEW HOMES



WITH

SONOAIRDUCT.

PAT. APP. FOR

FIBRE DUCT

LOCATION:
Trevose, Pa.
Harry Shapiro,
Supt.
Van-Sant-Willis
Co., Heating
Contractors,
Orange, N. J.

Proof of an ever-widening use and approval by contractors is this recent 300 home installation of SONOAIRDUCT Fibre Duct in the slab-floor warm air perimeter heating systems.

Economical SONOAIRDUCT is made especially for gas and oil fired warm air perimeter systems, and should be encased in non-porous concrete. Designed to comply with FHA Minimum Property Requirements. 2" to 36" I.D., up to 50' long.

Aluminum foil lined and wrapped with asphalt duplex kraft.



For complete information and prices, write

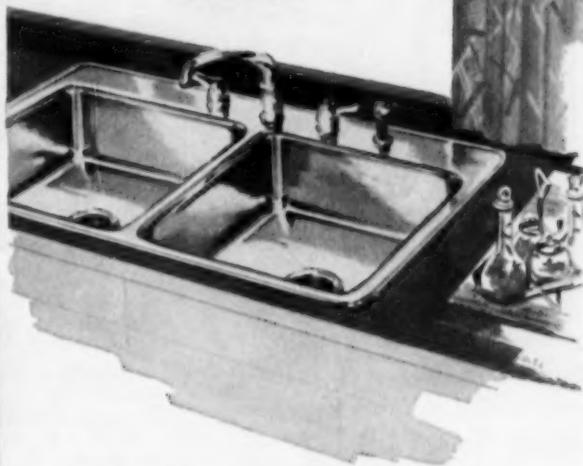
SONOCO PRODUCTS COMPANY
Construction Products Division
LOS ANGELES, CAL. HARTSVILLE, S. C. — MAIN PLANT MONTCLAIR, N. J.
5402 SOUTH WESTERN AVE. 14 SOUTH PARK STREET
AKRON, IND. BRANTFORD, ONT.

MEXICO: Sonoco de México, S. A., Apartado 10239, México, D. F.

JUNE 1955

The luxury look

IN STAINLESS STEEL



at the cost of ordinary cast iron

Stainless steel sinks belong in a modern kitchen. They match any color scheme. And they are easy to clean with no enameled surface to chip or crack . . . A stainless steel sink says you've built the best. Yet you can now install Carlton Stainless Steel Sinks at the low cost of ordinary cast iron. Carlton Sinks are guaranteed never to wear out. First cost is final cost — and that cost is now so low, you can afford to put a Carlton Stainless Steel Sink in even the lowest priced homes.



Don't overlook the special Carlton rubberized undercoating that cuts dish-washing clatter; changes garbage disposal noise from a growl to a purr! See for yourself how stainless steel's extra resilience reduces dish chipping and breakage. Carlton's narrower wall between twin bowls almost eliminates the splash from a swinging faucet, while the deeper (7 1/4") bowl allows up to a full gallon more water capacity.

Special Note to Builders, Wholesalers, Architects:

A Carlton Stainless Steel Double Sink Bowl (32"x21") weighs only 17 pounds, makes installation much easier. Stainless steel, lighter than cast iron or porcelain on steel, saves you money on shipping costs, too. Write for free Catalog 53, illustrating complete line, and send the name of your distributor. SINK DIVISION, Carrolton Mfg. Co., Carrolton, Ohio.

The bright spot in your kitchen

CARLTON STAINLESS STEEL SINKS

65



How Successful Would You Like To Be?

National Homes Corporation offers you the biggest opportunity in the Home Building Industry today, if you can qualify as one of its Builder-Dealers.

Demand for its homes has made National the largest producer in the United States. Since 1948 our production has increased better than 1300 per cent. Today a house comes off National's production line every 11 minutes on the average—and the trend is up.

National Homes Widely Accepted...

... by home buyers throughout the 41 states within our marketing area. Today more than 80,000 American families, living in 3,000 or more communities, own National homes.

... by banks, insurance companies, savings and loan associations and other lending institutions. More than 600 of these institutions—among them the largest in the country—have invested in mortgages on National homes across the land.

... by building authorities whose standards are highly respected by local code and planning agencies. These include the Building Officials Conference of America, Pacific Coast Building Officials Conference, Southern Building Code Congress, and the New York State Building Code Commission.

... by more and more home builders who recognize the significant trend toward building homes the better, modern, industrial way. Over 550 Builder-Dealers already are sharing the success that has resulted from National Homes' leadership in this field.

What National Homes Offers You

As a National Homes Builder-Dealer you will have:

A trained organization to assist with land acquisition, site planning, and your entire building program.

A house package that represents two-thirds of the building job. This is delivered to the site on schedule for the most economical use of local labor. There is no need for warehousing or inventory.

A faster completion time that means a more rapid turnover of capital and a higher dollar volume of profit.

Financing by the National Homes Acceptance Corporation of VA or FHA-approved mortgages.

A coordinated program of advertising and sales promotion of our brand-name product on national and local levels.

What Can You Offer National Homes?

As a National Homes Builder-Dealer you must have the vision and ability to develop the land on which you build.

You must have sufficient capital to finance the kind of a project you have planned.

You must have the ability to manage these finances and the building operation throughout your program.

Above all, you must have integrity and good standing in your community.

If you feel you have these qualifications and want to grasp this opportunity to make your own success bigger by sharing in the most successful home building operation in the country today, please write to me personally. Nothing is more important to me than the development of our Builder-Dealer organization. James R. Price, President, National Homes Corporation, Lafayette, Indiana.

Why NATIONAL HOMES Outsell ALL Others

● Every National home is architect-designed by Charles M. Goodman, AIA, and color-styled by Beatrice West, both foremost authorities in their fields.

● There are 38 basic floor plans—with two to five bedrooms—and more than 200 exterior variations to suit every need and desire.

● Prices range from \$6,000 to \$40,000. Variations in price are due to size, extra features desired by the buyer, and location of the home.

● National homes are produced better, faster, and more economically—which means a lower selling price—by the assembly-line methods of modern U. S. manufacturing.

● They are built of quality materials. No. 1 kiln-dried lumber, for example, is used for all structural framing in National homes.

● Mass purchasing of brand-name materials results in important savings that can be passed on to the home buyer in the price and in important advantages which he gets in the quality of his home.

● The quality of National homes is standardized—every home is engineered and manufactured in accordance with exacting factory standards.

**ONE OUT OF EVERY 48 HOMES BEING BUILT
IN AMERICA TODAY IS PRODUCED BY...**





Prospective Home-owners take Kolordrift to their hearts!



... Flintkote's new woodgrain siding,
*Dura-Shield Finished, gives lifetime beauty and protection

What are the prospects for immediate customers for your new homes?

Wonderful . . . when smart-looking siding like Flintkote's new KOLORDRIFT® is used to dress up exteriors.

This latest addition to Flintkote's complete line of Asbestos-Cement Sidings has instant customer appeal. They see it . . . and really enthuse about its deeply-embossed woodgrain beauty.

KOLORDRIFT is made to last . . . and outlast other comparable types of siding. It won't rust, rot, burn, or ever need painting

to preserve it. This siding is water-repellent and stain-resistant, too. Flintkote DURA-SHIELD finish takes care of that.

Ask your Flintkote Dealer to show you KOLORDRIFT Asbestos-Cement Siding. Comes in 3 beautiful colors: Green, Brown and White. See them today.

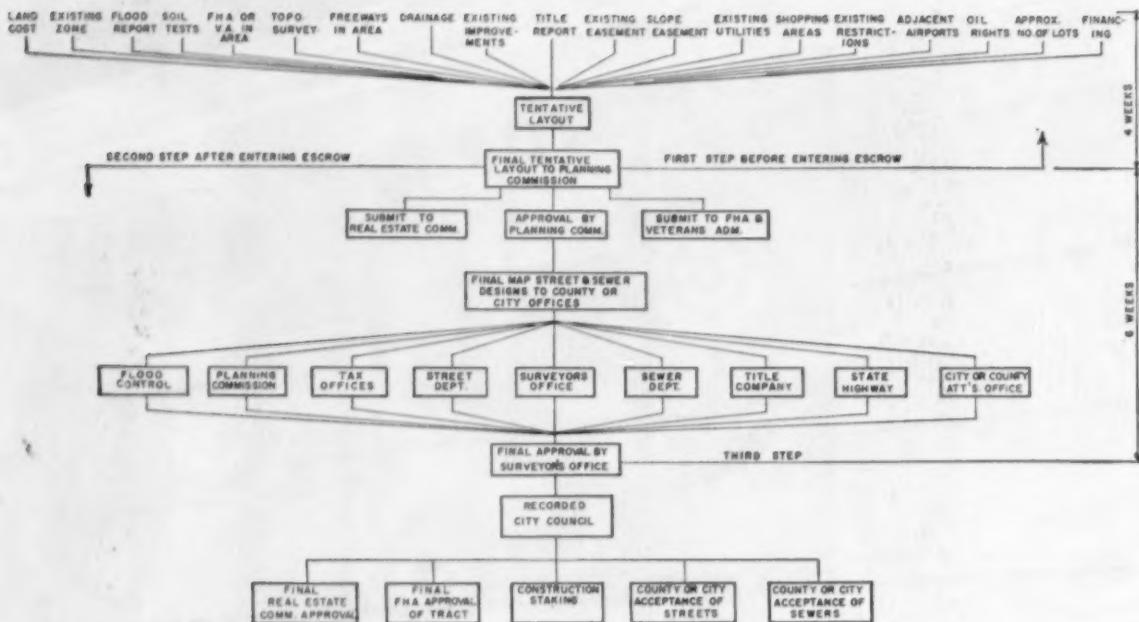
*A trademark of The Flintkote Company

THE FLINTKOTE COMPANY,
Building Materials Division,
30 Rockefeller Plaza, New
York 20, N. Y.



FLINTKOTE *Style and Color Leader since 1901*

Planning a new subdivision?



Here's a guide to what you should know and do before purchasing the property

Following the procedure visualized by this chart will help to avoid the unexpected problems and expenses which spell the difference between profit and loss when undertaking subdivision development. This chart has been prepared by Leo L. Strecker, president of the Karl F. Tuttle Engineering Company, civil engineers and land surveyors of San Diego, California.

In the preliminary investigation of the property, information should be complete enough to determine any and all of the unfavorable aspects involved in the development of the property. The items listed at the top of the chart act as a checklist which will uncover such questions. If each item is investigated thoroughly, the stage will be properly set for making wise decisions along the rest of the way.

Note that the chart presents three logical steps:

First Step

The item of financing is of course all-important. Availability of funds

for the project, along with suitability of the location of the property, should be investigated early.

Then when all other items listed in the chart's top line have been investigated, the decision can be made whether or not to open a conditional escrow to purchase the property. Also, enough information will now be in hand to decide what conditions should be included in the escrow instructions, making sure that you will be released from your obligation if later developments make the project impractical.

The period of escrow will be determined at this time. Such an escrow should be for not less than 30 days and preferably for 60 to 90 days to permit sufficient time to determine legislative and municipal planning requirements.

In this first step also comes the preparation of tentative maps to determine layout possibilities for the proposed project.

Second Step

At this point, the escrow having

been opened, a final tentative map is prepared based on preliminary findings. This will be formally processed with all the interested agencies to determine their requirements. With these requirements clearly understood and set forth, it will be possible to estimate costs accurately and the various contingencies which attach to the project.

Having decided to go ahead with the purchase, detailed surveys are made, final maps prepared, as well as plans and profiles, and all engineering details are worked out. Approval of all this is secured from every agency and department concerned.

This stage will involve a period of about two months.

Third Step

With the assurance of financing, all requirements known, engineering complete, or substantially so, the purchaser may now safely close the escrow, record the final maps, post bonds and proceed with the development of the subdivision.

Here's why more and more home buyers are sold on **GOLD SEAL VINYL**S

● easy to clean

● color-rich

● wear extra-long

● look beautiful



GOLD SEAL VINYLFLOR gives you an almost seamless sweep of flooring. Shrugs off dirt and grime. Everything, from grease and jam to finger paints and crayon, cleans in a jiffy. Comes in 21 handsome, inlaid patterns. By-the-yard, 6' wide. Install over suspended sub-floors, wood or concrete. Standard gauge.



GOLD SEAL VINYL TILE has all the virtues of VinylFlor and can go over ground-level concrete with or without radiant heat, as well as over suspended subfloors, wood or concrete. It's the only vinyl with colors as right for walls as they are for floors. 11 softly striated "Bermuda Hues"; 21 marbled patterns (9" x 9") Standard gauge.



GOLD SEAL VINYLTOP is a versatile, easy-to-clean material for counters and cabinets, shelves and tabletops—even doors. (See it in every room shown here.) It's flexible, easy to cut and cove. VinylTop makes a perfect one-piece counter and splash board. 17 colors that match VinylFlor and VinylTile exactly. 30", 36" or 42" wide.



GOLD SEAL VINYLBEST TILE can be laid over any floor with or without radiant heat—it even goes in the basement. Household soils clean easily. It is highly resistant to grease and resists alkaline moisture present in basements. In 17 of the clearest, truest colors ever. 9" x 9" tile in 1/16" gauge and 1/8" gauge.

All these vinyls carry the GOLD SEAL guarantee of satisfaction—or your money back.

**For home or business...
you get the finest choice of all in...**

INLAID LINOLEUM • RANCHTILE® LINOLEUM • VINYLFLOR • VINYLTOP • LINOLEUM, VINYL, VINYLBEST, RUBBER, CORK AND ASPHALT TILES • CONGOLEUM® AND CONGOWALL® ENAMEL-SURFACE FLOOR AND WALL COVERINGS



**GOLD SEAL
FLOORS AND WALLS**

CONGOLEUM-NAIEN INC., KEARNY, N. J.

One-story house in front . . .



has two-story livability in



Change of levels is concentrated in center of the house, convenient to living room and adjoining kitchen



A corner fireplace and sloping ceiling give character to the living room

BLUEPRINT HOUSE

BUILDER:
Irvin A. Blietz,
Wilmette, Ill.

DESIGNER:
Irvin A. Blietz,
Wilmette, Ill.

SQUARE FOOT AREAS:	
House, full area	1,140
Basement, 1/4 area	142
Carport, 1/3 area	91
Total square foot area	1,373

For computation purposes, carport and basement are fractional so that their cost per square foot will be in ratio with that of the house.

This house is one of a group of 85 similar split-level homes now under construction in Evanston, Illinois. The houses have been designed to have a one-story effect along the street front and a full two-story arrangement in the rear. The land, reasonably level, was reshaped to meet the requirements of the design. The streets and more than 50 per cent of the depth of the lots were left at the normal level. From there on they were terraced down at the sides to an established low level at the rear.

The plan arrangement of this split-level is not new, but it is outstanding because of its simplicity.

The three levels are easily defined and quickly approached from a small hall, which is actually a part of

MORE



the rear



Lot was terraced down to incorporate the needed low level for garden living at the rear

One-story house in front . . .



has two-story livability in



Change of levels is concentrated in center of the house, convenient to living room and adjoining kitchen



A corner fireplace and sloping ceiling give character to the living room

BLUEPRINT HOUSE

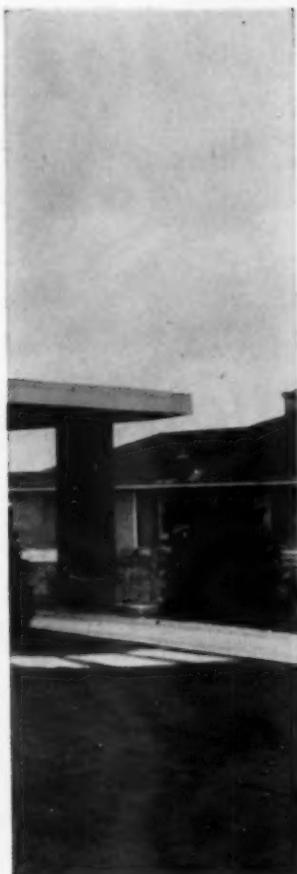
BUILDER:
Irvin A. Blietz,
Wilmette, Ill.

DESIGNER:
Irvin A. Blietz,
Wilmette, Ill.

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MORE

the rear



Lot was terraced down to incorporate the needed low level for garden living at the rear



Lower-level recreation room has walls finished in pecky cypress. Exposed planking and beams on ceiling

the living room. Stair flights adjoin one another, one having five steps up to bedrooms and bathroom, the other having eight steps down to recreation and utility room. The lower area can be quickly serviced from the kitchen and other rooms at grade level.

This type of plan is especially suitable for a family with teen-age or younger children who need a place of entertainment away from the rest of the family. This need is met by the separate recreation room, with its direct access to the outside, and by the grade-level living-dining room with its own approaches.

The house is built of poured concrete walls to grade, with brick veneer to the underside of the high-level floor joists on rear and side walls. Stone veneer on the front, returns on the side to chimney projection. Walls above are frame faced with vertical boards and battens. The underside of the 2x6-inch flooring and the supporting floor beams for the bedroom area are left exposed in the rooms below. The entire floor of bedrooms and adjoining closets are carpeted.

For information about complete one-quarter inch working plans of this house write American Builder Home Plans Service, 79 W. Monroe St., Chicago 3, Ill.

BRAND NAME PRODUCTS USED

Armstrong linoleum	Mueller forced warm air furnace
Balsam Wool insulation	Ratox sliding doors
Bildrite sheathing	Rheem hot water tank
Cabot exterior paints	Robbins vinyl tile floor
Fenestra steel windows	Rockwool ceiling insulation and batts
Formica counters	Sterling sliding door hardware
Johns-Manville asphalt shingles and tile	Trade Wind kitchen ventilating fan
Kehler plumbing fixtures	Tracy kitchen cabinets and sink
Martin-Senour interior paints	U.S. Gypsum Sheetrock
Minneapolis-Honeywell controls	
Mosaic ceramic tile wainscot	

SEE BLUEPRINT FOR WORKING DRAWINGS ►

AMERICAN BUILDER

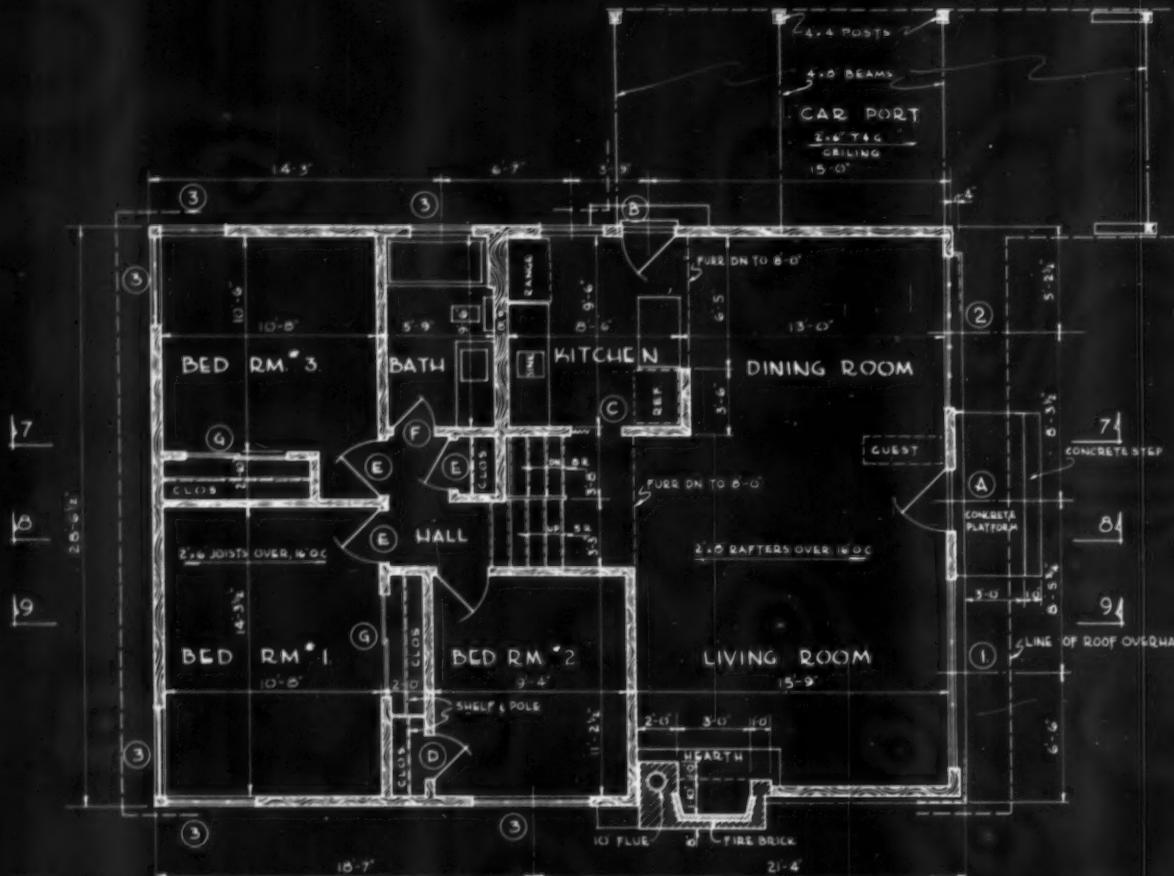


FRONT ELEVATION
SCALE 1/8" = 1'-0"

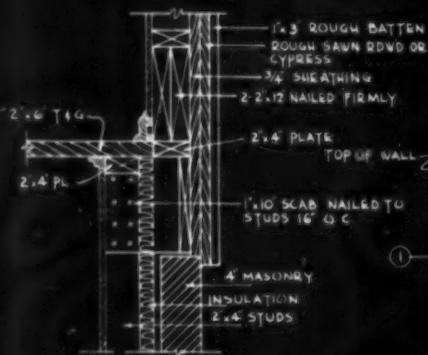
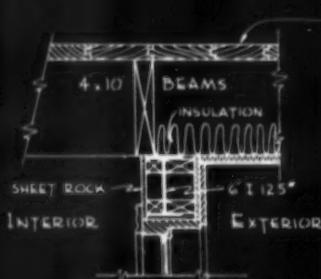


REAR ELEVATION
SCALE 1/8" = 1'-0"

PULL OUT FLOOR PLAN

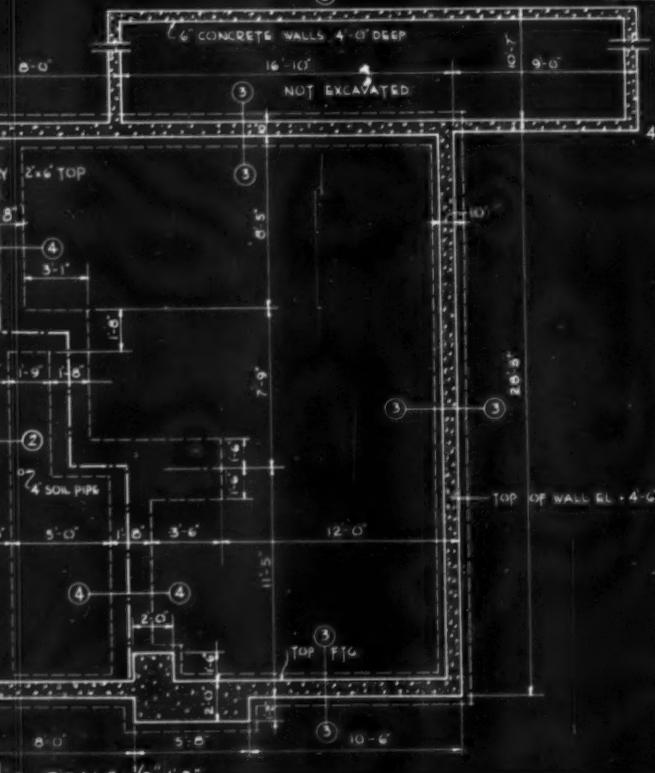


PLAN OF UPPER LEVEL
SCALE: 1/8" = 1'-0"





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



SCALE: 1/8" = 1'-0"



SECTION 4-4



SECTION 2-2

SCALE: 3/16" = 1'-0"

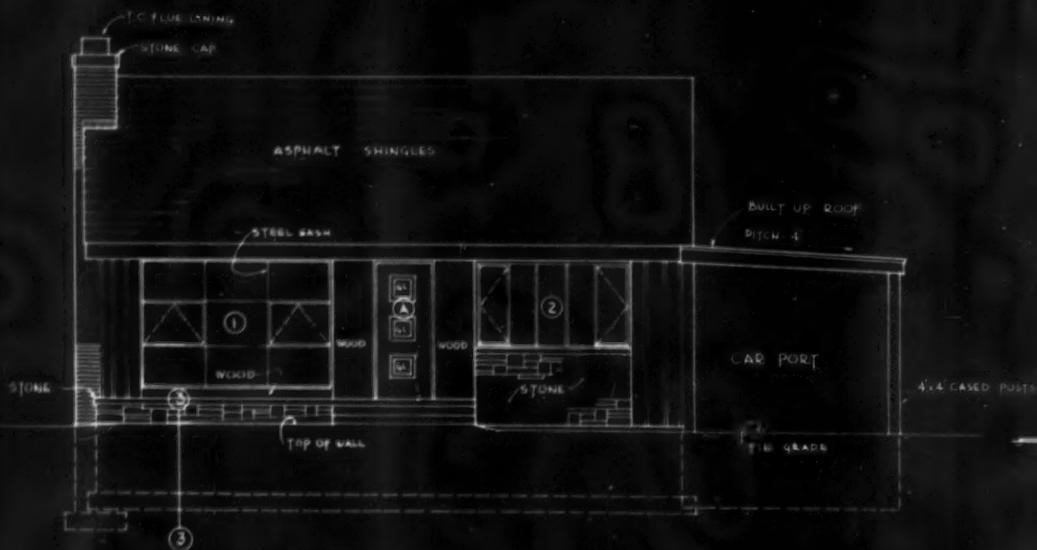


SECTION 3-3



SECTION 1-1

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



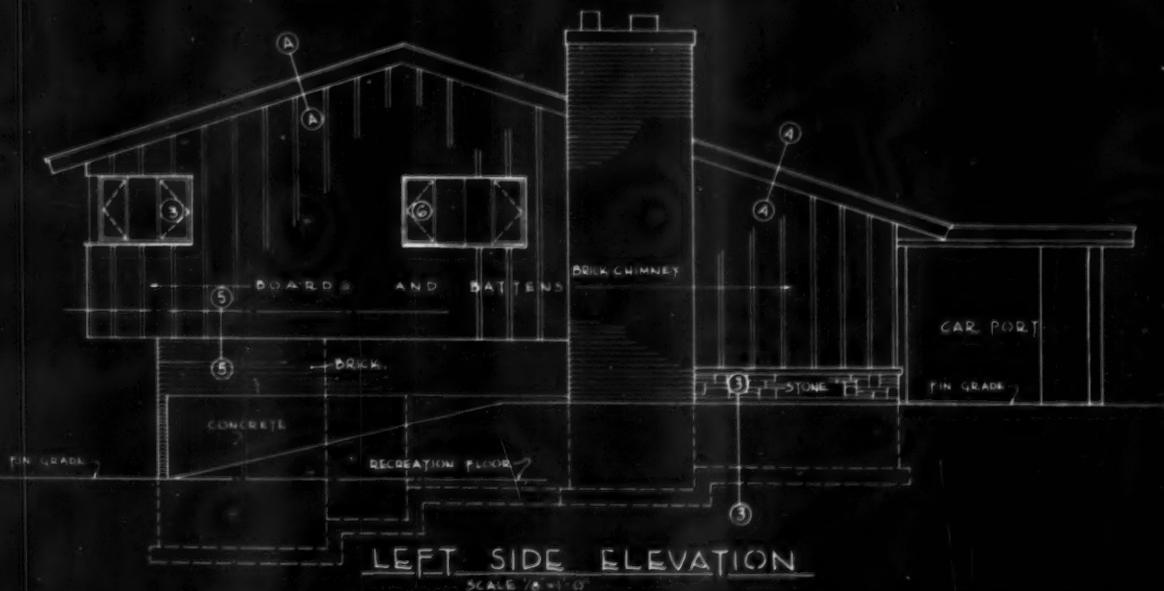
REAR ELEVATION
SCALE 1/8" = 1'-0"

PULL OUT FLOOR PLAN



RIGHT SIDE ELEVATION

SCALE 1/8" = 1'-0"



LEFT SIDE ELEVATION

SCALE 1/8" = 1'-0"

DESIGN No. AB. 220

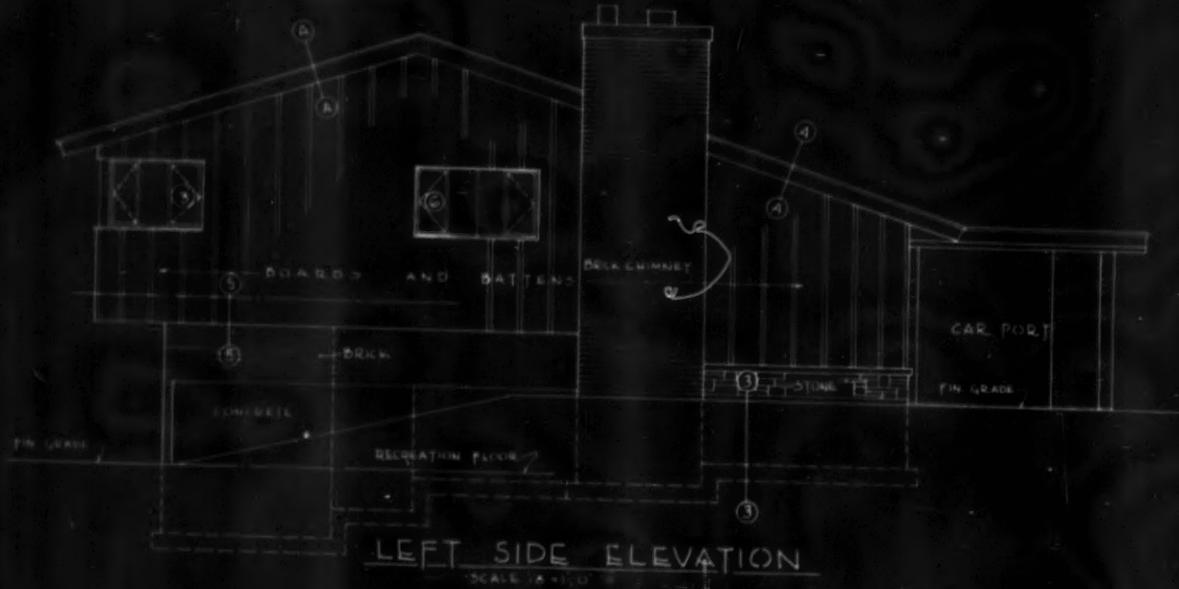
AMERICAN BUILDER BLUE PRINT SERIES
DESIGNED BY

I. A. BLIETZ
EVANSTON, ILL.

Simmons-Boardman Publ. Corp. 79 W. Monroe St. Chicago 3, Ill.



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



LEFT SIDE ELEVATION
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DESIGN No. AB. 220
 AMERICAN BUILDER BLUE PRINT SERIES
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 Simmons-Boardman Publ. Corp. 79 W. Monroe St. Chicago 3, Ill.

Quantity List of Materials

For American Builder Blueprint House No. 220

Irvin A. Blietz, Designer

General Information

House — Type	masonry and frame
Area	1,140 sq. ft.
Cube	19,380 cu. ft.
Height taken for cube was 17 feet	
Carport — Area	273 sq. ft.
Stoop — Area	32 sq. ft.

Excavating

Trench for foundation	46 lin. ft.
Chimney wall and column footings	164 lin. ft.
Excavation for basement	122 yards

Cement Work

Foundations	765 cu. ft.
Concrete work	448 sq. ft.
Thickness	4" concrete slab
Stoops and Steps	40 sq. ft. (thickness varies)
Anchor bolts	30½"x10"

Masonry

Type	brick and stone
Veneer walls	brick — 200 sq. ft.
	stone — 72 sq. ft.
Window sills and stone cap	37 lin. ft.
Chimney	144 cu. ft. brick
Flue lining	10' — 12"x12"
	16' — 8"x 8"
Cap	stone
Fireplace	face brick
Throat and damper	1
Lintels	1

Iron Work

Structural	28' — 10" — 25#
	14' — 6" — 12.51#

Millwork

Windows — type	casement
material	steel
Windows glazed including trim	2 — 9 ft. 38⅞"x26⅞"
	1 — 5 ft. 19⅞"x50⅞"
	7 — 3 ft. 19⅞"x38⅞"
	1 — 1 ft. 38⅞"x19⅞"
Exterior doors:	
1 — glass panel door	3'0"x6'8"
1 — sash door	2'6"x6'8"
1 — French Door	2'6"x6'8"
Exterior millwork	
Louvers	1 peak head wood
Interior doors including jambs and trim	1 — 2'2"x6'8"
	5 — 2'6"x6'8"
	1 — 2'4"x6'8"
Special interior doors	
Folding	1 — 2'6"x6'8"
Sliding	2 pr. sliding — 2'6"x6'8"
Special interior millwork	1 set mill stairs,
	13 risers, basement to
	bedroom level

Carpentry

Base and girders	5 — 4"x4" — 8'0"
	4 — 4"x8" — 12'0"
Foundation plates	156 lin. ft. 4"x4"
Joists	6 — 4"x10" — 18'0"
	3 — 4"x10" — 24'0"
	10 — 2"x10" — 16'0"
	6 — 2"x10" — 20'0"
	8 — 2"x10" — 22'0"
Bridging	132 lin. ft. 1"x3"
Studding and plates	190 — 2"x4" — 8'0"
	12 — 2"x4" — 10'0"
	50 — 2"x4" — 12'0"
	28 — 2"x4" — 14'0"
	36 — 2"x4" — 16'0"
	24 — 2"x4" — 18'0"
	156 L.F. 1"x6"
Ceiling joist	13 — 2"x6" — 10'0"
	9 — 2"x6" — 24'0"
	11 — 2"x4" — 8'0"
Roof rafters	24 — 2"x8" — 18'0"
	24 — 2"x8" — 30'0"
	12 — 1"x6" — 14'0"
	30 L.F. 2"x10"
Framing lintels	4 — 2"x10" — 10'0"
	1 — 2"x 8" — 10'0"
	2 — 2"x 8" — 8'0"
Subfloor	575 b.f.m. 1" beards
	1,300 b.f.m. 2" t&g
Roof sheathing	3,600 b.f.m. 1" sheathing
	750 b.f.m. 2" t&g
Side wall sheathing	1,430 sq. ft. or
	1,785 b.f.m.
Side wall materials	1,175 sq. ft. or 1,360 b.f.m.
	— 690 lin. ft. 1"x3" batten
Flooring — hardwood	426 sq. ft.
softwood	84 sq. ft.
Exterior material	
Soffits	224 sq. ft. exterior plywood
Eaves	152 lin. ft. 1"x10"
	184 lin. ft. 2"x 2"
	142 lin. ft. 1"x 2"
Carport	10 — 1"x6" — 8'0"
	10 — 1"x4" — 8'0"
	2 — 2"x8" — 12'0"
	1 — 2"x8" — 16'0"
	2 — 1"x8" — 12'0"
Insulation	112 sq. ft. floor insulation
	(ceiling insulation not shown)

Sheet Metal

Flashing	chimney and carport
----------------	---------------------

Roofing

Type	15 squares asphalt shingles
	3 squares built-up roof

Interior Walls

Area to be covered	4,200 sq. ft.
--------------------------	---------------

● This quantity list will be subject to variation depending on the common practices in various sections and municipalities of the country, the techniques of individual builders, the types of materials available locally and cost factors. The list published here is a suggested one, complete enough so that it can be used in arriving at a reasonably accurate estimate of the quantities and cost of materials that will be required to complete the structure. It was prepared by experts at the Elyard Hines Lumber Co., Chicago.

PLYWOOD



PLYWOOD WAS BORN on this site of the old Portland Manufacturing Company in Oregon, when this firm "glued-up" a few panels of Douglas fir in 1905.



50 YEARS LATER, plywood has grown to an industry with some 100 plants producing about 4 billion feet of plywood a year. Here are the architects and DFPA officials who have planned plywood's Golden Jubilee, being celebrated this month. Left to right: Chris Choate, Robert Anshen, John Campbell, W. E. Difford, managing director of DFPA, A. Quiney Jones, Whitney Smith and Joseph Weston, DFPA field promotion director

From a lowly beginning in 1905, when a sheet of plywood was displayed as a curiosity item at the Lewis and Clark Exposition of that year, plywood has become a basic commodity in the light construction industry. First used for vegetable crating, the material was soon taken up by door manufacturers. After World War I, plywood was sold for other uses, though the auxiliary plants of the door manufacturers were still the chief supply of the material.

In the 1920's plywood was used extensively by the automobile industry. Many plants ran 24 hours a day to supply the great demand. Plywood for wall paneling was born about the same time. A plywood distributor visiting a summer cottage noticed the buckling paper board on the wall and decided that plywood could be sold in the housing market. Plywood for walls started the industry's greatest promotion. Hundreds of thousands of samples of fir plywood were sent to builders and architects.

A search for waterproof glue has long been one of plywood's goals. In 1933 a research program was started to find waterproof glues that would allow exterior grades of fir plywood. This opened up a great period in plywood's fabulous growth. In the late 1930's the U. S. Forest Products Laboratory in Madison, Wisconsin, built the first prefabricated stressed skin plywood house, which is conceded to be the forerunner of modern prefabrication. Other noteworthy uses of plywood followed.

Up to this time there had been a reluctance on the part of many to use plywood due to lack of standardization of the material by its makers. Many attempts were made by the industry to join hands to improve the product. In 1933, during the days of governmental control (NRA), the industry's trade association, the Douglas Fir Plywood Association, was organized. The same year saw the adoption of the first commercial standards for fir plywood. In 1938 the joint industry grade-trademark "Plyscord" was introduced.

From this point on, great strides forward were made. DFPA instituted a field program. FHA accepted all grades of fir plywood for use in housing. New ideas were and are constantly being introduced and researched by DFPA. Metal clips that eliminate blocking, and earthquake-proof roof diaphragms are two such ideas.

In celebration of plywood's 50th anniversary, the DFPA will, late this month, introduce 50 new ideas that will show dramatic new uses for the material.

PLYWOOD IN THIS ISSUE

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Ideas for built-ins	84-85
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Plywood joint details	246

all-around building material

Economies all along the line



WIDE-SPAN JOISTS AND 1-INCH PLYWOOD SUBFLOOR save time for subs, money for the builder

PLYWOOD FOR FLOOR FRAMING



BETWEEN JOISTS is a 2x4 nailer, also on 4-foot centers . . . Nailers are positioned with Teco framing clips for strength and speed of installation

Seattle builder Kenneth Larsen, in cooperation with Douglas Fir Plywood Association engineers, has developed a floor framing system that has many direct and indirect cost-saving features.

The 24-foot wide building has two bearings supporting the floor load, instead of the usual one. Posts (4 by 10) set on continuous footings support 8-foot-long 4 by 6 joists spaced 4 feet o.c. At the center of the joist is a 2 by 4 nailer spanning 4 feet o.c. One-inch fir plywood is nailed to this framing system as the subfloor. The plywood is nailed with either 8d commons or ring shank every 4

inches along the bearing. The large heads are set about $\frac{1}{16}$ -inch below the face of the plywood. This precaution is recommended so that the nail head will not show through if the beam shrinks. This is an especially important requirement when resilient types of flooring are used. The nail holes are not filled, though knot holes or other openings are.

Larsen has found that his sub-contractors save on labor cost in

working with this joist system. Both the plumber and heating subs save \$30. The in-place cost of the floor adds another \$78 in savings. Because the joists are set into the foundation, the house is lowered almost a foot, which means other savings. Ninety dollars are saved on concrete steps and stoops.

Larsen figures the cost of framing at \$98 including 12 man hours of labor, and 814 board feet of lumber

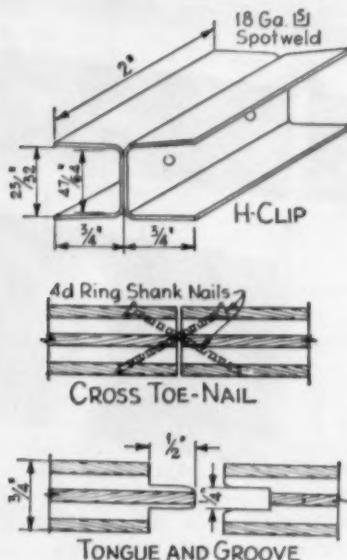
at \$68 per M. Included in this cost are the Teco clips used for the 2x4 nailers. The cost of a conventional system would be \$181.

Plywood for the subfloor, C-D grade, costs Larsen \$233 per M. Including the $3\frac{1}{4}$ man hours of labor, the cost of the subfloor is \$256. Diagonal shiplap would only amount to \$112, but the plywood needs no other underlayment, which would have cost Larsen \$168.

PLYWOOD FOR ROOF FRAMING



SPECIAL H-CLIP HOLDS THE EDGE OF $\frac{3}{4}$ -INCH PLYWOOD DECKING. No other blocking is needed. An alternate way to save on cost would be to tongue-and-groove the plywood



Savings of \$2,700 were realized on this Tacoma, Washington, school job when the builder used $\frac{3}{4}$ -inch plywood roof decking on 4-foot spans, using "H" clips. The savings per thousand feet of roof surface amounted to \$123. The clip which speeds the job and saves framing lumber is used at midspan, instead of edge blocking. Only one clip is needed, though two were used here.

The steel joists have 4x4 wooden nailers fastened to their tops. Plywood is nailed to the nailer. Plywood application costs were \$183 per M using the "H" clip. Edge-blocking costs estimated by the same contractor would have amounted to \$206 per M using the same wide-

span spacing of the joists. Carpenter time was shortened to $5\frac{1}{2}$ hours and $2\frac{3}{4}$ hours for the helper per M, using the "H" clip system.

Similar savings can be realized if the plywood is tongue-and-grooved. This would do away with the "H" clip, though the tongue-and-grooving will cost more than the clip. The clip and the tongue-and-grooving both transfer the loads at the edges to the adjacent panel.

The plywood panels are nailed to all supports with at least 8d nails spaced six inches at the panel edges and 12 inches at the center support. If panel edges are not blocked, the center support nails should also be spaced six inches.



$\frac{3}{4}$ -INCH PLYWOOD DECKING goes over 4-foot spans and is nailed to 4x4 nailers secured to tops of the joists

AMERICAN BUILDER

PLYWOOD FOR FORM WORK

Two-foot plywood forms and extra-long clamps are saving materials and time in the big Carol City project at Miami, Florida, which is detailed in the article on pages 100-103 of this issue of *American Builder*. These forms are used in the pouring of a tie beam 8-inch by 1-foot which strengthens the walls of Carol City houses and provides an anchor for the roof.

Using a 2-foot form for a 1-foot beam makes it possible to use the same form for heads of windows and doors. This gives a continuous pour around the house without driving a nail to piece on extra plywood over doors and windows. Because nails are not used, there is saving of materials and driving time. Total cost of erection and stripping runs about six cents a square foot by the no-nail method. The cost would be about eight cents using shallower forms and lighter clamps.

Since the plywood forms are not banded up with nail holes, they can be used and reused for as long as 18 months to two years. Care of the forms between pours is simple. They are tapped with a rubber hammer to knock off shales of concrete. Then they are sprayed with the cheapest light oil, which prevents the sticking



REUSABLE 3/4-INCH FIR PLYWOOD FORMS AND OVER-SIZED CLAMPS are cutting 12 per cent on materials and 20 per cent on labor cost in building reinforced concrete tie beams

of bits of cement and helps keep the plywood water-resistant. If there is a long delay between uses, the forms are brushed with a wire brush, re-oiled and stored.

Carol City forms have extra protection at each corner in the form

of a patented electro-galvanized steel grip-plate.

The extra-long clamps used here are made of 1 1/2-inch by 1 1/2-inch by 1/4-inch angle iron, and are long lasting. They are applied about 2-feet on center eliminating all walers.

HOW TO PAINT PLYWOOD FOR EXTERIOR EXPOSURE

Texture 1-11 is different in its finishing from other plywoods. The recommended finish coating is a shingle stain type of product that dries flat without gloss, does not penetrate completely but does leave a thin coat on the surface. The shingle stain must produce an even color over the light and dark parts of the wood grain and the knots. The stain therefore must not be transparent and not too translucent. Clear finishes, or penetrating, low pigment stains are not recommended for Texture 1-11.

Standard plywood panels must be primed quickly and have the edges sealed. Edge sealing is to stop moisture absorption, which causes rapid expansion and contraction of the surface veneers, which in turn leads to checking and the ultimate deterioration of the coating of paint. The edge sealer may be a heavy



STANDARD GRADES of fir plywood give better service if edge primed, preferably before application

coat of high-grade exterior primer, aluminum, or heavy lead and oil paint. With siding, the edge sealing should be done before the siding is applied. For the best and longest lasting finish, plywood panels should be back primed during construction.

High grade exterior house paints of either titanium, lead, zinc (TLZ), or white lead and oil give excellent

service on plywood. Paints which set to a hard brittle finish should be avoided.

A three-coat paint job is the best conventional finish for exterior plywood. The first coat is the prime coat, thinned with linseed oil. Other primers such as one made by mixing aluminum paste and long oil spar varnish may also be used. The prime coat is very important—brush it on well.

Texture or stucco paint finishes are easily obtained on plywood. Synthetic resin or oil-base paints containing mineral particles have proved popular and in most cases quite satisfactory. Be sure the primer and the texture paint are chemically compatible.

Natural and stain finishes are not recommended for exterior exposure on smooth face, rotary-cut Douglas fir plywood.

PLYWOOD FOR



VERTICAL PANELING in this living room wall is large sheet Texture 1-11. This material is quickly installed, gives a pleasing effect and avoids seam problems



PLYWOOD SQUARES are applied here over plywood stripping. The result is "something different," and also avoids edge seams



HORIZONTAL SCORED PLYWOOD is used on this bedroom wall. The scoring is another way to hide the seams, also gives the room illusion of greater width

WALL FINISH



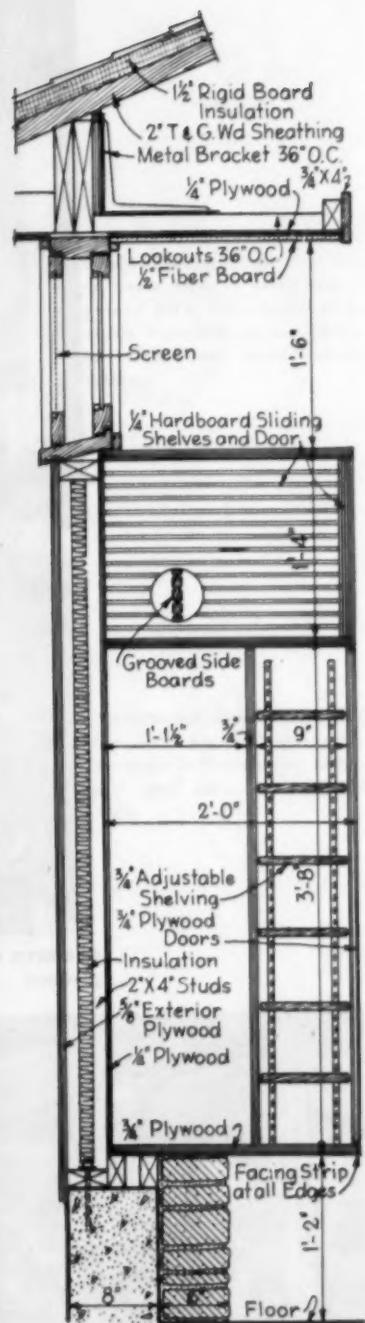
DRAMATIC PATTERNED WALL is achieved by nailing vertical $\frac{3}{4}$ -inch by $\frac{3}{4}$ -inch battens over the plywood



HALF-ROUND BATTENS OVER PLYWOOD PANELS on two-foot centers. Battens hide the seam of the butt edges of the plywood



IDEAS FOR PLYWOOD BUILT-INS



STORAGE WALL FOR LIVING ROOM or activity room is 16 feet long, has areas for clothes, bulk storage items, model-making equipment, games and books. Unit has beauty as well as utility. Architect James Hunter of Boulder, Colorado, designed it for his own house

AMERICAN BUILDER



DESK AND ENTERTAINMENT CENTER can be worked into storage wall, opposite end of which can be given over to storage



BUILT-IN FOR A GIRL'S ROOM has storage area next to bunk. Inexpensive built-in storage and furniture ideas such as these free floor space in a small room



WARDROBE WITH CENTER BANK OF DRAWERS is an attractive addition to a master bedroom or a den that converts to guest bedroom



AT RESEARCH VILLAGE:

New emphasis on two kinds

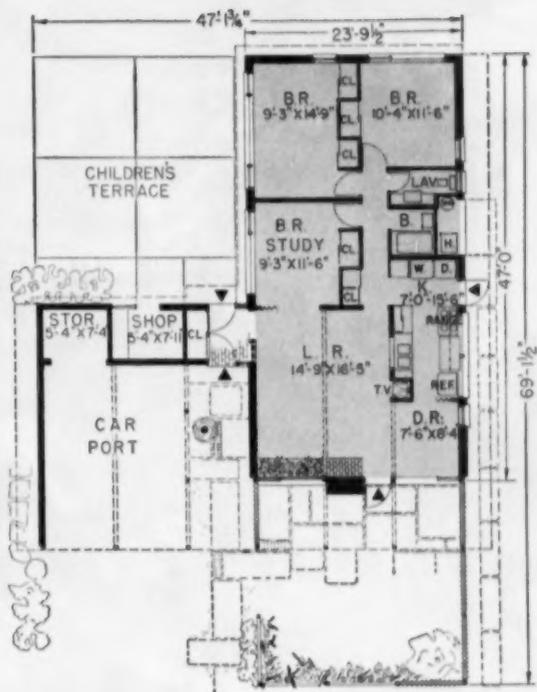
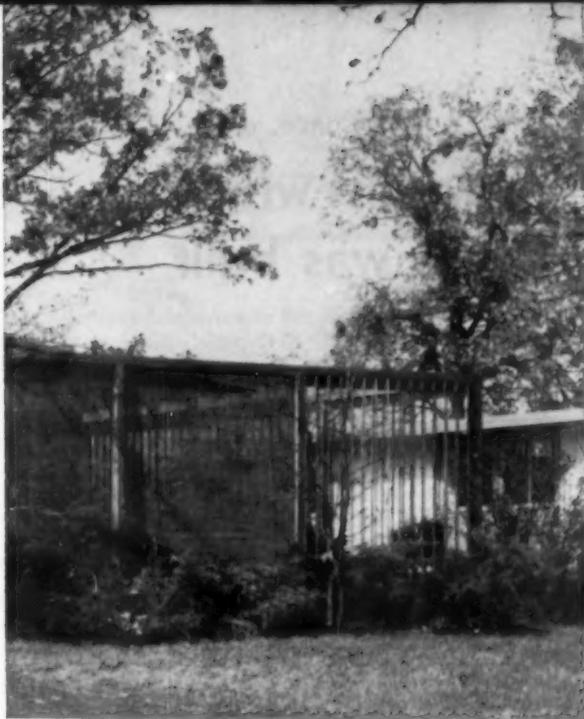


1. ENCLOSED

In this living room, glass is used extensively to free the small rectangular

form of the basic house. A complete view is obtained of the outside patio. Door from the dining room makes eating on the patio easy. The small metal-hooded fireplace in center

of the outside wall is kept in scale with the room. A pass-through with folding door is located in the wall over the kitchen sink for service to the living room



Here's an 1,100 square foot house with a living potential of 2,200 square feet

of space



2. SEMI-ENCLOSED

The exposed framework of the patio integrates with the framing of the

house, appearing to be an extension of the living-dining room. Privacy is obtained by a diagonal wood screen and bamboo roll blinds, which raise up for a view of the street

NOW SEE HOW THIS HOUSE WAS BUILT



ENCLOSED

Added depth and space are given to the living-dining room through the large opening to the adjoining study

SEMI-ENCLOSED

The outdoor entranceway leading to the front door sets change of pace in design of walls and roof



Two kinds of space, con't

How and why this house was built

This house is one of the experimental group of six houses which make up U. S. Gypsum's Research Village at Barrington, Illinois. It is the result of the combined design effort of Harris Armstrong, architect, Kirkwood, Missouri, and Don Drummond, builder, Kansas City, Kansas. It is a house in which research has developed new thinking on the value of space.

In the past, space in the house has been considered on the basis of the heated or enclosed areas. Today, with the emphasis on outdoor living, the semi-enclosed portions are given added importance. Therefore, they are now made a part of the plan package.

In this case the total potential is 2,259 square feet. By considering all segments of the house alike, the cost will be less than \$10 per square. On the basis of separate units the cost would be spread as follows: the basic house, \$15.25 per square for 1,110 square feet; carport, storage and shop, \$5 per square for 639 square feet; patio, \$3 per square for 510 square feet. This makes a total of 2,259 square feet of house for \$21,500.

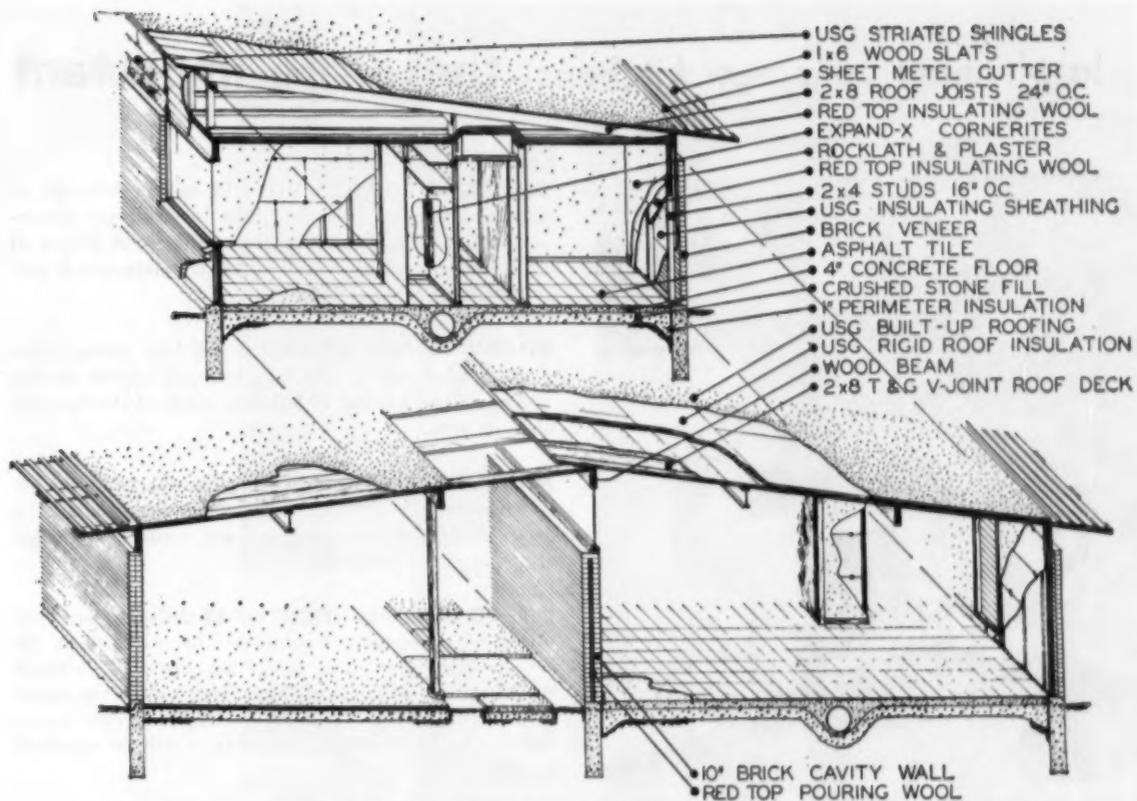
Where space, both indoor and out, is considered in an over-all way, then this method of computation is fair.

Of particular interest is the location of the patio. Placed directly in front of the dining-living room it becomes an extension of these rooms. The wall that faces the adjoining property is screened from view by vertical board fence spaced diagonally. This continues halfway across the front, with the balance of this wall and the entrance side covered with a rolling bamboo screen. This arrangement permits a view of the road when the curtain is rolled up.

Of equal importance in the planning is the open entranceway leading back to the front door, with the carport adjoining on one side. The large oak tree and the regular interval spacing of the roof boards give this approach an intriguing pattern of light and shade. Added interest is created by the change of pace in the use of materials, such as brick, diagonal boards, and clerestory windows. All these factors lead directly to the brilliantly colored Formica-covered front door.



Children's play terrace, located at the rear of the carport, with door leading directly to the front entrance hall



Construction is similar for both semi-enclosed and enclosed areas



Compare this with finished construction on page 87

In planning your new kitchens—these are important



DROPPED COUNTERS, 30 inches from the floor, make it easy to prepare food from a sitting position. Don't forget to allow plenty of knee room under the counter.



THE STORE-IN-PLACE PRINCIPLE can make better sense out of a breakfast bar. Leaving the center portion under the counter open permits storage of a small serving table, as well as knee room when counter is used for other purposes.

DETERMINE COUNTER HEIGHTS in the interests of lightened kitchen work load, not by arbitrary dimensions. This will mean counters of the usual height of 36 inches *combined with* dropped counters which permit working while sitting.

REVOLVING CABINET ABOVE and lazy suzan below counter take care of the hard-to-reach corner spaces, and should be located within easy reach of the dropped counter area.

MIDWAY CABINETS, located against the wall and between counter and upper cabinets, can be one-half the depth of standard cabinets, will add small-item storage at a convenient position.

KEEP TO OVER-ALL HEIGHT OF 83 INCHES from floor to top of above-counter cabinets. This will permit the average-sized person to reach the top shelf without straining. To achieve this dimension, reduce the space between the counter and the underside of the upper cabinets to 14 inches. Upper cabinets will be standard height.

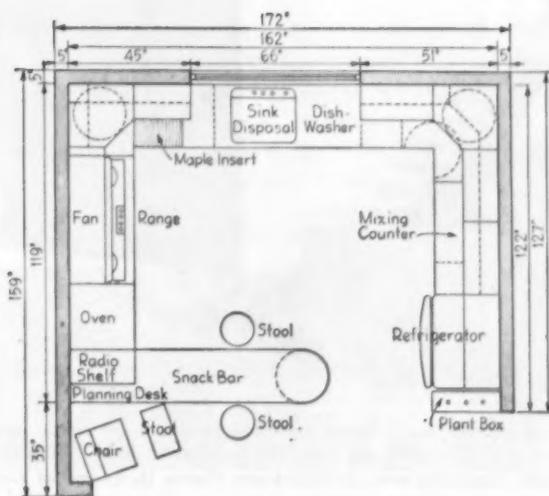


GROUP WORKING UNITS LOGICALLY in relation to one another. This food preparation counter (at 30 inches) is flanked on one side by the refrigerator, on the other by revolving corner cabinets and mixer. Facing is handy midway cabinet and pegboard. Note that the range unit (extreme right) is built to the 33-in. height best suited for ease of working with all types of utensils.

points



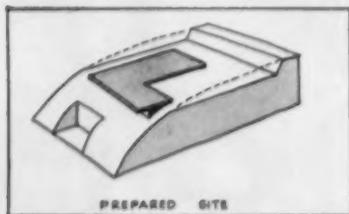
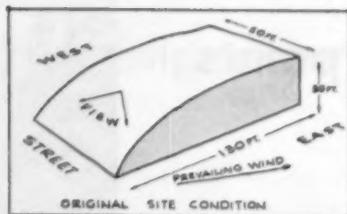
Photos and data by Mutschler Bros. Co.



USE OF NEW BUILT-IN ranges and ovens combines and simplifies kitchen details, helps to streamline the work pattern. Built-in range top actually adds to normal counter space. The ideal height for the counter range top is 33 or 34 inches.

AN IDEAL ARRANGEMENT where one end of the kitchen work space is left open to the dining area. The snack bar at one side and the planting box grille combination at the other, provide the necessary separation.

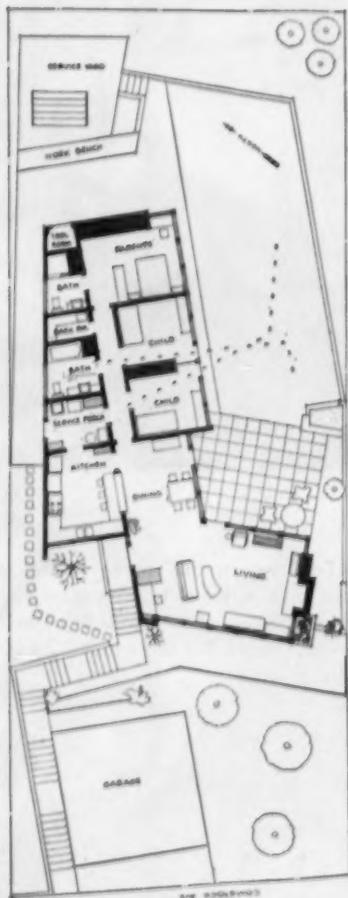
How would you handle it? →



PREPARED SITE

SOLUTION: about eight feet were cut off the top to form a plateau for the house, except for a small portion at the rear which was left untouched for a play and service yard. Garage was sensibly placed at street level. (Right) planting and fence give patio privacy

← A steep lot nicely solved



HOUSE WAS PLANNED for all major rooms to face the slope and the patio. Position and profile of the house create outdoor living area and provide a barrier against prevailing winds



TO GAIN GROUND toward the rear without resorting to fill, a portion of the front of the house was cantilevered out from the foundation wall. This adds to appearance without increasing cost. Architect was Morris D. Verger of Los Angeles

THE NEW BEAUTY OF CONCRETE MASONRY



Over FIVE MILLION 8-inch (or equivalent) Vibrapac Block units were used in New York's modern Riverton Apartments (Starrett Bros. & Eken, Inc., builders). No multiple dwelling structure is too big . . . no single home too small . . . to enjoy the incomparable benefits of Vibrapac Block.

Many more modern housing-units to cost less by using permanently beautiful concrete masonry!

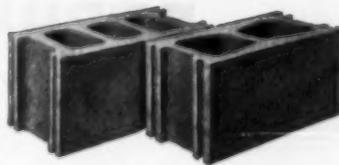
Economy alone would not account for the marked trend toward Vibrapac Block. Added to many other advantages, however, the economy factor carries a lot of weight with everyone aiming at good building practice. True structural economy involves not only *initial cost* but also years of *minimum maintenance costs*. The "bonuses" of concrete masonry are many! *

"What profiteth a man to build his house upon the sands" of economy, only to face excessive maintenance-costs later? Security against deterioration is all-important.

Since most men have to work the better part of their lifetime to acquire modern shelter, it's very vital to build for *permanent beauty* and decades of comfortable convenience. Modern concrete masonry provides many of the answers to problems of long-service shelter.



Whether plans call for a single family home, or a multiple dwelling structure, concrete masonry is practical.



* "Dense aggregate" Vibrapac block for exteriors . . . lightweight aggregate Vibrapac block for interiors . . . pleasing color tones and textures . . . "built-in" insulation advantages . . . sound-absorbing qualities . . . permanent protection from termites and rodents and from damp-rot or deterioration by weather . . . these are some of the many practical Vibrapac block "bonuses."

Initial cost of Vibrapac Block construction is low. Upkeep stays at a low minimum. Architectural beauty is longer-lived. Dollar-wise, security-wise, comfort-wise, it's best to build with Vibrapac Block . . . for both exteriors and interiors.

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Less time required for erection . . . reasonable initial cost . . . modular sizes that "make everything fit," thus simplifying installation of door and window jambs and equipment . . . varieties of color impregnations and textures in Vibrapac Block itself . . . and other unique advantages . . . all add up to "more for the money" in modern housing and other structures. Helpful booklet gladly sent on request. BESSER COMPANY, Box 183, Alpena, Michigan, U. S. A. A 8272-1PA

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You save hours, save dollars and add closet convenience that sells homes—all with Truscon Steel Sliding Closet Doors.

Here's how. You simply build the wide opening to size and attach your Truscon Steel Door Frames. Shipped knocked down, they are easily assembled in minutes. Corner connections form neat hairline joints. These Truscon Frames are finish trim and molding, too. And, they're sized to fit practically every type of wall construction.

Now install the floor track, engage door leaves in header and track and you're done. No cutting, fitting, planing needed. You've erected a door that slides quietly on nylon rollers, that won't stick

because steel can't ever warp, swell or shrink. One-coat painting to match room decorations completes the job.

And what superb closet convenience you have to sell! Women love closets they can see in, see up, reach in, reach up. No fumbling. Everything in plain sight. Closets with sliding door convenience sell homes. Truscon is pre-selling them in extensive national advertising.

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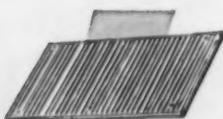
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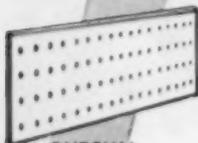
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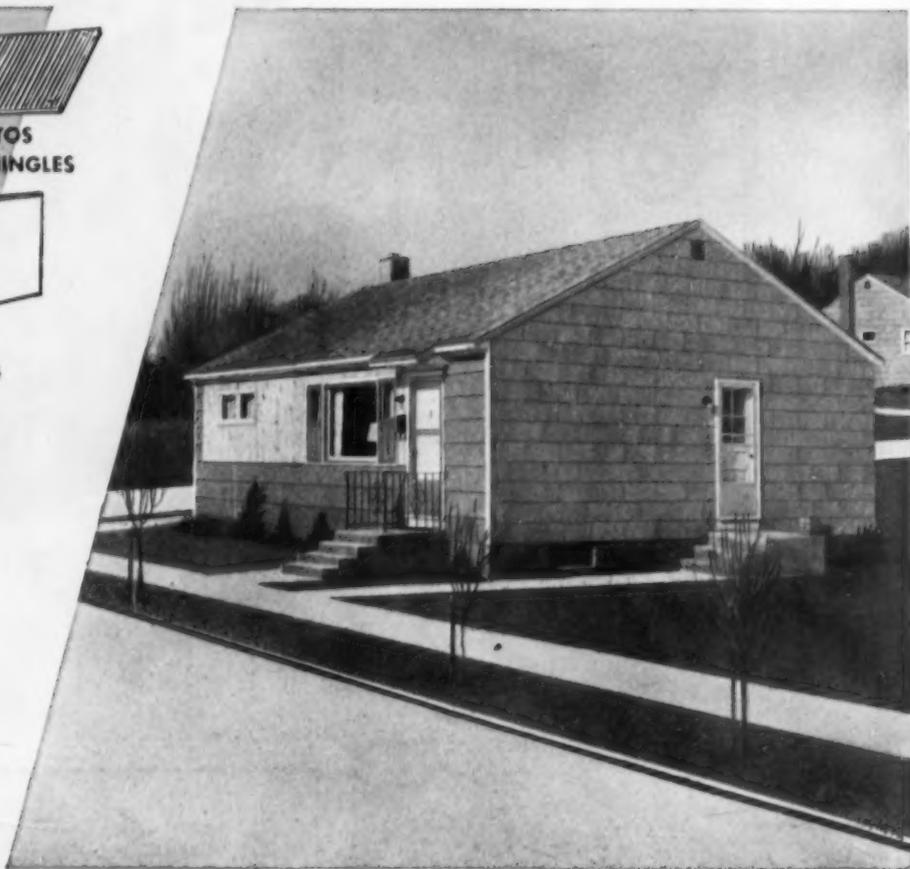
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ALL THE WAY

in our Ellendale Homes Project!"



"One line of quality building materials made to be used together, helped us offer more for less!"

says MR. DANTE COTUMACCIO,
Project Home Builder, Utica, N. Y.

"We sold 37 homes, within a few hours, on the first day our Ellendale Project was opened! Buying from one source streamlined our operations and let us put more value into our homes and still sell them for \$10,500. Gold Bond's quality from start to finish certainly helped make this possible!"

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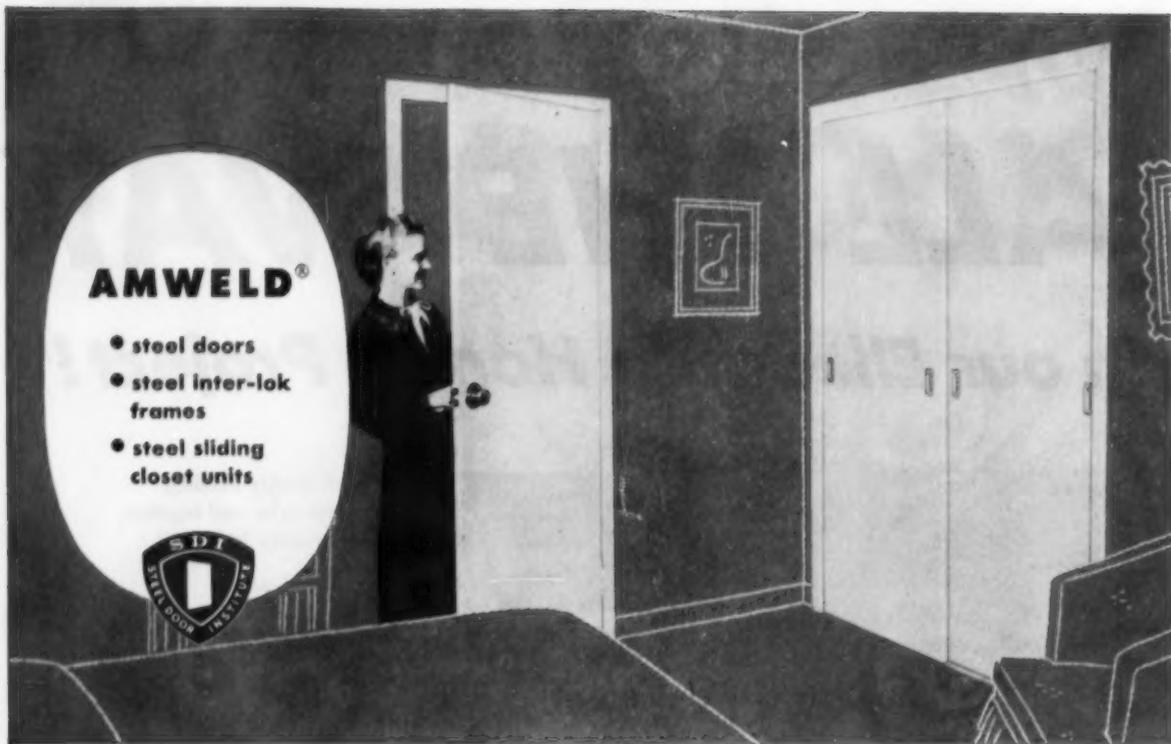


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- steel doors
- steel inter-lok frames
- steel sliding closet units



... visible proof of a well-built home!

Steel doors mean a good house to home buyers. And Amweld means good construction especially to the "particular" buyer looking for lasting quality.

You can offer doors, frames and sliding closet units that will never stick, warp, split or chip at no extra cost. Installed, Amweld® Building Products actually cost less than hand-fitted types. On your next house, apartment, dormitory, motel or other building job, save money and give your customers the best—specify Amweld.

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"Steel Doors are a 'plus' in the houses we build" says this big builder.

Amweld Steel Flush Doors and Frames and Amweld Sliding Closet Units are a strong selling point with customers. Best of all, we have eliminated costly call-backs to fix sticking doors or other "time consuming" adjustments.

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NO DRILLING—MORTISING OR FITTING

With Amweld Inter-Lok Frames and Flush Steel Doors one man can finish a door opening in 10 minutes. Hammer and screwdriver are only tools needed.



EASY TO HANDLE ON JOB

Amweld "KD" sliding closets come knocked down. All hardware furnished—shipped complete in single carton.





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RECTANGULAR PLAN SIMPLIFIES MASONRY WORK

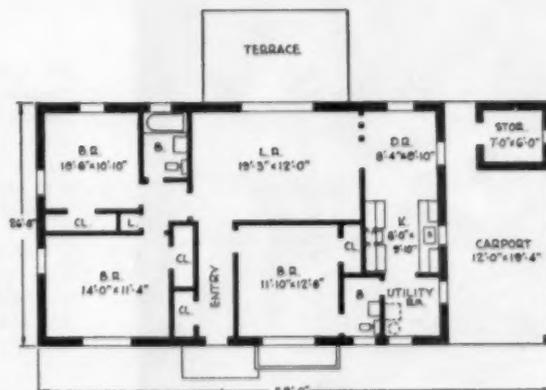
Completed deluxe model has 1,540 square feet, two bathrooms, sells for \$8,650 on 75x100-foot lot. Rectangular

plan avoids unnecessary costs. Subcontractors work with builder in early stages of planning to simplify operations

New techniques save 20 per cent

10 IDEAS STAND OUT—There's a lot to be learned from Julius Gaines' big Carol City project in Miami, Florida. Striking savings have been piled up by the following:

1. **Better advance planning.** Subs work on early stage of plans and details, and their cost-saving ideas are included.
2. **Special equipment for special operations.** Two men with special equipment do what seven would do and can handle loads of from 100 pounds to 10,000.
3. **Pallet handling and delivery of materials** is the key to lower costs in moving concrete masonry.
4. **Use of lightweight trusses** eliminates interior load partitions and foundations.
5. **Shop fabrication of plumbing and wiring assemblies.**
6. **Special re-usable forms** and form clamps.
7. **Mass building** of interior wall partitions.
8. **Multi-use of equipment** (trucks unload at night).
9. **Training of special work teams** for special operations such as form building.
10. **Crane bucket delivery of concrete** to tie beams and gable ends (mechanizing one of the costliest operations in Florida concrete house work.



Square foot cost is under \$7

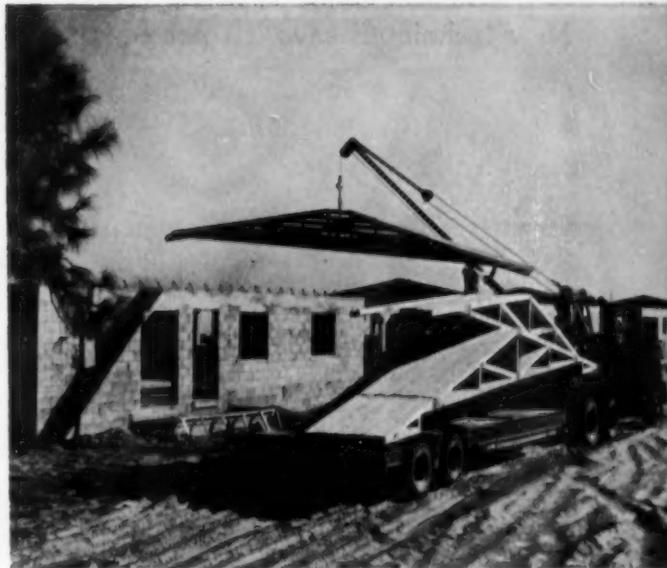
As the result of these and other money-saving methods the buyers are getting a better house and at a price level which offers a strong competitive sales advantage. Builder Gaines believes his construction techniques provide a \$500 edge over comparable houses elsewhere. The 3-bedroom 1-bathroom model (1,146 square feet) sells for \$7,600. The deluxe 3-bedroom 2-bathroom model (1,540 square feet) sells for \$8,650. Houses include many deluxe items such as 100 amp wiring, General Bronze sliding patio doors, Arnold glass jalousies, Briggs baths, ceramic tile baths, Coleman 35,000 Btu gas heaters, Spacemaster folding closet doors, Goodrich asphalt tile floors, Flintkote roofs, Hotpoint appliances, Libbey-Owens-Ford glass.

Carol City is planned as a complete residential community with an ultimate total of 10,000 houses.



BUCKET DELIVERY CUTS COST

Concrete tie-beams and gable ends are poured in 30 minutes or less with long-boom crane and bucket. Over-sized clamps hold the plywood forms in place



"PACKAGED" TRUSSES SAVE \$150 PER HOUSE

Trusses weigh only 100 pounds each, are delivered in bundles by special crane mounted on truck with low-boy trailer. Trusses cost \$14 apiece

on masonry house costs



PALLET DELIVERY CUT BLOCK HANDLING

Special mobile fork lift delivers pallet of blocks to scaffold in jig time. Machine also delivers drums of mortar, moves scaffolds from house to house



SITE-FABRICATED PARTITIONS SAVE 50 PER CENT

Men can build non-load bearing partitions "with their eyes shut" on this platform jig. Three workers construct partitions for 10 houses in a day. Partitions are stacked, then delivered by mobile fork lift

New techniques save 20 per cent



PLUMBING IS PRE-ASSEMBLED

Shop-assembled plumbing sections cut costs 25 per cent. Only three connections are made in field, instead of 15



VIBRATOR TAMPS FILL

Sand fill must be smoothed and packed before concrete slab is placed. Saves time, does better job. Ditching machine is used to excavate footings; no batter boards used



SPECIAL CLAMPS HOLD FORMS

Tough plywood forms can be re-used 2,000 times. Labor cost was cut from \$1 to 17½ cents per foot



CONCRETE TIE BEAM HAS METAL ANCHORS →

AMERICAN BUILDER



TOP PLATE IS POSITIONED BEFORE POURING
 Shop-fabricated 2x4 plate has anchor bolts inserted at shop, is built into forms before concrete is placed. Result: smooth, level plate, well anchored to beam, without time-wasting adjustment



ROOF BOARDS ARE ALL ONE LENGTH
 Roof boards for an entire house are delivered in one package. Two three-man crews roof 17 to 20 houses in a day



WORKERS ARE ORGANIZED IN TEAMS
 Specialized team operations make crews experts. Here roofing team nails boards to Sanford truss designed to handle loads up to 160 pounds per square foot

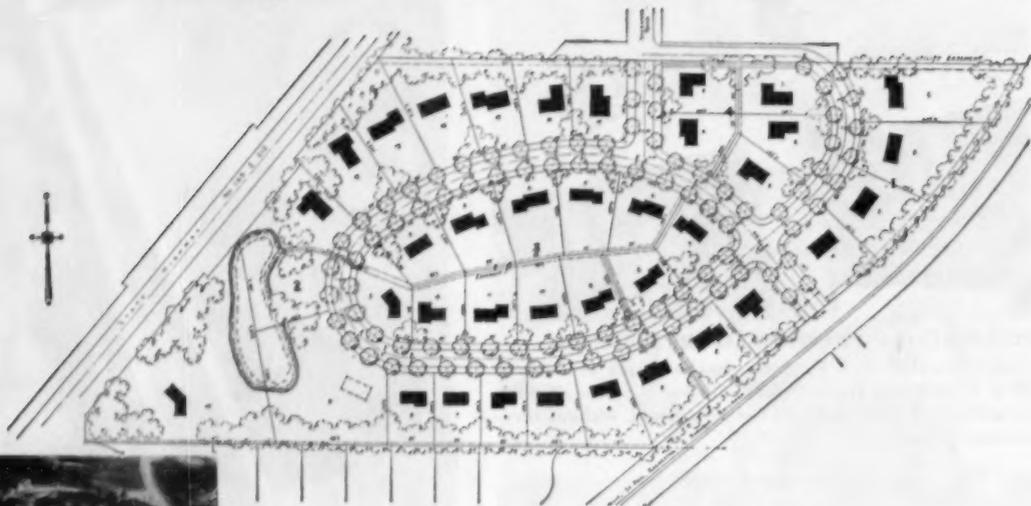


These effectively hold down prefabricated roof trusses. Design will resist hurricane winds



TERMINAL BOXES ARE PREASSEMBLED
 Preassembled wiring units like these are put together in shop, using power tools. Three-wire 100 amp service is provided in each house

Getting the most out of the land . . .



Note the effective simplicity of street layout. Surface drainage spills into a small pond at left. Land planning was done by Morell & Nichols, Inc., of Minneapolis

takes INTELLIGENT PLANNING

Here's how Pearson Bros. cut development costs and built a well-planned community of 38 homes on rolling land near Minneapolis



Houses that face the large, center oval street, were designed with walk-out basements facing the rear. The center portion of the interior lots is developed as a play space for the children that live in this area

Properly fitting land for human use and enjoyment guards against poorly planned street locations and minimizes grading problems. Greater utilization of the land, lower grading costs, shorter footage in street construction, and a reflected lower utility cost are important results.

All this is seen the second addition of Richmond Hills in the village of Edina, a suburb of Minneapolis. Richmond Hills is an exceptionally well-planned development bounded by a major state highway and a railroad. The rugged topography accommodates 38 new homes ranging in value from \$20,000 to \$36,000. These are the high points in the land planning that shaped the community:

1. Layout of the streets was designed for minimum lengths.
2. Streets were related closely to the contour of the land to minimize the cost of grading. This had even greater value than mere cost-saving, because parts of the tract are wooded and extensive grading would have destroyed the natural growth. Contour planning also avoids house locations that are too high on the high land in relation to the street, and too far below the street on the low land.



This is a good example of contour planning—the street pattern being made to fit the existing topography

3. Heavy planting of trees and shrubs was provided along the right-of-way to serve as a screen.

4. A sound barrier was created by the right-of-way planting.

5. The extra-depth lots that were provided in this location made possible garden-type backyards.

6. The surface drainage, including roads, was pitched to a common low in the natural topography. At that point it was picked up in a short culvert which connected with an existing pond. This low area is not adaptable for building but it creates an open space in the landscape and adds to the value of the neighborhood. This type of development is typical of many sub-

urban areas that are not served by a storm sewer.

7. The average lot is 100 feet wide by 135 feet in depth. This size of lot creates a better community and avoids too great a population density.

8. Play areas for children and a neighborhood park atmosphere can be developed in the center of the tract when the houses are placed to form a large oval, with the main road following this periphery.

9. The play area can be a valuable asset to the community, particularly where contour planning is possible. This permits the building of houses with a walk-out type of basement, a popular feature that increased the salability of the properties.



Again, contour planning is rightly used. Houses located on the high side of the street are kept at a reasonable distance up, so they are not out of scale with the houses placed on the opposite side.

now... better than ever

NEW...

stronger, heavier galvanized nose

NEW...

extra reinforcing wires

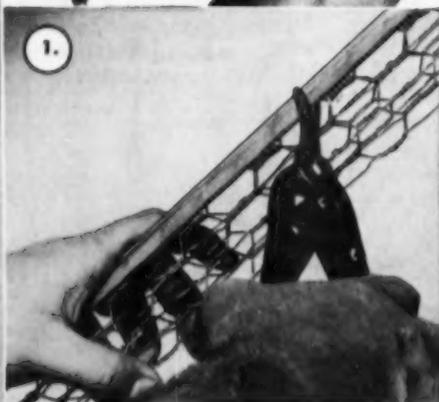
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KEYZBEAD—with solid zinc nose,
also available.

Ask for it by name—**KEYZBEAD!**

Beats problems of outside exposure and
corrosive atmospheric conditions inside.

1. Keybead is easy to cut and splice with Wiss M-3 or similar snips.
2. Keybead is easy to apply...so easy on the hands, too.



KEYSTONE STEEL & WIRE COMPANY

Peoria 7, Illinois

Keymesh • Keybead • Keycorner • Keystone Nails
Keystone Tie Wire • Non-Climbable and Ornamental Fence



KEYBEAD

you get more
for your money

Figure it any way you want—new Keybead is by far your best value in corner bead.

New Keybead nose is 23-gauge steel. No other standard corner bead provides such protection against shock. The reinforcing mesh flanges are tough and strong, make new Keybead very rigid, easy to true up. New Keybead is straight end to end—no waste. And the nose is double electro-galvanized against rust, including all edges.

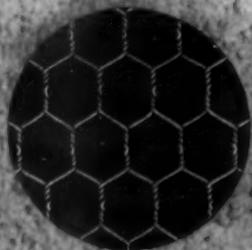
With Keybead you get a *solid corner!* A corner completely filled with plaster. The plaster flows through the open mesh flanges easily, completely embeds every wire . . . does not break the bond of plaster with the gypsum lath. Corner has reinforcement of heavy gauge steel wires running in every direction.

KEYBEAD IS FAR LOWER IN COST THAN ANY OTHER BEAD OF EQUAL WEIGHT!

Only Keybead is available in your choice of Galvanized or solid zinc nose. Use zinc outside, even in salty atmosphere. Use it inside where corrosion is a problem. For zinc nose—ask for "KEYZBEAD."

You do get more for your money with new Keybead. Ask for it by name!

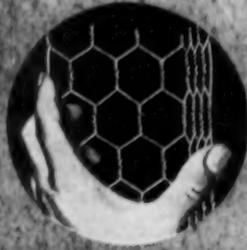
better yet... use all 3 keys to stronger plaster



1. **Keymesh** woven wire galvanized reinforcing lath—applied over the gypsum or insulating lath on the entire ceiling for highest quality, over all walls, too. This network of multidirectional reinforcing increases strength; increases fire safety 30%. Keymesh assures a uniform thickness of plaster, and guards against cracks.



2. **Keybead** woven wire galvanized reinforcing lath with the precision-formed bead—applied at all outside corners—or zinc nose for outside applications. Open mesh of Keybead wings permits plaster to completely embed steel wires. Full, solid corners result. Available in standard lengths; easy to splice.



3. **Keycorner** performed-for-corners, easy-to-install, woven wire galvanized reinforcing lath—applied at corners, joints and ceiling-wall junctures. Fits snugly in corners when you flex it. Lies flat, too, for stripping wherever required. Same multidirectional reinforcing as Keymesh for maximum crack resistance.

3 reasons why it's good business to . . .



INSTALL Columbia-matic TENSION SCREENS ON YOUR HOMES

2. Give your homes an extra selling feature . . . visible evidence of quality you can point to.

Look at these features: *Patented automatic tension*—spring-loaded bottom rail holds full-length mesh tight against blind stops at all times. *Save time*—easy to put up and take down from inside. Anyone can do it in seconds. *Save work*—no more struggling with clumsy rigid frames, ladders. Columbia-matics roll up for compact storage. *Save money*—no painting, maintenance. No drip-stains on house.

Start giving your homes the economy and sales-plus of Columbia-matic Tension Screens. Send coupon for complete details today!

The Columbia Mills, Inc., Dept. A-4, Syracuse 1, N. Y.

Please send me complete information on Columbia-matic Tension Screens.

Name _____

Company Name _____

Street _____

City _____ Zone _____ State _____

1. Cost less—and cost less to install.

Columbia-matic all aluminum Tension Screens *cost less* than old-fashioned, carpenter-fitted, wooden screens. *Easily installed* by unskilled labor in minutes from inside. *No fitting*—Columbia-matics are delivered precut to your specifications. They arrive on the job site packed in cartons of convenient size . . . easy to store until needed. *No call-backs*—Columbia-matics can't swell, stick, warp . . . can't be removed from outside.

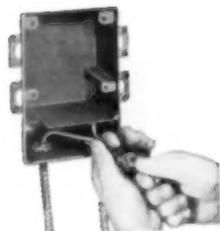
3. Nationally advertised to make them easily recognized.

More than 34,000,000 reader impressions this Spring in national magazines tell the Columbia-matic story to homeowners and prospective homeowners.



new LUXTROL

light control



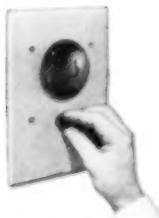
New LUXTROL Light Control



requires no complex wiring



is as easy to install



as an ordinary wallswitch!



A turn of the dial shows your prospects how DIFFERENT a home can be!

Here's a new, *easy, practical* way to set your homes apart from competition... to make them beautifully, profitably *different*.

It's an entirely new concept in home light control. New LUXTROL Light Control!

LUXTROL brings to homes, for the very first time, light that is truly *controlled*. Light that glides from dark to bright, bright to dark, *at the turn of a dial*.

Gone are old-fashioned "on-off" switches. Gone is "all-or-nothing" lighting.

In living room or TV room, bedroom or nursery, dining room, bar or den, LUXTROL offers your prospects *the perfect level of light for every occasion, every activity, every mood*.

LUXTROL is a soundly engineered autotransformer-type unit with brush and winding in constant contact. It has both fuse and thermal overload protection. It controls not only incandescent lighting but fluorescent and cold-cathode too. It operates smoothly, silently, safely, is approved by Underwriters' Laboratories.

Best of all, LUXTROL is priced surprisingly low *and requires no complex wiring*. It replaces ordinary wall-switches, is just as easy to incorporate in your designs, just as easy to install.

We invite you to arrange a personal LUXTROL demonstration. Simply call Western Union Operator 25 in your own city and ask for the name of your LUXTROL distributor.



THE SUPERIOR ELECTRIC COMPANY
3065 Demers Ave., Bristol, Conn.

Please send me full technical data on new LUXTROL Light Control.

NAME _____

STREET _____

CITY _____ ZONE _____ STATE _____

You know you're **RIGHT** when



**Oak is RIGHT
for all architectural styles
and all price ranges**

Oak floors are right in style for modern or traditional architecture. Lowest cost homes can afford them, yet their beauty is appropriate for mansions. The deep, rich grain and coloring of Oak harmonize with all furniture, fabrics, and colors. This ease and economy of decoration is an important feature that appeals to every home buyer.



**Oak is RIGHT
for home buyer preference
—8 out of 10 want Oak**

The overwhelming choice for beautiful floors over the years remains the first choice today. In nationwide surveys over 80% of those interviewed said they wanted Oak floors for living rooms, dining rooms and bedrooms. You are sure of satisfied customers when you specify Oak floors . . . the mark of quality construction.



**Oak is RIGHT
for economical installation
over wood or concrete**

There's nothing simpler than the installation of strip Oak flooring over wood subfloors. Now a new method makes it equally easy and economical to install over concrete by nailing to short 2x4s laid in mastic. If you are building homes on slab foundation, write for new folder, "How to Install Strip Oak Floors Over Concrete."



NATIONAL OAK FLOORING MANUFACTURERS' ASSOCIATION
Sterick Building, Memphis 3, Tenn.

Photo by Hedrich-Blessing; Furniture by Willett

you specify

oak floors





Most Modern Pickup You Can Buy!

Nimble like you want. Rugged like you need. Thrifty like no other. And it's got styling that's so distinctively different that it becomes a profitable advertisement - on - wheels, just parked or on the go.

New High-Voltage Engines. Chevrolet's new Task-Force engines are all sparked by a new 12-volt electrical system.

And what a difference this big double punch makes! You'll notice it the first time you turn the key. For now you get those sure, quick, economical starts—even on the coldest days. Next, you'll feel the big new wallop of action you get in every mile you go. Chevrolet's high-voltage power goes to work the instant your foot gives the command to the throttle!

You'll agree there's nothing like it, especially when you see how much on-the-go economy there is in these new Task-Force engines. For when you put High-Voltage and High-Compression together, as Chevrolet does this year, you've got the savingest engines in the stop-and-

go field. And with Chevrolet's Truck Hydra-Matic*, you get a still bigger money's-worth in time saved.

On and on—completely new. Talk about a smoother load-steady ride—here it is! For with Chevrolet's new front and rear suspension systems, driver and load have it far easier under all driving conditions.

Frames are new, more rigid, with ladder-type construction and full-length parallel side members. There's new High-Level Ventilation for better air circulation in all kinds of weather; new linkage-type Power Steering* for added driving ease and safety; new Power Brakes* that stop with up to one-third less pedal pressure, and do it right now!

Don't stop here. The rest of the "all-new" story is equally great. So see your Chevrolet dealer. Be sure to ask about his trade-in deal too. Makes good listening for buying today. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost. Truck Hydra-Matic on ½-, ¾-, and 1-ton models. Power Brakes standard on 2-ton models, optional on all others. Power Steering available on all except Forward-Control models.

NEW CHEVROLET
 **Task-Force TRUCKS**

"I PREFER STEEL WINDOWS"

says Axel Hultgren, Superintendent
L. H. Ludwig Co., Inc., Contractors



MR. HULTGREN with one of the many steel windows in this modern school. Steel windows for this school manufactured by Hope's Windows, Inc., Jamestown, New York.

PARTIAL VIEW of the still incomplete Corry, Pennsylvania, Junior-Senior High School. When finished, 80% of the school's windows will be made from steel. Hunter-Caldwell-Campbell, Altoona, Pa., Architects—Engineers; L. H. Ludwig Co., Inc., Falconer, N. Y., General Contractors.



"Steel windows are far easier to work with," states Mr. Hultgren. "They don't have to be babied like other windows, and can be installed more quickly. The steel windows being used in this school are merely clipped into position on the sill in a few minutes. There is no need for protection of steel windows, either. Some windows require a special coating to protect them from the plaster which must be peeled off later. When I think of the time and trouble steel windows save me, it's no wonder I prefer them."

Mr. Hultgren has been active in the building industry since 1912—both a job superintendent and an independent contractor. He's had plenty of opportunity to see all kinds of windows in all sorts of buildings. That's why he knows what he's talking about when he points out the advantages of steel windows!

For more than forty years United States Steel has been supplying window manufacturers with special rolled sections of high-grade open-hearth steel.



THERE'S A LOT of glass in these big windows, and that means plenty of strength is needed in the frames — the kind of strength you get with steel.

SEE The United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your local newspaper for time and station.



Look for this label—it is your assurance that the windows are made from quality steel.

UNITED STATES STEEL CORPORATION, PITTSBURGH • COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA. • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

USS STEEL FOR WINDOWS

UNITED STATES STEEL



PASS-THROUGH CLOSET connects laundry and bathroom. Handy doors make it easy to feed towels and linen through. Three-way telephone has 20 foot cord

6x14-INCH CENTER BEAM carries roof load of big central room. Glass area extends to roof, faces east, with 9x7-foot sliding doors leading to protected terrace



21 IDEAS WORTH \$10 TO \$1,000

Try one of these when you plan your new model

A good idea may be worth \$10, \$100, or \$1,000 when it comes to closing a deal. Here is a house with at least 21 worth knowing about. They are what resulted when builder Ben O. Davey and architect Richard Stadelman of Las Vegas got together to build the architect's own house.

For example, there's a spacious 4-in-one room, arranged for cooking, dining, music, and conversation. And look at the convertible fireplace: in summer its sunken hearth is filled with water to make a small pool for goldfish, plants, and flowers.

Davey built a concrete masonry house with plank and beam roof, slab floor. Fully air conditioned, it cost \$16,500. Here are the ideas.

1. SEEMS LARGER due to open plan, roof overhangs, trellis extensions, low roof line carried over the carport.

(Continued on page 116)

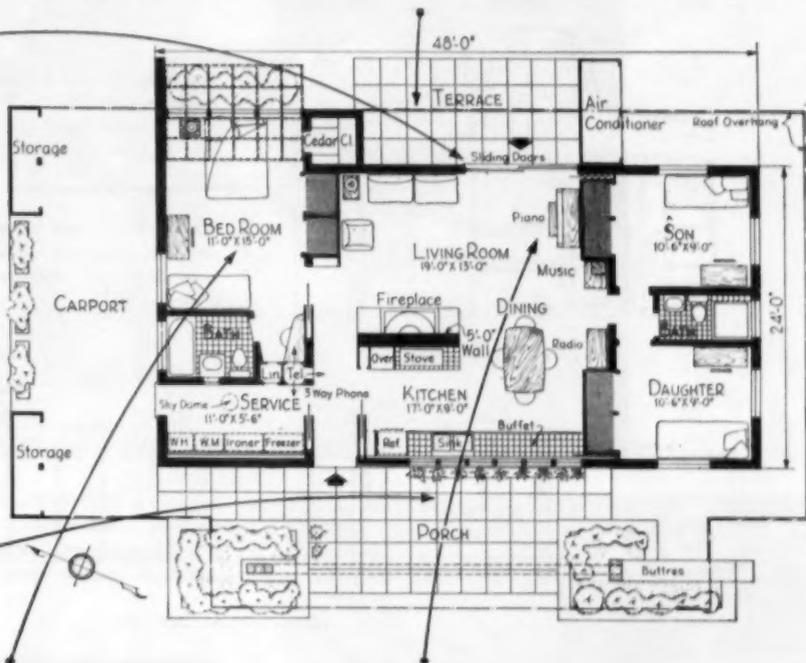
8-FOOT TRELLIS and roof projection on front (west) side of house keeps out sun and glare. It is supported on far end by pierced brick buttress





4-FOOT ROOF OVERHANG shields glass area and terrace. House is built of concrete block with plank-and-beam roof construction. It cost \$16,500 in Las Vegas, Nevada

1,240 SQUARE FOOT PLAN has one big central room about 23-foot square, for living, dining, cooking, recreation. Children's rooms are separated from parents' suite



PARENTS' SUITE has own bathroom, dressing room, three closets. Built-in trellis over bed is carried through to exterior over window, provides support for greenery



MUSIC END of living room has built-in record cabinet. House has cork floors, natural finish plywood wardrobe closets which act as partitions between rooms

21 Ideas Worth \$10 to \$1,000, continued

2. 4-IN-1 ROOM in center of house is 23 feet square, handles cooking, dining, music, relaxation without clutter.

3. CONVERTIBLE FIREPLACE has sunken hearth which becomes a goldfish pool in summer, is kept full by recirculation pump.

4. PRIVACY FOR PARENTS is achieved by separating their suite from children's rooms by living area.

5. BEDROOM CANOPY is built of 1x6 boards formed in two foot squares. Supports light fixture, greenery.

6. DOUBLE-DUTY CLOSETS in each room, of plywood, six feet long, act as partitions between rooms.

7. HANDY COOKING AREA is achieved by placing

built-in units against fireplace wall separating kitchen and living room.

8. EXTRA KITCHEN STORAGE provided by 17 foot counter; also by handy cupboards tucked between counter tops and windows.

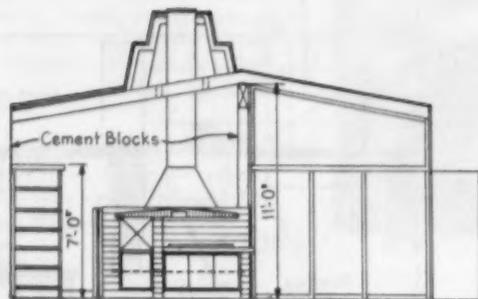
9. SERVICE AREA is convenient to kitchen and carport, has all equipment, storage well arranged.

10. PASS-THROUGH linen closet connects service area and bath, so laundry can be fed through for washing, then returned to shelves.

11. CLIMATE CONTROL achieved by 4-foot roof overhangs, trellises, sunshades, insulation, air conditioning.

12. INSULATING ROOF is made of 3-inch plank topped by 2-inch layer of crushed rock.

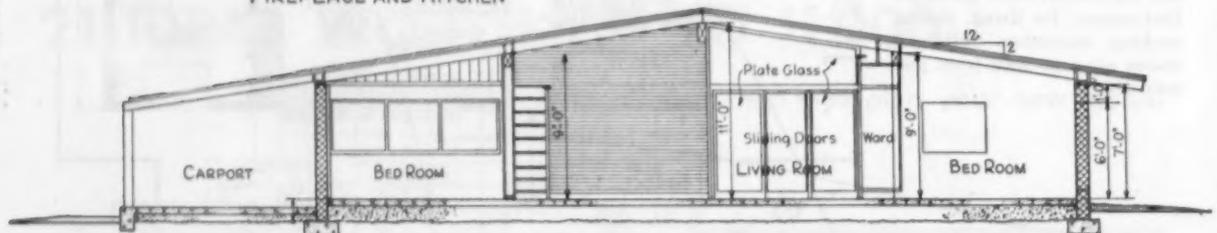
13. DUCTS UNDER WARDROBES deliver condi-



FIREPLACE AND KITCHEN

CROSS-SECTION at kitchen shows arrangement of built-in cooking units and a 5 foot high stub wall behind fireplace. Range hood is vented to 6-inch pipe running inside 24-inch chimney

PLANK, POST AND BEAM roof system makes wide open possible, eliminates interior bearing partitions. Support is by 4x6 posts; rafters consist of paired 2x6's on 4-foot centers



LONGITUDINAL SECTION



PULL-OUT SHELVES are a popular feature of dining room end of tile-topped counter which serves as handy buffet.

tioned air. They are buried in concrete slab.

14. GABLE-END GLASS lets in extra light. Sliding glass doors face on cool east terrace.

15. SLIDING DOORS, throughout interior eliminate awkward door swings, save space.

16. SKY DOMES of plastic light the parents' bath and the service room.

17. 3-WAY TELEPHONE has 20-foot cord, can be used in kitchen, service area, bedroom or living room.

18. OUTSIDE STORAGE is provided in two 8-foot long board closets built on outer side of carport.

19. PLANK AND BEAM roof saves money. Three-inch insulating plank is laid over paired 2x6 rafters on 4-foot centers.

20. METAL CHIMNEY pipe 24-inches wide replaces usual brick, provides dramatic touch to room.

21. KITCHEN FAN VENT consists of 6-inch flue carried inside 24-inch chimney pipe.



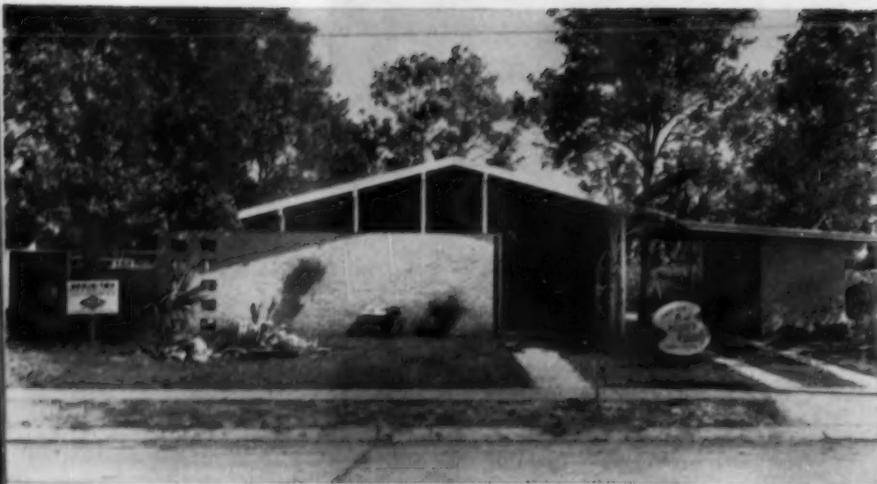
CONVERTIBLE FIREPLACE has a sunken hearth that is used as a goldfish pool in summer. Metal hood and 24-inch pipe are supported by 5-foot-high wall separating living and kitchen areas. Water in pool is recirculated by pump



STORAGE CABINETS with sliding doors of plywood are tucked into the area between counter top and window. They provide handy storage for wide variety of kitchen items, are attractive in appearance, easy to use



BUILT-IN KITCHEN units are placed against 5 foot-high fireplace wall that screens cooking activities from living room. Fan in hood over range is vented by 6-inch flue running inside 24-inch chimney pipe



Contemporary styling added at the site uses overhang, brick work. All six variations add carport and storage



The basic package is



Vertical redwood siding, front entry porch-carport combination and rear patio are featured in this version



6 Salable ways prefab

New Orleans builders Saucier and Gillin have taken U.S. Steel's "Western" package of 960 square feet and are adding embellishments buyers seem to want. Sales have responded with gratifying alacrity. The builders chose the Westerner "because we like the basic house and the floor plan, and because we can redesign the exterior without throwing anything away, thus retaining the benefits of prefabrication."

Architect S. H. Crochet of New



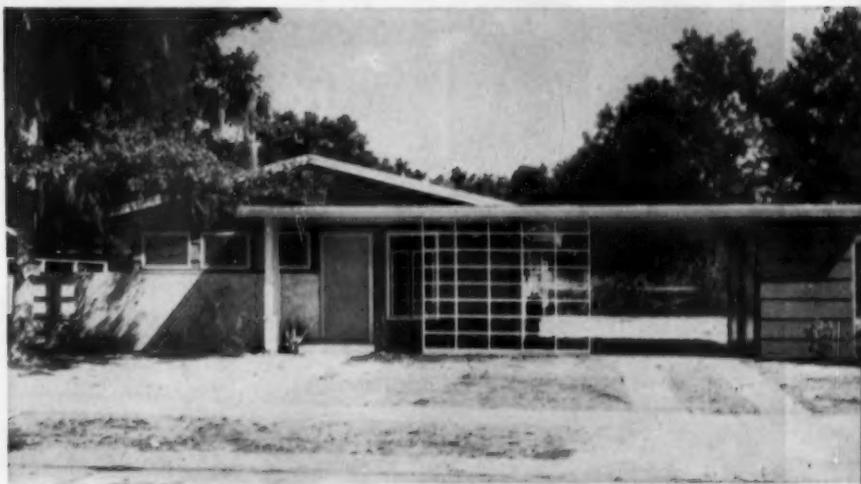
Brick veneer, screened porch and unusual treatment of living room window make this one stand out



U. S. Steel's "Westerner"



Brick wainscoting and trellis screening front entrance add the custom touch



Another way to use brick, trellis and porch

to vary a package

Orleans helped Saucier and Gillin style exteriors. The list of extras which this involves includes:

Carport and storage area ..	\$1,100
Screened porch .. per sq. ft.	\$ 4.50
Patio incl. 35 feet of fence ..	\$ 100
Brick veneer ..	\$1,000
Brick wainscoting ..	\$ 450
Vertical siding ..	\$ 150
B-Q pit ..	\$ 465
Other architecture— covered entry, trellis ..	avg. \$ 350

Prices for the restyled prefabs are between \$15,000 and \$16,000 on \$3,500 lots.



Brick veneer all over is combined here with a trellis-brick screen to give character to facade



SHOWN ABOVE—(left to right): Rough sawn hemlock board and batten; Tree Life Texture One-Eleven (4" groove spacing); PlyAloy Overlaid Siding.

WHAT'S NEW

New ideas and improved manufacturing techniques result in materials that offer striking good looks... give builders really fresh sales features...are easy to install and finish, afford major application economies.



PLYALOY OVERLAID PLYWOOD provides the finest and most durable paint base of any siding on the market today. It takes paint easily, evenly. Eliminates grain raise and checking. The smooth, durable overlay is a medium-density resin-impregnated fiber permanently fused to Exterior fir plywood in modern hot-plate presses. Pre-cut to standard 12", 16" and 24" widths; 8' long; lower edge beveled for drip. Comes packaged by the square, complete with wedges and shadow-line furring strips.



TREE LIFE TEXTURE ONE-ELEVEN is the exciting new grooved Exterior plywood that combines rugged strength with striking pattern and texture. Merchandising-minded builders like National Homes, world's largest prefabricators, report that it helps attract buyers and clinch sales. Designed for inexpensive stain finishes. For greater economy, panels can be applied directly to studs on unsheathed walls. Comes packaged in 16", 32" or 48" widths; 8' or 10' lengths. Grooves either 2" or 4" o. c.



WEST COAST UPLAND HEMLOCK - an old favorite newly improved by factory treatment (at buyer's option) with a truly effective water repellent that virtually eliminates paint failures caused by water coming through paint film. Tree Life Hemlock comes in all standard patterns, both vertical and flat grain. Rough board and batten siding is increasingly popular for inexpensive yet good looking installations. Tree Life Hemlock takes paints and stains very well, works easily, makes wonderful economy siding.

in siding ?



TREE LIFE®
FOREST PRODUCTS

Hemlock Lumber • Douglas Fir Lumber • Fir Plywood
• Plyaloy® Overlaid Plywood Siding • PlyGlaze® High-Density Overlaid Plywood • Moire® "Brushed" Plywood
• Texture One-Eleven • Knotty Pine and Cedar Plywood

ST. PAUL & TACOMA LUMBER CO.

Department AB, Tacoma 2, Washington

Please send literature and other data on:

- PlyAloy Texture 1-11 Hemlock

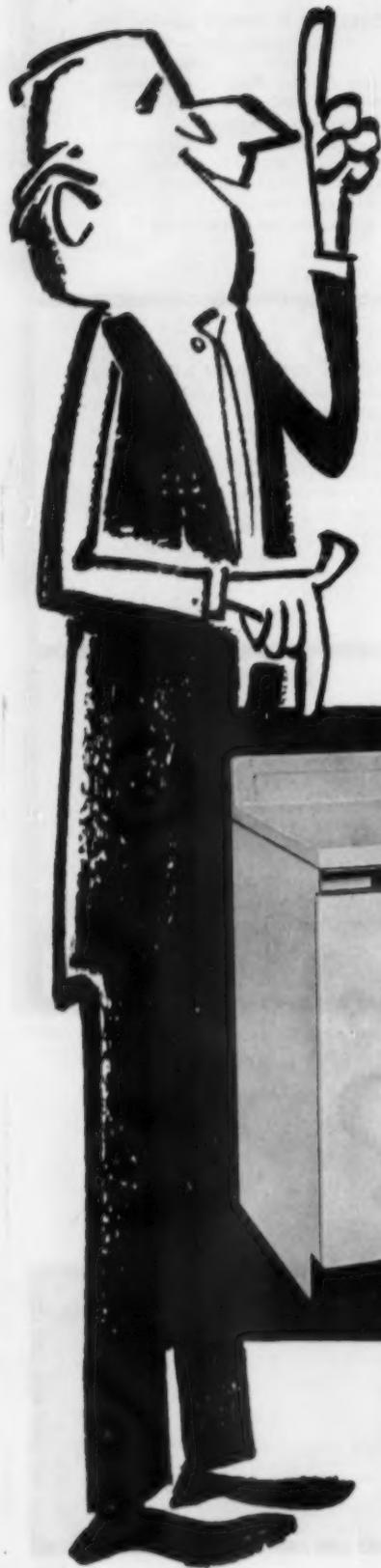
Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

SELL YOUR HOUSES ON G-E Dishwashers . . .

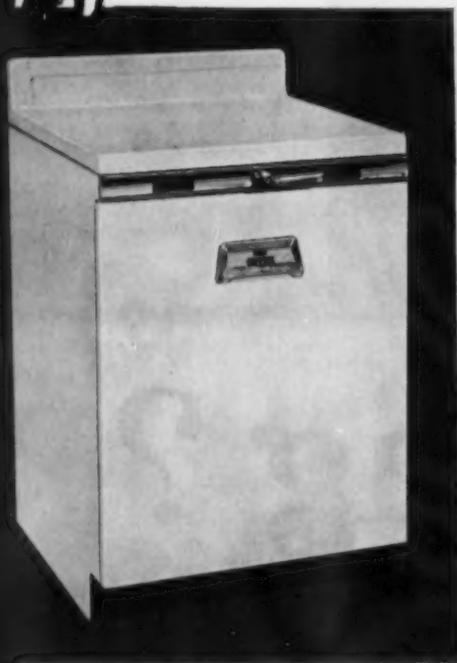


The "hidden features" you build into your fine houses are certainly worth talking about. But, so often, they are overlooked or accepted casually by a prospective home buyer.

But features that can be immediately *seen*—that need no explaining—*these* are features that help sell a house *much faster*.

Take the kitchen, for example. It's the first place a woman looks. It's the place that can so often make or break the sale. Doesn't it make good selling sense, then, to feature kitchens that offer a *real plus*—a genuine "extra"—kitchens with famous General Electric Dishwashers, Disposers and Cabinets?

These are appliances that women know and *trust*. In a recent survey, 55 out of every 100 said that General Electric makes the best appliances for the home. These are the appliances that, because of their wonderful worksaving appeal, help sell houses *on sight*.



New variety in dishwasher designs

Models that fit on either side of the sink; models in General Electric's five new Mix-or-Match colors; models with real wood fronts in knotty pine, birch, mahogany or oak! Each is a spacesaving under-counter model, 24" wide. Also available as a free-standing model, with separate top in gleaming white porcelain or a wide choice of colors and patterns in G-E Textolite.®

SIGHT!... INSTALL THE BEST!

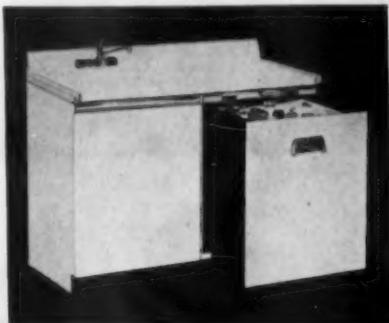
Disposers... Cabinets

Pre-plumbed... pre-wired... for easy, low-cost installation!



G-E All-Steel Cabinets

Designed specifically to match G-E Appliances, and available in the 5 Mix-or-Match colors for wide decorating possibilities. Sturdy, lifetime construction. Give your kitchens a matching harmony of color and line that will delight your prospects!



New, custom-model dishwasher-sink

G. E.'s Dishwasher-Sink will make any kitchen more attractive to prospects. Offers convenience of automatic dishwashing... beauty of a well-styled cabinet. White porcelain enamel of sink and drainboard is easy to clean.

Equipped with a built-in pump... is pre-wired... as well as pre-plumbed for quick, easy, single-trap installation. It's as easy to install as any standard kitchen sink... yet will increase the value of any house.



G-E Disposall®—two new models

Custom Model FA-4. With famous G-E safety Twistop control which operates a built-in switch. No separate wall switch needed. Also available in Model FA-45, which is two inches shorter. Five-year written warranty.

Low-cost deluxe model FC-40. Big capacity. Continuous feed. Quick, easy installation. Removable plug for dishwasher drain connection. Top-quality General Electric engineering, inside and out.

Be sure to get the NEW, COMPETITIVE PRICES for these appliances! Call your G-E distributor for details, or write General Electric Company, Dishwasher & Disposall Department, Appliance Park, Louisville 1, Kentucky.

Please send me information about the products checked:

Dishwashers Disposers Cabinets Color Kitchens

Name

Company

Street City Zone State

GENERAL  ELECTRIC





Jack Kay (right) discusses with Jack S. Wagner, roofing applicator, details of new roof covered with Certain-teed Thick Butt Asphalt Shingles at his Connecticut Avenue Estates project, Wheaton, Md.

**"WE'VE USED CERTAIN-TEED SHINGLES
EXCLUSIVELY FOR 30 YEARS—
AND PLAN ON THEM FOR ALL OUR FUTURE PROJECTS"**

—Says Jack Kay,
Kay Construction Co., Wheaton, Md.



"Certain-teed Products have established a reputation for superior quality with us that goes back 30 years—through two generations of builders," Mr. Kay continues.

"During the past eight years we have built over 1200 houses. All were roofed by J. S. Wagner with Certain-teed asphalt shingles . . . as will be the case in all our future projects. Certain-teed's mineral granules don't wear off through abrasion the way those on inferior shingles do. And we are definitely

impressed with the wide assortment of colors, particularly the soft pastel shades. In Certain-teed Thick Butts we're getting a top-quality shingle at a realistic price."

That's what every builder would like to say about the shingles he uses. You will want more information about what Certain-teed Thick Butt Asphalt Shingles can do for your homes. Write the District Sales Office nearest you, or direct to Certain-teed Products Corporation, for weights, colors and prices.

Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed

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CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA
EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.
ASPHALT ROOFING • SHINGLES • SIDING • ASBESTOS CEMENT ROOFING AND SIDING SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS • FIBERGLAS BUILDING INSULATION
ROOF INSULATION • SIDING CUSHION

AMERICAN BUILDER



NEW PREFABRICATED
FIREPLACE

INSTALLS IN
4 TO 6 MANHOURS

COMPLETE FROM HEARTH
TO CHIMNEY TOP!



The new Uni-bilt Fireplace is a genuine full size wood-burning fireplace complete with its own chimney. Can be installed by semi-skilled workmen in 4 to 6 man-hours. The fireplace simply bolts to the studding, flush to the wall or recessed into it. The chimney sections are then extended through the roof and the chimney housing flashed in place. No special tools needed.

NO MASONRY REQUIRED: Costly fireplace and chimney masonry becomes a thing of the past, as do annoying chimney construction delays due to weather. No reinforcing of floors or walls is necessary. Complete in itself it does not need to be enclosed in a mantel or other finishing materials.

APPROVED BY UNDERWRITERS' LABORATORIES: The Uni-bilt Fireplace has been thoroughly tested and approved by Underwriters' Laboratories for installation directly against any wall, floor, ceiling or roof material. It can be safely installed in new or existing homes.

NOW INCLUDE A FIREPLACE IN EVERY HOUSE: The Uni-bilt Fireplace provides the sales appeal of an open fireplace at a cost within the reach of even the most modest home. Blends with any style architecture or room decoration. Can be painted to harmonize with any color scheme.

Uni-bilt
FIREPLACE

MAIL THIS COUPON NOW FOR FULL DETAILS

Vega Industries Inc., Uni-bilt Div.
416 Glen Ave., Syracuse 5, N. Y.

Name

Company

Street

City Zone, State, Zip

I am a Builder Architect Dealer

Insulite Roof Deck cuts on this 2500

They cut exposed beam ceiling costs 19¢ per sq. ft. Arthur Pomponio, president (right) and Victor Marianni, supt., of M. Pomponio and Sons, Arlington, Va., were quick to recognize the growing appeal of exposed beam ceilings. Here's how Insulite's new 3-in-1 product—roof deck, roof insulation and finished ceiling—helped them capitalize on this trend by offering exposed beam ceilings at less cost.

1. It's roof deck . . . Two by eight foot units cut application time as much as 45%. On Pomponio's first job, six workmen started laying 2500 sq. ft. of Roof Deck at 7 a.m. At 3:30 p.m. they had a watertight roof—a complete built-up roof with the exception of final mopping and spreading of granules—and the ceiling was done, too! Roof Deck also reduces waste—only 1½% remained after this first job.



INSULITE DIVISION, Minnesota and Ontario Paper Company, Minneapolis 2, Minnesota

Send for complete information now! Actual on-the-job pictures and construction details show how to use new Insulite Roof Deck to build better for less. Write Insulite, Minneapolis 2, Minnesota.

Build better and

**costs \$475
sq. ft. job**



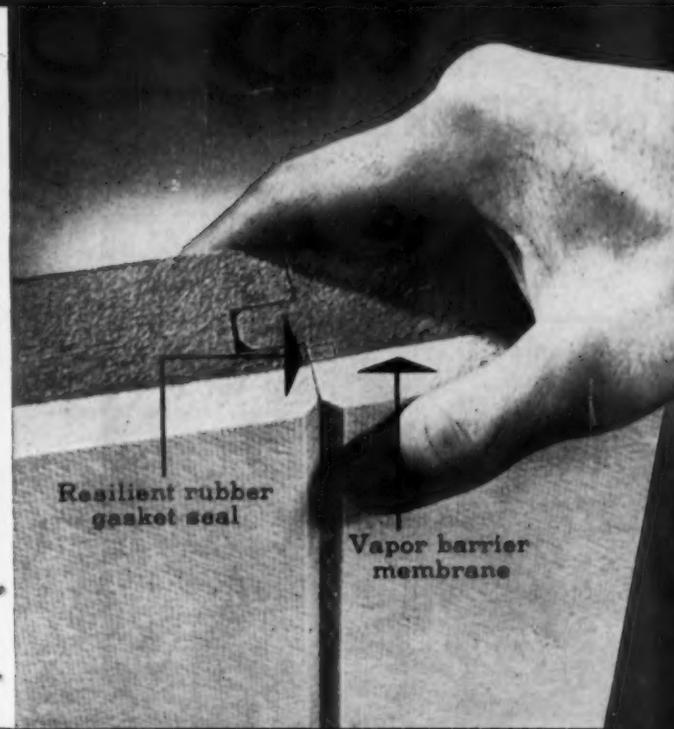
The Trendsetter Home, Lake Barcroft Estates, Fairfax County, Va.
Builder: M. Pomponio and Sons, Inc., Arlington, Va.
Architect: Edward Pitt, A.I.A., Arlington, Va.

2. It's insulation with vapor barrier...

No need for other insulation. Roof Deck meets heat loss requirements for roof and ceiling construction. Exclusive vapor barrier protects against condensation within the unit. Absorbs sound better than wood or plaster. And it's tough. Pomponio's Victor Marianni reports no noticeable deflection or surface impressions even after heavy wheelbarrow traffic.

3. And finished ceiling...

The underside of Insulite Roof Deck is finished with a white flame-resistant surface at the factory. Lay Roof Deck over pre-finished beams and ceiling is done. No need to plaster, paint, stain or wax. First Pomponio job required no clean-up or touch-up after deck was down. New Insulite Roof Deck is available in 2'x8' units, 1½", 2" and 3" thick, with or without exclusive vapor barrier.



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INSULITE IS A REGISTERED TRADE-MARK.

Made of hardy Northern wood



Top of the Trend in Small House Design



STREET SIDE

The wide, clean look outside . . .



GARDEN SIDE



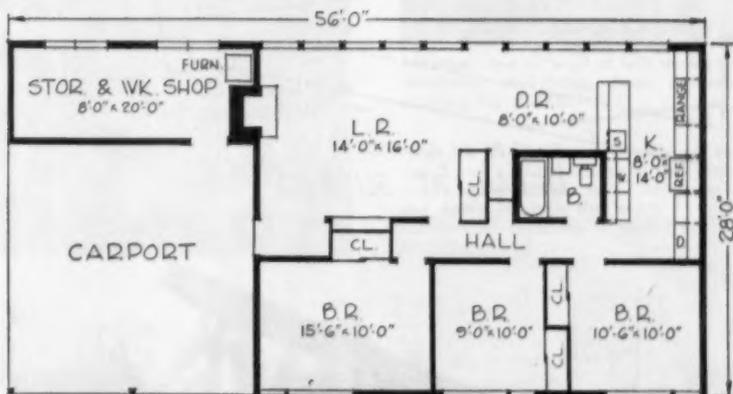
Looking from kitchen through dining and living area to front entry

Sweep of space and light inside

A happy combination of good design and construction ideas has produced a fine house for the low-price market. Easy to build, this house is being offered by Mutual Construction Company in Portland, Oregon, for \$11,250 including a lot 70 by 110.

The house achieves a pleasing simplicity of style, with generous window areas. The size and number of windows give the house the look of a far more expensive home. Public reaction has been very favorable. Oldsters as well as younger buyers have applauded the floor plan arrangement and the advanced thinking of the design.

The floor plan, with its central core bathroom—a feature which now has approval from FHA—offers good circulation, with bathroom and center hall creating a buffer between living and sleeping zones.



Plan covers 1,010 square feet. Simplicity is the keynote. Central core bathroom frees one whole wall for bedrooms

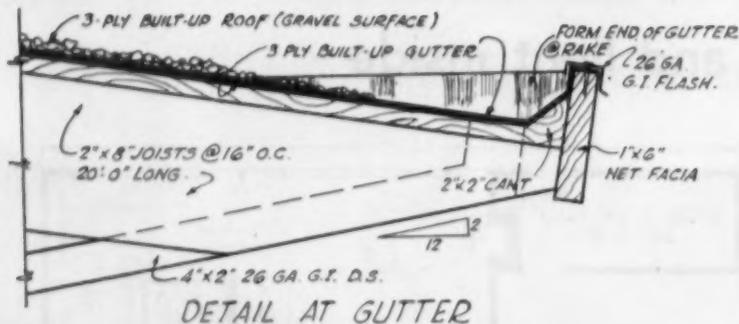
FOR CONSTRUCTION DETAILS
TURN THE PAGE →

Kitchen gets extra light from glass in gable above cabinets

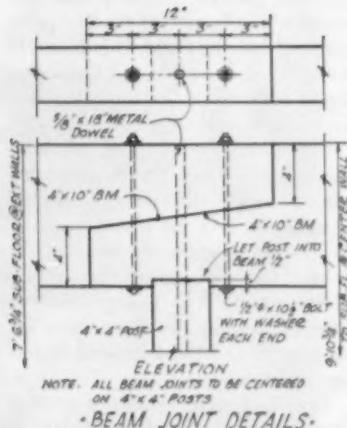


TOP OF THE TREND, continued

Mutual Construction Company's house has been designed around special-sized component members that can be shop built and delivered to the job site. The panels are interesting from a construction viewpoint, as they incorporate a little used module. The units are post-and-beam framed using a 4x4 post let into a 4x10 beam. Posts are 3 feet 3 $\frac{3}{4}$ -inches apart. This module keeps to the width of a 3-foot exterior door, and glass areas are the same width. Roof has a 2:12 pitch with rafters resting on the 7-foot 6-inch exterior wall and a balloon-framed 10-foot bearing partition. The interior finish (plasterboard) follows the slope of the rafters. Insulation for the ceiling is placed between the rafters. Sidewalls have insulated sheathing.

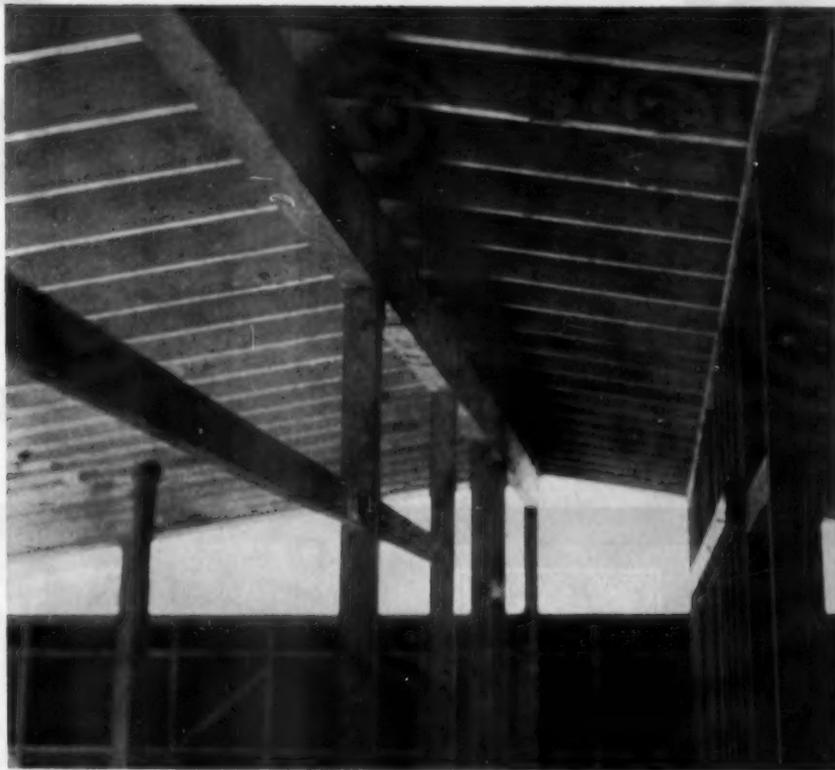


Detail of fascia and gutter shows how the rafter was cut to make a thinner fascia. Gutter is integral with the roof construction



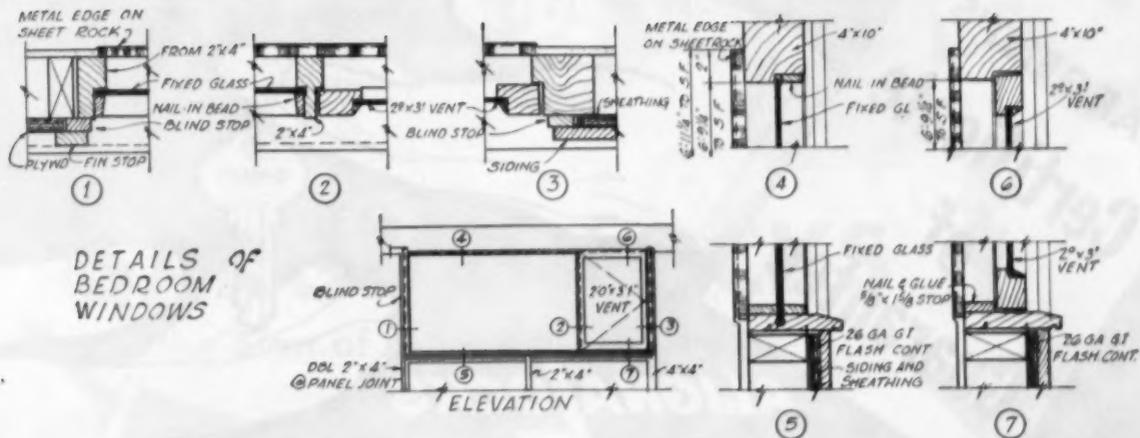
Wall can be built in the shop, on the job, or panelized. Shown here are three panels put together to make full wall. Drawing shows post and beam connection

Balloon-framed bearing partition with its 4x10 beam supports rafters. Rafter ends are tied together by plywood scabs and 20d nails



Interior view of wall at left shows the insulated sheathing. Note diagonal bracing for stability

Beneath the exterior panels of plywood and vertical siding is this framing system. Beam is a 4x10, posts are 4x4's let into the beam 1/2-inch. Horizontal framing is nailer for the vertical siding



Fenestration for bedroom side of the house is a great improvement over usual interpretation of "strip" windows. Here are details of bedroom windows

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Guarantee**

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...when you use ALIGNALOCKS

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New houses built with AlignaLocks change hands *fast*. From builder to buyer. From *you* . . . to your customers. That's because AlignaLocks are made by SARGENT . . . a name that's known and respected by everyone. And because AlignaLocks are recognized in their *own* right as "the Sign of a Well Built House."

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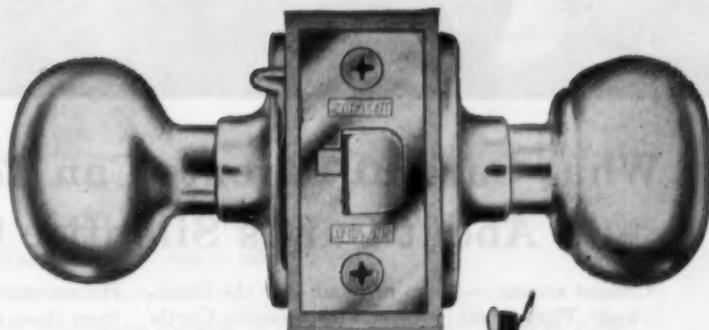
You get maximum mileage . . . *top benefits* . . . from this Sargent AlignaLock Guarantee by using these free home-selling aids all around the house.

(A) . . . Hang copies of the Guarantee itself on the most used locks. (B) . . . On windows and other convenient spots, put the AlignaLock signs saying, "AlignaLock — the Sign of a Well Built House. Guaranteed by Sargent of New Haven." (C) . . . *Wherever* they can be picked up in the house, leave the colorful AlignaLock folders. In addition to selling the Guarantee, these folders point out the AlignaLock features.

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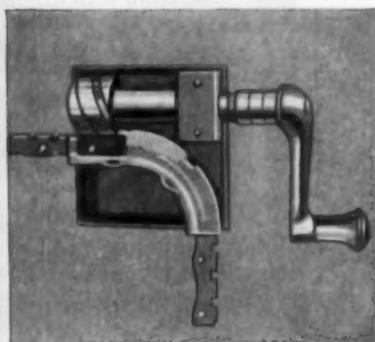
SARGENT LOCKS

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Silentite Adjuster, with housing plate removed, showing rugged construction and positive operation.

See your Curtis Woodwork Dealer and consult Sweet's Architectural Catalog for full details about the many types and styles of Silentite windows—including double-hung, casement, convertible, awning and panel windows. Literature upon request. Curtis Companies Service Bureau, Clinton, Iowa.

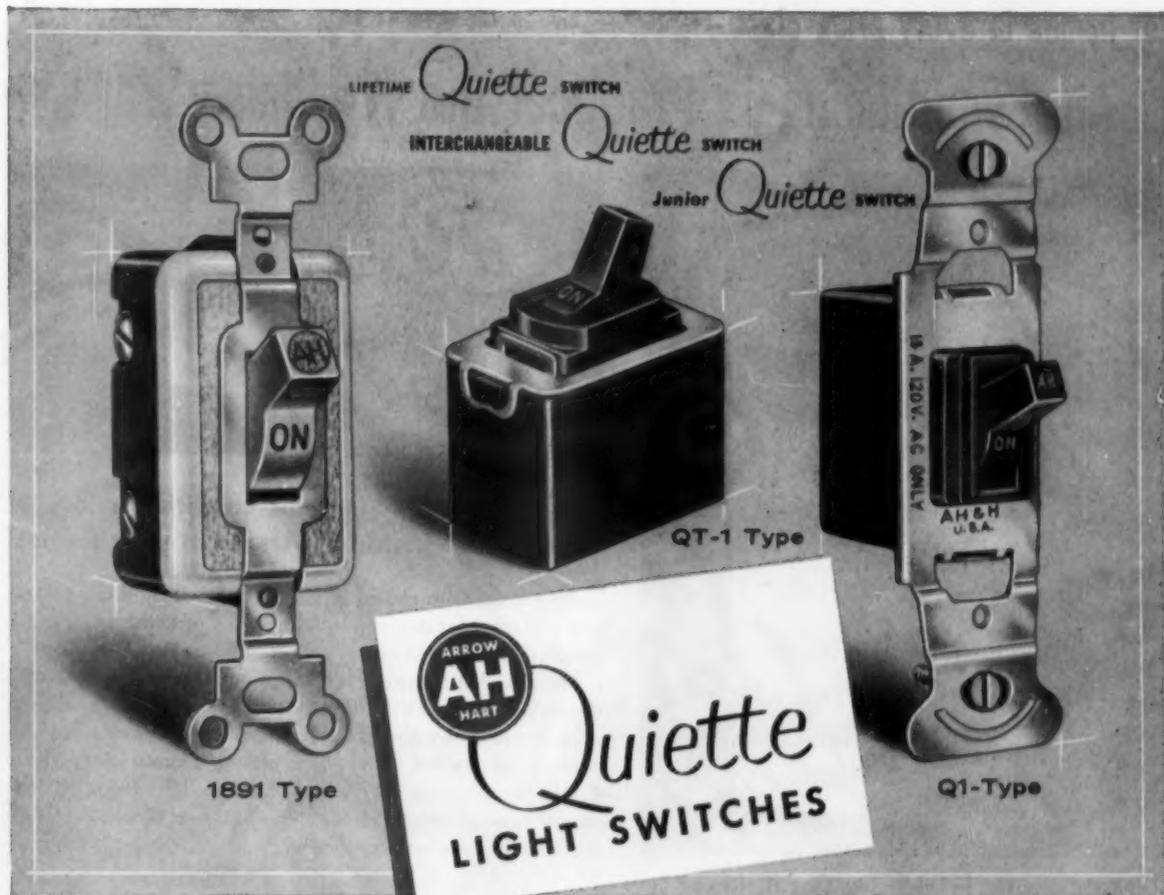
What Careful Parents Can Tell You About Curtis Silentite Casement Safety

Greater security—peace of mind—for the homeowner. That's a major reason for choosing Curtis Silentite casements for the homes you build or plan. The patented operating mechanism locks these wood casements securely in any position. With the handle removed, the casements can be left partly open for ventilation, yet cannot be moved by young children.

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Use Arrow-Hart QUIETTE Light Switches in the homes you build. You'll be increasing their salability and your reputation by adding this big touch of luxury at small cost.

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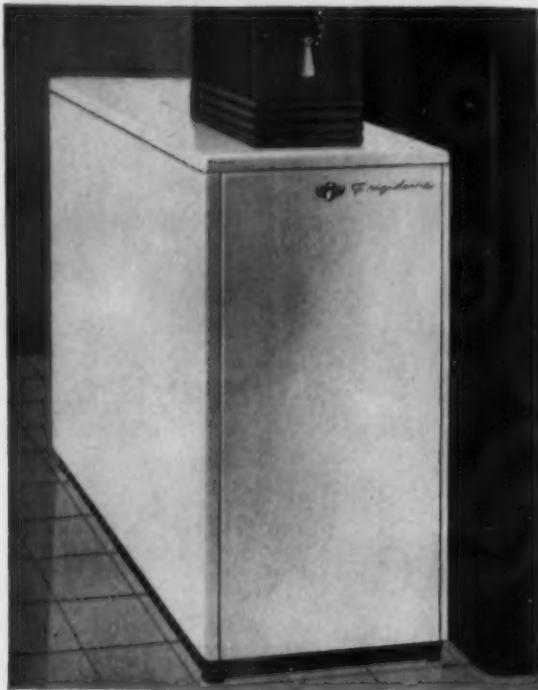
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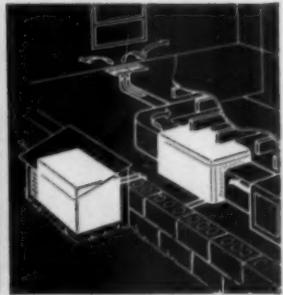
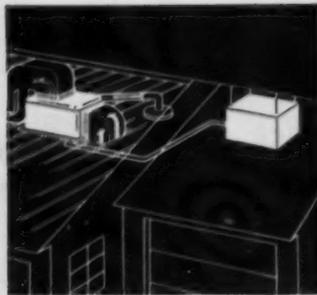


For homes in every price class—

Air Conditioning is Practical the Frigidaire Way!



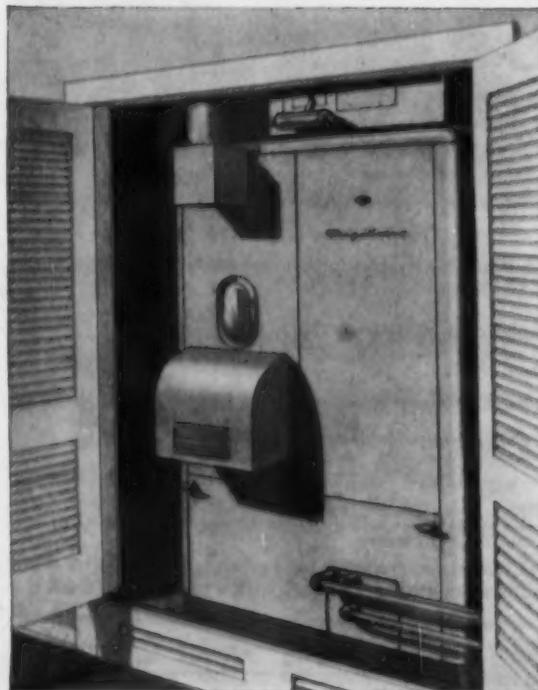
Multi-matic Frigidaire Conditioner



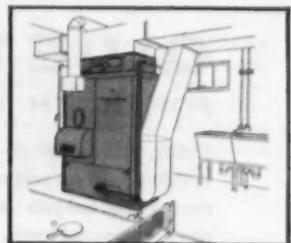
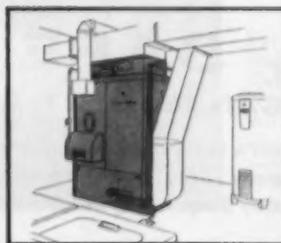
Here's the ideal air conditioner to supplement heating systems in your homes

There's extra sales appeal in Frigidaire air conditioning—and now you can offer this wonderful new way of living as an easily installed optional feature.

The new Multi-matic Frigidaire Conditioner teams up with almost any forced air heating system and uses the same ductwork. Or, as shown above, the Multi-matic divides into two sections for convenient crawl space, attic or remote installations. Available in compact 2, 3 and 5-ton models. Operates as a complete, separate air conditioner—and uses air-cooled, evaporative or water-cooled condenser.



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If your plans call for heating and cooling, included from the start, use the Year-Round Frigidaire Conditioner. No larger than many furnaces alone, it fits easily into closets, basements or utility rooms. Available with your choice of automatic gas or oil heat, and 2 or 3-ton cooling power. For details call your Frigidaire Air Conditioning Dealer, Distributor, or Factory Branch. Or write Frigidaire, Dayton 1, Ohio. In Canada, Toronto 13, Ontario.

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**no need to see
the nameplate**

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Illustrated: 1/4 hp Model 511 Router, \$125. Write for free catalog of the complete Porter-Cable line, and name of your nearest dealer.

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Whether you build single units or develop large tracts, your customers will be better satisfied with Mosaic ceramic tile and Mosaic All-Tile Accessories in your homes. For helpful Mosaic Tile literature, write The Mosaic Tile Company, Dept. 35-23, Zanesville, Ohio.

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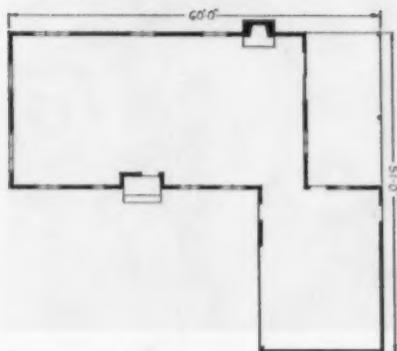
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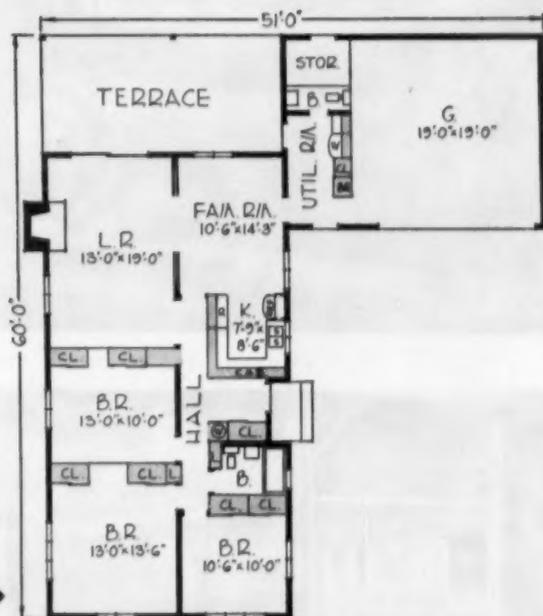
Building with space dividers is catching on



Here's how J. Howard Brown's Spacemaster system saves 47 lineal feet of partitions in th's house of 1,330 square feet, selling for \$12,480 on the owner's lot in La Canada, California



Start with a potential plan that will accommodate the use of 4-foot modular wardrobes and cabinets



The "one-room" plan filled in with space dividers. Only bearing partition runs through center of the plan

FIRST APPLY THE WALLBOARD FINISH

In Brown's house, the gypsum wallboard interiors were applied according to manufacturer's specifications. "Floating" butt joints were used on ceilings and walls, with joints located half-way between framing members rather than on them. All of these joints were back-blocked with scraps of gypsum wallboard cemented with joint cement.

Butt joints were pushed upward until dry, to allow for taping without producing a raised area. This depressing of butt joints was done by using short pieces of oak flooring drilled and nailed to the ceiling joists adjacent to the butt joints.

Three pieces of flooring were nailed across each four-foot butt joint, one at each end and one in the middle. Wood shingle wedges were used to force the joints upward until the joint cement dried, making a permanent bond with the back blocking. (Continues on p. 141)



All gypsum wallboard panels for the finished ceilings and walls are nailed in place before storage walls and cabinets are set in place



When wiring, the runs are made either in the attic or under the floor, or both. Ducts for heating are brought down from the ceiling



**BUILDING WITH
SPACE DIVIDERS,
CONTINUED**

Wiring and outlet boxes are exposed inside wardrobes. Buyers don't seem to object. Cabinet carpenter does nothing but assemble and nail all cabinet and wall storage units, which are received on the job precut and some partially assembled

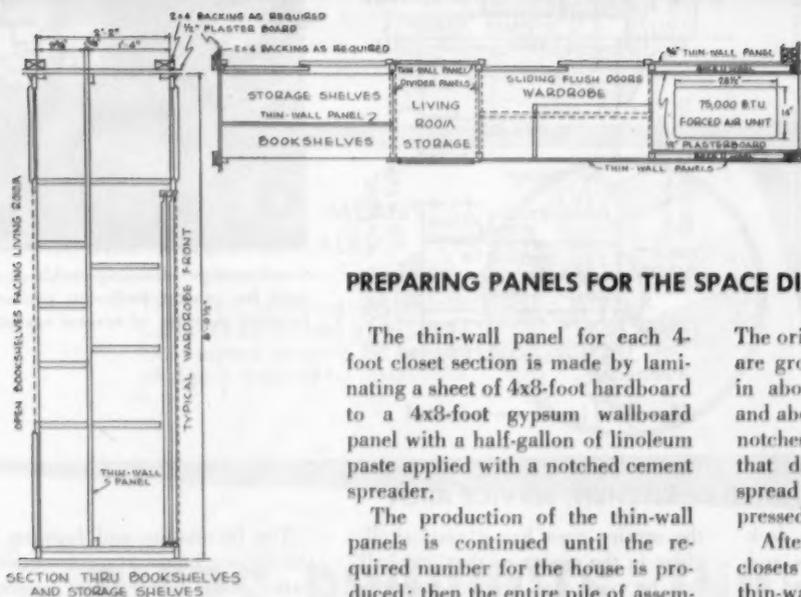


Photo and details show storage wall that separates living room and the third bedroom (or den) in J. Howard Brown's Spacemaster house. The thin-wall panels used for backing conform to plans and specifications in Trade Secrets report No. 4, "Non-Load Bearing Space Dividers," prepared for NAHB's Research Institute

PREPARING PANELS FOR THE SPACE DIVIDERS

The thin-wall panel for each 4-foot closet section is made by laminating a sheet of 4x8-foot hardboard to a 4x8-foot gypsum wallboard panel with a half-gallon of linoleum paste applied with a notched cement spreader.

The production of the thin-wall panels is continued until the required number for the house is produced; then the entire pile of assemblies is weighted down with 10 additional panels of gypsum wallboard and allowed to remain undisturbed for 24 hours.

In hot, dry weather, the paste is diluted with about one part in ten of water and applied to the gypsum wallboard instead of the hardboard.

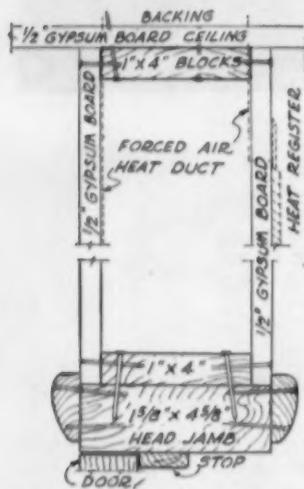
The original notches on the spreader are ground out and new ones filed in about $\frac{3}{16}$ -inch wide and deep and about one inch apart. These new notches spread the paste in ridges that did not dry so rapidly and spread out when the panels were pressed together.

After the backless cabinets and closets are assembled in place, the thin-wall backs were nailed where required with 6d cement coated nails and finished along with the other gypsum wallboard panels. The hardboard linings make excellent painting surfaces inside the closets, and the gypsum wallboard is prepared for painting or wallpapering.

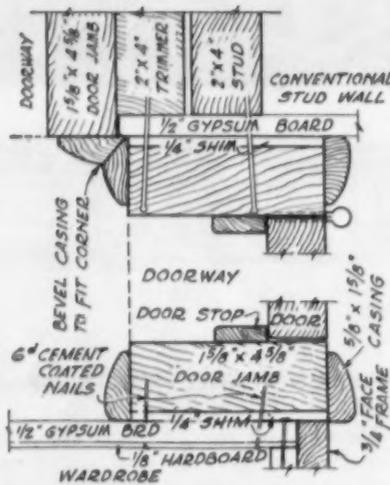
(Continued on next page)



Kitchen is filled in by installing base cabinets and hanging wall cabinets from blocks framed in between the ceiling joists for this purpose



How space over doors is filled in



How door jambs are mounted



Combination dressing table-storage unit for master bedroom proved to be most popular of several variations

HOW DETAILS WERE HANDLED IN KITCHEN, SERVICE AREA

In the kitchen a Formica deck covered the base cabinet tops and a Formica back splash covered all the exposed hardboard between upper and lower cabinets and above the range.

The service area in the garage was built similarly to the kitchen with cabinets or horizontal 1 by 12-inch shelves as supports for the thin-wall backs. The wardrobe closet in

the service area has a vertical divider in the center so that one half can be used for brooms and the other half for raincoats and work clothes.

The front has sliding doors at the bottom and hinged doors for the upper section, as do all the other wardrobe fronts. Part of the storage area behind the half-bath can be used for a stall shower if desired.

The foundation and framing for the Brown house are conventional. Extra care went into selecting straight studs so that drywall could be successfully used. Ceiling joists were checked for alignment and if the joists were more than 3/8-inch out of alignment at the center of the span, a "strongback" was nailed across and to the tops of the joists. The plumbing set-up is conventional.

FOR THE **BIG** JOBS
FOR THE small JOBS



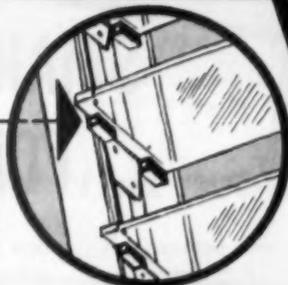
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GLASS JALOUSIES
and ALUMINUM WINDOWS

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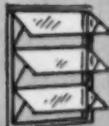
From the smallest residence, to the largest sky-scraper—go after 'em . . . and land them—with the complete ABC Dibbs line. The combination of uniformly high quality, superior construction, beautiful appearance, and prompt, dependable delivery add up to increased sales and profits for you.

THE WEDGE THAT MEANS
MORE JALOUSIE SALES

The glass retaining rectangular wedge of die-formed Vinyl plastic locks louvers securely. No bending of clips is required for installation.



GLASS JALOUSIES



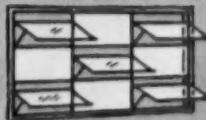
AWNING TYPE

Residential
Architectural
Monumental



CASEMENT

Residential
Intermediate
Monumental



WINDOW-WALL

In Various
Combinations

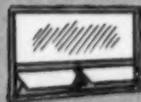


ARCHITECTURAL
PROJECTED



PICTURE WINDOWS

Residential
Architectural
Monumental



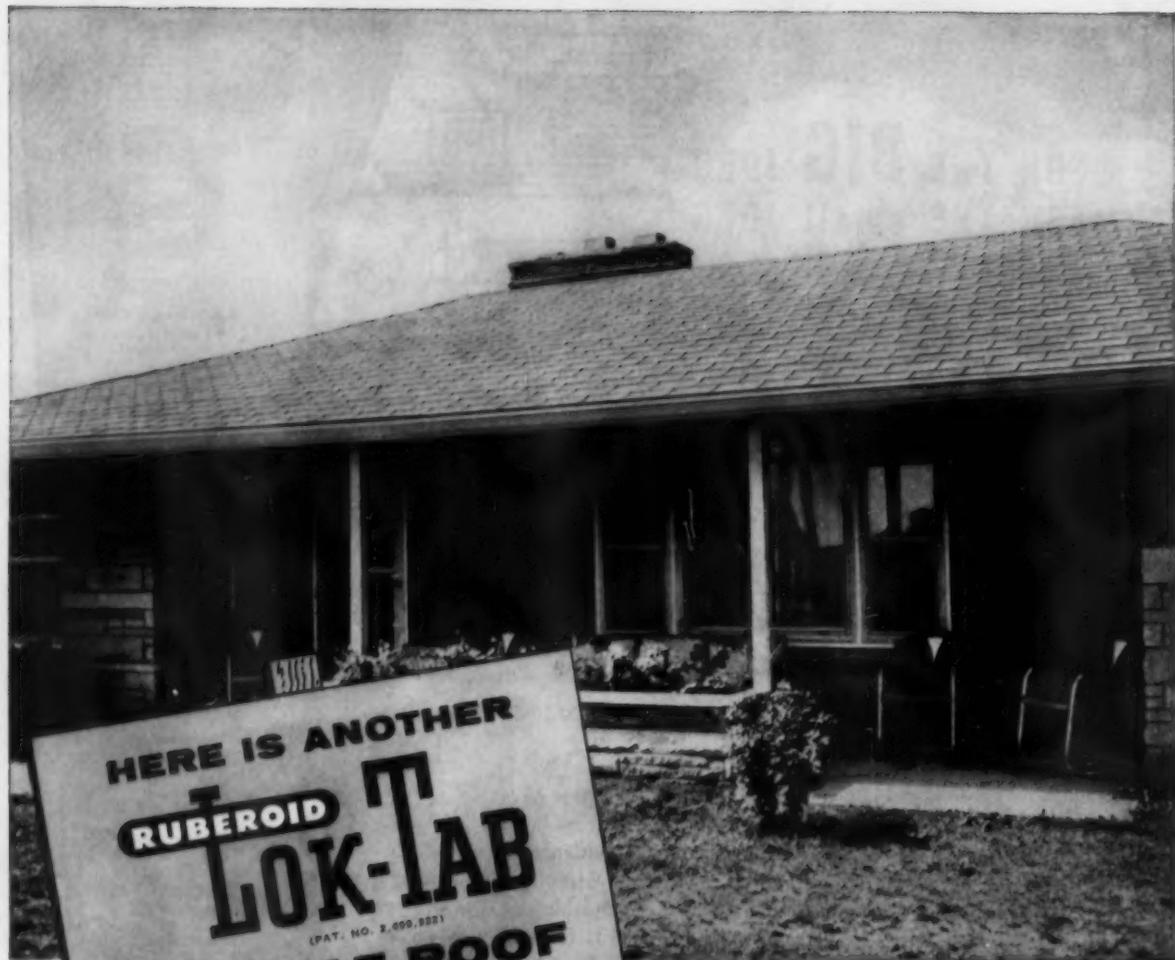
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Residential
Architectural
Monumental

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Choice territories available. Write for
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SMART SIGN LANGUAGE FOR BUILDERS

More often than not, the difference between this sign **MODEL HOME** and this **SOLD** is the sales appeal of the building materials used in the house. Builders with sales on their minds specify Ruberoid's revolutionary new Lok-Tab asphalt shingles for the roofs of better new homes everywhere.

Lok-Tabs' features add important extra sales value to new homes. First, they offer a whole

new conception in roof beauty: New decorator colors, modern, random-spaced, straight-line texture and built-in shadowlines. Second, there's the locking tab at the center of each butt to make them wind-safe. Lok-Tabs' exciting new beauty *plus* their exclusive wind safety is a combination that can't be beat for sales value.

See your Ruberoid dealer today and prove to yourself why a Lok-Tab roof is an important sign of a *better* new home.

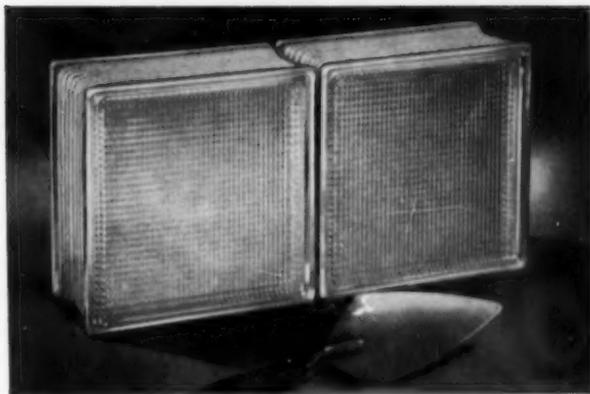
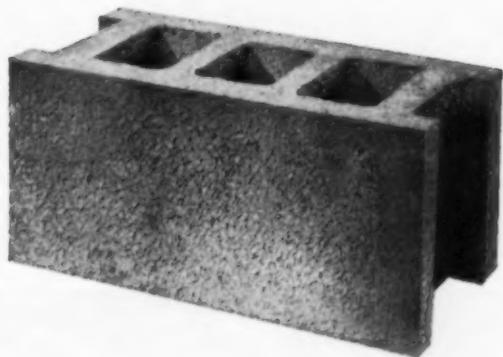
The **RUBEROID** Co.

ASPHALT AND ASBESTOS

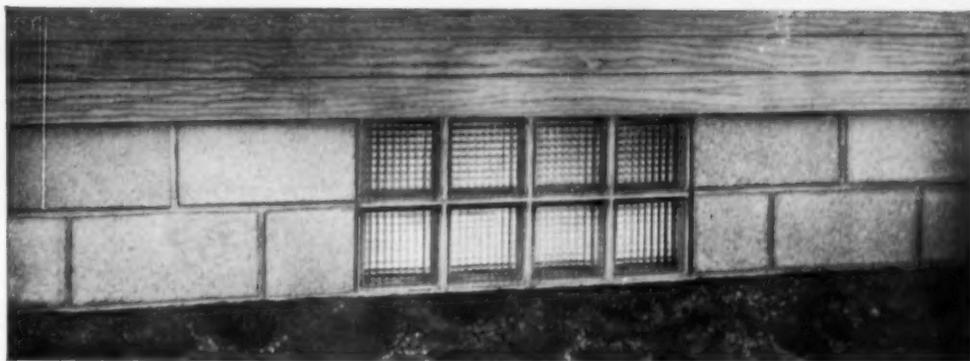
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OWENS-ILLINOIS GLASS BLOCK*



— AND CONCRETE BLOCK



Owens-Illinois Glass Block No. 316 installed in basement window.

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Owens-Illinois Glass Block* are handled in the same way as concrete blocks—same mortar materials and similar laying technique . . . go in at the same time. Glass block and concrete block "fit." Two 8" glass block equal a standard concrete block. When you use glass block in basements, you have no worry about joints at the grade line.

Glass block arrive on the job site packed in sturdy cartons of convenient size. Cartons can be opened as block are needed. No loose block for

you to handle. Panels can be made to fit any size opening . . . no frame is necessary.

Owens-Illinois Glass Block are available in a wide variety of designs from super-clear that you can see through to those that restrict sight completely. Literature for any glass block application is available free of charge. For information or help with a specific problem write: Kimble Glass Company, subsidiary of Owens-Illinois, Toledo 1, Ohio.

*Formerly known as INSULUX

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

OWENS-ILLINOIS
GENERAL OFFICES • TOLEDO 1, OHIO

Build your bathrooms around BRIGGS BEAUTYWARE...

IN COLOR

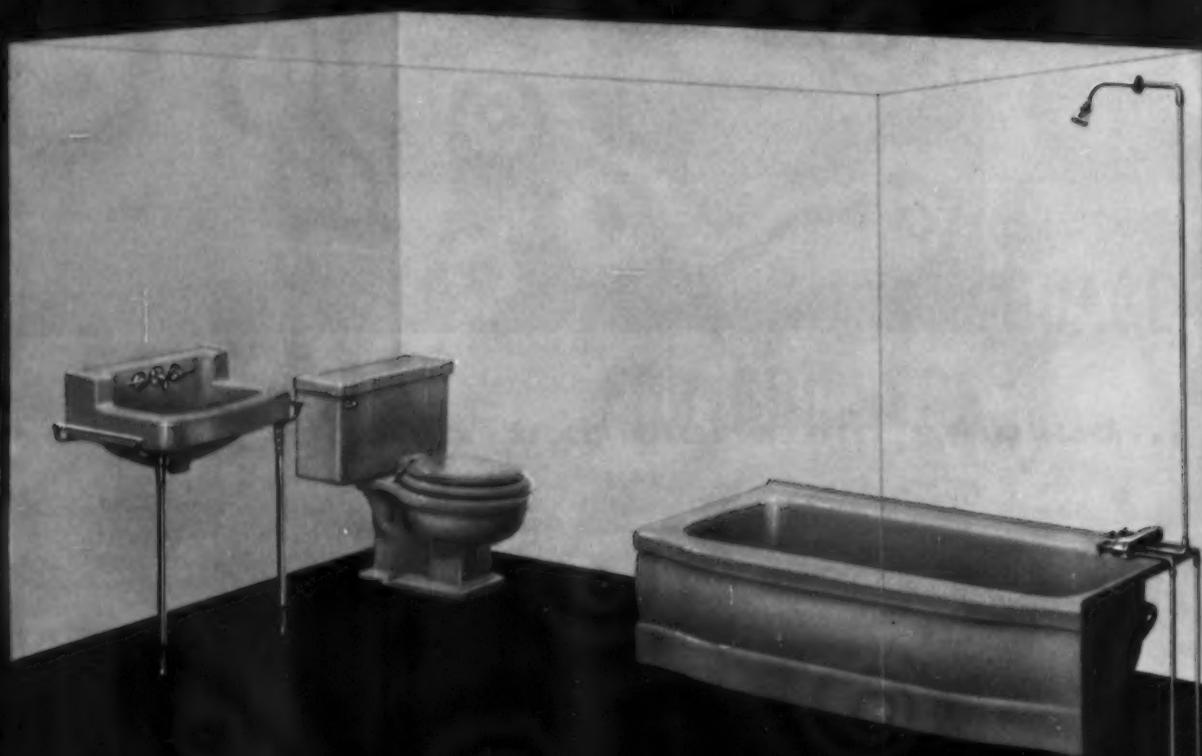
Coordinated color interiors give homes personality and prestige, according to Howard Ketcham, America's best known color adviser to many home building firms. Today, there's no doubt about the importance of colorful bathrooms and kitchens. They're as much a showplace as any room in the house.

Your prospects are not only color conscious, but fast becoming color educated. That's why the soft pastel tones of Briggs Beautyware are so pleasing, so versatile and so popular.

When you tell your prospects that colorful Briggs Beautyware

is fadeproof, easy to keep clean, and blends with any number of bathroom accessory and decorating changes, you can't help but generate a strong desire for ownership.

We invite you to shop for color fixtures—compare materials, design and workmanship—compare bathing features, utility features, finishes and beauty of appearance. And compare color match, color shade and color brilliance. You, too, will agree—Briggs Beautyware is the outstanding color value and a great contribution to home sales features.



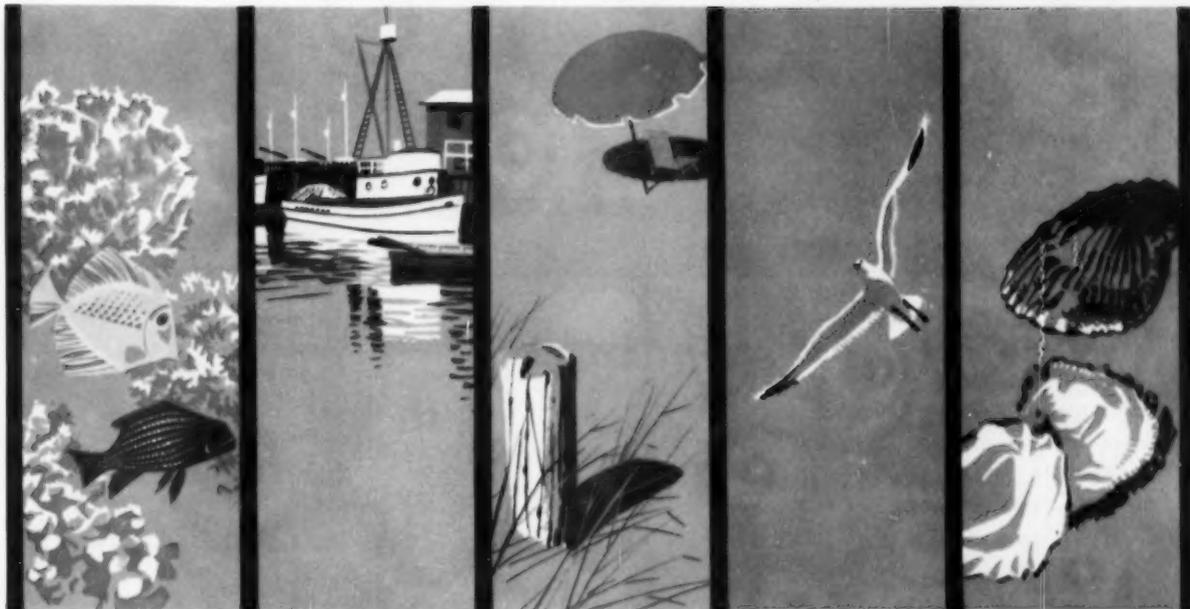
Coral

Sea Green

Sandstone

Sky Blue

Pearl Gray



● **Briggs colors complement any type of home—any decorating theme**

No matter what the style of a home—from Colonial to Contemporary—you can enhance the beauty of the bathroom and kitchen with any of Beautyware's sparkling sea-tone colors.

Here are colors so natural and so pleasing that they complement any decorating theme—even suggest new decorating ideas—add greatly to a home's livability and saleability.

● **Briggs color processing is exclusive and exacting**

Pressure-formed enameling steel—proven superior for many rugged porcelain products—is specially processed at Briggs into glass-hard, glass-bright color fixtures.

At Briggs, too, the finest clays are chemically blended and glazed under most exacting controls to assure matching vitreous china. As a leader in color processing, Briggs has made color fixtures available at new economical costs.

● **Briggs Beautyware finishes are fadeproof and stainproof**

Briggs color finishes are so durable that they defy stains, acids, medicines and cosmetics, *just like glass itself*. In addition, they resist chipping and marring, and are absolutely fadeproof.

These are selling features that your customers will really understand and appreciate.



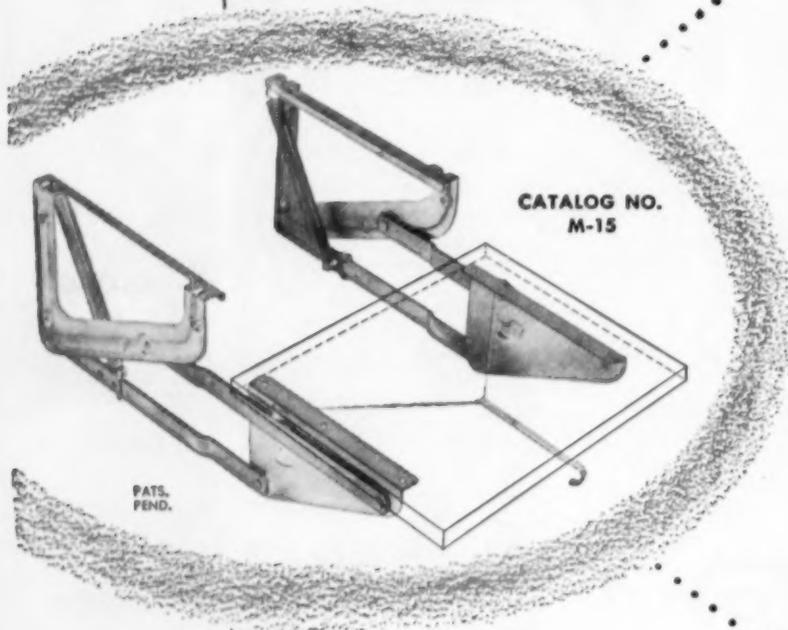
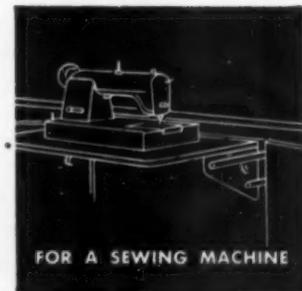
A Second Bathroom is Beautyware's new standard for American Living

BRIGGS MANUFACTURING CO. • 300 BUHL BUILDING • DETROIT 26, MICHIGAN

TRIPLE the sales
appeal of your homes
by using this

"Swing-Up" Hardware

in these **3** places!



This Washington Line "swing-up" hardware is designed specifically to swing a small appliance storage shelf up out of the cabinet and lock it securely at a convenient working height.

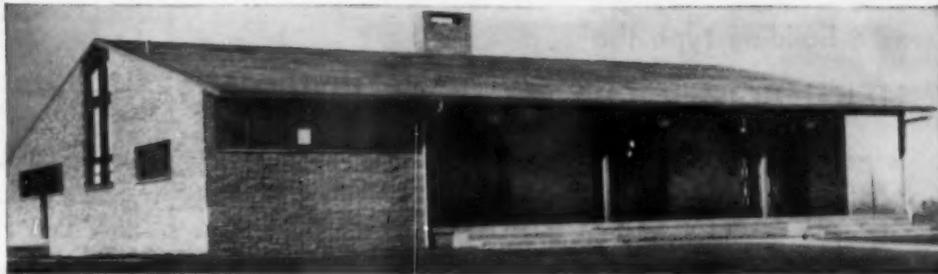
Adjustable spring tension accommodates varying shelf weights. A single trigger release is located in front and center of shelf.



WASHINGTON LINE

FOR MORE INFORMATION, ASK YOUR DEALER, OR WRITE TO:
WASHINGTON STEEL PRODUCTS, INC., DEPT. AB-6, TACOMA 2, WASHINGTON

Woodmar Methodist Church
Hammond, Indiana
Architect: Harold Jacobs,
Calumet City, Ill.
General Contractor: Leo Rueth
& Sons, Hammond, Ind.
Mason Contractor:
Woodmar Construction Co.,
Valparaiso, Ind.

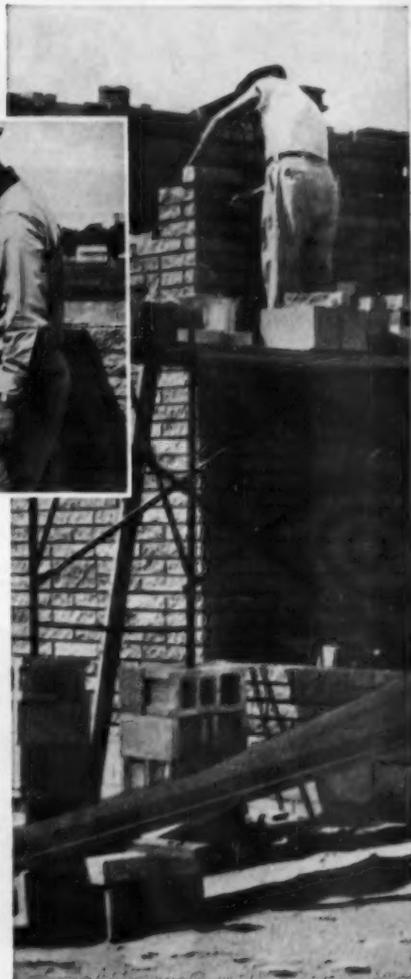


ATLAS MORTAR spreads easily...helps make true, tight joints



GOOD APPEARANCE and tight joints show why builders prefer Atlas Mortar. Its buttery plasticity speeds construction, produces strong, good-looking masonry.

MASONS PRAISE the workability of Atlas Mortar; for example, as used here in the construction of the Woodmar Methodist Church, Hammond, Ind. They like the way it responds easily to the trowel.



"I've come to count on Atlas Mortar for its good workability," reports Indiana mason contractor John Horkavi, head of Woodmar Construction Co. "Atlas Mortar works easily under the trowel . . . It's a mortar you can depend on."

Like Mr. Horkavi, more and more masons and builders are choosing Atlas Mortar for all their masonry work. They like its plasticity and the way it holds its buttery-smooth response to the trowel. For Atlas Mortar spreads with less effort . . . helps to lay up all types of masonry units faster and easier.

Builders appreciate the consistently uniform color of Atlas Mortar. They are pleased by its good appearance in the wall. And they like the way Atlas Mortar aids in producing true, tight joints with a strong bond for all types of masonry units.

ATLAS MORTAR has proved itself on large jobs and small and in the laboratory as well. It complies with ASTM and Federal Specifications for masonry cement. For further information, write Universal Atlas Cement Company (United States Steel Corporation Subsidiary), 100 Park Avenue, New York 17, N. Y.

OFFICES: Albany • Birmingham • Boston • Chicago
Dayton • Kansas City • Minneapolis • New York
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AB-M-19

SKILLED HANDS PREFER

ATLAS MORTAR CEMENT

THE SATIN OF MASONRY CEMENTS

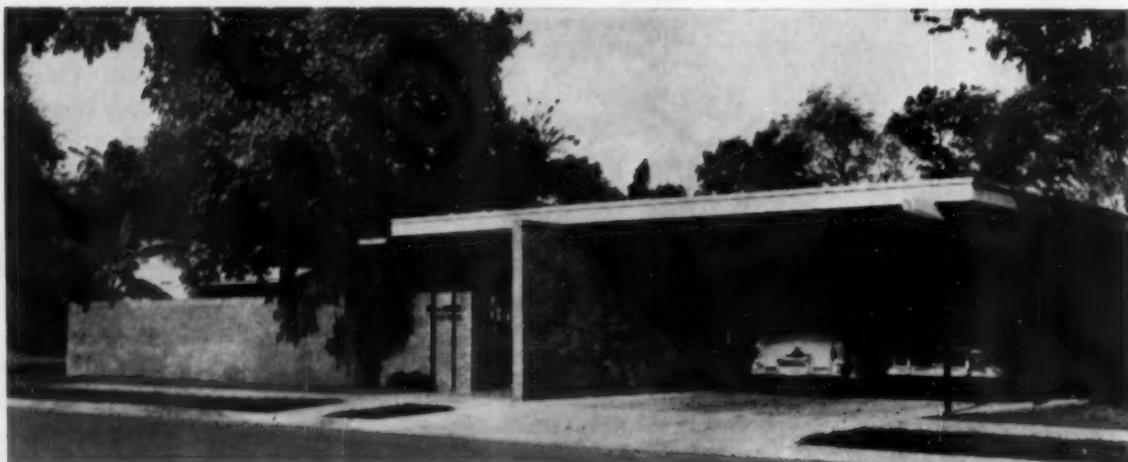
UNITED STATES STEEL HOUR—Televised alternate weeks—See your newspaper for time and station

as a building type the

NEIGHBORHOOD MEDICAL BUILDING

is getting more universal and closer
in character to its residential setting

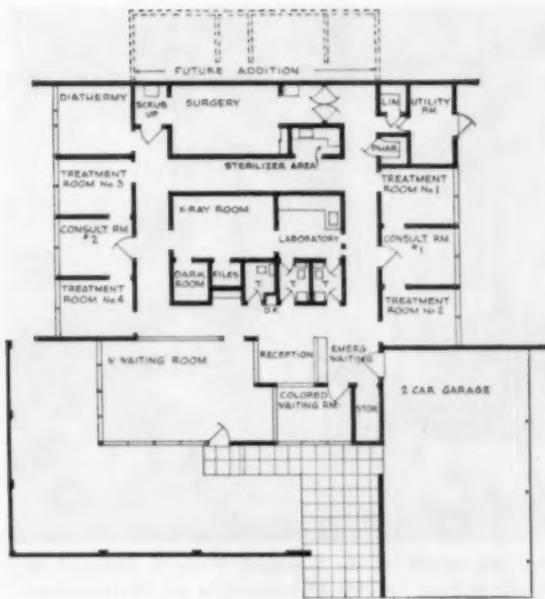
Here are two new examples



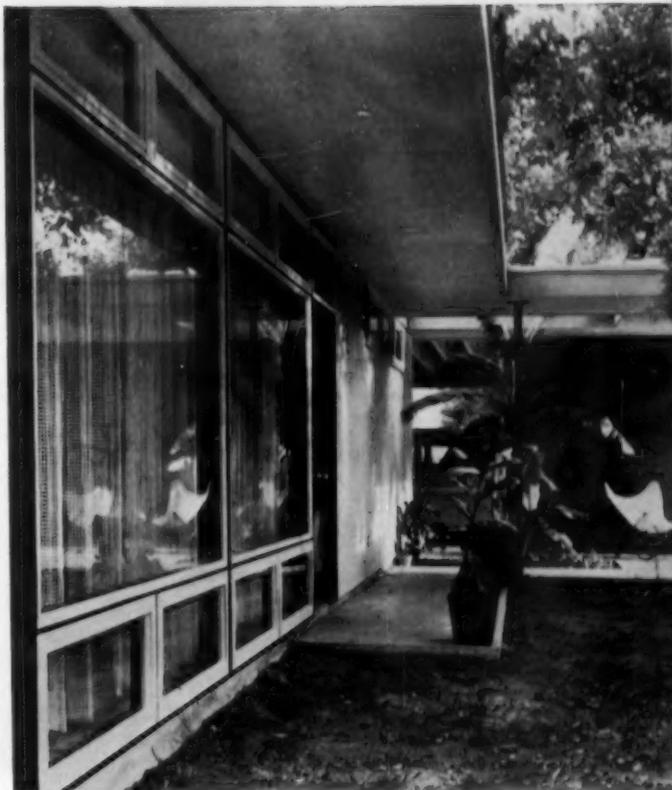
1 **TWO DOCTORS SHARE** this building in Gonzales, Texas, planned with separate consultation rooms, shared medical utilities and reception space



2 **A ONE-MAN OFFICE** in St. Petersburg, Florida, has the look of a contemporary-styled home



GONZALES CLINIC places each doctor's consultation room and treatment rooms at opposite sides of the building. Laboratory, X-ray, surgery and toilets form a center utilities core. Treatment rooms flank each side of each doctor's consultation room, enabling each doctor to handle three patients simultaneously. Plan is designed so additional rooms can be built later. Total construction cost was \$35,000, including air conditioning. Architect was R. Gommel Roessner of Austin, Texas. General contractors were Toungate and Thompson

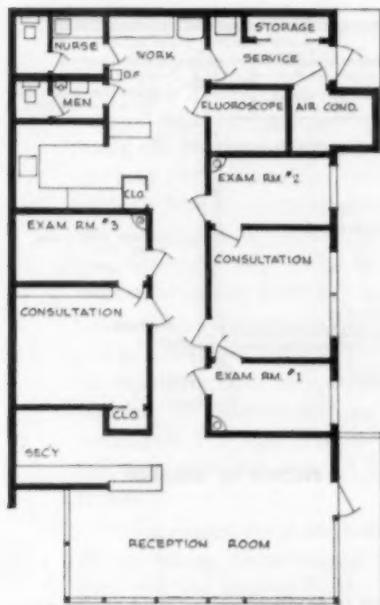


PATIO, screened from street by brick wall, is useful as an outside waiting room. Temperate climate makes this an attractive feature most of the year

Continued next page ▶

TWO DOCTORS SHARE THIS OFFICE

A ONE-MAN OFFICE



RECEPTION ROOM of the St. Petersburg office is bright and airy with walls of glass on three sides. Screen fencing outside room is continued as part of west wall in reception room with glass panels above and below. Although mechanical air conditioning is provided, jalousie panels permit natural ventilation when desired

PLAN IS SIMPLE RECTANGLE with a central hall opening on the reception room. Control point for traffic is receptionist's desk located at entrance to hall. Two consultation rooms and three treatment rooms flank hall. Small laboratory, toilets and fluoroscope room are at rear. Building was designed by William B. Harvard of St. Petersburg, Florida. General contractor was L. J. Geer. Final cost for completed building was \$29,288.71

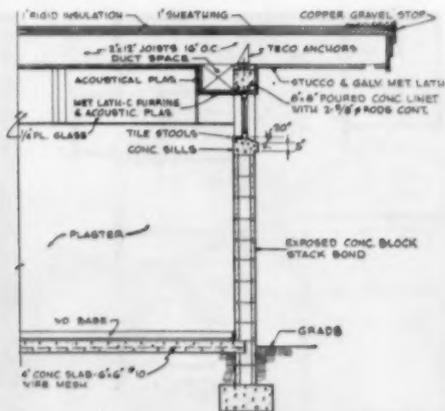


RECEPTIONIST'S ROOM is key to traffic control for entire clinic. From this point, the receptionist can oversee all waiting areas, direct patients to various rooms and check on patients as they leave the building



WAITING ROOM of the Gonzales clinic is designed to handle a large number of patients in an efficient manner. Two walls of glass bring in plenty of light

LABORATORY, X-ray facilities form a working center core of the building, are easily reached by both doctors



BUILDING IS SCREENED and shaded on the west, so that adjacent construction can abut it without changing the building's character



Photograph by Ezra Stoller

Spaciousness and flexibility keynote the Model Nine Seventy Six, designed by Crawford Corporation's Chief Architect J. Wesley Leake, A. I. A., and photographed in Highgate Springs Subdivision, Louisville, Kentucky.



Paul B. Walker, Crawford Home Sales Executive, says:



Paul B. Walker, Vice President—Sales, Crawford Corporation, Baton Rouge, La., one of the nation's leading manufacturers of contemporary homes.

Modernfold gives our houses more flexible space...greater sales appeal

"Our Model Nine Seventy Six is a big hit with buyers who have difficulty in deciding whether they need a two bedroom or a three bedroom home. A MODERNFOLD door quickly converts the study into a third bedroom and turns many lookers into buyers. And in the front hallway, we consider MODERNFOLD an absolute *necessity* from the standpoint of design, because it eliminates congestion and door-swing in this area...another important selling feature."

Wherever MODERNFOLD is installed, it attracts the prospect's attention. You can *demonstrate* a MODERNFOLD door to potential buyers, while explaining its space-saving and room-dividing advantages. It's one of those unique, low-cost features which add so much to the saleability of a house.

These rugged doors are built to last the lifetime of the house. MODERNFOLD construction standards are the highest in the industry; balanced,

double-strength steel frame mounted on overhead tracks and covered in long-wearing, washable vinyl fabric, which keeps a fresh, new appearance for years.

MODERNFOLD doors are easily installed, and require almost no maintenance. Builders every day are finding new ways to turn lookers into buyers when they install MODERNFOLD.

The MODERNFOLD Custom line—for closures of any size—is available through MODERNFOLD distributors. Look under "Doors" in city classified directories. The "Spacemaster" line—for standard small closures—is available at your building supply dealer. Or write New Castle Products, Inc., Dept. F21, New Castle, Indiana. In Canada: New Castle Products, Ltd., Montreal 6.



© 1955, NEW CASTLE PRODUCTS, INC.



This brand name
on lumber
also brings
you...

Product Qualities that help close sales:

Kiln-dried

● If your business is building and selling homes, here is a fact worth considering: a home is easier to sell if it is framed and sheathed with Weyerhaeuser 4-Square Kiln-dried Lumber.

There are several reasons for this increased salability.

For example, Kiln-dried Framing is an important sales feature because the public has learned that seasoned lumber is strong . . . that it has dimensional stability . . . that it contributes to sound, reliable construction.

Kiln-dried Lumber Sheathing on a new home is a feature that helps close many sales. Lumber is strong . . . it holds nails firmly. Also, lumber sheathing permits the use of shingles, vertical siding, and other special coverings without furring strips.

These are a few of the reasons why lumber sheathing has been the accepted standard for generations . . . and is still a mark of high quality construction in homes, farm buildings and commercial structures.

The Weyerhaeuser 4-Square brand name, nationally advertised, is well-known to the public . . . a mark of quality that helps builders close sales.

All lumber bearing the brand name Weyerhaeuser 4-Square is scientifically kiln-dried, precision-manufactured, properly graded and carefully loaded for shipment. It is available in a wide range of species and grades, in commons and clears. There are Weyerhaeuser 4-Square Lumber products, from dimension to moldings, to meet every need in light construction.



Weyerhaeuser

ST. PAUL 1,
AMERICAN BUILDER

WEYERHAEUSER 4-SQUARE PRODUCTS AND SERVICES THAT HELP BUILDERS

PLYWOOD—The Weyerhaeuser 4-Square plywood line now includes beautiful new Knotty Cedar and Knotty Pine, as well as Douglas Fir plywood.

TREATED LUMBER—Pressure-treating with Wolman salts* extends the service life of lumber that is exposed to insects and decay. *T.M.REG.

SHINGLES—The Weyerhaeuser 4-Square Kolorite line includes top quality Western Red Cedar shingles, shakes, and aristocratic hand-split shakes . . . natural finish or stained in 16 colors by the exclusive Kolorite process.

SIDINGS—All the basic patterns, in many Western species, including style leaders such as bevel and bungalow, the new Rustic Red Cedar, and special vertical patterns.

PANELINGS—Standard patterns and special patterns, in a wide choice of species and grades . . . plus the plywoods listed above.

UPPERS—The Weyerhaeuser 4-Square line includes softwood floorings, moldings, stepping, finish items, etc., in Western species.

GLUED-UP LUMBER—Edge-glued lumber now includes sidings, stepping, and finish up

to 30" wide, in various Western species.

WEYERHAEUSER 4-SQUARE HOME BUILDING SERVICE—Complete plans and material lists for 148 beautiful modern homes—all designed by experts, engineered by Weyerhaeuser.

WEYERHAEUSER 4-SQUARE FARM BUILDING SERVICE—Blueprints, working drawings and material lists for 278 farm service buildings and equipment items, including 22 fresh, appealing farm homes . . . all illustrated in the big 4-Square Farm Building Portfolio.

Lumber

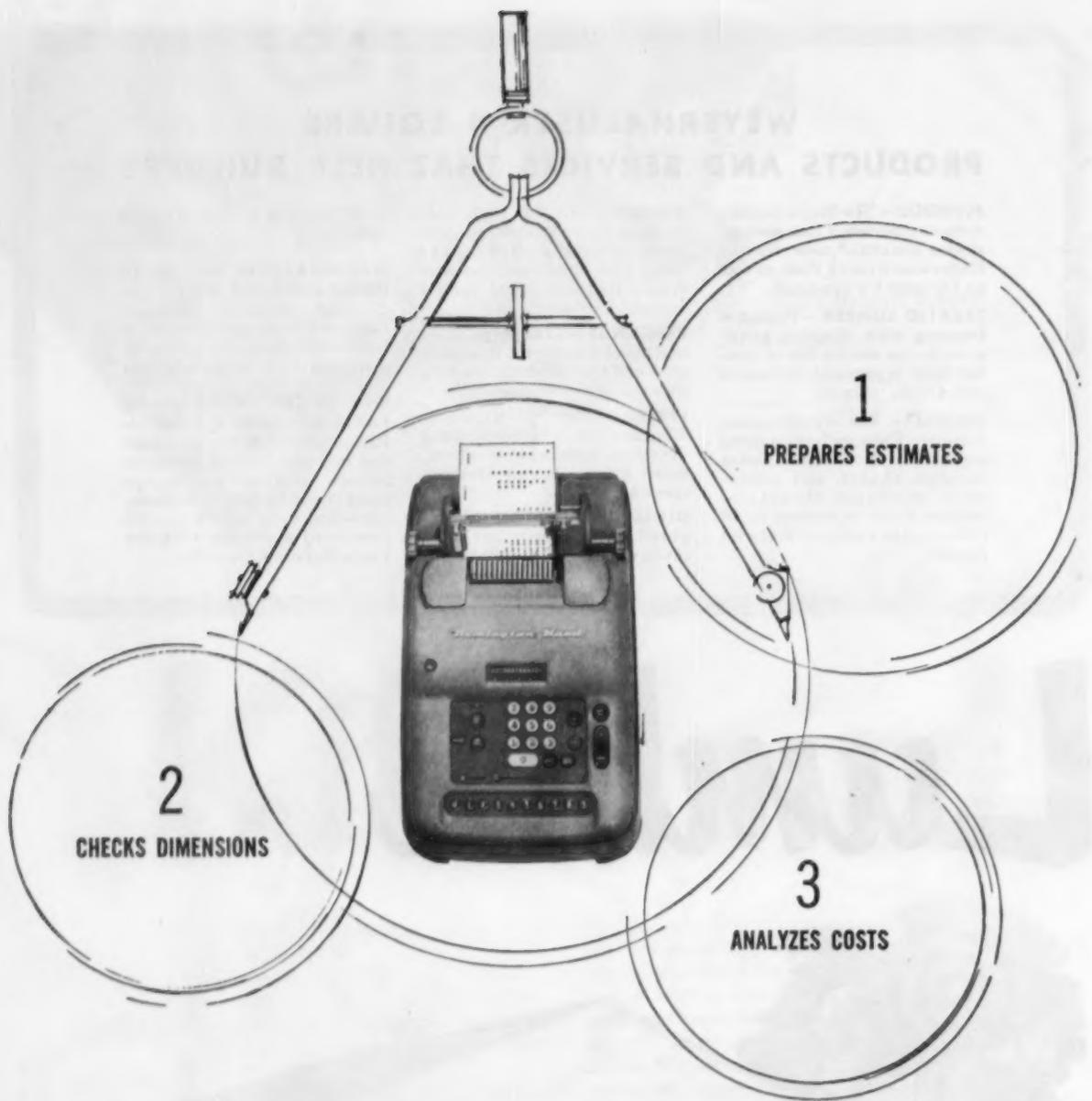


This is one of the popular home designs from the 4-Square Home Building Service . . . featured in a recent full-page, 4-color advertisement in the Saturday Evening Post. Ask your Weyerhaeuser 4-Square Lumber Dealer to show you all the designs in this modern Service.

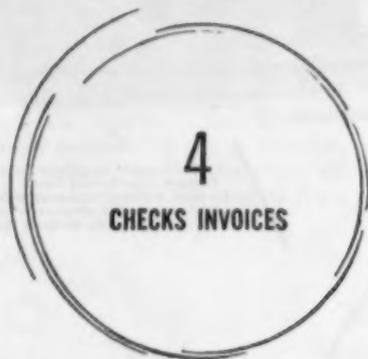
Sales Company

MINNESOTA

JUNE 1955



make plans for - a Remington Rand Printing Calculator

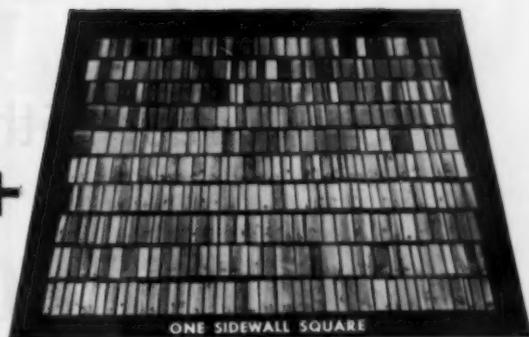
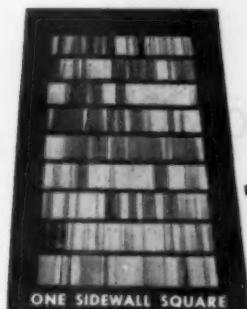


The Remington Rand Printing Calculator can multiply, divide, add and subtract. Anyone can operate this fully automatic calculator; ten-key touch makes it so simple and speedy... and exclusive Simpla-tape gives the operator a printed record of all figurework.

For free applications in the building trade, write for Case History 974. Room 1635, 315 Fourth Avenue, New York 10, N. Y.

Remington Rand





CUT SIDING COSTS WITH *Shake-a-Ply* CEDAR SIDING

Hulen H. Hunt, builder of beautiful Brentwood Village in Corpus Christi, Texas, says: "I use *Shake-a-Ply* because it saves time, is easily applied and thereby cuts my labor costs. *Shake-a-Ply* looks better than ordinary shakes. Prospective home buyers are interested in the construction materials we use and are especially pleased with *Shake-a-Ply* siding."

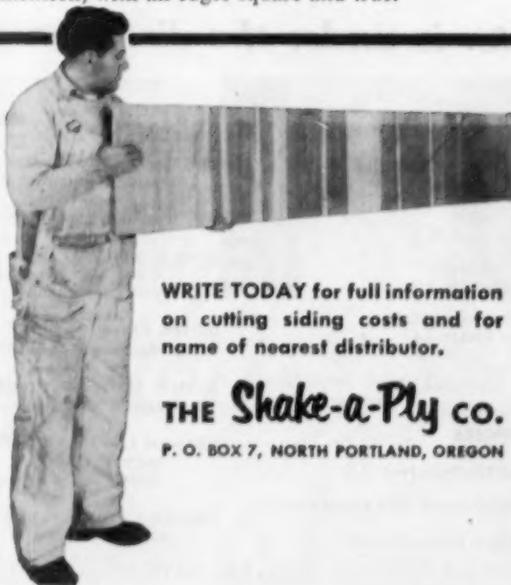


ABOVE: In the time it takes 3 men to install 1 sidewall square of shingles and shakes (350 pieces—count 'em), 1 man can cover the same area with 9 panels of *Shake-a-Ply*. The shingles and shakes would require driving about 800 nails; the *Shake-a-Ply* only about 80.

The installed cost of *Shake-a-Ply* is less than any other kind of wood siding because the easy-to-handle panels (8 feet x 18 inches) reduce the cost of labor on the job by as much as two-thirds. *Shake-a-Ply* can be applied over any type of sheathing or old siding. In climates where FHA permits, it can go on right over the studs with an intermediate nail between studs to clinch the panels. Paint or stain finish will not peel off or blister. Fewer nail heads exposed, no gaps between shakes. Three-ply construction combines Cedar's durability with plywood's rugged strength. Panels may be sawed easily in any direction for installation around openings. No special nailing strips or backing are necessary. Joints are made over studs and ends butted. Efficient, patented process produces panels of uniform dimension, with all edges square and true.

Shake-a-Ply is a rugged, durable, textured cedar siding made by combining No. 1 clear machine-grooved shakes with cedar shingle undercoursing, with a resin coated veneer core as a cross-bind. The resin used is a phenolic complying with Commercial Standard 45-48 (Boil Test). Panels are 8 feet long by approximately 18 inches wide.

Shake-a-Ply is manufactured only in Natural color and may be painted or stained with equally good results.



WRITE TODAY for full information on cutting siding costs and for name of nearest distributor.

THE *Shake-a-Ply* co.
P. O. BOX 7, NORTH PORTLAND, OREGON

On August 15th, the opening of the

National Housing Center

will give the American Home-Building
Industry its first real Home!

This big showplace and showcase of our greatest Industry will bring together America's home builders, architects, financial men, representatives of government and the home-owning public!

All will find, in this one central location, the facts they need to select and use the building materials, equipment and services offered by the *manufacturers* who serve and sell them!

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"Center type" building materials exhibits, typical of those now being prepared by our leading manufacturers.

1625 L Street, N. W.
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Manufacturers: There is still time to reserve space for your product exhibits!

Register for space immediately. Write George P. Shutt, Director of Sales, National Housing Center, 1028 Connecticut Ave., N.W., Washington 6, D. C. You'll get full facts, quick!

Furnish complete information on products or services you will exhibit so your display can be assigned proper position.

Send preliminary design sketches of your exhibit for approval by the Director, National Housing Center.

Free display advisory service is offered Exhibitors. Ask for the Exhibitors' Display Requirements Bulletin.

This book tells you what the National Housing Center can do for the manufacturer who sells the Home-Building Industry!



Get your copy of this 16-pg. fact-book by writing today to George P. Shutt, Director of Sales, National Housing Center, 1028 Connecticut Ave., N.W., Washington 6, D. C.

Sponsored by the National Association of Home Builders

COOLING for the house with hot water

There are now 4 ways to do it



Courtesy, Plumbing and Heating Industries Bureau

Beneath the window is a distributor for an integrated system in which the boiler is a source of heat in the winter and a water chiller, the source of cooling in the summer. The same piping system is used to circulate both hot and chilled water

1 An *integrated system* uses a hot water boiler and a chiller in combination with water-fed room units which alternately heat or cool, depending upon the season of the year.

These room cooling-heating units are either of the remote air-forced convector type, installed beneath windows, or open grille distributors installed flush with the wall. Each type of unit is circulated with hot water in the winter and cold water in the summer, through the same supply and return piping system. These units are equipped with a three-speed fan that regulates output of cool or warm air.

All piping should be carefully insulated to prevent a condensation problem when chilled water is being circulated throughout the supply system for summer cooling.

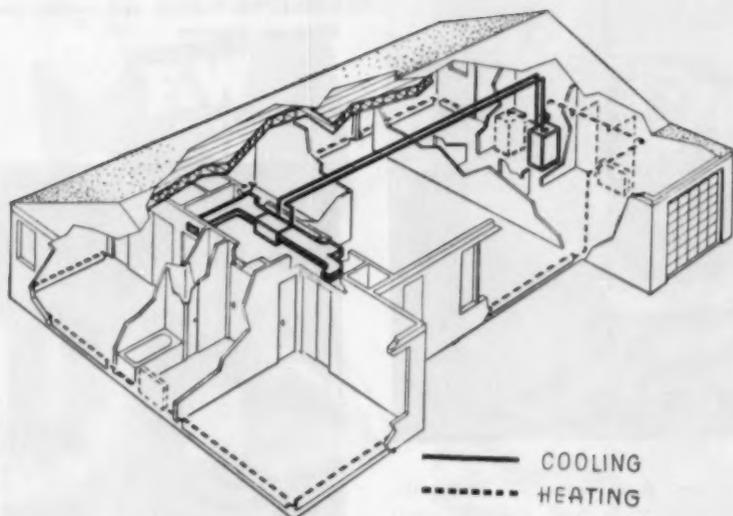


This integrated unit measures 14 $\frac{3}{4}$ by 17 by 4 $\frac{3}{4}$ inches and can be installed between standard stud spacings. Here the unit is installed over a basement. All piping may be concealed in the floor and walls

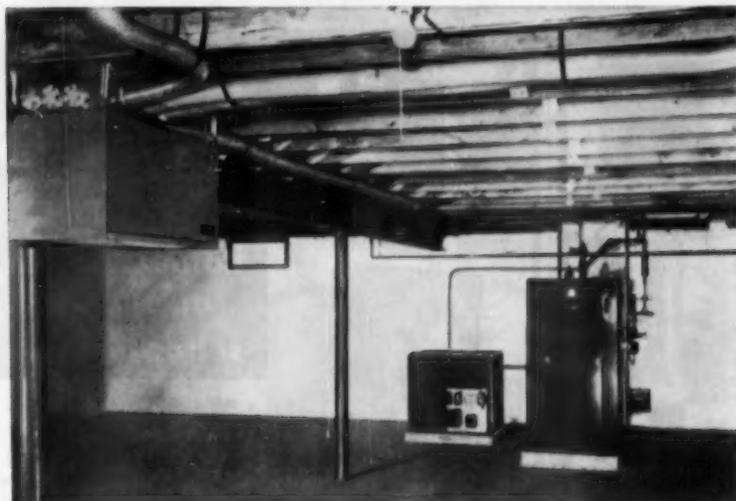


Copper tubing from the integrated unit carries off the condensate to drain tile outside the house. Provision for draining can be varied to suit the structure

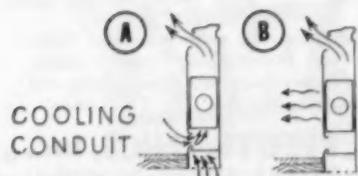
heating



This is a split system—cooling and heating systems being separate. The dotted line is the hot water line from boiler to baseboard for heating. The solid line is the supply line from the water chiller to cooling unit in attic. Cool air is forced by unit fan through short conduits into rooms



Blower unit is suspended from the ceiling and cooled air is forced by the blower through the flexible tubing to the baseboard air conduits. The water chiller in the center is hooked in sequence with the hot water boiler for year-round cooling and heating



Cross section of baseboard cooling and heating installation. "A" indicates the flow of cooled air that comes from the cooling conduits below. "B" indicates movement of warm air after it leaves the baseboard

2 A split system also uses boiler and chiller, but the heating and cooling processes are separate. The split system uses conventional room distributors for heating (baseboards, convectors or cast iron radiators supplied by a boiler), while cooling is provided by a water-fed blower-equipped cooling unit and air conduits with outlets in the various rooms.

In the split system, cold water from the water chiller is pumped to the centrally located cooling unit. Heat is removed from the air in the cooling unit with an integral blower as the blower forces the air across the cooling coil and through short air conduits that fan out to openings in various rooms.

3 One of the newest systems uses baseboards for distribution of warm air in winter and cool air in summer. In addition to containing a finned-tube for circulation of water, the baseboards have an integral air conduit running beneath the finned-tubing and connecting with a blower. The blower may be suspended from the first floor joists or from the roof rafters in an attic. A series of openings or ports in the baseboard conduit releases a controlled air flow over the finned-tube element when it is circulating chilled water for cooling.

In most cases, heat loss determinations will govern the size of the baseboards selected for heating-cooling installations. Cooling loads do not have to be figured except in those extreme situations where so little baseboard is required for heating that it would be insufficient to meet normal cooling needs.

The piping for a combination baseboard cooling-heating system may be either series loop, or one-pipe design with diverter tees. Simplified designs and sizing tables are available to builders and heating contractors from manufacturers of the equipment.

(Continued on 162)

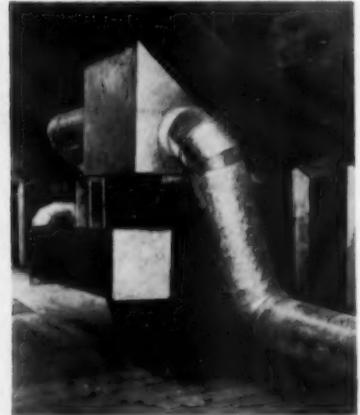


4 A fourth way to cool dispenses with the water chiller and utilizes a cooling element that consists of a compressor-condenser and coils and operates on the principle of reverse-cycle refrigeration. Installed in the attic, basement or utility room, the cooling unit is equipped with a

blower that forces air across the cooling coils and through short conduits into the rooms. In an attic installation the cool air enters at the ceiling through a circular grille opening. Heating is provided by a boiler supplying baseboards, convectors or radiators.

COOLING, continued

The circular grille in the ceiling admits cool air from the attic-installed cooler. Baseboards supply heat in the winter. The heating and cooling systems are separate



Refrigeration-type cooling unit installed in attic has a blower forcing air across the cooling coil and through conduits into the rooms

Now!

NEW AIR-JET "BRICK BEAUTY"

Why bother to build a chimney? Now you can enjoy all the time and money-saving advantages of an Air-Jet packaged unit . . . and, at the same time, increase the value of your homes with a chimney that looks just like brick!

The new "Brick Beauty" is made of embossed aluminum, finished in brick red color with depressed off-white mortar lines. Weighs less than 100 lbs.! Can be installed in one man-hour! And look at these quality features.

Shockproof, high temperature porcelain steel smoke pipe. Special draft top guards against downdrafts. Exclusive rain groove eliminates all leakage. UL approved for use with all fuels. You can take your choice of 2 models in 3 different smoke pipe sizes.

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A few distributorships available.
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'TV' WIRING DEVICES for

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MOSLEY TV Lead-in Wall Socket harmonizes with all electrical wall plates. Supplied with Mating Plug and attractive brown or ivory face plate. Cat. No. F-1PK, List Price, only \$1.95.

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Maximum built-in convenience at minimum cost is supplied through use of MOSLEY TV Wiring Materials.

MOSLEY products are "TV Engineered" for dependable performance. They have been the choice of expert installation Technicians—for years!

MOSLEY TV Wiring Materials are available at Radio and Television Parts Distributors — coast-to-coast. Write for name of nearest supplier, Free Catalog and booklet "How Builders Fit Into The TV Picture".

MOSLEY ELECTRONICS, Inc.
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AMERICAN BUILDER

for suburban
homes beyond
the water mains



**New F & W Pump Gives
40-70% More Water at Less Cost!**

Whatever your customers' requirements, there's an F & W Water Pump to meet them exactly. All offer outstanding advantages in long-life, dependable service, low-cost operation, and minimum maintenance. Shown here are just 3 of the scores of models in the complete F & W line. The VARIJET (above) delivers 40 to 70% more water, yet reduces motor load and power consumption thanks to F & W's exclusive, patented ejector. No other pump approaches its performance for shallow well operation at normal capacities and pressures. All F & W pumps are individually tested before shipment. So . . . remember F & W means Flowing Water at its best, and . . .

F & W Means Flowing Water by
FLINT & WALLING MANUFACTURING CO., INC.
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**F & W 2-Stage
Deep Well Jet**
Delivers extra capacity. New, automatic control valve assures extra-performance.



**F & W Multi-Purpose
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Change from shallow well to deep well at no extra cost, by moving jet off pump down into well.

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F&W
WATER PUMPS

Farm-Used, Farm-Proved for 87 Years

Jaeger mixers make you bigger profits



Pugmill type mortar mixers—Jaeger 4-blade Power Hoos give you fast pugmill criss-cross mixing action. Turn out smooth, uniform, even-tempered mortar that's easy and fast to spread. 3½ and 6½ ft. sizes to keep ahead of any size crew.



Mix better, pour faster—Jaeger 3 1/8 Tilter drum has patented "dual mix" V-bottom that gives double the mixing action of ordinary tilters and also speeds discharge. Produces big daily yardage of high strength, high quality concrete or mortar. Tows fast, spots fast.



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QUALITY CUTLERY



P1 - 1 1/2" - 4"

P1 SERIES

Putty Knives and Wall Scrapers—Cocobola handles—Choice of stiff or flexible blade.



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Putty Knives and Wall Scrapers—Full tang blade—Tennis handle.



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Wall Scrapers—Oversize handles—Highest quality channels.



P17 - 1 1/2" - Putty Chisel

The most complete line of painters' and glaziers' cutlery.

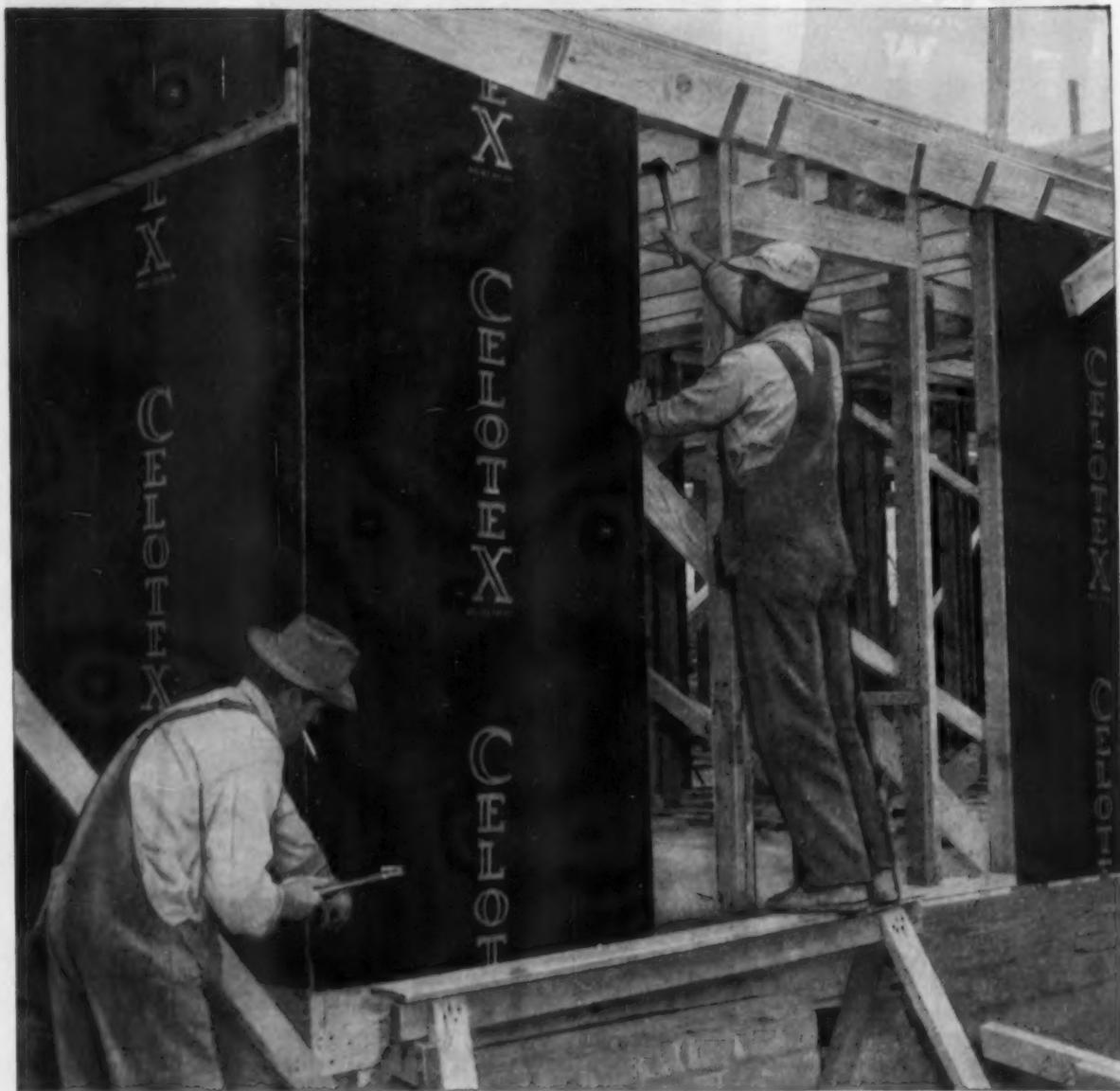


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"Labor costs go down as



Celotex National Ads: Your Big Business-Builder!

Month after month... throughout 1955... you'll see the Celotex great new advertising campaign at work for you... with eye-catching ads in THE SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME and many other leading publications. Capitalize on this residential construction market-hitting bar-

rage. Tie-in with this powerful sales help by stressing to prospects that your homes are built with genuine Celotex Products. It will pay off in increased sales, sales that are easier to make... because over a third of a century of national advertising has created nationwide preference for the brand name Celotex!

Guaranteed for life of building!

No other brand of insulating sheathing—only Celotex—is guaranteed by the manufacturer for the life of the building! This is your assurance of highest quality, and, backed by Celotex practical job advantage, a decisive sales factor in your favor.

Celotex* goes up!" says builder

Up to 30% savings with time-cutting
Double-Waterproofed

*CELOTEX INSULATING SHEATHING

"The very first year we switched to Celotex Double-Waterproofed Insulating Sheathing, we saw astonishing results! We actually saved 30% in reduced time and labor costs building 55 houses in the \$12,500 to \$14,500 bracket. At last we were able to count on closely-planned construction schedules. Celotex sheathing goes up smoothly and easily, is simple to cut and fit. Does a terrific job of sealing out moisture, too ... so we can get back to work almost immediately after heavy rains."

Robert Parish, Parish Construction Company
183 Neil Street, Memphis, Tennessee



This is typical of reports from hundreds of builders throughout the nation. They like the *practical job advantages* of Celotex Double-Waterproofed Insulating Sheathing. It builds stronger, more comfortable homes with insulated sidewalls as an added sales benefit. Remember—only Celotex Insulating Sheathing gives you all these big advantages:

- 1. Goes up 30% Faster.** Easier to cut and fit. Up to 15% less waste.
- 2. Insulates and Weatherproofs** as it builds. All at one cost. No building paper needed.
- 3. Saves on material cost.** The $\frac{25}{32}$ " sheathing costs no more—usually less—than ordinary sheathing... and the $\frac{1}{2}$ " almost *always* costs less!
- 4. Laminated for Extra Strength** and rigidity. Yet density is *controlled* for maximum insulating value.

5. No Corner Bracing Needed to meet FHA requirements, with 4' wide, $\frac{25}{32}$ " thick Celotex Insulating Sheathing. Has approximately 30% greater strength than ordinary sheathing with let-in bracing.

6. Excellent Base for Wood or Asbestos Shingles. Use special methods for direct application; or apply over Celotex Impregnated Backer Board.

7. Double-Waterproofed. Outside, by protective asphalt coating. Inside by special processing of the fibers. Yet has more than twice the *vapor permeance* advocated by government agencies.

8. It is the Only Sheathing made of tough, strong, long Louisiana cane fibers—protected by the patented Ferox® Process against dry rot and termite attack.

Mail coupon for factual FREE new booklet, "40 Questions and Answers about Insulating Board Sheathing."

Build Better... Better Build with Genuine

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It's double
waterproofed!

The Celotex Corporation, 120 S. LaSalle St., Chicago 3, Illinois

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Please send me free the new Celotex booklet, "40 Questions and Answers About Insulating Board Sheathing."

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OVER-ALL

New housing developments did not have school facilities. This dictated choice of site—the only available piece of

property in the vicinity. Funds were limited, but because of present pupil population and because of anticipated future loads, entire site had to be used, made possible campus school plan of individual buildings set in meaningful relationship with each other

This new school teaches 5 lessons

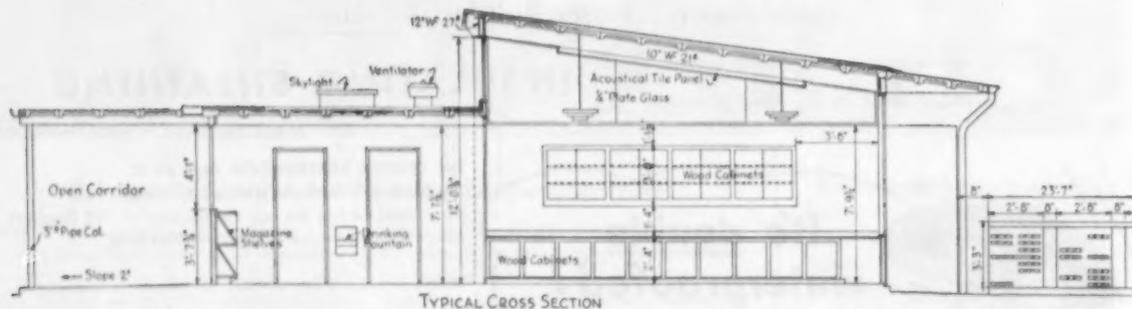
The Double Oaks School in Charlotte, North Carolina, designed by architects A. G. Odell, Jr. and Associates supplies several good answers to the problem of planning a school to meet the needs of a mushrooming community and its accompanying increase in the numbers of school-age children.

1. It allows for an expanding school population, has administration building center which acts as a springboard for periphery classroom buildings.

2. It separates the lower and the upper grade classrooms—the two age groups each have their own end of the campus.

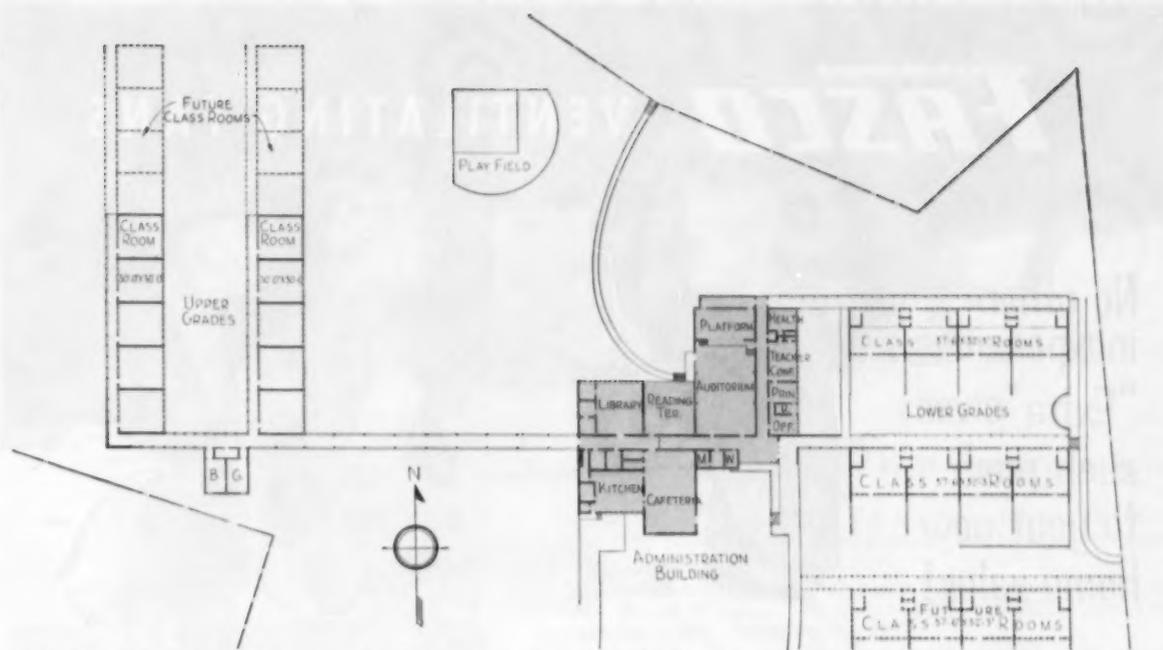
3. Classrooms are built in rows so that each room has two exposures. Schoolroom units are designed to allow for future additions.

4. Each lower grade classroom has its individual play areas defined by inexpensive fences built of hollow concrete block. Exterior wainscots of each classroom are of a different color for visual identification.



School buildings are mainly of steel, concrete and brick left exposed except where acoustical ceiling or wall panels were required. Plastered ceilings were installed in kitchen to meet sanitation requirements. All floors have radiant

heat except kitchen and auditorium. Under all heating slabs two inches of vermiculite concrete are used as insulation. Roof is made of precast channel slab with 1½ inches rigid insulation and built-up roof



Anticipating future pupil population, architects planned a center unit or administration wing containing auditorium, cafeteria, kitchen, library, offices, health room and central heating plant. Upper- and lower-grade units are separated.

Lower-grade classrooms are to east, upper grades to west, are placed so additional units can be added later. The three separate units are connected by covered walkways. Each classroom has two exposures

5. School is fire resistant, built mainly of steel, concrete and brick, left exposed. Clerestories and window walls create ideal daylighting and ventilation for the classrooms.

Other interesting features of the Double Oaks School: The covered walkway or bridge connecting the upper classrooms on the west with the administration unit is open on both sides, but is made secure by continuous chain link fencing from the floor to the ceiling. On the first two bays to the west, where the grade of the bridge approaches ground level, the fencing is replaced with

corrugated structural glass from floor to ceiling to prevent children from climbing up.

Heating is radiant floor panel throughout except for forced hot air heating for the auditorium. Floor panels are heated by circulating hot water. A steam main was run from the administration unit to upper classrooms under the walkway in insulated conduit.

Built at a total cost of \$634,157.90, the Double Oaks School has 35,200 square feet in the lower grades and administration buildings, 17,344 square feet for the upper-grade classrooms (corridors at $\frac{1}{2}$). Cost per square foot was \$12.30.



CLOSE-UPS

Two exposures for each classroom create well-lighted areas. Clerestories and window walls also make for excellent ventilation. The floor-to-ceiling glass area of the lower classrooms has southern exposure, with roof overhang. Upper



classrooms have east and west exposure. Doors in classrooms are covered with Formica for easy maintenance. Porcelain enamel panels in different colors are on lower-grade classroom exteriors, make for visual identification of classrooms. Play yard is divided into several individual play areas. Hollow concrete block fences are simple to build

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For inside walls and ceilings. Turbo-Radial Impeller develops greater pressures. 728, 7" impeller, 325 CFM; 1021, 10" impeller, 530 CFM.

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For single story houses—in ceiling. Simple to install—low in cost—high efficiency. 8" blade, 475 CFM. Also model 1080, 10" blade.



MODELS 882-1082

Automatic wall ventilating fan Switch operated. 882, 8" blade, 375 CFM; 1082, 10" blade, 550 CFM.



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BUILDERS WANT—
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NEW! Super Power-Dome V-8 engines—169 to 202 hp.—the world's most powerful low-tonnage V-8's—and the most dependable sixes!

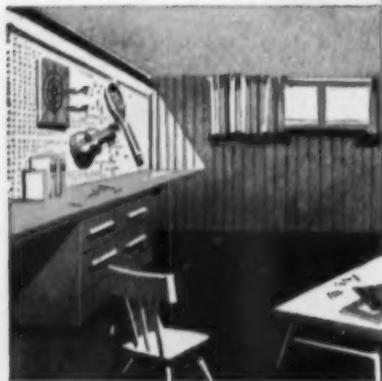
NEW! Full-view design with biggest wrap-around windshield of any make! Wrap-around rear window available, too! You get greater safety, easier handling!

NEW! Higher payloads, new no-clutch transmissions, power steering and braking, fuel-saving overdrive! Plus smartly-styled interiors, colors, 2-toning! Over 100 new features!

**Now on display at your
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Truck dealers!**



**It's
different**



Ideal for the game room, recreation room, den, study or modern living room. Panelgroove goes up quickly, takes and holds any surface finish, resists all kinds of bumps, scrapes and surface hazards. Use Panelgroove for interesting, serviceable walls in public rooms, too.

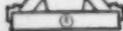
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Different—distinctive—and desirable! Offers you a vertical accent for exteriors in homes of all types, for garages, shops, and many another structure. Creates a refreshing contrast to other design treatments. Makes good-looking gable ends—quickly—economically! Perfect for use between and around windows, on short runs, and in featured areas.

Masonite Panelgroove needs no joint treatment...edges are shiplapped to create a continuous pattern. Square-cut grooves are $\frac{3}{8}$ " wide and 4" on centers. Panels are 4' wide, $\frac{5}{16}$ " thick and up to 16' long.

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Today's construction demands speed and quality and Orangeburg's speed of installation and proved quality are unsurpassed by any other pipe.

Orangeburg's famous Taperweld joints seal root-proof with a few hammer taps . . . no cement, no

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Get all the facts, for where time is money, it pays to use *genuine* Orangeburg Root-Proof Pipe.

Use Orangeburg Root-Proof Pipe for house sewers, storm drains and other non-pressure lines. Use Orangeburg Perforated Pipe for septic tank disposal fields, foundation drains, wet spots everywhere.

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ORANGEBURG ROOT-PROOF FITTINGS



1/4 BEND



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NEW TEE
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Orangeburg Fittings are precision made of famous Orangeburg materials and include a complete line of 1/4 bends, 1/2 bends, Wyes and Tees. Each fitting has the exclusive Taperweld Joint for making fast, root-proof joints.

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Please send me all the facts on Orangeburg Root-Proof Pipe.

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now 3 great Long-Bell plants serve you with **QUALITY PLYWOOD**

Another modern plywood plant for Long-Bell! Now, from the production of three great plants you get the finest Douglas Fir, Knotty Idaho White Pine and Ponderosa Pine Plywood.

In each of the three Long-Bell plants you find rigidly-controlled, manufacturing processes—strict moisture control of veneers—even application of glues between plies—proper curing by both the hot and cold press methods—that assure you quality plywood.

Send your plywood order to Long-Bell for quality panels with assurance of proper loading and the best of shipping service.

Whatever you order—whatever quantity you need—you are sure of quality and service from Long-Bell.

Look to Long-Bell for Forest Products.

LUMBER: West Coast Fir, Hemlock and Cedar, Ponderosa Pine, California Douglas and White Fir, Southern Pine and Hardwoods.

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MILLWORK AND FACTORY PRODUCTS:

DOUGLAS FIR: Quality Frames, Industrial Cut Stock, Doors, Kitchen Cabinets, Unpainted Furniture, Prefabricated Building Stock.

PONDEROSA PINE: Quality Frames, Industrial Cut Stock, Sash and Doors, Glazed Sash, Box Shook
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PRESERVATIVE TREATED PRODUCTS: Lumber, Posts, Poles and Piling treated with Creosote and Standard Salt Preservatives.

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Established 1875 — Kansas City 6, Mo.

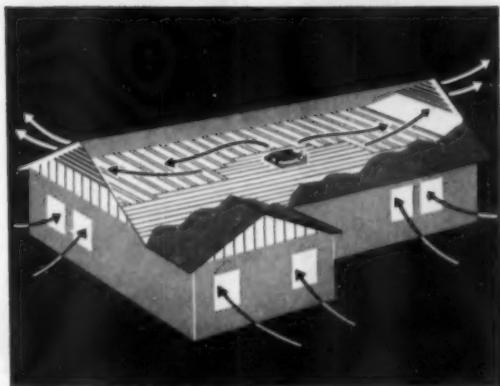
DIVISIONAL OFFICES

EASTERN DIVISION — KANSAS CITY, MO.

WESTERN DIVISION — LONGVIEW, WASH.

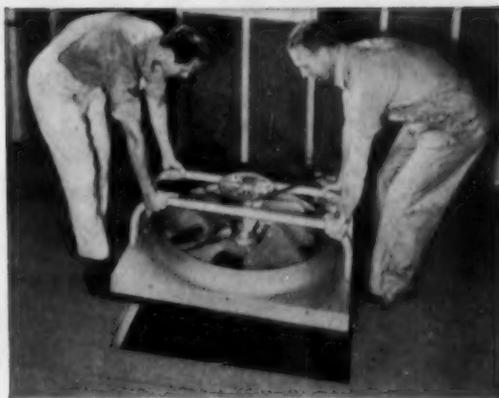
Cool your homes at minimum cost

Home buyers are seeking cool comfort



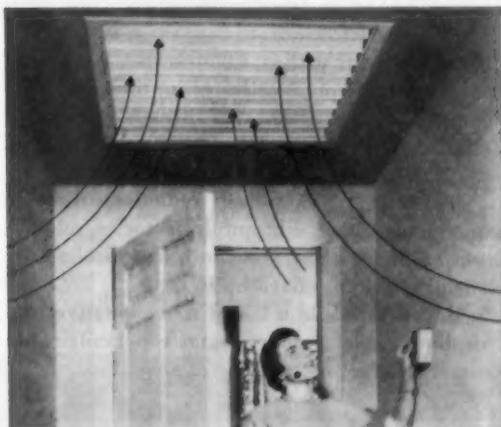
Cool breezes in every room

This inexpensive home cooling system fills the entire home with refreshing air on hottest summer nights. It pulls in fresh outside breezes . . . drives out hot, sultry air. Room temperatures drop 10 to 20°, bringing cool comfort to occupants.



Easily installed in any home

The new Hunter is the simplest of all attic fans to install in any home, old or new. Designed for quiet, trouble-free performance, it will cool any home for many years. Certified air deliveries range from 5000 to 16000 cubic feet per minute.



Hunter's new automatic shutter

This modern ceiling shutter opens or closes automatically at the flip of a switch, or with automatic timer. Finished in neutral shade of baked enamel, it blends with all room colors. Shutter will fit narrow hallways, and is easily installed.

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Mail coupon for 1955 Hunter Catalog and copy of "Cool Every Home with a Hunter Attic Fan."

Hunter Fan and Ventilating Co.
381 S. Front St., Memphis 2, Tenn.

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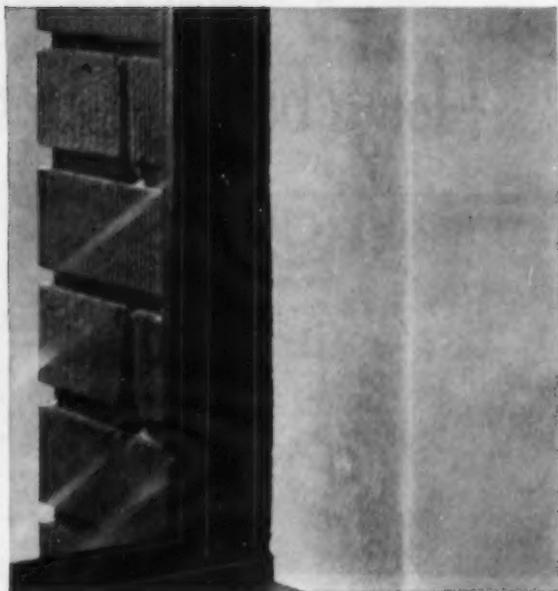
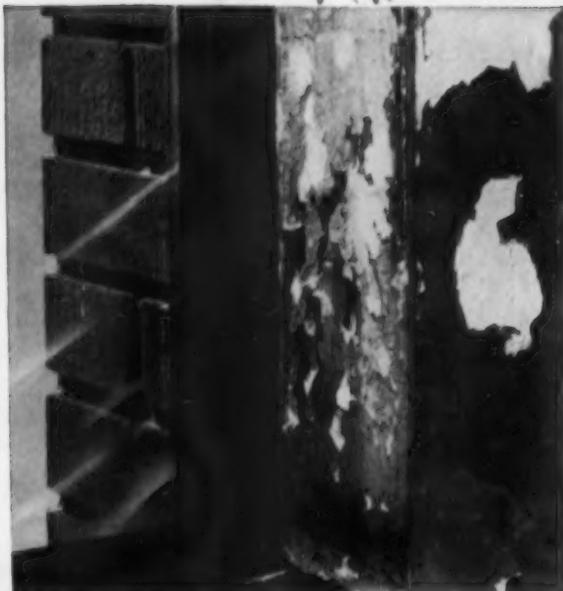
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See our Catalog in Sweet's File



Both of these pictures show the same wall, six months after separate repainting.



Same Wall... Same Paint

SOME DIFFERENCE!

Driving rain kept soaking right through the brick walls of this Buffalo, N. Y. laboratory. Typical damage to interior paint only six months old is shown at left.

Then above-grade masonry water repellent made with LINDE Silicones was applied *outside*, and the interior wall repaired and repainted exactly as before. This time, after six months, the paint was still as good as new (right)!

Even though exhaust fans constantly keep the laboratory's interior air pressure lowered, tests indicate that these silicone water repellents will remain effective for ten years.

Above-grade masonry water repellents made with LINDE Silicones have been tested by years of service. They are easy to apply by spray or brush. They cause

no change in appearance. They put an end to spalling and cracking caused by freezing moisture. They keep masonry clean and free of streaks, since water rolls right off, carrying dirt with it. Efflorescence is stopped.

While they let no outdoor water in, they do let indoor dampness out. Walls can still "breathe" freely. ☿

By eliminating moisture damage to interior plaster, woodwork, paint, and wallpaper, these amazing repellents already are making sharp reductions in repair and maintenance costs for hospitals, factories, schools, institutions, to name a few. New buildings can be fully protected; old buildings fixed up to last.

For further details and a list of representative suppliers of above-grade masonry water repellents made with LINDE Silicones, write today to Dept. E-6.

FOR SILICONES LOOK TO



General Offices: 30 East 42nd Street, New York 17, N. Y.

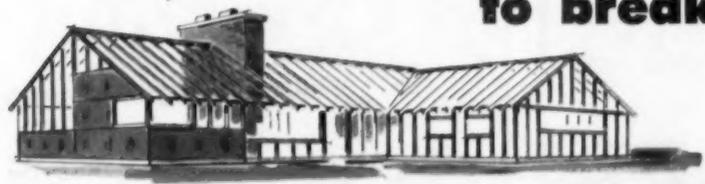
IN CANADA: Dominion Oxygen Company, Division of Union Carbide Canada Limited

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... the first **quality** sheathing
to break thru high costs!



From placing the order to finished job you save with Upson All-Weather Sheathing. Compare costs with wood sheathing! Better still, compare All Weather with all other types of sheathing!

UPSON ALL WEATHER, first with king sizes up to 8' x 20' to speed application, reduce waste.

UPSON ALL WEATHER, first with laminated sheathing. 6 plies of true-individual wood fibers, laminated and scientifically welded together. Super strong! No corner bracing necessary. Cut costs again.

UPSON ALL WEATHER, first with CuraSeal process! Every fiber waterproofed. Permits continuous work, even in rain. Absolutely safe to store outdoors. Still more savings.

Extra features at no extra cost: Soffits cut to size at factory. Saves cutting on job. No waste! All Weather Sheathing also available primed. Toxic treated to resist mold, fungi, termites. Greatest variety of sizes; 2' x 8'; 4' x 8', 9', 10', 8' x 12', 14', 16', 18', 20'. Meets and exceeds F.H.A. minimum construction requirements.

Use Upson All Weather on your next job and save!

● For FREE Sample and Full Details, Mail Coupon

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Please rush me FREE sample, folder, application instruction sheet on amazing Upson All Weather Sheathing.

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WHAT AN INDIVIDUAL CAN DO TODAY ...

To produce good low-cost minority housing on an economic basis

FINANCING AND PROFITS

Working with a near-in plot 605 feet by 120 feet, purchased as slum-cleared land from the Indianapolis Redevelopment Commission, the father-and-son building team of Emory R. and Robert R. Baxter has produced 13 double-house units which are 100 per cent rented at \$75 a month, or \$150 for each double. The amortizing payments run \$107 a month. All utilities, including gas for heating, are paid by the tenants, who also take care of their own yards. Baxter anticipates that exteriors will be repainted twice in the first 10-year period, and the interiors possibly once. Taxes, not yet assessed, are expected to be low, since the area is one marked by the city for redevelopment.

Financing was simple. Baxter obtained a bank commitment of \$10,000 per double on a 5 per cent

10-year amortizing basis, prior to construction. His own bank financed construction funds at $4\frac{1}{2}$ per cent during construction up to the amount of the commitment. Upon completion of the buildings, the mortgages were taken out and the construction fund retired. The balance of the funds came from Baxter's own pocket.

On a strictly cash basis, considering the 10-year amortizing payments, there will be little if any profit on the first 10 years, and the project must be judged not as a quick-return investment but as a long range one. The important point is that the property will be clear by 1964. Physical depreciation of the property will be minor, because of the type of construction (see construction analysis opposite); and the simple, straight-forward design will hold obsolescence to a minimum

for this same 10-year period. The type of construction also makes insurance cost negligible.

Probably the most advantageous circumstance for Baxter is that the entire area around the property is being cleared of present slum buildings and within two or three years will have been transformed into an attractive new neighborhood. However, unlike most new neighborhoods, which are necessarily far off the beaten track, this new section will maintain access to excellent transportation, city sewers, streets, sidewalks, water, gas, etc. It is entirely possible, therefore, that the property will actually appreciate in value in the near foreseeable future.

Active in the building business in Indianapolis since 1935, Emory Baxter has turned the management of these new units over to a firm experienced in the low-rental market.



Baxter's doubles have 1,650 square feet each, cost a little over \$7 a square foot to build, exclusive of land

CONSTRUCTION ANALYSIS

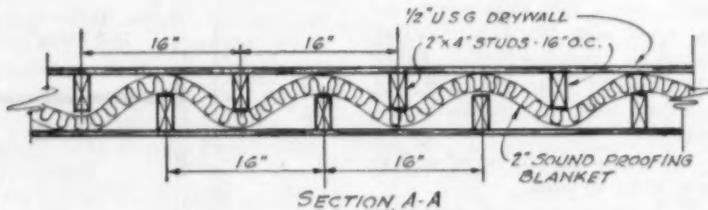
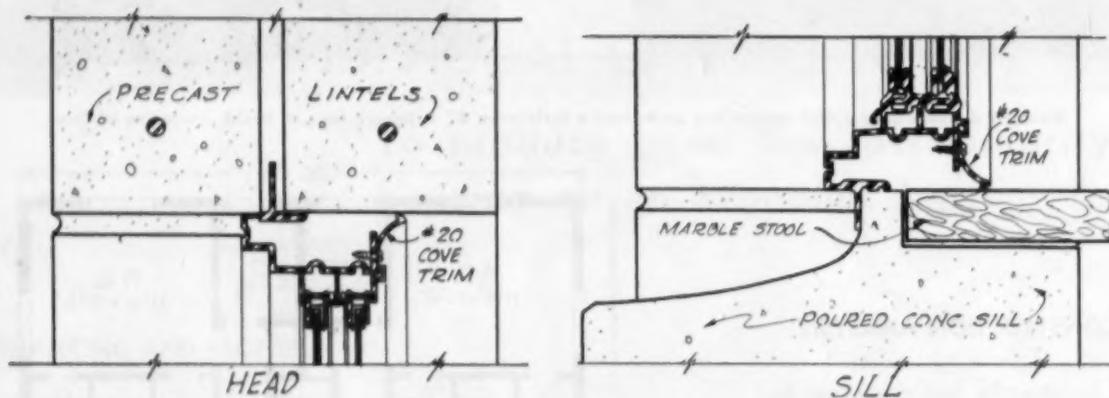
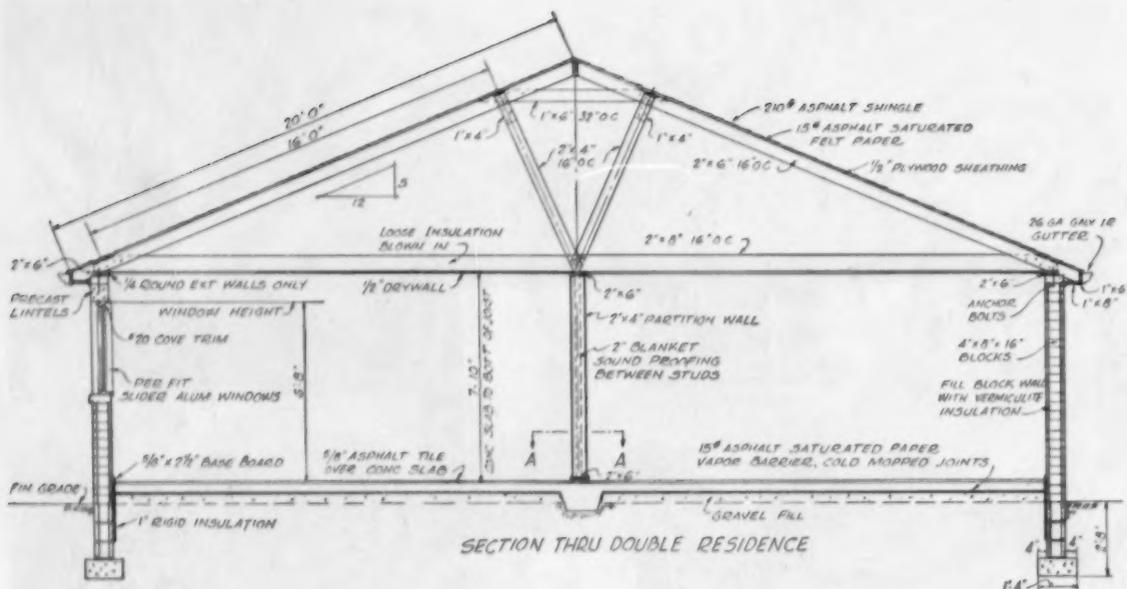
Construction was continuous in building these doubles. Each craft moved from west to east successively. Seven jobs were erected to the upper plate line before Baxter moved his carpentry crew in. Other crews followed in normal order. The buildings have the following features:

Slab floors are reinforced with 6 by 6, 10 by 10 mesh.

Wall construction uses a Hadite block, made by the Spickelmier Company of Indianapolis. It is a 4x16-inch block with two cores of very open construction. These cores are filled with granulated perlite and are then waterproof-painted on both sides. Tests have rated this "Super-wall" construction as 32 per cent warmer in winter and cooler in summer than brick veneer. Baxter likes the Super-wall so well that he is using it in the building of a group

(Continued on page 178)





A LOW COST DOUBLE FOR MINORITY HOUSING

construction analysis, continued

of \$30,000 houses on speculation.

Interior walls are of conventional stud construction, covered with 1/2-inch dry wall finish. Ceiling joists and rafters are conventional. The sub-roof is 1/2-inch Plyscore.

Ceiling insulation is 4 inches of rock wool blown in.

All water lines are copper.

Gas furnaces of the counter-flow type are used for perimeter heating

through Transite ducts in the slab, which tempers floor temperature. Baxter is using this same system in expensive houses built for the market.

Plextone spray paint was used on all interiors.

Rusco Prime slider windows are used throughout, with fin trim set directly in the block of the wall.

The bathtub recess, which in-

cludes a shower, is tiled in plastic tile.

Asphalt tile is laid on top of the slab. (Baxter at first tried terrazzo but soon found that terrazzo is a skill all its own and requires specialists to apply it properly.)

American Kitchens' deluxe line is used in each unit, including a double sink, one deep and one standard. The tops are vinyl-bonded to steel.

delfair Oakblok



Flooring of unusual beauty and distinction

DELFAIR Oakblok offers an extra measure of beauty and distinction to every type of building. This popular flooring has been used in small and large homes, commercial buildings, housing projects, schools and institutions. Available unfinished or prefinished. DELFAIR Oakblok is especially adaptable to economical installation over

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Mixed Car Shipments



Hardwood Flooring

- STANDARD STRIP
- OAKBLOK
- MULTI-WOOD BLOK
- PREFINISHED
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NEW

POWER PLANE

BY

STANLEY

J48 - \$81.00



Here's a new Stanley jointer plane at a new low price. It's a big one, too; the shoe is a full 16" and the cutter width is $2\frac{1}{16}$ ". The $\frac{3}{4}$ hp, 20,000 rpm motor is interchangeable, can be used to power Stanley R8A Router and S80 Bench Shaper. Cuts

up to $\frac{3}{32}$ " and bevels from 0 to 45 degrees. At your suppliers now. See it. See the new No. 183 Builders Kit while you're there . . . it has the J48 Plane plus a complete on-the-job shop in a fitted metal carrying case.

A Complete Line of Planes and Accessories



J50 Plane

Two more planes in Stanley line— the $\frac{3}{8}$ hp J40 and the 1 hp J50. Both have 18" shoe. J40 cuts $2\frac{1}{16}$ " wide and $\frac{3}{32}$ " deep . . . J50 cuts $2\frac{1}{2}$ " wide and $\frac{3}{16}$ " deep. Plane Kits with plane, cutter grinder attachment, arbor, cutter, bench bracket and wrench in metal carrying case available for all models. See your supplier, or write Stanley Electric Tools, 106 Myrtle St., New Britain, Conn., for full particulars.

STANLEY

Hardware

A Division of The Stanley Works



HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL • STEEL STRAPPING

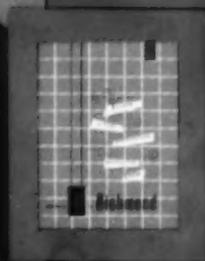
More and more quality conscious customers look for...

plumbing fixtures by

RICHMOND



See the new "Bathrooms
by Richmond" being
featured throughout 1955
in full-page four-color
ads reaching an
audience of millions.



These ads put in the hands of your
prospects a powerful sales tool...
the fascinating booklet
"Five Little Bathrooms and How They Grew."
Every page makes every reader want
new home beauty...with bathroom
fixtures by Richmond!

Sell a New Approach! A dual purpose bathroom-darkroom design color-keyed by Richmond fixtures in lustrous Fern Green. Present, the BRESLIN bathtub, the VOGUE lavatory, the EMPRESS toilet.

Sell with Drama! The BRESLIN recess bathtub is raised for elegance. The BROMLEY lavatory has a roomy ledge. The "Hush-Quiet" EMPRESS toilet is a marvel of advanced design.

Salesmaker Bathrooms by **RICHMOND**

Sell with Charm! The Bermuda Coral of the Richmond fixtures blends beautifully with warm wood tones. Featured: The COUNTESS lavatory, the EMPRESS toilet, the BRESLIN bathtub.

Sell with Modern! Warm brown and piquant tangerine set off by fixtures in Richmond's famous *Whiter-White*. The BLAKE corner tub, the BROMLEY lavatory, the CLAREMONT toilet are starred.

Decorator designed to create homebuyer interest... full of new ideas... these "bathrooms by Richmond" run the gamut from Empire to Colonial to Contemporary.

Each is a perfect setting for the graceful lines and functional perfection of Richmond fixtures... and Richmond fixtures will enhance any other design you may adopt... with the Richmond name winning instant customer approval.



RICHMOND RADIATOR COMPANY

16 Pearl Street, Metuchen, New Jersey • AFFILIATE OF REYNOLDS METALS COMPANY



Don't forget
yesterday's buyer—
he may be
today's as well



Original house cost the buyer \$6,800 in 1946



In 1951 he traded no. 1 for this house at \$8,950



No. 2 was traded recently for this house at \$13,300

In 1946, the Guthrie Construction Company of Spokane sold the house shown above for \$6,800. By 1951, the buyer's family had increased and needed a larger house. So Guthrie took the old house in trade for a new 3-bedroom house costing \$8,950. Recently the head of the family became an executive in his company and was ready to move into a bigger house in a better neighborhood. Again, Guthrie took in the number two house in trade for the number three house, which cost \$13,300. In each trade, the owner's equity in the older house was sufficient to make a realistic deal, and he was willing to accept a fair price on the older house.

The trade-in principle makes for sound merchandising if a big inventory of old houses is not created. If the owner of the older house holds out for an unmarketable price, the builder can pass up the deal until the owner sees the light.

the TRACK to follow...
-for
HIGHER
PROFITS IS THE...

To anyone who can read a blueprint, Calder's exclusive design indicates the way to faster, easier sales and higher profits. That's because Calder overhead sectional garage doors feature the famous "Wedge Tight" action for built-in sales appeal to open and shut easier, fit tighter, last longer.

in addition...
calder OFFERS A FULL LINE OF BOTH RESIDENTIAL

...and commercial doors in varied styles to meet all door problems. And Calder's engineering department is always available to help you with special door applications.

SOLD DIRECT TO DEALERS

WAREHOUSES IN: Lancaster, Pa.;
Chicago, Ill.; St. Paul, Minn.



KEYSTONE
Address inquiries to Dept. 6
calder MANUFACTURING CO.
LANCASTER 2, PA.

Wedge Tight
calder
TRACK

Widely acclaimed as the easiest, fastest installing sectional door on the market. Backed by extensive national advertising in consumer magazines.

OF BOTH RESIDENTIAL

PARALINE FLUSH
TRILINE
STURDY
LEVELINE

Free! Catalog gives complete specifications on Calder's full line. Catalog shows the Calder way to achieve custom efforts without custom costs when home owners want decorated garage doors. Send for your copies today.

ALL CALDER DOORS
MAY BE ELECTRICALLY
OPERATED BY REMOTE
CONTROL

These 3 basic models
represent

a complete line!

84

WHITE

water-hotters

AUTOMATIC WATER HEATERS



Guaranteed by
Good Housekeeping

Gas and Electric

Stock only the sizes most popular in your area, yet meet the needs of all your prospects. White offers 54 electrics (36 round, 18 table top) including single and twin element models—30 gas (round only) including models for LP and all types of city gas. All White Water-Hotters have White-Glass or exclusive Zinc-in-ized linings. Write TODAY for "White Proved Profit Story".

WHITE PRODUCTS CORPORATION

Water Heating Specialists Since 1930
Middleville, Michigan • Division of Lamb Industries, Inc.

FREE WALL CHART

to help you sell

**BESSLER
DISAPPEARING
STAIRWAYS**

easily ...
quickly ...
profitably!



FREE CATALOG!

Gives you complete handy reference data on entire Bessler line, for quick selling or application to any stairway job. Write for it now! Ask for your FREE copy of the Bessler Wall Chart too.



Here's a real 24-hour-a-day salesman for the famous line of Bessler Disappearing Stairways. Hang it anywhere in plain sight, for ready reference by you and prospects. Seven Bessler models to meet any home building or remodeling need.

Millions of Bessler units now in use. Millions of homes, outbuildings, offices, commercial establishments need this efficient stairway. There's a big market for you in your community! Popular prices!

BESSLER DISAPPEARING STAIRWAY CO.

1900-A East Market Street, Akron 5, Ohio

SLASH COSTS

with this
Fireplace and Chimney

Aluminum top has wire-cut-brick texture and color

**No Masonry, No Mortar!
All Clearances BUILT IN!
Installs FLUSH to Walls,
Floors, Joists, Beams!**

Aluminum
steel
shell
Handy
2-foot
Sections

Stainless
steel
flue



**One Man can
install it!**

Majestic's new, approved Thulman Fireplace and Chimney cuts both material and labor costs to rock bottom. Saves space, —all clearance and safety features are BUILT IN! For 1, 1½ and 2-story units.



Fits Any Type Mantel

SEND FOR FREE ILLUSTRATED BULLETIN TODAY!
The Majestic Co., Inc., 433 Erie St., Huntington, Ind.

**Majestic
THULMAN FIREPLACE**

AMERICAN BUILDER

CASH IN ON THE UNLIMITED REMODELING MARKET...

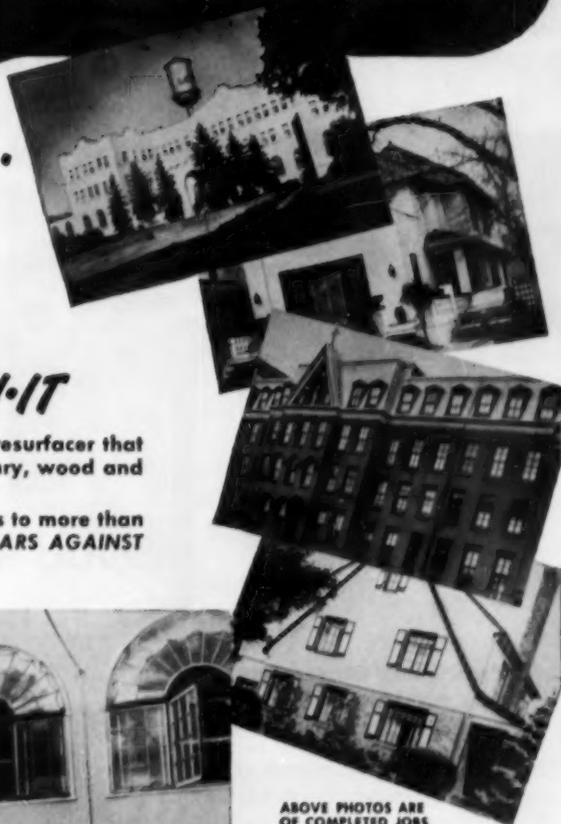
50,000,000* WEATHERBEATEN HOMES AND BUILDINGS NEED RESURFACING

* This means...
LARGER PROFITS to YOU...
MORE BUSINESS...
LESS COMPETITION!

Go into the Remodelling
Business with... **RE·NU·IT**

RE·NU·IT is a pressure applied asbestos side-wall resurfacer that insulates, protects and beautifies all types of masonry, wood and metal structures.

Available in 11 colors, RE·NU·IT is equal in thickness to more than ten coats of paint and is **GUARANTEED FOR 10 YEARS AGAINST PEELING, CRACKING AND CHIPPING.**



ABOVE PHOTOS ARE
OF COMPLETED JOBS



SPRAYED ASBESTOS RESURFACER

RE·NU·IT

C O R P O R A T I O N

424 WEST 42nd ST., NEW YORK 36, N. Y. - LONGACRE 3-6631

WRITE, PHONE OR FILL IN COUPON

RE·NU·IT CORP.
424 WEST 42nd ST.
NEW YORK 36, N. Y.

Please send complete contractor information and details
about exclusive franchise.

Name _____

Firm Name _____

Address _____

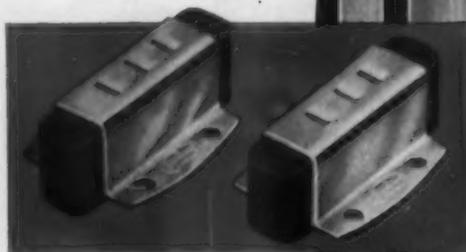
City _____ State _____

DEPT. AB-6



new ideas...
new products

**DOOR CUSHIONS
PREVENT SLAM...
PREVENT
PINCHED FINGERS**



**NEW PRODUCT
FOR ALL
BY-PASSING
SLIDING DOORS**

Sterling Door Cushions prevent slamming...
keep flush pulls accessible...
eliminate pinched fingers by limiting sliding action.

Another Sterling example of
Better Hardware thru Better Design.

Equip all by-passing doors with
new Sterling No. 885 Door Cushions
for smoother, quieter, safer operation.

STERLING HARDWARE MFG. CO.
2345 WEST NELSON STREET • CHICAGO 18, ILLINOIS

Sterling means Quality



- **NATIONALLY ADVERTISED**
in Leading Magazines
- **SEE OUR CATALOG IN SWEET'S:**
Architectural File • Light Construction File
- **VISIT OUR DISPLAYS**
Architects Samples Corp., 101 Park Ave., N.Y.C.
Chicago Met. Home Builders Ass'n., 130 W. Randolph

**GAR WOOD
BUCKEYE
403 DITCHER**

**ONLY 45 MINUTES
TO COMPLETE FOUNDATIONS!**



DESIGNED FOR PRODUCTION HOME BUILDERS...
Dig trench with a Buckeye 403 and pour concrete, all in 45 minutes!... Concrete can be poured immediately to prevent cave-ins... Full crawler mounting for work in any weather or on unstable ground. Digs to 5' depth. 8" to 16" widths.



HOUSE FOUNDATIONS or SERVICE LINES...
Buckeye 403 squares foundation corners, leaves trench clean for pouring—eliminates hand finishing and ditch clean out... Digs service lines flush with foundations—cuts through tree roots. Accurate grade to 1/2" with fast, easy operation.



EASY TO OPERATE—EASY TO TRANSPORT...
The 403 is small and compact for fast job-to-job transport on small tilt-bed trailer. Low silhouette to clear overhead obstructions... Compact design gives maneuverability for fast digging around trees and other obstructions.

For complete information write Customer Service Dept.

GAR WOOD INDUSTRIES, INC.
WAYNE, MICHIGAN





LARGE SIGN, for dignified publicity, is on an extended wall, can be clearly seen from highway 200 yards away

When a builder builds his own office



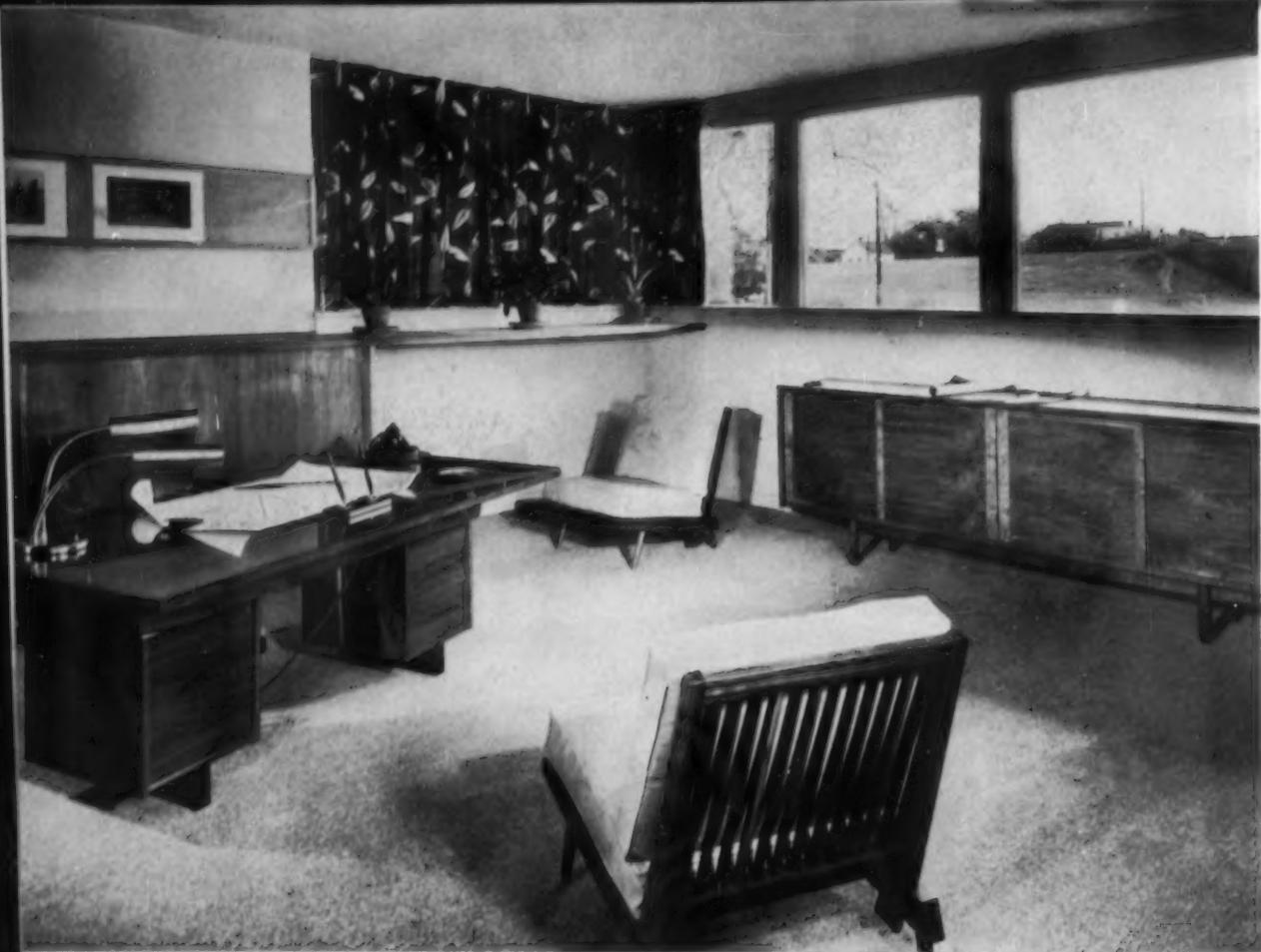
WAITING ROOM has ceiling finished with troweled acoustical plaster. Floors throughout are rubber tile

When Frank Stamato of Frank Stamato & Company, builders in Lodi, New Jersey, asked architect George C. Rudolph of New York City to design an office building to house Stamato's activities, he had three requirements.

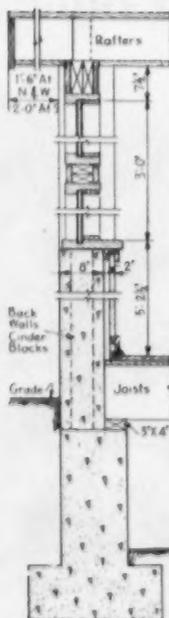
These were: the correct number and size of offices (this had to be determined by carefully analyzing the firm's day-to-day work program); air conditioning throughout the building; and the Stamato name visible from a highway 200 yards to the south of the site. All other questions of design, esthetics and furnishings were left to the architect.

The resulting building amply fulfills the builder's stipulations and provides very comfortable and pleas-

Continued on next page



THE BUILDER'S OWN OFFICE. Interiors were designed by Alexander R. Stavenitz

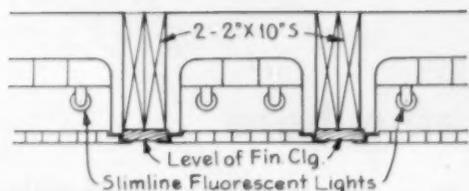


ant areas for employees and clients.

A planted entry leads into the waiting room, which joins directly with the large offices and the drafting room. The conference room is placed at the end of an ell for greater privacy and quietness.

Construction is straightforward and simple (see wall section). Exterior walls are a combination of glass, concrete block painted white, stone, and cedar-stained vertical wood siding. The large sign is carefully integrated into the architecture and is quite visible from the highway. The roof pitches toward the center where two 4-inch rectangular leaders carry off the water.

ORIENTED TO SUNLIGHT. The site permitted the building to be so oriented that each side is exposed to sunlight during the course of a day



CONFERENCE ROOM is illuminated with six 8-foot long ceiling flush troffer lights



INTERIOR PARTITIONS are wood framed, with walls finished in combinations of plaster and vertical wood veneer planking

Two-way farm building:



On skids, it can be moved anywhere

One of the big problems on farms today is storage facility. The average farmer owns more equipment now than he did before. The crops he raises today are more varied than in the past. As a result, he needs more storage room.

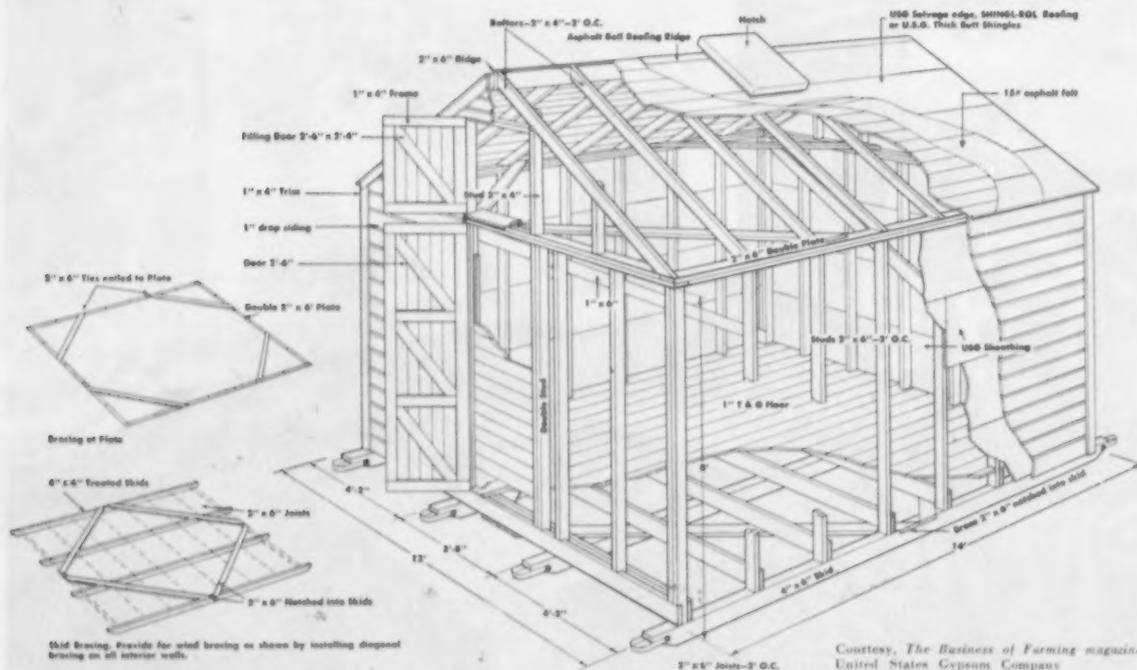
This granary and general storage building is low in cost, of simple

design and is easy to build. Set on skids, it can be moved anywhere. It will hold 1,000 bushels of grain, or feed seed, fertilizer, fuel, fence materials, supplies and equipment.

The building is 12x14 feet. Walls are eight feet high. Skids are 4x6's notched to receive 2x6 braces. Over this framework are nailed 2x6 joists

two feet on center, and 1-inch t&g flooring. Stud work is 2x6's placed two feet on center with double studs at corners and at the door.

Rafters are 2x4's placed two feet on center with a 2x6 ridge. Walls and roof are sheathed. Walls have 1-inch drop siding. Use 15-pound asphalt felt as roofing materials.



Nail and brace securely as illustrated. This granary may be built on skids or on a foundation. Plan is adapted from Midwest Plan No. 73252, Ames, Iowa

**NOW
IT'S
HERE**

**a gas vent
as finely
engineered
as the latest
gas equipment
for today's
modern homes**

RV METALBESTOS

ROUND GAS VENT

companion product to new WV Metalbestos oval vent. Now a complete venting line — correctly designed, thoroughly tested to provide a new standard in scientifically correct venting.

NEW EASE OF INSTALLATION

Rota-Lock Coupler joins pipe easily without forcing — locks permanently, yet is easy to unlock. Not a friction or snap lock — no cement or mastic, no screws needed.

NEW SAFETY

fire-resistant steel outer pipe; permanently tight joints; improved double-wall, air-insulated design.

NEW STRENGTH

rugged steel jacket protects inner pipe, resists damage in handling; won't crack, break or collapse.

NEW FREEDOM OF DESIGN

a complete venting system backed by engineering knowledge to solve any installation problem. Requires about 15% less space than any other gas vent. Full line of pipe and fittings, 3" to 6" diameter.

RV Metalbestos is listed by Underwriters' Laboratories as a Type B vent for venting approved gas appliances. (Not for use with oil-burning appliances or gas-fired incinerators.)

THE ROTA-LOCK COUPLER* an exclusive METALBESTOS feature

- a slight turn and it locks — permanently
- another easy turn and it unlocks (saves fitting time during installation)



UNLOCKED
TONGUE RELEASED —
PIPES EASILY COUPLED
AND UNCOUPLED



LOCKED
TURN OF
COUPLER BAND
ENGAGES TONGUE
IN GROOVE —
PIPES SECURELY
LOCKED TOGETHER



* Patent Pending



METALBESTOS DIVISION
WILLIAM WALLACE COMPANY • BELMONT, CALIF.

Stocked by principal jobbers in major cities. Factory warehouses in Atlanta, Dallas, Philadelphia, Des Moines, Chicago, New Orleans.

Beauty Queen

Kitchen and Bathroom Features Help Sell FADCO HOMES

More house sales are made in the kitchen. So why not make the kitchen *your* best possible salesroom with Beauty Queen.

Fadco Lumber Fabricators put Beauty Queen steel kitchens to their best selling use in their Trebor subdivision Rossmoyne, Cincinnati suburb.

Fadco also put more sales glamour into their bathrooms with installations of Beauty Queen Lavanettes.

Kitchens and bathrooms were heavily featured in advertising and promotion that created high interest and very satisfactory sales.

As a result, Beauty Queen kitchens and Lavanettes are standard equipment in Fadco's Pre-engineered homes sold through their dealer organization.

Put Beauty Queen on your sales force for the more competitive selling that's ahead for all builders.



Typical Fadco 6 room ranch homes in the \$18,000 to \$21,000 price range.



Trebor subdivision includes 50 homes. Buyers are given choice of 8 colors in Beauty Queen Lavanettes and bathroom decoration.

NEW 30" BUILDERS SPECIAL LAVANETTES FOR PROJECTS

**Write today for
Complete Information**

Because so many of our good builder friends and customers requested a smaller, but complete, package vanity for smaller bathrooms and the extra toilet room... a new 30" unit is added to the Beauty Queen line. Now you can include vanity convenience in your bathrooms at a surprisingly low cost. Lavanettes are also available in 36", 48" and 72" sizes.

TOLEDO DESK & FIXTURE CO. • Builders Dept., Maumee, Ohio



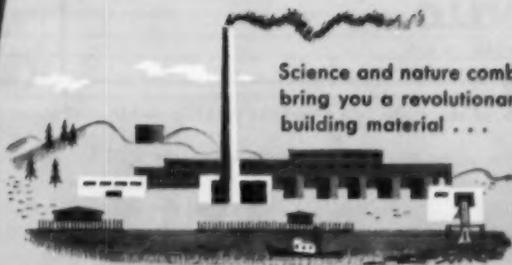
CreZon

**for houses that go up faster
...look better longer**

Golden panels of CreZon fused plywood saw easily to a smooth edge . . . won't splinter, butt cleanly. The satin-smooth CreZon surface takes paint more quickly without priming, holds that fresh-paint look years longer . . . two coats do the job of three! Light, strong, workable . . . Ideal for interior finishing and custom built-ins, too.

Available in all standard thicknesses and dimensions as well as special pre-cut sizes. For better, faster construction that lasts and lasts, specify CreZon fused plywood.

If CreZon panels are not available at your local dealer, write department CR, Crown Zellerbach Corporation, San Francisco 19, California



Science and nature combine to bring you a revolutionary new building material . . .

CreZon, a formula of tough phenolic resins and wood fiber, is fused to exterior plywood for amazing new working and weathering qualities.



CreZon

A PRODUCT OF **CROWN ZELLERBACH**

SAN FRANCISCO 19, CALIFORNIA

A simple form for estimating single jobs

First step to take when the decision has been made to build a certain house on a certain lot, or to bid for a particular job, is to make a summary cost estimate. Some sort of form should be used in this work, and it should be as comprehensive as possible. This one has an orderly and logical arrangement and is easy to use.

The separation of material and labor costs is made so that cost information relating to past operations may be used, and to provide a convenient means for the calculation of payroll insurance and taxes. The addition of the cost of the land on line 41 gives a total figure shown on line 42 as "total direct job costs." This is the most significant figure that appears on this form. It is the amount which will direct the builder toward improved efficiency, the planning of financing and production, and the setting of the price.

Lines 43-46 are provided for the recording of estimated costs other than those that may be assigned to the individual job directly, and for the inclusion of a desired margin to account for a selling price figure on line 46.

Items such as superintendence, timekeeping, depreciation and maintenance of trucks and equipment and small tools are reflected under "indirect building costs" on line 43. Overhead items such as selling commissions, advertising, office salaries, rent, telephone, office supplies and utilities are grouped on line 44. The total of these two groups of costs may be estimated for a year by referring to records of past operations and then making adjustments for expected changes in the current year.

As for the "desired margin" calculation on line 45: Many builders establish this margin by applying a percentage either to the selling price or the total direct job costs. Others set some arbitrary amount such as \$500 or \$1,000. In working out this item, the builder will want to remember that his financial success will be based on his ability to build a house by incurring total costs low enough to allow him to

SUMMARY COST ESTIMATE				
PURCHASER <u>O. J. Underwood</u>		<u>1324 E. Litch Street</u>		
LOT DESIGNATION <u>273 Logan Heights</u>		JOB NO. <u>44</u>	DATE <u>March 30 19--</u>	
COST CLASSIFICATION	SELF-PERFORMED OPERATIONS		SUB-CONTRACTED OPERATIONS	TOTAL
	MATERIAL	LABOR		
1 PERMITS, PLANS, SPECIFICATIONS, ETC.	5.00			5.00
2 EXCAVATION, BACKFILL, & FIN. GRADING (<u>Edmund</u>)			9.00	9.00
3 MASONRY	578.74	795.60		1374.34
4 CONCRETE AND CEMENT FINISHING (<u>Clyde Colburn</u>)			96.50	96.50
5 STRUCTURAL STEEL	6.00			6.00
6 CARPENTRY LABOR		1125.00		1125.00
7 LUMBER, MILLWORK & OTHER CARP. MAT'L'S.	1867.96			1867.96
8 PLUMBING (<u>John Perry</u>)			107.50	107.50
9 ELECTRICAL (<u>Al Eskeland</u>)			21.00	21.00
10 HEATING & AIR CONDITIONING (<u>Howard Johnson Co.</u>)			68.00	68.00
11 SHEET METAL				
12 ROOFING				
13 INSULATING				
14 LATHING AND PLASTERING (<u>Simon Pitzer</u>)			4.00	4.00
15 PAINTING & PAPERHANGING (<u>Art Blomner</u>)			4.90	4.90
16 FLOOR COVERING (<u>William Floor Covering</u>)			8.50	8.50
17 FLOOR FINISHING				
18 GLASS AND GLAZING	3.00			3.00
19 TILE AND MOSAIC				
20 BLINDS, APPLIANCES, AND FURNITURE				
21 SCREENS, STORM DOORS, & STORM WINDOWS				
22 LANDSCAPING (<u>Ray Reed Company</u>)			2.00	2.00
23 EXTRAS				
24 MISCELLANEOUS				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40 TOTAL	2547.70	1920.60	212.50	4680.80
41 LAND				110.00
42 TOTAL DIRECT JOB COSTS				4790.80
43 INDIRECT BUILDING COSTS				242.40
44 SELLING COSTS AND ADMINISTRATIVE COSTS				253.40
45 DESIRED MARGIN				772.40
46 BID PRICE OR DESIRED SELLING PRICE				5763.00

On the back of the form is a checklist of all possible cost items

sell to satisfied purchasers at a price which will reward him for his efforts. In the figures shown on this form, the margin was approximately 3 per cent of the total direct job costs and was added in to get a rounded-off selling price. If the margin percentage had been based on selling price, the computation would have involved the division of the

total cost allocated by 100 per cent minus the desired margin of 3 per cent to get the selling price.

It is obviously all-important in estimating that everything be covered. Overlooking certain costs in the estimating process will be fatal to the cost summary. To guard against this, a checklist of all possible cost items appears on back of this form.

Adapted from RECORD KEEPING FOR THE SMALL HOME BUILDER, published by the Housing and Home Finance Agency



Agile Oliver Hydro-Trencher digs 12-feet with 1/2-yd. bucket!

You can easily drive this compact, one-man trencher into spots where truck or crawler mounted units are helpless. Yet the Oliver 88WT is no small trencher. Its half-yard bucket digs to 12 feet and loads to 9½ feet. If you need more loading height, add the special hydraulic-trip loading bucket and dump at 12 feet.

The Hydro-Trencher has unmatched power and control for more profit in any digging. Two separate hydraulic circuits *keep* pressure on every move,

even when you perform two operations at once. Dual controls provide speed and power variations for slicing through roots, rocky soil, hard clay, or delicately digging around pipes or foundations.

Wide bucket rotation permits fast dumping and high loading without spillage. Dirt or rocks can be clamped against the dipper stick and held at the highest level. Another thing—the

trencher converts to a swing loader by simply turning the bucket around. The hydraulic stabilizer blade does two jobs, too. It holds the tractor level and steady, and doubles as a back-filler blade.

See this trencher in action. Test it yourself. Visit your Oliver Industrial Distributor. The 88WT Hydro-Trencher is available in either gas or diesel models. See it soon!

THE OLIVER CORPORATION

400 W. Madison Street, Chicago 6, Illinois



A complete line of industrial
wheel and crawler tractors



This is the Oliver "OC-3" crawler with backhoe attachment. All-weather crawler traction makes the "OC-3" a handy unit for a multitude of trenching tasks. The "OC-3" takes bulldozers, front-end loaders and many other attachments, too.



Another Oliver handy for trenching is the multi-purpose Super 55. Built-in hydraulics on this tractor operate a variety of front-, side- and rear-mounted equipment. The Super 55 is available with gas or diesel engine.

THE NEW

Regal

BY **DEXTER**



Colonial Design
Set Cat. No. 866
illustrated

Dexter Tie
Bolt Locks
now feature this
"bull-nose" bolt.



The Regal Line by Dexter includes this Colonial Design Tie Bolt Key-in-Knob Set with 6" dia. rose outside, 2 3/4" dia. rose inside and 5" backset. Available with pin or disc tumbler cylinder, deadlocking or spring latch. This new Dexter *Lifetime Lock* has solid brass exterior, cold-rolled steel interior parts. In standard or two-tone finishes.

Knobs armored brass, steel reinforced. Lock reversible for any hand of door without disassembly. Requires only 1 3/8" dia. hole through door.

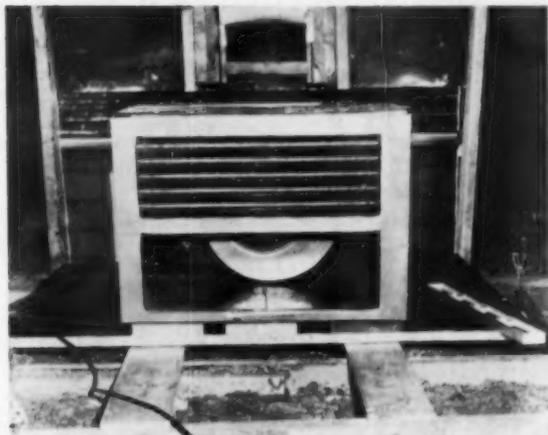
Attractive mounted displays available in Decorator Colors: red, blue, green or Ivory.

NO LOCK INSTALLS FASTER THAN A DEXTER

DEXTER LOCK DIVISION Grand Rapids, Mich.
DEXTER INDUSTRIES, INC.

In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V., Mexico City



Vornado unit, model B200A, placed in attic ready for attachment of duct work. Compressors, coils and blower are all in this 29 1/2-x20 3/4-x39 3/8-inch unit



First section of return air duct attached to unit. Duct material is of 3/4-inch sheets of Fiberglas shipped flat-sized and scored for use. It can be cut with a saw or heavy knife



After duct has been cut, sealer is applied to butt ends, in much the same manner as calking compound



The two pieces of duct work are then joined. Cement is applied to the joints with an ordinary brush



After cement is properly spread on duct work, the foil-faced reinforced fiber tape is applied around joints

Whole-house air conditioning for about \$600 installed

The new "Vornado" complete home air conditioning unit can be installed in the average 5- or 6-room home for about \$600. The 2 h.p. unit does not use water. It delivers 22,000 Btu's per hour and may be installed in attic, crawl space, garage, or utility room of a new or an existing house. It can be attached to existing furnace or installed as an entirely separate system. Compressors, coils, and blowers are all contained in the one unit. Duct work is a new type

of insulated prefabricated material that does not require sheet metal work. Unit is powered with twin commercial compressors in two separate systems which can be operated together or one can be cut off for mild days and nighttime cooling. Production of unit started April 1st. It will be available through established distributors. Commercial Products Division, Dept. AB, O. A. Sutton Corporation, Attention Wes Brient, Wichita, Kans.

Circle No. 601 on Readers' Reply Card, p. 234



Return air duct completed. In this case it opens into center hallway for return air supply. Cold air duct is here shown in process of assembly. Cold air duct is 10x14 inches (inside measurements)

MONARCH IN-A-SLIDE QUALITY assures you more profits



Sash Quickly
and Easily
Removed

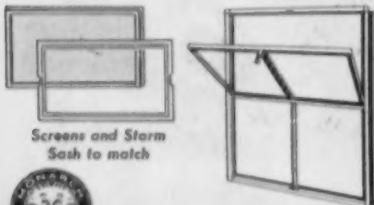
The amazing increase in Monarch All-Steel In-A-Slide sales is due to but one thing — the outstanding quality and superior features found only in this matchless basement window.

- Frames made of heavy gauge, press formed steel channels.
- Spot welded, reinforced corners.
- Double weather protection seal.
- Designed for easy installation.
- Removable and interchangeable sash.
- Easy to operate.
- All metal parts are bonderized for rust prevention.
- Windows, screens and storm sash are finished in baked enamel.

In-A-Slides constant sales increase, year after year, means bigger and better dealer profits.

MONARCH UTILITY WINDOWS

This is a sturdy, all-steel, general purpose window, designed for shops, garages and certain residential purposes. A 4-light, 15x20" window with removable sash. Opens on top only.



Screens and Storm
Sash to match

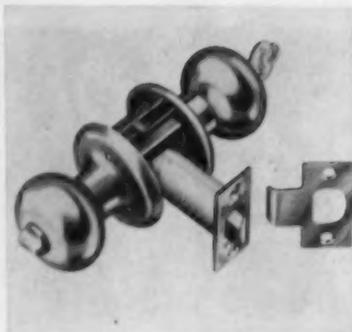


SOLD THROUGH DEALERS ONLY

When you think of Basement Windows... think of
NEW MONARCH MACHINE & STAMPING COMPANY
406 S. W. NINTH STREET DES MOINES 9, IOWA

AMERICAN BUILDER

Your Guide to NEW PRODUCTS Information



New key set has fixed interior knob

Accidental lock-outs are eliminated with the use of the new "ShurLok" key set with fixed interior knob. Turnbutton must be manually released before interior knob can be turned, to release the latch. A locked door cannot be opened from the inside until after the turnbutton is released. Entry from outside is by key only when locked. When unlocked, both knobs are free-operating. Available now. Metallon Products, Inc., Dept. AB, 2050 E. 48th St., Los Angeles 57, California.

Circle No. 602 on Readers' Reply Card, p. 234



New insulating material combines insulation and ceramic finish

Duraface Foamglas is a new material that provides a durable impact-resisting surface with high insulating and moisture-proof qualities. Duraface Foamglas has a hard white crust $\frac{3}{8}$ -in. thick on the surface. With it, a wall completely insulated and surface-finished can be erected in one operation. No finish coating is needed to protect the insulation. Unsupported walls can be built of the blocks because of their rigidity and high compressive strength. Duraface Foamglas walls are easily washed down and can be painted. Standard size of the blocks is 18 by 12 inches. It is available in thicknesses of 3 and 4 inches. Avail-

able now through established Foamglas industrial distributors. Price: about \$1.00 per square foot for 4-inch thick block, installed. Pittsburgh Corning Corporation, Dept. AB, attn. W. B. Sutherland, Jr., One Gateway Center, Pittsburgh 22, Pa.

Circle No. 603 on Readers' Reply Card, p. 234



Dishwasher placed at work level

Youngstown Kitchens' new Jet-Tower dishwasher is available in a choice of colors. The machine installs on a special 22-inch high, double-door base storage cabinet, so that no stooping is necessary to load or unload the roll-out racks. By stacking a 30-inch high by 30-inch wide wall cabinet above the dishwasher, the installation has a "built-in" look. The new unit measures 30 inches wide, and 24 inches from front to back, can be used as an undercounter unit or as a free-standing unit as well as a work-level unit. Available now through distributor warehouses. Suggested Eastern retail price of dishwasher: \$309.95. Price of 22-inch high, 30-inch wide base cabinet: \$48. Mullins Manufacturing Corp., Dept. AB, attn. H. F. Howell, Warren, Ohio.

Circle No. 604 on Readers' Reply Card, p. 234

Complete line of sewer pipe fittings now available

Brown Company, manufacturers of Bermico (bituminized fiber) sewer pipe, now have a complete line of fittings made of the same durable material as Bermico Pipe, available in all sizes from 2 inches to 6 inches and in any combination of sizes. In the past, Bermico Wyes, Tees, Quarter and Eighth bends have been produced in 4-in. size only. Available now through Bermico distributors. Brown Company, Dept. AB, attn. John G. Reynolds, 150 Causeway St., Boston 14, Mass.

Circle No. 605 on Readers' Reply Card, p. 234

YOU CAN SELL AMERICAN-STANDARD EQUIPPED HOMES QUICKER, EASIER . . . BECAUSE

American-Standard product development brings you more sales-building features

Nothing gives your homes more glamour . . . more customer-appeal . . . than quality products which are new-as-today. That's where American-Standard gives you particular sales help, with constant development of new products that are the finest in styling, durability, and efficiency of operation.

These always-new products by American-Standard are powerful sales aids when installed in your homes. They tell the public that you have used *quality* materials . . . create confidence in the quality construction of your entire home.

And more and more homemakers are becoming familiar with American-Standard products every day, through the consistent, full-color advertising which appears in the most popular magazines. This pre-selling, of course, pays off in easier, bigger sales for you!

To aid you further in your sales efforts, American-Standard offers you many special services and sales supports . . . such as the very popular "Blueprint for Sales" which currently is being offered *free* to builders. Ask your American-Standard Sales Office about this sales-booster, or write direct to Plumbing and Heating Division of American Radiator & Standard Sanitary Corporation, P. O. Box 1226, Pittsburgh 30, Pa.



AMERICAN-Standard

Now . . . see the latest Sales Clinchers!

all-new steel kitchen cabinets . . .

two new lines of plumbing fittings ♦ ♦ ♦ ♦

They're New! They'll Stay New!

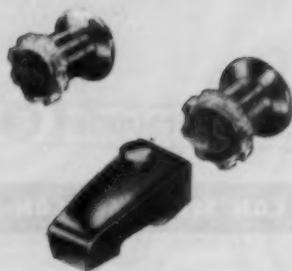
These American-Standard products will add new beauty, convenience...and sales appeal... to the homes you build

What housewife could resist the modern-as-tomorrow products shown here? And what man-of-the-house would not be impressed with the construction features that spell convenience and easy maintenance!

The superb styling of the new American-Standard Fittings is apparent at a glance. The distinctive Monogram line brings exciting color and personalized monogramming to the bathroom. And the smart Quality line offers graceful styling and outstanding convenience. Both lines are designed to meet the demands of today's quality-conscious homemakers.

The new American-Standard kitchen is *all* new. Horizontal cabinet styling makes the kitchen look more spacious. Counter tops, sinks and handle color-guards offer just the right amount of color for distinctive kitchen decorating. And the wide selection of handsome all-steel cabinets — including those for built-in cooking units — makes kitchen planning easy.

Behind the beauty of these fine products is sound construction that can result only from months . . . years . . . of research, engineering, testing, *perfecting*. They're *quality* products in every detail. Just imagine the extra value these American-Standard products will add to *your* homes! Plumbing and Heating Division of American Radiator & Standard Sanitary Corp., P. O. Box 1226, Pittsburgh 30, Pa.



MONOGRAM FITTINGS with satin chrome finish can be personalized with owner's initials.



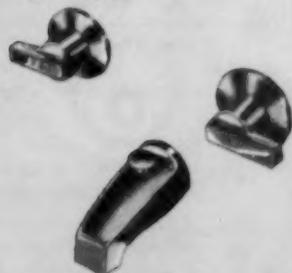
CLEAR OR COLORED non-slip handles increase the charm of Monogram fittings.



QUALITY FITTINGS of sparkling Chromard are non-tarnishing, easy to keep clean.



GRACEFUL AND PRACTICAL, Quality Fittings come in center-set or spread styles.

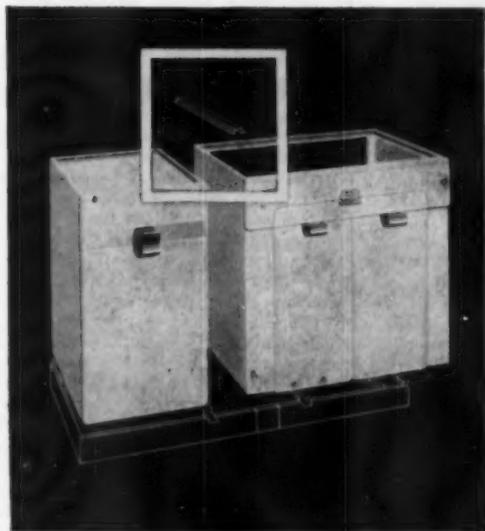


EASY-TO-GRIP Quality Fittings are durably made and smoothly finished for lasting beauty.



SINK FITTINGS have finger-tip control and long swinging spouts for easy use.

CONVERTIBLE CABINETS. The exclusive convertibility feature is an important selling advantage for you. Sliding wire shelves and drawers in base and undersink cabinets can be added or rearranged at any time—thus offering more *usable* storage space. What's more, American-Standard convertibility lets you offer competitively-priced kitchens that the home owners can tailor to suit their particular needs with extra shelves, drawers and accessories.



STYLED FOR BEAUTY . . . AND BUILT TO LAST! American-Standard kitchen cabinets are made of sturdy steel, Bonderized for long life. The smooth, baked-on enamel finish resists scratches, won't discolor. Cabinets are fully enclosed for extra rigidity. Solid-sounding door and drawer fronts are insulated with honeycomb-type material. Drawers and shelves slide easily on nylon. Superior construction advantages like these assure many years of service—and lasting owner satisfaction.

EXCLUSIVE SNAP-LOCK ASSEMBLY. This revolutionary assembly principle makes installation easier, quicker, cheaper. The unique interlocking assembly channel aligns the cabinets, clamps them together and also fastens them securely to the separate, easily-leveled sub-base. **Only a pair of pliers is needed for assembly!** You'll save time and labor with this remarkable kitchen.

Cabinets of Steel for Lasting Appeal



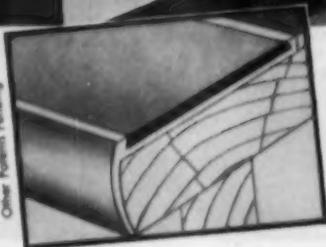
AMERICAN-Standard

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS & WALL TILE
DETROIT CONTROLS • KEWAUKEE BOILERS • RUSS EXCHANGERS • SUNDREAM AIR CONDITIONERS

Give **STAIRS** this
extra margin of
SAFETY
and durability



Patent No. 2790448
Other Patents Pending



NEW, IMPROVED
TUFF-TRED[®]
SAFETY STAIR NOSING #3

Wherever there are stairs . . . you can eliminate slipping hazards, protect and preserve architectural beauty with TUFF-TRED Safety Stair Nosings. Constructed of polished extruded aluminum with an anti-slip replaceable filler 1/8" overall thickness, TUFF-TRED Safety Stair Nosing #3 can be used in conjunction with resilient floor covering of 3/32", 1/8" and 3/16" thickness. Standard length 12 feet; colors—tile red, brown, silver and black (for extra safety, choose a contrasting color). Nosing dimensions—3 in. wide x 1-3/16" high. Investigate TUFF-TRED and you'll understand why this stair nosing is used so extensively . . . for the extra margin of safety and durability so important today. Write, wire or 'phone for your free copy of descriptive literature. There's no obligation.

GOODLOE E. MOORE
INCORPORATED
DANVILLE 22, ILLINOIS
In Canada: W. D. ELMSLIE, Ltd.
4837 St. Lawrence Blvd., Montreal, Canada

**AMERICAN
BUILDER**

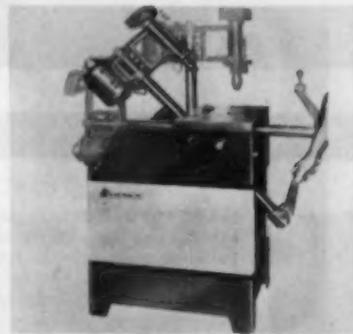
Your Guide to **NEW PRODUCTS** Information



**Bathtub enclosures
for low-cost housing**

To meet the needs for medium and low-priced housing, Binswanger & Company have made available a new model "Gulfspray" sliding tub enclosure for recessed tubs from 4 to 5 1/2 feet long. Each enclosure is made of heavy extruded aluminum and glass, carefully engineered and fabricated for easy installation and long use. The unit is complete, ready to install, and can be interchanged right or left. Available now. Binswanger & Company, 207 N. Main St., Houston, Texas.

Circle No. 606 on Readers' Reply Card, p. 234



**Multi-workshop has 5 basic power
tools in 20 by 26-inch floor space**

The Paramount multi-workshop is a table saw that rips, cross-cuts, miters, dados, and moulds. The large table surface measures 19 1/2 by 26 1/2 inches. It is a vertical and horizontal drill press with a 360-degree radial drill head for every conceivable drilling operation. The Paramount is also a shaper, drum and disc sander, polisher and grinder, can be set up as a lathe. The tool has a patented Pinchlock Pivot Block Bearing, providing tilt, slide, and rotating movement of the power head and the single boom. The Paramount can be rapidly disassembled into 3 compo-

nents for easy transportation from one job to another. Available now. Retail price: \$279.50 complete with motor and attachments. Ideal Metal Products, Inc., Dept. AB, 1644 W. Lafayette, Detroit, Mich.

Circle No. 607 on Readers' Reply Card, p. 234



**Welbilt-in
ranges and ovens**

The Welbilt Stove Company, Inc., is now offering its new line of Welbilt-in gas and electric wall oven units and top surface units. Welbilt-in ranges are available in a choice of satin-finish chrome or enamel finish. Gas and electric ranges are completely interchangeable. They are available with electric clock, timer, glass oven window and oven light, with automatic oven as optional equipment. Available through builder supply dealers. List prices vary from \$234.95 to \$359.95 complete. Welbilt Stove Company, Inc., Dept. AB, attn. Martin B. Cohn, Maspeth, L. I., N. Y.

Circle No. 608 on Readers' Reply Card, p. 234

Wall Covering

A new line of Armstrong Standard Wall Covering aims to meet the demand for a lower-priced but high-quality felt-base wall covering. Use of a specially selected asphalt-saturated felt, together with new and different pattern and design effects, are features of this new product. Standard Wall Covering is priced approximately 20 to 25 per cent lower than Armstrong Quaker Wall Covering. The Armstrong exclusive K-99 finish is used on the material, which is made in conventional 54-inch wall covering widths. Six introductory patterns in a self-bordered design are available. Available now through resilient flooring outlets. Price of 54-inch wide material: 70 to 75 cents per lineal foot. Armstrong Cork Company, Dept. AB, attn. Donald Cargas, Lancaster, Pa.

Circle No. 609 on Readers' Reply Card, p. 234

Handles Dozens of Jobs...



FAST, EASY LOADING—During every stage of construction, you'll find a Ford Tractor and loader the busiest, handiest rig on your job! Versatile, maneuverable, easy to operate.



BETTER BLADING AND BACKFILLING—Equipped with a rear blade, the Ford Tractor is well suited for grading, ditching, backfilling and aggregate mixing. Fast, easy hydraulic operation.



EFFICIENT MATERIALS HANDLING—Replaces hand labor for handling lumber, concrete blocks and palletized materials. Simplifies distribution of materials on the job.



...the Low Cost **FORD TRACTOR**



FAST, LOW-COST DIGGING, ANYWHERE—Suitable for footings, bell holes, laterals, septic tank holes and drainfields. Easy hydraulic operation. Compact for work in crowded places.



LOW-COST EARTHMOVING—Ford Tractor and reversible scoop save money on small yardage jobs. Useful for carrying bricks, sand and concrete blocks. Lifts and lowers hydraulically.



LOWER TRENCHING COSTS—Ford Tractor and trencher digs up to 800 lineal ft. per hour. Widely used for gas and water lines, sewer systems and electrical conduits.



**TRACTOR AND
IMPLEMENT DIVISION**
FORD MOTOR COMPANY
Birmingham, Michigan

Now, as never before, Ford Tractors are job-fitting tractors.

First, because there are now a number of Ford Tractor models from which to choose. New, more powerful models fit a wider range of power requirements.

Second, because Ford Tractors are adaptable to many different work conditions. They can be equipped to handle a great variety of jobs that are too big for hand labor, yet too small to justify the use of heavier, more expensive equipment.

It's this versatility that contractors and landscapers like best about Fords. But there's much more they like, too. Ford Tractor economy, speed, maneuverability and ease of operation mean worthwhile savings in time, money and manpower.

See how you can handle dozens of *your* jobs with a low-cost Ford Tractor. Call your nearby Ford Tractor and Equipment Dealer and ask for a demonstration.



Foreman makes layout on footing. Each form touches footing, anchoring itself, overcoming unevenness of footing. Most hardware is mounted on forms, cannot be lost, eliminates "pick-up" operation



Forms are placed in approximate location when unloaded (left). Then starting at one corner, forms are put up in counterclockwise direction. Inner and outer forms are erected simultaneously



As forms go up, tie rods are slipped into position, secured into place with Simplex Locking Levers, remain in finished wall. No walers are required



By tapping the lever, forms are locked into place. A minimum of bracing is required



Line-up rails slip into place, eliminating line-up braces, providing positive alignment of forms



Woodtape's protective paper backing is removed and the material cut to length with a pair of scissors

Plywood edging tape goes on like a band-aid

"Woodtape" plywood edging is made of thinly sliced natural woods and has a pressure-sensitive adhesive on one side with a protective paper backing. Manufactured in long strips, Woodtape can be applied quickly with the use of a pair of scissors, sanding block and a common household iron. Woodtape is manufactured in 3/4-inch by 48-inch long strips, packaged in cellophane envelopes, with 8 lineal feet to one pack and 16 lineal



feet to another pack. The material matches common plywood finishes: red Philippine mahogany, white Philippine mahogany, birch, fir, walnut and oak. Available through retail building material price: 8 lineal foot pack, 98 cents; 16 lineal foot pack, \$1.89. Elliott Bay Lumber Company, Dept. AB, attn. Charles Dearmin, 600 West Spokane St., Seattle 4, Wash.

Circle No. 610 on Readers' Reply Card, p. 234

New plywood concrete forms can be set up "a foot a minute"

Three men in eight hours can remove forms from a poured foundation, set up forms for a new foundation and lay footing for third foundation, state the makers of Simplex Forms. These forms are available complete with hardware mounted ready for use. Hardware is also available separately. The bars, bolts, bushings, screws and case-hardened levers are guaranteed to withstand high-pressure concrete. Simplex Forms are available in 4-, 6-, 8-, and 10-foot panel sizes through ready-mix plants, building supply dealers and contractors. Price, based on 8-foot standard home basement size panel, oil treated: approximately \$23 a lineal foot complete with all hardware except tie wires. (Tie wires are about 9 cents a piece.) Simplex Forms System, Inc., Dept. AB, attn. G. A. Markuson, 2500 N. Main St., Rockford, Ill.

Circle No. 611 on Readers' Reply Card, p. 234

Plywood partitions are easily erected, easily moved

Fully mobile and space saving, and only 1 3/4 inches thick, these Weldwood Movable Partitions offer a barrier to sound transmission because of their all-mineral core. Finished in hardwood veneers, in a wide selection of woods, these partitions are adaptable to almost any layout. They come in widths of 24, 30, 36, 42, and 48 inches and lengths up to eight feet. Accessible concealed wiring facilities are provided in base, post and cornice. Available through distributors and dealers. Price: about \$25 per lineal foot for basic 7-foot, 1-inch cornice height, installed. United States Plywood Corp., Dept. AB, attn. Wilson M. Compton, Jr., 55 West 44th St., New York 36, N. Y.

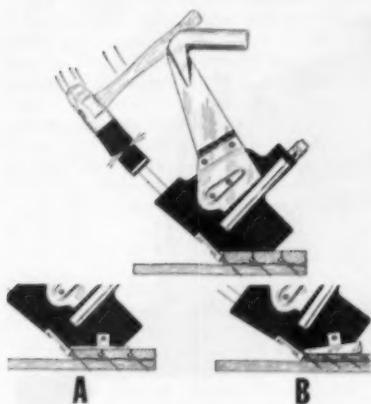
Circle No. 612 on Readers' Reply Card, p. 234



Waterbury designs special gas furnace for small homes

To provide more efficient heating for today's growing small-home market Waterman-Waterbury Co. has designed "The Pacemaker," an economical, space-saving, gas-fired furnace. With an input of 85,000 Btu's, the Pacemaker occupies less than 4½ square feet of floor space and stands only 5 feet, 4 inches high. Among its features: adjustable blower that can be set at proper speed for each home, an open-port burner, self-generating Powerpile controls protected from dust, and a baffled body and radiator. It is bonderized and electric seam-welded. Waterman-Waterbury Co., Dept. AB, attn. Stuart Smith, 1121 Jackson St., N. E., Minneapolis 13, Minn.

Circle No. 613 on Readers' Reply Card, p. 234



Improved floor nailer adjusts to varying flooring thicknesses

The Model 145 Powernailer now makes possible precision nailing of three sizes of tongue-and-grooved hardwood flooring. Basically this unit is designed to nail 33/32-inch thickness. The addition of a special adaptor plate converts the machine for 25/32-inch flooring (see "A") while another conversion plate readily adapts the machine to ½-inch thickness (see "B"). These adaptor plates take only two to three minutes to change-over, are made of highly polished steel. Powernail Company, Dept. AB, 961 Montana Street, Chicago, Ill.

Circle No. 614 on Readers' Reply Card, p. 234

JUNE 1955

Millions know where this famous speedway can be found...

INDIANAPOLIS SPEEDWAY



Find It Fast
In The
'Yellow Pages'



THIS EMBLEM REFERS
PEOPLE TO THE
'YELLOW PAGES'

BUT do people right in your neighborhood know where your business is located, what services you have to offer? Make certain they do by advertising adequately in the 'Yellow Pages' of your local telephone directory.

The 'Yellow Pages' are within easy reach of prospects 24 hours a day, every day, in homes, in offices and in factories. They reach new comers in town... remind old customers, too. Put this famous buying guide to work for you. It's economical, and *it gets results!*

LET YOUR CLASSIFIED DIRECTORY REPRESENTATIVE TELL YOU MORE ABOUT THE 'YELLOW PAGES'. CALL HIM AT YOUR LOCAL TELEPHONE BUSINESS OFFICE.



In these days of competitive selling, builder profits often come from savings in labor. Here Ceco Steel Casings helped Builder Richard A. McClatchy in his Row House Project at Folcroft, Pennsylvania. Ceco Steel Casements were ordered with Inside Casings attached at the warehouse. Installation was simplified because the entire window unit was placed in the opening in one operation. That eliminated finishing the inside of the opening, with resultant labor and material savings of \$3.50 per window, compared to older, time-consuming methods. Architect Erling Wenge said, "Ceco Casements are easy to open and close—and are giving fine performance." Ceco Casements offer these additional advantages: 1—Principal sections are 1½" deep, heavier and stronger than other casements; 2—Two-point parallel contact lapping full ¾" provides tight window with minimum air infiltration; 3—100% ventilation available—vents can be arranged to bring in air from any direction. See Sweet's Files for details of Ceco Steel and Aluminum Windows. 

In construction products CECO ENGINEERING makes the big difference

HOW CECO STEEL CASINGS SAVE \$3.50 PER WINDOW OPENING

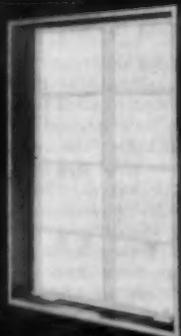


Row House Project, Folcroft, Pennsylvania
Richard A. McClatchy, Builder / Erling Wenge, Architect

CECO STEEL PRODUCTS CORPORATION

Offices, warehouses and fabricating plants in principal cities
General Offices: 5601 West 26th Street, Chicago 50, Illinois

Ceco Steel Casement and attached Inside Casing are combined as one unit for fast, easy, money-saving installation.



AMERICAN
BUILDER

NEW PRODUCTS



Westinghouse adds built-in refrigerator and freezer units

Westinghouse's built-in refrigerator unit, model BRH-80 and the built-in freezer unit, model BFH-60, are both equipped with separate refrigerating mechanisms so that they can be installed side by side in a horizontal arrangement, one above the other in a vertical cabinet, or across the room from each other. Sold in matching pairs, refrigerator and freezer are available in satin chrome finish to match the manufacturer's built-in oven and built-in surface cooking units and are also available in white, green or yellow. For refrigeration, the 8.3 cubic foot refrigerator unit includes automatic defrosting. The built-in freezer has 6.3 cubic feet of space and provides storage for 210 pounds of food. Available now through Westinghouse distributors. List price of combined units: brushed chrome, \$759.95; green or yellow, \$654.95; white, \$649.95. Westinghouse Electric Corp., Dept. AB, Contract Sales Dept., Mansfield, Ohio.

Circle No. 615 on Readers' Reply Card, p. 234

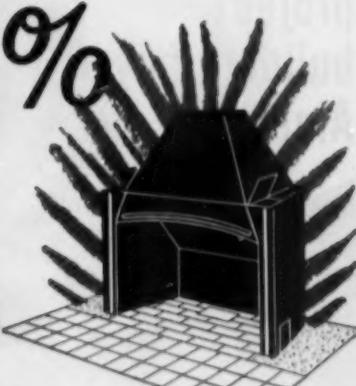
New water heater supports washer requiring 20 gallons hot water

The largest model in Ruud's new "Enameline" series of automatic storage gas water heaters (Model E40-30) will support continuous operation of an automatic washer requiring up to 20 gallons of hot water per cycle, the manufacturer states. One of three new models, the E40-30 has a 35,700 Btu input. Other models are the E20-20, 23,800 Btu input and the E30-25, 30,000 Btu input. Each Enameline heater has a heavy steel tank with a protective inner coating of porcelain enamel and each is warranted under the Ruud 10-year standard protection plan. Available now through gas and LP gas companies and plumbers. Suggested retail prices, not installed: E20-20, \$109.50; E30-25, \$119.50; E40-30, \$149.50. Ruud Manufacturing Co., Dept. AB, attn. R. F. Pemberton, 2025 Factory St., Kalamazoo, Mich.

Circle No. 616 on Readers' Reply Card, p. 234

JUNE 1955

SAVE 25% ON YOUR PURCHASES OF FIREPLACE FORMS (Heat Circulating)



GUARANTEED Highest Quality

The Price Fireplace Heater & Tank Corp. gives you its guarantee that Price Fireplace Units are of highest obtainable quality of materials and workmanship.

EXTRA BENEFITS At No Extra Cost

Features available on no other fireplace form:

1. Ductmakers save hours of mason's time.
2. Expansion channels eliminate troublesome mortar joints.
3. Improved design provides increased heat output



PROSPECTS FOR YOU—Shall we send you names of those planning to build new homes? Thousands are asking for fireplace information in response to national consumer advertising.

Gentlemen:

Please rush the following information to me:

- Send specifications and price list with builders discounts.
- Send 8½ x 11 book of "100 Fireplace Ideas".
- Send prices on septic tanks.

Name

Street

City

Number of fireplaces used in one year

Number of septic tanks used in one year

PRICE FIREPLACE HEATER & TANK CORP.

176 W. 34th St.
Suffolk 7, N. Y.

project
builders buy
American



AMERICAN SHOWER DOOR CO. PRODUCTS
USED EXCLUSIVELY IN SUB-DIVISION OF CLIFF
MAY HOMES BUILT BY GEORGE M. HOLSTEIN
& SONS NEAR TUSTIN, CALIFORNIA

shower doors & tub enclosures sell houses

FOR BETTER QUALITY AND LOWER PRICES BUY
AMERICAN. WORLD'S LARGEST MANUFACTURER OF
SHOWER DOORS & TUB ENCLOSURES



SHOWER MAID
The only foldaway* tub enclosure made... guaranteed unbreakable. Completely adjustable for easy installation.
*For easy tub cleaning and bathing children.
Pat. 2699827



SHOWER DOORS
The finest stall shower doors made. Sturdy aluminum frame. Semi-obscure glass. AT NEW LOW BUILDER PRICES



AMERICAN MAID #1
The real price glass tub enclosure of the year! Complete package for easy installation. Investigate this price and be amazed!

we will not be undersold!

write or phone
today, collect!

Warehouses in
chief cities give
you over night
service almost
anywhere in
the U. S. A.

American Shower Door Co., Inc.

936 N. Cahuenga Blvd., Hollywood 38, Calif.
Please send full details and prices.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

Canadian Representation -- Ridgewood Service Corporation, 6819 Decarie Blvd., Montreal

AMERICAN
BUILDER

NEW PRODUCTS



Air purifier for an average house

This Sampson "Sun-Lite-Aire" purifier uses a Westinghouse Sterilamp to destroy air-borne germs, control odors and eliminate staleness. The air purifier unit can be located in the cold air return of any furnace, in the duct of a forced-air or gravity-type system, or in the duct of an air conditioning system. It can be plugged into a standard 110 to 120 volt, 60 cycle a.c. circuit and will accommodate an average six-room house, purifying and deodorizing about 1,000 cubic feet of air a minute. Available through heating contractors or direct from manufacturer. List retail price, \$28.95. Sampson Chemical & Pigment Corp., Dept. AB, attn. A. A. Jannings, 2830-36 W. Lake St., Chicago 12, Ill.

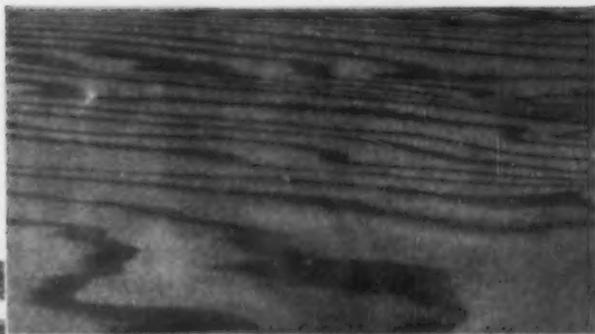
Circle No. 617 on Readers' Reply Card, p. 234

Roof coating keeps interior cool in summer, warm in winter

Siliconed Asbestolite, a new aluminum coating protects and preserves roofs while reducing under-roof temperatures. The material is made of asphalt, long-strand Canadian asbestos and waterproofing oils. To these have been added silicones and billions of aluminum flakes. The latter reflect the sun's rays. By holding roof temperatures more nearly constant with those of building interiors, it is claimed that the use of the material will reduce condensation by 60 to 70 per cent. Asbestolite comes ready mixed, ready to use in 5-gallon cans and 30- and 55-gallon drums, does not require heating or thinning, can be sprayed on, brushed, or applied with a squeegee. Available now. The Monroe Company, Inc., Dept. AB, 10703 Quebec Ave., Cleveland 6, Ohio.

Circle No. 618 on Readers' Reply Card, p. 234

PALCO Architectural Quality Redwood



REFLECTING MORE NATURAL BEAUTY— AND YET SO PRACTICAL... for exterior and interior finishes

Tone and texture of redwood lend themselves as in no other material to design flexibility—while offering the practical advantages of easy workability, dimensional stability, high paint retention, and ageless defiance of weather, insects or decay.

To assure full value of these premium qualities at no higher premium in cost, Certified Dry *Palco Architectural Quality Redwood* is selected, manufactured, handled and subjected to reinspection at every step by the most advanced facilities and procedures in the industry. By specifying *Palco Architectural Quality*, you can be sure of highest uniformity of grade—yet you pay no more!



THE PACIFIC LUMBER COMPANY

The best in Redwood—Since 1869

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 2185 Huntington Drive, San Marino 9, Calif.

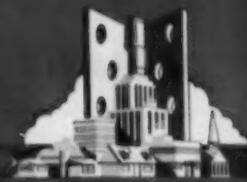
MEMBER OF CALIFORNIA REDWOOD ASSOCIATION



Forged Iron Cabinet Hardware by McKINNEY

*the original re-creator of historic
forged iron designs since 1926*

A complete line of quality forged iron cabinet hardware for every room in the house—in three fine finishes—Dull Black, Swedish (relieved) Iron and Olde Copper.



McKINNEY

MANUFACTURING COMPANY

1275 Johnson Street, Pittsburgh 33, Pa.

AMERICAN
BUILDER

NEW PRODUCTS



New siding is pre-primed, slips on over metal guide strip

Masonite Shadowvent Siding is a free-floating, prime-coated combination of Masonite Tempered Presdwood and a patented aluminum shadow line strip. The siding, which comes in two widths, about 10 inches and 12 inches, is applied by placing its slotted edge over the aluminum shadow strip which has been previously nailed to the sheathing. The metal strip is hidden from view and no face nailing is required in the Presdwood. Lengths are up to 12 feet and shadow strips come in 10-foot lengths, packaged 500 lineal feet to a cardboard tube. A feature of the metal strip is the venting at 8-inch intervals to allow escape of moisture. Specially designed metal corners can be bought in connection with this siding. The new 1/4-inch siding is primed on the surface and on the bottom edge, with a clear sealer on the back. Available now. The Masonite Corp., Dept. AB, attn. Bradley Williams, 111 West Washington St., Chicago 2, Ill.

Circle No. 619 on Readers' Reply Card, p. 234

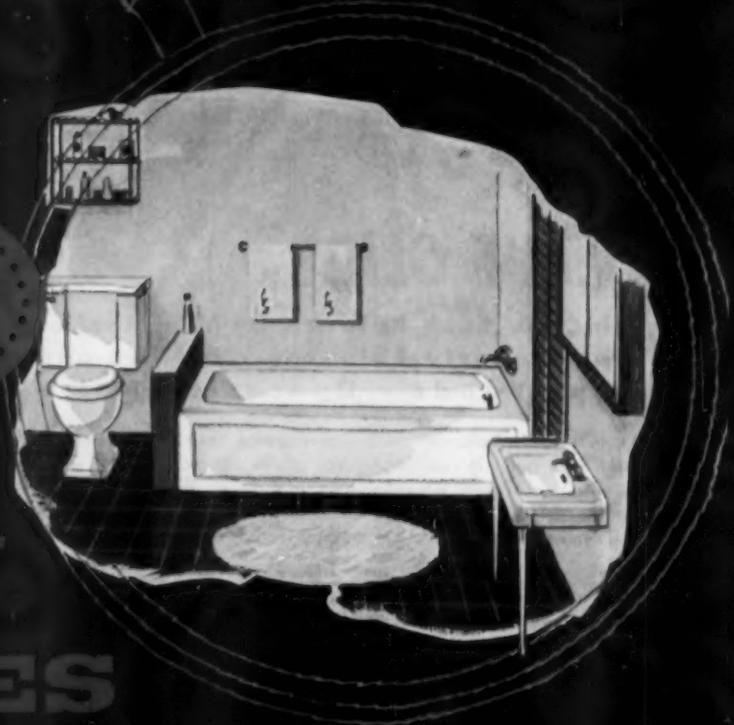
All-purpose frame for sectional steel scaffold

A new all-purpose frame combining economy for bricklaying with complete safety has been announced by the Patent Scaffolding Co., Inc., for use in erecting "Trouble Saver" sectional steel scaffolds. A built-in ladder makes this an ideal rolling scaffold for interior and exterior maintenance and repairs. By installing planking at any level within the frame, a two-level scaffold is provided. Side-wall brackets can be used to form a separate mason's platform. These all-purpose mason frames are a full 5 feet wide and are made in five heights: 3, 4, 4½, 5 and 6½ feet. Available now through Patent Scaffolding Company's branch offices. The Patent Scaffolding Co., Inc., Dept. AB, attn. O. H. Junggren, 38-21 12th St., Long Island City, N. Y.

Circle No. 620 on Readers' Reply Card, p. 234



INVESTIGATE



QUALITY FEATURES

The beauty of *Ingersoll* Plumbing Products is obvious . . . the quality is inherent, but harder to see.

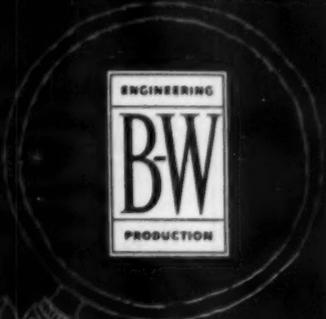
Only by specifying *Ingersoll* can you be sure of the quality backed by Borg-Warner reputation.

Take a look at some of these quality advantages. It costs you so much less to protect your reputation with *Ingersoll*.

- Acid resisting porcelain finish completely encompasses all **INGERSOLL** porcelain on steel plumbing products . . . top and bottom. Won't discolor due to stains . . . won't rust out on bottom.
- Exact die-formed dimensions are only possible with steel plumbing fixtures. Changes in roughing-in, cabinet cutting or bathroom construction are never required.
- Highest grade raw materials including pure, deep drawing vitreous enameling steel, practically eliminates problems that cause rejects and higher price of other fixtures.

- Smooth surface and modern appearance without ripples is only possible with steel fixtures as wet enamel is applied to the micrometer smooth surface of the steel itself.
- Abrasion resistance of porcelain on steel coupled with a smoother surface means far less wear and easier cleaning through years of service . . . glass smooth finish retards dirt adherence.
- Light weight of steel fixtures means fast, neat, accurate installations. One man can easily handle and install where two were previously required. Chance of damage greatly reduced.

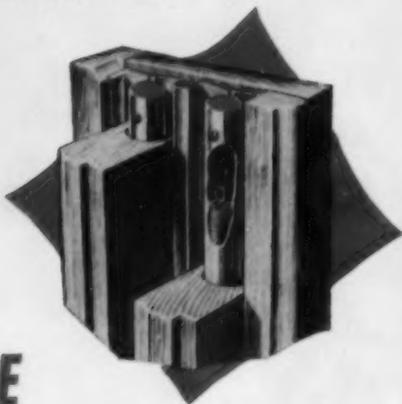
Write for complete information on the modern, quality line of Plumbing Products



INGERSOLL PRODUCTS DIVISION
 Borg-Warner Corporation
 1000 WEST 120TH ST., CHICAGO 43

QUIET SASH BALANCE SAVES TIME AND MONEY

It's Easier
To Install!



SILENT GLIDE

The Only Sash Balance On The Market That Properly Balances Windows and Stops Window Operation Noise

This is the sash balance that builders prefer because it's easier to install and quiet in operation. You have a feature to sell when the windows of your houses are equipped with Triple Seal Metal Weatherstripping and Silent Glide Sash Balances. The sash is easily movable and there is a perfect seal against wind, dust and dirt.

Savings In Installation

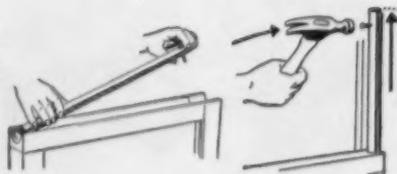
Just two steps are required to install Silent Glide Sash Balances with Triple Seal Metal Weatherstripping. (See illustration at right.) You save time and money on the job!

Perfect Seal

Triple Seal Metal Weatherstripping seals both sash at four points. It's designed to keep the firm contact that seals out cold, wind and dirt.

No Material Loss

Everything for one window comes in one package. It's easier to handle in the mill or on the job. More time savings. Also available in bulk for mill assembly of window units.



FREE — Hand Model

If you are really interested in using and want to know more about the finest combination window unit on the market, write for a free hand model of Silent Glide.

For information, see your dealer, sash and door jobber or write direct.



There's a Greater Demand For Air Conditioning

Be sure your windows are equipped with Triple Seal metal weatherstripping to get the most efficient air conditioning possible.

HETTINGER'S
Triple Seal
PATENT NO. 42172580

The Weatherproof Products Corporation, Box 8498, Kansas City 14, Mo.

AMERICAN
BUILDER

NEW PRODUCTS



Wide screening clips at top and bottom

Durall Panoramic porch screen is a wide tension screen for quick screening of porch or breezeway, and is designed to achieve visibility unimpeded by closely spaced upright supports. The screen is supplied in widths up to 6 feet and any lengths required, operates somewhat like the common window shade or venetian blind. Suspended from the top, screen rolls down easily to floor level where it is secured. Tension maintains a snug fit along vertical edges. Available now through distributors and dealers. Retail price for screen 72 inches wide 90 inches long, complete with all hardware: \$16.50. Durall Products Co., Dept. AB, attn. Richard J. Wall, 6th Ave., York, Pa.

Circle No. 621 on Readers' Reply Card, p. 234

Horizontal windows feature sliding, stationary, jalousie, louver units

Etling Window is offering horizontal windows designed for privacy, or ribbon-type installations. The units may be joined in any combination to form picture windows. "Ty-In" construction of the wood frames permits stacking of the units on the job with no spline or buildup. Interlocking grooves on the frames dovetail together for quick, economical assembly. Sliding unit has extruded aluminum sash which glide in self-lubricating tracks. Window includes interlocking check rail, full weatherstripping, automatic locks. Jalousie window has aluminum hardware, gear operator, stainless steel weatherstripping, 3/8-inch crystal or obscure glass louvers. Wood louver unit provides ventilation in combination with fixed sash, features inside Masonite panels, weatherstripping. Fibreglas screens are available for windows. Available now through lumber dealers. Etling Window, Dept. AB, attn. J. W. Cully, 24 Huston St., Barberton, Ohio.

Circle No. 622 on Readers' Reply Card, p. 234



The woman
you want to
sell...is
already sold
on this
monogram

cash in on **the big plus** that only G-E home heating and cooling gives you

Show us a builder alert enough to follow the path of least resistance—and we'll show you a builder who wouldn't think of installing any but G-E home heating and cooling. That world-famous G-E monogram speaks like a booming seige gun to prospects . . . because the sheer weight of G-E advertising and years of consumer satisfaction stands behind it.

Moreover, when your prospect sees the G-E draft-free Air-Wall* System of home heating and cooling, she knows "here's a builder who's really giving me more for my money." That's right, because she's sold

on G.E., she's sold on you. And so she buys your home faster. Why not call the G-E dealer listed in the Yellow Pages of your phone book today. He's got a lot to tell you—but it's all cold facts about specific advantages that are right down your alley!

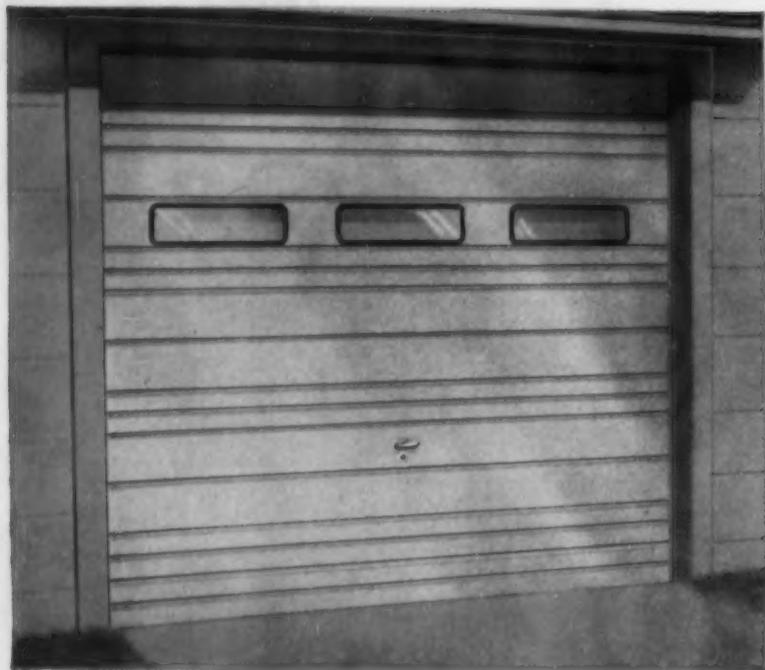
Home Heating & Cooling Dept., Bloomfield, N. J.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

*REG. TRADEMARK OF GENERAL ELECTRIC CO.

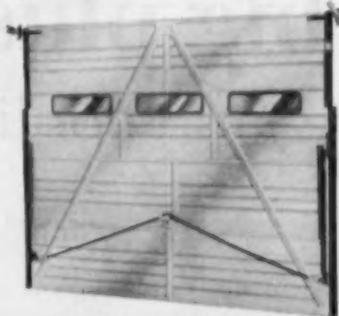
The houses they sell!



STANLEY steel garage doors

beautiful, durable and functional

Built to bear the most respected name in hardware, Stanley Steel Garage Doors combine top quality with the new look architecturally. They're zinc-coated, Bonderized and prime-painted for long-lasting protection. They open easily, noiselessly with a feather touch. They're weatherstripped at the top, bottom, and sides—all around. All joints are completely welded. There's no other garage door like it anywhere. The door is by Southern States Iron Roofing Company, the hardware by the Stanley Works. Each is individually cartoned for reshipment and damage-free storage.



DESIGNED BY AN ARCHITECT

Note the wide, natural spacing of the light openings, the careful planning of horizontal lines. The Stanley Steel Garage Door was designed by an architect to blend with contemporary architecture.

DISTRIBUTORS:

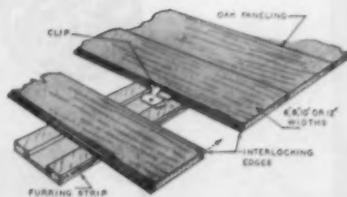
Jobber inquiries are solicited for distribution of Stanley Steel Garage Doors.

For complete details, write

SOUTHERN STATES IRON ROOFING CO.
 MANUFACTURERS
 P. O. BOX 1159 • SAVANNAH, GEORGIA

**AMERICAN
 BUILDER**

NEW PRODUCTS



Clip system makes oak paneling easy to install

A special clip application system enables workman to apply Savannah oak paneling without nails, once the furring strips are applied to walls. These clips are designed to grip the panels smoothly and tightly to the wall in a flush V-joint. The oak paneling is of three-ply construction, entirely of oak, and comes in 6, 8, 10 and 12-inch widths. Planks are 8-foot long. Panels are packaged in quantity to cover 96 square feet of wall. List Price: \$5.56 a sq. ft. Available now at all lumber dealers. Georgia Pacific Plywood Co., Dept. AB, attn. William Merigold, 270 Park Ave., New York, N. Y.

Circle No. 623 on Readers' Reply Card, p. 234



An easy to install bathtub enclosure

"Shower Queen" units can be purchased for either 5- or 5½-foot tubs. Door panels are of shatterproof Leighlite Fiberglas in five decorator colors. Frames for both doors and the unit itself are of extruded aluminum in either satin or bright polished finish. Two chromium-plated towel bars complete the unit. Nylon roller wheels allow doors to roll easily and silently. Leigh-Building Products Div., Air Control Products, Inc., Dept. AB, attn. K. Babcock, Coopersville, Mich.

Circle No. 624 on Readers' Reply Card, p. 234



*Inexpensive
Luxury!*

that gives a hardwood floor effect at asphalt tile cost



If there is any place a natural wood floor effect is desired in oak, maple, walnut or mahogany at asphalt tile economy, use Parquetry. Reinforced with asbestos fibers and styrene, it has the durability needed for all types of institutional, home, and commercial installations. Parquetry is recommended for radiant heated floors and can be installed above, on, or below grade. It has quality appearance, utility, customer appeal, long life expectancy, and is easily maintained. There is no limit to the versatility of HAKO Parquetry Floor Tile.

SINCE 1903
HACHMEISTER-INC.
PITTSBURGH 30, PA.





All their dreams
come true . . . with
a home heated with
Thrush Radiant Hot
Water Heat.

Real Sales Appeal

IN HOMES WITH

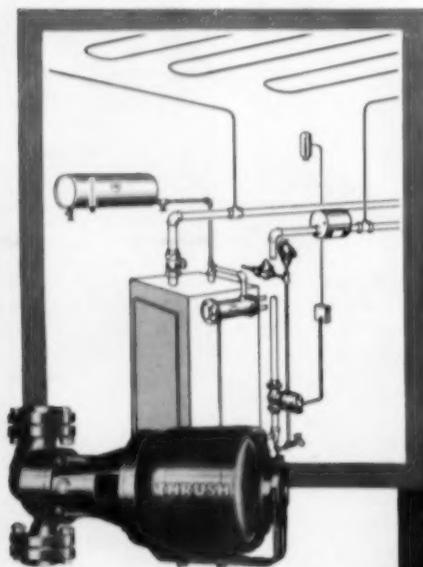
THRUSH *Radiant Hot Water Heat*

Heating is important to home buyers! Give them the best . . . Thrush Radiant Hot Water Heat. It provides mild heat, pleasant, never varying more than a fraction of a degree in temperature regardless of outdoor weather. It's completely automatic . . . low in operating cost.

New Thrush equipment places radiant hot water heat within the budget of the small as well as the larger home today. Home-seekers prefer hot water heat because they know it's clean and quiet, without noisy fans or blowing drafts.

If you haven't been specifying hot water, it's worth your while to investigate. You'll be surprised at the new development in lower cost systems for the modern small home.

*See our catalog in Sweet's or write
Department G-6 for more information.*



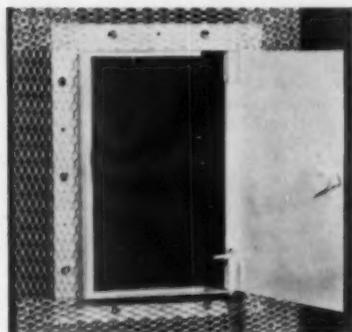
Thrush Water Circulator

H. A. THRUSH & COMPANY

PERU, INDIANA

AMERICAN
BUILDER

NEW PRODUCTS



Steel access doors now offered in 5 sizes

A new and enlarged line of steel access doors by Miami-Carey are now offered in five sizes providing two lock types and three basic models for masonry, plaster and dry-wall construction. Features include 14-gauge doors, 16-gauge prime steel frames and cam locks that can be screw-driver operated to open as well as to close the door. For easy installation, the edges and frame of door are flush with the surface and can be painted or wallpapered to improve appearance. Access door also has hinge lift lever for quick removal of door. Doors are also fire and termite proof. Available now through lumber dealers, building supply dealers, hardware, electrical supply and plumbing stores. List price: from \$4.86 to \$11.14. The Philip Carey Mfg. Co., Dept. AB attn. L. Charles Underwood, Cincinnati 15, Ohio.

Circle No. 625 on Readers' Reply Card, p. 234



Printing calculator cuts the cost of figure work

The Olivetti printing calculator has a new keyboard for easier fingering and a new key that speeds discount calculation. This machine multiplies, divides, adds, subtracts, and prints a complete tape record that can be quickly audited. It speeds and cuts the cost of figure-

(Continued on page 218)

JUNE 1955

This Window STOPS WIND

Testing Laboratories report extruded aluminum Fleetlite most airtight of all operating windows.

DUST

Mohair weatherstripping and snug interlocking double sash seal out dust.

NOISE

Double windows protect hospitals, dormitories, offices, hotels and other buildings from outside noise.

HEAT

Air space between outside and inside sash insulates against heat, makes air conditioning practical.

COLD

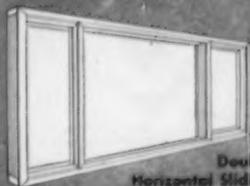
Complete weatherstripping and double sash blocks cold, saves fuel costs.

Yet Opens

Instantly - Easily

All Sashes are cleaned from the inside. No Maintenance. Nothing to Store.

HELPS SELL HOUSES AVAILABLE IN MANY SIZES OF DOUBLE, DOUBLE HUNG - DOUBLE HORIZONTAL SLIDING - MATCHING PICTURE WINDOWS



Double Horizontal Sliding

Fleetlite
AMERICA'S Finest WINDOW

- Chart of Standard Window Sizes
- Typical Installation Details
- Location of Fleetlite Installations in my area
- Quotation on Windows for Attached Plans

Gentlemen: Please rush the material checked above

Name

Address

City

FLEET OF AMERICA, INC., 511 New Walden Ave., Buffalo 25, N. Y.



Use the selling power of famous names...

When home buyers recognize the name of a trusted "friend" on equipment, tremendous selling power is added to the homes you are offering.

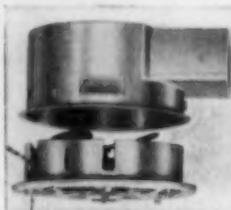
The Emerson-Electric name is an old friend to millions—for more than 60 years it has been famous for in-built quality, unflinching service and

exceptionally long life. To home buyers it carries the definite assurance that you as a builder are putting lasting values into your homes. It is an assurance that adds selling power. Use it. It pays! Write for bulletin No. 1008. **THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MISSOURI.**

MODELS FOR EVERY VENTILATING SERVICE



Emerson-Electric Built-in Ventilator with Wall Sleeve. Fits brick, masonry or frame kitchen walls. Supplied with decorative inside grille.



Emerson-Electric Ventilator for Ceiling Installation. For kitchens, bathrooms, laundries. Furnished with or without sleeve and outside grille.



Emerson-Electric Attic Fan. Can be easily installed in narrow 33-in. hallways in low-cost housing developments, even after house is completed.

Emerson-Electric
of St. Louis



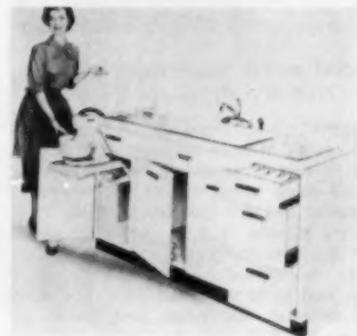
AMERICAN
BUILDER

NEW PRODUCTS

(Continued from page 217)

work (payrolls, extensions, discounts, estimates) and also functions as a speedy 10-key adding machine with direct subtraction and automatic credit balance. Multiplication and division are uniquely automatic, requiring no mental counting of any kind. Available now through Olivetti branch offices and dealers. List price, \$565 plus federal excise tax. Olivetti Corp. of America, Dept. AB, attn. Max Friedmann, 580 Fifth Ave., New York 36, N. Y.

Circle No. 626 on Readers' Reply Card, p. 234



Multi-purpose sink center sells for less than sink alone

Republic Steel Kitchens has made available its four-for-less-than-one special, designed as a compact and efficient multi-purpose sink center with three extra features in addition to the sink itself. With all the extras, the special retails at \$179.95—less than the price of the sink alone. Included in the sale price are a \$39.95 Hamilton Beach electric mixer, a Republic pop-up mixer shelf worth \$34.50 and a Schaible single-lever mixer faucet which adds \$5.95 to the value of the special. With the sink, which normally lists at \$184.95, total value of the four-for-less-than-one unit comes to \$264.90. Available through franchised distributors. Price: \$179.95 (\$184.95, Denver west) Berger Mfg. Co., Div. of Republic Steel Kitchens, Dept. AB, attn. R. T. James, 1038 Belden Ave., N. E., Canton, Ohio.

Circle No. 627 on Readers' Reply Card, p. 234

New door frame is completely weatherstripped

The manufacturers of Crestline Millwork have developed a new door frame that does away with weather-stripping expense for front and back doors. An aluminum-plated sill eliminates the threshold. Adjustable door stops accommodate both 1 $\frac{3}{8}$ -inch and 1 $\frac{3}{4}$ -inch doors. Retail price: about \$18. The Silcrest Company, Dept. AB, 100 Thomas St., Wausau, Wis.

Circle No. 628 on Readers' Reply Card, p. 234

AMERICAN BUILDER

IMPORTANT ANNOUNCEMENT FOR ALL BUILDERS



MEETS SPECIFICATIONS AS APPROVED BY
NATIONAL BUREAU for LATHING and PLASTERING

This new Quality Seal will quickly identify Genuine LATH and PLASTER CONSTRUCTION for home buyers



DISPLAY THIS CARD IN YOUR MODEL HOUSE

The bright red seal you see above readily identifies "lath and plaster" construction. It is a symbol more and more home buyers will be looking for as the National Bureau's advertising program, in leading home magazines (*See June issue, Better Homes & Gardens*), explains the time-proven advantages of lath and plaster construction.

Quality-minded builders, who build

with lath and plaster, are urged to "cash-in" on this advertising and promotion program of the National Bureau by prominently displaying placards featuring the Quality Seal in all new houses. These attractive display cards and seals are available through your local plastering contractor. Be sure to ask for them. For additional information write to Dept. AB-65.

NATIONAL BUREAU FOR LATHING AND PLASTERING
1401 K Street, N. W., Washington 5, D. C.



One-man trowel cuts finishing cost in half

This handy little power trowel gets around pipes and into tough corners. It works fast and is a breeze to handle.

It's a one-man tool. Only 70 pounds in weight and 24 inches across, you can carry it anywhere, through doors and down the stairs, even haul it in your car.

But it's no toy. The Master Midget does a professional job faster and easier than several men on their knees. Users say it cuts their costs in half.

You're an expert with it in 15 minutes, can make float, sweat, smooth or hard-trowel finishes on slabs, sidewalks, basements, porches or driveways. No changing blades either . . . one set does all the work.

The Midget is low cost, much less than big power trowels. That's why one of our customers told us, "We paid for it on four basement jobs."

Want a folder with specifications, prices, action pictures? The coupon will bring it. You'll like this tool. Write today.



One man can handle



Goes right through door

Lightweight—only 70 lbs., 24 inches across • Swept back blades for skilled sweep finish
• Blade adjustment for float, sweat, smooth, or hard finish
• Telescoping handle for easy carrying in car • Briggs & Stratton engine—dependable 1.6 hp gas engine.

MASTER

MASTER VIBRATOR COMPANY • 445 STANLEY AVE. • DAYTON 1, OHIO
PLEASE SEND FOLDER "Master Midget Power Trowel" showing action pictures, specifications, prices.

NAME _____

FIRM _____

STREET _____

CITY _____



Nylon strands impregnated in Fibreglas form building panels

"Filon" is a new development in translucent building panels in which the panels are reinforced with Fibreglas and Nylon to attain more rigidity and greater resistance to heavy loads and impacts. Tests show that an 8 ounce per square foot Filon panel can support a load of over 200 pounds per square foot, on a 4-foot unsupported span. Since Filon panels are produced in continuous lengths, any length of sheet for special applications can be supplied, in addition to all standard sizes. The longer than standard lengths can eliminate end laps. Filon is now produced in 20 colors, in crinkled and smooth finishes and in 6- and 8-ounce weights. Available through lumber and building material dealers. Retail prices: from 75 cents per sq. ft. for $\frac{3}{16}$ -inch Filon to 85 cents per sq. ft. for $\frac{1}{4}$ -inch Filon. Filon Plastic Corp., Dept. AB, attn. Leon Feldman, 2051 East Maple Ave., El Segundo, Calif.

Circle No. 629 on Readers' Reply Card, p. 224



Water-cooled packaged air conditioner has pump-down control

This is the new Unarco water-cooled, packaged air conditioner known as the "Royal-Aire." It is a packaged unit equipped with a pump-down control system, which insures that a minimum of gas remains at low pressure in the

(Continued on page 222)

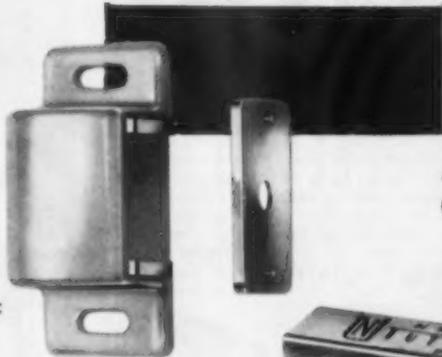
LET

NATIONAL LOCK

supply ALL your CABINET CATCH requirements

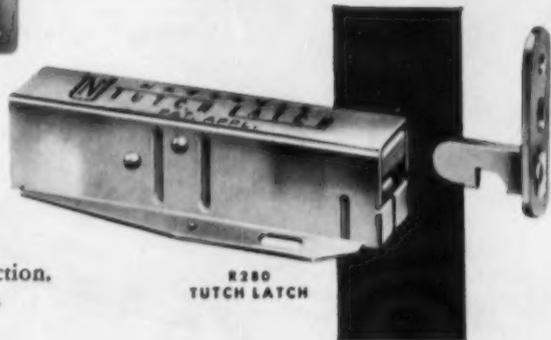
EXTENSIVE SELECTION

R222
MAGNETIC
CATCH



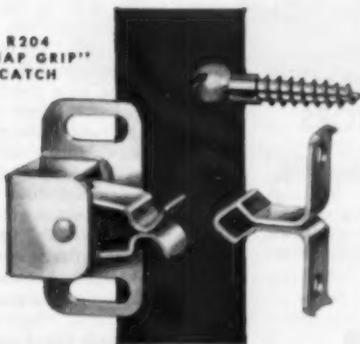
ASSURE POSITIVE GRIPPING ACTION

R280
TUTCH LATCH

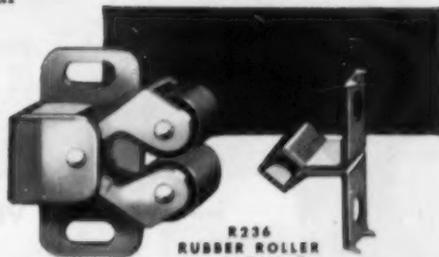


Manufactured of the finest quality materials, National Lock Catches are soundly engineered to provide years of troublefree service. Magnetic Catch utilizes super magnetic power for smooth, positive action. Tutch Latch opens doors *automatically* with a gentle touch of finger, elbow or knee. Friction Catches are silent acting . . . easily applied to wood or metal kitchen cabinets. Whatever the type or function, there's a National Lock catch to please every customer.

R204
"SNAP GRIP"
CATCH



R236
RUBBER ROLLER
CATCH



EASILY INSTALLED



NATIONAL LOCK COMPANY

Rockford, Illinois • Merchant Sales Division



CABINET
HARDWARE



NATIONAL
LOCKSETS



BUILDERS
HARDWARE



SASH
HARDWARE



CABINET
LOCKS



FURNITURE
CASTERS



SCREWS
AND BOLTS

There's Extra Economy on
Construction Jobs That Use

SYNTRON

POWER TOOLS



**"Belt Driven"
ELECTRIC SAWS**

Rugged, powerful saws for cross-cutting or ripping hard or soft wood at top speed without bucking or pulling. Used for production cutting of concrete block, plaster board, etc. Two Models with 8" or 10" blades—2-13/16" and 3-1/4" cuts.

**"Electric"
HAMMER
DRILLS and
HAMMERS**



Automatic, self-rotating Hammer Drills that cut through concrete ten times faster than by hand. Electromagnetic operation - practically no maintenance. Electric Hammers for low cost cutting, chipping, pointing, scaling, etc.



**"Self
Contained"
GASOLINE
HAMMERS
PAVING
BREAKERS
and
ROCK DRILLS**

Require no air compressor or accessories. Deliver 2000 powerful blows per minute for digging, tamping, busting or drilling in paving, clay, shale, rock, etc. Bit rotates automatically for drilling.

**"Mass and Form"
CONCRETE
VIBRATORS**

Electromagnetic models that clamp directly to sides of wall forms for high speed settling on form jobs. Gasoline or electric models for mass vibration.



Write today for complete
tool catalogue - FREE

SYNTRON COMPANY
618 Lexington Ave. Homer City, Pa.

**AMERICAN
BUILDER**

NEW PRODUCTS

(Continued from page 220)

coils when the machine shuts down, and that less electricity is needed on starting. Blower section is constructed so that it can be used for either vertical or horizontal discharge, can be adjusted for either position. The unit is available in 2-, 3-, 5-, 7 1/2-, 10-, and 15-ton capacities, comes in three sections each built as a unit. Available now through wholesale distributors. List base price for SCH-24W-263 model: \$1,478. Heating and Cooling Div., Union Asbestos & Rubber Co., Dept. AB, attn. Chester S. Stackpole, 332 So. Michigan Ave., Chicago 4, Ill.

Circle No. 630 on Readers' Reply Card, p. 234



**Screened Bermuda house can be
added as sales feature**

The Durall Bermuda house is a 9 by 12 foot structure composed of aluminum tension screening over a rigid aluminum frame with a full-sized door of like components. The screened walls are easily rolled up on one or more sides for a cabana effect. Structure can also be used as a porch against a house, as added selling feature for builder's house. It is easily assembled and as easily taken down for compact storage. Comes packaged in four cartons. Available now through distributors and dealers, department stores, some roadside garden stores. Retail price \$349.50. Durall Products Co., Dept. AB, attn. Richard J. Wall, 6th Avenue, York, Pa.

Circle No. 631 on Readers' Reply Card, p. 234

Resilient vinyl asbestos tile

The new KenFlex Carnival tile is available in eight color combinations. Backgrounds are of one color with other colors dappled or spattered over the background color. The tile is available in 9x9-inch size, standard gauge thickness, precision cut, can be installed on radiant heating slabs or used successfully on basement floors below grade. Available now through Kentile wholesalers and dealers. Kentile, Inc., Dept. AB, attn. Harold S. Collins, 59 Second Ave., Brooklyn, N. Y.

Circle No. 632 on Readers' Reply Card, p. 234

AMERICAN BUILDER

A
Sales
Feature
Everyone
Wants

... More Storage Space with
GLIDE-ALL[®] Sliding Doors

With home buyers demanding plenty of handy storage space, every day more and more architects and builders are specifying Glide-All Sliding Doors. Why?

For these simple reasons: Glide-All Doors make it possible to have floor-to-ceiling, wall-to-wall expansive wardrobes, huge closets tucked in corners of small rooms, full-length, full-height hallway storage space, large entrance-way guest closets in confined quarters, and in many other waste-space areas. Glide-All Doors save construction time and dollars, too . . . they're installed quickly, adjusted easily to fit the opening, decorated with the wall, and they give a life-time of trouble-free performance.

With Glide-All Sliding Doors in your plans you're sure to meet the popular demand for ample storage space . . . and save time and money. They are available in standard 8' and 6' 8" heights, flush or recessed panel models, overhead or bottom roller types . . . and in special sizes for unusual jobs.

Write for complete details, specifications and prices.

*Glide-All Doors are produced in 6 modern plants across the Nation . . . available from distributors throughout United States and Canada.
For complete information write plant nearest you.*

GLIDE-ALL SLIDING DOORS ARE A PRODUCT OF
WOODALL INDUSTRIES INC.

DETROIT 34, MICHIGAN



The Midwestern House
Architect: Norman Nagle,
A.I.A., Minneapolis
Builder: Town Develop-
ment Corp., Chicago

Glide-All Sliding Doors were selected for this prize Hotpoint Living Conditioned Home for 1955.

Glide-All Doors come in Junior sizes, too . . . in a range of sizes. Complete, ready to install, they convert waste areas into handy small storage space.



CHICAGO, 3504 Oakton St., Skokie, Illinois
CLEVELAND, Ohio, 1890 Carter Rd.
EL MONTE, Calif., 801 West Valley Boulevard
LAUREL, Miss., P.O. Box 673
NEW YORK, Glen Cove Rd., Mineola, N. Y.
SAN FRANCISCO, 1970 Carroll Ave.



The Sherman Front End Loader Gives You "REACH YOU CAN USE!"

The "secret" is proper location of the lift frame pivot point. Sherman keeps the bucket in close at grade level for better maneuverability and traction . . . yet extends it to maximum distance from the tractor at loading and intermediate heights for extra loading reach.

This Sherman design feature gives you more usable reach than any comparable machine! It gives you loading height . . . a full 10'10". And it loads to the front end of an 8' truck body from the rear. This practical combination of maximum useful loading height plus maximum useful loading reach is further combined with a "balanced design" for the utmost in operating stability.

Sherman's husky main frame transmits loads to the tractor rear axle, giving greater traction and performance. Twin heavy duty tilt cylinders crowd buckets or attachments right in to do a real job on excavating, loading, bulldozing and a score of other jobs. All wear parts are heavy duty . . . designed to stand up longer with minimum maintenance. Two models are available . . . up to 2500 pounds bucket capacity, 4500 pounds breakaway capacity.

The Sherman Front End Loader is economical, easily installed, safe and easy to operate . . . sold and serviced by your local Ford Tractor dealer. Ask him for an on-the-job demonstration today . . . or write for Bulletin No. 717.

Sherman

PRODUCTS, INC.
ROYAL OAK, MICHIGAN

POWER DIGGERS • FRONT END LOADERS • FORK LIFTS



*Manufactured Exclusively for
Sherman Products, Inc. by
Johnson Hydraulic Equipment Co.,
Minneapolis, Minn.

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AMERICAN
BUILDER

NEW PRODUCTS



Aluminum grilles give new approach to ceiling lighting

"Honeylite" is a light-diffusing aluminum honeycomb grillework installed over an entire ceiling for full ceiling lighting. Used in new construction or in remodeling, the material gives a soft, shadow-free light and can be incorporated in any ceiling, troffer diffuser or artificial skylight effect. It has an NRC .46 acoustical rating, a 95 per cent plus light transmission efficiency, and weighs 2 ounces per square foot. Standard modules: 11 $\frac{3}{4}$ x 11 $\frac{3}{4}$, 23 $\frac{3}{4}$, 35 $\frac{3}{4}$ and 47 $\frac{3}{4}$ inches, 23 $\frac{3}{4}$ x 23 $\frac{3}{4}$, 35 $\frac{3}{4}$ and 47 $\frac{3}{4}$ inches (1/4 inch cell, cut to 1/4-inch thickness resulting in 45-degree cut-off). Available now through electric wholesalers and fixture manufacturers. Approximate price installed: \$1.75 to \$2.00 a square foot in standard-sized panels exclusive of lighting. Hexcel Products Co., Dept. AB, attn. Robert C. Spotsy 951 61st St., Oakland, Calif.

Circle No. 633 on Readers' Reply Card, p. 234



Lo-Boy units available in capacities from 90,000 to 170,000 Btu's

Lo-Boy units ranging in capacity from 90,000 Btu to 170,000 Btu input are now being produced by Temco, Inc. as part of their complete line of new gas central heating and air conditioning equipment. The new units feature ceramic-coated heat exchangers, silent

operation. Available now through wholesalers. List prices of Lo-Boy units in thousands of Btu input; L 90, \$320.45; L 105, \$357.90; L 130, \$381.25; L 150, \$488.90; and L 170, \$531.00. Temco Inc., Dept. AB, attn. Lee W. Rash, 4104 Park Ave., Nashville, Tenn.
 Circle No. 634 on Readers' Reply Card, p. 234

Fissured wood fiber acoustical tile has cost advantage

A new fissured wood fiber tile called "Forestone" provides fissured beauty but costs less installed than fissured mineral tile, states the manufacturer. Forestone is manufactured in 12 by 12-inch units $\frac{3}{4}$ -inch thick, with square or beveled edges, and will soon be available in thicknesses other than $\frac{3}{4}$ -inch. The noise-reduction coefficient is equivalent to fissured mineral or perforated fiber tile of equal thickness. The soft white finish is flame resistant and washable. Forestone may be repainted without appreciable loss of efficiency. Forestone is sold and installed by Simpson certified acoustical contractors. Price installed: between 32 and 50 cents per square foot, depending upon thickness of material and type and size of job. Simpson Logging Company, Dept. AB, attn. Thayne B. Jongeward, 1010 White Building, Seattle, Wash.

Circle No. 635 on Readers' Reply Card, p. 234



New line of convertible gas and oil furnaces

Rybolt Heater Company announces the beginning of a new line of convertible gas and oil furnaces to be available in 6 models, 3 styles and in many sizes. The Rybolt units are A.G.A. approved for natural, mixed manufactured and L. P. gases, have heavy-gauge, pressure-tested heat exchangers. All units are equipped with a Rybolt "Whisper Quiet" Mono-port burner, with stainless steel flame retention rings, have rubber-mounted belt drive blowers with service-free Gold Seal bearings, eliminating the need for oiling. All units covered with a Rybolt 10-year warranty. Available now through franchised outlets. List price of Model Series RGC Counterflow, shown above: \$186 for 80,000 Btu input; \$198.50 for 90,000 Btu input (with liberal trade discount). Rybolt Heater Company, Dept. AB, attn. C. J. Stewart, Gen. Mgr., Ashland, Ohio.

Circle No. 636 on Readers' Reply Card, p. 234

JUNE 1955



"Our Sherman Power Diggers Are Easy to Handle and Maneuver in Tight Places"

One of the two Sherman Power Diggers owned by I. & M. Contracting Co., Bronx, New York, is shown on a trenching job for a public utility company in Long Island City.

Mr. Elio Mazella, co-owner of the contracting firm states: "Sherman Power Diggers are exceptionally good. They are easy to handle and maneuver in tight places. In comparison with former excavating methods, these diggers save us at least 70 per cent."

Sherman's speed, maneuverability and easy operation appeal to custom operators, contractors, utility companies, municipalities . . . everyone who wants the savings of mechanized excavating. Even on the smallest jobs the Sherman is practical, since it releases heavier equipment for bigger jobs . . . yet it digs in a fraction of the time and cost of manual labor.

Use the Sherman Power Digger as deep as 10 feet below ground . . . in mud, hardpan, shale, oiled roads, blacktop and stony ground. Initial cost is surprisingly low, and maintenance is simple and inexpensive. Ask your Ford Tractor dealer for an on-the-job demonstration, or write today for Bulletin No. 718.

*Designed, Engineered and Manufactured Jointly by Sherman Products, Inc., Royal Oak, Michigan, Wein-Roy Corporation, Hubbardston, Mass.

Patent No. 2-303-852
 Other Patents Pending

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Sherman

PRODUCTS, INC.
 ROYAL OAK, MICHIGAN

POWER DIGGERS* • FRONT END LOADERS • FORK LIFTS





CHASE COPPER...sign of QUALITY in drainage lines!

Remarkable how inexpensive it is to give drainage lines *two-way extra quality*, with Chase copper drainage tube (DWV). *Far longer service life and greatly improved efficiency* are assured.

Drainage lines of Chase copper tube *resist corrosion—can't clog with rust—stay efficient* over the years! Their interior is smoother; flow is unobstructed at joint connections—*larger volumes* of waste water can pass through them because friction is *reduced!*

Chase copper drainage tube is 4 times *lighter* than ordinary drainage pipe. Can be pre-assembled and installed with great savings in time! It can be cut to length right on the job. Requires fewer joints because it comes in 20 foot lengths. And rugged, leakproof solder joints fit within standard partitions, eliminating expensive furring out!

Insist on Chase copper drainage tube (DWV). Add *extra-value* to every home—with *little or no extra cost!*



Longer-lasting radiant heating installations are economical, quick and clean when made from Chase copper water tube. No worry about leaks or repairs—can't clog with rust!

Chase

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There is nothing like an Atlas Plywood flush door to make a room "come alive" with beauty. The kind of beauty that makes them top-notch salesmen for *your* building projects.

To interiors and exteriors these strikingly handsome doors add the promise of gracious living. And they make good this promise with durability and dependability assured by continuous quality control, from American forest to finished product. Trued, trimmed and glued to top-grade specifications, they're built to

gain customer satisfaction — and keep it.

You do your customers a good service — and you gain the good will that builds sales — with every Atlas Plywood door you install. Available for homes, offices

and public buildings, in solid or hollow cores and in the popular woods and grades. For complete details, send for free color folder. Write Dept. AB-2, 1432 Statler Bldg., Boston 16, Massachusetts.

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Every "Outdoor Living Room"
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of Durable **CAST IRON SOIL PIPE**

Many of today's modern homes are being planned for outdoor living, too. The backyard—attractively landscaped and planted, with paved terrace, lawns, flower beds, trees, play-yard and barbecue pit—is the place where family and friends enjoy the relaxation that comes with getting close to nature.

A vital, though unseen part of an outdoor living room, is the sewer drain that runs underground and underneath all of these improvements, including trees that have taken years to grow. It is important to the home owner who has lavished loving care and money on the planning and development of his home's grounds that this sewer drain should never break down.

This assurance can be given by the architect or builder who specifies permanent Cast Iron Soil Pipe. Because of great metallic strength it withstands heavy strains and stresses, is impervious to root penetration, does not warp, flatten, absorb moisture, disintegrate, swell or buckle. Once buried, Cast Iron Soil Pipe can be forgotten forever. That's why it can be recommended with complete confidence that there will be no complaints.

* * * * *

Our Company does not make Cast Iron Soil Pipe, but produces quality pig iron used in its manufacture by many of the nation's leading foundries.

WOODWARD IRON COMPANY
WOODWARD, ALABAMA

CATALOGS

LIGHTWEIGHT CONSTRUCTION HANDBOOK—"Systems of Lightweight Construction" is a 16-page booklet (g-66) outlining uses, installation procedures, and specifications of vermiculite products in lightweight construction. Copies of the booklet are available from the Zonolite Company, Dept. AB, 135 So. LaSalle St., Chicago 3, Ill.

Circle No. 637 on Readers' Reply Card, p. 234

DESIGN MANUAL FOR COOLING TOWER PUMPS—A new Six Step Manual for sizing cooling tower pumps and piping is patterned after the procedure used in the Bell & Gossett Handbook. It shows how the most efficient and economical selection of cooling tower pump and piping can be made. Bell & Gossett Company, Dept. AB, Morton Grove, Ill.

Circle No. 638 on Readers' Reply Card, p. 234

CORK TILE—The new 1955 catalog on vinyl cork tile and standard cork tile is available from the Dodge Cork Co. Design data, installation instructions and information on care and maintenance are included, as well as full-color charts illustrating available patterns and colors. Ask for catalog No. 55. Dodge Cork Company, Inc., Dept. AB, Lancaster, Pa.

Circle No. 639 on Readers' Reply Card, p. 234

CONSTRUCTION BY ADHESION—"Construction by Adhesion" is an 8-page booklet that describes adhesives for tile, fastenings for insulation, and protective coatings. The booklet is well illustrated and easy to read. Miracle Adhesives Corporation, Dept. AB, 214 East 53rd St., New York 22, N. Y.

Circle No. 640 on Readers' Reply Card, p. 234

KITCHEN PRODUCTS—A 45-page booklet called "Kitchen Products" catalog K55 is now available from American-Standard. The booklet describes undersink cabinets, base and drawer cabinets, assembly, and construction features, wall cabinets, dimensions, accessories, sinks and sink selector guide, counter tops, fittings, and ventilators. American Standard, Plumbing and Heating Division, Dept. AB, American Radiator & Standard Sanitary Corp., 50 W. 40th St., New York 18, N. Y.

Circle No. 641 on Readers' Reply Card, p. 234

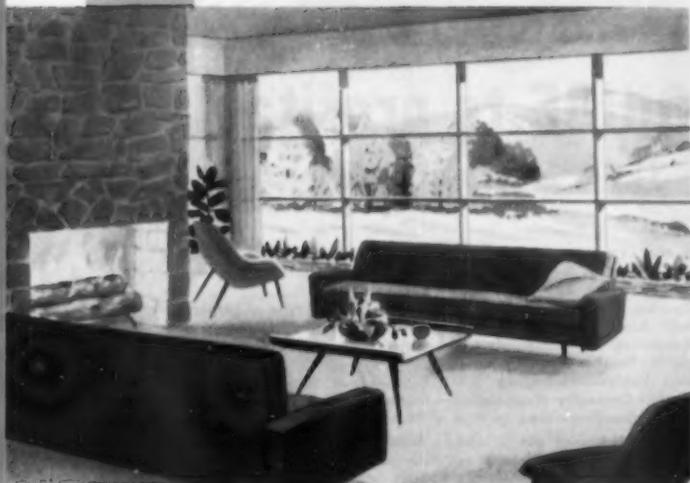
MODERNIZING WINDOWS WITH GLASS BLOCKS—"How to Modernize Old Windows with PC Glass Blocks," is an 8-page catalog which demonstrates with photographs and drawings the benefits of a window modernization program in terms of lower maintenance and operating costs, better daylight and a more modern and efficient plant. Pittsburgh Corning Corp., Dept. AB, One Gateway Center, Pittsburgh 22, Pa.

Circle No. 642 on Readers' Reply Card, p. 234

Turn daylight into dollars

**build them more beautiful...
sell your homes faster with
fabrow flexible fenestration**

Light can make money for you . . . turn daylight into dollars. Build fabrow window wall frames into every room of your homes. Interesting designer styles, plus almost unlimited combinations achieve appealing individuality . . . Dramatic exteriors, lighter quieter interiors to sell your homes faster . . . faster . . . faster!



APPEALING INTERIORS



DRAMATIC EXTERIORS

design for daylight
in your home building

design for daylight
*in your professional building**

* An added source of revenue for residential builders, a plus-profit idea from Fabrow. Paul H. Johnson, designer & builder.

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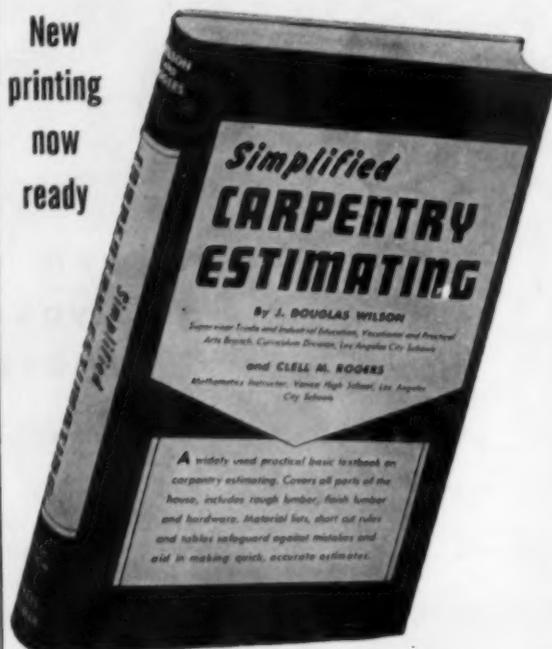
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This ultra-modern home features the comfort and convenience of a B & G forced hot water heating system, with year 'round domestic hot water supply.

Snow melting coils are also installed under the driveway and sidewalk. For home owners, this labor-saving feature of B & G *Hydro-Flo* Heating brings relief from dangerous physical over-exertion. In commercial and industrial applications, safety and unrestricted traffic flow are promoted by keeping drives and sidewalks free of snow and ice.

From fall to spring, the B & G *Hydro-Flo* System keeps indoor temperature constantly at the comfort level...because it automatically adjusts the heat supply to every change in the weather. The system is exceptionally economical to operate—no wasteful overheating.

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The B & G *Hydro-Flo* System can be designed to cool a home as well as heat it. The necessary equipment can be installed when building or at any time thereafter.

Get the facts on today's most versatile comfort system! Send for free booklet, "Be Warm in Winter... Cool in Summer with a B & G *Hydro-Flo* System".



Only mechanically circulated water offers all these advantages



Sunny radiant heat from baseboards, panels, radiators, or convectors.



A virtually limitless supply of hot water for kitchen, laundry and bath.



Snow melting for relief from shoveling—safe driveways and sidewalks.



Summer cooling with the same piping and circulation equipment used for heating.



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AGAINST THE WATER MENACE



... masonry water repellents made with G-E DRI-FILM® silicones

Masonry water repellents containing General Electric DRI-FILM silicones preserve the beauty and prolong the life of structures—old and new. A simple, inexpensive treatment retards spalling and cracking, controls efflorescence and keeps surfaces cleaner. And, of course, a water-repellent exterior means a dry interior.

Water repellents formulated with DRI-FILM silicones are the *most durable known*. They're erosion-resistant—because silicones provide "defense in depth." They penetrate masonry pores deeply to keep water out—yet permit masonry to "breathe"!

Ask your water repellent supplier about a treatment based on G-E DRI-FILM silicones! For the names of suppliers using DRI-FILM in their products, just write to General Electric Company, Section 155-1B, Waterford, New York. (IN CANADA, write to Canadian General Electric Company, Ltd., Toronto.)

Paint and Chemical Manufacturers!

DRI-FILM silicones offer you a profitable opportunity to add a superior masonry water repellent to your product line. Ask us about DRI-FILM 103, a new G-E silicone with important manufacturing advantages!

G-E silicones fit in your future

GENERAL  ELECTRIC

CATALOGS

PLYWOOD CATALOG—The 1955 4-page basic catalog covering fir plywood grades and application data in condensed tabular form is designed as a quick, easy-to-read reference piece for builders, architects, specifiers and other plywood users. Douglas Fir Plywood Association, Dept. AB, 1119 A St., Tacoma, Wash.

Circle No. 643 on Readers' Reply Card, p. 234

PLANK AND BEAM CONSTRUCTION—Complete structural details of the plank-and-beam system of construction, as well as maximum spans for planking, details of column and beam connections, and specifications are contained in the new Southern Pine Architect's Bulletin No. 4. Southern Pine Association, Dept. AB, Box 1170 New Orleans 4, La.

Circle No. 644 on Readers' Reply Card, p. 234

SIDING CATALOG—A colorful new Siding Catalog is now available containing information about the proper application, nailing practices and finishing information as well as pictures of the four grades of Western Red Cedar Siding. Western Red Cedar Lumber Association, Dept. AB, 4403 White-Henry-Stuart Bldg., Seattle, Wash.

Circle No. 645 on Readers' Reply Card, p. 234

SLIDING GLASS DOORS AND WINDOWS—Arcadia steel-framed sliding glass doors and windows are described in Arcadia Metal Products' 1955 A.I.A. File No. 16-E. The 12-page booklet describes doors for single glazing, doors for double glazing, sliding windows, gives data chart, distributors, stock sizes, non-stock sizes, types features, specifications and details. Arcadia Metal Products, Dept. AB, Arcadia, Calif.

Circle No. 646 on Readers' Reply Card, p. 234

HOME AIR CONDITIONING AND HEATING SYSTEMS—This is the title of the new Chrysler Airtemp booklet which lists complete model and specification information on the company's entire line of residential air conditioning and heating equipment. Chrysler Airtemp, Merchandising Dept., Dept. AB, 1600 Webster St., Dayton, Ohio.

Circle No. 647 on Readers' Reply Card, p. 234

OVERDOOR GUIDE—The 1955 edition of the Barber-Colman OVERdoor Guide on overhead-type doors, electric operators and radio control, has just been made available. This well-illustrated booklet covers the use of Barber-Colman OVERdoors and equipment for industrial, commercial and residential applications. Methods of preparing building openings and space required for installation are given in drawings and charts. Barber-Colman Company, Dept. AB, Rockford, Ill.

Circle No. 648 on Readers' Reply Card, p. 234

Your Guide to **NEW PRODUCTS** Information

**HERE'S
REAL HELP
for
YOU**

The post card below is designed to help readers of American Builder get complete data about new product items and catalogs shown on pages 197 through 232. All you need to do to get further information is to circle the desired items listed on the reverse side of this card and mail it to us.

No postage is necessary. We will forward your requests to the manufacturer who will send you complete data.

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- 602. New key set has fixed interior knob
- 603. Ceramic-finished insulating material
- 604. Work-level dishwasher
- 605. Sewer pipe fittings
- 606. Low-cost bathtub enclosures
- 607. 5 basic power tools in one
- 608. Built-in ovens and ranges
- 609. Wall covering
- 610. Plywood edging tape
- 611. New plywood concrete forms
- 612. Plywood partitions
- 613. Small home gas furnace
- 614. Floor nailer adjusts to thick or thin flooring

- 615. Built-in refrigerator-freezers
- 616. Water heater
- 617. Air purifier unit
- 618. Insulating roof coating
- 619. Siding has metal guide strip
- 620. Steel scaffolding
- 621. Tension panoramic screening
- 622. Horizontal Etling windows
- 623. Paneling applied with clip system
- 624. Bathtub enclosure easy to install
- 625. Steel access doors

- 626. Olivetti printing calculator
- 627. Multi-purpose sink
- 628. Weatherstripped door frame
- 629. Nylon strands in fiberglass
- 630. Water-cooled air conditioner
- 631. Bermuda screen house
- 632. Vinyl asbestos tile
- 633. Aluminum grilles for ceiling lighting
- 634. Temco heating unit
- 635. Wood fiber acoustical tile
- 636. Convertible gas and oil heaters

- CATALOGS**
- 637. Lightweight construction handbook
 - 638. Manual for cooling tower pumps
 - 639. Cork tile
 - 640. Construction by adhesion
 - 641. Kitchen products
 - 642. Modernizing windows with glass blocks
 - 643. Plywood catalog
 - 644. Plank and beam construction
 - 645. Siding catalog
 - 646. Sliding glass doors and windows
 - 647. Home air conditioning and heating systems
 - 648. Overdoor guide

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JUNE, 1955

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**FLOOR TYPE
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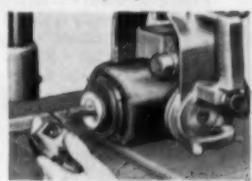


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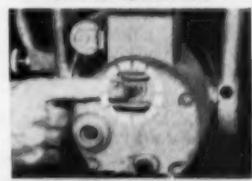
1½ H.P. motor instead of 1 H.P. . . . at the same old, low price!
Here's AMF DeWalt's new model GW-I with a FULL 1½ H.P. direct-drive motor—just 1 of 12 new operating and safety features you get at no extra cost.
This lightweight GW-I is perfect for small builders to use on the job—for frame and finish cutting. Enjoy **BIG SAW CAPACITY** at small saw cost. 10" saw cuts 3" deep, rips 26" wide. Uses 12" blade to cross-cut 4" deep when needed. Weighs only 184 lbs. net. Welded-on carrying handles mean easy, quick job-to-job moving.
Buy yours NOW . . . start your next job using AMF DeWalt® methods and increase your profits!



Safety Key switch



Powerful 1½ H.P. Motor



115/230 V change switch

FREE! New AMF DeWalt Idea Book on Cutting Methods.



AMF DE WALT

Dept. AB-55-6, Lancaster, Pa.

- Please send me your new idea book for builders.
- Please send Pocket Size Common Rafter Meter (enclose 25c)

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**NOW...get arcadia
quality features
in aluminum, too!**

Here is a partial list of quality features that make Arcadia's new custom aluminum door the strongest, most weathertight sliding aluminum door ever made . . .

GENERAL—All members are Type 6063-T5 aluminum alloy extrusions, average wall thickness .094" • Lustrous, clear Alumilite finish • Designed for either single or double glazing with standard ¼" plate or 1" insulating glass • Glass Mould snaps on and off for fast and easy glazing • Beveled Mould for ¼" plate prevents collection of dust and dirt • Hollow, box-type Sections provide extra strength and rigidity • Weathersealed on all four sides with Double-Seal Wool Pile Weatherstripping, Silicoated to protect against moisture, abrasion and staining • All weatherstripping replaceable without dismantling door • All installation and assembly screws are stainless steel or Alumilited aluminum • Variety of materials available for decorator-type Door Pulls • Available in a variety of widths under Arcadia's exclusive "MULTI-WIDTH" Program.

FRAME ASSEMBLY—Heavy-gauge stainless steel Track, easily replaced if damaged • Replaceable Threshold • Box-type Head and Fixed Interlocker • Bottom line of Head is continuous • Plaster Key in Jams • Need for blocking eliminated • Snap-in Flashing Fins for simplified installation.

SLIDING PANEL—Box-type Stile and Sliding Interlocker • Sliding Panel easily removable without dismantling Door.

HARDWARE & FITTINGS—Positive Night Latch • Non-corrosive, cad-plated Lock Mechanism • Schlage cylinder lock available • Smooth-rolling, large diameter Nylon Sheave, adjustable and replaceable without dismantling door.

For complete information and detailed specifications, write for literature on Arcadia's new aluminum door. Ask for Catalog A-55.

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—SEE AN ARCHITECT**

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sliding glass doors

Arcadia Metal Products • Arcadia, California

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CANADA & PUERTO RICO

Income tax deductions for entertainment They are being challenged more frequently than before

By John F. McCarthy
Attorney at Law



Insofar as individual taxpayers are concerned, the claimed deductions for entertainment must bear some reasonable relation to the taxpayer's business and should be supported by adequate records or receipts. However, insofar as corporate taxpayers are concerned, the entire payment by the corporation to its employee is an expense to the corporation and is deductible. The fact that only a portion of the payment went for entertainment does not necessarily constitute the balance income to the employee, although, in aggravated cases, that result may follow.

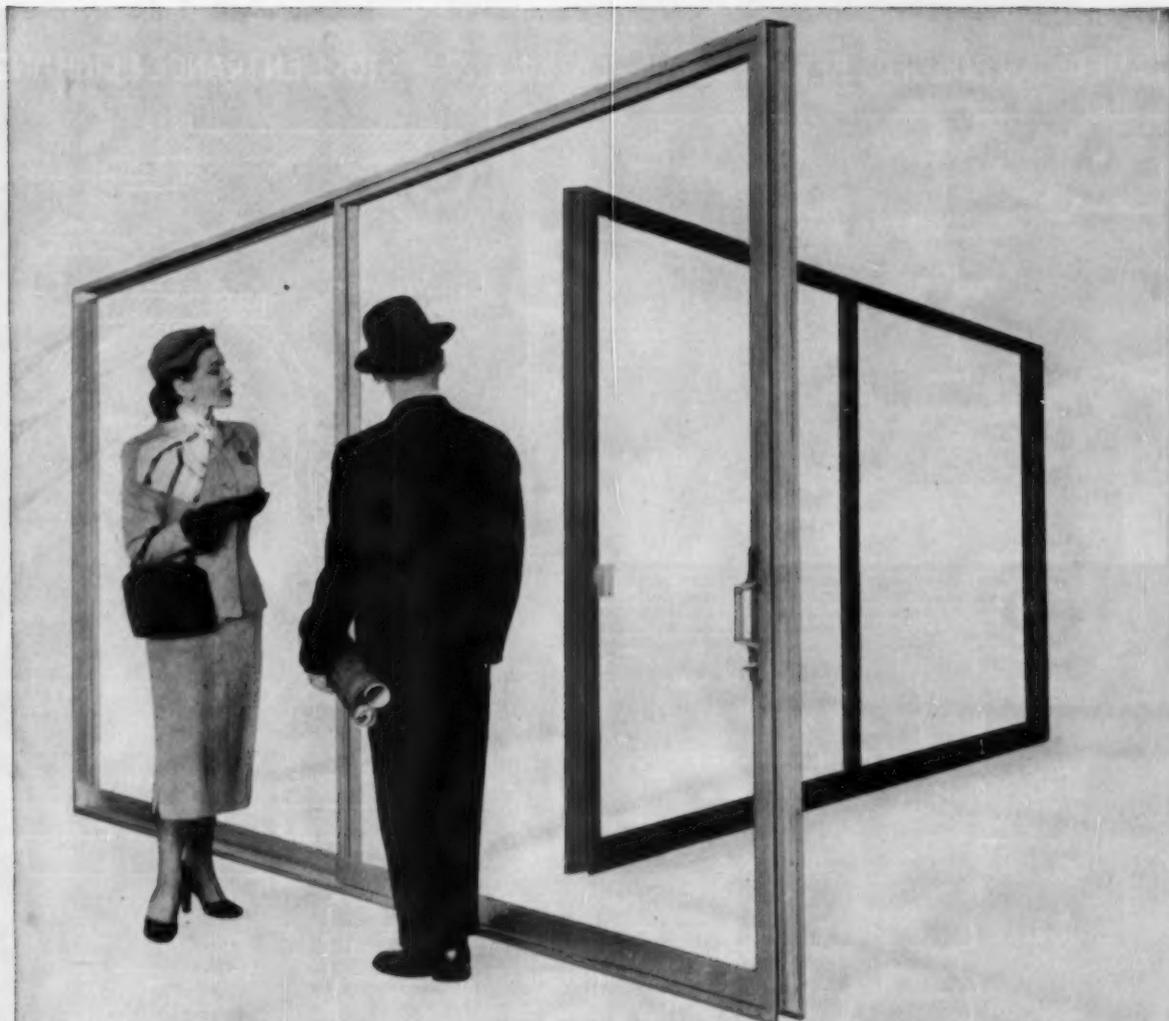
In this connection the recent decision of the Tax Court of the United States in the case of *R. A. Sutter, 21 TC 170*, illustrates some of the problems that individual taxpayers will face. In that case, Sutter, the taxpayer, was a doctor who specialized in industrial medicine. He customarily attended luncheons, such as those of the Medical Society and Chamber of Commerce. He deducted the entire cost of those luncheons. The Tax Court did not permit such deductions. The Court pointed out that an individual taxpayer might not deduct the normal outlay for food for himself and his family. It observed that Dr. Sutter had not proved that on the occasions of the luncheons he had spent more than he would have spent otherwise.

During the time involved, Dr. Sutter was president of the St. Louis Medical Society. He did a considerable amount of entertaining of relatives and friends, of other physi-

cians, of clients and of persons who might promote his business accounts as an industrial physician. A substantial portion of that entertaining was done on a yacht which he owned. The Tax Court refused to permit the full amount of the deduction claimed for entertainment costs. Insofar as the deduction was for the entertainment of relatives and friends, the Court's reasoning is obvious. However, the Court was of the opinion that such portion of those costs as involved the entertainment of those who might promote Dr. Sutter's business accounts also was not allowable. The Court observed that such costs were not necessary business expenses, but "a means of enhancing petitioner's (Dr. Sutter's) prestige and the future possibility of expanding his clinic business."

Another phase of the *Sutter* case, while not strictly involving entertainment, is interesting and pertinent. Dr. Sutter claimed a further deduction for tips and gifts to parking lot attendants, elevator operators, hospital employees and the like. The Court also disallowed this claim as not reasonably related to his business.

Insofar as individual taxpayers are concerned, the validity of deductions for entertainment never has been questioned. The only problem relates to the amount of the claim. It is here that the two questions of the relation of the expenditures to the taxpayer's business and their support by records or receipts assume increasing importance.



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Today, after nearly six years of patient planning and exhaustive research, Arcadia proudly announces a magnificent new line of custom sliding doors of *aluminum*... designed and engineered to meet or surpass all commercial and residential needs!

Here, at last, is an aluminum door worthy of the name *Arcadia*... long the leader in *steel* sliding glass doors. Before you specify *any* door, see the all-new Arcadia aluminum door. Compare it with all others... you'll see the difference. Then decide for yourself.

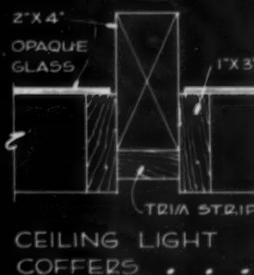
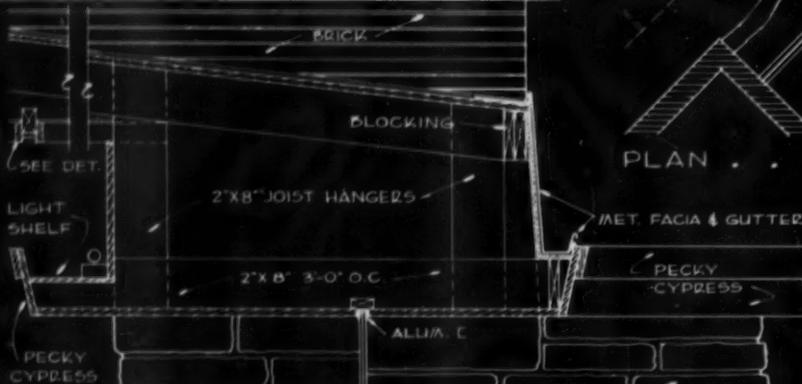
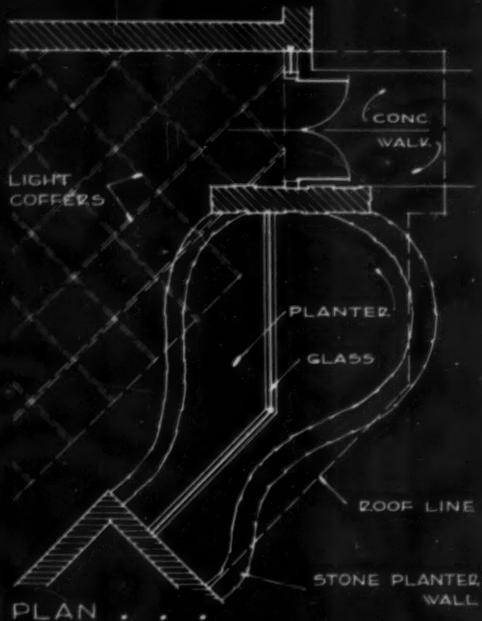
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Simple remodeling "dresses up" the side

AMERICAN BUILDER'S BETTER DETAIL PLATE NO. 127 ... STORE ENTRANCE & LIGHTING



door approach

A typical side courtyard in the downtown area of Madison, Wis., has been converted into an approach to Frautchie's Inc., a large retail furniture store.

The new entrance and angled display windows are located at the end of the courtyard, which is a reasonable distance back from the street front. The cement walk approach to the entrance is located at one side, with the rest of the court width used for customer parking. The new portion is kept one-story in height so as not to interfere with the windows of adjoining buildings.

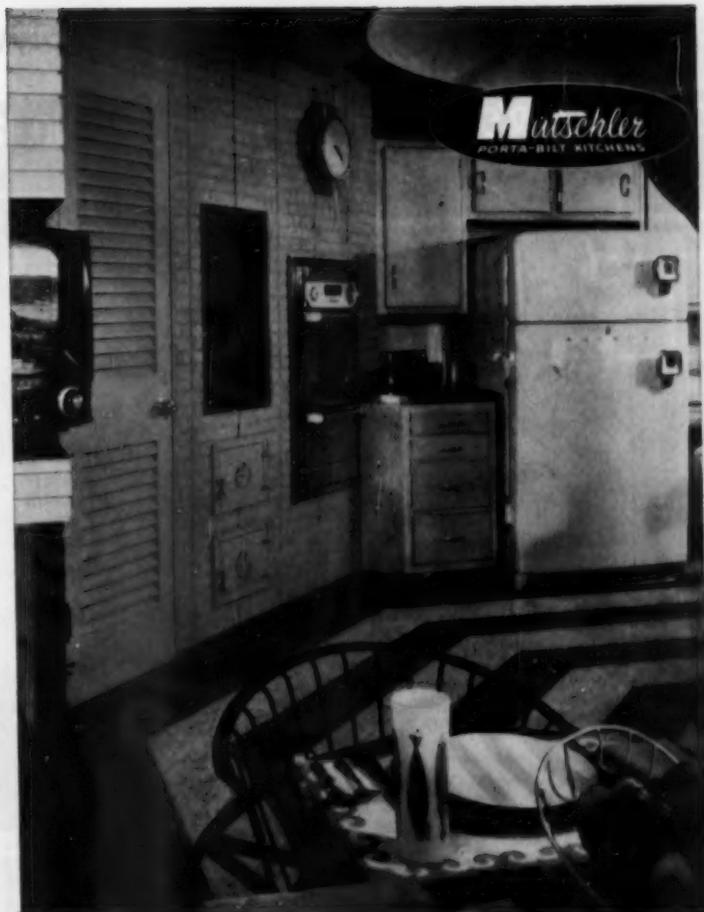
On the opposite page are photographs and detailed drawings showing methods of construction and design. The rugged stone of the entrance and planter, and the stained woodwork of the frame, canopy and the open trellis tie in nicely with the common brick walls of the original building.

The planter is an indoor-outdoor affair with the angled-glass show windows dividing this area. Spotlights located at regular intervals in the canopy above bathe the entire planter in light.

The extension of the canopy beyond the wall line above contain fluorescent tubes on the top side which light a portion of the ceiling. The balance of the inside ceiling of the new entrance is divided into three-foot square panels with the framing members hung from the joists above. Opaque glass supported on the trim strips cover the panels. Fluorescent tube strips, hung from the joists above, diffuse the light through the glass panels to the area below.

Designed by
William V. Kaeser, A.I.A., Madison, Wis.

Detailed by
K. Roderick O'Neal, A.I.A., Chicago, Ill.



**WINDMILL
FARM
BUILDERS
CHOOSE**

showplace kitchens
by **MUTSCHLER**

Ed Tobin and Mac Welson, builders who are developing the Westchester County, N.Y., community of "Windmill Farms," list *Showplace Kitchens* by Mutschler as one of their fine construction features. If you are building quality homes, we feel certain you'll be interested in the Mutschler story, too. Write for complete information and specifications.

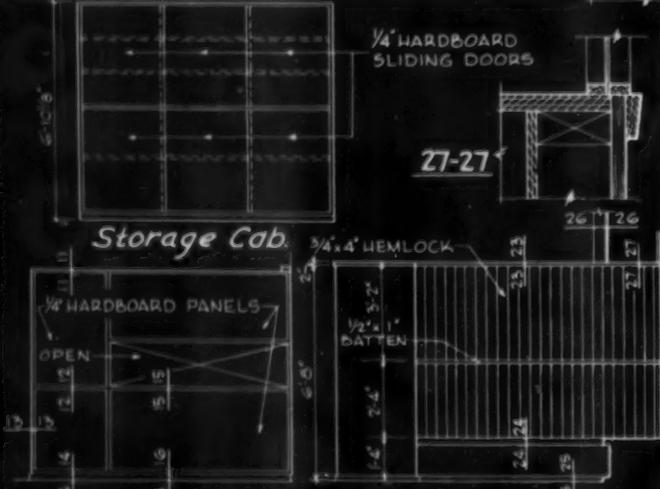
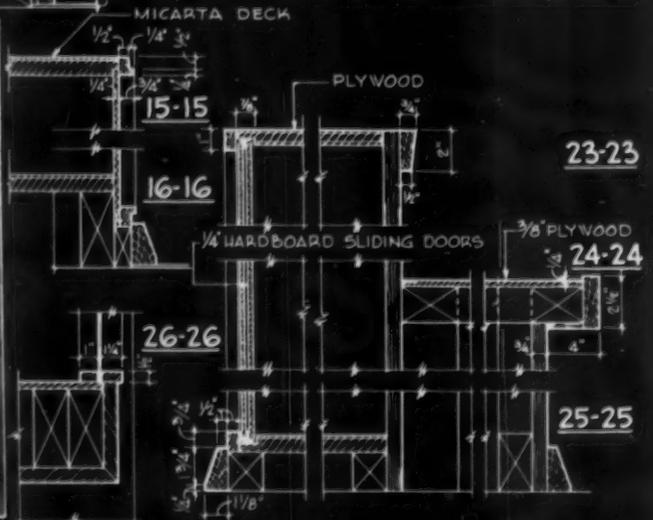
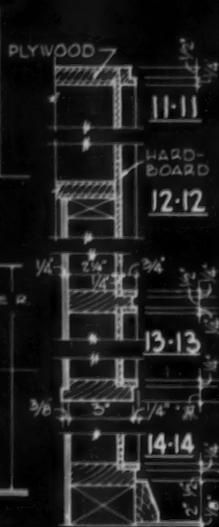


MUTSCHLER BROTHERS COMPANY

Dept. 6055, Nappanee, Indiana

Door-high storage walls, plywood built, help achieve

AMERICAN BUILDER'S BETTER DETAIL PLATE NO. 128-STORAGE WALL DETAILS



Dining Room Living Room

spaciousness

The sense of spaciousness in the living-dining area of this 1,200 square foot house is achieved in large part by the door-high storage walls at both ends. The space above is left open, which adds to the apparent size of the rooms, including the kitchen and hall.

The storage wall at entrance to the living room contains the guest closet, with walls and doors of rift-grained hemlock plywood. Around the corner in the hall the general storage unit is divided into two sections, with three 1/4-inch thick sliding hardboard doors in each. These units are all door high, and are finished with tongue-and-groove hemlock board.

These living room storage walls are positioned to direct traffic at the entranceway. They also provide a secluded area for the built-in seat placed at right angles to the fireplace. The base part of the seat is on the same plane as the extended concrete hearth.

The same type of divider is used between the kitchen and dining portion of the living room. This divider accommodates the normal depth of upper cabinet on the kitchen side. The wood framing in back of refrigerator and cabinets is faced with 1/4-inch thick hardboard panels. These panels are painted, then separated or capped with a wood mould left in the natural finish.

The wide pass-through in this wall, at counter height, makes serving from the kitchen easy. The storage wall, while screening the meal preparation center beyond, makes possible an intimate relation to the dining area, yet retaining formality. In area, the kitchen is small, yet because of the open space above the storage wall, the feeling of being closeted in one small room is eliminated. The cupboards below the counter on the kitchen side are faced with birch plywood, including the doors. Doors in the cabinets above the counter are of the sliding type and made of hardboard.

Designed by
Charles H. Scrogin,
Portland, Oregon

Detailed by
T. J. Nychay,
Chicago, Illinois

JUNE 1955

New Myers Quality-Built Submersible



NOW ONLY \$207²⁵
F. O. S.
Ashland, O.

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The all-new Myers Submersible is the ideal top-quality pump for homes beyond city mains. It is efficient, absolutely quiet and requires no attention . . . just install it and forget it. It delivers up to 720 gallons per hour and twice as much pressure as pumps of comparable cost.

The low price includes everything but items that depend on installation preferences such as cable, wiring and tank. See it today at your Myers dealer's.

LONG, TROUBLE-FREE LIFE

The husky 1/2-horsepower motor is filled with highly refined oil for positive lubrication of bearings and seal, and for efficient dissipation of heat. Provides extra motor protection against low voltage.

MYERS EXCLUSIVE DOUBLE PROTECTION

Motor control box gives positive protection against burnouts for both starting and running windings. This is particularly important in rural areas where voltage drops are common.

ONE-YEAR UNCONDITIONAL GUARANTEE

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they said they'd be back, but...





HOW MANY TIMES HAS IT HAPPENED TO YOU — BECAUSE YOU DIDN'T HAVE THE RIGHT PROGRAM FOR MERCHANDISING YOUR MODEL HOME?

The prospects were interested, but didn't stay long. Said they'd be back, but probably won't. Not that they didn't like the house. *But* there just wasn't anything in it to spark up the features; make a strong "want-to-buy" impression.

It could be a different story, if you had more *merchandising* helps—the kind that bore right into the prospect's mind and *stay* there. Newspaper ads, radio spots, billboards to help *bring* them. Smart displays, unique devices in the house to *impress* them. And above all, take-home literature they can study at leisure—the kind that brings them back for another look.

Chances are that this kind of merchandising is more than you care to tackle—alone. To get it, you need professional assistance—and that's where Lennox comes in with the Model Home Promotion Plan.

There's nothing like it in the industry—nothing that reflects such intimate knowledge of builder problems; such skillful merchandising sense; such expert use of words and graphic techniques. And when you specify Lennox Winter or Summer Air-Conditioning, *it's yours practically for the asking—at a fraction of the cost you'd pay if you produced it yourself.* You have no preparation problems. Lennox does all the work; you make the sales. The Lennox Model Home Promotion is a proved merchandising plan that's working right now for all types of homes and builders in every section of the country.

FREE! Write Lennox Furnace Company, merchandising dept., Marshalltown, Iowa, for free sample copy of 4-color custom-made literature described below. Full information on the complete merchandising plan will be included. Write Lennox today, or see your Lennox dealer.

Professionally prepared advertising and merchandising tools

COLORFUL LITERATURE!

Specially prepared for you by Lennox. Beautiful full-color cover; inside spread that talks about *your* homes, *your* site, *your* features. No printing or processing headaches for you. Lennox does the work!



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Stop prospects in their tracks, with this amazing new electronic device that makes walls talk; creates a "talking" model home hostess; gives Lennox equipment a voice. What a stopper!



CHARMING HOSTESS!

She meets your prospects—even "speaks" to them when you use her with the "mystery voice". Miss Lennox is an attractive life-sized cut-out display. *And here's more!* Giant balloons, billboard designs, product signs, newspaper ads, radio spots—field-tested to help you sell!



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THROUGH 5,422 HOME COMFORT SPECIALISTS

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The house insulation picture is changing!

AMERICAN
BUILDER

What Grade-Marks Mean on Plywood

Are you and your customers getting the full benefit of the trend to reflective insulation?

Every year, more and more millions of feet of reflective insulation go into FHA-approved buildings. Builders everywhere are realizing that this new principle of reflective insulation means not only higher thermal efficiency and better moisture protection, but definite economies as well.

Only reflective insulation stops that 50% to 80% of heat transfer which occurs by radiation . . . effectively checks loss by convection and conduction . . . and functions as the ideal vapor barrier . . . yet costs no more than ordinary insulations.

Take for example the high efficiency and low cost of Alfol aluminum foil insulation

Alfol is the original aluminum foil building blanket and leader of this fast-growing field. It usually costs less than bulk type insulations over which it has a substantial efficiency advantage.

Alfol offers special protection

Vapor-proof Alfol is applied from continuous 500 sq. ft. rolls, in a way that completely seals off cold wall areas from warm moist room air—preventing harmful condensation. It protects your buildings against peeling paint, cracking plaster, and rotting timbers common in improperly insulated structures.

Alfol doesn't sag or pack down . . . never loses its insulation value by moisture absorption. Your building stays effectively insulated under all conditions, winter and summer . . . and your buyer stays happy.

Fast easy installation, low handling costs

No other full-protection insulation can match Alfol's ease of installation. A tough kraft backing bears all application stress, prevents tearing. Applicators love it because it goes in fast and easily. There is no bulk . . . no muss or fuss . . . no irritating dust . . . no excess weight. Alfol

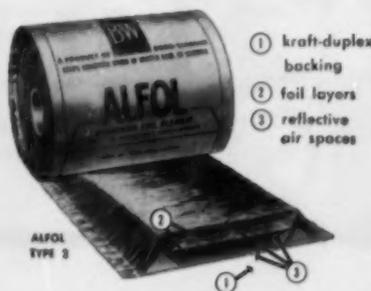


ALFOL aluminum foil insulation blanket is easy, fast and economical to install.

weighs only 1/12 as much as its bulk type "equivalent", and requires only 1/20 the storage space. Your money buys less overhead . . . less labor . . . more and better insulation.

Meets every need

There is a type of Alfol to meet every insulation need, including exposed ceiling jobs for industrial plants and insulation of turred masonry.



Write today! for this illustrated bulletin giving full details—learn why thousands of builders are enthusiastically installing Alfol in their current buildings, to lower costs and to insure the value of their property.



REFLECTAL CORPORATION

A subsidiary of Borg-Warner Corp.
310 South Michigan Ave., Suite 2843
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When you buy plywood, your best insurance against customer complaints is to look for the grade-trademark owned by the Douglas Fir Plywood Association and shown on the back or panel edge. That grade-trademark means that the panel has been manufactured to meet the rigid performance requirements set by the Association, and is subject to the western fir plywood manufacturers' joint program of quality control and testing.

On the opposite page are the grade-markings which not only provide a positive identification of the product but are the builder's assurance that he is getting a material that will fit his specific job problem.

Two major types of fir plywood are available to the builder: interior and exterior grades. The latter differs from the former in the glue bond. While interior plywood will stand a limited amount of wetting and drying common to building operations, the exterior grade represents the ultimate in moisture resistance—a plywood which will retain its original form and strength when repeatedly wet and dried.

There are four veneer grades used for the surface facing of all types of plywood sheets (Grade A being the best) and panels are stamped clearly indicating the veneer faces. For example: A-A indicates that both sides are A-grade veneer while A-B has one side of B-grade.

The four grades are as follows:

Grade A: The best grade of veneer is carefully matched and smoothly sanded. This veneer is free from knots, open splits, pitch pockets, and other open defects.

Grade B: This grade admits solid knots, circular patches and minor sanding defects.

Grade C: Veneer containing knot-holes not larger than 1 in. in least dimension, open pitch pockets, plugs, patches, and sanding defects.

Grade D: Used only in interior-type panels, this veneer admits the major amount of defects and other characteristics provided they do not seriously impair strength of panel.



Technical Guide

GRADE MARKING AND CERTIFICATION OF DOUGLAS FIR PLYWOOD

To preserve the high standards of quality set forth by the Douglas Fir Plywood Association the following sets forth the grade marking and certification symbols recommended. Not only do the grade-mark

INTERIOR GRADES

To identify the various grades within the Interior type Douglas fir plywood, these grade-marks are stamped or branded on all standard size panels:

Grade A-A, interior panels are stamped on the edge:

① **INTERIOR · A-A · DFPA**

Grade A-B, interior panels are stamped on the edge:

① **INTERIOR · A-B · DFPA**

"Plypanel," grade A-D, interior panels are stamped on the back:



Grade B-D, interior panels are stamped, usually on the edge:

① **INTERIOR · B-D · DFPA**

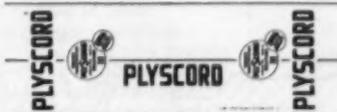
"Plybase" Underlayment, grade C (rep'd) -D, interior panels are stamped on the back:



"Plyscord," grade C-D, interior panels are stamped either on the face or back:



Many Association mills also use across the entire face of a 4-ft. by 8-ft. "Plyscord" sheathing panel at each end the following:



Lines in the above label represent scorings for nailing to framing members at 16, 24, 32, or 48 in. centers.

"Plyform," grade B-B, interior panels are stamped on one face:



Natural Finish One Side, grade N-D, interior panels are stamped on the edge:

① **INTERIOR · N-D · DFPA**

Natural Finish Two Sides, grade N-N, interior panels are stamped on the edge:

① **INTERIOR · N-N · DFPA**

symbols on the plywood insure the builder that he will receive the kind of plywood specified but will facilitate procurement of the grade best suited to his needs.

EXTERIOR GRADES

To identify the Exterior type of Douglas fir plywood, the symbol "EXT-DFPA" is branded or stamped on the edge of each standard size panel. The various grades within the Exterior type are additionally identified by the following grade marks branded or stamped on the edge of each standard size panel.

Grade A-A, exterior panels are stamped on the edge:

① **EXT-DFPA · A-A**

Grade A-B, exterior panels are stamped on the edge:

① **EXT-DFPA · A-B**

"Plyshield," grade A-C, exterior panels are stamped on the edge and may also be stamped on the back.

① **EXT-DFPA · PLYSHIELD · A-C**



Grade C (rep'd) -C Underlayment, exterior panels are stamped on the edge:

① **EXT-DFPA · UNDERLAYMENT**

Sheathing, grade C-C, exterior panels are stamped on the edge:

① **EXT-DFPA · SHEATHING · C-C**

Utility, grade B-C, exterior panels are stamped on the edge:

① **EXT-DFPA · UTILITY · B-C**

Concrete Form, grade B-B, exterior panels are stamped on the edge and may also be stamped on the back:

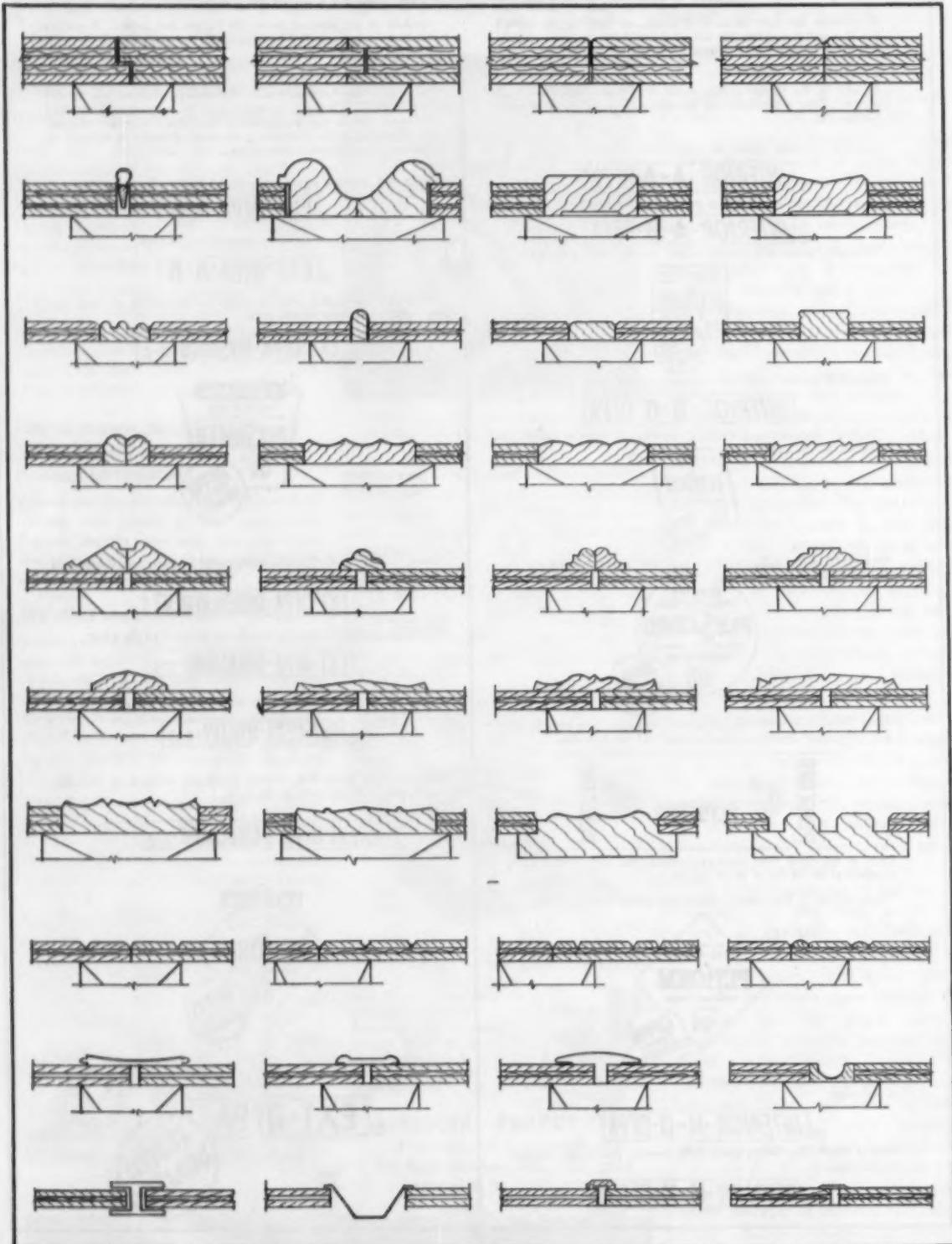
① **EXT-DFPA · PLYFORM · B-B**



Each standard size overlaid panel also carries the symbol "EXT-DFPA" branded on the edge to indicate it is of Exterior type:

① **EXT-DFPA**

Plywood Joint Details suggested by Douglas Fir Plywood Association



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save on first price . . .

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interior and exterior door units



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- Available in birch, gum and mahogany.

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Mahogany plywood paneling adds warmth and richness to this attractive home in Park Ridge Manor, Illinois—Perkins & Will, Architects

Today's home buyer just doesn't want minimum housing. The trend is definitely towards quality...beauty. That's why *natural* Hardwood Plywood does such a terrific selling job for builders. In every room, Hardwood Plywood adds natural beauty, graciousness, warmth... whether it's applied as paneling, built-ins, parquet flooring, or many other applications. Unlike paper-thin surfaces, Hardwood Plywood offers a depth of beauty which means that scratches and mars are easily repaired—that maintenance is held to a minimum. The various species such as birch, mahogany, oak, gum, or walnut enables you to achieve striking effects which can be varied from house to house to give one-of-a-kind individuality.

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In built-ins—Use Hardwood Plywood for custom designing and fine furniture appearance.

In kitchen cabinets—Hardwood Plywood means added beauty, easy care, and long term economy.

In flush doors—Hardwood Plywood means light weight, strength, good insulating qualities.

In construction—Greater strength and utility in such applications as sub-floors, sheathing and shelving.

The HPI trade mark identifies American mills operating under a rigid 5-point quality control program...mills who are backing a hard hitting national advertising program that's building consumer acceptance everywhere.

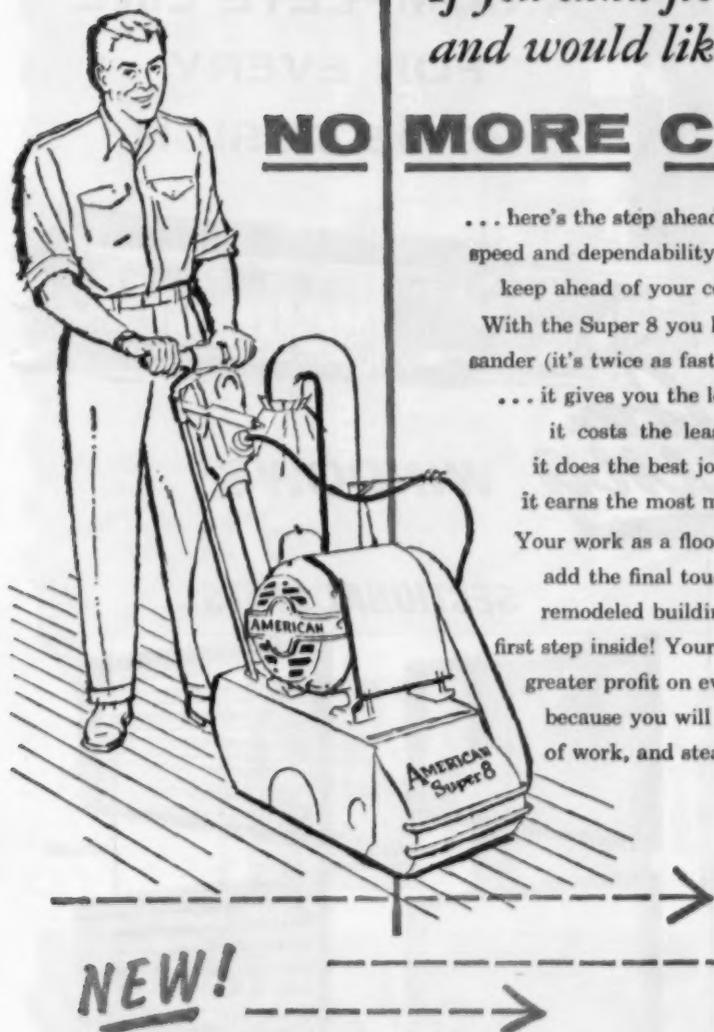


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it costs the least to operate (no more big repair bills) ...

it does the best job, every time (no more second rate work) ...

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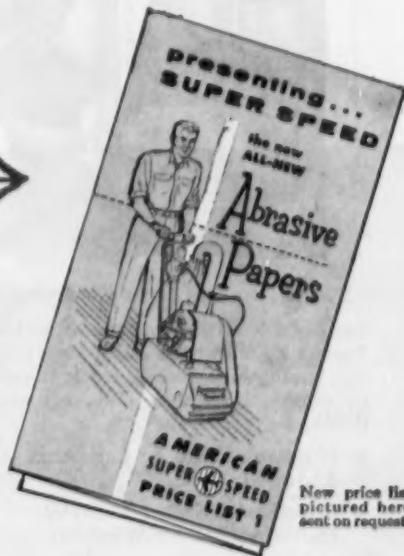
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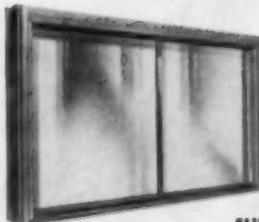


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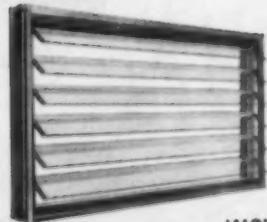
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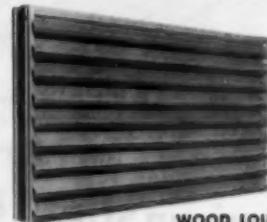
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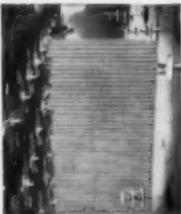
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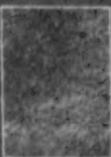
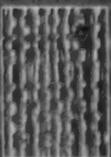
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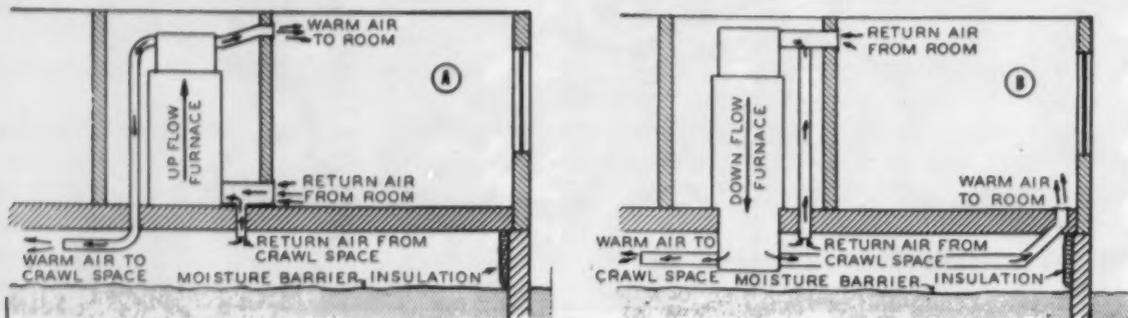
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How to heat crawl spaces

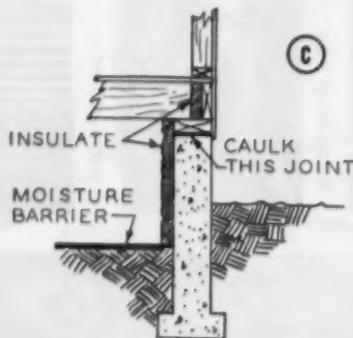
I am interested in switching from the slab-type foundation to the crawl-space type of construction. A friend of mine built an addition to a restaurant. A space heater was installed at the far end of the new room, but there was a complaint about cold floors. He had the crawl space well ventilated. I suggested that he insulate the foundation walls and use a vapor barrier. Am I right? Will you outline the procedure necessary to insulate and heat a crawl space effectively?

P. R., Toledo, Ohio.

Two ways of heating a crawl space effectively are shown in the two illustrations. The first (Fig. A) shows a method of heating the crawl space in a house having high side-wall registers. Figure B shows the heating of a crawl space of a house having a modern perimeter system with either floor, baseboard, or low-wall registers.

But before either of these systems will work properly, you must prepare the crawl space suitably before you attempt to heat it.

The space must be ventilated in nearly every part of North America, to guard against dry rot. Ventilators should be capable of being closed tightly during the winter when the



crawl space is to be heated. In preparing the crawl space, three steps must be followed:

(1) The ground in the crawl space should always be fully covered with a suitable moisture barrier. A great deal of moisture can evaporate even from earth that seems to be completely dry. When you heat the crawl space up to the recommended 70 degrees, you are not only delivering warm air to this space, you are also withdrawing return air from it and recirculating this air through the entire house. The evaporation of only a few grains of moisture per hour from each square foot of crawl space can easily overload the house with moisture and boost the relative humidity to the point where condensation on windows becomes a serious problem.

(2) Insulate the foundation. If the crawl space is heated up to about 70 degrees, the heat loss through an 8-inch concrete block foundation wall becomes relatively high and therefore wastes fuel. But the addition of only 1/2-inch insulating board to the inside of the wall cuts this loss almost in half. Since the labor cost is about the same for applying either thin or thick insulation, it is usually considered more economical in the long run to use one or two inches of insulation. (See Fig. C.)

(3) Be sure to guard against air leakage. The final step in the preparation of the crawl space is to reduce heat loss by guarding against infiltration. Assuming that the ventilator openings in the foundation can be tightly closed during the heating season, watch out for air leakage through the joint between the top of the foundation and the bottom of the sill. Many crawl spaces require the caulking of the joint between the foundation and the sill as shown in Fig. C.

National Warm Air Heating and Air Conditioning Association

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Write to "Ask the Experts," American Builder, 79 West Monroe St., Chicago 3, Ill. We'll publish as many questions and answers as we can.



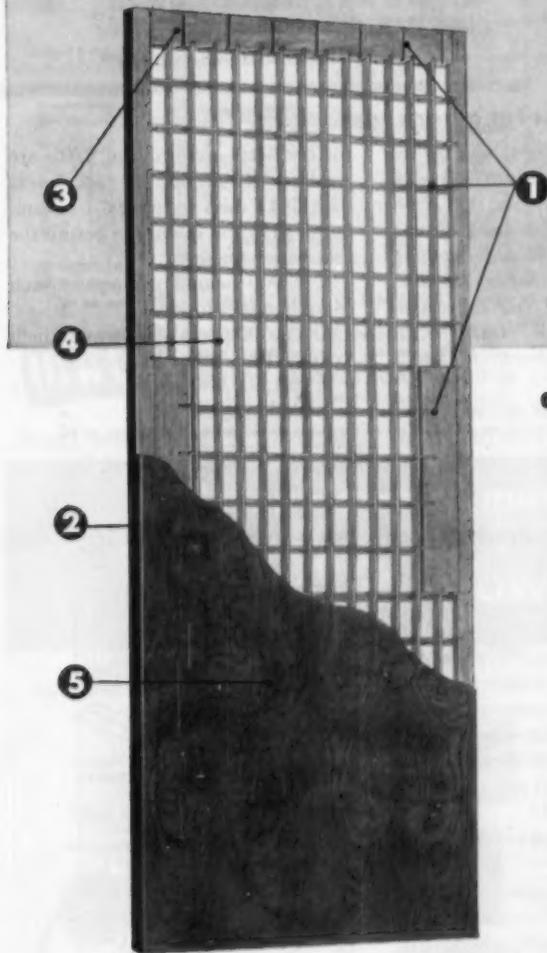
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- 2** Standard door thickness: 1 $\frac{3}{8}$ " or 1 $\frac{1}{2}$ ". Matching vertical edge strips can be furnished when specified. After trimming, stiles are sanded and the edges eased.
- 3** Vent grooves in top and bottom rails permit air circulation to equalize moisture content of door rapidly under conditions of changing humidity and temperature.
- 4** All-wood grid core: 2" x 4" air cells of finely machined softwood with interlocking construction for strength and rigidity; notched for air circulation. Hand assembled for precision fit.
- 5** Core mesh overlaid with hand matched, custom-made plywood panels on both sides. Face veneer may be of any commercially available specie and is stroke sanded to cabinetmaker's finish.

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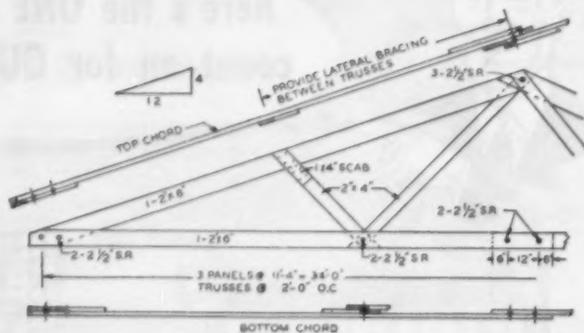
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Planning a truss for a barn roof

I am to build a barn to be used as a cattle shed. The barn is to be 34x94 feet and calls for a trussed roof. The roof is to be 1:3 pitch using aluminum roofing sheets. Would you suggest 2x6's for the rafters in the chords? Also would you suggest a kingpost truss or a "W" truss?

M. F. C., Norwich, Conn.

The truss shown is the one suggested for use on the barn you are to construct. Notice that a 2x6 is

used for the bottom chord and 2x8's are used for the rafters or top chords with 2x4's used as braces. Use lumber of sufficient quality to permit the following stresses:

C = 900 pounds per square inch comp. parallel to grain.

f = 1,000 pounds per square inch extreme fiber stress in bending.

E = 1,600,000 pounds per square inch mod. of elast.

Wilbur Tuggle,
Structural Engineer

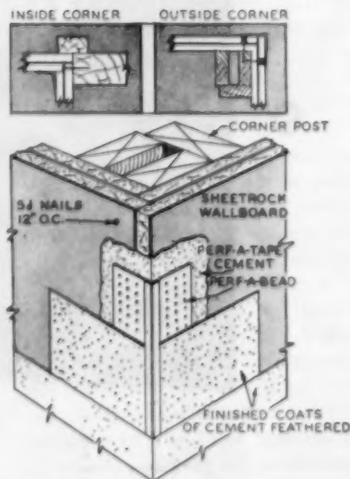
How to install a double wallboard system

I have a question concerning dry wall construction. I have heard that some builders use two thicknesses of wallboard for walls and ceilings. Although some of the builders in my vicinity do use conventional single-thickness dry wall, I have never seen any jobs with the double thickness method. Is such a wall practical and if so how is it applied?

G. T. M., Binghamton, N. Y.

A double wall of wallboard is produced on the job by laminating two thicknesses of $\frac{3}{8}$ -inch wallboard. The resulting walls and ceiling are strong, can stand heavy abuse, are very resistant to cracking and sound transmission, and are highly fire-resistant. They are easy to decorate, the possibility of discoloration over nail heads and nail "pops" being minimized.

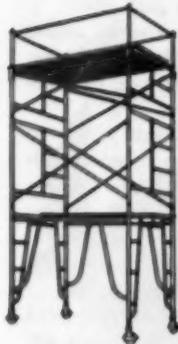
To apply this system, preliminary job preparation requires that studs and joists be in true alignment. Soil pipes, bridging, fire stops must not protrude beyond framing members.



To insure proper application of the second or face layer of wallboard, a definite plan for erection must be formed before the first layer of board is applied.

The first layer of wallboard is applied to sidewalls and ceilings. Ceiling heights will determine how
(Continued on page 256)

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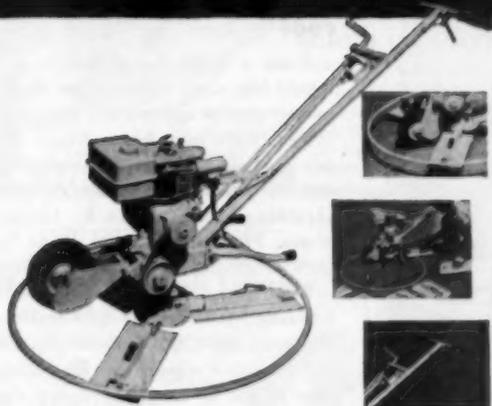
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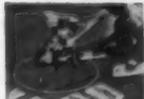
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PRICE, comparable to trowelers *without* these features! Model T-1,
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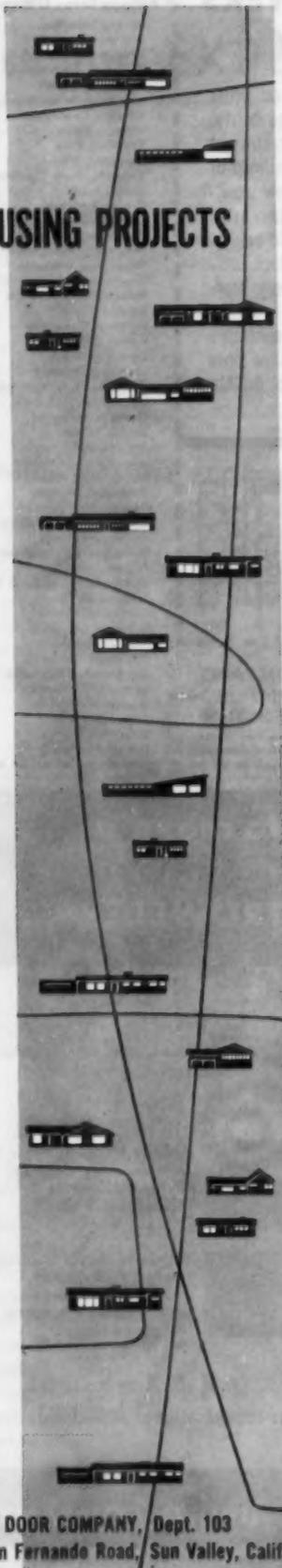
DOOR WIDTH OPENING	LIST PRICE
6' - 0" (2 panel)	\$ 90.00
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12' - 0" (2 panel)	\$126.00

- locking stiles may be reversed permitting sliding unit to be right or left.
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- aluminum etched for corrosion resistance.
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ask the EXPERTS

(Continued from page 254)

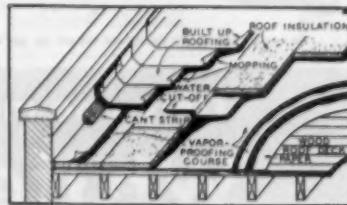
first layer is placed. Use 4d cooler type nails, spaced 6 inches o. c. on ceilings and 8 inches o. c. on sidewalls.

Cut the second layer panels to correct size. Using a notched spreader blade, spread the mixed cement uniformly over entire back surface to the extreme edges of the board. Apply second layers in opposite direction to placement of the first.

After adhesive has been applied to the back surface, the panels are erected and secured to the ceiling by temporary nailing. Use 4d cooler-type nails spaced 12 inches o. c.

Next step is applying face layer on upper sidewalls. Temporary nailing secures the board in place until cement has set. Long edges are secured by nailing wherever they occur on or across framing members. On sidewalls nails in the field of the board should be spaced 16 to 24 inches o. c.

United States Gypsum Company



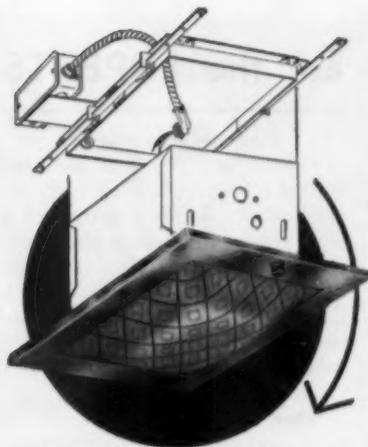
Applying a hot-mopped roof

I am a small home builder and would like some information on the proper way to apply a hot roof. The job we have now has a 2-inch rise per foot. The rafters are 2x8's. On top of them is placed 1x6 pine sheathing with 1/2-inch Celotex above. The hot roof with 3/4 to 3/8-inch limestone is to be put on top of the Celotex. I think that 15-pound building felt should be used between the wood and Celotex sheathing, but the architect disagrees. He claims that if felt is used, on a hot day there will be enough pressure built up between the roofing and felt to pop holes in the roofing. He wants to ventilate to the inside by omitting the felt. Is he right?

G. K., Eau Claire, Mich.

Ordinarily, it is common practice to apply a layer of 15-pound or suit-

(Continued on page 258)



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easier...

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It's up—without
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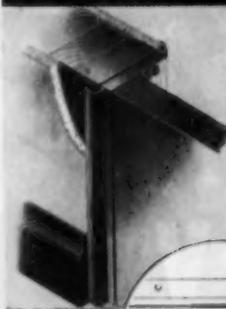
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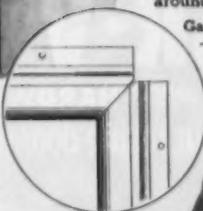


No. 101 Edge Guard

— for door and window casings.
Easily installed before or after wall-
board is in. No spackle required
around this trim.

Galvanized steel for $\frac{3}{8}$ " — $\frac{1}{2}$ "
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$\frac{3}{8}$ " — $\frac{1}{2}$ "
Factory
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square cut.



Patented design—grips board
with firm spring action. No
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No. 106

Means beautifully finished job. For
 $\frac{3}{8}$ " — $\frac{1}{2}$ " — $\frac{3}{4}$ " board. 7' — 12' lengths.

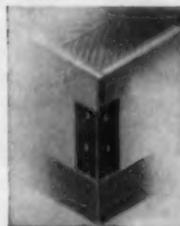
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Is butted at corner, nailed through
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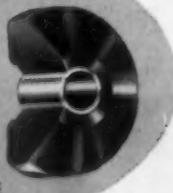
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ask the EXPERTS

(Continued from page 256)

able sheathing paper to the roof boards before application of the insulation. We do not require such a covering unless a coal tar pitch roofing is to be applied. This is merely to prevent the dripping of pitch through the roof boards. These recommendations apply only to roof insulation applications without a vapor-proofing course.

When a vapor-proofing course is to be used then the entire roof deck must be covered with two layers of 15-pound asphalt felt. For a roof insulation application without a vapor-proofing course there is no chance for a pressure build-up between the roofing and the sheathing since the trapped air has the opportunity to breathe through the sheathing paper and the boards.

If, however, a vapor-roofing course is to be applied and the architect is concerned about unequal pressure build-up between the roofing and the vapor-proofing course, we recommend the use of roof insulation which is designed to relieve local high pressure areas under roofing. The accompanying illustration shows use of roof insulation on a flat roof.

Ordinarily, where there is a well-ventilated attic space, we would not recommend a vapor-proofing course over the roof boards. In the type of construction where lath and plaster will be applied to the underside of the rafters, we believe it would be advisable to install a vapor-roofing course under the roof insulation.

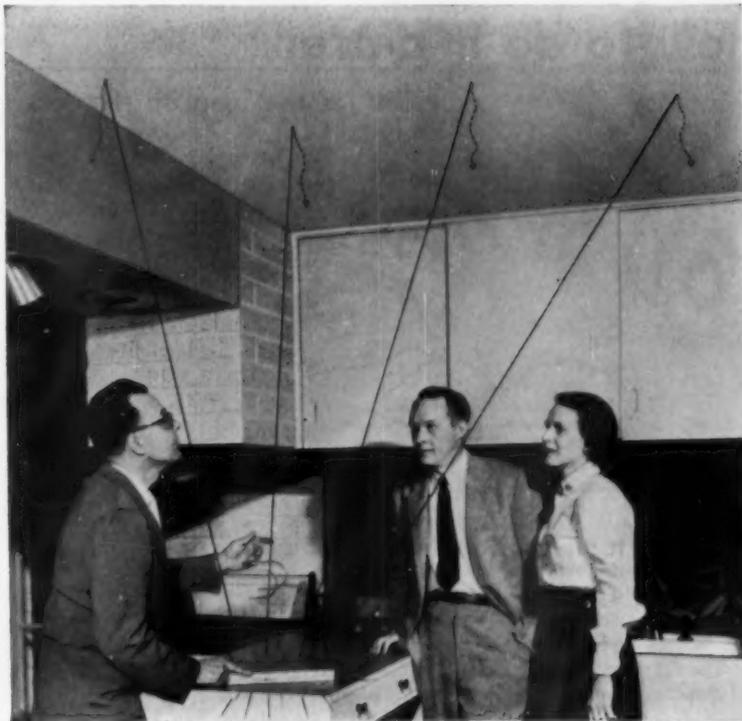
The Celotex Corporation

Comparing the strength of joists

In a floor having a joist span of 17 feet, which would be the strongest: 2x10's spaced 12 inches on center or 2x12's spaced 16 inches on center?

A. K. F., Somerset, Ky.

For the same species of wood, same span, same bridging and other similar floor construction, the use of 2x12's at 16 inches on center will make up the stronger floor as compared with 2x10's at 12 inches on center.



IMPRESSES PROSPECTS, HELPS SELL HOMES. Today's prospects are *noise* conscious. Motorized appliances, more children, and open planned houses have made them so. That's why Cushiontone noise-quieting ceilings can be your powerful new selling feature—the *extra* that closes sales. Give a "quiet" demonstration. Strike a ruler against a counter top or slam a door . . . and let prospects hear for themselves how noise is swallowed up.



PROVIDES SMART CEILING FINISH, TOO. Cushiontone is decorative as well as acoustical. Its clean white finish and smart random design bring fresh beauty to any room where you install it. Cushiontone is factory finished, needs no painting or further treatment.

What you should know about Sound Conditioning your homes

New nationally advertised Cushiontone ceilings are low cost, easy to install, add sales appeal



QUICK, EASY TO INSTALL. All you do is nail 1" x 3" furring to joists, then nail Cushiontone to furring, and the ceiling is completed. No special skill or tools are needed. In one simple installation, Cushiontone gives you sound conditioning, beauty, and a finished ceiling.

BACKED BY ADVERTISING CAMPAIGN. Each month full-page ads in *The American Home* and *Better Homes & Gardens* tell home-minded families about the benefits of Cushiontone. Many of these people plan to buy homes soon, and they'll be on the lookout for Cushiontone.



JUNE 1955



FREE PROMOTIONAL MATERIAL FOR YOU. Cushiontone is rapidly becoming a nationally known brand name. So promote it with signs in front of your homes, in every sound-conditioned room, and in local advertising. For free material, see your Armstrong building supply dealer or write Armstrong Cork Company, 4206 Rider Avenue, Lancaster, Pennsylvania.

Armstrong CEILINGS

Cushiontone® • Temlok® Tile • Perforated Temlok Tile

. . . to quiet and beautify homes



He's the proud breadwinner of a growing family, ready to buy his first home! And he's asked you to build his 'dream house'.

You know you're going to have to design the home with plenty of extra space. And don't forget to save them money, too.

Sounds easy enough . . . but it can't be done if the home is heated with an ordinary furnace.

take a
good
look
at the



Norman Sketchbook!

The Norman Southerner horizontal forced-air gas furnace can help you plan your home for greater living comfort at lower construction costs.

You can see how it's done in the Norman Sketchbook!

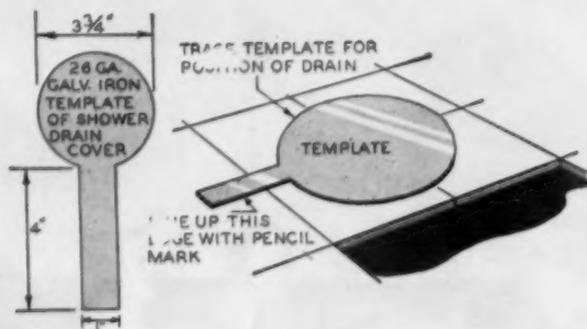
Each page is illustrated with a different home, showing a sketch of the complete floor plan. Every home is heated with the same Norman Southerner. Just what you need to show new home buyers how compact modern heating with the Norman Southerner lets you plan the home with a greater freedom of design for more space and convenience.

Send for your free copy of the Norman Sketchbook today!

Norman products company
1150 Chesapeake Ave., Columbus 12, Ohio

How to do it better

Ideas for the man on the job

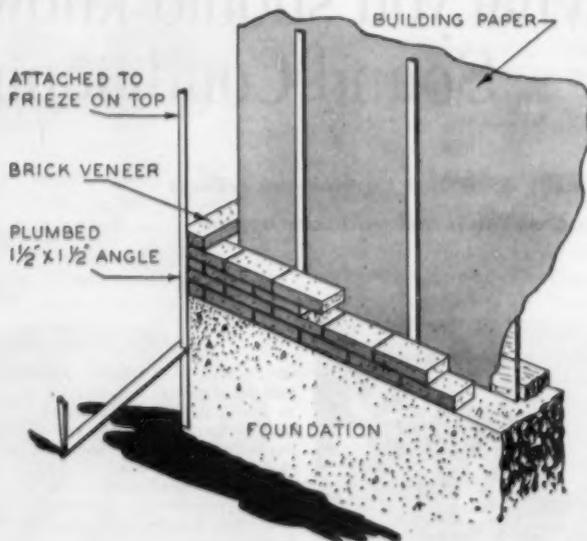


Use round template for shower drains

Here's how to get an accurate cut around a shower drain the first time, when laying ceramic floor tile. The diameter of the template is the same as the diameter of the shower drain cover and has an ex-

tension one-inch wide by four inches long. Lay tile up to the drain and use pattern to mark out on floor. Lay tile over drain and use pattern to mark tiles 1-2 and 3-4.

—J. G. Caldwell, San Mateo, Calif.



Uses steel angle for laying up masonry corners

When laying up brick on a masonry veneer job, use a 1 1/2 by 1 1/2-inch steel angle vertically for aligning the inside corners. The metal angle is plumbed at the proper intersection and made fast at the building line, then secured to the frieze. If there is no overhang, it can be secured to the fascia with a

"C" clamp. With the angle carefully plumbed both ways, it is possible to do a better and faster job laying up masonry units without continually using a plumb rule to check your work. The brick courses can easily be laid out and marked on the steel angle.

—A. G. Young, Detroit, Mich.

AMERICAN BUILDER

NEW

TA-PER-TAPE



**AND A
DOLLAR BILL**

SHARE THESE ADVANTAGES . . .

Non-perforated . . . premium quality material. Won't stretch in any direction . . . no substitute can do the job . . . easiest, cleanest application. Applicators share an unqualified admiration for both.

Ta-Per-Tape is highest quality at lowest cost. Stronger than other tapes, yet 66% lighter, it won't ripple, blister or wrinkle, makes flat joints easily and requires less cement. Ta-Per-Tape's 100% hemp fiber construction is so porous you can blow smoke through it. (Try this—then you'll know why it won't blister.)

Best of all, Marvan will supply sample rolls on request (Ta-Per-Tape, that is.)

Consult Marvan without obligation regarding tape for dry wall construction and increase your profits.

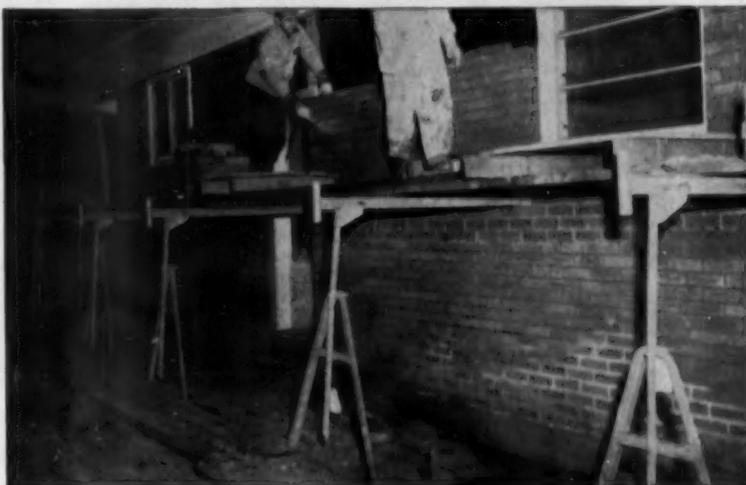
MARVAN CORPORATION

Leading Manufacturer of Superior Dry Wall Tapes

WEST HARTFORD, CONN.

JUNE 1955

NEW TRESTLES WITH 9 HEIGHT ADJUSTMENTS



FOR FAST MASONRY CONSTRUCTION, mason contractor L. Hubbard of Euclid, Ohio, uses new "Trouble Saver" Putlog Trestles on a project for Joe Miller Homes Co. The new Putlog Trestles are 5'-long and provide nine height adjustments, ranging from 4' to 6'. Masons set each Putlog on the top course, then brick is laid over them. Putlogs are pulled out of the wall and adjusted to new height as the job progresses. When a pin is removed, the new Putlog Trestle swings down flat for easy storage or shipping.

THE STEEL SCAFFOLDING COMPANY

Telephone EV 6rgreen 3-5510 Dept. AB 856 Humboldt Street, Brooklyn 22, New York



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Closet Door for homes,
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With All Necessary Hardware
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Write for descriptive folder and prices



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to sell building materials



with VIEW-MASTER STEREO SELLING PICTURES

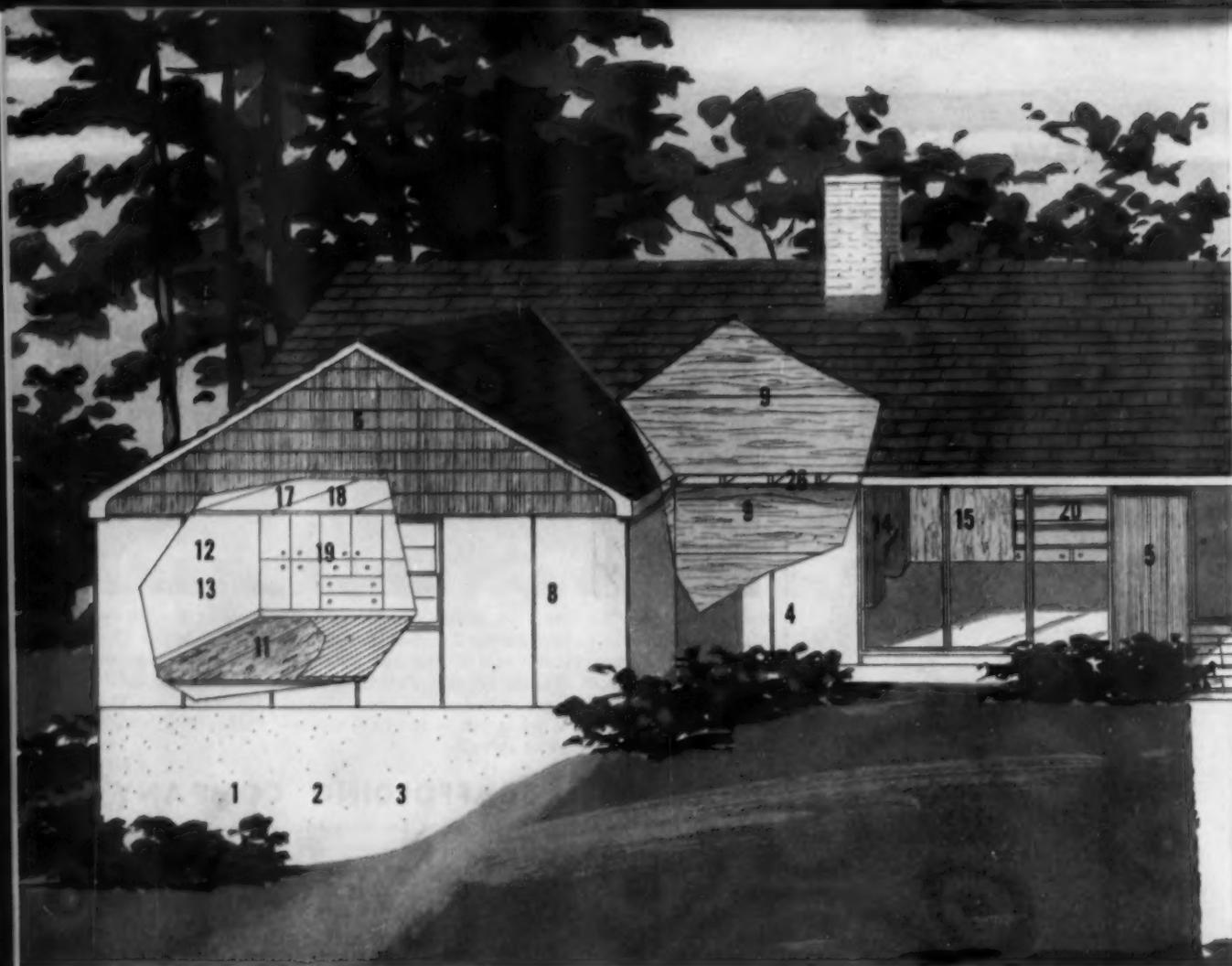
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CONCRETE FORMS

1. Weldwood L-1R—an interior grade panel made with Weldwood's exclusive L-1R mold-resistant adhesive; gives many of the advantages of exterior grade at interior grade price.

2. Weldwood Exterior Plywood—a true waterproof adhesive makes these panels the standard of the industry for many-time use.

3. Weldwood Plastic-Faced Fir—fir surface is protected by a sheet of plastic-impregnated paper, adding materially to performance in resisting moisture-caused delamination.

SIDING

4. Weldwood Exterior Fir—with waterproof adhesive band; may be applied vertically or horizontally with battens, v-grooves or flush joints.

5. Exterior Weldtex®—the original striated paneling patented by Weldwood. Striations give interesting highlights and shadows, assure no grain raising or checking; panels can be stained or painted; no joint problems because nails are concealed in striations.

6. Weldtex Siding—same as above except cut into wide panels 48" x 15 1/2"; can be installed at great savings in labor cost compared to usual siding. Approved by FHA.

7. Weldwood Texture One-Eleven®—exterior grade, rough, unsanded fir gives dramatic, textured look; can be installed without sheathing; fine also for gable ends and soffits.

8. Weldwood Duraply®—plastic-faced fir is a low-cost, weather-resistant panel that gives maximum protection against grain raise or checking. Perfect also for signs and other utility applications.

SHEATHING

9. Weldwood Plyscord—meets every requirement for economical wall and roof sheathing. Unsanded, low in cost but high in strength and rigidity; available with L-1R adhesive.

SUBFLOORING

10. Weldwood Plybase—sanded one side; excellent for linoleum, tile, wall-to-wall carpeting.

11. Weldwood Plyscord—unsanded; especially good under solid wood flooring.

INTERIOR WALLS, PARTITIONS

12. Weldwood Plypanel—provides solid, sturdy interior walls that can be painted, stained or enameled; first sealer coat of Firsite recommended to eliminate wild grain.

13. Weldwood Duraply—plastic facing on fir takes paint beautifully, gives extra-smooth surface.

14. Interior Weldtex—gives unusual wall treatments; can be finished natural, stained, painted or given two-tone effect; irregularly-cut grooves permit butt joints with nails concealed in grooves; available also in squares.

15. Sea-Swirl® and **Surfwood**®—two panels with the weather-beaten beauty of sea-washed driftwood; fine for dens, playrooms; texture hides nails; available also in squares.

CEILINGS

16. Weldwood Plyscord—unsanded; perfect for attachment of acoustical tile or decorative ceiling material.

17. Weldwood Duraply—easy painting, plastic-faced fir gives beautiful smooth ceiling finish.

18. Weldwood Plypanel—goes up on ceiling joists quickly, easily; can be painted, stained or enameled.

STORAGE WALLS

19. Weldwood Plypanel—easy to cut, easy to work, easy to finish; use of plywood actually gives more interior cubage than use of solid lumber.

BUILT-INS

20. Interior Weldtex—makes bookcases, cabinets look like expensive custom work yet costs so little that builders of lowest priced homes can use it.

KITCHEN CABINETS, COUNTERS

21. Weldwood Duraply—takes paint so well that surface resembles painted glass.

22 & 23. Weldwood Plypanel—inexpensive way to provide fine wood cabinets in low-cost homes; fine, sanded surface for plastic-laminated or linoleum-covered counter tops.

OUTDOOR STORAGE

24. Weldwood Texture One-Eleven—adds expensive-looking touch to small terrace at low cost by furnishing storage space for lawn mower, garden tools.

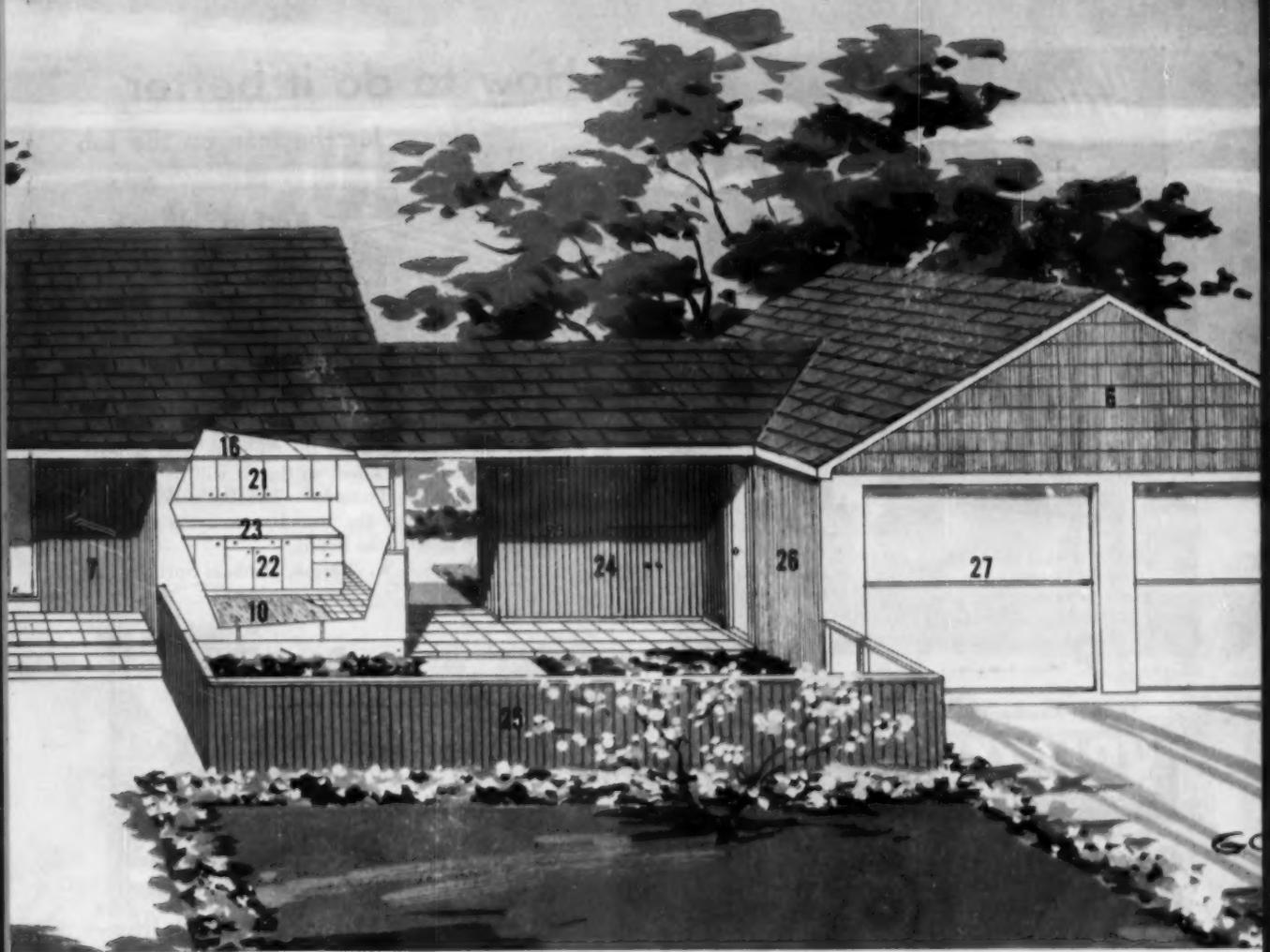
BREEZEWAYS, FENCES AND SOFFITS

25. Weldwood Texture One-Eleven—gives strength with minimum of framing; looks especially well when stained.

26. Exterior Weldtex—striations add 3-dimensional look; can be either stained or painted.

GARAGE DOORS

27. Weldwood Duraply—tough, plastic-faced panel especially fine for overhead doors.



27 ways you can build a better house and save money too!

Use Weldwood Fir Plywood to make a house more livable, more beautiful, more salable!

Home buyers are shopping around—they're looking long and hard at things like wall treatments, storage space, built-ins—even construction details.

Look at the list on the left—every single item can be merchandised as a plus for your better-built home.

And you save money because Weldwood Fir Plywood is so easy to put up, to fabricate, to finish. You'll find that you can often use it in place of more expensive materials.

At amazingly low cost you can give your homes the extras that really close sales . . . with superior Weldwood Douglas Fir Plywood!

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1 Majestic BARBECUE UNIT

fits every need—every plan

For backyard, patio, or ranch-style kitchen
Metal unit serves as building form
No limit to choice of masonry or design
Adjustable grate for wood or charcoal

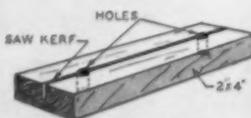
Cast-iron and steel form simplifies building a barbecue in either indoor or outdoor location. Whether you install them in homes you build or cater to the "do-it-yourself" market, you'll find more profit and more sales with this rugged, versatile, Barbecue Fireplace, made by The Majestic Co., Inc., 300-C Erie Street, Huntington, Indiana.

Majestic
BARBECUE FIREPLACE

Ask your jobber about Majestic's complete line of outdoor fireplace and barbecue equipment.

How to do it better

Ideas for the man on the job



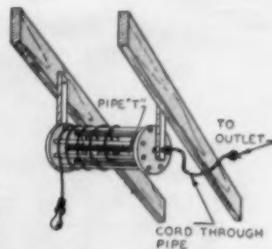
ANCHOR BOLT TEMPLATE FOR CONCRETE FORMS

Kerf in bolt template expedites removal

When using a board for an anchor bolt template preparatory to pouring concrete, the removal of the template can be made simple and easy. Cut a slot down the center of the board used for the template, and at least half way through the wood, so that it will be possible to split the board and remove when the concrete has set. This will eliminate the need for removing the nuts or using force to split the board.

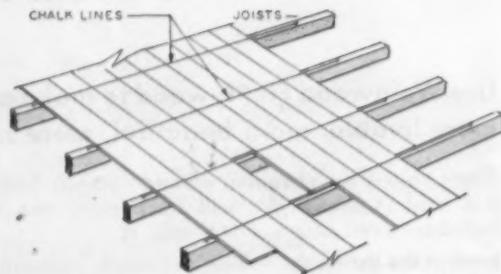
—J. W. Wasson, Denham Springs, La.

Keeps electric extension cord on reel



This electric extension cord drum has two sides $\frac{3}{4}$ -inches thick and 12 inches in diameter with slats $\frac{3}{4} \times 1\frac{1}{4}$ -inches and two 14-inch diameter discs for the reel. A $\frac{3}{8}$ -inch pipe with a "T" in the center runs through the center of the reel with the plug-in end run into the "T" and out one side. The reel can be suspended between two floor joists with pipe straps and unwound as required. When no longer needed, it can be rolled up and out of the way.

—C. Yankovich, Meadville, Pa.



Nail 4 to 6 feet of boards at one time

When nailing subflooring or roof boards to a flat deck, it is possible to nail from four to six feet of flooring boards at one time before moving forward, by snapping a chalk line on the boards over the joist centers and nailing to the joists.

—Le Roy Will, Denver, Colo.

Fine flooring for every installation

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MOULTILE asphalt tile.
Reinforced with plastic.

MOULFLEX vinyl plastic tile. In low cost
standard gauge.

JUBILEE asphalt tile. Striking dots of color styling.

PARQUETRY asphalt tile. The rich effect of
wood block at low cost.

Write for details
Dept. 5-6

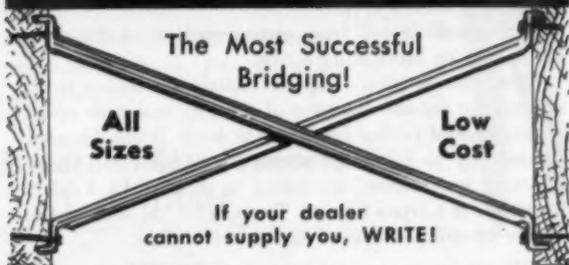
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FLOORING
SINCE 1929

Moultile Inc.

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STA-TITE STEEL BRIDGING FOR WOOD JOISTS



The Most Successful
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JUNE 1955

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Architect, Hans Marquardt

one of 10 woods from the

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Rugged strength, straightness, durability, high nail-holding
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Douglas Fir comes in 3 select, 5 common, 3 structural,
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mixed cars—together with the other woods of the
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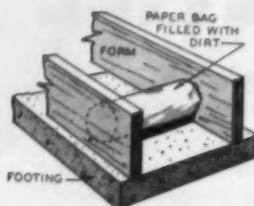
THE **Donley** BROTHERS COMPANY

13910 Miles Avenue • Cleveland 5, Ohio

0170-DB

How to do it better

Ideas for the man on the job



**Bag of dirt
serves as
inside form**

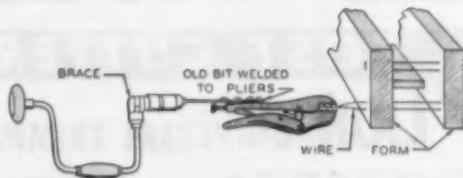
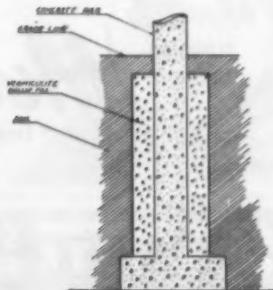
For providing a perfect hole through a concrete foundation for plumbing or sewer pipes, put a paper bag full of dirt inside the form where required. The bag of soil will hold the force of the concrete and is easy to remove after the forms are stripped. The size of the bag used will govern the size of the hole desired.

—A. L. Bunker, Palmdale, Calif.

**Expansion joint
protects
concrete piers**

Where concrete piers are buried in soil that has a tendency to expand and contract greatly during and after rainfall, a cushion of vermiculite as illustrated here will prevent the swelling soil from getting suction on the piers because of its lubricating action.

This cushion joint is approximately six inches thick around the outside diameter of the pier and runs up to within several inches below grade level. It can be used successfully to protect concrete piers from the shock of earth movements, according to Robert L. Vogler, architect, of Corpus Christi, Texas, who has studied the effects of soil movements on concrete piers.



Hand brace twists wire uniformly

When working with heavy wire in erecting wood forms, it saves time and makes for a easier job to use a clamp made from a small pair of vice pliers with an old bit welded over the back of the handle. This device twists the wire more uniformly and makes a twist with more holding power.

—Richard Ammers, Oostburg, Wis.

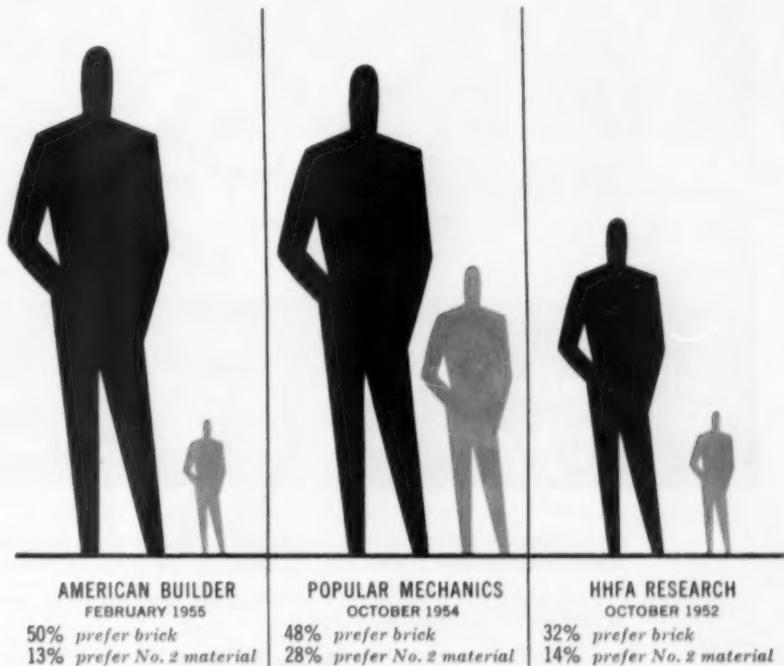
Your customers want brick homes 2 to 1 over their second choice*

There's no doubt about it — the best sales strategy in today's more competitive market is to offer home buyers the extra values that only brick construction can supply—enduring beauty, variety of color and texture, minimum maintenance, fire-safety, all-weather protection, sure re-sale value.

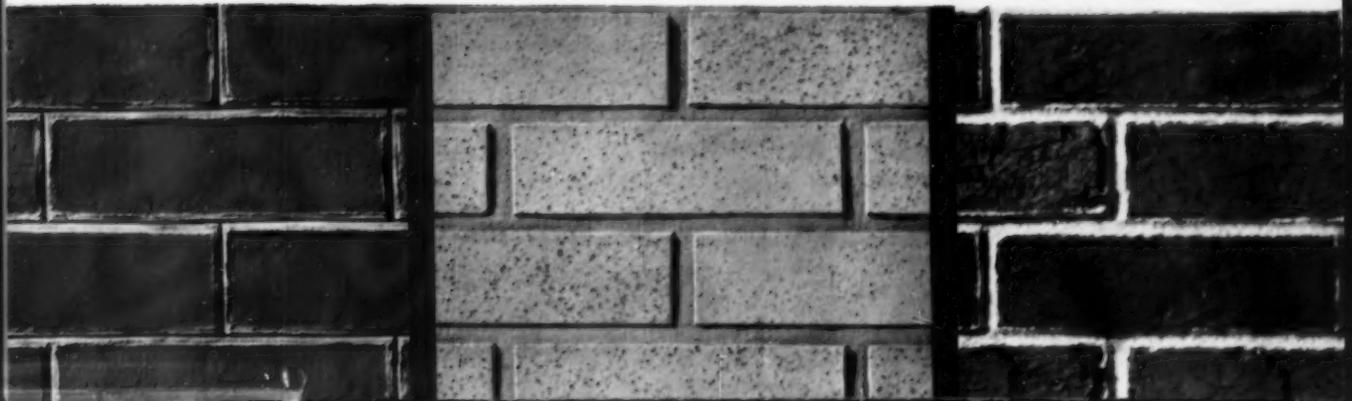
**According to the three different consumer surveys charted here. For more details just write us.*

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the beauty and variety of brick and tile make home sales easier.



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f.o.b. Kansas City, Mo.

Exceptionally fine quality single-action "Fresno" trowel. Preserves balance despite roughest use. Tempered, ground and polished spring-steel blade is permanently riveted to sturdy aluminum mounting. Includes 6-ft. Ash handle with heavy steel ferrule. Fully adjustable. 30" x 5" trowel size, order No. 30-SA. Check, money order or C.O.D. Fully guaranteed.

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16 FEET LONG—3/4" Wide White Blade

Here's big news—in a compact, pocket-size package. The all-new Carlson SUPER-CHIEF Steel Tape Rule has 16 feet of wider, more rigid steel blade—designed into a pocket-fitting 2 1/2" case that weighs only 6 1/2 oz. Best of all... with the SUPER CHIEF, you alone can now make accurate extended vertical and horizontal measurements quicker... easier.

for one-man measuring

Handy Re-wind Crank moves 16 ft. blade smoothly in and out of case, without backlash.

Quick Blade-Change—

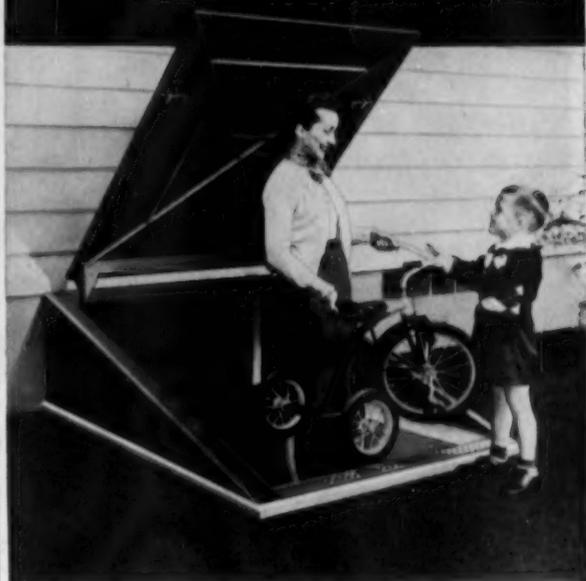
Do-It-Alone—and do it better—
with a Carlson SUPER CHIEF
See it at your Hardware Dealer!

Patented Swing-Tip

Carlson & Sullivan, Inc.
MONROVIA, CALIFORNIA

Produced under Patents #2089209, #2510939, #2629180 & Pat. Pend.

Now, make your basements more useful!



**This modern entry provides direct,
access to basement from outdoors!**

Everyone goes for Service-way—one of the most desirable convenience features you can include in any house you build. For in no other way can the average homeowner derive full use of his basement.



Finger-tip Operation
Double-acting spring counter-balances the door in any position.

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Adds Value to New Homes. In convenience, alone, the Service-way is worth many times its cost. Makes a strong selling feature—proves you've thought of everything."



Simple, Modern Lines
Blends with any style of architecture, becomes an integral part of the house.

All Welded Construction. The Service-way is made of heavy-gauge steel specially reinforced for greater rigidity. The single one-piece door is double flanged to keep out rain, snow and wind. No wood to rot, no hardware to break. Will last as long as the house. Comes fully assembled ready to install. Write for folder and specifications. Heatilator Inc., 266 E. Brighton Ave., Syracuse 5, N. Y.

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SERVICE-WAY



Courtesy Weyerhaeuser Sales Co.



Home buyers flock to this home

A successful venture in the promotion of better dealer-builder customer relations is the Home Planning Clinic set up by the Kelsey & Freeman Lumber Company of Toledo, Ohio. The purpose of the Clinic is to provide a visual and dramatic display of building products.

Not only is this clinic an ideal

place for builders and prospective home-builders to meet, get acquainted and do business, but the builder also finds it an excellent show-place to which to bring his prospects.

In addition to a fine collection of home plans, Kelsey & Freeman has assembled in loose-leaf books pic-

tures of more than 100 typical Toledo homes, built by leading contractors. Location of the home, price, and builder's name are shown with each picture.

When a prospective home buyer enters the Clinic he is invited to explore the whole place at leisure. When the prospect indicates interest

Vitroliner "De Luxe" Prefab Chimney



Vitroliner Type "E" and Type "L" Chimneys have **PROVEN** themselves leaders in one and two story homes and buildings.

As an added feature to these chimneys, we built the Deluxe Housing and Rain Cap, especially designed for the **LARGER** type ranch houses and buildings. We retained **ALL** the many standard features of our famous chimney,—and gained these extra **PLUS** features:—

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- Our popular chimney becomes even more popular by offering the choice of two housing sizes—19" square, or 19"x34".

- A beautiful solid flat grey finish, that harmonizes with any roof color.

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planning clinic

in building or remodeling, he is invited to fill out a mailing card which Kelsey & Freeman then turns over to a selected builder. Selection is made on the basis of the builder's interest in the type of job at hand, his past experience, and the district in which he operates. Naturally, the builder is delighted to get the inquiry and is

Greatest attraction for most visitors is the Clinic's display of 18 miniature model homes—reproductions of actual houses by Toledo builders

the ideal man to follow through and close the sale. A checkup is made by Kelsey & Freeman a few days later to make certain the inquiry has been promptly handled. In support of this smooth, low-pressure sales method, K & F uses newspaper and direct mail advertising. Typical headline: "There is no substitute for

the experience of a GOOD CONTRACTOR."

"To sum it up," says Neil T. Jones, K & F sales manager, "we operate on two key ideas: first, to maintain our reputation with finest quality famous-name materials; second, to work very closely with the builder, our most valued friend."

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Bronze bushings are provided in door hinges to positively prevent binding.

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Provides added strength—easier handling of heavy loads.



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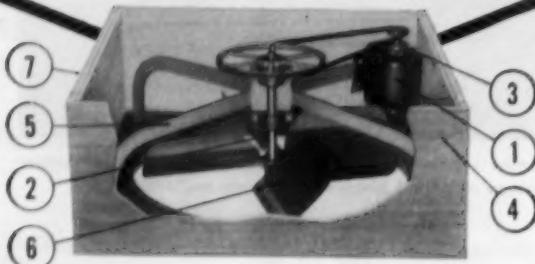
BUILT TO OUTLAST SEVERAL CHASSIS

JUNE 1955

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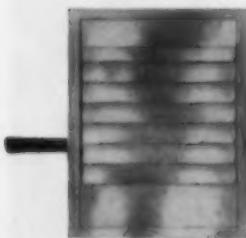
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HORIZONTAL MOUNTED CEILING FAN

Here's the one attic fan you install — and forget! It's designed and built to operate efficiently — cool an entire house easily and quickly — with an absolute minimum of attention. Available in 5 sizes from 24" to 42" delivering 5500 CFM to 12,800 CFM. The ideal way to low cost "air conditioning" for one house or one thousand!



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Rectangularly shaped Louvers permit the fan to be installed through the louver opening. Completely finished with chrome plated screws, no additional trim necessary. In air or electric motor operated models with handsome Ivory finish.

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1. Motor is Thermoguard protected, Resilient Mounted, with Sealed Lubrication Ball Bearings. It won't short or burn out . . . absorbs vibration . . . requires no attention . . . insures smoother operation.
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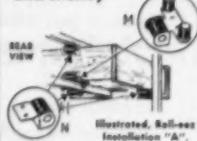
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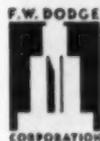
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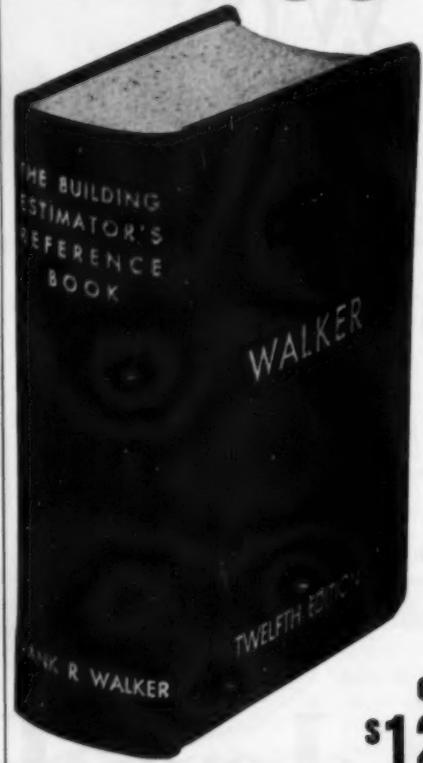
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How Youngstown steel Kitchens solve your two biggest problems



PROBLEM NO. 1—SALES APPEAL!

The kitchen is the only room in a house completely furnished by the builder. It *must* have sales appeal, and today's trend says it *must also have color*. If it's a Youngstown Kitchen, it has both:

Exclusive Colors: Only Youngstown Kitchens has them—only Youngstown Kitchens gives them to you at no extra cost. You can have beautiful, appealing color in every kitchen you build!

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FIND OUT how Youngstown steel Kitchens can help YOU make more money. Send coupon, today!

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*Reg. U. S. Pat. Off.

Harry Howell, Builder Sales Manager
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Please tell me how Youngstown Kitchens can help my building business.

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FIRM _____

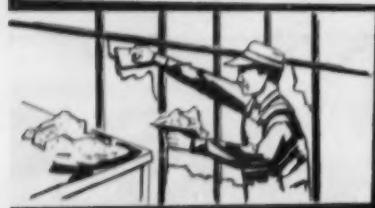
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memo to project builders

3 Ways to Do It Better



SPEEDING UP ROOF CONSTRUCTION

This supplemental bed rests on the bed of a standard truck chassis and is raised to the roof eave level or above, by hydraulic lift. Laborers walk from the truck directly onto

the roof during the shingle-unloading operation. This method will bring considerable savings to this phase of project building.



ASPHALT FOR TWO ROOFS AT A TIME

This system saves considerable work in the application of built-up roofs on tract houses. The asphalt used in mopping the roof down is heated in a ground pot and pumped up onto the roof through a recirculating system that keeps the asphalt hot and prevents the clogging of the valve in the nozzle. The asphalt is drawn off from the swing spout as needed, into the buckets for mopping.

FRAMING GOES FASTER WITH THIS SPECIAL LIFT

Where walls and/or roof trusses and roofs are prefabricated in the builder's own yard, a wheel fork lift with finger extensions added is a valuable machine for expediting the framing process. This lift has glove-like finger extensions made out of channel iron with straps and plates on the bottom. These extensions are slipped over the standard fingers of the fork lift, giving it the ability to lift and suspend loads of prefabricated wall or roof sections. The machine can then move loads of such sections from a stockpile to the individual foundations. If the



Photos courtesy David D. Bohannon
Organization, San Mateo, California

fork lift must move over rougher ground than normal, a cable can be attached to the upright standards to give the load the necessary stability.



HUBER HOMES H. C. HUBER CONSTRUCTION COMPANY, INC.
631 EAST STROOP ROAD DAYTON 9, OHIO WALNUT 1141

August 5, 1954

Reynolds Metals Company
2000 South Ninth Street
Louisville, Kentucky

Gentlemen:

This is to inform you that we have already installed over 1000 Reynolds aluminum window units in 100 homes of the 400 we will build this year.

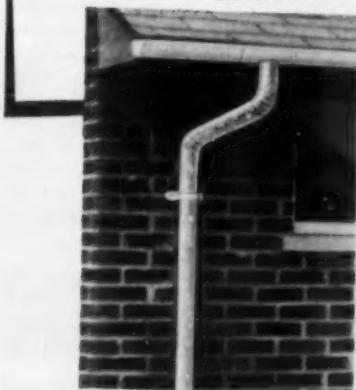
Public acceptance of the window has been excellent, and we consider it a major factor in our amazing sales success. We definitely feel that Reynolds windows have been the most important factor in creating a waiting list of over 2000 buyers for these homes.

Thousands of people inspect our homes every week, and never have we heard anything but praise for your windows as well as the Reynolds aluminum gutter which we use also.

We intend to build approximately two thousand homes in 1955. You can be sure that the twenty thousand windows we use for that project will be Reynolds aluminum windows.

Yours very truly,
H. C. Huber Construction Co., Inc.

Donald L. Huber
Donald L. Huber
Executive Vice-President



"...Major Factor in
Our Amazing Sales Success"

...says Big Ohio Builder about

REYNOLDS ALUMINUM WINDOWS

The Huber Homes shown here feature Reynolds Aluminum Traverse Windows. This horizontal sliding type is low in unit price and in installation cost, high in operating efficiency, attractive in appearance. Details include an efficient water seal at base of vents, weatherstripping and dust guards where vents meet, positive locking.

Reynolds Aluminum Casement Windows are equally outstanding—flash-welded corners, "satinized" finish, double-contact frame, special watertight lip, continuous transom drip rail. Reynolds Aluminum Awning Windows offer similar superior details. A new Double-Hung Window completes the line. Write for catalog.

Reynolds Metals Company, Window Division, 2003 So. Ninth Street, Louisville 1, Ky.

REYNOLDS *Lifetime* ALUMINUM GUTTERS

Huber Homes also feature Reynolds *Lifetime* Aluminum Gutters, Half-Round style with downspout... low in cost, high in sales appeal. Both this Half-Round and the popular Ogee style are available in either stipple-embossed or smooth finish. Write for literature. Reynolds Metals Company, Building Products Division, 2003 South Ninth Street, Louisville, Kentucky.

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

REYNOLDS ALUMINUM BUILDING PRODUCTS

JUNE 1955

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—specifically—Cabot's

for colors that
retain the natural
beauty of the wood

Cabot's
CREOSOTE STAINS



"We have been extremely gratified by the effect we have been able to achieve with Cabot's Stains."

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Luria Brothers, Inc., Builders, Arlington, Va.

Cabot's Stains enhance the grain and texture of smooth or rough-sawn wood siding and shingles and add years to their life. The high content of creosote oil guards against decay and insects. Due to its careful refining, these stains may be painted over later if desired.

- Will not crack, peel, or blister
- Easy and economical to apply
- Cost less than half as much as good house paint.

Available in 18 modern colors ranging from rich reds, greens, and browns to soft, weathering grays.

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Cabot products are consistently advertised in



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624 Oliver Bldg., Boston 9, Mass.

New building method:



PRESTRESSED GIRDER is made of hollow clay tile units butted together. Strand wire is tensioned in cells of the tile, by use of a hydraulic jack. Grout holds the steel in tension. The steel strands are of 1 1/4-inch diameter and 3/8-inch diameter. Tile is 12 by 12 by 6-inch

Clay tile for girders and decking

Clay tile girders and decking, prestressed for long spans, are now possible through research done by the Builder's Brick Company in Seattle

PRESTRESSED GIRDER 50 feet long and 37 inches deep is placed here on clay tile columns 18 by 18 inches and 25 feet high. The column is reinforced with three continuous 1 1/4-inch steel rods



CLAY TILE DECKING of 5x20-foot prestressed slabs has four tiles side by side with a 4-inch space between. In the void was placed 3/8-inch steel strands for prestressing. The void was then grouted. Crane lifts decking into place. Strand ends protruding from end of decking key the grout that is poured between decking members



A SHED-TYPE STRUCTURE, 50 by 60 feet, with columns 20 feet apart, uses clay tile decking and clay tile girder that spans 50 feet. The prefabricated members were set in place in half a day

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homes

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The Quality The Design

Sells itself

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PER-FIT ALUMINUM WONDER WINDOWS

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won't warp, rot, rust or swell
even under water

now...

**why don't you
approve them?**



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Indianapolis 5, Indiana

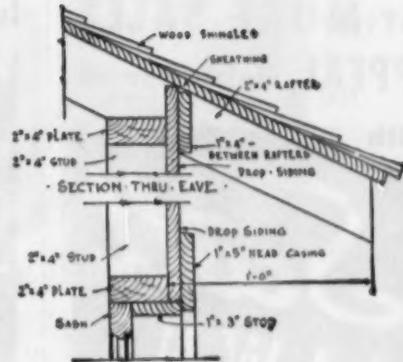
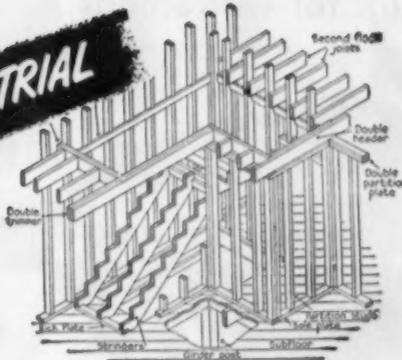
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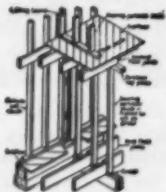


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Let beautiful *Scott's* LAWNS provide extra sales value and lasting buyer satisfaction.



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Write today for our helpful book on Lawn Building and details on *Scott's* builder service prices.

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Idea for retirement housing



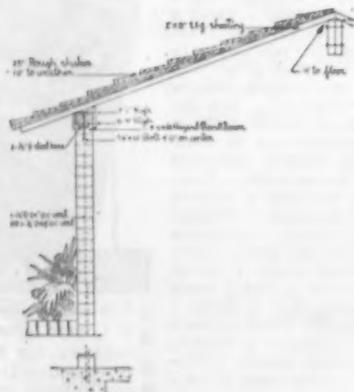
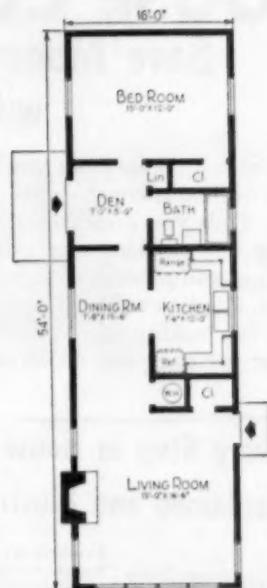
Retirement houses in pairs

50-Foot Lot

Accommodates 2 Homes

These low-wall one-bedroom cottages of concrete block construction originate in La Jolla, California, but suggest a practical pattern for retirement housing anywhere. Each is only 16 feet wide, and the two occupy a 50-foot lot with a walk and common area bricked in between the two.

Builder Leon Beatty used exterior walls of 6x4x16-inch concrete blocks left exposed on the interior, with an application of waterproofing and paint. The walls are only 7 feet high, with the ridge at 9 feet. Roofs are of heavy hand-split shakes laid exposed 10-inch.



RAFTERS WERE ELIMINATED, distance from beam to walls being spanned with 2-inch t&g sheathing lumber. A built-up wood beam is used as ridge rafter. No bond beams or top plates



were used, but a continuous 4x6-inch wood timber bolted down to top of concrete block walls serves as bond beam and lintel for all window and door openings



**THESE SCREENS
HELP SELL
YOUR HOUSES**
and

Cost you less!

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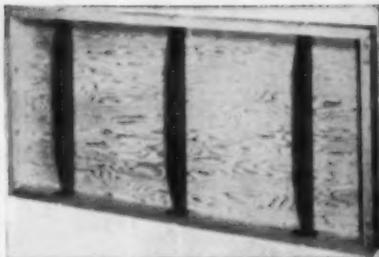
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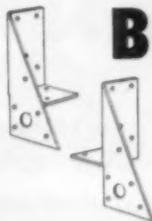
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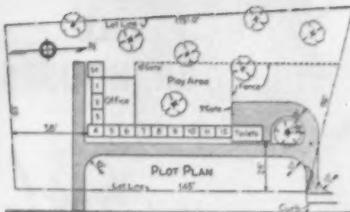


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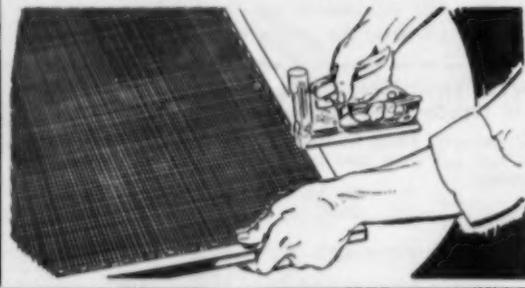
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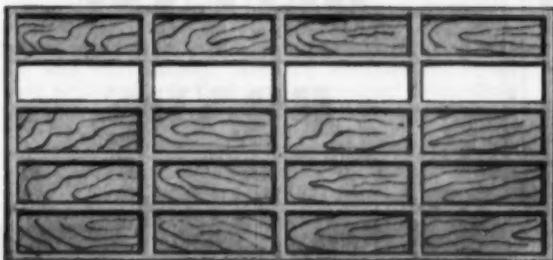
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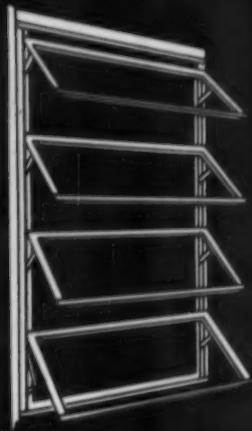
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How to lay a hardwood floor

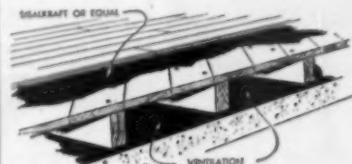
Controlling expansion and contraction of hard maple flooring is necessary because wood shrinks or swells as it loses or absorbs moisture from the atmosphere. The eight points described here are recommended for an installation free of squeaks, buckling and cupping.

(1) **Moisture and temperature control on job.** When receiving kiln-dried flooring on the job, store in the building for at least three days before laying, with proper ventilation. Heat should be on in the building for at least 10 days prior to floor laying, with temperatures at not more than 70 degrees F., with windows open at the top to permit moisture-laden air to escape. This means heat even in the summer and fall in localities where high humidity occurs.

(2) **Floor laying last building operation.** Don't lay flooring until all plastering, concrete work and ceramic tile is thoroughly dried and all finish woodwork and trim are installed.

(3) **Wood subfloor and framing.** Subflooring should be of softwood, surfaced one or both sides, not over eight inches wide (preferably kiln-dried) and well seasoned. Green or wet boards will shrink and open cracks between finish flooring strips. Subfloor boards should be nailed with at least two 10d nails at each joist and board end. Subfloor of 3/4-inch plywood is also highly recommended.

(4) **Flooring on sleepers or screeds.** Use only 2x2, 2x3 or 2x4 sleepers or screeds that are treated with a preservative to retard deterioration and laid in waterproof mastic to prevent entrance of moisture. Place a layer of Sisalkraft flooring paper (or similar material)



between the subfloor and finish floor to protect finish flooring from moisture that may arise from a

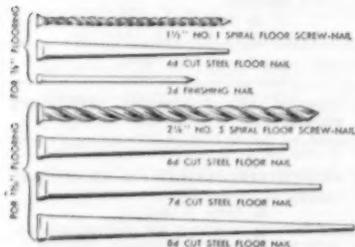
concrete slab. Tarpaper and ordinary building papers are not recommended because they sometimes absorb moisture and pass it on to the floor above. Avoid sealed-in dampness.

(5) **Moisture-proofing concrete slabs.** When finish floors are laid on concrete slabs bearing directly on the ground, provide a water-barrier between the slab and floor, consisting of two layers of 15-pound asphalt-impregnated felt with tightly butted and staggered joints. Mop layers with hot asphalt mastic and carry membrane at least six inches up walls behind base-board.

(6) **Allowances for expansion.** For strip flooring in residential construction, allow at least 1/2-inch (3/4-inch recommended) horizontal expansion space at all



walls. When laying either fabricated or single strip blocks in square or herringbone pattern, an expansion space of 1/16-inch per foot (both width and length) is considered adequate, with a minimum of one inch at each wall.



(7) **Use the right kind of nails.** (See illustration)

(8) **Drive nails properly.** The first nail or two in each piece should be toenailed toward the preceding piece to which it end-joins, to insure tight joints. Drive the nails through the side tongue at an angle of 45 degrees to 55 degrees. Always use a scrap of flooring as a block for tapping home the edge or end of a strip to avoid marring. Always break or stagger end joints in adjoining strips.

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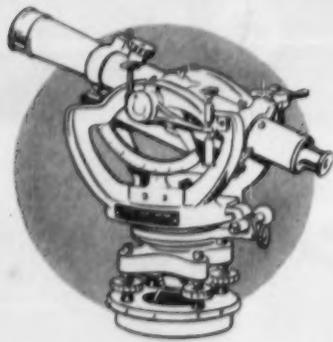
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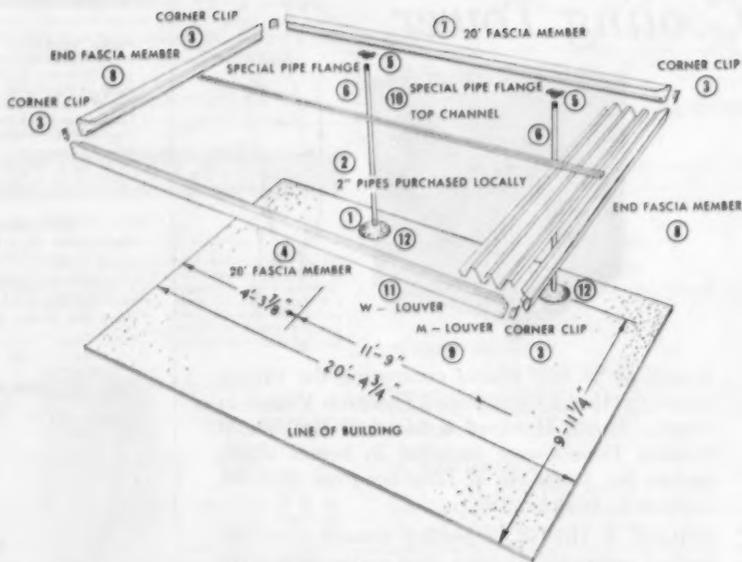
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ber. 6) Screw pipe posts into flanges. 7) Raise posts and fascia assembly into position placing posts in holes. 8) Attach end fascias to end of 20-foot fascia members. 9) Install first louver at end. 10) Attach top channel. 11) Install remaining louvers. 12) Plumb and shim posts and pour concrete in holes.

The "W"-shaped louvers form the roof that channels off rain at the rate of five inches an hour and also permits passage of air and diffused light.

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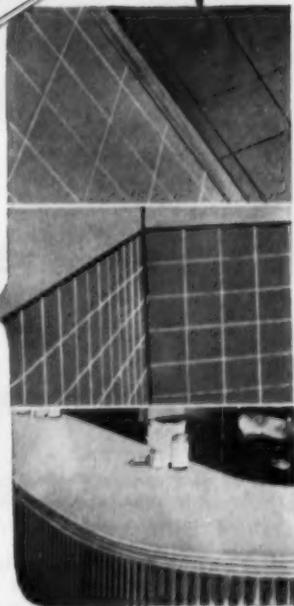


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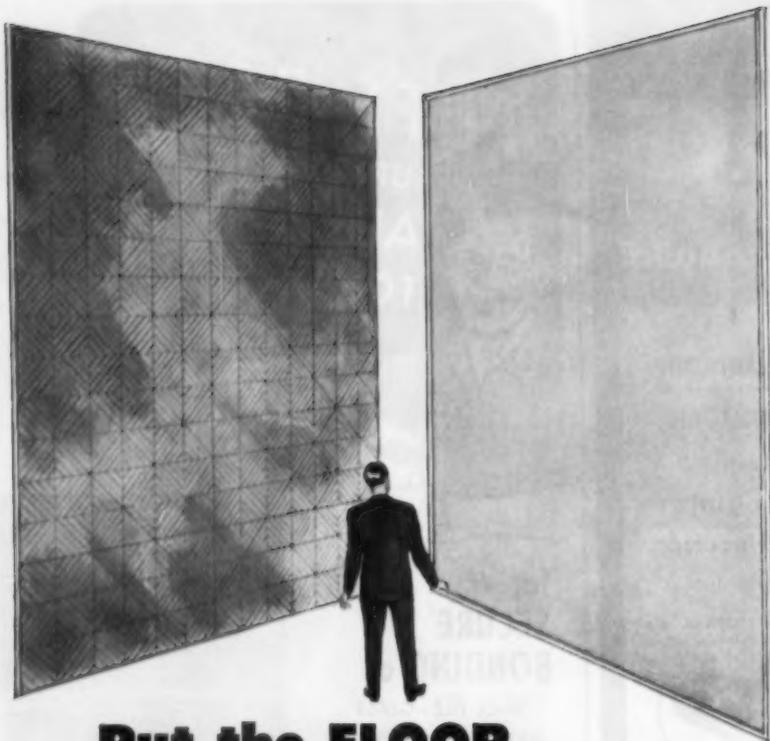
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Put the FLOOR and the CEILING side by side

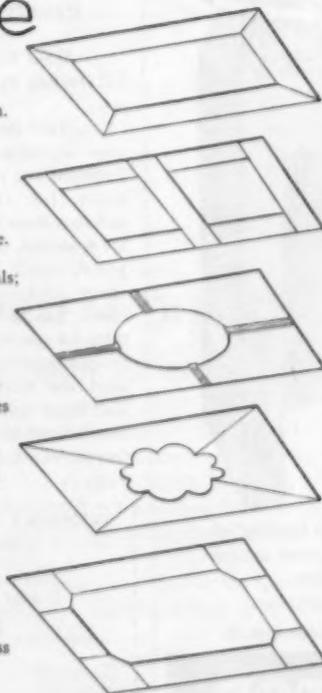
From a parqueted floor to wall-to-wall carpeting, the floor is today an important part of interior design. Chances are, the ceiling is totally uninteresting.

In times past, the ceiling was one of the major decorative elements. Then, with old-type materials and modern building costs, the decorative ceiling became too expensive for the average home.

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Courtesy, Masonite Corporation

The upswing in incomes in the last four years is best demonstrated by the comparative number of consumer spending units in each income group in 1954 and 1950. In these four years the number of families in the \$4,000 to \$7,500 group grew from 11,600,000 to 19,800,000, an increase of 71 per cent; the number over \$7,500 jumped from 2,700,000 to 6,100,000, or an increase of 126 per cent.

—from "Huge New Markets"
by Arno H. Johnson

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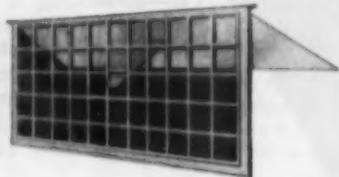
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Model 106
Size 8 x 16

- Easy to install
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- Hinged Aluminum cover permits opening in 14" area
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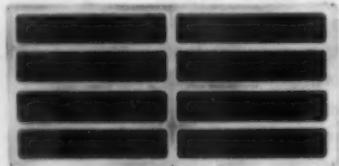
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Designed for installations where 3" maximum width is permissible—30 sq. in. free area after screening. Shipping weight per dozen—4 pounds.



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90 Sq. inches of free area opening after screening. This enables builders to meet F.H.A. minimum requirements with fewer ventilators. Shipping weight per doz. 7 pounds.



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Mortgage money sources are growing

Some experts look for an extensive shortage of mortgage money during this year. But reassurance in the supply of mortgage money comes from the U. S. Chamber of Commerce. The Chamber points out that growth in all the major sources of mortgage funds will insure an adequate amount of mortgage money for financing construction.

Savings and loan associations can be expected to add about \$700 million, life insurance companies \$750 millions, mutual savings banks \$300 million, in excess of their increase in assets during 1954. All in all, the investment market should have about \$1.75 billion more new funds from these sources in 1955 than in 1954.

Assuming that every 100,000 new houses will require about \$1 billion of mortgage funds, it would appear that we might be able to go beyond the 1954 figure of 1,200,300 new privately-financed houses by as much as 150,000.



Courtesy, The Dering Co.

Sliding door solves tight spot problem

Note the sliding cabinet door in the center of this illustration. If this cabinet door had swung vertically either toward the clothes washer (to the right) or toward the opening (to the left), it would have just been in the way. The sliding door arrangement makes possible convenient on-the-spot space for soaps and other necessities used with washer and dryer.

AMERICAN BUILDER



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Tub Enclosures

Many advantages of a cabinet at a fraction of the cost! La Bain Enclosures can be installed in about 20 minutes. The water stays in, drafts stay out. Width easily fitted to a standard 5' tub. Beautiful ribbed aluminum frame is rust-proof, light, easy to handle. Overhead roller suspension. Snug-fitting, doors slide full width left or right for bathing children or cleaning tub. Choice of Fibre Glass or Glass—fluted, lovely etched designs, translucent glaze or clear. For Spec Sheet and quantity discounts, write to address below.

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QUALITY PLUS SALES FEATURES

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LISTED IN SWEET'S
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Two Standard Sizes—8'9" and 9'9". For ceiling heights 7'0" to 8'9" use 8'9". For ceiling heights 8'9" to 9'9" use 9'9".
Figure From Finished Floor To Finished Ceiling—not floor to floor. Frame fits 26" x 54" opening in ceiling; also 30" x 54" (special) at extra cost.

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Shipped in One Package—assembled and ready for installation. Shipping weight, 115 pounds.

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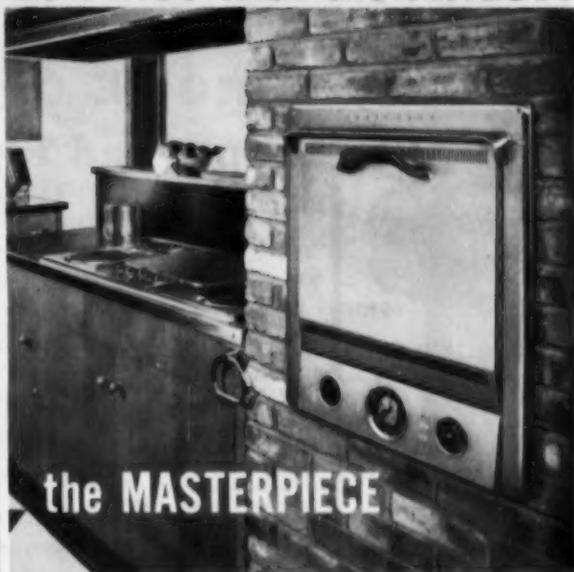
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JUNE 1955

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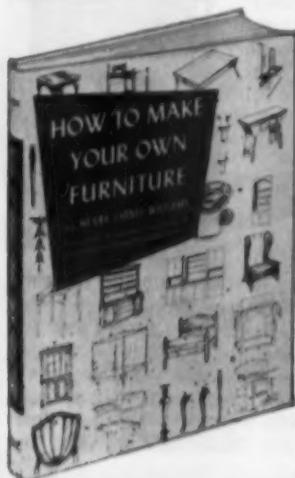
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Every job is explained in careful detail. Nearly 400 large, clear drawings show exact working procedure for each step. Professional methods given for setting up shop, choosing tools and equipment, selecting proper varieties of wood, cutting and joining operations, scraping, raising the grain, staining, varnishing, bleaching, toning, antiquing, designing furniture—everything you'll want to know.

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LETTERS

Slums and housing over-production

Sir: I was thoroughly pleased with your editorial (*Is This a Home-Building Boom Era?*) in the April issue of *American Builder*.

The one point I think you should make in this article, and in others—and I don't think we can say it often enough—is that there are millions of people in America living in slum conditions, and that if the government of the United States would see to it that worn-out housing was eliminated from the scene as fast as new housing is built, we would not have over-production of housing. I would like to suggest that you go further in an article and show charts that will prove the demand and need factors in the housing industry, and indicate the huge amount of our inventory that is in slum condition.

Thanks again for this wonderful article.

Alan E. Brockbank,
Salt Lake City, Utah

Are we going to the dogs?

Sir: The construction industry, as applied to domestic housing, has deteriorated to a degree that serious damage may already have been done to the American home.

Planning, design and construction have reached a low of inadequacy, grotesque absurdity, and frustrating make-shifts that threaten the break-up of the American family, and could easily become the inducement for both adult and juvenile delinquency, as well as a host of social evils seldom considered in this connection.

What does our boasted standard of living avail if we cannot have plain, simple, adequate housing to keep our new families in contentment at home, rather than prowling the streets and hot-spots?

The time is here and now for individuals, organizations and institutions to step forward with courage and constructive ideas for housing that will not be hopelessly inadequate before the arrival of the second baby; housing that will not require maintenance costs in excess of the mortgage payments;

housing that will restore the dignity and veneration that a home formerly carried so graciously.

The pattern of your Blueprint House designs and auxiliary information have fallen into a bad way. It appears to be supinely submissive (possibly condoning) to the vicious, speculative practices that are building urban and rural slums as fast as production-line methods permit.

It is contended that costs dictate the squeeze and curtailment, but it seems a craven admission to concede that our young families cannot pay for the kind of homes that they want and need so much.

The price line, so firmly entrenched, should be attacked from every vantage and with every weapon. This is a challenge to all who seek the welfare of the citizenry and the building industry.

H. V. Roberts,
Lake Bluff, Ill.

Air Command uses AB article

Sir: As a representative of the Civil Engineering Division, Maintenance and Repair Directorate, Deputy for Installations, Headquarters Alaskan Air Command, I would like to quote extracts from the article titled *Here Are 12 Pages of 'Know How' to Help You Keep That Job Moving in Hot-Wet-Cold Weather* that appeared in the October, 1954, issue of *American Builder*.

It is our intention to utilize the cold and wet weather information in the February, 1955 issue of the Alaskan Air Command Arctic Installations Bulletin. This bulletin is distributed to the installations engineers within this command for their information and use as needed.

2/Lt. R. J. Moffatt

D/Installations, Civil Engr. Div.
APO 942, Seattle, Wash.

A rose for AB

Sir: The writer has been on your subscription list for the past several years, and as I receive several other building magazines I had to drop some of them because there wasn't time to read them all. But yours, I will have to admit, is the best of all, for small or large builders.

Tom E. Ware,
Sedalia, Mo.

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fits ALL size end frames

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STEP TYPE

OPEN END

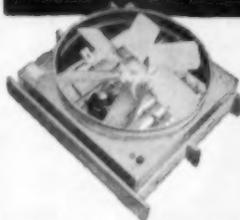
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Archbold, Ohio

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For fast low cost installation . . . a size to fit your need.

Model No.	CFM Free Del.	Ceiling Opening	Height
AVP-30	5000	31" x 31"	18 1/4"
AVP-36	7500	36" x 36"	18 1/4"
AVP-42	10000	42" x 42"	20 1/4"

Built-in shutter . . . manually or air operated. Fan, motor, fuse-link switch and shutter completely assembled and wired as single unit. U. L. Approved. Contractors say AVP Units are the easiest installed



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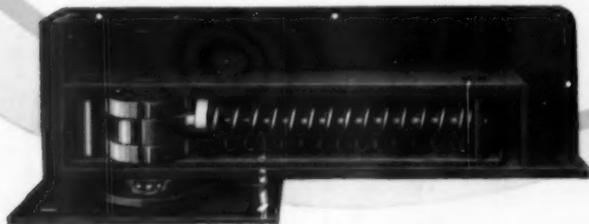


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